

The Billboard

The World's Foremost Amusement Weekly

JUNE 1, 1940

15 Cents

Vol. 52. No. 22



**EDDIE
LE BARON**
And His Orchestra

Just Completed Three Con-
secutive Years RAINBOW
ROOM, Rockefeller Center
New York

Opening May 30 Peacock
Terrace, EAKER HOTEL,
Dallas, Texas

DECCA AND ROYALE
RECORDS

Exclusive Management:
Music Corporation of
America



*Thank You, America,
for the Big Reception*

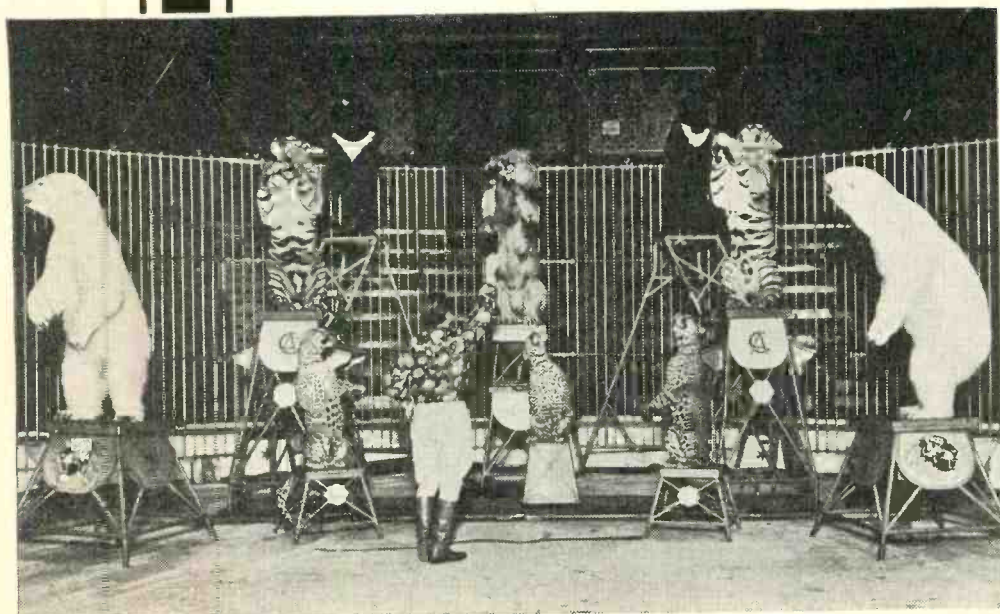
ALFRED

COURT

The Master of Wild Animals

Featured With

**RINGLING BROS.
BARNUM AND BAILEY CIRCUS**



with his

60 ferocious wild beasts including:

LIONS	SPOTTED LEOPARDS
TIGERS	MOUNTAIN LIONS
BLACK JAGUARS	GREAT DANE DOGS
POLAR BEARS	SPOTTED JAGUARS
OCELOTS	BLACK PANTHERS
HIMALAYAN BEARS	BLACK LEOPARDS
PUMAS	INDIAN LEOPARDS
COUGARS	AFRICAN PANTHERS

● Alfred Court presents his 3 big mixed groups worked by himself and his famous trainers:

Prince Amdon Damoo Dhotre

Miss May Kovar

Frederick Olsen

Alfred Court's act is especially adapted for theaters, fairs and other presentations, indoor and outdoor.

ALFRED COURT

Care of The Billboard
1564 Broadway New York City



MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Brannan, Harry, 3c
Brennan, A. (Booklet), 10c
Carrigan, J. E., 10c
Crowe, Mrs. E. C., 9c
Dalrymple, Mrs. E. C., 17c
Eule, Mrs. Monroe, 7c
King, Ted, 16c

Women

Adams, Mrs. Kate
Adams, Tona
Alberta, Leona
Aldrich, Mrs. C. W.
Aldrich, Mrs. Dee
Allen, Florence
Allen, Mrs. Gene
Anderson, Miss
Arlen, Betty Kuper
Arnold, Mrs. Jack
Arnold, Mrs. Mary
Arnte, Madam
Augustino, Kate
Avery, Mrs. Ruby
Bainschettie, Peggy
Baker, Mrs. Joe L.
Barfield, Mrs. Emmett
Bartholomew, Mrs.
Bee, Mrs. Ruth
Bell, Anna
Bell, Mrs. Lelia C.
Berry, Mrs. Ruth
Bills, Mrs. S. B.
Birch, Mrs. M.
Bisany, Mrs. Viola
Bizzell, Mrs. Eva
Blankenship, Mrs.
Bohn, Mrs. Frances
Bond, Norma
Borman, Zella
Borts, Zella
Boucher, Dorothy
Bowen, Ollie Mae
Boyer, Beatrice
Brenson, Mrs.
Brent, Lorraine
Brett, Mrs. Jos. T.
Brison, Claire
Brizendine, Mrs.
Brown, Mrs.
Brunk, Maxine
Bryant, Mrs. M.
Bryant, Mrs. Thelma
Bryant, Mrs. Velma
Buckskin Betty
Burk, Mrs. Alice
Burkett, Mrs.
Burleson, Madam
Burton, Mrs.
Buttens, Princess
Byers, Mrs. Grace
Calvert, Elsie
Carr, Mrs. Jos.
Carroll, Miss Dee
Case, Mrs. Charley
Cassandra, Lady
Cedar, Margaret
Chaplin, Mrs.
Chaplin, Mildred
Chase, Mrs. Howard
Chester, Mrs. K. P.
Childers, Mary
Chinas, Mrs. Mae
Clark, Ora Ann
Clarke, Ernestine
Codee, Helene
Coe, Mrs. Sam
Coir, Mrs. J. P.
Cole, Mrs. Gertrude
Cole, Mrs. King
Collars, Mrs. V.
Colorado Cow Girls
Connell, Kay
Connors, Myrtle
Conway, Mrs. Edith
Coon, Mrs. Virginia
Cowler, Gertrude E.
Cummings, Mrs.
Dailley, Ruth
Dalrymple, Maris
Dankmeyer, Mrs.
Davidson, Mrs.
Davis, Mary O. G.
Davis, Bette Lou
Davis, Mrs. B.
Davis, Miss Addie
Davis, Miss Kewpie
Davis, Mrs. Leona
Davis, Mrs. Ruth
Dawn, Dorothy
Day, Mrs. Dave
DeCarra, Mrs.
DeCair, Mrs. J. P.
DeMoss, Luana
Delaney, Patricia
Delaplanta, Rita
Dell, Mabel F.
Demars, Mrs. Alice
Demsey, Mildred
Dill, Jackie
Dillingham, Mrs.
Dixon, Mrs. Ora
Dixon, Violet
Earle, Miss Bobby
Elbert, Mrs. David
Emerson, Thelma
Emmerson, Geraldine
Escalanti, Esther
Eule, Mrs. Monroe
Evans, Evelyn
Evans, Mrs. E. C.
Evans, Hazel
Eyster, Donna M.
Fann, Mrs. Carl
Fay, Eva
Fennell, Mrs. Clara
Fetts, Mrs. June
Ford, Mrs. E. J.
Fowler, Mrs. Alma
Frances, Ruby
Franks, Betty
Friscoia, Corinda
Galagan, Anna
Gallagher, Mrs.
Gardner, Mrs. Jack
Gayle, Gloria
Geddis, Mrs. Geo.
Gerry, Mrs. Frank
Glenny, Mrs. Dan
Goldberger, Mrs. R. G.
Gordon, Ella
Grady, Mrs. Kellie
Graves, Mrs. B. Y.
Grebb, Diana
Griffin, Nancy
Hackett, Mrs. E. J.
Hager, Carolyn
Hale, Mrs. Ruth
Hamako, Malina
Hamilton, Mrs.
Hamilton, Jack "Tex"
Hansen, Mrs. Al C.
Harrington, Beatrice
Harris, Mrs. Don
Harris, Francis L.
Harris, Mrs.
Harrison, Virginia
Hartberg, Mrs. Ada
Hartshuber, Little
Harvey, Mrs. Pearl
Hays, Mrs. Mabel
Heckendorn, Mrs.
Hedberg, Mrs. Ada
Helmman, Muriel
Hemmes, Mrs. Hazel
Henderson, Mrs. Etta
Henderson, Mrs. Roy
Henry, Mrs. Lena
Herbert, Dorothy
Heth, Myrtle
Hill, Helene
Hilton Sisters
Hollifield, Mrs. H.
Holmes, Lillie
House, Mrs. Beniah
Howard, Mrs. J. L.
Howell, Mrs. Chet
Howell, Mrs. Nell
Hoy, Mrs. Clyde
Hudson, Mrs.
Hurst, Cleo
Hustafa, Verda
Hutcherson, Betty
Hutchinson, Mrs. Mary
Inano, Mrs. Chas.
Jackson, Mrs. Mattie
Jackson, Mrs. Lou
Jacobs, Scandals Show
Jacobin, Mrs. Ada
Johnson, Mrs. Mabel
Johnson, Marie
Johnson, Mrs. Vivian
Jones, Mrs. Dewey
Kane, Evelyn C.
Kane, Miss Tony
Kantell, Mrs. Jackie
Keatts, Mrs. James
Keawe, Mrs. Faye
Kelly, Mrs. Andy
Kelly, Mrs. Fannie
Kent, Mrs. Nellie
Kerr, Sally
King, Mrs. Ann
King, Mrs. H. H.
King, Molly
King, Mrs. Patricia
Klien, Loretta
Kline, Miss Tiny
Knowles, June
Koutz, Mrs. Elvia
Koutz, Mrs. Lawrence E.
Kreoger, Mrs. Charlotte
Kushner, Natasha
LaMar, Juinita
LaValle, Jean
Ladd, Mrs. Norma
Laid, Mrs. Louise
Laplatte, Rita
Lee, Betty D.
Lee, Mrs. Ollie B.
Leicester, Miss Lee
Levard, Mrs. Mary
Libby, Mrs. Thelma H.
Love, Bonnie
Lowande, Mrs.
Lowe, Mrs. Cliff
LuAnn, Baby
McCue, Mrs. Irene
McDonald, Hazel
McDonald, Mrs. Mae
McDonnett, Mrs.
McGauth, Virginia
McLachlan, Mrs. A.
McPeak, Mrs. Jackie
Mack, Mabel
Mack, Mrs. Nona
Mackey, Mrs. Paul
Madden, Alma
Madison, Mrs. James
Madison, Sallie
Malloy, Elaine
Malon, Mrs. Etta
Marcus, Mrs. A. B.
Marcy, Helene D.
Marion, Mrs.
Marshall, Mary
Marta, Madam
Martin, Pauline
Martin, Peggy
Mathews, Mary

Mason, Mrs. Birdie L. C.
May, Jeanette
Mays, Mrs. Bobby
Meeke, Mrs. Jane
Miller, Mrs. A. B.
Miller, Delores
Miller, Helen
Miller, Patsy
Mitchell, Mrs.
Mitchell, Audrey Pat
Mitchell, Mrs.
Mitchell, Kittle
Mitchell, Florence
Mitchell, Miss
Mitchell, Happy
Mitchell, June P.
Mitchell, Mrs.
Moon, Margaret
Moore, Mrs. Bobby
Moore, Mabel
Moore, Mrs. (Punkie) R.
Moore, Mrs. Park
Morales, Dorothy
Morang, Mrs. F.
Morang, Mrs.
Morgan, Mrs.
Morgan, Gladys
Morris, Elaine
Mowman, Babette
Mouzevender, Miss
Mullins, Mrs. Daisie
Murdo, Emma
Murphy, Frances
Muse, Mary
Museum, Elizabeth
Muse, Pearl E.
Muse, Sella E.
Neal, Frances
Newcombe, Mrs.
Noal, Mrs. Paul
Norcross, Mrs.
O'Brien, Mrs. Joan
O'Connell, Mrs. F.
O'Day, Peg
O'Malley, Mrs. L. M.
O'Reilly, Miss Jerry
O'Shea, Sydna
O'Donn, Ruby Jean
Olive, Mrs. Donald
Orr, Mrs. Jack
Owen, Wanda
Palmer, Frances
Panther, Peggy
Parker, Mrs. H. L.
Parker, Miss Kay
Parks, Mrs. Earl
Parr, Mildred
Pate, Blanche
Patterson, Marjorie
Paul, Mrs. Fred J.
Payne, Mrs. May
Penning, Mrs. A. B.
Pennington, Ann
Petet, Mrs. Jackie
Piacintini, Frances
Pickard, Mrs. Viola
Pierce, Ruth Ester
Piercy, Mrs. Hazel
Popkin, Mrs. Wanda
Potts, Mrs. Sammie
Powell, Mrs. Maxine
Prerost, Sally
Price, Pearl
Raber, Mrs. Julia
Rattle Snake
Raymond, Mrs. Anna
Reed, Mrs. Little
Reese, Mrs. L. P.
Reilly, Mitzie
Reilly, Mrs. Pearl
Reitzel, Mrs. Jay J.
Renfro, Melita
Renolds, Pearl
Rhodes, Pearl
Richardson, Ira
Rinehart, Ollie
Rising, Mrs. Josephine
Ritchey, Mrs. T. U.
Rouch, Mrs. J. S.
Roberts, Mrs. J. H.
Roberts, Miss Pat
Robinson, Laura
Robinson, Marjorie
Robinson, Mrs. Sarah M.
Ross, Ida
Royal, Mrs. Hazel
Ryan, Vera
Scott, Mrs. J.
Seaman, Betty
Shalding, Joan
Shelton, Mrs. Jim
Sheppard, Mrs. L. R.
Shufe, Mrs. Helen
Siegrist, Mrs. Bebe
Simms, Alice
Simpson, Clara
Sims, Mrs. Goldie
Sisson, Mrs. Barney
Slaughter, Mary
Smart, Mrs. Mamie
Smith, Mary
Smith, Pearl
Smith, Miss Willie
Smucker, Marie K.
Snodgrass, Mrs.
Snodgrass, Mrs. (Rides)
Snyder, Mrs. Helen
Sparks, Mrs.
Spillman, Mrs. A. A.
Spillman, Mrs. Pearl
Srader, Mrs. M. A.
Stephens, Estelle

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.

Starkey, Mrs. Lillian
Stilz, Miss Shine
Stock, Mrs. Dave
Stople, Mrs. Rosa
Sturchio, Mrs. Gene
Swin, Mrs. Daisy
Sullivan, Mrs. P. A.
Summers, Mrs. Jimmie
Taylor, Mrs. Catherine
Teander, Mrs. Joe
Thompson, Mrs. Jacklyn
Thompson, Mrs. Lee
Thweatt, Mrs. Leona
Tighlman, Grace
Tinsley, Idelle S.
Tipkey, Mary
Tipton, Mrs. Hazel
Trainer, Mrs. Howard
Tuba, Mrs. Faith
Vest, Mrs. Chas.
Vincent, Montaine
Wade, Bertie
Walker, Mrs. Margaret
Walker, Sweetie
Ward, Miss "Boots"
Warmock, Mrs. Bertha
Waters, Ethel
Watson, Alzona
Watts, Mrs. Rellia
Webster, Mrs. J. H.
Weiss, Mrs. Alma
Webman, Mary
Whipple, Mrs. L. I.
White, Barbara
White, Mrs. Leal
White (Babe)
Whittemore, Mrs. W. E.
Williams, Frances
Williamson, Mrs. S. B.
Wilson, Mrs. Emily
Wilson, Mrs. Lillian
Wilson, Marie
Woods, Mrs. Pop
Woodworth, Mrs. Winona
Woznick, Mrs. Frank
Wright, Helen
Wright, Jessie
Wright, Josephine
Wright, Marbeth
Wright, Mrs. Winnie
Wyatt, Mrs. Hazel
Yofona, Mrs. Stella
Younger, Edith
Zimmerman, Mrs. Ruby
Blaker, Bill
Blank, Leo Daniel
Blervins, Carter
Bluedorn, W. H.
Boegen, Al
Bohanan, S. W.
Bolt, J. P.
Bolton, Jack
Bond, Jimmie
Boone, Bob
Boone, O. R.
Borrow, Ted
Boudreaux, Gilfert
Bouldinghouse, Happy
Bowers, Jay
Bowman, Lucky
Bradley, C. J.
Brady, L. B.
Branholtz, Jake
Branson, John
Brasher, Joe E.
Bray, Paul
Bray, W. M.
Brayanza, Prof.
Breece, Del
Brennan, A.
Brennan, Kevin
Brewer, Oscar D.
Bridges, H. E.
Bright, H. B.
Brinker, John
Briscoe, Beunle
Britt, John H.
Britton, Louis
Brookway, Charlie
Brookway, Issy
Brothers, Wm.
Broughton, Clem
Brown, A. E.
Brown, Chief Sugar
Brown, Curtis
Caughey, Russell
Chacouna, Mike
Chappell, Chapple
Chanda the Magician
Charnes, Walter
Chesnut, Geo. T.
Chester, Norman
Childress, Milton
Chillson, J. J.
Cimse Troupe
Clair, Kenneth L.
Clark, Paul F.
Clark, R. F.
Clark, Willie
Clark, W. W.
Clarke, Ernest
Clem, Robt.
Clement, Bud
Cline, Chicago
Clouder, Capt. Trainer
Cody, Jay
Coggshall, Max
Cohen, Harry
Cohen, M. E.
Cohn, Chas.
Cole, W. S.
Coleman, E. E.
Coleman, Frank
Collins, Fred
Collins, W. E.
Colvin, Mr. Gale
Comer Jr., Walter
Compton, Jean
Conaway, Jack
Conner, Tom W.
Cooper, A. E. Mgr.
Cooper, C. L.
Cooper, Jack
Cornell, Jos.
Cortez, Peter
Costa, Geo.
Couch, C. C.
Cowan, Jack
Cowell, Francis
Cowan, Roy
Craig, Maurice
Crane, C. L. Geo.
Crawford, Robt. H.
Creamer, Frank
Crescio, A. L.
Cridder, Hal
Cridder, Hammel
Crone, Linwood
Cros, Hugh
Cross, Philip
Crossman, Harris
Crouch, Del
Crowell, Sam
Crowell, Johnnie
Crowder, (Cherry Pie)
Crown, W. P.
Cummings, F. S.
Curl Jr., Floyd
Curtis, Robt.
Cushing, Capt. F. H.
Cushman, Capt. Frank
Custer, Robt. P.
Dahm, Ted L.
Daley Bros' Circus
Dale, Chick & Gladys
Dale, J. H. (Bobby)
Dale, Fred W.
Daniel, C. V.
Daniels, Geo. G.
Danville, Eugene
Danwell Troupe
Darcy, Thomas D.
Darden, Robt.
Darnaby, J. Allen
Darrin, Louie
Davis, John B.
Davis, John E.
Dawkins, Geo. W.
Dawson, Ed.
DeGreat, Richard
DeRosselli, Joe
DeWright, Vern
DeWolf, Lintan
Deoro, Bert
Dechenne, C. A.
Deland, Carl H.
Deloy, Eddie
Delph, Dewey

Men

ACTS AND ATTRACTIONS playing Fair, Park, Celebrations and Carnival dates send for complete details on the **SUMMER SPECIAL OUTDOOR TALENT SECTION**. Address a postcard or letter to The Billboard, Professional Promotion Department, 25 Opera Place, Cincinnati, Ohio.

Ablin, Leo
Abraham, Frank
Ackley, A. V.
Acuff, Homer
Adams, Carley
Adams, Samuel J.
Adolph, Clarence
Aguilar, B.
Aherne, Lee
Akana, Clem
Alban, Jack
Albion, Al
Allen, "Bucky"
Allen, Geo. Lucas
Allen, Jack
Anderson, Charlie
Anderson, Paul
Andre, Fabian
Andrews, Capt. Edw.
Andrews, Frank
Angelier, Wm.
Anthony, Bob
Anthony, John C.
Anthony, M. L.
Arley, Mr. Jean
Arvello, Mr.
Ashby, J. A.
Asher, Charley
Auburn, Jack
Auskins, Clarence
Austin, E.
Austin, Gene
Ayers, Ray
Ayers, Johnny
Aylesworth, Arthur
Babbs, "Speedy"
Backenstoe, Ray
Backer, Earl
Balansen, Wm.
Bailey, Al Hop
Baines, Willie
Baker, D. C. Roy
Baker, Edw. Roy
Baker Jr., Louis
Baldwin, B. S.
Baldwin, Harry
Balfonte, Paul
Bancroft, Fred
Bancroft, Raymond
Bancroft, Dr. Wm.
Barb, O. G.
Barfield, Dave
Barker, Wm. M.
Barnell, Harold
Barnett, Chester E.
Barnett, Jack
Barnett, Sealio Chas.
Barney Bros.
Baron, Mac
Barry, Geo.
Barry's Metal
Barth, Clarence & Joe
Bartlett, Chas.
Bartlett, (Chet Brownley)
Bartlett, Jack C.
Barta, Albert
Bass, Wilbur Lee
Bauer, Burt
Beasley, Alton
Beatty, Tenna, Red
Becker, Gus & Kaul
Beckwith, Bennie
Becker, Geo.
Beggs, Joe
Behes, Earl R.
Belders, Bill
Bell, Chas.
Bell, Oliver A.
Bell, Odd
Belles, Robert Lee
Belmont, Lew
Belmont, Daniel
Bendixon, Axel
Beneb, Frank
Benson, H. E.
Benson, Kenneth
Bentum, Harry E.
Benziger Bros.
Bergin, Isay
Bergen, Frank
Berni, Gene
Bernstein, Maurice
Besse, Jack
Betz, John
Beube, Lester
Bevlemann, Smiles
Bibo, Bob
Birchell, Cecil C.
Bird, James O.
Bistany, Leo M.
Black Animal Circus
Black, Chas. J.
Black, Lew (Capt.)
Black Panther
Blackburn, Harrison
Blaine, Buddy
Blake, Curley
Blake, F. J.
Blakely, Benton H.
Brown, Elmer
Brown, Herman M.
Brown, James H.
Brown, Wesley
Brown, Wm. E.
Bruce, O. C.
Bruen, Ray
Brunk, Henry L.
Bryant, Howard
Buckin, Emmitt
Burke, Daniel
Burke, Jim
Burke, J. E.
Burke, Lester
Burket, B. J.
Burmis, Mr.
Burns, Hi-Brown
Burns, Robt. B.
Burto, L. H.
Busch-Lamb
Busch-Lamb Concession Co.
Bush, Tom
Butts, Fred
Byers & Beach Show
Byrnes, Phil
Cadaro, Johnny
Caggon, Frank
Cair, Jos.
Camallo, Mike
Camp, Herbert E.
Campbell, Francis
Cannon, Frank & Alex Tan
Canter, Clyde
Canter, Geo. E.
Cantrell, Dallas
Card, Kin
Cawey, E. A.
Carl, Billie
Carlisle, Lawrence
Carpenier, Chas. P.
Carrico, John
Carrigan, James R.
Carroll, Red
Carrone, Vitto
Carter, Mark
Cartwell, Mr. Janey
Case, Jack
Casey, Frank
Casey, Jos.
Cash, Burleigh
Cassidy, W. L.
Catron, Harold M.
Caudille, Cecil Geo.

Demerast, Bill
Demetro, Tom
Demorest Jr., Bob
Demsey, Happy
Dent, C. R.
Dexter, James J.
DiCarlo & DuBois
Dishon, Jack M. H.
Diablo, Chief
Diaz, Don R.
Diaz, Smokey
Dickens, Raleigh
Dickman, Bob
Diggs, Ray
Digre, Kenneth
Dike, Grant
Dillard, Bill
Dillon, Jack
Dixie, Geo.
Dixie Model Show
Dixon, Henry
Dobbins, Harry
Doebbler, H. M.
Don, Ray & Don
Donohue, Mike M.
Dorgan, Steve J.
Dowdy, Hank
Dressen, Mike
Drum, W. M.
Dubay, Jos.
Duncan, J. N.
Dundee, Johnny
Dunlap, Claud F.
Dunlap, Dr. Ted
Dupler, Merle F.
Durand, Harry
Durnal, Gene, Mgr.
Eastman, Willy F.
Ecklund, Robt.
Edema, Edw.
Edgar, L. C.
Edwards, Alfred
Edwards, Elbert
Edwards, Gene
Edwards, Capt. Jerry
Edwards, Robt. C.
Edy, Samuel D.
Eggersman, Eddie
Eldridge, Arthur
Eller, R. C.
Ellis, Bob
Ellis, F. F.
Ellis, Frank & Gladys
Ellis, Harry E.
Ellman, Mark
Elmer, Max
Ely, Miller (None)
Ely, Morris
End, Joe
English, Magician
Ephraim, Frank
Epperson, J. Bert
Eule, Monroe
Evans, Emory
Evans, James
Evans Jr., Robt. Lee
Evans, N. C.
Ewing, John Edw.
Eyler, Walter B.
Eyster, James H.
Fahley, Frank
Fallon, Thomas
Faraday, H. C.
Farrell, E. S.
Farrington, Mickey
Farrington, J. L.
Fast, Alfred J. S.
Faust, Ike
Faust, W. P.
Felton, Harry C.
Fendrick, Boyal
Finch, Jack W.
Finch, Robt.
Fine, H.
Fink, Harry
Finnell, Douglas
Fisher, Bill
Fisher, Lon
Fitzgerald, Jimmie
Fleming, Richard
Flores, Joe
Flood, Forest
Foot, Fred M.
Ford, Wm. E.
Forrester, Johnny
Forsiller, Fred
Foster, Victor
Fowler, A. R.
Fox, Benny
Fox, Bob
Fox, Jimmie
Frauer, Wm. Flash
Francis, Edw. R.
Franklyn, Chick
Franzelen, Fearless
Frazier, Jos.
Frazier, Leonard
Fredrick, Henry
Freeman, Blackie
French, James
Frye, Donald
Frye, James G.
Fuller, Jos.
Fulton, Wm.
Gabowry, Hector
Gailer, Frederick
Gailer, Tex
Gaines, Theron
Gallagher, James B.
Garner, R. E.
Garner, Woodie
Garvin, Arthur J.
Gault, Jas. E.
Gavigan, Michael
Gay, Harry S.
Gerber, Joe
George, Douglas
George, Tom
Gey, Dan
Gheen, Charley R.
Gilbert, Art
Gilbert, Jerry
Gilchrist, Carl
Giles, Talmadge
Gill, Geo.
Gillispie, G. T.
Girman, Joe
Giroud, Anthony
Globe, Henry
Gobbini, Angelo
Godwin, Bert A.
Goldberg, Arthur
Goodin, Bill
Goodman, David
Goodman, Joey
Goodwin, Ralph
Gorger, Mickey
Gorman, Bill
(Gorman Show)
Graham, Ray E.
Graves, C. H.
Gray, Bill
Green, Col. W. E.
Green, Russell
Greer, Havert
Gregory, Wilfred
Gressham, Cotton
Griffey, Fred O.
Griffith, Oliver
Griffin, Fill
Griffin, Harold
Griffin, Slim
Griffin, Wallard
Griswold, Malcolm
Guerrin, Frank
Guin, Calvin
Gundal, Joe
Guzek, John
Hackett, E. J.
Hale Sr., James W.
Hale, Raymond
Halke, R. S.
Hall Bros' Show
Hall, Chester
Hall, Duke & Clara
Hall, Earl
Hall, Edw. L.
Hall, E. O.
Hall, Melvin C.
Hall, W. E.
Halm, Eugene J.
Halstead, Jack
Harden, Wm. R.
Harding, Wm. R.
Hardy, Bob
Hare, Lionel
Harkins, Barney
Harley, Mike
Harper, Eddie
Harris, Andy
Harris, Bill
(Lion Trainer)
Harris, Ray
Harris, Russell
Harris, W. R.
Harrison, John
Hart, Bob Percival
Hart, John B.
Hartley Jr., Geo.
Hartman, Milo
Hartwick, Doc
Harris, C. H.
Hawkins, Clem
Hawkins, Ralph H.
Hayden, Chas. Fat
Hearne, Maury
Helbing, Wm.
Helvey, Neale
Henderson, Fletcher
Henderson, Jack
Henderson, Warren
Henderson, Wm.
Henley, (Balloons)
Henley, Hugh J.
Henry, Hugh J.
Herd, Willie
Heron, Jimmie
Herrington, Odies
Herrington, Tex
Herrman, A. E.
Hershey, Ray
Hershey, R. H.
Hester, James
Heth, L. J. Shows
Hicks, Arthur
Hicks, David
Hicks, James
Higgins, "Windy"
Higgins, Woodrow
Hightower, Jimmie
Hildebrand, Roy
Hill, Capt. Will
Hill, Geo.
Hinkley, Mel
Hinsall Jr., Jack
Hinton, Ed
Hissen, Fred
Hobson Troupe
Hochburg, Jack
Hochmuth, Enos
Hockwald, Arthur
Hoge, Clarence
Holbrook, V. W.
Holley, Agner
Hollingsworth, Richard K.
Holt, Archie
Hooper, Frank
Hosmer, J. E.
Houston, W. K.
Howard, Mel
Howell, Chet
Howell, Edw.
Hoxie, Jack
(Hoxie's Wild West)
Hubbell, Mr. & Mrs.
Hubbert, Ted
Hudson, David
Hudson, DeWitt
Hudspeth, Fred
Huff, E.
Hull, Burt
Humphrey, Clarence
Hunsicker, Bill
Hunt, Walter F.
Hunter, LeRoy
Hunter, Tommy
Hutchins, S. H.
Hutchison, Ginger
(Mr.)
Hutchinson, W. G.
Hytower, Jimmie
Ingie, Fred
Ingersoll, Edw.
Ingram, Howard
Irby, Benny
Ireton, Glenn F.
Isgrig, W. S.
Isom, Geo. E.
Jack, Housie
Jackson, Silver
Jarris, A.
Jasper, Chas.
Jefferies, Carl
Jefferson, E. E.
Jennier, Walter
Jennings, Ted
Johl, Wally
Johnson, Coster
Johnson, Ernest
Johnson, Harry
Johnson, Jack
Johnson, Mr. Jessie
Johnson, Newton M.
Johnson, Robt. L.
Johnson, W. H.
Jones, Deacon
Jones, Earl
Jones, Emory
Jones, Fletcher V.
Jones, H. W.
Jones, Ray
Jones, Robt. L.
Jordan, Olyde
Judd, H. W.
Jule, Fred E.
Julius, H. B.
Jurgenson, Henry
Kalin, Mose
Kanaker, Duke
Kane, James
(Snake Show)
Kaplan, Sam
Karnak, H. W.
Karr, Joe
Keating, Fred
(Organist)
Keefe, Geo.
Keenen, Hank
Keifer, Ritchey
Kellam, Walt
Keller, Edwin
Kelly, Dan
Kelly, Geo. Wm.
Kelly, Geo. W.
Kelly, James H.
Kelly, Ted
Kennedy, Irish Del
Kennon, Wayne
Keris, Joe E.
Ketring, Dan M.
Kilabrow, Preston
Kimball, Dude
Kime, L. W.
King, Bobby
King, Charlie
King, E. C.
King, E. O.
King, E. O.
King, Howard
King, J. F.
King, Jimmie
King, Ted
Kirk, Dewitt
Kirkwood, E. E.
Kling, Pat
(Thunder Birds)
Klyman, Harry
Knight, Greener
Knight, Jean
Knight, Shuman
Knoll, Wm. Tex
Knowles, James E.
Knudson, C. H.
Koban, Katchi
Kofron, Jack
Koslin, Tom
Kramer, Pete & Lillian
Kukuraki, John
Kuzel, A.
Lafayette, Wm.
LaBounty, Paul
LaMotte, Clifford
LaPar, Henry
LaPierre, Armand
LaReane, Harry
LaTenna, Henri
LaVell, Frank X.
LaVier, Forest
LaWanda (Dog Act)
Lajoie, A. C.
Lake, George
Lamb, Busch
Lamb, H. R.
Lamont, Geo. A.
Lamson, Burt
Langford, White
Lankford, Walter
Lapinski, Joe
Lasley, Don
Lavin, John W.
Lawrence, Larry
Lay, Walter
Laymon, Eugene T.
Leahy, Buck
Leban, R. H.
Lehouff, Ovilla
Lee, C. H.
Lee, Charley
Lee, Frank J.
Lee, H.
Lee, J. Ellison
Lee, Jimmie P.
Lee, Willis
Leicester, Lee
Leonard, Harry
Leslie, Holly
Lester, Phil
Levey, Sam
Levy, Daniel
Levy, R.
Lewis, Bob
Lewis, Casey
Lewis, Fat
Lewis, L. P.
Lewis, R. A.
Lewis, R. A.
Lightening, Chief
Lilly, Whittle
Limbaugh, J. C.
Lind, Artie
Lindquist, Leonard
Linsley, Earl
Linger, Paul
Linton, F. A.
Litchfield, Frank
Littlejohn, The
Livingston, Joe
Lockboy, Doc D. D.
Lockwood Sr., Jack
Lodge, H. P.
Loeb, Charles
Loealis, Leonard
Logsdon, David
Long, Orval Bill
Long, S. Raymond
Love, Bonnie
Lover, Curley
Lowe, Clifford L.
Lucas, Leslie B.
Lunsford, Carl
Lundlow, Harry
Lynch, Fred
Lyon, B. L.
MacDonald, Reid
MacDonald, Wm.
Boyd
MacKinney
MacNeill, A. W.
McAlier, Stewart H.
(Continued from page 31)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

1,000,000 Paid Mark Is Passed On the 9th Day

NEW YORK, May 27.—As the World's Fair went past the 1,000,000 paid-admission mark on its ninth day last Sunday, May 19, concessioners and officials looked forward to the first peak period on Decoration Day next Thursday. Last year the expo didn't reach 1,000,000 until the 11th day, but this year's nine-day million included two week-ends, against two Sundays and one Saturday in 1939, owing to the fact that the first Flushing opus bowed on Sunday, with this year's opening on a Saturday.

May 18 and 19 net cluster of 229,453 and 222,580 appeared to establish the dominant second-edition drawing power of the fair. No Saturday last year was better until June 3, when the paid draw was 231,040. Last year's Decoration Day (Tuesday) crowd was 216,710, a figure which seems certain to be passed with good weather.

Past week paid entries from Monday thru Saturday lured only slightly more than 200,000, including a comparatively poor 70,000 Saturday. It rained practically all week, and even when it didn't the temperature was way down. A new low was established on Thursday with a miserable 17,926 in miserable weather. Yet the total for the first two weeks is only about 100,000 less than was gathered during the corresponding period of 1939.

Biz for Shows Upped

Because mid-week weather has been unusually inclement the fair has not yet had opportunity to prove its Monday-to-Friday power. Yesterday's weather was even worse than Saturday's, and at 11 in the morning the paid register was less than 9,000, whereas on a good Sabbath Day the morning flow would be three times that amount.

Most of the better pay attractions continue to show healthier returns than last year, when 100,000 and 150,000 days were the usual thing. Even on very low attendance days business is being 30 to 45 per cent upped. Big production shows such as American Jubilee, Billy Rose's Aquacade, Gay New Orleans Village and Winter Wonderland have had to cancel performances, especially at night. The Rose spec is getting about 17 per cent of the gate. Orleans Village, with a terrific show and layout, has been drawing them in the rain.

Harrison Forman's Thru Forbidden Tibet settled with the American Guild of Variety Artists, paying off \$15 each to 12 performers for a week's rehearsal pay. Cast also was rebated \$3 each for employees' pass book, indicating a new show is in the works with new personnel. Guild claims signing of contracts with White Way Casino, Hot and Cold Ice-Entombment Show, Ripley's Odditorium, Winter Wonderland, Hawaiian Show and others, and is "practically set" with the Edwards-Crockett sepien attraction.

Litigation on Tower

Board Chairman Harvey D. Gibson attended Saturday's opening of Golden Gate International Exposition, returning the visit here of the San Francisco folks are out for fun, not fright.

Several hundred expo employees were laid off, including cashiers, turnstile men, attendants and guards, owing to the slim traffic, but there will be reinstatement as crowds get better. A segment of employees is working on a three and four-day basis at present.

After experimenting with hourly war news broadcasts over the loud-speaker network thruout the grounds, the fair called them off on the theory that the folks are out for fun, not fright.

Friction has developed between Commander James H. Strong, inventor and

Paid Attendance

Sat., May 18.....	229,453
Sun., May 19.....	222,580
Mon., May 20.....	25,837
Tues., May 21.....	32,593
Wed., May 22.....	25,628
Thur., May 23.....	17,926
Fri., May 24.....	35,475

Second week total.....589,492
Previously reported.....553,630

Grand total, first two weeks.....1,143,122*
First two weeks 1939.....1,242,625
*1940 decrease.....99,503
1940 daily average.....81,651

designer of the Parachute Tower, and the operating company, from which the commander withdrew as president a few weeks ago. Jordan L. Mott, a director of the company, said a litigation will start today in Federal District Court, Newark. Opening of the Tower is being retarded pending an adjustment with the commander, who holds patent devices used in the Jump's construction, with Mott claiming these rights were assigned to the company.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, May 25.—A number of new concessions were in the "being executed" stage this week, which means that final approval rests with the midway and credit departments. It's safe to say that all of them will blossom out. They include: Hit It High, a high striker contracted by Harry Hargrave, who also has the pay-as-you-go-out War Museum and an interest in Ben Meyers' whale show; Bughouse, a glasshouse, which replaces Dr. Marston's lie detector, which never panned out. Location is in the Dodgem building and operators are Cy Bond, for Dodgem, and Cliff Wilson, who has the Live Monsters; De-Bunk-Her, another name for a ball-throwing game in which the gal is thrown out of bed if the spheroid goes thru the hole. This one brings back to the expo scene none other than John Krimsky, 1939 entertainment director, and his associate in the project is Bill Larkin. Location is adjacent to Washington Hall; Fisherman's Paradise, fishpond, a John Johnson project near his roller rink.

Talking about Johnson, his World on Wheels rink shoved off and first thing you know the girls from New Orleans village started to practice there. Rink is 70x150 and the tabs are 10 cents for spectators and an additional 15 for skating in afternoons, with 15 and 25 cents evenings, when amateur exhibitions are staged. Contests will be put on later in season. An organ is used for music. Johnson, who runs a rink in Cornwall, N. Y. (where we spent a few months during our tender youth), is associated with Harry Illions in operation of the Magic Carpet, which has a most impressive front and should be in the success bracket.

On Wednesday evening, when the Great Wet Way was all but devoid of cash customers, Joe Dobish's lion escaped from its cage in the Wall of Death motordrome and gave an emergency police patrol, motorcycle cops and amusement department operatives a hectic half hour or so in a driving rain. The nubian was finally corralled and put back into its makeshift wooden cage in the back. Expo ruled (See FLUSHING FRONT on opp. page)

Additional Expo News

Dept. Page
Radio (Shows from fair on upbeat).....8

GOLDEN GATE INTERNATIONAL EXPOSITION



SAN FRANCISCO

May 25 to Sept. 29

First-Day Crowds Keep Hourly Pace With Debut Gates of 1939

SAN FRANCISCO, May 27.—Emerging from seven months' slumber, Golden Gate International Exposition reopened on Saturday to startle skeptics who said the fair of 1939 would never see the light of another day. Latest official check on attendance indicated that the figure might fall short of last year's opening-day crowd by a few hundred. At 11 p.m. the official attendance was given as 127,222, equal almost hour for hour with that of last year's, when the opening-day crowd totaled 128,697.

All exhibits and concessions, with heavy emphasis on entertainment, were more than 95 per cent complete, as against about 60 per cent at the 1939 opening. Weather broke clear but windy and before noon the amusement area began hammering away to crowds which poured steadily thru the area until midnight. Only a few operators kept their spots going until 2 a.m.

Range of Prices

The "gouge" was definitely out this year, with restaurants and bars sticking close to expo-prescribed prices. Eating places were jammed, but there was no shortage of food. Crowds were comfortably handled. None of the attractions and concessions asked more than \$1 top. Most were at less than 50 cents and ranged down to a dime. For example:

Salici's Puppets, 25 and 40 cents; Billy Rose's Aquacade, 25, 40 and 75 (reserved), afternoon; 40 and 99 (reserved), night. *Folies Bergere*, 25, 55 and 83 (reserved). *Cavalcade*, 40 and 65 (reserved); children, 25, afternoon; 50 and 75 (reserved), night. Hollywood Show, children, 15; adults, 40. Ice Follies, children, 10; adults, 25. Pantheon De La Guerre, children, 10; adults, 25. Terrell Jacobs' Jungleground, children, 10; adults, 25. World a Million Years Ago, children, 10; adults, 25. Sally Rand's Nude Ranch, 25. Miss America, 25.

Rose's Aquacade packed them to the rafters at the four shows, each filling the 7,000 seats. New *Cavalcade* played to only fair crowds at its four performances, the Aquacade being serious competition to practically all of the bigger specs. Patrons who couldn't make the Rose extravaganza sought out Salici's Puppets; Night at Lake Placid, ice show, and Pantheon De La Guerre, which had locations off the midway.

Gibson Is Cheered

Ripley's Odditorium, managed again by Frank Zambreno, was about top drawing card in comparison to other hold-overs. Terrell Jacobs' animal attraction, new to the expo, working four shows, played to good crowds, and could be said to be a leader among the more expensive concessions on the lot. Highly touted World a Million Years Ago, also a new-comer, ran next in importance. Spot is in a good position to get the populace which stretches out along the main stem. Sally Rand's Nude Ranch didn't open as the sensation it was a year ago. Other nudist shows and live flesh departments on the gateway also felt a poor run of spectators for this type of entertainment. All rides were popular with kids.

Altho grounds were opened at 9 a.m., the expo didn't officially embark on its 1940 course until ceremonies which began at 8 p.m. and included talks by Governor Olson, President Marshall Dill and

FORD THEATER

(Continued from page 4)

parading and then offering confidential-like testimonials as to why they just love certain Ford cars. Then the lights go up and the patrons are invited to come up and have the charming models show them the beauties of the cars. Great showmanship all around.

Paul Denis.

United States Commissioner George Creel. Mayor Rossi, ill at his home, spoke from his bedside. An hour-long Golden Forties Fiesta was a feature of the event. Late afternoon ceremonies in the Temple Compound included an address by Harvey D. Gibson, chairman of the New York World's Fair board, who told his audience, which cheered lustily, that the New York fair was actively endeavoring to promote the success of the San Francisco exposition.

GGIE AIMS AT 6,000,000

(Continued from page 3)

their auditorium in the Hall of Western States. Terrell Jacobs' African Jungle Show will be a headliner on the Gayway. Last sets were raised for the Hollywood Show, Stage Nine, and in the same building the Pantheon de la Guerre, great mural of the first war, was being erected.

\$1,250,000 in Big Specs

Everywhere on the grounds men and machines bustled like an army making camp, and from their offices on the midway Eddie Brown and Walter K. Sibley have not overlooked a detail for the opening of the fun zone. About \$1,250,000 has been invested in the bigger specs. Billy Rose's Aquacade (6,800 capacity) was reportedly bank-rolled with \$300,000. *America, Cavalcade of a Nation* (6,000 capacity) cost \$125,000 to refurbish; *Folies Bergere* (3,500 capacity) outlay estimated to be \$100,000; Terrell Jacobs' African Jungleground (2,050 capacity), \$80,000; World a Million Years Ago, \$250,000; Salici's Puppets (1,000 capacity), \$100,000; F. Herrick-Herrick's Hollywood Show (2,000 capacity), \$60,000; Pantheon de la Guerre, \$250,000.

Rose's Aquacade is the question mark of the fair, with doubt being cast that the water show can be a consistent winner during the 128-day run. Spot has a \$30,000 weekly operating nut, heaviest on the island. The enterprise is facing a \$25,000 damage suit filed by Marie Friesen, swimmer, who alleges failure to keep a promise to hire her as an aquabelle at \$40 a week. Complaint sets forth that she was offered a job as usherette at \$18 weekly instead.

Rose declares it cost \$250,000 to ring up the curtain on his Aquacade and will cost about \$750,000 to operate it for duration of the fair. Headlining the attraction are Johnny Weissmuller, Morton Downey, Gertrude Ederle, Fred Waring's Pacific Coast Glee Club, Esther Williams, Vincent Travers' Orchestra and Marshall Wayne, Olympic diving champion.

Fiesta Is Colorful

Police asked strict adherence to a no-nude policy as several midway attractions prepared to open with that sort of entertainment. Bob (Believe It or Not) Ripley may be a last-minute arrival, with Frank Zambreno, manager of Ripley's Odditorium, trying to make connections with his boss, who was en route from Santa Fe, N. M.

Nude Ranch, a real money earner last year, has Balinese rather than Western sets and costumes. Sally Rand will again have a part of the show but refused to discuss the financial arrangement under which she will operate since she went thru bankruptcy proceedings last year following collapse of Gay Paree.

New fronts are on most of the shows. Most effective are Jungleground and World a Million Years Ago. Ed Breckenbridge, who managed the Incubators last year, will operate Fountain of Youth, girl show, with Frank Curran fronting. Last night the city concluded its Golden

CLEANINGS will be found on page 40 in the Fairs-Expositions Department of this issue.

Young, J. B.
Zambrine
Zimmer, Joseph
Zulong, Eric B.
HAND AT

Wilson, Bill & Margaret
Whittmore, Walter C
Young, Joe

Marine
F. J.
Patricia
Lee
Pauline
ola
Mrs.
C. S.
Charley
la V.
E. L.
obth
Eddie
Mac
Mac
rd A.
per
obby &
Ray
y
ave
d
(Slick)
les
e
ert
George
s
Robert
y
s
le
d L.
orman
e
J.
ack
Snow
s
H.
C.
oint
L.
(Donk)
t
Margaret
Walter
C.

Hamid-Morton Lease Wallace Bros.' Show; Adding Performers And Increasing Seating Capacity

PHILADELPHIA, May 25.—The Hamid-Morton Circus, booked up to the third week in August for showings sponsored by Shrine Temples, has leased Wallace Bros.' Circus, the combined show to be known as "Hamid-Morton Circus Co., featuring Clyde Beatty," according to Bob Morton, who also indicated that the Wallace amalgamation will extend this season for at least 14 or 15 weeks of bookings. In addition to the entire Wallace Bros. company, 30 performers and 50 other persons will be added to the H-M show.

Apart from the Wallace principals, 14 more principals will be added, to include Clyde and Mrs. Beatty; "The Original Lone Ranger"; Arky's elephant act, supplemented by the Wallace elephants; Kinko; Chester Barnett; Aerial Ortons, double trapeze and iron jaw; Artinis, double trapeze; Jean Evans, muscle grind and trapeze, and additional single and double trapeze and iron jaw features.

Appearing under canvas for the first time this season, Morton indicated that it will be necessary to enlarge the tent even before starting out. Over 100,000 books of tickets have been distributed to the Shrine Temples, he said, and the ad-

vance sales indicate that it will be necessary to enlarge the tent, seating from 3,500 to 4,000, to provide for at least 1,000 additional seats.

The first Shrine show will be the week of June 10, the show breaking in June 7 and 8 at Haddonfield, N. J., jointly sponsored by the Haddonfield Memorial High School, Moorestown (N. J.) High School and the Camden (N. J.) County YMCA.

HADDONFIELD, N. J., May 25.—The Hamid-Morton Circus will appear under canvas here for the first time on June 7 and 8, sponsored by Haddonfield Memorial High School, Moorestown (N. J.) High School and the Camden County YMCA, last named organization sharing in the proceeds to assist children with partial camp scholarships. Two shows will be presented daily. Stand here is the inaugural for the H-M. show.

Very Good Biz For R-B in Philly

PHILADELPHIA, May 25.—Despite cool and rainy weather, Ringling Bros. and Barnum & Bailey Circus fared big here, closing its week's engagement tonight. Four nights were sellouts for the first time in the history of the show at its present location. One of these was tonight, when patrons were seated on the straw.

The engagement started Monday to a packed matinee, with orphans, crippled children and others, guests of Ellis Gimbel, filling all seats and many placed on the track. Tuesday matinee was fair and night almost capacity. Wednesday matinee was very good and night house a sellout. The weather was fair for the Monday matinee, but Monday night, Tuesday afternoon and Wednesday night it rained, and it has been cool and rainy since.

The new blue tent, a novelty in circus atmosphere, gives the matinee a new slant on background for the various acts. Lighting effects are unusually good, especially in the Alfred Court trained animal acts.

PHILADELPHIA, May 25.—There was a surprise on the opening day of the Ringling-Barnum show here Monday for Ellis A. Gimbel, local merchant, who brought along 10,000 underprivileged children as his guests. He was called into the center ring and presented with a silver loving cup by the circus management. It was the management's token of the 25th anniversary of the circus parties Gimbel has given every year to underprivileged children, and the presentation was made by John Ringling North, who came up from a Florida honeymoon.

It was a turnabout for the presentations Gimbel made four years ago on the 21st anniversary of his parties. Then he gave loving cups to the seven clowns who had delighted all his guests thru those years.

Scandinavian Shows Try To Carry On

STOCKHOLM, May 7.—In spite of war and war threats, circuses in Sweden and Denmark are trying to carry on. Circus Schumann terminated its indoor season at Stockholm on April 27. Ernest, Albert and Max Schumann, with their horses, were supposed to join the Circus Belli in a tour of Denmark, but have been unable to get their horses out of Stockholm. Oscar Schumann, with horses, and the Charlie Rivels Family were to have gone on the road in Sweden with Circus Schumann, but so far have not made a start.

Circus Scott, operated by the Bronnsetts, Joeys, is touring Sweden. Program includes Trubka and his lions; Paul Small, equilibrist; Six Maschinos, acrobats; Bert French, tap dancer; Four Lucianas, acrobats, and groups of clowns and horses.

Circus Miljares-Schreibler closed after three weeks on the road.

In Denmark the traveling circuses are seriously hampered by blackout regulations, gasoline restrictions and traffic rules. Circus Miehe opened in the Circus building at Copenhagen on May 2.



JACK HOXIE and Dixie Starr, who are scheduled to put on the concert with Bud E. Anderson's Circus. Hoxie will have eight riders and ropers and six horses with him.

Detroit Shrine Gross Shows Increase Over '39

DETROIT, May 25.—The annual Detroit Shrine Circus held here in February has grossed around \$60,000 to date, pre-final report by Manager Tunis (Eddie) Stinson disclosed this week.

The figure compares with a gross of \$54,000 for the 1939 show and will be increased by nearly \$10,000, according to estimate on outstanding accounts. Many ticket sales are not reported until the books are closed in November under the system of distribution used.

Providence Shrine Using Race Track

PROVIDENCE, May 25.—The Shrine circus here this year will be held at the Narragansett Race Track under direction of J. C. Harlacker. Al Martin has been awarded the contract of booking the acts for the third successive year.

The show will have two stages and a center ring and will be put on in two parts. The first part will consist of stage and ground acts and the second, aerial acts. Show is for the benefit of crippled children. Among prizes to be given is a furnished home, by the merchants.

Acts booked are Pichianni Troupe, acrobats; Four Sydneys, bicycle turn; Neles Troupe, trampoline; Micahua, tight wire; Naida and Ernie Perez, France and Lapel, perch; Christiansen's horses; Tieber's seals; Capt. Sol Solomon, high diver; Flying LaMarrs; Five Eltons, aerialists; Four Bombshells, double-ladder high act. Two Marlons, also high ladder; P. J. Ringens, loop-the-loop and bicycle dive; Adele Nelson's Elephants; Walter Guice Troupe, riders and aerialists; Lewis and Oliver Sisters, acrobats; Flying Harolds; Senna Sisters and Claire and Five Whirlwinds, skaters; Dobas Troupe. Mack Kassow will have the side show.

Y-P Again Encounters Rain at South Gate, Calif.

SOUTH GATE, Calif., May 25.—For the second year the Yankee-Patterson Circus proved to be a rain-maker when it used the Tweedy boulevard lot here May 18. Last year the show occupied the Firestone boulevard lot and was caught in a hard night rain.

Manuel Velarde was injured while doing his slack-wire act at the night show. Bernie Griggs joined clown alley here. Vera North, equestrienne, also was added to the program. The Clarkes used their new horse, both in their big riding act and in Miss Ernestine's principal riding numbers.

Mr. and Mrs. Dick Lewis gave a circus fans' party at their Los Angeles home Friday night, May 17. Lewis played many of his circus band recordings while the fans looked at his collection of circulana.

Mills Opens at Slough; No Side Show, Menagerie

LONDON, May 18.—Bertram Mills tenting circus opened at Slough May 1 before two fair houses. Owing to many hands being inexperienced, the show did not run as smoothly as is customary, but improvements may be looked for provided the labor problem does not get more acute. Calling up of military age classes will soon have all the fit men from 20 to 40 and some artists, too. Pat Baker should have joined colors May 1, but was given extension as a civilian until August, when his brothers will be due for service. Number of horses traveled is considerably reduced and equipment carried is cut to a minimum. One result is no menagerie and side show.

Show is under direction of Cyril and Bernard Mills and Mrs. E. K. Mills, widow of Bertram Mills. Frank Foster remains as equestrian director and Tom Tagg as master of the horse. Show is traveling by rail, ordinary stock taking place of special vehicles commandeered at outbreak of war.

Altho the program is not so meaty as one expects from this circus, the effort to keep such a big show going and surmount war difficulties is commendable, and comparison with previous seasons on critical lines would not be fair.

Decision to run circus season this summer at Skegness Winter Gardens is announced by Director Arthur Joel.

(See MILLS OPENS on page 57)

4,000 See Turner Circus; Repeat Show Is Given

SHEBOYGAN, Wis., May 25.—Turner Indoor Circus held here May 2-4 under auspices of the Sheboygan Gymnastic Society was such a big success that repeat shows on May 7 and 8 were necessary to accommodate overflow crowds. Total attendance was over 4,000. Program was under direction of gym instructor Ervin Lange.

All local talent performed in many feature acts, including the Flying Thrills, double trapeze; Four Dares, hand balancing; Ervs Troupe, teeterboard; Four Bumps, comedy acrobats; Pushie and Rudie, lofty perch; Betty Lange, upside-down loop walk. Complete program consisted of 25 acts and ran two and a quarter hours. Circus is again booked for the July 4 Civic Celebration Program.

Two for Binghamton, N. Y.

BINGHAMTON, N. Y., May 25.—The first big top booked for Binghamton in two years is the Ringling-Barnum circus, which will be here June 15.

The Hamid-Morton circus will play here week of July 1 under auspices of Kalurah Temple.

Cole Bros.' Circus was booked for June 6, but canceled the date.

R-B Answers Union Handout With Ads

BALTIMORE, May 25.—When Ringling-Barnum played its opening date under canvas here, the Circus, Carnival, Fair and Rodeo union distributed thousands of throwaways reading as follows: "If you take your children to the circus when it plays Baltimore, you will be keeping union circus workers' children from enjoying the necessities of life. Union AFL members are on strike for a living wage and decent working conditions, while company-controlled workers with no labor affiliation hold our jobs with Ringling-Barnum & Bailey Circus. Please help us win!"

Circus countered with following newspaper advertisement: "To the public: There is no strike or lockout among the employees of the Ringling Bros. and Barnum & Bailey Combined Shows. In all five of the unions affiliated with the great American Federation of Labor, listed below, every member with the circus is in good standing, satisfied with working conditions and on the job!"

Unions listed were International Alliance of Billposters and Billers, American Federation of Musicians, International Alliance of Theatrical Stage Employees, Theatrical Managers, Agents and Treasurers, and American Guild of Variety Artists, all AFL-affiliated.

Circus Situation In Des Moines

By JACOB A. WAGNER

Des Moines, capital of Iowa and a city of 163,000 people, has not had a circus since 1938. The records show that the gross receipts from stage shows are among the highest compared with cities of greater population. Des Moines is a circus town and, with the exception of extreme hot weather, the attendances at circuses have been capacity. One of the difficulties has been that circus routes have been so drawn that shows do not reach this territory until the latter part of July or in August.

The Iowa State Fair and Exposition opens the latter part of August and continues for 10 days. As has been the custom for many years, the City Council at the request of the State Fair Board has prohibited the exhibition of circuses 20 days before the opening of the State fair. This year the ban extends from August 10 to 31, and it is hoped that the routing of circuses will be so that they can exhibit in Des Moines before the ban. This will enable them to show on the State fairgrounds on what John Ringling termed the finest show lot in the United States, where free parking for thousands of cars is afforded.



With the Circus Fans

By THE RINGMASTER
CFA

President: WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 25.—The annual meeting of the Bluch Landolf Tent No. 24 of Hartford, Conn., was held at the home of President James B. Hoyer on Tuesday night, May 14. The following officers were elected: Gil Conlinn, president; Jeffery O. Phelps, vice-president; William H. Day, treasurer; Elmer C. Lindquist, historian; William L. Montague, publicity director. It was voted to defer the election of a new secretary until the next regular meeting on June 4. It also was voted to hold the regular monthly meetings on the first Tuesday instead of the second. Following the meeting, Justus Edwards, of Russell Bros.' Circus advance, visited with members.

Charlie Davitt, Joseph Beach and his grandson, Wally, all of Springfield, Mass., attended the Big One at the Boston Garden. They also attended the Knights of Columbus Circus at the Arena, New Haven, Conn. Other CFA members attending the New Haven show were Gill Conlinn and Jim Hoyer, of Hartford; Jeff Phelps, Simsbury, and Bill Montague, West Hartford. Edward (Blackie) Nye, old-time trouper of Hartford, also made the show.

Bill Day, of New Britain, Conn., really saw the Big One at the Boston Garden. He arrived in Boston May 9 and made the last five performances. He also visited with the performers. On Saturday he was joined by Jim Hoyer, of Hartford, and following the closing performance they went to the Cafe Lorraine with their performer friends. The following attended: Bluch Landolf, Ella and Fred Bradna, Mr. and Mrs. Milt Taylor, Paul Jerome, Elsie and Paul Jung, Diana White, Judy Southern, Norma Humes and Marco.

Harry R. Peverly and son, of Melrose, Mass., also saw the show in Boston.

Walter M. Buckingham, national secretary, writes: "We had a visit from Justus Edwards, of the Russell Show, who was substituting for R. M. Harvey, general agent, as Harvey was in a hospital in Torrington, Conn., with an infected thumb. Edwards spent a day in Norwich, where, under guidance of Bugs Raymond, he looked the town over for a possible showing of the circus."

James B. Tomlinson, Circus Fr. n from Sarasota, Fla., visited with members of the James E. Cooper Top in the backyard at Washington. He is making a motor tour of the United States and visiting circuses.

The regular meeting of the Charles Sparks Tent of Norwich, Conn., was held Friday evening, May 24, at the home of Mr. and Mrs. Jean Kleffer.

The editor of *The White Tops*, accompanied by Mrs. Hohenadel and son, Walter; Mr. and Mrs. Fred Warning and son, Jean, and Everett Hannan attended the evening performance of Rowe Bros.' Circus at Mt. Morris, 24 miles west of Rochelle, on May 21. The party enjoyed a well-balanced performance for a small show. An excellent matinee there and a fair house at night, altho it rained almost to show time. Francis Graham Dixon spent the day on the lot.

WANT CIRCUS BUTCHERS

Write, wire or come on.

JACK (ABIE) TAVLIN

"American Jubilee," New York
World's Fair.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, May 25.—Tex O'Rourke has presented the writer with a fine item for his circulsiana. It is a postcard, done in colors, gotten out by the Barnum & Bailey show in 1896, showing the famous Duryea motor wagon or motor-cycle, and from Al Tucker, the ticket wagon man of the monthly luncheons, a glossary of circus vernacular. We regret to learn of the illness of Bird Millman. Sinner Paul Meyer sent us a 12-page program gotten out for the St. Regis Roof, reading, "The Viennese Roof presents the St. Regis Circus, Spring 1940." The program is 9½ by 12 inches and carries on the front cover a fine circus design done by the French artist, Renee de Bouet Willaumez. Meyer also sent with it *The St. Regis Magazine* for April, 1940, and on the front cover is the head of a clown done in high colors by Maxwell Coplan. It looks to us like Polldor, *The Adventurer* for May comes to us, and it is a newy little sheet.

Talking of the Dexter Fellows Tent, Sinner Bill Van Atten is making plans for entertaining large groups of relatives and in-laws this summer. He just won 30 pounds of calico roast beef hash at the May luncheon donated by Art Peirson, the hash man. Bill Steinke's kid, Bettina, is doing a grand job on the fall guy pictures. The subjects like 'em at first sight. Doc Clement has cooked up a unique plan for covering the newly organized sick fund of the tent. He is waving refunds on unused luncheon tickets for the benefit of this fund; seven last month and two the other day. Sinners Harry Ison and Bert Cobb co-operate on a smaller scale. Another innovation that Clement is responsible for is the introduction at each luncheon of one of his nut inventions. Special notice to the on-a-diet boys: If your ulcers are tantalized and you need different chow, please notify Sergeant Kramer at headquarters a day in advance of the luncheon and he'll "fix it up" with the headwaiter. All the Trenton boys were missing from the May luncheon—out campaigning for Prexy Hal Hoffman. The June luncheon will be the last for the season. Next fall guy, Herbert Bayard Swope.

The annual business meeting of the Fellows Tent will be held at the Hotel Astor on June 5, at which time there will be an election of officers for the ensuing year. The following nominating committee has been appointed: Treasurer John J. Mulcahy, E. D. Thorn-

Dressing Room Gossip

COLE BROS.—There were many visitors at Fort Wayne, Ind. Joe, Etta, Joey and Tommy Hodgini spent the day on lot with the writer and wife and saw the night show. From Chicago came Juanita Hobson, Albert Powell, Laurence Cross, Mrs. Tad Tosky and son; from Rochester, Ind., the Cretonas and Louis Bergoff. It was very cold in Fort Wayne. Mrs. Jess Adkins celebrated her birthday anniversary the other day and the clown band played *Happy Birthday to You*. Mickey King was a recent visitor. Anna Loving, in the side show, is the nearest approach to Houdini this writer has ever seen. She is really a magician. Adolph Delbosq, horse trainer, is doing fine with his new act, featuring the Emerald Baby, Mickey Freckles, Mary Lincoln, Helen Boy, Sweet Actress, Josey Sonnybrook and Margie Adolph. Otto and Hanna Griebing and Mrs. Freeman drove to Peru from South Bend to visit with their kiddies.

Dr. Heubner paid the show another visit at Richmond, Ind., and was the guest of Justin and Germania Loyal at the night show. Folks from Lewis Bros.' Circus drove 70 miles to see the Cole show at Springfield, O. Visitors were Wells Brothers, Avis Feister, Harris Reynolds, Charley Mahan, Mrs. Mamie Butters and Mr. and Mrs. Roy Houze. Gus Sun saw the show there. A birthday party was held in the side show on May 20 at Middletown, O., for the Gibb Sisters. Seventy guests were entertained. The cake weighed 30 pounds. Many presents were received by the girls, who were serenaded by the side show, big show and clown bands. Joe Kuta, assistant boss canvasser, was rushed to a hospital for an acute stomach ailment and operated on immediately. Reported he is coming along okeh.

FREDDIE FREEMAN.

Blackpool Tower Show Begins 23-Week Season

LONDON, May 18.—On May 13 Blackpool Tower Circus began a 23-week season with a program featuring Madame (See *Blackpool Tower Show* on page 62)

JERRY PHILLIP BOOKER, of Buffalo, manager of the Circus Model Builders and Owners Association, Region No. 1, reports that Ringling-Barnum will appear in that city July 5 and use the old Broadway and Bailey lot, as usual. It is about four miles from the heart of the city, in the Polish section. Region No. 1 will have a meeting on the lot when the show appears.

burgh, Charles Tremaine, Richard P. Ettinger and James Guinane. There will be other important business to transact.

SUBSCRIPTION COUPON

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

☐ \$5 for one year, 52 issues.

☐ \$8 for two years, 104 issues.

☐ \$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

THAT
ROYAL BLUE
IS A
ROYAL BLUE
And It Makes
ROYAL TENTS

Write — Wire — Phone

BAKER-LOCKWOOD

603 Hardesty, KANSAS CITY, MO.
AMERICA'S BIG TENT HOUSE
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City

TENTS

Selling fast. Have some bargains 50x80 and smaller, also Carnival and Concession Tents and Sidewall. Write

D. M. KERR MFG. CO.
1954 W. GRAND AVE., CHICAGO
(No Used Tents Larger Than 50x80 ft.)

WANT FIRST CLASS WILD ANIMAL TRAINER

Write: A. COURT
Care of The Billboard
1564 Broadway, New York City

WANT ELEPHANT ACT

USEFUL CIRCUS PEOPLE AND WILD WEST PEOPLE. OPEN JUNE 15TH. With

Barker Bros.' Circus
Wild West and Rodeo

Wire **GUS SUN BOOKING AGENCY**
Write **SPRINGFIELD, OHIO**

FREE ACTS WANTED Grotto Celebration

One Week June 10th to 15th, Inc.

"DUKE" DRUKENBROD
Room 310, Bird Bldg., MANSFIELD, OHIO.
P.S.: Can place Banner Man.

FLYER WANTED URGENTLY

For balance of season due to accident in which my husband received broken neck. Wire by Western Union.

MRS. M. PAUL THORPE
BLUEFIELD, W. VA.

WANT FOR ADVANCE LEWIS BROS.' CIRCUS

2 GOOD LITHOGRAPHERS. Must join on wire. Address: C. S. PRIMROSE, 308 N. Harvey Ave., Oak Park, Ill.

WANT AT ONCE

Trainer who can work and train Chimps. Good salary; year round work. Give references when writing. Address
BOX D-78, Care The Billboard, Cincinnati, Ohio

TIGHTS OPERA HOSE

KOHAN MFG. CO. 290 Taaffe Pl., Brooklyn, N. Y.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS.

Under the Marquee

By CIRCUS SOLLY

BELL BROS. Circus, now in Virginia, is headed for Pennsylvania and New York.

RED DAVIS, of Philippi, W. Va., motored to Washington, D. C., where he saw the Big One May 16.

SHRINE Circus at Windsor, Ont., has been called off on account of the war, according to reports received at Detroit.

STELLA STONE joined Lewis Bros. Circus at Lancaster, O., and is assisting Buck Reger with advertising banners.

ROBERT YACOPI, Peter Luken and Austin Rivers, of the Ringling-Barnum circus, are in the Massachusetts General Hospital, Boston.

MAX FLETCHER, who was on the Cole show, has returned to his home on the West Coast, where he plans to operate park concessions.

C. E. MILLER, Chambersburg, Pa., saw Kaus Expo Shows in Baltimore May 17 and Ringling-Barnum in Washington on the 18th.

A **LARGE**, heavily loaded trailer broke loose from a tractor of the Cole show at Newark, O., May 21, striking a large tree.

VALENTINE'S Flying Romas are with the Motor City Shows. Wayne Bowers is catcher, and Floyd Nelson, Mary and Roy G. Valentine, leapers.

EDDIE ROBERTS caught Wallace Bros. Circus at Pittsburgh May 17-18, reporting packed houses at night and fair business at the matinees. The concert drew good crowds.

HON. C. A. DAVENPORT, former circus drum major, of Chillicothe, O., in the recent primary election was renominated for a representative to the Ohio Legislature.

When the weather permitted circuses have done very well this spring. There have been quite a few cold and rainy days for many of the shows.

J. C. WOODARDS, accordionist in Ringling-Barnum kid show, cards that he has a new song, *Bring on the Beer, Bartender*, the opening number in the minstrel show.

THE **RINGLING** circus celebrated its 56th anniversary of its founding on May 19, en route from Washington to Philadelphia. The show gave its first performance on May 19, 1884, at Baraboo, Wis.

CURT McCLELLAND, who toured with circuses, presenting his London Punch and Judy show, has quit the road and is now with a printing concern at Canton, O. He was last with the Sparks Circus.

SPENCER A. STINE and wife, Herbert and Betty Stine, Mrs. J. W., Doris, Evett Pforter and Duke Gibbs, all of Maryland Park, Md., attended the Ringling-Barnum show in Washington, D. C., night of May 16.

AERIAL ORTONS, who played 10 weeks of indoor dates with the Hamid-Morton Circus, will present their double trapeze act with the H-M show this summer. They have placed the Aerial LaVeras, formerly the Fanning Duo, with the show.

BANARD BROS. Circus, this year to be called Madam Banard's Hippodrome Attractions, has been booked thru the Klein Office of New Waterford, O., as a grand-stand attraction, but it will not start out until about July 1.

WALTER J. PIETSCHMAN, secretary of the Circus Historical Society, who recently saw Cole Bros. Circus, cards that he noticed wagons, tents, etc., stenciled, "Hoosier Circus Corp.—J. Adkins."

TWO TRUCKS of Russell Bros. Circus, en route from Warren, O., May 21 to Grove City, Pa., were damaged at Sharon, Pa., when the brakes on one of them failed on the steep West State street hill. Repairs were hurriedly made.

JEAN SULLIVAN, of New Philadelphia, O., the past two seasons with Parker & Watts Circus, is recovering from injuries suffered in a fall from a trapeze and expects to rejoin Cole Bros. Circus shortly.

HARRY (SHORTY) RHODES asks: Who remembers seasons of 1893-'94 when Dick Sutton presented an afternoon circus performance in his tent and a Tom show at night? Circus performers had to double Tom.

R. L. ATTERBURY, manager of the Atterbury show, advises that business has not been as good this season as last. Show is playing under auspices whenever possible. The circus, which opened in Missouri, went across Northern Oklahoma to Colorado, in which State it is now showing.

THE **VOISE Troupe** (Jack Voise, Santo Glorioso and Faye Smiletta) opened its season at Coney Island, Cincinnati, May 18 (nine-day engagement) for the Hamid office. Harold Voise, manager of the act, is with his other acts, the Flying Harolds and the bar act, which were at the Shrine Circus, Winnipeg, Man., May 20-26.

CHARLES ROBINSON was the guest of Milt and Alma Taylor, with Ringling-Barnum, while the show was in Philadelphia. He also talked shop with Arthur Burson, Henry Bedow and Danny McPride. He formerly trouped with the latter. Robinson states that Taylor received some nice publicity in the Philly papers.

MACK MCGOUGH, who was boss ticket seller on Hagenbeck-Wallace Circus, and Bobby Peck McGough, performer, are in Pittsburgh. Mack is selling autos and Bobby is training horses and teaching riding at Fox Chapel. She has organized a group of children and will train them for her light horse brigade, sponsored by a wealthy Pittsburgh man.

IDAH DELNO, Stella Roland and Ruth Alexandria, who arrived recently in San Francisco to be in *America, Cavalcade of* (See *UNDER THE MARQUEE* on page 53)

The Corral

By ROWDY WADDY

PAUL C. DUNN, Meeker, Colo., rancher, was contracted to furnish stock for 1940 Ski-Hi Stampede at Monte Vista, Colo., reports Secretary John H. Beatty.

WILEY GREEN and Charley Chaney directed second annual Possum Kingdom Dam Rodeo near Graford, Tex., May 12. Rodeo featured bronk riding, calf roping, Brahma steer riding and cutting horse contest. Prizes totaled \$500.

LUCKY AND DEE LARABEE, after playing Buck Horn Bar in Kansas City, Mo., went to Covered Wagon Inn, Marysville, Mo., to present their whip act. Then they went to Des Moines, where they're contracted to train high school horses and to manage a new riding school.

GUNNISON'S (Colo.) 1940 midsummer rodeo celebration will be bigger and better than ever, reports M. J. Verzuh, rodeo manager. Much work has been done in preparation for annual Cattlemen's Days celebration there, including 40 horse stalls at rodeo grounds. A large barn is being erected and track and grounds are being leveled and graded.

PLANS are nearly complete for 15th annual Livingston (Mont.) Roundup, reports Sol Frank, secretary Livingston Roundup Association. A new fence has been built around the grounds and among those already contracted are Jasbo Fulkerson, clown, and Chester Byers, Hank Darnell, Weaver Brothers and Fay Dennis, trick riders and ropers.

COLORADO'S 1940 rodeo season opens

officially with three-day second annual Black Diamond Jubilee, beginning May 30 at Walsenburg, under Junior Chamber of Commerce auspices. Opening night the association will present the Koshare Indian dancers. Curley's Rough Riders, motorcycle circus, will be featured on May 30 and June 1, headlined by Leo Bolin and six other riders.

WALTER COMER, of the G Bar L Rodeo, is preparing for a rodeo-circus and thrill show to be held in connection with a saddle horse sale at the Comer & Jordan sale barn, Springdale, O., June 1. Among those who are planning to participate are Capt. Bill Blomberg, arena director; the Saline Troupe, Annette Ridde, Curly Denam, John Goodman and Sid Smith.

HAPPY RUSSELL visited George V. Adams Rodeo quarters in Greencastle, Ind., recently and found much activity. C. L. McLaughlin, he says, is booking for Adams. Organization will have two units during the fair season, with Cherokee Hammond in charge of No. 2 and George Adams directing No. 1. Pearl Biron, trick rider, will have the cookhouse on the No. 2 show, and Harry Butler will be announcer on No. 1 unit. Marion Davis will emcee the No. 2 unit, while Frank Henderson will operate sound truck. Russell will have the candy pitch on the No. 1 show.

DAYS OF '49 RODEO in Seal's Stadium, San Francisco, on May 19 attracted about 18,000 at one afternoon and night performances. Sponsored by Veterans of Foreign Wars Post, show was produced by Harry Rowell. Officers, in addition to Rowell, were Bob Walden and Perry Ivory, judges; Jack Storey, announcer; Homer Holcomb, clown; Doff Aber and Beth Leuschner, timers; Dick Griffith, Fay Knight, Polly Mills, Billy Keen, Frank Dean, Bernice Dean and Charles Ellet, trick riders. Contracted acts were Hallace Harker and his trained dogs, Frank Dean, bull whip act; Billy Kean, Roman standing jump; Howard Essex and Ferdinand the Bull; Dorothy Herbert and jumping horses, and Homer Holcomb and "Parkurkarkas."

Results: Bronk Riding, first performance—Burel Mulkey, Frank Schneider, Doff Aber, Nick Knight. Night performance—Doff Aber, Cecil Henley, Jack Myers, Frank Schneider and Burel Mulkey split fourth. Finals—Burel Mulkey, Doff Aber, Frank Schneider; Nick Knight and Cecil Henley split fourth. Brahma Bull Riding, finals—John Bartram; Hank Mills and Dick Griffith split second; John Schneider, Cecil Jones. Bareback Bronk Riding, finals—George Mills, Joe Burrell, Cecil Jones, Bob Estes, Duward Ryan, Steer Wrestling, matinee—Bruce Ross, Hank Mills, John Mendes, Joe Mendes. Night show—Bruce Ross, John Mendes, Al Morris, George Mills. Finals—Bruce Ross, John Mendes, Hugh Clingman, George Mills. Calf Roping, matinee—Leonard Block, Hugh Clingman, John Schneider, Len Santos. Night show—Charles Jones, Glen Shaw, Oran Fore, Harold Jackson. Finals—Glen Shaw, Len Santos, Al Skelton, Hugh Clingman.

Contestants: Hallace Harker, Dorothy Herbert, Billy Keen, Howard Essex, Frank Dean, Bernice Dean, Charles Ellet, Polly Mills, Fay Knight, Homer Holcomb, John Bartram, Len Santos, Frank Schneider, Al Fletcher, Ben Rudder, Doff Aber, Jack Kerscher, John Schneider, Hugh Clingman, Glen Shaw, Oran Fore, Amil Ferrario, Ed Osborn, Carol Henry, Nick Knight, Butch Rochine, Jack Meyers, Joe Burrell, Mith Owens, Charles Jones, Cecil Henley, Duward Ryan, Burel Mulkey, Hank Mills, Cecil Jones, George Mills, Al Morris, Harold Jackson, Bob Estes, Dick Griffith, Eddie Rogers, John Mendes, Joe Mendes, Manuel Souza, Bruce Ross, Al Skelton, Leonard Block, Bill Yale.

THREE-DAY RODEO at Las Vegas, Nev., race track in connection with annual Hellsdorado Days there attracted its largest attendance in its history, officials report. Ernie Cragin was general chairman, and Jack and Lillian Stratton handled the publicity. Stock was supplied by Everett E. Colborn and J. C. (Doc) Sorensen. Sorensen was also arena director. Judges were Harry Knight and Ray Mavity; Abe Lefton, announcer. Jasbo Fulkerson and comedy mule, Joe Penner, clown, Felix Cooper, Negro rodeo performer, was an added attraction. Monte and Louise Montana did trick riding and roping and presented the six-horse saddle Liberty horses. In the three days no one

qualified for Brahma bull riding contest. The bulls broke from their pens Saturday and caused much excitement. Felix Cooper and Glenn H. Davis, news camera men, were injured seriously by them. Prize money was divided by all contestants. Among celebrities present were E. P. (Ted) Carville, governor of Nevada; Ex-Governor Morley Griswald, Buck Jones, Tex Ritter, Dick Foran, Jeanne Godshell, Rex Bell and Mrs. C. H. Nelson, representing Governor Blood of Utah.

Winners, first day: Calf Roping—Buckshot Sorrells, Asbury Schell, Dick Robbins, Charles Bennett. Bronk Riding—Felix Cooper, Bill McMackin, Floyd Stillings, Fritz Truan. Steel Bulldogging—Buckshot Sorrells, Dee Hinton, Slat Jacobs, Bill McMackin. Local Calf Roping—Dr. Kenny Searles, Clifford Jones, Ed Davis.

Results, second day: Calf Roping—Gordon Davis, Asbury Schell, Chuck Shepard, Bill McFarland. Bronk Riding—Slat Jacobs, Fritz Truan, Felix Cooper, Bill McMackin. Steer Bulldogging—Howard McCrorey, Dick Herron, Steve Heacock, Dave Campbell. Third day, Bronk Riding—Slat Jacobs, Fritz Truan, Felix Cooper, Jack Wade. Calf Roping—Bill McFarland, Buckshot Sorrells, Asbury Schell, Jimmy Laycock. Steer Bulldogging—Dee Hinton, Slat Jacobs, Bill McMackin, Dave Campbell. Finals: Calf Roping—Asbury Schell, Buckshot Sorrells, Chuck Shepard, Jimmie Laycock. Bronk Riding—Fritz Truan, Bill McMackin, Jack Wade, Floyd Stillings. Steer Bulldogging—Slat Jacobs, Dave Campbell, Dee Hinton, Tex Doyle.

Contestants: Monte Montana, Louise Montana, Paul Bond, Ed Davis, Ray Fletcher, Wayne Loucks, Jasbo Fulkerson, Felix Cooper, Buck Wyatt, Eddie Jones, John Fancher, Slat Jacobs, Art Jones, Gus Bartley, Ben Fancher, Dick McPherson, Red Adams, Harry Knight, Bill Wilson, Ray Mavity, Andy Gibson, Steve Heacock, Barney Cavilli, Jim Jackson, Bill Taylor, Jack Wade, Bill MacFarland, Dick Sorensen, Gordon Davis, Tex Doyle, Dick Herron, Charlie Bennett, Jimmie Laycock, Irby Mundy, Howard McCrorey, Hughie Edmo, Bill Marshall, Lee Edmo, Bill Edmo, Bill McMackin, Jim Talley, Floyd Stillings, Rock Wiece, Frank Chitwood, Chuck Shepard, Nig Graham, Fritz Truan, Zack McWiggins, Dick Slappert, Dave Campbell, Daniel S. Campbell, Jimmie Leonard, Asbury Schell, Buckshot Sorrells, Dick Robbins, Swede Lando, Rickard Hickson, Si Witter, Matt Cropper, Pat Lewis, Jimmie Campbell, Ted May, Johnny Gardner, Moon Gee, Earl May, Mickey McCrorey, Pat Kneffer, Charlie Stickney, Gale Anderson, Dee Hinton, Bill Wilson, Buck Peterson, Kenny Searles, Clifford Jones, Jerry Maley, Tom Hutchinson and Joe Searcey.

MOTHER LODGE RODEO in Sonora, Calif., May 11-12, had good weather and (See *CORRAL* on page 52)

ONE OF THE WORLD'S
GREATEST SHOWS

CALGARY EXHIBITION and STAMPEDE

JULY 8 TO 13, 1940

Six thrill packed days featuring the most spectacular entertainment on the continent. AND right next to the world's finest mountain scenery.

Write for prize list and illustrated folder to

CALGARY EXHIBITION
& STAMPEDE, LTD.

J. CHAS. YULE, Pres.
E. L. RICHARDSON, Gen. Mgr.
CALGARY, ALBERTA, CANADA

WANT

High-class Spanish, Cuban, Mexican Acts. Must have good costumes, singing, dancing, etc. Comedy Bull Fighting Dog Act. One that worked New York World's Fair last year, write. Acts to work with the South of the Border Show. 25 weeks' work, opening at North Dakota State Fair June 16th, Minot, N. D. Can use few Cowboys, Girls, Wild West Acts for No. 2 Show. Address: MANAGER SHOW, Box 342, Laredo, Texas, until June 5th; after Minot, North Dakota.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

\$8,000 Rollerland Bows in Verona, Va.

VERONA, Va., May 25. — New \$8,000 Rollerland opened here today under management of C. L. Wilkerson with six professional skating acts as added attractions, reported Charles E. Seebeck, of WSVN, which carried an extensive advertising program for the opening.

Rink has a 50 by 100-foot floor of 1½-inch maple and is equipped with Chicago skates. Indirect lighting effects are installed. Music is furnished over a public-address system.

Br'klyn Park Circle Sets Figure Contest

BROOKLYN, May 25. — Metropolitan Amateur Roller Skating Association has given sanction to Park Circle Roller Rink here to conduct Metropolitan Amateur Roller Figure-Skating Championships on

June 8 and 9, reported Ed Dougherty.

School-figure competition will be held the first day and will count two-thirds of total points. Free-style competitions will be held the second day. Amateurs registered with Amateur Roller Skating Association and residing in radius of 25 miles of Times Square, New York, will be eligible.

Rink has been drawing large crowds, attributed to its cooling system. It will remain open during summer.

GENESEE Roller Rink, Buffalo, was host to members of Spinning Wheel Roamers Club, Spinning Wheel Roller Rink, Canandaigua, N. Y., on May 19, when Owner Casimir Grell announced the rink would be closed this summer for remodeling, reported Mrs. Anna Reeck. He plans to open Edgewater Park Rink, Grand Island, N. Y., on May 30. It is an open-air rink with composition floor and amplifying system to provide music.

EGLESTON Square Roller Rink, Boston, has closed for installation of new floor and repainting and decorating. It is under management of Al Cookson and will reopen in September featuring figure and speed skating. Manager Cookson said business the past season was best in history of the rink, which accommodates 1,000.

FRED BOYER opened his summer skating schedule at Iowa State Fair grounds, Des Moines, with a capacity crowd on May 22. Rink is quartered in the industrial building. Manager Boyer plans to hold State and interstate races in July. He also opened a new rink in Riverview Park, Des Moines, on May 24.

SCHOOL bands in vicinity of River Garden Rollerdom, Healdsburg, Calif., are taking to roller skating, reported Manager Armand J. Schaub Sr. Healdsburg High School Band attended the rink on May 21 and 60 members of Santa Rosa (Calif.) High School Band are to be guests on June 4. Club members of Midway Roller Rink, near Santa Rosa, Calif., were recent visitors.

LOUIS J. BRECKER'S Gay Blades ice rink, New York, switched to roller starting on May 24, official 1940 opening. Rose Diamond was engaged to play the new electric organ during sessions, with Station WHN airing program three times weekly.

SUPPLIES and equipment valued at about \$300 were destroyed in a recent fire at Seneca Rink shelter house, Oil City, Pa. It will be rebuilt.

BARN dance contest on skates will be held at Lexington Roller Rink, Pittsburgh, on June 5. Medals will be awarded three winning couples. More than 1,000 skaters and fans, led by City Council President James O'Toole, honored Dorothy Kolb and William Opatry, national pair skating champions, and Edna Altenbaugh, national novice women's figure-skating champion, at a recent celebration held at the rink. Manager Hyatt D. Ruhlman announced the rink would remain open during summer.

RECORD attendance is expected at LaRose Roller Rink, Lehigh, Pa., on May 28-June 1, when 14th anniversary of the rink's inception will be celebrated, reported Manager Morris LaRose. Party features are planned, including electric organ and record music, and oldtimers will be invited.

SKATELAND Roller Rink, Saginaw, Mich., is to remain open this summer, Manager Wally Kiefer announced. No public sessions will be held on Monday and Tuesday nights, tho they will be available for private parties. Dance classes, club nights and Sunday morning Figure Eight Club practice sessions will continue. Decoration Day party is slated for May 30, with matinee and night programs. Party was held on April 30 to celebrate joining of the 1,000th member of Skateland Roller Club.

OPENING of Paradise Roller Club on May 15 in Park of the Lakes, Cadillac, Mich., drew what is believed to have been one of the largest crowds ever to attend a skating session in that city,

Well Said, Fred Martin!

By Cyril Beasall

CHESTERFIELD, Eng.—Having digested that timely and comprehensive article, *Rinking on the Rise*, by my good friend Fred A. Martin, in the April 13 issue of *The Billboard*, I was greatly impressed by the ultra-sensible outlook adopted by one of the really outstanding personalities of our fraternity. I am, of course, unable to delve so far back into roller history via personal contact as he, but my impressions, like those of the enterprising Detroit manager, of the rink situation in the dark ages of the sport must be drawn from the written opinions of those who were associated with skating before the present century and I am convinced that he has the whole thing analyzed very nearly correctly.

There is absolutely no doubt that the present-day method of roller rink management, as evidenced by most thinking operators, is the vital background for maintaining today's solid progress along better lines, with no slump on the immediate horizon.

Martin says, in effect, "Whether roller hockey can be made to go in a rink remains to be seen." Being aware that the RSROA has recently adopted as official a style of game which has been in vogue here in Europe since 1885, I would emphasize that this branch of the sport can be made an even greater success as an attractive rink interval in the U. S. A. if some of the ideas previously outlined in these columns were adopted as the background for gradual development. Two 15-minute periods and a three-minute interval make a sensible duration of play and, providing there is a decent standard of performance, this should make for permanent encouragement from all parties concerned. Skaters mainly interested in other phases of the sport would soon acquire an enthusiasm for watching such a game as roller hockey a la Europe, providing the match does not take up too much time per session. Frequency of matches must obviously be decided by popularity evidenced by the particular locality.

reported Manager A. W. Hackstedt. Floor is 52 by 106 feet. New equipment has been installed, including Chicago skates. Sessions will be held on Wednesday, Friday and Saturday nights and Sunday afternoon and night until June 15, when rink will go on daily afternoon and night schedule. Staff includes Carlisle (Monty) Montague, floor manager; M. Bock, B. Long, Bob Montague, E. Vanderjack and M. Feeley. Paradise organization plans to open its second summer rink in Moonlight Gardens, Charlevoix, Mich., on June 1.

ORGANIZATION of Mile Hi Rink Skating Club, Denver, took place on April 30, with 30 members attending the meeting. Request night has been inaugurated on Tuesdays, when Organist Roy E. Churchill plays request numbers, and a weekly contest, testing musical knowledge of patrons, has been started.

NILES AND JOANNE bring their roller skating act to Open Door Cafe, Philadelphia, for an indefinite engagement.

ROLL-ARENA, Gloucester, N. J., is instituting Old Timer's Night on Fridays, designed to bring out older folks. For atmosphere old recordings will be played.

DICK WALES, who with a group skates at Ambassador and Golden Gate roller rinks, San Francisco, reported each Monday night they visit Rollerland Rink, Oakland, Calif. Ambassador has a composition floor, others using maple. Group has formed an association for the purpose of holding contests. They have five hockey teams. At present they are holding a fiesta in connection with opening of Golden Gate International

All shoes shipped within 24 hours after order received

HYDE'S RINK ROLLER SHOES



QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY

5 grades for men, women and children, including professional shoes. If desired, we will attach any skates you purchase at 25¢ per pair. Sold by leading dealers throughout the country. Send for samples.

Men's Sizes 6-12. Women's Sizes 3-9. Whole and Half Sizes.

HYDE ATHLETIC SHOE CO. CAMBRIDGE, MASS.

SUMMER RINKS!

You will introduce roller skating to a host of new patrons. Sell them healthy recreation and make them new fans. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.

GAGAN BROTHERS

444 Second St., EVERETT, MASS.

Exposition, San Francisco. Wales is also a member of Royal Stars Skating Club and Rolling Bachelors. Stars club has male and female members and is said to be the most successful skating club in San Francisco. Bachelors club limits membership to 13.

JOHNNY UEBEL, holder of some roller skating speed records in Ohio and Pennsylvania rinks, has been named manager of a Mansfield, Pa., rink.

SPINNING Wheel Roller Palace, Canandaigua, N. Y., closed its first season successfully recently and Manager J. H. Ambrose reported he opened his Crystal Gardens Rink on the east shore of Canandaigua Lake for the third season on May 25. Manager Ambrose said the Spinning Wheel rink now has two 10 by 10-foot exhibit panels completely covered with souvenir stickers.

IMPROVEMENTS have been made at St. John (N. B.) Rollerdom, established in St. Malachi's Hall in early winter. New Chicago skates have been added and floor improved. Rink is open to the public on Monday, Wednesday, Friday and Saturday and for private parties on Tuesday and Thursday nights. Saturday matinee is for children. Instruction is free. Since close of the ice skating season patronage has increased. Automatic music is provided.

R. W. HAYNES, manager of Hyland Garden Summer Resort, Grand Haven, Mich., announced that the rink has been painted and decorated and that a 1½-inch maple floor is being laid over the old one.

FIRST all-day skating excursion was staged by Sans Souci Roller Rink, Wilkes-Barre, Pa., on May 18, 37 skaters going by chartered bus to Brooklyn Roller Palace, reported Mrs. Frank Killian. Great Leopard Rink, Chester, Pa., also sent a party to the rink on the same day. Manager Harrison of the Brooklyn rink made a welcoming announcement during the session.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

New Dustless Floor Chalk for ROLLER RINKS

Sensational Discovery Solves Your Big Problem!

Lane's amazing new Dustless Floor Chalk ends the debate—which is the lesser evil, slippery floor or chalk dust? Lane's new dustless chalk banishes both, also keeps floor white and clean, goes four times as far as ordinary chalks. Send one dollar and postage for 3 lb. sample box, or will mail C. O. D. on request. Satisfaction guaranteed or money refunded.

JOHN J. LANE CO. COLISEUM RINK, ST. PAUL, MINN.

SKATING RINK TENTS

SHOW AND CONCESSION, NEW & USED TENTS.

CAMPBELL TENT & AWNING CO. Monroe at Third, Springfield, Ill.

OMAHA HOCKEY FIBRE RINK SKATE WHEELS

FITS EVERY MAKE OF RINK SKATES Only \$1 Per Set (8)

MAPLE WHEELS 75¢ Per Set | BALL BEARINGS \$1.25 Per 1,000

OMAHA FIBRE PRODUCTS CO. RALSTON, NEB.

TRAMILL SELF-LOCKING SECTIONAL FLOORS have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.

TRAMILL PORTABLE SKATING RINK CO., 8900 East 15th Street, Kansas City, Mo.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Use "CHICAGO" Skates Once



No. 778

and you will buy no other. Our shipments are prompt and our prices are right.

CHICAGO ROLLER SKATE CO. 4427 W. Lake St., Chicago, Ill.

OHIO OUTLOOK PERKS

Lift Is Shown In Area Survey

Rise in industry promises
best period in years —
added construction general

CANTON, O., May 25.—With mill and factory operations gaining, home building and road construction best in years and general business showing marked improvement over last spring, managements of Northeastern Ohio parks, majority of which will reopen this week-end, anticipate the best season in at least five years, a survey has revealed. There has been more construction in the parks this spring than in any like period in recent years.

Operators, realizing that to attract patronage they must give the public a run for its money, are revamping obsolete attractions, adding new midway

(See SURVEY IN OHIO on page 60)

Joyland, Lexington, Ky., Bows May 15 to Fair Crowd

LEXINGTON, Ky., May 25.—Joyland Park here opened on May 15 to a fair crowd, reported Al Wish, who with his brother, George, operating as Wish Bros. Amusements, have taken over concessions in the park. Since opening weather has been cool.

J. W. and F. K. Sauer, operators for the past 20 years, are general manager

(See Joyland, Lexington, Ky., on page 39)

Water Follies for Revere

REVERE, Mass., May 25.—Thirty-five girls will be in the Water Follies to be given nightly at Revere Beach, where water shows were first seen several years ago. New tank has been built off the Boardwalk and show will run thruout summer. Spectators' seats are now being installed. No replacement of Ocean Pier, long a landmark and which burned last fall, will be made. Entire beach front is in better condition as to appearance than in many years. Several new eating places have been opened.



"CANDIDLY SPEAKING." Al McKee (left), superintendent of Palisades (N. J.) Amusement Park, receives added advice from Jack Rosenthal, park president, as the playground starts its most intensive season's program. A rush was occasioned by the Rosenthal brothers' decision to reopen on April 27 and McKee and corps pressed hard to have everything ready when the gates were swung.

Jantzen Beach Has Early Rise of 18%

PORTLAND, Ore., May 25.—Receipts in Jantzen Beach Park here show an increase of 18 per cent over the corresponding period last year, reported Paul Huedepohl, general manager. Park opened on May 4.

Patronage of one of the park's main prides, the modern pools, is also showing marked increase, he said. A Flying Skooter has been installed near the Magic House, ride coming from Bisch-Rocco Co.

Fred Mortensen, former champ heavyweight wrestler, will operate the ride. Mortensen and his wife, champion woman wrestler, will stage park wrestling shows during the season.

Pontchartrain Biz Holds

NEW ORLEANS, May 25.—Better business at most attractions and concessions with top returns on the new Rocket ride at Pontchartrain Beach is reported by General Manager Harry J. Batt. Beach has the most elaborate display of neon and towered searchlights ever seen in this section, and Batt promises even more lighting. Several new features are planned with more emphasis after June 1 on picnicking on adjoining equipped grounds. Harry Froboess, high-swaying pole, is drawing heavy plaudits from patrons and press.

Playland Opens in Frigid Temperature

RYE, N. Y., May 25.—Playland opened its daily season last Saturday after a series of five Sunday "previews." Tho the proverbial goodly crowd was there, it was not up to expectations, there being a sudden drop in temperature and some of the patrons making for home as a result. Spot was liberal with paint thruout. This, plus the corking flowers, shrubbery and foliage, accounts for the playground's reputation as a pictorial wonder spot.

Current free attraction, Flying Comets, clicked, and succeeding offering (next week) will be Les Kimris, aerialists. Fire-

(See PLAYLAND OPENS on page 62)

Euclid Starts 40th Season

CLEVELAND, May 25.—Euclid Beach Park here opened its 40th season under Humphrey Co. management today. President Harvey S. Humphrey, son of one of the founders, announced the continued policies of a strictly family park, which in 1901 started the beach on its successful career. Engineering in the park is known as tops. Most of the walks and many of the buildings are of concrete, so as to be easily washed each morning. On a 550-acre farm at Wakeman, the Humphreys raise their own pop corn, average crop being 200,000 pounds when shelled.

Cincy Coney Finds Per Capita Up; Better Spending Noted by Schmeck

CINCINNATI, May 25.—Business close to that of 1939 was recorded by Coney Island here during its week-end opening on May 18 and 19 and, altho attendance was slightly below that of last year, greater per capita spending was noted, officials said.

Hurting Saturday business was a 9 p.m. rain, causing some reduction in the crowd which gave indications of reaching the figure attained at last year's successful opening and caused cancellation of the pageant on Lake Como. However, Watercade on the Lake of Fire, Thearle-Duffield fireworks spec under direction of Ray Anderson, was carried out as scheduled. With excellent weather on Sunday, the spectacle and pageant, built around a procession of gondolas of all nations on the lake, music and cast of more than 300, including Aerial Voices, who also gave free afternoon performances, drew a large

crowd and spending was reported as better than for the corresponding day of 1939. Favorable comment on the new Flying Skooter was heard. In Moonlite Ballroom Jack Teagarden's Band drew 2,200 on Saturday night and 1,200 on Sunday.

Another new attraction pleasing crowds is This Curious World, directed by Mrs. Frances Peaslee, former vaude-villain. It is a miniature zoo of performing animals, birds and reptiles housed in the old arcade on the lake front. Performers include Mexican talking parrot, big-billed toucan, fantails, macaws, cockatoos, cockatells, doves, pigeons, lovebirds, parakeets, rhesus monkey, mother and baby kangaroo, prairie dogs, peacock, mother and four baby armadillos, Texas horned toads and 10-foot python.

President and General Manager Edward

(See CINCY CONEY on page 39)

Nantasket State Show Place Plan Ready To Move

BOSTON, May 25.—Plans, long considered, for a new Nantasket Beach, to make of it a State show place and one of the finest in the nation, were announced this week and will be put into effect for 1941. A bill is ready for the Legislature, and its passage is assured by support guaranteed. Project contemplates spending of \$10,000,000 and embraces conservation and development of the public beach and building of a modern summer resort.

Plans are to raze all frame buildings along the boardwalk and ocean and bay fronts and to erect buildings from Massachusetts granite, with modern bathhouses, golf links, large hotel, restaurants, latest in amusement devices, athletic fields, an airport with a cove for flying boats and parking for 10,000 cars. A grove is to be converted into a huge picnic ground and amusement park. Planning authorities from Washington having visited Nantasket and

(See NANTASKET PLAN on page 41)

AC Hall in Red; BW Fund Is Shy

ATLANTIC CITY, May 25.—Convention Hall operating expenses exceeded receipts by \$18,393 during the first three months of 1940, according to an audit submitted this week to the city commission. Receipts were \$42,270.19 and expenses \$60,664.76. It was disclosed that A. K. White had resigned as chairman of Convention Hall advisory commission. Policies of the hall were attacked during the recent city commission campaign, and successful candidates in speeches declared there would be drastic changes after election.

In his letter accepting the resignation, Mayor C. D. White praised work of the

(See BOARDWALK FUND on page 39)

New Gate Wrinkle At Des Moines Spot

DES MOINES, May 25.—Modified gate charge, said to be new in amusement park operation here, will be inaugurated this year at Riverview Park here, said Manager Irving H. Grossman. Front gate fee is a 10-cent service charge, with patron being given two five-cent tickets good for food or at any attraction. Children accompanied by adults will be admitted free. Aim is to exclude an undesirable element sometimes accompanying a free gate.

Park opened on May 24 with its new \$35,000 ballroom in operation. Ballroom faces a lagoon on three sides and two terraces with tables provide service for 1,000. Band policy includes name units

(See DES MOINES GATE on page 39)

Idea Prizes at Agawam Bow

SPRINGFIELD, Mass., May 25.—Booking of Horace Heidt for the ballroom in Riverside Park, Agawam, was announced by Edward J. Carroll, owner-managing director, on opening night, May 29. Hobbyland, featuring wood carvings of Molse Potvin, will be in a special building on the midway. To lay the two and half miles of roads in the park more than 1,200 tons of traprock and 36 tons of calcium chloride have been used. Animals for the new zoo farm will arrive today and the 51 cages plus elephant and camel will parade city streets. Most recent addition is a Merry-Go-Round purchased from Island Park in Rhode Island. Prizes for the park's idea contest will be presented, there being more than 300 entries.

DETROIT.—Race 'Em ride, installed last season in Jefferson Beach Park, has been leased to the park management for two years, said D. R. Poole, manager of Race 'Em.

SANDUSKY, O.—Passenger steamer Goodtime, which carried vacationists between Cleveland and Lake Erie spots, including Cedar Point, O., has been purchased by L. J. Omelian and C. J. Guerin, Erie. They have not announced plans.



THOMAS C. FOLEY, general manager of Conneaut Lake (Pa.) Park, who will be host to Pennsylvania Amusement Parks Association at its annual meeting there on August 15. In his third year at the helm, he has supervised vast improvements and greatly increased convention and outing bookings. The PAPA, an active force in the Keystone State field, is headed by President E. E. Foehl, Willow Grove, Philadelphia. The 1939 annual meeting on August 17 was in West View Park, Pittsburgh.

EXHIBIT'S NEW 1940 MONEY MAKERS FOR SPORTLANDS and PENNY ARCADES

BIG BANNER SEASON AHEAD
Get Set NOW! with Exhibit's NEW LINE of LEGAL
PENNY AMUSEMENT MACHINES. NEW FUN! NEW
THRILLS for the Summer Crowds.

Write for Large Illustrated Folder with complete description of our Entire Line.
IN FULL PRODUCTION—IMMEDIATE DELIVERIES ON ORDERS PLACED NOW!

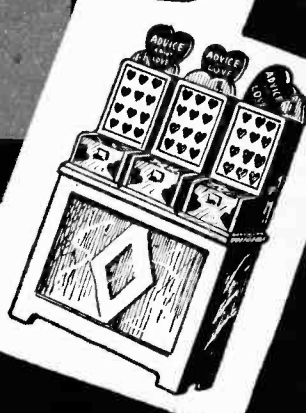
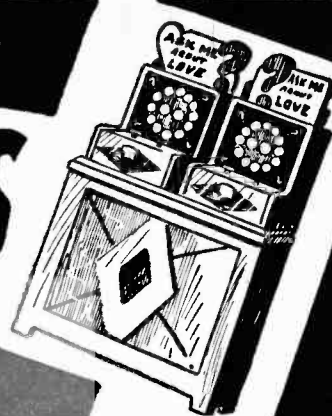
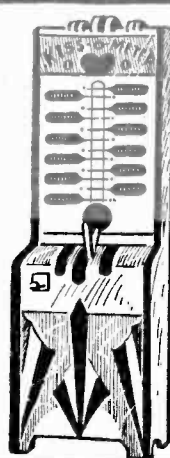
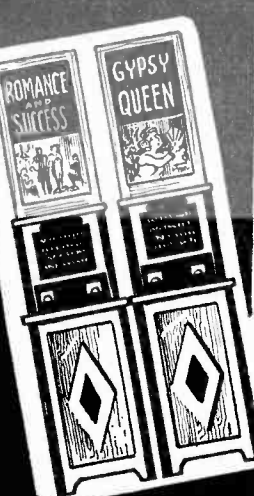
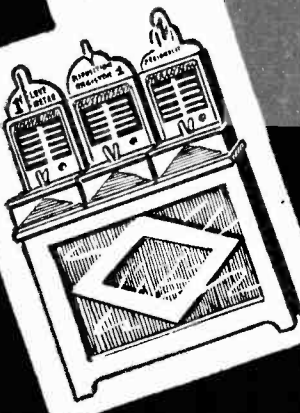
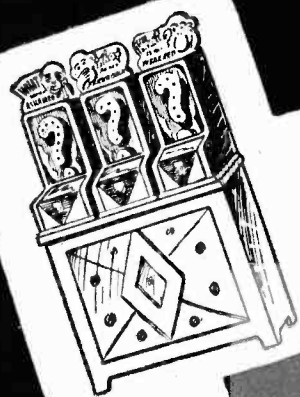


EXHIBIT SUPPLY COMPANY 4222-24-26-28-30 W. LAKE ST., CHICAGO

EASTERN DISTRIBUTORS:

MIKE MUNVES CORP.
593 Tenth Ave., New York City

MEYER WOLF
539 Boardwalk, Atlantic City, N. J.

**Here's
1940's
Best
Buy!**



LUSSE BROS., INC., AUTO-SKOOTER RIDE
WAKE UP Lazy Locations by adding 1940
GLAMOUR and PEP UP your receipts with
the POPULAR and PROFITABLE AUTO-
SKOOTER RIDE.

ORDER NOW to assure Early Spring Delivery.

LUSSE BROS., INC.

2809 N. Fairhill St., Philadelphia, Pa.

LUSSE BROS., LTD., Sardinia House,

52 Lincoln's Inn Fields, London, W.C.2, Eng.

Write for Catalogue and Price Without
Obligation.

More Picnics in Kennywood; Acts, Bands Are Scheduled

PITTSBURGH, May 25.—Outing book-
ings in Kennywood Park here are re-
ported best in years. Harrison B. Apple-
by, former circulation promotion man-
ager of metropolitan newspapers, has
been added to the staff as picnic
counselor.

Following the Three Franks, Wofford's
Dachshunds and Power's Elephants, the
free-act schedule will include the Han-
nford Family with Fanchon and Fanchon,
Aerial Ballet, Wallendas, Pallenberg's
Bears with Lorenzo and Viki, Antaleks
with Bobby Whaling and Partner, Young
Nelson Troupe and International Water-
cade. A clown, Harry Fisher, will stroll
the park for seven weeks.

Eight name bands and a local orchestra
will be used, General Manager A. Brady
McSwigan said. Booked thru MCA are
Mitchell Ayres, Ben Young, Benny Bur-
ton, Jim Walsh, Clyde Knight, Johnny
Long, Tiny Hill, Mal Hallett, Lou Breese
and two more.

NYWF Concerns Chartered

ALBANY, N. Y., May 25.—Three New
York World's Fair attraction concerns
have been issued charters of incorpora-
tion by the secretary of state here. They
are Exposition Jubilee, Inc., with Rich-
ard H. McIntosh, Jack Tavlin and James
H. Dickson, New York, directors, and
Harry Bloom, John J. Robertson and
Mildred Reichel, New York, stockholders;
Wall of Death, Inc., Joseph Dobish, Pearl
Dobish, Flushing, N. Y., and Mildred
Reichel, New York, stockholders, and
Exposition Parade, Inc., directors being
given as those who chartered Exposition
Jubilee, Inc.

Outings Start in Fairyland

KANSAS CITY, Mo., May 25.—Near-by
towns started a schedule of picnics in

MINIATURE AUTO TRACK IN ESTABLISHED DETROIT AMUSEMENT PARK

Track Built Last Season for Motor Scooters — Ideal for Miniature Auto Concession.
Located in Edgewater, the Only Amusement Park Within Detroit City Limits.

Write for Terms of Season Lease.

EDGEWATER PARK,

23500 WEST SEVEN MILE ROAD,
DETROIT, MICH.

GAMES—WHEELS—BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE
RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES.
HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG.

WM. ROTT MFG.

142 WEST 24TH ST.,
NEW YORK CITY

Fairyland Park here, owned by Victor
and Mario Brancato and managed by
John Tumino, with Ward Keith in charge
of promotion. All rides and other at-
tractions are open. Roller rink has
proved popular. Crystal pool was opened
under S. T. Melnick, with watercades,
carnivals and moonlight swim parties
set for June. Simon D. J. Collins, clown,
heads funny men and in publicity stunts
in city and near-by towns. Ben Pollack
begins name-band bookings in the
open-air ballroom managed by John
Panatella. On June 9, American Legion
Sunday, Gene Autry will make a personal
appearance.

HOUSTON, May 25.—Film equipment
was brought to Sylvan Beach this week
for a contracted short on Pinky Tom-
lin's ork and the ballyhoo helped resort
to a second record week. Slacks for
women and sport shirts for men will
feature Slacks Night on Thursdays,
Manager H. W. Dahse reported.

SEATTLE.—Playland Park near here
opened on May 25. Numerous picnics
have been booked. Park is served by
bus system.

LONDON PARIS BERLIN

CHAS. DIXON & SEAL

"SUSIE"

AVAILABLE FOR
PARKS—CELEBRATIONS—FAIRS

An Outstanding Novelty for
CLUBS—ICE CARNIVALS

Home Address:

461 Fletcher St., TONAWANDA, N. Y.
COPENHAGEN HAMBURG STOCKHOLM

**SKATERS'
KEY BANDS
and
BRASS KEY CHECKS**

Highest quality obtainable. Low-
est Prices. Immediate Delivery.

S. GRIFEL, 649 E. 5th St.,
New York, N. Y.

Send for
Illustrated
Circular
and Prices



STOP LEAKS!

Instant Record of Every
Payment

Money-Meters always col-
lect every admission, with
instantaneous audit by
patron. No investment for
equipment. Trial installa-
tions. Write for Bulletin
AE or ask representative to
call.

MONEY-METERS, INC.

WARREN ST.



PROV. R. I.

The Pool Whirl

By NAT A. TOR

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

War Helps Swimming

Lunching the other day with Art French, boss-man at Coney Island's Manhattan and Brighton beaches, conversation turned to war, as most conversations do these days. Art raised an interesting point anent war and swimming that I have never thought of. Mebbe you haven't either.

In the opinion of French, the war should definitely have an effect on all outdoor recreational activities this summer, especially swimming. People are getting tired, or perhaps "afraid" would be a better word, of war news and accordingly they are gradually becoming more and more susceptible to amusements. It's this urge to forget it all that, according to French, should send 'em in droves to swim pools and amusement parks.

Veterans of the 1914 scene tell me that's what happened prior to America's entry in World War No. 1. All forms of amusements skyrocketed and naturally in the summer outdoor places captured the bulk of migration.

To my mind there is another reason why French's predictions should come thru. With recent talk of American preparedness, the majority of citizens have become athletic conscious. They are becoming mindful of the necessity of keeping fit. What better and more enjoyable way is there to keep fit than thru swimming? Hence it seems logical to suppose that establs that supply facilities for such recreation will do biz.

To be sure it's one helluva way to boost patronage, but I suppose there's nothing we in this country can do except be prepared. Pass that motto along to your swim patrons and not only will you help entice business for yourself but you will be doing a worth-while patriotic gesture.

Among the Missing

One of New York's most pop outdoor tanks a few years back failed to open its doors this season. According to word received by the column, Prospect Pool, Bronx, which didn't open last week-end along with the rest of Father Knickerbocker's aquatic babies, will be among the missing this year. Pool has been doing badly and competitish from near-by Jerome Cascades, commercial natatorium, as well as many municipals which opened last year in its vicinity, is regarded as cause for its kayo.

Merely Personal Opinions

Why does Attorney Sayres spend so much effort to play up midget auto racing at Castle Hill Park and devote so little expense to boost swimming, its biggest revenue?

I think that aforementioned French's plan to give away autos and other valuable merchandise at Manhattan and Brighton beaches to extend impetus to its installment payments on season lockers is a good promotion. Dart throwing competitish will decide winners.

I don't like A. A. U.'s high fixed price

1940 PENNY ARCADE

MODERNIZE—MUTOSCOPE WILL SHOW YOU HOW

- NEW EQUIPMENT AND SUPPLIES
- RECONDITIONED EQUIPMENT WITH MODERNIZED CABINETS

Everything You Need From One RELIABLE Source. Write for Our New Catalog. Anything to Trade? Send Us Your List.

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-05 Eleventh St., L. I. City, New York
"Penny Arcade Headquarters Since 1895"

WANT

For Hire or Percentage

Miniature Railway

For my park. Good location. Write your proposition.
MAX ISRAEL, Henniker, New Hampshire.

FOR SALE

Complete Shooting Gallery Equipment

20x40 Ft., 12x15 Ft. Tank, 14 Guns, 3,000 Tubes.
Priced right for quick sale.

A. BALZANO

310 Surf Ave., CONEY ISLAND, N. Y.

attached to its men's national outdoor champs for this year, especially since any local girls' swim meet will outdraw the men's tourney three to one in publicity results.

Joe Pringle is running restaurant concessions again at Riverside Cascades and Sunnyside Pool, N. Y. C. Terrific publicity break was received by Manhattan's Park Central indoor pool, in current issue of *Parent Mag.* Two pages are devoted to the pop midtown tank. St. George, Brooklyn indoor pool, and C. Sileo, ed of International News Photos, are feuding in the Hitler-Allies manner. Beverly Hills (Calif.) Swim Pool certainly looks dressed up in those national sheet ads, far from the way this writer saw it when he was on the Coast in January.

Palisades, N. J.

By CLEM WHITE

Only one Saturday has been lost thus far. Crowds have been excellent over week-ends with spending average higher than that of the past three years. Manufacturers in neighborhood are working 24 hours daily, which would mean added takes, should weather permit.

Adolph Schwartz, a 30-year concessioner, is recuperating from an operation. Mouse game is going well but "Addie's" presence is missed. Loss is made up somewhat by return of Jack Bloom, now handling an aluminum bottle ball game for Frankell and Weissman. Dick Messner and his ork were the finale of week-end bookings. Starting with Jack Teagarden for nine days, opening on Decoration Day, free stage will show both orks and a thrill act afternoon and night with the bands moving to the Casino for free dancing after the 10 p.m. stage show. Jack Constance holds down the dance assignment nightly. Albani Troupe will combine with Dick Messner until Decoration Day.

Superintendent Al McKee seems to have a ride crew that will meet even his exacting demands. A partial list includes: Bob-Sled, Buddy Kilpatrick, Clarence Scofield, Hen Kuler, Tom Crowley (with construction boss Joe McKee watching carefully); Rocket, Leo Jordan; Snapper, Charley Arrigo; Glass House, Bob Ertwistle; Funhouse, Roscoe Schwartz, Harry Lapien, "Paddy" Goldberg, Marty Wilson (all these are top men and have many assistants); Spider, Fred Stoeckel; Ferris Wheel, Ed McAvoy; Bug, Jim Murray; Loop-o-Plane, Joe Salerno; Chair-o-Plane, Charley Henry; Virginia Reel, Louie Decker; Skyrocket, Johnny Greenwood, Al Whitworth, Charlie Canfield; Kiddie Park, Don Rose, Dave Hafner, Johnny Laughlin; Skooter, Joe Rinaldi, Eddie McDermott, Johnny McGuire; Auto Speedway, George Reiser, Pat Pizzallo, Frank Landy, George Lillie; Bubble Bounce, Al Pinto; Water Skooter, Ralph Petty, Bob Brannigan, Kid De Nola; Racer, Charley Ellis; Caterpillar, Tootie Marguccia; Jitterbug, Johnny Kersnowski; Miniature Railway, Eddie Sylecki; Flying Skooter, Jimmy Hannon; Boomerang, "Brigham" Young; Whip, Bill Holland; Scenic, John Winkler, Paul Benetendi, Johnny Yatzel, Ken Common.

Maintenance corps includes Hick Wunsch, Kipe Grabowski and Jack Tierney, who have been fixtures here for 20 years or more. Gladys Shelley's tune (Mrs. Irving Rosenthal) *Sunning in the Summer Sun*, has been adopted as official theme song of the park and all hope that the opportunity will arrive soon.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Effect of war psychology on amusement devices is noticeable here, especially among the fem trade, who are going in heavily for gun practice via shooting galleries and spots featuring pneumatic machine guns, etc. Survey of ops featuring real and compressed-air arsenals reveals that altho the season is just getting under way operators are convinced that a sharp increase in business can be looked for.

Zimel Reznick and Lou Levinson, of Central Amusements on Wesley Lake near the Boardwalk, are completing sizable remodeling of their Funhouse and Ghost Ride and are installing a battery of anti-aircraft pneumatic guns. Spot, which reopens on Decoration Day, will again have Eddie Lange as treasurer.

City Publicity Department planning opening sports promotion for the Boardwalk on June 13 with a special match

race between John Borican and Wayne and Blaine Rideout, collegiate sprint stars, who will attempt a record for the half-mile along the boards. City-owned beachfront bathing system, operated under lease by Edward T. Mitchell, will reopen on June 1, with all concerned keeping their fingers crossed in hope of maintaining, for another year at least, the bathing safety record which city officials claim has stood for past 37 years without a single drowning along local beaches during regulated hours.

Extensive modernization of bathhouse has been completed, with Third and Fourth avenue groups, which get heaviest play, having been practically rebuilt and some 500 new bathhouses and lockers added. For the first time in history of Asbury Park, special rates will be given to hotel guests, with all hotel operators being permitted to allow patrons a 20-per cent reduction from the standard 50-cent fee.

Long Island

By ALFRED FRIEDMAN

Altho Decoration Day is curtain-lifter of the new season for Long Island beaches, it is evident that this year it will be two more weeks before real activity manifests itself. Weather and war talk seem to be two factors that are slacking trade.

Efforts for shaping such spots at Rockaway, Long Beach, Jones Beach, Riks Park and others at this time of year mirror the situation. Where most of the work would have ordinarily been completed by now, it seems to be just idling along.

Playland Park rates plaudits for fine improvements made to the southern end. Manager Louis Meisel has installed a handsomely appointed arcade, some concessions and an attractive bar, operated by Bill Ebach. Rockaway Beach is attempting to encourage resumption of excursion boats between that point and Manhattan on a large scale.

Park Free Acts

POWER'S Dancing Elephants opened a two-week engagement in Kennywood Park, Pittsburgh, on May 27 with Mrs. Jeannette Power.

FLYING METEORS, high aerialists, opened a three-week engagement in Rock Springs Park, Chester, W. Va., on May 24, said R. L. Hand, park manager. Free acts will be offered thruout the season.

PRYDE AND DELL, comedy juggling and acrobatic team, were booked into Lebzelter's Grove, near Lancaster, Pa. Rocky Springs Park, Lancaster, had the Hollywood Clowns, comedy and acrobatic act, and Hawaiian Aces, featuring Virgil Neal.

ACTS booked for Riverside Park, Agawam, Mass., thru George A. Hamid, Inc., will include Flying Allens and the Deteros, to appear opening week, and these to play succeeding one-week engagements: Santanellos, Flying Valentinos, Four Groteffents, Torrence and Victoria, Queens of the Sky, Peaches Sky Revue, Great Peters, Waldo Trio; Eric, the Great; Atenos Brothers and Five Albanis.

C. C. BONETTE, Bonette Brothers, in his 48th year as parachute jumper, reported he has been signed by Manager C. L. Wyman for opening of Wilson Recreation Park, Keene, N. H., on May 30 and the following three days. Park has undergone an improvement program, which includes incomplect stadium.

FLYING BEHEES opened the 35th season of West View Park, Pittsburgh, as first of numerous acts to be contracted for that spot.

BOB EUGENE TROUPE, aerial bars, is in Idlewild Park, Ligonier, Pa., for a month's run, the third engagement in the park for this act. A third return also will be played in Playland, Rye, N. Y.

PRINCE NELSON, high wire, opened on May 25 in Summit Beach Park, Akron, for a week, first of a series of acts to be presented, said Ben H. Voorheis, promotional director. Act was set by C. A. Klein Attractions.

DECIDING to hold over Bee Kyle, high fire diver, another week, in addition to Harry Froboess, high swaying pole, man-

American Recreational Equipment Association

By R. S. UZZELL

Favorable opening—magic words. Will it last? Who knows? At any rate, it is encouraging. Playland, Rye, N. Y., got rain last year, but this spring the weather was ideal for opening on the week-ends, altho cool for official bow. The Forty Fair is also making a better showing than was clocked at last year's bow. Does it mean that our fraternity on Gibson's Glade is in for swelling of bank accounts where the elephant stepped on them last year? We hope they are compensated now for all of their wallops of last year. They are in a fair way to make the grade.

Already there is talk of a third stanza over on the flats. We shall see. It is a better show and framed for a more modest reception of the substantial common folk that make the world move and from which amusement parks, fairs and expositions receive their support. Yachts and high-stepping carriage horses have no strong appeal to these people. They want entertainment and substantial reliable knowledge of people, mechanical appliances, inventions and historical displays and facts. Let them go thru a model and modest home rather than look at a luxurious yacht which they could never hope to own. Mr. Gibson has rendered a great service to the New York World's Fair. The best part of his usefulness has been that of humanizing the fair, making it welcome the common people.

W-H Law Set for 1940

Wallace Jones, Boston, stopped in on his way to Washington to tell us that John T. Benson is still on the upgrade at his wild animal farm and that Dave Stone can now walk three times around Paragon Park, with which he has been actively connected for about 30 years. Stone has his faithful wife and his son, Joe, to carry on, while Benson depends on Miss Griffin, who is the only one who can manage "The Strangest Farm in the World." While Jones scouts the country, his son, Russell, carries on at the hot-dog machine factory.

George H. Cramer declares that the wage and hour law is greatly handicapping his spring production schedule and asks if there is any way to modify the situation. That was attempted last year when we tried to claim we are all in a highly seasonal production industry. The claim was denied, which leaves no other remedy but to seek a modification of the law. This could not be done with this expiring Congress. Perhaps all seasonal industries could get it changed for next year. For the remainder of this year the 42-hour week will prevail in all industries whose products go into interstate commerce.

Live Wire in Agawam

A new live wire in park business is Edward J. Carroll in Springfield, Mass. At great odds he is staging a comeback for Riverside Park, Agawam. Two other attempts have failed, each after a considerable expenditure of money. The unfavorable weather since March 1 for outdoor construction and painting has been the worst in years. The swollen Connecticut River approached within five feet of his large dance hall when the maple floor was laid and ready to nail. All of the wise ones said he could not make a go of it. He has pushed ahead with dogged determination and spent a modest fortune on the place. The transformation will make it practically a new park. The roller-skating rink and outdoor night pictures are already doing a lucrative business. His new entrance and redressed rink make a fine first impression as one enters the place which is not lost as one goes down the midway. He shows the constructive fighting spirit that goes places and gets things done.

agement of Pontchartrain Beach, New Orleans, reported continued good biz last week. Manager Harry J. Batt said he had booked Great Siegfried, ski jumper, for two weeks in August.

VIOLETTA AND ROOKS, high trapeze, opened as first free act of the season in Edgewater Park, Detroit, where acts will be booked weekly.

ACTS booked thru the Frank Wirth office for opening of Dreamland Park, Rochester, N. Y., on May 30 are Five Eltons and Tiebor's Seals.

Coney Island, N. Y.

By SAM ABBOTT

Nearly everyone at Coney Island has been putting in overtime the last few days getting things in readiness for what is predicted as a big season. The weather man has been halfway decent about breaks over the week-end and pre-season crowds have been up to expectations. Several changes in spots and types of attractions have been made by the operators and concessioners.

At Luna Park carpenters and painters were putting on the finishing touches and concessioners getting things in shape. The Mile Sky Chaser has been operating week-ends. By the time this appears, the park will be operating 100 per cent on daily schedule. On the site of the Ghost Train Rene Zouary moved in with the Frozen Alive show and Mrs. Jack Johnson will have the "train" near the west end of the park where the Funhouse operated in the past. Jack Evans has been booked in for his Buried Alive show. Dick Sanders, in charge of amusements and attractions, is enthusiastic about the season. Adele Richman, at Coney for 31 years, has the pig slide, which she has run for 15 years, and on the eve of the season has been busy training her charges. The Guelfis, John "No. 1" and John "No. 2," are again at Luna as superintendent and assistant superintendent. Richard Schramm is the electrician in charge and Jack Gallagher general mechanic. Jerry Friedman, president of Luna Park Holding Co., Inc., recently made an inspection trip. William Lombard is handling promotion and Dave Feinman, organization and promotion.

Louis Shisoff has opened his frozen custard stand on Surf. He is assisted by Joseph, Sylvia and Yetta Shisoff and Muriel Levine. Jimmy Alvino is in the box at Boomerang. John King is on the job with his Tilt-a-Whirl at Feltmans. He also has a shooting gallery near by. People here are going for merchandise prizes, Jack Friedman, who operates a shooting gallery, says. Bill Adams is on the door and Laurence Smith in the box at the Comet. Eden Musee on Surf goes on a full-time schedule Decoration Day, Fred Meers says. He adds that some new features are being planned and will be on hand soon. For the last 12 years Eddie Donnelly has been with Streamlined Scooter and is back again this year. Isadore Kruze is the boss. Pat Beck is operating Tally Ball with Robert E. Sanguinetto Jr. as assistant. Al Abrams has a new game, Ro-Lo, on Surf. Assisting him are Al Rosenzweig and Joe Altman. Merchandise prizes are offered. Jacob Horace Mead, who says he is the oldest photographer in Coney, wishes a correction made. His name is Jacob and not Jack as was reported. Mrs. Minnie Silverman and her daughter, Lucille, are assisting in a photo stand.

Benjamin Buel Jones, known as Broadway Jones, "The Man Who Treats You Right," has a milk bottle game on Surf and a guess-your-weight stand, operated by George Schnitzer. Jack Howard is in the box at the Whip. He's been a Coneyite for 25 years. Joe Gary is managing Coney Island Skating Rink. He is known as the "Sergeant." Charlie Lomando is the "General" and Carl Coratello, the "Corporal." J. Patano's Loop-o-Plane is operating with John Joseph Chase on the Platform.

Mrs. Elizabeth Wolz, formerly with the Scooter ride, has the Funhouse. Her daughter, Constance, is on the door and Andy Testa is in the box. Harry Paneth is in his 12th year at the Bug. Patsy Ventura, 14 years at Coney, is on the door.

Mrs. Etta Holtz and son, Herbert, have reopened their souvenir and novelty stand in the Bug building. Anthony Balzano is again operating Pokerrall with merchandise for prizes. William Buckley is in the box at the Giant Wheel, Steeplechase. Mrs. Mollie Milgrim has returned from a vacation in Jersey and is operating Break the Bottles with her daughter, Ruth. Bat 'Em, in the same location since 1926, has J. G. Wilkinson at the helm. Sam Johnson is again at Lane's Irish House. Dan Lane, an ex-song-and-dance man, says he'll have 13 singing waiters this summer. Thirteen, he adds, is his lucky number. Sidney Persly's brother, Bernie, is becoming a full-fledged operator at the Poker game. Sid Kahn, it is reported, is one lucky boy to have a box for the season at Ebbets Field.

Sam Wagner has opened his World Circus Side Show on Surf-Bowery. With him are Leo Ammis, Charles Smith, Sam Yachtman, Julius Silverstein, Surf door; Arnold Politzer, Bowery door, and Raymond and Justin Wagner, talkers. Andy Pulaski is house electrician. Acts include Spanish Rhythm Girls, with George Perez, Moises Cuevas, Margie Milan, Alda Montero and Nives Rodriguez; Lady Olga (Dolly Joyce), electric girl; Cortland, magician; Stella, "home-liest woman in the world," managed by Marie Woolsey; strong man, Warren Lincoln Travis; psychic, Edwin Sarge; physical culture exhibit, Mrs. Esther Ammis; Major Mite, midget; Spider Boy, Henry Bulson; Chief Woo Oo and his strange people; tattoo artist, Frank Graf; eat counter concession, Phil Glazer; prize candy concession, Meyer Hamburg; Sex Mystery, Adah, lecturer, and Fay Sesslin, bally and cashier. California nudist camp, peep show, is also presented.

Benny Bernstein and Walter Knapp are on the platform and Charlie Thurm on hat checking at the Cyclone. Rose Pinto is in the box at Cyclone Kiddie Park.

DES MOINES GATE

(Continued from page 36)

for week stands and one-nighters. Louis Panico was opening attraction. He is to be followed by Don Bestor's Band.

Other improvements include widening of roads, repainting of buildings, widening of bridge over lagoon and construction of new approaches, new stoves for picnic grounds and new \$3,000 roller rink. Abe Frankel will manage weekly wrestling shows. Manager Grossman said picnic bookings are far ahead of previous years.

Personnel includes Robert A. Reichardt, personnel and operations manager; H. G. Ryer, special promotions; Maxine Moyer, cafe and refreshments; James Roberts, ride supervisor; Pat Murphy, grounds superintendent; Ray Helms, penny arcade; Gordon Parks, Joe Epstein's sportland arcade; Harold Cavanaugh and Henry Wieman, office, and Bob Dudley, publicity.

BOARDWALK FUND

(Continued from page 36)

commission, but attacked the "political regime which saddled the Convention Hall upon the city," and declared that instead of a \$15,000,000 investment in an auditorium, a convention hall costing \$3,000,000 would have been ample.

The mayor thanked the commission for avoiding unfair competition with other amusement enterprises that are taxed to support the hall. He also answered critics who have charged that the commission represented only beach-front interests with the result that many features that might be enjoyed by all residents were never booked in. "I have known of no legitimate enterprises willing to pay rent that have not been encouraged to use the hall," he said. "To have pursued a policy of giving the hall rent free to certain private interests while denying it to others would, of course, have resulted in a drying up of those rentals which are available, such

as exhibition space for conventions and use of meeting rooms."

Betterment Funds Asked

Altho more than \$1,000 has been pledged to finance a program for raising the tone of the Boardwalk, work cannot start until \$2,000 has been assured, Harold W. Faunce, chairman of the finance committee, reported to beach-front amusement men, concessioners and merchants. Boardwalk improvement program was drafted several weeks ago by Walk merchants and property owners to eliminate unethical mercantile practices.

"At present there is not a Boardwalk business concern which is not suffering an annual loss of hundreds, and in many cases thousands of dollars in sales, lowered rental values and hotel-guest income because of conditions this program is set up to correct," Faunce said in an appeal for funds.

Decoration Day marking opening of the summer season, the broken week-end doesn't augur too much hope for any broken records. Reservations at hotels are light. In addition to holiday bills at Steel Pier and Hamid's Million-Dollar Pier, Decoration Day brings the Auerbach Trophy race and leading speed-boat drivers.

CINCY CONEY

(Continued from page 36)

L. Schott said that business to date, including two week-end Preview Days, was slightly below that of last year. He attributes decline to inclement weather.

However, a cheerful note was sounded by Herbert Schmeck, of Philadelphia Toboggan Co., who with some other amusement men were guests of President Schott on May 21. Schmeck said that on his trips to parks this season he has noted considerably better spending than in 1939 and that smaller turnstile figures may be attributed to generally bad weather breaks.

A. Brady McSwigan, general manager of Kennywood Park, Pittsburgh; another Kennywood staff man, Fred Henninger, and DeArv G. Barton, Midwest manager of Music Corp. of America, Cleveland, were General Manager Schott's other guests. McSwigan and Henninger were on an inspection tour.

JOYLAND, LEXINGTON, KY.

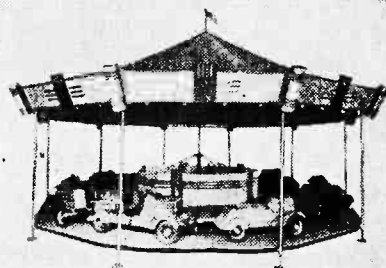
(Continued from page 36)

and assistant manager, respectively. They have remodeled buildings and painted them in new color schemes. New structure to house 10 Skee-Ball alleys has been built. Attractions include high ride, Dodgem, Merry-Go-Round, swimming pool and ballroom in which name bands appear periodically. Free movies and fireworks will begin on Decoration Day.

Among concessions in operation are sportland; arcade, which has been painted with comic strip characters and equipped with new front and neon signs; cigaret gallery, pitch-till-you-win, bingo, refreshments, balloon game fish-pond, long-range gallery, blower, cane rack, cigaret wheel, penny pitch, break the bottles, milk bottles, huckley buck, bumper, string game, high striker, photos, snow and pop corn.

LINCOLN, Neb. — Capitol Beach's season's getaway on May 18 was comparable to the average of the last few

BETTER THAN EVER



More than 230 Allan Herschell Kiddie Auto Rides in profitable service. New 1940 Autos finest ever built. Complete Ride, \$1450.00. Prompt Delivery — Order Now!

ALLAN HERSCHELL CO., Inc.

NORTH TONAWANDA, N. Y.
Builders of the Famous Original
ROCKET RIDE

New Electric Penny Game

One park reports gross of \$1725 in month of June, 1939. Permanent and portable models. Low cost, immediate delivery. Write today for new 1940 catalog.

KING MFG. CO.
St. Clair Shores, Mich.

WANT

FOR REVERE BEACH, MASS.

Rollo-Plane, Stratoship, Octopus or any other outdoor amusement. I have the space and will play percentage with any reliable party. Also Concessions for rent. I have for sale—3 Miniature Skee Ball Alleys with coin box. Also Airplane Bomber Game, accommodating single or group players.

TOM HARDING, Virginia Reel Ride, 268 Boulevard, Revere Beach, Mass.

FOR SALE

Sixty Passenger, Three Abreast, Canvas Top, Portable Merry-Go-Round, forty-three-foot diameter, in A-1 shape. Price very reasonable.

GEAUGA LAKE PARK

GEAUGA LAKE, OHIO

CAN PLACE

For Sandy Beach Park, Russells Point, Ohio. Capable Girls for Ball Games and Hoop-La. Also account of disappointment, Man for Rabbit Racer. Park opens Decoration Day. Address: MRS. AL WAGNER, Russells Point, Ohio.

WANT

For Casino Park, Fort Worth, Texas. Can place capable Agents for Blower, Roll-Down, Slum Skilios, Agents for Huckley Bucks, also Agents for Slum Skilios. Get your season's work here. Answer to ARCHIE WAGNER, Casino Park, Fort Worth, Texas. P.S.: People contracted, report at once.

seasons. Rain until a few hours before opening probably accounted for a moderate start on Saturday but Sunday was good.

Who Buys Talent and Why?

Prominent talent buyers give the answers in the TALENT SUPPLEMENT to be published in the SUMMER SPECIAL. Be sure you get a copy of this important edition—subscribe now.



"FREE ACTS AND THE PRESS"

by Harry J. Batt
President
Pontchartrain Beach
New Orleans, La.

What part does publicity play in free act promotion? Mr. Batt refers to free acts and the press as a pair of aces hard to beat.

ACTS AND ATTRACTIONS

Send for the complete details about the Talent Section. You can have an advertisement in it and get Free Picture Publicity. Mail a postcard today.

The Billboard
Cincinnati, Ohio



**NATIONAL
SHOWMEN'S
ASSOCIATION**

Fastest Growing Organization in
Show Business.

**BENEVOLENT
PROTECTIVE—SOCIAL**

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

New York City

Big Ones Prep for New Tops

Pomona Mark Set at 750,000

Heavy pull from tourists' invasion is figured—program at plant under way

POMONA, Calif., May 25.—In anticipation of a banner year in attendance and number and variety of exhibits, management of Los Angeles County Fair here has crews making additions, alterations and repairs on buildings and carrying forward the big landscaping program. Reopening of the San Francisco exposition and cessation of European travel are expected to greatly stimulate tourist migration to the Coast. For this the fair will make a bid and officials are proceeding with arrangements on a more pretentious and comprehensive scale than ever before, with an attendance estimate of 750,000. Present record is 650,000.

Secretary-Manager C. B. (Jack) Afflerbaugh said that never before has inquiry for exhibit space, premium lists and information been so voluminous and widely distributed. Special facilities are being offered to exhibitors of farm machinery and tools in Machinery Hall, of steel and concrete, covering 40,000 square feet of unobstructed floor space. This will be augmented by a large open area adjoining the building. Much of the space, inside and out, has already been contracted. Commercial exhibits will be

Lund Named Pilot Of Winter Carnival

ST. PAUL, May 25.—Henry J. Lund, publicity superintendent of Minnesota State Fair here, will take over the post of managing director of the St. Paul Winter Carnival on September 1. Appointment was announced by William J. Hickey, president of the Winter Carnival Association. Lund succeeds Martin J. Kelly, who resigned a month ago to enter the field of general promotion in the Northwest.

Recognized as one of the greatest promotional programs of the country, the St. Paul Winter Carnival, its sponsors declare, surpasses in mass participation such events as Tournament of Roses, Mardi Gras and Ak-Sar-Ben. "Plans are being formulated for the 1941 Winter Carnival. A campaign of national publicity will be launched to encourage visitors from every State, Canada and the neighbor Americas," Lund said.

A former newspaper man, he served as sports editor of *The St. Paul Pioneer Press* from 1911 to 1919. He is rounding out his 20th year with the State Fair, having served as assistant superintendent of publicity from 1929. For 11 years he has been superintendent of publicity. His connection with the Winter Carnival is not expected to disturb his connection with the State Fair. He will, however, sever his relation with the Midway Club, Twin City commercial and social organization, which he has served as secretary since 1934. His resignation with the Midway Club is effective on September 1.

Fredericton Canceled Again

FREDERICTON, N. B., May 25.—Maritime Winter Fair, normally held here in November, has been canceled for the second year, announced President C. F. Bailey. He said a government grant will not be made this year and that war developments made cancellation advisable.

BISMARCK, N. D.—Attorney-General Alvin C. Strutz has sent a request to secretaries of 10 North Dakota fairs to co-operate with peace officers in enforcement of the State's anti-gambling laws. He informed that one or two State inspectors would be on the grounds at each of the fairs, consisting of Hamilton, Jamestown, Mandan, Grand Forks, Langdon, Burke County, Minot, Carrington, Fargo and New Rockford.



HENRY J. LUND, who has been appointed managing director of the St. Paul Winter Carnival, will continue to serve as publicity superintendent of Minnesota State Fair, with which he has been connected 20 years. Widely known to showfolk, "Heinie" long ago established a reputation as a State fair publicist because of his ideas in news copy, billing, art displays and radio coverage.

Tupelo Adopts Co-Op Set-Up

TUPELO, Miss., May 25.—Holding of a successful 1940 Mississippi-Alabama Fair here appeared assured this week after representatives of several civic groups and Chamber of Commerce approved a co-op plan for continuation under the present set-up.

President J. M. Savery said the budget shows a paper profit of about \$4,000 despite the biggest premium award, \$4,000, in the fair's history. He estimates receipts at \$8,150 from general admission tickets, \$1,750 from grand stand, \$600 from concession, \$1,500 from catalog and \$1,500 from the State for premiums.

Last year's crop failure in this section brought a \$1,300 deficit, he said. An Amusement Corp. of America unit will be on the midway, it was announced.

STARDUST REVUE, produced by Charles Collins, Detroit, is being booked for Canadian fairs, chiefly thru Western Canada Fairs Association.

Brockton G.S. Policy Repeats

Success to line up bill along same lines — four buildings of nations

BROCKTON, Mass., May 25.—Brockton Fair will follow the same grand-stand policy as that of the past two years, with name bands, names of radio, screen and stage, and a line of girls from one of the topnotch musical attractions. Secretary Frank H. Kingman said the policy had proved so successful that it was determined by the board of directors to continue along the same lines.

Lucky Teter and his Hell Drivers also will be headlined for five days, Sunday thru Thursday; John A. Sloan will present auto racing on Friday and Saturday, and there will be displays nightly by American Fireworks Co. Fair will again have a horse show, re-established last

(See Policy in Brockton on opposite page)

Regina Plans Gate Boosts

REGINA, Sask., May 25.—Regina Exhibition board plans to boost attendance in 1940 with introduction of daily gate awards during horse-race programs. On the final day an award based on daily attendance increases over corresponding days of 1939 will be made. Race purses have been boosted \$400 this year, making \$13,500 available. Giveaway of five autos and bicycles Monday night, Children's Night, will again be used to boost the night grand stand. Governors of North Dakota and Montana will be invited to attend on Americans' Day, which will be a joint feature with Travelers' Day. W. F. Fuller, president, will make a good-will tour of the two States to arouse interest. Veterans' Day will be known as Military Day. It will be broadened in scope to include personnel of army, navy and air force, as well as war veterans. Grain show building will be used to house horticultural and women's exhibits, the CKCK Palace of Glass, automobiles and farm boys' camp. Reduced admission of 10 cents for unemployed and families will be in effect on morning of the second day.

FREDERICKSBURG, Tex.—H. A. Ries, who was elected president of Gillespie County Fair Association, has been a board member over 10 years and replaced Eric F. Juenke, who declined re-election for 10th term. Others elected are Otto Henke, vice-president; Otto Burgdorf, secretary; Max J. Bierschwale, treasurer.



HARVEY D. GIBSON (second from right), chairman of the fair board, presents Frank Zambreno, manager of the Ripley Odditorium at the New York World's Fair, with the Concessioners' Award, a gold wrist watch, for having the "Best Prepared and Appearing Show" on the Great White Way (amusement area) on opening day. Frank Buck (right) president of the Concessioners' Association, and Bill Fisher (left), liaison engineer of the Great White Way, look on.

'40 Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, May 25.—Minor union difficulties between restaurant operators and culinary workers have been satisfactorily adjusted, the Concessioners' Association proving of much value in reaching this happy conclusion. Frank Zambreno, of Ripley interests, and Tom Wolfe, of Glassblowers and Holyland shows, arrived by plane from New York to stay until after the opening. Mrs. E. Molineux, under whose direction the Garden of Rides has been assembled, has made a veritable fairyland out of this barren stretch of sand. Douglas R. Wiser, Los Angeles, is installing a Kentucky Derby for Oswald and Sarkisian. Robert L. Ripley, of cartoon fame, has been honored by having Sunday, May 26, called Ripley Day. Hugh Mack arrived from L. A., where he spent the winter, to be on the front of the Elysium show. John L. (Spot) Ragland is getting his concessions in shape. Sally Rand slated to arrive from Mexico any day, having terminated her engagement south of the border. Barney Oldfield will be connected with the Ford exhibit, where the first Ford racing car, the 999, will be displayed. It is the car that started Barney on the road to fame.

Bill Wolken, who has been ill, is recovering rapidly and seen daily on the Gayway. Jack Manns, international traveler, back for the season, he says. Terrell Jacobs arrived with his cargo of wild animals, 30 cats and a couple of hundred monkeys. At the Rose Aquacade, with Billy Rose and John Murray Anderson on the job, the California water sprites will know what striving for perfection means when these two indefatigable task masters get thru with them. McChrystal and Saunders International Ice Show has shaped into a beautiful production and the French building is perfectly suitable. Art Windecker, former circus man, will handle front of Terrell Jacobs' trained wild animal show. Paris Peggy, noted performer-girl-show-talker, will have her own show on the Gayway. Nate Miller week-ends in Santa Cruz, where he has one of his rides. Rudy Illions up from Long Beach to install two great neon signs on the Nate Miller attractions. Fred McFalls, who took space for a "Tommy" gun gallery, will use 15 rapid-fire guns. Amos Centalli, 80 per cent re-

(See GGIE GLEANINGS on opp. page)

Ottawa's Junior Section To Be Staged at Richmond

OTTAWA, Ont., May 25.—Directors of Central Canadian Exhibition Association here, who have canceled plans for a 1940 fair, announced its junior agricultural section will be conducted in connection with Richmond (Ont.) Fair. Committee of directors of Ottawa and Richmond associations recently contacted P. M. Dewan, Ontario minister of agriculture, who made a special grant of \$2,500 so the section could be held.

All grants to fairs for agricultural displays having been canceled, Dewan said he did not wish to see continuity of the junior section interrupted, adding that Ottawa had led in development of junior agricultural work in the past 12 years. Richmond Fair was chosen by CCEA because it is the largest Class B fair in vicinity of Ottawa. Its 1940 fair will be the 96th.

Teter Restrains Promoter

PHILADELPHIA, May 25.—Lucky Teter, stunt driver, fired the opening gun in a declared war on the dare-devil front when he was granted an injunction by Common Pleas Judge Gerald Flood on May 20 restraining Promoter Ray Fabiani from using Teter's name in connection with advertising Fabiani's Cavalcade of Thrills next Monday at the National Speedway. Fabiani replied: "We never claimed Teter would compete—only that he was invited to compete. And I have a copy of the letter inviting him."

SAGINAW, Mich.—Saginaw County Agricultural Society, sponsor of Michigan Farm Products Show here, elected Former Vice-President John Rauchholz president to succeed Thomas B. McDonagh, who died on May 13. Others elected are Charles Girmus, William Otto, vice-presidents; B. B. Sawyer, a director; William J. Kirchner, treasurer.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 25.—We are in receipt of an interesting communication from S. H. Barrett, general agent of Patrick's Greater Shows, advising that he is giving careful consideration to the material recently furnished his shows. We shall look forward to welcoming Patrick's Greater Shows as a member in the near future.

Membership certificates sent to Reid Greater Shows, Al C. Hansen Shows, Greater New England Shows and Happy Days Shows have been returned undelivered. If owners will contact this office, we shall be pleased to forward these certificates.

Subject of State trade barriers is developing considerable discussion and controversy, particularly since a recent decision in the United States Supreme Court which upholds State sales taxes on interstate shipments. At present sales taxes are in force in 21 States and the city of New York. These States are Washington, California, Utah, Wyoming, Colorado, New Mexico, North and South Dakota, Kansas, Oklahoma, Iowa, Missouri, Arkansas, Louisiana, Illinois, Mississippi, Alabama, Michigan, Ohio, West Virginia and North Carolina.

This office is in receipt of some interesting information on State trade barriers. That it is of interest to the membership was evident from discussion the subject evoked at the last annual meeting, and we shall be pleased to furnish membership with such information as is on file upon request.

Manning Announces '40 Roster for McLaughlin

DUDLEY, Mass., May 25.—Roster of recently organized P. S. McLaughlin Shows as announced during organization's local stand by Ross Manning, business manager and general representative, includes Philip S. McLaughlin, general manager; Jack Perry, advance agent; Al Young, secretary-treasurer; Ducky Miller, ride superintendent; John Ryan, electrician; Bill Rickel, master mechanic and building superintendent; Tom (Smoky) Roberts, *The Billboard* sales agent; Red Bornstein, billposter; Albert Farley, sound technician; Tom Brown, night watchman; Phil Bartlett and Charles Gillette, main entrance ticket boxes.

Shows: Miss America; Ralph Decker, manager; Bill Denson, talker; Helen McCau, Shirley Densen, Mickey Petock; Joe Long, tickets. Varieties, Ralph Decker, manager; Jack Lash, talker; Lillian Bishop, Lillian Towleky, Ruth Symons, Muriel Hodges, Madge Greenley; Harry Dickson and George Burns, tickets. Girls of Ball, Ralph Decker, manager-talker; Babe Marsden, Terry Michaels, Boots Malley; Al Granville, tickets. Illusion, Carl Rosini, manager; Art Mulholland, boss canvasser; Mrs. Carl Rosini, George Carter; M. Brady, tickets. Side Show, Steve Caro and Fred LaReine, managers; Tex Hart, Ajax, Little Jimmy; Harold Bright and George Bernart, tickets. Snake Show, Harry Devine and George Bentley; Harry Snyder, tickets.

Rides: Merry-Go-Round, Tom Roberts, foreman; Cliff Winter, assistant; William Horn, Floyd Helsing, Ferris Wheels, Stanley Gtnas, foreman; William O'Connor, Al Rice. Ride-O, Clarence St. Germaine, foreman; Mike Gtnas, Anthony Yerasavixh, William Gourley, Chairplane, Wayne E. Pritt, foreman; George Sparks, Joe Sampson. Kiddie Autos, Ernest Leash, foreman. Loop-o-Plane, Nolan Mudd, manager; Frank Warry, Octopus, C. Blackman, manager; Larry Ellison, assistant.

Concessions

Cookhouse, Costa Stergiou, owner-

manager; Spino Kostas, chef; Raymond Rubido, Earl Brown and Nick Angelus, countermen; Stella Serrano, cashier. Bingo, Ben Weiss, owner; Leonard Ross, manager; Roland B. Hill, caller; Albert Kirk and Robert French, countermen. Joe Thompson, palmistry stand; Bibs Melange, balloon darts; Joe Vena, pitch-till-you-win; Slim Barry, ham and bacon; Mr. and Mrs. Tony Tedesco, custard; Mr. and Mrs. Bill Scanlon, photos; Nick Anellio, novelty stand; Mrs. Harold Nevins, darts; Ducky Miller and Tex Coster, ball game; Harry Bosco, Nell Carr, rolldown; Louis Light, quilt stand; Phil Luderman, Toby Tobin and Joe Strauss, blankets; Count Sadow, ballgame.

Joe Harris, bird wheel; ball game, Whitey Pelley, owner; Mrs. Pelley, manager; nail store, Whitey Pelley, owner; Robert Dugan, manager; Jimmy Howard, Rudy Dressier and Saratoga Steve, agents, slum arrow, Joe Shine; rat game, Ralph Decker, owner; Art Mulholland, manager, and Larry Burns; pan game, Ralph Decker, owner; Bert Symons, manager; Ginger Hudnick, Penny pitch, Ralph Decker, owner; Margie Schultz; manager, Al Troth; pop corn, Mrs. Ross Manning, owner-manager.

Inclement Weather Dogs Heels of World of Fun

SALTVILLE, Va., May 25.—World of Fun Shows wound up the eighth week on the road at the ball park May 4 to light business in rain and cold. J. J. Steblar reports that weather encountered by shows this spring has been the worst during his time in show business. Move here from South Carolina was made in three baggage cars and because of delay and the seven-mile haul, shows did not open on Monday night. With light rain on Tuesday a small crowd. Cold weather prevailed the following nights, but crowds continued to come out.

Roy Brown made daily trips with his sound truck. Saturday, kiddies' matinee, drew well. Saturday night the grounds were packed and all worked until midnight. D. W. Leslie's Tilt-a-Whirl took top money among rides, with Ferris Wheel second. Mr. and Mrs. Walter Cole and son left for Pennsylvania. General Agent Billie Macko returned from a successful booking trip. Pete Smith, Peach State Shows, sustained painful injuries in a fall in a near-by creek.

Staff includes: J. E. Steblar, general manager; J. J. Steblar, treasurer; J. G. Steblar, secretary; C. E. Morely, business manager; Billie Marcko, general agent; John Scully, special agent; Joe German, lot superintendent; Whitey Davis, ride superintendent; Roy Brown, sound and publicity, and Ray Sharpe, mail man and *The Billboard* agent.

Rides: Kiddie Aeroplane, Jean Dunn, tickets; Roy Johnson, operator. Merry-Go-Round, Hubert Harlow, foreman; D. Jones, clutch; J. J. Steblar, tickets. Ferris Wheel, Whitey Davis, foreman; Furman Johnson, tickets; Chairplane, Carlton Barnett, foreman; Mrs. Hubert Harlow, tickets. Tilt-a-Whirl, D. W. Leslie, owner; Robert Hill, foreman; Carl Smith, tickets; Thomas Smith, clutch.

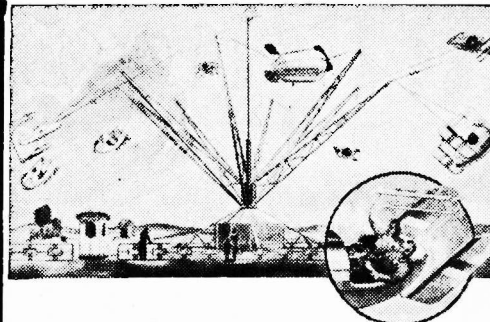
Shows: Serpentina, Mrs. Sam Swain, tickets; Zora, Sam Swain, tickets; Girl Revue, Curly Lewis and Co. Concessions are Eddie's Midway Cafe, Ed Pouquette, griddle; Mrs. Ed Pouquette, cashier; Leo Randall, counter; Nappy, chef. Ball game, D. W. Leslie Jr.; pan game, Harley Moore; Joe Dubank, assistant. Chuck table, Chris Barnett; red and black, Pop Barnett; pop corn, H. Smythe; long-range gallery, Charley Lahey; Mrs. Pete Smith, slum spindle; Pete Smith, ball game, photo gallery, Harley Devine, manager; Mrs. Devine, tinter; Walter Malmberg, dark room.

Mrs. Billie Marcko, two penny pitches; Albert Morely and Bill Klonis, agents. Fishpond, Elizabeth Johnston, manager; James Chandler, assistant. Bingo, Mrs. Joseph Steblar, manager; clerks, John Polak, Bob Costello and Robert Brewer.

Manager J. E. Steblar advised that he has signed Ken Davis, aerialist, to present the free attraction. Mrs. Joseph Steblar and daughter, Elizabeth, spent a few days on a shopping tour and visiting friends in Bristol, Va.

Gould Readies for 19th Annual Tour in Glencoe

GLENCOE, Minn., May 25.—With arrival of new trucks and painting of equipment, much activity prevails in quarters of the Jay Gould Circus here. Show is being enlarged for its 19th season, and is already booked for 20 weeks, including many fair dates in Iowa, Min-



AERIAL JOY RIDE

Featuring the new steering wheel control with China Clipper type rudders. Either rider can zoom, dive or slide with perfect ease. No snapping or jerking—cars and rudders are all aluminum. Free running cantilever center. Vee belt drive, oversize clutch and brake—ornamental quick-up fence—light ring with six powerful flood lights—modern, colorful, chromium-trimmed ticket office, definitely portable—loads in one 24' trailer. Fully protected by U. S. Patent No. 2,168,403 and Spillman Resources.

On Display at Company's Plant.

Portable Stages — Ride-O — Auto Speedway — Carouselles — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs. — Silver Streak.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

World's Largest Builder of Amusement Devices

UNITED STATES	TENT
S. T. JESSOP, Pres.	AND AWNING CO.
TENTS	BANNERS
SPECIFY USTENT SAILMAKER HAND ROPED TOPS MADE RIGHT, PRICED RIGHT	
701 NORTH SANGAMON STREET	CHICAGO, ILL.

OUR BLANKET PRICES ARE LOWER

BECAUSE WE SPECIALIZE IN BLANKETS!

NATIONALLY
KNOWN
BRANDS

MEYER SEGAL & SONS
504 First Ave., N.,
MINNEAPOLIS, MINN.

WRITE US TO-
DAY FOR PRICES
AND SAMPLES

nesota and South Dakota. Show carries six rides, a number of shows and concessions and a revue. Among shows are Jack Case's Bar-20 Ranch Melody Round-Up, Milo Anthony's Circus Side Show, International Conclave of Wonders and a wild animal show.

Circus features include Don Philippe, wire walker; Elwood Emery's Baby Mine Elephant; Atterbury's high act; Jack Case and Rex, wonder horse; Chris Cornalla and clowns, and Jay Gould Jr.'s band. Revue has new stage settings and electrical effects.

Mason Bros. Shows Ready For Baltimore Launching

BALTIMORE, May 25.—Recently organized local enterprise, Mason Bros. Greater Shows, plan to play local and Washington territory, the management revealed here recently. Organization comprises four rides, six shows, 20 concessions and four free attractions. Concessions are in charge of M. Merson, vet concessioner. Paul A. Brothers will have charge of rides and shows.

Personnel includes M. Merson, president and manager; Sam (Colonel) Green, secretary-legal adjuster; Paul A. Brothers, treasurer; Pope Davis, general agent; William Brothers, transportation superintendent; Mack Weinstein, lot man; Irving Merson, business manager, and Roy Thomas, electrician.

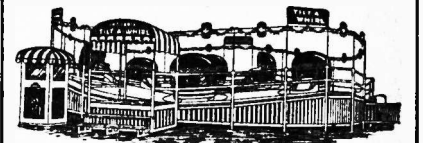
C. W. Nail's Ark. Dates Fair Despite the Weather

CROSSETT, Ark., May 25.—Playing a lot opposite a colored school, C. W. Nail Shows' week's stand, which ended last Saturday, had good business and fair, cool weather. Warren, Ark., gave shows a week of cold and rain, while stand at Magnolia was only fair. At Monticello, Ark., shows were imperiled by one of the worst storms in years, but just as the twister hit town it swerved and shows got only the tail of it.

Roster includes Capt. C. W. Nail, owner-manager; Mrs. Nail, secretary-treasurer; Earl Atchison, advance. E. A. Lyons has six concessions, including corn game; Mr. and Mrs. Bruce Young, two; Rex Sanders, two; Earl Swindell, Whitey Richards, Harold Jennings and Gladys Atchison, one each; Mr. and Mrs. Verschoore, cookhouse, and R. D. Avery, snow cones.

Mr. and Mrs. Nail went to Monroe Monday night to vote in the city election. Leonard Figgins is in charge of the Merry-Go-Round. Whitey Richards is Ferris Wheel foreman, Henry Roberts has the Mix-Up, Edmund Puls is in charge of Kiddie Ride and Mr. and Mrs. Kid Murphy have Minstrel Show. All equipment has been repainted and new Minstrel Show has been receiving favorable comment.

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE

TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners — Modern streamlined — superior construction — economical operation — Priced right — terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills

Manufactured Since 1870
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN

PAINTS--ENAMELS

Brilliant New Midway Red Synthetic Enamel (Reg. \$4.75), Only \$2.25 Per Gal. We Pay Freight Charges

PAINT EXCHANGE OF CHICAGO

2000 Milwaukee Ave., CHICAGO, ILL.

NOW MOTORIZED NOW

WRITE FOR SHOWMEN'S FINANCE PLAN

CHAS. T. GOSS

* With * STANDARD CHEVROLET CO. *
EAST ST. LOUIS, ILL.

TENTS-BANNERS

GOOD, USED CONCESSION TENTS;
USED SKATING RINK TENT.

CHARLES DRIVER—BERNIE MENDELSON

O. HENRY TENT & AWNING CO.

4611 North Clark Street, Chicago, Ill.

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS.

NEW	USED
TENTS	
FOR SALE OR RENT	
WRITE FOR FREE CATALOG.	
VANDERHERCHEN, INC.	
2846 Emerald St.,	Philadelphia, Pa.

READING'S SHOWS

Want Shows—Monkey, Midget, Fat, Big Snake; have top and banners. Concessions—Rat Joint, High Striker, String Joint, Knife or Cane Rack, American Palmistry, Duck Pond, Ball Games, Cigarette Gallery, Short or Long Range Lead Gallery. Portland, Tenn., Strawberry Festival this week; Tompkinsville, Ky., next. W. J. WILLIAMS, Mgr.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, May 25.—President Frank P. Duffield returned from the East and went into conference with his various committees, getting lined up for the summer's work. Al Rossman was appointed to handle 1940 banquet and ball program and already has started work on it. Past President J. C. McCaffery and his Showmen's Home committee are busy getting lined up on details of the home. Morry Haft and Bill Carsky returned from New York trip and Lew Keller was called home to Philadelphia because of the death of his brother. Lou Leonard visited and then left to join Hennes Bros.' Shows at Peoria, Ill. Alex Stein and Emmett Hennessey, summering at Riverview, visited. George Golden and Sammy Smith, of Royal American Shows, came in for a look at the rooms. Arthur Hopper and Omer Kenyon visited during the week. Sam Stratton was conspicuous on Royal American Shows' lot. Ralph J. Clauson came in from Hennes Bros.' Shows to take Mr. McFarland in to a hospital and visited the Royal American Shows while here.

Joe Goodman is in town on business and Sam Gluskin visited during the week. Louis Berger came in for a visit but plans to leave soon. Douglas Baldwin, Minnesota State Fair, and John Mulder, of Grand Rapids, were here on business. A letter from Nell Webb advised of the death of mothers of James George and Maurice Ohren. Webb also reports that William Chilton, Al Kaufman and Arden Morris have been on the sick list. Club has no late report on Brother Dave Picard, who is reported ill at Hamilton, Ont. James Murphy left the hospital for home and Val Coogan returned for an examination. C. B. Perkinson underwent a throat operation this week.

Russell Donnelly and R. F. Trevellick are still in the hospital, while Tom Rankine is still on the sick list at home. Brother M. J. Doolan started the ball rolling in the 1940 drive for funds with a bingo at St. Gregory's parish, which netted the league \$350. Showmen's Rest has been decorated for Memorial Day. Dave Tennyson and Jack Benjamin are partnering it in the concession business at present. Last week's issue of *The Billboard* carried story of Showmen's Home committee work together with a list of pledges, showing those who have made good on their pledges. Was yours among them?

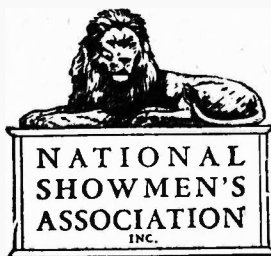
Ladies' Auxiliary

A good crowd attended club's social on May 23 in Sherman Hotel, with Mrs. Anne Young as hostess. Beautiful prizes prevailed. Members were sorry to learn that Sister Caroline Paul is in American Hospital to undergo an operation. Members are asked to write Mrs. Paul and also to Bessie Simon, who is ill at home. Cleora Helmer is seriously ill at her home. President Ida Chase returned to Chicago after a vacation spent in Los Angeles, Denver, St. Louis and Kansas City, Mo. She was royally entertained by members of the various clubs and enjoyed her trip.

Clubrooms will remain open during the summer and members will meet, as usual, every Thursday night. A number of members have left for the road and various shows. Mail for the club should be addressed to Secretary, Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Clark at Randolph streets, Chicago, Ill.

J. J. COLLEY'S SHOWS

WANT Independent Shows. Can place a few more Concessions, such as Bumper, String Game, Hoop-La, Titch, Tilt U Win, Scales, Novelties, Cusard, Bowling Alley. Want to book one Flat Ride or Rollo-Plane. Also want Fun or Crazy House and Mechanical Show. Mack McGinnis wants Grind Store, Cigarette Gallery and Ball Game Agents. Committees that have 2 days or more, July Fourth open. Wire Bartlesville, Okla., this week; Nowata Annual Rodeo, June 2nd to the 8th; followed by a string of Kansas fairs and picnics. Pay your own wires, we pay ours. Address: J. J. COLLEY'S SHOWS, Bartlesville, Okla.



Palace Theater Building,
New York.

NEW YORK, May 25.—President Max Linderman's World of Mirth Shows donated upward of \$500 as their contribution from gate receipts on NSA Day, May 15. Sam Lawrence writes his shows were unable to hold an NSA Day because they were moving that day. Says it will be held this week. Vice-President Art Lewis visited the clubrooms for a few minutes and said that people on his show are rapidly becoming NSA-minded. Phil Cook also dropped in and said that Coney Island show people are becoming NSA-conscious. Brothers Harry Rosen and Jimmy Davenport, as well as the old stand-by, Sam Wagner, are helping spread good will among prospective members.

Arthur Hill received a pleasant surprise when his only niece, whom he had never seen, dropped in to see him from the West Coast on her honeymoon. Brother Sam Peterson is active with Bill Bloch's carnival playing around Jersey. Charles and Vi Lawrence dropped in to say hello after a very successful Midwestern tour.

Still on the sick list are Brothers Adolph Schwartz, at Lenox Hill Hospital, New York; Max Friedman, Israel Zion Hospital, Brooklyn, and Francis Anderson, Mercy Hospital, Baltimore. Visits and letters from friends are always appreciated by those indisposed.

Altho the season so far has not been as good as anticipated, a number of delinquent members have sent in their dues. Have you? Why not drop the Executive Offices a postcard letting them know what shows you are with this season?

Birthday congratulations to Howard Bellevue, James Kyrimes, Ralph A. Decker, R. H. Crump, May 29; Donald Clark, James Fehely, 30; Robert A. (Bob) Morton, June 1; Frank Rappaport, June 2; Albert Whitworth, 3; William Thomas Lewis, 4.

Ladies' Auxiliary

Evelyn Blakeley, sister of President Midge Cohen, was taken ill on World of Mirth Shows and brought to Mrs. Cohen's home to be nursed by her. Sister Bess Hamid, chairman of membership committee, is preparing a letter asking for support in membership drive. Anita Goldie, secretary, and others will cover all shows playing within easy accessibility of New York. If you have any rummage, new or old, please send it to the clubrooms as there will be another rummage sale in the fall.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., May 25.—With numerous shows playing this vicinity the order of visiting has been reversed. Col. Dan McGugin, Doc Davis, Harry Altshuler, Frank Capp, Rosa Lee and Harold Elliott visited Snapp Bros.' Shows at Independence, Mo. Numerous other club members have been visiting the J. L. Landes and State Fair shows. Mr. and Mrs. Keith Chapman, Mr. and Mrs. Ray Martin, Mr. and Mrs. Dutch Lash visited during the week, coming in from Atchison, Kan., where J. L. Landes Shows were showing. Also visiting were several members of the Snapp Bros.' Shows.

Mr. and Mrs. Goggs Albert and Marlon Thompson visited briefly, coming in from Harrisonville, Mo., where Tri-State Shows were located. P. E. Hustus, Anderson-Srader Shows, came in for a new truck, which he drove back to shows at Newton, Kan. Dick Havens has two concessions on State Fair Shows.

Plenty of rain and cold weather have prevailed here since the shows opened.

Banquet and ball committee is putting forth renewed efforts to make the annual event, which will be held as usual on New Year's Eve, more successful than last year's ball. Membership committee is working and from present indications will swell club's membership during the season.

Playtime Does Biz In Methuen, Mass.

METHUEN, Mass., May 25.—Cool weather and a free gate prevailed at Playtime Amusement Shows' week's stand, under Redmen auspices, which ended here on May 18 to fair business. Management announced that Frederick B. Perkins has been appointed general agent for the season. Canvas is new this year and all equipment has been repainted and presents plenty of flash. Cookhouse, under direction of office, is proving popular. Thomas Robinson is lot man and general foreman and shows carry their own light plant, under supervision of Electrician Eric Long. John Bondette operates the office-owned popcorn stand. Honey Allen is in charge of the sound truck, with Prof. Willie J. Bernard as announcer. Mrs. E. W. Burr is secretary-treasurer.

Line-up includes Mrs. Clyde Hipple, five grind stores; Mrs. Anna Valley, cat game; James Clancy, pitch-till-you-win; George Bovea, plaster store; George Harris, milk bottles; Fred Perkins, rolldown; John Burr, blankets; Tom Robinson, darts; E. S. Juddkins, darts; Carl Chipman, bumper; Mrs. Sadie Clancy, penny pitch; Mrs. F. B. Perkins, candy apples and ice cream; Edward Quinn, high striker; Madam Fauster, palmistry.

Shows: Moving picture show, Prof. Willie J. Bernard, manager; George Roghaar, operator. Athletic, Hack Hannigan, manager; Jack Walch, wrestler; Al Ricker, tickets. Rides: Whip, Arthur F. Aldridge, foreman; Rizzy Boudreau, second man; Gus Quinn, helper. Merry-Go-Round, Francis Brown, foreman; Ralph Faultner, second man. Ferris Wheel, Henry J. Moran, foreman; Stanley Sears, clutch. Chairplane, Kenneth Warren, foreman. Dipsy Doodle, Paul Humphrey, foreman; William Leghton, second man. Cookhouse has E. W. Burr, manager and cook; John Bondette, kitchen; Earl Crawford, head waiter; Jimmie Sullivan, waiter.

Steffen's Temple City Beginner Is Successful

TEMPLE CITY, Calif., May 25.—Furnishing the midway at second annual Temple City Jubilee, Carl H. Steffen's Shows opened the season here on April 17-19 to good results. Organization is transported on 15 trucks and staff includes Carl H. Steffen, owner-manager; Ralph Locey, general agent; Mrs. C. H. Steffen, treasurer; Al Blodgett, electrician; Ben Laidlaw, mechanic; Jo Roth, painter.

Rides, Merry-Go-Round, Bert Bedwell, foreman; Clyde Carnahan, platform; Mrs. Ralph Locey, tickets; Herb Horton, clutch. Loop-o-Plane, Ray Thornton, foreman; Martha Stiers, tickets. Ferris Wheel, Vance Horton, foreman; Jimmie Roth, assistant; Edna Morrow, tickets. Miniature Railway, Largo Ferris, Mrs. Ferris and Joe Coverly. Kiddie Auto, Bill Howry, Mrs. E. J. Templeton, tickets. Mix-Up, Harry Brentwood, foreman; Jessie Parmenter, tickets. Pony Ride, Mr. and Mrs. Dick Baker; George Warnock, assistant.

Concessions: Hot lunch, B. Wesson, E. F. Gearhart, Mrs. E. G. Truman, Belle Glasby, Norma Phillips, Grace Pearsall and Mrs. Kate Felsenthal. Photo strips, Elva Rockwell, Margaret Vincent, Aleda Feister. Knife rack, Mrs. M. J. Burke. Spot game, Joe Foshee, Cleve Warner. Lunch, Pat Ryan and Charlie Austin. Ball game, Specks Corsack, Gordon Cesar; ham and bacon, E. Rockwell, Lonnie Grieves. Penny pitch, Cora Grieves, Benny Houtzdale; bumper game, Harry Phillips, Jack Clifton; baby ducks, George Sackson, W. H. McConnell; pitch-till-win, W. J. McDonald, Eddie Hershey; grocery wheel, Blackie La Plante; cigaret gallery, Grace De Garro and Earl Clyde; ball game, Lee Rockwell, Ed Dickman; candy apples, Mr. and Mrs. Charles Hott and Art Reutinger; candy floss, Mr. and Mrs. Jack Linn; candy and peanuts, Mr. and Mrs. Herbert Ebert, Joe Niedenthal, Patsy Garraty, Bob Tisdale, Harvey Stollworth, Sam Jeffers; pop corn and peanuts, Myrtle Walker, Enchilidas, Manuel Raimund and Mrs. Velasquez.

Truck and Trailer Legislation

MADISON, Wis., May 25.—Col. George Rickeman, director of the State motor vehicle department, has announced restrictions on the use of 11 Wisconsin highways by heavy trucks during the summer. The regulations close portions of certain highways from May 29 to the second Sunday in September, except for busses, wreckers and trucks carrying live stock, fresh fish, fluid milk and cream, fresh vegetables or fruit, ice cream, fresh bakery goods, ice or newspapers, and apply to vehicles with a gross weight of 6,000 pounds or over. The ban will be in force from 1 p.m. to 11 p.m. on Saturdays, and 9 a.m. to midnight on Sundays and legal holidays.

Great Sutton Off to Fair Beginner in Ripley, Tenn.

RIPLEY, Tenn., May 25.—Great Sutton Shows started the season here on April 13 to fair matinee business, but night stand was hampered by cold, reported Lucille Norwood. Guests of Owners Mr. and Mrs. Sutton at the get-away included Frank H. Fellows, Springfield Trailer Co.; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Mr. and Mrs. Nick Melroy, Memphis Zoo; Harry Small, John R. Ward Shows, and Mr. and Mrs. Jessup, of U. S. Tent and Awning Co.

Staff includes F. M. Sutton, manager; T. J. Smith, advance agent; Doc Day, advertising agent and sound truck; Whitey Butler, *The Billboard* sales agent and sound truck; W. H. Norwood, electrician-lot superintendent; Lucille Norwood, secretary; Gladys Graham, front-gate tickets.

Cookhouse, W. E. Wright; corn game, Dutch Doyt; penny pitches, Peaches Butler; diggers, Ralph Murray; cigar shooting gallery, Ruby Smith; ball game, Mabel Doyt; clothespin, F. M. Sutton Jr.; long-range gallery, Shorty Cochran; photos, Mr. and Mrs. J. Smith and son; Gus Quinn, helper. Merry-Go-Round, Francis Brown, foreman; Ralph Faultner, second man. Ferris Wheel, Henry J. Moran, foreman; Stanley Sears, clutch. Chairplane, Kenneth Warren, foreman. Dipsy Doodle, Paul Humphrey, foreman; William Leghton, second man. Cookhouse has E. W. Burr, manager and cook; John Bondette, kitchen; Earl Crawford, head waiter; Jimmie Sullivan, waiter.

Shows

Betty John's People Who Make the News; Athletic Show, Mr. and Mrs. Ernie Dugan; Sugar Foot Sam From Alabama; Carl Cundiff; Artists Models, Pat Cundiff. Whitey Nolte has Sally's Dancing Girls, Monkey Jungleland and Home Town. Day's Dreams is presented by Moody P. Cook.

Rides: Tilt-a-Whirl, Conrad Haney; Red Graham, helper. Kiddie Auto, Margaret Haney; Ferris Wheel, R. E. Haney. Loop-o-Plane, Bill Norwood; tickets, Red Johnson. Chairplane, John Drake; Carl Haines, tickets. Merry-Go-Round, Babe Farrell; Henry Harris, tickets.



WRITE
SIOUX TIRE
& BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our
Easy Terms.

WANTED—A JOB Floyd (Whitey) Newell

Press Agent and Photographer.
5135 Blackstone, Chicago, Ill.

SUNSET AMUSEMENT CO.

Exclusive Popcorn open. Milk Bottles, Punks, Cork, String, Bowling, Fish Pond, Rat Game, Mitt Camp open. Can use Ponies, Octopus, Motor Bikes, Shows with own outfits. Trenton, Missouri, this week; Chillicothe next.

POP CORN

For a greater return per 100 pounds use SKY-HIGH Brand Minn-HYBRID No. 250 Dwarf Hull-less, a genuine HYBRID. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Sals, Coconut, Popping Oil, Oatons, Cones, Bags, Salt, also Baiting in the Shell Oatons.

MIDLAND POPCORN CO.
MINNEAPOLIS, MINN.

St. Louis

ST. LOUIS, May 25.—With departure of the last shows last Sunday things are back to normalcy here, with just some of the regular stand-bys holding forth at the usual showmen's haunts. That it's poor policy to day and date one another was demonstrated here on May 19, when Al Rauer presented a thrill show at Walsh Stadium while Pat Purcell presented Jimmie Lynch's Death Dodgers at Cahokia Speedway in East St. Louis, Ill. Both finished in the red. Joe Darpel left on Wednesday for Texas and Bill Hames Shows. He will have two shows on Hames midway. Mr. and Mrs. Roland W. Richards and daughter, Marilyn-Dianne, visited *The Billboard* office Wednesday, motoring over from Granite City, Ill., where West's World's Wonder Shows were exhibiting. He is shows' publicity director. Charles DeKreko, who has been ill at his home here for several months, left this week to join Gold Medal Shows with his Crystal Maze. Joe Baker passed thru the city en route to Dodson World's Fair Shows, where he will be legal adjuster.

Mr. and Mrs. Ed Yagla, who have been operating their long-range shooting gallery on local lots, left last week for Marysville, Kan., and McMahon Shows. Bobbie Barrow said adieu to her many friends here last week before leaving to join Happyland Shows, where she will again operate the girl show. Joe and Edith Hoy passed thru the city last week, en route to Washington, Ia., where they joined United American Shows, Joe with sound car and Edith with concessions. James C. Simpson, of Hennies Bros.' Shows, stopped to visit friends on Monday, while en route from Memphis to Chicago.

Pat Purcell left Thursday for Louisville, where he will present a Thrill Show at the fairgrounds on May 26 and June 2. Frank Winkley left several days before Pat's departure for the same point. Phil Little, Noble C. Fairly, Walter Hale, George Shaw, Connie Austin and others of Fairly & Little Shows came here daily from Alton, Ill., to visit their many local friends. Ned Torti and Sunny Bernet, of Wisconsin De Luxe Corp. and Globe Poster Corp. respectively, left on Tuesday after visiting various shows here for several days.

Los Angeles

LOS ANGELES, May 25.—Jack and Lillian Stratton have returned from Las Vegas, Nev., where they handled publicity for Helldorado Days. Frank W. Babcock and Leo Haggerty are back from a prospecting tour in the North. Clarks Greater Shows followed World's Fair-Coe Bros.' Circus into Sacramento, Calif., and opened Monday for a two-week stay. Moe Levine and Nina Rogers are reported to be doing well with Monte Young Shows. Joe Diehl Jr.'s Kiddieland chalked a good week-end business here, as did J. Roland Stephon Shows at Helldorado Days. Joe Bren booked the American Legion Post show at the Coliseum.

Steve (Skip) Fordyce stopped briefly en route north. Neal Abels, veteran stage comedian, is located here and handling outdoor acts. Charles Nelson is recuperating from a two-month illness. Charley Guberman is seriously ill at Cedars of Lebanon Hospital here. Patrick Francis Shanley is recuperating at Elks Club here. John S. Lyons is about again after a recent illness. Joe Orcutt left on a fishing trip in the High Sierras. Jack Schaller is building a new trailer at his quarters. Virginia Schaller returned Sunday from an eight-week trip in the East and Middle West.

Harry Macklin, retired showman, is with a downtown clothing house. A. N. Weisbrod came in from New York on business and for a vacation. Dr. E. W. Drury, former troupier, is doing Psycho Analyst lectures under club auspices. Meyer Schlom left for San Francisco and Golden Gate International Exposition. Mack McCormick, retired troupier, is located at a Main street news and magazines stand. Doc Cunningham, with small animal unit, is playing sponsored events. The Clarkonians are playing the West Coast. Jack Willard is still seriously ill. Will G. Smith returned from a San Bernardino, Calif., hospital much improved. Benny Rosenblatt and M. Brodsky came in from New York. Jack Flurry came up from San Diego for a short stay. Tommy Myers is back in town. H. O. Jensen came in from New York and Rex Foster arrived from the

East. H. W. (Andy) Anderson was sighted around showfolks' gathering places.

TOUR OF EDWARDS

(Continued from page 42)

Fisher, Manager J. R. Edwards and other showfolk, shows' calliope and many visiting showmen were in the line-up. Parade ended at the midway, where at 7 p.m. Mayor Fisher switched on the lights, inaugurating the season.

Organization, with six rides, six shows and some 40 concessions, is presenting its largest midway in several seasons. Two days prior to opening *The Wooster Daily-Record* carried a double-page spread of merchant ads in addition to feature stories and pictorial layouts on the shows. New canopy adds to appearance of shows' office wagon and all rides have been repainted and redecorated. Show fronts are new and canvas for the most part is only a year old. Home on the Range Show, framed by Marion Wallick, presents plenty of flash. Visitors at opening included 20 members of Charles Siegrist Showmen's Club, headed by President Duke Drukenbrod, who was accompanied by his mother, Mrs. Thomas Drukenbrod. Others on hand were Maynard (Doc) Mast, Bernice Lentz, R. Jay Myers Jr., Ralph J. and Howard Peters, C. W. McClelland, Mr. and Mrs. J. R. Malloy, Jack Mullane, John F. McClausland, Meyer Levine, Bill Lott, Andy Smith, Hen Haller and Rex McConnell, *The Billboard* Canton, O., correspondent, and wife.

Line-Up

Rides: Ferris Wheel, Frank Edwards, operator; Bob Mason, tickets; Merry-Go-Round, Jimmy Poole, operator; Mack Rush, tickets. Tilt-a-Whirl, Bill Baume, operator, Harley Hall, assistant; Mrs. Charles Rattigan, tickets. Kiddie Ride, Bert Williams, operator; Leo H. Govreau, tickets. Chair Swing, George Grim, operator; John Kramer, tickets.

Shows: Home on the Range, Marion Wallick, owner-manager; Texas Sweethearts of the Air, Sagebrush Sandy, Texas Slim, Texas Playboys, Jitterbug Pete, Norman Carroll, Lloyd Sisters and Aretta Parry. Punch and Judy, Frank Murdock, owner-manager; Princess Marguerita, Lee Wyant, manager; Ma Greenawalt's Athletic Show; Eggleston's Monkey Circus; Playland, Dick Johns, owner-manager; Roy Oret, assistant manager; Glen Flemming, cashier.

Cookhouse: Carl Kelley, owner-manager; Ed Lewis, griddle.

Concessions: Walter White, two ball games, shooting gallery and dart game; Jane Roberts, ball game; Sheppard's corn game; Jimmy Fish, ball game and penny pitch; L. I. Kim, H. L. Scott, groceries and bacon; Ted Mitchell, taffy and candy apples; Joseph Allshouse, ice cream; Fred Golding, photos; J. B. Gunyon, carmel and pop corn.

Staff: J. R. Edwards, owner-manager; Mrs. J. R. Edwards, secretary-treasurer; William Baume, general superintendent and *The Billboard* sales agent; Sterling (Duke) Drukenbrod and Maynard (Doc) Mast, special agents; Sam McClaren, master of transportation; Fred Lucas, electrician; Ed Ramey, advertising and press.

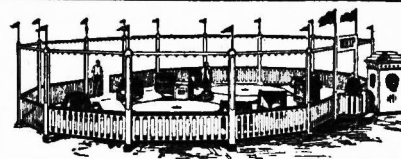
CHANOS IN RAIN, SNOW

(Continued from page 42)

Don Sanderson, foreman; Westley Logway, second man; Susie Chanos, tickets. Chairplane, Bob Sanderson, foreman; Jimmy White, second man; Tom Portwood, tickets. Tilt-a-Whirl, Len Johnson, foreman; Whitey Smith, second man; Bee Smith, tickets. Whip, Johnny Brown, foreman; Ted Putman, second man; Rose Brown, tickets.

Shows: Motordrome, Howard Firestine, manager; Shorty Duberry, Jimmy Johnson and Johnson White, riders. Athletic Arena, Howard Firestine, manager; K. O. Mertz and Louie Burns, wrestlers; Don Mertz and Mickey Cockran, boxers. Hollywood Beauties, Mrs. Clyde Curren, manager; Billie Woods June Prince, Dottie Jones and Kay Woods, dancers. Nudist Colony, Little Asia, manager; Robert Wilson, talker; Ruth Wilson, Loretta Lee and Lucille Stark; posing girls. Minstrel, Lee Cox, manager; Bozo Jones, Hambone White, Mary Smith, Ruby Stafford, Alice Bryan, Flossie Smith, entertainers; Roscoe Palmer, Hal McCan, Don Reynolds, John Bryan, Bears Stafford and Toby Smith, band. Dog and pony show, J. J. Dashington, manager; Mrs. Dashington, tickets.

Concessions: Cookhouse, Clyde Curren, owner-manager; Jack White, Tony Arbogast, Henry Ryan and Luther Harp, helpers. Bingo, O. E. Girard, owner-manager; Irene Girard, checker; Charles Darrow, mike; Bill Carpenter and Ronald



NEW 8-CAR WHIP

This beautiful amusement ride is the pride of the owners. A reliable money maker and permanent attraction. Never before was the Whip so well designed and built, nor offered more thrill.

W. F. MANGELS CO., Coney Island, New York

McPHERSON UNITED SHOWS

Want for Oil City, Pa., and best industrial spots in the East. Will enlarge the show after Monaca, Pa., Centennial. WANT CONCESSIONS—Stock Wheels, Rat Game, Pan Game, Diggers, also Grind Stores except Ball Games (Milk Bottles). WANT SHOWS—Illusion, Mechanical, Crime, Monkey or any worth-while Show not conflicting with Ten-in-One or Girl Show. Showmen wanting a real season's work, come on; this is show territory. Will book Flat Ride, such as Tilt, Whip, Lindy Loop, Octopus. Want High Act after July 1. Robert Beck, write Marie Kellenbeck. Wire, write E. M. McPHERSON, Mgr., Monaca, Pa., this week; Oil City week June 3.

L. J. HETH SHOWS

WANT WANT WANT WANT

Organized Girl Show, Athletic or any other Show of merit; will furnish complete outfits for same. Also Side Show with or without outfit. Want Performers and Musicians for Colored Minstrel Show; salary out of office. CONCESSIONS—Snow Ball, Candy Apples, Cotton Candy, Prize Candy, 2 Sit Down Shows, any other legitimate Concession. Our fair season starts early in July. We hold 17 fair contracts, also big 4th of July and Labor Day spots. Address: CYNTHIANA, KENTUCKY.

SHOWMEN and CONCESSIONAIRES WANTED

SHOWS—Capable Man to operate POSING SHOW; will furnish outfit. Have complete equipment for SIDE SHOWMAN with acts. WANT—Monkey Circus, Headless Girl, Motor-Drome with own transportation, Big Snake, Mirror Maze, Turn-Over Crazy House, Walk-Thru Peep, ONE MORE Flat Ride and PONY TRACK. CONCESSIONS—Stock Concessions of all kinds, Lead Gallery and Frozen Custard. BILLPOSTER with car and SOUND TRUCK wanted. Address:

ERIC B. HYDE SHOWS

Frostburg, Md., May 27-June 1; Meyersdale, Pa., June 3-8; Pitsburgh, Pa., June 10-15. GOOD ROUTE BOOKED IN TERRITORY WHERE PAY DAYS IN INDUSTRY ARE PLENTIFUL.

Clowers, helpers. Pop corn and carmel corn, Harry LenCon; novelties, Louis Bechtol; photo gallery, Mr. and Mrs. James Barker; short-range gallery, Orville Woods; penny pitch, Irene Girard, owner; Peggy Darrow, manager; Ruth Woods, helper. Palmistry stands, Dick Stevens and family; huckley-buck, C. B. Wallace; Pitch-till-you-win, Pauline Palmer; ball game, Jack Woods; fishpond, ball game, candy floss and candy apples, Mark Watkins; basket ball game, Grace Nickles; chuck-luck, Irene Girard; Eugene Clowers, agent.

Howard Firestine is lot manager, with Louis Bechtol, electrician. Among visitors were committees from Fort Recovery, O., and Muncie and Mt. Pelier, Ind., Ben Roodhouse, Mr. and Mrs. Harry Warner and Mrs. Jack Woods.

CASEY IN START

(Continued from page 42)

pitch-till-you-win. Jack (Butch) Baillie is back again. Frank Meyers joined with air gun cigaret shooting gallery and reports business good. George Gurr has the monkeys this year.

Ray Riley and son, Art, joined with bingo. Jack Jackson is assisting them. Bob Drysdale has his rifle range with it again. Frank Wilson has the punk rack. Bonnie Haller is here with her jingle-board. Bill Haller and Alec Atcheson's rolldown is doing okeh. Dave Cook, agent for Percy Labelle's high striker, reports good results. Marion Shinn expects to take over novelties and souvenir stands soon. Joe (Pop) Carter is holding down the hoop-la. Stan Lucas and Jack Bepalko have commissary and refreshment stands.

Ferris Wheel has been clicking. Art Curtis is back on the job again as foreman. Louis Miller is second man. Nelson Watson and Mike Pachasanluck assist. John (Slim) Shinn still is foreman of the Aeroplane rides. George Stanger reports good biz on the Merry-Go-Round, assisted by Henry Trunt, engineer; Emil Hohendorf, mechanic, and Harry Kleyson on truck.

BALLYHOO BROS.

(Continued from page 42)

ing, "Welcome to Our Boys. May the Fleet Stay Here Forever," were displayed by every business house in town. The event promoter and head committeeman met the show train at a junction 20 miles out to inform the bosses that every arrangement had been taken care of to bring in the eastern and western fleets on Wednesday.

"The Fleet is coming! Hurrah for the Fleet!" etc., was all we could hear during setting-up time. "The Fleet! The Fleet!" was on the lips of every citizen. So strong was the "hurrah" for the fleet

that the bosses soon became saturated with the spirit or spirits and felt it their patriotic duty to keep the show closed until the grand day arrived. Thousands of dollars in credit was spent by the office to dress up our help as befitting the occasion. The revue girls became "Sailorettes," the ball game queens "Liberty Girls," and the posing-show beauties were already one jump ahead of the rest, as each held the unofficial "Miss America" title.

Tuesday was promotion day for the help. With flags waving (in the hands of the sticks) and bands playing, our show talkers marched past the bosses in the reviewing stand. Coming to a halt, with a hearty handshake Pete Ballyhoo elevated each from a doctor or a professor to an admiral or rear admiral. By nightfall the spirit or spirits started to die down. Some knocker cracked, "There isn't as much as a frog pond within a radius of 40 miles of this town." The promoter and head committeeman quickly killed that statement with, "Nothing is impossible in this modern day and time," and they cited radio as an example.

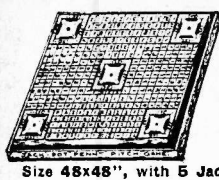
Wednesday arrived with thousands of local and out-of-town people lined up on the streets to see the fleet arrive. The great moment finally came. Headed by the Drysalt High School Band, two fleets of shiny new garbage trucks, purchased by the city from firms on the West and East Coasts, paraded down the main thoroughfare. The garbage truck fleet maneuvers and garbage collectors' drill were then held in a pasture across town, killing the midway for the day.

The fleet-minded promoter and committee head, who had already collected the guarantee, did a fleetwing by taking a fleety powder, thus making our auspices a fleetwing fancy. The only thing that sounded marine about the date were a few floaters who had hit town and a slight case of water on the brain.

MAJOR PRIVILEGE.

Snow Ball ICE SHAVERS
All Sizes, Both Hand and Electric.
CLAWSON MACHINE CO.
Box 22, FLAGTOWN, N. J.

ARCADE EQUIPMENT
NEW and USED
Write to
ALLIED NOVELTY CO.
3520 W. Fullerton Ave. CHICAGO
Phone CAPITAL 4747



PENNY PITCH GAMES

Size 48x48",
Price \$20.00.
Size 48x48",
With 1 Jack
Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

WAR talk joins bad weather.

REPORTED to be handling the Side Show on Patrick's Greater Shows to good results is May Kilpatrick.

WHITE ARCHER'S concessions closed with Miller Bros.' Shows in Camden, N. J., and were replaced by several others.

DAVID ROSENBERG has taken the billing post on Ideal Exposition Shows, a position formerly held by his father.

IN CHARGE of the annex of Carl J. Lauther's Side Show on Cetlin & Wilson Shows, Claude Claudette took delivery on a new car in Lebanon, Pa.

AN actless midway should be a gateless one.

FLYING MELZORAS, aerialists, presented nightly free attraction on Kaus Exposition Shows in Camden, N. J., under Veterans of Foreign Wars auspices.

FOR THE PAST eight years with Mighty Sheesley Midway, Frank Arone is operating the rat game for Danny Carr on Convention Shows.

AL BERESOFF says he is out on the road with his trusty sound truck, tho

NO, Horace, there's no law ag'in having plenty of fire extinguishers handy on lots.

FORMERLY with Sam Golden on West Bros.' Shows, Bobbie Burns and Thelma, Mystery Girl, are with Fidler's United Shows as side-show annex attractions.

FORMERLY with Royal American Shows, George Marshall joined West's World's Wonder Shows in Cairo, Ill., to assume management of the Side Show, reports Roland W. Richards.

RECOVERING from an operation in State Hospital, Scranton, Pa., is Emil Moskowitz, who cards he'll have to remain another month at least and would like to read letters from friends.

ADD Famous Fibs: "I'll never follow a big one in again."

S. W. CALKINS, president of *The Daily News Standard*, Uniontown, Pa., visited Billy Snyder, Zacchini Bros.' Shows publicity director, while the shows were in Connellsville, Pa.

FORMER circus man and vet legal adjuster, Doc Hamilton, has taken over legal-adjusting duties with Zacchini

Shows, with which he was exhibiting in Nevada.

WHILE West's World's Wonder Shows were playing Granite City, Ill., General Representative Neil Berk was called to his home in Miami, Fla., where one of his daughters underwent an emergency operation.

GUICEL CAMPER, known as Wille, 17-year-old colored giant from Memphis and now touring Australia with Green-halgh & Jackson Attractions, was the subject of a three-page spread in April 13 issue of *Pix*, Australian picture mag.

FAMOUS last words: "Let's play those towns with just the shows and rides. We can't cater to the concessions all the time."

MAGICIAN with Carl J. Lauther's Side Show of Oddities on Cetlin & Wilson Shows, Larry Koutz sustained a possible skull fracture and dislocated hip in an auto accident in Harrisburg, Pa.

SUFFERING with pneumonia in an Altoona, Pa., hospital since May 8, Tex Estridge reports his condition is improving and he's anxious to return to his show, which his wife and son are operating on Zacchini Bros.' Shows.

ROSTER of Miss America Girl Show on Cetlin & Wilson Shows includes Gilmore Brown, talker; Georgia Brown, feature and emcee; Ruby Nell Colbert, Mae Addis, Ann Lee, Frances Davis and Eunice Szoka; Carl Davis is talker.

OUR spots have been so bad so far that they are charged against the g. a. As soon as we get some good ones the boss'll again take credit for 'em.—Whitney Cooks.

WORKING AS EMSEE of Lillian Shephard's Girl Revue on Sol's Liberty Shows is Bobby Whalen. He is also working the front, pitching candy and doing the broadcasting for the midway with Roy Jones.

HIGH DIVER of note, Kenneth Blake, accompanied by Johnny Bananas, water clown, visited *The Billboard's* Cincinnati offices on May 17, while in the Queen City en route to join Fairly & Little Shows to frame a water show.

AERIAL CHAPPELLE, under management of Delise Chappell and Eddie Knipschild, opened their outdoor season on May 1 with Dick's Paramount Shows. It's their second year with organization and act will play the West during the fair season.

MOST of the shows are now above the Mason and Dixon line and any resemblance to descriptions of 'em heard last winter is purely coincidental.—Colonel Patch.

MAYOR of Pottsville, Pa., Claude Lord, was a frequent visitor when James E. Strates Shows played there recently. At close of the stand Lord presented Larry Nathan with a courtesy badge, significant of a gesture of welcome on the part of the city.

STAFF OF Art Converse's side show on Art Lewis Shows visited New York World's Fair in Frank Zorda's new car while the shows were in Haledon, N. J. Group was escorted about the fair grounds by Joe Lee and wife and Mickey Mite, midget.

GEORGE (CRAZY HORSE) POWERS in U. S. Veterans' Hospital, Jefferson Barracks, Mo., where he is receiving treatment and will undergo an operation soon. He underwent a minor one on May 17. He'd like to read letters from friends.

SOME of these war communiques are as conflicting as the reports of the g. a. and



MEMBERS OF PARADISE NIGHT CLUB REVUE, owned and operated by Mrs. Jack Wilson and Mrs. I. Cetlin, on Cetlin & Wilson Shows, posed for this photo, which was snapped by Jim Shafer, of *The Altoona* (Pa.) Mirror, in the Pennsylvania city recently. In the group, left to right, are, standing: Paul Lewis, drums; Art Parent, piano; Mrs. Jack Wilson, co-manager-owner; Mitzi Miller, Salome dancer; Letha Ball; Princess Olga, La Conga dancer; Mrs. I. Cetlin, co-manager-owner; Wesley Charles, singer, and Tony Baldwin, trumpet. Seated are Tilly Frenier, Martha Lucas, Virginia Lee, Tela Brown, Avis Bissinger, Esther Watters and Winnie Porter. Photo furnished by Raymond D. Murray.

early rumors had him on the 1940 retired list.

SUMMING UP: "Everything I did this spring was wrong."

FORMER carnival owners Mr. and Mrs. Bob Work, Indiana, Pa., renewed friendships on Zacchini Bros.' Shows while playing Connellsville, Pa.

SPORTING a new coupe and house trailer is Bert Rosenberger, general representative of Zacchini Bros.' Shows, reports Bill Snyder.

JOINING Ralph Balcom's concessions on Hilderbrand's United Shows No. 1 Unit in Angels Camp, Calif., were Mr. and Mrs. H. B. Brown.

OVERBIDDING for spots is an absolute crime—if the other fellow does it.

M. W. WAINRIGHT, with custard stand, joined Zacchini Bros.' Shows in Connellsville, Pa., going from his home in Miami, Fla.

PRESENTING the free act on State Fair Shows are the Original Flying Valentines and not the Flying Valentines, as was previously reported.

SHANGHAI MICKEY, tattooed man and tattooer, recently joined Miller's Curatorium of Oddities on O. J. Bach Shows.

Bros.' Shows, reports Bill Snyder. Doc succeeds Benny Smith.

R. K. SPIDELL, of Spidell Concessions, recently purchased a light plant, and installation work is expected to be completed in about three weeks, letters C. E. Miller from Chambersburg, Pa.

OUR boss has been retired from the show biz since the St. Louis fair and doesn't know it.—Side Show Sal.

GUESTS of Ideal Exposition Shows over the week-end in Harrisburg, Pa., were Richard E. Warren and Jerry Parks, better known as Glick's Hell Drivers, reports Mike Doyle from Clearfield, Pa.

A. J. (JACK) MASON, well-known in outdoor show circles, is in New County Hospital, Fort Worth, Tex., suffering from liver trouble. He'd like to read letters from friends.

MR. AND MRS. CLEO QUALLS and family, of Hilderbrand's United Shows' No. 1 Unit, spent two days visiting relatives in Sacramento, Calif., while shows were playing Angels Camp, Calif.

WHEN the First Mate begins to play the chill, the smart g. a. starts to look around.—Oscar, the Ham.

FRANK DYKES, with diggers, rejoined Hilderbrand's United Shows No. 1 Unit in Angels Camp, Calif., from Tip Top

ASTRO FORECASTS AND ANALYSES

Oulja Bottle, Answers All Questions, Each... \$.25
Single Sheets, 8 1/2 x 14, Typewritten, Per M... \$ 5.00
Analysis, 3-p., with Blue Cover, Each... \$.03
Analysis, 8-p., with White Cover, Each... \$.15
Forecast and Analysis, 9-p., Fancy Covers, Ea... \$.05
No. 1, 34-Page, Gold and Silver Covers, Each... \$.30
Wall Charts, Heavy Paper, Size 28x34, Each... \$ 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Pol...
1200 Dreams, Bound in Heavy Gold...
Paper Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULA...
TION, 24-Page Booklet, Beautifully Bound...
Samples, 25c.

PACK of 79 EGYPTIAN F. T. CARDS, Answers...
All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS, Pack... 35c
Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P... 25c
"WHAT IS WRITTEN IN THE STARS," Folding...
Booklet, 12 P., 3x5, Contains all 12 Analyses...
Very Well Written, Per Doz. 50c; Sample 10c.
Shipments Made to Your Customers Under Your...
Label. No checks accepted. C. O. D., 25% Deposit.
Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS



BEST FOR 25 YEARS

MANY SIZES
Quickly erected
or taken down.
You are the first to
set up and to get
away. Our exclusive
principle of con-
struction means a
speed. Canvas per-
manently attached
to frame parts except roof, which is a hood. A
beautiful Stand—its flashy Orange and Black Stripes
stops the crowds. Circular and canvas samples free.
THE MONROE CO., 35 Bridge St., COLFAX, IA.

BUDDHA—FUTURE PHOTOS—HOROSCOPES

1940 ASTRO DAILY, HOURLY FORECASTS.
Buddha Papers, Horoscopes in 14 styles, Display
Charts, Apparatus for Mindreaders, Mental Magic,
Spirit Effects, Mitt Camps, Graphology, Palmistry,
Books, Crystals. 164-Page Illustrated Catalogue, 30c.

NELSON ENTERPRISES

198 S. Third St., COLUMBUS, O.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF
MERIT AT ALL TIMES
State salary and all details in first letter.
Open All Year Round.
SCHORK & SCHAFER

OCTOPUS FOR SALE

Proven money winner year after year.
Now booked on leading railroad
show. Contract with show goes with
ride. Must sell for business reasons.
Will deal with responsible people
only. BOX D-74, The Billboard,
Cincinnati, Ohio.

GREAT LAKES EXPOSITION SHOWS

Can place Long Range Shooting Gallery, Custard,
Diggers, Concessions all kinds. Will sell two
Wheels to responsible party. Rides not conflicting
with what we have. Make real proposition to
Octopus. Address AL WAGNER, Mgr., Brazil,
Ind., this week; Danville, Ill., June 3rd to 8th.

McMAHON SHOWS

Want Cook House, Cigarette Gallery, Hoop-La, Canoe
Rack, other Stock Concessions. Guitar Player, Girls
for Hula Show, Billposter, Bannerman. Hubert Hall
wants help for Bingo, Hiawatha, Kan., week May
27; Nebraska City, Nebraska, June 3rd.

Ride Men! Here it is!

MAY-JUNE

BIG ELI NEWS

Don't miss this one. Articles about the
new model V-Belt ELI Power Unit, an-
other about the latest Model No. 5 BIG
ELI Wheel. Read all about the Twenty-
Eighth Annual FOURTH OF JULY Con-
tests in this issue. If you own, manage
or operate any type of Ride, you should
read BIG ELI NEWS. Send a postal for
the FREE Sample Copy we've saved for
you.

ELI BRIDGE COMPANY

Publishers
Opp. Wab. Sta. — Jacksonville, Illinois.

the special agent on an advance booking.—Cousin Peleg.

"WHILE playing Lynchburg, Va., with Smith's Greater Shows I was the proud recipient of a diamond ring presented to me on a birthday anniversary by my brother, Billy Logsdon, who operates the Pinky Pepper Show," pens Linda Lopez from Gordonsville, Va.

MRS. H. BROCKWAY, former Roxanne Ryan, letters from Englewood, N. J., that altho she's been off the road for five years she still keeps track of what her friends are doing thru *The Billboard*. Her husband is playing first trumpet with Sonny James' Orchestra.

BARNEY E. McDOUGH letters from North Platte, Neb.: "Have just discovered that reports I've been hearing that Capt. H. L. Elliott, well-known snake showman, is dead are untrue. I stayed at his tourist camp here recently and he's looking fine. Capt. and Mrs. Elliott recently took delivery on a new car."

FINE fronts with nothing behind 'em rate about the same as when well backed but with no one capable in front.—Dime Jam Johnson.

MIGHTY MONARCH SHOWS notes from Bramwell, W. Va., by O. C. (Heavy) McClain: Good weather and fair business greeted shows upon arrival. Charlie Fay added another girl show. Streets of Cairo is sporting a new front. Mrs. N. P. Roland recovered from a recent illness and returned to shows.

HARVEY (DOC) ARLINGTON cards from Bay City, Mich., that Vic Horwitz's Motor City Shows opened there on May 20, moving in from Pontiac, Mich., where all shows, rides and concessions had good play. Closing Sunday night in Pontiac, shows moved 90 miles without mishap.

E. J. FLOYD, who spent the winter working sales days and doing direct selling in Illinois and Indiana, writes from Frankfort, Ind.: "Visited Harris Shows in Kokomo, Ind., recently. Also visited with Tommy Whiteside, who was located just across from Drago showgrounds there, readying his acts for the season."

WE HAD a big week on the front gate and our banner salesman sold lots of banners, but the inside did not do so well.—Six-Syllable Webster, p. a., Gate & Banner Shows.

WESLEY BLAIR cards from Youngstown, O.: "Joe-Ann La France, queen of mystery and novelty dancer, is still working night clubs in Youngstown for Joe Kilch. We visited Jerry-Ann and Mr. and Mrs. Johnny Rea on Bantly All-American Shows in Girard, O., and Rea has a neat Circus Side Show, with plenty of flash."

BECAUSE of an error in a report from Zucchini Bros.' Shows, it was stated in a recent issue that Bob White had resigned as assistant manager. This was incorrect, as White continues in that capacity with the shows. However, Benny Smith is no longer with the organization, having been replaced as legal adjuster by Doc Hamilton.

DURING Hilderbrand's United Shows' No. 1 Unit's stand in Angels Camp, Calif., Walton de Pellaton, John Hobday, Thomas Miller, Steve Bernard, Mr. and Mrs. Earl McCann and Mr. and Mrs. Al Keenan visited Calaveras Big Trees, Murphy Crystal Caves and Mikelum Hill, birthplace of de Pellaton, where they were entertained by residents.

OFFICIAL route marker of Great Sweet Potato Shows advises that the old route is being followed so far as possible in order to reduce the expense of a fresh supply of chalk.

BILLY SEIGRIST, of the free act troupe bearing his name, writes from Lenoir, N. C.: "We're now in our fourth week with Crystal Exposition Shows and

since opening have enlarged our rigging and added several new routines. Free act program on the Shows includes Crystal Shows Band, Art Carver's comedy trampoline, McVay's high dive and our troupe."

AMONG concessioners on Hilderbrand's United Shows No. 1 Unit who made trips to Stockton, Calif., while organization was in Angels Camp, Calif., were Hazel Fisher, Verna Seeborg, Ralph and Margaret Balcom, Mr. and Mrs. Peter Richards, Bessie Bessette, Mr. and Mrs. Rhinehold Uttke, Florence Appell, Whitey Olson, Al Bozarth, Mr. and Mrs. Clyde McCahn, Frank Dykes and William Summers.

AFTER a successful 1939 tour with Wallace Bros.' Shows of Canada, Bobby Kork is presenting a new attraction, Cherie, on Sims' Greater Shows. Also in line-up are Jack Hanniford, lecturer; Anna Hanniford, nurse, and Ray Smith, tickets. Attraction, says Kork, carries special lighting, revolving stage, lobby displays and modernistic wardrobe. Production is staged and created by Betty King.

TEACHER (to bright son of carnival owner): "Johnny, what are the duties of show mail agents?" Johnny: "Their duties are to separate the wheat from the chaff and then deliver the rest to the boss for his double-o."

WELL-KNOWN West Coast concessioner, Sam Brown, celebrated his 74th birthday anniversary by tendering a dinner to women members of Clark's Greater Shows while playing Oroville, Calif. Among guests were Mrs. Rose Clark, Florence Webber, Bobbie Miller,



PHOTOGRAPHED in a jovial mood in Ottumwa, Ia., while West Bros.' Shows were enjoying one of their best weeks of the season to date were Ed Bruer (left), who was recently appointed assistant manager, and Owner J. W. Laughlin. Photo furnished by Don Trueblood.

Pearl Weller, Mayone Williams, Betty Hensley and Bobbie Fisher. Brown is a former partner in the old Levitt, Brown & Huggins Shows.

NOTES from Pryor's All-State Shows by C. W. Orwig: Shows moved into Minerva, O., on May 19 and, altho two trucks encountered accidents, all opened on time to good weather and business. Organization went to Elwood City, Pa., on May 27 for the Firemen's Annual Celebration. Recent additions include Warena Lane; Mr. and Mrs. Tom Wallace, girl and snake shows; Albert Walters, lecturer, and Bob Allen. Mr. and Mrs. Jake Pryor are adding more rides and concessions. Bingo is clicking.

SECRETARY of Eagles' Lodge, San Jose, Calif., announced recently that Crafts 20 Big Shows were awarded midway contracts for the State Eagles' convention on downtown showgrounds at rear of the city's leading hotel. Date marks first time a carnival has appeared there in about five years as the town had been closed until recently and location, being partly owned by a church, was unavailable heretofore. Ray Smith, agent; Roy E. Ludington, general manager, and O. N. Crafts, owner-operator, represented the show in negotiations.

"WHILE visiting New York World's Fair, my partner, Arthur King, and I combined business with pleasure and took delivery on a new sound system and new lighting equipment for the in-

side of our new Paradise Revue on Ben Williams Shows," pens Monte Navarro from Stratford, Conn. "Business has held up remarkably well in the four weeks we've been out and recent additions include Harry Dorch, boss canvasman; Grace Dorch, line and specialties, and Dave August, who replaced Karl Capp as pianist. Billie Love is expected to join as featured dancer."

BOSSES who won't spend for newspaper advertising but expect daily front-page publicity put themselves in that proverbial decayed-apple-watermelon category. — John Onceyear, Roving P. A.

LINE-UP of Carl J. Lauther's Side Show of Oddities on Cetlin & Wilson Shows includes Mrs. Carl Lauther, miracle girl; Madame Electra, electric chair; Duke Edwards, Chief Bulawon and Ida Mason, pygmy village; Charles Porter, ossified man; Chief Amok, head hunter; Fred Galbraith, sword swallower; Popeye; Tex and Betty Yates, knife throwers; Jessie Franks, woman bag puncher; Persilla, monkey girl; Emmett, alligator skin boy; Woodrow Olson, front; Whitey Wilson, Herbert Walberg, tickets; Earl Ison, emcee. Clude Cludette is in the annex.

R. N. MENGE assumed duties of painter and side show operator on Zimdars Greater Shows, replacing Sailor Harris, who handled those chores the past four years. Line-up of the side show includes Bob McCaw, front; Pat Fagan, tickets; George Brown, talker; Baby Alice, fat girl; Huddle Scott, invulnerable woman and Burning of She; Princess Running Water, escape; Mike, boy without brains; Norman the Wizard, magic and Punch and Judy; Olga, headless girl; Willie, one-man band; Nixon, Vivian and Rosie, monkey entertainers. Billie, sex contradiction, is in the annex. Menge is inside lecturer.

"A CHANGE of territory now and then is appreciated by the best of (show) men." Carrying the same shows, rides and concessions over the same route year after year does NOT come under the head of sound business judgment.—Tape Line Larry.

GREAT WILNO, human cannon ball with Endy Bros.' Shows, took time out during shows' recent Philadelphia stand to show adventurous kids that even professional dare-devils pay much attention to safety. Occasion was the formation of the Junior Dare-Devils of America in Philadelphia and about 2,000 members turned out at the showgrounds, where they were given badges and membership cards.

TWINS born to Mr. and Mrs. Artie Borror, Zimdars Greater Shows, while playing Falls City, Neb., last week died after an attempt was made to save them in an incubator. The girl at birth weighed only 2 pounds 14½ ounces and the boy was a half ounce lighter.

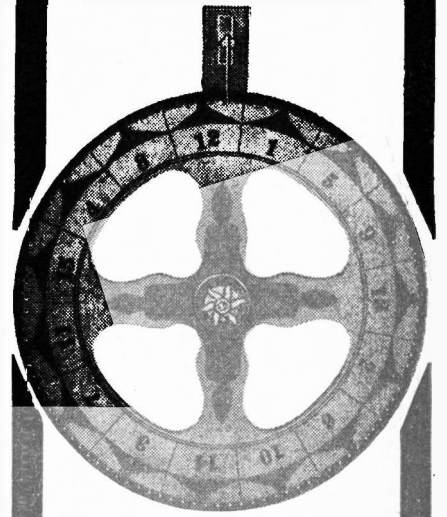
Hot Springs a Winner For Texas Exposition

CARBONDALE, Ill., May 25.—Texas Exposition Shows were up and ready on time for opening here last Monday after a jump from North Little Rock, Ark., where the shows played under Veterans of Foreign Wars auspices to good business, reported F. R. (Doc) Wilson. Opening night here saw a jammed lot and all had good business. Rain hurt Tuesday night.

Hot Springs, Ark., under Junior Chamber of Commerce auspices, was shows' banner week thus far. Rides, concessions and shows did well. Billy Myler and family left at Little Rock and Shorty Evans and wife and Slim Mullins went to Alamo Exposition Shows. Manager Howard Hill is supervising streamlining of the midway.

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot! Don't guess! Don't take chances! Depend on Evans for Real Winners!



PADDLE WHEELS \$10.00 UP Of All Kinds

COUNTRY STORE WHEEL 42" to 10'. Also Safety Coin Boxes.

SKILLOS

Latest Design.

SHOOTING GALLERY SUPPLIES

For All Makes of Galleries.

SKET SHOOT DART BOARDS HOOP-LA

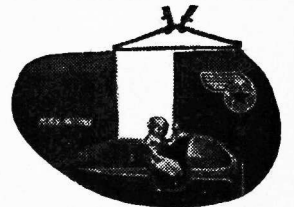
FREE CATALOG

Evans' 1940 PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Grind Stores, Parts and Supplies — in fact, everything for the Midway. This 84-page fully illustrated Catalog is yours for the asking!

Write For It Today!
H. C. EVANS & CO.
1520-1530 W. Adams St.
Chicago, Ill.

FLYING SCOOTERS TOPPED THE MIDWAY

Canadian National Exhibition 1939



ENTIRELY NEW PORTABLE Streamlined - - - Light-weight

Loads on one truck

Price and Terms You Can Easily Meet.

Choice Park and Carnival Locations Available Write for Details.

BISCH-ROCCO AMUSEMENT CO.

5441 Cottage Grove Avenue, Chicago, Ill.

CONSISTENT MONEY MAKERS

LOOP-O-PLANE - - OCTOPUS ROLLO-PLANE

Leading All Sales for 1940

Write for Descriptive Literature.

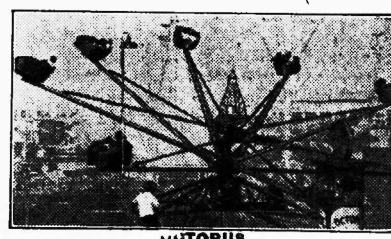
EVERLY AIRCRAFT CO.

SALEM, ORE.

ABNER K. KLINE, Sales Mgr.

Eastern Factory Branch: RICHARD F. LUSSE, Chalfont, Bucks County, Pa.

European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

TILLEY SHOWS WANT

One more Grind Show either with or without own outfit. Good proposition to flashy live Pony Ride. Arcade open. Must be high class, no junk. Scales and Country Store exclusive for sale. Can place few more Merchandise Grind Concessions that work for ten cents and can stand to make money. C. G. Baker wants acts for Side Show. Address: Pekin, Ill., this week; Kewanee, Ill., week June 3.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., May 25.—Spring seems to have come to the Northwest at last as Douglas Greater Shows came close enough for us to visit. They opened at Vancouver, Wash., on May 13, so the following day we drove the 60 miles there to see them. Owner E. O. Douglas and Bill Meyers made us welcome. Mrs. Bill Meyers is at home, but Bill says she plans to buy a trailer and tour with the shows. Bill says he told her he was 20 years old before he knew that people lived in homes instead of railroad cars like the circus he was with and now for her to want to get him back in a moving home again is too much. Mrs. Douglas was acting secretary and doing a good job. I had a pleasant visit with Mr. and Mrs. Ted Metz, who have the pit show. Mrs. Metz told me they bought a home and were not going to travel, but the urge was too much for Ted, so they are out again. Clyde and Topsy Gooding were at the Hula Show and working hard as usual. Topsy advised the twins were in school but will be out next month and will troupe then.

We had a "Do you remember?" session with George Wren, who was on Snapp Bros.' Shows with us. Mr. and Mrs. Scarzell have the Rolloplane and were pleased to be showing so close to their Portland home. Spik, night watchman, who was on Frank Burke Shows when we were, tells me that Nick Nelson, who was on Kline Shows with a bingo stand and Frank Burke Shows with a kiddie ride, is in the brokerage business in Fargo, N. D. Rose Hennies writes she has gone into the pop-corn and peanut business and likes it. Bernice Kitterman lettered from Alamo Exposition Shows that she's glad to be on the road again and has taken up crocheting turbans as a hobby.

Sussman Novelty Co., Portland, Ore., is fortunate in having Mrs. Artie Sussman greet and help customers. Artie likes to tell about the time he wired Abner for the popgun privilege. Abner wired he didn't know what it was, but it must be all right if he wanted it and he could have it. Salem will celebrate its 100th anniversary this summer and men are wearing whiskers and beards. Abner has joined the group and looks like an imitation Buffalo Bill, as he has the mustache, Vandyke beard and the white hair. He has joined the posse with the sheriff's men, who will ride horseback with 40 others in the parades at near-by celebrations, as well as Rose Parade in Portland.

It's been wonderful reading the grand things written by men and women about the late Mary Francis. What more could any of us show women want than to feel that we have been appreciated. As active vice-president of the Ladies' Auxiliary, Showmen's League of America; past president, St. Louis Show Women's Club; Ladies' Auxiliary, Heart of America Showmen's Club; Ladies' Auxiliary, Pacific Coast Showmen's Association, she had so many friends that if each of us wrote a line to tell of some thing she did for us it would require a large book to hold them. There is little, that I can say that has not been already said, but to me she was the ideal showman's wife. She worked as long as there

was work to be done in any capacity and always was ready to encourage and plan to manage some way out of the difficulties. I feel sure that, wherever she is, she's the "Fairest Among Thousands Altogether Lovely," as she was here.

On May 19 Mr. and Mrs. Lee Eyerly and Abner and I again visited Douglas Shows at Vancouver. They were having a good Saturday matinee, both for weather and crowds. En route back to Salem, we stopped in Jantzen Beach Park, Portland, and found our good friend, Paul H. Hudepohl, enjoying a swim in park's pool. He came out, however, and took us on a tour of the park. So much has been done and so many improvements made that we were surprised when he gave us a glimpse of his many plans for the future. There's a new funhouse, a new inside dance and refreshment hall for community or organization picnics, a really beautiful new dance building and they are all generously lighted and outlined with neon. We had dinner as guests of Mr. and Mrs. Hudepohl at the new dining room and then completed the tour of the park that night. Jantzen Beach Park is fortunate in having Paul Hudepohl for its manager and the park grows and prospers.

SOL'S UNDER '39

(Continued from page 42)

fact that the midway gross for the spring season is satisfactory," said Sam Solomon, owner. Four new tractor and trailer units were purchased this spring making 58 in all. Another feature this year is that new canvas prevails from front to back.

Another light plant was added. Indirect lighting is being used extensively on the new fronts constructed this year and the novelty and modern effects created by Superintendent Whitmore greatly enhance the midway.

CONVENTION IN COLD

(Continued from page 42)

and Helen Adams, aerialist, provides the free attractions.

Louis Augustino's Monkey Motordrome will be readied for the Tonawanda, N. Y., engagement and a new Life Show front will be ready for Falconer, N. Y. Life Show front will conform with that of the Harlem Dandies and Oh, Suzanne, with built-up fabricated letters and neon. Ike Wallace is expected to join soon. Shows opened with 22 concessions.

Staff includes Clay Mantley, manager; Keith Johnson, assistant manager; Grace Mentor, in charge of the office; Tommy Butler, electrician; Danny Corr, lot superintendent and concessions; Naomi Schweda, auditor; Fay Lewis has charge of store room and The Billboard sales agent; Pat Donovan, ride superintendent; Don King, boss canvasser.

Concessioners are William Kofard, photos, pitch-till-win and bowling alley; Jack Cohen, ham and bacon stand; Louis Black, penny pitch and ball game; Mrs. Augustino, penny pitch; Mrs. Tommy Butler, hoop-la; Mrs. Swain, candy; Gerald Barker, cookhouse, penny arcade and high striker; O. Christian, ball game; Larry Osborne, custard; C. F. Roberts, peanuts and pop corn; Harry Mentor, basket ball; Mary Lewis, skee ball; Danny Corr, rat and pan game, grocery stand and cane rack.

Committees from Mount Morris, Belmont, Falconer, Hamburg and other con-

tracted spots were guests of the management at the White Inn here on Saturday after the show. Mr. and Mrs. Lester Heck and Luke Allison visited; as did a group of showfolks from Siegrist's Showmen's Club, Canton, O.

McPHERSON STARTS

(Continued from page 42)

N. Y., in their new trailer and Whitey Eulp planed in from Montreal.

Rides: Chairplane, H. Joliet, owner; Luther, Steele, clutch; Howard Joliet, tickets. Gooding's Rides: Merry-Go-Round, E. W. Clark, foreman; H. Braggs, second man; Ferris Wheel, W. Likens, foreman; Kiddie Rides, Whitey Williams, foreman. Shows: Circus Side Show, Martin Smith, talker-manager; Mrs. Martin Smith, secretary-tickets; Zenita-Zan, annex; Mystic Mahdi; Frank Black, snakes; J. Parsons, torture act; R. Roberts, fire eater; Two-Headed Baby; Olive Hess, magic and sword box; Athletic Show, Martin Smith, manager; Follies of 1940, Lucky Mott, manager-talker; Al Wilson, tickets; Howard Mabee, canvas; Sandra Mott, Betty Burton and Colleen Murphy, dancers; Babe Rogers, specialties; Bob Armstrong, piano. Slated to join at the next stand are Laughland, Monkeyland and Motordrome. Unicus Troupe presents the free attraction.

Concessions include cookhouse, Al Densmore, manager; Ed Converse, chef; Ed Cravens, griddle; Emma Converse and M. Densmore, waitresses; Mike Duaranto, waiter. Mr. Gooding, pop corn and ball game; P. Wilson, ham and bacon and pitch-till-you-win; J. Crowley, country store and candy floss; Harry Roberts, penny pitch and shooting gallery; Fowler's Taffy Stand; J. White, cane rack; C. Nicols, pan game; Shorty Cramer, ball game; C. Proudley, spot the spot; W. Mespelb, clothespin, ball game and photo gallery. Bingo, J. C. Mack, manager; Mr. and Mrs. Joe White, assistants; Whitey Hood and Mike McNamara, callers. M. Miller has the long-range shooting gallery and Merrill Kellenback, the fishpond.

SIMS' 11TH ANNUAL

(Continued from page 42)

The Billboard sales agent; Jack Manko, electrician, and Jack Phillips, scenic artist.

Rides: Merry-Go-Round, G. McCormick, J. Murray, R. Anderson, Ferris Wheel, Joe Chisy, W. Hall, Bud McDonald, Tilt-a-Whirl, L. Jolie, John Kay, Charles Merritt, Harry Algar, Caterpillar, J. Turner, S. Mason, Fred Hayes, Ernest Newburgh. Kiddie Ride, Tony Guatto, Charles Burtleigh.

Shows: Fearless Edna, Leo L. Plourde, Yvette Johnson, Arman Leduc, Pennyland, Jack Clancy, H. Besley, J. Twamley, Roy Parizian, Nelson Johnston, Oswald's Variety Show, Leo Plourde, Frank Trempe, Leo and Madame Paul Lalonde, Robert Tremblay, Xavier Banvits, Lucien and Armand Dogenais, Girard LeBel, Lucienne Prunex. International Club, Bart Snediker, Perry Long, Peggy Finbow, Dona Ward, Frances and Violet Cruvie. Coney Island, Jerry Blanchfield, Jerry Bennett, Chief Fighting Wolf, Madam Gertrude, Professor and Mrs. Hunniford, Professor Smith, Shorty Campbell and Art and Roy Johnson.

Concessions: Cookhouse, Gus Vallas, owner; Jim Zikos, Reginal Haycock, George Russel and Tony Walters. A. Ford, palmistry; F. W. Bird, bingo; Sid Bates and Art Dyer, penny pitch; William Davis and Charles Dupont, candy floss; P. Mason, high striker; Mrs. H. Cleaver, cigaret shooting gallery; H. Cleaver and R. Lapointe, hoop-la; Leone Dymphy, Sonia Evans, Mrs. Ford, three ball games. Joe Harris has eight concessions operated by Kln Rifkin, Sam Glass, Jack Heaysman, Jack Seival, B. Wright, Frank Rutledge, E. Mallins, F. Currin, J. Pan-nous and F. Lindover.

WEATHER HITS SHEESLEY

(Continued from page 42)

new Diesel light plants, prevails and much neon is in evidence. Charles E. Sheesley did a good job of laying out the lot.

Shows and rides and their managers at this stand included Circus Side Show, Al Renton; Gay New Yorkers, Earl Strout; Gang Busters, Arny Schaffer; Paris, Al Hubbard; Over the Falls, Roy Wingate; Hot Harlem, Bob Wyatt; Body and Soul, Dr. Fisher; Front Page People, J. T. Baxter; Mystic India, Professor Monroe; Hawaii, Earl Strout; Monkeyville, John D. Sheesley; Tambala, Clyde Pritchard, and Penny Arcade, Fred Fredrickson.

Rides: Merry-Go-Round, Twin Ferris Wheels and Octopus, William Zeldman;

Whip, Eddie Nixon; Jazzer, Steve Kutney; Flyer, Ed Smith; Silver Streak, Jack Baillie; Pony Ride, Mrs. Charles Pounds; Kiddie Autos, Mrs. William Zeldman; Kiddie Aeroplanes, Mrs. Pounds; Heyday, F. A. Wright; Tilt-a-Whirl, Louis Kester, and Skooter, S. N. Harter.

MILLER BROS.' BIZ

(Continued from page 42)

possessions and folks on the shows took up a collection for them. DeVore's Midway Cafe is proving popular. Children's Matinee, Saturday, clicked.

Roster includes Morris Miller, president; Maurice Miller, general manager; Mrs. Morris Miller, treasurer; Rocco Masucci, business manager; Herman Smith, general agent; William C. Murray, special agent; Ernie McCullom, electrician; Albert Rives, secretary; Paul Beckley, scenic artist; Mrs. Paul Beckley, front gate tickets; Elmer (Whitey) Dill, truck foreman; Harry McCoy, boss canvasser; Jimmy Rogers, mechanic. Flying Wishards, free act, has George and Evelyn Mueller, Joan Spalding and Tom Sawyer.

Midway Cafe, Harry DeVore, owner; Mrs. Harry DeVore, hostess; Chester DeVore, chef; Rough House Nelson and Vincent Knapp, waiters; E. Hames, grid-dle; Leon Winston, dishwasher. Mr. and Mrs. Philip Bender, pop corn, peanuts and candy apples; I. K. Wallace, two kiddie rides and Ferris Wheel; Mrs. I. K. Wallace, two ball games; bowling alley, Charlie Fallon; Jack Miller, grocery, radio and blanket stands; scales, Virgil Morris; I. Murphy, hoop-la; Whitey Archer, rolldown, Jimmy Archer, Jimmy Murphy and Freddie Bailey, operators; Chrome Wheel, Barney Lane; Cigaret gallery, Joe Zimmer and Luther Church; Joe Conley and Nick Stram, one concession each. Bingo, Eddie Brennan, owner, Michael McUlzer and Douglas Bartly, operators. R. L. Wade is ride foreman.

Mrs. R. L. Wade concessions include photo gallery, ball game, hoop-la, penny pitch, shooting gallery and dart gallery.

Shows

Circus Side Show, Happy Jack Long, manager; Capt. Lewis, Jim Morgan, Jack Rogers, Elwood K. Moon, Doc and Mrs. LaMar, Mrs. Mary Stevens and Max Stevens. Follies of 1940, Bill Gary, manager; Mary Gary, tap dancer; Veola Bennett, poses; Marie Miller, hula dancer. Oriental Darlings, Mike Dakoff, manager; Clara Rivera, dancer; Joan Dakoff, Oriental dancer. Midget Show, E. Hodges, manager; Juan De LaCruz and Martina De LaCruz, Filipino midgets. Jungleland, Dutch Goddard, manager; Mrs. E. Goddard, tickets. Athletic, Jerry McTurk, wrestler; Sailor Jones, One Round Harris, boxers. Jitterbug Minstrels, George Russel, manager.

Rides: Tilt-a-Whirl, Elmer (Whitey) Dill, foreman; William McKelvey, second man. Rolloplane, L. McBride, foreman; Jack Ross, second man; Merry-Go-Round, Ralph Kirby, George H. Prash, C. J. Rogers.

GOODING'S UNIT

(Continued from page 42)

Personnel includes Mr. and Mrs. A. W. Gooding, owners-operators; Walter Byers, electrician, mechanic and lot man. Rides: Double Octopus, Elmer Windle, foreman; George Sherwood and Dick Orr. Merry-Go-Round, Bob Mason, foreman; Alfred Windle and Charles Schwartz. Ferris Wheel, G. H. Kohler, foreman; Jesse Helmer and Mrs. Alfred Windle, tickets. Kiddie Ride, Tom McComb, foreman; Charles Shen, tickets. Rolloplane, Mr. and Mrs. Floyd Smith. Concessions: Pop corn and caramel corn, Mr. and Mrs. Charles Schwartz; photos, Mr. and Mrs. Harry Gross; ball games, Mr. and Mrs. Gettespaugh; shooting gallery, Bob Keener.

BADGER STATE DEBUT

(Continued from page 42)

crowds and spending was satisfactory, reports William Grady Kepley.

Neighborhood theater had a newsreel cameraman taking pictures of shows and patrons on grounds Sunday afternoon. Monday was good, but organization didn't open Tuesday because of rain. Cold weather Wednesday resulted in small crowds and business. Organization carries Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Kiddie Ride, Jim Thayer's Kiddie Auto Ride and Henke Brothers' Chairplane.

Doc Wilson, lot superintendent, is in charge of shows, which include Life and Mechanical. Concessioners are Jess Kepley, electrician, who has photo gallery; Jim Thayer, pop corn; Richy Strobel, ice cream; Margie Roth, cookhouse; F. J. Shimmowski, Bert Burdo and Fred Kelley.

Who Buys Talent and Why?

Prominent talent buyers give the answers in the **TALENT SUPPLEMENT** to be published in the **SUMMER SPECIAL**. Be sure you get a copy of this important edition—subscribe now.



"FREE ACTS DRAW THE PEOPLE"

by E. Lawrence Phillips
Owner

Johnny J. Jones Exposition
Glittering lights, showy
fronts and ballyhoo not
enough to attract a public
that insists upon getting
its money's worth. Mr.
Phillips believes in provid-
ing the much-needed extra
stimulant of free attrac-
tions.

ACTS AND ATTRACTIONS

Send for the complete details
about the Talent Section.
You can have an advertise-
ment in it and get Free
Picture Publicity. Mail a
postcard today.

The Billboard
Cincinnati, Ohio

Wallace Bros. Hike First Three Weeks' Biz Over '39 Mark

WINDSOR, Ont., May 25.—Management of Wallace Bros.' Shows of Canada this week announced that gross business for the first three weeks of the season has been much higher than in the like period of 1939. At opening in Wallaceburg, Ont., on April 20, all rides, shows and concessions were repainted and a new front entrance was erected. Business there was only fair because of cold weather. St. Thomas, second stand, saw business reach a new high for shows. Local stand, under auspices of Canadian Legion, gave shows excellent results.

Rebate tickets being used by the organization are proving profitable. Show train comprises 16 cars, including one coach, two stateroom cars and privilege car. Personnel is about the same as last season and includes J. P. (Jimmy) Sullivan, owner-manager; Dave Mulvie, assistant manager; John Cronin, secretary-treasurer; Phil Cronin, concession manager; Elmer (Al) Brown, general agent; Harry Proul, assistant; Joseph Walsh, electrician; Jimmy Galambus, assistant; Frankie Smith, show train porter; Pete Gruchalo, lot superintendent; Doc Freckleton, front page ticket box; Mrs. Fred Baker, ticket exchange box; Bill Gallagher, painter; Tommy Ringler, mail man and *The Billboard* agent.

Concessions: Cookhouse, Mrs. Dave Mulvie, operator; Sam Guzzo, manager; Johnny Sorka, griddle; George Wagner, Tommy Parker and Nick O'Leynick, waiters; Bill Peach, kitchen superintendent; Sam Lee and George O'Leynick, cooks; Bob Stewart, kitchen help. Frozen custard, Johnny Powell and Arthur Davis; ball game, Mrs. Peter St. Syr; ham and bacon, Jimmy Carp; pitch-till-you-win, Mrs. Jackie Sullivan and William Tom-trick; cat rack, Wallace Toutant; Abe Grodsky and Joe Conlley; crown and anchor, Herman Staats; jewelry store, Benny Blanki; ball game, Mr. and Mrs. Jimmy Leahy; marble game, John Kenick, Abbie Allison and Gordon Benny.

Palmistry, C. Dimetro and family; ball game, Lad Wisnoski; over and under, Jack (Springy) Little; candy stand, Roger Giroux; penny arcade, owned and operated by Donald Fielding Co.; potato chips, Jackie and Billy Kostenuk; high striker, Fred Baker; mouse game, Jack O'Leary, Jimmy Grant and Joseph Miller; pick out, Alex Lazarous and Jack Gorin; bingo, Charlie Sandback and Mel Leblanc; hoop-la, Howard Speers, Harry Hogan and Sid Whitechurch; ball game, Emmett (Red) Timmins; blanket store, Pete St. Syr; cigar shooting gallery, Francis Potter; rolldown, George Coulter, Harry Shore and Richard (Red) May; photos, Bob French and Art Coran; candy floss, Cliff Donnelly, and jingle board, Tommy Ringler.

Rides

Merry-Go-Round, Jasper Hill, foreman; Harvey Battice, clutch; Gordon L. Hill, tickets. Tilt-a-Whirl, Joe Corbitt, foreman; Allan Orr, Jack McLeod and Ray Jones. Caterpillar, Jimmy Parker, foreman; Blackie Quimette, second man; H. Jones, tickets, and J. Turner, blower. Octopus, William Clark, foreman; Arthur Ross, tickets; Jack McMullen and William Campbell. Ferris Wheel, Jesse McCaslin, foreman, and Bert Howard, tickets. Kiddie Autos, Jimmy Veck, foreman, and Tony Negrich, tickets.

Shows: Miracles of Nature, Howard Spector, operator; James Jagger, fire-eater and tattooer; Rose Jagger, tattooed lady; Evelyn Jones, mystery girl; E. Patman, magic and ventriloquism; Kay, sex mystery; Scotty Shetlon, talker; Ed Dinter and C. E. Treherne, tickets. Hawaiian Revue, Mr. and Mrs. B. Restall, managers; Harry Edwards, front and stage; Lani Kelani, Lillian Green, Penny Stephenson and Marjorie Gordon, stage; Art Duquette, tickets. Athletic, Frank S. Hall, manager; George Bunka and Tarzan Potvin, fighters. Monkey Circus, Freddy Fischer, manager; Mrs. Lewis, assistant; Joseph Buschta, tickets. Free act is Globe of Death, featuring Mildred and Bob Lee.

Others on the shows include Arthur Davie, Arthur Marcotte, William Clark, Frank Spillar, Joe Lapine, Mrs. J. Lapine, Alex Alender, Mrs. Charlie Sandbach, Mrs. Doc Freckleton, Pat Lanzon, M. Mahonia, W. Osinehuk, Elmer Foss, Eloi Messier, Peter Ray, Walter Qually, Sam (Dizzy) Foley, Eddy Allen, Romeo Aslour, Frederick Butler, E. J. Kelly, James Steen, S. Lanche, William Smith, Ivan Eddleston, Tony Bonk, Mrs. S. Proulx, James Allen, Max Haber, Reg. Morton, J.

Roberts, Edward Ross, Ross McConnell, Henri Terrian, Terry Barrow, Victor Kehoe, Norman Thorne, Cliff Nichols and Yorky Martin.

Wallace Tendered Party By Motor City Showfolk

PONTIAC, Mich., May 25.—Members of Motor City Shows staged their first surprise party of the season here during organization's engagement under Veterans of Foreign Wars auspices, May 13-18. Event, held in the Ten-in-One tent, was staged in celebration of Bill Wallace's birthday anniversary at close of day's business. Lunch and refreshments were served.

In attendance were Mr. and Mrs. Stanley; Miriam, Bees and Bobby Stanley; Pat and Joe Rocco, Herman Stanley, Mildred and Henry Ford, Bill (Hillbilly) Stone, Charlie (Slim) Miller, Don (Duck) Paine, Frenchy LaFrance, Mr. and Mrs. Cohan and son, Mr. and Mrs. Ronan, Bernell and Richard Thompson, Mr. and Mrs. Leo Mitchell and family, Tom Mitchell, Dave Schmidt, John Springgate, Bill Baldwin, Johnnie Spezzoferra, Charley Bellick, Olete Beard, Ralph Hartwell, Harvey (Doc) Arlington and Mr. and Mrs. Vic Horwitz, owners. Wallace was the recipient of numerous gifts.

Hubbard's Peekskill, N. Y., Engagement Is Satisfactory

PEEKSKILL, N. Y., May 25.—Good business and weather prevailed here for Hubbard's Midway Shows May 13-18 and all reported satisfactory results. Business held up well thruout the week, altho lot was small. Concessions, rides and shows reported exceptional business on the week.

Among concessions here were Bill and Gertie Nuss, ball game and penny pitch; Lew Brock and K. M. Neeley, with cookhouse; C. Mauro, cigar gallery; G. E. Love, photo gallery; Ciro Aurilio, pop corn, candy apples and ball game; Paul Scorpio, Venetian swings, and Mrs. Hubbard, penny pitch.

Garfield, N. J., Date Good for B. & V. Shows

FORT LEE, N. J., May 25.—After a successful stand in Garfield, N. J., B. & V. Shows came in here last week for a week's engagement, opening on Monday to fair results. Line-up includes Parisian Revue, under management of Marion Leahman, with Herman Leahman working front and Dolly and Marion doing the dancing. Mrs. Leahman also is operating the Posing Show. Harold DeDoker booked his rides, and Merry-Go-Round, Ferris Wheel and Chairplane are office owned.

Sam Weintraub joined here with his bingo, ball game and pitch-till-you-win. Joe Kane has a ball game and penny pitch. Jap Feldberg is operating his ham and bacon, bird stands, roll down and color store. Mr. McMurdo has candy apples and pop corn; Betty Burk, cookhouse; Ted Lewis, bottle game; Mrs. Friedenhlem, cat rack; Tony Nicouno, frozen custard, and Tom Hassel, diggers. Mr. and Mrs. Mike Burk returned after being away for a week attending funeral of Mrs. Burk's mother.

UNDER THE MARQUEE

(Continued from page 34)

a Nation, at the fair, were entertained at a luncheon by Eddie Brown, "mayor of the Gayway."

THEODOR MEGAARDEN JR., tour manager for Burro Ball Co., visited Rex M. Ingham at Ruffin, N. C. Mrs. D. B. Shores, formerly general agent for Ingham's Congress of American Indians, is teaching school at her home, Long Island, Va.

Circuses thru the use of white canvas became known as white tops. Today we have some blue and green big tops, which raises the question: Are circuses with blue and green tops still white tops? And what about The White Tops, official organ of the Circus Fans, if all circuses should use other than white canvas?

RUTH AND JACK MALLOY and Jack Mullane, of Canton, visited Russell Bros.' Circus at Alliance, O., May 14, and reported a good night house. The Malloys renewed acquaintances with members of the Bob Fisher flying act and Eddie Woekener.

BILL BLOMBERG will not take out Barker Bros. as a one-day circus this

GOLD MEDAL SHOWS WANT

Organized Girl Show (have complete outfit for same). Monkey Circus, Fat Girl Show, Fun House or other Grind Shows with own transportation. Frozen Custard, Hoopla, Fish Pond, Bumper Game, Novelties, Cotton Candy and other legitimate Concessions (nothing over 10c). Address Waukegan, Ill., this week; then per route in *The Billboard*.

TRAVER CHAUTAUQUA SHOWS, Inc.

Can place Concessions that will work for Stock. No Roll Downs or Coupon Stores.

Have Opening for Octopus and Roller-Plane. Want Novelty Shows.

WRITE OR WIRE GEO. W. TRAVER, Manager

Week May 27, Summit, N. J.; Week June 3, Kingston, N. Y.

CLARK'S GREATER SHOWS

WANT! For Official Summer Opening at GRAYVILLE, ILL.

(In the Heart of the New Oil Fields) WEDNESDAY, MAY 29TH

RIDES—Ferris Wheel and Chair-o-Plane. SHOWS—Attractive proposition to shows with own outfits or will furnish tops for Girl Show, 10-in-1, Geek, Big Snake, Monkey Show or any worth-while attraction. CONCESSIONS—Stock Concessions of all kinds, also Diggers, Color Joint, Rat Game. Can use few Wheels! Want Agents for Bingo, Slim Skillo, Roll Downs, Tip-Ups, Ham and Bacon, Swingers, Ball Games, Penny Pitch, Hoop-La. Will sell completely equipped Cook House and book same on show. Want capable Foreman for Allan Herschell Merry-Go-Round. Write or come on, we will place you.

season. He opens June 15 at Philadelphia under auspices of the Republican Women's Club for 16 days and will present his entire show and other acts. Fair dates will follow.

SALEM, O., is a closed town for circuses this season, according to C. S. Primrose, general agent for Lewis Bros.' Circus, who contracted Lisbon, 15 miles south of Salem, for May 23. The Lewis show for many years has made Salem a regular stop. It was the first circus in several years for the Columbiana County seat.

BOB MATHEWS and his wire-walking lion, King Tuffy, played the Capitol Theater, Binghamton, N. Y., May 16-18. The act had been in Europe for two years. Prior to that it played for several seasons on Kay Bros.' Circus. Mathews plans to play vaudeville, fairs, etc., this summer and fall.

GEORGE ATKINSON, with Wallace Bros.' Circus, was accidentally shot by Tex Collins, performer, when the show was in Pittsburgh. He walked behind a target backstop while the girl was shooting. Taken to Allegheny General Hospital, he exonerated Miss Collins with "I didn't know the act was on."

THE LERFOLD Clown Trio (Chester Sherman, Milt Woodward and Joe Vanl) played the Winnipeg (Man.) Shrine Circus with the Kenneth Waite Troupe. Chester Barnett and wife and Happy Kellems also were there and many a good time was had in Barnett's new house trailer.

MACK OVERALL, circus candy butcher, is now a "butcher" for the Union News Co. on trains between Cincinnati and Detroit on the New York Central Lines. A reunion of old-time circus candy butchers is suggested by Doc Waddell, who was a candy butcher in 1873. Doc says there must be some candy butchers living dating farther back than 1873.

ERNIE WISWELL and George Cook visited Russell Bros.' Circus at Conneaut, O., reporting they received fine treatment from Mr. and Mrs. Claude Webb. Wiswell will play the Philadelphia date with Flash Williams. Ernie states that Cole will be in Erie May 30 and that Ringling-Barnum has "wait" paper there for July 6.

WHEN the No. 1 advertising car of Ringling-Barnum was in Canton, O., May 18, Jack Nedrow, of Massillon, former advance car manager, spent several hours swapping yarns with John Brassil, car manager. E. Riley, also on the car, spent a few hours with his mother and relatives in Wooster, en route from Columbus to Canton.

JEAN (THE GREAT) RENZO passed thru Jackson, Miss., last week en route to Atlanta for treatment of a stomach ailment resulting from an accident three

years ago when Renzo broke a rib, which pierced his stomach, in a fall from a horse. Renzo expects to return to the big top, but as a press agent or some other less strenuous work than bareback riding.

HARRY LAMAR, Flying Lamars, Mary Stevens and Benny Gibson, with Eric B. Hyde Shows, saw Ringling-Barnum at Washington, D. C., opening matinee, May 16. Harry reports the show set up in the rain with mud to shoe tops; a two-thirds house in the top-price section and light in the blues. Lamar was with the show in 1924. He was highly pleased with the feature acts, but deplored the absence of the arena stages.

STEWART (RED) ROSS, former Ringling usher, pens from Miami, Fla., that Joe Blakeslee, until this season assistant chief usher of the Ringling-Barnum circus, is with the Interstate Co. there. He conducts an open forum nightly at the Florida East Coast Railway depot. Joe Thomas, former Ringling concessioner, is also there. Weekly chowder party at Harry Phillips' Pony Bar is presided over by Lee White, stagehand.

ROY BARRETT finished his last indoor circus date for Frank Wirth at New Haven, Conn. He joined the Flash Williams Thrill Show May 16 in Freeport, L. I., and worked the night show. The latter part of last week he played Camden, N. J., and this week is scheduled to play Philadelphia. Barrett is preparing for early fair dates and will begin rehearsals June 12 in Waterloo, Ia., for Lew Rosenthal Attractions, opening June 20 at Barnesville, Minn. Says he is booked to the middle of September.

JACK LOVING and wife, of Cincinnati, attended Cole Bros. in Middletown, O., May 20 and visited with Frank and Anna Loving. They were present at the Gibb Sisters' birthday party, given by Mrs. Joe Haworth and Mrs. Frank Loving, assisted by the side-show personnel. Joe Haworth was emcee. The following were present in addition to the "kid show" folks: Lacy Morgan, Teddy Scherch, Doc Partello, Mack McLain, Judge Edward Dell, wife and daughter and Sergeant Dennis.

DR. T. W. NELSON, of Princeton, Minn., writes: "The article *Could It Be That the Public Wants 'Circus'* struck me particularly, and in connection with this I can't help telling of a visit Mrs. Nelson and I had with Bud E. Anderson's show when it played Brookings, S. D., 275 miles from Princeton. What a show that man has this year! And the public's response to his efforts leads me to believe you were right when you said, 'Maybe the public wants circus.' Brookings gave Anderson a good day. The kid show has a new blue-and-white-striped top and one of the largest and finest lines of attractions I've ever seen in a truck show."

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED

AIR CONDITIONS BATHROOM AGAINST Odors Chemically—Costs \$1 a year. Big profits. Rush name. **BOMEX**, 25 Coe Place, Dept. C-5, Buffalo, N. Y.

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men Wanted—Attractive club four national magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. je8

FAST 15c SELLER — NEW, NOVEL, EDUCATIONAL, decorative. You can't miss. Cost below 2c; sample, 10c. **TURNER**, 10 Bradford St., Portland, Me.

FAST SELLING NECESSITY — COSTS 2c; SELLS 25c. Copyrighted merchandising plan speeds sales. Sample 10c. **C. LINNELL COMPANY**, University Center, Cleveland, O. x

HAVE YOUR OWN STORE ROUTE — SELL Sievers' Carded Specialties. Profitable, fast-selling merchandise. Exclusive territory obtainable. Write **SIEVERS SALES CO.**, Fort Wayne, Ind.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. je15x

LORD'S PRAYER ON REAL PENNIES — IN-dividually carded. Fastest 10c seller in years. \$4.50 gross. Samples 50c. **PERKINS**, 1109 Lawrence, Chicago.

LOUIS VS. GODOY FIGHT JACKPOT CARDS and Baseball Jackpot Cards—Real money-makers. Market's best sellers. Big profits for salesmen. 3 samples, 75 cents prepaid. **NEO SALES CO.**, Dept. 22, 156 Orlin Ave., S. E., Minneapolis, Minn. je8x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MAIL ORDER DEALERS — FAST MAIL SELLERS. Drop shipments. Pulling imprints. Sample free. **MISSION FACTORY**, 2328 W. Pico, Los Angeles, Calif.

MEDICINE DISTRIBUTORS — 500% PROFIT, fast repeating business selling Vi-Co Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES**, Birmingham, Ala. je22x

NEW COMIC POST CARDS MAKE CUSTOMERS Laugh—Clean. Send 25c for 10 samples and wholesale prices. **HENRY KOST**, Liberty, N. Y.

SELL ORIGINAL, IMPROVED BLUE SIGNS — Defies competition since 1890; costs 3c, sells 25c. Experience unnecessary. **KOEHLER'S**, 335 Goetz, St. Louis, Mo. je29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. je1x

5c-10c-25c FAST SELLERS — BIG MARGIN. Hire sub-agents. Particulars free. **MISSION FACTORY**, 2328 W. Pico, Los Angeles, Calif.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. je29x

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT OF IGUANAS, SNAKES for dens, Coati-Mundis, Ocelots, Peccaries, Monkeys, Agoutis, Squirrels, Birds. **SNAKE KING**, Brownsville, Tex. je22x

ALLIGATORS, SNAKES, LIZARDS, TURTLES — 10 Large, Harmless Assorted Snakes, \$10.00. Price list. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. je1x

FOR SALE—THIRTEEN DONKEYS, TWO COLTS. Trained for basket and soft ball. Write **FRANK DEVRY**, 2812 S. 31, Omaha, Neb.

LARGE AND DWARF COCKATOOS, SPIDER, Ringtail, Pigtail Monkeys. Tame Female Siamese Gibbons Ape. Birds of all kinds. **BIRD EXCHANGE**, Box 7, Bell, Calif. je1

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimen. Mother and Babies, \$9.50. Also, Armadillo Baskets, Lamps, Novelties. **APELT ARMADILLO FARM**, Comfort, Tex. x

MICE — WHITE AND COLORED. SHOWMEN, your correspondence solicited. Save address for reference. **F. C. WHITE**, 11030 Hermosa Ave., Chicago, Ill.

MOTHER RHESUS AND BABY, \$35.00; JAVAS, \$17.50; Spiders, \$20.00; Alligators, \$60. Snakes reasonable. **WILD ANIMAL AND REPTILE RANCH**, St. Petersburg, Fla.

MONKEYS, BABOONS, LLAMAS, EMU, REP- tiles and Birds on hand. Other shipments, including Tame Chimpanzees, due shortly. Send for list. **WARREN E. BUCK**, 420 Garden Ave., Camden, N. J.

SPECIAL — ARMADILLOS, \$1.50; HORNED Toads, \$1.00 dozen; Coti-Mundis, \$10.00; Wild Cats, \$6.00; Prairie Dogs, \$3.50 pair, or \$18.00 dozen; Coyotes, \$7.00; Donkeys (Burros), \$18.00; Black or Orange Squirrels, \$8.00 pair. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

SPECIAL — BIG DENS OF FAT, HEALTHY Diamond Back Rattle Snakes, \$10.00, \$15.00, \$25.00 dens; Harmless Snakes, \$10.00 dens; Horned Rattle Snakes, large, \$5.00; Chinese Dragons, large, \$6.00; Rattle Snake with hair on the head, large, \$5.00. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex. x

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD**, Oceanside, N. Y. Direct importers from all over the world.

BUSINESS OPPORTUNITIES

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. julx

EASY MONEY DEVELOPING FILMS, PHOTOS — Small investment for outfit. Write for prices, book, 25c. **JOHNSON**, P. O. Box 1562, Baltimore, Md.

FOR RENT — 84 ACRES OF HISTORIC INDIAN Land partly developed into a park. A rare opportunity. For further details write **J. OMER BARNHART**, 107 1/2 S. Broadway, Peru, Ind.

FOR SALE OR RENT — MOXAHALA PARK, Zanesville, O. For information apply **UNITED MOTOR STAGES**, S. Fifth St., Zanesville, O. je15

MAKE MONEY RENTING STORE FRONT FLAG Decorations for Conventions. Little capital required. Details from **WALES CO.**, 236 W. 55th, New York.

NAME IN HEADLINES — COMPLETE OUTFIT in perfect condition, \$75.00; including 500 Paper. **JACK GABER**, 1916 University Ave., St. Paul, Minn.

NATIONAL CANDY MACHINE CO. TERMI- nated Account Death—17 years Vending Machine Business. Opportunity live mechanic. 10 Candy Floss, 12 Popcorn, 5 Frozen Custard, 50 other type machines; 75 Motors; other complete equipment. Sacrifice for immediate sale. **BOX 1515**, 159 E. 34th St., New York City. x

"NEW MONEY MAKERS" — 70-PAGE MAIL Order Magazine prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN**, Publisher, 330 S. Wells, Chicago. je1

WANT EXCLUSIVE (STATE FRANCHISE) DIS- tributors for "Holland-Inn" Specialty Sandwich Information (copyrighted). Thousands restaurants, taverns, roadstands waiting. Reasonable stock "Instruction Manuals" swings deal. For quick clean-up write today. Address **DAVIS**, Box 1484-BB, Clarksburg, W. Va.

WHY WASTE MONEY ANSWERING ADS? — Your name in "Progressive" Directory brings hundreds samples and offers. 25c month. Sample copy, dime. **SIDNEY**, Pottsville, Pa. x

\$7,000.00 PORTABLE RINK — 50x140, 210 Pairs Skates, 24R Wurlitzer, PA, six Speakers. Year old, lost lease. Sacrifice \$2,500.00 if sold by June 10. **ROLLER RINK** 2521 7th Ave., N., Birmingham, Ala. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALLY ALLEYS, LIKE NEW, \$85.00; SEEBURG Chicken Sam with Base, \$95.00; Genco Magic Rolls, 9-Ft. Alleys, \$29.50. 1/3 deposit. **BUSINESS STIMULATORS**, 4912 E. Washington, Indianapolis, Ind.

BANG-A-DEERS, \$85.00; GINGERS, USED three weeks, wood base, \$14.00. Trade Skee-Ballettes, Anti-Aircraft Guns, Ten-Pins for good used Slots, Free-Play Games. **OHIO SPECIALTY CO.**, 539 S. Second St., Louisville, Ky.

BARGAINS — SCIENTIFIC SKEE JUMP, \$79.50; Scientific Bowling Alley, \$100.00; A. B. T. Challenger Pistol Machines, \$15.00. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. je1

BARGAINS — 2 EVANS TEN STRIKES, 1939 Model; 2 Seeburg Chicken Sams with Base, \$69.50 each. 1/3 deposit, balance C. O. D. **MILAM MUSIC CO.**, Cameron, Tex.

CATALOG SHOWING 700 RECONDITIONED Machine Bargains; all types. Wire for free copy. **STEWART NOVELTY CO.**, 136 East 2d South, Salt Lake City, Utah. je15

GROETCHEN COLUMBIA FRUIT REELS, \$25.00 each; Q. T.s, \$25.00; Zephyr Cigarette Reels, \$8.00; Select 'Em Counter Dice Game, \$5.00; Turf Time Counter Race Track Game, \$5.00; Mills Modern Scale, \$25.00; Watling Tom Thumb Scales, \$35.00; Mercury, 5c play, \$10.00; Pocket Pool Counter Game, \$5.00; Groetchen Royal Flush, \$8.00; Pace Scales, \$18.00; American Scales, \$15.00; Hanson Scales, \$10.00; Ray's Race Track, \$25.00; Jumbo Cash Payout, \$10.00. Lowest price in country on Slot Machines. Write what you want. Muniscope Diggers, \$30.00; Seeburg Music Machine, 12 Records, \$30.00. **O'BRIEN**, 89 Thames, New-
port, R. I. x

FOR SALE — 6 EVANS TEN STRIKES, 1939 models, slightly used, A-1 shape, each, \$75.00; 5 Seeburg Chicken Sams, A-1 condition, each, \$85.00; 3 500-A Wurlitzers, \$199.50; 6 Rock-Ola World Series, A-1 condition, \$34.50. Phonograph Records, any quantity, \$3.50 per hundred. Send 1/4 deposit. **FRANCO NOVELTY COMPANY**, Box 927, Montgomery, Ala. je8

FOR SALE — TWO 1939 EVANS TEN STRIKES, \$89.50; three Seeburg Chicken Sams, \$89.50. Texas State taxes for 1940 paid on all machines. 1/3 down, the balance C. O. D. **C. & G. NOVELTY CO.**, 2429 McKinney Ave., Dallas, Tex. x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE — TURF CHAMPS, ZETA, PARA- mount, \$7.50; Bally Clubhouse, \$25.00. Want Targets and Grips. **THE MUSIC MACHINE CO.**, Brunswick, Ga.

FOR SALE — PENNY PHONOS, LIKE NEW. Only eighteen remain at \$80.00 each. 25% cash, balance C. O. D. Don't hesitate, orders filled as received. **YENDES' SERVICE COMPANY**, 1817 W. Third St., Dayton, O.

NOVELTY TABLES, \$5.00 UP; FREE PLAYS, \$10.00 up; Payouts and Consoles, \$15.00 up. Write for complete list. **JOHN GOODBODY**, 1824 E. Main St., Rochester, N. Y. je15

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNVES CORP.**, 593 10th Ave., New York. tfn

REAL BUY — TEN VEST POCKETS, CHAINS attached for protection, like new, \$35.00; three like new, with crates, \$39.50. All metered. \$2.00 each deposit, balance C. O. D. with inspection. **C. C. MASON**, Syracuse, Ind. je1

SLIGHTLY USED TRIUMPHS, \$59.50; MR. Chips, \$29.50; Big Six, \$27.50; Champion, \$17.50; Dandy, \$19.50; Bally Alley, \$49.50; Variety, \$17.50; Twinkle, \$12.50; Fantasy, \$24.50; Big Town, \$54.50; White Sails, \$27.50; C. O. D., \$39.50. All machines Free Play and guaranteed to be in perfect condition. One-third deposit with orders, balance C. O. D. **SUPREME**, 557 Rogers Ave., Brooklyn, N. Y. x

SPECIAL SALE ON RECONDITIONED GAMES. All Free Game Models. On all orders send one-third deposit. Superchargers, \$39.50; Fantasys, \$39.50; Super Sixes, \$57.50; Score Cards, \$55.00; Roxys, \$45.00; Eureka's, \$30.00. **NEW ORLEANS NOVELTY CO.**, 238 Dryades, New Orleans, La.

STEWART-McGUIRE "DUALWAY" CIGARETTE 10 Column, almost new, \$49.50; DuGrenier 6-Column Cigarette, \$14.95; Lots 5, \$12.95; Nickel Snacks (Detectors), \$12.95. **MIDWAY**, 500 W. 42d, New York.

TEN FILM RADIO RIFLES, \$57.50 EACH — Factory reconditioned, or will trade for Seeburg Selectaphone Phonographs. **L. S. GROSS**, 2047 N. Wanamaker, Philadelphia, Pa.

WANT MILLS GOLF BALL MACHINES—10-25 Cent Play. Cash or trade Chicken Sams. **WM. V. WAKELEE**, 786 2d, N., Troy, N. Y.

WANT UP TO 100 SEEBURG SELECTAPHONE Phonographs—State condition, price. Write **L. S. GROSS**, 2047 N. Wanamaker St., Philadelphia, Pa.

WURLITZER 616s, \$59.50; 616As, \$62.50; 412s, \$34.50; Wallboxes, \$1.00 each; Bally Alley, \$89.50; Exhibit's Bowling, \$74.50. **COLEMAN NOVELTY**, Rockford, Ill.

3/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. je1x

9 ELECTRO HOISTS, ROLL CHUTES, EACH, \$17.50; 1 Mutoscope Roll Chute, black cabinet, \$25.50; 5 Buckley Treasure Islands, each, \$59.50; 2 Buckley Deluxe, each, \$69.50; also Digger Merchandise and Candy in original cartons. Terms, 1/3 cash deposit with order, the balance C. O. D. **DOVER NOVELTY CO.**, 233 W. Front St., Dover, O. x

15 SCHERMACK POSTAGE STAMP VENDORS — Dispensing 1c-3c stamps in sanitary folders, \$8.00 each. **KROTOR**, 712 E. Catherine, Ann Arbor, Mich.

25 WURLITZER 412 AND 616A PHONO- graphs—Reconditioned like new. Write for prices. **ROBBINS COMPANY**, 1141B DeKalb Ave., Brooklyn, N. Y. je8

25 ORIGINAL RADIO RIFLES FOR SALE — 5c Play, good condition, \$30.00 each, F. O. B. Boston. 1/3 deposit with order, balance C. O. D. **ATLAS COIN MACHINE CO.**, 780 Commonwealth Ave., Boston, Mass.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York. x

BAND COATS, FLASHY RED CAPS, VELVET Curtain, Ballyhoo Outfits, Orchestra Coats, Jackets, Midgets, Clowns, Orientals, Cellophanes. **WALLACE**, 2416 N. Halsted, Chicago.

FOR SALE—SECOND-HAND GOODS

ALL TYPES — POPCORN MACHINES, GAS- oline Concession Models, Burch, Star, Long-Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. **NORTHSIDE MFG. CO.**, Indianapolis, Iowa. je1x

FOR SALE — PORTABLE SKATING RINK. Everything complete. Price \$2,000. Come see it. **C. T. McDONALD**, 1500 Highland Road, Baton Rouge, La.

FOR SALE — RINK FLOOR, 50x180; 200 Pairs Skates, Music. Good bargain. **MACK'S ROLLER RINK**, Benton, Ark.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR SALE—PORTABLE ROLLER RINK, 40x80, complete except skates. Used one season, \$500. **BOX 320**, Billings, Mont. x

NEW "VELVO" FROZEN CUSTARD AND ICE- Cream Machines—Complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. je8

POPCORN, POTATO CHIP, CRISPETTE, CARA- mel Popcorn and Cheese Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O. jy20x

ROLLER SKATING TABLE—9 FEET IN DIAM- eter, 3 feet high. Baggage Trailer and Hitch included in sale. **BOX 432**, Billboard, Chicago.

TWO FLOSS CANDY MACHINES — IN GOOD working condition. Cheap for quick sale. **C. Y. CLIFFORD**, 138 W. Fern Ave., Wilmar, Calif.

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cats, Dolls, Kids, Tenpins. Complete portable outfits and supplies. **LA MANCE**, 782 Marion, S. E., Atlanta, Ga.

COMPLETE PROFESSIONAL TATTOOING OUT- fit with Carrying Case which opens ready to work in 5 minutes; also nice flashy Merchandise Wheel. If sold together, both for \$20.00. Need money badly. **PROF. A. E. DENNIS**, Cleveland, Tex.

FOR SALE — TWENTY-FOUR SEAT CHAIR Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. **CALVIN GRUNER**, Pinckneyville, Ill. je15

FOR SALE OR TRADE — 2 TONS FINEST S. A. Popcorn; money-making Mouse Game; Wild Mice; Circus Mice. Want Popcorn Equipment. **LOU CLEAVER**, Avon, N. Y.

NEW LAUGHING MIRRORS — LARGE AND small; for parks, carnivals, fairs, giggle shows, night clubs, arcades, etc. **C. J. MURPHY**, Elyria, O. je1

\$300.00 NATIONAL CANDY FLOSS OUTFIT—
2 All Electric Machines in Cabinet. Good condition. Sell complete for \$75.00. **MILLER**, 242 W. Orange St., Lancaster, Pa.

WE BUY AND SELL SECOND-HAND RIDING
Devices of all kinds. What have you? **KING-DAVIS**, 1547 Broadway, New York.

HELP WANTED

GIRL SAX, DOUBLING CLARINET — MUST
read, fake, transpose. Union. Never idle, location. **KITTY HELMLING**, Middletown Hotel, Middletown, N. Y.

MAGICIAN — GOOD SINGLES, DOUBLES, ONE
to play piano. Change for week. Prefer people with tent experience. No tickets. Salary low but sure. Write or wire **MANAGER TONY SHOW**, Bark River, Mich.

MEDICINE PERFORMERS WANTED—CHANGE
two weeks. State all. Low sure salary. Write or wire **MED SHOW**, General Delivery, Des Moines, Ia.

TRUMPET FOR MIDDLE WEST TERRITORY
Band working six nights per week. Must triple tongue. Good proposition to right man. Singers preferred. **"RED" HEGGEN**, Ames, Ia.

WANT ATTRACTIVE YOUNG GIRL MUSI-
cians—Union, all instruments. Now with unit, dance work booked later. **MARY MARSHALL BACHELORETTE**, Billboard, Cincinnati. je1

WANT WEIGHT GUESSER — GOOD PROPOS-
ition for right man. Apply immediately. **ARCHIE DESKIN**, 418 Park Place, Long Beach, L. I., N. Y.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING. MENTAL-
ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. je15

LARGE PROFESSIONAL MAGIC CATALOGUE.
25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. je15x

LATEST 216-PAGE ILLUSTRATED PROFES-
sional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. **KANTER'S**, 1309 Walnut, Philadelphia, Pa. je1

PROFESSIONAL VENTRILOQUIST AND PUNCH
Figures — Clip this ad, good for \$5.00 in trade. **TURNER'S LIFELIKE PUPPETS**, 405 Empire Trust Bldg., St. Joseph, Mo. x

MISCELLANEOUS

NEW 110 VOLT A.C. 2500 WATT GASOLINE
Driven Light Plants — Manufactured for United States Government; cheap. **LOU MILLER**, 1831 S. State, Chicago, Ill.

SLUM JEWELRY GIVEAWAYS FOR GAMES.
one cent each. Good values. Write for price list. **POCKAR**, 131 Washington St., Providence, R. I.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A REAL BARGAIN — SEND FOR OUR "ROAD-
showmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560 Broadway, New York.

ASTONISHING BARGAINS — 16MM. SOUND
Projectors dirt cheap; only eight left. Reasonable terms. Films rented. **NO. 521 STATE THEATRE**, Pittsburgh, Pa.

ATTENTION, OPERATORS — MERCHANTS'
Free Movies. Biggest thing outdoor amusement world today. Talkie program, equipments rented. **NO. 711 STEUBEN BLDG.**, Chicago, Ill. x

BARGAINS IN USED PROJECTION MACHINES.
Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. je22x

BARGAINS FOR CASH—16MM.-35MM. SOUND
Projectors; 35MM. Sound Features, Serials, Shorts. Five like new late Amplifiers. **F. SHAFER**, Washington, Ind.

CLEAN, NEW 16MM. SOUND FILMS—WEEK-
ly Roadshow Service our specialty. Large library, attractive rates. **SWANK**, 5861 Plymouth, St. Louis, Mo. je15

ONE HOLMES PROJECTOR, ONE 1500 WATT
Kohler Plant and Trailer, one 300 Watt A.C.-D.C. Converter; four Picture Programs. Cheap for cash. **W. F. STAGGS**, Norfolk, Ark.

THE SUMMER SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Show Family Album



HERE are members of Uncle Zeke's Rube Band, which appeared with Crawford's Comedians in 1913 when the picture was snapped. Seated, left to right, are Billy Plumlee, George Blackburn and "Dutch" Crawford. Name of the man on the right is not remembered. Left to right, standing, a Mr. Long; next two not remembered; Dave Stump; not remembered; "Pop" Slover, who recently trouped with White City Shows; Raymond Crawford; Clarence Long and Owner-Manager Crawford.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

TWO SILENT PROJECTORS — MOTOR DRIVEN,
35MM. Silent and Sound Film, 16MM. Film and Projector, Sound. Cheap. **RAYMOND BARR**, Hancock, Md.

16 MILLIMETER SOUND FEATURES — NEW
prints and 35 Millimeter Sound Features and Theatre Equipment. Will trade for 16 Sound Subjects and Machines. **BOX 156**, Virginia, Ill. je8

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR
"Black Magic Miracles," never before shown in America. Address **J. PATEAU**, 1122 Tulane Ave., New Orleans, La.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY —
New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. **MARKS & FULLER, INC.**, Dept. BC540, Rochester, N. Y. je29x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON
all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. je1

AT LAST!—ALL YOUR SNAPSHOTS IN NATU-
ral Colors. Roll developed, 8 natural color prints, only 25c. Reprints, 5c. Amazingly beautiful. **NATURAL COLOR PHOTO**, Janesville, Wis. je1x

DIREX DIRECT POSITIVE PAPER—NO FAD-
ing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. je15x

LOWEST PRICES ON ALL DIRECT POSITIVE
Machines — New and Used, all types of Cameras and Lenses. **"MINUTE STUDIOS,"** Neodesha, Kan.

PHOTO MEN—WHY WASTE TIME AND PAY
privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos? Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write **HASSAN**, Box 971, Parkersburg, W. Va. je8x

ROLLS DEVELOPED — TWO PRINTS EACH
and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. je8x

4 FOR 10c PHOTO MACHINE. \$100.00:
Camera, \$10.00; Center Panel with lens and light cabinet attached, \$65.00; plans for cabinet free. Enlarger, \$10.00; Backgrounds, \$2.50. **OLSON SALES CO.**, 315 Walnut, Des Moines, Ia.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND
Pictorial Panels — Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. je1

SALESMEN WANTED

INCLOSE \$1 FOR DAINTY WASH PREPAID—
\$10 investment, retails \$47, or buy in drum lots. **VELV-O-KNAP**, 319 Orleans, Detroit, Mich. x

IT'S HOT! BIG REPEATER WITH PLENTY
immediate and repeat commissions. No investment. Sells to every type retail dealer and service station. Sales Kit free. Hurry! **UNIVERSAL**, 2222 Diversey, Dept. C-46, Chicago. x

SALESMEN — AMERICA'S FINEST SIDELINE.
40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. A, Chicago. x

TENTS—SECOND-HAND

GOOD USED TENT — 60x90, NEW SIDE WALLS
and Seats for sale cheap. **R. B. SMITH**, Mayfield, Ky.

SLIGHTLY USED, GOOD AS NEW. LESS THAN
half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS**, Auburn, N. Y. je1x

USED CONCESSION AND CARNIVAL TENTS—
Sidewall, 7.68 oz. drill, machine roped, good as new, white, clean, 7 ft. high, \$15.80; 8 ft. high, \$18.20 100 ft. **KERR COMPANY**, 1954 Grand Ave., Chicago. je8x

THEATRICAL PRINTING

MIMEOGRAPHING — EXPERT WORKMAN-
ship. Illustrated Circulars, Form Letters, etc. Send copy for estimate. **CENTRAL**, Box 703, Leaksville, N. C.

"SHOWY" WINDOW CARDS — 100 14x22"
White Nonbending, \$2.50; 2-Colors, \$2.95; Handbills, 1,000, 6x9", \$2.25; Bumperettes, 100 5x20", \$2.25; 5 1/2x28", \$2.95. **SOLLIDAYS**, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100,
\$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pennsylvania. x

\$1.00 EACH—250 LETTERHEADS, ENVELOPES,
Cards, 1,000 6x9 Handbills, \$1.50; 5,000, \$4.50. Merchants' Tickets, 5,000, \$3.00. **STUMPPRINT**, South Whitley, Ind. je8x

3,000 TICKETS, \$3.75 — 3 LINES. CARDS,
Envelopes, \$1.90 1,000. Noteheads, Billheads, \$2.90. Half cash, balance C. O. D. **FELTON**, 19 Fremont, San Francisco. je1

WANTED TO BUY

USED FROZEN CUSTARD MACHINE — OLD
salt and ice type, storage cabinet, accessories, cheap. **C. KLISKEY**, 15016 Madison Ave., Lakewood, O.

WANT TO RENT, WITH PRIVILEGE OF PUR-
chase, Bleacher Seats for 3,000 to 4,000. Permanent location, midget track. **CARL A. NOTTINGHAM**, 1100 Burlington Drive, Muncie, Ind. je1x

WANT USED ROTARY POP CORN MACHINE—
Give complete details and lowest cash price wanted. **C. P. STUMPFIG**, Geauga Lake (Park), Ohio.

WANT PHONOGRAPHS FOR 32-VOLT DIRECT
Current—Send description and price. For sale, Es-Ki-No Shooting Gallery. **BOX 400**, Douglas, Wyo.

WANT SPECIMENS FOR UNBORN SHOW —
No junk. **BOX C-486**, care The Billboard, Cincinnati, O.

At Liberty Advertisements

5c a WORD (First Line Large Black Type).
2c a WORD (First Line and Name Black Type). 1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — CONTRACT ANY KIND
of show or orchestra. Fifteen years' experience. Also do four outside demonstrations, Blindfold Drive, Mechanical Man, Buried Alive and Strait-Jacket Escape. Have car and can join at any time. Write or wire **J. B. LEIFUR**, care Gilbert Hotel, Bainbridge, Ga.

CIRCUS-CARNIVAL AGENT—Publicity Director,
expert Contractor, Booker, Radio Speaker; 20 years leading circuses, Coast to Coast experience. State salary. Join on wire. **ROBERT SATL**, 149 N. Winter St., Adrian, Mich. je8

THEATRE MANAGER desires contact, independ-
ent, circuit owned, anywhere. Twenty years' experience. All essentials. Percentage or salary. Wire, write **TOM MORROW**, General Delivery, Dania, Fla.

AT LIBERTY BANDS AND ORCHESTRAS

AFTER JUNE 1ST — WELL ORGANIZED SIX-
Piece Orchestra, with excellent recommendations, for club or hotel engagements. Phone, wire or write **ROY McDOWELL**, Cawthon Hotel, Mobile, Ala. je8

AT LIBERTY AFTER JUNE 1ST — OKLAHOMA
Cowpunchers, Hot Three-Piece Band, featuring One-Leg Dancer. Plenty of swing and hill-billy, floor show, novelties. Booking agents, get in touch. Distance no object. Sta. WHAI, Greenfield, Mass.

FOUR-PIECE ENSEMBLE — 2 MEN, 2 GIRLS,
using 2 Violins, Piano, Vibraharp, Accordion, Cello, Union. Concert and popular. Want location. Address **KESHNER'S ENSEMBLE**, 315 W. Main, Olney, Ill.

LES MACKLE AND HIS SOPHISTICATES—
A youthful band with adult appeal. Personnel, eleven including girl vocalist. Danceable arrangements, clever group vocals by band, features audience participation. References. Write **HARRISON VON DUYKE**, 5113 DuPont Bldg., Wilmington, Del. Available June 10. je8

LOS CHICOS — LATIN ORCHESTRA. GENU-
ine South American and Cuban rhythms and arrangements. **BOX C-475**, Billboard, Cincinnati. je8

RED WILLIAMS AND HIS ORCHESTRA—RE-
liable, smart Seven-Piece Southern Orchestra, available for location or road. Modern equipment, arrangements, class, entertainment. Well organized, cut or augment. Play sweet or swing. Every man sensational and versatile, having made hit at every performance. Travel anywhere. Particulars upon request. Write, wire direct, **RED WILLIAMS**, Riverview, Ala.

THE SUMMER SPECIAL ISSUE OF THE
BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Additional Ads Under This Classification
Will Be Found on the Next Page.

AVAILABLE JUNE 10TH — Southern Orchestra, union. Eight pieces (piano, drums, bass, trumpet, trombone, three saxes doubling clarinets); might be able to augment if necessary. Can furnish girl vocalist for location. Large library special arrangements and standards in sweet swing style, P.-A. system, stands, etc. **RICHARD LEON**, 1876 Tutwiler, Memphis, Tenn. je15

AVAILABLE — Five-Piece Band. Piano, Drums, Trumpet, Bass, Sax, Clarinet. Versatile. Location preferred. Experienced dance or shows. **ORCHESTRA**, 617 North St., Cape Girardeau, Mo. jyl3

AVAILABLE for Summer Engagement—Smart New York Six-Piece Orchestra. Modern arrangements, equipments, style, class, youth, singing, entertainment. All versatile. Well organized. Augment if necessary. Priced to suit. Available through direct contact, saving agency fee. Write **BOX NY-7**, Billboard, 1564 Broadway, New York City. je8

FAST Large or Small Versatile Colored Orchestra and Entertainers available. Write **EDDIE ROBERTS**, care The Amsterdam Musical Association, 107 W. 130th St., New York City. je8

KLAYTON KELLOGG and His Orchestra — Seven versatile musicians, all essentials, fully equipped. Will augment. Location or one nighters. Address Continental Club, Shawano, Wis. je8

ROYAL CHICAGOANS — Open for engagement, not less than 3 months' contract. Four-piece swing, sweet and novelty. Closing soon Joe's Buffet, Denver, Colo. Salary must be good. Hotels, night clubs, lounges, note. **ROYAL CHICAGOANS**, 916 Broadway, Apt. 4, Denver, Colo.

TRIO — Union Young Men, Lady. Ages thirty. Piano, Violin, Cello, Saxophone, Clarinet, Vocals. Concert, dance. Hotel preferred, go anywhere. State particulars. **BOX C-341**, Billboard, Cincinnati. je1

AT LIBERTY

CIRCUS AND CARNIVAL

HALF AND HALF FOR ANNEX OR SINGLE PIT — Letters only. Write **BOX 283**, Ashland, O.

PRINCE CHARLES, "SWORD SWALLOWER"; Annette, "Ring Contortionist"; Koran, Magician, Ventriloquist, Lecturer; and Josette, Comedy Rag Picture Artist. Presentable flash and costumes. State best offer. **PRINCE CHARLES**, Hubert's Museum, 228 W. 42d St., New York City.

GENE-JEANNETTE — Half Man-Half Woman. Reliable managers only. A-1 wardrobe. High class attraction. Can work side show annex. **GENE-JEANNETTE**, care Billboard, 1564 Broadway, New York.

MR. PUNCH unemployed Judy — Circus, park, carnival, London Punch and Judy. Double Clown. Ticket. **DOC CANDLER**, North Ave., Mt. Clemens, Mich.

RIDICULOUS TRIO — Three Regular Clowns, best of props. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill. je15

AT LIBERTY

COLORED PEOPLE

AT LIBERTY JUNE 15 — **JAMES BROWDER** Orchestra, a Negro combination consisting of 16 pieces, fully equipped. Will go anywhere. Address **203 BAKER ST.**, N. E., Atlanta, Ga. je15

BILL CROSBY'S SWING ARTISTS — (COLORED Unit), six pieces. Would like to be booked anywhere west of Rockies. **BILL CROSBY, MGR.**, 1434 E. Adams St., Los Angeles, Calif. je8

SINGER — Colored, young, single, very good, rich baritone voice, sweet singing style, wants connections with good, steady working orchestra, or steady working vocal quartet. Excellent lead voice for same and do trumpet imitations with mouth without use of hands. Guarantee satisfaction. **BOX C-488**, Billboard, Cincinnati.

AT LIBERTY

DRAMATIC ARTISTS

RADIO ACTOR — 27, GO ANYWHERE. **DON TEETERS**, 1680 Dorr St., Toledo, O.

AT LIBERTY — Thomas Trio. Mother, characters or as cast, some piano; Girl, 15, saxophone; Boy, 10, drums. Children double stage. Specialties. **324 N. Irvington Ave.**, Indianapolis, Ind.

AT LIBERTY

MAGICIANS

CRYSTAL GAZER, Mind Reader, Clairvoyant, Astrologer, Palmist, Card Reader, open for engagement. Write **PROFESSOR PEREE**, care The Billboard, Chicago, Ill.

AT LIBERTY

MISCELLANEOUS

A REAL LIVE MINIATURE CIRCUS SHOW will soon be coming to your town. Are you interested to be the benefitted sponsor? **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

ACCLAIMED WHEREVER WE HAVE PLAYED — The grandest Kid Show ever produced. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

AMERICA'S GRANDEST LIVE MINIATURE Circus, especially created as Kiddie Entertainment, is open for a commercial tie-up with responsible sponsors. This New Show Idea features exceptional exploitation opportunities. Presents on radio, stage, society circus ring. This is an All American Production. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

IN MAKING A LONG STORY SHORT WE SAY "Book a Kiddie Show that's really different." **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

PEPPING UP GROSSES OF MOVIE HOUSES with America's Grandest Kiddie Show. **CAPT. MACK CIRCUS**, R. D. 1, Paterson, N. J.

YOUNG WOMAN desires business connection entertainment field; theatrical, sports, etc. Experienced in newspaper writing, publicity, individual, group and team management. Car. N. Y. Pair enterprise or summer theatre preferred. All others considered. **BOX NY-6**, Billboard, 1564 Broadway, New York City.

LADY PALMIST — Old experienced all around reader. Unencumbered, no bad habits. Would co-operate with another for parties, picnics, parks and fairs. **BOX 431**, Billboard, Chicago.

SOUND TRUCK — New 1/2-Ton Panel; attractive signs; do advance. Hard, sober worker. Have worked for best shows. Want long season, good pay. **BERESOFF**, Western Union, 710 7th Ave., New York. je1

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST WANTS THEATRE LOCATION — Age 27. 35MM. experience. Graduate Motion Picture Engineering Institute, Hollywood. Consider anything. **RUSSELL SMART**, 321 S. Alvarado, Los Angeles, Calif. je1

AT LIBERTY

MUSICIANS

A-1 ALTO CLARINET — Full brilliant tone. Read anything. Double tenor. Transpose. Thoroughly experienced. Age 23. Excellent appearance. Minimum \$30. **WALTER ALLEGOOD**, 144 W. 80th St., New York. Susquehanna 7-7869.

ROY WALLACE AND HIS Novelty Musical Washboard for radio, stage or orchestra. Hillbilly Comedian, doubling Trap Drums. 2205 Bellefontaine, Indianapolis, Ind. je1

A-1 TROMBONE—EXPERIENCED IN DANCE, symphony and concert band. Sight reader, good tone, range, phrase well. College graduate in music. Available June 5. State all in first. I've been on panics before, so if you can't advance transportation, lay off. **BOB CHRISTIAN**, 222 Cordell, Stillwater, Okla. je1

A-1 TROMBONE — CIRCUS, CARNIVAL, LEAD band. No faking. Have dog act. Own transportation. **EDGAR MAYOTT**, Red Lodge, Mont.

ACCORDIONIST AND ARRANGER — AGE 26, single. Ten years' experience. Wants a good steady location, either solo or with a small swing unit, preferably at a resort. Available immediately. **JOHN MACK**, 3047 S. Drake Ave., Chicago, Ill. je8

ALTO SAX, CLARINET, BARITONE, TENOR Bass Clarinet — Young, neat, single, sober. Union. Plenty of experience, fast reader, good tone. Join now, go anywhere. State all. No panics, please. Write or wire **HARRY YOST**, 4400 Delaware St., Denver, Colo. je8

ALTO SAX, CLARINET, VIOLIN—AVAILABLE now. Fine tone, read anything. Selmer instruments. Sweet, hot fiddle. Midwest or South. Union. Reliable band only. References, photos. Don't misrepresent. **BOX C-487**, Billboard, Cincinnati, O.

BANDMASTER — MUNICIPAL AND SCHOOL band experience. Fine director and teacher. First-class musician. Cornet. Union. Available June 15. **CHAS. STROUD**, 23 Monroe Ave., Oshkosh, Wis.

DRUMMER—EXPERIENCED MOST ALL LINES. Read, reliable. Anything, travel or locate. **AL KLEINSMITH**, 1113 N. 6 St., Leavenworth, Kan. je1

EXCELLENT STRING BASS MAN AT LIBERTY June Fifth—Have been with the same band for two years, but am forced to make a change, otherwise would not do so. Want to locate with a good reliable band. State full details in first letter. **BOX C-485**, care The Billboard, Cincinnati, O.

EXPERIENCED GUITARIST DESIRES TO CONTACT leader who appreciates right chords and good rhythm. All offers answered. Address **GUITARIST**, 21-38 Forty-Fifth Ave., Long Island City, N. Y.

GIRL THIRD ALTO SAX, CLARINET — SINGS. Union, experienced. References. No panics. **BOX C-478**, Billboard, Cincinnati. je1

GUITARIST — VERY SOLID RHYTHM MAN. Age 21, single, sober, ambitious. Also Tenor Sax and some arranging. Anything considered. **PAUL VAN DYNE**, Jamestown, O. je1

GUITARIST — MODERN TAKE-OFFS AND rhythm. Name band experience. Read, fake; \$400 guitar; also finest Spanish electric guitar outfit. Reliable, clean habits, union, age 23. Consider all offers. No panics. Location preferred. Two years with "Les" Brown's Ork. **STACY McKEE**, 52 S. East Ave., Bridgeton, N. J.

HAMMOND ORGANIST—HAVE OWN ORGAN. Age 26. Have had five years' experience playing hotels, cafes, cocktail lounges and small clubs. Can work alone or with any small combination. **BOX 164**, care Billboard, 1564 Broadway, New York.

SAX, DOUBLING CLARINET AND VIOLIN — At liberty immediately. Union, in good standing. **BILL McLEAN**, 1708 Broad St., Nashville, Tenn.

TENOR SAX, CLARINET — 2D OR 4TH INSTR. Also Lead Tenor. Dixie "go" both instruments. Name band experience. **BUD LILLEY**, 75 Thomas, New Bedford, Mass.

TRUMPET — ALL ESSENTIALS. MUSICIAN, 324 Diamond St., Kendallville, Ind. je8

TWO MUSICIANS — ALTO AND TENOR doubling Clarinets. Will separate. Plenty experience with semi-name bands. Prefer location in South. **MUSICIANS**, Broadway Hotel, Odessa, Tex.

VIOLINIST — FIRST CLASS, FINE TONE, sight reader. Experienced in concert, dance, theater, symphony. Can furnish string combination or small orchestra for high-class hotel or resort. Union. Available June 15. **CHARLES STROUD**, 23 Monroe Ave., Oshkosh, Wis.

ACCORDIONIST doubling Altosaxophone, Clarinet, Cello, Bass. Wide experience symphony, radio, dance. Young, reliable. Address **MUSICIAN**, care Bader, Apt. 5B, 639 W. 207th St., New York. je8

ACE ALTO SAX-CLARINET—Read or anything; wide experience; possesses ability plus ambition. Single, congenial, willing. Only reliable offers considered. Write **JOHN KIDWELL**, Crittenden, Ky. je8

AT LIBERTY — Baritone. Experienced trouper, for carnival, circus, etc. Read both clefs. **OWEN E. BOGGS**, care Ida M. Thomas, R. R. 3, Ft. Wayne, Ind.

DRUMMER — Have \$400.00 drum set. Am union, young, neat appearing, never drink. Read and fake, am good tap dancer. Anything considered; travel or locate. State all. **DICK M. CROWN-OVER**, 2114 Santa Monica, San Antonio, Tex.

DRUMMER — Due to disappointment, am available immediately for summer or permanent connection. Union, young, fully qualified for any job. Best references. Have car. State complete details. **STANLEY HOTALING**, Warwick, N. Y.

ELECTRIC HAWAIIAN GUITARIST — Double Spanish Guitar. Good reader, plenty ride stuff. Age 26, single, nonunion. Northeastern jobs preferred. **BOB HOLDEN**, 38 Rebecca Rd., Sand Hills, Mass.

HAMMOND ORGANIST, Novochordist—Plenty on the swing side. Lotta smooth, lotta classic. To dance to or listen to. **ORGANIST**, 87 Seymour, Tonawanda, N. Y. je15

SWING GUITARIST — Solid rhythm; 11 years with top bands, trios. Have \$400 guitar. Young, union. Write **FREDDIE STIVERS**, 868 W. Sawyer Decatur, Ill. je22

TROMBONE — Trouper, sober. Available hotel, restaurant, resort. Tone, read, fake, improvise. Industrial, municipal bands, write. Atlantic Coast States preferred. **BOX C-484**, Billboard, Cincinnati, O. au10

VIOLINIST — Doubling Viola. Plays dance, concert and shows. Played best hotels, theatres. Join any combination, non-union. Young, sober, smart. **VIOLINIST**, 2 E. 15 W. 51st St., New York City. Plaza 8-1234.

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS — With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. **CLAUDE L. SHAPER**, 1041 So. Dennison St., Indianapolis, Ind. je1

BALLOON ASCENSIONS — For all occasions. Girl Parachute Jumper. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. je8

BALLOON ASCENSIONS — With one or more Parachute Drops by Girl or Gent Jumpers. Modern equipment. **HENDERSON BALLOON CO.**, Haskins, O. je15

S W A Y I N G HIGH POLE Act—Priced reasonable. Write or wire **BOX C-479**, Billboard, Cincinnati, O. jy6

BALLOON ASCENSIONS, PARACHUTE JUMPING furnished parks, fairs, celebrations. Experienced operators. **O. E. RUTH'S BALLOON CO.**, 1021 Collier, Indianapolis, Ind. je15

CIRCUS ACTS — TABLE ROCK, TRAPEZE, Revolving Ladder, Hand Balancing, Double Trapeze, Tumbling Troupe, Clown Acts, Loop Walk, Perch, etc. Can be booked as unit or separately. **ERV LANGE**, Turner Hall, Sheboygan, Wis. je8

FIRST TIME IN AMERICA — SPECIAL AT- tractive Novelty of Tiny Oriental Birds trained to deliver messages for ten cents from miniature Oriental temple. Available for all parks, fairs and department stores. Consider percentage. **JOSEPH CARISTA**, 1672 70th St., Brooklyn, N. Y. je1

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. je15

HIGH POLE THRILLER — HIGH AERIAL CON- tortion Act. Two different acts. Reasonable price and literature on request. **BOX C-476**, The Billboard, Cincinnati, O. je8

JAMES COGSWELL—CLOWN ON HIGH STILTS, a feature comedy novelty, now booking celebrations, fairs, parades. Write or wire for literature. 1433 Rose St., Lincoln, Neb. je1

TEX PIERCE & CO. — FOUR PEOPLE AND Trick Horse. Act includes use and misuse of musical instruments, singing, yodeling, Indian war dance, rope spinning, nonsense and horse sense. Full particulars write **TEX PIERCE**, Shiocton, Wis.

PURCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts—Now booking fairs and celebrations in South and Middle West. Headquarters, **BOX 85**, Chillicothe, Ia. au10

THREE FREE ACTS AT LIBERTY — SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. **CHESTER HUBER**, Wabasha, Minn. je15

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

CHARLES AUGUSTUS — Classy Trapeze Performer. Available for 4th July celebrations; other events. Featured act. Attractive apparatus. Act can be erected on your platform. For full information address **CHARLES AUGUSTUS**, care Dreier Drugs, 602 Calhoun St., Ft. Wayne, Ind.

DASHINGTON'S CIRCUS — Ten Dogs, Cats, Monkey. Two distinct acts, including Acrobatic Clown. Guaranteed the best for celebrations, fairs, July Fourth. Address 429 Sixteenth Ave., Moline, Ill. je8

DOUBLE DOG ACT — Featuring Rope Walking and 50-Ft. High Dive. Literature on request. Playing New England States only. **H. BATSON**, care Billboard, Cincinnati, O. je22

HIRAM CAILEY — Farmer on Slack Wire, comedy and straight; also juggling act for fairs, celebrations, etc. Apt. 6, 443 W. 26th St., New York, N. Y.

MANAGERS, Don't Be Misled—Geo. E. Roberts, manager of the real Snellenburg, Inc. (Philadelphia's large department store), big One-Ring Circus, repeats each season and at other real good spots. Be sure and get the best, the real and only one, Pamahasika's Society Circus. Real Star Acting Cockatoos, Macaws, Ponies, Dogs, Monkeys, Clowns, Novelty Acts. America's leading attraction feature for more than fifty years. The greatest of all real entertainment, always in the lead. You evidently want the best. Address **GEO. E. ROBERTS**, Manager Pamahasika's Attractions, Headquarters, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGamore 5536.

PAMAHASIKAS'S Dog, Pony, Monkey and those famous acting large White Cockatoos; also handsome Macaws. For information address **GEO. E. ROBERTS**, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGamore 5536.

THE LERCHES — Lady and Gent, presenting three high-class acts. Guaranteed to please, at a right price. 1801 W. Main St., Belleville, Ill. je15

THE CLAYTONS—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. Ninth St., Cincinnati, O. je1

TWO FEATURE PLATFORM ACTS — Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. **THE GRIFFITH TRIO**, 316 Main, Keokuk, Ia. jy27

WHITE FACE CLOWN With His Trained Pigeon—Can work all around. General clowning. Years of experience. Large wardrobe. **JOE BUNSTEAD**, 122 Crescent St., Brooklyn, N. Y.

AT LIBERTY

PIANO PLAYERS

PIANIST — GOOD TASTE, MODERN. EXPERIENCED in radio, show and dance business. Solid rhythm. Perform well on the Hammond organ. Have taught music on staff of Chicago Conservatory. Radio stations, attention. **PIANIST**, 2900 Dupont Ave., S., Minneapolis, Minn.

COLLEGE BOY desires connection with dance band. Swing style, read well, fake. Just finished 28 weeks on radio. Join immediately. Travel, locate. State all. **PHIL MESSEKOPF**, Box 4208, Duke University, Durham, N. C.

PIANIST — Union, single young man; thirty. High-class trained musician, soloist, accompanist. Orchestra work, concert, dance. Wide professional experience. State particulars. **BOX C-341**, Billboard, Cincinnati. je1

SOLID DANCE PIANIST wants work with outfit in Central States. Can sight read notes or guitar chords. Can jam old standards and take unique take-offs. **BOX C-483**, Billboard, Cincinnati. je15

AT LIBERTY

SINGERS

GIRL SINGER WISHES EXPERIENCE with road band. Good voice, personality, appearance. Age 20. **CAROL ELYNN**, 3916 Lyndale, S., Minneapolis, Minn. je1

BLONDE, YOUNG, STUNNING APPEARANCE, wishes position Vocalist with small orchestra operating New York metropolitan district, or near-by city. Small pay to start. Experienced in show business. One year's training as singer. **BOX 144**, care Billboard, 1564 Broadway, New York.

COMEDIAN, VOCALIST OR FIDDLER WANTS to join some reliable party after June 1. Complete satisfaction guaranteed. Address **GARLAND W. TALBOTT**, Route No. 2, Halifax, Va. je22

YOUNG MAN — Tenor. Experience in solo and chorus. Sing popular songs. Free to go anywhere after June 14. Want to sing with orchestra. **JOHN FARKAS**, 8711 Deodar St., East Chicago, Ind. je8

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY — (OLD TIMER), SINGING, Talking, Banjo, Comedian for radio, vaudeville, med or what have you. Up in acts. Change for two weeks. State what you can and will pay. Ticket if far. Party that wrote to Billboard, did not receive your letter, write again. **BURT A. LESLIE**, 224 N. Franklin St., Philadelphia, Pa. je1

LADY VENTRILOQUIST FOR MED. TENT, vodvil, merchant tie-ups or pitching proposition. Plenty material, any type. Old-time accordion. Change two weeks. Straights or characters in acts. Will join team on percent. Have pitching experience. Car, trailer. **DOLORES DU SHANE**, Three Rivers, Mich.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Fund of \$100,000 Aim of Milwaukee Fete for a Centen

MILWAUKEE, May 25. — Midsummer Festival Commission on May 21 approved plans to raise a \$100,000 sustaining fund to finance the annual festival here until 1946, when a centennial celebration will be held.

It is proposed to develop the lake-front pageant annually with a view toward a great civic undertaking when Milwaukee observes its 100th anniversary six years hence.

Mayor Carl F. Zeidler announced appointment of these additional members to the advisory committee of the festival commission: Dr. Stanley L. Pilgrim, chief sanitary officer, city health department, who will replace Health Commissioner John P. Koehler; Frank J. Derdla, Mrs. Stella La Bracke, Mrs. Anita Mazza, William H. Keller, Dr. N. J. Wegmann and Joseph H. Swerdlow.

N. O. Show Draws 65,000; To Be Repeated Next Year

NEW ORLEANS, May 25. — Third annual National Home Show here on May 13-18, under sponsorship of Real Estate Board, drew 65,000 and is to be repeated in 1941 under direction of Edward N. Williams, Federal Production Co., reported General Chairman Dominick Marsiglia. Show was called the most elaborate yet staged, with 64 displays of miniature homes and gardens and other exhibits.

Augmenting the program was a vaude show with Maximo, slack wire; Daley and Max, skaters; Lou Morgan, cyclist; Bella Sacks, dancer; Wilson Trio, comedy; Edna Alee and Co., trick shots, and pupils from a local dance school.

Tex. Festival Draws 50,000

GALVESTON, Tex., May 25. — Featuring on opening night a production, *Cavalcade of Galveston*, annual Oleander Festival drew more than 50,000 to Galveston Beach during the three-day celebration ending on May 19 with a big fireworks display. Production was under direction of John B. Rogers Producing Co., and included pageant of 18 floats depicting city history. Queen and court ruled over the festival which is sponsored by Junior Chamber of Commerce and Galveston Beach Association. Julian A. Levy was general chairman. Beard-growing contest was a feature.

A-1 TEAM — Good specialties. Man, comedy, straight, as cast. Novelty. Lady. A-1 pianist, road, hot faking. Consider anything. Prefer med show. Write wire. Need tickets. Address FRANKLIN B. WHITE, General Delivery, New Orleans, La.

ARTISTIC, Gentle and Mature Female Impersonator of good repute and fine educational background. Well trained baritone singing voice, lovely wardrobe, years of American and European experience, is remaining in America. Glad to consider all summer engagement at resort or reputable night club as emcee, promoter or serial director. Board and small salary. Address IMPERSONATOR, care B. V. Hurd, 172 W. 88th St., New York City, N. Y.

AT LIBERTY for Med. Vaude or Rep.—Magician. Change for six nights. Straight or characters in acts; good in sales. Wife does the best mind reading act in show business. Been featured with the best. Have car and trailer. Address MORRIS THURSTON, General Delivery, Exmore, Va.

LINDEN COWARD—Ventriloquist strong enough to feature any place. Black dummy sings, yodels, etc. I do good small magic, juggling act, eccentric buck dancing, monologue, sing, play uke for my own singing. Work in acts. Age 43, height 5 feet 10, weight 170. Am sober, hard working, experienced showman. Have car. I know schools in Georgia. Would like to join tent show in this or near-by State. State salary or percentage. GENERAL DELIVERY, Waynesboro, Ga.

MUSICAL TEAM for Med, Hillbilly, Vaude — Man and girl. String and novelty instruments. Girl sings: man blackface, cowboy. Wardrobe, young, clean cut team. State salary, don't misrepresent; cause of this ad. Need tickets. Address COWBOY TEAM, R. 1, Huntington, Tenn.

SHOW CLOSING — Floyd Winters at liberty. Age 30. A-1 Ventriloquist, sleigh bells, one-string fiddle, singing and talking singles, characters. Up in acts. Have trailer. No collect wires, please. Wilson, 30; Kannapolis, 31; Lumberton, 1; Goldsboro, 2; all North Carolina.

TEAM — Med, Tent or Tab. Man does comedy or straight; Wife works all acts. Both up in all hits and acts. Both sing and dance. Advise best joint salary. Have own transportation and trailer. TEAM, care 8815 Montgomery Road, Norwood, O.

Midway and Acts Planned For Ohio Masonic Festival

MANSFIELD, O., May 25. — Baku Grotto and Baku Chapter of De Molay will sponsor a six-day Midsummer Festival here on Ashland road lot. It is the first outdoor promotion for local Masonic groups in several years. Sterling (Duke) Drukenbrod is handling promotional details. His assistant is Maynard (Doc) Mast. Proceeds will be used to purchase uniforms for De Molay officers. Wade Schaaf is general chairman.

J. R. Edwards Shows have been contracted for midway and three free acts will be featured twice nightly. There will be a 10-cent gate. Automobile, commercial and industrial exhibits will be an added feature.

Attractions for N. C. Expo

KINSTON, N. C., May 25. — Lions Club here will sponsor a six-day Key City Exposition in new Carolina Warehouse under direction of A. Grey Productions, reported A. J. Grey. Pageant with cast of 300 will be furnished by John B. Rogers Producing Co., and Jimmy Cannon's Orchestra has been booked for a queen's ball. Tickets are being sold by civic organizations. Merchants have bought considerable space for display booths.

Shorts

VON BLACK, concessioner, has been named general chairman of two-day East Sparta (O.) Home-Coming. Event will mark the 125th anniversary of the founding of the village. There will be a midway and free acts.

OFFICIALS of United American Shows report shows have been booked for Garner (Ia.) Independence Day celebration under Junior Chamber of Commerce sponsorship.

ARENA Shows will furnish midway attractions for annual six-day East Palestine (O.) Volunteer Firemen's Summer Festival. Capt. Billy Sells' lions will be nightly free attraction.

MIDWAY and free acts are planned for four-day Stone Creek (O.) Centennial. Officers are J. C. Wilson, president; H. J. Geckler, vice-president; Donald Wherly, secretary; Fred Burrier, assistant secretary.

BOOSTERS' Association will sponsor a six-day festival in Steeltown, suburb of Columbus, O., featuring beauty pageant, midway and free attractions. Proceeds will be used to clothe needy children. Carmen Pedon and John Catenacci are co-chairmen.

MORE than 700 attended a Lions' Club benefit vaude show in high-school auditorium, Merrill, Wis., on May 18. Performers included Lord Lyon, acrobat; Glenn Mason, xylophonist; Don Seth, magician; Sherry DeLaine, dancer; Ray Conlin, ventriloquist, and Eileen Fae Hansen, songstress.

BUSINESS was fair at Mayfield (Pa.) Volunteer Fire Department Celebration on May 10-18 despite early rain and cold weather, reported Sammy Lillibridge, emcee of Hall-Lillibridge free acts, which played the date. There were 3 rides and 12 concessions on the midway. Five acts were presented, including Freddie Sturn's Hawaiian Ensemble.

MILLS OPENS

(Continued from page 32)

Program is likely to be put on for 10 weeks.

The Program

No. 1. Overture, band under Jack Lindsley. This combination thru war calls is below par. 2. Voltige by Pat Baker. 3. Charivari, introducing clowns — Alby Austin, Percy Huxter, Len Austin, Bob Beasy, Renato, Fernando and Smiler Foster. 4. Mroczkowschl with "skeleton"

ADRIAN JULY 4TH CELEBRATION

SOUTHERN MICHIGAN'S BEST
Opening Tuesday evening, July 2, and running through until the 4th. Held annually for many years on the beautiful shady Lenawee County Fair grounds (inside the city). Northwestern Shows control the midway. Can place legitimate Concessions of all kinds: \$1.00 a front foot; minimum, 12 feet to a concession. No racket, no fortune tellers. Everything is open, as we have been operating Rides only so far this season. Will make exceptional offer to first-class Cook House, Can place Kid Rides, also Chair-o-Plane, also attractive Shows but no Girl Shows. Good route follows Adrian, including Angola, Ind., opening Saturday, July 6th; Bryan, Ohio, Horse Show; Wayland, Mich., Street Fair, etc. Very low privilege. Address all applications to F. L. FLACK, 36 E. WOODBRIDGE ST., DETROIT, MICH. Phone: Columbia 2200.

WANT

WEEK JUNE GROTTO AND DE MOLAY CELEBRATION

10-15, INC. MANSFIELD, OHIO
Fish Pond, Hoop-La, Pitch to Win, High Striker, Bowling Alley, Legitimate Wheels, Rola Plane, Side Show, Monkey Circus, Fat Girl Show, Snake Show, Minstrel Show, 25%. Address all mail to J. R. EDWARDS SHOWS, Ashland, Ohio, this week; Shelby, Ohio, week 3rd to 8th. P.S.: James Fish wants Agent Penny Pitch and Ball Game.

WANT

Clean Shows and legitimate Concessions for homecoming on main streets of town, three big days, Aug. 22-23-24, Liberty Center, Ohio. Roy Weer Rides engaged. Write MR. A. E. SMITH, Liberty Center, Ohio.

WANT

Merry-Go-Round and two other Rides, also one good, clean Show for
3RD ANNUAL JULY 4TH I. O. O. F. PICNIC
Average Crowd 8,000.
Get in touch with SEC. of I.O.O.F., Box 257, Perry, Mo.

Want Six Rides For ELKS CRIPPLED CHILDREN'S FESTIVAL

JULY 3-4-5-6.
Write AL W. AHRENS, Lincoln, Illinois.

WANT

RIDES, SHOWS AND CONCESSIONS
AMERICAN LEGION HOMECOMING
AUGUST 7-8-9-10TH
On the Streets, Blue Mound, Illinois.
RALPH JOHNS, Secretary,
P. O. Box 122, Blue Mound, Ill.

Celebrating July Fourth WANT

Ferris Wheel, Merry-Go-Round, Kiddie Ride, Bingo and three smaller Attractions.
Address: 93, VERDALE, MINN.

AMERICAN LEGION POST ANTWERP, OHIO

Wishes to contract Rides, Shows and Concessions or Carnival Company for Street Fair for June 26-27-28-29.

WANT WANT

Hillside Horse Co. No. 2 Grand Old Home Week, Forest City, Pa., June 24th to June 30th, Independent Rides, Shows and Concessions of all kinds. X on Bingo. Having Contests, Parades. Advertisers radius fifty miles, using Radio and Papers. Add: CHAIRMAN COMMITTEE, Forest City, Pa.

Fifth Annual Carnival PAVILION COMMUNITY FIRE CO. JUNE 13, 14 AND 15, PAVILION, N. Y.

No Grift.
Bryan Woods and Mabel Mack, please get in touch with THOMAS E. FOLEY, Pavilion, N. Y.

Liberty horse numbers and six Shetland ponies. 5. Billposting entry by the Austins, Beasy and Huxter. 6. Pooches, presented by Priscilla Kayes. 7. High school, one horse ridden by Mary Dee, a second worked on lunge by John Gindl. 8. Comedy bull by Huxter, Jean Steele, Alby Austin and Smiler. This succeeds comedy zebras exploited for some years. Rather weak but may build up. 9. Koringa, female fakir, with snakes, crocodile, walking on swords, falling on broken glass and burial in sand-filled coffin. 10. Pims Navy, hot comedy trampoline act. 11. Gena Lipkowscha with six Arabs in picture Liberty horse number. 12. Two Manettis, knockabout comedy. 13. Six elephants by John Gindl. No longer babies, but as fast as ever in one of the speediest elephant acts ever seen here. Prop reducing eliminates plank-walking item, one of strongest in last routine. 14. Cumberlands, Mills own riding troupe. Numbers cut down, riders this year being three Baker boys, Claude Yelding and Sylvia Doksanky. 15. Lou Lenny's unridable mule, biggest laugh in the show, with Bert Lenny taking knocks as chief stooge. 16. Claude Yelding on trapeze. 17. Five tigers, presented by Felix, just back from Benson's animal farm. Big trick is tiger walking on globe along two beams. Act lacks punch. 18. Five lions by Nicolai. High spot is trainer feeding lion with meat from own mouth. This act has been speeded up since last season.

OLD HOME WEEK

Berlin, Pa., June 3-8

Want Custard, Pitch-Till-You-Win, Hoop-La, Archery, Striker, any new legitimate Concession, Shows and Rollo-Plane. Other big celebrations follow. No gate. Free acts, parades, etc. Write or wire

M. A. BEAM, Confluence, Pa.

WANT

For
FAWN GROVE, PA., FIRE CO. CELEBRATION,
July 3-4-5-6, and
LIONS' CLUB CELEBRATION

at Stewartstown, Pa., July 10-11-12-13.
Any Rides except Ferris Wheel on percentage. Two or three good Shows, Bingo and Stock Concessions all open. No G. Joints, Banna Weiss, Mabel Mack and Byron Woods, write. Both good spots. ROY FULLMART, Mgr., Stewartstown, Pa.

WANT

RIDES, SHOWS AND CONCESSIONS FOR
53rd Annual Reunion
JULY 31, AUGUST 1, 2, 3.
Auspsces American Legion.
P. K. PRITCHARD, Adm., Humansville, Mo.

The American Legion Jubilee and Stock Show

AUGUST 14-15-16-17—4 DAYS
On the Streets of Otterbein
With Miller's Rides
Want to book good clean Concessions and Shows of all kinds.
Our Jubilee last year was a big success and will be bigger and better this year. Get in touch with H. O. MYERS at once, Otterbein, Ind.

Iowa's Big Homecoming

KNOXVILLE, JUNE 10-15
Want Shows, Rides, Free Acts, Concessions, Decorations, Might consider large Carnival—not less than 7 Rides—7 Shows. No ex. except Corn Game. Write, write
CHAIRMAN, V. F. W. Homecoming, 1630 Main St., Knoxville, Iowa.

Everett Fire Co., Everett, Pa., Fifth Annual Carnival

WANTS SHOWS AND CONCESSIONS
JULY 13TH TO 20TH
Write E. L. NEWHOUSE

THIRTEENTH ANNUAL STREET CARNIVAL

Week July 8-13, Inclusive.
Roy Weers Rides.
Want Legitimate Concessions, Shows, Free Acts.
Firemen-Legion.
JNO. W. LLOYD, Secy., Rockford, O.

BIG BOONVILLE FAIR ASSN.

WANT RIDES, SHOWS AND CONCESSIONS or would book organized Carnival for 4th of July week celebration. Horse races, fireworks, free acts. Biggest event of the year. Address:
A. C. DERR, Secy., Boonville, Ind.

WANT CONCESSIONS BRAZIL, IND., ROTARY CLUB 4TH OF JULY CELEBRATION

Must be legitimate. No grift. No bingo. Address communications to
NICK MILLER, Chairman, Brazil, Ind.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

CONEY MERCHANDISE BIG

Photo Biz Looms As Money-Maker Of Summer Season

CHICAGO, May 25.—Photographers, both roving and studio, are finding business on the upgrade with the advent of warm weather. New developments in equipment have increased profits to be made in this field.

Roving photographers are offering specials of a photo-a-minute in black and white or sepia. This type of worker is finding profits on street corners, midways and at picnics, parks and beaches. Demand for pictures seems to have surpassed that of previous years.

Advantages of this work is that no experience is required and no films or dark room are required. Direct positives are made in daylight, and this operation, complete within a minute, may be watched. The product is not a tin type and will not fade. Investment is small.

At Coney Island several studio photographers have opened stands. Among them are Al Silverman, who has been on the Island 30 years, and Jacob Mead, formerly photographer with *The World*, who are partners in a stand on Surf avenue. They say that nearly everyone who visits Coney is anxious to have a permanent record of his trek and for this reason a sizable percentage of daily crowds are customers at the stand.

Photo frame suppliers have recently put on the market new lines and this is proving a great help in boosting business. Designs are moderately priced and come in various sizes. The studio photographer is now able to turn out a finished product—picture and frame—of the latest type with appeal that will prompt repeat orders. Photo jewelry novelties are also seen as big sellers at amusement centers.

Firms handling photo equipment include Benson Camera Co., P. D. Q. Camera Co., Freedman Dry Plate and Camera Co., Photo-Matic Co., Gross Photo Supply Co., Positive Frame Corp., Medallion Novelty Co., Inc., and Positive Frame Co.



A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Our oft-repeated claim that the sales-board can make money for any man who is willing and able to give this great little sales stimulator half a chance to produce, is confirmed time and again by reports we receive from operators. The reports come from all sections of the nation and often from men who not long ago were pretty much on their backs after being wiped clean in another field.

We know of one man, for example, who got his start about five years ago with an article he saw advertised in *The Billboard*. He tried it out on 100 cards in Denver and from that small beginning branched out to the point where he is now using more than 300,000 cards a month on various lines of merchandise. Of course, such extensive operation is the exception and not the rule. However, all operators have the same opportunity to develop, and thousands are collecting card dividends daily after making a similar start. Certainly there is no business

Pre-Season Crowds Back Up Prediction of Banner Year

Stands are streamlined as famed resort makes ready for record takes

CONEY ISLAND, N. Y., May 25.—Concessioners, souvenir and novelty workers and operators at Coney Island are expecting a banner year, a survey revealed. Basis of prediction is increased attendance because of the World's Fair, shutting down of foreign steamship passenger services and the appeal of prize merchandise displays which have been streamlined and brought up-to-the-minute.

Slum Jewelry To Click

Souve and novelty workers see a great

Demand for Leather Goods Increasing

CINCINNATI, May 25.—Leather goods, consistent money-makers for pitchmen and concessioners, are building up unprecedented demand. With summer spots opening for the season, workers who realize the pulling power of these items are stocking quantities of them.

A new line of billfolds was recently announced. They are made of genuine leather in brown or black ostrich grain. Prices vary and make the lines suitable for almost any type of use.

Also popular on carnival and park midways and with novelty and souve workers is the coin purse dispenser, which keeps change at the fingertips. The coins are kept in separate rows for ready accessibility. It has capacity of \$2.02, consisting of 15 dimes, 12 pennies and 8 nickels. Purse is 2¼ by 3½ inches.

The sport kit is seen as another big seller this summer. Leather case has pair of sun glasses, pocket comb, nail file and beveled edge mirror. Case is available in pigskin or alligator grain.

Demand for leather goods is unlimited. Other numbers claiming attention include key cases, card cases and regular coin purses.

which is easier to get into and which requires a smaller investment. A few cards and the will to work and a man is set to build.

When an operator sings the blues the chances are it isn't so much that money is tight as that his item or set-up isn't right. We've seen many a boy waste his time trying to salvage a bum deal instead of doing the smart thing by switching to something else. The man in the street may not have enough loose change in his jeans to encourage him to lay down the full retail price for an article he would like to own or give as a gift, but give him the chance to win the same article on a card—well, you know the answer. Use care in selecting an item. Then if it works out that you have still made a mistake, just forget it and work on another. In the long run such moves will always pan out to profit.

Ever since the introduction of the midget unit, radios have been one of the top producers on a card. Always (See DEALS on page 60)

season for slum jewelry, and wireworkers have already been given a good play over week-ends by pre-season crowds. Sam Billig has a complete display of these items and has enjoyed good sales for this time of the year. He also has leather goods with Coney Island imprints, view cards, canes with dolls attached, eight-ball key chains, hats and ash trays. Henry Meyers, 30 years a Coneyite, has a complete stock of novelties and souves to lure island visitors and increase takes. W. S. Bergman, Philip Danow, Mrs. Etta Holtz, David Brown and others along Surf avenue have attractive displays and are anticipating a big year in these lines. View cards seem to have taken on added appeal and larger quantities than ever are expected to be sent back home by sight-seers and pleasure seekers who visit Coney.

Merchandise awards are attractively displayed by concessioners and are serving to attract crowds to games. Andy Melillo, who operates a pop-'em-in game on Surf avenue, says plaster items are playing a big part in his games and he is offering Lone Rangers, Charlie McCarthys, Snow Whites, large Chinese cats, the Spitz, the bull and Rin-Tin-Tin. Also in demand, Melillo says, are ships, cigaret cases, pen and pencil sets, perfume and candy.

Bank on Merchandise

Ring-a-Duck has been revived along the avenue and the game is being operated by Cecille Katzwitz, William Katz and Jack Levy, who have added to the flash of their stand with a good merchandise display. Miss Katzwitz said that she finds cigaret lighters, leather wallets, Scarlett O'Hara dolls, nation dolls, fitted bags, tea sets, sets of dishes, pen and pencil sets, lamps, lemonade sets, laundry hampers, toys, balloon pants dolls and large wooden Pinocchios in demand. The public wants useful prizes, she added, and the success of the game and season depends upon the amount and type of merchandise that is thrown out.

On the Bowery, Whitey Anderson, Sidney Persly, Fred Canfield, James Maginn and others are also offering merchandise prizes in connection with their games. Canfield is offering stuffed toys, and reports growing demand for this line. Maginn, who has a donkey game, says that plaster and candy are his big items. He adds that plaster numbers are big items. In addition to adding flash to the game, more of this line can be distributed. Since these items are obtainable at low prices they can be used with most any game where the coupon system isn't used. Where it is used, awards are made for one or two coupons.

Stocks Boosted

Julius Tolces, who has souvenir and games at Feltman's, believes that the main thing in offering merchandise is to have it attractively displayed. While his stand is one of the most attractive on the Island, he is making plans to change the display from the arrangement used last year. When this is done he plans to add more new merchandise.

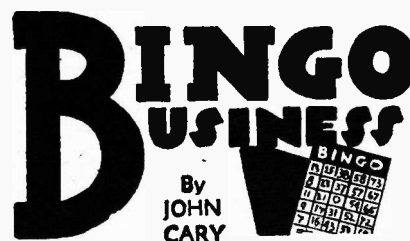
Benjamin B. Jones and Al Abrams are firm believers in the pulling power of merchandise prizes. Jones has a milk bottle game and a guess-your-weight stand and is in a position to analyze the field from both the souve man's and concessioner's angle. Abrams has ro-lo and is offering dolls, clocks, stuffed toys, ice buckets and World's Fair book-ends. Both have expressed themselves as satis-

Not To Be Sneezed At

NEW YORK, May 25.—The New York World's Fair of 1940, which has had pretty nearly everything else, now has an official handkerchief. Designed by Thomas A. Callahan, the official handkerchief is a Trylon and Perisphere when folded and a heart when opened. He is justifiably vague when asked to explain the connection. Fair's merchandising department has approved design of the handkerchief. Callahan describes it as being the ideal souvenir that everyone has been looking for, an idea not to be sneezed at.

fied with pre-season crowds and are expecting big returns this season.

Ruth Milgrim and her mother, Mrs. Mollie Milgrim, have opened a break-the-bottles game and are offering merchandise. They have a line of plaster for low scorers and dolls and other merchandise for those who have high scores.



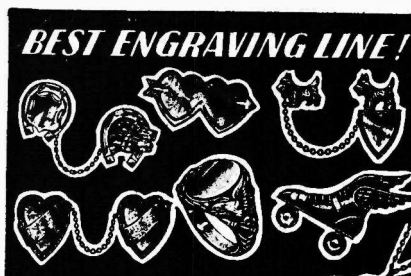
By JOHN CARY

OUR MAIL BAG tells us that more operators are making extensive plans for the outdoor season. Operators in resort towns are expecting record crowds. They feel that with good exploitation and flashy merchandise the law of averages will be more than kind to them. The ops, we must add, have the right impression. If the crowd passes their spots, they'll get them to play.

THE WEATHER has been rather cool along the Eastern seaboard the last few weeks, but this isn't keeping crowds from playing outdoor bingo. Reports are that spots at Long Branch and Asbury Park, N. J., have already started outdoor schedules. The ops are among the first to get under way and they prolong the season after the usual Labor Day closing because of the many dyed-in-the-wool patrons.

ONE OP tells us in a letter that the important thing about outdoor bingo is to make the game attractive. He states further this can be done with good merchandise, as this is the best flash obtainable. The use of heavy lapboards is recommended and found to be more serviceable and cheaper in the long run. With good lapboards that are easily handled and a good array of merchandise prizes, operators have won half the battle. Women are the ones who patronize bingo. Ops know if they line up a good display of chenille bedspreads, toasters, waffle irons, table cloths, radios, dresser sets and lamps, women can't pass them by. An attractive display has the same power over a woman as has a bargain sale. The minute she sees good merchandise and knows that she can win it for little or nothing—brother, you've got a customer.

A GOOD SOUND SYSTEM is necessary for outdoor bingo games. Many organizations that have sponsored indoor games merely add speakers to the system to take care of the outdoor situation. If a player can't hear the numbers, it isn't much need for him or her to sit in at a game. Another thing that a good sound system eliminates is the humiliation of some players who, unable to hear clearly the numbers called, come forward with their cards to claim prizes.

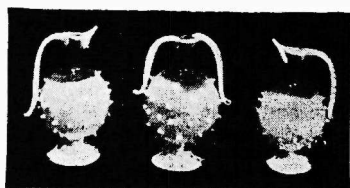


BEST ENGRAVING LINE!

New Engraving Pins with 40 year guards—styles that are clicking... timely sellers like football, basketball, roller-skating and bowling pins... also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Locket... Best Selling White-stone Ring Styles... Cameo Rings... Billboards... Com-pacts... Photo Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

**Imported Blown Glass
Miniature Urns and Vases
Hobnail Pattern**
In Assorted Colors 2 Inches High



2230 2231 2230
**No. 2230, \$1.80 per doz.
No. 2231, 1.80 per doz.**

Packed 1 Doz. Per Number in Box, Each Box Containing Full Assortment of Colors.

We Have a Large Assortment of Unique Novelties in All Kinds of Material. SEND FOR ILLUSTRATED PRICE LISTS.

LEO KAUL IMPORTING AGENCY
115-119 K South Market St., CHICAGO

NEW TYPE PIE PAN
SELLS ON SIGHT!

**QUICK SALES
BIG PROFITS
ITS FOR AGENTS!**

Patented design is a natural sales getter. Anybody can instantly see advantages.

Bakes Bottom Crust same as top.

MILLIONS OF PROSPECTS

Just show the new Wonder Pie Pan to housewives or bakers; it sells itself. You need no sales talk, no big capital. Ideal for FAIRS and CARNIVALS.

Send Only 25c for full-sized sample and wholesale prices. Satisfaction or money back.

BAKE RIGHT UTENSIL CO.

Dept. B-1, Kansas City, Mo.



Saves Fuel
Prevents Sweating of dough
Eliminates Sticking
Insures Flaky Crust
Pies are more nourishing... more digestible

SOCIAL SECURITY PLATES
\$3.00 PER 100



Cases, \$1.00 per 100. Stamping Outfit, letters, figures and gauge, \$4.00. Agents—Send for whole-sale price list. Name plates, stamping machines, etc. **FRANK BONOMO**, 65 Central Ave., Dept. BB-1, Brooklyn, N. Y.

MEDICINE—PITCHMEN

Dr. Sewell's **INNERLAC HERB** package now available for direct sales. Complies with the new Food & Drug Act. Good repeater. Prices right!—quick service.

AMERICAN LABORATORIES CO.,
P. O. Box 184, Cincinnati, Ohio



ACE BLADES AT FACTORY PRICES

Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.

ACE BLADE CO.,
Dept. 56, 68 E. Eagle St., Buffalo, N. Y.

SLUM JEWELRY \$1.00

Assorted Gross
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. KNIFE & CHAIN SETS, White & Yellow, big value. Per Set 25c. LOCKETS, popular numbers. Dozen \$3.00 & \$6.00. 25% Deposit with order, Balance C. O. D.
FELDMAN BROS.,
159 CANAL ST., NEW YORK CITY

End Your Correspondence to Advertisers by Mentioning The Billboard.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

COTTON CLARK...

worked a few spots in Fredericksburg, Va.: "Am back with it again, engraving and writing name cards, and I am one pitchman that doesn't sell Social Security plates. Regards to the boys on the up and up and name me some open towns in Pennsylvania."

YOU CAN'T HAVE LUCK if you don't have ability and will and courage and skill.

JOHNNY McLANE...

is taking the cure for tuberculosis in the State Sanitarium, Cresson, Pa., and would like to hear from friends.

JEFF FARMER...

worked a few spots en route to Biloxi, Miss., from Tennessee, but found them only fair. He will work out of Biloxi for a few weeks. Jeff is still working med and is framing a flashy front to work drug-store windows.

WEATHER CAN'T remain bad all the time, so go ahead and keep pushing.

MARSHALL GERKIN...

tells that he is tailing outdoor shows with fox tails to big results in Missouri. Says he would like to get some dope on conditions at the New York fair.

SHORTY CLARKE...

working radio plugs in Dayton, O., to good business, pipes that the streets there are closed. He would like to see a line from Tom Kennedy, Carl Herron and Bill Collins.

IF YOU'RE ALL SET for the summer's activities let's go!

GEORGE EARLE...

is selling needle threaders in Dayton, O., shops to reported good results.

WALKER AND COZY...

closed their hall show and opened the lot season May 13 at New Washington, Ind. Despite cool weather, they got off to a fair start with med sales and candy. Rabbit Foot and wife have joined for lectures and specialties. John A. Walker says the show will play two and three-week stands in Indiana this summer.

PITCHMEN SUPPLY their tips with popular items at popular prices.

FROM RAY HERBERS...

"Since leaving St. Louis several weeks ago I made Springfield, O.; Columbus, O.; Delaware, O.; Detroit; Toledo, Akron and Canton, O. Delaware enforces the Green River law. Detroit, Toledo, Akron and Canton were fair. I made a 500-mile jump here (Norwich, N. Y.) and am now working near-by towns in the daytime and grinding on Miller's Oddities on the O. J. Bach Shows at night. Pipe in, Doc H. A. Williams and Les Mann."

FRANK MERRILL...

was sighted working corn punk on a lot in Dayton, O., recently, and Eddy Lambert was seen working a chain store with rug cleaner but to slim business, according to report.

THIS YEAR will be no different from others: After the rain will come the sunshine.

PROFESSOR J. WAGNER...

was spotted by Shorty Clarke working a mental act in Dayton, O., the other day. Clarke says: "He has a voice like a radio. Boys, never work in the same store with him. His assistant is Leo Schultz."

JACK WILLIAMS...

well-known pitch exponent, and his dogs, Tom and Jerry, have been visiting friends around Cincinnati the past week.

IF YOU'RE GETTING it where you are stay there. The grass isn't any greener in the other spots you hear about.

PEARL DAVIS...

ace jewelry worker, is reported to be

cleaning up in California, chiefly around San Francisco. He ran into Carlos McCarty, tie worker, who had just arrived in California from the Middle West. Spots made en route were lousy, according to Carlos. Davis would like to see pipes from Jack Huskins, Harry Randall, Bob Styer and Charlie McGair.

HAVE YOU BEEN counting the weeks until the snow flies again?

FROM FINLAND...

comes a pipe from Lew Peters, formerly Lieutenant George Horton of the Finnish air force. He writes from Oulu: "I was just released from a hospital, where they patched up a few holes that the Russians made in my hide. I was shot down in an attack on a Russian bomber three days before peace. Due to conditions here, it looks as if I will have to stay for some time, as the Germans have stopped all travel from Norway and Sweden and there is no other way out of this country at present. Unless I can learn Finnish, it looks as if I will not pitch this spring. This country would really be a swell place to pitch if only a guy could learn the language, as the people don't know from nothing. My regards to Joe Hess, Nat Morris, Joe Lesser, Red McCool, Charley Cashier, Russ Weith and others."

FAMOUS LAST WORDS: "I know I'm going to save my winter bank roll while I'm working this summer."

WHAT'S THE MATTER...

with Stanley Naldrett? He hasn't been piping recently.

A HOSIERY WORKER...

squibs that conditions are tough in Mississippi and that many towns are closed.

RED HARRIS...

who has been in Veterans' Hospital, Waco, Tex., the last two years, says he is nearly recovered and hopes to be at his old business soon. He would like to hear from friends.

C. M. JOYCE...

Bakersfield, Calif., is spending several weeks with Bruce Conlon at his home at Thermopolis, Wyo. While there he is building up his health at McGannon Inn under the able eye of Cora Nelson. Joyce says the big summer business is now at hand and after his series of baths he will be up and at 'em.

J. J. CONLON...

comments from Worland, Wyo., that in recent weeks he has noticed only one or two pipes from paper men. He asks that more of the boys shoot in a line.

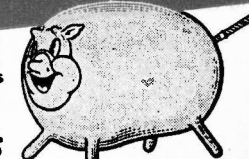
THINGS WE NEVER HEAR: "I once heard a man remark that the fellow who is gifted with diplomacy cannot be antagonistic in his dealings with his fellow men. Why can't we follow out that order of things when we're dealing with pitchmen?"—Local merchant.

DAVE ROSE...

pens a lengthy one from Enid, Okla.: "While in Ohio, Illinois and Indiana, I couldn't get much of a chance to work, since during week days I worked stock and community sales and they don't want pitchmen interfering with the sale. So I decided to head west. Have seen only two pitchmen in Oklahoma, Doc Lund and Doc Pete Thomas. I guess it's because you have to lay it on the line at these sales. Saw my old friend Sid Sidenberg at Poplar Bluff, Mo., working whistones thru a drug store. He seemed to be doing fairly well. Oklahoma is very good for any one who is an ex-service man and a resident of the State for at least six months. A soldier's reader is then available and nearly any town can be worked. Natives say they are looking forward to good crops. I am framing two headline machines. The last three sales I tried to work have been closed due to jam men. I don't think that sales with a handful of people are

**OAK-HYTEX
DYING PIG
SQUAWKER BALLOON**
The Season's Hit Novelty
Fitted with Combination
Valve and Squawker

Sold by
Leading Jobbers
**The OAK
RUBBER CO.**
RAVENNA - OHIO



NEW JEWELRY for ENGRAVERS,

Summer Resorts, Fairs, Demonstrations and Promotions!
Locket, Rings, Crosses, Engraving Items, etc.
Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.



**SOCIAL SECURITY
PLATES**

\$3.00 per 100
CASES \$1.00 per 100

Stamping outfit consisting of a complete set of dies, including alphabet and numbers and gauge—\$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.
1133 Broadway, Dept. BQ, NEW YORK CITY

ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 12 Size, in 8 H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
ORESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM

New All Pearl Package Just Completed.
\$26.00 PER GROSS The Package That Gets Real Money
Write for Price List on All Type Waltham Pens.
STARR PEN CO.,
300 W. Adams St., Dept. B, Chicago, Ill.

ROLLED GOLD PLATED WIRE
(Gold Filled)
Albott & Bonomo
227 Eddy St., PROVIDENCE, R. I.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

the proper places to make a jam pitch. It won't be long now and I'll say goodbye to pitching. Would like to read pipes from J. F. McCluskey, Jake Branholtz, Morris Davidson, Joe Morris, Frank Johnson and Whitey Alfred Johnson."

GEORGE SANDERS...

co-operates with a squib from Iowa City, Ia. He says business has been fair and that he hasn't seen any pitchmen, except his friend, Joe Morris, whom he met in Kansas City, Mo. Sanders is heading for the Northwest country. Pipe in, Fred Hudspeth, Al Wallien, Jim Osborne, John Winters and Obie Handspring, he says.

Pitchdom Five Years Ago

Buffalo Cody and Texas Tommie moved into Detroit May 18 and went to work in Paul Houck's store on Monroe street. In the store with them were Gypsy Brown and Bill Meeter. Cody and Tommie were working herbs, with the latter working whips on the side and standing for Cody at the knife board, besides knocking them cold with liniment and soap... Jim Wells, with knife sharpeners, and Bob Wilson, with intensifiers, were working in and around Cincinnati to good business... James J. (Kid) Carrigan and Frank Hale were clicking with health books in and around Dayton, O... John H. Jones found Springfield, Mo., okeh with free readers... Mrs. Ed Hayes was working astrology in one of the 10-cent stores in Indianapolis...

Cy Ullman and Harry Wherry were teamed up on sheet in Indianapolis. . . . George Bedoni and son, Salem, were putting it over on the Mighty Sheesley Midway with their auction store. . . . Boys at the French market in St. Louis were Doc Gordon Sage, Alfred Burk, Doc White and Luther Frey. . . . Leo Donnis had been working rad and X-ray in the vicinity of Kansas City, Mo., to good biz. . . . Doc Barney Mann's Lightning Medicine Co. was in its second week in Silsbee, Tex. Personnel included Johnny Evans, accordionist; Tom Rutledge, blackface and fiddle numbers; White Davis, banjo; Rosie Mann, sales; Mrs. Tom Rutledge and three children; Mrs. White Davis and Doc Mann, lectures. . . . The Windy City was a little slow. Many of the boys had scattered due to the closing of the Clark street pitch store May 18. George Hanley and Joe Miller were conducting a glass-cutting act on Monroe street; Harold Newman was going strong with coils on the Dearborn street lot. . . . Dayton, O., workers included Dr. Frank Hale and George Stewart, knife sharpeners; Pennington and Nicholson, astrology, and Thornton, blades. . . . Some real passouts were made by the boys working Cincinnati at the Procter & Gamble plant. . . . Harry Mahren and Joe Perry opened white-stone outfits in Cincinnati directly across the street from each other. . . . That's all.

TRIPOD OPININGS: "What's a more soothing balm to the nerves after a winter of hustle and bustle under the white lights in a big city than trips thru country towns? It might be well for the big-city loungers to make them."

MONEY MAKERS

RAZOR BLADES, Double Edge.	\$2.60
1,000 Blades	3.70
SHOE LACES, 27". 10	3.60
Gross	
WHITE SHOE POLISH, Individually Boxed, Gross	2.15
POCKET COMBS IN CASES.	6.00
Gross	
MEN'S HOSIERY, First Quality.	1.50
10 Dozen Pair	3.50
LADIES' SILK RAYON HOSIERY, First Quality, Dozen	2.00
PAIR	
PARING KNIVES, Stainless Steel Blade, Gross	.50
BUY AMERICAN AUTOMOBILE PLATES, Retailers 25c.	1.10
100 Plates	1.44
ELECTRIC RAZOR, 110 Volts, A.C. Current, Complete Each	8.45
4-IN-1 ELECTRIC RAZOR, MASSAGER, VIBRATOR AND APPLICATOR, Complete Each	2.75
POCKET KNIVES, 2 Blades, Carded, Dozen	8.50
COIN PURSE, equipped with four rows of spring steel dividers.	3.75
Gross	.85
ASH TRAYS, Blue or White Glass, exceptional value, Gross	6.50
FOUNTAIN PENS, Carded, An exceptional buy, Dozen	.40
MECHANICAL TOYS, big assortment, Retailers to 25c. Gross	.55
RABBIT FOOT CHARM WITH KEY CHAIN, Gross Complete	2.00
SENSATIONAL MAGNETIC TOYS, Dozen Sets	8.45
SAILOR HATS, White Duck, Gross	1.30
FLAG BOW PINS.	1.50
Gross	11.00
BALLOONS, Bright Colors, Firsts, Gross	3.45
FIZZADE, A concentrated soft drink, Close out, Thousand	.49
Envelopes	3.75
SUN GLASSES, Genuine Crooke's Lens with side shields, Gross	1.44
SUN GLASS KIT—Case, Nail File, Pocket Comb, Mirror and Crooke's Lens Sun Glasses, Dozen Complete	8.45
SOAPS, priced special to reduce quantity, Gross Cakes	8.45
SEWING THREAD, Black, White and Colors, 100 Dozen	2.00
LADIES' RATTAIL COMBS, Unusual value, Gross	1.30
FLY RIBBON, special price to reduce quantity, 100 Reels	1.50
CURIO ORNAMENTS AND WHAT-NOT NOVELTIES, Gr.	11.00
NOVELTY ANIMALS, Realistic Appearing, Gross	3.45
PLUSH ANIMALS, several styles, Good buy, Gross	1.44
Dep. or Full Payment—Free Catalogs	8.45

MILLS SALES CO.
Out Only Mailing Address
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40

Send for Descriptive Circular
H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

DEMONSTRATORS and PITCHMEN Year's Hottest Item

New 1940 Streamlined Peeler Combination. Special Summer Prices NOW.

PITCHMEN SPECIALTIES

Dept. 412, 166 East Erie St., Chicago, Ill.

Events for 2 Weeks

May 27-June 1
ALA.—Birmingham. Natl. Air Carnival, 1-2.
ARK.—Ft. Smith. Rodeo, 30-June 1.
CALIF.—Los Angeles. Southern Calif. Home Show, 25-June 5.
Jackson. Amador Co. Rodeo & Picnic, 2.
Visalia. Rodeo, 28-30.
DELA.—Newark. Dog Show, 2.
ILL.—Blue Island. Spanish War Vets Celebration, 27-June 2.
IND.—Anderson. Dog Show, 1.
Ferdinand. Centennial Celebration, 30-June 2.
Indianapolis. Auto Races, 30.
Indianapolis. Dog Show, 2.
MICH.—East Lansing. Horse Show, 30-31.
MO.—Poplar Bluff. Ozarks Jubilee, 29-June 1.
N. J.—Metuchen. Dog Show, 2.
N. Y.—Lackawanna. Celebration, 28-June 2.
Port Chester. Dog Show, 1.
Rye. Dog Show, 31.
N. C.—Wallace. Strawberry Festival, 27-31.
O.—Ashland. Firemen's Jubilee, 27-June 1.
Columbus. Mardi Gras, 30.
East Palestine. Firemen's Jubilee, 27-June 2.
Dayton. Auto Races, 2.
ORE.—Condon. Rodeo, 1-2.
PA.—Confluence. Old Home Week, 27-June 1.
Elwood City. Firemen's Jubilee, 27-June 1.
Lancaster. Horse Show, 29-30.
Northumberland. Night Fair & Carnival, 27-June 1.
Overbrook. Dog Show, 30.
Philadelphia. Devon Horse Show & Fair, 27-31.
Uniontown. Auto Races, 30.
WASH.—Dayton. Dayton Days, 1-2.

June 3-8

CALIF.—Livermore. Rodeo, 8-9.
CONN.—Westport. Dog Show, 9.
GA.—Augusta. Merchandise Expo, 3-8.
ILL.—Villa Grove. Soldiers & Sailors' Reunion, 3-9.
IND.—Ft. Wayne. Auto Races, 9.
IA.—Des Moines. Dog Show, 9.
KY.—Paducah. Strawberry Festival & Anniversary Celebration, 6-8.
MASS.—Athol. Home-Coming 26th Yankee Division, 6-8.
MISS.—Crystal Springs. Tomato Festival, 5-6.
MO.—Jericco Springs. Celebration, 6-7.
MONT.—Cut Bank. American Legion Celebration, 7-9.
N. M.—Clovis. Air Circus, Coronado Entrada & Pioneer Days, 4-7.
N. Y.—Black River. Fire Dept. Celebration, 3-8.
Katonah. Dog Show, 7-8.
N. D.—Northwood. Spring Festival, 7-8.
O.—Ashland. Jubilee Week, 3-8.
Ashland. Dog Show, 9.
Greenfield. Spring Festival, 3-8.
Shelby. Spring Festival, 3-8.
Steeltown. Columbus. Boosters' Assn. Festival, 3-8.
Van Wert. Peony Festival, 5.
Zanesville. Grotto, Merchants' Expo, 3-8.
ORE.—Portland. Rose Festival, 5-8.
Union. Live-Stock Show, 6-7.
PA.—Berlin. Old Home Week, 3-9.
Harwood. Firemen's Jubilee, 3-8.
Parker's Landing. Home-Coming, 3-8.
S. D.—Carthage. Sports Day, 5.
Revillo. Revillo Day, 6.
TENN.—Knoxville. Great Smoky Mountain Wild Flower Festival, 4-7.
TEX.—Gatesville. Rodeo & Frontier Celebration, 5-8.
Jacksonville. Tomato Festival, 3-4.
McAfee. Birthday Celebration, 7-8.
Mineral Wells. Health Festival, 6-9.
Yokum. Tom-Tom Celebration, 6-8.
W. VA.—Buckhannon. Central W. Va. Strawberry Festival, 3-8.
WYO.—Fort Washakie. Wind River Indian Stampede, 8-9.
CAN.—Dorothy, Alta. Stampede, 5.

PLAYLAND OPENS

(Continued from page 36)

works the bow night marked the first of a series of twice weekly displays, Tuesday and Thursday. Tommy Reynolds and his orchestra are in the Playland Casino for an indefinite engagement. Herbert F. O'Malley, director, has introduced a feature which received favorable comment. Every day at opening bugle call the national anthem is played from the Music Tower and fed over the park's loudspeaker system, which reaches all points in the big acreage, including Long Island Sound.

Notes

Harry Summerville reported heavy outting contracts. Fred Brietner, personnel manager, is having a little breathing spell after a couple months' strenuous activity. Tommy Coughlin, assistant foreman, is also getting a slight breather. Warren Clarke is temporarily assisting the "Voice" of Playland at Music Tower; the voice is, of course, J. Wilson Cliffe, author of the Playland column which appears in *The Billboard* regularly. Izzy (Whitey) Feuer has the magazine and novelty stand. Mrs. Fein is the new cashier at employees' cafeteria. Johnny Franklin has the batting

cages and golf ranges on north Boardwalk. Edith (Min) Bossert is again presiding at switchboard in outer office. Staff and concessioner personnel appeared in May 18 and 25 issues.

WITH THE ZOOS

(Continued from page 60)

will be given three times daily. Chimps ride ponies and the dog and turn somersaults on ponies' backs. They have been formed into a band and furnish music for dances they do. Lion-leopard and elephant training shows were also begun.

CINCINNATI.—Cacti were recently installed in some cubicles in reptile house of the Zoo here. They are being used as background for displays of Western rattlesnakes. Plants were the gift of John I. Reilly, Tucson, Ariz., brother of Zoo President James A. Reilly.

MARSHFIELD, Wis.—In the American eagles' cage in Wildwood Zoo here an eaglet has been hatched, reported Arthur Bruckert, zoo keeper. It is the first one for the zoo, altho eggs have been laid in past years.

DENVER.—Superintendent Clyde Hill reported 20 goslings have been hatched at Denver City Park Zoo, which is drawing record crowds. Average attendance on a Sunday runs between 25,000 and 35,000.

GRAND RAPIDS, Mich.—John Hayes, osteologist of the new museum here, is mounting an 80-foot whale, formerly exhibited in a specially built shed erected in the yard of an old house which was converted into the museum. And Hayes is trying to find out how the museum came into possession of the whale. Altho it is big for anyone to lose casually, nobody appears to know how it arrived at the museum. Hayes reports only two whales in museums in the Midwest, and that his is bigger than the one in Field Museum, Chicago.

PHILADELPHIA.—Originally planned for a one-day stand on May Day, the full-sized African Village at the zoo here met with such interest that it will be held intact, except for natives, thru June. Demonstrations will be repeated each Sunday afternoon.

CAMDEN, N. J.—Warren Buck opened his animal farm on near-by Marlton pike recently. New cargo of animals has arrived. Featured attraction is feeding of 150 monkeys in one cage.

FORT WORTH, Tex.—Panzee, chimp acquired by Forest Park Zoo here last year, has learned enough tricks so that she is now performing daily. Queen Tut, elephant, and other animals give performances Sunday afternoons. Two grown foxes and five young ones were added this spring.

MILWAUKEE.—Washington Park Zoo here, which has been without a giraffe since 1937, has purchased a pair of reticulated giraffes for \$5,000. They are on their way in an American steamship from Mombasa, East Africa, and will be in New York in about six weeks, said George L. Waetjen, a director of the Zoological Society.

PITTSBURGH.—Highland Park Zoo will reopen in June after undergoing a \$300,000 remodeling from PWA and WPA funds. Closed since last October, it will include new animals, new monkey house, bird corridor, reptile house and cat room.

BLACKPOOL TOWER SHOW

(Continued from page 33)

Emmy Truzzi and her Equine Revue, Tommy Kayes and his lions, Adele's Royal Assam elephants (Ada Mary Chapman's), Cairoli Brothers, Betty Hobbs' Eight Globe Girls, Four Balatons, Seven Gridneffs; Jlx, Jax and Max; Rao Brothers, Pepino's Miniature Circus, Three Van Normans, Doodles, and for the water show a naval spectacle, *The Battle of the River Plate*. George Lockhart is again equestrian director.

British circuses out tenting report fair business. Last of the two-day shows in each case starts in time to finish before blackout.

There is a possibility of a circus being staged at Covent Garden Opera House next winter. This will not be an innovation, a circus having been featured there with success the last century. Directors of the company at present seeking a lease on house include Bernard Mills and Capt. J. Russell Pickering, general manager for the Mills enterprises.

RED-HOT
SMASH
FAST
SELLERS

AT PRICES THAT CAN'T BE BEAT!

Sensational HOT SPOT Table Lighter, Each \$.80

Sun Glasses, carded, curved lens, Doz.45

Black Pocket Combs & Cases, U.S.A. 1.89

Gross

Fly Ribbon, best grade, U.S.A., Per 10070

Fly Ribbon, Imported, Per 10060

Quality Shoe Laces, U.S.A., 27", Gr.38

Flashlight Bulbs, Big Value, Per 10069

Milk of Mag. Tooth Powder, 4-oz. cans.45

Doz.45

Iodine, large U.S.P., approx. 1/2 oz. Doz. . . .24

Mercurochrome, large, Approx. 1/2 oz.33

Doz.33

Rush Your Order Today

25% Deposit On All C. O. D. Orders.

FREE Big 96 Page Wholesale Catalog

4,000 Fast-Selling Items!

ROSS PRODUCTS 69 West 23rd Street, NEW YORK CITY

Circus Historical Society

NORTH PLATTE, Neb., May 25.—Robert Green, Pontiac, Mich., CHS, is a former circus musician and an ardent Merle Evans fan.

Walter Tyson, CHS vice-president, has nearly 5,000 circus photos in his collection. Tyson is one of the most active circus fans in Canada.

The Washington County News (Kansas) carried an interesting story on the collection of Bill Green in its issue of April 26.

The second issue of *Spec* will be off the press in a few days. A copy of the magazine and a large-size historical photo will be sent to all who request same and inclose a 3-cent stamp to cover postage.

Art Stensvad, publicity agent for CHS, received a fine photo of the old Campbell Bros' Consolidated Shows at Convention Hall in Kansas City from Ed Campbell, one-time owner of the show. Ed now resides in Fairbury, Neb., the old home of the once famous show.

Eddie Jackson, CHS of Macon, Ga., is traveling with the Silas Green show.

Recently an article in *The Kearney* (Neb.) *Hub* complained on lack of circus. The complaint is general in Western Nebraska.

Officers of the CHS are Don Smith, president; Walter W. Tyson, vice-president; Walter J. Pletchman, secretary-treasurer; Art Stensvad, director of publicity. Smith is also publisher and editor of *Spec*. Advisory board includes Mrs. Betty Leonard and Bill Kasiska.

For information regarding Circus Historical Society write Walter J. Pletchman, 7337 Third avenue, Detroit. Forward all items for this column to Art Stensvad, Department of Publicity, Box 634, North Platte, Neb.

More About Parade Wagons

Editors of *The Billboard*:

The well-written article by Robert D. Good on the history of elaborate circus tableau and band wagons was read with interest. With the John Robinson 10 Big Shows in 1911 were some more of those big, elaborate hand-carved and mirrored dens and cages. They had been built for that show and in use since the 1890s. Seventeen cages were in the menagerie and as large and costly as any show owned. Paintings by a fine artist appeared on some cages. One, I recall, on a massive carved tiger den with golden domes, showing the old homestead and rural scenes of the Robinson family at Terrace Park, O. All cages went in the parade, drawn by four to six teams of the finest baggage stock, with brass-studded harness and trappings. Also there were three elaborate band wagons, the one leading the parade known as the Golden Peacock.

Another out-of-the-ordinary parade feature I saw here (Jeffersonville, Ind.) in 1901 with the Harris Nickel Plate Show was a band wagon with beautiful carvings and mirrors. Band rode atop, under a canopy effect built over the rear portion. Inside were two fine specimens of lions with their trainer in plenty of gold and red. Six or eight camels, decked out in Oriental robes and trappings, drew the attractive parade feature, which no doubt aroused countless numbers to want to see that good old 10-car show, which operated for over 20 years thru the Middle West and South under W. H. Harris, whose name will always live as one of America's representative circus owners.

Jeffersonville, Ind. C. E. DUBLE.

Romance of Show Business Clings to Fairbury, Neb.

By LEVI H. BOYD

FOR almost a half century showmen, from owners and performers to stockmen, have claimed Fairbury, Neb., as their home town. The original Campbell Bros. Circus wintered at Fairbury during its career. The Lind brothers for many years made their winter quarters at the home of their parents, where they kept in practice and started their small pony and dog show. When the season closes we find Lyle Chappell back in his own home for the winter. Several people who are now active in show business call Fairbury their home town.

About 50 years ago four brothers, Al, Ed, Virg and Charles Campbell, with Fred Hatfield, their nephew, and Lee Greer, formed a partnership and started a small medicine show. As they trusted one another, no papers were drawn up. These young men were acrobats. They had lived as kids among show people in Illinois and had been taught to do feats by outstanding showmen. From the time they were kids they had thought and talked about having their own show. After they went west they gave a few performances to make a little money on the side, and in 1890 started upon a show career.

Little Backing

Their opening show was held at Jansen, Neb., but it was not a gala affair, for the company at that time did not possess a great amount of property or financial backing. They had no tent at first—just side walls in which they held their performances if it did not rain or storm. On the day the little show left Fairbury Ed had \$1 and this was used to pay the drayman to haul the show to Jansen. At Jansen they rented planks to build the stage and seats. When Ed called upon the village officials he found that the license would cost \$1 each night that they performed. Not having the money and it being kind of cloudy, Ed suggested that it looked like rain and that they might not be able to give their show. "Well," replied the village official and saving Ed from embarrassment, "we can send the constable around tonight and he can collect the dollar if it does not rain." What a break for the Campbell Bros.' first show!

That night at the grand opening the bandmen gathered in front of the show place, and how they did beat that drum and blow those instruments! Slowly the people gathered around the little band. When there were about 20 people in the crowd Ed Campbell saw the constable approaching. Turning to the musicians, he said, "Get inside and blow them horns as loud as you can. I will have to sell enough tickets to pay that constable." The band hurried inside and played as Ed sold tickets. By the time the constable walked up to Ed he had sold enough tickets to pay the dollar and he handed it over as if he had lots of them. That was one night this little group never forgot.

Sioux Medicine

Acrobatic and tumbling acts, farces, skits and songs made up the entertainment of this little medicine show. During the performance the "doctor" would sell bottled medicine known as Sioux Indian medicine, a cure for almost anything, and to help sell it the "doctor" told how it was made by the Indians that lived on the western plains. The show remained at Jansen for a week and netted close to \$200. Their second stop was Harbline. They made every little town along the way, staying one week in each.

The six men who started this medicine show in later years operated Campbell Bros. Circus. For three years the little med show worked the country, progressing and growing with every performance. The boys had not been on the road long before they purchased a tent that enabled them to show rain or shine. Their next purchase that meant so much to them was a team and wagon that carted them over their season's route. These purchases helped them to cut down expenses. They now slept in the tent instead of hotels or rooming houses. At each stop they purchased two bales of hay on which they slept on blankets. The show business was a struggle, but these young men loved it.

Wagon Show

In 1898 they started their first wagon show. It consisted only of acrobats,

trapeze performers and clowns. After touring a while, they purchased their first animal, a pet bear known as Old Charley. The bear was such a swell drawing card that they soon purchased more animals—three elephants (Venus, Topsy and Hamburg) and two camels (Sam and Egypt). More and better performers were added as the show progressed. For five years the show traveled by wagon. It began with about four wagons and grew to 25. Some carried a few animals, while the canvas and other show property were loaded into others. Then there were wagons for the performers to travel in. The elephants, camels, horses, ponies and other animals were walked. During the five years of the wagon show, it played only the county seats and larger cities.

About 1898 Campbell Bros. Circus took to rail, and it grew to be next to the largest circus in its day, requiring 32 cars. At the height of the brothers' career, the show had 13 elephants, about 125 horses and many wild animals. The performers were the best that could be found. The show had many losses during its existence. Losing an animal was not so bad—the loss of an elephant was from \$2,000 to \$5,000—but the \$10,000 canvas loss by fire at El Paso, Tex., was felt. Then there was the wreck at Rochester, Minn., in which the brothers suffered a loss of \$45,000. The circus was closed and sold in 1912. Two of the

original six brothers are still living, but neither is in show business. Virg lives on his farm west of Fairbury and Ed and his sister, Mrs. Hatfield, make their home together in Fairbury. Mrs. Hatfield took care of the birds with the circus. The last of the birds to die was a parrot about three years ago. Fred Hatfield, who had a dog and pony show, died last year.

Charlie Campbell Gets Collection

Ed gave Charlie Campbell, CFA and collector, of Sylva, N. C., all of his photos, route cards and other items which he collected during his show days. Weekly route cards go back to season of 1899 and include the final season of 1912.

REVIEWS OF RECORDS

(continued from page 12)

high degree of musical flexibility of his rock in rhythm band, his Columbia coupling offering *Easy Does It* in the subdued and restrained swing style while *Louisiana* lets out on all cylinders in the typical rousing and driving Basie style. On Decca, Basie, backed by only the rhythm section, evidences more of his subtle solo piano swing style for *Dupree Blues* and *Red Wagon*.

FATS WALLER rambles the ivories for a Bluebird twosome, keeping himself in check for *Little Curly Hair in a High Chair*, less restrained for his own *Old Grand Dad*. LENNIE HAYTON surprises with two instrumentals which might be associated with the swing crews instead of the supper club style the pianist-leader expounds, *AC-DC Current* and an original *Times Square Scuttle*, for Vocalion.

The more sophisticated style of piano playing as pounded out in the smart cocktail lounges is show-cased in an attractive album by Decca, CARMEN

CAVALLARO, a former Rudy Vallee Steinway artist, backed by rhythm instruments as he scintillates in melodic style for *Alone Together*, *Night and Day*; *You're Mine*, *You, Body and Soul*; *Lover, Dancing in the Dark*; *If I Had You*, *Smoke Gets in Your Eyes*; *The Very Thought of You*, *Cocktails for Two*.

Boogie-Woogie

A DEEPENING wave of enthusiasm manifesting itself for the boogie-woogie brand of pianology, attention is called to Vocalion's race listing where they have hidden JIMMIE YANCEY, the grandpappy of boogie-woogie piano style. With Faber Smith singing the blues, Yancey recreates his *I Received a Letter* and *East St. Louis Blues*. And soloing, his exciting style is stamped in his *Bear Trap Blues* and *Old Quaker Blues*.

Employing his piano talents to the full, EARL HINES gives Bluebird a classic in *Boogie-Woogie on St. Louis Blues*, which is just that, adding more excitement in a standard style for an original *Number 19*. And on Varsity, FRANKIE TRUMBAUER features the fashionable boogie-woogie playing of RENE FAURE for two representative classics, *Honky-Tonk Train Blues* and *Little Rock Getaway*.

SYLVIA MARLOWE, harpsichord specialist at New York's Rainbow Room, arrests the attention for General releases. The archaic instrument, sounding like a piano with tin foil effects, is show-cased in the boogie-woogie style with Yancey Special, *Honky-Tonk Train*, *Pine Top's Boogie Woogie* and *Boogie-Woogie Rhapsody*, the other sides the more modern *In an 18th Century Drawing Room* and *Bach Goes to Town*. These, and the others, too, are fine for the collectors of musical Americana.

Let's Dance

LANG THOMPSON, on Varsity, offers a high degree of danceability in the smooth melodic pattern for *Together* and *Someone Thinks of Someone*, both waltzes; *Absence Makes the Heart Grow Fonder* and *My Wonderful One*, *Let's Dance*; *I Can't Love You Anymore* and *I Still Have My Dreams*; Harry Von Tilzer's *All Alone* from an earlier decade and an original ballad with a tantalizing melody, *Moon Mist*.

In the sweet tradition, RAY HERBECK on Vocalion lends his romancy rhythms for *So Far*, *So Good*, *You Little Heartbreaker*, *You*; *Angel in Disguise* and a novelty.

And on Decca, GLEN GRAY makes it a dancing holiday, equally proficient for the sweet and sugary sides: *Charming Little Faker*, *Polka Dots and Moonbeams*; *Sierra Sue* featuring the brass choir with Benny Goodman's impressionistic swing piece, *Soft Winds*; a dyed-in-wool swinger spread over both sides, *No Name Jive*; *The Fable of the Rose* and a rhythmic design for the *Save Your Sorrow* oldie; and the ballad beauts, *Castle of Dreams* with *You've Got Me Out on a Limb*.

LABOR STAGE

(Continued from page 4)

stage and electrical workers. The first case involves salaries of performers whom the management paid as extras, but who complained to Actors' Equity that they had been performing as principals.

The more recent charge was filed by workers in the Broadway production. A referee of the State Division of Placement and Unemployment ruled that Labor Stage, Inc., in its profit-making enterprise of *Pins and Needles*, was not entitled to the exemption of an educational project, and that the corporation would have to pay up about \$5,000 on a \$500,000 payroll. (Unemployment insurance tax law is retroactive in scope.) The management is appealing the case, contends Louis Schaffer, manager, primarily to establish a precedent in the interpretation of the law as it effects "educational" enterprises. Decision is expected within two weeks.

If the referee's ruling is upheld, and that is probable, since *Pins and Needles* has been ruled an equal competitor in the commercial field by other agencies, the corporation would still have recourse to the Court of Appeals.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Circus Day

By DR. L. C. HOLLAND

A fitful night, a listening ear, waiting for the dawn.
A distant whistle, squealing brakes, a circus day is born.
Rosy tints, another morn, swell time ahead.
With a smile, mind awirl, leaping out of bed.

Camera loaded, eats tabooed, hiking for the tracks.
Horses restless in the cars, peering thru the cracks.
Voices shouting, lanterns swinging, car being shunted.
Razorbacks turning out, paraphernalia hunted.

Peaceful sleepers, on siding, convenient to lot.
Double-length flats, gay wagons, eyes soon spot.
Closely parked, canvas covered, glory protected.
Searching eyes seeking one that is neglected.

Wonderful picture, a cage line-up at the break of day
On the flats, waiting command to be on their way.
Down the ways wagons roll by two tugging horses,
Hitches then pick them up, directed by the bosses.

The red, gold and purple rays of the rising sun,
Vying with the blazing wagons one by one.
As the canvas coverings were silently rolled away,
They matched the brilliant colors ray by ray.

Splashing the fantastic carvings standing in bold relief.
Burnishing the corner statues dressed in pure gold leaf.
Then accepting defeat, as in a losing game.
Withdrew behind a cloud to look elsewhere for fame.

Bulls unloaded, down they come every step a testing.
Each in turn grabs a tail, to the lot, and resting.
Films a-rolling, shooting scenes, pictures for remembrance.
Change a roll, ad lose a scene, be sorry for your hesitance.

Stakes go down, canvas laced, behold the big top dome.
Wagon lines, small tents, the circus family home.
Flag goes up, chow is served, cookhouse invites.
Hangers-on all about taking in the sights.

Band a-playing, front door open, one hour to go
Ballyhoo started, venders yelling, waiting for the show.
In the alley, old clown alley, action all around,
Grease paint smelting, transformation, then is born a clown.

May I present the alley men, every one a star—
Felix Adler, Tad Tosky, Jerome and Polidor,
Griebling, Anderson, Landolf and Horompo,
Anthony, Bedow, Jacobs, Prince and Saluto.

Joseph, Bell, Wenzell, Kelly and Denaro,
Valdo, Jung, Taylor, Chesty and H. Marco.
Lewis, Bangs, Flemm, Tripp and Cherter Barnett.
Foley, LeClair, Kellems—all finest you ever met.

Ever ready to fill in and never at a loss
To do their very best to put the program across.
Jules Turnour, Danny Ryan, Moore and Tom Hart
Heard the muffled bugle call that sadly meant depart.

Out on front ushers yelling, "Please show your check,"
Bugle sounding, ready all, now the opening spec.
Glittering, gleaming, spectacular; am I hypnotized?
One deep breath, back in your seat, ambition realized.

Here they come, Arabian Knights, pages from your dreams.
A cornucopia full of joy, a gift from heaven it seems.
Under the stars the caravans like magic drift away,
Leaving behind memories and promise of another ray.

Out in the Open



Leonard Traube

The Whirl of Today

(Some War Stuff)

THE nation has been seeing a lot of headlines lately on Lester P. Barlow, internationally famed explosive promoter who has been trying to interest the U. S. Government in liquid oxygen. We first met him about nine years ago thru his brother, Dick Wayne Barlow, who was then managing wrestlers. Wonder what Dick, formerly of big tops, is doing now. Another brother act on a war theme leaps to mind in the case of General Giraud, of the French Army, who was reported captured by the Germans. General Giraud has a brother who heads a radio program in Philadelphia; or did, at any rate, when he piloted a booker up there two years ago to appear on Giraud's 15-minute narrative stint. The guest-starring booker was none other than George Hamid. It's a small world, to coin a phrase.

THIS paragraph from *The Montreal Standard* is worth retelling: "The baseball game was at its height and so was the international situation. Montreal was meeting Jersey City in the official opener of the local season. Chamberlain was addressing the House of Commons on the Norwegian campaign. There were many of the 9,000 fans at the game who awaited some word of what was happening in London. Altho no newspaper editions had yet appeared at the stadium, reports spread that dramatic news had been announced overseas. The tension was high, until during a lull in the game the amplifying system blared: 'We interrupt for a moment to bring you some important news.' The stands were hushed. Baseball faded into the background as the thousands listened. The announcer resumed: 'This is of interest to all. Do not fail to miss the opening of Belmont Amusement Park.'"

FLO AND DOT CARLSON, the boxing fat girls, find themselves back in the money again. "It looks like the smaller shows are the thing for independent showmen," writes Flo. "Over here we don't have to hold out for a high price for our attraction to uphold the shows' prestige. We are playing to the 'hol polloi' to good results. When we see the old folding money on the table when we count up our night's receipts, it's a grand and glorious feeling." They're with Bantley's All-American Shows.

Writing about the late Henry B. Gentry in *The Springfield (Mass.) Republican*, Milton Danziger, of the Eastern States Exposition there, had the following interesting things to say in his dog column: "The Gentry brothers are of particular interest to dogists because they were largely responsible for creating the misconception, which exists in the minds of many today, that mongrels or mutts make better performing dogs. It is not generally known that when an animal trainer starts training dogs for an animal act he has to have a large number to work with to find out their adaptability. The old-time trainer found purebreds too expensive, so he confined his efforts to dogs which he could secure from the public pounds or could buy for a few dollars. The present-day public demands purebreds and the trainers know it would be declassé to have a performing group of mongrels. Some of the better known purebred acts of today are Christiansen's Great Danes, Pallenberg's and Willie Necker's Doberman Pinschers and the Gaudschmidt Poodles."

THE last time Burns O'Sullivan was heard from he was putting out a new show, Royal Circus, with New Rochelle, N. Y., the opening stand. . . . That was L. B. Greenhaw, of Cole Bros.' Circus, around town. . . . That big cigar belongs to Art Lewis, of Art Lewis Shows. A nice nickel to anyone who finds him without a stogie. Reminds us of a crack: What a five-cent cigar needs (in certain parts of Europe, not mentioning names, you understand) is a good country. . . . A flock of circusers will turn out for the May 29 bachelor dinner which will be

given John F. Reddy Jr., Ringling-Barnum attorney, who will marry Eileen Dunn, daughter of Ringling vice-president and director Bill Dunn, on June 1. . . . Esma Wilson, the aerialist, dropped in. So did Josie DeMott Robinson, the former topnotch equestrienne, who, at an age which even she with her well-known candor hesitates to mention, is training models in the art of poise and walking. . . . A note from London correspondent Edward Graves dated May 5 says that Maurice Colleano was unable to appear at the Palladium's gala performance to help the variety artists' benevolent fund owing to a snapped tendon in left foot while throwing a pirouette somersault. Not expected to work for about three months.

Hartmann's Broadcast

A GOOD "They'll-Do-It-Every-Time" cartoon would be a local newspaper pouncing on a carnival company after it has left town for having tolerated on its midway gaming devices alleged to be objectionable or in violation of laws.

Not infrequently does such a thing happen. The latest instance brought to our attention is an editorial that appeared in *The Bloomington (Ind.) Telephone* on the front page, issue of May 21. The heading, of a news-story type, reads, "Gambling Has Open Week in Bloomington—Visiting Grifters Leave Here Sunday Much the Richer," with the words, "An Editorial," immediately underneath it in parentheses.

"Last week Bloomington suffered the visit of another carnival company," the editorial says, in part, "and as usual it turned out to be nothing less than a week in which professional gamblers had an 'open season' with hundreds of citizens and students as their victims. . . . One I. U. student lost \$45 at a gambling game on the carnival grounds and another student lost \$35. These boys told local friends about their experiences with the so-called gambling games and they were instructed to demand that their money be returned. The manager of the carnival refunded the cash to both these boys but no doubt there were hundreds of men and women who dropped from \$5 to \$25 at the 'games of chance' and this money was taken out of town Sunday when the carnival left."

"Saturday it was learned that the carnival management was considering the stay of another week in Bloomington as the pickings had been excellent. But notice was served on the management that if the outfit stayed over another week every gambler connected with the outfit would be in jail before the week was out."

The editorial admits that carnivals with alleged "professional gamblers" were not new to Bloomington, yet doesn't attack anybody but the carnival. What about the law-enforcement officers? If such things objected to by the editorial were operated without law interference, why should the carnival be made the target of attack? The editorial might have reflected upon the local law-enforcement officers, but it was unfair to attack the carnival and not the ones really responsible for the operation of the alleged objectionable games. We are strongly opposed to juveniles being permitted to play games on midways, but why did the boys who were supposed to have lost so much money complain to their local friends instead of making a report to the law-enforcement officers?

And how come it was not until Saturday that "notice was served on the management that if the outfit stayed over another week every gambler connected with the outfit would be in jail before the week was out?" Did it take a whole week to learn that these so-called objectionable games were being operated?

We are not in sympathy with carnivals that tolerate devices considered objectionable by local authorities, or which are unlawful, but if they are permitted to operate without interference by the local authorities, then newspapers have their guns aimed in the wrong direction when they editorially attack such shows.

HAL E. STRATTON verifies the statement made in this pillar recently by O. J. Butcher that Buffalo Bill had two portable light plants in 1899, and that on one was painted the name of Buffalo Bill and on the other the name of Nate Salisbury.

"I have the official route book of the

Buffalo Bill show for 1896," Stratton writes, "and in it appears a picture of the two plants with the names of the men in charge of that department. M. B. Bailey was superintendent, C. C. Crowell chief engineer and P. W. Herman chief electrician. Eight other names of those in the department were listed as firemen, searchlight men and helpers. I saw the show that season in Benton Harbor, Mich., and the two units were used in the parade. As Mr. Butcher states, the names of Buffalo Bill and Nate Salisbury were painted on them."

Notes From the Crossroads

By NAT GREEN

FROM Hopkinsville, Ky., Paul Stadelman, ventriloquist, writes: "Your remarks in a recent issue in regard to puppet shows on a midway were very interesting to me, and I believe a show of that type would click, as the family trade would welcome some entertainment suitable for the entire family. Ventriloquist acts on carnivals are seldom appreciated, for several reasons. One is the people saw the 'Great So-and-So' driving stakes for the banner line in the morning and that night he is introduced as 'Bergen's Only Rival' and then proceeds to demonstrate with a dilapidated dummy and an even more dilapidated line of patter that Bergen has nothing to worry about. I have had the idea for some time that one of the better class vent acts, nicely dressed, on a well-lighted platform at the end of the midway, with a good sound system, modern patter and a change of program each night would go over as a free act, but where would you find a carnival owner who would gamble on something like that?"

We can't agree with our correspondent that a vent act would click as a free act on a carnival. There are many reasons why such an act would be unsuitable, which any carnival operator will recognize. The average carnival owner is willing to gamble on any attraction that gives promise of increasing his revenue. And while he may overlook some good bets he usually has a pretty good idea of what is suitable and what is not. A good vent act in a side show, yes; but not as a free act.

Noel Van Tilburg, Minneapolis oil man and circus fan, is enthusiastic over the coming Aquatennial in his city, designed to advertise the city and attract more tourist trade. "There will be attractions of all types," he writes, "and I have a contract to present a contest rodeo, operating under RAA regulations. We are featuring Gene Autry. I have also arranged to bring in three bands of plains Indians composed of Sioux, Gros Ventures and Arakaras. This is a big proposition because it will be necessary to build an arena on the circus lot which will hold approximately 10,000 seats and will be surrounded by canvas sidewalls. Minneapolis has never had a contest rodeo and we hope, if successful, to make this an annual affair."

Van Tilburg, by the way, has just completed a contract with Zurah Temple of Shriners to furnish them their circuses in 1941, '42, '43 and '44, and he has arranged for Mrs. Edna Curtis to act in her usual capacity for these four years.

In spite of a tough weather break, Royal American Shows had a satisfactory week in Cicero. On nights when the weather was passably fair there were big crowds on the midway and the shows got an excellent play. In the past the larger shows have avoided the territory immediately adjacent to Chicago, but chances are Cicero or some near-by spot will be on the annual route from now on. . . . Wonder what those Cole Bros.-Clyde Beatty cars in the Nickel Plate yards south of Chicago are being overhauled for! . . . Hazel Cotter, aerialist, soon will join her husband, Whitey Harris, in New York. Harris is with the Jimmie Lynch unit in the Goodrich exhibit at the New York World's Fair. . . . Sam Gluskin, of the Goodman Wonder Shows, a visitor on the RAS lot. . . . Arthur Hopper is too far away from New York City this week to attend the farewell bachelor dinner to be tendered John F. Reddy Jr., of the Ringling show, Wednesday. Probably just as well, for the dinner is being given by the Society for the Commemoration of Those Who Once Were Bachelors, and Art doesn't want to do anything that might jeopardize his bachelor standing. . . . Mrs. Charles

Ringling returned from Sarasota to her Evanston home a few days ago, bringing with her Robert Ringling's children. . . . Here's one for the book: Raymond Massey is playing the Davidson Theater, Milwaukee, for two days this week in *Abe Lincoln in Illinois*. Single sheet programs are being used. On the front is program of the show and at bottom a notation, "Turn Over." On the reverse is an ad of the Royal American Shows. We suspect Sam Stratton had something to do with putting it over.

SUGAR'S DOMINO

(Continued from page 4)

make footballs out of any enterprise that is not strictly on the level. So whatever has remained of burlesque is confined to the back alleys in the shoddy part of town and unless something is done about it there will it remain until Gabriel blows his horn.

There ought to be more men in burlesque of the stamp of the doughty little feller who runs a Broadway girlie show. Like the others he sold himself down the river to the boys who put up the dough to keep the theaters going as long as they have their way with the vending of what is laughingly referred to as merchandise. But it is quite apparent that this burly operator felt that his soul was intact and one evening not long ago he got so fed up with the spilling of the aisle salesman that he tore the mike from the filthy-mouthed bellwether and kicked him out of the theater. If we saw things like that happen a few more times we would have more hope for the future of burlesque.

Quite a contrast to the burlesque manager with a conscience is one we know who combines, like a few other of his colleagues, the operating of shows and theaters with the running of hotels. This bird manages in a not very subtle way to coerce performers working for him to stop at hotels in which he has a financial interest. This is pretty bad but not unusual in the back alley of show business. But our friend goes further. He is not content to confine his high-pressure salesmanship to performers to whom it makes little difference where they stop for a week or two, but he forces chorus girls who earn hardly enough to keep body and soul together to stop at a hotel while they are playing a town in which they have their homes. When things like that happen whether or not one is sympathetic towards labor unions he yearns for an actors' organization strong enough to kick such a guy down the sewer.

Another esteemed exemplar of burlesque showmanship of the 1940 school uses the whip on performers to make them attend parties that are given to dummies but which represent a flow of dough into the cash till of a beer joint run by him. And there is the gent who makes it impossible for a decent girl to work for him because every girl who does must confer favors on the "angels" who fly all around his house and even creep out of the cracks in the walls. But there is no purpose served in yelling about this cute feller because he conforms more to type than the heroes of the other short stories in this week's anthology.

Burlesque performers are helpless and that is why we do not blame them one iota for conditions in burlesque today. But they are helpless only as individuals but not as a class. Without people on the stage there can be no burlesque or even the abortion that uses its name in vain. If somebody with courage, honesty and the backing of responsible elements in the show business were to apply himself to this field he could clean it up in a short time. He would not put it out of business, as claim burlesque operators who regard dirt and racketeering as indispensable to the perpetuation of the business. He would actually put a lost art back on its feet. He would provide a decent livelihood among tolerable surroundings for real performers. He would create opportunities for managers who are sincerely interested in running clean shows and he would help all allied fields of show business by opening up channels of supply for radio, films and cafes searching eagerly for new talent that now has so few places to germinate. There's a job waiting for somebody. Not a soft job. Not a very lucrative one at the outset. But a corker for a young man looking for a future: who doesn't care about hours; loves a good fight; possesses inherent decency but is shrewd and practical enough to fight at their own game the men who have made burlesque what it is today. Who is going to apply?

I Don't Like A Blue Big Top

By SAMUEL J. BANKS

NEW YORK, May 25.—I caught the Ringling-Barnum circus in Philadelphia and visited with Fred and Ella Bradna, George W. Smith, Merle Evans, Chief John Brice, Fred DeWolfe, Ed and Jennie Rooney, Roland Butler, Frank (Admiral) Braden among other old timers. Had not seen the Big Show, under canvas, in five years and it was interesting to note the numerous changes as to size, equipment, etc.

Two poles have been eliminated from the big top, which is dark blue and sidewalls a roseate color; consequently, the show is presented in three rings, there being no stages.

Personally, I don't like the dark blue and roseate big top. It isn't circusy, and if the management's idea in "coloring" it was to make it more artistic, that purpose has been defeated, for it is gloomy despite the spotlights and the other lighting effects. How much brighter and more cheerful the top would be if it were the regulation white, with poles painted white with red trimmings, or with light-blue poles. Such a top would make a grouchy person feel like an optimist, even on a cloudy day, and on a day of uninterrupted sunlight—well, the grouchy individual would be transformed into a radiant soul. A circus, if anything, is a down-to-earth kind of show. It cannot be clothed in the habiliments of grand opera and still be circusy.

Auto trucks and tractors have crowded out draft horses with the Big Show. This is as it should be, in this mechanized age, and makes for economy and speed. And yet one can't dress a truck and make it look like a horse. In this cock-eyed, jassmaniacal age in which mortals are existing, mechanized "streamlining" may expedite the handling and moving of a great circus, but oh, how it robs it of its poetry! And speaking of the handling and moving of a giant circus, the Ringling Bros. and James A. Bailey's Barnum & Bailey circuses seldom lost a stand in the days before the auto, truck and tractor supplanted the horse.

Of course, I missed James A. Whalen, who for so many years was superintendent of canvas with the Ringling Bros. But Jimmy is 80 now and he takes things leisurely in Wisconsin in the summer and in Florida in the winter.

I met my former colleague, John C. Kelley, retired circus adjuster, in Philadelphia. He was calling on his friend Chief Brice. Kelley and I were together on the Sig Sautelle, Frank A. Robbins and Kit Carson shows. Kelley is living at Hotel King. I also met Freddie Benham, founder of the Circus Saints and Sinners' Club, and some of his friends, with whom I motored back to New York. When I was contracting press agent with the R-B show Freddie was the "millionaire" reporter on the old *New York World*.

Duke Drukenbrod Places Side Show on Endy Bros.

CANTON, O., May 25.—Sterling (Duke) Drukenbrod, side-show manager, last season with Cole Bros. Circus, informed *The Billboard* representative here that he placed his newly framed side show on Endy Bros. Shows and that it is under the management of L. D. Hall.

Drukenbrod said he would not be with the show, but for the next several weeks would devote his time to special outdoor promotions in Eastern Ohio.

Wiziarde Circus Begins

WESTMORELAND, Kan., May 25.—The Wiziarde Trades Day Circus, managed by Jack O. Wiziarde, opened here May 23, using five free acts, 10 concessions, one pay show, kiddie ride, a callope and p.-a. system with a merchants' hook-up. Show moves on three trucks.

Barnum Letters Discovered

BRIDGETON, N. J., May 25.—Two original letters of Phineas T. Barnum have been added to the circustiana collection of Jacob B. Jones, of Philadelphia. The letters were discovered by Major W. Griffin Gribbel, a friend of Jones, while he was searching for antiques in a New England farm house. The letters were written in longhand by Barnum and one was dated from Barnum's American Museum in New York on October 14, 1861.

NEW ORLEANS VILLAGE

(Continued from page 4)

Todd wisely decided to combine all three of the productions into one with short intermissions. He didn't fool the folks into believing that's what they'll see all season, but had his lieutenants explain over the loud-speaker system that each represents a separate bill presented on the big outdoor stage, the Absinthe House, New Orleans Restaurant, Carrie's La Do Bust Inn, etc. Last year's centralized stage on "Bowling Green" was scrapped and the stretch replaced by hundreds of long backless benches seating in the nabe of 5,000, with a fair area for standing room. Show can also be viewed from the bar and eat spots. Space was at a premium at the getoff and the crowds stayed with it for the two-hour duration and trailed out beaming.

Du Barry Brown, which opened the show, features sepien talent and is a sizzler for speed. There's a mixed line of 20 with vocal backgrounds carried out by 10 boys and 10 girls on the stage's balconies. The St. Elmo Johnson choir drew terrific attention in this swiftly paced starter, as did rhythmiss Ann Lewis and the lightning-legged Berry Brothers (3) steppers.

The *Sazerac* portion, which produces a fine singing combo in baritone Mark Plant and soprano Ruby Mercer and impressive rumba dancing led by Carlos and Carita, opens with a flash of the 16 Rasch beauts in pink costumes revealing blue inners. They're tops in a point dance against a background of eight showgirls fitted out in fairylike garb. The Plant-Mercer songs, effectively complemented by the stage groupings, are *Gone With the Wind* (Georgia is not so far from Louisiana at that!) and *It Wouldn't Be Love*. Toward the finish they're brought on the stage in a showy carriage drawn by a pair of white steeds amid a fanfare of *Dixie*.

Mardi Gras Frolic is a midnighter for the stay-ups, stags and wanderers, combining principals of the other layouts plus Muriel Page, who has moth props and opens with a few twirls, then does an undress by having her wings clipped by a huge simulated candle. Soft blue spot for this flame terp and pretty nice for the body fans, as who isn't one these days? It's Carrie Finnell, the bosom-shaking songstress from the burly ranks, who stopped the show with her *I Wouldn't Do That If I Were You*. Ben Dova was given two spots with his contort-equilibristic-knockabout stuff, the first with his prop lamp post and the second with the post shrouded by a nude statue, which lends itself to interesting opportunities for hanging cane, clothing, etc.

Architecture and touches on stage and thruout village feature grille work associated with the French quarter in New Orleans. Old Absinthe House is a replica of the historic spot on Bourbon street where Jean Lafite and Pierre Surget, the legendary pirates, planned many of

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Material Protection Bureau

A Free Service for Readers

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The *Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

their rackets. Surrounding set is similar to that which is in a famous sector of Orleans, the Vieux Carre. Details are carried out to the point where decorators have put in a tree with genuine Spanish moss. Food in the restaurants is prepared in true N. O. fashion by actual tasting and is about the same as served at Antoine's or Arno's in the Crescent City. Puffed potato chips, strictly an Antoine product, are served here.

There is a big spread of peep shows, and side fare, most of them not ready on Friday. Among them are the X-Ray Girl, Headless Woman, Venus on Half Shell, Wynn's Believe It or Nuts Museum, Kissing Meter, all free.

Ticket men and other personnel are dressed in natty tan trousers, blue coats and tan felt hats with polka-dot bands. There are four principal entrances, three of which have steady grinds. Main entrance opposite Todd's *Streets of Paris* and Dancing Campus has an effective Southern belles stage motif with three eye-appealing girls working thereon in shifts. Nate Eagle is director of fronts and ballyhoo and a principal aid to Todd.

Whether people are from New Orleans, New Orleans or N'Awlins, they're gonna go for this village. That means you-all and you, suh. Leonard Traube and Sam (Dixie) Abbott.

MEXICO WANTS NAMES

(Continued from page 4)

can dollar, this entire cash outlay for the performer comes to about \$10.

The booker or agent handling the act, however, must post a 250-peso bond at the border for each person. This is about \$40 and is returnable provided the money does not have to be used by the government to bring these people back into the U. S. should the show or act be stranded. The 25 pesos for union membership entitles the act to full protection against an unexpected layoff, show fold-

ing, etc. The union sees that all conditions in the contract are lived up to.

Pay in Pesos

All performers working Mexico are paid in pesos but receive an amount equivalent to their stipulated salary in dollars. In other words, a performer who goes to work here for \$100 per week will receive about 600 pesos or whatever the exchange rate calls for. From his salary the performer must pay the union 2 per cent. There are no other taxes.

There is nothing difficult about living up to these regulations, but the joker is getting a booking. Ironically, there are plenty of hotels, night clubs and theaters in Mexico City, with a fair percentage employing talent of some sort, and as far as can be detected no animosity is held by Mexicans against American performers. The trouble is a combination of lack of knowledge on the part of operators here on how to contact American talent and the tough attitude of patrons. Some believe that this latter condition would easily be overcome if good American shows were brought in, but a lack of initiative seems to have things bogged down.

Floor-Show Talent

El Patio, one of the finest clubs here, is at present employing mostly native talent. However, Vicente Miranda, the owner, is bringing in Rosita Ortega, Vicente Gomez and the Stadlers soon. During the heavier tourist season in July and August, Miranda anticipates using more American talent. Floor shows are employed nightly in the Tap Room of the Hotel Reforma but usually with Mexican talent, the management figuring that tourists would rather have native entertainment. The situation at other hostleries and clubs is pretty much the same. Many of them would no doubt hire American talent if they knew what they were buying.

Abraham Castro, only agent in Mexico City dealing with American talent, claims the big field here is in the theaters, but the only for names with which the public is acquainted. Castro and Fustenberg, impresario at the Folles Bergere Theater, brought Sally Rand and Co. into that house seven weeks ago at a 5-peso top. Miss Rand is set another three weeks. Castro says he can guarantee an American act four weeks' work in Mexico City and a week in Monterrey, and eight weeks if the act clicks.

Singers such as Grace Moore, Deanna Durbin, Bing Crosby and Jeanette MacDonald are heavy favorites down here, along with Shirley Temple and Laurel and Hardy. Castro is dickering to bring Miss Moore to Mexico in September. Name bands in the States would make plenty of money here, but due to the American Federation of Musicians' frown on Mexican bands entering the U. S. the Mexican musicians' union would have to be shown a very good reason why it should let the bars down to U. S. orks.

Whole Mexican picture can be summed up as a very fruitful market for names in almost any field of entertainment. But for performers whose popularity is confined to the U. S., it remains a problem of contacting the proper parties to handle the business end.

Rolled Stockings Are Nudity in Nova Scotia

ST. JOHN, N. B., Can., May 25.—Concealed among a lot of wordage in a new book issued by the Nova Scotia censor board is a clause imposing a \$100 fine on any theater operator who allows a woman or girl to go on his stage without stockings of full length.

Among other clauses are: Children 10 and under are prohibited from entering any theater at any time without parents, which if enforced would give Saturday and after-school business a severe wallop; any theater manager or operator is subject to instant arrest without a warrant for even the slightest of infractions—such as an exit light going out suddenly and not being immediately noticed.

Another provision slaps a \$100 license on all vaude and revue shows offered with or without pictures. This altho the theaters are now paying prohibitive licenses and taxes. Efforts are being made to have the objectionable clauses eliminated. As is they constitute a continual threat to operators.

Leading in the fight for elimination is Joe Franklin, of St. John, pioneer vaudefilm circuit promoter of the maritime provinces.

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



Cash in on this New Money Maker
BE FIRST IN YOUR CITY OR TOWN

Complete outfits, including
 1,000 newspapers.

Now Ready for Shipment.

**WE HAVE THE BEST AND
 LOWEST PRICED EQUIPMENT**

For Immediate Operation!

Send For Price List

WIRE—
 or WRITE
 TODAY

PHONE: HARrison 7799

NAME IN HEADLINES EQUIPMENT CO.

1132 SO. WABASH AVE. CHICAGO, ILL.

Hamid-Morton Show in Montreal Seen by 78,000; Gross Up 10G

MONTREAL, May 25.—Attendance records for an indoor circus were rung up for this city by the Hamid-Morton Circus Co. during its engagement at the Forum May 4-11 (Sunday excepted) under sponsorship of the Shriners of Karnak Temple. Attendance totaled 78,000 and the gross was \$28,000, topping last season's by about \$10,000.

Because of the show's success, William Wray, chairman of the Shrine circus committee, said he had signed a two-year (1941 and '42) contract with the Forum management and Bob Morton.

Altho the late spring weather was generally cool, the sun favored good turnouts. Attendance on Friday rose to 8,700 and hit tops the following afternoon with more than 10,000. Admission scale was 25 cents for children; 50 cents, 75 cents and \$1 for boxes.

Special promotions with clowns and Joe Basile's band on trolley car and radio spots on Minty's toothpaste sports broadcasts, also Art Deutsch's good publicity job, greatly aided in the build-up.

Inmates of the Shriners' Hospital for Crippled Children and the Children's

Memorial Hospital on Wednesday enjoyed performances by Torrelli's dog and pony circus, Billy Pape, Helen Reynolds' Skaters. Hanneford's comedy camel, Demnati tumblers, Chester Barnett, Kinko, Charlie Young and Co., Rice-Davidson Trio, Florenz Trio and Herb Taylor Troupe. Same night, birthday anniversary of Doris Hanneford, equestrienne, was celebrated publicly when Wray presented a huge bouquet of flowers following the riding act.

Great Bright Way Chalks Okeh Biz at Pa. Stands

CECIL, Pa., May 25.—Great Bright Way Shows wound up their third week in Pennsylvania territory since coming in from the South here on May 18 to fair business for the stand when weather permitted, reports Tommie Richards. Shows presented a neat appearance and all equipment has been repainted and plenty of illumination prevails. Management has been receiving many compliments on the line-up.

Staff has John Gecoma and Ray Barnes, manager; Mrs. Hazel Barnes, secretary-treasurer; Paul Bish, lot man; Tommie Richards, mail man and *The Billboard* sales agent; Tom Hall, transportation manager.

Concessions: Cookhouse, L. C. Heck, owner; Mike Lucas, manager; Jimmie Davis, griddle; Mel Morgan and Tex Wells, waiters; Sam Russell, kitchen. Long Range Shooting Gallery, Roy Barnes, owner; Bill Parker, agent. B. B. Shooting Gallery, Mrs. Hazel Barnes, owner-manager; Tommie Richards, agent. Cigarette Gallery, Al and Em Trevaridey, owners; Lumis Daniels, agent. Swinging Ball, Earl Thumston. Bingo, E. F. Reed, owner; Ted Nelson and Harry Ross, agents. Ball games, Doc Cook, owner; Harry Fernia, Tim White and Bessie Wilson, agents. Palmistry stand, Madam Ewan. Hatchie Hibenan has three concessions. Pop corn, Carl Cartwright, owner; H. S. Skeens, agent. Candy apples, Paul Mitchell.

Rides: Ferris Wheel, L. C. Heck, owner; Mike Whor, foreman; Bobby Heck, tickets. Swings, Carl Cartwright, owner; Bus Vance, foreman; Dick Marshall, tickets.

Shows: Bob Young's Minstrels. More shows and rides are to be added for celebrations which begin early in June.

ROUTES

(Continued from page 20)

Kellerman, Mimi (Chez Parée) Chi. nc.
 Kemper, Charles (Lyric) Indianapolis, t.
 Kerr, Jack (Essex House) NYC, h.
 Kersten, Derle, Dancers (Hi Hat) Chi. nc.
 King, Charlie (Gay '90s) NYC, nc.
 Knapp, Margie (Brown) Louisville, h.

Landi, Maria (Havana-Madrid) NYC, nc.
 Lane, Mitz (1523) Phila, nc.
 Lang & Lee (Show Box) Seattle, nc.
 Lanier, Jeannie (Roxy) NYC, t.
 La Playas Dancers (Colony Club) Chi. nc.
 Lassen, Sigrid (El Morocco) NYC, nc.
 La Toure, Nita (Red Gables) Indianapolis, nc.
 Laurie, Jack (Club 47) NYC, nc.
 LaVerne, Daisy (Dizzy) NYC, nc.
 Lavery, Kay (1523) Phila, nc.
 La Vola, Don, & Carlotta (Street Celebration) Raton, N. M., 27-June 1.
 Lawrence, Paula (Le Ruban Bleu) NYC, nc.
 Lawrence, Lucille (Paddock) Atlantic City, nc.
 Lazier, Frieda (Blue Lantern) Detroit, nc.
 Leary, Johnny (Open Door) Phila, nc.
 Leckvold, Magician (Palace) Duncan, Okla., 28;
 29; (Poncan) Chickashaw 30; (Aztec) Enid 31; (Raton) Ponca City, June 3; (Melba) Guthrie 4, t.

Lehr, Raynor (Hofbrau) Lawrence, Mass., nc.
 Leigh, Lester (Primrose) Newport, Ky., cc.
 Leon & Mace (Diamond) Phila, nc.
 Leonard, Eddie (Diamond Horseshoe) NYC, nc.
 Le Quorne Dancers (Savini) NYC, c.
 LeRoy, Del (Frontenac) Detroit, nc.
 Leslie (Hungaria) NYC, nc.
 Lester, Jerry (La Martinique) NYC, nc.
 Lovern, Clarence (Broad-Lincoln) Columbus, O., h.
 Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., nc.
 Lewis, H. Kay, & Hollywood Varieties (Main St. Club) Detroit, nc.
 Lewis, Ralph (Arabian Gardens) Columbus, O., nc.
 Lind, Christina (Monte Carlo) NYC, nc.
 Lisa, Mona (Havana-Madrid) NYC, nc.
 Lit, Bernie (Eldorado) Wildwood, N. J., h.
 Litz, Angie (Primrose) Newport, Ky., nc.
 Lloyd, George (Brevoort) NYC, h.
 Lolita & Hamilton (Venice) Phila, re.
 Long, Walter (Beverly Hills) Newport, Ky., cc.
 Lord, Ed (Brown Derby) NYC, nc.
 Lorraine, Billy (Gay '90s) NYC, nc.
 Lousine & Mitchell (Boulevard Tavern) Elm-hurst, L. I., nc.
 Lucien & Ashour (Chez Parée) Chi. nc.
 Lucky Girls, Six (Ohio Villa) Cleveland, nc.
 Lucky Sisters (Kit Kat) NYC, nc.
 Lupino, Rita (St. Regis) NYC, h.
 LuRains, Patsy (Hi-Hat) Chi. nc.
 Lynne, Don & Betty (606) Chi. nc.
 Lynne, Royce & Vanya (Royale) Detroit, nc.
 Lyons, George (Lyric) Indianapolis, t.

McCabe, Sara Ann (Hurricane) NYC, nc.
 McCormick, Mary (Hi Hat) Chi. nc.
 McFarland, Frankie (Gallant's) NYC, nc.
 McGee, Truly, Girls (Beverly Hills) Newport, Ky., cc.
 McHugh, Lila (Gangplank) NYC, nc.
 Mack, Ernie (Nut) NYC, nc.
 MacMahon, Larry (Caravan) NYC, nc.
 Maddux, Frances (Herlequin) NYC, nc.
 Madera, Nedra (Gauche) NYC, nc.
 Madison, Rudy (Bill's Gay '90s) NYC, nc.
 Mallory, Mickey (Cinderella) NYC, nc.
 Mansell, Margie (Imperial) Detroit, nc.
 Mara & Marilynn (Park Central) NYC, h.
 Marcus, Dr. Arthur (885) Chi. nc.
 Marines, Singing (Palmer House) Chi. h.
 Marquis, Magician (Relta) Washington, N. C., 29-30;
 (Carolina) Elizabeth City June 1;
 (Richards) Ashoke 2-3; (Capitol) Hancock, N. Y., 6, t.
 Marlynn & Michael (Rainbow Grill) NYC, nc.
 Marne (606) Chi. nc.
 Maurice & Cordoba (Ball) Phila, nc.
 Marshall, Jackie (Lookout House) Covington, Ky., nc.
 Martin, Tony (Paramount) NYC, t.
 Mavis, Joan & Connie (606) Chi. nc.
 Max & Gang (Capitol) Washington, D. C., t.
 Mazzone & Abbott (Palumbo's) Phila, nc.
 Mel-Ody (Lookout House) Covington, Ky., nc.
 Mignon & Marilynn (Caravan) NYC, nc.
 Miles, Jackie (Little Rathskeller) Phila, nc.
 Miller, Fote (Paddock) Miami Beach, Fla., nc.
 Miranda, Carmen (Versailles) NYC, nc.
 Mirth & Mack (Roosevelt) New Orleans, h.
 Moana (Lexington) NYC, h.
 Montes, Monna (Rainbow Room) NYC, nc.
 Moore, Diana (Colosimo's) Chi. nc.
 Morris, Beth (Club Baldwin) Hagerstown, Md., nc.
 Morris, Chet, Mirth & Mystery Show (Gratis) Campton, Ga., t.
 Mountaineers, The (Beverly Hills) Newport, Ky., cc.
 Moy, Tiara (Kelly's) Cincinnati, nc.
 Mura, Corinna (Biltmore) NYC, h.
 Murphy, Dean (Chez Parée) Chi. t.
 Murray, Arthur, Dancers (Essex House) NYC, h.
 Murray, Steve (Parkway) NYC, nc.
 Murray, Jan (Ernie's) NYC, nc.
 Music Hall Girls (Stamp's) Phila, nc.

Negrette, George (La Conga) NYC, nc.
 Nellor, Bob (Mt. Royal) Montreal, Que., h.
 Nelson, June & Kay (Ambassador West) Chi. h.
 Newell & Steger (Warwick) NYC, h.
 Nichols, Les (Ripley's Believe-It-or-Not) World's Fair, NYC.
 Nixon & Andree (Village Barn) NYC, nc.
 Nonchalants, Three (Beverly Hills) Newport, Ky., cc.
 Norman, Karyl (Frontenac) Detroit, nc.
 Novelties, Four (Venice) Phila, re.
 Nunn, Claire (St. Francis) San Francisco, h.

O'Connell, Helen (Pennsylvania) NYC, h.
 Oehman, Rita & Ed (Strand) NYC, t.
 Old New York Quartette (Hunter's) NYC, re.
 Ortega, Helen (El Chico) NYC, nc.
 Ortega & Olga (Arcadia) Phila, nc.
 Osborne, Phil (Gay '90s) NYC, nc.
 Owen Sisters (Barlum) Detroit, h.
 Owen & Parko (Colony) Chi. nc.

Page, Lucille (Roxy) NYC, t.
 Paige & Parker (Westminster) Boston, nc.
 Paley, Nellie (Gallant's) NYC, nc.
 Paley, Nellie (Gallant's) NYC, nc.
 Pancho & Dolores (La Martinique) NYC, nc.
 Parker & Daniels (St. Regis) NYC, h.
 Parker, Eddie (Gay '90s) NYC, nc.
 Parks, Eddie (Brown Derby) NYC, nc.
 Parks, Frances, Streamlined Figurettes (Martin's Tavern) Lima, O., nc.
 Patterson, Trent (Chateau Moderne) NYC, nc.
 Pearce, Jan (Music Hall) NYC, t.
 Peters Sisters (Ball) Phila, nc.
 Pickett, Rollie & Vernon (Edgewater Beach) Chi. h.
 Pinkus, Bobby (265) San Francisco, nc.
 Ploski, Joseph (Brown Derby) NYC, nc.
 Princess & Willie (Onesta) Canton, O., h.

Rabiner, Charlie (Cafe Society) NYC, nc.
 Rascha & Mirka (Le Ruban Bleu) NYC, nc.
 Ray, Iris (Cinderella) NYC, nc.
 Raye & Naldi (Riviera) Fort Lee, N. J., nc.
 Reece, Gay (Cinderella) NYC, nc.
 Reyes, Raul & Eva (Waldorf-Astoria) NYC, h.
 Rhodes, Sylvia (Netherland Plaza) Cincinnati, h.
 Rhodes, Carol (Mt. Royal) Montreal, Que., h.
 Rhythm Rockets (Capitol) Washington, D. C., t.
 Richey, Jean (Alpine Village) Cleveland, nc.
 Richman, Harry (Chez Parée) Chi. nc.
 Rickson, George (Chateau Moderne) NYC, nc.
 Rijos, Luis (Havana-Madrid) NYC, nc.
 Ring, Blanche (Diamond Horseshoe) NYC, nc.
 Ring, Ruby (Earle) Washington, D. C., t.
 Rios, Rosita (La Conga) NYC, nc.
 Roberts & Farley (New Yorker) NYC, h.

Roberts, Kiki (Club 15) Phila, nc.
 Roberts, Beverly (Oriental) Chi. t.
 Robinson Twins (Gibson) Cincinnati, nc.
 Rock & Dean (Venice) Auburn, N. Y., h.
 Rodriguez (Montparnasse) NYC, nc.
 Roecker, Eddie (Palumbo's) Phila, nc.
 Rolanda & Verdita (Vine Garden) Chi. nc.
 Rollickers Trio (Sagamore) Rochester, N. Y., h.
 Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
 Rosalean & Seville (Ambassador) NYC, h.
 Rosini, Paul (Rainbow Room) NYC, nc.
 Roth, Joe (Lake Merritt) Oakland, Calif., h.
 Roth-Verdun Jitterbugs (Hi Hat) Chi. nc.
 Royce, Rosita (White Way Casino) World's Fair, NYC.
 Rugel, Yvette (Sawdust Trail) NYC, nc.
 Russell, Mabelle (Brown Derby) NYC, nc.
 Russel, Bob (Walton) Phila, h.

Sailors, Three (Stanley) Pittsburgh, t.
 St. Clair, Silvia (Le Ruban Bleu) NYC, nc.
 St. Clair, June (Hi Hat) Chi. nc.
 Salazar, Carlos (El Chico) NYC, nc.
 Sanoff, Vera (Brevoort) NYC, h.
 Scott, Margaret (St. Moritz) NYC, h.
 Seymour, Dan (Hi Hat) Chi. nc.
 Shaver, Buster, Olive & George (Walton) Phila, h.
 Shaw, Diana (Primrose) Newport, Ky., cc.
 Shea & Raymond (Chicago) Chi. t.
 Sheridan, Nora (Gay '90s) NYC, nc.
 Shields, Ella (Sawdust Trail) NYC, nc.
 Shirner Twins (Bowery) Detroit, nc.
 Shore, Willie (Hi Hat) Chi. nc.
 Shyretts (Roby) NYC, t.
 Sidel, Bob, Trio (Beverly Hills) Newport, Ky., cc.
 Sigal, Al, & Joan Merrill (State) NYC, t.
 Siegfried (Winter Wonderland) World's Fair, NYC.
 Silvio & Melba (Havana-Madrid) NYC, nc.
 Slim & Slam (Senator) Phila, h.
 Smith, Roger, & Eddy (Lyric) Indianapolis, t.
 Smith, Cyril (Capitol) Washington, D. C., t.
 Snell, Kay (St. Regis) NYC, h.
 Southern Sisters (Schroeder) Milwaukee, h.
 Sorin, David (Bal Tabarin) NYC, nc.
 Spencer & Foreman (Cocoanut Grove) Boston, nc.
 Standish, Helen (Park Central) NYC, h.
 Stanley, Irene (Le Poissonier) NYC, re.
 Stanley, Allan (Music Hall) NYC, t.
 Starr, Judy (Chicago) Chi. t.
 Stone, Gary (Palmer House) Chi. h.
 Stuart, Peggy (Weylin) NYC, h.
 Sutherland, Ann (Hi Hat) Chi. nc.
 Swann, Russell (Park Plaza) St. Louis, h.
 Swing Caps, Eight (Lookout House) Covington, Ky., nc.
 Swingaroos, The (Beverly Hills) Newport, Ky., cc.

Tamara (Riviera) Fort Lee, N. J., nc.
 Taylor, Johnny (Dizzy) NYC, nc.
 Tharp, Rosetta (Cotton) NYC, nc.
 Tip, Tap & Toe (Cotton) NYC, nc.
 Tondeleyo & Lopez (Leon & Eddie's) NYC, nc.
 Top Hatters (Astor) NYC, h.
 Torres & Moya (Havana-Madrid) NYC, nc.
 Torres, Magala & Louis (Embassy) Phila, nc.
 Trinkler, Alfred (New Yorker) NYC, h.
 Tufts, Sonny (20th Century) Phila, nc.

Valentine, Ann (Primrose) Newport, Ky., nc.
 Valley & Lynne (Vienna Grill) Montreal, Que., nc.
 Van & Allen (Lookout House) Covington, Ky., nc.
 Vanettes, Five (Wonder Bar) Cincinnati, nc.
 Varone, Joe, & Three Sparkettes (Benny's Chateau) Hornell, N. Y., nc.
 Vaughan, Virginia (Cocoanut Grove) Boston, nc.
 Vaughn, Nancy (Barney Gallant's) NYC, nc.
 Vaughn, George (Gay '90s) NYC, nc.
 Venezia, Chiquita (Caravan) NYC, nc.
 Vera, Joe (Congress) Chi. h.
 Verne & Evelyn (Kelly's) Cincinnati, nc.
 Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.

Wade, Bill & Betty (Book-Cadillac) Detroit, h.
 Waldron, Jack (Brown Derby) NYC, nc.

WALTER DARE WAHL

Billy Rose's Aquacade

Golden Gate International Exposition,
 San Francisco, Calif.

Wallace, Babe (Southland) Boston, nc.
 Walton & O'Rourke (Strand) NYC, t.
 Wanda & Collins (Bal Tabarin) NYC, nc.
 Ward & Van (Earle) Washington, D. C., t.
 Ware, Dick (Saks Show Bar) Detroit, c.
 Warner, Jack & Jill (Harry's New Yorker) Chi. nc.
 Watson, Eunice (Steve's) NYC, nc.
 Welch, Roberta (Mayflower) Akron, h.
 Wells, Billy, & Four Fays (State) Norfolk, Va., t.
 Wences (Expo-Folies Bergere) San Francisco.
 Wencil, Ray (Faust) Peoria, Ill., nc.
 White, Eddie (Colosimo's) Chi. nc.
 White, Lawrence (Ambassador) NYC, h.
 White Twins (Roosevelt) Jacksonville, Fla., h.
 Wickes, Gus (Gay '90s) NYC, nc.
 Wilde, Bobby (Cocoanut Grove) NYC, nc.
 Wilkins, Dorothy (New Yorker) Boston, nc.
 Willie, West & McGinty (Palladium) London, mh.
 Winter Sisters (Latin Quarter) Boston, nc.
 Wintor, Ruth (Caravan) NYC, nc.
 Wolfe, Lorna (Tower) Kansas City, Mo., t.
 Wood, Barry (Paramount) NYC, t.
 Woodall, Harold (Weylin) NYC, h.
 Woods, Toni (Chateau Moderne) NYC, nc.
 Woods & Bray (Chez Maurice) Montreal, Que., c.
 Woods, Johnny (State) Norfolk, Va., t.
 Woods, Barbara (St. Regis) NYC, h.
 Woodsons, Four (Jefferson) St. Louis, h.
 Wright Jr., Cobina (Chez Parée) Chi. nc.
 Wyle, Larry (Old Roumanian) NYC, nc.

Yost, Ben, New Yorkers (Roxy) NYC, t.
 Yost's, Ben, Eight White Guards (Villa Moderne) Chi. nc.
 Youngman, Henny (Bali) Phila, nc.

LOOK

IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Walsenburg, Colo.
All-American Expo.: Cedar Falls, Ia.
All-American Shows: Weatherford, Okla.
American United: Whitefish, Mont.
America's Favorite: Monticello, W. Va.
Anderson-Strader: Liberal, Kan.
Arena: East Palestine, O.
B. & H.: Norris, S. C.
Each, O. J.: New York Mills, N. Y.
Bantley's All-American: Ambridge, Pa.
Barfield's Cosmopolitan: Paintsville, Ky.
Barker: Charleston, Ill.
Bass & Lane: Ward, Ark.
Baysinger, Al: Maquoketa, Ia.
Bazinot: Calumet, Minn.
Beams Attrs.: Confluence, Pa.
Beckmann & Gerety: Champaign, Ill.
Bee, F. H.: Lexington, Ky.; Winchester 3-8.
Black Diamond Expo.: Coraopolis, Pa.
Blue Ribbon: Kokomo, Ind.
Blumenthal United: Pittsburgh, Pa.
Bremer's Tri-State: Atlantic, Ia.; Eagle Grove 3-8.
Broadway Shows of America: Bridgeport, O.
Euck, O. C.: North Adams, Mass.
Euckey State: Newport, Ark.; Doniphan, Mo., 3-8.
Bullock Am. Co.: Damascus, Va.
Burdick's All-Texas: Hallettsville, Tex.
Burke, Frank: Las Animas, Colo.
Byers Bros.: Kirksville, Mo.
Centanni Greater: Newark, N. J.
Central State: Alma, Neb.
Cetlin & Wilson: Cumberland, Md.
Chanos, Jimmie: Rey Key, Ind.
Clark's Greater: Grayville, Ill.
Clyde's United: Nanty Glo, Pa.; Philipsburg 3-8.
Coleman Bros.: Hartford, Conn.
Colley, J. J.: Bartlesville, Okla.; Nowata 3-8.
Conklin: North Bay, Ont., Can.
Convention: Tonawanda, N. Y.; Wellsville 3-8.
Cotton State: Melvin, Ky.
Crowley United: Denver, Colo.
Crystal Expo.: Mt. Airy, N. C.; Morganton 3-8.
Cunningham's Expo.: Powhatan Point, O.; Shadyside 3-8.
Dalley Bros.: Kiowa, Kan.
Davis & Parrott: Stephens City, Va., 3-8.
De Luxe Am.: Palmer, Mass.
Dick's Paramount: Fall River, Mass.
Dixie Belle: Campbellsburg, Ky.
Dodson's World's Fair: Richmond, Ind.
Dudley, D. S.: Clarendon, Tex.; Quannah 3-8.
Dyer's Greater: St. Genevieve, Mo.
Edwards, J. R.: Ashland, O.
Elite: Holsington, Kan.
Ellman: (51st and Beloit road) Milwaukee, Wis., 27-June 2; (City Stadium) Wauwatosa 3-10.
Endy Bros.' Shows: Herkimer, N. Y.
Endy Bros.' Expo.: Tamaqua, Pa.
Evangeline: Ville Platte, La.; Bunkie 3-8.
Ewalt Am. Co.: Tecumseh, Neb., 28-29; Syracuse 31-June 1; Plattsmouth 3-4.
Fair at Home: Summit, N. J.
Fairly & Little: Quincy, Ill.
Fidler United: Michigan City, Ind.
Fleming, Mad Cody: Albany, Ga.
Fleming, Wm. E.: Attrs.: Northumberland, Pa.; (Sunset Park) Williamsport 3-8.
Franks Greater: Marietta, Ga.
Frisk Greater: Benson, Minn.
Funland: Pikeville, Ky.
Fuzzell's United: Mt. Pleasant, Ia.
Gibbs, W. A.: Clay Center, Kan.; Washington 3-8.
Gold Medal: Waukegan, Ill.
Golden Gate: Irvington, Ky.
Golden West: Foley, Minn.; Henning 3-8.
Golden Arrow: Keytesville, Mo.
Golden Rule Am. Co.: Brookville, Pa.
Goodman Wonder: Bloomington, Ill.
Great Bright Way: Lawrence, Pa.
Great Lakes Expo.: Brazil, Ind.; Danville, Ill., 3-8.
Great Sutton: Harrisburg, Ill.
Greater Expo.: Kankakee, Ill.; Calumet 3-8.
Greater United: Wichita Falls, Tex.
Hames, Bill: Waco, Tex., 6-15.
Happy Attrs.: Grove City, O.; Marysville 3-8.
Happyland: Dearborn, Mich., 24-June 2; Ann Arbor 3-9.
Harris: Hartford City, Ind.
Hartsock Bros.: Warsaw, Ill.
Heller's Acme: Port Reading, N. J.
Hennies Bros.: Cedar Rapids, Ia.
Heth, L. J.: Maysville, Ky.
Hilderbrand's United: Hayward, Calif., 28-June 2.
Hoffner, Wm., Am. Co.: Polo, Ill., 1-8.
Horton's United: Amboy, Ill.
Hyde, Eric B.: Frostburg, Md.; Meyersdale, Pa., 3-8.
Ideal Expo.: Fairmont, W. Va.

Imperial: E. Peoria, Ill.
Jones, Johnny J., Expo.: Pottsburgh, Pa.
Joyland: Livermore, Calif.
Kaus Expo.: Perth Amboy, N. J.
Kaus, W. E.: West Haverstraw, N. Y.
Kestone Modern: Greensburg, Pa.
Kline's Greater: Cornersville, Tenn.; Chapel Hill 3-8.
Ladene Attrs.: San Augustine, Tex.
Lagasse Am. Co., No. 1: Nashua, N. H.; Lynn, Mass., 3-8.
Lagasse Am. Co., No. 2: Woonsocket, R. I.; East Hampton, Mass., 3-8.
Landes: Clarinda, Ia.
Lang's, Dec. Famous: Austin, Minn.
Large, H. P.: Buckner, Ill.; Sesser, 3-8.
Lawrence Greater: Parsons, W. Va.; (Strawberry Festival) Buckhannon 3-8.
Lewis, Art: New London, Conn.
McGregor, Donald: Clarksville, Ia.
McLaughlin, P. S.: White River Junction, Vt.
McKee, John: Valley Falls, Kan.
McMahon: Hiawatha, Kan.; Nebraska City, Neb., 3-8.
McPherson United: Monaca, Pa.; Oil City 3-8.
Mac's Caravan: Newburg, Mo.
Magic Empire: Albion, Ia.
Marks: Beckley, W. Va.; Charleston 3-8.
Merit: Fall River, Mass.
Midwest: Ft. Pierre, S. D., 27-29; Moberg; Lemmon 3-5; Dodge 7-9.
Middleton, Karl: Geneseo, N. Y.; Batavia 3-8.
Mighty Monarch: English, W. Va.
Miller Bros.: Lansford, Pa.
Miller, Ralph R.: Am.: Shreveport, La.
Miner Modern Midway: Marietta, Pa.; Harwood Mines 3-8.
Molly's Greater: Lisbon Falls, Me.
Motor City: Midland, Mich.
Nall, C. W.: Texarkana, Ark.
Northern Expo.: Huron, S. D.
Ohio Valley: (Palmer & S. Delaware sts.) Indianapolis, Ind.
Oliver Am. Co.: Poplar Bluff, Mo.

Page, J. J., Expo.: Harlan, Ky.; Middlesboro 3-8.

Palace United: Shawneetown, Ill.
Pan-American: Rushville, Ind.
Parada: Anderson, Mo.
Patrick's Greater: Dayton, Wash., 27-June 2; Union, Ore., 4-8.

Pearson: Westville, Ill.
Penn Premier: Shenandoah, Pa.
Pioneer: Waverly, N. Y.
Prairie State: Galena, Ill.
Pryor's All-State: Ellwood City, Pa.
Rainbow Am. Co.: Perry, Mo.
Reading's: Portland, Tenn.; Tompkinsville, Ky., 3-8.

Reid, King: Hoosick Falls, N. Y.
Reynolds & Wells: Des Moines, Ia.
Rogers Greater: Murray, Ky.; Mayfield 3-8.
Rogers & Powell: Luxora, Ark.
Royal American: Milwaukee, Wis.
Royal United: Warrensburg, Ill.
Royal Midway: Point Peter, Ga.
Santa Fe Expo.: Cordell, Okla.

Scott Bros.: Franklin, Ky.
Sheeley Midway: Springfield, O.
Siebrand Doc: Haskell, Okla.

Siebrand Bros.: Anacosta, Mont.
Sims Greater: Smith Falls, Ont., Can.
Six, J. Harry: East Radford, Va.
Skerbeck: Phillips, Wis.; Park Falls 3-8.

Smith Bros.: Heavener, Okla.
Smith's Greater Atlantic: Manassas, Va.
Snapp Greater: Columbia, Mo.
Sol's Liberty: Ottawa, Ill.

Southland Am.: Clemons, Ky.
Sparks, J. F.: Hazard, Ky.; Pikeville 3-8.
Speroni, P. J.: Milan, Ill.; Beloit 3-8.
Star Am. Co.: Hoxie, Ark.

State Fair: Junction City, Kan.; Kansas City, Mo., 3-9.
Stephen's: Cainsville, Mo.
Strates, James E.: Nanticoke, Pa.; Utica, N. Y., 3-8.

Sunset Am. Co.: Trenton, Mo.; Chillicothe 3-8.
Texas Expo.: Mt. Vernon, Ill.
Texas Kidd: Hico, Tex.
Thompson Bros.: Am. Co.: Milesburg, Pa.; Loane Boro 3-8.

Tidwell's, Tommy, Midway: Amarillo, Tex.; (Pioneer Days) Clovis, N. M., 3-8.
Tilley: Pekin, Ill.
Tip Top: Elko, Nev.

Traver Summit, N. J.; Kingston, N. Y., 3-8.
Wade, W. G.: Lansing, Mich.; Pontiac 3-8.
Wallace Bros. of Canada: Chatham, Ont., Can.; Sault Ste. Marie 3-8.

Wallace Bros.: Richmond, Ky.
Ward, John R.: Herrin, Ill.
Weer, M. R.: Benton Harbor, Mich.
West Bros.: Boone, Ia.

West Coast Am. Co.: (Fair) Jackson, Calif., 31-June 2; (Fair) Livermore 4-9.
West, W. E.: Motorized: Edina, Mo.
West's World's Wonder: E. St. Louis, Ill.
Williams, Ben: Stamford, Conn.

Wilson: LeRoy, Ill.
Wolfe Am. Co.: Spartanburg, S. C.
World Fair Shows & Coe Bros.: Circus: Redding, Calif.

World Famous: Bristol, Pa.
World of Fun: Bradshaw, W. Va.
World of Mirth: Elizabeth, N. J.
World of Pleasure: Muskegon, Mich.

World's Fair: Camden, N. J.
Wright & Co.: Le Mars, Ia., 3-8.
Wyse Greater: Colfax, Ia.
Yellowstone: Hot Springs, N. M.

Zacchini Bros.: New Kensington, Pa.; Kitting 3-8.
Zimdars Greater: Red Oak, Ia.

CIRCUS AND WILD WEST

Anderson, Bud E.: Lusk, Wyo., 29; Douglas 30; Wheatland 31.

AZZ Rodeo & Wild West: Pontiac, Mich., 27-June 1.

Cole Bros.: Butler, Pa., 28; Meadville 29; Erie 30; Kane 31; Lock Haven, June 1; Williamsport 3; Wilkes-Barre 4; Scranton 5.

Gould's, Jay: Ashton, Ia., 29-30; Lamberton, Minn., 31-June 1; Briceville 2-4; Albert Lea 5-8.

Hamid-Morton: Haddonfield, N. J., 7-8.
Hunt's: Rhinebeck, N. Y., 29.
Kelly, Al C., & Miller Bros.: Little River, Kan., 28; Marquette 29; Geneseo 30; Bush-ton 31; Clafin June 1.

Mills Bros.: Jasper, Ind., 28; Loogootee 29; West Baden 30; Salem 31; Brownstown June 1.
Polack Bros.: Topeka, Kan., 27-June 1.
Ringling Bros. and Barnum & Bailey: Wilmington, Del., 28; Newark, N. J., 29-30;

OUR NEW CATALOG IS READY

It's just chuck full of new items at the lowest prices. The flashiest and latest merchandise from all corners of the earth.

CONCESSIONERS

PREMIUM USERS

SPECIALTY MEN

SEND FOR IT TODAY—WHY DELAY?

WISCONSIN **DELUXE** CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

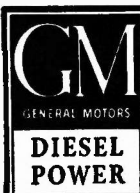


TANGERINE SWEETS

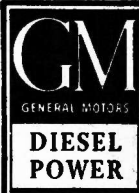
NEW AND NOVEL CANDY PACKAGE
With Sliced Orange Gums.

100 to Carton—Per Carton \$4.00

20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.
50 East 11th St., NEW YORK CITY



DIESEL
SHOW OWNERS
YOU ARE PAYING FOR G. M. DIESEL PLANTS AND NOT GETTING THEM!!! CALL, WIRE, WRITE.
J. W. (DIESEL) CLEMENTS
Southern Power Division of
LEWIS SUPPLY CO.
477 S. Main St., MEMPHIS, TENN.



COCONUT STRAW HATS

for Ladies and Men

Sensation of the Country!

Everybody everywhere will be wearing one of these
Hats. Thousands already sold.

A Brand New Concession Premium

\$6.00 Doz. Assorted Sizes and Bands
BEACH HATS, Straw, Coolie Type, Assorted Colors. Doz. \$2.00

25% Deposit, Balance C. O. D.

GREENE-BAUM NOV. CO.

401 LAFAYETTE ST. NEW YORK CITY



EVANGELINE SHOWS WANT

Concessions—Corn Game, String Game, Lead Gallery, Cigarette Gallery, center Hoop-La, Fish Pond, Country Store, Milk Bottles, Scales, Erie Diggers, Palmist, Over and Under, Mice, Joe Kirk wants Bartha, Alex, & Orch.: (College) Bryn Mawr, Pa., June 1.
Boden's Shows: Golden Pond, Ky., 27-June 1.
Bonger, Art, & Andrillita: (Grey Wolf Tavern) Sharon, Pa., 26-31.
California Coudens Carnival of Fun: E. Sullivan, N. H., 29; Bartonville, Vt., 31; W. Chesterfield, N. H., 5; Greenville 6.
Charles & Barbara: (Tampa Terrace Hotel) Tampa, Fla., 27-June 1.
Choates Comedians: Anna, Ill., 30-31.
Collegians, The: (Shea's Hippodrome) Toronto, Ont., 27-June 1.
Coronado Entrada Pageant: Albuquerque, N. M., 29-June 1; Clovis 5-6.
D'Arcy Girls: White River Junction, Vt., 27-June 1.
DeCleo, Magician: E. Canton, O., 27-June 1.
Geddis, George, & Pal Rowdy: (Top Hat Club) Bay City, Mich., 26-June 2.
Hallett, Mal, & Orch.: (Miller Theater) Augusta, Ga., 30-June 1; (Plaza Theater) Asheville, N. C., 2; (Carolina Theater) Greenville, S. C., 3; (Armory) Columbia 4; (Carolina Theater) Spartanburg 5.
Herman, Woody, & Orch.: (Georgia Tech.) Atlanta 30; (Citadel) Charleston, S. C., 31; (Georgia Tech.) Atlanta June 1; (Military Academy) Staunton, Va., 3; (Military Academy) Augusta, Ga., 4.
LaZellus, Aerial: (Royal Crown Club) Detroit 27-June 2.
McCall Bros.' Show: Linden, Ia., 30.
Mills, Dick, & Orch.: (Ideal Beach Resort) Monticello, Ind., 27-June 1.
Moriarty & Dell: (Bolton Hotel) Harrisburg, Pa., 27-June 1.
Niesen, George: (Popeye Country Club) Weymouth, Mass., 27-June 1.
Pyle, Doc Paul, Hillbillies: Salem, Ia., 28; Douds 29; Pulaski 30; Houghton 31; Cincinnati June 1.
Sharon Nitta: (Ace Attractions) Chi 27-June 1.
Tilton-Guthrie Players: Perry, Ia., 27-29.
Unicus Troupe: Monaca, Pa., 27-June 1.
Wizlarde Trades Day Circus: Emmett, Kan., 27-29; Onaga 30-June 1; Corning 3-5.

Easton, Pa., 31; Harrisburg June 1; Pittsburgh 3-4; Zanesville, O., 5; Dayton 6; Indianapolis, Ind., 7; Cincinnati, O., 8-9.
Russell Bros.: Hornell, N. Y., 28; Corning 29; Ithaca 30; Cortland 31; Oneonta June 1; Hudson 3.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Ambassadors, Four: (Bon Air Country Club) Chi 27-June 1.
Arthur, Magician: Livermore, Ky., 31-June 1.
Bartha, Alex, & Orch.: (College) Bryn Mawr, Pa., June 1.
Boden's Shows: Golden Pond, Ky., 27-June 1.
Bonger, Art, & Andrillita: (Grey Wolf Tavern) Sharon, Pa., 26-31.
California Coudens Carnival of Fun: E. Sullivan, N. H., 29; Bartonville, Vt., 31; W. Chesterfield, N. H., 5; Greenville 6.
Charles & Barbara: (Tampa Terrace Hotel) Tampa, Fla., 27-June 1.
Choates Comedians: Anna, Ill., 30-31.
Collegians, The: (Shea's Hippodrome) Toronto, Ont., 27-June 1.
Coronado Entrada Pageant: Albuquerque, N. M., 29-June 1; Clovis 5-6.
D'Arcy Girls: White River Junction, Vt., 27-June 1.

DeCleo, Magician: E. Canton, O., 27-June 1.
Geddis, George, & Pal Rowdy: (Top Hat Club) Bay City, Mich., 26-June 2.
Hallett, Mal, & Orch.: (Miller Theater) Augusta, Ga., 30-June 1; (Plaza Theater) Asheville, N. C., 2; (Carolina Theater) Greenville, S. C., 3; (Armory) Columbia 4; (Carolina Theater) Spartanburg 5.
Herman, Woody, & Orch.: (Georgia Tech.) Atlanta 30; (Citadel) Charleston, S. C., 31; (Georgia Tech.) Atlanta June 1; (Military Academy) Staunton, Va., 3; (Military Academy) Augusta, Ga., 4.
LaZellus, Aerial: (Royal Crown Club) Detroit 27-June 2.
McCall Bros.' Show: Linden, Ia., 30.
Mills, Dick, & Orch.: (Ideal Beach Resort) Monticello, Ind., 27-June 1.
Moriarty & Dell: (Bolton Hotel) Harrisburg, Pa., 27-June 1.
Niesen, George: (Popeye Country Club) Weymouth, Mass., 27-June 1.
Pyle, Doc Paul, Hillbillies: Salem, Ia., 28; Douds 29; Pulaski 30; Houghton 31; Cincinnati June 1.
Sharon Nitta: (Ace Attractions) Chi 27-June 1.
Tilton-Guthrie Players: Perry, Ia., 27-29.
Unicus Troupe: Monaca, Pa., 27-June 1.
Wizlarde Trades Day Circus: Emmett, Kan., 27-29; Onaga 30-June 1; Corning 3-5.

NEW ITEM

BATONS

For Scales, Ball Games, Conventions, Parts, Fairs, Band Tournaments.

CHICAGO BATON CO.

567 Harrison St., CHICAGO, ILL.

INSURANCE

Charles A. Lenz

"Showman's Insurance Man"

A738 Insurance Exchange, CHICAGO

NOW MOTORIZED NOW

WRITE FOR SHOWMEN'S FINANCE PLAN

CHAS. T. GOSS

* With * STANDARD CHEVROLET CO. * EAST ST. LOUIS, ILL.

NOTICE NOTICE

Fair Secretaries—Rodeos—Celebrations

Have open dates in June, July and August. California only. Small Carnival—two Rides, one Show and ten Concessions. (Let's play ball together.) Will book any Ride except Merry-Go-Round or Kiddie. Can place Assistant Manager. Write permanent address: 841 Mission Way, Sacramento, Calif. KELLEY'S UNITED SHOWS, Earl L. Kelley, Owner-Mgr.

WANT

For Reed Amusement Park, Kokomo, Ind. Concessions of all kinds, one or two more Shows, large Cook House. Park will open June 15 for 7 days a week. July 3-4-5-6 sponsored by Veterans of Foreign Wars. We book at all times, write us what you have. Address: DOC STODDARD, Mgr., R. R. 5, Kokomo, Ind.

JIMMIE CHANOS SHOWS

WANT

Experienced Ride Help, legitimate Concessions and Shows that don't conflict. Leo Stevens, come on. JIMMIE CHANOS, Red Key, Ind.

12 QT. POPCORN POPPER

Only \$11.25

Regular price \$15.00.
S. A. Yellow Popcorn, \$3.95 cwt.; White JAP. \$3.95;
FINEST Seasoning, 50 lbs., \$8.00; 10c Boxes, \$3.35 M.; 5c Boxes, \$3.10 M.; 5c Paper Bags, 95c M.; CONES, \$2.25 M. Write for CATALOG & "POTAT-O-POPS".
ROYALE POPCORN CO., 4538 W. 130th, Cleveland, O.

WANT

Photo, Custard, Lead Gallery and Amer. Camp. Gerald Weeks, wife. Grind Shows and sober, capable Electrician with references.

FUNLAND SHOWS

Fikeville, Ky., this week; Prestonsburg, Ky., next.

WANT

Capable Man and Wife to operate Posting Show. Wire Western Union.

F. W. MILLER

Care Gooding Shows, LOGAN, W. VA.

FREE GATE JUNE 3-8 FREE GATE SEVEN COUNTY FIREMEN'S CONVENTION

Black River, N. Y., day and night, \$1,000 worth free acts, matinee and evening, plus \$800 fireworks display; mammoth firemen's parade, 125 fire companies and bands in line, 1:30 Saturday afternoon. Want Shows and non-conflicting concessions. Will furnish tips for money-getting shows. Will sell exclusive Long, Short Range Gallery; String Game, Hoop-La, Penny Arcade, etc. Following week Maiden Old Home Week; fourteen bona fide celebrations following. Write and wire Waverly, N. Y.

PIONEER SHOWS

MICKEY PERCELL, Manager.

WEEK JUNE 3, MOUNT PLEASANT, PA.

Want Rolloplane and Octopus with own transportation. Want worthwhile Grand Shows and Colored Chorus Girls and Musicians. All Concessions open. Want Workingmen in all departments. Address

CETLIN & WILSON SHOWS

This Week, Cumberland, Md.

WANT

For Buckhannon, W. Va., Strawberry Festival, week May 27, and other celebrations to follow. RIDES—Rollo-Plane, Octopus or Flat Ride. Girls for Posing and Dope Shows. Salary out of office. Musicians for Plant Show, Talkers on Dope and Geek Show, experienced Ride Help. All Concessions open. Scenic Artists and Painter. Glenn Kisco, get in touch with me.

LAWRENCE GREATER SHOWS

WANT

OCTOPUS AND PONY RIDE, Side Show Acts, Monkey Circus, Fun House and Illusion Show. Mickey Foshee wants Girls and Talkers for Posing Show. Front Man on Snake Show. Frozen Custard, Long Range Gallery and Diggers open.

AL BAYSINGER SHOWS

MAQUOKETA, IOWA, THIS WEEK

LEGION FROLIC

UPTOWN, WINCHESTER, KY., WEEK JUNE 3

Legion Pawwow, Georgetown, Ky., week June 10th, followed by 3 other celebrations, then our fair start July 8th. All fairs until June 1st. No winter show this fall, for we have had enough this spring. Want Stock Concessions and Shows with own outfits that can stand prosperity. You won't get stung on this route. Address

F. H. BEE SHOWS, INC.

LEXINGTON, KY., THIS WEEK.

WANTED

SOUTH AMBOY, N. J., 50TH ANNIVERSARY FIREMEN'S CELEBRATION, JUNE 3 to 8. Place Shows all kinds, Monkey Circus, Penny Arcade. Wanted—Colored Musicians all instruments. Place one more Ride. Concessions—All legitimate Concessions. Good opening for Fish Pond, Lead Gallery, Frozen Custard, American Palmistry. No Wheels or Coupons. Write or wire

MAURICE MILLER, MILLER BROS.' SHOWS

LANSDOWN, PA.

Mighty Monarch Shows

Want for Switchback, W. Va. Concessions—Pitch to Win, Bowling Alley, Ball Games, String Games, Long Range Gallery and any legitimate Concessions. Also place Diggers. Will buy, lease or book Merry-Go-Round and Loop-o-Plane. Want four Girls for Plant Show, also Acts of all kinds for Side Show. Want Motor Drome, Mechanical City or any Show of merit. We play Keystone, W. Va., Big Fourth of July Celebration. Fairs start early in August. All address

N. P. ROLAND and GEORGE GOFFAS, English, W. Va., this week.

DYERSBURG, TENN., COTTON CARNIVAL

ON THE STREETS, WEEK JUNE 3

JOHN R. WARD SHOWS WANT

Athletic Show and Posing Show Manager and capable People for same. Skipper Valters, wire. Want Performers and Musicians for Minstrel Show; will furnish complete outfits to real showman. Want real Scenic Artist; Elmer Morris, write. Can place legitimate Concessions of all kinds. Monroe McPeat wants Agents. Want Tilt-a-Whirl Foreman. Hutchen's Modern Museum wants one good Freak and one good Side Show Act to join at once. All address

JOHN R. WARD SHOWS, Herrin, Ill., this week; Cairo, Ill., week June 10.

JAMES E. STRATES SHOWS, INC.

Can place Girls for Vanities Show, Colored Performers and Musicians for Colored Revue, Riders for Motordrome, Freaks for Side Show, Midgets for Tintown Revue, useful Help in all departments. Can place and will furnish outfits for new and outstanding shows. Can place legitimate Concessions. Fair season starts first week in August. Booked and contracted for Southwestern New York Firemen's Convention at Salamanca, N. Y.; then our fairs: Caledonia, N. Y.; Batavia, N. Y.; Hamburg, N. Y.; New York State Fair, Syracuse, N. Y.; Bath, N. Y.; Bloomsburg, Pa.; York, Pa.; Gastonia, N. C.; Sumter, S. C.; Charleston, S. C.; Savannah, Ga. Address Nanticoke, Pa., this week; next week, Legion Celebration, Utica, N. Y.

J. J. PAGE SHOWS

Can place legitimate Stock Concessions that work for 10 cents. Can place Chorus Girls and Cornet Player for Minstrel Show. C. C. Russ wants Talker, Dancer and Comics for Revue and Hawaiian Shows. Everybody address

J. J. PAGE SHOWS, Harlan, Ky., this week; Middlesboro, Ky., next week. Auspices B. P. O. Elks.

CFA To Meet With R-B at Hartford

HARTFORD, Conn., May 25.—Notice was sent out yesterday by W. M. Buckingham, secretary of the Circus Fans' Association, to members of the organization that the 1940 convention will be held at Hartford June 17, 18 and 19. The association this year will meet with the Ringling Bros. and Barnum & Bailey Circus. Further details will be issued by Buckingham later.

Pa. Coal Sector Tour Satisfactory for Strates

PITTSBURGH, Pa., May 25.—James E. Strates Shows are enjoying a satisfactory run in the coal section of Pennsylvania, altho hampered somewhat by unfavorable weather, it was reported here this week. Shows played to good crowds and business at Pottsville, Pa., despite the weather, and opening here saw an immense crowd on hand in the face of threatening weather. Tuesday followed with a jammed midway and Wednesday got under way in good style.

Zacchini cannon act and Adele Nelson's Elephants, free attractions, continue popular and among visitors here were David B. and Ruth N. Endy, operators of shows bearing their name. Mrs. Gertrude Putnam has resumed her office chores after recovering from a recent illness. Owner Strates and James Kelleher handled office during her absence. A new rocket ride made its debut here on Tuesday. Dick O'Brien, assistant manager, supervised installation.

Meyers' Relatives Sought

CINCINNATI, May 27.—Authorities of Pontiac, Mich., are seeking relatives of Bennie Meyers, for many years a concessioner with numerous carnivals and this season with World of Pleasure Shows, who was found dead in the Michigan city on May 20. Body is being held in J. Lee Voorhees Funeral Parlor, 268 Perry street, Pontiac. It is believed that a brother of Meyers resides here, but inquiries made up to press time failed to reveal his whereabouts.

REP RIPPLES

(Continued from page 26)

route. . . . AMONG THE TENTERS playing close by in North Carolina, the past week were Billroy's Comedians, Charles Collier's *Silas Green* From New Orleans and Pierce's Mighty Minstrels, the two last named being colored attractions. The Billroy show moves into Virginia, at Portsmouth, Wednesday (29). . . . CHARLES MANVILLE is at his quarters in Appleton, Wis., preparing his tenter for his annual trek thru his established territory.

TOM SHOWS

(Continued from page 26)

E. A. Mason's Mason & Morgan Co. toured the West with a remarkable cast, most of whom had been with Mason when he handled Ada Gray in *East Lynne* thruout Great Britain and who came to America under his management in the early '70s, at the time of his launching the "Tom" production?

With the exception of Eva, few changes were made in the cast during this score or more of years. "Aunt Annie" Jamison, at the age of 72, was still doing Topsy—and what a Topsy. The instant she went into work she was no longer "Aunt Annie," but the ideal, happy-go-lucky piccaninny who "just growed." Fred L. Kent, who wore a size 22 collar, did Cute and Fletcher, with E. A. Mason as Legree; Reid A. Wilson as Marks; Joe Burchard as Harris and St. Clair; Will Cornyn as George Shelby; Harry Clark as Tom; Eliza Johnstone as Eliza; Lillian Johnstone as Mrs. St. Clair and Maudie Collinge as Eva. The minor doubles I do not recall. The property man was a titled Englishman, Sir Ralph Christy; Andrew Foresyth was general agent, with the writer in charge of the front door. There was no band, no orchestra—just a master production of the grand old play, with gorgeous scenic equipment and 36 styles of elaborate special printing.

WILLIAM E. TRIPLETT.

ENDURANCE SHOWS

(Continued from page 26)

Chad Alviso, Jackie and Toots Richards, Clyde Hamby, Angle Oger and Lee Sullivan and Margie. Come on, somebody, give us a break—give us a good old-time walkathon." Plea is signed "Mom, Mrs. Lucas, Mrs. Gracen and the Whole Gang."

WANT

Rides and Concessions for fairs and celebrations for the State of Utah. Have seventy-five per cent of same contracted, opening with Tunnel Days, Tooele, Utah, June 20-21-22; Salt Lake City, June 25-26-27-28-29. We contract for the entire celebration exclusive. Eliminating license—percentage only. Can use few more Outdoor Novelty Acts, also Freaks for Ten-in-One. Those considering the above contact immediately.

C. C. McDERMOND ATTRACTIONS
146 N. First, W., Salt Lake City, Utah

PORTAGE OLD HOME WEEK

NOW BOOKING

JUNE 10-15

NOW BOOKING

JUNE 10-15

Every organization of the town back of this. Everything on the main streets. PARADES and FREE ACTS nightly. WANT Legitimate Concessions that do not conflict with what we have. Will sell X on Custard and American Palmist. Want Shows with own outfits. Dr. Sproul's Eskimo Village, answer. Write

THOMPSON BROS.' AM. CO.

Altoona, Pa., or per route; Milesburg, Pa., till June 1. Want Bingo for the week of June 3-8, Lorane Boro, Johnstown, Pa. Big pay week; steel mills and mines working; good auspices of the Fire Co. We are booked solid till middle of August. Free gate and free act.

WANT

Organized Minstrel Show with band, Side Show Acts, Girls for Hawaiian Show, legitimate Concessions except Cookhouse and Diggers. Week May 27, Murray, Ky.; June 3, Mayfield, Ky.

ROGERS GREATER SHOWS

Cotton State Shows

Ferris Wheel to join at once; 20%. Stock Concessions come on. Wrestlers and Boxers for Athletic Show. Wheel and Skillo Agents. RAY D. JONES, Wheelwright, Ky.

VETERANS EX-SERVICE MEN'S LEAGUE, INC.

LOUISVILLE, KENTUCKY

Want Concessions of all kinds. Reasonable rates. Want Rides, Shows with own outfits. We have choice lots in Louisville and Jefferson County. All summer work. No license. We have state license and permits. Conditions good. Factories working. Address BOB SICKELS, 501 Realty Building, Louisville, Ky.

WALLACE BROS.' CIRCUS WANTS

Candy Butchers and Novelty Men. Man to operate Electric Floss Machine. Route: Johnstown 29; Huntingdon 30; Lewisburg 31; Mt. Carmel June 1; all Pennsylvania.

WANT FOR SOUTH MARION BUSINESS MEN'S ANNUAL SPRING FESTIVAL

Held on Main Streets, June 10th to 15th. Clean Shows and legitimate Concessions, no Girl Shows. Cracker Jack and Taffy Candy sold. Want Cook House. Whitey Long or Christy, write. Thomas Amusement Enterprises of Indianapolis have Rides, Shows and Concessions. Write or wire

CLIFF THOMAS
2447 E. Washington St., Indianapolis, Indiana

WANT

CANNON ACT or any other GOOD STRONG THRILL ACT for date in June. For particulars address

COLLINS and PHILLIPS
1321 ARCH ST., PHILADELPHIA, PA.

WANT

Space, Book and Banner Man. Lions' Exposition, Kingston, N. C., week June 10. Also Bingo. Billy Finkle, come on.

A. G. PRODUCTION

COOKHOUSE PRIVILEGE**\$50.00**

\$140.00 in Tickets. Wire answer

TEXAS LONGHORN SHOWS

Western Union, Cushing, Okla.

WANTED

Concessions and Free Act because of disappointment. Prefer Flying Act. Must join immediately. Will pay \$100.00 a week for still dates and \$150.00 for fairs. Wire and will explain all. Wanted—Concessions of all kinds, Wheels, Coupon Stores, Grind Stores, Ball Games, Long Range Gallery and Palmistry. Will book Merry-Go-Round. Wanted—Reliable and sober Corn Game Help and Caller. Corn Game open, first time this season.

MAX GRUBERG
WORLD FAMOUS SHOWS
 BRISTOL, PENNSYLVANIA

KELLIE GRADY SHOWS
WANT

Ball Game, Penny Pitch and Grind Store Agents. Will book few Ten-Cent Concessions. Showing coal fields of Alabama; mines working good. Cordova this week; Jesper next week, middle of town, under Lions' Club. Will be red.

WANT

Ferris Wheel, Chairplane, Venetian Swings. Also want 2 or 3 Shows; few Concessions open. Paul Scapio, Alice Brown, Ray Golden, wire. All address

DOC SMITH SHOWS

FRANKLIN, N. H.

WANT

Shows and Concessions for **WELTON, IA., 5-DAY CELEBRATION, MAY 29TH THROUGH JUNE 2nd.** Sponsored by City Council, Business Men and St. Anne's Parish. Wire **CONCESSION MANAGER, Welton, Ia.**

SPERONI SHOWS WANT

Mitt Camp, Popcorn, Merchandise Stores, Candy Floss, Agents for Swinger, Girl Show, Athletic or any Show with own outfits. Ride Help, Whip and Merry-Go-Round Foremen, Truck Drivers. Address communications Milan, Ill., this week.

WANTED

Capable Athletic Show Manager, Shows with own outfits. Acts for Side Show, Penny Arcade. All Ball Games open.

SUNSET AMUSEMENT CO.

TRENTON, MO.

W. E. West**Motorized Carnival**

Wants Merry-Go-Round Foreman, also experienced Ride Help. Must drive truck, sober and reliable. Blackie Boyle, come, or wire Edina, Mo.

DROME RIDERS WANTED

Experienced, also Girl Auto Driver assist Marjorie Kemp's Riding Lion Act. Wire, write **WALTER KEMP, Royal American Shows, Milwaukee, Wis.,** till June 2, then Madison, Wis.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddy Ride; 12 Booths (new canvas), 9x14, including Bingo, Ball Games, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels, Games, Concessions, Free Acts. **SHAW & YEAGER, 1524 Chestnut St., Philadelphia, Pa., Ph.: Loc-1124.**

BREMER TRI-STATE SHOWS

Want Shows with own outfit, 25 per cent. Have Tent Fronts and complete 10-in-1. Join by wire as per route. Also want clean Concessions. Will book any new Ride, also Pony Ride.

WILL BOOK

Loop-o-Plane, Octopus or Tilt. Opening for clean Shows. Own transportation.

SKERBECK SHOWS

Phillips, Wis., week of 27th; Park Falls, Wis., week of June 3rd.

WANTED GIRLS

For Revue, Hawaiian, Expose Shows; Accordion and Pianist, good Emcee doing specialties, Singer, Talkers. Jack Hardy, Opel, McGuire, Helen Reese, communicate **BERT MELVILLE, WEST BROTHERS' SHOWS, Boone, Iowa.**

Trouper Held in Fatal
Shooting at Neon, Ky.

CINCINNATI, May 25.—According to May 23 issue of *The Mountain Eagle*, Whitesburg, Ky., Bill Thomas, 30-year-old carnival employee, was placed in Whitesburg jail this week for safe keeping after he allegedly fatally wounded Jack Duncan, 45, another trouper in Cumberland Hotel, Neon, Ky., on May 22. Altho shooting occurred in a toilet in the hostelry, neither was registered at the hotel, management reported.

Witnesses said that Duncan was shot five times at close range with a .38 pistol and ran from the hotel to the street before collapsing. He was rushed to Fleming Hospital, but died before medical aid could be given. Killing was said to have resulted from a grudge of long standing. Duncan and Thomas were said to be members of Cotton State Shows, management of which reported that Duncan has a wife in a Lexington hospital who recently underwent an operation and that her condition was such that she could not be notified of his death.

COMING MARRIAGES

(Continued from page 28)

Harrisburg, Pa., in New Orleans May 29. Bride is the niece of Mrs. C. E. Barfield, of Barfield's Cosmopolitan Shows.

Irving Almar, emcee, and Yetta Shapiro, nonpro, in Philadelphia soon.

Births

A nine-pound son to Mr. and Mrs. Edward Lindsay-Hogg May 5 at Harkness Pavilion, New York. Mother is the former Geraldine Fitzgerald, motion picture actress.

A son to Mr. and Mrs. Nat Manley May 3 at Beth Israel Hospital, Newark, N. J. Father is former house manager for motion picture theaters in Brooklyn and the Bronx, New York, and is the son of Dave Manley, former vaudevillian and agent in Boston and Chicago.

An 8½-pound girl, Caroline Margaret, to Mr. and Mrs. Charles Collins in Detroit recently. Father is a unit producer and vaudeville and film booker.

A 6¾-pound son to Mr. and Mrs. Sid Mesibox, May 18, in Mt. Sinai Hospital, Philadelphia. Father is a member of the Warner Bros. theaters publicity department in Philadelphia.

A 7½-pound daughter to Mr. and Mrs. Harry Bubeck May 21 at South Shore Hospital, Chicago. Father is in the sound department of NBC Central Division.

A seven-pound daughter, Louise, born to Mr. and Mrs. Ernie Shomo, May 22, at the Presbyterian Hospital, Chicago. Father is on the WBBM sales staff.

A six-pound son, Kenneth Paul, to Mr. and Mrs. Kenneth R. Fletcher in Elkins, W. Va., May 8. Father was formerly with the Coleman Bros. and Art Lewis Shows, and has operated diggers for Dinty Moore.

A 7½-pound son to Mr. and Mrs. Leo Trainor in Allentown, Pa., May 14. Father is manager of the Rialto Theater, Allentown.

A daughter to Mr. and Mrs. Mickey Fields May 17 in Hahnemann Hospital, Philadelphia. Father is editor of *Radio Press*, Philadelphia radio fan publication.

W. A. GIBBS' SHOWS

Want for Celebration, Washington, Kansas, June 3rd-5th.

Independent Shows and Concessions, Agents for Cigarette Gallery. Girls for Hula Show, write Billie Cox, Jean McKee, answer. Will book Roll-o-Plane.

W. A. GIBBS, Clay Center, Kansas.

WANT PROMOTERS!

To sell exhibit booths in Chicago. Bookings all under strong auspices.

T. DWIGHT PEPPE

604 WOODS BLDG., CHICAGO, ILL.

NORTHERN EXPOSITION SHOWS

Want for twelve celebrations in June and balance of season. Hula Show, must have good-looking girls with good forms; small Animal Show and Midlet Show with or without frame-up. Bristol, S. D., May 31-June 1; Willmot, S. D., June 3; Milner, N. D., June 5; Cogswell, N. D., June 6; Bowdlo, S. D., June 7-8.

WANT GIRLS

Attractive, youthful Girls for high-class Posing Show. Those working for me before, wire. This week **Muskegon, Mich.**
WORLD OF PLEASURE SHOWS
 KARL J. WALKER

MARKS SHOWS, Inc.**CAN PLACE**

Platform Shows, with or without outfits. Want for American Legion Celebration in downtown Charleston, W. Va., and balance of this season, legitimate Concessions of all kinds.

Want Motordrome Talker and Motordrome Riders, both men and women.

Can place good Man to handle inside of Monkey Show.

Write or wire care of MARKS SHOWS, Inc., this week, Beckley, W. Va.; week of June 3 to June 8, at Charleston, W. Va.

BILL HAMES SHOWS, Inc.**OPENS WACO, TEXAS, THURSDAY, JUNE 6, FOR 10 DAYS**

CAN USE SOBER RIDE HELP.

WILL BOOK INDEPENDENT SHOWS THAT DO NOT CONFLICT WITH OUR OWN OUTFITS.

WANT FREAKS AND ACTS FOR SIDE SHOW, ALSO FEATURE ACT FOR ANNEX

AND FRONT TALKER. (SELETTA, ANSWER.)

Dinty Moore Wants Ride Help.

Address: BILL HAMES SHOWS, care Wm. Penn Hotel, Houston, Texas.

CONVENTION SHOWS

At State Moose Convention, Wellsville, N. Y., next week, 12 weeks of

bona fide Conventions and Celebrations to follow. Want legitimate Con-

cessions, Ride Help, 2 Canvasmen, Talkers and Grinders. All communica-

tions to show direct. Tonawanda, N. Y., this week.

ENDY BROS.' SHOWS, Inc.**WANT FOR PROVEN ROUTE THRU NEW ENGLAND**

Penny Arcade, Scales, Long-Range Shooting Gallery, Floss, Novelty Concessions, Silver Streak Ride. Cleo Hoffman wants Girls for Revue and Posing Shows. Patsy Rosina wants Wheel Agents.

Address This Week, HERKIMER, N. Y.

WANTED **WANTED** **WANTED**
BOYS' ATHLETIC CLUB OF HAMTRAMCK, INC.
1ST ANNUAL EXPOSITION AND FAIR

8 DAYS—JUNE 22ND TO 29TH, INCLUSIVE—8 NIGHTS. Two Saturdays and One Sunday. Good high-class Free Acts, Shows, Rides and Concessions. Good Carnival considered. Plenty of money here. No Wheels. Factories all working. First celebration in two years. Endorsed by City Council, Civic Clubs and Chamber of Commerce. Exposition ground on Jos. Campau St., right in the heart of the city—Roesink Stadium. 1,000,000 people to draw from. This will be a winner. Address: **FAIR SECRETARY, 11611 Jos. Campau, Hamtramck, Mich.** Phone: Townsend 8-8435.

GREATER EXPOSITION SHOWS

WANT TALKER AND ACTS FOR BIG SIDE SHOW. Can use Half and Half. WANT MANAGER AND RIDERS FOR MOTORDROME IN A-1 CONDITION. WILL FURNISH OUTFITS AND FRAMEUPS FOR ANY SHOWS OF MERIT. Can Place Capable Ride Help.

Address: Kankakee, Ill., this week; Calumet City, Ill., week June 3-8.

HAPPY ATTRACTIONS**WANT SHOWS OF ALL KINDS**

Girl Show, Athletic for 16 weeks of celebrations. Bart Snedeker, wire. CONCESSIONS of all kinds not conflicting. Legitimate only. Grove City, O., Spring Festival this week; Marysville, O., Playground Festival, June 3-8; Quincy, O., Homecoming, June 10-15.

HAPPY ATTRACTIONS, Grove City, O., this week.

BAZINET SHOWS WANT

Bingo Agents, Ball Game Agents. Babe Labarie wants Front Man and Lecturer for beautifully framed Line Show. Place Diggers, Penny Arcade, Scales, Cigarette Shooting Gallery, American Palmistry, Mental Act. Ride Help, come on.

Calumet, Minn., until June 2; then Virginia.

CLYDE'S UNITED SHOWS WANT

Cook House, Fish Pond, Roll Down, Scales, Novelties, American Palmist, Candy Floss, Penny Arcade, Pitch-Till-You-Win. Wanted—Loop-o-Plane, Pony Ride or any Ride not conflicting with Kiddie Auto Ride, Ferris Wheel, Chair Plane. Wanted—Girl Show, Snake Show, Illusion or Crime Show. Address all communications **GEORGE C. SMITH, Nanty Glo, Pa.,** week of May 27-June 2; Phillipsburg, Pa., week June 3 to 9.



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.

Music Cheers --

The phonograph has an important mission helping the American people to keep heads up!

One of the important needs in this country at the present time is to encourage all those things that help to maintain American morale. The impact of war news day after day upon the minds of the people is very discouraging. Anything that contributes to cheerfulness in time of crisis should be encouraged, if possible.

Patriotism can be shown in many practical ways. For one thing, intelligent people can drop the partisan spirit for the time being, because partisan criticism only confuses the people and helps nobody. The democracies in Europe are now paying a terrific price in blood and money for partisan politics. Partisan politics is the most expensive foolishness in democracies in peace times, and in war it should be marked as treachery. Newspapers are the chief agitators of partisan politics and in some way the American people will have to find a way to prevent this destructive agitation.

American morale would be greatly improved if we could for the time being devote ourselves to united action for freedom as a nation.

That is the negative side of improving national morale. Now we need something more positive. In time of fear and distress music is one of the most helpful tonics that can be found. Music can help in almost any kind of crisis or trouble.

The automatic phonograph and the music operator have a big place, along with all other music channels, in helping to keep up the spirit of the American people.

There has been quite a change in the time between this war and the last. It has been very evident that the democracies went to war this time without the militant music which played so large a part in moving the people during the previous World War. Some say that this is a sign democracy has failed and that pacifism has so weakened democratic nations that they can no longer put up a good fight. We may soon see whether this is true in the case of England and France.

Whatever havoc pacifism may have played in undermining the spirit of the democracies, we all need the encouraging influence of music and we need it badly.

Reports from Canada and England indicate that the automatic phonograph is actually playing a significant part in supplying cheerful music to soldiers and to civilians as well. No doubt the civilian population needs its ration of music to keep up courage more than the armed forces.

The automatic phonograph is among those forms of music that may be had by the patrons of public centers at low cost. If the whole truth is told, the phonograph makes it possible for many citizens to hear good music at a price within their reach. This is a fact which needs emphasizing in modern times and all agencies and organizations that have regard for the common man will keep this idea in mind.

The public places where many people go to hear their music must also receive their full consideration if Ameri-

can unity is to be promoted. These places include taverns, restaurants and other public business locations which best serve their patrons by providing good music. Many of these locations have found it possible to supply the best in music only since the modern automatic phonograph has become a reality. There are economic conditions which make this true. The locations which profit by the phonograph are limited in their earnings and so are the people who patronize them.

But the people who patronize these locations constitute the mass from whom our armed forces must be drawn in case of war and it is they who will bear many of the other burdens of war. To them music is a well-deserved encouragement. They make up the bulk of the American people and it is they who need the cheering effects of popular music.

The good cheer of the masses can best be maintained in trying times by having popular music everywhere. It is an encouragement to national spirit that we have phonographs and radios in the home. It is also a great asset that we can have instruments which make popular music quickly available in business locations where people congregate and seek economical means of diversion. The American people have built up a heritage of popular music and now that vast store of music can be made to serve a very useful and patriotic purpose.

All this popular music may be used to boost the courage of the masses when there are many things to discourage. All this music may help the people to keep faith in their country and to stand up when times are hard. The automatic phonograph is not the only means of cheering the people, but the 400,000 machines with from 12 to 24 records on each machine do make an army for good cheer that is sure to serve a useful and patriotic purpose.

There are two groups that wittingly or unwittingly put a damper on the good that phonographs may do in helping to keep our spirits up. One is that group that would put excessive taxes or fees on the phonographs. While it is generally recognized that everybody must bear an increasing load of the taxes necessary to national defense, yet there are too many with the power to tax who do not consider fully what is a fair distribution of taxes. This is a time for organizations and taxing bodies to boost public spirit by being very fair in assessing fees.

Otherwise sincere church people also destroy national unity in times of emergency. Instead of rallying to the defense of democracy which makes the free exercise of religion possible, church people often prove to be a national handicap by trying to regulate masses of people who do not belong to their groups. This tendency affects a number of businesses and business locations that are contributing a great share to maintaining American courage and spirit.

It is hard to guess what may be the course of events by the time this gets into print, but one thing is certain: The American people need all the good cheer that can be had thru popular music. The phonograph is helping to supply that need.



**New
"Zoomed-Up"
Cabinet**

Cause men's, women's and children's fingers to itch in getting hold of those trigger-grips and hanging away at those attacking bombers. It's the game of the times.

**Shooting h--- out of the
earning records
of any legal coin
game ever made!**

Keeney
**ANTI-AIRCRAFT
MACHINE GUN**

*The Game that is making
American men and women
expert anti-aircraft marksmen*

While earning records show the Keeney Anti-Aircraft Gun to be the biggest money-maker of all legal coin games, it has not yet come into its ultimate popularity. It is safe to say that 10 times as many people will be playing it this summer than are now frequently playing the game for amusement as well as for gunnery practice.

Better arrange for early deliveries with your Keeney Distributor!

"The House that Jack Built"

J. H. KEENEY & CO. NOT INC. 2001 Calumet Ave.
CHICAGO

Score Champ KEENEY'S NEWEST
THE 8TH SUCCESSIVE HIT BY
KEENEY IN THE "FREE GAME" PIN GAME FIELD
IT'S THE GREATEST OF 'EM ALL!

**Gottlieb Busy
With Four Games**

CHICAGO, May 25.—"D. Gottlieb & Co. lead the industry with the production of four great winners at one time," declare officials of the company, "which looks like a new record."

"The new model Skee-Ball-Ette, which has the money-earning feature of our Oh! Johnny, is proving an unrivaled hit with the trade, and orders are piling in."

Oh! Johnny introduces a brand-new idea which bell operators hail as a big money-maker, and they are grabbing it off fast. Drum Major, of course, is in a class by itself among novelty games. As fast as operators see its great possibilities, they rush orders for more and more.

"The fourth winner is our De Luxe Grip Scale, which has set the record of

entering its third year of steady production going as strong as ever. Naturally this line-up keeps the wheels spinning at a lively whirl at the factory and makes it a problem for us to keep abreast of the demand for rush delivery."

**Dick Groetchen
Back From Biz Trip**

CHICAGO, May 25.—Richard Groetchen has just returned from a 4,000-mile trip, visiting with his distributors in Southern and Southwestern States. He reports an enthusiastic reception for the new airplane game Zoom, which is to be released shortly by the Groetchen organization.

"With everyone scanning the newspapers for war news, a game like Zoom is very timely," it is stated, "because its playing action closely resembles the attack of bombers upon an enemy fleet. Zoom can be had as a free play game or as a payout game, to suit conditions in territory."

"Groetchen's Mercury, token payout game, is hitting new records in sales, with many operators concentrating their operations on this time-tested reliable token payout game. The cheatproof tokens dispensed in Mercury add materially to the protection of operators, who consider Groetchen's tokens the

only ones protected against counterfeiting."

**Three N. Y. Firms
Seek Incorporation**

ALBANY, N. Y., May 25.—Three newly organized machine projects were authorized today by the secretary of state to conduct business in New York State. They include the following enterprises: Cato Amusement Corp., Cato, N. Y.; operation of penny arcade machines; capital \$2,000. The promoters and stockholders are Mat T. Collins, Nellie Collins and Ira J. Kingsley, Cato.

Statler Distributors, Inc., Manhattan; vending machines of all kinds; capital \$50,000. Stockholders: Leo Sandler, Arnold S. Greene and Joseph Ort, New York.

Electrotone Corp., Manhattan; mechanical devices of various kinds; capital 100 shares preferred stock at \$100 per share and 200 shares common stock no par value. Stockholders: Mortimer Colmer, Westfield, N. J., and Abraham Kadanoff and Celia B. Kadanoff, New York.

Recommend Meters for Chi

CHICAGO, May 25.—Parking meters were approved, with reservations, by the public works committee of the City Club

HEY, RUBE!

That's the circus S O S. It brings the roustabouts flocking to the rescue . . . just like PHOTOMATIC brings everyone flocking to take a framed personal portrait, automatically in 40 seconds. There's MONEY in PHOTOMATIC!

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

PACES RACES, \$69.50

Brown Cabinet, Serials over 5,000
1/3 Deposit

WANT MERCHANTMAN DIGGERS

MT. ROYAL NOVELTY, Inc.
308 E. Baltimore St., Baltimore, Md.

BARGAINS FROM DAVE MARION

Ten Strike, 1939, Improved A-1 \$117.50	Ski-Jump 79.50
World Series . . . \$62.50	Totalizer 12.50
Chubbie, F.P. . . 18.50	Red, White, Blue 17.50
Box Score, F.P. 22.50	Target Skill F. 10.00
Model F, 1940 . . 17.50	Spottem, F.P. . . 22.50
Chicken Sam . . . 97.50	

New List Out. Many Bargains—Write.
1/3 Deposit Required — Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

recently. The club is a civic group which makes recommendations to the city officials, etc. The report declared that from \$500,000 to \$1,000,000 would be realized yearly in fees for curb parking.

★ ★ ★ ★ ★ OFFICIAL COMMUNIQUE ★ ★ ★ ★ ★

REVOLUTION

IN PHONOGRAPH OPERATION

Keeney Wall Boxes Revolutionizing Industry

ADAPTABLE TO ALL MAKES & MODELS

Eliminates having to rip out system every-time change in make of phonograph is made.

KEENEY POSITIVE WALL BOX SYSTEM

"Never gives any trouble . . . easiest and cheapest to install." That's what every Keeney Wall box operator will tell you about this system.

And there's no inconvenience to the location, or loss of money to the operator in having to change systems every time a change in make of phonograph is made.

And there's never any 'free concerts' caused by passing street cars or electric toasters. Or by 'wise boy' plug pullers.

AND CUSTOMERS ALWAYS GET PROPER SELECTIONS REGARDLESS HOW MANY BOXES ARE PLAYED AT SAME TIME



Licensed under
Nelson and
other patents
pending.

COLLECTION INCREASES UP TO 700%

Best of All Systems Say Operators

"The biggest thing, from the standpoint of operating profits, since the advent of the coin-operated phonograph itself." That is the verdict of every operator who has installed Keeney Wall Boxes on his music locations.

Locations Demanding Keeney Wall Boxes

News of Keeney Wall Boxes and the 200 to 700% collection increases has spread, and locations are signing up on long-term, exclusive basis in order to get this Keeney System in their place.

Opening Thousands of New Locations

By being able to put the phonograph mechanism in a backroom or basement, thousands of cramped-for-room locations are now available for music operation . . . small but popular lunch cars, hamburger stands, etc.

Reducing Operating Costs

In that Keeney Wall Boxes are adaptable to ALL makes and models, even the 12 and 16-record models, an operator can now derive top earnings from his obsolete equipment.

Nickel Wise and Quarter Foolish

Those music operators, who think they are saving money by not wall-boxing their locations, are satisfying themselves with nickels where quarters and half dollars might easily be obtained.

Get the Keeney Wall Box Picture from any Keeney Distributor or from Distributors of Mills Phonographs

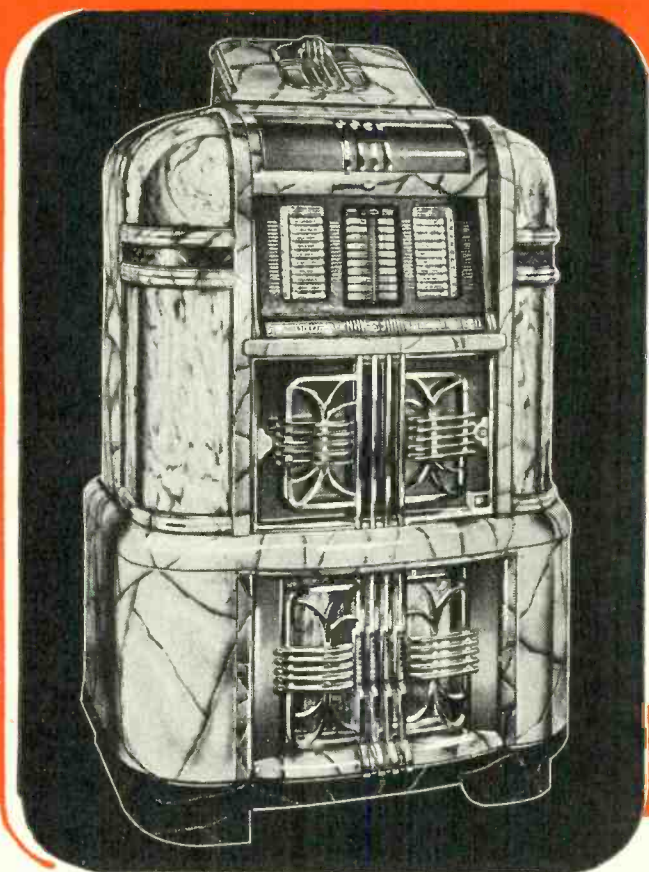
J. H. KEENEY & CO. *Not Inc.*

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

NATIONWIDE

DISTRIBUTION



ROCK-OLA

Luxury Lightup PHONOGRAPHS

AT DISTRIBUTOR SHOWROOMS
IN THESE CITIES

AKRON, Ohio
Ed. George Novelty Co.
37-39 Ira Avenue

ALBANY, New York
Square Amusements of Albany
707-709 Broadway
(Tel. 5-4791)

ATLANTA, Georgia
Edgar I. Woodfin
64 Central Ave.
(Tel. Main 4601)

BALTIMORE, Maryland
The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)

BILOXI, Mississippi
United Novelty Company
504 West Howard Avenue
(Tel. 101-102)

BIRMINGHAM, Alabama
Birmingham Vending Company
2117 Third Avenue, North
(Tel. 3-5183)

BLTHERVILLE, Arkansas
O. M. Morgan
423 Madison Street

BOSTON, Massachusetts
Supreme Amusement Co. of New
England, Inc.
1022 Commonwealth Avenue
(Tel. Longwood 3264)

BUFFALO, New York
Rex Amusement Company
1443 Main Street
(Tel. Garfield 7780)

BUTTE, Montana
H. B. Brinck
825 East Front Street
(Tel. 6726)

CHARLESTON, West Virginia
R. M. Bender Distributing Co.
821 Bigley Ave.
(Tel. 36-813, 34-949)

CHICAGO, Illinois
National Coin Machine Exchange
1411 Diversey Parkway
(Tel. Buck. 6466)

CINCINNATI, Ohio
Herbert Hill Distributing Co.
30 E. 13th Street

CLEVELAND, Ohio
Art Nagel
2923 Prospect Avenue
(Prospect 4551-2)

DALLAS, Texas
Fisher Brown
2206 S. Harwood Street
(Tel. 4-6431)

DENVER, Colorado
Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)

DES MOINES, Iowa
A. A. Becker
669 34th Street
(Tel. 7-4058)

DETROIT, Michigan
Sauve Music Company
3002 Grand River Avenue
(Temple 2-5788)
Henry Nelson
3784 Duane Avenue

ELGIN, Illinois
Elgin Music & Novelty
112 S. Grove Avenue
(Tel. Elgin 884)

FARGO, North Dakota
Frank D. Gruenzner
721 7th Street, North
(Tel. 88-8)

FLINT, Michigan
George J. Miller
322 Delia Street
(Tel. 2-3477)

GARY, Indiana
J. P. K'amer
416 Grant Street
(Tel. Gary 25036)

HOUSTON, Texas
Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana
Frank Wixcel
456 Massachusetts Avenue
(Tel. Lincoln 0932)

JACKSON, Ohio
Summers Sales Company
275 East Main Street
(Tel. 22)

JOPLIN, Missouri
Bruton's Automatic Supply
1619 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan
King Pin Games Company
826 Mi Is Street
(Tel. 4014)

KANKAKEE, Illinois
Gousset Sales Company
444 South Schuyler Avenue
(Tel. Main 360)

KANSAS CITY, Missouri
United Amusement Company
3410 Main Street
(Tel. Valentine 5825)

KENTON, Ohio
Trenton Bridge
415 North Cherry Street
(Tel. 9260)

KNOXVILLE, Tennessee
Carl E. Palmer
Park Hotel, Walnut St. and Union Ave
(Tel. 2-5116)

LITTLE ROCK, Arkansas
Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 40584-7924-22469)

LOS ANGELES, California
Jean J. Minthorne
2920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky
Carl A. Hooper
547-549-551 S. 2nd
(Tel. Wabash 4063—Belmont 2409)

MEMPHIS, Tennessee
Earl Montgomery
1074 Union Avenue
(Tel. 2-1700)

MILWAUKEE, Wisconsin
Badger Novelty Company
2546 North 30th Street
(Tel. Kilbourn 3030)

MOBILE, Illinois
N. A. Montie
1109 Fifth Avenue
(Tel. Moline 3916)

MONTREAL, Quebec, Canada
Mortimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee
H. G. Payne Company
314 Broadway
(Tel. 6-4545)

NEW ORLEANS, Louisiana
Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York
Interstate Coin Mach. Sales Corp.
248 W. 55th Street
(Tel. Circle 7-6420-1)

OAKLAND, California
Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 3634—3579)

OKLAHOMA CITY, Okla.
Mid-West Novelty Sales Co.
2 N. E. 14th St.

OMAHA, Nebraska
Calamia Distributing Company
714 S. 13th Street
(Tel. JA 2310)

ORLANDO, Florida
Warren Fitch
543 West Central Avenue

PHILADELPHIA, Pennsylvania
Keystone Vending Company
1423-25 Spring Garden Street
(Tels. Stevenson 1450—Race 2279)

PHOENIX, Arizona
Bennett's Music Company
516 West Washington Street
(Tel. 3-2456)

PITTSBURGH, Pennsylvania
B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)

PORTLAND, Oregon
Coast Amusement Company
1932 West Burnside
(Tel. Broadway 1517)

RENO, Nevada
Nevada Novelty Co.
205 East 2nd Street

RICHMOND, Virginia
Moseley Vending Machine
Exchange, Inc.
00 Broad Street
(Tel. 3-4511)

ROCKLAND, Maine
Maine Automatic Service
44 Park Street
(Tel. 655)

SAGINAW, Michigan
Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532—3-1159)

ST. LOUIS, Missouri
Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota
La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2826)

SALT LAKE CITY, Utah
J. H. Rutter
73 S. 4th Street East
(Tel. Wasatch 2382)

SAN ANTONIO, Texas
United Amusement Company
310 South Alamo Street
(Cathedral 1431)

SAN DIEGO, California
A. J. Fox Company
235 West F Street
(Tel. Franklin 6497)

SAN FRANCISCO, California
Rex Vending Company
759 Ellis Street

SEATTLE, Washington
Northwest Sales, Inc.
3144 Elliott Avenue
(Tel. Garfield 0460)

SIOUX FALLS, South Dakota
Gordon Stout
1131 West 10th Street
(Tel. 7839W)

SPOKANE, Washington
Standard Sales Company
171-173 South Post Street
(Tel. Maine 4904)

SYRACUSE, New York
Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada
Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 3295-6)

TULSA, Oklahoma
Mid-West Novelty Sales Co.
404 West First Street

WASHINGTON, D. C.
The Hub Enterprises
7312 Georgia Ave.
(Tel. Randolph 9759)

WICHITA, Kansas
Marion Company
562 West Douglas
(Tel. 3-9458)

It's Rock-Ola for 40

Multiply Your Profits with

WURLITZER WIRELESS REMOTE CONTROL EQUIPMENT

Wurlitzers have always been the world's most profitable Automatic Phonographs. Now with Wurlitzer Wireless Remote Control Equipment their earning power has been further increased—in some locations several hundred per cent. Wherever installed Wurlitzer Remote Control Units put Wurlitzer Music within arms reach of every customer. The Wall Box, Bar Boxes and Portable Unit have 24 record selectivity, are adaptable to any 24 record Wurlitzer Phonograph. Each is smartly styled and precision engineered to Wurlitzer standards.

ONLY WURLITZER MAKES A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

Only Wurlitzer offers Wireless, Two-Wire and Thirty-Wire Remote Control Systems. None obsolete present Wurlitzer Equipment. Each is designed for inter-use with the other two. For example, 2-wire and 30-wire units can be used on a phonograph that has wireless equipment. 30-wire units on a phonograph that has 2-wire equipment. Bar and Wall Boxes are readily converted from 2-wire to wireless and vice versa—the most flexible Remote Control Equipment ever offered.

The Rudolph Wurlitzer Company, N. Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Que., Canada.

*A Name Famous in Music for Over
Two Hundred Years*

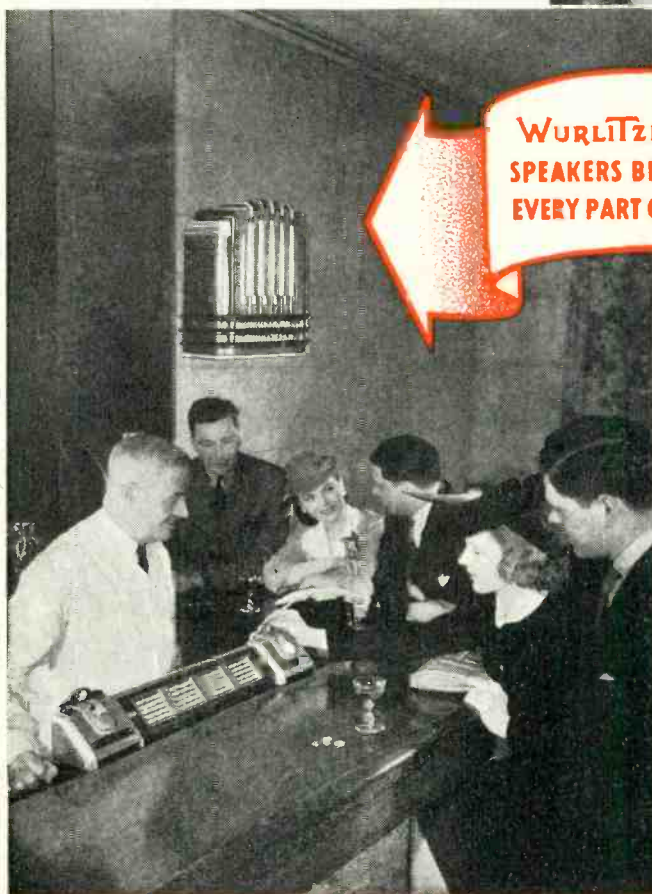
SEE LIST OF WURLITZER DISTRIBUTORS, FIRST
PAGE MUSIC MERCHANDISING SECTION

**ORDER NOW
for
IMMEDIATE
DELIVERY**

MOVE MUSIC TO ANY SPOT IN A LOCATION WITH A WURLITZER STROLLER—COMBINES COIN MECHANISM—24 RECORD PROGRAM SELECTOR AND SOUND SYSTEM IN ONE SELF-CONTAINED PORTABLE WIRELESS UNIT.

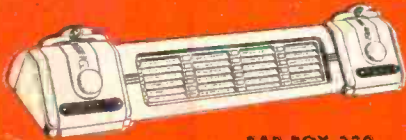


**WURLITZER WIRELESS
SPEAKERS BRING MUSIC TO
EVERY PART OF THE LOCATION**



INCREASE YOUR PROFITS WITH WURLITZER WIRELESS BAR BOXES—MAKE WURLITZER MUSIC AVAILABLE AT THE BAR WHERE TRAFFIC IS HEAVY AND ODD CHANGE IS HANDY.

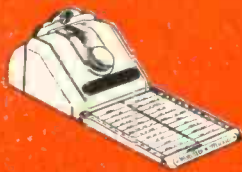
MAKE IT EASY FOR PEOPLE TO BUY YOUR MUSIC AT ANY BOOTH, TABLE OR SPOT IN THE LOCATION WITH WURLITZER WIRELESS WALL BOXES.



BAR BOX 330



BAR BOX 331



BAR BOX 332

All three bar boxes illustrated above have illuminated dials, full 24 record selection, are finished in attractive, walnut burr and silver crinkle with red plastic dial knobs; will clamp on bar, counter or soda

fountain without mutilation. Model 330, has coin entry, magnetic coin selector and 24 record program selector at either end. Models 331 and 332 are single units.

STROLLER MODEL 340

Combines coin mechanism, 24 record selector, and sound system in one self-contained, portable unit.



WALL BOX
MODEL 323

Beautiful, breakable polished metal cage. Red face, quarter trim. Illuminated dial, coin entry and 24 record program.



WIRELESS SPEAKER
MODEL 350

Wurlitzer wireless receiver and speaker. Colorful, deflectional, illuminated plastic horn panel.

**THE ONLY WIRELESS BAR BOXES THAT ENABLE YOU TO SELECT
EVERY RECORD ON THE PHONOGRAPH**

SOLD ONLY TO MUSIC MERCHANTS