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AUGUST 15, 1936  
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# The Billboard

The World's Foremost Amusement Weekly



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the dynamic  
 “ ARNO ”

Conductor - Violinist



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Critics' Notes

**BUFFALO COURIER-EXPRESS,**  
 July 18th

"From the viewpoint of audience reaction, the ARNO overture is tops on the program. It provided yesterday's first-show audience an occasion to demand an encore, which is unusual."

W. E. J. M.

**THE BILLBOARD,** July 4th

"Local audiences have enthusiastically received ARNO, and that's something in this conservative town."

**BUFFALO EVENING NEWS,**  
 July 13th

"ARNO'S Shea's Buffalo program was of network caliber."

Joe Haefner.

**BUFFALO EVENING TIMES,**  
 April 21st

"The Shea's Buffalo broadcast-ing group has taken on new vim under ARNO'S direction."

Rod Reed.

# The Billboard

Vol. XLVIII  
No. 33

The World's Foremost Amusement Weekly

August 15,  
1936

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## MEET ON RADIO-PIX WAR

### 6 Midwesterners Sign With BAA

Agree to closed shop—to pay for midnights—will play Indie shows

NEW YORK, Aug. 8.—The Burlesque Artists' Association added another important feather in its cap early this morning when a wire was received from a group of six Midwestern theaters agreeing to a closed shop deal. The theaters involved are the Rialto, Chicago; Gayety, Minneapolis; Empress, Kansas City; Garrick, St. Louis; Gayety, Detroit, and Roky, Cleveland. A wire accepting the (See 6 MIDWESTERNS on page 17)

### Bizmen Plug Trenton Fair

TRENTON, N. J., Aug. 8.—Tip to other fairs on how to revive interest is scheme put in motion by George Hamid, lessee of New Jersey State Fair here, acting in concert with Harry E. LaBrequé, his resident manager. Aside from booking in a flock of off-season events staged on the grounds, duo worked up a fever of good will for a climax by contracting the 15th annual outing of the Trenton Chamber of Commerce, held Wednesday afternoon with about 1,200 leading bust. (See BIZMEN PLUG on page 17)

### 802 Keeps Doubling Law; Similar Ruling in Philly

Weber withdraws stay granted opponents of measure, tho leaving way open for future action—Philadelphia law precipitates split in ranks—meeting set for September 7

NEW YORK, Aug. 8.—Law prohibiting doubling on all but correlated instruments, passed recently by Local 802, American Federation of Musicians, went into effect this week when Joseph N. Weber, AFM president, withdrew the stay granted opponents of the measure on July 18. Those opposing the doubling law took the matter to the president's office after a meeting called to reconsider the question failed to produce a quorum. Coincidental with Weber's withdrawal of the stay, the Philadelphia musicians passed a similar anti-doubling law. However, indications are that the members of 802 who want the doubling law killed are going to continue their activities. In his letter to Jacob Rosenberg, secretary of Local 802, notifying him of the withdrawal of the stay, the president of the national body left this avenue of appeal opening, saying, "Your local is free now to enforce the law until set aside by the International Executive Board, if such should be the action of the board." Weber's action followed a visit to his office of a committee headed by Maurice Sackett. Committee pointed out that the law was passed by majority of the local; was sustained when the opponents thereto couldn't produce a quorum, and that any step by the president to kill the law might be interpreted as stepping in on the local's autonomy.

Meanwhile, it appears that one of the chief sources of employment figured on by the membership when it passed the anti-doubling law, this source being New York radio stations and networks, is now out for two years. Stations and the local just came to terms a few months ago (See 802 KEEPS on page 17)

### "Jumbo" as Side Show to B. Rose, Casa Dwarfing It

NEW YORK, Aug. 8.—Jumbo is "merely a side show" at the Fort Worth Centennial. Phrase is from the typewriter of Impresario Billy Rose himself in a letter to George A. Hamid, head of George A. Hamid, Inc., supplier of the circus acts. Director-General Rose is so sure that Jumbo is only a kid opera that he stressed the point to New York newspaper men who drifted down to Texas to get a line on his string of prairie operas.

Says Rose: "The Casa Manana completely dwarfs and awamps it (Jumbo). No use trying to describe Casa. I have my staff already at work on 'The World's Fair on Wheels,' which I expect to open in May, 1937. No use telling you much about it—you would think I am nuts. It will cost a cool million dollars, and at the present writing it looks as if four of the largest industrial concerns in America will finance it. It will go out under canvas and I think it will give (See JUMBO on page 15)

### Commercially Sponsored Floor Shows Are Growing

PHILADELPHIA, Aug. 8.—The new free show menace to the bookers' already greying temples is assuming definite proportions and may present a real threat this coming season. A firm called Publicity Entertainers, a brainchild of Charles K. Kamsler, Philly realtor, has shows in rehearsal with advertisers supplying the coin for the song and dance teams to plug their products and trademarks. Altho Kamsler states he is not in competition with the booking agents—his plan was reviewed in *The Billboard* June 27—fact remains that civic and private organizations will be able to get free shows without paying either the agency or the acts. Advertisers see fit to foot the bill for the publicity.

First show is planned to get under way September 15, and since only cash money is asked there is no danger of bookings being fex and far between. Lineup parading the trademarks will find Harold Davis, emcee; Fonda Sharfain, violinist; Doty and Dean, mixed dance duo; Mary Black, soprano; Edith Brit. (See COMMERCIALLY on page 15)

### Conclave on Coast To Discuss Pix Stars' Radio Appearances

Hays office gets in on situation—producers want new contract clause giving them say-so—rumor of walkout—New York meeting is held under smoke screen

NEW YORK, Aug. 8.—Situation concerning the protests of motion picture exhibitors all over the country against the producers letting their film stars work on radio broadcasts will reach its climax Tuesday (11) when, on the Coast, the Hays organization—Motion Picture Producers and Distributors' Association—will tackle the problem. Principal question at the meeting will be, it is said, consideration of a proposal whereby a new clause will be written in all future contracts with performers, giving the studios the final say on radio dates for pix stars. The Hays group until this week hadn't entered the controversy but came in by a roundabout method when Loew and RKO executives attended a meeting with indie theater operators in New York Thursday (6).

Picture executives claim this meeting between the circuit and indie representatives used as a smoke screen the announcement made after the meeting that the principal problem discussed was that of early-bird matinee prices. Actually, it is claimed, the indies, headed by Harry Brandt, of the Independent Theater Owners' Association, and Charles O'Reilly, of the Theater Owners' Chamber of Commerce, representing practically every independent theater and chain in New York, told the circuit execs that unless a halt were called on radio appearances of picture names the indies would, under their 20 per cent (See Conclave on Coast on page 7)

### Winnipeg's Revival Big

Exhibition attendance up and R. A. S. midway scores record-breaking attendance

WINNIPEG, Aug. 8.—Revival of Winnipeg Exhibition made remarkable strides this week, with record-breaking patronage rung up by Royal American Shows on the midway. Gate attendance in (See WINNIPEG'S on page 19)

### N. Y. World's Fair Slaps Suit On Monthly Using W. F. Title

NEW YORK, Aug. 8.—First of an expected series of similar suits was filed this week by the New York World's Fair 1939, Inc., against *The World's Fair*

*News, Inc.*, headed by Joseph P. Conful, president, and John W. Seymour, treasurer. Action seeks to enjoin the publication, a monthly first issued in July, from using "World's Fair" in its title. Fair corporation announced that proceedings are being prepared against others in unofficial connections using the words, but the others in question were not named.

Plaintiff charged that title "constitutes a fraud on the public, is an interference (See N. Y. WORLD'S FAIR on page 10)

### W. A. Webb, Dallas Expo Head, Is Dead

DALLAS, Aug. 10.—William Alfred Webb, 58, general manager of Texas Centennial Exposition here, died on Sunday at 2 p.m. in Medical Arts Hospital from a heart attack suffered Saturday night, followed by another attack Sunday morning. Mr. Webb's heavy duties supervising operation of the exposition had been a strain on his health and he had been recently advised by (See W. A. WEBB on page 17)

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# Federal Theater Project Sends Out Call for Plays

**Will consider all scripts, Chicago office announces—Mass. project takes another house—tour of CCC camps is being readied—no house in Philly—other items**

NEW YORK, Aug. 8.—In keeping with its basic purpose of ultimately establishing a permanent national theater, comparable in scope and ability to the national theaters of various European countries, the WPA Federal Theater Project announces thru its Chicago office that it is seeking manuscripts for immediate consideration. Directed particularly to new American playwrights in the hope that new plays dealing with American scenes will be written, the statement contains no strings, the major requisite being quality. Either full-length works or shorter will be considered for production, and it is desirable but not necessary that the themes portray problems and happenings bearing a relation to the Midwestern portion of the United States. Should the plays chosen be produced for regular performances, authors will be paid royalties.

All manuscripts should be sent to George Kondolf, director of the Federal Theater for Chicago, 433 Eric street. Kondolf's office will assume the function of a clearing house for new plays for the entire Midwest, and with it will be associated an experimental unit which will give plays reading rehearsals with a view to ascertaining their production possibilities. Experimental plays are welcomed, including musical revues, poetic dramas and the like, as well as plays by Negro authors, the ultimate idea in the latter case being the establishment of a Negro People's Theater in this country.

By grasping this means of securing an entering wedge, writers may have their plays produced without having recourse to the complicated and highly competitive procedure of getting New York consideration.

Last week's news of a Federal appropriation, to be forthcoming soon, for the continuance for another year of the Federal Theater Project, and the renaming of Hallie Flanagan as national director, caused no appreciable hitch in the Project's activities around Metropolitan New York and suburban spots. Revision of *Injunction Granted*, third production of the Living Newspaper, has been completed, the director following changes suggested by newspaper critics so that the production is now 25 per cent new and more easily understandable to the public. Last week, incidentally, 46 delegates from England, Holland, Denmark and Czechoslovakia, en route to the Leyden International Conference, a gathering of religious groups, at Star Island, N. H., were guests of the production.

Tomorrow (August 9) the company and production of the Negro Theater's *Macbeth* embarks on its long-delayed trip to Dallas, Tex., where it is scheduled to open a Centennial engagement August 13. The company will use two coaches, five sleepers, two diners and four baggage cars, the latter being necessary to carry the sets for the castle and the jungle.

The Majestic Theater, Brooklyn, will house a Gilbert and Sullivan repertory company August 11-29. First on the bill will be *The Mikado*, which has played to more than 200,000 people in 200 performances since October, 1934. Others to follow include *Iolanthe*, *Pinafore*, *Pirates of Penzance* and *Trial by Jury*, and prices will be scaled from 25 cents to 55 cents.

The WPA Variety Theater has taken over the Knights of Columbus Auditorium in Brooklyn for Tuesday evening performances of the unit's shows. *Ec Seated*, a musical, preceded by eight acts of vaudeville, was the first presentation, August 4, and *On Top*, current at the Majestic, will follow. Admission is 40 cents.

Odds and ends: *The Big City*, a 60-minute play dealing with the tribulations (See FEDERAL THEATER on page 18)

## Warners Get Fox, Philly

PHILADELPHIA, Aug. 8.—Fox Theater becomes the 105th house in the Warner Bros.' chain of theaters, a three-year lease being arranged starting last Satur-

day (1). The theater was erected by William Fox and opened in 1924 at a time when the Mastbaum family controlled nearly all the central city cinema theaters. Al R. Boyd, pioneer motion picture exhibitor, became manager of the Fox in 1932.

Warner interests will continue the present policy, stage shows and films. However, its continuance will depend on the outcome of negotiations with the stagehands' and musicians' unions, present agreement expiring on September 10. Should the house remain a de Luxe Herman Whitman, manager of the Earle Theater here, will be transferred to take charge of the newest addition to the circuit.

# WPA Musicals for Penn Spots; AFA Squawks at Salary Cuts

PITTSBURGH, Aug. 8.—Lorin J. Howard, State director of the WPA Theater Projects, following a survey of local conditions and available talent, urged the local office chiefs to submit plans for two musical comedy projects to play Allegheny County. One project is to be self-sustaining, with the other a WPA-supported affair. The self-sustaining project is not meeting with a large degree of favor with those who have had experience with the two current WPA vaudeville units. They feel that community houses and school auditoriums which have housed the present free gate shows will not be in the market for a musical comedy with any admission fee. They also state that the theaters in this territory equipped with stages are tied up by chain operators who will not entertain a self-sustaining show to fill a profitable engagement.

The self-sustaining revue is to employ 30 people, with the other to use more than 20 performers. Guy Midgley, musical comedy producer for the WPA in Pennsylvania, feels that musical shows will find greater favor with customers and will prove more successful than vaude units. He is facing an argument from the American Federation of Actors, thru its local representative, William

# Plenty of Premieres in Barns; Many Spots Set Early Closings

NEW YORK, Aug. 8.—The woodlanders skimmed thru a quiet week, despite a creditable number of scheduled new plays which, for the most part, had been previously announced with a persistence sufficient to take the edge off the publicity accruing to the various openings. Garnering most of the space was Jimmy Savo, who essayed the spoken word at Lawrence Langner's Westport Country Playhouse in a three-cornered fracas involving Savo, Mollere and a new version of the latter's *Would-Be Gentleman*. Each of the trio emerged bewildered but essentially intact, seeming proof that the gentlemen were thrown together in the wrong pew and defied amalgamation. Associated in the attempt were

## LABOR'S NEWEST HEADACHE

By PAUL DENIS

Watch for This in  
The Fall Special  
Of The Billboard

## Consolidated Leads Second-Half Baseball

NEW YORK, Aug. 8.—Records of last week's games played by the Motion Picture Baseball League, now in its second half, show Consolidated in the lead, while Music Hall remains undefeated. Scores and dates played are Paramount 7, Columbia 6, July 31; Consolidated 14, NBC 12, August 1; Music Hall 8, NBC 0, August 3; Skouras 3, Loew MGM 1, August 5. League standing is appended, together with a recapitulation of games played to date.

Team	League Standing to date (second half)			Games played to date		
	Won	Lost	%	Won	Lost	%
Consolidated	4	0	1.000	7	5	
RKO	3	0	1.000	8	3	
Music Hall	2	0	1.000	10	0	
Paramount	2	1	.666	5	6	
Skouras	2	2	.500	6	7	
Columbia	0	3	.000	7	4	
Loew MGM	0	3	.000	5	6	
NBC	0	4	.000	0	8	
United Artists	—out—					

# To Meet on Train Fares

Trunk Lines to confer on reduced rates for theatrical troupes—will name date

NEW YORK, Aug. 8.—Frank Gillmore's letter to the Trunk Lines, to which organization he had been referred by the Interstate Commerce Commission recently, requesting a reduction of railroad fares for traveling theatrical companies was answered last week, the association saying it would name a date to come together with Equity for a consideration of the matter. These reductions, much sought after by Equity, the League of New York Theaters and the Dramatists' Guild will, if obtained, be an important step in the much-heralded revival of the road predicted by William A. Brady in his speech at the last annual Equity election meeting on May 26. In accordance with Brady's plea for a united front in order to raise the legitimate theater to its former significance and popularity, the three organizations are co-operating tacitly, altho the greater part of the campaign is not expected to get under way before the middle of September, on which date most of the members of the various bodies will be back from their vacations. Hitherto delayed because of last winter's managers-dramatists' quarrel and further put off until Gillmore returned from his Coast trip, the present negotiations are being watched with great interest by all those who see in the offing a possible legit boom reminiscent of pre-depression days.

# Nashville Papers Drop "Publicity"

NASHVILLE, Aug. 8.—"To protect the best interests of both readers and advertisers" the three Nashville daily newspapers Tuesday announced a mutual agreement for discontinuing the publication of so-called "publicity" stories and pictures, including theater and night club news.

All publicity, their statement sets out, will be discontinued "except in those instances where the subject discussed is one of such public news interest that it would be deserving of comment in our newspapers without regard to advertising."

The new policy means the discontinuance of daily movie columns pertaining to current theater attractions and pictures or news stories of bands or floor shows booked at local night clubs.

Sunday movie and radio sections, however, will be retained.

## ESTELLE and LeROY (This Week's Cover Subjects)

THE act of Estelle and LeRoy was formed in London, England, when Estelle Essex was playing in a Felix Ferry show at the Grosvenor and F. Olin LeRoy had ended his association with a previous partner after a successful tour of the Continent.

After rehearsing a while the new act started in where the disbanded unit left off, playing in Connors, the Savoy and Palladium in London; La Scala, Milan, and in Berlin and Paris. While playing the latter city their work caught the eye of Clifford Fisher, and they were signed for the French Casino on Broadway.

The team's first booking in the United States, at the Casino, was for two weeks, but it turned out otherwise. The critics and the public took to the act enormously, and the two weeks stretched into a six-month booking. When the Casino show closed the act went into Ben Marden's Riviera and is currently there.

Altho now regarded as one of the finest dancers in the profession, LeRoy started out as a certified public accountant in a Chicago publishing house. He met his first partner in 1927. Miss Essex started her career in the show business as a beauty contest winner, her first professional date being at the Paradise, New York. From there she went to London, where she met LeRoy.

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# DMA Closes Big Conclave

### 53d convention, held in New York, is biggest yet—Mrs. Beach re-elected pres.

NEW YORK, Aug. 8.—Dancing Masters of America, Inc., closed its 53d annual convention, held for five days at the Hotel Roosevelt, last night with a dinner and dance. Major event of the fourth day was the election of officers for one-year terms, including Mrs. Montie Beach, Houston, Tex., who was re-elected president for the fourth consecutive time, an occurrence all the more unusual in that she is the first woman to ever hold that position; Joshua T. Cockey, Baltimore, first vice-president; Leroy H. Thayer, Washington, second vice-president; Mrs. Christine MacAnanny, third vice-president, and Jack Bowman, fourth vice-president. With the exception of Jack Frost, who was elected director at large for the next five years, replacing James F. Downey, all other officers were re-elected. These include Walter U. Soby, secretary-treasurer; Daniel C. Quilty, director; Penton T. Bott, director; Ross D. Ackerman, director; Ernest E. Ryan, director, and F. W. Kehl, principal of the normal school sponsored by the DMA.

The five-day session was attended by the greatest gathering ever assembled since the organization has been in existence, a checkup indicating that representatives came from as far as New Zealand, in addition to every State in the United States. In all, 1,800 dancing teachers were present. Among the personalities present the night of August 6 was Charles Collins, dancing star of the screen, who obliged with a few numbers.

The highlight of the dancing activities of the convention was the introduction of the new swing dance, demonstrated by Virginia Gollatz, Pasadena, Calif., during the third night's session. Explaining that swing music is any music in 4/4 time in which the drums are accentuated rather than syncopated, Miss Gollatz illustrated the steps to accompany the new musical craze. Briefly, the method, according to Miss Gollatz, is smart, not collegiate, with a pendulumlike swing

## SEND IN ROUTES

The Route Department (appearing in this issue on Pages 28 to 31) represents one of the most important features of this paper for the performer. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

of the leg from the hips accompanied by what is technically known as contrary body movement. This dance is the second to receive the official endorsement of the DMA in recent years, the Mira being okehed in 1932 as a gesture to the National Industrial Recovery Act of that year. The Piccolini of 1935 apparently was recognized but never received the official nod.

The convention next year will be held in Washington, D. C.

## Rubinoff Given Great Ovation in Chicago

CHICAGO, Aug. 8.—Rubinoff and his violin received one of the greatest ovations ever accorded a maestro when he appeared Friday evening as guest conductor of the Chicago Philharmonic Orchestra in the band shell in Grant Park.

A crowd estimated at more than 125,000 packed and jammed the audience area in front of the band shell and hundreds who had tickets for the reserved section were unable to make their way thru the dense throng. The appearance of Rubinoff was the signal for a wave of thunderous applause such as seldom has been heard.

Rubinoff's violin solos, which included *Al Sweet Mystery of Life*, *It's June in January* and others, were greeted with tumultuous emotional outbursts, and again after he had taken the baton and conducted the orchestra there was another frenzy of applause. At the conclusion of the concert scores of young women rushed to the stage to embrace Rubinoff, and he was besieged by hundreds of autograph seekers. Finally escaping from the crowd by way of the rear exit to the band shell, he reached a waiting car thru a cordon of policemen and was whisked away.

The Chicago Federation of Musicians presented Rubinoff with an alligator-skin violin case in token of their appreciation.

Rubinoff received wonderful advance publicity during the past week, due to the efforts of his public relations manager, William H. Green.

## Vantine Will Hearing Postponed

PORTLAND, Ore., Aug. 18.—Hearing on the Ashley J. Vantine will contest in Circuit Court, involving the Hellig Theater property, has been adjourned until September 21. Twenty contestants, all first cousins of Vantine, are seeking to have the will, which left the valuable Broadway showhouse to Calvin Hellig, local showman, set aside on the ground of Vantine's mental incompetency at the time the will was drawn in August, 1934. Vantine, who suffered a paralytic stroke in September, 1931, died in February, 1935. The Hellig, now a movie house known as the Mayfair, was for many years the home of Orpheum vaudeville and road-show attractions.

# Regional Radio Group Petitions FCC and Maps Out Further Plans

NEW YORK, Aug. 10.—Decision as to a method of procedure in appearing on behalf of independent regional stations in the reallocation hearing scheduled for October 5 before the FCC was decided on at a meeting of the recently formed National Association of Regional Broadcasters Friday (7) at the Hotel Barclay here. A statement issued after the meeting contained, without direct reference, an answer to charges made by W. C. Alcorn, general manager of WBNK, New York, that the new group was discriminating and favored only regional stations in lower frequencies, with the exception of some stronger stations.

NARB claims that many regional stations should be given 5,000-watt power, and to that end will gather and present data to the commission. Indies claim that "the exclusive use of a clear channel by a single station is an economic waste of potential radio facilities." Data

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## WPA Grand Opera Set for Boston

BOSTON, Aug. 8.—Boston will have its first taste of grand opera presented on a commercial basis under government sponsorship when the Federal Music Project presents two familiar operas, *Hansel and Gretel* and *Madame Butterfly*, at the Boston Opera House August 11 to 15, inclusive. The fairy-tale opera will be staged August 11 and 12 at 8:15 p.m. and at a special matinee August 15 at 2:30 p.m. *Madame Butterfly* will be presented in evening performances August 13, 14 and 15.

According to announcement made by William Haddon, director of the Federal Music Project for the city of Boston, prices of 25, 50 and 75 cents will be charged, and 10 per cent of the tickets will be donated to social and welfare agencies for distribution to those needy music lovers who cannot afford to buy tickets. The admission fee will help to defray the expense of production also. Any money left over goes to the United States Treasury. Both operas will be conducted by Ernst Hoffman.

An all-Bostonian professional cast will be featured. The principals will be augmented by two separate choruses of 100 voices and a symphony orchestra of 75 pieces.

Other federal-sponsored projects are lending their co-operation to the music division in the production of the operas. The Federal Theater of Massachusetts and the Adult Recreation of Boston are assisting in designing and executing scenery and costumes, and the Federal Art Project of Massachusetts is helping to prepare art displays and posters.

## Chi "Dead End" Being Cast

CHICAGO, Aug. 8.—Edwin H. Morse, general stage director for Norman-Bel Geddes, arrived from New York this week to engage some 40 or 50 people to support a cast of 20 principals in the *Dead End* production to be presented at the Studebaker Theater, beginning September 13. Morse is holding auditions daily on the Studebaker stage.

will be presented to prove this claim.

New organization is also going to fight any attempt to increase power of any station to the 500,000-watt mark. NARB claims economic disaster would befall weaker power Indies if any number of larger stations were to be given this power. In connection with both the presentation before the commission of this info and collecting it the NARB has named Paul Spearman, formerly general counsel to the FCC, as its chief counsel. Dr. Greenleaf Whittier Pickard has been named as chief engineering counsel.

NARB has presented a petition to the FCC asking that until the hearing takes place in October no new regional stations be licensed or assigned low-power outlets to regional channels, since this might later deter stations previously on that channel from getting power increases.

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For week stand Rep under canvas: Feature Vandyette Act, Single or Double; Harmony Singers, Dancers, Jugglers or Musical. Also want small Ingenu with Specialties, General Business Man doubling Sax or Trumpet. Join on wire, state salary. Tickets if secured. Pay own wires. Address OLLIE HAMILTON, Nashville, Ga.

## WANTED AMATEURS

Those having worked for Major Bowes given preference. State ages and descriptions and all you do. Address J. W. COLE, Watterson Hotel, Louisville, Ky.

## WANTED PERFORMERS

Singles and Doubles for Med Show. State all. Must join on wire. Those having own car preferred. No time to dicker. Salary or percentage or both, make it reasonable. State if you play string instrument. No booze. No tickets unless I know you. GRAHAM MEDICINE SHOW, Hazelhurst, Ga.

## WANT

Juvenile Man, Ingenuus with Specialties, Piano Player double some parts. Year round work. Tent now, circle winter. Wire OOOKE PLAYERS, Monroeville, Ala.

## Heffner - Vinson Wants

Young Juvenile Team with up-to-date Specialties and Wardrobe. Two-day stand show. Address JIMMIE HEFFNER, Somerset, Ky., August 12 and 13; Monticello, Ky., 14 and 15. Then Albany, Ky., and Livingston, Tenn.

# CO-OP ANALYSIS STUDIED

## Ad Agency Hits Crossley Report In Survey for a Leading Client

*Lord & Thomas, Inc., prepares its own 18-page analysis and discovers many faults from the viewpoint of both the sponsor and radio official as well as itself*

NEW YORK, Aug. 8.—Coincidental with the Lucky Strike cigaret programs, *Your Hit Parade*, garnering a possible 5,000,000 entrants the past week in its Sweepstakes contest and receiving a rating in the Crossley Reports of 11, Lord & Thomas, Inc., ad agency handling the cigaret account, brought out an analysis of the Crossley situation in which the shortcomings of the Co-Operative Analysis are set down and reviewed in some 18 pages. Ostensibly, the agency's study was made for one of its clients and divided into four sections. Altho networks and individual advertisers, etc., have uttered squawks against the inadequacies in the Crossley Reports, this is the first time that a large advertising agency has come out in this direction. The study prepared by Lord & Thomas states that the Crossley survey is not representative in its findings since it concerns itself with less than half of the radio audience. It is further shown that the homes interviewed by the Crossley representatives do not include the vast host who, altho not classified in the larger income brackets, do most of the actual buying.

Other items set down in the L. & T. study state that the Crossley Reports do not effectively measure the size of its audience or the strength of a program's competing show. Just how well a program sells is not shown by the Crossley method. The ad agency, in gathering its data, consulted several prominent executives in the radio field, and without exception these officers agreed that the right interpretation was not always placed upon the Crossley Reports by its subscribers and most of the radio men believed that the report should be ignored in reaching definite conclusions about programs and their real value. All agreed that the only true method of evaluating a program was the actual sales created by the show.

Apart from the Lord & Thomas analysis, it is a matter of common knowledge that some of the most popular and best selling programs are two different things. Programs receiving a high rating in Crossley Reports, it is pointed out, are not necessarily doing a good selling job for the advertiser, whereas many shows having a low rating have been kept on by the sponsor season after season due to the way his stock was moving off the shelves. Sponsors and talent alike, however, have often striven for better Crossley ratings as a matter of prestige and pride.

### Ayer Agency Board

PHILADELPHIA, Aug. 8.—N. W. Ayer & Son Advertising Agency announced that the executive responsibilities carried by Wilfred W. Fry, late president of the organization, will be continued indefinitely by the Management Committee formed several months before Fry's death on July 27. The committee is composed of the four directors of the corporation: H. A. Batten, Clarence L. Jordan, Gerold M. Lauck and George H. Thornley, who have been associated with the business for an average of almost 25 years each.

### NBC Show for Vaude

CHICAGO, Aug. 8.—The *Saturday Night Jamboree*, a regular NBC weekly feature produced at the studios here, will play the Oriental Theater for a week beginning August 14. Don McNeill will emcee the show on its stage appearances.

## RADIO: A VITAL FORCE FOR TRUTH AND BETTERMENT

By JAMES THOMPSON WATTS

Watch for This in  
The Fall Special  
Of The Billboard

## Late-Hour Talent Buildup for WOR

NEW YORK, Aug. 8.—Figuring on building both talent and the commercial possibilities of the period, WOR is changing its program setup for the 11:15-1 a.m. period, starting within the next few weeks. Eventually the station, now signing off at 1:30 a.m., week days and 2 a.m. Saturdays, plans to keep on the air until 3 a.m., with the Western stations on Mutual to keep broadcasting until 4 a.m. WOR figures that if the 6:45 to 8 a.m. period can be sold commercially for three years, as it has to the Illinois Meat Company, the late spot is equally as open for commercial sale if programs are supplied to build it up. Other stations in New York, notably WHN and WNEW (Newark) have sold late periods for the past year or so, altho these stations use records, which WOR will not do.

For the first part of its campaign WOR will eliminate dance bands from the 11:15 to midnight period, using studio-built shows. One factor in this plan is that the station is hard pressed for time in which to concentrate on new talent, the day period being heavily sold and Mutual starting to fill in the chart at night time. WOR also feels that it can start a trend in the late hour buildup, and instead of using dance bands, as practically all stations do, use variety shows, with the same result that came out of the industry's concentration on establishing Saturday night—once a commercial-less period—as a good night for advertisers.

### Ford Takes Myrt 'n' Marge

NEW YORK, Aug. 8.—Myrt and Marge are reported set for a series starting in October on the National Broadcasting Company for Ford Motors. Deal is said to have been set this week in Detroit, thru the office of N. W. Ayer & Son, in that city. Act will be on five times a week.

Whether this strip show will affect Fred Waring and his two network shows for Ford isn't known.

## Disk Artists' Property Right Upheld by N. Y. Supreme Court

NEW YORK, Aug. 8.—Decisions establishing the property rights of performers to phonograph records made by them and ruling that broadcasting stations and services have no right to use these for broadcasts were handed down in the New York Supreme Court this week. At the same time injunctions were handed down against the stations in suits brought by various artists. These decisions parallel those obtained in Pennsylvania by Fred Waring in his action against WDAS, Philadelphia.

Suits involved were those brought by Lawrence Tibbett against WEVD, New York; Don Voorhees against Audioscriptions, Inc., and Walter O'Keefe and Lewis James, Frank Black and the Revelers against Teleflash Loudspeaker Corporation. All the defendants were charged with broadcasting records made by the plaintiffs, except Audioscriptions, which, it was alleged, took off the

### Ask \$75,000 for Fish Campaign in Canada

ST. JOHN, N. B., Aug. 8.—A recommendation for a \$75,000 radio campaign to increase sales of fish in the Dominion of Canada has been made by the fish industry. Fish interests proposal is to have \$25,000 spent the remainder of this year and \$50,000 devoted to a piscatorial plugging for 1937.

Fish firms propose that the Dominion government finance the program, theory being that fish sales, for as large a producer as Canada, are much lower than they should be. Campaign would boost fresh, cured and canned fish.

## Warners' War Cost \$325,000 in Cash

NEW YORK, Aug. 8.—To all outward appearances everything is working smoothly between the trio comprising the Warners, ASCAP and the networks. Only speculation now is where does Herma Starr stand, now that his advice to Warners and attempt to create a separate performing rights organization proved futile. Starr is said to be on vacation now, or has been since being superseded by Joseph Hazen in the music situation.

As stated in last week's issue of *The Billboard*, Warners lost \$200,000 alone in the two ASCAP dividends it failed to receive. Added to this is an estimated \$65,000 in electrical transcription fees that would have been paid to the Warner group of publishers thru the Music Publishers' Protective Association. Cost of filing some 200 infringement actions at an average cost of \$150 also is set down as a dead loss and reliable estimates are that Warners' music war stands them \$325,000 in cash, if not more. Good will lost is considered huge.

Since the prime factor is the plugs for pictures received on the air, this money is not considered important to Warners where it is laughed off as the cost of a retake or one flop picture. From the electrical transcription angle, one advertiser had a plan to use some \$30,000 worth of Warner music in one series. This was just before the ASCAP settlement and Warners said they weren't interested.

Station WOR and Mutual network gave Warners and their tunes a sendoff on Wednesday night. WJZ network of NBC and CBS also put on many Warner tunes on Wednesday night, but neither of these webs mentioned Warners. Understood that Warners will rush out new tunes for network consumption so that the availability and individual uses of its catalog will stack up its ASCAP revenue.

### MBS Did \$109,561 in July

NEW YORK, Aug. 8.—Mutual Broadcasting System grossed \$109,561.16 for July, 1936, including both basic and supplementary stations. Last year, when the network was starting, same month brought in \$58,448.57.

air a Jello program on which Don Voorhees and his orchestra worked. Teleflash is a line service to bars and restaurants. A suit of similar nature brought by Frank Crumit against WHN, New York, was held over for two weeks. Maurice Speiser, attorney for the plaintiffs, as well as for Waring in the WDAS case, left town after the trials Wednesday (5). Understood he has gone to the Coast in connection with business for the National Association of Performing Artists.

Decisions were handed down by Judges Pecora and Valente, latter in the Teleflash cases, former on the WEVD and Audioscriptions litigations. It was held that an artist has property rights in any recordings he might make and that a station cannot broadcast such recordings without the artists' consent. It was also held that such broadcasts constitute unfair competition to the artists.

## Muddle Besets "Court" Show

*WMCA, NBC, ad agency et al. trying to smooth a path for "Good Will Court"*

NEW YORK, Aug. 8.—Situation concerning the sale of *Good Will Court* to Standard Brands (Chase & Sanborn coffee) by WMCA, New York, is plenty muddled. NBC has not signified its whole-hearted approval yet of taking an unrehearsed show; WMCA has not approved any sale whereby a substitute program, without the same advertiser, is used to replace the present *Good Will Court* program on WMCA-Intercity; NBC doesn't want to take a program from Intercity because of the prestige angle, and finally, A. L. Alexander, in charge of the show and WMCA's chief announcer for a long time, was relieved of these duties Thursday (6). One of the reasons said to have brought about this act is Alexander's refusal to sign a contract with Standard Brands, exclusive for a year, at \$450 a week.

No definite announcement has been made as to who will succeed Alexander—who stays with the station—as chief speaker for the outlet. One candidate is Lee Cronican, who was with WOR for several years as announcer and concert pianist.

Angle on WMCA's refusal to give up the program entirely is that the station has waited a long time to build a program which a national advertiser would use on a national network. With that step achieved, WMCA feels loath to give up the show. A proposal to put another *Good Will Court* on WMCA-Intercity, while going ahead with the show intended for the advertiser, is meeting with a cold shoulder at WMCA. On the other hand, it is said that NBC won't take to the idea of giving Intercity any piece of the show, either by simultaneous broadcast or by a credit line. WMCA is fortified in its attitude, it feels, inasmuch as several other accounts will take the show if Chase & Sanborn should give it up.

Understood that Standard Brands is paying \$1,000 a week to WMCA for the show as a unit, out of which Alexander is to get his \$450 or \$500. This does not include the fees the advertiser will pay the judges. Latter stipends, in most cases, are turned over by the jurists to charity.

In addition to this muddle, there is said to be considerable ill feeling between J. Walter Thompson Company, agency for Standard Brands, and Ruthrauff & Ryan, agency for Macfadden Publications, now sponsoring *Good Will Court* on Intercity and Mutual. Food firm, it is alleged, used as one of its arguments in getting Macfadden's to yield the show, an increased advertising budget for that group of publications. Ruthrauff & Ryan, when the show goes to the new account, loses its time commissions. It is said that Ruthrauff & Ryan have been given an option on the show if and when it is given up, after the broadcast period, by Standard Brands.

Meetings between the advertiser and network and station officials have been going on all week.

### Chi Music Offices Reopen

CHICAGO, Aug. 8.—The settlement of differences between the Warner Brothers and the American Society of Composers, Authors and Publishers has paved the way for the reopening of two music company offices here owned by them. The Witmark and Remick offices, now combined in the same quarters, are already open under the management of Harold Lee, under a staff composed of Egbert Van Alstyne, Harold Weil and Ann Hogan. The Harms, Inc., and T. B. Harms office will open August 10, managed as before by Robert McIlain. Staff as yet has been unselected.

## ABC Network Forges Ahead

Midwest regional chain boon to small stations—selling sponsored time

CHICAGO, Aug. 8.—Several months ago when Samuel Insull, former utilities magnate, and his associates announced the formation of a new regional network here the idea was frowned upon by many radio people as impractical. Now after four months of operation these same people are beginning to look differently at the Affiliated Broadcasting Company, which in this short time has built up an organization that is furnishing 22 affiliated stations with 17 hours of programs daily.

The basic idea behind the formation of the ABC was to tap the rich program and talent market of Chicago for the benefit of its member stations and to give them, for the first time, a chance to broadcast locally such features as big-league baseball games and the Grant Park symphony concerts, plus a full schedule of live-talent programs fed from the network's headquarters studios in the Civic Opera Building here, the quality of which have heretofore been unavailable to the small-town stations that make up the ABC network.

To maintain a continuous 17-hour schedule the network has assembled a headquarters staff of some 75 persons, including eight announcers, a half dozen continuity writers, an engineering staff of 10, a score of producers, directors, librarians and a sizable clerical staff, which with musicians, singers and dramatic talent bring the total to well over the 200 mark. The programs, which have received the praise of broadcasters, radio critics and the listening public for their consistently high standard, have all been planned by a program board composed of Ota Gygi, Doris Keane and Max Halperin.

That the new network has filled a needed spot in the small wattage field and was welcomed accordingly is illustrated in the network's latest traffic report, which shows 12 of the stations broadcasting ABC programs more than 50 per cent of the time, and no regular outlet broadcasting them less than 28

(See ABC NETWORK on page 10)

## WOWO, WGL Transfer to Westinghouse Consummated

FORT WAYNE, Ind., Aug. 8.—Transfer of Stations WOWO and WGL was formally consummated here this week when officials of the Westinghouse Electric Company and Fred C. Zieg, former owner, signed papers incident to the sale.

The deal was actually negotiated last January by Walter C. Evans, manager of the Westinghouse radio division and broadcast department, and Zieg. Financial consideration was delayed until today, pending approval of the transfer by the Federal Communications Commission. The 30-day grace period allowed for protests to the commission against the change expired Saturday noon.

Immediate changes in the policies of the stations include increasing the time of Station WGL to 15 hours daily and improvement of the program. Both stations will remain affiliated with the Columbia Broadcasting System.

Here to assist in the closing formalities of the transfer were Evans; S. D. Gregory, his assistant; George K. Law, Westinghouse attorney, and Ralph Harmon, company's consulting engineer.

## KFEL Covers Local Political Fields

DENVER, Aug. 8.—KFEL has just finished a series of special broadcasts covering four major political conventions in the State. Included were the Denver County Democratic assembly, the Democratic State convention, Denver County Republican assembly and the GOP State convention.

To herald the station's affiliation with the Mutual network, station sent out a folder detailing various technical advances recently and reprinting news stories about the Don Lee-Mutual deal. Folder was sent out in a regular mailing tube, decked out in red cellophane to catch the eye.

## Dick Voynow Joins John Shepard Org.

BOSTON, Aug. 8.—Richard F. Voynow, formerly with the production department of WLW, Cincinnati, and brother of Edward Voynow, vice-president of the Edward Petry Company, station representative, was today appointed by John Shepard III, president of the Yankee network, as sales and production manager of Stations WEAN, Providence, and WICC, Bridgeport-New Haven, the two stations owned and operated by Shepard interests.

In view of the steady growth of the two stations Shepard thought it imperative to appoint a sales executive to work out of Providence and Bridgeport in order to facilitate the handling of local business in that area. Voynow has been associated with radio in the production phase for the last six years. He will take over his new position immediately. Stations WEAN and WICC, at present Columbia and Yankee network stations, will shift to the NBC basic Blue network on January 1, 1937. They will also be available as Yankee network stations and may be used from time to time and under certain conditions on the new Colonial network (Shepard).

## Texas Expo Originates 903 Shows in 2 Months

DALLAS, Aug. 8.—A new radio record was established this week with the report of Clyde Vandenburg, Texas Centennial Exposition radio director, that 903 programs have originated on the grounds during the first two months of operation. The period covers the 62 days from June 6 thru August 6.

The exposition total to date surpasses all other exposition radio records. The previous high had been fewer than 800 shows broadcast during the first San Diego season last year. Vandenburg estimated that the 3,000 mark would be reached before the Dallas exposition closes November 29.

While only eight transcontinental originations have been counted so far, the announcement that Jose Manzanera will fill two NBC sustaining spots weekly, beginning within the next few weeks, gives assurance of at least 30 Coast-to-Coast broadcasts during the six months' period of operation. Others will be added at intermittent intervals. Six of the programs have been carried on the Texas Quality Network, in addition to the transcontinentals, and eight more have gone to the Dr. Pepper Dixie network of 20 stations. The others have been local shows on WFAA, KRLD and WRR.

## NAB Explains the Difference Between Its Figures and U. S.'s

WASHINGTON, Aug. 8.—In a bulletin issued by National Association of Broadcasters, devoted to a comparison of NAB and Census estimates of broadcast advertising, attention is called to disparity found in the two sets of figures, with the following comment:

"The gross time sales for radio in 1935, as given by the National Association of Broadcasters, were \$87,523,848. The gross revenues, as given by the U. S. Bureau of the Census, were \$36,492,653.

"Actually, the correspondence between the two figures is not as great as this indicates, nor should it be. The Census figure includes \$6,875,110 revenues from the sale of talent and miscellaneous sources. Deducting this figure leaves \$79,617,543 as the revenue from the sale of time. The Census figure is therefore 0.0 per cent lower than the NAB figure.

"This lack of correspondence is explainable by the fact that the two sets of figures are collected on a different base. The Census figures represent net sales. In this instance, discounts arising out of the length of the broadcast series contracted for and similar promotional discounts are subtracted from gross billings, the agency commissions, considered a sales expense, are not deducted. The NAB figures represent gross billings, i. e., all time sold billed at the one time rate. Because of its simplicity, this latter method has been the customary form of stating advertising volume by media.

### National Advertising

"Available data make possible a comparison of the NAB and the Census estimates with regard to national and regional advertisers.

"The NAB report of national and regional network gross billings for 1935

## Conclave on Coast To Discuss Pix Stars' Radio Appearances

Hays office gets in on situation—producers want new contract clause giving them say-so—rumor of walkout—New York meeting is held under smoke screen

(Continued from page 3)

cancellation clause, cancel all those pictures using actors from Hollywood who went on the air. Similar threats have been voiced by indies all over the coun-

## Church Against Brunton's Plan

SAN JOSE, Aug. 8.—A snag in plans for the Northern California Broadcasting System's expansion program has been encountered with announcement by officials of the First Baptist Church here that they will fight removal of 1,000-watt KQW to Sacramento and substitution of a 250-watt to replace the present broadcaster. Church officials declare the planned setup violates their contract with the station.

Church originally owned the station 10 years ago. On disposing of it a contract allegedly was signed for free church broadcasts on Sundays over a 10-year period. Rev. David M. Dawson and J. T. McCart, chairman of the church board of trustees, claim that the proposed removal of the more powerful station to Sacramento and establishment of a smaller broadcaster here violates the contract, which has four years more to go. They propose to fight the issue in court.

Ralph R. Brunton, head of the NCBS, owner of the station, declared the new station, to be constructed on the outskirts of the city, will be more modern and will not violate the church contract in any way. In petitioning the FCC for removal of KQW to Sacramento Brunton also asked that the power be upped to 5,000 watts. He also has an application on file in Washington for a new station in Fresno, Calif., hearing on which is scheduled for October. As soon as the FCC gives its oke Brunton will also move his San Francisco station, KJBS, to a new building at 1476 Pine street, just around the corner from the present location.

try. Brandt's group and the TOCC are merging, papers now being drawn up for such a deal, with the indies in a much stronger position in any negotiations such as these with the producers.

Principal problem that confronts the producers in their get-together Tuesday on the Coast is how to reimburse the stars for the income they will lose if radio appearances are prohibited. Stars say they are entitled to that money if it's there to be picked up. They claim the producers have no right to dictate in off-studio periods. Producers answer is that inasmuch as the studios built the actors into stars they are justified in exercising control.

Meanwhile the exhibs discount claims advanced by radio advertisers and network officials that pictures do not suffer from the actors going on the air. Exhibs maintain that on nights that the stars broadcast the free showing hurts box-office takes. They say, also, that stars broadcasting and using material of pictures shortly to be released tip off the stories, and customers stay away as a result.

In New York there were some reports that the stars are contemplating a walkout if the producers insist on clamping down on radio. Performers point to James Cagney's walkout on Warner Brothers to show it can be done. They are also said to feel that a mass walkout will give them an edge in any battle with the producers.

## Bowes Stops Shea From Using Name

ST. JOHN, N. B., Aug. 8.—An injunction has been issued by the New Brunswick Supreme Court against Jack Shea, of New York, heading "Jack Shea's Radio Winners" on a current tour of film theaters in the maritime provinces and Newfoundland.

The writ was obtained by Major Edward Bowes and Shea is restrained from using the Bowes name in connection with his show and from billing his amateurs as having been bona fide winners of Major Bowes' radio contests.

In the application it was stated that, contrary to the Shea advertising, there is no Bowes prize winner with Shea. The latter claimed his group was composed of "bona fide winners of Major Bowes' and Fred Allen's contests over National Broadcasting Company, networks from WEAF, New York." No action was taken in behalf of Allen.

In the billing Shea is represented as "the famous New York radio editor, writer and announcer," it being asserted he was the star announcer for the NBC on top network programs from Gotham. The injunction against Shea is an interim one.

Shea closed at the Opera House, St. John, N. B., with his group on July 25 and broadcast from CHSJ, St. John, several times during the week.

## KFAB Staff Changes

LINCOLN, Neb., Aug. 10.—Staff changes have been the vogue during the last two weeks with KFAB-KFOR, Lincoln newspaper stations here. Recent addition was Gunner Beck, who comes on as continuity writer and assistant program director under the station's manager, Reg B. Martin. Cliff Connaway, announcer for the last three years with the two other ways, has gone to Kearney, Neb., where he was assigned to be program director for KGSW, Beth Langford, who acted as the movie commentator under the handle of Miss Holite Wood, went to the Coast for a vacation and landed a writing job in the MGM publicity offices. Al Ray Brown was added to the KFAB staff as an announcer.

## Grinstead Joins WBBM Staff

CHICAGO, Aug. 8.—Wayde Grinstead, former advertising manager of the Phillips Petroleum Company, Bartlesville, Okla., has joined the WBBM staff here as director of sales promotion, a newly created position.

### National and Local Biz

"The most important discrepancy between the two sets of figures is with regard to the proportion of total business represented by national and regional non-network advertisers and local broadcast advertisers. According to the NAB estimates national non-network volume accounted for \$17,063,688 in 1935 and local broadcast advertising for \$19,281,000. (See NAB EXPLAINS on page 10)

# JAYSNOFF SISTERS

★ IRIS and JUNE ★  
The Leading International Duo Pianists  
Radio • Concert • Stage  
Now on Tour

# DONALD BAIN

(IMITATOR-COMEDIAN)  
UNUSUALLY LIFE-LIKE IMITATIONS OF  
BIRDS, ANIMALS, WILD BEASTS, ETC.  
Room 802, 723 Seventh Ave., New York City.  
BRYANT 9-5107.

# Alexander GRAY

## Baritone

Pers. Mgt. CBS Artists Bureau

# WINGY MANNONE

THE NEW ORLEANS SWING KING.  
Now Touring New England With His New  
Full Size Swing Band.  
Pers. Mgt.—MILLS ARTISTS, INC.  
789 Seventh Ave., New York, N. Y.

# Russ MORGAN

RINSO-LIFEBUOY  
CBS TUES. 8:30-9 P. M.  
rebroadcast 11:30 to 12 P. M.  
and His Orchestra  
"Music in the Morgan  
Manner"  
HOTEL BILTMORE  
NEW YORK

# HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE PORGIE cereal  
10 A. M.—WWVA—4 P. M.  
ERNIE BRODERICK, Personal Representative.

# TED JENNINGS AND HIS ORCHESTRA

The Crown Prince of Rhythm  
The Choice of the Southland.  
FAST BECOMING A NATIONAL FAVORITE.  
One of America's Most Entertaining Dance Bands.  
Care The Billboard, Cincinnati, O.



The Dynamic  
"ARNO"  
Conductor • Violinist  
SHEA'S  
Buffalo Theatre  
WBEN • Saturday,  
7:30 P. M.  
Exclusive Direction — Jack Lavin, Paul  
Whiteman — Artist Management, Inc.  
17 E. 45th St., New York City

# TOMMY AND HIS ORCHESTRA

NOW ON TOUR  
Management MCA

# Station Notes

Address All Communications to the New York Office

PAUL BOWLES, producer, has resigned from NBC's San Francisco staff and returned to his home in Hollywood to become associated with the movie industry. He was with NBC more than seven months. Harold Bratsberg leaves the network's San Francisco announcing staff August 15. . . . BOB ANDERSON, the KPO-San Francisco *Call-Bulletin* news reporter, after vacationing and a sinus operation, which kept him off the air three weeks, returns to his job in San Francisco August 10. . . . HOWARD NEUMILLER, CBS staff pianist at WBBM, Chicago, after a visit in San Francisco, is eastward bound aboard the liner Pennsylvania. . . . JAMES DOYLE has been added to the staff of KQW, San Jose, Calif., as announcer and continuity writer. He was associated with KORE, Eugene, Ore., for more than a year before coming to California. . . . GENE CLARK is filling in as KQW's production manager while JOY STORM vacations.

ROBERT MACAULEY, manager of the Newsreel Theater, Newark, N. J., has been pinch-hitting for TED WEBBE, local station manager for WNEW, on his daily *Man on the Street* program. WEBBE is on a short vacation.

ALLAN (DUTCH) HAID, one of the most active staff members on WWSW, Pittsburgh, and for four years director of the *Gloom Chasers* program on that station, has taken a temporary leave of absence from his radio work and left for Ligonier, Pa.

CHARLIE WRIGHT and ARTIE PICKARD, formerly known as the Parody Boys on WICC, Bridgeport, Conn., are known as the Senators of Song, and are now on WELI, New Haven, Conn. . . . *Gollies Follies*, a New Haven variety show, is now a regular feature over WIXBS, Waterbury, Conn. . . . The New York-Guilford Players, from Guilford, Conn., are a regular feature over WELI, New Haven, Conn., every Saturday afternoon in a mystery play.

Dallas Centennial is taking a good deal of time on the larger Southern stations, starting a 25-day campaign Monday on WWL, New Orleans. Tracy-Lock-Dawson, Dallas, is the agency. . . . KMLE, Liner's Broadcasting Station, Inc., Monroe, La., is asking for increase in power from 100 watts to 100 nights and 250 daytime. . . . Situation at Hot Springs continues unsettled as FCC sets no hearing date for application of the C. of C. to assign KTHS facilities to Radio Enterprises of El Dorado. . . . Other civic bodies of Hot Springs promise to put up hot fight to retain the station. . . . BILL BRENGEL, program director WSMB, New Orleans, has returned from a week's stay on a combo of pleasure and business in Chi. . . . WSMB officials announce big expansion in number of commercials from NBC, with 16 new ones set to begin between August 21 and October 1 and many others pending. . . . The World Publishing Company, Tulsa, Okla., has asked the FCC for new station with one kilowatt on 940 kilocycles.

HARRISON FLINT, chief organist of WMEX, announces that when the 12 weeks' work on the WMEX Wurlitzer organ is complete within a fortnight it will be the second largest radio studio organ in New England, WNAC, of the Yankee network, having first say.

LUTHER HILL, vice-president Iowa Broadcasting System, vacationing in Glacier Park, and CRAIG LAWRENCE, commercial manager, just back from Escanaba, Mich. . . . FRANK NICHOLSON, formerly in the program department of Iowa Broadcasting System, now program director for the McClatchy stations on the Coast. . . . GENE SHUMATE, formerly of Columbia, Mo., is a new sports announcer for KSO, Des Moines. . . . HAROLD FULTON, commercial manager WHO, Des Moines, vacationing with his family at Lake Okoboji, while PETER MACARTHUR, WHO program director, together with

MRS. MACARTHUR and MYRTLE WILLIAMS, of WHO, is vacationing at Lake Millie Lac in Minnesota.

REGINALD ALLEN, of WBT, Charlotte, N. C., is in the hospital with an infected foot. . . . LESLIE MARSHALL and BOB FIDLAR have joined WHIO, Dayton, O., as announcers. . . . HARRY JOHNSON, sports announcer with Central States Broadcasting System, is the father of a son born recently. . . . Seal Test Dairy Products are set for WPTF, Raleigh, N. C., for an hour show, starting this fall. . . . ERNEST ADAMS, chief engineer of WHIO, Dayton, will wed SARA ADAMS (not related) soon. . . . BILL LUNDIGAN is announcing for W. L. ADDIS, Syracuse women's apparel firm, on WFBL, Syracuse. Theory is that a male will draw more female listeners by sex appeal than a woman announcer talking fashions.

MAURICE HART, announcer on WAAT, Jersey City, N. J., is using a new wrinkle on his commercial for Michael's Credit Store. Any listener who opens an account at the store and writing HART is given a fish caught by HART on his day off. He doesn't say what happens if the fish don't run that day.

General Mills are sponsoring the Junior American Legion baseball finals to be played at Charlotte, N. C., August 19 to August 22 on WBT in that city. CHARLES CRUTCHFIELD, program director of the station, handling the broadcasts. . . . When the Haberle-Congress Brewing Company heard the songfest Benton & Bowles staged for Palmolive Soap in Syracuse recently they called Station WFBL and contracted for a similar show for themselves. . . . First annual JIMMIE ALLEN air carnival promoted by WHIO, Dayton, was held August 1, with an attendance of about 10,000. Model contests, etc., were held.

Among speakers lined up for various talks by W2XR, New York, are MATTHEW WOLL, Representative JOHN O'CONNOR, Alderman NEWBOLD MORRIS, Assemblyman SAUL STREIT and GEORGE THOMPSON, of the Museum of Science. . . . Taxicabs of Cincinnati, Inc., is sponsoring a new show over WKCY, that city. It's a musical. . . . J. GUNNAR BACK is the new continuity head for KPAB and KPOR, Lincoln, Neb. . . . WPTF, Raleigh, N. C., has installed a UP news ticker. . . . DICK HARTMAN and his hillbilly band have left WBT, Charlotte, N. C., going to Hollywood to work in pictures produced by Republic. . . . GEORGE GLASS, blind pianist, is doing a new series on WDNC, Durham, N. C. . . . New York State Fair has signed again with WFBL, Syracuse, fourth successive year fair has done so. Station has its own studios on the fairgrounds. . . . BOB WALSH and ROGER LYONS are new announcers at WAAT, Jersey City.

NORMAN CRANE, production manager of WGST, Atlanta, has resigned to become chief announcer and production manager of WSYR, Syracuse. He left Atlanta Friday by auto for new job. . . . HAMMOND B. SMITH, assistant advertising manager of WSB, is leaving in two weeks to join staff of WMC, Memphis. . . . JOHN M. OUTLER JR., advertising manager of WSB, vacationing in Daytona Beach, Fla. . . . WALTER R. GIF-FINS, director of Convention Hall in Cape May, N. J., is coming up to Philadelphia for a series of spiels over WHAT on the resort's forthcoming baby parade and flower show. . . . WILBUR EVANS, warbler on Philadelphia airplanes, getting his nose bobbed for a Hollywood screen test. . . . *The Leader*, weekly newspaper in Wildwood, N. J., using a 60-minute shot on WPG, Atlantic City, for circulation promotion. . . . WILFRED BARTLETT, syndicate story writer, starting a Radio Question Box spot on August 9 over WIP, Philadelphia.

KGU, pioneer radio station in Hawaii, has opened a transcription department. RANDOLPH CROSSLEY manages the commercial service. . . . NITA BENEDICT, formerly NITA CAVALIER, of Hollywood, has been engaged by KGU as "contact" woman. She grabs celebs on arriving liners for radio appearances. For her first shot she landed EDDIE CANTOR in connection with the Kamehameha Day celebration, the big Hawaiian holiday. . . . FRED BRIGGS, KGU announcer,

# La. Stations Open "Floating" Studios

SHREVEPORT, La., Aug. 8.—Outstanding radio broadcasting officials from all sections of the South and Southwest gathered in Shreveport last week-end to take part in the formal opening of the new "floating" studios of the "South Radio City" built by *The Shreveport Times* for housing of its two big stations, KTBS and KWKH. Open house from 8 a. m. to midnight Sunday brought thousands to witness the new headquarters. The same company also operates KWEA, an indie, now temporarily off the air.

KTBS, NBC link, and KWKH, CBS link, operate on 1450 and 1100 kilocycles, respectively, with 1,000 and 10,000 watts. John D. Ewing, publisher of *The Times*, is president of two separate companies that operate the stations. L. A. Mailhes is vice-president of KWKH and secretary-treasurer of KTBS, and E. Bernard Weiss, vice-president of KTBS and secretary-treasurer of KWKH. Management of both stations is combined, with John McCormack, general manager; Jack O. Gross, commercial manager; and Jack Keasler, promotional manager; Fred Chi is program director and W. E. Anthony chief engineer for KWKH, and B. G. Robertson, p. g., and C. H. Maddock, c. e. for KTBS.

Managers of practically every chain-affiliated station in the South and Southwest were in Shreveport, and the CBS honored both stations with a dedicatory program by Vincent Lopez and ork Sunday night. Local special programs took up most of the day's airings.

KTBS, one of the pioneer stations of the South, went on the air as WDAN in 1922, bought by *The Times* in 1930 and joined the NBC in 1932. KWKH had a more hectic career, starting with a big step up in power in 1925, when W. K. (Hello World) Henderson shortly after became involved in a hot dispute with the Department of Commerce. Henderson refused to abide by any rules set by the department and increased the station's power at will. The Supreme Court, when asked to control Henderson, ruled that the department had no jurisdiction and this caused a breakdown in the regulation affairs of radio that eventually brought about the formation of the Federal Radio Commission.

# The Sponsor Influence; NBC's Slogan Contest

NEW YORK, Aug. 10.—Permanent slogan is being sought by National Broadcasting Company as part of its 10th Anniversary, and a contest has been opened to employees for the best five-word phrase typifying NBC's "continued services to the people of the U. S."

Contest, which is restricted to the employees, only carries \$300 in prizes, the first being \$100, second \$50, third \$25 and many others of \$10 down to \$5. Closing date is September 1, and judges will consist of three members of the Advertising Club of New York.

married Miss SYLVIA HEEN. . . . JIM WAHL, formerly of KGMB, has rejoined the KGU announcing staff on his return from New York.

# ROY GOBEY

★ ★ ★  
Dramatic Baritone  
SALLY'S MOVIELAND REVIEW-WMCA  
Now Compiling Successful Year.

# LEITH STEVENS

Conductor  
exclusive management  
COLUMBIA BROADCASTING CO.

# COAST to COAST

# WALTER TETLEY

Radio's Outstanding Boy Actor

FRED ALLEN	9:00 p.m.	Wed. NBO
SHOW BOAT	9:00 p.m.	Thur. NBC
PAUL WHITEMAN	9:30 p.m.	Sun. NBC
BOBBY BENSON	6:15 p.m.	Wed. CBS
		Fri. Mon.
BUCK ROGERS	6:00 p.m.	Wed. CBS
		Fri.

# Program Reviews

EDST Unless Otherwise Indicated

## Ed Wallace

Reviewed Wednesday, 6:25-6:30 p.m. Style—Local gossip, Sustaining on WIP, Philadelphia.

Move on part of the station to develop its word spellers into air personalities is the reason for this five-minute daily stint. Objective is justifiable but the result, in this exhibit, can hardly rate more than a titter, if that, from the listeners. Ed Wallace gives out the type of trite three-dotters on the nabe newspapers' cherish for fillers and it fails to impress coming over the ether.

Perhaps it's an anticipation to acquire Walter Winchell's word speedage, but the net result is in a long series of syllables that makes for difficult understanding. Chatter stuff always reads better than it sounds and without a keen feel for dramatic nuances the sum total effect adds to zero.

Copy is crisp and the topics terse, but the content adds nothing to its listening value. And in spite of the current popularity of the "knock, knock, whose there" inanities, its inclusion here only belittles a bad bet. ORO.

## Tommy Dorsey

Reviewed Tuesday, 9-9:30 p.m. Style—Orchestra and vocalists. Sponsor—Ford Motor Company. Station—WABC (CBS network).

Tommy Dorsey's notable trombone and his first-class dance outfit are one-half the replacement selected by Ford while Fred Waring takes the summer off. B. A. Rolfe being the other half, on Waring's NBC stanza. Seems that Dorsey's trombone is an inspiration to any musician he might have in his band. They follow the leader and a swell, stylistic dance production is the result. Long time ago, before there was such a name as "swing" for gut bucket or well-tempered music, the Dorsey-Jimmy on the sax and clarinet and Tommy on the trombone—were swinging away with the best bands. Then each went out with his own unit. They play alike and equally as well.

Dorsey's first program for Ford, coming out of the Dallas Centennial, was a good example of dance music as it should be played, well mixed up and with plenty on the ball. Vocalists are Eddyne Wright and Jack Leonard. Ford commercials are still radio's briefest and punchiest. J. F.

## "Household Entertainers"

Reviewed Monday, 5:45-6 p.m. Style—Dance music and male vocalist. Sponsor—Household Finance Corporation. Station—WCAU (Philadelphia).

Jan Savitt toting the tempo for the studio crew, with guitarist Dick Wharton chanting the choruses, are called upon each evening to help the loan company doctor family finances. Hitting the loud-speaker at feeding time the quarter-hour gives palatable darsnapsion. As purveyors of the present period pops Savitt is undoubtedly the smoothest Philadelphia has to offer to the nation's orchestradom. And when it comes to piping a moon-June-spoon rhytmatic Dick Wharton has no trouble teeing the line.

Commercial palaver is balanced with the time limitations of the period. Copy tells of the free-easy manner to obtain the loan without undue embarrassment. The convenient terms of repayment and advises to turn to the telephone directory for a contact with the nearest office.

Program has been ailing for some time and the caliber of music offered sustains its continuance. ORO.

## Harry Salter's Orchestra

Reviewed Saturday, 10-11 p.m. Style—Orchestra and vocalists. Sponsor—American Tobacco Company. Station—WABC (CBS network).

Since its inception the Lucky Strike Hit Parade idea, backed by one of the greatest if not the greatest merchandising propositions ever unleashed in advertising, radio or any other medium, has skyrocketed. It's usually claimed that millions write in response to a giveaway and it's usually an exaggeration, but not with Lucky.

There has been some criticism levied against the caliber of the dance music

dished out on these Lucky shows. This can now be changed with Harry Salter stepping in a week or so ago for a series as the program's leader. Salter improved the quality of the show vastly. It was before mainly blast music, with no limit on the brass and scant attention paid, it seemed, as to arrangements just so long as they were in keeping with the musical ideas of the advertiser. Salter, still keeping within those bounds, has given the music a swell tempo, plenty of crack arrangements and lifts the program out of the status where, after the first half, it became a task to listen to. No doubt a good part of the program's listeners stuck thru because of the contest angle. That doesn't hold true any more, with the music Grade A both for listening or hoofing. Of the vocalists Buddy Clark, the male singer, sounds best. J. F.

## Jay Wesley's Sports Review

Reviewed Saturday, 6:45-7 p.m. Style—Sports review. Sponsor—Penn Tobacco Company. Station—WEEI, Boston (New England Network).

This six-n-week quarter-hour stint is done in a distinctive style that catches the ears of cosmopolitan Boston. Jay Wesley follows a design of sportscasting that includes a racy yet fluent, utterly descriptive and realistically imaginative sports review that carries not a trace of stilt. Session opens with a *Take Me Out to the Ball Game* theme, a brief commercial—latter are intelligently written—and the entrance of Wesley into sports, which he frames neatly with late news. Next he tackles New England ball games. Resume comes over the air channels as the Wesley were witnessing the actual pill and bat dual, with local teams featured. He relates unusual incidents with amusing slants; does an editorial discussion of teams, lists victory strings, defeats and cites future prospects of clubs in both leagues.

Tho the program doesn't seem to need a giveaway to keep interest, advertiser is giving away pipes, one for 25 coupons, one of which is in each Kentucky Club tobacco tin. S. P.

## New Biz, Renewals

NEW YORK, Aug. 8.—New accounts on the Mutual network:

ARMIN VARADY, Inc., thru Sellers Service, starts September 27, Sunday, 12:30-1 p.m., on WGN and six stations. Ted Weems' Orchestra.

GROVE LABORATORIES, thru Stack Goble, Chicago, starts September 28, Monday, Tuesday, Wednesday, Thursday, on WOR and three stations 9-9:15 p.m.; on WFIL and two stations 7:45-8 p.m. Gabriel Heatter.

LEHN & PINK, thru Lennen & Mitchell, renewed, effective August 3, Monday thru Friday, 5:15-5:30 p.m., on WLW and three stations. Mary Sothern.

CUDAHY PACKING CO., thru Roche,

Williams & Cunningham, starts September 28, Monday to Friday, 10:15-10:30 a.m., on WLW and WGN. Script show.

## Newark

LEVER BROTHERS, thru Ruthrauff & Ryan, started August 4, participating in Martha Deane program. WOR.

PROCTOR & GAMBLE CO., thru H. W. Kastor & Sons, starts August 11, Tuesday, 8:15-8:30 p.m. Transcription. WOR.

## Chicago

OSHKOSH OVERALL CO., thru Ruthrauff & Ryan, Inc., 180 quarter-hour morning programs. WLS.

MOULDING-BROWNELL CO., direct, one minute daily except Sunday. WLS.

COLLINGBOURNE MILLS, thru Rogers & Smith, 33 one-minute announcements on the *Homemakers' Hour*. WLS.

MORTON SALT CO., thru Wade Adv. Agency, 78 20-word and one-minute announcements following noon weather report. WLS.

HANSON & SCHENK, thru Hilmer V. Swenson Co., two two-minute announcements. WLS.

CARTER MEDICINE CO., thru H. H. Good Adv. Agency, 80 one-minute announcements. WLS.

JOHN MORRELL & CO., thru Henri, Hurst & McDonald, Inc., three five-minute programs on the *Homemakers' Hour*. WLS.

LITTLE CROW MILLING CO., thru Rogers & Smith, continuation order for 312 quarter-hour programs. WLS.

LINCOLNSHIRE ESTATES, Inc., direct, one quarter-hour program. WLS.

MURINE CO., Inc., thru Neisser-Meyerhoff, Inc., continuation order for three 20-word announcements. WLS.

GILLETTE RUBBER CO., thru Cramer-Krasselt, Inc., continuation order for 28 quarter-hour programs. WLS.

McKENZIE MILLING CO., thru Rogers & Smith, continuation order for 78 quarter-hour programs. WLS.

G. E. CONKEY CO., thru Rogers & Smith, 67 quarter-hour programs. WLS.

GOVERNOR HENRY HORNER, thru Walter J. Rothschild Adv. Agency, three quarter-hour daytime programs and one quarter-hour night program. WLS.

## Atlanta

WESTERN UNION TELEGRAPH CO., 26 50-word spots, day and night. WSB. Direct.

SCHWOB CLOTHING CO., five-minute spots. WSB. Direct.

LEE BAKING CO., indefinite series of five-minute spots. WSB. Direct.

## Philadelphia

ADAMS CLOTHES, thru Feigenbaum Agency, renewal, started August 3 for five weeks, daily except Sunday, 6:30-6:40 p.m. Sports talk. WIP.

KENTS PUR SHOP, direct, started August 3, 100 spot announcements. WIP.

MAWSON, DE MANY, FORBES, direct, started July 26, indefinite, 48 spot announcements weekly. WIP.

WOMEN'S HOME COMPANION, placed direct, starting September 15, every fourth Tuesday in the month, 9:45-10 a.m. Shopping hints. WIP.

GEORGE D. WETHERILL, placed direct, starting September 14 for six weeks, daily participation in *Homemakers' Club*. WIP.

WILSON STEAMSHIP LINE, placed direct. (See *NEW BIZ* on page 10)

## West Coast Notes; New Sutliff Show

SAN FRANCISCO, Aug. 8.—H. Sutliff Tobacco Company, which has had much difficulty in deciding upon the type of program most desirable to plug its Heine's blended tobacco, has finally hit upon *The Sports Forum*, a quarter-hour broadcast, presented by Ira Blue, commentator, who discusses controversial sports subjects over NBC's KGO. Sutliff first sponsored the *Sportsman's Corner* with Capt. Gene Sullivan, rod and gun expert, as commentator, but dropped the program because it didn't have general appeal. A second sports program, *Time Out With Doug Montell*, was then given a two weeks' trial over KGO, but that didn't suit. Now it's *The Sports Forum*, which is heard over KGO on Thursdays at 8:30 p.m. and scheduled to run thru April 15, 1937.

Shasta Water Company has taken another four weeks' participation in Tom Breneman's *Feminine Fancies* on the CBS-Don Lee network originating from KFRC here. Mineral water gets its plug on Mondays at 3:20 p.m. for 10 minutes.

Paul F. Kesten, CBS vice-president from New York, dashed into town last week-end for a quick conference with Philip G. Lasky, KSFO manager, on plans to enlarge the station's studios preparatory to their being taken over by the web. Things will start buzzing within the next couple weeks.

Money Amsterdam, who was billed as "the world's greatest egotist" when with Al Pearce's Gang, is set for a guest appearance on NBC's *Carefree Carnival* Monday evening, when aired over the Pacific Blue network.

KFRC's soft-ball team, captained by Bill Fabst, successfully launched what promises to be a heavy schedule by beating NBC-ers, new uniforms and all, last Tuesday. Score was 11 to 7. Ed Ludes was captain of the NBC-Blue team. The network also has a Red team, captained by Ernest Gill, violinist.

With Monte Mohn authoring the script and Jim Morgan producing, KSFO is airing a new quarter-hour comedy show twice weekly titled *Bud and Dud*. Show, heard Mondays and Thursdays at 6 p.m., relates the antics of a wise-cracking vaudeville performer, his stooge and a know-it-all booking agent. Cast includes Frank Sanders, who plays the role of Bud; Elgin Clawson, as Dud; Maitland Barnes, Helen Sawyer, Ted Yaryan and Ernestine Bergstrom. Station has also started a five day a week afternoon variety show, with Joe Walters emceeing. Heard daily at 3:30 p.m. for 30 minutes, the musical background is set by Clem Kennedy and the Chili Peppers. Featured are Gertrude Chavis, blues singer; Dick Crosby, tenor; Helen Gallup and the Swing Trio.

## Los Angeles

LOS ANGELES, Aug. 8.—New addition to station is Bill Ray, appointed by Harry Malzlish as business manager. Ray returns after year's absence.

Auditions were held this week by Columbia broadcasting executives for announcers on KNX after the network takes over station in September. Sitting in judgment were Bill Lewis, chain's director of broadcasting; Don Thornburgh, West Coast chief, and Charles Vanda, Coast representative. About eight announcers of the group will be notified of their acceptance and will be given staff jobs until first of the year, when the station begins carrying Coast-to-Coast programs. Those who give best accounts of their abilities in the trial period will be kept on for regular routines.

An insulator for KECA's new 5,000-watt transmitter went haywire, so station debut among high powers has been postponed until August 24.

Ken Dolan resigned as radio contact for Lyons, McCormack & Lyons Agency.

John Wald, chief NBC announcer in Minneapolis, is visiting in Hollywood.

Don Hastings, former KFWE and WBBM, Chicago, announcer, has joined the Hub Robinson advertising company to handle the radio department.

Vinton Haworth, of the Myrt and Marge broadcasts, has been signed for a leading role in RKO-Radio's *Without Orders*.

Management of Station KMPC was taken over today by Lewis Allen Weiss, assistant general manager of G. A. Richards' Detroit outlet, WJR, who flew into town during the week. Weiss is well known in local radio circles, having previously been head of the Don Lee system and promotion manager of *The Los Angeles Examiner*.

Weiss succeeds Dick Connor, who has been away from the studio for the past month due to illness. Richards bought KMPC subject to FCC approval.

## Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 31, to Thursday, August 6, both dates inclusive.

When I'm With You (30)	37	Stompin' at the Savoy (23)	21
Did I Remember? (25)	33	Reckless With a Dream (18)	20
These Foolish Things (47)	31	There's a Small Hotel (22)	20
A Star Fell Out of Heaven (16)	26	Would You? (24)	19
Take My Heart (29)	26	Let's Sing Again	19
No Regrets (15)	25	Clory of Love (30)	19
Sing, Sing, Sing (15)	23	Afterglow (18)	18
You Can't Pull the Wool Over My Eyes (30)	23	Without a Shadow of a Doubt	17
Cross Patch (27)	22	Until Today	17
Until the Real Thing Comes Along	22	If We Never Meet Again	16
You're Not the Kind (18)	22	I Can't Escape From You (15)	11
On the Beach at Ball Ball (33)	22	Christopher Columbus	11
Me and the Moon	22	On a Coconut Island	11
		Love Went Up in Smoke	8

SHEET MUSIC best sellers will be found on page 13.



## Theater Cafe for Congress, Chicago

CHICAGO, Aug. 8.—Extensive alterations are planned for the now dormant Urban Room and the Eastman and Pompeian rooms of the Congress Hotel here, according to John Burke, general manager for Ralph Hitz, new owner of the hotel.

The combined spaces of the Urban and Pompeian rooms will be made into a theater restaurant seating 800 and will be the largest room of its kind in Chicago. It will be terraced to afford an adequate view of the new revolving stage at one end of the room. The orchestra will be placed in a sunken pit, the same as in a theater, instead of at the side, and the floor shows will be produced along seven lines with big names being part of the cast. Glen Gray and his Casa Loma Orchestra will probably open the room, which will be known as the Roccoco Room. Several other big name bands are under consideration.

The Eastman Casino will also be re-modeled. In motif and color scheme it will remain much as it is, light hues, tropically cool, but the arrangement will be altered. Outstanding change will be a decorative cocktail bar in the center with spacious booths and smaller moderne tables around it. This will occupy the space now used as a dance floor.

## London Night Spots

LONDON, Aug. 3.—Jeanne Devereaux, cute and good-looking plouette, toe, tap and ballet dancer, is back after a six months' absence from London to click solidly at the May Fair. She puts over her act with keen showmanship.

Three superlative American acts at the Savoy Hotel. Three Blitmorettes, fast-paced acro dancers and tumblers, click solidly with a dandy routine; Briant Rains and Young, expert and out-of-the-ordinary acrobatic dancers, win favor with their smart work, and Tommy Bradley (Martin), youthful conjurer with loads of personality, has them gussing with slick tricks.

Bee Lillie sings new numbers at the Cafe de Paris, where she is retained.

New Clifford Fischer show is popular at the Casino, with Emile Boreo, Cilly Feindt and her horse, and Choppy, novelty cartoonist, getting loud hand-claps.

Dorchester Hotel show continues with hits by Minor and Root, exquisite dancers; Russell Swann, magician and master of ceremonies; Sethma Williams, "queen of taps," and Jean Carmen, beautiful blond dancers who wows them with her original and exotic Red Indian number.

Gene Sheldon, American pantomime expert and banjo-playing comedian, is a laughing hit at the Ritz.

## Sligh & Tyrrell Show to Orient

CHICAGO, Aug. 8.—Sligh & Tyrrell, Inc., has been appointed exclusive booking representative of the Cathay Hotels, Ltd., thruout the Orient.

Henry Nathan, personal representative of Sir Victor Sassoon, owner of the Cathay hotels, is at present in the United States reviewing acts for the season of 1936-37. Initial Sligh-Tyrrell show sails from Seattle October 14 and opens in Shanghai November 4. Show includes Faye Parker, singer; Ondrea and Michel, dance team; Al and Linda Davis, harmony singers, and Gloria Seiter, dancer.

Each engagement is contracted for three months in China, with options for Java, Colombo, India and Singapore.

## Drive Against Labor Law Violators Shows Results

PITTSBURGH, Aug. 8.—In his current drive against violators of the women's law and the child labor law George B. McDonough, director of the Bureau of Inspection, Department of Labor and Industry, prosecuted 33 night spot and cafe owners operating in Western Pennsylvania, who paid fines amounting to nearly \$600. He revealed that a number of similar cases are now pending before various squires in this district.

Since the drive started conditions in spots here have improved almost 100 per cent. The American Federation of Actors, thru William Jeffries, local representative, co-operated fully with the labor department in improving working conditions and increasing the working chances of the legitimate performer.

## PUBLIC ENEMIES OF THE NIGHT CLUBS

By GEORGE LIBBY

Watch for This in  
The Fall Special  
Of The Billboard

## Edgewood, Monroe, La., Fired

MONROE, La., Aug. 8.—Edgewood Night Club, four miles out, was completely destroyed by fire this week and man has been taken into custody after having admitted setting fire to club because "the owner refused to marry me." Bobbie Wiggins, operator, says she has no plans either to rebuild or marry.

## Ramon and Renita for Films

CHICAGO, Aug. 8.—Ramon and Renita closed a four-week's engagement at the Chez Paree here Thursday night and left for Hollywood yesterday. They hold a four-week contract with the Warner Brothers' studio and will appear in *Gold Diggers of 1937*.

# Night Club Reviews

## Continental Room, Chicago

A young dance team that seems destined to go places opened Friday night at this Stevens Hotel delightful dine and dance spot, along with Keith Beecher and his orchestra (a return engagement), Ruth Bradley, personable singer, and Howard Brooks, a magician bubbling over with personality.

This new summer show should keep the Continental Room clientele well satisfied, as it packs plenty of entertainment talent. Beecher and his band show marked improvement over his last engagement here. The string section may be given the credit. Outfit on opening night seemed to please the dancers mightily.

Consolo and Melba, the dance team, are a "discovery" of Frank Smith, manager of the RKO Palace. He coached them, helped them get experience in the suburban clubs and now they are rapidly gaining that finish which will carry them along to success. They have grace and talent and an entertaining routine. But we do wish Consolo wouldn't wear those big white gloves, which are so much in evidence they detract from the work of the team.

Ruth Bradley, who used to be with Ina Ray Hutton's all-girl band, is a pleasing vocalist and puts over popular numbers entertainingly.

Howard Brooks accomplishes quite as much with his sophisticated chatter as with the actual tricks he performs. He is an adept at both, and his easy, intimate style of working sells his stuff in a big way.

Three shows an evening are given—at 8, 10 and 12 o'clock. —Green.

## Club Chateau, Detroit

Detroit's newest downtown nightery opened Saturday night, August 1, under management of A. T. N. and Madame Etienne, well known to showfolk as operators of the Etienne Booking Agency and Silver Stage Studios here. In a spot that formerly died for lack of patronage it was necessary to get 80 extra chairs and run three shows the opening night to handle the crowds. Business since the opening has been holding up well.

Floor show is produced by Madame Etienne and uses her ballet, the Chateau Adorables, as background, opening with a military tap number, each one doing a brief solo and closing with *Cocktails for Two*, a novelty finale with shakers used as castanets. They also did a pretty high-kick number in summery-pink costumes.

Arlene Emery, a deep contralto, warbled several numbers and was encored. Marlon, clever tap dancer, and Sandra, Truckin' specialist, presented individual specialties during the show. Florence Hudson did a Bowery Lou, a comic mix-

# Heat, Drought Chief Factors In Cutting Band Tour Grosses

While biz is reported best in several years, money figures fall below expectations—Western States excepting Texas total loss—inexperienced promoters another thorn

NEW YORK, Aug. 8.—Several factors, notably the drought, heat and some inexperienced promoters, held down dance band tour grosses this summer. While the business was better, according to New York band bookers and agents, than it has been in several years, grosses didn't come up to expectations. Biggest single adverse factor, they say, was the combination of the heat and the water shortage in the Western States. As soon as the drought reached serious proportions the majority of States west of the Mississippi became total losses insofar as band bookings were concerned, say the agents.

## Villa Moderne in New Dress

CHICAGO, Aug. 8.—Frank Hutchins, owner of the Villa Moderne, has been making extensive improvements, among which are an extended garden, new landscaping, a large dance floor, a merry-go-round circus bar, placing of colored umbrellas over the entire grounds and the addition of the Silver Room to take care of patrons during inclement weather.

Bands playing that territory were forced out with considerable losses involved. Bands scheduled for that section had to cancel. The only State an exception to this was Texas, one of the bright spots on the band horizon this year. Principal source, of course, in Texas has been the two centennial celebrations, although business thruout the State is reported as being very good.

Another headache was caused bookers by having new promoters in the field with banks backing them. Banks took over many ballrooms in the last few years. Rather than have the spots closed as dead losses the banks figure it better to operate them and try to get some income. In the majority of these cases, it is claimed, the men know little or nothing about promoting dances. Out of this grew another bad feature, wherein promoters played names against names and both wound up with little, if any profit. Several such spots, after seeing the futility of this move, got together and co-operated, with one spot playing a name band one week, then using a local outfit the next week while the opposition played a name band. Both benefited in all cases, it is said.

One good factor this year was the return to the field of many promoters who had been forced out in the last few years by adverse business and the general economic situation. Many of them had new money and helped band takes.

One of the best sections for bands this year has been the New England territory. Section had no drought problem and had fairly cool weather, with none of the heat that kicked grosses down elsewhere. One band alone, the Hudson DeLange group, has played thru this section three times and is currently back on a fourth repeat booking.

Bookers say they'd rather have rain than heat. People will dance when it rains or drive to a ballroom thru rain—except on bum dirt roads. But when it's hot no one goes out to hoof.

## Benny the Bum's, Phila.

Benny the Bum's is as much a Philadelphia landmark as is Independence Hall. When the next era's Society for the Preservation of Sacred Shrines gets around to it this spot will get a hallowed niche in the guide book.

Historically, here is a hangover of whisper-low days whose management or patronage never bothered to take cognizance of changes in constitutional amendments. As the Quaker City Outing Club, this three-story brownstone abode was a haven for the town's leading lights. Benny Fogelman, the Gold Coast boss gave him the "Benny the Bum" cognomen, held court there, his gracious greeting making for repeat trade.

Legal trends making the peep-hole obsolete, Fogelman decided to keep in the running by tacking on a shingle outside reading "The Epicure." Nothing else changed, but that old spirit was lacking. Tommy La Brum, local advertising exec, induced the boniface to make a turn-about-face. And after a series of exploitation stunts, which included the use of an airplane flying the banner over football stadiums, Benny the Bum's became a by-word. Even Heywood Broun, having a permanent reservation here between Democratic speeches, saw fit to rave about its hospitality in his daily stint.

All the goings-on are concentrated on the first floor and, true to speak-easy tradition, in the backroom. No chrome and satin trimmings to delight the eye, just tables and chairs and a mahogany bar running the full length of the room. But the intimate atmosphere and continuous frivolity makes it the closest thing to a college fraternity's housewarming party.

Entertainment roster, all in the femme gender, includes Barbara Dale, Gypsy Roma-je, Dot Mollinson, Verda Ford, Nancy Barry and Pearl Wolf. All are charmers on dress and phiz and ever-ready to sing a song for the asking. No ork, the occasion never calls for dancing, and if one of the warblers isn't at it there is always thumping on the Tom Thumb.

Food is excellent, the \$1 dinner easily

the best buy in town. But the drinks are forte, with price list starting at half a dollar. Ben Lemisch, a former member of the legal fraternity and a well-known local figure, is on the assist giving the salutations and may earn the tag spot a "Benny the Gentlemen's" tag. —ORO.

## Tally-Ho Room, Chicago

Located in the Medinah Club, this is one of the most attractive dining rooms in the city. It is old English in atmosphere, with massive oak-beamed ceilings and Gothic doors. Illuminated hunting scenes adorn the walls and beautiful chintz draperies hang from the windows. At one end is the orchestra platform and the dance floor, while at the opposite end is a cocktail lounge and a bar extending across the width of the room.

For the last three months Josef Cherniavsky, former conductor of the Chicago Theater Orchestra here, has batoned a sweet 11-piece combination with a distinctive style of its own that can best be described as symphonic-swing. Cherniavsky plays the classics in syncopated rhythm and symphonizes the popular tunes. Melodies that were never written to dance to are made danceable thru special arrangements and ordinary pop tunes sound like symphonies and concert pieces thru the same magic.

No elaborate floor show is presented here, as Cherniavsky's Band is the draw and is a show in itself. Once nightly there is a little show, however. On the night caught this opened with Carl Ritchie and the Adrian Sisters doing a neat soft-shoe routine to *Ain't Misbehavin'*, which drew nice applause. Then Cherniavsky directed the band thru a (See NIGHT CLUB on page 12)

# Club Chatter



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DANCE TOURS

Exe. Mgt. Radio Orchestra Corp., 1819 Broadway, New York City.

**CARDINI** opened at the Riviera, Fort Lee, N. J., August 8 for four weeks. Vera Niva goes into the spot August 14 for two weeks, both acts set by Sam Weisbrod, of the William Morris Agency. . . . Frazee Sisters have been set for the Bon Air, Chicago, by Jack Bertell. . . . D'Yvons have been renewed by the Astor Hotel, New York. . . . Conway and Clarke at the Kit Kat, New York, are in their third month at the spot. . . . Harold Woodhall and Melvin Pahl, piano team, who recently closed at the No. 1 Bar, are at the Normandie Bar, New York, with the cast of *New Faces*, who work at the bar nightly after the show closes at the Vanderbilt. . . . Dolores McCay has gone into the Yacht Club, New York, working before and between the regular shows. Yacht Club is being enlarged also. Otto Staudt, architect, handling the plans. . . . Arlene and Aerlie and Frank Zott are now working at Zimmerman's Budapest eatery, New York. . . . Rodney McLennan is at the Arrowhead Inn, Saratoga Springs, going in last week. . . . Georgie Hale will stage the new fall show for the Paradise, New York. . . . Anka, European singer, opened at the St. Moritz Hotel, New York, last week.

**CARLTON (HAPPY) HAUCK**, whose orchestra is playing the season at Bernie Elliott's Alhambra-on-the-Lake, Buffalo, is now sporting a new Packard touring car. . . . Current floor show at this popular Buffalo spot includes Pee Wee Brown, emcee and vocalist; Avon Long, novelty singing and dancing; Rita De Lano, singer; Allan and Parker, comic interpretative dance team, and Moffa and Gray, dance team.

**OLIVE WHITE**, who just closed at the Trocadero, Lindenhurst, L. I., has opened at the Green Gables, Hazleton, Pa., booked by Harry Kilby. . . . Arthur Argyles, Rochester (N. Y.) booker, has recovered sufficiently from his recent auto accident to visit his office a few hours a day. . . . Hotel Commodore, New York, is opening the "longest hotel bar in America" this week. It will be 165 feet in length. . . . Jack Blue, operator of the big New York dance school, sponsored a big floor show at the Hotel Bossert, Brooklyn, recently.

**URBAN ROOM** of the William Penn Hotel, Pittsburgh, which has been using name bands only four years, is now featuring floor shows. . . . Corvino and Yovita, ballroom dancers, have opened at the Nixon Restaurant, Pittsburgh, for a fortnight's stay, booked by Ernie Young. . . . Sharlott Grey's Revue has opened at the Cottage Inn, Muskegon, Mich., to do two shows nightly each week-end. Featured with Miss Grey are Bobby Cook and Tom Harris, besides a group of five girls. Bob Cook (not the same as above) is emcee.

**BILLY AND BEVERLY BEMIS**, youthful dancers, are current at the Hotel Del Coronado, Los Angeles. They have been clicking in fine style along the Pacific Coast. . . . Billy Carmen, of the act of Billy and Grace Carmen and Naomi Bell, was a visitor to the home of *The Billboard* in Cincinnati last week during the turn's engagement at The Wonder Bar, Cincy. Carmen reports much success since forsaking the stage for the clubs. Act is routed southward to New Orleans and then westward into Texas, mostly on return dates. . . . Ralph Shaw, emcee, has just opened at the Havana Casino, Buffalo. Others on the bill at that spot are Betty Mack, blues singer; Angie Stone, singer of sweet tunes, and Ross and Butler, song and dance team. Music is furnished by Eddie Cruiser and his swing band. Havana Casino has just inaugurated its new entertainment season. . . . Paul and Renee, dance team, are filling a return engagement at Cosmo Gardens, Grand Rapids, Mich., after completing a return date at Indian Village in the same city. . . . John Booth, "Royal Canadian Magician," currently at Terrace Gardens, Rochester, N. Y., for the summer, will return to Detroit in September to fulfill engagement arranged for on a recent flying trip there. . . . Suzanne France, soprano, after four months at Moraco's Restaurant, Cleveland, is now holding forth at the Nixon Restaurant, Pittsburgh.

**HENRY HALSTEAD** and ork, plus a five-act floor show, are proving a cracker-jack draw at the recently reopened Blue Room of the Roosevelt Hotel, New Orleans. Halstead will be followed by Phil

Harris, who returns for third stay in two years, and then follow Bob Crosby and crew. . . . Phil Roberts, hula dancer, continues to please the crowds at Lena's Inn, Harrisburg, Pa. . . . Mile. Zola, former attraction at Lena's, has opened at El Pado, Highspire, Pa. . . . Aloma, cellophane dancer, heads the floor entertainment at the Modernized Cabaret, Harrisburg, Pa. . . . Marlene Chester, acrobatic dancer, broke several bones in her right foot while doing her act at Dutch Village, Toledo, O., August 2. She was removed to a hospital and her foot placed in a cast. . . . Kit and Dot Lovejoy, song, dance and comedy team, are back in New England territory after a stay on the West Coast. The sisters are now being booked by the Yankee Network Artists Service Bureau, Boston, and last week played Provincetown Inn, Provincetown, Mass. . . . Roy Radcliffe, tenor, playing the Stork Club, Providence, on an indefinite engagement, is slated to audition for a New York agency the middle of August for an air show that may go chain. . . . Club Diamond, atop the Pythian Building, Wheeling, W. Va., has begun alterations to cost approximately \$2,000. Interior is being redecorated, stage is being altered, lighting changed and cocktail lounges will flank each side of the club. Nelson Maples' Orchestra is in its fifth week at the spot, its run having been twice extended, according to George Mumley, Diamond manager.

**RUTH TERRY**, doubling from the Louis Sobol vaude unit at Loew's State, New York, replaced Josephine Huston in the Hollywood Restaurant, New York, August 5. Rest of the show includes DeAngelo and Porter, Jack Waldron, Cackles O'Neal, Mitzl Haynes, Vivian Ray and Thais. De Angelo and Porter replaced the Lambertons, deaf mute team, who played at the spot for several months. . . . Ray Urizola is the new head waiter at El Chico, New York. . . . Club Five Hundred, Cape Henry, Va., is holding over the Lee Sisters, acrobatic tap team, for fourth week. Other features there include De Carlos and Granada, dancers; Page Girls, novelty dancers, and Lee Owens and Charles Cheshire, singers.

## Once-Overs

**IRVING AARONSON**, conducting the Commanders, and **VAL ERNIE** with his Continentals are the bands currently at the Riviera, Fort Lee, N. J. Aaronson does a fine job for the show and fills the floor with the dance tempos. Well-played music, altho not very much in the stylistic manner. Ernie, with a small combo, does okeh, standing out on the Latin-American numbers. Uses an electric organ for pretty good effect, except that that effect is lessened when it's used in practically every number. . . . **NANO RODRIGO**, at the Rainbow Room, New York, excels on the Latin numbers also, but falls down when he gets into the straight numbers. Another example that bands of this type should stick to their lasts. . . . **GLENNA JANE THOMPSON**, at Palisades Park and broadcasting over WHN, didn't give much of an account for herself. Band plays off key surprisingly often and arrangements sound like stock stuff. . . . **BILL McCUNE**, also picked up by the loud-speaker on WOR, is another so-so candidate, nothing very dramatic about the music and nothing very distinctive. **NAT BRANDWYNNE**, on WHN and WOR from the Essex House, New York, puts plenty on the ball. Music shines in comparison to a lot of orchestras heard over the air. Group sends plenty deep, avoids uninteresting arrangements and is excellent listening. J. F.

## NIGHT CLUB

(Continued from page 11)  
rhythmical paraphrase on *Faust*, a musical gem of overture proportions, which took a heavy hand. Arthur Weiner, a personable lad with a sweet tenor voice, sang *Would You, It's a Sin To Tell a Lie* and *The Glory of Love* and scored. The band then did a dance arrangement of *Two Guitars*, featuring Max Sobolevsky, violinist, and Vince Maggio, guitarist, and Carl Ritchie and the Adrian Sisters closed the show with a fast routine. Radio is missing a sure bet in Cherniavsky, whose musical creative ability is equally proficient in either the classical or jazzical. Morgan.

the Harlem Express! Himself

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# Bands and Orchestras

**A**L MAYO and his swing band have moved from the House of Morgan, Atlantic City, to Herman's Pier Restaurant in the same resort. . . . Ial Kemp has been held over the rest of the summer at the Astor Hotel, New York. . . . Mischa Raginsky and his orchestra have replaced Red Norvo at the Commodore Hotel, New York. . . . Max Smolin has organized a new orchestra. Said to be a good outfit. . . . Hugo Mariani swears he's not kidding, but is serious about using some sort of a new percussion instrument invented by a homemade inventor and called the "waug-doodle." Its main part is a tree trunk of all things, and also uses a couple of tin cans and a hunk of wire. Mariani, however, figures that it's good publicity, and besides is good for rhythm on his Latin numbers. He opens at the Waldorf, New York, August 13. . . . Ned Williams is booking Willie Bryant on a tour of one-nighters throuout the South, opening August 20 in Atlantic City and then working down. . . . Jimmy Lunceford is on the road in Virginia, having left the Larchmont Casino, Larchmont, N. Y., which closed recently. May reopen October 1. . . . Carl (Deacon) Moore is coming into New York, having disbanded his old orchestra and taking steps to build a new one with the musicians all from Local 802, New York. . . . Louie Clancy and his tooters are being held over for a fortnight at the Venice Cafe, Vicksburg, Miss. Band originally went in for a week.

**G**UY LOMBARDO and his Royal Canadians established a new attendance record at Moonlite Gardens, Coney Island, Cincinnati, Saturday night, August 1, when more than 4,300 dancers paid their way in. Previous record, established last year by Eddie Duchin, was 3,841. . . . Ace Brigode and his Virginians have concluded their engagement at the Dallas Centennial Expo and opened Sunday night (9) at Moonlite Gardens, Coney Island. . . . DeLoyce Moffitt, sax player with Mel Snyder's ork at the Hotel Gibson, Cincy, has recently finished work on two new numbers, *Elatie*, a tango, and *The Rollicking Reds*, a novelty dedicated to the Cincinnati Reds. . . . Jimmie Livingston and his tooters,

## SWING MUSIC AND THE ORCHESTRA MARKET

By GLEN GRAY  
 Watch for This in  
 The Fall Special  
 Of The Billboard

In their fourth week at Tantilla Garden, Richmond, Va., have been engaged to remain over there indefinitely. Outfit jumped into Richmond from Atlantic Beach, Morehead City, N. C. Vocalists with the combo are Buddy Hubbard on sweet tunes, Jimmie Livingston on the swing stuff and Wayne Russey on hill-billy ditties. . . . Billy Pan and his boys are taking a four weeks' vacation after completing a 10 days' return engagement at the Club Hollywood, Springfield, Mass., August 10. During the layoff Pan will rehearse a floor show which is slated to join the unit in September. . . . Brandy's Singing Band, after an absence of nearly two years, is current at Idora Park, Youngstown, O., replacing Huske O'Hare's outfit.

**B**ENNY MEROFF opened at Brighton Beach, Brooklyn, August 8 for a week. . . . Mills Artists is booking Tommy Tompkins on a one-nighter thru New England. . . . Victor Bay, CBS conductor, will be guest conductor with the Cleveland Symphony August 18 to August 21 and will broadcast twice on WTAM, that city. . . . Duke Ellington is one-nighting thru Ohio. . . . Cab Calloway opens at the Loew house in Montreal August 28, first American band to play the house since it went back to a union policy a fortnight ago. . . . The Gordon-Andrews Orchestra is now at the 18 Club, New York.

## Music News

Owing to the fact that Bill Wieman has to return to the road at the head of his sales department with E. B. Marks, Paul Jonas has been reappointed professional manager. During Wieman's incumbency the concern got many additional plugs, with *Afterglow*, which Wieman pieked, already among the list of best sellers. Bill leaves for the Pacific Coast the latter part of this month, which means that he will be away at least six months.

Johnny Muldowney, who has turned songwriter, is to the fore with two additional numbers. One has been placed with Sherman, Clay & Company, bearing the title of *Lazy Summer Moon*, and *Fraidy Cat*, which is sponsored by Jack Mills.

Low White, Radio City's organist, is completing an American tone poem which will be scored by Ferde Grofe for introduction by the Philharmonic Orchestra at Carnegie Hall in the early fall. White, who is featured at the permanent Horticultural Gardens Building of the Great Lakes Exposition, says that the music is designed for symphonic interpretation as well as rendition on the Electrovox, his organ type instrument, which also radiates colors popu-

larly associated with certain strains of music.

Sammy Smith, recently with the Southern Music Company, is going into the music publishing business on his own. Sammy is a hustler and has a host of friends. All that he needs to start operations is a good song and the proper location. He claims he has both.



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 Just completed successful engagements at—  
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**JEAN & JANE FARRAR** ★  
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SINGERS OR ENTERTAINERS.  
 Room and board guaranteed, plus tips. Communicate with  
 NEW HOWARD HOTEL,  
 Baltimore, Md.

## Sheet-Music Leaders

(Week Ending August 8)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing. Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Cambie Hinged Music Company and Western Book and Stationery Company, of Chicago.

- |  |  |
|--|--|
| 1. It's a Sin To Tell a Lie (1)              | 9. Would You? (2)                            |
| 2. These Foolish Things Remind Me of You (4) | 10. No Regrets (9)                           |
| 3. On the Beach at Ball Ball (5)             | 11. You Can't Pull the Wool Over My Eyes (7) |
| 4. Take My Heart (6)                         | 12. You're Not the Kind                      |
| 5. Clory of Love (3)                         | 13. There's a Small Hotel (8)                |
| 6. Rendezvous With a Dream (10)              | 14. Until the Real Thing Comes Along         |
| 7. Did I Remember? (13)                      | 15. Cross Patch (15)                         |
| 8. When I'm With You (12)                    |  |

PHONOGRAPH RECORD best sellers will be found on page 71.

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## Seek To Merge All Unions in Attempt To Bring Back Flesh

NEW YORK, Aug. 8.—A meeting of all theatrical labor unions has been called by Local 802, American Federation of Musicians, for Monday to go over plans of its campaign, due to start in September, to return living talent to local theaters. It is understood that the musicians hope to line up the other unions, particularly the stagehands, to co-operate in the campaign. American Federation of Actors is already definitely set to work with 802, latter having, in effect, picked up on the "Save Vaudeville" campaign started recently by the AFA. AFA will co-picket with the musicians and has already helped in giving the musicians information and campaign material realized from the "Save Vaudeville" movement.

Angle on which Local 802 will concentrate is that only public opinion will sway the theater owners and operators to restore music and vaude to the houses. Appeal to the public will be made on the basis of the social and cultural values involved in getting the music back.

Picketing will be the main method of appeal and attack, with representatives from the various unions all working on the picket lines. In addition, the executive board of the local is figuring to establish a wives' auxiliary of the local and to use the women for picketing. In addition to the union men, women may also be asked to make appeals by house-to-house canvass, as well as appealing to the theater patrons on their way in and out. Another plan that the board is completing is to issue a weekly paper concerning the

battle, not only for distribution among the members of the local, but to the public.

Other plans are still being kept under the hat by the musicians. A mass meeting has been set for September 10 at which time the whole campaign will be unveiled for the local's membership. This meeting is being held jointly with the Theater Allied Crafts.

## Whitehead's Tour; Musician Tieups

NEW YORK, Aug. 8.—Ralph Whitehead, executive secretary of the American Federation of Actors, left here this afternoon by plane for Detroit to resume his organizing tour after returning here Tuesday. He has been on the tour since June 6, and from Detroit will move on to Chicago for a week's stay and then make his way out to the Coast. He will cover a lot of AFA branches on his way back from the Coast.

In Chicago Whitehead had several conferences with George E. Brown, international head of the International Alliance of Theatrical Stage Employees, negotiating for closer affiliation between both organizations. As a result of his talk at the Detroit convention of the American Federation of Musicians and appearing before the international, Whitehead is signing up closed shop agreements with musician locals thruout the country and Canada. He is having much success in this direction, getting a huge number of favorable replies.

## Set Cast for Third Edition of "Folies"

NEW YORK, Aug. 8.—The cast for the French Casino's *Folies de Femmes* to tour vaude has been practically completed. The Craddock, Robert Williams and Red Dust and Georges Campos are coming over from Europe to appear in the show. Frieda Sullivan and Karavieff will also be in it.

The show will open September 3 at the RKO Boston, Boston, and will also carry the billing of *Third Edition of Folies Bergeres*.

## Pittsburgh Agents Seek Licensing Legislation

PITTSBURGH, Aug. 8.—The newly organized local Entertainment Managers' Association is shaping plans for a State-wide bill of legislation that will require every booker of theatrical talent to pay \$100 for an annual license.

The association, composed of the leading agents here, feels that the license will act as a leading factor in weeding out the chiseling booking agencies and of assuring the co-operation of the State government. Plans on this action will be further advanced at the next meeting, scheduled to be held at the William Penn Hotel Monday.

## Telling Story Seen in Salary List of RKO Intacts in 1931

NEW YORK, Aug. 8.—A chance happening across salary lists of the RKO intact shows which played late in 1930 and early in 1931 brought out interesting facts, which some contend did much to ruin the vaude field. Flash acts, one to each intact show, were reaping a harvest, being in the \$1,000 and up class. Standard acts, "names," and all others were enjoying a bang-up season.

Some of the salaries were as follows: Dave Apollon, \$2,500; Ken Murray and the Charlestons, \$2,100; Lewis and Moore, \$1,350; A. Robins, \$1,000; Ardine and Tyrrell, \$1,000; Billy Kelly, \$1,000; Billy Wells and Four Fays, \$900; Bert Nagle and Girls, \$800; Teck Mumdock, \$1,000; Ann Seymour, \$1,250; Diamond Boys, \$1,000; Kikutas, \$1,000; Gallo and Tisen, \$1,000; Al K. Hall, \$1,500; Johnny Burke, \$1,250; Jarvis and Harrison, \$850, and Yorke and King, \$2,000.

Weaver Brothers and Elvry went around in January, 1931, at \$3,200, and on their repeat tour in November got

## Material Protection Bureau

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

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Sent packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

## Grand's Vaude No Lure to Fordham

NEW YORK, Aug. 8.—Altho Loew's Grand, Bronx, returns to the vaude fold August 21 with a four-day policy, RKO is not giving any thought to playing stage shows at its Fordham, which is near by. The Grand will be the only vaudeville in the boro, altho there is a possibility of one or two indie houses opening in the fall.

While the Grand's new policy is being labeled as a showing house, Loew will tie it up with its State Theater to get standard acts to balance out the bill. House will use about two showing acts every bill.

## Frank Neil on Talent Hunt

HOLLYWOOD, Aug. 8.—Frank Neil, managing director of the Tivoli Circuit in Australia, arrives here today from Sydney aboard the Monterey for a four-week talent prowl. He will headquarter with his representative, Sam Kramer, of the Bert Levey offices. After completing his talent survey Neil goes on to New York for a brief stay before returning home.

## Tilt Cushman Units From \$150 to \$175

LINCOLN, Neb., Aug. 10.—Vaude units sponsored and booked by the Wilbur Cushman Circuit will be sold at a flat rate of \$175 per day, representing a raise of \$25 each day over the previous three years of \$150 straights.

Cushman was dickering with an idea earlier in the summer of bringing out a series of larger shows and doubling the ante, keeping the old system intact for the B houses, but has now definitely closed on the \$175 idea.

Cushman says he can add a "name" to every unit with this extra \$25 a day and also raise the salary scale of other unit workers. Where the average unit has carried 18 to 20 performing people the minimum will be raised some. The time, which started the first of August with the Mexican nine weeks, will run about 40 weeks during the 1936-37 season.

## Unit Season For Midwest

Producers aiming at small-town bookings — doing \$150-\$225 a day units

CHICAGO, Aug. 8.—Several units are in preparation here for the coming season and their production is the barometer on how the stage-show situation in this territory leans.

Having profited by their experiences last year with units that were built to command too much money to play most of the smaller stands, the producers are doing shows that can be sold reasonably. With the addition of Coney Holmes to its staff, the Cushman Circuit expects to add several stands in this territory to its books. Combined, it looks like the efforts of Cushman and the producers, who intend building low-priced shows, will keep the small-town theater plentifully supplied with units within their reach.

Jack Fine is the first of the unit producers to get started, his first show, *Vive les Femmes*, having already been on the road for several weeks. He is now planning his second production, which will get started next month.

James Stanton has a unit in rehearsal at present called *Showboat Varieties*, which will open at the Riverside Theater, Milwaukee, August 22. This will be a combined black and white revue, using a revolving stage. In the cast are the Miller and Mantan colored troupe of 10, a mixed choral ensemble of eight, a Dorothy Byton line of eight, Barney Grant and Company and Cliff and Dell.

Al Borde is planning to do two shows about the middle of this month. These will be a new edition of the *Cocacnut Grove Revue* and a circus unit.

Will J. Harris, who had *Geef Women* and the *Kit Kat Klub Revue* last season, and Michael Todd, who did *Brino on the Dames* and took a flier in Gilbert and Sullivan operettas, are the two producers who are going after the small-town business next season.

Harris is putting out an 18 to 20-person unit in September that can be sold for between \$150 and \$200 a day. He is hiring people direct, so there will be no agent's commissions, and he says he intends to book the unit independently and save booking commissions.

Michael Todd will put out three units to sell from \$175 to \$225 a day, using scenery and costumes from his old units. Production of these will be staggered, the first one going out about September 15, with the others following on October 1 and 15. Todd left for New York this week to make arrangements to buy the scenery, costumes, properties and music of a revue that closed in New York several months ago, which he intends rebuilding into a unit for the bigger houses.

The general attitude of the small-town manager toward stage shows was expressed by an Indiana exhibitor to a *Billboard* representative last week when queried by him. "I'd run stage shows regularly," he said, "if I could get good ones at the price I can afford to pay. I prefer units that carry their own orchestras, as it is hard for a theater that hasn't been running stage shows to pick up a good local band to play the show. And the shows ought to be good enough to draw as good or better than giveaway nights."

And there's the rub.

## Errol Unit on Tour

NEW YORK, Aug. 8.—Fanchon & Marco's *Hollywood Folies* of 1937, now working on the Coast, will probably follow with dates on the Interstate Time and then work the key cities. The cast comprises Leon Errol, Jack Goode, Lou Ashe, Joe Forte, Sunny O'Dea, Yola Gail, Gresham and Blake, Arthur Norris and the Fanchonettes.

## Pittsburgh House as Store

PITTSBURGH, Aug. 8.—Davis Theater, a widely known two-day house during vaude's heyday and now owned by Warner Brothers, is offered for rent as a store. The house has been unsuccessfully tried out with a straight picture policy for several times in the last three years.

## Romm's 3 Units Get Fast Action

NEW YORK, Aug. 8.—Harry Romm's three units have already been booked. The first is *Glorified Folies* of 1936, which opens Friday at the Michigan, Detroit, and follows into the Palace, Cleveland. The cast comprises the Three Sailors, Charles Carille, Bob Easton and Odette; Don Carthay, Caryl Bergman, Robert Pitkin, Beryl Halley, eight original Ziegfeld showgirls, and 16 Chester Hale Girls.

*Cuban Folies*, featuring the Rimacs and Charley Boy, will open September 3 in Hershey Pa., and go into the Earle, Philadelphia, September 11, and Earle, Washington, D. C., September 18. Among those in the cast are Carita, Don Zelaya, Tito Coral and 12 Chester Hale Girls. Joe Arena and Company may be in this unit.

Herb Williams in *The King Goes Swing* will open August 21 at the Earle, Philadelphia. The cast includes Marty May, Nitza Vernille, Andrea Marsh and 16 Chester Hale Girls.

The units all carry a carpenter, leader and advance man, and the *Glorified* show carries seven sets, while the Williams show has nine. John Hickey and Chester Hale staged the units.

## "Of Thee I Swing" Simon's 2d Unit

NEW YORK, Aug. 8.—Ferde Simon's unit, *Follow the Stars*, is current at the Palace, Chicago, after playing the Fox, Detroit, last week. Cast includes Vic Oliver, Robbins Family, Gilbert Brothers, Caryl Gould and 16 Bebe Barri Girls.

Another of Simon's units, *Of Thee I Swing*, will open August 20 in Hershey, Pa., and follow with the Fox, Detroit, and Palace, Chicago. Gene Sheldon and Doris Rhodes will be in this show. A third unit will be *Centennial Folies*, which he is collaborating on with Alex Gerber.

## THE VALUE OF PERSONAL APPEARANCES TO THE FILM PLAYER

By JOHN A. SCHULTZ

Watch for This in  
The Fall Special  
Of The Billboard

# Catch as Can On Auditions

See acts in all spots but a theater — agent views an act in piano store

NEW YORK, Aug. 8.—The many places where an agent or booker has to go these days to audition an act was topped this week when Dick Henry viewed an act in Krabe's piano store on Fifth avenue. It was a piano act, of course. A further checkup with other agents and bookers brought to light many other peculiar audition places where they have viewed acts, any place but a theater.

Agents and bookers have been in more rehearsal halls than they ever knew existed, from the interior of Harlem to the tip of lower Broadway. Acts have auditioned for the supposed work providers in gymnasia (of course, this covers many acrobatic acts), barrooms, cellars, on showboats, in carnivals, at Steeplechase Park in Coney Island, and even in the home.

They have also covered dancing schools galore. Paramount booking office has solved its own problem by having a regular audition room, where upwards of 25 acts are auditioned weekly. Several of the larger agencies have their own audition rooms also, but the general run of agents and bookers have to go where they can in search of material.

Established sources for seeing acts are night clubs and radio broadcasts. The act seekers are now waiting for the day of television. Loew, in desperation, even opened one of its houses, the Grand, Bronx, so that it can see new acts.

## Gus Sun Host to Theater Men

SPRINGFIELD, O., Aug. 8.—More than 50 theater managers and heads of circuits from Ohio, Indiana, Michigan, West Virginia, Pennsylvania and Kentucky are expected to attend an annual meeting of the National Vaudeville Association of America at the Van Dyke Club, Mechanicsburg, O., August 18. The group will be guests of Gus Sun, head of the Gus Sun Booking Exchange. Following a luncheon a business session will be held during the afternoon, with an elaborate dinner at 6 p.m. There will be a program of vaudeville acts during the evening.

## Trying To Promote NVA Club in Paris

PARIS, Aug. 3.—Certain interests here are endeavoring to launch an ambitious project for the formation of an international artists and musicians' club, with headquarters and clubrooms in Montmartre. At a meeting held July 22 the promoters tried to explain their project and after much discussion a committee was named to try to whip the project into shape.

While the idea is laudable, the promoters failed to inspire full confidence, as their explanations lacked precision. They endeavored to create the impression that the club would be similar to the NVA, of New York, and listed Joe Jackson as one of the founders. Jackson was also listed as being one of the speakers at the meeting but did not appear, as he was out of town.

# Vaudeville Notes

BILLY GLASON has replaced Happy Lewis as m. c. of the RKO (Newark) Proctor's Amateur Show. Popularity of amateurs caused the house to extend the show to two nights a week. Stephen Drake, Chicago booker, closed his office at the William Penn Hotel, Pittsburgh. Larry Kenneth, Pittsburgh booker and secretary-treasurer of the newly organized Entertainment Managers' Association of Pittsburgh, is operating at the Keenan Building in that city. Nicodemus, comedian, with Cab Calloway's band, left the outfit at the Stanley Theater, Pittsburgh, last week and rushed off to the Coast for a part in Mae West's forthcoming picture, *Personal Appearance*.

MARIE IVY MARION, of Clifford and Marion, got a "letter to the editor" published one day last week in the *New York World-Telegram*. Her letter predicted the early revival of two-a-day vaude. NTG and his revue will play another repeat at Loew's State, New York, starting this Friday. Lazy Dan (Irving Kaufman) will go into Hearn's Department Store, New York, week of August 31, booked by Sam Weisbord, of the Morris Agency. He goes into the Earle, Philadelphia, this Friday. Weisbord has also secured additional dates for Charley Chase. Plays the State, Easton, Pa., August 17 for four days and then into the Hippodrome, Baltimore. Bert Lawrence is in New York for about a month's visit and then will return to the Coast on free-lance writing.

HOWARD O. PIERCE, manager of the Michigan, Detroit, flew into New York last week to line up some bookings out of the Paramount office. RKO managers in town last week to line up stage shows were Charles Koerner, of Boston, and Nat Holt, of Cleveland. James Hood Macfarland, of the Music Hall press staff, left Friday on a month's vacation to Mooshead Lake, Me. Bob Broder, attorney, has moved his offices from the Palace Building to the RKO Building in Radio City. Will Osborne and ork go into the Metropolitan, Boston, this Friday for the first time and then are slated for the Paramount, New York, August 28. Leo Carrillo goes into the Chicago, Chicago, August 26.

GEORGE F. (JESS) WILLARD and Bill Hurley, badminton players, will open at the Palace, Cleveland, this Friday. They're current in Boston and will have to train to New York and then fly to Cleveland. Henri Gine, of Gine, DeQuincey and Lewis, will be a proud papa late next month. Marty Whyte, associated with Jack Kalchheim in Chicago, came into New York last week on a two-day visit, driving in from the Windy City in 21 hours. Edna Sedgwick also came in from Chicago and is being picture tested by Fox.

SCITUATE (Mass.) Firemen's Ball, booked thru Cleon B. White, proxy of the NBC Artists' Service in Boston, was an entertaining and financial success. To the strains of Lewis' Moonlight Hawaiians, performing acts were Dotson, Marcheta, George Gillette, Lovejoy Sisters (Dot and Kit), Wilfred and Louise, Roger Williams and Company and Peg Norton.

JOE CORNBLETH has joined Doc Howe's Hollywood agency staff as field representative. Al Lyons and ork go into Los Angeles Orpheum on a repeat engagement August 12. Following week a male chorus of 13 from

Los Angeles Civic Light Opera Company will play the house. Bowes unit No. 1 is booked there August 26. Fritz and Jean Hubert were signed by Warners for Technicolor shorts. Ed Lowry in Hollywood looking over six possibilities. Fanchon & Marco's Ice Ballet goes into San Diego Expo August 12.

THOMAS D. SENNA JR., AFA New England representative, announces the second annual Old-Fashioned Basket Picnic August 29 in Mendon, Mass., on Nipmuc Lake.

## COMMERCIALLY

(Continued from page 3)

ton, blues singer, and Mickey Marr, musical director.

Sponsors participate at \$25 a show, and the costumes will denote the trademarks or products belonging to Lee tires, thru the Escheiman Advertising Agency; Adam Schmidt beer, Foley agency; General Electric, direct account; 7 Up, a carbonated beverage, placed by the Philip Klein agency, and Bost tooth paste, a direct account. An interesting sidelight is the fact that only the beer account has used radio as an advertising medium. Further, the McCann-Erickson agency has signified an interest in adding their Beech-Nut account to the unit, and Adrian-Bower agency has promised at least one client to participate in this new free show advertising angle.

Kamsler, it is reported, is now completing arrangements with New York advertising agencies to sponsor units of their own. Peck Advertising Agency has asked for a unit that will permit a rotation of their clients and Lord & Thomas are completing plans for the sponsorship of two units for their books, it is claimed.

Built around the institutional ad plus the direct appeal of the entertainer, showings may branch outside of the immediate Philadelphia area. Depending upon the success of the shows here, Lord & Thomas, among several others, are said to be toying with the idea of reproducing the plan in New York for New York people.

Altho bookings will be confined to what are properly classified as club dates, Kamsler plans an additional unit along the same lines to work the night-cries and nabe taprooms. La Rue Cordials has asked for participation, but because of the patronage catered to it was refused. However, if other liquor accounts will come along, Kamsler will design a unit, appealing to an imbibing audience.

With the banquet season folding in June, Publicity Entertainers has been inactive during the summer. Resort spot bookings were always a boon to the booker, and with the urban population moving to the seashore during the hot spells, Kamsler will line up summertime products. Sun-tan lotions, bathing suits, cold creams and such are figured naturals for the beach crowds. And while the sandwich man never offered any serious competition, the trademarked tap dancer threatens to bob up everywhere, and it seems that there is nothing the poor booker can do to stem the threatening tide.

NEW YORK, Aug. 8.—Several executives of Lord & Thomas, queried yesterday on the possibility of that agency sending out free shows for various clients, said they knew of no such plans in the wind. Only promotion that might come under that heading is an act called the *Magic Chess Player*, which has been playing for RCA-Victor Company, handled by L. & T. As a plug for RCA's tag line, Magic Brain, used in connection with its radios, the chess player idea is promoted as an automaton, similar to that conceived by Edgar Allan Poe in his short story, *The Chess Player*.

Peck agency spokesman said he had not been advised of any such move and that the agency's contact man for Philadelphia would not be in New York until Monday (10).

## "JUMBO"

(Continued from page 3)

any outdoor attraction in America a run for its money."

After stating that net profits for the first week were 26 G's Rose remarked, "and I have heard that centennials are not supposed to make any money. The reason—we own all the things that are

Princess  
**YVONNE**  
"PSYCHIC WONDER"  
OPEN TIME: DOC. M. IRVING  
WASH. 8111 RODNEY BLVD.  
PHILADELPHIA, PA.

"A Tempestuous Maze of Rhythm and Color."  
**RIMAC'S Rumbachos**  
Muchachos  
Featured in C. B. Cochran's  
"FOLLOW THE SUN."  
UNITED STATES: Care of Harry Rimon  
Office, RKO Bldg., New York City.  
ENGLAND: Oiro Rimac, American Express, London.

**SAUL GRAUMAN**  
AND HIS  
"MUSICAL STAIR-A-TONE"  
Greatest Novelty of the Age  
Always Working.  
Personal Rep., JACK KALOHEIM, Chicago

**AL PEARCE**  
AND HIS GANG



**MARVIN LAWLER**  
DANCING JUVENILE  
Closed 2 weeks PARAMOUNT, New York. Opening METROPOLITAN, Boston, week Aug. 14.  
Direction—LOUIS SHURR.

*Eleanor Wood*  
headlining  
**FEMMES FOLIES**  
★★★ unit ★★★  
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doing real business. Instead of getting 12 1/2 per cent of the Casa Manana when 7,000 people come in on Saturday night we get the entire \$7,000, in addition to a percentage of the food and beverage, and by beverage down here I mean beverage. We, of course, get the entire gate. We were wise enough not to let any local chiseler grab the parking. We own the parking, and when you park several thousand autos there is quite a revenue. We get the entire receipts of *Jumbo* and the musical *Wild West* show.

"Because of the fact that everybody here visits at least one of our dollar shows, and some people as many as two at one visit, our books show we are averaging \$2.11 per person, out of which the fair gets about \$1.85 and then gets its customary percentage of the balance.

"What we have done here is instead of building buildings we built shows. Forty-five thousand people a week take care of our entire weekly nut and we play to that many just on week-ends. It's an unusual sort of hook-up, but I think a much more simple one than Chicago, Dallas or San Diego."

# New Acts

## Bernice and Judy

Reviewed at the Roxy Theater, New York. Setting—In two. Style—Acrobatic dancing. Time—Thirteen minutes.

A neat pair of acro dancers who are not merely gymnasts, a fact which stands out all thru their presentation. Their business consists of opening with a song and going into single and double routines, first of which is a nicely balanced turn, pretty for an acro number, with both girls wearing white suits with black top hats. One of the girls releases in a more classical piece, which, though difficult from an acrobatic point of view, is performed without any coarseness what-

ever. Both on for a fast finale and go off nicely. P. A.

## Miaco

Reviewed at the Roxy Theater, New York. Style—Magic. Setting—In one. Time—Eight minutes.

Miaco is a smooth sleight-of-hand artist. Uses cards in a variety of tricks, making the turn all the more difficult by wearing gloves. Follows this with the customary cigaret business, plucking lighted ones out of the air and from various parts of his anatomy, etc.

A neat performer, Miaco is entirely silent, possesses good stage presence and mystifies satisfactorily. P. A.

★

**MIACO**

MYSTIFIER EXTRAORDINARY

NOW Appearing at

**ROXY THEATER, NEW YORK**

Personal Direction — KEN LATER

★

FIRST BROADWAY APPEARANCE

**BERNICE AND JUDY SHAW**

NOW APPEARING AT

**ROXY THEATRE, NEW YORK**

Direction

ROGER MURREL

137 WEST 48TH ST., NEW YORK  
THANKS TO GENE KELLY

★

★

BACK IN AMERICA AFTER SIX MONTHS SOLID  
BOOKINGS IN EUROPE**HAP HAZARD**

"The Careless Comedian"

With

**MARY HART**

"Who Cares Less"

THIS WEEK — STATE-LAKE, CHICAGO

**LA MARR-DIAZ**

★

DANCERS

★

Featuring **DOLORES ABEL**  
and **JIMMY MOSS**

Opening Edgewater Beach Hotel, Chicago, Ill., August 14.

Direction—LARRY PUCK, RKO Building, New York

NOW DOING A SINGLE

**RUF E DAVIS**

FORMERLY OF THE RADIO RUBES

Now Playing State-Lake Theater, Chicago

"I'M AFRAID EVERYTHING'S GONNA BE ALL RIGHT"

**R K O  
THEATRES**

1270 Sixth Ave.

Radio City, New York

**Roxy, New York**

(Reviewed Friday Evening, August 7)

Roxy stage show this week, headed by the team of comic dancers, Barto and Mann, impresses as just ordinary, with the eccentricities of the aforementioned couple and the routines of the Gae Foster Girls holding up the major end of the entertainment.

Following a nicely staged rope-skipping routine by the line, made quite effective by dimming the lights so that a phosphorescent gleam is given off by the ropes, Bernice and Judy come on. They are a good pair of acrobatic dancers, their work being all the more commendable in that it impresses as bona fide dancing and not a gross display of athleticism, this despite the fact that difficult somersaults, twists and elbow walking are sandwiched in the routines. They closed to a good hand.

Jack Roberts, winner of the amateur contest on the Town Hall Tonight program, came on to sing the number with which he won, *Moonlight on the Colorado*. Roberts, a traveling salesman, interpolated his rendering with some extraordinary yodels, but remains merely a good amateur. He displays, however, a pleasing personality and went off nicely.

Hector and his Pals, a dog act with a varied assortment of pooches, clicks nicely and is best termed as cute. Pacer is quite a jokester and has trained his dogs to disobey orders in a very taking way. Many of the laughs are produced by presumably off-side antics of the animals, but the Roxy patrons missed their greatest giggle when one of the mutts inconspicuously committed a social error on one of the drapes.

Miaco, a smooth sleight-of-hand artist, in the next spot, was preceded by the Gae Foster Girls, dressed in pretty sports costumes a la *Vanity Fair*, in a variety of routines including tap. Miaco, a silent worker, goes thru card tricks, cigaret stunts, a knotted handkerchief piece of business, etc. He is deft, works fast and mystifies okeh.

Barto and Mann contribute most of the show's hilarity, the opening turn going to the lanky Mann, followed by Barto in a fast-stepping piece of nonsense. Latter then introduces the lady of the act, who turns out to be Mann. Against a Greek pastoral setting featuring the Foster Girls the couple go thru a series of burlesques, wowing the patrons with a tango and *Blue Danube* waltz routine. After a nutty rendering of the Florodora tune, *Oh, Tell Me Pretty Maiden*, followed by a hokey number in which Barto tangles himself up intricately in Mann's dress, they closed to tremendous applause.

Picture was *M'Liss* (RKO-Radio), and business good. PAUL ACKERMAN.

**Palace, Chicago**

(Reviewed Friday Evening, August 7)

Vic Oliver's compact little unit, *Follow the Stars*, accompanies the long and heavy *Mary of Scotland* film this week and is just the thing to perk one up after sitting thru two hours of Katharine Hepburn. It is lively and gay and has been tastefully mounted with pretty scenery and costumes. Vic Oliver acts as emcee and appears thruout the show several times. The unit runs about 45 minutes.

The Bebe Barri Girls (16), attired in pastel-shade costumes, opened with *Rhythm Is Our Business*. The routine could be speeded up a bit, being a little too slow for an opening number. The Robbins Family, two boys and a girl, followed with an excellent line of acrobatic taps, high kicks, front and side turnovers and aerial somersaults and left to a resounding hand. Vic Oliver made his first appearance next and began to warm them up with a comedy monolog, getting quite a few laughs.

Caryl Gould, a pretty little brunet, took possession of the mike and sang *Topic of the Tropics* and *I'm Shootin' High* to good results. Her selections are a little dated. A short blackout with Oliver, Gould and one of the Robbins boys was followed by Oliver with some of the funniest parts of his comedy talk. Vic starts slow, gradually works his audience up to hearty laughter and generally leaves them guffawing. During this part of his act he rendered the *Second Hungarian Rhapsody* brilliantly on the piano and almost stopped the show.

The Barri Girls returned, attractively costumed, for a neat precision number and Alphonse Berg fashioned gowns on two models from straight pieces of material. Berg hasn't been around here for years and his novelty was well appreciated. The Gilbert Brothers, equi-

brists of perfection, made a hit in the next spot with their marvelous demonstration of muscular control and hand-to-hand balancing.

Vic Oliver came back for some more clowning, this time with his violin and had the customers howling with his radio burlesque. A hit. The finale had the Barri Girls doing *Stomping at the Savoy* and the entire company on for bows.

F. LANGDON MORGAN.

**Fox, Philadelphia**

(Reviewed Friday Afternoon, August 7)

Fox Theater, under Al Boyd management, always had at least five acts on tap. Warner Brothers took the house over last week and gave them four turns. This week finds a new all-time low with only three acts on board. If current rumors hold water September 10 will find flesh dropped here. Agreement with musicians and stagehands runs out that day and there is more than even chance that straight screen fare will be the Warner policy.

Current bill, at the second show on opening day, ran just beyond the half hour. Jenó Donath paced the pit ork thru the *Merry Widow* overture for an additional seven minutes. Despite low temp on the outside, inside biz was poor. Downstairs about half full. *Pix Is Rhythm on the Range* (Par).

Dance flash opens with Don Lee and Louise, company of five, including Florence Spencer, who adds a nice bit of acro control work; Bobby Lane, whose forte is tumbling, and Milton Brent, piano accomp. Billed duo give a sock tango turn. Nothing new but all nicely staged and routined. Dance bits offered are worked to death in the nighteries and no matter how well executed are too familiar to excite pewholders.

Cookie Bowers, who gets the top billing, slides in the second slot for a home run. His imitations and pantomimic bits are well known to local goers, but ever welcome. Takes off with a mime on characters giving street directions, then the rustic tale with all the barnyard effects. Hebe women taking a dip in the ocean and finally a jeune fille's intricate disrobing. Three bows and a curtain spicl, all well earned.

The Cappy Barri Harmonica Swing Ensemble, seven plus a wand wave, minus a wand, hugging the p-a system, finish the meager fare. Boys make pleasant music and despite the swing brag ensemble work is smooth and clean. Biz with the lights and the faked sneeze are unfunny and would never be missed. Lee Lafelt pleases with a vocal on *Solitude*, giving the lyrics a Louie Armstrong twist, and then sockaroos with *The Flight of the Bumblebee* on the mouthpiece. *Dinah*, *Dark Eyes* and *Tiger Rag* completes the turn.

ORO.

**Metropolitan, Boston**

(Reviewed Friday Afternoon, August 7)

(First Show)

*Footlight Olympics*, timely review, is the extraordinarily good flesh show at the Metropolitan this week, with every act full of appeal and socko.

Henry Kalis and the Metropolitan orchestra move from the pit to the stage this week and open the bill with *Bali-Bali*, embellished by a bench scene flashed on the scrim. Heads of the Paul Florenz Girls peep over the footlights as the movable stage pushes them up to the regular level of the boards, all the time working a medicine-ball routine to *Bali*. Line exits with a tap number, the end gal somersaulting to the wings, ball under one arm. Gals are a nifty bouquet of pulchritude.

Deucer is Joe and Jane McKenna, a comedy knockabout turn with plenty of talent. The kids do a burlesque on a classical adagio in grand style and seem to be enjoying their work as much as the audience. Duo "kill" each other with terrific boots and slaps and punches that aren't pulled. Clyde Hager, a veteran footlighter, comes on next with a neat pitcher's routine. His spiel provokes considerable laughter. Tries out a potato peeler and throws peels all over the audience, then uses a stooge to demonstrate a soap product, messing him up proper. Stuff is new and well liked. Left to a good hand.

Florenz gals come in white jockey outfits and kaleidoscopic array of colors. Go thru regular paces of a race, starting from the barrier, fighting for position, down the home stretch, with a sudden decision to break into other routines. Finally they maneuver back into race setup, with the winner breaking the tape and panting message of thank you in horse lingo over the mike.

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

Colorful spectacle and gets tremendous hand.

Sibyl Bowman, feature attraction, knocks the audience for a loop with her smart mimicry and impersonations. Does a Beatrice Lillie warbling a torch song, an impersonation of a gal dancer who thinks she looks like Gloria Swanson, a "forgotten woman" of Hollywood bit, and Mrs. Franklin D. Roosevelt at a Girl Scouts' meeting. Work brought side-splitting laughs and innumerable curtain calls.

The Lassiter Brothers, Stooze and Gatchelbreches, a good-looking duo of comedy knockabout artists, gave them something new, refreshing and good for barrels of diaphragm laughter.

Show closes with a smashing game of badminton between Jess Willard, U. S. pro champ, and Bill Hurley, Pacific Coast pro champ, with the latter on the lower end of a 9-6 score. Jack Negley, NBC commentator, explains the fundamentals and plays of the game.

Pix is To Marry With Love (20th Century-Fox). All in all, a good bill for an appreciative audience. SID PAINE.

**State-Lake, Chicago**

(Reviewed Saturday Afternoon, August 8) Current bill has been labeled the Club New Yorker and is a stage-band show thruout, with all the acts playing in front of Verne Buck's Orchestra.

The State-Lake Sweethearts started the bill with a routine in legs to You, followed by the Moreaus, a classy ballroom team, whose tango stood out by their distinctive technique. Nice hand. Thelma Rae did *The Glory of Love* and *Is It True What They Say About Dixie?* in a fair voice over the microphone, and then Rufe Davis tied up the show with his imitations. Rufe, formerly of the Radio Rubes, has a strong single and went to town with his cow, rooster, hen, whistle, baby cry and other imitations and songs and drew heavy applause. A hit. Muriel Page, former flame dancer, attired in a costume made of a material that exposed her body when a certain light was thrown on it, did a neat toe dance, and the novelty has possibilities.

Hap Hazard's comedy line and delivery made a hit in the next spot. Opening with some Indian club juggling he was joined by Mary Hart, the s. a. of the act, for more clever chatter. Hap keeps up a steady line of really funny talk as he does tricks on the tight wire such as skipping the rope, climbing a ladder and jumping over a tray of knives. Closed with some Russian dancing on the wire and left to heavy applause. A hit.

Edith Mann, petite dancer, did a snappy tap routine and was followed by Al Zimney, who gathered good applause for his rendition of three songs. He has a sort of half talking-half singing delivery and knows how to sell a song. Edith Mann returned for a nifty toe tap that went over big.

Nan Blakstone, accompanying herself on a small piano, did *I Ain't Taking Orders From No One* and *Queen Isabella* and got plenty of laughs. Her third number was strictly night club. Big hand.

The finale had Al Zimney singing, the Sweethearts back for a few more steps and the Moreaus doing a beautiful waltz number.

F. LANGDON MORGAN.

**Hippodrome, Baltimore**

(Reviewed Friday Afternoon, August 7) Because of the long feature picture, the stage show is unusually short this week, running only 30 minutes as against the usual 55. Picture is *Mary of Scotland*, with Katharine Hepburn and Fredric March, and from the looks of things will be here for quite a while. Mostly women were at this afternoon performance, with standing room only.

Tommy Manahan and his orchestra head the stage show and start the ball rolling with a lively swing version of *Copenhagen*. Band is composed of a group of 14 youngsters and they handle their assignment well. Got a good hand for their opening efforts. Manahan dances to his own music and acts as emcee.

Tess Noel goes thru an intricate acrobatic tap routine while flashing a pleasing smile. Miss Noel performs the most difficult of body contortions with the greatest of ease and justly receives heavy applause.

Manahan then leads his band in its own version of *Knock, Knock*, wherein each member of the orchestra participates, giving his own *Knock-Knock* wording. It is a clever presentation and well received by the audience.

These Three, attractive girl trio, composed of a blonde and two brunets, follow. The girls, bubbling over with personality, prove their ability as well as versatility in putting a song across,

whether it be sweet or hot, by singing *River Man* sweet and *Stopping at the Savoy* hot. Using a rhythmic style all their own, and following up the latter number with a tap, they get a fair hand.

Manahan then introduces Bob Hall, who has the knack of making up jokes in rhyme as he goes along. He starts off by describing the show in rhyme, takes a few cracks at this locality and follows by putting the various incidences occurring in the audience to rhyme. This extemporaneous poeving makes a big hit with the crowd. For an encore he puts to rhyme current historical events as called out by the patrons. Heavy applause.

Tommy Manahan and his orchestra conclude the show with a snappy version of *Tiger Rag*. Manahan plays his cards well, being full of pep, dancing and jumping hither and yon while leading the band. He also makes a pleasant emcee and the entire show gets a big sendoff when the curtain rings down.

PHILIP LEHMAN.

**Stanley, Pittsburgh**

(Reviewed Friday Afternoon, August 7) (First Show)

A better-than-average stage bill at the Stanley this week, thanks to some swell talent and proper presentation. Eddie Rio, of the Rio Brothers, doubles as emcee, tying the acts in nice fashion.

The Elda Dancers, 12 shapely and well-trained girls, open with a novel tap to the tune of *Stompin' at the Savoy*. An unusually clever number that earned a good hand. Rio next on to introduce the Four Step Brothers, colored tap dancers, who top everything in this line presented here in months. The boys work with speed and never fail to entertain. Open with a musical comedy routine and close with highly intricate competitive steps. A show-stop.

The Rio Brothers follow, Eddie opening the act with his hilarious "How a Lady Takes a Bath" offering in pantomime. Larry and Ralph are planted in the audience for some gags before joining Eddie in a funny wife-husband-lover skit. Eddie works wonders in putting it across. Close with an itchy underwear dance that proved a solid hit.

Nela Goodelle, who is being sold here as Rudy Vallee's girl friend, proved with a rich, melodious voice and charming personality that she can do very well on her own. While slow in catching on at this performance, her act built into a show-stop. Started off stage with a chorus of her theme song and then came on to do *Sing Me a Lullaby*, *These Foolish Things* and *Wild Trumpets*. Called back to score with *Glory of Love*, and returned once more for a curtain speech.

Charlie Chase is on next-to-closing, making his entrance to a big hand. He has the advantage of appearing also on the screen this week, playing a doctor in Metro's *Kelly the Second*. His typical actions of shyness went over best and his entire act, while nothing out of the ordinary, had the customers applauding. He is briefly assisted by Sam Ward, a butler-dressed stooge, who gets several laughs across. The fans would probably like to hear Chase tell them some of the "inside" tricks in making one of his comedies, particularly in a theater where he doubles on the screen.

The Elda Dancers close the bill with a fast and difficult tap routine performed to the music of *Pagliacci*. A welcome novelty that was showered with hand mittings.

Encore was big at the end of the first show opening day.

SAM HONIGBERG.

**Detroit Price Raise Maybe**

DETROIT, Aug. 8.—Move for a general price raise in Detroit was initiated last week by Henderson M. Richey, general manager of Allied Theaters of Michigan. A bulletin was sent to all Allied members suggesting that a raise in theater admissions was due, since the prices of nearly all other items had advanced recently and admissions had stayed stationary.

**W. A. WEBB**

(Continued from page 3) physicians to take a month's vacation. A substitute for this plan was the appointment last Thursday of Harry A. Olmstead as director general.

Mr. Webb became executive head of the exposition last fall at a time when the Dallas show was threatened with delays and lack of organization. He was to have officiated Sunday night at a farewell dinner for Paul Massmann and W. S. McHenry, who are leaving the exposition to go to the New York World's Fair. The party was canceled and like-

wise Mr. Massmann's and Mr. McHenry's plans to leave the Dallas show, because many policies of the exposition had been outlined to them orally by Mr. Webb and their knowledge of these policies is needed in the management.

A native of Ohio, Mr. Webb came out of retirement to manage the Dallas show. He was a friend of showmen and won their acclaim by his numerous statements at meetings that he always would co-operate, promises which he fulfilled. He is survived by his widow, a son and two grandchildren.

**BIZMEN PLUG**

(Continued from page 3)

ness men, civic interests and guests on tap.

Surprise element came when Hamid brought a big grand-stand layout with him from New York, program being enacted in the grove section with the following acts: Balabanov Mayfair Revue with added novelties, including an instrumental and singing team from New York French Casino; Marjorie Walton, prima; Arenas and Peggy, comedy with dog; Foodies and Noodles, table rocking; Billy Keaton, emcee, and a band unit. Hamid made a fiery pep speech, and C. of C. speakers, who included some of the most prominent men in the State, not only greeted him warmly, but promised to do their utmost to boost the fair among their constituents, customers, societies, etc. Chamber laid out a program of sports, prize tourneys, music and auto awards. There was also a swell spread of food and plenty of lager.

An unlooked-for surprise was an air pageant put on by navy dirigibles coming from Lakehurst, the hanger which houses the Hindenburg. The exaggerated bananas flew low over the field and saluted the chamber.

Accompanying Hamid as his guests were Norman Y. Chambliss, his associate in the operation of North Carolina State Fair, Raleigh, and other North Carolina fairs, and Bob Morton, his indoor circus partner, just in from South America. Chambliss reported that sale of Raleigh commercial exhibit space is currently 65 per cent ahead of last year, with expectations of approaching the 100 per cent mark. Col. J. Fred Margerum, general manager of lesser corporation and for years general manager of the fair, could not attend as he is recovering from a leg injury in St. Francis Hospital. Outing wound up in the evening with a gay party. Fair is dated September 28-October 3.

NEW YORK, Aug. 8.—George Hamid announced that he has been awarded the contract to supply the acts for an event to be conducted by the owners of the race track in Old Orchard Beach, Me., August 24-29. Opening will bring out a Republican rally, with Governor Alf Landon, GOP candidate for President, expected to make his first Pine Tree State address. Acts will show in front of the stand seating 4,000, and booked are the Winter Garden Revue, five acts, fireworks and the Statson Band under direction of George W. Ventre.

**802 KEEPS**

(Continued from page 3)

and signed a two-year contract setting up conditions for the next two years. Stations now maintain that new provisions cannot be brought in until this contract has expired.

Theaters, on the other hand, are now working out new contracts with Local 802, and inasmuch as the doubling law is part of the local's by-laws, the theaters will be bound accordingly. Recording studios are likewise coming under the new rule. Only bands playing on dance dates in hotels and night clubs, etc., are given the privilege of doubling.

PHILADELPHIA, Aug. 8.—Law passed by the Musicians' Union, Local 77, to prohibit doubling on instruments in symphony, theater and radio work, threatens to split the ranks of the organization. Proposal was passed on July 29 to go into effect September 7, but already a petition is being drawn up to rescind the order. The new law, fashioned after the one passed by 802 in New York, outlaws doubling except when on related instruments, such as oboe and English horn, clarinet and bass clarinet and bassoon and contra bassoon.

Altho its purpose is to increase employment, many feel that it will have a negative effect, since the radio stations in particular will protest the added expense for stand-by men. Further grievances are centered on the fact that the law was passed by two votes beyond the

required two-thirds majority. Further, only about 80 members out of the 3,000 membership attended that meeting, and the musicians most affected by the new law were not present. Also, many resent the fact that the proposal was introduced by a local member who is also a member of the New York local.

Anthony A. Tomel, local prexy, and members of his executive committee take an impartial stand on the matter, and will go along as the required majority rules. The petition in protest is assuming sizable proportions and reconsideration will be given the law at a meeting on September 7, the day it is to be effective. Those members doing radio work argue it will cause the elimination of woodwinds from studio crews and impair the chances of chain commercials originating in this city. Stand-by money in all other instances has found the radio stations registering squawks, and should the doubling rule stay, it is claimed, there is a real danger that the stations may drop studio bands entirely or take on only string ensembles.

**6 MIDWESTERNS**

(Continued from page 3)

terms was immediately sent out by the BAA.

This deal was brought about as a result of a recent visit here by William Pickens, St. Louis operator, who was acting for the group. The six theaters held a meeting yesterday in Chicago, when they arrived at their decision to affiliate with the BAA.

In the wire to the BAA Pickens named the theaters and revealed that they will sign individually with the BAA for the season of 1936-37. Furthermore, that they will play the road shows of the Independent Burlesque Circuit. The reliability of these theaters in former years will not make it necessary for the BAA to demand the posting of a bond to guarantee salaries. Their present policies will not be interfered with until the BAA makes a careful study of the situation.

These Midwestern theaters have also agreed to pay one-fourteenth extra for any midnight performances. The operators of these theaters are N. S. Barger, Chicago; Harry Hirsch, Minneapolis and Kansas City; Pickens, St. Louis; Clamag & Rothstein, Detroit, and Young, Flanagan & Irons, Cleveland. It is understood that they want to get their new season under way August 29.

Now that this step has been gained in the Midwestern territory, the BAA will seek to negotiate with other non-BAA houses in that section of the country. It is very likely that one of the first to be contacted will be Dewey Michaels, of the Palace, Buffalo.

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# Federal Theater Project Sends Out Call for Plays

Will consider all scripts, Chicago office announces—Mass. project takes another house—tour of CCC camps is being readied—no house in Philly—other items

(Continued from page 4)  
of metropolitan feline life, was presented last week by the marionette division at the Church of St. Martins, New York. The Grand Street Boys' Association took over the Adelphi Theater the night of August 6, the event being a showing of the Children's Unit's *Emperor's New Clothes* to 1,000 youngsters from various East Side settlements, etc. On August 5 the WPA circus unit moved to Maspeth, L. I., where it played two shows daily on Thursday and Friday, closing with a final matinee Saturday. George Kelly's *The Torch Bearers* is now included in the Portable Theater's list and is scheduled to make a round of stands in Queens beginning August 10. Yesterday (8) the WPA German Theater, sponsored by the German White Rats Actors' Union, gave two plays at the Labor Temple, *Napoleon's Teacher* and *The Ghost of the Castle*. Among the guest stars was Arnold Korff.

WPA Federal Theater in Westchester County is continuing nicely now that the Warburton Theater has been pressed into service. *Little Jessie James* is being readied for production and arrangements have already been made for to have Jay Veley, who appeared in the piece when it was playing the Longacre Theater, New York, to play the lead. Veley, who comes out of retirement at the behest of the Federal Theater, will also serve in an advisory capacity when the play is staged. Being the initial attempt of the WPA to produce a musical in this section, *Little Jessie James* is attracting widespread attention. Other Federal Theater productions now in preparation for presentation at the Warburton Theater include *The Old Maid*, which opens August 10, and *Personal Appearance*, which comes in the following week. The *Mama* date is not definitely set. At Mamaroneck, Westchester County, *Tamed and How* opened last week and will be given again August 13 at Port Chester.

Other WPA activities of the week were the presentation of *Young Tramps* by the Dance Unit at the Majestic Theater, August 6, 7 and 8. The scenario and choreography are by Don Oscar Becque, adapted from Thomas Minehan's book. *Boy and Girl Tramps of America. Salut Au Monde*, a choreographic expression by Tamiris of the Whitman poem, presented at Columbia University. And five free concerts given by the Federal Music Project.

BOSTON, Aug. 8.—Last week Boston's Traveling Theater made its first appearance on the Charlesbank playground. Approximately 100 players and musicians took part in the opera, *Cavalleria Rusticana*.

The Traveling Theater, designed and made by the Drama Division of the Adult Recreation Project of the WPA, is the first of its kind under government sponsorship in New England. It is built along the lines of the theaters which carry strolling players about the countryside in England and on the Continent. It is built upon a trailer and is approximately 12 feet deep and 24 feet long. The stage folds over when the trailer is in motion.

The premier performance on the Charlesbank playground drew throngs from all parts of Boston, and comprised the opera, Hungarian folk dances and community singing. The opera, produced by the North End Players under the direction of Madame Emilia Ippolito had a chorus of 40 singers who did full justice to the spirited music.

The principals were: Santuzza, Viola Joyce Brown; Turiddu, Samuel Sawtelle; Alfio, John Colonna; Lola, Gabrielle Decot. The orchestra was composed of 40 men and women from the West End chorus.

WORCESTER, Mass., Aug. 8.—Dark since burlesque folded here last season, the Worcester Theater will be opened again next week by the Federal Theater of Massachusetts. The company has booked the house for several weeks, at three nights a week, opening next week with *The Campus Widow*.

A company of 40 will come here, according to Leonard L. Gallagher, State

director. Music will be presented by the Worcester Federal Music Project.

Other plays to be staged include *Shannons of Broadway, Confuse Man Dies, Post Road, The Showoff, The First Year, Craig's Wife, The Showoff, Brother Mose, The Importance of Being Earnest, The Taming of the Shrew, Wooden Kimono, The Late Christopher Bean, Ten Acts of Vaudeville, Russet Mantle, Class of '29 and Chalk Dust*.

Pieces will range from 25 to 55 cents, with evening performances on Mondays, Tuesdays and Wednesdays, and a special matinee on Wednesdays.

Acquisition of the Worcester Theater marks the second theater which the Federal Theater of Massachusetts has secured in the past month. At present, Mountain Park Casino in Holyoke is offering Federal Theater performances.

SYRACUSE, Aug. 8.—Grace Hayward, author of the new WPA play, *Murder in a CCC Camp*, is in Syracuse, directing rehearsals for the company which will tour CCC camps of the nation. Altho the show is being booked out of New York, most of the company will be recruited locally and from ranks of the

local WPA project, hence the Syracuse rehearsals. Among those already set to leave the Syracuse project for the touring company are Gene Weber, Margaret Knight, Arthur Roberts and Paul Mattley. The tour already planned will cover camps in New York, New England, Pennsylvania and Ohio, and may go on to the Coast.

Meanwhile a new leading lady, Norma Downey, has been added to the local cast, and will appear in *The Curtain Rises* next week at the Civic. Addison Pitt, director, is out of the hospital and will direct the play.

Alma Montague, publicity boss of the theater project, has been sent to Saranac on doctor's orders for a rest.

PHILADELPHIA, Aug. 8.—With no theater available to house the enterprise, the WPA Theater Project was forced to abandon plans for Living Newspaper presentations. Unable to garner sufficient thespians for straight dramatic fare, Lorin J. Howard, State director of the Federal Theater Project, made plans to co-operate with the writers' project for the writing and staging of dramatized current events. With the Fox-Locust Theater being converted into a cabaret and no other site available, the Reading troupe remains the only unit in the State putting on a straight dramatic production.

Written by Harry A. Archibald, head of the Reading project, the play, *Feet on the Ground*, deals with a New York girl who married one of the Pennsy Dutch folk. Resenting his insistence on plain clothes, she leaves him, but finally returns to connubial bliss and the gray and white of her husband's religious brethren. Production has already exceeded 50 presentations, for the most part without paid admissions.

## From Out Front

By EUGENE BURR

Until last week this reporter wandered around with the somewhat dispiriting notion that he was the only known person in the civilized world who had an overwhelming yen for the music (everyone, I suppose, will insist that the word music should have been put in quotes) of the bagpipe. Of course the gentlemen in short skirts who go around blowing into them may also be supposed to have an affection for their skirling strains—else, why bother to blow? But there has always been a rumor that bagpipe blowing is a vicious habit, like alcohol and drugs and the desire to see plays, and that the short-skirted gentlemen didn't really like the sounds at all, but just simply couldn't stop making them.

In a review of the last *Ziegfeld Follies* produced by Ziegfeld himself this reporter wrote that he would have liked the show even if it had been bad, simply because there was a grand bagpipe band in the famous *Changing of the Guards* number. There was once a Music Hall presentation which was actually bearable, simply because a bagpipe band appeared in the finale. The love of bagpipe music is strong—but it was also a bit lonely.

Last week, however, with a sigh of relief your reporter realized that there was at least one other person similarly afflicted. The other unfortunate is Mr. Richard Watts Jr., of *The Herald-Tribune*, and he laid bare his curse in his remarks on *Mary of Scotland*, which has a skirling background of bagpipe music. It's nice to know of another sufferer.

But Mr. Watts, I fear, has yet to prove his mettle. Has he, when a small boy, disappeared from home for an entire day (the local constabulary eventually got in on it) simply because there was a bagpipe band at a neighboring amusement park? Has he ever walked from 57th street to 95th street in the pouring rain on Decoration Day, alongside the skirling pipes?

In the face of almost unanimous opposition it is evident that bagpipe fever can't be sane. Even the savages, according to legend, spurn the pipes. There is an old tale of a British-Indian skirmish in the days of the colonies, wherein the redskins were happily ambushed, waiting for their prey. But, fortunately, the red-coated columns were led by a bagpipe band; and, so the story goes, the Indians raced from hiding and left that place as quickly as possible, being firmly convinced that such sounds could come only from the ravaging throats of evil spirits. Why, even the snakes left Ireland when St. Patrick played his pipe; it surely must have been a bagpipe.

But does anyone know how much a set of bagpipes costs?

The above discussion rating space in this column only on the slender connection of a dramatic critic, a *Follies* and *Mary of Scotland*, the day's lesson proceeds to run even further afield. Something should be done about New York's current crop of showboats.

Down at the Battery as they prepare to leave they present a scene that is colorful and unique. The big boats are tied along the quay, stem to stern, their decks alight, their oands playing. On the broad walks the crowds cluster, deciding which of the many vessels to board. Barkers bark; steers grab unwary customers; little girls in costumes that are almost naval smile sweetly as they extol the virtues of this cruise or that. It is a lively and interesting panorama.

But something should be done about it none the less. Something should be done so that a customer who intends to board, say, the Delaware, does not board the Mandalay. A reporter (not this one) assigned to cover a film preview on the Delaware found himself in precisely that predicament last week.

In all innocence the reporter approached the quay. In all innocence he believed a gentleman who was shouting in a stentorian voice: "This way to the Delaware!" Either the gentleman was not above suspicion, or else the way he pointed was vague. In any case, the reporter, somewhat fuddled by the noise and the crowd and the invigorating air of the bay, trustingly climbed a gangplank. It was, however, the wrong gangplank—as he discovered after the boat had started.

After his frantic pleas for the use of a lifeboat had been denied he was forced to stand wistfully at the rail of the Mandalay while the pre-viewing (and buffet supper too) on the Delaware went merrily on without him. He did, tho, manage to discover that on the Mandalay there was at least one unattached young lady; so, he says, he had a pretty good time after all. (I hasten to repeat that it was not this reporter.)

But the picture on the Delaware was never previewed by *The Billboard*. Something should really be done about it.

# "Road" Gets New Finances

Plan for dough for long-delayed spectacle involves ticket brokers and loan co.

NEW YORK, Aug. 8.—Eternal Road, Max Reinhardt's Biblical spectacle, is becoming more and more a definite possibility for the coming legit season, what with news coming thru of a new financing setup in which the Morris Plan, a well-known loan firm, and ticket speculators play important roles.

Originally scheduled for production last season at the Manhattan Opera House, the piece was postponed for a variety of reasons, some of them financial and others based upon unanticipated delays caused by extensive alterations to the theater. Now that Crosby Gaige is affiliated with Meyer Weisgal as producer, however, the Morris Plan has loaned the Eternal Road Distributing Corporation \$175,000, of which \$110,000 has already been indorsed. Chief among the indorsers are ticket speculators, who think enough of the spectacle to take the risk.

The contract the Road Distributing Company is using to obtain backing runs as follows:

"I hereby agree to guarantee the payment by your corporation to the Morris Plan Industrial Bank of New York of the sum of \$—, plus interest at 6 per cent, to be loaned to your corporation by the Morris Plan Industrial Bank of New York.

"I further agree to execute any document required by the Morris Plan Industrial Bank of New York to effectuate the purposes of this guaranty.

"In consideration, your corporation agrees to execute and deliver to me one share of Class A common stock of your corporation for each \$100 guaranteed by me as aforesaid.

"Your corporation further agrees that on and after the commencement of the production it will apply all of its income, after payment of operating expenses and deduction of a reasonable reserve for future operations, to monthly prepayment of the loan due to the Morris Plan Industrial Bank of New York, of which said sum guaranteed by me forms a part, until the whole of said sum shall have been repaid.

"Your corporation further agrees that I am privileged to act as your agent in selling tickets for *The Eternal Road*; it being understood that I shall be entitled to retain for myself, as commission, 10 per cent of the gross receipts realized from the sale of such tickets until such time as the sum hereinabove guaranteed by me shall have been fully paid by your corporation to the Morris Plan, and, in any event, that this commission of 10 per cent shall continue until I shall have been relieved of all responsibility to the Morris Plan of the sum hereinabove guaranteed by me."

## "Hour" Does Big Biz

NEW YORK, Aug. 8.—Big business was recorded at the RKO Alden Theater, Jamaica, L. I., with *Children's Hour*, closing Saturday night, August 1. The week's take was close to \$8,000, which, considering the fact that the prices range from \$1—50 cents in the afternoon—is something to shoot at, especially in the circle of summer houses devoted to the drama. An extra matinee Thursday helped, with the regular Wednesday session a sellout. After the Monday night opening the free list was entirely suspended.

## KEEPING THE ROAD ALIVE

By JOSEPH HEIDT

Watch for This in  
The Fall Special  
Of The Billboard

# Summer Theater Reviews

## "Getting Married"

(Rose Valley)

By George Bernard Shaw. Directed by Jasper Deeter. Produced and presented by the Hedgerow Players at Rose Valley, Pa. on July 27 and 28. Settings designed by Adrienne Bancker. Costumes by Walter Williams.

Mabel Sheppard, Jay Davis, Harry Sheppard, Rose Henley, Alfred Rowe, Betty Fuller, Ferd Nofer, David Metcalf, Harvey Welch, Eleanor Wilson, John Bartram, Vincent Copeland and Miriam Phillips in the cast.

Following custom, established in 1934, the annual Shaw festival at Hedgerow reached its peak on Monday night with the opening of a play in honor of the author's 80th birthday. *Getting Married* is not exactly a new brainstorm of the Irish wit; it was originally introduced in London in 1908. But after its introduction here it was difficult to conceive that it was written over a quarter of a century ago. Using the vehicle and its characters as a faucet for a typical Shawian incursion, in this case against the Pharisaism of marriage and divorce, *Getting Married* is a rare combination of wit and social philosophy. And as presented by the group afforded a palatable dish for theater fare.

The players were sufficient in their respective roles and a proper sense of balance prevailed throughout, at all times doing right by G. B. S. In his preface Shaw describes the play as a one-acter, but its two and a half hours of playing time, in consideration to the cast and a large and receptive audience, was divided by an intermission. **ORO.**

## "Children's Hour"

(Jamaica)

What will be undoubtedly recorded thus far as the most prosperous week of the current revival of near and established Broadway successes at the Alden Theater here will go to the credit of *Children's Hour*. This sterling hit of two consecutive seasons attracted an audience that almost tested the capacity of the house, with the remainder of the engagement profitably assured thru a large advance sale. This should mean real money because of an iron-bound contract calling for a definite suspension of the free list after the opening night. In order to handle the anticipated big business an additional matinee was added on Thursday to the regular Wednesday afternoon session.

Excepting for a few excusable lapses in the way of the mechanics, especially in the lighting, the entertainment was uniformly smooth and engrossing. A competent cast helped to give the play the necessary illusion without glossing over the theme or toning down any of the lines or situations. The original text was adhered to and strictly followed.

What appeared to be the only criticism in the selection of the artists employed was that of the role of Dr. Joseph Cardin, assumed by Harry M. Cooke. Altho a capable and convincing actor, he failed to reveal the requisite romantic ardor that the part calls for. Excellent work was contributed by Margaret English, as Mary Tifford, whose lies and fiendish machinations wreck two lives. Also deserving of praise worth mention were Elizabeth Irvin, Katherine Dutcher, Praye Gilbert, Jacqueline Rusling and Kent Thurber. **BEN BARNETT.**

## "Awake and Sing"

(Jamaica)

Despite the fact that the company presenting a revival of Clifford Odets' drama, *Awake and Sing*, at the RKO Alden Theater here had only brief preparation, the opening night performance met with instant approval before a well-

filled house. Except for a short tour by the Group Theater, sponsor of the original production, this was the first chance that the hinterland had to see the piece following its Broadway run. The indications are that the offering will prosper during its brief engagement. George Heller did the staging and made good with his task.

The various parts were well handled, with the acting of Anna Appel, as the mother of a rebellious Bronx household, making a direct and earnest appeal. In the role of the sinful daughter, Juliana Taberna provided a natural portrait, while Vincent Sherman, as Moe Axelrod, a legless veteran of the World War, who speaks with the jargon of the streets and has his own idea of conventionalities, was creditably real. Robert Leonard, from vaudeville, as Uncle Morty, who has made his pile in the garment business, aided in the laughter, besides adding zest to the occasion with his own ideas of the character.

As Jacob, an old man with communistic leanings and ideas, Morris Strassberg found indorsement. His work, however, was marred at times by a series of Von Barwig-Warfield gestures and a poor makeup. While a minor detail it managed to detract from an interpretation, obviously important and pivotal, that might have stood out. **BEN BARNETT.**

## "Timber House"

(Deal)

A new mystery play in three acts by John Boruff, presented by the Fiske-Hammond Players at the Deal Conservatoire. Staged by J. Edward Shugrue, with settings by Austin King.

Broadway may soon witness an unusual and welcome addition to the mystery play offerings of the next few seasons—unusual in the sense of a well-written play that offers the spectator excellent entertainment as well as dramatic conflicts; a welcome addition in the sense of a mystery play that offers the step-by-step unraveling process to audiences as well as actors. That the solution is not disappointing speaks well for the play.

Donald Cameron, in the role of Edward Brinold, a novelist expecting to be murdered, informs the police. Two detectives arrive at Timber House disguised as hikers, Al Roberts and Martin Winnow, portrayed by Melvin Benstock and Herbert Vigran, respectively. They are soon settled comfortably with an array of bottles from the wine cellar, thru the aid of Mohna, the Indian maid-servant, played by Lucille Meredith.

Miriam Brinold, Edward Brinold's wife, and her lover, Ralph Miller, played by Yvonne Castle and Bruce MacFarlane, receive Brinold's hearty welcome, leaving one coldly suspicious. The ice is broken with the arrival of Alvina Glouster, played by Frieda Altman, apparently a lost hiker seeking shelter from the rain. Brinold's secretary, Markam Walling, played by Robert Harris, and Alvina are teamed until dinner time.

During the meal Miss Glouster leaves the table and runs into Allan Garver, played by Paul Hammond. He requests Miss Glouster to secretly inform Mrs. Brinold that her brother is waiting in the hall and to immediately see him. However, he is discovered by Edward Brinold. Brinold escorts him to the door and then pushes him over the mountain side.

That night, after goading his wife's lover into a murderous outburst of frenzy, Brinold is shot. Apparently Ralph Miller is the murderer. What ensues and how the guilty person is found is not in your reviewer's province to disclose.

It is rather difficult to single out any one person in this cast for acting honors. The array of names and ability is so well known that honors should go to every man, woman and child that had a hand in the production. **MICHAEL ROTHMAN.**

## Chorus Equity Notes

One new member joined the Chorus Equity in the past week. We are holding checks in settlement of claims for the following members of Chorus Equity: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gans, Gladys Harris, Eda Hedim, Marge Hylan, (See *CHORUS EQUITY* on page 26)

# Plenty of Premieres in Barns; Many Spots Set Early Closings

(Continued from page 4)

son Halliday, who, as the author, climaxes years of married bliss by shifting into high for an interesting blonde played by Sylvia Sirota, who finally loses out to the wife, played by Muriel Kirkland; *Racket Number One*, by Thornton Murdoch, a three-acter exposing the furnished-room racket, at Governors Island the first half of the week and at the City Theater, Roseville, Newark, N. J., the latter, with a cast including Varda Sayre, Grace Cahill, Maxine Binet, John Graeme, George Langguth, Paul Genge, Kay Hunter, Michael Sage, Gustave Twer and Phil Sudano; *Cousin Adelaide Is Psychic*, David Woodbury's comedy, at the Mary Young Theater in Centerville, Mass., with Miss Young and Eric Kalkhurst; *Without the Law*, Eve Woodburn's comedy at the Memorial Community Building, Bay Shore, L. I.; *So Proudly We Hail*, Joseph M. Viertel's opus, attacking military schools, at the Red Barn Theater, Locust Valley, L. I., directed by Anton Bundsman with settings by John Root and a cast including Richard Cromwell, Edwin Phillips, John Call, Nancy Kelly, John Most, Edward Andrews, Gordon Nelson, Blanche Harling and others, and *Mr. Somebody*, Ferenc Molnar's comedy, at the Colorado Fine Arts Center, Colorado Springs, directed by F. Cowles Strickland with a cast made up of Josephine Victor, Lowell Gilmore, George Coulouris and Ivy Troutman.

With the exception of the numerous revivals, the foregoing sums up the week's activity.

Owen Davis' latest play, *Star Light, Star Bright*, will be given its initial presentation the week of August 10 by the Lakewood Players at Skowhegan, with Rose Hobart in the leading feminine role playing opposite Don Dillaway. A. H. Woods, Lee and Milton Shubert, Max Gordon and William A. Brady, in addition to numerous film scouts, are scheduled to give the piece the double-o. Staged by Melville Burke, the play contains three acts, of which the last contains three scenes. Support will be Grant Mills, Mary Rogers, Jessamine Newcombe, Ben Lackland, Katherine Meskil, Day Elliot, A. H. Van Buren, Kay Kidder, Charles Laite, J. Hammond Dalley and Dorothy Bernard. Following *Star Light, Star Bright* Burke will do *Three Men on a Horse*, which will precede *All Thru the Night*, by Parker Fennelly, with Fennelly and his radio associate, Arthur Allen, starred. Other new items on the Lakewood schedule are *Half a Husband*, by Arthur Goodrich; *Getting By*, by Isadore Witmark and Thomas Grant Springer, and *Davy Jones' Locker*, by Gouverneur Morris.

*Murder by Appointment* will be tried out the week of August 10 at Milford, Conn., with the following actors already signed for the piece by Alan Brock, of the Bentham office: Zolya Talma, Averill Harris, Frankly Fox, Leo Kennedy, Charles O'Connor and Jack Harling. Others placed by Brock include George Baxter for *Pursuit of Happiness*; Don Beddoe for *The Show-Off*, also at Milford, and Sherling Oliver and Lionel Dante for *One More Genius*, the latter to be tried at Stony Creek August 10, and Hal Conklin and Tom Neal as permanent members of the Milford group.

Mary Young will play the lead in the world premiere of Roger A. Derby's *Carry Me Back*, a satirical comedy with music. The third world premiere to be produced at the Mary Young Theater, Centerville, Mass., this is also the first play Derby has had produced, and in it he combines, so the press releases say, satirical comedy and romantic fantasy. Some 30 persons will be in the cast, including Eric Kalkhurst, Margot Stevenson, Vivian Vance, C. Albert Smith, Milton Parsons, John Taylor, Virginia Gibson, Lew Rogers, Sara Tanner, Angeline Lawson, Bass Harris, Walter Hess and Lewis Rodman.

On August 13 to 15, inclusive, Robert Porterfield will present the first performance ever to be given in this country of Henry Porter's *Two Angry Women of Abingdon*, at the Barter Theater, Abingdon, Va. Time of the play is 1599, and the Abingdon in question is a spot

in England. Featured in the cast will be Helen Dunlop, Daphne Bayne, Helen Foster, Peter Strong, Thomas Chapman, William Prince, Thomas Coley, Jane Roberts, Dorothy Dubel and Richard Newton. The production, which is being staged by Edmund Wilkes, with settings by Laurie Leonard and dances by George Lloyd, will be given together with *Everyman*, the medieval play rendered into a new modernized version by William Morwood, who also is the director. The title role will be taken by George Lloyd, supported by Madeira Schwartz, Helen Foster, Daphne Bayne, Priscilla Elgas, Elizabeth Johnston, Suzanne Trilet, Thomas Chapman, Edward Craven, Kenneth Michael, Joseph Anthony, Barbara Fulton and Robert Porterfield. Settings and costumes are by Lester Polakov.

The New Mill Players, who recently completed at Shrewsbury, N. J., a run of *Conrad, You Dastard*, which was followed by *Oh, Clarissa*, will next do an original play, title not decided upon, by Lillian K. Burton. Another item of their season will be a tryout of *Broken Wings*, written by Albert A. Ostrow and Lillian K. Burton.

Revival notes: The Mohawk Drama Festival at Schenectady, N. Y., will present *Yellow Jacket* the week beginning August 11, with Charles Coburn in the role of Chorus; Mrs. Coburn, as Chee Moo; Schuyler Ladd, as The Daffodil; Percival Vivian, as the Property Man, and others, including John Burke, Mary Hutchinson, Neville Westman, Susan Hall, Irene Marmelin, Curtis Cooksey, Kenn Randall, Dorrit Kelton, Donna Earl and Fairfax Burgher. According to the management, the first two weeks of the festival were highly successful, information derived from license plates of parked cars indicating that 30 States and 27 New York counties were represented.

At the Lake Whalom Theater Guy Paimerton is currently presenting *Co-Respondent Unknown* for one week, the opening having been August 7. Frank Lyon plays the role originated on Broadway by James Binnie, supported by Nancy Duncan, Robert Perry and Marlon Grant. Performances are given every evening, with matinees on Wednesday and Saturday.

The final presentation of the season at Brattleboro, Vt., currently showing *Scena Blandish*, will be Irwin Shaw's *Bury the Dead*, August 12, the occasion being the first time this play has been performed out of New York. The Pulitzer prize play, *The Old Maid*, will be the attraction at Raymond Moore's Cape Playhouse, Dennis, Mass., the week be-

(See *PREMIERES* on page 23)

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## BROADWAY RUNS

Performances to August 8, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cont)	Nov.	27... 298
Dead End (Belasco)	Oct.	28... 330
Mullatto (Vanderbilt)	Oct.	24... 333
The Honey-moon (Lyceum)	Apr.	30... 119
Three Men on a Horse (Playhouse)	Jan.	30... 649
Tobacco Road (Forrest)	Dec.	4... 1151
Musical Comedy		
New Faces (Vanderbilt)	May	19... 95
On Your Toes (Imperial)	Apr.	11... 137

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## Exhibitors' Organizations

At a meeting of ITOA and TOCC in New York last week it was agreed to reduce the size of the joint committee working on the plans to merge the two exhibitor organizations. Representing ITOA will be Bernard Barr and Maurice Fleischman, and Edward Rugoff and Charles Steiner will represent TOCC. Larger committees will consider whatever plans are passed by the group of four and will pass them on to a vote of the entire membership. Relative to statements made by certain indies to the effect that they would not join the new outfit in the event that it retained certain by-laws existing currently in the two units, it has been maintained that the association formed as a result of the merger will be a new group in every respect. Meetings for the purpose of completing the new plans will be held approximately once a week in order to hasten the long-awaited event.

Film Delivery Association of New York and ITOA have signed a 10-year agreement whereby the former continues to take care of shipments between New York and New Jersey exchanges. This is interesting in view of the fact that the American News Company was dickering for a deal and even offered to join the exhibitor organization in the capacity of associate member.

Independent Theaters Protective Association of Wisconsin and Upper Michigan will hold its annual confab in Milwaukee August 26 and 27. Filling the unexpired directorship terms of Charles Washicheck and B. K. Fischer are Harry Perlewitz and Max Krofta, both exhibitors of Milwaukee.

Ed Kuykendall, president of the MPTOA, is apparently not so downcast over the probability of a partial realization of his 10-point program for the abolition of trade abuses. Speaking recently before the annual frolic of South-eastern Theater Owners in Jacksonville, Fla., he said he anticipated four points to be realized within one year; namely, a reasonable and workable cancellation ruling, elimination of forcing shorts, score charges and designated play dates. He also promised MPTOA would aid in the ASCAP fight and expressed enthusiasm that the picture industry, the hotels and radio chains are all seeing eye to eye in the matter. Kuykendall will soon come north to look over the prospects of persuading further acceptance of his program.

The formation of the new Michigan Independent Exhibitors' Buying, Booking and Service Organization is nearing completion. The franchise memberships in the organization are confined only to independent exhibitors of the State. Forty-eight signed and paid-in members have already been secured and from present indications the organization will open its offices in Detroit about August 20 with a membership of approximately 70 theaters.

William A. Cassidy, operating six theaters in Saginaw, Midland and Alma, and James M. Minter, of the Ritz-Flint Corporation, operating three theaters in Flint and Owosso, are the sponsors of the movement.

The organization, which aims to give to the State independent theater owners a profit-sharing exhibitor service organization, will be headed, insofar as the managing and buying end goes, by Frank E. Stuart, one of the pioneer film men in the State of Michigan.

Mr. Stuart secured an early release from his previous position with First Division Pictures, where he was chiefly employed as State and city representative under S. K. Decker.

## "THE ROAD TO GLORY"

(20TH CENTURY-FOX)

TIME—97 minutes.

RELEASE DATE—September 4.

**PLOT**—A finely made rehash of the age-old theme, proving war is hell but glorious withal. Captain Paul La Roche, brilliant soldier, outwardly hard and bitter, has two passions, his country and Monique, an understanding nurse. Michel Denet, a lieutenant, who plays Chopin while air raids are going on, wins Monique, not knowing of her relation to the Captain. There is a showdown just before the troops leave for a tremendous offensive, the general feeling being that both men may not return anyway. La Roche is blinded by a shell and is mercifully saved the agony of seeing Monique in Denet's arms. The love triangle is solved when the Captain, led by his aged father, who saw service at Sedan, goes out into no-man's land to direct a battle from a phone post directly within range of the barrage.

**CAST**—Fredric March, Warner Baxter, Lionel Barrymore, June Lang, Gregory Ratoff, Victor Killian and others. All male characterizations outstanding.

**DIRECTOR**—Howard Hawks. Ace high.

**AUTHORS**—Screen play by Joel Sayre and William Faulkner. Basically common, excellently written.

**COMMENT**—Good art and bad propaganda.

**APPEAL**—Very wide.

**EXPLOITATION**—Names.

## News of the Week

Federal Judge Otis in Kansas City last week dismissed the action of Emanuel Rolsky against Fox Midwest and major distributors, the decision being interpreted by theater men as a legal recognition of the principle of clearance. The plaintiff charged conspiracy and requested an injunction, which was denied when Judge Otis claimed the evidence showed no conspiracy.

The Roxy reorganization plan, which is scheduled to come before Federal Judge Caffey October 9, names Howard S. Cullman and Harry C. Arthur to continue the theater's operation. A committee of bondholders approved the arrangement, a statement of which was sent out to all bondholders. Included is a summary of operations and a financial report stating the theater earned 4.78 per cent on \$3,500,000 first mortgage bonds for the year ending June 11.

Monday, August 10, B. B. Kahane, who recently resigned as president of RKO Studios, Inc., took over his new duties with Columbia as vice-president, the post being created especially for him. It is understood that his work will be confined particularly to the administrative end of the company's affairs.

Joseph M. Schenck last week sailed for London in order to hasten completion of the Gaumont-British-20th Century-Fox-MGM deal. According to Schenck, the British Government does not oppose the negotiations. If persistent rumors of last week are to be believed Parliament was said to have accepted a notion that in the general scuffle England might lose control of G-E.

Adolph Ramish and the Gore Brothers have formed Pacific States Theaters, Inc., an organization with a capitalization of \$200,000, which will operate theaters on the West Coast. They will begin their activities with the construction of a 900-seat house located in the Miracle Mile area of Wilshire boulevard, Los Angeles.

Not including the Music Hall, 20th Century-Fox will have four Broadway first-run houses the coming season, namely, the Rivoli, Roxy, Palace and Globe. With the exception of the latter, all have dates for product.

Edward Golden, general sales manager for Chesterfield-Invincible, announced last week that Principal Film Exchange will handle Chesterfield-Invincible's 18 features for 1936-'37 distribution in New York and New Jersey. Hollywood Corporation of Pennsylvania will take care of the Philadelphia and Washington territories.

The St. Louis Movie Festival, an exploitation affair worked out under the sponsorship of F. & M. Loew's theaters and Ansell Brothers, will be held in St. Louis from September 7 to 12. A showman's committee has been formed, headed by Chick Evans, and joining in the monster scheme will be various civic organizations, department stores, radio stations, etc.

Roy E. Larsen, producer of *March of Time*, has announced the formation of a London company, March of Time, Ltd., to take care of the distribution of the reel in England. Larsen heads the outfit, with Richard de Rochemont as vice-president and general manager; John R. Wood, secretary-treasurer, and Ralph Hanbury, Charles Stillman, George Dawson and D. W. Brumbaugh, directors.

Thousands of dollars continue to be spent on the remodeling and modernization of theaters in the Chicago territory. The Villas Theater, Cicero, Ill., has just completed a remodeling program that included all new furnishings, canopy and an entire new front at a cost of over \$40,000. Approximately \$25,000 will be spent on a new facade, ventilating system and redecorations at the Karlov Theater, and Warner Brothers have announced plans for the complete remodeling of their Englewood Theater at a cost of \$75,000, to be completed about September 1. The Maywood Theater, Hammond, Ind., is being remodeled by R. Levine & Company for the Cooney Brothers and will be known as the Rio Theater when it reopens on September 15. About \$20,000 is being expended on modernizing the house.

## "THE DEVIL DOLL"

(MGM)

TIME—79 minutes.

RELEASE DATE—July 10.

PRODUCER—Tod Browning.

**PLOT**—A French banker who's been framed by three partners on whom he has sworn vengeance escapes from prison with the usual mad scientist. This time the guy has a formula for reducing the size of living things, but it destroys their minds, so that they're inanimate unless a powerful will tells them what to do. The "scientist" dies and the other guy goes to Paris with the scientist's wife, who wants to carry on the work. There he disguises himself as an old lady, sets up a toy shop and works with his tiny human puppets. He reduces the size of one enemy, paralyzes another and is about to bump off the third when a confession is forthcoming. In what amounts to an epilog he sees his daughter, whose name is now cleared, but doesn't tell her who he is because of the murders he's committed. Then he goes away to die.

**CAST**—Lionel Barrymore, Rafaela Ottiano, Pedro de Cordoba, Robert Grieg, Arthur Hohl, Henry B. Walthall, Lucy Beaumont, Grace Ford, Maureen O'Sullivan and Frank Lawton. Barrymore's old-lady stuff hardly seems good enough to fool the surety, but it's nice work none the less. De Cordoba also stands out.

**DIRECTOR**—Tod Browning. Excellent job from a photographic angle and in isolated scenes, but he fails to weld the thing together. End, tho effective sentimental hoke, isn't really part of the picture.

**AUTHORS**—Screen play by Garrett Fort, Guy Endore and Eric Von Stroheim, from a story by Tod Browning, from a novel by Abraham Merritt. Good horror subject, but it seems as tho more could have been done with it in the screen treatment.

**COMMENT**—Unusual enough to stand out, despite defects.

**APPEAL**—Horror fans and those attracted by the bizarre.

**EXPLOITATION**—The central idea, played up plenty.

# Film Consensus

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showmen's Trade Review*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
Mary of Scotland (Radio)	15	1	3	"Powerfully dramatic."—Harrison's Reports. "Stunning drama."—Mirror.
Rhythm on the Range (Paramount)	16	1	3	"Big money."—Showmen's Trade Review. "Crosby's best."—Film Curb.
Suzy (MGM)	8	5	4	"Theatrical storehouse was ransacked."—M. P. Daily. "Swell."—Film Curb.
Earthworm Tractors (1st National)	14	0	5	"Should click."—Showmen's Trade Review. "Nothing short of perfect."—Box Office.
Hearts in Bondage (Republic)	9	0	2	"Packing a wallop."—M. P. Herald. "Intensely salable."—N. Y. Exhibitor.
We Went to College (MGM)	5	7	7	"Doesn't get anywhere."—Hollywood Reporter. "Moderately entertaining."—Harrison's Reports.
Easy Money (Invincible)	8	1	4	"Satisfactory."—Box Office. "Only for smaller spots."—Film Curb.
Hot Money (Warner)	7	5	6	"Will more than carry its end."—Box Office. "Pretty good."—Harrison's Reports.
The Private Secretary (Atlantic)	1	1	3	"For nabs."—N. Y. Exhibitor. "Another for the duels."—The Billboard.
Kelly of the Secret Service (Principle)	1	1	2	"Fair."—Film Curb. "A new low."—The Billboard.

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**"THREE CHEERS FOR LOVE"**

(PARAMOUNT)

TIME—64 minutes.

RELEASE DATE—July 17.

**PLOT**—The manager of a stranded theatrical troupe goes to his old friend, who runs a girls' school, for aid, but finds that the school is on the rocks too. So he convinces the head mistress to keep it open just for the daughter of a film producer, who has applied, while he uses his troupe as students, instructors, etc. The idea is to put on a school show with the gal in it, get papa to see it, and then get signed for films. After enough time has been taken to get the thing stretched to feature length, the plan works out.

**CAST**—William Frawley, John Halliday, Elizabeth Patterson, Roscoe Karns, Eleanor Whitney, Robert Cummings, Grace Bradley, Olympe Bradna, Louis DaPrun, Veda Ann Borg and others. An attempt to introduce some of the Paramount juves. None of the kids, however, show particular promise, with the burden resting on the shoulders of the obviously unhappy vets in the cast.

**DIRECTOR**—Ray McCarey. Okeh on the musical numbers.

**AUTHORS**—Screen play by Barry Trivers, from an original by George Marion Jr. Not enough for a self-respecting short.

**COMMENT**—Anyhow, the theater will probably be air-cooled.

**APPEAL**—The couples who go in order to find a dark place to sit.

**EXPLOITATION**—Your cooling system.

**"I WAS A CAPTIVE OF NAZI GERMANY"**

(MALVINA)

TIME—89 minutes.

RELEASE DATE not given.

**PLOT**—Actually this picture has no plot but is a combination of narrative and dramatic handling of the adventures of Isobel Steele, American newspaper woman, mixed up in Germany on a charge of espionage. Miss Steele, at the request of a German picture producer, wrote a scenario, mainly about a spy case which never had reached the public ears. With her collaborator, to ease matters, she wrote the story with real names, planning to finish them in the finished job. But because she was known to have been an acquaintance of the arrested spy, she was followed, finally arrested and jailed on spy charges. After four months or so, rather graphically depicted, she was freed and deported.

**CAST**—Only Miss Steele, playing the lead, is credited. Rest are cloaked with anonymity, supposedly to ward off any possible danger.

**DIRECTOR**—None credited. Indications are, however, that the producing firm was either organized by Miss Steele or is Miss Steele. Malvina is the name of the doll she held on to in jail as a good-luck token.

**AUTHOR**—None credited, but apparently Miss Steele.

**COMMENT**—A bitter diatribe against Nazi methods, pulling no punches and, regardless of accuracy, prone to make any impartial observer plenty hot.

**APPEAL**—Limited to adults and depending on theater location.

**EXPLOITATION**—Obvious tieup with the news of the day; inside on Germany, story of an American girl's terror in Germany.

**"BENGAL TIGER"**

(WARNER)

TIME—62 minutes.

RELEASE DATE—July 29.

**PLOT**—A circus animal trainer, with drunken bravado, causes the death of his aged assistant, losing his own leg in the same encounter. Stricken with remorse, he marries his assistant's lovely young daughter, and continues his encounters with the terrible tiger that clawed him. But the assistant's lovely young daughter finds that she loves the handsome young man on the flying trapeze. Since they're both gentlemen they decide to do nothing about it—but the tiger evidently hasn't been told their decision, so he settles things tidily by clawing the trainer again, and this time for keeps.

**CAST**—Barton MacLane, June Travis, Warren Hull, Paul Graetz, Satan (the tiger) and others. Satan does by long odds the best work, with Graetz, as the assistant, next in line. Travis and Hull pleasant, and MacLane blustery in the approved he-man style.

**DIRECTOR**—Louis King. He's lucky he had Satan.

**AUTHORS**—Story and screen play by Roy Chanslor and Earl Felton. The old tripe. Circuses should suc.

**COMMENT**—What there is of it belongs to Satan.

**APPEAL**—The kid trade, probably.

**EXPLOITATION**—Satan.

**"GRAND JURY"**

(RADIO)

TIME—63 minutes.

RELEASE DATE—July 24.

**PLOT**—A grand jury fails to indict a gangster for murdering a man who knew too much, and the murdered man's father attempts to kill the gangster. He's put in jail, and determines to tell all when he's brought up for trial. Therefore the gangsters get the leading citizens to circulate a petition for the fellow's release—and they bump him off after he's left jail. One of the town's founders decides to round up the racketeers with the aid of the young reporter who is in love with his granddaughter. He eventually does, but only after the racketeers very nearly rub him out.

**CAST**—Fred Stone, Louise Latimer, Owen Davis Jr., Moroni Olsen, Frank M. Thomas, Guinn Williams, Russell Hicks and others. Stone badly miscast, if the film were intended as a preachment. Davis determinedly charming. The gangsters are well played.

**DIRECTOR**—Albert S. Rogell. He let the comedy spoil the preachment and the seriousness of the subject spoil the comedy. An undisciplined hodge-podge.

**AUTHORS**—Screen play by Joseph A. Fields and Phillip G. Epstein, from a story by James Edward Grant and Thomas Lennon. Director's comment goes for them, too.

**COMMENT**—It won't do.

**APPEAL**—Lower brackets.

**EXPLOITATION**—Juris and Stone.

**"JAILBREAK"**

(WARNERS)

TIME—60 minutes.

RELEASE DATE—August 1.

**PLOT**—Big Mike Eagan is jailed for a crime he didn't do, and when Slayden, the real criminal, gets caught, Slayden swears vengeance. So when Big Mike is found murdered on the day of his parole, what more natural than that Slayden should be suspected. The prison librarian is also murdered, and pandemonium breaks loose, with a jailbreak following, in which Slayden tries to get away. The usual dumb detective goes off on the usual wrong track, and the case is finally solved by a young reporter.

**CAST**—Craig Reynolds, June Travis, Barton MacLane, Richard Purcell, Joseph King, Addison Richards, George E. Stone, Eddie Acuff and others. Reynolds innocuous as the reporter. Purcell, as Slayden, gives a good impersonation of Cagney.

**DIRECTOR**—Nick Grinde. He failed to give the impression that he knew what it was all about.

**AUTHORS**—Screen play by Robert D. Andrews and Joseph Hoffman, from a story by Jonathan Finn. Elementary, my dear Watson, elementary.

**COMMENT**—A very minor thud-and-blunder opus.

**APPEAL**—Lower brackets.

**EXPLOITATION**—Usual cops-and-robbers stuff.

**"THE FINAL HOUR"**

(COLUMBIA)

TIME—58 minutes.

RELEASE DATE—July 7.

**PLOT**—A girl is framed on a murder charge and, despite the efforts of her attorney, is convicted. The attorney discovers that he's in love with her and sets out to organize various castoffs whom he has befriended—newsboys, cripples, beggars, etc.—to track down the man he suspects. The man is tracked, whereat he conveniently slips and breaks his neck.

**CAST**—Ralph Bellamy, Marguerite Churchill, John Gallaudet, George McKay, Elisabeth Riedon and others. Okeh except for Churchill, who continues to make a gallant bid for the post of the screen's least convincing pretender.

**DIRECTOR**—D. Ross Lederman. He makes the most of his chances.

**AUTHORS**—Story and screen play by Harold Shumate. Only interesting feature is the roundup of the criminal by the castoffs.

**COMMENT**—A passable meller.

**APPEAL**—Lower brackets.

**EXPLOITATION**—The central situation.

**"THE IDAHO KID"**

(COLONY)

TIME—60 minutes.

RELEASE DATE not given.

**PLOT**—Idaho, whose real name is Hollister, returns home to find the Endicotts and Hollisters still a-feudin'. Old man Hollister, an irritable rancher, who hated his child because the mother died during its birth, no longer recognizes the returned prodigal, and goes right ahead with his plans for ruining Endicott, most important of which is the fencing off of a stream needed by the latter for his cattle. Idaho, in his attempt to make peace, joins Hollister's outfit and then switches to Endicott's when his father appears to be driving his rival too hard. With the son outwitting the father and shooting up his best men, the old man challenges him to a duel, telling him to leave town or come a-shootin'. Idaho, not wishing to kill his father, prepares to leave, but changes his mind when he learns that Endicott, for the sake of his daughter, Ruth, who loves Idaho, is preparing to settle Hollister's hash himself. All is adjusted.

**CAST**—Rex Bell, Marlon Shilling, Dave Sharpe, Lane Chandler, Charlie King and others. Regulation.

**DIRECTOR**—Robert Hill. Ditto.

**AUTHORS**—Screen play by George Plympton from novel *Idaho*, by Paul Evan Lehman.

**COMMENT**—Oldie, cut and dried for the alfalfa circuit.

**APPEAL**—Strictly Western biz.

**EXPLOITATION**—A-shootin' and a-feudin'.

**"THE COWBOY AND THE KID"**

(UNIVERSAL)

TIME—58 minutes.

RELEASE DATE not given.

**PLOT**—Watson, executive of an unscrupulous water-works company, has his men kill Thomas, a rancher, when the latter refuses to allow construction of a water-main thru his property. Steve, a wandering cowboy, takes care of Jimmy, son of the slain Thomas, the association developing into one of those saccharine man-boy hero-worship businesses. Steve, sending Jimmy to school, becomes acquainted with the village schoolmistress, who is sought in marriage by the villainous Watson. Latter, in order to balance the company's books, borrows money from the girl, who takes it out of the school-board funds when he promises to pay before a certain day. Watson tries to escape with the money, leaving the embarrassed gal attempting suicide. Steve collars Watson, thus winning a \$1,000 reward offered for the criminal's capture on a charge of bank robbery in another town. Steve, gal and boy set up house.

**CAST**—Buck Jones, Billy Burrup, Dorothy Revier, Harry Worth, Oliver Eckhart and others. Stock performances.

**DIRECTOR**—Ray Taylor. A very slow piece of business.

**AUTHORS**—Original story by Buck Jones, screen play by Frances Guinan.

**COMMENT**—Attempts to be a hybrid Western strong on sentimentality.

**APPEAL**—Very little, as it flops as a class or Western draw.

**EXPLOITATION**—Buck Jones and routine.

# Much Pre-Seasonal Activity In Burly for an Early Start

**BAA and managers on contract negotiations—EBMA more or less thru—managers hold innumerable meetings—scurry around for houses—optimistic for new season**

NEW YORK, Aug. 8.—Contract negotiations for the new season between the Burlesque Artists' Association and managers are still very much under way, managers are continuing to hold innumerable meetings, optimism still prevails about several new circuits, managers are scurrying around for houses, and in general there is much pre-seasonal activity. And it is generally believed that next season will be a very healthy one for the burlesque field, even topping this past season, which was prosperous. It appears very likely that the BAA will do its contract negotiating with theaters individually. The Eastern Burlesque Managers' Association has more or less thrown up the sponge, Sam A. Scribner notifying the BAA yesterday that his organization does not represent any out-of-town theaters. He also revealed that the same would go for the local managers, as far as he was concerned, but they asked him to call a meeting of only the local managers for tonight to see if they could not hold on. This situation followed EBMA meetings Monday and Tuesday night.

The Independent Circuit has already started its negotiations with the BAA, sending back the new season's contract as they would like it to read. However, the BAA will most likely not accede to any of the changes, altho two or three clauses will be brought up to the general membership for a vote. It is very likely that the BAA will start its Western negotiations in a short time, and it is understood that a meeting of Midwestern managers was held yesterday in Chicago. It is believed that M. W. Pickens, St. Louis operator, who was here on a trip, will present the managers with views he gathered on his trip.

There is much under-cover activity on rounding up houses for burlesque policies, with most of the new spots centered in the East. According to report, the BAA has been approached to operate several houses, but it is unlikely that the organization will do it. Issy Hirst is reported as having a couple of new spots ready, the Wilners are still hunting out houses, and I. H. Herk and Abe Minsky are in the market for theaters also. The Wilners were approached for the Oxford, Brooklyn, tho it is believed that Charles Schwartz will continue to run the house.

Considering the activity by the managers and last season's success, it is generally expected that the field will enjoy one of the biggest years this coming season that it ever had.

ANNE MITCHELL writes from Nashville that she arrived there safe and sound to vacash.

JOAN CARROLL, featured stripper at the Galety, New York, soon to take a needed vacash at her home in Clementon, N. J. Considering an offer of 20 weeks, with an option of 20 more, to continue at the Galety the coming season.

## Seek "Bumps" Wallace

The Billboard office at Cincinnati is in receipt of a communication from Ruth Wallace, of Omaha, sister of Jimmie (Bumps) Wallace, burlesque comedian, stating that Jimmie's son, Donald, passed away recently and asking Wallace to write to his sister in Omaha at once. Anyone reading this and knowing Wallace's present whereabouts is urged to call this notice to his attention immediately.

## Burly May Go Into Casino, Pittsburgh

PITTSBURGH, Aug. 8.—According to report, it is very likely that George Jaffe will resume as a burlesque operator, putting a stock policy into his Casino Theater here for the new season. Jaffe, who operated burlesque at the Variety here in previous seasons, unsuccessfully tried vaude units at the Casino last season.

Last season's burlesque house here was the Variety Theater, operated by Issy Hirst and Harry Brock and playing the road shows of the Independent Burlesque Circuit.

# Burlesque Reviews

## Eltinge, New York

(Reviewed Thursday Afternoon, Aug. 6)

A rainy afternoon brought a packed house, with many standees, at this first matinee, and the cash customers seemed plenty satisfied with what was offered. The show wasn't up to standard either, with comedy bits ancient and worn out and the production just so-so. Yet things are spiced up considerably, which is apparently what the folks want.

The comedy scenes have been seen time and time again, but fortunately the comics give out with a few different twists. Still they are presented in the same old way. Production is routine, tho the settings and costumes are tasteful. In other words, the show is patterned after the old style, a scene, a tease, a chorus number, etc.

Comics are Billy Fields, Boob McManus and Bert Carr, and they are really funny boys. First two are tops, corraling the bulk of the laughs, and considering the material they have to work with that's an achievement. Fields has a way about him that wins you over right away, while Boob is a rough-and-ready comic, who always keeps the gang in stitches. He's a natural. Bert is as usual with his dialectic funmaking. George Kinnear is the expert straight,

feeding for the boys in A-1 fashion. Then there are Milt Bronson and Bobby Leonard helping out very ably. Milt does a song nicely enough, and Bobby is the juve, singing and hoofing okeh.

Principal women are all swell lookers and they have plenty to reveal, which is what they do. Main spot goes to Jeryl Dean, a blond of blonds, whose statuesque beauty elicited "ahs" from the manfolks. She's a clever stripper, as are the others, Mimi Lynn, Dolores Leland, Patricia Page and Sunny Lovett. Only other blond is Miss Lovett, and she's a beaut, too. All are tall and graceful and pace their disrobing at a slow tempo. Miss Leland doubles into several spots with exotic dance routines, which she executes beautifully.

The chorus comprises 14 girls. They look good and are fair enough in their dance efforts. SIDNEY HARRIS.

# Burly Briefs

ARTHUR CLAMAGE, of the Gayety and Avenue theaters, Detroit; M. W. Pickens, of the Garrick, St. Louis; I. H. Hirst, Philadelphia; Harry Hirsch, of the Gayety, Minneapolis, and Phil Rosenberg met in Milt Schuster's Chicago office last week to discuss burlesque problems and to line up people for the new season. . . . Fred Yorke, stagehand at the Rialto, Chicago, and his wife, Helen Carlson, formerly of vaudeville, are vacationing on her folks' farm near Minneapolis. . . . George Pronath returned to his home in Chicago after visiting with his folks in Wisconsin for the last two months. . . . Bert Saunders opens at the National, Detroit, August 10. . . . Dorothy DeHaven opened there August 3. . . . Dolores Weeks opened at the Roxey, Cleveland, August 7, booked by Milton Schuster. . . . Dottie Wahl is now in her ninth month at the 606 Club, Chicago, and is doubling at the Rialto, that city. . . . Bobbie Pegrin, Johnny Kane, Charles LaFord, Frances Mylle and Dorothy Dee opened August 6 at the Palace, Buffalo, placed by Schuster. . . . Jeans Cook and Helen Hart are opening at the Avenue, Detroit, August 15.

JEAN CATON, entirely recovered from a recent breakdown, opened Sunday at the Republic, New York. . . . She'll be there a week and will then move on to the Club Nomad, Atlantic City. . . . Tom Bundy closes as producer at the Bijou, Philly, to be succeeded by Jess Mack. . . . Current Bijou principals include Bobby Taylor, Honey Bee Keller, I. B. Hamp, Gerlie Beck, Vera Clark, Jean Carter (formerly of the team of Morton and Carter) and Lorrie LaMont. . . . Carl Bowers, comic, passed away a week ago Sunday at the County Hospital in Chicago. . . . Billy Edwards, recently concessioner at the Apollo, New York,

# U-Notes

By UNO

ANN CORIO when at the Apollo, New York, recently caused box-office receipts to mount sky high, for which, in grateful appreciation, the Wilners gifted her with a gown and a bottle of perfume. Thence to her home in Hartford, Conn., where sister, Mrs. Helen Bonades, gave birth to a daughter, Patricia Ann, born in St. Francis Hospital. Ann was named the godmother.

JERRY ADLER postcards from Budapest: "Having a nice time here. No burlesque in town. Virgin territory."

TOMMY RAFT, comic at the Galety, New York, and Florrie Joyce threw a spaghetti party July 31. Ray Syracuse, stagehand at the Galety, was chief cook.

ANN VALENTINE, vacationing in Syracuse, N. Y., won another long-distance swimming championship last week in Onondaga Park there. Also teaches the art to husband, Lew Isaacs, on his week-end visits from New York.

JOE FREED and Alba Bradley are operating a candy and stationery emporium in Fordham, N. Y., thru the summer.

LORRIE LaMONT opened August 3 at the Bijou, Philadelphia, and was accorded a big reception. Just returned with husband, Charles Galerstein, member of Local 306, from a vacash in the South.

MAC DENNISON, comic, and June Darling are entertaining over the summer at Grand Mountain Home and Country Club, Greenfield Park, Ulster County, N. Y.

TED WHITE, assistant to Allen Gilbert, producer, has left the Apollo, New York, to vacash two weeks at his Detroit home.

JANE DOBBINS, new strip dancer, opened at the Republic, New York, July 17 week, featuring a black and white fantasy routine and other modern cream. (See U-NOTES on opposite page)

## A POTENTIAL BOX OFFICE MONEY MAKER

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## "DANCE OF DEATH"

(other original show-stopping routines in preparation)  
SIX REASONS WHY BONITA GERMAINE WILL BE BURLESQUE BOX-OFFICE DYNAMITE



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**EVELINE DAILEY**  
Formerly of the Dailey Twins.  
Five Feet of Dainty Acro Strip-Tease.  
SEE **FLORRIE JOYCE**  
THE TOPS—LIKE A ROLLS-ROYCE.  
**FAY TOBY**  
SOMETHING NEW IN STRIP-TEASE.  
Season 1936-1937.  
**DANNY MORTON** JUVENILE  
TENOR  
Formerly Radio Connected. Now on His 8th  
Week at the Republic, New York.

# Tab Tattles

**H**ARRY and Daisy DeGrace since closing with the Bert Smith Company five years ago have been operating their own medicine show in Indiana, working a spring and summer season of 18 weeks in that State, then heading west or south for the winter. Harry and Daisy have been successful in their new line and for the last three seasons have had the same roster, which also includes the following tabsters: Lew and Kitty Green and Al and Wanda Vale. All would appreciate hearing from their old tab friends thru the column. . . . Edie (I've-Got-It-All-Set) Mason and his hired man, Earl (Clicker) Webb, country store magnets, returned to Edie's headquarters in Hamilton, O., last week, after a week's booking jaunt into Virginia and Maryland. While in that territory they enjoyed visits with Billy and Margie Leicht in Baltimore and Pat and Mickle Gallagher in Easton, Md. Babe (Rosie) Mason, Edie's sparring mate, remained behind in Easton to tend bar at the Gallaghers' grill for a few weeks. If ever a job was up anybody's alley, that's it. If Pat's liquor stock inventory balances at the end of August, we'll be dipped in Shinola. . . . Billy and Margie Leicht are still operating their beer emporium and night club, The Hofbrau, on Eaton avenue in Baltimore and are reported to be doing nicely at the spot. However, Billy is anxiously awaiting the revival of the tab road. Says mauling a piano and bawling out comics is a lot more fun and a helluva lot softer than dishing out beer and pretzels for 14 hours a day. . . . Babe Knight, formerly a feature with Billy Leicht's *Teddy Bear Girls*, is now married and living the life of a model *hausfrau* in Richmond, Va.

**W**ILBUR CUSHMAN, head of the Cushman Circuit, with headquarters in Dallas, is now in Mexico City conferring with district managers of the various theaters thruout the Republic relative to bookings for his units. . . . Ed Gardiner, one of few remaining veterans of the tab field still active in the business, now has two units touring Mexico under the Cushman banner. Writing under date of August 5 from Mexico City, where his one attraction is now showing the Alameda Theater, a 4,000-seater, Ed says: "This is truly a vacation-with-pay for performers. Living costs are half as much as in the States, the days are cool and you sleep under blankets every night. There are three performances daily. Performers from the States are classed as 'artists' down here and theater managers go out of their way to make them happy during the engagement. My *Passing Parade* was an instant hit here." . . . In the *Passing Parade* roster are Edith Rogers, the Chan Knoll Trio, the Bradna Boys, Phil Bernard, Stanley and Storey, Billy Baird, the Three Darling Sisters, Shannon Stanley and Mickey Reynolds' Rhythm Makers. Unit has five more weeks in Mexico after leaving the Alameda Theater August 14. . . . With Gardiner's *Strens in Satin*, also touring that country, are Betty Read, Sanna and Loomis, Motter and Davis, the Three Bars of Harmony (Dexter, Wilhoite and George), the Four Adkin Sisters, Zang and Todd and Freddie Meeke's Club Royale Orchestra. Company opens at the Alameda, Mexico City, August 15 for a fortnight's stay, with five weeks to follow.

**C**HARLES V. TURNER, veteran tab manager and this season back on the road for the Curtiss Candy Company, Chicago, surprised us with one of his too-infrequent visits Thursday of last week while passing thru Cincy en route to his Indiana territory. Charley, whose last two show connections went floppo, first, when the house he was managing was closed by the Pittsburgh flood and, second, when the circus which he was with folded suddenly in Cleveland, due to lack of finances, expects to be back with the back-stage crew at the Studebaker Theater, Chicago, when that house opens its fall season soon. . . . Happy Ray, now organizing his new show in Kansas City, Mo., for a swing around the fairs, posted that his recent ad in *The Billboard* brought him an avalanche of replies, making it impossible for him to answer all of them personally. "Who said chorus gals are scarce?" Hap inks. "I received more than 80 letters from single girls and they all write like real

trouper. Unit is all set and will send roster next week." . . . Col. Ches Davis' new edition of *The Chicago Follies* filled a three-date at the Rialto, Beaver Falls, Pa., last week. Included in the lineup are Pat and Willa Leoula, wire novelty; Henri Neiser, the "Human Frog"; Bobby Bedford, tenor, and the Lane Sisters. . . . Queen and Ellie Deane Palmer are vacationing in the mountains near Buckingham Valley, Pa., and info that they are having a bang-up time. Queenie's two kiddies are with them, as are Pal, the dog; Topsy, the cat, and five kittens. Queenie and Ellie are much improved in health and are planning to hit the road again in the fall.

## U-NOTES

(Continued from opposite page)  
tions. Her press book shows she was with *Broadway Follies* 11 months, touring foreign countries in 1935. Came to America three months ago and, altho Budapest-born, speaks English like a native New Yorker. Has taken up vocal study to improve her torch-singing voice.

**VALERIE**, new dancer to burlesque, opened at the Apollo, New York, July 30 for two weeks. Doubling in local nighterles.

**ROXANNE** has left the *Gaiety*, New York, for a week's vacash in Atlantic City and then back to New York to open at Minsky's Gotham in Harlem.

**PAUL WEST**, for many seasons a burly straight man, has been engaged by the Alexander Film Company, Colorado Springs, Colo., as director on one of the camera crews. This is an ideal setup for Paul, as it affords him ample time to look after his various real-estate holdings in that city.

**CHARLES COLE**, ex-burlesque comic, now an executive with the National

Safety Bond and Trust Company in the Bronx, New York.

**STANLEY SIMMONDS**, tenor, is emerging the coming season as a straight man and teaming up with Sammy Smith, comic. Both are breaking in new material at Sha-Wan-Ga Lodge, High View, N. Y.

**JEANNE WADE** writes from Los Angeles that she is having a "perfectly grand time eating a lot of good home-cooked food and going to bed very early." Drove her mother to Aguila, Ariz., recently. Plans to return to New York last of August.

**GEORGE BROADHURST**, comic, who closed at the Bijou, Philadelphia, August 1, will head the first Indie Circuit show out and due to open August 22 in Baltimore.

**JOHN KING**, formerly bouncer with night clubs and who studied free-hand drawing the last 18 years, is the new backstage doorman at the Apollo, New York.

## BURLY BRIEFS

(Continued from opposite page)  
scheduled to open soon at the Bijou, Philadelphia. . . . The booking of Janis Andre, the "Leda and the Swan" dancer, into the Playhouse, Hollywood, by the Weinstocks has its peculiar angles. . . . She couldn't get out of her Apollo, New York, contract, so the Weinstocks paid the Wilners a \$100 bonus, plus her \$95 salary, to get her out. . . . The Wilners retained the number at their theater, putting in a different girl to do it. . . . Shelkie Hayward has returned to the Avenue Theater, Detroit, where she was formerly engaged for several seasons, together with Margaret Kelly. . . . Lew Fine, formerly at the *Gaiety*, Detroit, has joined the Avenue cast and plans to go east this fall.

# Endurance Shows

Conducted by ROGER LITTLEFORD JR.

## Dunlap's Battle of Champs Continues To Pull 'Em In

**CLIFTON, N. J., Aug. 8.**—With over 1,000 hours rounded out at this writing, the crowds at Ray (Pop) Dunlap's Battle of Champions here is still packing 'em in nightly. Show is working under a mammoth canvas top, 100 by 200 feet. There are seven teams on the floor at this writing: Billy and Billie Curtis, Joe and Mary Rock, Elmer DuPre and Lucille Rock, Joe Riccio and Kitty Potter, Harold Wallace and Margaret Helm, Hughie Hendrixson and Babs Fath and Bennie Rothman and Nellie Roberts. Treadmills are in order every afternoon and fast European sprints each evening, with the judges, Dick Layer and Johnny Martin, in charge.

Matinee crowds are satisfactory and Danny Brammer and Archie Gayer, emcees, are proving popular with the crowds. Brammer is working his first show as an m. c. and is selling them like nobody's business.

Outstanding attractions recently were "Shim Sham Wedding" and "Night Life in Chicago" and capacity business on both nights called for a repeat of both attractions.

The next location has been signed and arrangements are being made to open within eight days after the close of the present spot.

Bill Stein has done some splendid airing on the show and the entire organization has been in high gear ever since the start. R. W. Edwards is general manager.

**HAZEL HAGUE** and Yvette Casey, of New Bedford, Mass., info that there haven't been any marathons around the New England States for some time and as a result they have lost track of many of the contestants they knew. "We would like to hear from Stan West and Billy Donovan," they write. "Also, what has become of the *Walking Stars Revue* idea?"

**JOHNNY RAY'S** Walk-Around-the-World Show at the Garden Pier, Atlantic City, entered its ninth day August 2. With admission prices scaled at 25 cents, biz has been building since the opening. Emcees are Earle Fagen, Alan Trent and

Johnnie Morgan. There's a daily broadcast over WPG. Contestants still in the running at the writing are Buddy Saunders and Florence Bean, Buddy and Helen Kuster, Johnny and Frances Dillon, Don Ramon (solo), Bill Garrison and Irene Paul, Gary Glass and Marian Bowman, Bob Wright and Opal Higdon, Buddy White (solo), Jack (Schnozzle) Diamond and Ferne Burke, Jack (Shipwreck) Kelly (solo), Nick Burdile and Mary O'Connor, Larry Adams and Sally Mathis and Johnny Gullifoll (solo).

**SAMMY HOWARD** advises that he has given up walkathons and is now working as a singing waiter at the Tally-Ho Grill, Hartford, Conn. He would like to hear from Frances Stewart, Mac Mauraud, Mac McGreevy and Al Morgan.

**GEORGE MILLER** posts from Fond du Lac, Wis., to learn the results of the Ross-Haydon show in Peoria, Ill., and also the Chester, Pa., and Washington attractions, or, if they're not over, he'd like to know how they're faring. How about it, fellows, let's have the dope.

**EDDIE CARILLO**, the "walkathon bar" bef," pipes that he's still in Los Angeles but expects to jump into Houston in a fortnight or so. Eddie is anxious to hear from Dick Buckley, Kenny Delhart, Jimmie Johnson, Chick Organ, Vi Barlow, Bill Benter, Scotty Reid, Bing Zapponi, Bud Ganon, Jimmie Hall, Jack Comiski, Frances Blair, Mildred Moore, Vivian Manzo, Fuzzy Frann, Dixie Lee and Dolly Carr, in care *The Billboard's* Dallas office.

**FRANK FORD'S** walkathon at Asbury Park, N. J., is reported to have started off in good fashion August 7.

**EDDIE DAVIS**, formerly very active in the endurance field, opened August 4 at the Pickford Tavern, Milwaukee, for an indefinite engagement as emcee.

**ROOKIE LEWIS**, Bill Owens, Duke Hall and Sam Gore continue as emcees with Rookie Lewis' Walkathon, now nearing the 1,300-hour mark at the Century Ballroom, Tacoma, Wash. Business continues at a high mark.

## PREMIERES

(Continued from page 19)  
gining August 10, with Beth Merrill in the Della Lovell role and Katharine Warren at Charlotte Lovell. Others will be Marjorie Lord, Alex Courtney, Dorothy Blackburn, Dudley Hawley and Otto Hulet. At the Cape Cinema, across the road from the Playhouse, Walter Hampden will appear as Caponsacchi and Cyrano de Bergerac on Wednesday evening, August 12.

Newport Casino Newport, R. I., opens with *Brief Candle*, the company's sixth production, August 11. The play, whose locale is Newport, has in its cast Minna Phillips, Franklin Gray and Doris Dalton, supported by Philip Tonge, Edgar Kent, Elizabeth Dean Farrar, Hayden Rorke and Charles Trexler. Agnes Morgan has staged the piece, which has a setting by Emeline Clark Roche.

Josephine Hutchinson will be featured in *The Shining Hour* the week of August 10 at the Berkshire Playhouse, Stockbridge, Mass., the support being Richard Hale, Helen Brooks, Lewis Martin, Ellen Hall and Whitner Bissell. Next week's play at Maryverne Jones' Starlight Theater, Pawling, will be *Little Shot*, by Percival Wilde, with a cast including John Barclay, Teddy Jones and Isobel Rose. At the Warren Hotel, Spring Lake, N. J., the Warren Players are currently showing *Ten Nights in a Barroom*, with a company including Barbara Brown, Chisholm Beach, Jr., Richard Janaver, Virginia Runyon, Edward Lester and Alfred Dixon, Louis Tappe directs. *Fourth Down*, by Frank Cody, will be produced by the Ferndale Players the week of August 17 at Ferndale, N. Y., with Sheila Brent the featured player. The Farragut Players at Rye Beach, N. H., are currently doing *Russet Manie*, which will be followed next week by *Thru My Eyes*, starring Beatrice Terry. *Pomeroy's Past*, with Viola Roache and George Macready, is the current opus at Tuttle & Skinner's Ridgeway Theater, while *Elizabeth the Queen*, formerly at the latter playhouse, has been moved to the Westchester Playhouse at White Plains. Rex Ingram, who played "De Lawd" in the screen version of *The Green Pastures*, says his performance in O'Neill's *Emperor Jones* at the Suffern County Theater beginning August 10 will be his last appearance on the stage.

Matters of mixed moment: The Boulevard Theater, Jackson Heights, opens again August 17 for the coming season's New York productions. First on the bill will be Norma Mitchell's *First Love*, a new comedy, with Ernest Truex in the lead. *The Cat and the Canary* will be Arthur Hopkins' next venture at the Theater of the Four Seasons, Roslyn, L. I. Down in Arden, Del., *Her Master's Voice* is scheduled next. The Elverhof Theater, Milton-on-Hudson, winds up its summer season this week. *Spring Dance*, the much-publicized Philip Barry play, tries it again the week of August 17 at the Ridgeway Theater, prior to a scheduled August 25 opening at the Empire Theater, N. Y. According to Stanley Anderson from Chautauqua, Sandra Varing, in *As You Like It*, is currently going over very well with the natives.

The Alden Theater, Jamaica, will next week house Maxwell Anderson's *Winter-set*, with leading roles assigned to Edith Emerson, Everett Ripley, Abner Biberman, David Leonard and Frank Harvey. And Jack Linder, the Brighton Beach impresario, will offer *Awake and Sing*, beginning August 11 with a cast made up of Juliana Taberna, Anna Appel, Robert Leonard, Moe Strassburg, Vincent Sherman, Marshall Grant, Henry Hanlon and George Heller.

Next week Rosamund Pinchot plays the lead in *Ebel*, at Cohasset, Mass.; ditto for Florence Reed in *Mademoiselle*, at Ogungut, Me.

*Tomorrow's Murder*, by Carl Freybo and Hiram Motherwell, will be given by the Hilda Spong Players at Cape May, N. J., beginning August 20.

## IT'S WORTH WAITING FOR!

### "POP" DUNLAP'S NEXT SPOT

Opening September 3 another virgin spot where money is plentiful, and Walkathon will be appreciated. Only the best flash teams that can take it need apply.

**"DON'T STOP TILL YOU DANCE A WINNER WITH POP"**

**AS USUAL \$2000.00**

Prize Money and It's Always Paid.

Write or Wire  
"POP" or DIK EDWARDS, Gen. Mgr.,  
Walkathon,  
Clifton, N. J.

## Federal Players In Canvas Stock

SPRINGFIELD, Ill., Aug. 8.—Federal Theater Players, a branch of the Works Progress Administration of District No. 6, Illinois, with headquarters at Peoria, have opened a permanent stock engagement under a tent theater in Springfield.

The mammoth tent is 80 by 160 feet and is located on West Grand boulevard and Outer Drive, with ample parking facilities for the patrons. The workshop, under the able direction of Harrison Rankin, has turned out a splendid setup and equipment for the tent theater. Policy is one bill a week, with Monday nights dark.

Opening show was *Saintly Hypocrites and Honest Sinners*, followed the second week by *Shepherd of the Hills*. Third week's offering was *Up in Mabel's Room*. Offerings underlined for immediate production are *The Late Christopher Bean*; *Abraham Lincoln, the Great Commoner*, and *The Nut Farm*.

Business has been exceptional to date. Ten and 25 cents are the front-door admission prices, with a 10-cent reserve fee on the inside.

H. C. Howard is the supervisor of the district and Jack Lowry the manager and director of the show. L. Verne Slout is supervising the publicity, with Elmer Churchill doing special contact work.

In the cast are Bert Arnold, Jack Sexton, Bob Carlyle, John Kane, Buddy Snyder, Ed Flynn, Charles Admire, George Frazier, Harry Seall, Elizabeth Cooley, Gullynn Hickman, Kathryn Cameron, Katharine Eastman and Maude Sterns. The troupe boasts a choir comprising the following: Don Shake, Willis Massingill, Jay Albright, Leonard Brov, Stella Wilson, Ruby Eberhart, Robert Ribson, Emma Judgens, Mabel Shearer, Sam Thels and Harold Walker. Specialties are offered by Stan Sanders, Mazie White and the Buckaroosers.

Paul Carey is leader of the orchestra, which includes Maurice Hunt, Roy Hinderlitz, Barker Cox, Elmer Kendell, Harley Moore, Emory Thompson, Edward Walker, Delbert Kelley, Charles Holstein and Lowell Sutherland.

Harry Seall is stage manager; Harrison Rankin, scenic artist; George Schriber, props; Harry Runyon, electrician, and Don Shake, cashier.

## Van Arnam's Barn Dance

BOOTH BAY HARBOR, Me., Aug. 8.—With a three-day stand at Rockland and a two-day date at Augusta the past week, it was like being in stock after the grind of the one-nighters.

At Camden, Me., Harry LaToy renewed acquaintance with the famous Fred Allen, radio comedian. Allen and Harry are old cronies, as Harry knew the well-known star "way back when." LaToy was instrumental in securing for Allen his first professional engagement at the old National Theater, Boston, back in 1911. For this service Allen has ever been grateful and in an article he wrote, *How Broadway Stars Are Made*, gives Harry full credit. Allen entertained Harry on his yacht along the Maine coast. Says Harry: "Fred Allen is a great comedian and his popularity justly deserved, for with all his fame and success he still wears the same size hat and is ever ready to greet a friend of the old days in a friendly, gracious manner."

A bad penny always returns. General Agent Rex Lee back to visit with us last Saturday. Don't know if it was business with the office or Rex's chronic blonde trouble.

Eddie Ross Jr. was a visitor on the lot at Augusta. Roscoe Hanson, cousin of Ernest Stone, stage carpenter with the A. B. Marcus Show, also saw the show at Rockland.

Clarence Reed spilled the beans the other night in a sleep-talking episode. Incidentally, Clarence is the proud possessor of a new mop.

When you read this the show will be back in New Hampshire. We have had great business in Maine and it is with regret that we bid the Mainers adieu. MACK D. FERGUSON.

## Dorothea Antel

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## Rep Ripples Invades Georgia

CAPT. J. W. (BILL) MENKE, owner-manager of the Golden Rod Showboat, now housing a Major Bowes unit, was a visitor at the home office of *The Billboard*, Cincinnati, last week during the boat's engagement in near-by territory. Capt. Bill reports that business is holding up nicely and that the craft will remain out just as long as the customers continue to come. The Golden Rod is heading southward along the Ohio. How far south the boat will go depends upon business, Menke says. If all goes well New Orleans will be the Southern terminus.

JIM BONELLI, veteran of minstrel and show-boat fame, dropped off at the desk the other day to tell of his visit on the Golden Rod at Constance, Ky., across the river from the western end of Cincinnati, Wednesday of last week. Boat did good business at that spot, Jim says, but he placed the chief stress upon the floating theater's fine appearance. "Plenty of paint, tasty decorations and carpets up to your knees give the Golden Rod an elegant appearance," Bonelli reports. "I managed the boat for three seasons," Jim continued, "but it never looked as fine as it does now. Made me kinda jealous."

ERVIL HART, after closing with one tent show playing Virginia, has joined the Cook Comedians touring the same State. She had intended to return to her home in Chicago for a vacation when the call from the Cook show came.

WALTER SILLMAN, rep comedian, denies that he is working on a carnival girl show as recently reported. Says he is now associated in a managerial capacity with an attraction playing fairs and celebrations. "It's not a girl show, is not with a carnival and is an entirely independent attraction," Walter writes.

RALPH HERBERT and his Sultans of Sophisticated Swing, currently a feature with the John Lawrence Players under canvas thru Indiana and Illinois, will close with that show October 17 to begin a tour of the South and West. In the orb are Ralph M. Herbert, Lodell Roquet, Paul Herbert, Dee Fuller, Robert and Bill Pryor, Howard Slough and Billy Armond. Combo will augment to 11 men for the fall tour.

CHARLES W. BODINE, the veteran agent, whose last engagement was with the Emma Cook Stock Company five years ago, is still associated with Fred Cox, sign and scenic painter, in Quincy, Ill. He joined Cox after leaving the Cook troupe. "I am doing the contracting for Cox," Bodine posts, "but I still love the agent's business in the show game."

OTIS OLIVER'S *Swansea Showboat Revue* is slated to open in St. Paul August 23, with G. R. Spencer signed to handle the advance. Kolene Kaye will have charge of Oliver second unit, *Hollywood Premiere*, also carded to open soon. Both shows will play Minnesota, Wisconsin and Iowa until the snow flies, after which they will jump south and west. Miss S. C. Watson joined the Oliver staff in St. Paul last week.

BIZ IS STILL on the upgrade with the Rose Bros.' tent show now playing the Pennsylvania hill country, according to word received from H. P. Rose. Company now totals 18 people, with Tommy Tompkins and his Cowboys handling the concert. Eddie and Rosie Phillips have recently purchased a Packard eight (See REP RIPPLES on page 27)

## McNally's Tent Show

DANBY, Vt., Aug. 8.—It looks as tho the McNally No-Sox Ball Club is in for another trouncing, as we have just received a telegram from Polly Jenkins' Plowboys. It reads: "We challenge your ball team. Only three of us, but mighty strong."

The show is in its 12th week and last week's business was the first that could really be called bad. Perhaps was due to the fact that the show was within three miles of the city of Rutland.

Among recent visitors were Mr. McNally's sister, Mrs. Camley, and niece and Tom Finn, also Pat Hayden and Mr. Myers, of Billroy's Comedians. DON D. KIMMEL.

## Tolbert Show Invades Georgia

CALHOUN, Ga., Aug. 8.—Milt Tolbert Show, which opened its season at Dothan, Ala., early in the spring and which since has played thru seven States, played its first Georgia stand here Tuesday night.

Show jumped into Dalton, Ga., Sunday from Central Tennessee and was slated to have begun its Georgia tour at Dalton Monday night, but with infantile paralysis still rampant in that section, Dalton authorities refused the show permission to open.

It was the Tolbert show's first engagement here in its 30 years on the road and the company pulled a half-a-house, considered fair business in view of the fact that it is about six more weeks before cotton begins to move in this section. The show was well received here.

Among the featured acts with the troupe are Lew Childre, the Cannon Sisters, dance team; "Slim" Williams, black-face comic, and Carlotta, rumba dancer. Main bill is a three-act comedy drama, with vaudeville between the acts. Childre emcees the concert. Outfit is completely motorized and a 20-passenger bus is used to transport the performers. Admission prices are scaled at 15 cents for kiddies and 25 cents for adults, with 20 cents extra for reserves and 20 cents for the concert.

Milt Tolbert Show is now headed for the tobacco country of Georgia.

## Rowland's "Red Barn" Gets Off Smoothly

PITTSBURGH, Aug. 8.—George M. Rowland's production of *Murder in the Old Red Barn* got off to a flying start in the outdoor theater of the Hotel Schenley here Monday and promises to develop into a long and successful run. Nearly 500 persons were on hand at the opening performance. The customers are seated around regular cabaret tables, with food and drinks served during the performance. The melodrama is presented in its original version, intermingled with several modern dance numbers. The original 128-year-old music is being played by an 11-piece orchestra.

A loud-speaking system is installed to assure hearing in all parts of the hotel lawn, where the semi-circular stage is erected. A capable cast has been chosen to portray the leads. Current plans call for the production to remain at this spot thru the month of August and, if the weather is favorable until the middle of September. Then it is planned to move the show to the Fort Pitt Hotel in the downtown section and continue with it indefinitely. Last year the Fort Pitt housed George Sharp's production of *The Drunkard* for more than 40 weeks.

The cast includes William H. Hetzel, Frances M. Tigel, Martin E. Fallon, Raymond Newhart, C. Hays Long Jr., John Weisbrod, James Macfarlane, James Cochran, C. Stuart Adams, Dennis Lee Beamon, Dorothy Devlin, Carmelita Jacques, Virginia Strain, Sybil J. Riva, S. Grossberger and the dance team of Lita and Lee.

The orchestra lists Clyde Funk, Harry Hay, Robert Bechtold, Eddy Lelding, Frank McFall, Elza Pallos, Sol Stutz, Nathan Stutz, Bessie Horowitz, Harold Smithyman and Norbert Hochendoner.

Staff: George M. (Red) Rowland Jr., producer; Charles Pallos, music director; Clyde McFall, stage manager; Henry Goldman, assistant stage manager; Glen Teare, electrician; Roy Vance, designer; Walter A. Tatter, sound equipment; Don M. Hall, publicity; Sybil J. Riva, secretary. Dancing arranged by Carmelita Jacques, James Cochran and Raymond Newhart.

## Burke & Gordon Not Closing

COOKSVILLE, Ill., Aug. 8.—Burke & Gordon Show is not closing at an early date, as recently reported. The company, which has been on the road since 1904, will finish the season as usual, the management reports. Show is playing the same territory it has made for the last 20 years. Business so far this season has been nothing to brag about, but the figures still show up black on the right side of the ledger.

## Dean Tent Troupe in Ogden

OGDEN, Utah, Aug. 8.—Jerry Dean and his tent-show troupe, billed as Ye Olde English Players, are holding forth here to good results. Reid Erickson is leading man. Cast is composed mostly of Utah thespians.

## Stock Notes

FLETCHER FARM PLAYERS, located just north of Proctorsville, Vt., will close their season this week with two performances of Philo Higley and Philip Dunning's *Remember the Day*. Robert de Lany is directing. Proctorsville is the birthplace and home of Otis Skinner, who is one of the subscribers to the summer theater.

MADELEINE SKELLY FOUST, Pittsburgh dramatist and stock player, has been named dean of the Duquesne University School of Drama there, succeeding Dr. Clinton E. Lloyd, who died two months ago. Mrs. Foust gained her professional experience with the Pittsburgh Civic Playhouse, East End Stock Company, the Stage Guild and the Keystone Repertoire Company.

BERMON CRANE is with the Red Barn Theater group in Locust Valley, L. I. N. Y.

THE FRANK STOUTS, former directors of the Pittsburgh Playhouse, are now associated with the summer theater The Inn in Buck Hills Falls, Pa.

CHESTER M. WALLACE, veteran director of the Carnegie Tech Players, Pittsburgh, has left on a motor tour of the summer theaters in New England. He will return to Pittsburgh in September.

GUY PALMERTON last week presented a revival of Martha Stanley's drama, *My Son*, at his Lake Whalom Theater, Pittsburg, Mass. Nancy Duncan was featured in the leading role. Others in the cast included Frank Lyon, Robert Perry, Marian Grant, Ray Greenleaf, Byrd Bruce and Erford Gage.

## Players Are Fire Heroes

GUILFORD, Conn., Aug. 8.—Members of the New York-Guilford Players, summer stock playing here, turned from rehearsing to fire fighting Monday morning and rescued a family of three from the second story rooms of a blazing building.

Hal Shelton, director of the company, and two technicians, Frank Kelly and Carl Goodman, both of New Haven, battered down a door leading to the blazing apartment over a restaurant and carried the occupants to safety.

## Kansas City Jottings

KANSAS CITY, Mo., Aug. 8.—Kelly Masters, circle stock operator, is slated to open soon in Southern territory.

Rice-Percy Players, management Jack Percy, reopened at Argenta, Ill., last week.

P. C. Franklin, veteran advance agent, sojourned briefly in the village this week, en route to Tulsa, Okla., where he will be connected with the Midwest Theaters.

Henry Larson, former rep musician, has Morgan and other rep shows, is now permanently located in Phoenix, Ariz.

Lou Fisher has joined Tyler's Comedians, showing the Midwest under canvas.

Lucille Howell, who has been in commercial lines at her home in Hobart, Okla., is planning a return to the rep field this fall.

Original Orpheum Players, management Roy E. Hogan, opened this week at Conway, Mo. A circle of towns will be played in and around Springfield, Mo.

Joe Applegate has resigned as manager of the Loomis Players and is now with the Fred Brunk Show in Colorado. Original McWen Stock Company will close its Topeka, Kan., engagement next week to play its contracted fair dates. Doc Hitcher, formerly with Waynes Theatrical Exchange, is in town. He returned to the village from St. Louis, where he went on business.

Billy Hannah, formerly with J. Doug will return to Dodge City, Kan., in September, where he is manager of a dance hall.

L. B. Wesselman, former manager of (See KANSAS CITY on page 27)

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by MARTIN C. BRENNAN.  
118 City Tattersall Building, Pitt Street, Sydney.  
Australian Office of THE BILLBOARD.

# Thru Sugar's Domino

EQUITY shows itself to be more than merely an actors' union when it espouses such movements as that of bringing about a revival of the road, which was given great impetus upon the occasion of Frank Gillmore's return to the East several weeks ago. With Equity working hand in hand with the League of New York Theaters and the Dramatists' Guild there is no earthly reason that considerable progress should not be made in the direction of trampling down grass that has grown on the Main Streets of the provinces since producers began gyping on casts and shows and since radio and talkies started their drive to change the amusement habits of a tractable public.

The strenuous campaigns on the labor front, the herculean tasks he had to perform in connection with molding out of a helpless nonentity the nucleus of a powerful organization—these have left their indelible mark on Equity's venerable president. The years and continued struggles have mellowed a man equipped by nature with a fine mind, an innate gift in the art of diplomacy and far vision. Today Gillmore is in the position of one ideally equipped to blend into a powerful machine the forces that stand to benefit from a revival of the theater in the cities and towns along the broad highways of the North, South and West. Bill Brady sounded the keynote of a courageous, unselfish fight for the revival of the road when he pleaded at the last annual meeting of Equity for harmony and concerted action. Actors, dramatists and road-minded managers of Broadway can probably move mountains by working together; they can surely bring back the road to a semblance of its former strength. In the road lies the redemption of the American theater. Broadway success, activity and quality of play product is hardly enough. It is the road that will fill out a season's work for actors, line the pockets of the managers with gold and provide a real incentive for authors constantly tempted by the money bribes of Hollywood.

\* \* \*

Yet Gillmore's idealistic strivings, Brady's inspiring oratory and the co-operation of Dr. Henry Moskowitz's and Sidney Howard's groups will be for naught if those who dare to tread again the paths of the country with productions designed for commercial patronage forget the lessons taught them by a grim-visaged past. Producers had better not concern themselves with the road at all if they are undetermined to give what were once dull, gullible provincials the best that money can buy in vehicles and casts.

It's an old story but one that cannot be repeated too often—the hick, the hayseed is no more. He has been relegated to a nother layer in the scrap heap behind the modern barn. In his place has arisen a creature who has been educated by radio and talking pictures to the best sponsors and Hollywood can give. He sees the same films with identical casts as the would-be sophisticate of Broadway and State Street and Chestnut Street. He is—more often than not—a rather young lad or lassie whose education in the theater has been limited to Little Theater and WPA productions. He has not only to be pleased but re-educated as well. A positive and a negative process will it have to be.

The protagonists of the road will have to wean the theatergoer from the lure of Gables, Carbos and Hepburns; from double and triple features; from dish giveaways and Bank Nights—and from the deeply-set habit of listening in to network programs that (hang it all!) pile up during the theater's best hours—7 to 9 p.m. The older generation will have to be drawn to the legit theater by plays that can compete with the writing talent corralled by studios that spend millions as freely as water flows over Niagara. Trained to name consciousness the old and young ones will demand names in casts—at first anyway. Maybe as the road progresses the new public created by legit will be satisfied with good plays presented by actors that are competent. But at present names are needed as much as vehicles. Not names that mean nothing save starting pleasant reminiscences going but names that are still at the peak; still capable of drawing folks away from the picture house around the corner and from the radio where their favorite comedian is disturbing Joe Miller from his well-deserved sleep.

\* \* \*

These are the factors that must above all be kept in mind if Gillmore's movement is to stand a Chinaman's chance of success. If Gillmore were alone the deciding or motivating factor there would be every assurance that the lessons of the past would be applied to the challenging present. But Gillmore and his organization are a helpless cog in the wheel. It is up to the dramatists and producers working hand in hand and, as Brady would be expected to say, burying the hatchet so deeply that even antiquarians of thousands of years hence will not be able to dig it up with their super-superpowerful excavators. It has been done occasionally in the theater's glorious past. It should be far easier to do it today, when there is everything to be gained and a mere pittance to be lost.

+

TALKING about erstwhile hayseeds every so often something turns up to convince us the more that there are few outposts of sophistication left in a country that was knee-deep in pioneers a bare 100 years ago. Even the country weeklies are not as naive as they used to be when the cracker barrel was the site of every village's open forum. One of our readers (plural means more than one) kindly sent us a few days ago the editorial page of an enterprising little sheet known as *The Missoula County Times*, published weekly in the aforesaid city in Montana. Our friend marked the editorial that he wished to call to our attention so that we might, in turn, reprint it for the benefit of our faithful subscribers. Interested as we were in the piece our eyes roved over to the quotation appearing under *The Times'* masthead. It reads, "A newspaper without editorials has a body to be kicked but certainly not a soul to be damned." A sparkling thought but apparently the inspired editor who penned the piece never read the editorials of certain papers with tremendous circulation and enterprising news columns but with editorial pages that are, by contrast, as dead as a village churchyard several squares removed from the county fairgrounds. We quote the editorial, fearing to mar the symphony of a good sermon of horse sense with our own introductory comment:

Amid all the propaganda for a chain store tax the matter of chain theaters should not be overlooked. The theater chain is the most obnoxious monopoly in existence. It rivals the tales of Bluebeard in its method of wiping out independent competition and its arrogant attitude towards the civic enterprises. Its positive refusal to co-operate in any manner for the welfare of the city from which it gouges its huge profits has reached a stage where nothing is ever expected. There is but one manner of reaching the theaters and that is thru a substantial tax thus returning to the taxpayer something for the star in the face he receives from the monopoly.

Evidently the chain theaters must think the public is growing restless under the arrogant heels as theater managers are now endeavoring to find their way to legislative halls to fight against the coming chain theater tax. A legislator who refuses to support a chain theater tax could not have paid a 40-cent admission during the depression for a two-bits a reel picture nor attempted to obtain co-operation for a civic enterprise.

*The Missoula County Times* is a small voice but it repeats merely what is being heard over the whole of the country. All chains do not fall to support civic enterprises. All chains are not arrogant. But there are many that are. Few country editors realize the extent to which certain circuits have gone to cripple efforts to revive the living stage. If they knew their cry would be heard over the

(See SUGAR'S DOMINO on page 27)

# The Broadway Beat

By EUGENE BURR

George Spelvin, regular skipper of this column, is away on vacation. New York staff members are alternating at column-filling until Mr. Spelvin returns with the issue dated August 29.

THIS business of column-filling is a racket—at least most of the time. Guys like Jack Chapman can fill 'er up with weird yarns about the Little Old Lady Who Haunts Rockefeller Center; Winchell can get by with choice tidbits concerning the private lives of would-be public citizens; Sobol can let his hair down and weep about the Good Old Days when he was just a Connecticutup at \$15 a week; Skolsky can let the readers do the work with a series of Movie Boners. But on *The Billboard* even the columns (pardon me, colyums) have to be filled with trade stuff—trade stuff, you understand, like the fact that Andy Ponaras isn't putting mint in his Tom Collines any more or that the sunbathers aren't as numerous in the 47th street hotels this summer as they were last, or that Tom Rosa, former NVA barber, is running the Hollywood barber shop under the Palace Building. Speaking of Ponaras, he made a handsome offer to take over the colyum for a week. The proposition is tempting; plenty of skin would fly. But *The Billboard* doesn't go in for the sensational—and anyhow the thing would have to be turned down simply on the basis of self-preservation. . . . If anyone wonders what Mr. Spelvin has been doing on his long vacation, he's been playing a life-sized and active billy goat in support of Jean Harlow in *Sway*. His impersonation is the tops in realism—and no phallic symbolism either, you savants of 47th street. MGM, according to rumor, is trying to sign him to a long-term contract to replace Leo the Lion. . . .

For some reason or other the colyum seems much longer than it ever was when Spelvin had it. He can get by just writing a weekly stint—and when he wants to lay off hard-working guys who get practically no vacations anyhow are drafted to pinch hit. Does Spelvin have to see the pictures he appears in? Does he have to read copy which looks as tho it had been written by rats scampering across the typewriter keys (come to think of it, maybe it was) and then try to turn it into something that faintly resembles news? Above all, does Spelvin have to get out *The Billboard Index* of the New York Legitimate Stage (adv) during the hottest part of a hot New York summer? No; he goes around playing billy goats. . . . Speaking of the Index (a little spare-time proposition that seems to include every possible statistic concerned with legit), it's going to be bigger and better than ever this year (still adv). But if you think you're going to get both an Index and a Broadway Beat this week, you're crazy. . . . Anyhow, by this time you know that you're not going to get a Broadway Beat. . . . Index statistics so far indicate that, despite the large number of hits last season, the number of shows running at any specified time in general ducked under the previous semester. So, looking at it that way, legit in New York wasn't as hot as it was cracked up to be. How are things in Philadelphia, Dallas, Boston, Tunnel Springs, Chicago and Toronto? . . . Even tho the Denis is away on vacation, no Broadway Beat would be complete without an item on unions or picketing. This week's picketing is going to be done outside the Somerset Restaurant, which is unfair to Organized Tom Collins Drinkers. Your reporter, always a public servant, spent weeks convincing the place that Collines should be 20 cents. Then—one warm day (still a public servant) he engineered a one-man run on Collines. That created a bull market. The next day—the next day, mind you—they were up to a quarter again. . . . The colyum finally seems to be getting to an end. It put up a tough fight, but we licked it. Gimme the mike. Hello, ma, areya lisscinin'? I did it all for you. . . .

# Chicago Chat

By NAT GREEN

O HANA SAN'S autobiography, *Variety Street*, dedicated to O. O. McIntyre, is being arranged in play form by a young playwright, Peter Koessler, and is to be presented on Broadway during the late fall. . . . At the same time *Variety Street* is to be published in book form. Blossom Chan plans to resume her dancing career and is now in New York getting new routines. . . . Allen King, of Standard Oil World's Fair show fame, in town and reported to be purchasing wild animals. Wonder for what? . . . A singing trio that will bear watching—the Cain Sisters, daughters of Noble Cain, composer and former NBC production man. . . . My old friend Mert Gribble, of Minneapolis, on the last leg of a tour thru Europe and will be back in time for the Minnesota State Fair. . . . Maureen May, attractive blond singer, definitely set for a Loop theater engagement and is being groomed for a radio spot, probably from the West Coast.

L. S. (Larry) Hogan, Beckmann & Gerety trail blazer, in Chi on biz, says everything is hunky-dory. . . . My apologies, Larry, for not showing up in Milwaukee after you had the chef buy two pounds of chicken livers and all the trimmin's just for my benefit. . . . I just couldn't make it! . . . Jack Ryan, radio publicity man, back from a vacation trip to South Dakota with his wife. . . . Harlow Wilcox underwent an emergency appendix operation the other night just an hour and 30 minutes before his contract as NBC staff announcer expired. . . . Planned to free lance and will as soon as he mends. . . . Ted Maxwell flew to his native California "to stay for good this time," he said. . . . Why doesn't some enterprising animal man bring over one of those tattooed temple elephants from India? . . . Nancy Nelson, scheduled to open with Keith Beecher's Band at the Stevens, forced to postpone her opening here due to extended engagement at Antlers Hotel, Denver.

Elimination contests for "Miss Greater Chicago" are to be held on the Edgewater Beach Hotel's famous Beach Walk and the winner will compete at Atlantic City for title of "Miss America 1936." . . . Ange Lorenzo, writer of *Sleepy Time Gal*, is making a comeback. . . . The Braun organization, Chi pubs, have a new tune of his and more on the way. . . . Joe Strauch Sr., father of the stand-in for Spanky McFarland, saw the item in this column about Anne Jesselson Targ wanting to get back in the biz and hired her to publicize Joe Jr., who is a natural double for Spanky and has been signed by the Hal Roach studio. . . . When Elmor Harriott, radio actress, returns from her flying vacation to California she will have completed nearly 150 hours in the air. . . . Rubinfon fans crowded the seats before the Grant Park band shell Friday night to see their favorite guest conduct the Chicago Philharmonic Orchestra. . . . As a result of the friendship of George Kondolf, director of the federal theater here, with Gummo Marx, who was here to see his famous brothers, the two leading players in *Broken Dishes*, Oscar O'Shea and Fannie Ellen, may get movie contracts. . . . Marx believes they have definite screen possibilities.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

HYANDI and his troupe of magicians are at the Casino in Lille, France.

MOHAMED, illusionist, is at the Casino Municipal in Nice, France.

KARNERA is at the Central Varieties in Olten, Switzerland.

MELBOURNE CHRISTOPHER, youthful Baltimore magish, and now doing straight and his magic specialties with Fred (Pansy) Sanborn's act, writes from aboard the S. S. Deutschland in Mid-Atlantic that on the night before leaving America he performed at the annual Automobile Trade Association Convention aboard the S. S. State of Virginia, which was anchored just off the U. S. Naval Academy at Annapolis. Harry Nice, governor of Maryland, and Howard Jackson, mayor of Baltimore, were Christopher's two assistants for the occasion. The Sanborn turn is set for the month of August at the Scala, Berlin. Two other German dates are slated to follow, then the Alhambra, Paris, and then England.

ZUDELLA AND COMPANY, assisted by Ganpati Shastri, have been featured for the last eight weeks at a Chicago night spot with a new mental act. Doug Fleming is managing the turn.

W. F. BECKER (Becker the Magician) closed his magic show August 1 and returned to his home in Aurora, Ill., for a rest before resuming with lyceum dates late in September. Becker says he found more magicians working this season and business a bit improved.

VAN THE MAGICIAN, now residing in Buffalo, enjoyed a visit from Shirley Sherman and Helen Boudrey, with the *Folies Bergere* on the World of Mirth Shows, during the attraction's recent engagement in that city. Miss Sherman was with Van's company several seasons back.

MERLE SPELLMAN, escape artist, announces that he will again work as first assistant to Van the Magician this season. Show begins rehearsals in Buffalo, N. Y., September 14.

RALPH RICHARDS, one of the top-notch magicians a few seasons back, is still located in San Antonio, where he is busy these days looking after some recently purchased oil interests. The holdings show great promise. Richards, long a feature over Station KXPB, Pedras Negras, Mexico, with horoscopes and questions, is still a regular attraction over that station via electrical transcriptions.

LITTLE JOHNNY JONES, Chicago's classy contribution to the magic industry, has had his contract extended for four weeks in the Omar Room of the Hotel Jermy, Scranton, Pa. Johnny has embellished his act with a number of new effects and a new line of wardrobe. He has as a daily visitor Dave Roberts, 74, dean of Pennsylvania magicians.

W. C. (DORNY) DORNFIELD is emceeing the new floor show at the Hi-Hat Club, Chicago.

JAY PALMER, of Palmer and Doreen, was a visitor at the magic desk Thursday of last week during the act's engagement at The Wonder Bar, Cincinnati. Palmer and Doreen left Cincinnati Monday for Columbus, O., where they are set this week at the German Village. Ernie Creech, of the Sun office, made both bookings. Jay Palmer is featuring a new trick of his own conception and which he has just completed. He calls it *The Magic Tea Kettle*. From it he can pour a variety of mixed drinks, apparently called at random from the audience, and an endless supply of beer. The drinks are served to the club patrons.

BOB FISHER, Magician, is touring with Dan Fitch's *Diziana Revue*. Received favorable notices while playing the Maryland Theater, Cumberland, Md., last week.

HARRY BLACKSTONE, during his engagement at the Lyric Theater, Indianapolis, last week, was a guest of the Indiana Society of Magicians at a buffet

supper in the Hotel Washington, Indianapolis, after the show Tuesday night. Blackstone baffled the local magi and newspaper men with his nifty sleight-of-hand work. Among the local boys who entertained were George Paxton, Dr. John Taylor, Earl Nulbarger, George T. Purves Jr. and Audley Dunham. The Hoosier magicians made Blackstone an honorary member of their society.

DEL-ARDO AND NICKOLAS are doing their magic on the midway of the Snapp Greater Shows this season. They report business as holding up well.

CHICKOLA, who trouped for many years with his own hypnotic turn, and Sigma Shahnai, mentalist, were visitors at the magic desk last Friday while in Cincy to work one of the Central avenue night spots with their straight-question-and-answer routine. They will continue on Midwestern clubs until late fall, when they will head out for the West Coast.

## London Magic Notes

LONDON, Aug. 5.—London magic is destined to get a big boost by the forthcoming appearance of Dante, much-travelled illusionist, who plays a season commencing August 10 at the Alhambra Theater. Dante, who has appeared in almost every country with the exception of England, will give a two-hour program of big illusions.

Tommy Bradley (Martin), who recently closed at the London Palladium, where he made a big hit, is currently at the Savoy Hotel, where his novel tricks, enhanced by competent showmanship, prove most popular.

Russell Swann, American comedy conjurer, is in his sixth month as the efficient master of ceremonies at the ritzy Dorchester Hotel, Park Lane.

Touring the sticks with his own unit, Levante, Australian illusionist, reports that business is very good. Levante is a good showman and he constantly adds new tricks and effects to his offering.

Artemus and Gang, comedy conjuring act, is headlining for the Stoll Theaters and currently hitting at Chiswick Empire.

Kuda Bux, Hindu mystic and blindfold reader, commands attention as the headliner at the Metropolitan Music Hall, London.

Deven and his New York Blondes score at the South London Palace. Act is neatly presented and has some slick sleight-of-hand effects.

Cecil Lyle, the "magical milliner," and Lucille Lafarge, one of England's best magic acts, continue to score at all engagements. Act hits this week at the Westbrook, Margate.

Chefalo and Company headline the current bill at the Wintergarten, Berlin. Act has been booked for a quick repeat date at that spot.

The Great Carmo has extended his nine-act unit and is touring independent halls.

## CHORUS EQUITY

(Continued from page 19)

Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carroll Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Members of Chorus Equity are reminded that their association has jurisdiction over presentations and cabarets. This field is not yet sufficiently organized so that we can demand a standard contract, but with the co-operation of our members that day will come. In the meantime we urge all members working in presentation houses and in clubs and cabarets to come to us with their problems. Even though we have no standard contract, we have been able in many cases to collect salaries due. Anyway you can't lose by giving us the opportunity.

If you have any suggestions to make relative to abuses in these fields which you feel should be corrected you will find your officers more than glad to listen to you and give you all the time required.

In the meantime we ask your help in making your fellow workers in cabarets and presentations Chorus-Equity-conscious. Help us to organize and in that way you will best help yourselves.

Remember that in an effort to aid organization the Council has made special concessions to chorus people work-



EDITIONAL DEPT.

**POSSIBILITIES**

**CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF**

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

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

### For LEGIT DRAMATIC

**GUY KINGSLEY**—juvenile playing at the Theater of Four Seasons, Roslyn, L. I. Capable, steady performer caught in such plays as *Three-Cornered Moon*, *Private Lives*, *Perfect Alibi*, has fine voice, well-built and pleasant looking. Definitely rates try in the right young role.

### MUSICAL

**KENNY BAKER**—singer from the Jack Benny radio program, caught recently at the State, New York. Shapes up as a new romantic tenor rage. Is young and handsome, has an excellent stage personality and a sweet and appealing voice. Would make a fine singing lead.

**DIANE AND DUVAL**—adagio duo caught recently at the Roxy, New York. Excellent dancers who add novelty and great visual effect by having the girl wear a long white

cape. Could be built up terrifically in a revue production number.

### For RADIO

**FRED BRADNA**—equestrian director who was heard as a guest on the NBC *Jamboree* from Chicago recently. Has a vast store of experiences to relate, and would make a good kiddy or adult entertainment either on a 15-minute show or as an interlude in a longer program. May have to straighten out a bit on the dialect, but there are comedy possibilities in this with a good emcee.

**JIMMIE BURNS**—singer with the WPA vaudeville unit's All-American Minstrels, caught on the WPA showboat in Hoboken and, previously, at the Majestic Theater, Brooklyn. A vocalist who scores show-stops with old-time ballads. Has a high-range voice, clear and true, and uses no tricks to put his numbers across. Terrific audience reaction. Rates an art try.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

AL BERNARD, well-known minstrel and radio entertainer and writer of more than 300 songs, says that he is getting ready to publish another in a few days. The latest is called *My Honey From New Orleans*. Al has recently become a sustaining feature on WWL, New Orleans CBS link, where he directs his own band and ad lib.

THE DE LANO BROTHERS, of the old minstrel gang, have just concluded a 12-weeks' engagement at the Sterling Hotel, North Adams, Mass., where they had charge of the floor shows, besides doing their standard singing double and piano duo. They are vacationing for a few days before resuming work near Albany,

ing in cabarets and presentations. They may join on paying a \$5 initiation fee instead of the regular \$15 charged in the legitimate theater. Those of our old members who have allowed their dues to lapse may, if they pay dues while working in either a presentation or in a cabaret, reinstate themselves by paying current dues only.

Chorus Equity's employment bureau is now busy. Call at the office frequently if you are looking for work. Be sure that your correct address and telephone number are on file, and if you are in bad standing call and get an extension so that you may be able to use the employment bureau. Any member who is out of work and unable to pay dues is entitled to an extension of time providing he kept himself in good standing when he was working.

And with the new season don't forget to come in the office and register in the rehearsal book on the day you begin rehearsal. This is important both on account of the salary bond and so that you officials may keep track of rehearsal dates and know when rehearsal pay is due.

Chorus Equity does not make public the addresses of its members. Don't ask your friends to get your address thru us unless you have first left instructions at the office that your address is to be given to anyone inquiring.

DOROTHY BRYANT,  
Executive Secretary.

N. Y. Work has been plentiful in New England this summer, the boys report. They are anxious to hear from all their old friends, including, among others, Bart Crawford, Sirm Williams, Doc Sampson and Paul Robinson.

WALLACE HALL, son of Billy Hall (Uncle Ezra Jones), with John Van Arnam's troupe, is producing the dance and novelty numbers for the Modern Minstrels at the Steel Pier, Atlantic City. Wallace is also presenting his dance specialties with Lester Cole's Texas Rangers in the minstrel show. This is young Hall's fifth season with the Rangers.

"HI-BROWN" BOBBY BURNS is vacationing at his summer cottage on Lake Missaukee, Lake City, Mich.

"DO YOU REMEMBER," asks the veteran Buck Leahy, when the Morales Brothers did a ring act with the DeRue Bros.' Minstrels? When Tommy Gaffy cut a hole in his high collars so he could hear the drum cues? When the city of Attleboro, Mass., deported Al Tint and gave Joe Angel the key to the city? When Tom Post did an end on the Guy Bros.' Minstrels? When Marion and Pearl did an acrobatic act with the Gus Sun Minstrels? When Kinko did his contortion turn with the Guy Bros.' Minstrels? When C. E. Duple was with the DeRue Brothers? When Buck Leahy did his first minstrel parade? When Bill Sears was with the Barlow-Wilson Minstrels? When Harry LaToy did eight shows a day at Austin & Stone's Museum in Boston? When Joe Norton was the band leader with J. W. Vogel's Big City Minstrels? When Charlie (Broadway) Williams was with the Van Arnam Minstrels? When Hap Allen fell asleep in the bathtub in Penn Yan, N. Y.?

## Denison's Plays

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# The Forum

This department of *The Billboard* is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to *The Forum*, *The Billboard*, Box 372, Cincinnati, O.

Much has been said and written regarding circus routes. For years large railroad shows sent their routes to *The Billboard* and many truck shows, too, but here of late the motorized shows, while often sending their route, ask that publication of it be withheld. I noticed in the route columns recently that the Cooper Bros.' Circus was booked to play Dawson Creek, B. C., Can. Dawson, located on Northern Alberta R. R., is 492 miles above Edmonton. Does any circus follower remember a circus from the States playing that far north. Years ago when with the McPhie & Kiser Circus and Tom Show we made Edmonton and Prince Albert, but above that you'd have to use dog sleds. The railroads pushed thru in later years and new towns opened, but to my knowledge Dawson Creek is the limit and a long way from home.

## Thayer Writes About Show In Canada

Peru, Ind.  
In answer to the letter from Charlie Campbell regarding old-time circuses published recently in *The Billboard*, I will try to add a few. Some of the shows that I remember were Batchelor & Dorris, 24 cars; King & Franklin, 20; Sells & Gray, 18; Havernal, 18; Martin Downs, 18; Sig Sautelle, 14; Frank A. Robbins, 12; Welch Bros., 12; Gollmar Bros., 22; Van Amburg when Mugivan & Bowers first took it, 12; Norris & Rowe, 18. There were also a few mud shows, such as G. G. Grady, of Indianapolis; M. York, of Peru, Ind., and the Wether Show, of Mansfield, O. I was with the Lemen, W. B. Reynolds and Sig Sautelle shows. A few old-timers, most of whom are now gone, were boss canvasman Charles Bollis, Tom Platt, Jim Jordan, Taylor, John Avery, and John Purcell, who was killed in the Wallace wreck at Durant, Mich., in 1903. If any of you oldtimers see mistakes in the above send in corrections.

JOE THAYER.

## Nelson Replies To Campbell On Old Shows

Shreveport, La.  
A few weeks ago I noticed an inquiry in *The Forum* as to origin of the word "gilly." I could find no definition in the dictionary nor was there any similar word. In Webster's 20th Century Dictionary I find "gill," an old English word, referring to a lumber cart used to carry small loads and specially adapted to speed. It is quite possible the word "gilly" in its meaning in show business originated from the word "gill."

WILLIAM C. BARNETTE JR.

## Traces "Gilly" To English Word of "Gill"

Glens Falls, N. Y.  
I have cogitated not a little over the eventual result of the Major Bowes-Chase & Sanborn seemingly inexhaustible production of amateur entertainers. During my recent trip, which covered 23 States, Mexico and Ontario, I talked with a great many people, professional and non-professional, in regard to the ultimate outcome of throwing all of these inexperienced people into a profession to compete with thousands of professional performers, the majority of whom have for years been "starving" for want of an engagement. What will happen to these proteges when these Major Bowes units are no more and they must depend upon their own exertions to secure engagements? Is it really fair to these inexperienced people, many of whom are very young, to encourage them to join a profession that is already overcrowded, with little hope of conditions improving? I recall reading in a recent number of *The Billboard* of a booking agent who

## Wonders as To Future of Amateur Units

claimed to have booked hundreds of amateur acts, and when asked his opinion of these amateurs, he replied, "After a minute and a half they stink," and that he knew of only one of these recent aspirants that had really made good. Many of these tryouts claim to have good jobs but are lured away from the commonplace in hopes of startling the world with their greatness. Others are so mediocre that even tho they should be given an engagement, failure would be the best they could expect. I have seen and met many of these units, some of which really were clever but crude, and in the old days, before the deplorable conditions of the past few years when the profession was not overcrowded and managers were looking for additional talent, it might have been advisable to encourage their adopting the stage for a profession that would gain them a decent livelihood.

## Saranac Lake

By BETTY HUNTINGTON

Harold Rodner, supervisor of the NVA Fund, and his able assistant, Herman Levine, of New York, drove up last week to pay the Lodge patients an unexpected visit. Rodner made his usual welcome speech over the house hook-up system with his fast talk and witty stories, while Levine extended his personal cheery greetings to the patients.

Artie Burke, our latest arrival, is already showing improvement. He was formerly connected with WOR, broadcasting for clubs, cruises and other social events.

Henry Salit, of New York, and Ving Horn, ex-NVA'er, were recent visitors to their friends, Doris (Blonge) Gascolne and Sylvia Abbott, of the Lodge.

Marlon (Clothes) Greene and Peggy McCarthy are sharing a suite in the ambulatory department. Both are doing nicely and are most happy and contented.

Bernardine, our ex-hello girl and now the much-married Mrs. Gilfof from Adams, Mass., is spending a brief vacation with her parents, Mr. and Mrs. Vail Nortwick, Saranac Lake.

Alma Montague, former NVA patient, and her friend, Jane Christy, of Syracuse, N. Y., are in town for checkup and rest. Both girls were formerly of the show world and are now doing well in their different lines of work. Jane is an efficient stenographer and Alma is now in her 10th week of radio broadcasting for educational and dramatic studies over Stations WSYR and WEEL, Syracuse.

Marie (Bunky) Bianchi celebrated another birthday with her friends, who gave a surprise party for her. She was the recipient of many pretty gifts. Marie is a happy girl these days, for she has received the final okeh and will be leaving the Lodge next month.

Mr. and Mrs. Holt were recent visitors at the Lodge with their friend, Camille Carpenter. Holt is assistant manager of the Penway Theater, Boston, and was one of the judges at the contest held at the Paramount Ballroom in that city for the selection of Miss Massachusetts. May we say that Holt had an "eye for beauty" when he said "I do" to Mrs. Holt.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

## REP RIPPLES

(Continued from page 24)  
to tote their trailer. "The Rose Bros., a new rep. baby born this season, still survives this uncertain life called show biz," H. P. Rose writes.

DAVID RIGGAN is mourning the loss of Togo, his 16-year-old Boston terrier, who went where all good dogs go at Montevideo, Minn., July 29. Togo tramped with Dave for 15 years and formerly worked in his act.

VIRGINIA CARR, formerly of Carr and Paoli, is recuperating from her recent illness at Saratoga Springs, N. Y., where she plans to remain until Labor

Day. She is drinking plenty of spring water and getting strong fast, she says. Miss Carr is combining recuperation with business, however, by working her handwriting analysis business at the popular resort. She reports it a pleasant spot to work, with business satisfactory.

ARTHUR M. (BUDDY) CALLAHAN writes in to say that he will shortly launch a new rep. organization under the title of Arthur Callahan's Comedians. Callahan is organizing in Indiana.

BOYD TROUSDALE, B. M. Goff, Gene Walsh and Mrs. Adress Walsh Norcross are among the rep folk working at the Texas Centennial in Dallas. Trousdale is lecturing in Hall of Religion. Goff is working the various WPA federal shows, and Walsh and Mrs. Norcross (brother and sister) are at the Warden Lawes Show.

JOHN STEWART, pianist, has jumped back into Portsmouth, O., after closing a none too lucrative season with the *Streets of Paris* attractions on the Gooding Greater Shows No. 1 at Lawrenceburg, Ind., recently. John was a visitor at the rep. desk in Ciney Monday of last week. He joined the carnival company in April.

RUSTY and DOT WILLIAMS, now in their third season with the Odell White Talking Picture and Vaudeville Show, recently entertained Dot's mother from Pittston, Pa., and her aunt and uncle from Philadelphia. It was their first trip south and they enjoyed their visit on-the-show.

GENE and RILLA STUTTSBERY, for a number of years connected with Midwest repertoire and stock companies, will be out of the field for at least another year. Gene is now leading the high school and municipal bands in Pasadena, Tex., near Houston, and is assistant solo cornet in the South Texas Centennial Band, of Houston.

W. C. CURTISS, of the Curtiss Showprint, Continental, O., is proud of the autograph which Billy Bryant, showboat impresario and author of *Children of Ol' Man River*, just released, wrote in a copy of the book which he recently presented to Curtiss. The autograph reads, "To my dear friend Bill Curtiss—the printer with a conscience."

## KANSAS CITY

(Continued from page 24)  
the Wesselman Players, is now with Hollie's Comedians.

Arthur Kelly, formerly with Ted North for 16 years as principal comic, left here recently to join the Rosewall-Terhune Show.

Muriel Schoefield, who recently closed with Ed Ward's Princess Stock Company, is now announcing for WDAF, Kansas City Star station.

Toby Young No. 2 unit closed recently, Verge and Alyce Lester, who were with the unit, have joined the No. 1 show.

Josef Sauline has a circle in South Carolina, with Belmont as the base town.

Virginia Brink left here recently to join the Hazel Hurd Players in Colorado.

Harry and Ella Flank recently joined Toby Young's Comedians in Missouri.

Red Hopkins has closed with the Frank Smith Players and was replaced by Ray Sliker.

Carl Grandi, who has been in commercial lines here for several months, recently joined the Kennedy Sister Stock Company, playing a permanent engagement at Corpus Christi, Tex.

Florence Denny, who has charge of the vaude department of Wayne's Theatrical Exchange here, is vacationing in the Ozarks.

Mack Hipson has closed with the Shannon Stock Company and is now located in Delphos, O.

Jack Ripley Show has invaded Wisconsin territory and reports reaching here are that business is good.

Farrel and Caprice, formerly with the Jack Hart Players, have joined the Christy Obrecht Show in Minnesota.

Harvey L. Tryman Players continue to do good business on their South Dakota circuit, with headquarters at Watertown.

Earl Chambers, rep musician, is fiddling in night spots in and around the city.

Jimmie Warren has moved his company into Louisiana and reports business on the up-grade.

Eddie, Lois and Buddy Lane, of Skippy LaMore's Comedians, were visitors at the home of Mr. and Mrs. George Lanshaw

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at Alma, Mich., recently. The Lanshaws formerly operated a show in Kansas.  
Mr. and Mrs. E. L. Paul, veteran playwright and character woman, respectively, were spotted on the local risito this week.

## SUGAR'S DOMINO

(Continued from page 25)  
length and breadth of the land. But they are catching on gradually and before long what show business knows will be on the tongues of Hiram, Silas and Jim. Chain theaters are a great institution but like all powerful forces they need careful, wise direction. Otherwise, they devour those that create them by exhibiting the greediness involved in an obvious attempt to devour those who oppose them.

The esteemed editor of *The Missouri County Times* probably doesn't realize that it has been thru the planting of its managers in the very midst of civic enterprises that many chains have succeeded in forestalling any action by communities to bring back the living theater; choking the expression of and impeding the crystallization of public sentiment. But this is another side of the story that has been detailed here often enough to be considered monotonous even by us. Yet it doesn't take away from the excellence of Editor C. J. Doherty's little piece, which he confesses in another column of his charming little gazette, was written "sitting in the shop amid the fragrance of tobacco smoke and printer's ink." Need it be added that an army of about 1,000 tobacco-smoking and ink-smudged Dohertys could bring back the living stage sooner than it takes to film a quickie?

## Lancaster Sundays Up

LANCASTER, Pa., Aug. 8.—A new wave of liberalism is breaking out in proverbially strait-laced Lancaster County and the staid voters are going to bout with the blue laws again this fall. Petitions submitted to the county commissioners by the various boros ask that Sunday baseball and football, the wet-dry issue and Sabbath movies be put to another test at the polls.

The Sunday motion picture question was voted upon last November in the city of Lancaster, six boros and two townships, and they all turned down legalization. The vote in Ephrata, where the American Legion worked for Sunday movies, was 925 to 815 and the defeat caused abandonment of the Legion's ambulance service for a time. The service was supported by benefit motion pictures previous to the vote.

**AHERN**—Norbert Francis, 21, singer, August 2 in automobile accident near Farmington, Mich. Ahern was heard over Stations WJR and WMBG, Detroit. Survivors are his father, four brothers, a step-sister and two stepbrothers. Burial in Holy Sepulchre Cemetery, Detroit.

**ATHERTON**—James P., 63, manager of the Royal Arena skating rink, Sussex, N. B., and formerly secretary-manager of Old Home Week celebrations in Sussex and Amherst, N. S., at Sussex after a week's illness. Surviving are his widow, two sons and three daughters. Interment at Sussex.

**AUSTELL**—Joseph C., brother of Dan Austell, manager of the Criterion Theater, Spartanburg, S. C., and D. B. Austell, manager of the Paramount, Concord, N. C., recently at a hospital in Spartanburg as the result of an automobile accident.

**BISHOP**—Albert, 55, former pianist on Ernie Young's shows and lately musical arranger for the Performers' Club, Chicago, at Cook County Hospital, Chicago, August 1 of heart failure. Burial at Arlington Cemetery, Chicago.

**BUBB**—George H., veteran theatrical man, at his home in Williamsport, Pa., August 5 after a year's illness. He began his career with William G. Elliot's Academy of Music in 1880, and later became manager of the Majestic Theater, Williamsport. He organized the Happy Cal Wagner Star Company, colored show, and later became manager of the Armory Opera House, Milton, Pa. He was also associated at various times with Louise Pomeroy Company, Lillian Kennedy Company, Redding-Stanton Company and Lee's Great London Shows. Survived by his widow, a son, daughter and two brothers.

**BURNS**—Elizabeth Fisher, wife of Bob Burns, radio comedian, at her home in Hollywood August 2. Her husband has appeared on radio programs starring Paul Whiteman and Bing Crosby and is a feature player in the film *Rhythm on the Range*.

**COMPTON**—Demetrius, 86, well-known organist in musical circles in Western Pennsylvania, at his home in Johnstown, Pa. Survived by his widow, two sons and three daughters.

**CULLEN**—Edward B., 49, musician, July 30 at his home in Philadelphia of heart disease. He was instructor of music at Girard College, Widener Institute and St. John's Orphanage and was bandmaster at the Philadelphia Protectors for Boys, near Norristown, Pa. He also wrote scores for Mask and Wig productions and was a member of the Pennsylvania Bandmasters' Association. Survived by a daughter, Mrs. John H. Simmons, and a son, Edward G. Cullen.

**DIAMOND**—Mrs. Hugh, 77, wife of the late widely known humorist, Hugh Diamond, at her home in Gallon, O., July 27 after a lingering illness. Her husband preceded her in death a month. Burial in Gallon.

**DRABILL**—Frank M. (Pop), 50, formerly with circuses and medicine shows and owner of two theaters in Eugene, Ore., August 5 in Eugene following a month's illness with typhoid.

**FOSTER**—Mrs. Charles E., mother of Mrs. Paul F. Kolb, aerialist, in St. Vincent Hospital, New York, August 1.

**GALLAGHER**—Barney, 69, veteran theatrical agent, August 5 at Central Park Clinic, Buffalo, after being stricken during a floor show at the Transit Valley Country Club, near that city. Gallagher played on the team of Gallagher and Gallagher, Bernard and Mack and toured with his brother thru United States and Europe as the Palm Beach Tramps. Survived by two brothers.

**GLASS**—William A., 26, secretary-treasurer of the D. G. Electric Company, Denver territory distributors for the RCA

### Martin Sampter

Martin Sampter, 57, former vaudeville agent and for the last few years the representative of Joe Penner, died August 4 at Wickersham Hospital, New York, from an involvement of diseases caused by kidney trouble.

Sampter was a member of the Friars. Survived by his brother, Al. Burial was private, with services at Ferncliff, Westchester, N. Y.

# The Final Curtain

public-address system, at his home in Denver following a short illness. Survived by his mother and brother.

**GOODMAN**—Dr. W. M., 74, who once operated one of the largest medicine shows, suddenly in Vanderbilt Hospital, Nashville, his home. Survived by two sons, Frank Goodman, known as "Iron-Man Goodman," managing Big State Shows' museum, and Herbert Goodman, who has "A Living Graveyard" on same carnival. Burial in Nashville.

**GUTIERREZ**—Mrs. Lorenza, of Gutierrez Bros.' Circus, recently in Los Angeles. Survived by three sons and a daughter.

**HALL**—Billie, 32, wife of Al Hall, prominent outdoor showman, now playing at the Great Lakes Exposition, Cleveland, July 31 at St. Vincent's Hospital, New York, where she had been a patient for almost a year. Burial at Brooklyn Heights Cemetery, Cleveland, August 3. Woodie Louthal, I. B. McCoy, Red Marcus, Otis Neville, George Larsen and Buddy Smith, from the exposition show, served as pallbearers.

**HAMILTON**—Arthur J., 59, theater man, at his home in Denver of a heart ailment. He was formerly employed by the Fox Corporation as manager of theaters in Wyoming and Nebraska and was manager of the Bide-a-Vee Theater, Denver, at his death. Survived by his widow.

**HANDS**—Edward F., 60, organist, in New London, Conn., from a heart attack.

**HEALEY**—Leonard H., well known to fair men, August 1 in Woodstock, Conn. He was the first deputy commissioner of agriculture in Connecticut, a past master of the Connecticut Grange and an active sponsor of 4-H work.

**HILL**—Bertha Dickinson, musician, July 28 in Port Huron, Mich. Burial in Ann Arbor, Mich.

**HOPP**—Henry A., president of Local 97, IATSE, August 4 at his home in Reading, Pa. He was employed as stage manager at Warner Bros. Astor Theater for the last nine years, prior to which he was on tour with Thurston. Survived by his widow.

**INGLETON**—Eugenie Magnus, 50, who spent 22 years in the film industry, August 3 in Hollywood. She went to Hollywood from England as head of the Universal Studio scenario department. She was formerly associated with the World Film Company, New York.

**JAMISON**—Frank B., 67, musician, August 3 at his home in Atlanta following a long illness. He was one of the organizers of the Yaarab Shrine Temple Band, Atlanta.

**KOCH**—Bertha B., 52, wife of Edward H. Koch, both in show business for the past 25 years, of heart trouble July 27 at Jacksonville Beach, Fla. Interment in Jacksonville Beach Cemetery.

**LANKER**—Gail, 30, automobile race driver, August 1 in a race at Detroit. Interment in his native city, Carey, O., following funeral services in Christ Lutheran Church there. His parents survive.

**LOFTUS**—P. J. (Pat), musician, July 31 at his home in Youngstown, O., from a cerebral hemorrhage. He played bass viol many years with the orchestra at the old Hippodrome Theater, Youngstown, and in the pit band of the Park Theater orchestra there. He was also a member of the Youngstown Band. His widow and a daughter survive. Services from St. Edward's Church and burial in Oak Hill Cemetery, Youngstown.

**McLAUGHLIN**—Thomas, 27, baritone, who achieved major radio recognition as the Romantic Bachelor, of tuberculosis in Bellevue Hospital, New York, July 28. McLaughlin sang on the Major Bowes Capitol Program for several years, later switching to CBS and NBC. Survived by his parents, two sisters and a brother. Services at St. Malin's Church, New York, July 30.

**MARCUS**—Louis, 56, showman-mayor of Salt Lake City, at the Holy Cross Hospital there July 27 of heart attack. Marcus at one time owned the Paramount, Capitol and Victory theaters, Salt Lake City, and gained control of a

circuit of theaters in Utah and Idaho known as the Marcus Theaters, Inc. He was director general of the Covered Wagon Celebration in 1935 in Utah. In 1913 he organized the General Film Company and the Notable Feature Film Company. He was agent for Famous Players-Lasky. Surviving are his widow, a son and two brothers. Funeral from Temple B'nai Israel, Salt Lake City, with burial in B'nai Israel Cemetery there.

**MULLINS**—John N., 38, widely known concessioner, accidentally at entrance to Bayside Park, Clear Lake, Ia., July 27. Mullins recently had his own shows and concessions playing independent fairs and celebrations thru Iowa, Minnesota and the Dakotas. Earlier he was with many large circuses taking part in the concert and Wild West; he was also a rider at several of the big rodeos of the Middle West. Surviving are his widow, father, a brother and sister, father-in-law and mother-in-law. Services were held at Ward Funeral Home, Clear Lake, Ia. Burial at Clear Lake Cemetery.

**MURRAY**—Douglas, 73, English playwright, of a heart attack at Weybridge, Surrey, England, August 6. He authored *The Man From Toronto*, *Sentimental Cuss* and *What Fools We Are*.

**OVERFIELD**—Charles (Dick), 52, showman, at his home in Wheeling, W. Va., August 7. He was with the Howard Bros.' Carnival. Survived by his widow, a daughter, two sisters, two brothers and four grandchildren.

**POHL**—Arthur C. (Duke), 58, for many years operator and manager of the Brevoort Hotel, St. Louis, July 24 of cancer at the Greeters' Home, Denver, which he helped to establish. Pohl was known for his generosity to performers. Services and burial in Denver July 27.

**ROBINSON**—Elmer D., concessioner, in Mt. Sinal Hospital, Chicago, August 2. Burial in Showmen's Rest August 5.

**SCHOUER**—Weston Stevens, 44, widely known in Northeastern Ohio horse-racing circles, August 2. He had been connected with the Bainbridge race track, Geauga County, O. His widow and daughter survive. Burial in Pittsfield, Mass.

**SEARS**—Glenn (Bob), 42, near Palestine, Ill., July 23. Sears was with Hagenbeck-Wallace for a number of years. Body was taken to his parents' home at Greencastle, Ind., and burial was made in Forest Hill Cemetery there.

**SMUKLER**—Harry, brother of Bernie Smukler, manager of the Royal Palm Shows, July 10 in Detroit. Funeral services from Tabor Evangelical Lutheran Church, Detroit, with interment in Glen Eden Cemetery there. Surviving are his widow, one daughter, three brothers and four sisters.

**SNOW**—Pauline M., 54, mother of Claire Luce, formerly with the *Ziegfeld Follies*, in Spain recently.

**TRACTOR**—Sammie Gray, driver with Johnny J. Jones Exposition, drowned at Owensboro, Ky., July 29. Burial in Owensboro.

**WHIPPLE**—Walter Frank, 58, Pacific Coast stock character actor, August 2 in Oakland, Calif., from a heart attack. Last stage appearance was in the Oakland Federal Theater Project production, *Both Your Houses*. Survived by a son and two daughters. Private funeral services from the chapel at Mt. View Crematory, Oakland, August 5.

**WILKINS**—Dorothy Lowther, 40, of Wilkins and Lowther vaudeville team, at the Nicholas Senn Hospital, Omaha, July 27. Surviving are her husband, a daughter and son. Interment at Hill Crest Memorial Cemetery, Omaha.

**WILLIAMSON**—Bernard, 50, amateur actor known in Elizabeth (N. J.) theatricals, accidentally died from illuminating gas at his home in Elizabeth July 31.

**WOOD**—Fred G., 37, manager of Inter-mountain Shows, at a hospital in Logan, Utah, following an operation for ruptured appendix. Survived by his widow and daughter. Body sent to Portland, Ore., for burial.

## Marriages

**BARNETT-MALLOUX**—Louis W. Barnett, WLW technician, and Oma Mallox, of Indianapolis, in Cincinnati June 27.

**CAMERON-SILVA**—Robert (Smoky) Cameron, rodeo performer, and Marion Silva, nonprofessional, at Modesto, Calif., July 31.

**CRAFT-FALCK**—Charles J. Craft Jr., band leader, known professionally as Baron Elliott, and Ida Mae Falck in Pittsburgh August 3.

**DANIELS-DAY**—Lee N. Daniels, manager of Beers-Barnes Circus Side Show, and Lila M. Day at Gasport, N. Y., July 18. Miss Day formerly was with Pavley-Oukransky ballet and director for the John Rogers Production Company.

**HJESTAND-WOOD**—John Hallam Hjestand, KFI announcer, and Jean Wood, daughter of Sam Wood, film director, August 3 in Los Angeles.

**KENIN-BENNETT**—Herman Kenin, former orchestra leader, to Maxine Bennett, dancer, recently with a Major Bowes unit and now operating a dance school at Portland, Ore., July 30.

**KAVELIN-GILCHREST**—Al Kavelin, orchestra leader, and Virginia Gilchrest, vocalist with his band, in Wheeling, W. Va., August 2.

**MILLER-KEE**—Robert A. Miller, Loop-o-Plane operator at Great Lakes Exposition, Cleveland, and Florence Kee, nonprofessional, at Ripley, N. Y., July 18.

**MORAN-TAEADWAY**—Sidney Moran, shooting-gallery operator at California Pacific Exposition, and Jean Taeadway, nonprofessional, in San Diego July 9.

**OAKLAND-MILFORD**—Ben Oakland, songwriter, to Betty Milford, film fashion designer, in Santa Monica, Calif., July 31.

**PAGE-DAVIS**—Prentice E. (Gene) Page, orchestra leader and showman, and Ella Davis, entertainer, at Marion, Ark., July 23.

**PERKINS-PHILLIPS**—George Perkins, program director of Station WFBL, Syracuse, N. Y., and Phyllis Phillips, Oneonta, N. Y., dramatic teacher, at Oneonta August 1.

**RAY-LOUNSBURY**—Buster Ray, son of Reuben Ray, of Marlow Mighty Show, and Geraldine Lounsbury, nonprofessional, recently.

**ROBERTS-GRAHAM**—Jerry Roberts, sound engineer, and Grace Graham, Republic Pictures telephone operator, in Yuma, Ariz., August 1.

## Coming Marriages

Peggy Henderson and Red Baker, contestants in Zeke Youngblood's Marathon Derby Show at Wildwood, N. J.

Thomas Manville Jr., nonprofessional, and Nancy Carroll, motion picture actress, soon.

Roy (Stach) Rasmussen, of Floyd Brazil's Circus Side Show with American United Shows, and Birdie Polson, of American United Shows' picture gallery.

George Raft to Virginia Pine, both motion picture players, soon.

Margaret Jean Wilson to Harry Joseph Ingham in St. John's Church, Larchmont, N. Y., August 16. Bride-to-be's mother, Mrs. William A. (Cora) Wilson, Larchmont, is an active member of the Circus Fans' Association.

Jimmy Wallington, radio announcer, and Betty Jane Cooper, tap dancer, in Detroit August 12.

Charlotte Henry, film actress, and George James Martin, nonprofessional, soon.

Allen Martin, manager of the Strand Theater, Los Angeles, and Isabel Van Meter, house orchestra leader, August 18.

## Births

An eight-pound daughter to Mr. and Mrs. Merrill Hanlon at Norristown, Pa. Father is leader of the Castle Cole Orchestra.

To Mr. and Mrs. Lew Sella a daughter in Hollywood recently. Father is a motion picture director.

To Mr. and Mrs. Lamar Trotti a six-pound son in Hollywood July 31. Father is 20th Century-Fox writer.

A nine-pound girl to Mr. and Mrs. Gladys MacQuarrie July 31 in Los Angeles. Father is head of the Haven-MacQuarrie artists' agency.

A six-pound daughter to Mr. and Mrs. Robert Garrison July 23. Father has

(See BIRTHS on page 77)

**ACTS, UNITS AND ATTRACTIONS**

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

**A**  
 Aarons, Ruth, & Sander Glanz (Radio City Rainbow Room) NYC, nc.  
 Abbott & Tanner (Lyric) Indianapolis, t.  
 ABC Trio (El Chico) NYC, nc.  
 Adreon, Emilee (French Casino) NYC, nc.  
 Ah San Lu (Maple Diner) Hartford, Conn., t.  
 Ah San & Henri (Maple Diner) Hartford, Conn., re.  
 Aida (Radio City Rainbow Room) NYC, nc.  
 Alexander, Saki (Pavillon Royal) Valley Stream, L. I., t.  
 Allan & Martin (Bon Air) Wheeling, Ill., nc.  
 Allen, Frank (Oriental) Chi, t.  
 Allen, Jean (Swanee Club) NYC, nc.  
 Alvin, James (Marbro) Chi, t.  
 Amstel, Felix (Russian Troika) New York, nc.  
 Anderson, Anne (Villa Moderne) Chi, nc.  
 Andre & Delphine (El Tivoli) Dallas, Tex., nc.  
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.  
 Archer, Gene (Weber's Summit) Baltimore, Md., t.  
 Aristocrats, Twelve (Pal.) Cleveland 10-13, t.  
 Armstrong, Maxie (Black Cat) NYC, nc.  
 Arnold, Billy (Babette) Atlantic City, eb.  
 Ash, Paul (Lyric) Indianapolis, t.  
 Atkinson, Betty (Club) Chi, nc.  
 Austin, Marie (Harbor Inn) Rockaway Beach, N. Y., nc.

**B**  
 Badminton Game (Met.) Boston 10-13, t.  
 Bair, Betty (Wive's) NYC, re.  
 Baines, Pearl (Kit Kat Club) NYC, nc.  
 Baker, Babe (Howdy Club) NYC, nc.  
 Baker, Kenny (Fox) Detroit 10-13, t.  
 Baldwin & Bristol (Riverview) Pennsville, N. J., p.  
 Baplle & Lamb (New Yorker) NYC, h.  
 Barnes, Eddie, & Fred Steger (French Casino) NYC, nc.  
 Barrett, Bobbie (Broadway Room) NYC, nc.  
 Barrett, Shelia (Arrowhead Inn) Saratoga Springs, N. Y., re.  
 Barron, Judith (Adelphia) Phila, h.  
 Barry & Whitledge (Pal.) Cleveland 10-13, t.  
 Bartholemey, Lillian (Meadowbrook Club) Saratoga Springs, N. Y., nc.  
 Beasley, Harry (Mandalay) NYC, s.  
 Beasley, Irene (Riley's on the Lake) Saratoga Springs, N. Y., nc.  
 Beaujean, Pierre (Buckingham) NYC, h.  
 Beckman, Jack (Sportland) Wildwood, N. J., nc.  
 Behm, Arthur (Gay Nineties) NYC, nc.  
 Bell, Bob (Bowery) Valley Stream, L. I., nc.  
 Bell & Gray (Lotus Club) Dover, Del., nc.  
 Bell, Rita (Club Trocadero) West End, N. J., nc.  
 Bell's Hawaiian Follies (Playhouse) Montpelier, Vt., 13; (Fitchburg) Fitchburg, Mass., 14-15; (Albert) Berlin, N. H., 16, t.  
 Bennett, Eddie (Versailles) NYC, nc.  
 Benson, Ina (Paradise) NYC, re.  
 Bergen, Edgar (Chez Paree) Chi, nc.  
 Berman, Henry (Ho Ho Casino) Brooklyn, N. Y., nc.  
 Bernard, Mike (Gay Nineties) NYC, nc.  
 Bernard, Phil (Alameda) Mexico City, Mexico, Aug. 1-28, t.  
 Bert & Jay (Colonial Village) Peoria, Ill., nc.  
 Bigelow & Lee (Showboat Casino) City Island, NYC, nc.  
 Billy, Milly & Baby (Leon & Eddie's) NYC, nc.  
 Blackstone, Nan (State-Lake) Chi, t.  
 Blair, Cecile (Marbro) Chi, t.  
 Blake, Larry (Earle) Washington, D. C., 10-13, t.  
 Blanchard, Eddie (Club Elegante) NYC, nc.  
 Blanche & Elliott (Nassau) Long Beach, N. Y., h.  
 Boffinger, Hazel (Park Central) NYC, h.  
 Bonding, Gloria (Sun & Surf Club) Atlantic Beach, L. I., t.  
 Boran, Arthur (Carmen) Phila 14-20, t.  
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.  
 Bowman, Sybil (Met.) Boston 10-13, t.  
 Boses, Major, Dance Band (Colonial) Dayton, O., t.  
 Brandt & Fowler (Ross-Fenton Farms) Deal, N. J.  
 Branker, Bill (Kit Kat Club) NYC, nc.  
 Bredins, Three (French Casino) NYC, nc.  
 Brent, Ruth (Versailles) NYC, h.  
 Brito, Phil (Mount Royal) Montreal, h.  
 Brooks, Margaret (Jumbo) Fort Worth, Tex., t.  
 Brooks Twins (Club Vogue) NYC, nc.  
 Broomfield & Greeley (Ubangi) NYC, nc.  
 Brown, Arthur (Versailles) NYC, nc.  
 Brown, El (Black Cat) NYC, nc.  
 Brown, Evans (Old Vienna) Indianapolis, Ind., c.  
 Brown, Jack, & Irene Mauseth (Broadway Room) NYC, nc.  
 Brown, Ralph (Ubangi) NYC, nc.  
 Brown, Susaye (Kit Kat Club) NYC, nc.  
 Bryant, Betty (Club Bali) NYC, nc.  
 Bryson, Louise (Bonita's) NYC, re.  
 Buckley, Neil (Riviera) NYC, h.  
 Burke, Peggy (Half Moon) Coney Island, NYC, h.  
 Burnett Sisters (Ivan Frank's) NYC, nc.  
 Burns, Billie, & Dennis White (Pavillon Royal) Valley Stream, L. I., nc.  
 Bytenettes, The (Riverside) Milwaukee, t.

**C**  
 Call & Stuart (Club Laurier) Lowell, Mass., nc.  
 Cain, Sugar (Chicago) Chi, t.  
 Caldwell, Edith (Waldorf-Astoria) NYC, h.  
 Callison, Jim (Von Thenen's) Chi, nc.  
 Cameron, Kay (Paradise) NYC, re.  
 Cardona, Kay (Dizzy Club) NYC, nc.  
 Cardona, Lena (Club Gaucho) New York, nc.  
 Carleton & Juliette (Washington Arms) Mar-maronneck, N. Y., nc.  
 Carlton, Jack (French Casino) NYC, nc.  
 Carltons, The (Tower) Kansas City, t.  
 Carlie, Meka (French Casino) NYC, nc.  
 Carmen, Lila (Riviera) Fort Lee, N. J., nc.  
 Carmen, Lila (Riviera) Fort Lee, N. J., nc.  
 Carmyle, Madge (Leon & Eddie's) NYC, nc.  
 Carr, Evelyn (Silver Cloud) Chi, nc.  
 Carr, Mary Ann (Park Central) NYC, h.  
 Carrizano Bros. (Terrace Gardens) Rochester, N. Y., nc.

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

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

Carroll, June (18 Club) NYC, nc.  
 Carroll, Nita (Snelton Hotel) NYC, h.  
 Cartier, Joan (Pavillon Royal) Valley Stream, L. I., nc.  
 Casey, Pat (Lincoln) NYC, h.  
 Castle, Billy (Chateau Moderne) N. Y. O., nc.  
 Cavanaugh, Bob, Trio (Robert Tree) Newark, N. J., h.  
 Challis, Beth (Silver Lake Inn) Clementon, N. J., re.  
 Chappell, Carol (Will Oakland's) East Paterson, N. J., ro.  
 Charles & Celeste (Hollenden) Cleveland, h.  
 Charles, Ernest (Normandie) New York, nc.  
 Chase, Charley (Stanley) Pittsburgh 10-13, t.  
 Cherie & Joe (French Casino) NYC, nc.  
 Chiyo, Princess (Scala) Berlin, Germany, Aug. 1-31, t.

## PRINCESS CHIYO

Scala Theatre, Berlin, Germany,  
August 1 to 31.

Christine, Bobetto (Chateau Moderne) NYC, nc.  
 Chuck & Chuckles (Marbro) Chi, t.  
 Clark & Eaton (Adelphia) Phila, h.  
 Claudet, Marguerite (Orlando) Decatur, Ill., h.  
 Clauson, Charles (Cafe Bali) NYC, nc.  
 Clay, Margie (Slevens) Chi, h.  
 Clayton, Pat (Vogue Club) NYC, nc.  
 Co-Dance Trio (Show Bar) Forest Hills, L. I., nc.  
 Coe, Jerry, & Co. (Lyric) Indianapolis, t.  
 Coleen (Gay '90s) Chi, nc.  
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.  
 Collins, Rose (Riviera) Fort Lee, N. J., nc.  
 Compton, Dorothy (Hollywood) New York, nc.  
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.  
 Conti, Jean (Maurice) NYC, re.

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

Conway & Parks (Kit Kat Club) NYC, nc.  
 Cooley, Marion (Stork Club) NYC, nc.  
 Coral Islanders (Montclair) NYC, h.  
 Cordona, Kay (Dizzy Club) NYC, nc.  
 Corvino & Yovita (Nixon) Pittsburgh, re.  
 Cosacks, Three (Fox) Washington, D. C., 10-13, t.  
 Costello, Aida (Pavillon Royal) Valley Stream, L. I., nc.  
 Courtney, Ann (Montclair) NYC, h.  
 Craig, Mildred (Club Villanova) Saratoga Springs, N. Y., nc.  
 Crane, Ford & Gene Stultz (Paradise) NYC, re.  
 Crone, Roberta (Anchor Club) Sandusky, O., nc.  
 Crosby, June (Victoria) NYC, h.  
 Cross & Diana (Riley's on the Lake) Saratoga Springs, N. Y., nc.  
 Cummings, Don (Lyric) Indianapolis, t.

**D**  
 Dado, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.  
 Daisy the Horse (Steamship Empire State) NYC, s.  
 Dale, Barbara (Benny the Bum's) Phila, nc.  
 Dale, Maryon (Chateau Moderne) NYC, nc.  
 Dana, Gene (Riverside Gardens) San Antonio, nc.  
 Dancing Debutantes (Nut Club) NYC, nc.  
 Dandridge, Putney (Ubangi) NYC, nc.  
 Daniels, Billy (Black Cat) NYC, nc.  
 Daniels, Max (Kit Kat Club) NYC, nc.  
 Dana & Dahl (Maple Diner) Hartford, Conn., re.  
 Danwill Troupe (American Music Hall) NYC, mh.  
 Darr & Costa (Bon Air) Chi, nc.  
 Dasso & Diane (Radio City Rainbow Room) NYC, nc.  
 Dau, Rilla (Club Gaucho) New York, nc.  
 Davis, Eddie (Leon & Eddie's) New York, nc.  
 Davis, Judy (Devils' Rendezvous) Chi, nc.  
 Davis, Lew (Lang's) Albany, N. Y., h.  
 Davis, Rufe (State-Lake) Chi, t.  
 Dawn, Dolores (Colosimo's) Chi, nc.  
 DeFrees, Lois (Dizzy Club) NYC, nc.  
 Deauville Boys (Ho Ho Casino) Coney Island, N. Y., nc.  
 DeBoid Twins (Kelly's Greenwich Village) Reading, Pa., nc.  
 DeCosta, George (Gay '90s) Chi, nc.  
 Delmar, Jean (Broadway Room) NYC, nc.  
 Delmont, Jean (Bon Air) Chi, nc.  
 DeMar & DeAndre (Blossom Heath) Detroit, nc.  
 DeMay, Moore & Martin (Will Oakland's) East Paterson, N. J., re.  
 Deuces, Four (Times Square) NYC, h.  
 Dimitri, Karel & Andre (French Casino) NYC, nc.  
 Dimitri & Helen (Club Gaucho) New York, nc.

Dion & Sparkettes (Villa Royale) Pittsburgh, nc.  
 Diplomats, The (Bossert) Brooklyn, N. Y., h.  
 Dixon, Dixie (Jungle Inn) Youngstown, O., nc.  
 Donna & Darrell (The Barn) Lake Placid, N. Y., nc.  
 Dore Sisters: Murray, Ia., 10-15, t.  
 Doris, Miss (Versailles) NYC, nc.  
 Drne, Dorothea (Dayton Tavern) Wildwood, N. J., nc.  
 Dornfield (Hi-Hat) Chi, nc.  
 Dorothy & King (Meadowbrook) St. Louis, cc.  
 Dot & Dash (Frolics) Toledo, O., nc.  
 Dowell, Saxie (Astor) NYC, h.  
 Dowling, Elaine, & Co. (Oriental) Chi, t.  
 Drabonnie (Deauville) New York, nc.  
 Drake, Edith (Edison) NYC, h.  
 Drew, Oholy (Number One Bar) NYC, nc.  
 Drum, Dotty (Hector's Club New Yorker) New York, nc.  
 DuBord, Frankie (Colony Club) Chi, nc.  
 Duffins, The (Colosimo's) Chi, nc.  
 Duns Sisters (Fox) Washington, D. C., 10-13, t.  
 Dupont, Bob (Riviera) Fort Lee, N. J., nc.  
 Duran, Adelina (El Chico) NYC, nc.  
 Duval, Shelia (New Town Bar) New York, nc.

**E**  
 Ebony Rasals, Four (Club Callente) NYC, nc.  
 Ebbony Sisters (Adelphia) Phila, h.  
 Electronic Trio (Montclair) NYC, h.  
 Elida Dancers (Stanley) Pittsburgh 10-13, t.  
 Elissa, Senorita (Nini's French Cabaret) New York, cc.  
 El-Wyn (Capitol) Moncton, N. B., Can., 12; (Capitol) Halifax, N. S., 14; (Capitol) Sidney 16, t.  
 Emerald Sisters: Alta, Ia.  
 Embassy Boys (Radio City Rainbow Room) NYC, nc.  
 Enil & Leone (Casino) Arnold's Park, Ia., c.  
 Enos, Rue, Trio (Capitol) Portland, Ore., t.  
 Enriea & Novello (Hollywood Dinner Club) Galveston, Tex., nc.  
 Enrico, Don (Colosimo's) Chi, nc.  
 Erma, Gypsy (New Town Bar) New York, nc.

**F**  
 Farrar, Jean & Jane (1523 Locust) Phila, nc.  
 Farrell, Maria (French Casino) New York, nc.  
 Farrell, Bunny (Place Elegante) NYC, nc.  
 Fay & Parvis (Club Moderne) San Francisco, nc.  
 Feindt, Cilly (French Casino) New York, nc.  
 Felicia & DelRey (Club Avalon) Cleveland, nc.  
 Femme Follies (Earle) Phila 10-13, t.  
 Fields, Happy (Place Elegante) NYC, nc.  
 Fields, Irving (Buckingham) NYC, h.  
 Fisher, Irving (Chesapeake House) NYC, re.  
 Fitzhugh, Dave & Dorothy (Adelphia) Phila, h.  
 Five O'Clock Boys (Palisades Amusement Park) Palisade, N. J., p.  
 Flore, Dany (French Casino) NYC, nc.  
 Flawerton, Consuelo (St. Regis) NYC, h.  
 Fogarty, Alice (Waylin) NYC, h.  
 Fonda & St. Clair (Lookout House) Covington, Ky., nc.  
 Folz, Ami (French Casino) Atlantic City, nc.  
 Fontaine, Evan Burrows (Adelphia) Phila, h.  
 Fordham, Louise (Number One Bar) NYC, nc.  
 Francis, The Mystery Man (Shelton Corner) New York, re.  
 Frankie & Naomi (Leon & Eddie's) NYC, nc.  
 Franz & Fuller (Front Street Gardens) Toledo, nc.  
 Frazer Sisters (Riviera) Fort Lee, N. J., nc.  
 Frazer, Jack (Playland Park) Rye, N. Y.  
 Freddy & His Dogs (French Casino) New York, nc.  
 Freed, Carl (Fox) Washington, D. C., 10-13, t.  
 Frazier Sisters (Terrace Gardens) Rochester, N. Y., nc.  
 Froeba, Frank (Onyx Club) NYC, nc.  
 Frohman, Bert (Paradise) NYC, re.  
 Fry, Bob & Virginia (Man About Town) New York, re.

**G**  
 Gall Gall (Biltmore) NYC, h.  
 Gardiner's Sirens in Satin (Alameda) Mexico City, Mex., 15-29, t.  
 Gardner, "Poison" (Dizzy Club) NYC, nc.  
 Garron & Bennett (500 Club) Atlantic City, nc.  
 Gaudier, Arsene (French Casino) NYC, nc.  
 Gay Nineties Quartet (Gay Nineties) NYC, nc.  
 Gene, Gory & Roberta (Paramount) Montgomery, Ga., 13; (Pal.) Jacksonville, Fla., 15-16; (Pal.) Lake City 17-18; (Gator) Gainesville 19-20, t.  
 Gentlemen Songsters (Astor) NYC, h.

Gerly, Julia (Bon Air) Wheeling, Ill., nc.  
 Gerrits, Paul (El Regis) NYC, h.  
 Gibson, Billy (Grands Inn) Atlanta, nc.  
 Givot, George (College Inn) Chi, nc.  
 Glory, Camille (18 Club) NYC, nc.  
 Goff & Kerr (Chateau Ste. Claire) Westbury, L. I., nc.  
 Golden, Neil, Trio (Nayder) Lake George, N. Y., h.  
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.  
 Goodelle, Niela (Stanley) Pittsburgh 10-13, t.  
 Gordon, Fid & Co. (Tower) Kansas City, t.  
 Gotsch, Earle (Paradise) NYC, h.  
 Grace Sisters (The Stables) Chi, nc.  
 Graces, Three (Astor) NYC, h.  
 Grayson, Frank (Steamship Empire State) NYC, s.  
 Green, Jackie (Marbro) Chi, t.  
 Greenwood, Dawn (Paradise) NYC, re.  
 Grisha (Leon & Eddie's) NYC, nc.  
 Growler Man, The (Gang Plank) NYC, nc.  
 Guino, Marie (Brevort) Chi, nc.  
 Gypsy Albert Trio (Beery Bar) NYC, nc.  
 Lee & Her Three Flashes (Edison) NYC, h.

**H**  
 Hager, Clyde (Met.) Boston 10-13, t.  
 Haggerty, George (Steamship Empire State) NYC, s.  
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.  
 Hanley, Eddie (Chez Maurice) Montreal, nc.  
 Hardy, Moore (Gabriels) NYC, nc.  
 Harper, Ruth (Mount Royal) Montreal, Que., h.  
 Haines, Mitzel (Hollywood) NYC, re.  
 Hall, Frank (Adelphia) Phila, h.  
 Harlequins (Fox) Washington, D. C., 10-13, t.  
 Harri Henri (Maple Diner) Hartford, Conn., re.  
 Harrington, Pat (18 Club) NYC, nc.  
 Harterberg, Muriel (Entertainers Club) Atlantic City, N. J., eb.  
 Hart, Carl (Number One Bar) NYC, nc.  
 Hart, June (Silver Cloud) Chi, nc.  
 Hartford String Quartet (Colonial) Dayton, Ohio, t.  
 Hartmans, The (Marden's Riviera) Fort Lee, N. J., nc.  
 Haviland, Harry (Old Barn) Norbeck, Md., nc.  
 Hawaiians, Benny Hanno's (Monmouth County) Monmouth, N. J., nc.  
 Hawwood, Billy, & Cliff Allen (Le Mirage) NYC, nc.  
 Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h.  
 Hazard, Hap, & Co. (State-Lake) Chi, t.  
 Heineberg Octet (Old Heidelberg) Chi, nc.  
 Henry, Flo (Abetam) Chi, nc.  
 Herbert, Grace & Charles (Blossom Heath) Detroit, nc.  
 Hereford, Frances (Club de Lisa) Chi, nc.  
 Herman, Irving (Man About Town Club) NYC, nc.  
 Helher & Blackstone (Chez Panchard) Massachusetts, L. I., nc.  
 Hiatt, Ernest (Riverside) Milwaukee, t.  
 Higgins, Peter (Piping Rock Club) Saratoga Springs, N. Y., nc.  
 Hoffman (Hollenden) Cleveland, h.  
 Holiday, Byron (Westchester Bath Club) Westchester, N. Y.  
 Hollis, Marie (Lyric) Indianapolis, t.  
 Holmberg, Edna Mae (Ubangi Club) New York, nc.  
 Honey Family (Pal.) Cleveland 10-13, t.  
 Honeyboy & Sassafras (Michigan) Detroit 10-13, t.  
 Honolulu Islanders (Steamship Empire State) NYC, s.  
 Hope, Bob (Wive's) NYC, re.  
 Howard, Bob (Kit Kat Club) NYC, nc.  
 Howard, Joseph E. (Gay '90s) NYC, nc.  
 Howard, Kathleen (Deauville) New York, nc.  
 Howell, David (Archmont Club) NYC, nc.  
 Hunt, Frances (Radio City Rainbow Grill) NYC, nc.  
 Hurk, Jemma (Sherry-Netherlands) NYC, h.  
 Huston, Josephine (Hollywood) NYC, re.  
 Hyers, Frank (18 Club) NYC, nc.

**I**  
 Idlers, Three (Le Mirage) NYC, nc.  
 International Trio (Victoria) NYC, h.  
 Irene & Martha (Blossom Heath) Detroit, nc.

**J**  
 Jacks, Three (L'Algon) Chi, nc.  
 Jackson, Guy "Wilkins" (Ubangi Club) NYC, nc.  
 Jackson, Lawrence (President) New York, h.  
 Jackson, Irving & Reeve (Yacht Club) NYC, nc.  
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.  
 Janis, Edna (Chez Paree) Chi, nc.  
 Jarrett, Lucille (Chateau Moderne) NYC, nc.  
 Jay, Theo (Pavillon Royal) Valley Stream, L. I., nc.  
 Jeffers, Dorothy (Paradise) NYC, re.  
 Jesters, Kings (Bismarck Hotel) Chi, nc.  
 Johnny & George (Yacht Club) NYC, nc.  
 Johnson, Dorothy (Harry's New York) Chi, nc.  
 Johnson, Eleanor (608 Club) Chi, nc.  
 Johnson, Geary (Club de Lisa) Chi, nc.  
 Johnson, Haven (Onyx) NYC, nc.  
 Johnson, Joyce (Paradise) NYC, re.  
 Johnson, Mae (Kit Kat Club) NYC, nc.  
 Jones, Jonah (Onyx Club) NYC, nc.  
 Jordan, Peggy (Hollywood) NYC, nc.  
 Joyce & Freddie (Kit Kat Club) NYC, nc.  
 Joyce, Marion (Leon & Eddie's) NYC, nc.  
 Julian, Lewis (Biltmore) NYC, h.

**K**  
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.  
 Kalesa, Joe (Cocoanut Grove) Chi, nc.  
 Kane, Patry (Roosevelt) NYC, h.  
 Kates, Three (Earle) Washington, D. C., 10-13, t.  
 Kann, Alex (Versailles) NYC, nc.  
 Karson & Thomas (Powers) Rochester, N. Y., h.  
 Kato, Grace (Brevort Hotel) Chi, nc.  
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.  
 Kavin, Alice (French Casino) NYC, nc.  
 Kay, Beatrice (Tony's) NYC, nc.  
 Kay, Sybil (Nassau Long Beach, L. I., h.  
 Kay, Phil (Parody) Chi, nc.  
 Keller Sisters & Lynch (Riverside) Milwaukee, t.  
 Kelsen, Lee (Edison) NYC, h.  
 Kemper, Charles (Steamship Empire State) NYC, s.  
 Kempie, Charles (Hollywood) NYC, re.  
 Kenady, Billie (Howdy Club) New York, nc.  
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.  
 Kennelly, Bob (Beau Rivage) Sheepshead Bay, N. Y., re.  
 Kenny, Phyllis (Peltman's) Coney Island, c.  
 Kent, Carl (Le Mirage) NYC, nc.

Kessler, Erwin (Claremont Inn) NYC, nc.
King, Kenneth (Jumbo Show) Ft. Worth, Tex. t.
King, King & King (Riverside) Milwaukee, t.
King, Lou (Gay '90s) Chi, nc.
King, Mary Lou (Broadway Room) NYC, nc.
King's Jesters (Bismarck) Chi, nc.
Kirk, Gene (Bon Air) Wheeling, Ill., nc.
Knight, Eleanor (Pavillon Royal) Valley Stream, L. I., nc.
Kolb, Harold (Claremont Inn) NYC, nc.
Kortez, Nadia (St. Regis) NYC, h.
Kramer, Dolly (Midwest Circus) Great Lakes Expo, Cleveland, N. Y., nc.
Kramer, Ida (Swanee) NYC, nc.
Kroll, Lottie (Bon Air) Wheeling, Ill., cc.

Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
LaFluer, Arthur (Jumbo) Ft. Worth, Tex. t.
Lambert, Helen (Man About Town) NYC, nc.
Lambert, Nellie (Man About Town Club) NYC, nc.
Lamberton, Charles, & Charlotte (Hollywood) NYC, re.
Lamne & Glover (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., nc.
Lemonte, Jean (Jungle Inn) Youngstown, O., nc.
Lendon, Jeanne (Riley's on the Lake) Saratoga Springs, N. Y., nc.
Lane, Leota (Number One Bar) NYC, nc.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Mildred (500 Club) Atlantic City, N. J., nc.
Lane, Ted (Elickory House) New York, nc.
Lang, Edith (18 Club) NYC, nc.
Lang, Helen (Adelphia) Phila., h.
Langdon, Virginia (Town Casino) NYC, nc.
LaRoche, Cecile (Port Arthur) Providence, R. I., re.
LaRue, Bobbie (Jungle Inn) Youngstown, O., nc.

Larson, Al (Top Hat) Union City, N. J., c.
Lasher, Homer (Colonial) Dayton, O., t.
Lassiter Bros. (Met.) Boston 10-13, nc.
Lathrop Bros. (Palmer House) Chi, nc.
Lavare, Paul, & Brother (French Casino) NYC, nc.
LaViole, Ed & Helen (Jumbo) Fort Worth, Tex. t.
LaViva, Maple Diner Hartford, Conn., re.
LaVola, Don: Crookston, Minn.; Minot, N. D.; LaVonne, Jane (Minuet) Chi, nc.
Lawler, Marvin (Paramount) NYC 10-13, t.
Lawler, Terry (Yacht Club) NYC, nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lazaro, Leo (Place Elegante) NYC, nc.
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
Lee, Ah San (Orange Acres) Orange, Conn., nc.
Lee, Annabelle (Pavillon Royal) Valley Stream, L. I., nc.
Lee, Bob (Wivel's) NYC, re.
Lee, Happy (Steamship Empire State) NYC, s.
Lee, Virginia (Palmer House) Chi, nc.
Leed, William (Dizzy Club) New York, nc.
Lenti, Steve (Place Elegante) New York, nc.
Leonard, Edna (606 Club) Chi, nc.
Leonard Jr., Eddie (Show Bar) Forest Hills, L. I., nc.
Leonards, The (Chez Panchard) Massapequa, L. I., nc.
LeRoy & Carrol (French Casino) Atlantic City, nc.
LeRoy & Regina (Devils' Rendezvous) Chi, nc.
Lester, Buddy (Billboard Club) Chi, nc.
Lester, Ann (Nassau) Long Beach, L. I., h.
Lester, the Great (Powatan Club) Detroit, nc.
Lewis, Betty (Will Oakland's) East Paterson, N. J., re.
Lewis, Joe (Chez Paree) Chi, nc.
Lewis & Dody (Mandalay) NYC, s.
Lezar & Feodor (Chez Panchard) Massapequa, L. I., nc.
Liebering, Tod (Jack o' Lantern Lodge) Eagle River, Wis., nc.
Lightnings, Three (Colonial) Dayton, O., t.
Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Lipkova, Schura (St. Regis) NYC, h.
Little, Jimmy (Nassau) Long Beach, L. I., h.
Loe, Herbert (Oriental) Chi, t.
Logan, Marjory (Stork Club) NYC, nc.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lord, Velma (Paradise) NYC, re.
Lorna & Carl (Carmel) Lawrence, Mass., re.
Lorraine, Bill, & Ed Purman (Gay Nineties) NYC, nc.
Lorraine & Manners (Cocoanut Grove) Boston, nc.
Loose Nuts, Four (Von Thenen) Chi, nc.
Louis, Herr & the Weasel (Old Heidelberg) Chi, nc.
Love, Ruth (Colosimo's) Chi, nc.
Lowell, Alice (Town Casino) NYC, nc.
Lowery, Fred (Pavillon Royal) Valley Stream, N. Y., nc.
Lucky Shirley (Devils' Rendezvous) Chi, nc.
Lucy, Alice (Palumbo's) Phila., cb.
Lyte, Rose & Ray (500 Club) Atlantic City, N. J., nc.

M

McCabe, Sara Ann (St. Moritz) NYC, h.
McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., nc.
McCormick, Priscilla & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McKay, Doreen (Paradise) NYC, nc.
Mack, Louise (Entertainment) Atlantic City, cb.
Mack, Ted (Colonial) Dayton, O., t.
Mac, Edna (Paradise) NYC, re.
Mall, Paul (Nassau) Long Beach, L. I., h.
Mandell, Kitty (New Town Bar) New York, nc.
Mann, Duprey & Lee (Marden's Riviera) Fort Lee, N. J., nc.
Mann, Edith (State-Lake) Chi, t.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manners, Grace (1823) Phila., nc.
Marguerite & Arthur (Riverview Riding Club) Reading, Pa., nc.
Marianna (St. Moritz) NYC, h.
Mario & Floria (Plaza) NYC, h.
Markle, Miss (Oriental) Chi, t.
Markoff, Misha (Russian Yar) Milton-on-Hudson, N. Y.
Marley & Kiss (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
Marshalls, Three (Number One Bar) NYC, nc.
Marla, Joan (Club Diamond) Wheeling, W. Va., nc.
Martin, Marion (Hollywood) NYC, re.

Martin, Muriel (Pavillon Royal) Valley Stream, L. I., nc.
Mason, Jack (Town Casino Club) NYC, nc.
Massey, Tommy, & Joano Miller (Beachcomber Bar) NYC, nc.
Mathews, Babe (Ubangi Club) NYC, nc.
Mathews, Lucille (Show Bar) Forest Hills, L. I., nc.
Maurice & Cordoba (Arrowhead Inn) Saratoga Springs, N. Y., nc.
Mauseth, Irene (Broadway Room) NYC, nc.
May, Edna (Paradise) NYC, re.
Maza, Ted (Club Villanova) Saratoga Springs, N. Y., nc.
McCoy, Frances (18 Club) NYC, nc.
McDonald, Grace & Ray (Michigan) Detroit 10-13, t.
McKean, Joe & Jane (Met.) Boston 10-13, t.
McKlim, May (Le Mirage) NYC, nc.
McLennan, Ross (Fenton Farms) Deal, N. J., re.
McLennan, Rodney (Pennsylvania) NYC, h.
McNally Sisters (Lyric) Indianapolis, t.
McNardo, Logan (El Toreador) NYC, nc.
Mecca & Michael (French Casino) Atlantic City, nc.
Meehan, Stanley (500 Club) Atlantic City, N. J., nc.
Mendez, Lola, Dancers (Streets of Paris) Luna Park, Coney Island, N. Y.
Mercer, Mary (Nassau) Long Beach, L. I., h.
Meyers, Billy (Harry's N. Y.) Chi, nc.
Mildred & Maurice (Park Central) NYC, h.
Miller & Lamare (Lexington) NYC, nc.
Miller, Joan (Cocoanut Grove) Chi, nc.
Miller, Mae (Show Bar) Forest Hills, L. I., nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Mitchell, Charlie (Man About Town Club) NYC, nc.
Mitchell, Vivano (Cocoanut Palms) East Detroit, Mich., nc.
Mogul (Paramount) NYC 10-13, t.
Montgomery, Abne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.

Morace, The (State-Lake) Chi, t.
Moreno, Conchita (Chesapeake House) NYC, re.
Morgan, Rita (Devils' Rendezvous) Chi, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Morris, Johnny (Pavillon Royal) Valley Stream, L. I., nc.
Mossman, Gloria (Casino) Jones Beach, nc.
Mousette, Irene (18 Club) NYC, nc.
Mullica, Mary Ann (Oriental) Chi, t.
Munoz & Balan (Club Gauchon) NYC, nc.
Mura, Corinna (Savoy-Ritz) NYC, h.
Muriel, Mimi (Maurice) NYC, re.
Murray, Arthur, Dancers (Beachcomber Bar) NYC, nc.
Murray, Edith (Hi-Hat) Chi, nc.
Murray & Fane (Playland Park) NYC, N. Y.
Murray & King (Chicago) Chi, t.
Myra (Tillie's Chicken Grill) New York, nc.
Myrus (Hollywood) NYC, re.
Mystics, Two (Leon & Eddie's) NYC, nc.

N

Nonette (Hi-Hat) Chi, nc.
Nash & Romaine (Chez Panchard) Massapequa, L. I., nc.
Natsaha (Steamship Zoo) Chi, nc.
Nasarenko, Tasha (St. Regis) NYC, h.
Nastro Jr., Nat (Lido) Montreal, re.
NBC Show (Michigan) Detroit 10-13, t.
N. T. G. Unit (State) NYC 10-13, t.
Nelson Sisters (New Yorker) NYC, h.
Nelson, Walter (Playland Park) NYC, N. Y.
New Yorkers, Three (Stork Club) NYC, nc.
Newdahl, Clifford (St. Regis) NYC, h.
Newman, Harry (Gabriel's) NYC, re.
Nice, Florio & Lubow (Arrowhead Inn) Cincinnati, nc.
Niles, Norma (Swanee) NYC, nc.
Nilsson, Walter (Villa Moderne) Chi, nc.
Nogal & Irene (Steamship Bear Mountain) NYC, s.
Nolan, Mary (Cocoanut Grove) Washington, D. C.
Nolan, Nancy (Bossert) Brooklyn, N. Y., h.

Nonette (Hi-Hat) Chi, nc.
Nash & Romaine (Chez Panchard) Massapequa, L. I., nc.
Natsaha (Steamship Zoo) Chi, nc.
Nasarenko, Tasha (St. Regis) NYC, h.
Nastro Jr., Nat (Lido) Montreal, re.
NBC Show (Michigan) Detroit 10-13, t.
N. T. G. Unit (State) NYC 10-13, t.
Nelson Sisters (New Yorker) NYC, h.
Nelson, Walter (Playland Park) NYC, N. Y.
New Yorkers, Three (Stork Club) NYC, nc.
Newdahl, Clifford (St. Regis) NYC, h.
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Nice, Florio & Lubow (Arrowhead Inn) Cincinnati, nc.
Niles, Norma (Swanee) NYC, nc.
Nilsson, Walter (Villa Moderne) Chi, nc.
Nogal & Irene (Steamship Bear Mountain) NYC, s.
Nolan, Mary (Cocoanut Grove) Washington, D. C.
Nolan, Nancy (Bossert) Brooklyn, N. Y., h.

THE NONCHALANTS

Opening August 17.
HIPPODROME, 714 E. BRIGHTON, ENG.,
in the "CRAZY SHOW."
Exclusive Management M. C. A.
HARRY FOSTER AGENCY IN EUROPE.

Norton & Kane (Troadero) Hollywood, Calif., nc.
Nova, Yvonne (Paradise) NYC, re.
Novak, Wilma (Colosimo's) Chi, nc.

O

O'Donnell, Dorothy (Marble) Chi, t.
O'Neill, Cackles (Hollywood) NYC, re.
O'Shea, Helen (Pavillon Royal) Valley Stream, L. I., nc.
Ody, Mel (Curly's Bar) Minneapolis, Minn., nc.
Ogden, Patsy (500 Club) Atlantic City, N. J., nc.
Ohrel, Del (Colosimo's) Chi, nc.
Ojedas, Los (El Toreador) NYC, nc.
Olivette, Nina (Chicago) Chi, t.
Olestad, "Mimbo" (Number One Bar) NYC, nc.
Olsen, George, & Orch. (Century) Baltimore 10-13, t.
Orlando & Yolanda (Mandalay) NYC, s.
Orlins, Toddy (Nuit Club) NYC, nc.
Ortega, Eva (Radio City Rainbow Grill) NYC, nc.

P

Pablo, Don (National Roof) Peoria, Ill., b.
Page, Marion (Hollywood) NYC, re.
Page, Muriel (State-Lake) Chi, t.
Palms, Dorothy (Le Casino) Jamaica, L. I., nc.
Palmer, Bee (Town Casino) NYC, nc.
Palmer & Doreen (German Village) Columbus, O., nc.
Palmer Trio (Hudson River Day Line) NYC, s.
Papp & Conchita (Elk Circus) Crookston, Minn.; Minot, N. D. 17-22.
Park & Clifford (Edgewater Beach Hotel) Chi, nc.
Parker, LaRue (Grand) Mackinac Island, Mich. h.
Paris, Bob (Glen Island Casino) New Rochelle, N. Y., nc.
Parrish, Jimmy (Lyon's Musichall) Seattle, Mich.
Pasquale & LaDorr (Port Arthur) Providence, R. I., re.
Paterson, Trent (Troadero) Lindenhurst, L. I., nc.
Patterson's Personettes (New Yorker) NYC, h.
Paul, Charles (Montclair) NYC, re.

Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Pedro & Luis (Star) St. Johnsbury, Vt., t. 17-22.
Pedulla, Hugo (Larue's) NYC, re.
Peggy Paul (Gloria Palast) NYC, nc.
Pendleton, Andy (Gabriel's) NYC, nc.
Pennies, For (Gay '90s) Chi, nc.
Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., nc.
Perona, Anthony (Gabriel's) NYC, re.
Peter, Ivor (McAlpin) NYC, h.
Pickens Sisters (Michigan) Detroit 10-13, t.
Pierce & Harris (Mayfair Casino) Kansas City, nc.
Pietech, Betty (Old Heidelberg) Chi, nc.
Pietech, French Casino NYC, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Ponte, Joe (Claremont Inn) NYC, nc.
Pope & Thompson (American Music Hall) NYC, mh.
Popey 'n' Peanut (Harbor Inn) Rockaway Beach, N. Y., nc.
Powell, Jack (Riviera) Fort Lee, N. J., nc.
Powers, Happy (Montclair) NYC, h.
Fringe, Uncle Josh (Hudson River Day Line) NYC, nc.
Pritchard & Lord (Green Gables) Hazleton, Pa., nc.
Pryne, Alberta (Le Mirage) NYC, nc.
Pyne, Marie (Club Villanova) Saratoga Springs, N. Y., nc.

Race, Eddie (Bear Mountain) NYC, s.
Racketcheers, Three (Ho Ho Casino) Brighton Beach, N. Y., nc.
Ramon & Celeste (El Toreador) NYC, nc.
Ramon & Renita (Chez Paree) Chi, nc.
Randall, Peter (Beau Rivage) Sheephead Brooklyn, re.
Randolph, Amanda (Black Cat) NYC, nc.
Rae, Thelma (State-Lake) Chi, t.
Raphael (Waldorf-Astoria) NYC, h.
Rasch, Albertina, Ballet (St. Regis) NYC, h.
Raul & Renee (Cosmo Gardens) Grand Rapids, Mich., nc.
Ravel, Lois (Versailles) NYC, nc.
Raye, Albert (Victoria) NYC, h.
Raye, Gilbert & Vicky (Showboat) St. Louis, Mich.
Ray, Prince & Clarke (Park Central) NYC, h.
Raymond & Celeste (El Toreador) NYC, nc.
Raymond, Mild (Bonita's) NYC, re.
Raymond, Sid (Colonial) Dayton, O., t.
Raywins, The (Chez Panchard) Massapequa, L. I., re.
Reader Twins (Chez Paree) Chi, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Reed, George (Palumbo's) Phila., cb.
Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., nc.

Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., nc.
Reeve, Bala (Park Central) NYC, h.
Regan, Jimmy & Eileen (Indian Village) Grand Rapids, Mich., nc.
Reis & Dunn (Earle) Washington, D. C., 10-13, t.
Renaud, Rita (Bonita's) NYC, re.
Renault, Frank (Hi-Life) Toledo, O., nc.
Renay, Dell (Town Casino) NYC, nc.
Reynolds, Vera (Silver Cloud) Chi, nc.
Rhythm Boys (Weylin Hotel) NYC, h.
Rickard, Earl (Harry's N. Y. Cabaret) Chi, nc.
Rice, Abby Morrison (Cerruti's) NYC, re.
Rich, Gloria (Leon & Eddie's) NYC, nc.
Richards, Mary (Club de Lisa) Chi, nc.
Ringer, Jimmy (Vogue Club) NYC, nc.
Rio, Eddie (Stanley) Pittsburgh 10-13, t.
Roan, Mamma (Le Mirage) NYC, nc.
Robbins, Fritz (Colonial) Dayton, O., t.
Roberts & Gaby (French Casino) NYC, nc.
Robertson, Guy (Fox) Washington 10-13, t.
Robinson, Evelyn (Ubangi) NYC, nc.
Robinson, Sam (Club de Lisa) Chi, nc.
Rocco, Thos (Kit Kat Club) NYC, re.
Rogers, Jimmy (Le Mirage) NYC, nc.
Rogers, Muriel (Chateau Moderne) NYC, nc.
Rohkcast, Marianne (Club Normandle) NYC, nc.
Rojler, Nita (Town Casino) NYC, nc.
Rollins, Mimi (Hollywood) NYC, re.
Rolph Wynn (Wivel's) NYC, re.
Rondell, Gloria (Town Casino) NYC, nc.
Rosini, Paul (William Penn) Pittsburgh, h.
Rosita & Fontana (Palmer House) Chi, h.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.

Ross, Pat (Cafe Loyale) NYC, re.
Rowe, Dorothy (Bossert) Brooklyn, h.
Roy, Lee & Dunn (Marbro) Chi, t.
Royal Hawaiians (Dizzy Club) NYC, nc.
Royalists, Roy Campbell (Astor) NYC, h.
Rozelle, Mildred (Ye Olds Tap Room) NYC, nc.
Russell, Frank (Gay Nineties) NYC, nc.

Sabelle, Micky (Man About Town) NYC, nc.
Saez, Carlos (El Chico) NYC, nc.
Salvo & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.
Sanelia, Andy (Delaware) NYC, s.
Sanford, Teddy, & Jack Twain (Villegue's) Sheephead Bay, Brooklyn, re.
Santana & Loomis (Alameda) Mexico City, Mex., 15-29, t.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
Santschi & Buckley (Pennsylvania) NYC, h.
Sarcis, Carl (Philadelphia) NYC, nc.
Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
Savage, Jean (Southern) Baltimore, h.
Savoy, Jack (Villegue's) Sheephead Bay, N. Y., re.
Sawyer, Bobby (Gabriel's) NYC, nc.
Schluth, Frank (Clementon Inn) Clementon, N. J., re.
Scott, Kay (Queen's Terrace) Woodside, L. I., nc.
Shafer, Eddie (French Casino) Atlantic City, N. J., re.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shea, Madeline (Park Central) NYC, h.
Shelton, James (Club Normandle) NYC, nc.
Shelton, Eleanor (Stork Club) NYC, nc.
Sheridan, Carl (Weber's Casino) Camden, N. J., nc.

Sherman, Shavo (Pavillon Royal) Valley Stream, L. I., nc.
Shore, Willie (Cocoanut Grove) Chi, nc.
Shvuta, Ethel (Century) Baltimore 10-13, t.
Simons, Ethel (Ubangi) NYC, nc.
Simon, Arlette (French Casino) NYC, nc.
Sims & Balley (Chez Paree) Chi, nc.
Skidmore, Kay (Hotel Piccadilly) NYC, h.
Skinner, Freddie (Kit Kat Club) NYC, no.

Slyker, Ken (Plaza) NYC, h.
Small, Ed (Villegue's) Sheephead Bay, N. Y., re.
Smith, Alms (Ubangi) NYC, nc.
Smith, Coobby (Swanee Club) NYC, nc.
Smith & Bully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C. h.
Solar, Willie (Le Mirage) NYC, nc.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
Spears, Harry (Yacht Club) NYC, nc.
Spelle, Mary Lou (French Casino) NYC, nc.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
Stanley, Phil, & Orch. (Paramount) NYC 10-13, t.
Springtime Revue, Deacon Livingston (Royal) Columbus, Ga., 13-15, t.
St. Clair, June (Colosimo's) Chi, nc.
St. Claire, Futnam (Boasgi) NYC, re.
Stam & LaRue (Mayfair Casino) Kansas City, nc.
Standish, Helen (Yacht Club) NYC, nc.
Standish & Eaton (Bear Mountain) NYC, s.
Steel, John (Paradise) NYC, re.
Steele, Don (Sardis's) Hollywood, Calif., nc.
Steinke, Jolly Bill (Hudson River Day Line) NYC, s.
Step Brothers, Four (Stanley) Pittsburgh 10-13, t.
Stepsons, Three (Ubangi) NYC, nc.
Stevens, Frances (Claremont Inn) NYC, re.
Stevens, Harry (500 Club) Atlantic City, N. J., nc.
Stewart Sisters (Dizzy Club) NYC, nc.
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.

Stone, Bentley (Palmer House) Chi, nc.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, nc.
Stooges, Three (Fair) Cleveland 10-13, t.
Stullman, Bob (Swanee Club) New York, nc.
Suter, Ann (American Music Hall) NYC, mh.
Swift, Joe, & Barbara Parks (Blackhawk) Chi, nc.
Swors, The (Broadway Room) NYC, nc.
Sydell, Paul (Adelphia) Phila., L.

Table Toppers (Chateau Moderne) NYC, nc.
Taggart & Palmer (Piping Rock Club) Saratoga Springs, N. Y., nc.
Tania & Kirloff (Sun & Surf Club) Atlantic Beach, L. I., nc.
Tappen, Maxine (Essex House) NYC, h.
Taylor, June (Bon Air) Chi, nc.
Teague, Tommy (Marine Park) Tennil, Frank (New Yorker) NYC, h.
Thais (Hollywood) NYC, re.
Theodore & Denesha (Chez Maurice) Montreal, nc.
Thomas, Estelle (French Casino) Atlantic City, nc.
Thompson, Happy (Pavillon Royal) Valley Stream, L. I., nc.
Thompson, Kay (St. Regis) NYC, h.
Timblin, Chas. (Lyric) Indianapolis, t.
Tio, John (Oriental) Chi, t.
Tomasso, Oris (Place Elegante) NYC, nc.
Tonya (Minuet) Chi, nc.
Topaldu, Jarabe (El Toreador) NYC, nc.
Torrence, John & Edna (Chicago) Chi, t.
Trask, Billy (Number One Bar) NYC, nc.
Travis, Sam (Moulin) NYC, re.
Tripoli Trio (Colosimo's) Chi, nc.
Tuck, William (Streets of Paris) Luna Park, Coney Island, N. Y.
Tucker, Sophie (Piping Rock Club) Saratoga Springs, N. Y., re.
Tully, Dorothy (Chateau Moderne) NYC, nc.
Tuscher, Sid (LaRue's) NYC, re.
Twentieth Century Revue (Earle) Washington, D. C., 10-13, t.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Valencia, Magda (Club Gauchon) New York, re.
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
Valley, Vivian (Club Normandle) NYC, nc.
Vallerie & Armstrong (Radio City Rainbow Grill) NYC, nc.
Van, Gus (Bon Air) Chi, nc.
Vartley, Guss (Harbor Inn) Rockaway Beach, N. Y., nc.
Varkas, Leon (Biltmore) NYC, h.
Vasillo & Yoanna (Nixon) Pittsburgh, nc.
Vassellino & Oremo (Hi-Hat) Chi, nc.
Vasile, Ester (Roosevelt) NYC, h.
Verdi, Al, & Thelma Ray (Riverside) Milwaukee, t.
Verne, Miriam (Riviera) Fort Lee, N. J., nc.
Vestoff, Floria (Broadway) NYC, re.
Vickers, Ugan (Paramount) NYC, nc.
Vielto, Tony (Chateau Moderne) NYC, nc.
Vigal, Victoria (Ubangi) NYC, nc.
Villa, Celia (Chateau Moderne) NYC, nc.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
Virginia & Fanchon (Le Mirage) NYC, nc.
Virginia Hams, Three (Colonial) Dayton, O., t.
Vito & Piri (Club Villanova) Saratoga Springs, N. Y., nc.

Wacker, Bob (Lexington) NYC, h.
Wahl, Dorothy (The Stables) Chi, nc.
Waldron, Jack (Hollywood) NYC, re.
Wallace Sisters (Number One Bar) NYC, nc.
Wallington, Jimmy (Michigan) Detroit 10-13, t.
Walt, Clara Bell (Ambassador) NYC, nc.
Waltons, The (Chateau Ste. Claire) Westbury, L. I., nc.
Wana, Princess (French Casino) Atlantic City, N. J., nc.
Ward, Arthur, & Rayberta Sisters (Hipp.) Toronto, t.
Ward, Diana (Radio City Rainbow Room) NYC, nc.
Ward & Muzey (Michigan) Detroit 10-13, t.
Warwick Sisters (Essex) Phila., re.
Watkins Twins (Golden Nugget) Cannon City, Colo., nc.
Weaver, Jeanette (Paradise) NYC, re.
Wecker, Florence (Ambassador) NYC, h.
Weiss Twins (Silver Cloud) Chi, nc.
Wench, Roy (Silver Cloud) Chi, nc.
West, Violet (Bear Mountain) NYC, s.
Weylin Knightcaps (Weylin) New York, h.
Whaleas, Jacks, Streamline Steppers (Peoples) Binghamton, N. Y., nc.
White, Jack (18 Club) NYC, re.
White, Jack (Dizzy Club) NYC, nc.
White, Frances (Colonial) Dayton, O., t.
White, Olive (Troadero) Lindenhurst, L. I., nc.
White, Teddy (Normandle) New York, nc.
Whitney, Marcella (Westchester Embassy Club) Armonk, N. Y., re.

Wicke, Gus (Gay Nineties) NYC, nc.
Williams, Jerry (Man About Town) New York, nc.
William, Robert (London Casino) London, nc.
Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I., nc.
Williams, Francis (Yacht Club) Chi, nc.
Willard, Clarence (Oriental) Chi, L.
Willis, Claire (Radio City Rainbow Grill) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Winchill, Cliff (Arrowhead Inn) Cincinnati, nc.
Winger, Betty (Town Casino) NYC, nc.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wood, Donna (Broadway Royal) NYC, nc.
Woods, Ann (Stanley) NYC, re.
Worth, Stanley (Pavilion Royal) Valley Stream, L. I., nc.
Wright, Charlie (St. Moritz) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wyrton, Victoria (Dizzy Club) NYC, nc.

Yellenti, Mary (Hollywood) NYC, re.
Yeomanettes (Bear Mountain) NYC, ss.
Yontz, Duke (Rosevelt) NYC, h.
Young, Irwin (Vaihalla) NYC, nc.
Youmans Bros., Three (Colonial) Dayton, O., t.
Yuen, Lily (Kit Kat Club) NYC, nc.
Zane & Gordon (Delaney Club) Phila, nc.
Zanette, Guido, & Joyce Coles (St. Moritz) NYC, h.
Zay, Freddy (French Casino) NYC, nc.
Zenda (Broadway) Det, Re 12-13, t.
Zimney, Al (State-Lake) Chi, t.
Zolla, Eddie (Stables) Chi, nc.
Zetta, Madame (New Howard) Baltimore, h.
Zudella & Co. (Gayety Village) Chi, nc.

GRANDSTAND ATTRACTIONS

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

Avalons, Six: (Fair) La Crosse, Wis.
Beno, Ben: (Fair) Logansport, Ind.
Billetti Troupe: (Fair) Batavia, N. Y., 17-22.
Cardovas, Fiver: (Fair) Manchester, Ia.; (Fair) Wausau, Wis., 17-19; (Fair) Monticue 20-22.
D'Arcy Girls: (Rocky Point Park) Warwick, R. I.
Dells, Three: (Cedar Point Park) Cedar Point, O.
LaZella, Aerial: (Fair) White Bear Lake, Minn.; (Fair) Red Wing 17-22.
Large & Morgner: (Fair) Billings & Dodson, Mont.
Lorenzos, Four Aerial: (Great Lakes Expo.) Cleveland 9-21.
Lowe, Hite & Stanley: (Fair) Billings, Mont., 10-14; Dodson 15-16.
McHoy, J. R., Circus Revue: (Fair) Ford City, Pa.
Melozas, Six Flying: (Belmont Park) Montreal.
Morris, Will & Bobby: Whitney Point, N. Y.
Perez, LaFlor Co.: (Fair) Manchester, Ia.; (Fair) Oskaloosa 17-19; (Fair) Bloomfield 20-21.
Rita & Dunn: (Homecoming) Bysville, O.
Rulson & Tamara: (Fair) Watertown, N. Y.; (Fair) Colina, O., 17-22.
St. Claire & O'Day: (Fair) Kalamazoo, Mich.; (Fair) Bad Acker, Pa.
Sykes, Harry: (Fair) Rochester, Minn.; (Fair) Wadena 17-19; (Fair) Bemidji 21-22.
Wolte, Kenneth, Troupe: (Fair) St. Charles, Minn., 21-23.

BANDS AND ORCHESTRAS

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

Aron, Lou: (Eagles Nest) White Sulphur Springs, N. Y.
Aronson, Irving: (Riviera) Englewood, N. J., ro.
Adams, Johnnie: (Subway Gardens) Canton, O., re.
Acock, Jack: (Famous Door Tavern) Phila, nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Allen, Dick: (Oera) Oera, N. Y., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, re.
Anderson, Andy: (Joyland) Lexington, Ky., p.
Apollon, Al: (Trocaador) West End, N. J.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Armstrong, Mrs. Lou: (Silver Grill) Buffalo, re.
Armstedt, Charne: (Crystal Palace) Paw Paw Lake, Mich., b.
Beer, Billy: (Grand) Mackinac Island, Mich., b.
Belley, Bob: (Marouette Club) Chi, nc.
Benmen, Al: (Giac arcada) St. Charles, Ill., re.
Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., ro.
Barr, Alfred: (Congress) Chi, h.
Barr, Earl: (Arlington) Hot Springs, Ark., h.
Bartel, Jean: (Dubonne) NYC, re.
Bartha, Alex: (Steel Pier) Atlantic City, b.
Bass, Paul: (Anna Held's) NYC, re.
Baste, Bob: (Palais Royal) Dunkirk, N. Y., nc.
Batkin, Alex: (St. Moritz) New York, h.
Beal, Bob: (Pal.) San Francisco, h.
Becker, Bubbles: (Club Forest) Dallas, nc.
Becher, Keith: (Oriental Gardens) Chi, c.
Delasco, Leon: (Muehlebach) Kansas City, h.
Bender, Val: (Lodge) Cluckeroff, N. M., re.
Bennett, Bob: (Silver Lake Inn) Cincinnati, N. J., re.
Bennett, Dixie: (Scott) Hancock, Mich., h.
Bennett, Ralph: (Northwood Inn) Detroit, nc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Westwood Gardens) Detroit, h.
Berron, Bunny: (18) NYC, nc.
Bestor, Don: (Arrowhead) Saratoga Springs, N. Y., nc.
Bilger, Bill: (Red Hill Inn) Pennsauken, N. J., ro.
Bliger, Ozzie: (Pavilion) St. Marys, O., b.
Black, Bob: (Pleasure Palace) N. Y., h.
Bleyer, Archie: (Arnold's Ballroom) Des Moines, b.

Bolling, Arnold: (Town Casino) NYC, nc.
Bonelli, Michael: (Ocean Forest) Myrtle Beach, S. C., h.
Boni, Americo: (Mayfair) Williamsville, N. Y., cc.
Boroff, Mischa: (Morocco) Mountaineer, N. J., nc.
Bow, Blanche: (Famous Door) Los Angeles, c.
Bryant, Nat: (Essex House) NYC, h.
Breese, Louis: (Weylin) New York, h.
Breinholt, Verdi: (Lagoon) Salt Lake City, Utah.
Bring, Lou: (Rainbow Grill) Radio City, NYC, re.
Brodge, Ace: (Coney Island) Cincinnati, p.
Brockway, Howard: (Crestwood) Cresco, Pa., h.
Bromberg, Sammy: (Von Thenen's) Chi, nc.
Brooks, Bobby: (Weylin) NYC, h.
Brunoso, Jan: (Dempsey) NYC, re.
Bunchouk, Alex: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Castle Fair) Cincinnati, O., nc.
Burnside, Dave: (Cataract) Niagara Falls, N. Y., h.
Busse, Henry: (Chez Paree) Chicago, nc.

California Ramblers: (Westchester Country Club) Westchester, N. Y., cc.
Campbell, Jimmie: (S. S. Roosevelt) Chi.
Campus Jesters: (Cypress Arms) West Hartford, Conn.
Caney, Frank: (St. Moritz) NYC, h.
Card, Frankie: (Edgewood Inn) East Greenbush, N. Y., ro.
Carlton, Duke: (Kaiser's Fernwood) Minocqua, Wis., p.
Carr, Jimmy: (Blossom Heath) Detroit, cc.
Carr, Frank: (Maples Inn) Lakeside, Que., Can., nc.
Casey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h.
Cathrail, Ray: (Dansomium) Oaklyn, N. J., b.
Chalkin, Louis: (Hofbrau) Camden, N. J., re.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Cherniavsky, Josef: (Medinah Club) Chi, c.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clampy, Louis: (Ventic) Vicksburg, Miss., c.
Clemente: (Versailles) NYC, nc.
Coburn, Jolly: (Claremont) NYC, re.
Codelban, Cornelius: (St. Regis) New York, h.
Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h.
Coppere, Paul: (Municipal Beach) Wildwood, N. J., p.
Conn, Irving: (Arrowhead) NYC, ro.
Copeland, Eddie: (Beau Rivage) Sheephead Bay, Brooklyn, N. Y., re.
Craig, Mel: (Shore Road Barn) Brooklyn, nc.
Crandal, Clair: (Wagner) Bath, N. Y., h.
Crest, Gill: (Bertrand Island) Lake Hopatcong, N. J., p.
Crikett, Ernie: (Unique Grill) Delawanna, N. J., re.
Crosby, Bob: (Lexington) NYC, h.

D'Arcy, Phil: (Shelton Corner) NYC, nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Billy: (Anzac Club) NYC.
Davis, Eddie: (LaRue) NYC, re.
De Passi: (House of Jacques) Oklahoma City, Okla., nc.
De Salvo, Emilia: (L'Algon) Chi, c.
De Torre, Emilio: (El Chico) NYC, nc.
Dibert, Sammie: (Webster Hall) Detroit, h.
Dickerson, Carroll: (Dave's Cave) Chi, c.
Dictator: (885 Club) Chicago, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Donahue, Al: (Rainbow Room) Radio City, NYC, nc.
Dornberger, Charles: (French Casino) NYC, re.
Duchin, Eddie: (Ambassador) Los Angeles, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

Eckert, Stanley: (Bollinger Pavilion) Mason City, Ill., nc.
Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re.
Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Murray's) Tuckahoe, N. Y., ro.
Elliott, Lee: (Seven Gables) Milford, Conn.
Engles, Charles: (Yacht Club) Chi, nc.
Erbach, Les: (Arrowhead Inn) Cincinnati, nc.
Ernie, Val: (Riviera) Englewood, N. J., ro.
Evans, Ossie: (Peacock Gardens) King of Prussia, Pa., re.
Fallon, Bob: (Bluff House) Milford, Pa., h.
Farley, Willy: (Hickory House) NYC, re.
Fenster, Willie: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Ferdi, Don: (Ocean Echo) Salisbury Beach, Mass.
Fidler, Max: (Towne Club) Pittsburgh, nc.
Fischer, Art: (Dutch's) Chi, c.
Fisher, Mark: (Vista del Lago) Chi, b.
Flenniken, Jimmy: (Dayton) Wildwood, N. J., h.
Flindt, Emil: (Oh, Henry) Chi, b.
Four Aces: (Roxey Club) Chi, nc.
Francisco, Don: (Centennial) Dallas, Tex.
Fray, Jacques: (St. Regis) NYC, h.
Frederic, Marvin: (Sak's) Detroit, nc.
Freeman, Jerry: (Paradise) NYC, cb.
Fuchs, Hawaiians: (Pine Grove Inn) Klamath Falls, Ore., re.
Frisko, Sammy: (Goicer Spot) Chi, nc.
Furk, Larry: (Arcadia) Phila., re.

Gabriel, Al: (Montgomery Royal) Brooklyn, cb.
Garber, Jan: (Casino) Catalina Island, Calif., re.
Gardner, Bob: (Palms) Los Angeles, h.
Gasparr, Dick: (Promenade Cafe) Radio City, NYC, c.
Gaylord, Boyd: (Club 500) Virginia Beach, Va., nc.
Gentry, Tom: (Walled Lake) Detroit, h.
Gilbert, Irwin: (Coe Rouge) NYC, nc.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (Lotus Gardens) Cleveland, nc.
Gill, Lester: (Club Caricoa) Chi, nc.
Goodman, Benny: (Palomar) Los Angeles, h.
Gonyea, Leonard: (Lake Wissota Club) Chippewa Falls, Wis., nc.
Gordon, Gray: (Lookout House) Covington, Ky., nc.
Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y., re.
Gothelb, Manfred (Jermy) Scranton, Pa., h.
Grant, Douglas: (Angle Pond) Sandown, N. H., b.

Green, Hy: (Villa) Youngsville, N. Y., cc.
Greesh, Reds: (Black Cat) Wilmington, Del., re.
Grunau, Harry: (Torch Club) Canton, G., nc.
Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Traf) San York, h.
Hall, Sleep: (Lord Baltimore) Baltimore, h.
Hallett, Mal: (Trianon) Chi, br.
Hampton, Jack: (Biltmore Club) St. Louis, nc.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hardie, Dick: (Club Frolies) Albany, N. Y., re.
Hardy, Earl: (Morocco) Mountaineer, N. J., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Harris, Claude: (Joe's) Stables, Detroit, nc.
Harris, Phil: (Adolphus) Dallas, Tex., h.
Hart, Jack: (Browning Lane Inn) Bellmawr, N. J., ro.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Hartley, Hal: (Meridian Club) Champaign, N. J., nc.
Hays, Billy: (Willow Grove Park) Phila., p.
Heidt, Horace: (Drake) Chi, h.
Herderson, Fletcher: (Grand Terrace) Chi, re.
Henrick, Warren: (Ball) NYC, c.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Herbert, Henry: (Toto's) Smith's Ferry, Mass., nc.
Herr, Billy: (Morocco) Phila, nc.
Hill, Lou: (Ubangi) New York, nc.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoeflinger, Al: (Clementon Inn) Clementon, N. J., ro.
Holst, Ernie: (Bath) Westchester, N. Y., cc.
Hoge, Hal: (Montclair) NYC, h.
Hornard, Ben: (Silver Tavern) Chi, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hylan, Harry: (Bannock Brook) Youngstown, O., b.

Irwin, Lee: (Takenasse) Fleischmanns, N. Y., h.
Janis, Freddie: (Parody Club) Chicago, nc.
Jeszick, Eugene: (Tea Eyck) Albany, N. Y., h.
Jenico, Al: (New Kenmore) Albany, N. Y., h.
Juele, Frank: (Bellevue-Stratford) Phila., h.
Kassel, Art: (Centennial) Dallas, Tex.
Katz, Al: (Springhurst) Lexington, Ky.
Kavelin, Al: (Blackstone) Chi, h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Keighly, Harold: (Adelphi) Phila, nc.
Kemp, Hal: (Astor) NYC, h.
Kerr, Charlie: (Convention Hall) Cape May, N. J., a.
Ketchin, Ken: (Hollywood at the Beach) Madison, Wis., nc.
King, Henry: (Mark Hopkins) San Francisco, h.
King, Wayne: (Waldorf-Astoria) NYC, h.
Kirrkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Stalder) Detroit, h.
Knight, Harold: (Adelphi) Phila., h.
Korbin, Van: (Madison Casino) Chicago, c.
Kress, Andy: (Avon Inn) Asbury Park, N. J.
Krumin, Costya: (Russian Bear) New York, re.
Kuendler, Robert: (Martin's Rathskeller) NYC, nc.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Ball) NYC, re.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lake, Sol: (Gloria) Chi, nc.
Lande, Jules: (St. Regis) NYC, h.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, nc.
Lehmas, Al: (Granada) Chi, b.
Leonard, Fred: (Crawmer's) Brooklyn, c.
Leroy, Howard: (Orlando) Decatur, Ill., h.
Lewis, Johnny: (Netherland Plaza) Cincinnati, h.
Lewis, Ted: (Centennial) Dallas, Tex.
Lewis, Victor: (Ontario Beach Pavilion) Chicago, re.
Light, Enoc: (McAlpin) New York, h.
Lindeman, Udno: (Gloria Palast) New York, cb.
Liphardt, "Chuck": (Club Byron) Chi, nc.
Little, Little Jack: (Baker) Dallas, h.
Little, Fred: (Crawmer's) Philadelphia, nc.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Palmer House) Chi, h.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
Long, Vincent: (Pavilion Royal) Valley Stream, L. I., N. Y., ro.
Love, Steve: (El Fonda) Osage Beach, Mo., h.
Lucas, Clyde: (New Yorker) NYC, h.
Lyne, Lynn: (Chateau) Milwaukee, cc.
Lynden, Ralph: (S. B. Zee) Chi, nc.

McCarr, Grace: (Chinese T Gardens) Detroit, re.
McCooy, Clyde: (Iroquois) Louisville, Ky.
McDowell, Adrian: (Wagon Wheel) Nashville, Tenn., nc.
McGraw, Ed: (Long Point) Conesus, N. Y., p.
McKenry, Ed: (W. 82d St.) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Mack, Ted: (Brighton Beach) Brooklyn.
Maffman, Steve: (Riviera Club) Averhill Park, N. Y., re.
Mann, C. Milton: (Village Barn) New York, nc.
Mansfield, Dick: (Governor Clinton) NYC, h.
Manut, Al: (Man About Town) New York, re.
Mansnarses, Jose: (Centennial) Dallas, Tex.
Marple, Nelson: (Byerly Circle) Pittsburgh, nc.
Marshall, Frank: (Sweeney) Baltimore, c.
Mariana, Hugo: (Waldorf-Astoria) NYC, h.
Margraff, Irving: (Old Heidelberg) Chi., re.
Marsala, Joe: (Hickory House) NYC, re.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Gordon: (Crescent Club) Boston, nc.
Martin, Johnnie: (16 Club) Chi, nc.
Martin, Ted: (Childs Paramount) NYC, re.
Mason, Al: (House of Morgan) Atlantic City, N. J., nc.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Bobby: (Chez Matice) Dallas, re.
Melick, Paul: (Shawnee) Springfield, O., h.
Melick, Bill: (Sterling; Mt. Pocono, Pa., nc.
McC. Jimmy: (Royale-Frolies) Chicago, nc.
Messner, Dick: (Park Central) NYC, h.

Meyers, Jack: (Club New Yorker) New York, re.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Mills, Jay: (Colony Surf) West End, N. J., cc.
Moore, Frank: (Baron of East) NYC, nc.
Mohr, Jack: (Black Cat) Wilmington, Del., no.
Monroe, Jerry: (May's) Staten Island, N. Y., h.
Mooney, Art: (Cocoanut Palms) Detroit.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Moreno, Frank: (Sweeney's) Baltimore, c.
Morgan, Eddy: (Million-Dollar Pier) Atlantic City, b.
Morgan, Russ: (Biltmore) New York, h.
Morro, Bobby: (Palumbo's) Phila, cb.
Motherway, Harold: (Pershing) Chi, b.
Munro, Hal: (Sherman) Chi, h.
Nagel, Harold: (Rainbow Room) New York, nc.
Navarra, Leon: (Hollywood) NYC, cb.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Naylor, Al: (Beverly) Baltimore, h.
Naylor, Oliver: (Anchorage) Philadelphia, nc.
Center, N. Y., nc.
Nelson, Ozzie: (Palmer House) Chi, h.
Nickles, Billie: (Allah) Seal Beach, Calif.
Nisbur, Eddie: (Casino Moderne) Chicago, nc.
Nina Rinaldo: (Yacht Club) Chi, nc.
Norris, Stan: (Mery Garden) Chicago, b.
Norvo, Red: (Commodore) NYC, h.
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olsen, Phil: (Procedero) Hollywood.
Olsen, George: (Centry) Baltimore, t.
Olson, Walter: (New Julius) Gardenvue, N. Y., re.
Palmer, Freddy: (Colonial Inn) Singao, N. J., re.
Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
Pancho: (Pierre) NYC, h.
Parker, Johnny: (Stables) Chi, c.
Pears, Bob: (Graemer's) Chi, h.
Peorog, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Pete, Warner: (Casino Moderne) Chi, nc.
Peterson, Eric: (Woodlands) Ardley, N. Y., no.
Pittman, Emil: (Savoy Plaza) NYC, h.
Pittman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Podolski, Murphy: (Villa Moderne) Chi, nc.
Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rapp, Barney: (Gibson) Cincinnati, h.
Ravazza, Carl: (St. Francis) San Francisco, h.
Read, Kemp: (Rivoli) Okla. Buffs, Mass., h.
Reah, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reichman, Joe: (Pennsylvania) NYC, h.
Reh, Benny: (Times Square) Rochester, N. Y., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Richard, Barney: (Livrehouse) Chicago, c.
Rikks, Jules: (Victor Vienna) Chi, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Robinson, Gordon: (Hollywood) Tonawanda, Pa., re.
Rodrigo, Nanc: (Rainbow Room) Rockefeller Center, N. Y., h.
Romano, Phil: (Roseland) NYC, b.
Ruby: (Biltmore) Dayton, O., h.
Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Colony Club) Chi, nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi, c.
Sands, Carl: (Melody Mill) Chi, b.
Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa.
Schneider, Sol: (Old Rumanian) New York, re.
Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Schulman, Julius: (Venez Park) St. Petersburg, Fla., h.
Schuster, Mitchell: (Stalder) Cleveland, h.
Seogin, Chic: (Ringside) Ft. Worth, nc.
Shelley, Lee: (Marblehead) Marblehead, Mass., h.
Shevlin, Pat: (Roof Pierre) Phila, re.
Sissle, Noble: (Ritz Clarion) Boston, h.
Smith, Bradford: (Lake Shore Athletic Club) Chi.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., b.
Smith, Stuff: (Onyx) NYC, nc.
Smith, Frank: (Winona Gardens) Chi, nc.
Snyder, Mel: (Rathskeller) Cincinnati, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Spitalny, Phil: (Paramount) NYC, t.
Sprigg, Jack: (Pleasure Isle) Covington, Ky., p.
Stable, Dick: (Lincoln) New York, h.
Stable, Blue: (Centennial) Dallas, Tex.
Steiner, Herbie: (Pavilion Royal) Valley Stream, N. Y., ro.
Sterney, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, re.
Stevenson, George: (Capitol Beach) Lincoln, Neb., b.
Stone, Al: (Leahorn Farms) Trenton, N. J., ro.
Stutland, Steve: (Elve Ploud) Chi, re.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Hal: (Belhaven) Rehobeth Beach, Del., b.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chi, nc.
Todd, Mack: (Six Rocks) Chi, nc.
Toppa, Al: (Nut House) Chicago, nc.
(See ROUTES on page 76)

Meyers, Jack: (Club New Yorker) New York, re.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Mills, Jay: (Colony Surf) West End, N. J., cc.
Moore, Frank: (Baron of East) NYC, nc.
Mohr, Jack: (Black Cat) Wilmington, Del., no.
Monroe, Jerry: (May's) Staten Island, N. Y., h.
Mooney, Art: (Cocoanut Palms) Detroit.
Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
Moreno, Frank: (Sweeney's) Baltimore, c.
Morgan, Eddy: (Million-Dollar Pier) Atlantic City, b.
Morgan, Russ: (Biltmore) New York, h.
Morro, Bobby: (Palumbo's) Phila, cb.
Motherway, Harold: (Pershing) Chi, b.
Munro, Hal: (Sherman) Chi, h.

Nagel, Harold: (Rainbow Room) New York, nc.
Navarra, Leon: (Hollywood) NYC, cb.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Naylor, Al: (Beverly) Baltimore, h.
Naylor, Oliver: (Anchorage) Philadelphia, nc.
Center, N. Y., nc.
Nelson, Ozzie: (Palmer House) Chi, h.
Nickles, Billie: (Allah) Seal Beach, Calif.
Nisbur, Eddie: (Casino Moderne) Chicago, nc.
Nina Rinaldo: (Yacht Club) Chi, nc.
Norris, Stan: (Mery Garden) Chicago, b.
Norvo, Red: (Commodore) NYC, h.
O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olsen, Phil: (Procedero) Hollywood.
Olsen, George: (Centry) Baltimore, t.
Olson, Walter: (New Julius) Gardenvue, N. Y., re.
Palmer, Freddy: (Colonial Inn) Singao, N. J., re.
Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
Pancho: (Pierre) NYC, h.
Parker, Johnny: (Stables) Chi, c.
Pears, Bob: (Graemer's) Chi, h.
Peorog, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Pete, Warner: (Casino Moderne) Chi, nc.
Peterson, Eric: (Woodlands) Ardley, N. Y., no.
Pittman, Emil: (Savoy Plaza) NYC, h.
Pittman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Podolski, Murphy: (Villa Moderne) Chi, nc.

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Ambassador) NYC, h.
Rapp, Barney: (Gibson) Cincinnati, h.
Ravazza, Carl: (St. Francis) San Francisco, h.
Read, Kemp: (Rivoli) Okla. Buffs, Mass., h.
Reah, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Reichman, Joe: (Pennsylvania) NYC, h.
Reh, Benny: (Times Square) Rochester, N. Y., h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Richard, Barney: (Livrehouse) Chicago, c.
Rikks, Jules: (Victor Vienna) Chi, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Robinson, Gordon: (Hollywood) Tonawanda, Pa., re.
Rodrigo, Nanc: (Rainbow Room) Rockefeller Center, N. Y., h.
Romano, Phil: (Roseland) NYC, b.
Ruby: (Biltmore) Dayton, O., h.
Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Colony Club) Chi, nc.

Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi, c.
Sands, Carl: (Melody Mill) Chi, b.
Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa.
Schneider, Sol: (Old Rumanian) New York, re.
Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Schulman, Julius: (Venez Park) St. Petersburg, Fla., h.
Schuster, Mitchell: (Stalder) Cleveland, h.
Seogin, Chic: (Ringside) Ft. Worth, nc.
Shelley, Lee: (Marblehead) Marblehead, Mass., h.
Shevlin, Pat: (Roof Pierre) Phila, re.
Sissle, Noble: (Ritz Clarion) Boston, h.
Smith, Bradford: (Lake Shore Athletic Club) Chi.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., b.
Smith, Stuff: (Onyx) NYC, nc.
Smith, Frank: (Winona Gardens) Chi, nc.
Snyder, Mel: (Rathskeller) Cincinnati, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Spitalny, Phil: (Paramount) NYC, t.
Sprigg, Jack: (Pleasure Isle) Covington, Ky., p.
Stable, Dick: (Lincoln) New York, h.
Stable, Blue: (Centennial) Dallas, Tex.
Steiner, Herbie: (Pavilion Royal) Valley Stream, N. Y., ro.
Sterney, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, re.
Stevenson, George: (Capitol Beach) Lincoln, Neb., b.
Stone, Al: (Leahorn Farms) Trenton, N. J., ro.
Stutland, Steve: (Elve Ploud) Chi, re.
Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Hal: (Belhaven) Rehobeth Beach, Del., b.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chi, nc.
Todd, Mack: (Six Rocks) Chi, nc.
Toppa, Al: (Nut House) Chicago, nc.
(See ROUTES on page 76)





## Harvey Leaves Russell Bros.

Reported that he will have London Hippodrome Circus on display this winter

KANSAS CITY, Mo., Aug. 8.—R. M. Harvey, the veteran general agent, has resigned from the staff of Russell Bros.' Circus, having tendered his resignation two weeks ago with the request that it be accepted immediately on account of plans he wished to undertake which required his immediate attention. His departure from the show was generally regretted by all of the Russell Circus family, for Mr. Harvey had been with the circus going on five years and had seen it develop from a very humble affair to one of the front-rank enterprises. Mr. Harvey stated that the best of feeling prevailed between the owners and himself.

Several years ago Mr. Harvey promoted what Jerry Mugivan declared was the greatest circus ever seen in any building and produced it under the title of London Hippodrome Circus, which title he had copyrighted and owns. Having been the first promoter to book the Hagenbeck-Wallace Circus in the auditoriums of the country as well as with fairs, Mr. Harvey leans favorably toward such amusement ventures. While at present he is reticent as to his immediate future plans, it is rumored that the London Hippodrome Circus will be on display again this winter, with a good prospect for it being put on the road next summer by rail or motor truck as a permanent institution. Mr. Harvey has declared himself as of the opinion that the time is ripe for a 15 or 20-car railroad show with a street parade.

## Barnes Makes Several More Minnesota Stands

EAU CLAIRE, Wis., Aug. 8.—Just five weeks after leaving Minnesota behind the Al G. Barnes Circus re-entered the State for three more stands, playing Austin, Faribault and Rochester. All three came thru with good results, Rochester being the best. The Mayo brothers, who have made Rochester famous, are lovers of the circus and the two elderly brothers spent most of the day on the circus grounds and were shown every courtesy by Manager Cronin.

Sparta, the first of 10 towns to be shown in Central Wisconsin, did not quite come up to expectations, but Prairie du Chien, for a Sunday afternoon only, came thru splendidly. A long run out of Prairie du Chien thru three divisions was made in good time, arriving in Eau Claire, the Monday stand, at 5 a. m.

A great sigh of relief has gone up all over the lot because of a break in the weather, the thermometer now registering around 80 and below, which is some 30 degrees cooler than it was for three weeks thru Nebraska, Kansas and Iowa. Verne Williams and one of his men dropped off for a few hours Sunday at Prairie du Chien to visit a bit and then continued on to Dubuque.

## Notes From France

PARIS, Aug. 3.—The Cirque Houcke terminated a month's run at the municipal circus building in Aimeins last week. Programs were changed weekly and shows drew good houses. New tent circus backed by one of the Court brothers opens near Paris shortly. The Jouviano and Lambert menagerie (tent shows) are at the street fair in Montargis.

The Fratellinis, clowns, are playing the Atlantic Coast resort casinos; the Three Marcellos, hand-to-hand balancers, are at the Casino des Fleurs, in Vichy; George and Mistral, clowns; Paul Berny, juggler, and Arly's dogs are at the Casino in Enghelm.

## R-B Dallas Dates

DALLAS, Aug. 8.—A permit has been issued to Ringling-Barnum Circus to show here Sunday and Monday, September 27-28. Al Butler was here early part of the week making arrangements.

FRED SAUER postcards that Carnie McFee, clown cop, and J. Rayn are doing good in Montana at fairs.



R. M. HARVEY, veteran general agent, who recently resigned from Russell Bros.' Circus, with which he had been connected for more than four years. Reports have it that he will again present the London Hippodrome Circus.

## Mix Nearing N. Y. C. Area; J. C. Sept. 3

NEW YORK, Aug. 8.—Mix Circus is gradually putting itself into a position to play metropolitan dates. Closest stand to New York will come on September 3, when the show is scheduled to show in Jersey City.

Show will in all likelihood turn to New England region after picking up a few Eastern stands on the way up, according to the present setup.

## At Indian Stomp Grounds

RIVER BEND, Va., Aug. 8.—Business at the Reservation this year is slightly below that for the same period last season. Hot weather and rain have both been a factor in gate receipts not holding up. Chief Deer Foot, formerly of the M. L. Clark show; Chief High Star, who was on the Buffalo Bill show for years; Big Rattler, fancy roper and trick rider, formerly of the 101 Ranch Show, are here.

Rex M. Ingram, director of public relations, and William Williams, superintendent of the Reservation, have returned after a trip thru Virginia and the Carolinas doing work for the publicity division of the National Democratic Committee.

## R-B Gift to Field Museum

CHICAGO, Aug. 8.—The Ringling-Barnum show has presented the Field Museum of Natural History with a black-tailed wallaby. This animal is a rare specimen of kangaroo from Australia.

## Numerous Circus Acts in 'Jumbo' At Ft. Worth Frontier Centennial

FORT WORTH, Tex., Aug. 8.—A new version of Billy Rose's Jumbo, drawing large crowds to two performances nightly in the Frontier Centennial celebration here, emphasizes the circus angle with elimination of dialog and reduction of running time to one hour and 18 minutes.

Performance is mounted in a specially constructed building, designed by Albert Johnson, which is reminiscent of permanent circus buildings of the 19th century in the East. Menagerie is housed in permanent cages off the lobby. There are seats for 2,500 persons surrounding the single ring, with performers' entrances on opposite sides of arena. Dressing rooms and stables are beneath the seats.

Thrill number of performance is the aerial turn of the Kimris, man and woman, doing aerial perch and single trapeze routines on revolving rigging. Another top feature, Dohoes, presented by Dr. Ostermeier, has been out of the program, since last week.

Best known circus number is the Foodies Hainford troupe of bareback riders. Receiving an ovation at every performance is Josie DeMott Robinson, famous rider of the '80s, who came out

## Atterbury Bros.' Business Continues Good in Wis.

WILTON, Wis., Aug. 8.—The Atterbury Bros.' Circus now has two pygmy bulls. Tol Teeter's gorilla is also with the show.

Business continues good in Wisconsin. On July 20 show was at Athens, Wis. and three-fourths house in afternoon and strayed them at night. At Mosines July 21, half house at matinee and capacity at night. At Athens show brought two new Chevrolet trucks, July 22 at Edgar. Natives said first circus in 30 years. On city park lot. Wonderful merchants' cooperation. Capacity matinee and straw night house.

At Cadott July 23, with half house at matinee and about full at night. Very hot here. July 24 at Cornell. Three-fourths at matinee and capacity at night. This is a big paper mill town—mill working day and night. Mosinee also big paper mill town. July 25 at Fairchild, small spot, close-in small up-town lot; about half house at matinee and same at night. July 26 at Alma Center, another small village; half house at matinee and about filled at night. Concessions, Pit and Side Shows are doing big business.

## Hopper and Bert To Entertain Fans

CHICAGO, Aug. 8.—Circus Fans who attend the annual convention of the CFA at Evansville, Ind., August 15-17 are assured of being royally entertained on the Al G. Barnes Circus.

S. L. Cronin, manager of the circus, advises *The Billboard*: "I have appointed Arthur Hopper and Harry Bert a committee of two to see that the Fans are entertained, so any beefs must be registered with them."

Needless to say, there will not be any beefs, for Manager Cronin could not have selected two more competent, affable and well-liked committeemen. Both Hopper and Bert enjoy a wide acquaintance among the Fans and are extremely popular with them and they will leave nothing undone to make the visit of the Fans on the show a most enjoyable one.

Numerous reservations are already in for the convention and indications point to a large attendance. As the races are on at Dade Park and many visitors are in Evansville, Fans are advised to get their reservations in at once. Headquarters will be at the McCurdy Hotel.

## Jones Show in Blowdown

STAFFORD SPRINGS, Conn., Aug. 8.—Jones Bros.' show has left this State and is now in New York. Its stay in Connecticut as a whole was profitable. Just before opening up for evening performance there was a heavy shower and severe windstorm, big top being blown down. No one was under it at the time. Recent newcomers to the show are Tommy Thompson and Al Angley, both doing riding acts.

of retirement last season to appear in Jumbo in New York.

A number of oldtimers are in the program, including Charles deCamo, trained dogs; Lenze Duo, teeterboard acrobats; William Ferry, contortion; the Nagflys, fire eaters; Jim Mandy, iron-skull man; Olivette, punching-bag artist; Tyana, strong woman; Jack Pickford, balancing act; Ed and Helen LaNole, revolving ladder; Harry Jackson Sr., ax thrower.

Other numbers on the program include Tiny Kline, iron jaw and slide-for-life; Takayama, juggler; Barrette, female impersonator, doing slack wire and single trapeze; Millie LaPell, loop-the-loop trapeze; Camilla's Birds; Harry Jackson Jr., whip cracker; Helene Brown, Helen Harvey, Victoria Miller, Litr Wagner, iron jaw, and the Allan K. Foster girls, appearing on aerial rings, in a riding turn and in acrobatic routines.

A. Robins is featured comic, supported by the Lomas troupe of stilt walkers. Capt. Rudy presents Rosie, trained elephant. W. H. McMenus has charge of riding stock; Milton Lowe is boss property man; John L. Ward, carpenter; George Gebhardt, electrician; Clara Shuman, wardrobe mistress.

## Denver Turns Out For Cole - Beatty

DENVER, Aug. 8.—One of the largest crowds that ever witnessed a street parade here was crowded along the route of the Cole Bros.-Clyde Beatty professional Monday morning. City officials estimated that over 100,000 people were in the downtown section to see the first circus parade since 1924. Visitors were on hand from Golden, Boulder, Fort Collins and other Colorado cities.

The circus trains arrived early Sunday morning from La Junta, the Sante Fe Railroad giving the show an excellent run. The lot at 38th and York street was crowded with sight-seers Sunday, when the entire show was painted and decorated for the Western trip. Managers Jess Adkins and Zack Terrell had all their employees busy Sunday with paint brushes.

Business the first day was wonderful, with a matinee that was practically capacity and night house was a sellout. Owing to the demand for reserved tickets, the advance sale opened last Saturday at *The Denver Post* offices and Harold Smith came from the show to handle the tickets. The Tuesday reservations were also unusually heavy, which indicated banner attendance for the two remaining performances.

Mr. and Mrs. Zack Terrell rejoined the show in Denver after visiting in Colorado the past week. Mr. Terrell renewed many of the friendships he made when manager of the old Seils-Ploto Circus, especially the winter that he spent in Denver. Several special articles relative to Mr. and Mrs. Terrell being in that city for an extended stay were printed in *The Denver Post* and also *The Rocky Mountain News*.

Most of the performers went sight-seeing Sunday and a great number visited the Buffalo Bill monument on Lookout Mountain and spent some time with Mrs. Johnny Baker, widow of the famous expert marksman.

Business was exceptionally good last week and the three last towns in Kansas (See DENVER TURNS on opposite page)

## Rains Curtail Haag Attendance

CANTON, O., Aug. 8.—The Mighty Haag show is playing thru this State for the first time in several years. Business since entering the State has not been as good as West Virginia, executives of the show informed *The Billboard* representative here. The show currently in Eastern Ohio has experienced heavy rains, which have curtailed attendance. At Carrollton August 4 a downpour late in the afternoon resulted in the show losing the night performance. At Minerva following day matinee business was fair and night, despite a muddy lot caused by hard afternoon rains, was near capacity. Show will continue in Ohio for more than two weeks, executives of the show said. Performance is very good and equipment is in A-1 shape, despite the early start of the show in the South.

Concerning the truck crash last Saturday near St. Clairsville, O., in which John Hart, Negro, of Canton, Miss., was killed almost instantly, Manager Joe Hayworth told *The Billboard* representative that first reports to the press were misrepresented. First of all the truck involved did not have faulty brakes. Hart, driving the truck early in the morning, was moving slowly because of a heavy fog. As the truck descended a steep hill Hart apparently failed to negotiate a sharp turn and plunged over an embankment. About 50 feet down the truck struck a tree, pinning Hart in the cab and inflicting fatal injuries. Had not the descent of the truck been halted by the tree it would have crashed into an abandoned house, according to Hayworth. He also stated that the show assumed the entire cost of the funeral services and burial of the circus worker, burial having been made August 2 in Union Cemetery in St. Clairsville. Despite reports to the contrary, Hart had no near relatives.

Louis Walton, drummer in the side-show band, who received serious cuts, is still in a hospital at Martins Ferry. He will be discharged within a few days and rejoin the show. His wife, also a passenger on the truck, who escaped with minor bruises, was discharged from the hospital immediately following an examination and is working in the minstrel revue in the side show.



# With the Circus Fans

By THE RINGMASTER

President, CFA. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. (Conducted by WALTER HOEFENADEL, Editor "The White Tops," care Hohenedel Printing Company, Rochelle, Ill.)

Frank H. Hartless, national president of the CFA, was a caller at The White Tops office August 3 while on his way to Omaha.

Members of the Ringling-Barnum Circus who attended the party given by the Wallenda Tent, CFA, at Madison, Wis., August 4 were as follows: Karl, Helen and Henrietta Wallenda; Nio Naito, Alexander Neuberger, Mr. and Mrs. Everett White, Robert Porter, Joseph and Marie Maschine; Valleria, Angella and Maria Antelek; Harry and Johanna Rittley and Felix Adler. Members from the Wallenda Tent present were Mr. and Mrs. Ralph E. Hogo, W. L.

Jackman, Dr. and Mrs. Waldo B. Dimond, Mr. and Mrs. W. L. Doudna, Dr. and Mrs. Thomas W. Torney and Mr. and Mrs. Sverre O. Braathen. The party was staged at White Tops, home of Mr. and Mrs. S. O. Braathen, with dinner being served between the afternoon and night shows. The Madison Fans had a special section, with every member of the Wallenda Tent present. On the night before the same crowd attended the performance at Janesville.

Harrison B. Waite, prominent Circus Fan and banker of Waco, Tex., is spending a three weeks' vacation on the Ringling-Barnum Circus, the guest of General Manager S. W. Gumpertz. Waite also was a guest at the Madison dinner.

CFA Minnesota State Chairman Frank Friedman, Sumner Peterson and Edw. H. Frye caught Vanderburg Bros.' Circus at Excelsior, Minn., August 1. Mr. Frye writes: Mr. and Mrs. George Hall, owners and managers of the show, are very fine people to know and they showed us every courtesy of true showmen and had a big word for the Circus Fans. Among the acts were the Holland riding act, with four beautiful white horses; two of the younger Ortons, who are true to the family name, doing a double trap act; a lot of trained animals, and a very good show all thru.

Frank Friedman was on the Al G. Barnes Circus at Faribault, Minn., July 30 and reported a big day with the show there.

## Business Increasing For the Tom Mix Show

KINGSTON, N. Y., Aug. 8.—The Tom Mix Circus is now in 22d week and business is still climbing. Dall Turney, manager, reports a very gratifying total on the black side of the ledger. Mr. Mix has been unusually busy on the radio and visiting institutions. At Saranac Lake he and several of the cowboys, cowgirls and acrobats gave a show on the NVA Hospital for inmates unable to accept his invitation to attend the matinee. He accepted the hospital's invitation to remain for luncheon.

At Plattsburg the show enjoyed excellent Saturday business, and Ted Metz's side show had a big day. At Schenectady everyone had the day off on Sunday. Some of the showfolks went to Saratoga Springs. Dan Fyne visited the show in Schenectady and his sister in Saratoga. Business there was only fair; weather was unusually hot.

At Cohoes Mr. Mix invited 66 children from the orphanage to attend the matinee, the local merchants furnishing the peanuts. At Albany a fair afternoon house and packed at night. Photographers from The Times-Union were on hand to greet Mr. Mix. At Kingston show did a nice afternoon's business and had a packed evening house. Mr. Mix entertained Captain Fox, Abe Lyman, James A. Braddock and his manager, G. Gould, at Kingston. Mr. Mix is receiving hundreds of fan letters thruout the State, many from Scouts and all extending invitations.

Mrs. Dall Turney and her niece, Doris Wren, enjoyed a visit with Mrs. Turney's sister and mother of Doris while in Kingston. The Freeman presented Doris with a cut used in her local story. Harry Baker has been attending to some special work for the show.

Bill Flowers, superintendent of ticket sellers and ushers, has his boys looking very natty in new uniforms. Alfredo Codona is meeting many old friends, and Mrs. Codona (Vera Bruce) never fails to win a big hand on her single trapeze performance. Erma Ward has gone in for a new type of Grecian costume that is wowing 'em. Max Gruber's little Eva is winning her share of the praise and headlines. Helen Ford is receiving many fine compliments on her riding in the polo act, where she is head equestrienne.

Abe Goldstein, producing clown, is getting a lot of laughs out of some of his new tricks. Roy Goody, wire walker, joined the show at Schenectady. The Bell troupe of acrobats is working in center ring with new stunts. The Arbaugh flying act continues to be a big favorite with the audience.

Jack Burslem has new tops for his candy stands. Mrs. Burslem has been ill for the last few days and unable to work in the show. GRACE BAKER.

HERBERT A. TODD saw the Tom Mix Circus when it was at Malone, N. Y., on fairgrounds and enjoyed it. States that it was the first circus on fairgrounds in several years.

## Downie Business Very Satisfactory

BELLEFONTE, Pa., Aug. 8.—Last week was another nice one and very satisfactory to Charles Sparks.

Hudson, N. Y., a new one for the show, very nice business. Happened to be the first large show since John Robinson. At Glens Falls (home of the Hanneford's), packed them afternoon and night. George Hanneford family received a wonderful reception. Gloversville not so strong but not bad.

Fort Plain, the home of George Duffy, who takes delight entertaining showfolks and always glad to help his fellow man. Not alone is he a circus fan, but a citizen admired by all the natives of Fort Plain and the surrounding country. He had all the big flags out in honor of Mr. and Mrs. Charles Sparks. Mr. Sparks gives George Duffy credit for one of the best days of the season.

Orionta, another wonderful day, and it was a tossup whether to give two shows at night, but Charlie Katz decided to put down the straw. Towanda, Pa., packed them in afternoon and for a Saturday night it was very satisfactory.

In Gloversville Kenneth Van delivered all new poles for big top, menagerie, side show and cookhouse. He furnishes the Downie show with all new poles every year.

Dearo and wife, Corinne, new folks here this season, have made many friends for their always good work in the air. Isabelle Gilligan, of the Hanneford riding act, was not satisfied with one, but took two falls in Gloversville. Ernie White says the wife is fully recovered and will soon be back on the show.

Ken Maynard, who is playing theaters, was on the lot at Bellefonte August 2, visiting Jack Hoxie and wife, and was the guest of Mr. and Mrs. Sparks. "Ken" is a graduate of the old Sparks Circus.

## Pickups From Europe

PARIS, Aug. 3.—The Carl Hagenbeck Circus is playing a long stand at Schevningen, Holland. The big top and menagerie tents of the Circus Variete-Metropole were blown down by a hurricane at Jralovany, Czechoslovakia, recently.

Manning and Class, American wire walkers, are at the Moulin Rouge in Vejle, Denmark. The Flying Codonas are at the Liseberg Park in Gothenberg, Sweden.

## DENVER TURNS

(Continued from opposite page) sas, Great Bend, Dodge City, Garden City, and La Junta, Colo., turned in excellent grosses. Matinees were practically capacity and most of the folks bought reserved seats, while night houses were also big.

Clyde Beatty is proving a great drawing card, as he has not appeared in some of these stands in years. And in several it is his first appearance. The cities where the show will appear in the next few weeks are all first appearances for Beatty.

Two afternoon stands this week—Salida on Friday and Helper, Utah, Sunday. Only three stands in Utah, Helper, Salt Lake City and Ogden, and then the show moves to Idaho, Montana and into Washington.

William (Billy) Cronin was much in evidence in Denver, and his wife, Stella Rowland Cronin, was also a visitor at all exhibitions. J. W. Wagner, of Des Moines, came on for visit. Bertha Rowland, the Luckeys and the other Denver people with the show entertained extensively during the two days.

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Bernard's 112-Page CIRCUS REVIEWS. 5x7 Photos Dan Rice, 1865, and Billy Sell, 1876, as "Boy Rider." For \$2.00. Parcel Post, prepaid.  
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WANTS to join at once for Big Show Band, a sure-fire Solo Cornet, Slide Trombone, Big Bass, First Clarinet and Baritone, Snare Drummer with complete set of Traps. All must be A-1 Circus Musicians that can cut it. Would like to hear from Herman Miller, Jingles Carney, Russell Ewing, or any other seasoned Musician. CAN USE couple more Clowns. Must be clean, feature white wardrobe and strictly sober. Geo. Jenner reply. For the Side Show can place good Ticket Seller, Second Opener, Musical Act. WANT a Reserve Seat Seller who wants to make money. W. B. "Little" Henry, can always place fast-stepping Seat Butchers. Buck Buckner get in touch. This show guarantees to all a long season, steady paydays, good cook house and the best of sleeper accommodations. All reply to  
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*From*

# HARRY BERT

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SIX PEOPLE—Three Gentlemen, Three Ladies

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**DR. GEORGE W. T. BOYD**  
(Still Healin' and Fixin')

# Under the Marquee

By CIRCUS SOLLY

**K. C. DeLONG**, of Massillon, O., speaks highly of the band with the Tom Mix Circus directed by Carl Robinson.

**DOC FRED FRANKLIN**, trap drummer, closed with Gorman Bros.' Circus at Port Jervis, N. Y., July 25.

**REX M. INGHAM** and Bill Williams caught the Dick Lewis show at Middleburg, Va.

**AYRES DAVIES**, of Dixon, Ill., recently saw Russell Bros.' Circus and was well pleased with it.

**WHITE NELSON** is at the Miami County Home, Peru, Ind., and would like to hear from old friends.

**ROY R. PIPPER** writes that he saw Sells-Sterling Circus at Marquette, Mich., and at Spooner and Ladysmith, Wis.

**WALTER POWELL**, acrobatic wire performer, is scoring with Schumann Circus, Copenhagen.

**GEORGE CHANDLER**, clown and comedy juggler, will join Tramer's Circus Unit at the Hackettstown, N. J., Fair.

**ROBERT TINKHAM**, who for many years was with Ringling-Barnum No. 1 car, is vacationing around New Bedford, Mass., territory.

**FRANK BOTELER**, formerly with advance of Walter L. Main Circus, is in the advertising business at Binghamton, N. Y.

**ERNEST L. KENT** saw the Big One in Chicago, visited with friends and called at the Showmen's League of America.

**BILLY PAPE**, Bernard Black and Frank DeRizke, of Polack Bros.' Circus, have been enjoying good fishing in the lakes of Northern Minnesota.

**JOHN A. SCHMIDT** writes that Al G. Barnes Circus will be at Terre Haute, Ind., August 15, that it was there last in 1922. Cole Bros. and Rice Bros. have been there this season.

**EDDIE HENRICHS** visited the Mix show at Warren, Pa., and Ringling-Barnum at Toledo and Detroit and met many friends. He is now at his home in Michigan, but intends to be on the road before long.

**R. K. SPIDELL** will present his Sfar Bros.' Miniature Circus at Sixth and Liberty lot, Chambersburg, Pa., August 13-15, under sponsorship of Buchanan Block Party Association. It is a model truck circus, with big top, etc.

**CALVIN WHYTES** (Huntingger), aerialist, formerly of Reo Bros.' Circus, is nursing a badly scraped and bruised arm, leg and back, which he suffered recently while practicing. A rope to his tight wire broke and he received a bad fall.

**LEO ABERNATHY**, national president of the billposters and billers' union, re-

turned from a month's vacation on Lake Erie last week to his office in Pittsburgh. He will now keep busy shaping plans for the biennial convention which will be held in Pittsburgh next July.

**DOWNIE BROS.' CIRCUS** is billed for Hagerstown, Md., on August 14 and will play Colonel Consolvo's town, Norfolk, Va., shortly thereafter.

**DAN RICE CIRCUS** entered Maryland for the first time last week. The show will spend some time on the eastern shore.

**BOOTS SALLEE**, who was injured in an auto accident March 23, joined the Mix show in Geneva, N. Y. She thanks friends for cards and letters.

**MIKE SULLIVAN** visited Downie Bros.' Circus at Springfield, Mass., and says biz was big at both shows. Renewed acquaintances with Charles Sparks. Sullivan formerly trouped with Miles Orton Circus, Wyoming Bill and Frank A. Robbins Circus.

**P. N. BRANSON**, general agent for Tom Mix Circus, has been spending some time in Washington prospecting territory. Washingtonians are anxious to have a visit from the Mix show in the fall.

**JOHN AND MIKE WELSH**, who years ago had out Welsh Bros.' Circus, now owners of Philadelphia Seating Company, are now installing circus seats on the Million-Dollar Pier, Atlantic City. They have visited their old circus friend, Frank B. Hubin.

**BARNETT BROS.** played Fredericksburg, Va., to good business and is hastening to the Tidewater section of Virginia, where potatoes are bringing \$9 per barrel and tomato pickers are getting from \$4 to \$15 a day. It is the greatest boom ever known in that section of Virginia.

**JOE SIEGRIST** is doing a flying return act with Sells-Sterling Circus. His catcher is Orville Lindemann. It is Siegrist's first experience with a motorized show. He is the son of Charles Siegrist, aerialist, and says that he is the only one of the Siegrist family by the name of Joe.

**FLOYD SAMSON**, of Beers-Barnes Circus, states that they suffered a shake-down when they played at Long Lake, N. Y., July 30. It had to do with the Side Show, also truck and license regulations. Fines were exceedingly heavy for minor offenses, adds Samson. Business was good there, also at North Creek the following day.

**QUITTEREZ BROS.** Circus will be on the road until late in the fall and will play the grape country in California. Will again winter in Los Angeles. Business on the whole has been better than for several years. Show will play some Spanish celebrations in California. Amelia Quitierrez is back in program. She had suffered a broken arm.

**ARTHUR BORELLA** has been doing some more globe trotting. He spent some time in Los Angeles after returning from an eight months' tour of the Hawaiian Islands, then to Buffalo and New Haven for Bob Morton; to Manchester, N. H.; played Shrine Circus, Bangor, Me., week of June 22; then to Galveston, Tex., to spend the remainder of the summer on the beach, stopping at Cleveland Exposition on the way.

**E. J. KELTY**, New York circus cameraman, made the Ringling stand in Chicago, shooting a picture of the personnel and climaxing his visit by going aloft to a far corner of Soldier Field and making an exceptional bird's-eye view of the big top, menagerie top and kid show. After finishing his camera chores in Chi he headed north to make the Beckmann & Gerety midway.

**DONALD L. ROCKWOOD**, of Waterville, Me., states that he is framing a circus display for the local library in connection with Dexter Fellows' book. He has many route cards, photos, programs, big-show tickets and passes of various shows. Rockwood advises that Charlie Campbell, of Sylva, N. C., circus fan and

former trouper, has drawn a complete circus train, 10 cars, and lettered Campbell Bros.' Circus.

**ED HILER**, general agent of Norris Bros. Circus, spent a half hour with Vern Williams, of the Ringling advertising car, in Waterloo, Ia., and caught the Hila Morgan Show in Vinton, Ia. Hiler was on the lot of Byers Bros. Shows at Eudora. States that the show was without an agent and that he contracted the stand under auspices of Fire Department. He was agent for that show for two years. He reports business fair with the Norris show.

**SLIVERS JOHNSON** and troupe are spending vacation at Fox Lake, Wis., at Johnny's wife's home. She was formerly Myrtle Meinke. They are practicing daily. Jimmy DeCobb will join to take charge of the second Ford. Slivers will again have two acts this season and has more than 20 falls lined up. The Johnsons caught the Mix show at Alliance, O., while playing parks and met many old-time friends, including Rhoda Royal, Jimmy Davidson, Abe Goldstein and Hank and Ella Linton.

## Around Ringling-Barnum Lot

**MILWAUKEE**, Aug. 8.—The Ringling-Barnum Circus enjoyed excellent weather and did very good business thruout the Chicago engagement. The second half of the road season started with a good house in Janesville, Wis. The attendance for the season so far has been larger than that of last season up to the same date.

The Florence Nightingale hospital car is spoken of with pride by everyone on the show. It was given a wonderful writeup in the July number of *Medical Economics* and has the distinction of being the only circus hospital car on the road. It was instituted by Manager Sam Gumpertz as an experiment and is proving to be a successful venture.

Clown Poldor was very busy the past week getting together material for a clown memory or souvenir book. It is to contain a picture, both natural and comical, together with a short biography of each clown on the show. Tiny Doll, of the Side Show family, was given a birthday party (she was 21) by her many friends on the show. Many gifts were received, including a bouquet of flowers from Jeanie Weeks.

Eleanor Raymond, whose circus career ended with her marriage last summer, was a visitor in Chicago. Herbert Hubbard visited his father and friends in South Bend. Dan DeBaugh, of Ringling-Barnum office in Chicago, was a frequent visitor in that city. E. J. Kelty took pictures of the entire show personnel in Soldier Field.

William Young, who trouped with the show in 1893 and was at one time manager of the Side Show, was displaying a route book of the show which was used 43 years ago when he visited the show in Chicago. Charline Anthony, who married Bondi Danwill in Chicago, was given a shower by her friends and received many beautiful gifts.

George Sheridan, who was absent from work for about two weeks to undergo an operation, returned to his duties in the cookhouse in Chicago. Milton Ikler, announcer on the show last season, was a visitor in Chicago. Many animals were added to the menagerie during the Chicago engagement, including an elephant, giraffe, camel, tapir, four lion cubs and several monkeys.

Harry Thurston was a visitor in Chicago. Battling Nelson was a daily visitor of Frank Braden in Chicago. William Benson, of Frank Miller's concession department, is looking forward to Miami where he expects to spend the winter.

**HUGH HART and SMILEY CARLTON.**

## Los Angeles Briefs

**LOS ANGELES**, Aug. 8.—Paul Eagles, Los Angeles representative for S. L. Cronin, manager of Al G. Barnes Circus, states that lease for two years has been signed for the Baldwin Park winter quarters.

William H. Kolp, recovered from recent illness, is in town for a short stop and will rejoin the show next week.

Report is that the Cole Bros.' Circus will make Los Angeles and cities in this section, dates said to be in early September.

## Allen With Downie Show

**WASHINGTON**, Aug. 8.—Harry A. Allen, well-known Circus Fan and former chairman of the James E. Cooper Top,

## Dressing Room Gossip

**COLE BROS.—CLYDE BEATTY**—Sports Extra—Can't say the bunch isn't sports-minded around here. Billie Ward heads the list for creating excitement with his broad jump. All the talk in Broadway aisle for two weeks, finally the jump, with the boys laying odds he would or wouldn't. He was supposed to jump nine feet six inches. Fell seven inches short, complaining tape measure was wrong.

Clint Barnes could have stopped at a more expensive hotel if he had made it. The show is commencing to look like an army camp, rifles everywhere. The shooting club headed by Otto Gretona is the reason. Clyde Beatty is getting one and has been made president. The other marksmen who are in it are Willie and Eugene Gretona, Ray Dean, Eddie Allen, and others coming in as soon as they scrape up the rifle.

Then, of course, there's baseball. Cooled off the other day and the props and butchers played. Props won. Joe Lewis still reigns as czar.

The tennis enthusiasts are Willie Gretona and wife and Norma Humes. Guess they have had some real games; too hot for me to watch.

And we have our golfers. Otto Griebling played 27 holes and could hardly walk the next day. Frank Cook also is trodding the greens these days. I almost forgot the horseshoe champion. Tom Allen is wizard with shoes. Seems to have them all bluffed.

Kinko has been quiet of late, Cubs had another losing streak.

Denver, Colo., was nice for the Luckeys and Bertha Denham. Feet under the home table. Billie and Stella Cronin were on hand both days. Mrs. Luckey's daughter also visited the show. The mountain trip in Denver, sponsored by Nick Carter for so much a throw in his bus, was an enjoyable ride. Loading up Sunday noon, Carter, Julian Rodgers, Wanda Wentz, Butch Burkhardt, Andria Gallagher, Mrs. Partello, Harold Nicholson; Carl, the catcher, and the writer headed for the mountains. First stop was at Billie Cronin's for ice water and road information. Found Jack and Martha Joyce, Jean Allen and Bob Courtney there, relaxing in the Cronin's beautiful home. Heading west now, but will try to scrape up something for next week. **EMMETT KELLY.**

**AL G. BARNES**—A recent visitor to the show for two days was Mrs. A. E. Mosely, of Waldron, Ark., who came to see her son, Mel Smith, big show announcer and radio talker. Several CFAs from Madison drove to Prairie du Chien, including Sverre Braathen and Tom Jackman, who joined with John Daley, proprietor of Crawford Hotel in Prairie du Chien; Jud Brown and E. Spafford from Wisconsin Rapids to see the one show.

Doctor George W. T. Boyd had his little first-aid tent in the backyard fairly bulging with medical dignitaries at Rochester, Minn., when both the elder doctors Mayo and Dr. Dixon, of the Mayo Institute, paid him a visit. Dr. Morton, of San Francisco, an old friend of the Barnes Circus, was also here that day. Milt Taylor survived the accident that almost "blew" him up when something went wrong with the cracker box used in the clown band. The old box was a total wreck and Milt now has a new one. Roger Moore has taken Harry Ross' place in the revolving ladder number.

Bob O'Hara and James Webb came back to say hello to Fred Ledgett and a few more of their acquaintances when the show was in Spencer. Just caught up with Chief Keyes and his family in their knife-throwing act in the Annex. Keyes is a Choctaw and comes from "down yonder." While over in this department Madame Virginia whispers that she expects many friends and visitors when the show gets around Chicago.

When the circus played Eau Claire August 3, several members of the Beckmann & Gerety Shows came over from Chippewa Falls, only 11 miles away. The carnival train was not in until late that night for a six-day engagement at the fair. There were Jake Bräuer and Doc Murphy, who were especially noticed "cutting it up" with Duke Drukenbrod, Side Show manager.

of Washington, has succumbed to the lure of the open road and is now a professional. He is contracting agent on Downie Bros. Circus. Experience gained in arranging details for many circuses playing in and around Washington has served to make Allen a veteran in this line of work.

**OAK BRAND • HY-TEX**  
**BALLOONS**

**MICKEY MOUSE**  
the MONEY GETTER

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**HEADS**  
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Fast Sellers everywhere.

The only real Mickey Mouse balloons.

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**The OAK RUBBER CO.**  
RAVENNA, OHIO.  
Selling Through Jobbers Only



# The Corral

By ROWDY WADDY

PEGGY LONG, injured at a rodeo in Ardmore, Okla., last May, when she fell from a bronk, is well again, and, together with Hughie Long, is making all of Everett Colburn's rodeos in Utah and Idaho.

HARRY HUFF opened his Wild West at Phillip, W. Va., recently. Tom Hart and Lola are with the show, which is reported as having 25 bucking horses, 12 wild steers and five trick horses.

NEW ORLEANS.—Following a rodeo that drew over 45,000 on Independence Day at Beaumont, Tex., another event last Saturday and Sunday again drew full stands at G. T. Bell stadium, with fast time piled up in all contests.

LOU AND TONY YOUNG celebrated their fourth wedding anniversary recently at Woodside Park, Philadelphia, where they visited with Maxine Scott, Elizabeth Barry and Muriel Watson, who were playing in a concert there.

"UNCLE" MARTIN HEBERT has investigated a rodeo to be held at Hebert's Ranch, Beaumont, Tex. Its sponsors will be oldtimers of Jefferson and Chambers counties. Show will include stunts familiar to cowhands 75 years ago. Part of the proceeds will go to St. Anthony's Catholic Church.

RESULTS of the recent First Annual Gorman Rodeo at Gorman, Calif.: Bronk riding, Harry Louge, Andy Barr, Rusty Cecil. Calf roping, Ace Gardner, Jim Campa, Burt Dillard. Steer riding, Don Reni, Rusty Cecil, Cherokee Alcorn, Novelty race, Red Sublette, Buck McFarland, Dewey Traube.

MAJOR GORDON W. LILLIE (Pawnee Bill) and May Lillie will celebrate their golden wedding anniversary August 31 in the Indian Pueblo at Taos, N. M. KPRC, of Houston, Tex., which operates on 920 kilocycles, will broadcast a salute to them from 5 to 8:15 p. m., August 12. Major Lillie is the lifetime president of the National Frontiermen Association. J. W. E. Airey, lifetime chaplain of the association, will have the honor of officiating at the wedding.

TEXAS JAY DAVIS and Texas Kid Camp announce they are taking the old Davis & Sons Wild West Shows out with "everything new from cookhouse to stakes" and are scheduled to open soon in Houston. Show will include five trucks, five head of bucking horses, seven head of trick riding and roping horses, three pickout ponies, three head of bucking steers, a new arena and Side Show top, eight-piece band and 17 cowboys and cowgirls.

WORD FROM Canada was that Guy Weadick's Stampede was again the outstanding feature of the Lethbridge Exhibition, Weadick's second year to exclude the Western sports portion of that annual event. C. A. Tyler again was the announcer. Ben Bender clowned. George Pitman and Ed and Buster Guelick did trick riding. Powder River Jack and Kitlee Lee entertained with their cowboy songs and instrumental music. Winners of "firsts" in various events included Clark Lund, in bronk riding and bareback bronk riding; Pat Burton, in calf roping; Urban Doan, in steer riding. Names of day-money winners were to be sent in time for next issue. After the show Weadick left for his ranch, west of High River.

RESULTS of the recent three-day Doby Springs Rodeo held at Buffalo, Okla.: First Day, Calf Roping—Everett Shaw (21.2), Russell Lewis (22), Lester Lewis (23.1). Bulldogging—Joe Whiteman (13.4), Glenn Soward (19.4), Bob Neff (45). Cow Milking—Levi London (23.1), Dick Truitt (24), Everett Shaw (27). Bronk Riding—Milt Moe, Dude Colbert, Vic Swartz. Consolation Calf Roping—Levi London (19.1), Dick Truitt (21.4). Second Day, Calf Roping—Dick Truitt (20), Russell Lewis (20), Everett Shaw (20). Bulldogging—Dick Truitt (15), Tex Slocum (21.2), Joe Whiteman (29.2). Cow Milking—Levi London (20.3), Glen Crouch (21.2), Snooks Jones (22). Bronk Riding—Dude Colbert, Ken Roberts, Vic Swartz. Consolation Calf Roping—Snooks Jones (21.1), Glen Crouch (23.1). Third Day, Calf Roping—Russel Lewis (18), Dick Truitt (20), Glenn Soward (21.2). Bulldogging—Dick Truitt (11.4), Tex Slocum (12.3), Bruce Ross (17.4). Cow Milking—Dick Truitt (14.4), Snooks

Jones (19.1), Henry Snively (21.2). Bronk Riding—Ken Roberts and Vic Swartz split first and second; Milt Moe. Consolation Calf Roping—Chester Andes (20.1), Elmer Randall (22.4).

WINNERS at Ogden (Utah) Pioneer Days: Bronk Riding—First day, Slat Jacobs (180 RAA points), Fritz Truan (135), Eddie Woods (90), Guy Cash and Stub Bartlemay (23 each). Second day, Bill McMacken, Alvin Gordon, Eddie Woods, Canada Kid and Ed Schultz (90 each). Third day, Floyd Stillings (180), Ray Maverty and Alvin Gordon (113 each), Stub Bartlemay (52). Finals, Slat Jacobs (294), Eddie Woods and Melvin Tivis (251 each), Stub Bartlemay (74). Bull Riding—One day, Canada Kid (137), Wesley Walls (102), Alvin Gordon (68), Lonnie Allen and Slat Jacobs, (17 each). Finals, Canada Kid (137), Slat Jacobs (102), Pat Woods (68), Alvin Gordon (34). Calf Roping—First day, Hugh Ridley (70), Carl Shepard (53), Cecil Owsley, Irby Mundy and Howard Westfall (18 each). Second day, Jim Snively (70), Oral Zumwalt (53), Asbury Schell (35), Rolie Rucker and Lonnie Allen (9 each). Third day, Tommie Rhodes (70), Carl Shepard (53), Oral Zumwalt (35), Jay Snively (18). Fourth day, Bill Eaton (70), Oral Zumwalt (53), Asbury Schell and Tommie Rhodes (27 each). Finals, Carl Shepard (192), Irby Mundy (144), Cecil Owsley (96), Howard Westfall (48). Steer Wrestling—First day, Mike Fisher and Harry Hart (61 each), Ray Maverty (35), Steve Heacock (18). Second day, Morris Riley (70), Canada Kid (53), Ray Maverty (35), Slat Jacobs (18). Third day, Howard McCrorey (70), Mike Fisher (53), Morris Riley (35), Dave Campbell (18). Third day, Dave Campbell (70), Canada Kid (53), Morris Riley (35), Howard McCrorey (18). Finals, Morris Riley (120), Mike Fisher (90), Harry Hart (60), Shorty Creed (30).

WINNERS at California Rodeo, Salinas, Calif.: Bronk Riding—First day, Clay Carr; Harry Knight and Pat Woods split second and third; Pete Knight. Second day, Doff Aber, Eddie Woods and Pat Woods split second and third; Endie Barr. Third day, Doff Aber, Pat Woods, Eddie Woods, Harry Knight. Fourth day, Canada Kid, Doff Aber, Leonard Ward; Pat Woods and Frank Schneider split fourth. Finals, Doff Aber, Pat Woods, Clay Carr, Canada Kid. Bull Riding—First day, Frank Schneider, John Schneider, Marvin Roberts, Smokey Snyder. Second day, Eddie Woods, John Bartram; Canada Kid and John Schneider split third. Second day, Frank Schneider, Fox O'Callahan, Canada Kid; Eddie Woods and Pat Woods split fourth. Third day, John Schneider, Canada Kid, Eddie Woods, Pat Woods. Finals, Fox O'Callahan, Canada Kid, John Schneider, Pat Woods. Calf Roping—First day, Clay Carr, Everett Bowman, Richard Merchant, Roy Adams. Second day, John Bowman, Hugh Bennett, Richard Merchant, A. E. Gardner. Third day, Tommie Rhodes, Lee Barkdoll, Hugh Bennett, Emmett Gill. Fourth day, Asbury Schell, Bob Crosby; Roy Adams and Tommy Rhodes split third and fourth. Finals, John Bowman, Tommie Rhodes, Richard Merchant, Clay Carr. Steer Decorating—First day, Leonard Ward, Oscar Warren, Joe Mendes, Doff Aber. Second day, John Mendes, Holloway Grace, Edward Brown, John Schneider. Third day, John Schneider, Holloway Grace, Leonard Ward, John Mendes. Fourth day, John Schneider; Clay Carr and Leonard Ward split second and third; John Mendes and Holloway Grace split fourth. Finals, John Schneider, John Mendes, Leonard Ward, Frank Schneider. Single Roping—First day, John Bowman; Roy Stuart and Hugh Bennett split second and third; Roy Adams. Second day, G. F. Williamson, Sage Cornett, Fox O'Callahan; Adolph Gill and Tommy Rhodes split fourth. Third day, El Silacci, A. E. Gardner, Dell Owens, Norman Cowan. Finals, John Bowman, Roy Stuart, Dell Owens, Roy Adams. Team Roping—First day, John Bowman and Hugh Strickland, Asbury Schell and Hugh Bennett, Bill Taylor and Al Skelton, Lawrence Conley and Tom Rhodes. Second day, M. W. Del Re and Willie Clay, Sidney Hardy and Bill McGrath, E. T. Miller and Al Landon, Charles Araujo and Ken Winsor. Third day, A. Ordway and Carl Shepard, Frank Grimes and Gerald Garner, Norman Cowan and Jess Byrd, Phil Winegar and Glen Shaw. Finals, John Bowman and Hugh Strickland, Asbury Schell and Hugh Bennett, A. Ordway and Carl Shepard, Bill Taylor and Al Skelton.

## Dexter Fellows (CSCCA) Tent Tattles

(Filling this cavity for Fred Pitzer, by Dentist Ed Thornburgh)

During the hot spell I amused myself by sitting on a keg of ice and reading the *Tiger Lady* to my son, Douglas. This is a book about that noted animal trainer, Mabel Stark. It contains 54 illustrations and the high spots in it are (a) that tigers are like people—every one different and every one subject to moods; (b) the nose is a tiger's most vulnerable spot; (c) once a tiger has gotten you down he cannot be handled again; (d) if he thinks you're afraid he'll spring; (e) lions get more tame after they are worked a while. So do leopards. It is just the other way with tigers. The more they become accustomed to a trainer the less respect they have for him or her. They lose the jungle animal's innate fear of man and that makes them more bold. (f) The wild animal senses the first tremor of fear and is quick to take advantage of it. (g) After they get used to your step and your voice they like to be praised. They will work harder for a word of approval than an ordinary house cat will work for a bit of fish. (h) It takes days of work to get the simplest ideas into a wild animal's head. That's why they're called dumb! Once they get the idea and associate a word of command with it they rarely forget. (i) When tigers are born in captivity the mother is very apt to kill the cubs; (j) a tiger will not attack a sleeping person unless it is very hungry; (k) most animals are sluggish after feeding and want to sleep, but not the tiger cub; (l) pneumonia is the cause of death of most of the tigers traveling in circuses; (m) a tiger cub weighs about 25 pounds. When full grown the animal will tip the scales anywhere from 350 to 850 pounds. Each cat gets 12 to 14 pounds of meat a day, except on Sundays, when they are not working. Then they are fed milk and raw eggs to keep their coats glossy, or else raw liver, which acts as a cathartic; (n) tigers are cleaner than lions. The oil in their fur keeps fleas off them; (o) the tiger has three important sounds—a cry, a holler and a growl; (p) the sight or smell of human blood will not madden a wild beast; (q) you cannot hypnotize wild beasts with your eyes. That old myth was exploded years ago.

## Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Aug. 8.—Thirty-one members attended the Monday night meeting, which was dedicated to Will Wright, of the Golden State Shows, who was the donor of the liquid refreshments served after adjournment. The fact was recorded in the minutes of the meeting and a vote of appreciation voiced by those assembled.

Several letters were received by Secretary John T. Backman requesting information concerning the "tabbing" of meeting nights during summer months for an individual, and two asked if only those who were owners or executives of circuses, carnivals, etc., were privileged to have their names inscribed and meeting nights dedicated to them. In answer, it was explained that every meeting refreshments and lunch are served free. During the fall and winter the necessary funds are provided by a split of the weekly award. This is possible due to the fact that there are frequently 100 to 200 members present. During the summer when attendance is not so large members have voluntarily supplied the refreshments and lunch at no cost to the organization's treasury. So, several who wrote in and asked the privilege to do this, it was thought that in deference to the fact that they were absent and could not enjoy the affair, as a gesture of appreciation the night would be dedicated to whoever was the donor. And further, this is an open affair, any member, no matter what he is engaged in, has the same privilege. The next three meeting nights have been provided for. There is no solicitation, only those feeling so disposed are the donors.

Oh! yes! about the meeting. Dr. Ralph E. Smith presided and John T. Backman, secretary, was the only other exec present. No important matters were taken up (See PACIFIC COAST on page 49)

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 8.—The work of the Cemetery Fund and membership drives is keeping activity at the League rooms up to a high pitch.

Applications received during the week were E. H. Denham, credited to Sam Feinberg, and Chris Cornalla, Rodney Krall, A. Raucci, M. D. Westmoreland, I. Reinsner, Jack Swibel and J. G. Ellison, credited to Harry Ross. The standing in the drive to date is Harry Ross, 40; Maxie Herman, 8; Sol's Liberty Shows, 8; Cole Bros.-Clyde Beatty Circus, 6; Happyland Shows, 4; Frank R. Conklin, 4; Sam Feinberg, 5; Frank Joerling, Harry Lewiston and Rube Liebman, 2 each; Max Goodman, Joe Streibich, Nate Miller, Max Linderman, J. C. Simpson, Elmer C. Vellare, Tom Mix, Charles T. Goss and William J. Coultry, 1 each.

The Cemetery Fund Drive is getting real attention and looks like it will go over bigger than last year. Returns to date are Beckmann & Gerety Shows, Conklin All-Canadian Shows, Max Brantman, A. Pakin, Ben Levine, West World Wonder Shows (Fitzle Brown), Hyla F. Maynes, Abe Gorman, Albert J. Horan, George H. Fowler and Milford H. Smith. This is gratifying and we feel certain of many more in the next few weeks.

President Patty Conklin writes that he has started real work on his campaign and sends in a check for \$200 as a starter. He asks that all give plenty of attention when the literature is received.

Once more members of the League were called upon to grieve the loss of a beloved brother. Elmer D. Robinson passed away suddenly on August 2. Death was caused by a blood clot on the brain. (See SHOWMEN'S LEAGUE on page 49)

## Los Angeles

LOS ANGELES, Aug. 8.—Lots of activities in outdoor amusements in Southern California.

Moffat & Harvey's United Attractions did well at Pismo Beach. Spot has made a remarkable comeback, judging from reports of the boys who played it. Show had five rides, with Doc Hall in charge. Whitey Olsen had five concessions; Harry Covington, four; Mrs. E. M. Rockwell, three; Billie Williams, two; Florine Apple, two; Charley Cooley, two; Nellie Williamson, one; W. Scott, two, and E. M. Poisen, two. The three-day affair was sponsored by Pismo Beach Chamber of Commerce with M. E. Anderson as chairman.

Ray Amusement Company, at Inglewood (Calif.) Centennial Days Celebration in Inglewood Bowl, is reported doing well. Russell Irvine is chairman of the committee. The Rookie Lewis Walkathon at Tacoma, Wash., is doing big biz. Mr. and Mrs. George Wiler have refreshments and eats at the affair. Foley & Burk Shows report a big opening at Monterey, Calif., and have contracted (See LOS ANGELES on page 49)

THERE ARE "SCORES" OF REASONS  
Why YOU SHOULD  
BE A MEMBER OF  
Showmen's League of America

165 W. Madison St., Chicago

In numbers there is strength—the larger our membership the greater our strength. You need the Showmen's League of America as much as it needs you. Become a member.

## WANTED

Girl Trick Rider for Rodeo at once. Prefer one with own saddle. Len Pearson, Tom Huet, wire me. Via Venzler, wire collect. HARRY HUFF, Phillip, W. Va.

## Pearce Parks Business Okeh

*Excelsior and Wildwood  
are having best season  
since pre-depression years*

MINNEAPOLIS, Aug. 8.—Excelsior Amusement Park at Excelsior, suburb of Minneapolis, and Wildwood Park at White Bear Lake, suburb of St. Paul, have enjoyed the best business pre-depression years. Both parks are owned and operated by Fred W. Pearce & Company of Detroit.

Two new speedboats were put into operation at Excelsior and were kept busy at two bits a ride, especially during the hot wave. It is the first time Excelsior ran speedboats, altho Wildwood had them several years.

Picnic biz at both parks has been way up, with not only more picnics booked but attendance better. The greatest increase, both in number and volume, has been noted in store employees' picnics.

Excelsior has been playing free acts all season and found them good crowd-drawers. J. P. Collihan, superintendent, reported. Smith's Diving Ponies tonight complete a two weeks' stand. Gould's Banjo Band, a Minneapolis group, will follow as the act next week. The Stratosphere Man preceded the diving ponies for two weeks. Wildwood is to get the diving ponies when they move out of Excelsior for one week. It is Wildwood's only free act of the season.

Dance hall biz also is better than last year. Large crowds were at the annual WCCO night at Excelsior Friday when talent of Station WCCO, Minneapolis, put on a floor show. Norvy Mulligan's Orchestra was booked in for that night and will play indefinitely, succeeding Jo Cappo and his Egyptian Serenaders, who played two weeks.

The staff at Excelsior has been the same for three years. F. W. Clapp is resident manager; J. P. Collihan, superintendent, and John Ganley, in charge of the ballroom and publicity. A. J. Metzendorf is manager at Wildwood and P. J. Kinsella superintendent.

### Tidewater, Va., Beaches

NEWPORT NEWS, Va., Aug. 8.—Beach resorts in Southeastern Virginia have been thriving on the heat wave, and good business is the rule at Virginia Beach, Ocean View, Buckrook Beach and the lesser resorts.

Virginia Beach is playing host to hundreds of couples nightly at its several dance spots, with Jelly Lettich's Ork at Peacock Ballroom, Seaside Park, also offering Sunday concerts twice daily. Jimmy Lunceford also was a recent attraction at the beach.

Pool bathing is running the surf a close rivalry. Thursday nights have been set aside for the kiddies and the Conley Animal Circus is the free attraction. Kiddieland offers plenty of mechanical rides for the youngsters. The midget auto races are a magnet for the Norfolk crowds.

Buckrook Beach is featuring Skintight, boy dancer from Dixie. Floor shows are being introduced at the Peninsula resort and other attractions include amateur nights, prize nights and country stores. Billy Silers' Club Lido Band is featured on the pavilion.

### Larger Park for Greenville

GREENVILLE, Miss., Aug. 8.—The mayor and city council have under consideration a plan to establish a bigger recreational and amusement park here and will rule on okeing of option held by the Greenville Garden Club for site. The new park will have a swimming pool, roller skating rink and rides.

NEW ORLEANS, Aug. 8.—Bad weather has interfered with crowds at Pontchartrain Beach during past 10 days, but Manager Batt has extended engagement of Ce Dora and her "globe act" hoping for better turn for the next two weeks. This is the first break in a long round of record-breaking attendance for the season. Beach will probably continue its season beyond Labor Day, with Batt promising free acts right up to the end of run.

AL BEHRMAN, electrician at Coney Island, Cincinnati, recently celebrated his 23d season at the park.

### Miss Cahn Goes Plus— So P.A.P. Chat Is Minus

Marion Cahn, chatterer of the Pallades (N. J.) Amusement Park column, annexed Bert Nevins, p. a. of the spot. In short, they were married last week. Newly crowned Mrs. Nevins couldn't find time during all the preliminary excitement to continue to amaze her readers. Therefore, no column this week. Readers will forgive in the name of a sacred institution. So hopes ye editor.

## New Pool Opened In Detroit Area

DETROIT, Aug. 8.—The new Crystal Pool, third major pool to be constructed in the Detroit area, has just been opened at Greenfield, Northwestern and Eight Mile roads, three main highways near Detroit, in Oak Park, northwest of the city. The pool is under management of Henning Rylander, who is active manager, and Theodore Folster, owner of the National Swimming Pool, a few miles north.

Business has been fair since opening, because of a spell of relatively cold weather, after the heat wave, which drove people away from this type of recreation locally. Instead, however, business last Sunday took a big spurt and reached near-capacity proportions.

The new pool has a capacity of 6,000 people daily, about 2,000 at a time.

### Commission May Take Over Several Toll Bridges

EAST LIVERPOOL, O., Aug. 8.—The Ohio Bridge commission has disclosed it is expected to complete negotiations within 30 days to take over some of the toll bridges linking Ohio and West Virginia. The East Liverpool-Chester, W. Va., span is one of the bridges being considered for the two States to take over their operation with a view of making them toll free.

The move will be welcomed by the operators of Rock Springs Park at Chester, W. Va., across the river from here. Excessive toll charges from the Ohio side have been a discouraging factor for years and have greatly curtailed attendance at the Chester park from the Ohio side. An ordinary auto load over the bridge and return costs 50 cents the round trip.

Owners of the East Liverpool-Chester bridge founded and built Rock Springs Park, but in recent years it has been under lease to C. O. Macdonald.

### Kuser Will Exercise Option on York Park

YORK, Pa., Aug. 8.—John Kuser, of Trenton, N. J., will exercise an option he holds for the purchase of closed White Rose Park. It was learned here this week, and start repairs with hopes of opening a dance hall in the fall. The park proper is expected to be opened next spring after many improvements, including the reconstruction of an unused swimming pool.

The name of the park, which has been closed for a number of years, will be changed to Roosevelt Park.

## Big Season for Denver Elich Gardens; Gate Receipts Up 24%

DENVER, Aug. 8.—With receipts of rides and concessions along the midway showing an upward swing of 8 to 25 per cent over last year, Elich Gardens amusement park is enjoying one of the most profitable seasons since pre-depression days.

Along with the general optimistic trend, gate receipts have upped approximately 24 per cent, due largely to the popularity of the Trocadero Ballroom, the Elich theater and the many special picnics and outings held on the grounds.

Newly remodeled and designed, the Wildcat, roller coaster, has become one of the outstanding attractions of the park. Arnold Gurtler, manager of the park, last year hired New York architects to rebuild the scaffolding and track. It is a familiar sight to see waiting lines at the ticket booth on week-end nights.

Despite competition offered by downtown night clubs and dance spots, the Trocadero Ballroom of Elich's has en-

### Atlantic City Will Close With Big Celebration

ATLANTIC CITY, Aug. 8.—This resort will mark the closing of the greatest season in its history with a big celebration.

Inaugurated last year as a fitting successor to the old Atlantic City pageants, the Showmen's Variety Jubilee met with tremendous success, the Boardwalk parade being witnessed by more than half a million persons. This year it will be staged on an even more elaborate scale far surpassing any of the old pageants.

Starting September 8, the Jubilee will continue until September 14, and each day will have a definite program for the entertainment of the visitor. The entire affair is again built up around the selection of "Miss America 1936" and will find 60 girls, representing all of the States and largest cities, competing for the coveted title.

More than 100 floats are entered in the Boardwalk parade, which will be held September 11. They will come from all over the world.

### Acts at Swedish Parks

STOCKHOLM, Aug. 3.—The many amusement parks in Sweden offer suitable acts a big break during the summer. In Stockholm the two leading parks, Grona Lunds Tivoll and Nofesfalt, each use several circus and vaude numbers. Present show at Grona Lunds Tivoll has the American hoop juggler, Howard Nichols; the acrobatic dance trio, Three Schencks; the clever juggler, Bob Ripa, and the contortionist, Little Mimi. Nofesfalt show features the musical clowns, the Arnaut Brothers; the American saxophonist, Raymond Baird; the acrobats, Bert and Gloria, and the bike act of Nicol and Martin.

One of the largest and finest amusement parks in Sweden is the Liseberg at Gothenberg. This park has two open-air stages and a theater, the Cabarethallen. Present program in the theater has the Lilly von Wieden Ballet; Two Rollwinds, roller skaters; Willardy, magician; the Hazel Mangan Girls, American acro dancers, and Fox and Rasco, comedians. Appearing on the open-air stages are the Codonas, flying trapeze, and the Four Leightons, acrobats.

### Bauer in Charge of Zoo

SALT LAKE CITY, Aug. 8.—E. M. Bauer, known here as "Dutch Shlder," is actively in charge of Hogel Gardens Zoo, succeeding Ralph McCollin. Bauer has already taken steps to clean up the zoo. The City Commission is only waiting for legal decision to see if it will be held responsible for debts incurred by the Salt Lake Zoological Society, which formerly had charge of the zoo, before improvement are started. There is still money left out of the appropriation made by the city for the keeping of the zoo.

Captain McCollin has been appointed State organizer for the Fraternal Order of Eagles in Utah.

CINCINNATI.—Three nickel days in a row will be staged at Coney Island on August 12-14, under auspices of Laundry Owners' Association of Greater Cincinnati. Reduced rates, almost half price, will be in effect at the swimming pool. Fireworks will be staged night of August 15.

## Big Season for Denver Elich Gardens; Gate Receipts Up 24%

joyed near record-breaking success this year. Bernie Cummins opened the ballroom, followed by Paul Pendarvis and Al Lyons, all of whom clicked with Denver dancers.

The current attraction is Mal Hallett, playing his first major engagement west of the Mississippi. Comparatively unknown here, he has elicited public approval. Future bookings for the ballroom include Anson Weeks and Griff Williams, the latter a sensation at Elich's last year.

Altho no figures were available, interviews with managers of midway concessions and rides showed the following: Old Mill up 10 per cent; Roller Coaster, 29; Pretzel Castle, 11; auto speedway, 8; rifle range, 45, and penny arcade, 23. Proprietors of the park cite term the year the best since 1928, with unusually heavy trade on Saturday and Sunday nights.

## Krasner Spot Is Going Big

*Denver Lakeside is having  
best season since 1920—  
new dress is attractive*

DENVER, Aug. 8.—Lakeside Park this year has attracted the greatest number of people since record days of 1920. The 160-acre spot is under management of Benjamin Krasner, who for many years had concessions in Lakeside and who in 1935 took over complete park management. Early in 1935 the park was in the hands of receivers and it was expected a large wrecking concern would take it over.

Visitors all comment now on its brightness and neatness. Under direction of Manager Krasner and Al Johnson, park superintendent, many new rides have been installed, among them Zingo and water ride, Paddle About. Many concession stands have been rebuilt and buildings, from ballroom to smallest stand, have been repainted in gay colors. New speedboats were put out on the lake.

### Many Vet Employees

Such names as Paul Whiteman, Coon Sanders, Wayne King, George Olsen, Ted Weems, Earl Burtlett, Ted Flo-Rito, Eddy Duchin, Kay Kyser, Gus Arnheim and others have appeared in El Patio Ballroom. At present Kay Kyser and his orchestra are playing. William Bevington, who has been supervisor of El Patio Ballroom 18 years, has come in personal contact with each band playing in Lakeside.

Johnny Flohr, who has been chief electrician in the park 25 years, is responsible for all color and lighting effects. He is also key man at shooting fireworks shows, for which Lakeside is noted. Many other attaches have been with the park many years. Ed Tripp has been grounds man for over 20 years; Maurice Hyden, carpenter, 22 years; Charlie Keiss, park's first paymaster, and with it since 1907. Mrs. Keiss has been bookkeeper 18 years.

### Town Is Incorporated

Lakeside is also an incorporated town, having its own mayor, town officials and police department, with a chief and 40 officers, and has a population of about 50 voters. Its miniature railroad, a mile and a half in length, has carried some of the highest officials in the United States on its trip around the lake. Large picnic grounds have been improved. This year Lakeside erected a new grand stand at a cost of \$10,000 and features fast soft-ball games nightly, with a semi-pro league game every Sunday afternoon.

## Large Crowds At Craig Beach

DIAMOND, O., Aug. 8.—No season in the nine that Art Mallory has been manager of Craig Beach Park near here has been so successful as the current one, Mallory told *The Billboard* representative here. From Decoration Day up to the present time the resort has been crowded, new attendance records having been set on recent Sundays.

Mallory has done little in the way of construction, other than add a Loop-o-Plane to the midway, which has been getting good play. Free acts have helped attendance and free movies have been responsible for better night crowds thru the week.

George Williams' Band is attracting large crowds to the pavilion nightly, where social-plan dancing is the policy. Williams goes out Tuesday nights to give way for one night of old-time dancing. Free dancing Sunday afternoons is bringing out large crowds, Mallory said. Bathing is free.

The Betty Jean launch, carrying about 60 persons, is making five-mile cruises with entertainment aboard by a hillbilly band. Mallory said picnic bookings the remainder of the season are the heaviest in many years.

### More Seeing A. C. Exhibits

ATLANTIC CITY, Aug. 8.—National exhibits on the Boardwalk report heavy increase in attendance this season, many establishing all-time high records.

# American Recreational Equipment Association

By R. S. UZZELL

Denver, Colo., is one mile above sea level. This gives them cool nights so that Elitch Gardens can run a summer theater with profit. It has always been a summer haven for show people. Broadway (New York) stars never considered their career complete until they had played at least one summer in Elitch Garden's stock.

## Friendship in Denver

Others of our fraternity have learned to love the place. The city represents open-hearted Western friendship at its best. Players always have a kindly sentiment for the beautiful gardens and for the hospitality of the mountain city. Buffalo Bill's Show was attached by his creditors and sold in Denver at auction. The veteran plainsman stood the ordeal nobly until his beautiful white mount was put on the block when he broke down and cried like a child. He was oblivious to the bidding until he heard the word "sold." Then he almost collapsed and might have gone into a swoon but for someone calling him by name. He braced himself as best he could to look upon the white steed for the last time. But when the purchaser threw the reins over Cody's arm and said, "This is your horse and always will be. Take him! Denver could never see you separated from your horse, the apple of your eye," the veteran showman was almost overcome with joy. On Lookout Mountain above the city he sleeps the long sleep and a fine monument of him on the horse is erected there by his loving friends.

## Longs Developed Gardens

Mrs. Mary Elitch Long and her first husband, John Elitch, established the gardens as a zoo and vaude show, which they gradually developed into the famed gardens. Elitch died about the 12th year of this success. Mrs. Elitch later married Thomas D. Long, who worked hard to retain the success she had helped to win. To compete with the newly developed Lakeside Park, Long ventured with the Monitor and Merrimac. It was too large for Denver's limited support. Then in building it collapsed and killed some workmen and hurt several people. All of this caused the gardens to fall. Long died. Mulvihill made the purchase outright, but voluntarily placed at Mrs. Long's use her cottage in the park so long as she should live. Mulvihill passed on, but his son-in-law, Gurtler, continued to look after Mrs. Long. She died in Denver July 16, 1936, at 88 and near the half century mark for her beloved gardens. Herbert Schmeck, of Philadelphia Toboggan Company, was out there at the time and says Arnold Gurtler could not have been more tender with the funeral arrangements of a member of his own family. Denver runs true to tradition and Gurtler shows himself to be what we have always known—a real man.

## Mrs. Long Served Well

Here is a picture of the uncertainties of life. A woman, once a noted beauty, wealthy, a social favorite, known and praised by the whole community, comes to the end depending on the bounty of a most generous man. She served her city well, bringing joy to the millions and always charitable to a marked degree when she had means. Her life was not in vain. This old world is better for her having lived in it. She was always kind to your author, who spent his college days in Colorado. It was Mrs. Long who bought our first airplane swing in September, 1903. She trusted us with a first payment when we had little but a blue print. Never did she fail to give us a fine reference. Our debt of gratitude to Mrs. Mary Elitch Long can never be paid.

## Should Check Fire Hazards

Fires are occurring more frequently than usual. It is to be regretted when so many are striving to wipe out the old stigma of "careless housekeepers" ebald up against amusement parks. There should be one man at each park to check up on fire hazards and keep all operators on the alert. He should have authority to compel each place to keep inflammable material down to the very minimum of absolute requirements. A dry hot summer always brings an increase in fires.

DEMNIATI ARABS opened an engagement at Kennywood Park in Pittsburgh, doing two performances daily.

## Park Island Considering Portable Dance Floor

DETROIT, Aug. 8.—Douglas Glazier, manager of Park Island at Lake Orion, Mich., is considering immediate erection of a portable dance floor on space at the west end of the park, to replace the ballroom recently destroyed by fire. Loss in money included the week-end picnic receipts, and much equipment which was stored in the ballroom.

Total loss was ultimately estimated at \$30,000, with no insurance coverage whatever. Glazier estimated his own personal loss at about \$8,000, in a statement to *The Billboard*.

Don Phillips and his orchestra, who were playing there, lost all their belongings, including instruments and clothes, as they were living in a room in the same building. They drove to Cleveland those last few days to buy instruments to replace those lost. A benefit for them was given last Friday by the city and the receipts were used to provide new equipment. They may remain with the park if a portable floor is found in time.

Business in the rest of the park has been much better than expected, altho the ballroom had long been the principal attraction there. A permanent dance hall will be installed for next season by John Winter, the owner, if the Glaziers take a new lease on the park.

Picnics are coming to the park right along, with practically no cancellations despite the loss of the park ballroom. Glazier has been giving an example of real showmanship in operating the park under handicaps after the loss of the hall. All concessioners have agreed to stay for the season and rents were generally reduced accordingly.

## Attractions at Olympic

IRVINGTON, N. J., Aug. 8.—Latest addition to the Olympic Park's features is Chief Longwolf, 84, and his tribe of Winnebago Indians. They dish out the usual Indian routine. Florence and Arnold, balancers and acrobatics; Jimmy Dunedin and company, trick and novelty bicyclists; Moran and Wise, boomerang hat throwers, and One Happy Family, comedy group, are acts booked for this week's circus.

WPA show continues to draw with new presentations each Monday evening. During the past hot spell the park's huge outdoor pool accommodated large crowds.

## Improvements at Russell

BELLEFONTAINE, O., Aug. 8.—Work of constructing a new outdoor dance pavilion, 108x80 feet, and a new arcade boardwalk at Russell Park, Indian Lake, was started this week. Manager French Wilgus announced. The floor is to be constructed about and within a large group of trees and will be illuminated by tree-hung lights.

## Swimming Meets Repeated

LINCOLN, Neb., Aug. 8.—Repeat of the city swimming championships at Capitol Beach pool here was a success last week. This is a two-way promotion of Ralph Beechner, pool manager, and the Lincoln newspapers, and has been an annual event for the last 10 years.

Beechner was recently released from the hospital after an eye injury which necessitated an operation. For a while it was believed he would lose the sight of one eye, but physicians believe he will recover.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

With weather superb the past week, beach and pool were crowded every day, keeping Manager Tom Woodward and his hard-working crew hustling every minute. Park bis also holding up nicely. Talent Night proving a big attraction, winner of the \$50 first prize turning up in a boy with an intelligent trained dog. Contests prove that Westchester has a wealth of amateur talent. In Playland Baseball League the dormant exec staff team awoke from an attack of hookworms to pull a big surprise, defeating the strong league-leading Auto Park men by a score of 4-3.

Desk Officer Jimmy Walters has returned after a spell in the hospital and looking very well. Season rapidly nearing its close, and it will soon be time to compile a list of the boys and girls who leave these parts and spend the winter in a sunnier climate than Eastern

New York. . . . Current free attraction is out of the ordinary for Playland clientele, being a couple of comedy acts—Silver, the Wonder Horse, and Aunt Jemima and her Three Pancakes, clicking splendidly. Tieup with *New York Daily Mirror* for July 31 was voted a huge success by the great crowd of kiddies who thronged the big park with their free coupons. Another tieup on August 7.

That was Artie (Reckless) Colligan, of the Ark. His pal is John Mullins, also of Ark. . . . There goes Lee Bloom, of Glass House, and that fellow with him is Pat Russo, of Whip. . . . Mollie Seol is managing the Sweetheart pop corn concession at Oakland Beach. George Seol is managing the same confection conchess at Newport Beach, R. I. Mollie and George were at Playland for five seasons. A Howe is with the Sweetheart pop corn at Oakland. . . . Dick Bogert, of Wallkill, is visiting his dad, Ed Bogert, here. . . . Preparations completed for second annual Harvest Moon Ball at Casino, held last week. . . . Playland officials working hard to make tieup with chain of county dances a success. Event scheduled for August 19, and Refreshment Manager Fred Merritt is busy figuring the mileage of hot dogs needed for that day.

Col. I. Austin Kelley looking forward to his annual go with Florida sailfish. . . . Marion Spencer is featured vocalist with George Bell and His Masters of Rhythm in Casino. . . . Park again selected as place to hold Westchester eliminations for Barber Shop Chord contest. . . . Ye scribe paid a visit to all Playland concessioners and all reported best biz since 1931. . . . Esther and Leon Bartley are visiting their aunt, Mrs. O. O. Lindberg, for a few days. . . . News being rather scarce and no funny sights available, we'll arise and chant our theme song, *Hasta manana*.

## Asbury Park, N. J.

By RICHARD T. HOPPER

Greyhound racing, which was scheduled to have opened at the Long Branch track August 13, altho at this writing the formal lease between the Long Branch Kennel Association and the city of Long Branch, which owns the land on which the plant was built two years ago, has not been signed, has the concessioners in near-by shore towns jittery. One such gentleman, who prefers to remain anonymous, said the opening of greyhound racing with some sort of gambling which is supposed to get around the anti-gambling statute on the New Jersey books would hurt business at least 20 per cent. "We might as well close up after 8 p.m.," he said.

Jack Goldberg, operator of several Walk amusement spots in conjunction with Arthur Seger, took in a small payroll of slugs after the annual visit of a 15-train excursion to the city. . . . A. M. Williams' new Cycle Scooters on Wesley Lake, on the Ocean Grove side, getting a big play, especially from the children. Lake presents a scene of activity, with Williams and his partners, Rodney Ross and Bob Fountain, keeping things humming on both sides of the lake with the Scooters and in the middle with Swan boats powered with automobile engines.

Concessioners glowing with recent business successes in this area. Some feel this season has been the biggest in many years. Seven perfect week-ends as far as weather is concerned have given them all a well-deserved break.

Teddy Jock continues to do a rush business at his Dutch shop restaurant in the Convention Hall arcade. . . . State ABC agents watching licensed places closely in Asbury Park for violations of the liquor laws. Several of the better known spots have been visited, with one found selling to minors. . . . Captain Barrett, at the Seventh avenue pool, planning another water carnival following the huge success of the last one. The new carnival, scheduled some time soon, will feature a bathing-beauty contest. . . . Julian Woodworth made his triumphant return to the Casino, following Jerry Johnson's Ork, which has been playing to capacity crowds for the last two weeks. . . . Woodworth's CBS ork so popular during its July visit

arrangements were made by Tom Burley, beach-front director, to bring it back. City will continue to operate its own beach front for the rest of this season anyway. Supreme Court Justice Frank T. Lloyd refused to interfere with a writ restraining the beach commission from operating. The judge observed the season was half over, concessioners have made their contracts with the city and he felt it "unwise" to change those conditions now. Case will probably be argued during the October term of the court.

## Coney Island, N. Y.

By LEONARD TRAUBE

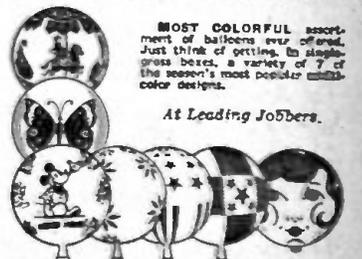
One of the best breaks Coney has received in years came via the airwaves the past Thursday over WNEP for a 15-minute period starting at 3 o'clock. Four speakers took the stand, all of them being familiar names at the resort. They were David J. Martin, managing director of the Half Moon Hotel; Dr. Charles Hall; I. H. Klein, president of the Coney Island Chamber of Commerce, and Bill Lombard, booking and pool manager of Luna Park.

From the point of view of amusements, Lombard's talk took top honors in an interesting quarter-hour. Lombard confined himself to Luna, related some stirring as well as humorous incidents which have occurred there during his time, which stretches to some 30-odd years, and in closing paid tribute to Luna's manager, Charles R. (the "R" stands for Rutledge) Miller, who seems to be putting the playground in the black for the first time in a good many seasons. The others did their share in plugging Coney as the country's stand-out resort for the masses. President Klein dwelt on the season's record-breaking business; Dr. Hall, his experiences with freaks during the last two or three decades, and Martin, the trials and tribulations of a seaside hotel impresario. Dr. Hall and Lombard were interviewed by Charles Samuels, who this year has been assigned to press agent the island thru the courtesy of Mary Dillon, head (See CONEY ISLAND on page 43)

## Venice Pier Is Staging Comeback

VENICE, Calif., Aug. 8.—Due to greatly improved business conditions Venice Pier is staging a definite comeback this year and plans are under way for further improvements. Week-day crowds have been good and large crowds (See VENICE PIER on page 43)

## OAK BRAND HY-TEX BALLOONS DE LUXE ASSORTMENT



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# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## By the Sea

ATLANTIC CITY.—This is being written in the *Billyboy's* office here at what is familiarly known as "America's Playground." And thru the courtesy of Bill McMahon, who is the resort commentator for this publication, a battered 'ol' type machine is being used to disseminate the pool news this week—what there is of it, that is—to you.

Just arrived in this salt water taffy town a few hours ago so haven't had much time to look around the swim tanks. But Bill tells me that they're going strong and that the Hygia outdoor natatorium which just reopened this summer is getting a big play from the locals as well as the visitors.

Ironically enough, the writer who has written time and time again in this column about shirtless swimming, nearly became a victim of the new ordinance of this city against such attire. And am I sore—that I wasn't a victim, that is! You may have read about the 18 men who were arrested last week on the beach here for going about sans bathing tops. Well, if you did, you know all about the swell publicity each and every one of them received and of how they formed an association to fight their unjust pinch.

How I would have enjoyed being hauled off to the hoosegow with the group, for then I really would have something to write about in connection with this shirtless swimming situation. I've always been writing from hearsay or from city reports, but here the first opportunity I had to get real first-hand information I go and turn sissy. But then, that bathing suit I bought on the Boardwalk just when I arrived had the sweetest looking top to it and even tho I am a staunch advocate of shirtless swimming, I just had to wear it that way.

This trunk bathing for men controversy grows sillier and sillier. How any able-bodied city official can vote for a law banning the healthful practice is beyond me, especially when here in Atlantic City they permit persons to walk on the Boardwalk, as well as all over town, in bathing suits, which to my way of thinking, is certainly not a pretty sight. Not half as bad as the view of hairy-chested men about which these would-be blue-nosed Billy Sundays are yelling about.

Oh well, I really don't know why I continue to argue about it, except maybe that it's always bobbing up in the news and one has to keep up with the news, you know. I wager that that's the reason for so many of these ordinances at that. The city officials of Atlantic City and other beaches may not be so dumb after all. If they said nothing about it they probably wouldn't get their pictures and stories in the papers, so instead of biting a dog to make news—the fad now is to prohibit shirtless swimming.

## By the Land

Arcola open-air aquadrome, in Arcola, N. J., is a small swim pool that deserves mention. The situated in a rather hick burg, the tank goes out of its way to attract biz from outlying environs. Competish is strong for all of the big communities around it have mammoth commercial as well as municipals, but that doesn't stop the management of the Arcola natatorium from trying. This summer, as in the past, the pool is taking plenty of advertising copy in the local dailies, and in addition most of the street cars and busses carry its message. Then, too, they distribute tire covers, especially to owners of cars outside the town itself. And the proof of it all is that instead of sitting back and being content to draw from its immediate vicinity, the Arcola pool has been doing and will continue to do a big business from the outside.

## Going Indoors

From Bill McMahon I learn that the operators of the Ambassador Indoor tank in Atlantic City performed a fine gesture at the beginning of the summer season that is proving most profitable to them. It seems that Bill Hamilton, who manages the tank, sent out season passes to all the members of the local Press Club and ever since then the tank has been receiving favorable mention in the local dailies. Of course, the bulk of the Am-

bassador's trade comes from tourists here, but still in the off season, with the co-op of the A. C. dailies, Hamilton hopes to draw the locals in, and he's going about it in the right way at any rate.

## Dots and Dashes

George Vreeland, who has charge of all the A. A. U. swimming in New Jersey, has my vote for being a grand guy, his affiliation with the Amateur Athletic Union and this department's contempt for that organization notwithstanding.

Paul Chotteau, that French marathon swimmer, is back in the news claiming a Catalina Island swim record of one kind or 'nother, but someone ought to tell Paul that the Catalina Island swim is no longer considered a feat by long-distance swimmers who know.—Which reminds me that the annual Canadian National Exhibition swims in Toronto will soon be with us, but oh, how the prize money has shrunk since the good 'ol days.

Harry Pincus, of the Riverside Cascades tank, New York City, who handles those cigaret machines as a sideline, recently equipped the Fallsades Amusement Park (N. J.) tank with a couple—Steeplechase outdoor tank, Coney Island, N. Y., continues to get space—plenty of it—on its annual "Modern Venus contest." And "I told yuh so" is in order what with it being officially announced last week that Tokyo has been selected as the site for the 1940 Olympics.

## Revere Beach, Mass.

By BEACHCOMBER

Broadway, the biggest stem in the world, comes to Revere. . . Sloppy Joe heads in from the fast corner at 47th and Broadway and opens a Sloppy Joe with all the Rialto trimmings just below the Marathon Building entrance, a bad location, but the best available to him, since most property owners here own and operate themselves. If located a block or two northward, it would have raised havoc with the juice joints here. . . Made 'em tremble as it was.

Ocean avenue widening becoming a fast reality and in two weeks both spacious north and south lanes will be open, which should zip biz upwards. . . Reconstruction during May, June and July hurt the beach front somewhat, which was, we might say, offset by the "blessed event," the coming of the Boston Elevated and one fare. . . Dog track still packing them in nights, and breaking all last year's records in mutual receipts at a 40-cent gate. . . Suffolk Downs horse track, a piece of which is in Revere, close to the beach front, also doing fine afterwards, as evidenced by the sea of autos parked in the adjoining parking areas.

Billy (Beckmann-Gerety, Morris & Castle) Jewell replaces Earl Walsh, talker, in European Museum, Walsh off to dying father's bedside. . . Abe Shore's concessions at the beach, as well as his units out with carnivals around Boston, doing well, and Abe is smiling.

James Harkins is floor manager at the roller rink in Nautical Gardens; James Walsh, door man; Milton Sine, skate room; Jean Sine, checkroom; Paul Wholly and Dick Kelley are the capable instructors, and M. Lindsay, cashier. . . Scoota Boats: Gert Christopher, Allan Lupkin and Chick Romaine, cashiers; Allan Gibbons and Leo Doherty, "Volga Boatmen" . . . bang-up season so far, says Jack Hesketh, the genial general manager; Norman Dunsnap, Arthur Brennan, Sonny Foley, Arthur Rennie and Don Mastone are a big help to him too in manning the trolleyboats; James Gibbons, night man for both pool and rink. There is a hot salt water bath department still maintained, a partial set-up of the old swim-hole, before it was converted into a boat lake. Ann McAuby is in charge of this department and it is doing well. The boys want it said about them that their ball club is having a good season, everyone hitting the old apple hard, batting average for the team being about .370.

Down Oak Island sector of the beach front, we have covered the water front for the first time this season and picked up a lot of news. . . F. Cataldo has the Oak Island Gardens, little stand, biz week-ends only. . . Doug's, formerly of Playland, Rye, N. Y., open summer and winter with sea food, owned by Mrs. Sarah Roderick, of the pioneering McGuinness family here. . . Her pretty daughter cashiers the place. . . Mrs. Sarah Ahearn, daughter of the late Arthur L. Norris, is still running the Oak Island Bathhouse, which is modern; in fact, no secret is made of it being an exact copy of the Playland bathhouse.

. . . Biz good, Virginia Norris and daughter, Sarah, are in charge of the rental department.

At north end bizmen feel that beach would be benefited if Andrew A. Casassa, former Revere mayor, were returned to that office. . . Fred Church's passing was keenly felt here among the oldtimers.

The now condemned Derby Racer in the hot zone was his brainchild. . . Margaret T. Rose, another of the irrepressible McGuinness family, who owned large parcels of land on the front, and her three sons are operating a dine and dance in Oak Island, called Three Roses, booths and bar trade. . . Bill Donovan, yet another of the McGuinness clan, who helped build the north end, owns nine racing whippets, money dogs at that. . . Cross Cut, Double Mark and Lady Van Dorn bringing in plenty of bacon. . . His daughter, Ruth, is here, up from St. Petersburg, Fla., with husband, Guy Van Dorn.

Zenda, mentalist, and Ben Reilly beach visitors the other Sunday. . . Playing New England houses, fair biz. . . European Museum annual blowout held from midnight to crack of dawn. . . Over 500 in building. . . Frolic night club sent band and floor show. . . Brodlines sent band. . . John Hurley and Paul Murphy's sent their bartenders to mix 'em up. . . Personnel did a "Grid-Iron Club" show on each other. . . egos, vanities exploded. . . Zenda drove 150 miles after a midnight closing to be with it. . . Then back. . . List too long, but a wov of a night.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Recently completed Triboro Bridge, linking Bronx and Manhattan with Queens and Long Island, has been registering early effects around Long Island beaches. Daily in many of the shore resort spots hundreds more cars than the normal amount make themselves in evidence. New span, oddly enough, is bringing in visitors from Westchester County and many regions of the State above there. Just how much money will be poured into amusement coffers by this new trade cannot yet be determined, but one thing is sure, and that is more people are being brought in.

Cross Bay auto-race track plugs along slow but surely.—Increase in number of workmen on the site of the '39 World's Fair at Flushing. Three eight-hour shifts in session around the clock.—We give credit to Frank Buck for breaking out with unhammered regularity with publicity blurbs for the Jungle at Massapequa.—Dick Linehan the guiding genius behind La Casina, Jamaica night spot.—Cross Bay boulevard will have to be widened if traffic is expected to run smoothly to the Rockaways and other Long Island South Shore locations.

Not so much splash at the Holmes Airport, where great things were scheduled to have happened this summer.—Dog racing at Mineola going over nicely, with many who wager on the pups at Miami putting in appearances nightly.—Charley Wilshin, vaude agent, gifted with a gold badge from the village of Lynbrook for his work in putting on a benefit show. Wilshin turned the badge over to his son-in-law, Fred Kohlreiter, Long Island amusement property owner.

ROCKAWAY BEACH: Queens County American Legion convention went over with a smash. Vets made their hang-out chiefly in the Harbor Inn. Poured coin aplenty into Boardwalk spending, and now the concessioners know there was a bonus. Bill Dwyer is mentioned as probable sponsor of a dog track in these quarters, but from information this department gathers 'tis nothing else than rumor.

Jerry Claire life guards days and hauls a tray at Dick Smythes' Tavern evenings. When he sleeps nobody seems to know.—Manny Kilne a daddy and still passing out smokes in answer to congrats.—Irv Bernzer, ex-amusement p. a., now with *The New York Times* circulation department.—And Irv Gutterman, once of *Times* Sunday mag., is now piloting the coat and apron biz of his dad here and trading a lot with the Boardwalk crowd.—Sam Hipper expects to take down screens on his cottage the end of this month to let the mosquitoes out.—Frank Austin, "ex-mayor of Broad Channel" hanging around here contented with being "just a plain citizen."—Bill Traube, localite, called for Warner Bros. Broadway production, *White Horse Inn*.—Two Boardwalk theaters, Arverne and Edgemere, faring well. Packed nightly.

LONG BEACH: Section is pulling it-

self together after the fire. Survey of the damages wrought by the conflagration showed that they were not as great as the excited press said they were. Nevertheless it will take quite a few hundred thousands of dollars to repair the wreckage. Frank Frankel, as announced, was the big loser.—Police circus the biggest thing in view.—Shirtless bathing for males at Long Beach a possibility for next season.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Aug. 8.—With the resort in midseason form, the latest wrinkle on the Boardwalk is Southern fried chicken shops, and Atlantic City's famous hot dog goes into second place. . . The Steel Pier this week rushed work on new under-the-Boardwalk ramp for cars. Its completion is expected in another week. The city allowed the pier the land for the job inasmuch as it will keep heavy trucks off the Boardwalk. Garden Pier has such a ramp. Million-Dollar Pier may be forced to take a like action.

Boardwalk ballyhoo was tamed down this week following inspection tour of Mayor White. . . Ritz Gardens again stole week-end main booking honors with Hal LeRoy and Milton Berle. . . Steel Pier also went big on names with Will Osborn, Frances Arms and Song-writers on *Parade*, with Charlie Tobias, Al Sherman, Murry Menchers, Gerald Marks and Al Lewis.

Benny Meroff and his musicians at the Million-Dollar Pier proved themselves "iron men" this week by playing five stage shows in the Hippodrome, afternoon session of dancing, early-evening session and final dance session following last show from 11 p.m. to 2 a.m.

Frank Elliott's Minstrels on Steel Pier are winning new following with musical background of Lester Cole and his "Soldiers of Fortune." Steel Pier this week announced August bookings of Guy Lombardo and Rudy Vallee.

## Wildwood, N. J.

By ORO

July crowds have been greater than those in any previous year for that month. The first open-air concert on the beach by the Municipal Chorus was so popular that the free concerts will be continued each Sunday night until Labor Day.

Jack Delmar's Band doing a return date at Hunt's Plaza Ballroom, with Frank Dailey set to follow for week of August 8. Campbell Soup Company brought down over 3,000 for their annual outing. . . Ping-pong game making its appearance at one of the Boardwalk stores. . . Zeke Youngblood's Derby Show adds a milkman's matinee. . . Mondays and Thursdays at Hunt's Pier set aside for the family with reduced admissions turning the emporium into a picnic grove.

Week-end biz running far ahead over last season. . . Bradley Club sponsoring a roller-skating party at Convention Hall, Joe Barnes having made the rink there the town's most popular rendezvous. . . Ramagos's Mysteries of India and Mystera show is holding over the attractions for a second week.

The roster includes Chief Karzan, Chief Nugo, Gilbert, Fay O'Day, Jean Russell, Jim Harrison, Dot La Vern, George Lee and Bob Levelette. . . Price war among the games at a standstill with enough business to go around for everybody. . . Many concessioners already getting set for next season by renewing leases before rentals sky-rocket. . . Synders will be at their regular posts. . . Dave Friedman, a newcomer this year, will keep his poker-dart game here. . . Al Shenkman will make 1937 his 18th year at the Arcade.

## Another Schooley Unit

CHICAGO, Aug. 8.—Edgar I. Schooley's second unit, *Fascinations of 1936*, which will play fair dates thruout the United States and Eastern Canada, will open at Batsvia, N. Y., August 17. Cast comprises Mary Stone, soubret, Lee Barton Evans, baritone; the Four Aces, quartet, and Helen King, prima donna. Costumes used were selected at the recent style show of the National Costumers' Association held in Chicago. Schooley will travel with the company as manager. Al Euter is musical director and Margot Koche, ballet mistress.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**JOHNNY, MOXIE AND FLOYD UEBEL**, three Dover, O., roller skaters, all broke the world's record for one mile in the Ohio State championship races at Cedar Point August 2. Johnny Uebel, star of the trio, set a new time of 2 minutes 52 seconds for the distance after his teammates had both shattered the former mark of 2 minutes 43.2 seconds in elimination races. Moxie made the time in 2:32 and Floyd made it in 2:33. Moxie Uebel then made a grand slam for the Uebel family by copping the State championship, defeating Johnny and Floyd and Denning, of Brady Lake, Ravenna, O., in the final race. His time was 2:6.1 Virginia Schwartz, of Narsarre, won the women's championship in 3:25.

**THE ROLLER COASTER** Skating Rink in the Etna Springs Park, 14 miles north of Butler, Pa., opened recently. F. J. (Shorty) Causer and Robert O. Crawford are the managers.

**THE TWO ROLLWINDS**, formerly of the Whirlwinds, are presenting a new roller-skating number at the Liseberg Park, in Gothenberg, Sweden. A new roller rink has been opened in the Palais des Fetes Building in Monte Carlo.

**SMITH'S** Roller Rink, at Columbus, O., is operating thruout the summer, with sessions Tuesday and Friday nights. Regular fall and winter policy will be inaugurated after Labor Day.

**AFTER** its present engagement at the Ringside Club at the Fort Worth (Tex.) Centennial Show, the La Benton Trio, skating act, will fill an indefinite engagement in Mexico City, infos Dudley Curry, manager of the act for Juanita La Benton.

**OTTO RIGGLE**, manager of the rink at Park Island, Lake Orion, Mich., has been experiencing unexpectedly good business the past week. Immediate reason has been the destruction by fire of the dance hall at the park, which has driven people into the skating rink as an alternative form of recreation.

the final week crowds of 10,000 nightly were common.

Let us go back a little. The writer is the originator of the Roller Derby. This is the manner in which the idea was developed. I have been in promotional and theatrical business 15 years. Many times the writer has come into contact with different phases of roller skating. However, nothing really registered until I learned that skating was over 150 years old and still had never become organized so as to become recognized as a major sport. These facts also were learned: That about 90 per cent of people at one time or another in their lives were on roller skates. That the sport is a good clean one and that it is beneficial to the health of participants. Well, then, what was wrong? Why was there such apathy towards roller skating?

Considerable investigation made these facts very apparent. The trouble mainly was that inspiration was lacking. We know that baseball, being established on a large national scale, holds considerable glamour to all youngsters, so that they have a goal in mind by following it, large salaries and considerable renown in major leagues. Football, hockey, wrestling, boxing and even ice skating have reached a point where there is a definite stimulation to become very good in each of those sports, but what does roller skating offer? A youngster may start skating and when he or she reaches the age of 17 or more they reach out for other fields. Therefore, it goes without saying that some type of competitive meet would help considerably to form this manner of inspiration toward the youth of today and bring roller skating to the plane it deserves.

With all this in mind and considerable more after a great many worth-while conferences with men whose names have always been associated with roller skating, such as Al Flath, Brooklyn; Freddy Martin and McCormick, Chicago; Rodney Peters and Earl Relfow, St. Louis; Bau-man, Milwaukee; Walsh, Kansas City; the Wares, of Chicago Roller Skate Company, and Whitcomb, of Richardson Skate Company, a plan began to be formulated. The only type of meet feasible would be one that could be self-sustaining, as the roller-skating people were not organized enough to be called on and, if they were, it would do no good. By this I mean it seems to be apparent that the roller-skating group have a great deal to blame themselves for.

It is very hard to find any two that can agree on anything. Also another fact seems to be the general manner of mud-slinging. I may with impunity take this stand, as I am not an oldtimer in the game, don't remember way back and don't know anything about the game that I have not learned in the past year. So my record is above reproach in the roller-skating game. Also, in all my past endeavors, an investigation will show. However, the writer is not up for trial, but roller skating is.  
(Continued next week.)

## VENICE PIER

(Continued from page 41)

have been in attendance over week-ends. Concessioners report business far better than for several years. The plunge is doing a big business, and Venice Ballroom, featuring name bands, is attracting large crowds. On August 1 the 70-piece International Mexican Tipica Orchestra, directed by Miguel Lardo D'Tajada, gave a concert. Pier officials give much credit to Manager Jack Gerety for improvements shown in general operation of the resort.

The Giant Dipper has been taken over by a new company of Venice business men. George S. Lewny is president; Mrs. Ed Sinclair, secretary; M. C. Seward, treasurer; Mrs. M. McKee, cashier; Fred Straight, foreman, and Fred Mott and Ad Bartlett, mechanics. Skee-Ball: E. E. Havlina, manager, and Mr. and Mrs. F. M. Garish, agents. Cigaret Pitch: Louis Watt and George Shehady. Wheel-Till-You-Win: Eddie Stone and Jack Burford. Quick Photos: V. C. McIntyre and Phil Craig. Cigaret Game (poker): Frank Platten, Harvey Denton and Frank Platten Jr. Big Wheel: Fred Nicholson and J. Paul Hart. Balloon Dart: L. Peruzzi and Michael Fiorelli. The Flying Circus and Flying Trains: A. J. Schultz, manager; Munn Hines, Clyde Corcoran, Jerry Greene, Elizabeth Bromfield, Esther Corvalls, Count Wulffvon Fritwitz and Edith Farrin, assistants. These rides have been repainted and present a fine appearance. Training Plane: E. S. Hill, instructor. The Niagara Barrel, Harry Hargreaves; Grace McIntire, cashier; Vern Rossi, Alex Stewart and Burnes Ellera, inside. Pitch-Till-You-Win: Dick Ries and Willie Davis. Ham and Bacon, Charley Toomey; Olive LaFrance, Tom and Bettle Hopkins, agents. Nail Store:

Ed Stepp and Harvey Storms. Long-Range Lead Gallery: J. N. Clark; Charley McClure, agent. Racing Derby, Clark; Alfred L. Arnold and Richie Davis; Eddie Le Comme and Shorty Myers, assistants. Bottles: Gladys Morris, Bill Rouche and Walt Byerly, agents. String Game: Ethel Blake, agent. Shoot-Till-You-Win: Harry Takel; H. Y. Takel, agent. Big Wheel: Fred Nicholson; Laura Hall and Marjorie Nicholson, agents. Ball Game: George Nakamura, agent. Rabbit Race: Gus Yoshiwaka, agent. Small Animal Circus: Joseph Ciska, John Kneeland, Orice E. Payne and Steven Johnson, agents. Novelty Ball Game: A. Sharkay, agent. Novelty Store: V. A. Davis and Ell Weber, agents. The Racem: W. E. Newcombe, owner; Irene Blessing, Wilbur Wynne, Bud Courcy and Jack Courcy, assistants. Photos: Rufus Harvey and Victor Subala, agents. Graphology: Verda Miller. Midget Auto Ride: Mr. and Mrs. R. E. True. Dragon Slide: American Amusement Enterprises, owner; Edith Bullock, manager; Leroy Rose, Ernie Schultz and A. Stewart, assistants. Pacific Sea Exhibit: Capt. Bruce Chester, Y. Darnell, Yates King, H. Gay and George Haag, assistants. Doomed To Live: Johnny Ward; George Allen and Jo Carmen, assistants. Fun-house: Bay Amusement Company, owner; W. E. Newcombe Jr., manager; Bessie Jones, cashier; Ted Newcomb and Herbert Vadden Jr., on inside. Batter Up: T. M. Reid; Al Allison, manager; Wanda Matthewson, cashier. The Octopus: H. J. Harper, owner; Wilbur Harper, agent. Venice Monkey Farm: William Beeson, manager; Tall Sykes and Art Stimmel, assistants. House of Illusions: William Lewellyn, owner; Hart Gibson, assistant. Motor Speed Boats: Capt. Ed Burlington and Oliver (Chick) Connors, drivers; Dan Stover, tickets; Marlene Summers, cashier; Joseph Morgan and Kenneth McLaglin, assistants. Fish-Till-You-Win: Tom Sellar, agent. Loop-o-Plane: Jack Eyrly; E. Steuart, assistant. Toyland Riding Academy: Duncan Walton, owner; J. M. Walton, manager; Ruby Moulton, tickets; Ed Walton and Ted Burris, assistants. The Arcade: T. M. Reed, owner; F. C. Recke, manager; Jo Finley, cashier, and W. Johnson, chief mechanic. Flying School: J. W. Montee, instructor; Audrey Ijams, assistant. Astrology: Sally A. Leavitt. House of Magic: H. Stern and Harry Faber, owners; E. Thompson, agent. Archery: Casey Peck. Guess Your Weight: Jack De Motte and Larry Boles. Unnamed: T. Offut and Ed Arnstein.

## CONEY ISLAND

(Continued from page 41)

of the Brooklyn Boro Gas Company, who has always, it seems, boosted Coney, which is close to her heart. In short, Coney interests owe an eloquent vote of thanks to Station WNEW and Mary Dillon for this fine publicity.

Benny De Mino is responsible for what appears to be a new idea in drinks, a liquid delicacy which goes under the name of apple juice. New to Coney, at any rate. De Mino, manager of the stand dispensing the juice at the Bowery and West 15th street, claims that it's quite a feat to keep the machinery functioning rapidly enough in torrid weather to supply the customers, but he's done that little thing, anyway. The stand is owned by C. Sullivan, who says he is going to send De Mino out with the stuff to make a few fairs.

Steeplechase Park's circus last week was a corker, bringing in the services of Moran and Weiser, Bert Sloan, the Neiss Troupe, Arnold and Florence, Frank (La La) Prevost and Goodrich and Schaffer. Latter have been at Steeplechase ("By Popular Demand") for so long that they are practically part of the corporation. As for Prevost, it seems to me that this is his third season there. I guess the guy just hates to get away from the rides, slides and redcoats.

Amateur rade finally hit Feitmans with Teddy, Eddy, batonist of the ork, staging the simon-pure tourneys in the Maple Gardens these Thursday evenings. No money is awarded, just merchandise prizes. The Feitmans don't believe amateurs should receive the filthy lucre as

premiums for their prowess. . . . Incidentally, do you know that Alfred Feitman is an expert tumeshit? Only the other day he led Eddy's men in several of his own compositions and had the folks in the aisles. . . . Julius Tolces reports biz very satisfactory at Feitmans' Game-land. Acme Specialty Company has joined with a kitchen utensil pitch booth.

James Higgins is now sharing the week's pay envelope with the new Mrs. Higgins. Higgins is on the ticket box of the Chutes and formerly worked at the Steeplechase Whip on the Boardwalk. Best man at the wedding was none other than Ameen Abbott, who works right next door at the Comet ride. A celebration in Harry's Cafe followed the ceremony. . . . Talking of Steeplechase, the park staged its 19th annual Modern Venus tourney and a pretty Brooklyn lass copped first last Tuesday in the big pool, with about 80 entrants and a crowd of several thousand on hand.

Allan F. Kramer, president Coney Island Carnival Company, sponsor of the Mardi Gras, announces many surprises during the annual fete, which will be held from September 14 to 20, the usual climactic feature to be the Baby Parade on September 19. "The Mardi Gras, celebrating its 35th birthday, has met with a unanimity of support from business men and concessioners that is most heartening," says President Kramer's spokesman, Frank M. Petit, veteran float designer and builder, is, as usual, taking care of sketching designs for the floats.

The New York Sun said it in one column of type and four columns of photo when it related the career of William Fox, 80-year-old Coney business man and hoss fancier, who has been at the resort for three-fourths of that period. A swell yarn and the kind of newspaper feature which comes too rarely to Coney.

The cabaret portion of Tony Sarg's Streets of Paris, now being major-domoed by Salvatore Merando, changed its floor show for the first time since the revue was launched in conjunction with the 10 peep shows in June. The Toni Mendez girls perform three numbers, one of which, a fan dance done with gorgeous white-feathered coverings, has that certain touch. Principals are Berta Donn, of musical comedies, who chants two songs with a terrific attempt at a Riviera accent, but she possesses, nevertheless, a shapely figure and an excellent throat. It is not her fault that she is obliged to go French in keeping with the Parisian atmosphere required by the Streets of Paris; Rita Corrigan, tap dancer; Mile. Sonny, ballet lass, and Selden and Endler, expert eccentric acrobats garbed in evening habiliments and simulating a couple of good guys who have had too much saloon syrup. They fake falls, do feet-to-shoulder balancing and practically demolish themselves right before the customers. An act that has the appeal magic no matter where it plays and the kind of turn that can put over any layout by its sheer dynamic artistry combined with a swell kind of comedy flavor. Talking for myself, I don't know where I've seen an act of its kind that I liked more. Bill winds up with the customary Streets of Paris Parade, which gives the pesholders a glimpse of the fem bodies to be seen in the illusion buildings. Jack Donahue is the emcee.

Bob Kirshman, custodian of Luna's shooting gallery, will make the Brockton (Mass.) and Trenton (N. J.) fairs with his range. . . . Billy Jackson has added a few minnies to his Midget Village, where the business is mounting slowly but surely. . . . Have Sam Wagner and Louie Newman, operators of World Circus Side Show, show you that "opposition" cutout and have yourself a couple of belly laughs.

JAMMIE GRAVES, aerialist, this week winds up a successful summer season in Midwest parks at Meyers Lake Park, Canton, O. From here she goes direct to the Illinois State Fair, with other fairs to follow and is booked until middle of November.

## Roller Derby

By LEO A. SELTZER

Last August, in Chicago Coliseum, a new show opened. It was billed as the Transcontinental Roller Derby. The name meant very little to those who did not attend, but to those who did a new sport was introduced. In spite of hot weather crowds were very large and in



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# Regina Exhibition a Winner; Tops '35 Attendance Figures

Gate is up 6,133, with Ernie Young attractions getting credit for big boost in grand-stand totals—Royal American and pari-mutuels also ahead of last year

REGINA, Sask., Aug. 8.—Registering a total attendance of 104,610 at the main gate and 52,432 for the grand stand, the Regina Agricultural and Industrial Exhibition, July 27 to August 1, went over the top in a big way. Ideal weather prevailed and Secretary-Manager D. T. Elderkin reports that a comfortable surplus will be shown.

Day by day figures compared with last year's were:

GATE			
	1935	1936	
Monday	22,718	25,907	
Tuesday	10,614	11,114	
Wednesday	21,824	21,924	
Thursday	6,196	15,560	
Friday	14,033	13,179	
Saturday	23,092	16,926	
	98,477	104,610	
GRAND STAND			
	1935	1936	
Monday	11,614	12,514	
Tuesday	3,227	6,114	
Wednesday	6,864	10,018	
Thursday	1,008	8,365	
Friday	5,975	6,501	
Saturday	8,651	8,920	
	40,339	52,432	

## Increase for R. A. S.

Royal American Shows on the midway for the third year reported a small increase over 1935. Royal American also supplied the game concessions.

The big surprise was the large increase in grand-stand attendance. Fair officials give credit to Ernie Young, who supplied grand-stand attractions for the first time. The *Passing Parade* was featured along with the following acts: Large and Morgner, the Four Robeys, Duncan's Colliers, the International Five, Four Midnight Sons, Lebonati Trio, and Lowe, Hite and Stanley. Local press and patrons were high in praise of the whole show.

The grand-stand performance was preceded by the famous Mounted Police ride by special permission of Major General Sir James H. MacBrien with 32 riders. The feature received tremendous applause at each performance. Running races each afternoon had 160 horses competing. Pari-mutuels showed a slight increase over 1935.

The following demonstrators and pitchmen were here: F. F. Bush, kitchen tools; Mrs. H. Curran, fountain pens; N. Drewitt, novelties; D. J. Fox, perfume; R. F. Fady, sharpeners; M. Herman, blades; Joe Luchs, Indian remedies; G. S. Leask, perfume; Saddle Nauss, cake decorators; Leon Parry, jewelry; H. P. Spencer, jewelry.

Visitors during the week were Charles Baker, president Calgary Exhibition; E. L. Richardson, general manager, and C. T. Yule, director; P. W. Abbott, managing director Edmonton Exhibition; J. E. Rettle, manager Brandon Exhibition; S. W. Johns, secretary-manager; J. J. Hettle, Archie Wilson, George Underwood, directors Saskatoon Exhibition.

## Cervone To Play Fairs

PITTSBURGH, Aug. 8.—Frank Cervone, local George Hamid representative, is leaving with his band for a two-month season of fairs, opening in Cumberland, Md. He reports that his local office will remain open as usual, a girl to be left in charge of the regular office duties.

GERTRUDE AVERY'S new Diamond Revue opened at the Big Badger Fair, Platteville, Wis., August 7. Among those in the cast are Hans and Rosita Claire, the Two Buddies, Randolph Avery, a 25-girl chorus and an eight-piece band.

## GOOD SHOWS FOR PUBLICITY AND CROWDS

By R. D. MOLESWORTH

Watch for This in  
The Fall Special  
Of The Billboard

## New High Records Are Set At Annual in Lawrenceburg

LAWRENCEBURG, Ind., Aug. 8.—Gate and grand-stand receipts were largest in its history and all records were broken at Dearborn County Fair here on July 24-27, despite an increase in grand-stand admission prices, said Secretary Leonard Haag.

Exhibits were declared best in years and several track records were broken in harness races. Gooding Greater Shows No. 1 were on the midway. High act of A. E. Selden, "The Stratosphere Man," was a feature. Henry H. Lueders' United Booking Company presented revue and platform acts.

## Prague International Fair

PRAGUE, Aug. 8.—One of Europe's greatest industrial fairs, the Prague International Fair, will be held from September 4 to 13. The opening date has been set ahead to enable buyers to visit the Prague session immediately after closing at Leipzig. Entries have been received from about 3,000 exhibitors, which will cover the whole field of Czechoslovakia's industrial output. Glass manufacturers will take part completely and also none of the large porcelain factories will be missing. Toys, leather goods, textiles, household and kitchen utensils as well as technical equipment will form groups affording a comprehensive idea of what is happening in these Czechoslovak lines.

## Temple Expo. Rents Tent

TEMPLE, Tex., Aug. 8.—The Central Texas Exposition has signed a contract with the Dallas Tent and Awning Company for rental for two weeks of a large top. The tent, 120 by 210, will be used for the main exhibit of both commercial and agricultural exhibits and will be augmented by a tent, 20 by 40, for the poultry exhibit. It will be necessary to build a temporary shed for the livestock exhibit. J. George Loo's Shows will be on the midway. Bob Gresham is directing manager of the exposition.

## Will Repeat Key Day

MINNEAPOLIS, Aug. 8.—The Minnesota State Fair will repeat the Key Day feature on the opening day, Raymond A. Lee, secretary, announced today. Key Day was inaugurated last year with great success. On that day a combination ticket for 50 cents is good for one admission to the grounds, will get an automobile in the grounds or else one admission to the Indian Village show, an admission to the auto races and two rides on the midway. Royal American Shows again will play the midway. This will be their fourth year here.

# Michigan Fairs Must Match Sums Given by Dept. of Agriculture

LANSING, Mich., Aug. 8.—While the Michigan State Department of Agriculture put up \$90,000 as one-half of the premiums to be awarded to more than 100 fairs, agricultural shows and expositions thru the State this year, it threw up safeguards recently to make certain that the sponsors of the shows make their matched sum of premiums "real and not theoretical."

No sponsors of a show or fair will be able to spend any of the State's share of premium money until they have deposited in the bank a like sum, according to a report from A. O. Carton, head of the bureau of agricultural industry.

## Planning To Enlarge New York State Fair

SYRACUSE, Aug. 8.—Four definite proposals to enlarge the New York State Fair are under way as a result of the State-wide promotional dinner staged last week.

First is agreement by Morris Tremaine, State comptroller, to purchase bonds making possible construction of three new buildings, estimated to cost \$600,000. Tremaine's promise is contingent upon the fair obtaining 45 per cent of the cost from WPA funds and application is now being prepared.

Second is plan for all-year publicity bureau, something fair never has had.

Third is launching of a three-way program to bring all industry of State into the fair. Industrialists may be invited to 1936 expo as guests to sell them the idea, with possibility of awards for exhibits in future, just as other exhibitions are put in competition.

Fourth plan is to further develop Onondaga Lake Parkway, extending the landscaping to the south side of the lake, opposite the entrance to the fairgrounds.

## Pageant of Power For Chattanooga

CHATTANOOGA, Tenn., Aug. 8.—A power exposition, to be known as "The Pageant of Power," has been assured as a feature of the Chattanooga Tri-State Fair here this fall. Thirty-two business firms had already signed this week for booths in the big show building. E. W. Topping, veteran fair operator, will assist General Manager J. A. Darnaby in putting on this year's fair.

An addition of \$700 to the prize list for agricultural exhibits has added zest to this department and practically double last year's entries are expected.

## A. J. Grey To Handle Publicity at Blackstone

BLACKSTONE, Va., Aug. 8.—An unusual amount of interest has already been displayed in *The Courier-Record* five-county trade area fair and exposition to be held here. Secretary Alexander Hudgins has obtained the services of A. J. Grey and staff of the Grey Producing Company to handle the publicity and direct the sale of space and advertising. Mrs. R. Grey will direct the popularity contest.

The Cetlin & Wilson Shows will be on the midway. The county agents have okehed the premium list, which will consist of ribbons, buttons, medals and \$750 in cash for the live stock, poultry and farm exhibits. The grand-stand attractions will be headed by Wilno, the human cannon ball. Fireworks will be presented each night.

## New Halls for French Fair

MARSEILLE, Aug. 3.—Construction work is nearing completion on four new permanent buildings at the local fairgrounds. Principal new structure will be the Colonial Museum, but a huge hall covering 14,000 square meters is being erected to house building material exhibits. An exhibition hall of 2,000 square meters and a 400 square meters pavilion for the Chamber of Commerce are also being rushed to completion for the opening of this year's fair September 9. Cost of the new buildings total 1,500,000 francs (\$100,000).

In addition, premiums lists must be on file with the department 90 days before the scheduled event.

According to Carton, the fair and exposition business in Michigan has snapped out of its depression slump. "Last year there were 75 fairs," he reported, "for which the State put up \$78,000 as one-half of the premiums. This year there are more than 100 fairs planned, with the premium lists up to \$180,000, half furnished by the State.

The report disclosed that 12 new organizations had filed articles of incorporation with the department this year as sponsors of fairs.

# Casa Manana Is Big Draw

Outstanding attraction at Fort Worth Centennial—many entertainers in show

FORT WORTH, Tex., Aug. 8.—The Casa Manana at the Fort Worth Frontier Centennial is proving the sensation of the whole show. The SRO sign is out for both performances most every evening during the week, and on week-end nights the patrons are willing to fight to get in. This place now has 1,000 seats for those who do not wish to dine, plus 3,000 seats for diners. This cafe-theater may be the cause of the whole show being a success, as it is understood that the Casa Manana is practically carrying the whole show at present. There are 48 line dancers, plus 24 showgirls and 16 boy dancers, besides the featured entertainers in this revue.

## Sam Roth to New York

Sam Roth, who has been with O'Reilly-Beresin concessions here, returned to New York August 3 to look after concessions at the Hippodrome. Sam Alsker will be left in charge here, as Don Holt, also with O'Reilly-Beresin, has been transferred to Philadelphia, to look after their interests there. Holt, secretary of the Theatrical Concession Managers' Association, was kept busy looking after the novelty and eating concessions here. Before leaving, Holt announced that all concession stands and the "Chuck Wagon" are doing very well, considering the fact that these places are losing some of their best business from children because of the 6 p.m. opening during the week. However, this is partly offset on week-ends when grounds open at 1 p.m.

Daily attendance averages between 10,000 and 12,000 and week-end attendance averages between 25,000 and 30,000.

## Barney Oldfield Host

Leo Sterns, Harry Sherman and Harry Novak are operating the indoor concessions at Jumbo. Barney Oldfield has been made official host and greeter for local show.

Bill Booth is now on front for Clyde Fox's *Neptune's Harem*, while Billy (See CASA MANANA on page 47)

## Strong Comeback of Fairs

MOLINE, Ill., Aug. 8.—After waning for several years on account of the depression and a trend to other forms of entertainment, the county fair is making a strong comeback in Western Illinois and Eastern Iowa.

For years when outdoor attractions hit the skids and touched bottom during the depth of the depression, many of the expositions, which once played to "heavy gates" before 1930, plunged into the red and folded.

Fighting back after many setbacks, the county fair is coming into its own again. They are building their programs to meet the requirements of modern times.

## Fair for West Point

WEST POINT, Miss., Aug. 8.—Following several indecisive meetings this summer, board of trustees of the Clay County Fair Association finally determined this week to hold a fair this fall at the fairgrounds here. Sam L. Dexter, vice-president of the board, was made president at an election, to succeed Thomas Douglas, resigned. W. T. Adams was elected vice-president. No secretary was named and dates were delayed pending another meeting late this month.

## Gervers Again at Birmingham

BIRMINGHAM, Aug. 8.—F. Ralph Gervers, formerly director of exploitation of Columbia Pictures Corporation and more recently manager of one of the Major Bowes Amateur units, has been re-appointed director of advertising and publicity of the Alabama State Fair. This is his second year as publicity chief of the Alabama Fair.

OPENING of the 20th anniversary Eastern States Exposition in Springfield, Mass., will be featured by appearances of Goldman's Band, Dr. Edwin Franko Goldman, conductor, engagement to be for special concerts in the Exposition Coliseum afternoon and evening. It will be the fifth consecutive annual appearance of the Goldman Band at the expo-



# Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

## Gains Shown In Attendance

August 2d tops to date—70,826 registered—day previous, 50,060

CLEVELAND, Aug. 8.—The big lake-front show here is now well on its way to scoring the second million visitors goal. Heavy daily and weekly gains have been registered despite the fact that inclement weather hampered proceedings on several of the biggest days. The attendance mark of 70,826 registered on August 2 is tops to date. This followed a Saturday attendance of 50,060 and made the score 120,886 for two days.

Daily attendance has averaged well over 20,000 thruout the show run and at this writing the figures are showing a steady climb. This would indicate that with more than 70 days to run the original estimate of total attendance—4,000,000—will assuredly be passed.

Highlights of the past week included the New York Giants vs. Cleveland Indians baseball game at the muni stadium; the balloon race between the Great Lakes Expo entry and the Good-year champion; Fisher Bros.' Day and the Soap Box Derby.

In the Streets of the World sector the public wedding of Elizabeth Clements and Henry Sulc held the highlight spotlight. Slovak Day, Lithuanian Day and Armenian Day also brought out the crowds and placed the attendance score for that sector well above 60 per cent of total attendance. This in itself is a fine showing for John Gourley, director of the streets, and his staff.

### Greenbaum Revamps Show

Jack Greenbaum has revamped his Creations Show and now has a real money winner in the spot. Pearl Alten, the Ginger Rogers double, has been added to the roster and is being featured. Personnel includes Jack Greenbaum and E. R. Unger, co-operators; Robert Marcus, front; Val Parish, Muriel Manley, Marsha Owen, Betty Lipka, Ruth Reese, Catherine Kusher, Mary Teko, Lillian Mohovic, Mary Mulroy, Kay Steger, Harriet Thompson, Virginia Wald, Theota Lang, models; Sam Kleinman, Charles Levine, Jack Baker, George Larsen, William Lowe and Otis Neville, musicians and lecturers.

Messmore & Damon, operators of the World a Million Years Ago show, have taken over the closed Television show and reopened same with the Hauptmann Execution show.

Johnny Branson's huge motordrome show is packing 'em in with the daring Red and Pauline Crawford as the featured attraction. Jimmie, the lion, is adding much color to the picture and the daily feeding of Jimmie, as a bally attraction, is real showmanship. Jack Leiper is in charge of front; Floyd Andrews, mechanic; Johnny Branson, owner-manager.

Bouquet of Life and Monkeyland shows, operated by R. Zouary, are clicking. World War exhibit and Skee-Roll game may both be reported as getting the dough. The Penny Arcade is another spot that is measuring up well since opening date.

Mrs. John Castle's revamped Rumba show is proving a strong magnet and in spite of the fact that the people have to be pulled across the street the show is packing them in.

### Murray's Steady Pace

Ed J. Murray, official Guide Book and Program man, has maintained a steady pace since taking over these duties. Despite the weather conditions Ed and his crew have registered pleasing biz, especially so since the boys have been well

### Attendances

Previously reported	775,364
Wednesday, July 22	32,720
Thursday, July 23	21,410
Friday, July 24	28,754
Saturday, July 25	45,717
Sunday, July 26	50,417
Monday, July 27	21,521
Tuesday, July 28	25,654
Total for week	224,193
Wednesday, July 29	35,226
Thursday, July 30	30,885
Friday, July 31	27,846
Saturday, August 1	50,060
Sunday, August 2	70,826
Monday, August 3	26,929
Tuesday, August 4	24,724
Total for week	266,496
Total attendance June 27-August 4 inclusive	1,266,053

placed as to working spots thruout the grounds.

The Hunter-Trader-Trapper sheet crew, located in the underground exhibition hall, have one of the most unique displays in that area. "Race Horse" Kelly has been crowned the Expo Parlay King, according to information given by his co-workers. Reports biz as beyond their expectations.

Servas & Eckers' Sports Show and Outdoor Life Exposition, located on the midway, is building up nicely. The entertainment features are Anders Haugen and Stanley Zoberski, ski jumpers doing a 110-foot jump; Russ Jones and company, fancy and trick skating; W. L. (Chief) Coiler, trick bait caster; Ellison and Foster, log rollers; Chief White Horse and family, Indian archers; Frank McCrpa, expert rifle shot.

### Meyers Has Armourita

Armourita, the girl show located in the Streets of the World, is now owned and managed by George Meyers. Personnel includes George Dixon and Harry Hanson, front men; Jack Rosenheim, tickets; Vonie Rosenheim, featured dancer; Delores Brooker, fan dancer; Joan Arlington, strip dancer, and Dot Marsh, tease dancer. Ray Walzer, emcee; Nellie Jay and Kay Karol, strolling entertainers. Lyda Smith and her Palm Beach Girls ork have been held over at the Slovak Tavern. Prof. "Schultz" Friedell, magician, is making personal appearances at numerous spots thruout the grounds in addition to holding down the fort at the above spot.

Philomena Borris's Belgian wooden-shoe dancers are being featured at the Streets of the World. Personnel listing as follows: Philomena Borris, unit manager and instructor; Irene Fibrans and Albert Verbauen, Mildred Wahl and Ted Borris, Ann Willard and Ernie Gallet, Lorraine Borris and Carni De Ryke, Violet Harry and Jim Jost, Mimi Walkers and Joe Willard, dancers; Gene Falkenbring, Henry Hertl and Gene De Bock, musicians.

Abe Greenbaum is the busiest man on the grounds, due to the fact that he is either interested in or operator of more concessions than any person at the expo. First he has one of the finest jewelry stores—Claire's Jewel Shoppe—in the Streets of the World and managed by Fay and Ethel Greenbaum, of New York City. The House of Religious Articles is another Greenbaum concession. The numerous spots thruout the grounds specializing in handwriting analysis, with I. Brown in charge, is also a Greenbaum enterprise. The Curiosity Shoppe, with Abe Whiteman and Harry Manion at the helm, is another addition. In the Hall of Progress building Greenbaum is associated with John Maney handling Pluto Pup, Krazy Kat and Gyroscopic Top.

Cafes, beer gardens, "dine-and-dance" restaurants, peep shows, novelty and souvenir shops in the Streets of the World have all enjoyed a good play during the last two weeks.

### Lorenzos Held Over

The Four Lorenzos, high-ladder free

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## STATE FAIR OF RHODE ISLAND

Tercentenary (300) Agricultural and Industrial Celebration Settlement of Rhode Island by Roger Williams.

Dates—September 2-7, Inclusive, Kingston, Rhode Island. More than 3,000,000 drawing population within 100 miles radius.

WANTED—Concessions, Rides, High Type Shows, etc. A. N. PECKHAM, Manager, Tercentenary State Fair, Kingston, Rhode Island.

act appearing twice daily on the midway, are tops. Info is that the act has been held over indefinitely, with option to remain during entire show run.

The Beechnut Packing Company's animated circus exhibit is one of the most interesting exhibits on the grounds. F. A. O'Donnell is manager and this setup is the same as that now on display at Dallas and San Diego.

Monday and Thursday have been established as Kid Days and a five-cent gate is on tap for the kiddies; also many of the rides and shows have adopted a five-cent admission on these days. Kid-attendance has not measured up to expectations to date, but bad weather has seemingly always made its appearance on these days.

William Schmidt, managing director of the Grotto Circus, has been named by Governor Martin L. Davey of Ohio as managing director of the Ohio State Building.

### Special Days

Rudy Vallee Day has been slated for August 11. Other special days are August 14, Father Coughlin Day; August 15, National Union for Social Justice Day; Danish Day, General Motors Day, Yale University Day, Swiss Day, Holland Day, Detroit Day and National Council of Catholic Women Day.

Johnny Branson's new Deep Sea Divers show got away to a flying start. Fred Sims is manager of the front.

The Proquios Indian Village show has extended its front to the main thoroughfare of the midway and "Doc" Oyer is officiating at that point. Art Terremesfeld, the "singing baker boy," has assumed the management of the former German Village and has renamed the

## WANTED

Good Carnival DISTRICT FAIR Week August 31st

O. H. LACHENMEYER, Cushing, Okla.

## WANTED

CONCESSIONS, SHOWS, ETC. FOR THE WINCHESTER STREET FAIR Four Days and Four Nights, AUGUST 26, 27, 28 AND 29. Write to J. W. CARL, Secretary, Winchester, O.

## WANTED

SHOWS, RIDES AND CONCESSIONS FOR FALMOUTH FAIR AUGUST 19-22. MRS. OEMPSEY E. BARNES, Secretary, Falmouth, Ky.

## McKEAN COUNTY FAIR ASSOCIATION

SMETHPORT, PA., SEPTEMBER 7, 8, 9, 10. Starts Labor Day. Concessions and Shows Wanted.

spot Alt Heidelberg. Revenues for all shows, concessions and other attractions have made an upward climb during the last two weeks.

HARVEY AND DALE "Tin Types of the Gay '90s" are booked for the Granger Fair, Mechanicsburg, Pa. Art recently appeared at Jax Pier, Jacksonville, Fla.

**STRATOSPHERE MAN**

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.  
Finishing With 500 Ft. Slide for Life.  
Available for Fairs, Parks and Celebrations.  
Address care of The Billboard, Cincinnati, O.

**82nd ANNIVERSARY  
STURBRIDGE FAIR**

STURBRIDGE, MASS.  
Sept. 4-5-6-7—4 Days—4 Nights  
Headline Attractions  
Concession Space now being reserved.  
Write H. E. HARWOOD, Southbridge, Mass., immediately for space reservations.

**BINGO CARDS**

For Special games, light weight midget size, all serially numbered.  
**CHEAPEST and BEST**  
Write for prices.  
**HAMILTON PRODUCING CO.**  
1200 Broadway, N. Y. C.  
Tel.: Murray Hill 4-5696.

**SCHUYLKILL  
COUNTY FAIR**

Always opens Labor Day  
Can always place high-class concessions. This year giving away 8 Oldsmobiles.  
Big Crowds—Big Business.  
Come and get your share.  
Addr. CHARLES HAUSSMANN, Pottsville, Pa.

**WANTED**

Legitimate Concessions, Shows, Rides, Free Acts for  
**REYNOLDS FREE FAIR**  
REYNOLDS, IND., SEPTEMBER 9-10-11-12.  
ALBERT GEIER, Secretary.

**WANTED**

CARNIVAL AND FREE ACTS FOR  
**MAURY COUNTY FAIR**  
SEPTEMBER 17, 18, 19.  
T. S. WADE, Secy., Santa Fe, Tenn.

**RIDES WANTED**

for  
**WINNEBAGO COUNTY FAIR**  
PEACONICK, ILL., AUG. 27-28-29-30.  
TOM MORRISSEY, Supt. Fair.

**GREAT CARTHAGE FAIR**

CINCINNATI, O., SEPT. 16-17-18-19  
DAILY-NIGHTLY  
Free Attractions, Band Concerts, Races and Unexcelled Horse Show, Pioneer Parade, wonderful Fireworks Display Nightly. E. R. VAN ATTA, Secy.; ELVANIA BLUM, Asst. Secy.

**WANTED-WANTED**

All Kinds of Attractions, Concessions for  
**ANNUAL FALL FAIR**  
Zionsville, Ind., September 17, 18, 19 and 20.  
CLYDE HARRIS, Zionsville, Ind.

**DARE DEVIL OLIVER**

WORLD'S PREMIER HIGH DIVER,  
Has Some Open Time in 1936.  
Permanent Address, Tonawanda, N. Y.

**PENNSYLVANIA'S**

**LARGEST STREET FAIR.**  
Biggest Agricultural Show in Lancaster County.  
No admission. 80,000 people annually.  
NOTICE! To our old concessioners: If you want space, write or wire at once.  
Dates, October 14-15-16-17.  
IRA E. FASNAUGHT, Chairman, Ephrata, Pa.

**WANT  
CARNIVAL COMPANY**

To play our fair week of September 14.  
**CARROLL COUNTY COLORED FAIR ASSN.**  
Write or wire W. A. COX, Secretary, Huntington, Tenn.



**Texas Centennial  
Exposition**

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

**H. A. Olmstead  
Dir.-General**

*W. A. Webb continues present duties—Paul Masmann and W. S. McHenry resign*

DALLAS, Aug. 8.—Harry A. Olmstead, past president of the State Fair of Texas and one of its directors, has been made director-general of the Texas Centennial Central Exposition without salary. General Manager W. A. Webb will continue in his present duties. Olmstead will continue also as a member of the management committee, composed of himself, Arthur Kramer and Robert Thornton. His new position takes on new duties of handling financial affairs of the Centennial and management committee and will also relieve Manager Webb of part of his burdens.

Paul Masmann and W. S. McHenry, director of exhibits and concessions and pass department head, respectively, resigned their positions effective today. Both will spend brief vacations before joining the Exhibits and Concessions department of the New York World's Fair September 1. Their resignations were only incidental to Olmstead's new position.

The attendance for the seven-day period ending last Tuesday was the same as the previous week, except Tuesday, Kids' Nickel Day, which showed a 3,200 increase over the previous week's Kids' Day. Midway grosses also were on par with the previous seven-day period, in spite of competition from three major attractions playing elsewhere on the expo lot, namely, Ted Lewis at Court of Honor, WPA Follow the Parade at the band shell and Cavalcade of Texas at the grand stand.

Ted Lewis closed July 31 and Follow the Parade August 2. The Lewis engagement, shared by the exposition and Streets of Paris, was a tremendous success. Large crowds attended the nightly concerts at the Court of Honor, and in Streets of Paris Lewis drew record crowds. Follow the Parade played to large crowds, but never during the engagement did it fill the band shell, which seats 4,500. The comment on the show was favorable throughout, except the two and one-half hours running time.

Ina Ray Hutton and her Melodears followed Ted Lewis in Streets of Paris on a contract shared by Chrysler Motors. For Chrysler Motors Hutton plays the band shell behind a 10-cent gate, the proceeds going to charity. A Plymouth car will be given away at the close of the engagement.

**Macbeth With Negro Cast**

Macbeth, an all-Negro WPA Federal Theater Project, is the next government show to invade the amusement field at the expo. The production opens a 10-day engagement August 13 in the band shell. The cast includes 150 performers, headed by Maurice Ellis and Edna Thomas. Harold Lane, advance representative of Macbeth, is here now arranging for the show, which is now completing a 15-week run in New York.

Many moons have passed since the writer has seen an exposition audience rise in the seats to applaud stage entertainment. That's exactly what happened at the preview showing of the second edition of Ernie Young's Revue in Streets of All Nations on Friday night of last week. The number that created all this excitement is the finale La Cubanola, in which Alfredo and Delores offer a version of the rumba, assisted by the ensemble.

The rest of the new show is on par with the first edition just closed. A new number has been added to Mlle. Corinne's routine—a number similar to her famed

**Attendances**

Previously reported	2,249,632
July 29, Wednesday	29,900
July 30, Thursday	27,929
July 31, Friday	28,469
August 1, Saturday	39,241
August 2, Sunday	39,346
August 3, Monday	29,584
August 4, Tuesday	41,229
<b>Total</b>	<b>2,485,321</b>

Apple Dance. The new show features, besides Corinne and Alfredo and Delores, Margarite and Don in a Viennese Fan Waltz; Elaine Maye, torch singer; Don Cato in a Zulu dance, and Eddie McWilliams, emcee.

Mrs. Ernie Young left last Sunday to join an Ernie Young unit for three weeks in Wisconsin and will return here late in August. During her absence Ed Edmunson is managing the troupe.

**Final Queen's Night**

The last and final Queen's Night, sponsored by The Dallas News and Journal, Station WFAA and Chrysler Motors, staged tonight and tomorrow night, brought to the expo Ginger Rogers, whose rise to film fame started in Dallas 10 years ago. On the program with Miss Rogers are Ina Ray Hutton and her Melodears. Another district queen will be selected tonight and the Queen of the Centennial, selected from four district winners, will be crowned by Ginger Rogers tomorrow night. The Hollywood Electrical Pageant will again be presented. The event is in the Cotton Bowl, where a stage and 4,000-couple capacity dance floor was erected. The admission prices per seat are \$2.75 at tables, \$1.65 for box and ring seats, \$1.10 for reserves and 40 cents general admission. The latter two do not include dance privileges.

A Loop-o-Plane was installed in the ride zone of the midway early this week. It is an Eyerly two-car type, operated by Dufour & Rogers. Because of lack of space on the midway the ride sets in back of several kiddie rides, but has an entrance on the midway. It adjoins the Flying Skooter, a ride manufactured and operated by Bisch-Rocco Amusement Company of Chicago. W. Hinz, secretary-treasurer of Bisch-Rocco, is here managing its operations. The Flying Skooter is a new ride in the amusement field. It works on a revolving structure with scooters hanging by cables from bars attached to the ends of booms. The ride has 10 cars—two passengers to a car. The passenger controls the movements of the car by means of a rudder.

The Rocket Ride, a Norman Bartlett innovation in the ride field, is located nearer the heart of the midway and opposite the Luske Bros.' Auto Skooter. The Rocket Ride gives the patrons the thrill of motordrome riding, the giant cars operating on perpendicular walls. The exterior of the setup is built and painted in futuristic fashion.

Stars in every walk of football life will be presented to the sports fans at the exposition this fall.

Voodooism entered the expo this week in the form of religious dancers, who perform the various dance recitals of the Yanyago cult, better known as Voodooism. The Texas engagement is the first time these strange cultists have performed their dances outside of Cuba. There are eight members in the tribe, seven Negroes and a white initiate. The engagement includes three shows daily and spotted broadcasts.

Oriental Theater and Suzanne are two recent additions to the "peek show" division in Streets of Paris. The Oriental is operated by Pat Delaney and is under management of Harry Lee Johnson. Its two feature dancers are Rose Green and Joan Ann Glenn. Suzanne, the Original Peeping Tom show, is owned and managed by Capt. Phil Riblet. Mildred Footshee is the featured dancer.

**Flashes**

The opening of Days of Real Sport was postponed. Opening now set for August 10. . . . The Mermaid Show doubled its space, taking over the adjoining building recently vacated by Gorilla Village. . . . The Glass House, under Mrs. Carey Jones' supervision, has been doing big business. It has an ideal location and is neatly framed. . . . The bar in the Garden Cafe, a Dufour-Rogers enterprise, was taken out early this week. Tables replaced it. Service now comes from a back bar and counter. By taking out the bar it increased capacity and considerably decreased expenses. . . . Streets of Paris is tops in the shows division and the Pacing Coaster in the rides department. . . . Rebuilding Midget City following the storm did not interrupt business. The work was done at night. . . . J. Ed Brown is now in entire command of the Special Events department, having been elevated to that post early this week. Previously he was director of the department under Paul Masmann's supervision. . . . Charles Dillon resigned as publicity director of the Old Globe Theater to take over his new duties of assistant director of the Dallas Little Theater for the 1936-37 season. . . . In the midst of a rebellion the Leftist Government of Spain has shipped a national exhibit to the Texas Centennial, consisting of copies of maps of early Texas, etc. . . . Martin Provensen, chief announcer for the Texas Centennial Exposition radio division, leaves this week for Los Angeles, where he will begin preparation of a series of West Coast originations, will be on the National airwaves again this winter. . . . Ed Cohan, technical chief for the Columbia Broadcasting System, gave the exposition the gender this week as he supervised technical facilities for Tommy Dorsey's Ford broadcast from the Gulf-expo studios. . . . Bob Coleson, exposition grounds program director and the forgotten man of exposition radio, returned to Dallas this week after several days in New Orleans. . . . Bill Lewis, CBS program director, was at the expo Tuesday and Wednesday surveying program possibilities. Lewis was en route to New York from California. . . . Showmanship was injected into the prosaic business of hog calling last week when the Southwestern title tournament was broadcast from the exposition, then a tilt for the expo title. . . . Rhys Williams, Old Globe Theater's Town Crier, won over Clyde Vandeburg, radio director and amateur king at last year's San Diego Expo. . . . Shannon O'Dea, petite femme spieler on the Streets of All Nations, won third honors. Tommy Hart, Hollywood Show's ace bally artist, copped fourth money.

Six midgets from Midget City were injured last Tuesday when the taxicab in which they were riding home from the Centennial was struck by a truck. The injured were Mrs. Anne Laible, lacerated upper lip; Myrna Clifton, injured leg and ankle; J. E. Clifton, fractured rib; Vance Swift, cut on leg; Major Doyle and George Laible, bruises and shock.

**Grand-Stand Shows**

**LUCKY TEETER** played as an added attraction at the Lewistown (Pa.) Fair.

**MARIE'S Marvel Dogs and Circus Unit** opened its fair season in Iowa after playing numerous parks and celebrations in Canada and the States. Unit is booked at fairs in the South in October and November.

**ACTS** contracted for Sturbridge (Mass.) Fair, under reorganization since death of Thomas Ashworth last fall, include B. Ward Beam's Congress of Dare-Devils and a Major Bowes amateur unit. Hankinson auto races, firemen's muster, harness and running races and fireworks also are carded, said Manager Sam T. Sheard.

**ACTS** booked thru Barnes-Carruthers for 66th annual Nicollet County Fair, Saint Peter, Minn., include Pink's Comedy Mules; Hip Raymond, clown; Four Bentos; Seven Fredysons, teeterboard; Peerless Pottery, casting act, and Morgan Trace revue, said President R. A. Dean.

**SMITH'S Superba Band** has been booked for Carolinas Agricultural Fair, Charlotte, N. C.

**STEINER TRIO**, two men and one woman, comedy bar act, opened their outdoor season August 1 at the annual American Legion celebration, Toledo, O. They are well lined up for fairs in Illinois and Indiana until second week in October.

# S. D. Second Largest Week

Attendance of 82,505 July 27-August 2 sends 1936 total to 1,581,124

By FELIX BLEY

SAN DIEGO, Aug. 8.—Last week's attendance of 82,505 persons sent the year's total up to 1,581,124. Elwood T. Bailey, executive vice-president, announced when he reported that it was the second largest week for attendance since the opening, even greater than those weeks containing Memorial Day and Fourth of July holidays.

In order to accommodate the increasing crowds, Wayne W. Dallard, executive manager, announced that the gates will be opened at 9 a.m. during the rest of the season. The gates will close at 10 p.m. on week days and at midnight on Saturdays, Sundays and holidays. The exhibit buildings will continue to open at 10 a.m., and close at 10 p.m.

A novel campaign to stimulate interest among San Diegans in the exposition was started last week by the Service Club Presidents' Council, and it is expected that the drive will net the pledges of more than 100,000 to attend the fair at least five times before September 2, the closing date. The person signing the pledge will retain a check, which has five squares. Each time pledge holders visit the fair they are to go to a validation booth and have the check stamped. After all five squares have been stamped the check will be good for one admission to the grounds.

Free ice cream cones were magnet drawing a big crowd of children on Kids' Day, Monday.

On Tuesday Peruvian Independence Day was celebrated with open house at the Casa Latina Americana.

On Wednesday a dance revue, *Dances of All Nations*, was presented in the House of Hospitality, featuring Helen Dunham, Betty Brady, Helen Chase, Barbara White, Mary Penick, Bill Dunham and Shirley Kelk.

On Thursday *The Yankee Clipper*, starring William Boyd and Elinor Fair, was shown as a free attraction in the House of Hospitality.

On Friday Royal A. Brown gave an organ recital at the amphitheater, and Robert Hester in English horn solo was featured by the San Diego Symphony Orchestra.

On Saturday, Municipal Employees' Day, with a parade of more than 100 units and four bands, brought a huge crowd to the grounds. Governor Frank Merriam was guest of honor, with Mayor Percy Benbough and City Manager Robert Plack. A public entertainment program, headlined by entire company of 30 entertainers from George Ramsey's Creole Palace, was given at the organ amphitheater following selection by Jay Warde Hutton.

Marianita, Spanish dancer, has returned for the rest of the season and will be featured with Jose Arias Troubadours.

On Sunday fraternal organizations united in a spectacular program, preceded by a colorful parade.

## "Sun Fair Girls Revue" Opens at Mt. Pleasant

DETROIT, Aug. 8.—A new unit, the *Sun Fair Girls Revue*, using 83 people, rehearsed this week at the Gypsy Theater to open next week at the Oil and Gas Men's Exposition at Mount Pleasant. The show is owned by Arthur Clamage and Charles Rothstein, of the Gaiety and Avenue theaters; Jack Dickstein, of the Detroit Gus Sun office, and William Collins, associated with Dickstein.

Lillian Hunt, of the Avenue Theater, is producing the entire show, with William Collins as company manager. Betty Bryden and her all-girl band have been booked, with 26 girls in the ballet and 15 acts, to be rotated with the unit. The show will play fair dates. In addition, the show will go to Atlantic City for the *Miss America* pageant.

GENE CLARK and Larry Saunders left the Frank West Shows in Uniontown, Pa., to fill several fair engagements.

# Fair Grounds

PORT GIBSON, Miss.—Southwest Mississippi Cattle Show and Sale organized here recently and H. W. Carter, Theida Mullens, Frank Boulton, Jake Teagner, E. Arrington, A. C. Lowery and I. M. Sessions named board of directors. No other officers named. Directors decided to budget \$1,950 for premiums. Association comprises dozen counties of Southwest Mississippi.

YORK, Pa.—The York County Agricultural Society reports sale of concession space for the York Fair far in advance of the same time last year. Several buildings are being reroofed and repaired for this year's event.

LAURELTON, Pa.—A contract for the construction of another exhibition building, 130 feet long, has been let by the West End Fair Association. The new structure is to be completed when the fair opens in Lincoln Park here.

PHILADELPHIA, Miss.—Secretary of Agriculture Wallace will be opening-day speaker for Neshoba County Fair. Added attraction this year for four-day event will be horse and work stock show, for which over \$850 in premiums has been set aside.

HANOVER, Pa.—The Hanover Fair has been postponed to September 14.

ST. JOHN, N. B.—The featured attraction of the outdoor show at the annual exhibition this year will be a musical revue. For the first time in many years there will be a harness racing program.

CANASTOTA, N. Y.—Leo J. Bailey, head of the agricultural department of Canastota High, has been appointed chairman of general committee for the annual fair of Lenox Grange here.

PAINESVILLE, O.—Jack Raum's Rodeo and Circus has been contracted to furnish all free acts at the fair here.

JAMESTOWN, N. D.—Being in Central North Dakota and hard hit by the drought, attendance at Stutsman County Fair here July 2-4, was 33 1/3 per cent under last year. Exhibits were larger than last year and live-stock showing excellent. Grand-stand entertainment featured races and vaude acts in the afternoon, with Jule Miller presenting her revue, *Follies of 1936*, for evening show; Harry Sykes, comedy bicycle act; Blondin-Redlins, high-wire troupe, and fireworks. Hennies Bros.' Shows again occupied the midway, said E. W. Mueller, fair treasurer.

BOSTON—Russell Murray, West Roxbury, has been appointed director of Marshfield (Mass.) Fair, under sponsorship of Marshfield Agricultural and Horticultural Society, announced President Ernest Sparrell, Norwell. Mr. Murray for many years was prominently affiliated with horse and greyhound racing and was in a degree responsible for the successful introduction of greyhound racing in Massachusetts.

## Old and New Features For Danbury, Conn., Fair

DANBURY, Conn., Aug. 8.—The Danbury Fair will have all of the old features and some that are new. A new element will be introduced into the horse races with races for two-year-olds and three-year-olds on different days. The purses will amount to \$5,600, with \$500 allotted for each event, which will follow the three-heat system. AAA auto races will be held on the last day under personal direction of Ira Vail. There will also be exhibitions of motorcycle and automobile stunts by Lucky Teeter and his Hell Drivers.

The active management of the fair will be in new hands this year, as G. Mortimer Rundle, who retains his post as president, resigned as secretary. George M. Nevius, who had been assistant secretary, was promoted to secretary.

## CASA MANANA

(Continued from page 44)  
Pitzer is now handling added attraction in the Nude Ranch.

Eddie Bruce, formerly in vaude, was working on front of *Beauty and the Beast* show until it closed August 3.

"Bozo," mind-reading dog, which Jack Mayo had here, closed on midway last Wednesday.

Gene Berry and Art Lovi have replaced

Irving Schenwar and Danny Krassner, who have returned to Dallas, at the guess-your-weight scales here. Murray Goldberg, who has the scales here too, was over from Dallas August 3. Art Lovi set some sort of record last week when he worked at three expositions in five days. He was working scales at Cleveland when he was called to Dallas. A day there and the Fort Worth operators decided they wanted to return to Dallas, and Lovi came over here, making the third show in the five days.

## Faye Cotton for Movies

Faye Cotton, Texas Sweetheart No. 1, who appears in the *Casa Manana* revue, has been given a movie contract by Universal. She is to go to Hollywood when this show closes.

Kenneth Blake, with his high-diving act, gave three free exhibitions nightly as part of the Bill H. Hames midway attractions this week. Besides Blake in the diving act, are Viola Morse and Frank Cushing.

Hardeen closed his free magic show August 3 and returned east to fill engagements. The *Beauty and the Beast* show closed same day. Another animal show is reported going in where the *Beauty and the Beast* show was. Dick Sterns, who was in charge of front for this show, now has same position, along with Happy Myers, at the Nude Ranch, which now boasts of some 70,000 patrons since show opened two weeks ago.

## Change in "Jumbo"

Before leaving for London last week, John Murray Anderson, stage director, made Jumbo into a straight musical circus, eliminating all dialog and cutting an hour off show time. Show personnel: Bob Lawrence and Wyn Cahoon, singers; Herbert Waldmann, Tom Lomas, Ray Miller, John Pendergast, Henry LaMar, L. C. Phillips, Pat O'Dell, Roy Montasanto, Cliff Whiteomb, Eugene Greenlaw, Walter Lewis, John Knebler, Eddie Farron, Albert Dewberry, William Scelig, Jack Barnes, Justin Wagner, Claude Ratliff, William Freeman and Julie Sterling.

The following present circus acts during performance: The Hannefords, "Foodies," Mrs. Elizabeth Hanneford, Mrs. Edward Hanneford and Grace Elizabeth; A. Robins, clown; Arthur LaFleur, iron-jaw; Takayama, juggler; William Ferry, contortionist; Barbetta, acrobat; Tiny Kline, slide-for-life; Millie LaPell, loop-the-loop; Margaret Brooks, shot from a cannon; the Allan K. Foster girls; Helen Harvey and Victoria Miller on trapeze; Rosie, and her trainer, Captain Rudy; Lomas troupe; Helen Brown and Litr Wagner, iron-jaw; Dave Ballard, giant; Josie DeMott, bareback rider; Charles DeCamo, dogs; Lenze Duo, acrobats; the Nagyfis, fire-eaters; Jim Mandy, iron-skull man; Olivetta, punching bag artist; Tyana, strong woman; Jack Pickford, table act; Ed and Helen LaNole, revolving ladder act; the Jacksons, whipsnappers, and the Kimriss, aerial act. Those out of the show with elimination of speaking parts are Eddie Foy Jr., Hugh Cameron, A. P. Kaye, George Watts and Jack Soanes.

Harley Sadler visited last week.

## OAK BRAND HY-TEX BALLOONS



## FANCY PRINTS

GORGEOUS multi-color designs.

Brilliant effects in 3, 4 and 5 colors.

Among these sensational sellers are Merry-Go-Round, Butterfly, Stars and Stripes, and Pointsettie. All new this season.

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The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

## ABBOTTSTOWN FARMERS FAIR

ABBOTTSTOWN, PA., AUGUST 18-22, Five Days, Five Nights.

WANTED—Independent Shows and Concessions.

Address all mail to GEO. P. MILLIKEN, Abbottstown, Pa.

## WANTED CARNIVAL TO PLAY

PIATT COUNTY FAIR

MONTICELLO, ILL., Day—August 31-September 4—Nite. Wire SECRETARY R. C. SMITH.

## WANTED

Rides, Free Acts and Concessions for FREE STREET FAIR SEPTEMBER 17-19, DAY AND NITE. M. C. HELLER, Secretary, ORRVILLE, O.

## WANT FOR FAIRS

On account of disappointment Two-People Act, working 48 feet or higher. Must do two Acts. Open August 16. Offer four weeks. Wire. State lowest. Also other Acts write. WILLIAMS & LEE ATTRACTIONS, 117 Mackubin St., St. Paul, Minn.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

## FREE VOLUNTEER FIREMEN'S FAIR

WANT WANT WANT Shows, Rides and Concessions, week September 14—Day and Night. 30,000 in attendance. Write, Wire CHAS. MUSSER, Secretary., Shepherdstown, W. Va.

## WANTED FOR SEPTEMBER 5

Hell Driver Show for West Virginia's GREAT FREE FAIR, Charleston, W. Va. Also have Space for few Eating Stands. Write T. H. McGOVRAN, Courthouse, Charleston, W. Va.

## TUSCOLA COUNTY FAIR

CARO, MICH., AUGUST 24 TO 28, INCLUSIVE Will place legitimate Merchandise Wheels and Games, Concessions except Blankets and Corn Game. Will sell exclusive Guess Weight Scales, also Eric Diggers and Long-Range Shooting Gallery. FRANK L. MANNIX, Mgr., 628 E. Atherton Road, Flint, Mich.

## WANTED CARNIVAL TO PLAY GENTRY COUNTY FAIR

ALBANY, MO., SEPTEMBER 1 TO 5 5th Annual Fair. Great spot. 20,000 people daily. \$1,500 given in premiums. Wire H. C. McCOY, Director of Concessions.

# ACA WILL CONTINUE "FIGHT"

## Rail Refusal Not Halting Efforts

General Counsel Max Cohen comments on adverse decision of TLA committee

CINCINNATI, Aug. 8.—The American Carnivals Association will continue its efforts toward railroad shows receiving justifiable elimination of car-parking charges and reduction in transportation rates as affects travel over Eastern railroads, according to word from the ACA general counsel, Max Cohen, Rochester, N. Y. Counsel Cohen's announcement is a follow-up from a story that appeared in last issue, that the committee of the Trunk Line Association had refused to grant the relief requested by the association at a meeting in New York City a few months ago. Cohen's communication follows:

"The decision of N. W. Hawkes, chairman of the Freight Traffic Managers' Committee of the Trunk Line Association, was handed down on July 30, and, as appeared in last issue of *The Billboard*, the decision refused to grant the relief requested by the ACA and those of its members who helped at the hearing.

### "Significant Statement"

"A significant statement in the decision: 'This matter has been very carefully considered by the Trunk Line carriers and, while we are not unappreciative of your situation, we have concluded that we cannot consistently recommend the several reductions which you have endeavored to obtain. In some instances favorable action on your request would at once create demands for like action in other directions, which makes it more than ever impossible for us to make the changes for your account. We appreciate the time and effort which you have gone to in presenting the matter so thoroughly for our consideration and regret that we cannot see the problem from your point of view.' From reading the quoted portion of the decision it is obvious that the ACA application was not turned down because we were not entitled to it—as a matter of fact the decision indicates that the carriers appreciate the situation facing railroad shows—but rather that they, the carriers, were afraid to grant it because other groups might use this as a basis for asking reductions for themselves.

"Naturally, we wrote Mr. Hawkes, acknowledging his decision and advising that the same would be placed before the railroad show members of ACA for action at the next annual meeting, which will probably be held in November at Chicago. So far as ACA is concerned, our requests are fair and just, and our efforts will continue along the course set until our members have objection.

(See WILL CONTINUE on page 51)

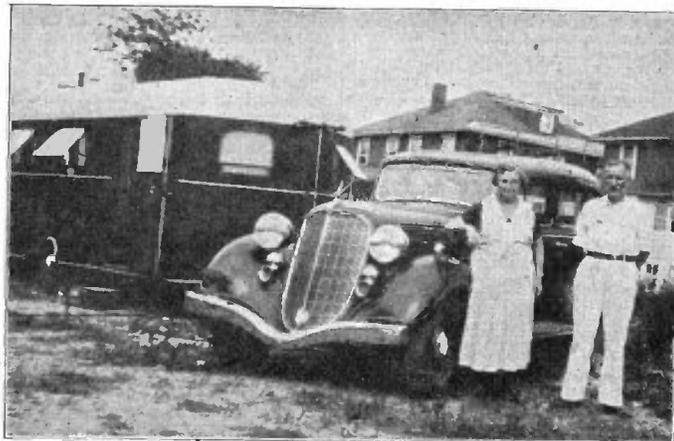
## Bernie Smukler a Visitor; Will Again Make Cuban Tour

CINCINNATI, Aug. 8.—Bernie Smukler, manager of the Royal Palm Shows, stopped off at *The Billboard* office here yesterday, en route from Detroit, where he attended the funeral of his brother, Harry, to rejoin the show at Fairfield, Ala., where it played this week.

Smukler reports that business with the Royal Palm Shows has been satisfactory to date, with a healthy string of fair dates still in the offing. He announces, too, that he will again take several shows to Cuba at the end of the current carnival season.

## Lorenzo Bitten by Rhesus

CHAMBERSBURG, Pa., Aug. 8.—Jack Lorenzo, impresario at the Monkey Circus with the Marks Shows, was badly bitten recently by Jimmy, large rhesus. His wounds were dressed at Chambersburg Hospital. Lorenzo was moving the monkey from his cage when suddenly attacked.



MR. AND MRS. JOSEPH T. BRETT (Ferris Wheel and Tilt-a-Whirl with Endy Bros' Shows) and their auto and attractive new "home on wheels." Mrs. Brett was formerly owner Himelburger Amusement Company for years. Mr. Brett has been in ride business for more than 10 years.

## Loss of Two Nights Added Fair at Home in Storm To Storm Damage on West's

CONNELLSVILLE, Pa., Aug. 8.—A terrific storm which struck West's World's Wonder Shows here on Monday of last week did damage totaling \$1,000 to the Bingo game managed by Gene O'Donnell. Fizzie Brown's concessions reported the same loss.

The gale blew down most of the show, upset wagons, twisted iron of rides and destroyed canvas. New canvas was ordered and, with hard work on part of the crew, the show opened on Wednesday.

## Marjorie Kemp Clawed

REGINA, Sask., Aug. 8.—Marjorie Kemp, with the Royal American Shows, was badly clawed by one of the lions performing in the Motordrome at the Regina Exhibition. The accident occurred at the last show Saturday night. As Miss Kemp finished her act the lion turned on her, inflicting 14 wounds to her shoulder and breast. She was treated at the Grey Nuns' Hospital by Dr. J. B. Ritchie and was able to proceed to Winnipeg Sunday morning.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

### POLAR SCORE.

North Pole Region.

Week ended August 8, 1936.

Dear Charlie:

B-r-r-r, cold. The show's entire personnel on the shivering list, also claimed by the Eskimos to be ideal carnival weather. After a long 3,000-mile run we arrived here. What we claim to be is the first show to play on this lot. The midway laid out in a horse-shoe surrounding the imaginary North Pole, but, like all new lots, a bit hard to break in. Not an igloo in sight on our arrival. Our auspices erected several to house our hotel troupers. Also very thinly populated near the pole, the show had a drawing power of 35,678 Eskimos within a radius of 300 miles.

Ballyhoo Bros.' Shows brought here to furnish the midway for the North Axis of the Earth's Reindeer Races. The most unusual and beautiful grand stand ever erected seen here, 600 feet long with a seating capacity of 65,222 and built entirely with cakes of clear crystal ice. The race track a solid sheet of ice, two miles long. Five hundred trotting, pacing and running caribou and their Eskimo jockeys here on our arrival, as well as a score of New York bookmakers.

Transporting the Century of Profit Shows to this spot was the hardest part of the venture. All the wheels on our cars had to be rubberized and pulled

over the ice with our 60 caterpillar tractors. The only guide our drivers had was the pole star, which is only one and a half degrees of the true pole. That and the aid of the compass kept the show rolling north.

The show is sitting on top of the world, no license, no lot rent and no adjusting to worry about. Our 350 concessions were augmented with several 740-milers. The trailers all featured whale-blubber sandwiches. Most of our game concessions located in the booths under the ice grand stand. This caused one end of the grand stand to collapse, due to the unusual heat.

Every show, ride and concession more than mopped up. Thousands of Eskimos packed and jammed the midway. Seal skins, walrus tusks and caribou pelts used as collateral. After check-up time at night the office smelled like and resembled a tannery. Several shows handicapped by the extreme cold, our nudist colony being the hardest hit. The man frozen in a cake of ice got mixed up with the other ice blocks and never was found.

The best skin and pelt gross of the season registered here. Our next spot uncertain. Our agent radioed us, "Have spot in Oklahoma, Florida and Greenland." But it doesn't matter in which direction we go; it's got to be south. MAJOR PRIVILEGE.

## West Coast Showfolks Jim Jeffries' Guests

LOS ANGELES, Aug. 8.—Ladies' Auxiliary of the Pacific Coast Showmen's Association and invited guests enjoyed an outing at ex-Heavyweight Champion Jim Jeffries' Club on his Burbank, Calif., ranch last week. Pat West introduced the prominent folks present. Much comedy marked the evening's festivities, which included a boxing program of eight bouts, refreshments and lunch. Jim and Mrs. Jeffries, together with Dr. Ralph E. Smith, welcomed the showfolk and saw to it that all had a good time.

Among those present were Dr. and Mrs. Ralph E. Smith, Ruby Kirkendall, Mr. and Mrs. Steve Henry and son, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Harry B. Levine, Mr. and Mrs. Claude Barle, Mr. and Mrs. Floyd Rathbun, Hugh Weir, Joe Diehl Sr., Ross R. Davis, Doc Cunningham, Lew Keller, Mr. and Mrs. Lucky Ball, Art Gruber, Dan Kelly, Mr. and Mrs. John Klein, Mr. and Mrs. Harry Fink, Will J. Casey, Mr. and Mrs. Jack Schaller, John T. Backman, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Chet Bryan, Harry Wallace, Mr. and Mrs. Milt Runkel, Capt. W. D. Ament, Capt. Ed Mundy, Mr. and Mrs. Leo Haggerty, Eddie Gamble, Mr. and Mrs. Joe Metcalfe, Ed McKiernan, Mr. and Mrs. L. A. Muir, Stella Brake, James Salspaugh, Fred Shafer, Mr. and Mrs. L. K. Rieder, Mr. and Mrs. P. R. Bowman, Joe Egan, E. F. (Buck) Moulton, Mr. and Mrs. Raymond Tetzlaff, Ben Henry, Jack and Al Bennet, George Ana and Helen Schneider, Mr. and Mrs. Ed Wheeler, Roger Parks, Tom Floyd, Mr. and Mrs. Charles E. Thorpe, Pat Armstrong and Lee Wirthwein.

## Danny Davenport, Diver, Hurt on De Luxe N. J. Lot

WESTFIELD, N. J., Aug. 8.—Danny Davenport, clown diver with Sonny Campbell's water act on the De Luxe Shows of America, a James Bell unit, was injured here on Tuesday while rehearsing a new dive and was removed to a near-by hospital. His case is said not to be serious.

Show, now in its 14th week and doing satisfactorily, according to a staff executive, is readying for a string of fairs in the East, with rides and equipment touched up for the occasion. Outfit lists 11 rides, 5 shows and 30 stands.

Paul Prell is doing well with Bingo and Harry Ramish with line of stores. Ramish is also assisting Sam Press, manager. Joe Aarons is "teaching the birds how to sing." "Screw" Mears is loading and unloading and Jimmy Robeson is all athrob at the birth of a girl. It was stated that Harry and Margie Stevens will join the show shortly for fair dates.

## Paris Showmen and Fans Make Counteractive Kick

PARIS, Aug. 8.—City authorities recently announced that no more street fairs would be permitted along the boulevards of Montmartre, because cabaret owners and merchants objected. For many years three street fairs, each grouping close to 200 rides, shows and concessions, have been held annually along the Montmartre boulevards in the Paris cabaret belt.

As these fairs net the school funds of the district nearly 1,000,000 francs (\$66,866) a year for space rentals, the showmen during the fair held last month circulated petitions protesting against the suppression of the fairs, and these petitions were signed by several thousands of visitors to the fair.

## Bluenose Shows Get New Lighting Plant

ST. JOHN, N. B., Aug. 8.—The Bluenose Shows have been equipped with a new lighting system, including a 40-k.w., d. c. generator, purchased recently by Frank J. Elliott, of Amherst, proprietor and manager of the carnival, which is now on its annual summer tour of Nova Scotia, New Brunswick and Prince Edward Island.

## Kansas City

KANSAS CITY, Mo., Aug. 8.—Dr. Joe Edwards and wife spent a few days here visiting and left for Webster City, Ia. Louis Isler was in town on business. He has the Majestic Shows.

Red Egan passed thru here on his way to Springfield, Ill. Morris Ventling spent several days here. Dave Lachman here for a few days. Came from Louisiana, where he is connected with a carnival.

W. J. Allman visited the J. George Loos Shows at Emporia, Kan., and reports good business. H. L. Whitesell joined the J. George Loos Shows at Cherryville, Kan. Will have concessions on the show. Roy Marr here for a few days. Has been working with the 40-milers in Nebraska.

P. C. Franklin arrived here from Chicago on his way to Tulsa, Okla., where he will be connected with the Southwestern Theaters.

George Duval, agent for the J. B. Webb Circus, is here on business, accompanied by his wife, Tobe D. McFarland and wife spent several days here on business. Tobe formerly was connected with the State Fair Shows.

J. Bowman, of Gorman Bros.' Circus, passed thru here on his way to Dallas. George Ross returned from Omaha, Neb., where he had been associated with B. W. Wadsworth at Krug Park.

## Philadelphia

PHILADELPHIA, Aug. 8.—Bobby Hasson has the Circus Side Show with the De Luxe Shows and reports business very satisfactory. Carries 10 attractions with 125-foot banner front.

Carey C. Emrie, oldtimer, was a visitor during the last three weeks. Expected to leave for the Pacific Coast shortly.

Harry Steen, for many years in the carnival ownership and concession business and operator of lunch wagons and restaurants in this city, has sold all his interests and returned to the concession field in parks.

Midget auto races have had quite a boom here this season. Three tracks have been operating in the city and vicinity, one at Yellow Jacket field in the Frankford section of the city. Ralph Hankinson has been operating one at the City Stadium in South Philadelphia. The third one is located at the old dog track grounds in Camden. All report big attendance. Several cities up-State have also installed tracks.

Reports from the annual rodeo and fair at Woodstown, N. J., have been that excellent attendance prevailed the first part of the week and all exhibits are bigger and better than in previous years, also rodeo contests have drawn a number of contestants from the West.

## Pittsburgh

PITTSBURGH, Aug. 8.—Clark and Saunders, aerial act with the Frank West Shows, are leaving the show in Uniontown, Pa., next week to fill fair dates. A new act will be furnished by the George Hamid office. The West Shows, by the way, had their biggest opening of the season in McKees Rocks on Monday. Tuesday and Wednesday nights, however, were ruined by rain.

Harry Dunkle, of the Cetlin & Wilson Shows, is a business visitor in this territory, looking for a spot to break the show's long jump from Pennsylvania to the South. Show entered the Keystone State this week at Lewistown and will remain in the State for six weeks.

Meyer Cohen, former carnival man, is now operating a beer garden in Rankin, Pa.

Jack Hollister, former newspaper man, who is handling publicity for the Texas Centennial's midways, visited here last week.

George Mar, of the Frank West Shows, was a business visitor in Frank Cervone's office.

Robert Archie, of the Red Brady and Joan act, is in the Braddock General Hospital, where he is expected to remain for another six weeks.

## Volunteer State Exposition

Mansfield, O. Week ended August 1. Location, fairgrounds. Auspices, local baseball club. Weather, good. Business, good.

Show did not open Monday due to the late arrival of the show train. Tuesday very good with everything on the lot getting its share of business. Leo Claud, of concession row, returned from the hospital and is doing well. Many new ar-

rivals, also the usual amount of departures. The five free acts brought the crowds back each night as they were well presented. Organization was the first to play here this year. All equipment was given a thoro going over in anticipation of the coming fair season. C. C. PYLE.

## SHOWMEN'S LEAGUE

(Continued from page 39)

Burial services were held at the home on August 5, with interment at Showmen's Rest.

Welcome letters received during the week from Brothers Kent Hosmer, Frank D. Shean, President Patty Conklin and Nell Webb.

Brother George Regan advises that he will soon start out to make the fairs. Irving Malitz and Julius Wagner need to improve nicely and has hopes of being up and about by Labor Day. He advises that he is in receipt of a kind donation of funds from the boys at Riverview Park, which came thru the efforts of Evelyn Reagan. His sincere thanks are extended. Information received here was that Brother Ernest H. Tucker, of the Cole Bros.' Circus, is confined to his room at a Denver hotel. Tex Sherman in town and romps in for a call at his convenience. Brother A. F. Beard, still in town, expects to leave most any day. Noble Fairly, in town on business, spent part of his time at the League rooms. Other callers were Fred P. Donnelly, Julius Wagner, Charles E. Hall, Irving Malitz, Robert Liebman, Harry Gibbons, H. J. Schulz, Dave Robbins, George Regan, Harry Hancock, Howard Gloss and William Rankin. Brother William Rankin advises that he is going into the American Hospital for a minor operation.

## LADIES' AUXILIARY

Summer activities are still being carried on thru the weekly socials, which are showing a marked success. Hostesses for the last two affairs were Maud Geller and Mrs. Patty Ernst. Mattie Singleton will preside at the August 13 meeting.

Applications received during the week were from Mrs. Margie Palmer and Mrs. Ray S. Oaks. These will be presented for ballot next week and membership cards will be mailed at once.

A welcome letter, which included dues for 1937, was received from Mrs. Frank D. Shean.

Mr. and Mrs. Lew Keller, Mr. and Mrs. J. Streiblich, Lucille Pope and Nat Hirsch visited the Beckmann & Gerety Shows at Milwaukee. Mr. and Mrs. Keller also visited the Rubin & Cherry Shows at Rockford, Ill. President Frances Keller is making a sincere effort to secure new members on her visits to the various shows.

Mrs. Ora and Cleora Miller have been rehearsing for their fair dates, which open soon.

Mrs. Phoebe Carspy is accompanying her husband on a business trip thru the Middle West. She has hopes of returning with several applications for memberships.

## PACIFIC COAST

(Continued from page 39)

other than reading of the organization's rapidly growing financial status. New memberships and plans for next Annual Charity Banquet and Ball handled, so the meetings were gone thru with in expeditious manner. Communications from Will Wright, of Golden State Shows, inclosing a sum of money which he was sending to one of his employees who is here and ill and whose case taken care of by Dr. Ralph E. Smith. Under another cover came a check from Will to cover two new applications for membership, and the interesting news that business was very good and that this show would be 100 per cent PCSA by the time the show folded in the fall.

From Austin King, of Clyde Ingalls' forces on the Ringling-Barnum Circus, came word he is having a very pleasant season and is engaged for next season. Dick Wayne Barlow meandering around; keeps in touch with us thru *The Billboard*. He visited Cleveland Great Lakes Expo and met many of the Coast defenders. M. Lee Barnes, of the Foley & Burk Shows, pens that he is doing a good business and will hustle a lot of new members for PCSA. From La Motte Dodson, of Sol's Liberty Shows, comes word that Chuck Gammon was operated on for gallstones at St. Mary's Hospital, Green Bay, Wis.

Jack Grimes writes from Austin, Minn., that he has been getting plenty heat and refuses to hand out another release on the big doings to be held December

9 at Hotel Blitmore for another three weeks, and adds that new and startling surprise numbers, which can only be spoken of or written about "adjectively," are being planned. David Rankin has his exhibit at Long Beach and will make spots in Southern California. Last but not least, a letter from President Theo Forstall, who incloses check for six new members. Five from the Barnes show and one from a retired showman of Council Bluffs, Ia. Letter also mentions business, heat and the methods employed by Kirkendall and his associates in the membership drive. New members: Floyd H. Rathbun, credited to Jack Schaller and Doc Cunningham; Chester Gregory, Jimmie C. Brown, Harold S. Urseth, Ralph L. Ritchey and William G. Beresford, all of Barnes Circus, credited to Mark Kirkendall; Frank L. Owen, Council Bluffs, Ia., credited to Kirkendall; W. S. Hanna and Homer Nesson, of the Golden State Shows, credited to Will Wright, W. D. Corbett and Joe De Mouchelle, and Zack Hargis, Long Beach, credited to U. S. (Doc) Harris and Doc Cunningham, and John Barker Scott, credited to Hugh Weir and John Harris. Johnny Klein won the weekly award. Refreshments were served by Will Z. Smith, Will Casey and Chet Bryan. Habit impels us to remind trouper that now is a mighty good time to send in that 10 spot.

## LOS ANGELES

(Continued from page 39)

for the Stanislaus County Fair at Turlock, Calif. Ed Foley is reported on the road to recovery.

Hap Young and the De Luxe Restaurant trailer left for the usual tour of fairs.

Phil Williams, in town for short visit, is handling the advance for both Crafts 20 Big Shows and Will Whright's Golden State Shows. Harry Phillips returned from the Polack Bros.' Circus and with the misus went to Southern California. Will make events in that terrain. Ray Sullivan, of Golden State Shows, here for medical treatment. Plain Dave Morris, at National Military Home, Sawtelle, Calif., is getting along nicely. John and Laura Nell, ex-troupers of San Antonio, Tex., and son, Carrell, are guests of Mill and Pearl Runkel. Sylvester Kirby visited. Has no definite plans. Ed Barry is vacationing in Southern California making the beaches. Letter from Joe Glacey, Lipes and Company, Cleveland, O., says "Hix's 'Strange as It Seems' is going big and is tops on the midway, and that Dick Wayne Barlow, Ken Maynard and Al Humke dropped in to look over the fair. Joe informs that Johnny Branson; Tex Madson, California giant; Jack and Irene McAfee, Dolly Lyons, Jack Leeper and Harry Calvert are also located there.

Charley Cryslers' boat, Pacific Queen, which has been in Southern waters housing the expedition in quest of denizens of the sea, will dock this week at San Diego. Al Painter and Tex Klasinger are with the expedition. George Moffat is at San Diego, Calif., contracting equipment for the San Diego County Fair. Dan Dix is handling placements of people and equipment for studios and special events. Joe Diehl, aside from the Kiddies' Park, where business is big, has several riding devices being put out on studio rentals. Ross R. Davis is looking over parks in San Francisco and Northern Coast cities.

Johnny Aassen, giant, is recovering from a recent severe illness.

United Attractions have contracted to supply rides, shows and concessions for Hawthorne (Calif.) Pioneer Days Celebration. Truce arranged, it is said, among the promoters of Midget Auto Races at the several stadiums whereby the spots will alternate in the presentation of these events. Leo Haggerty is now associated with the Federal Theater Project in an executive capacity. Ida Delno, retired trouper, is connected with a Hollywood hat shop. Doc Cunningham, Lew Keller, Lucky Bail, Ed McKierney and Dan Lacey are working on studio locations. Capt. W. D. Ament scored twice last week in amateur night shows getting first money. Hal Haig is going over nicely at the Orpheum Theater this week. The Three St. Johns are working clubs and vaude dates and doing okeh. Texas Tom Updegrave is working downtown theaters with his pony.

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**This New TILT-A-WHIRL**  
With a Blaze of Flash—Streamlined Cars—Circumum Platins—Durechrome Decorations—Animated Signs—All Plastic Bearings—Masterful Engineering. 100% Portable.  
**SELLNER MFG. CO.,** Faribault, Minn.

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Our Specialty for Over 48 Years.  
**UNITED STATES TENT & AWNING CO.**  
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**CANDY FLOSS & CORN POPPERS**  
Cheapest, best genuine; many models; 10 patents Floss, \$48 up. Gasoline Poppers, \$22. Electric, \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free.  
**NATIONAL FLOSS MACHINE CO.**  
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**WANTED**  
Showmen Who Are Interested in **MOTORIZING**  
Write for Our Special Finance Plan.  
**CHARLES T. GOSS**  
With Standard Chevrolet Co., East St. Louis, Ill.

**A. S. Baysinger Attractions**  
WILL BOOK OR LEASE Ferris Wheel or 7-car Tilt-a-Whirl, two new, clean Grind Shows and any legitimate Concessions for best spot in South Missouri. Buffalo, week of August 17; others following. Write or wire  
**A. S. BAYSINGER,** Springfield, Mo.  
Box 188,

**ATLANTIC COUNTY FAIR**  
EGG HARBOR, N. J., SEPT. 2-6, Including Sunday.  
Can Place Shows, Rides, Concessions, etc., that do not conflict. No exclusives.  
Address  
**DE LUXE SHOWS OF AMERICA**  
36 GREEN ST. NEWARK, N. J.

**AL. G. HODGE SHOWS, INC. WANT**  
Cook House that caters to show people, \$25.00 per week. Charley Phillon, wire. Legitimate Concessions, \$15.00 per week. No racket. Shows that do not conflict, with own outfit, 75-25. Billy Harrington wants girls for Girl Show, Griggsville, Ill., Pike County Fair, this week; Colfax Street Fair, week August 17th; El Paso, Ill., Fair, week August 24th to 29th; Newman, Ill., Fair, September 1st to 4th. Fair Secretaries we have few open dates in September.  
**W. M. TUCKER,** Owner and Manager. **ART SIGNOR,** Assistant Business Manager.

**CUMBERLAND VALLEY SHOWS—Wants—Wants**  
For Shelbyville, Tenn., Free Fair, August 17-22. First fair in five years and ten other bona fide fairs to follow. Loop-o-Plane, Tilt-a-Whirl, Whip or any other First Ride that don't conflict. Shows with or without outfit that do not conflict. Musicians and Chorus Girls wanted for Minstrel Show. Salary and percentage. Charles Drill wants Grind Store, Swinging Ball, Coupon and Ball Game Agents. Rocco Ailes wants A-1 Griddle Man, must be sober, salary sure. Zabar wants Girl Show Dancers. Address all mail to ELLIS WINTON, Manager, McMinnville, Tenn., this week; Shelbyville, Tenn., next week.

# Midway Confab

By THE MIXER

CONKLIN'S ALL-CANADIAN SHOWS made an about-face in Canada last week with a long jump from Saskatchewan back to Ontario.

REPORTS from Havana, Cuba, have it that Avelino Perez, known as the Indian from the Orient, recently left there to join the World of Mirth Shows.

The last decade a number of shows have held weekly get-together meetings of their personnels. Every carnival should have them. They promote understanding, goodfellowship and co-operation.

DOC LAMBERT, formerly with Al G. Hodge, is now directing William Rogers' Centennial programs. He has just recovered from an accident and expects to be on the road soon.

MRS. LILLIAN ROBINSON, widow of Elmer D. Robinson, states that she will continue her husband's business as usual and plans to open this week at the fair at Burlington, Ia.

Who said Berney Smucker didn't like Cuba? He's going back coming winter, with Royal Palm Shows. Berney learned many of the "ins" of the island last winter.

MAX COHEN and Hyman C. Gould have become associated in the general

ter in last issue. It was Fair Secretary Gray of Vienna (instead of Miami), Ill., who was a visitor at Golconda, Ill.

EVELYN FRECHETTE, along with a figure of John Dillinger, is proving a drawing-card feature with Bob Dent's "Crime" attraction with the Johnny J. Jones Exposition. She joined at Evansville, Ind., recently.

LAWRENCE LA LONDE, late of Hilderbrand's United Shows, recently returned to his former connection, making openings and doing publicity with Stella's Congress of Oddities with Monty Young Shows, now in Idaho.

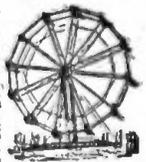
MEL H. VAUGHT info that he has just added a portable Lindy Loop, which had been in operation in a park at Dallas, to the State Fair Shows. Show is scheduled to play a list of fairs thruout Texas.

GREAT CONEY ISLAND Shows moved for week stand at Water Valley, Miss., after long stay in Southeast Louisiana. Had a fair week at Water Valley, where a Watermelon Festival was held. Weather was almost ideal, cool and dry.

TOM (WILD CAT) AITON, who recently rejoined the Cosmopolitan Shows as general agent, postcards from Chattanooga that everything's going fine with

## DU-PLEX No. 5's

Get the cream of the business at every spot. How's this for a Unit of two No. 5's at a four-day 1936 celebration? July 1, \$235.00; July 2, \$238.50; July 3, \$242.00; July 4 (rain in the morning), \$250.00. Total, \$1,167.50. Add ANOTHER NO. 5 and realize the profits a Du-Plex Wheel Unit pays. Write for information.



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Builders of Dependable Products,  
800 Oace Avenue, JACKSONVILLE, ILL.

## PENNY MACHINES

Specially built to engrave pennies with Lord's Prayer, or any cut you want.  
PRICE \$180.00.  
Complete with L. P. Die, Power Machine, Complete with 1 Die.  
**\$400.00**



When a lighter and better guaranteed machine can be built, "Blue Dot" will build them. No apologies for the penny it produces. Fastest feeling machine out. No breakdowns when minutes are dollars. For 10c we send samples and facts through the U. S. mails.

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(Establ. 1928)

## WANT

Freaks, Oddities, Mental Act and Talker for office owned Side Show. No Cook House. Salaries payable weekly in cash.

## United Shows of America

Billings, Mon., August 10-15; Owatonna, Minn., August 17-22; Kalamazoo, Mich., August 24-29; Detroit, Mich., August 31-September 13.

## W. S. MALARKEY

CAN PLACE Shows and Concessions for TROY, PA. FAIR, AUGUST 25-29; OWEGO, N. Y., FAIR, AUGUST 24-29. Address

**W. S. MALARKEY**  
Ackerman Bldg., Binghamton, N. Y.

## WANTED

Capable Front Man, all-day Grinder, good appearance, for best Fat and Thin Show. Good proposition to reliable man who can produce results throughout long season of best U. S. Fairs. Write or wire details and name lowest acceptable salary or percentage. **JOE PONTICO**, Royal American Shows, Ft. Williams, Ont., August 10-15; Superior, Wis., week August 17. Litton communicate.

## BOB COLEMAN

WANTS sober, capable Man for Sound Truck, Leo Barbee wire. Jimmie Malone, can place you. Care Krause Show, Winchester, Va., week August 10.

## WILSON'S AMUSEMENT COMPANY WANTS

Illusion or Grind Shows that do not conflict. CAN PLACE a few more legitimate Concessions. Start week August 17, Hiramfield Centennial, El Paso Fair, Fairbury Fair and Pontiac to follow. Week of August 10, Chenoa, Ill.

## SECOND-HAND SHOW PROPERTY FOR SALE.

5, 176 Men's New White Buckskin Skate Shoes, all Sizes.  
\$18.00 Set 23 Musical Glasses & Rack. Sew Tone.  
\$41.00 Magician's Escape Bag, Stage size, with Bar.  
\$10.00 Frozen Snow Ball Machine, Hand Power.  
\$12.50 4 Muckley Buck Buckets, Pipe Stand. Fine.  
We buy 16 MM. Projectors and Films, all selections. Make Skates all makes. **WELLS' CURIOSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

## ZIMDARS GREATER SHOWS WANT

TEN-IN-ONE. We have complete new outfit. CAN PLACE Geek, Unborn or any Show that don't conflict. We have 16 Fairs and can give you a long season South. Address this week. Fair, Florida, Ia.; next week, Fair, Ocala, Ia., or per route.

**WILL SELL COMPLETE MONKEY FAMILY** Ma. Pa. and the two Babies. All healthy and gentle. Also Bananas if wanted. **WANT** Girl Show. Have complete frame-up. You furnish talent. CAN PLACE People in Ten-in-One. Also Concession Agents. All Concessions open except Corn Game and Cook House. **CAN PLACE** Ride High. **W. WEST** MOTORIZED SHOW, Barnes, Kan., Celebration, this week; Orlton, Kan., next week.

## GIRLS GIRLS GIRLS WANTED

For Forty-Nine Camp and Mula Dancers. Nineteen Fairs to follow.  
**CLYDE OURREN**,  
Fonda, Ia., this week; Ocala, Ia., next week.

### WHEELS

Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-18, 20-24 and 30 numbers. Special Price.

**\$12.00**

### BINGO GAME

75-Player, complete, \$6.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Parasols, Confections, Artificial Flowers, Novelties.

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Single Sheets, 8 1/2 x 4, Typewritten, For M. \$5.00  
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120 Pages, 2 Sets Numbers, Clothing and Policy, 1200 Dreams, bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25c.

**FORTUNE TELLING WITH CARDS**, Same Binding, 24 Pages, Samples, 25c.  
**HOW TO BECOME A MEDIUM**, Same Binding, 30 Pages, Sample, 30c.  
**ZODIAC FORTUNE CARDS**, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

### SIMMONS & CO.

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

### EYERLY LOOP-O-PLANE

"Ride of the Century."  
SUPERB ATTRACTION.  
MODERN-AERONAUTIC.  
PROFITABLE.

For Permanent and Portable Ride Operator.  
"EIGHTY Units Sold in 1935."  
"THERE'S A REASON."  
Write for Our Easy Finance.

**EYERLY AIRCRAFT CORP.**  
SALEM, ORE.  
ABNER K. KLINE, Distributor.

### KWIKUP CONCESSION STANDS

Quickly erected—100% portable—bolt and nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

**THE MONROE CO., COLFAX, IOWA**

### 1936-37 ASTRO FORECASTS

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c.

**NELSON ENTERPRISES**  
198 S. Third Street, Columbus, O.

## WEST BROS. AMUSEMENT CO.

WILL BOOK Shows and Concessions. Ride Help come on for Merry-Go-Round, Hit-a-Whirl, Loop-o-Planes. **WANT** Carpenter that can build Trailer Fronts. **Starky** painter, come on. **Elsie** Riser, August 10 to 12; Oseco, August 13 to 15; Litchfield, August 17 to 19; Appleton, 20 to 23; St. James, August 24 to 26; New Ulm, August 27 to 30. All Fairs and Celebrations in Minnesota.

## READING'S UNITED SHOWS

Legitimate Concessions come on, everything open. No graft. **Banner** Man with car, Lafayette, Tenn., this week; Gallatin, Tenn., Ocala, Fla., next week; Scottsville, Ky., Free Fair, to follow.

## WANTED

High-Class Side Shows, Believe-It-or-Not, or Oddities. **Watson**, N. Y., Fair, August 25-28. Dr. **Parsons** in person, August 28. 20,000 people that day. Write or wire.  
**F. EUGENE SYKES**, Hartford, Pa.



SHOWING A PART of Joe Stip's eating emporium with Johnny J. Jones Exposition. Much larger than appears in the photo. Electric fans on each upright column of the frame, one wronster floor-model fan at rear of tables, on right. Several exhaust fans. Interior lighting includes much ornamental neon. Besides tables, a horseshoe counter (left center) and quick-service counter (far left). Kitchen, back of dining compartment, modernly equipped. As a whole, acclaimed one of the finest en tour.

practice of law under the firm name of Cohen & Gould, with offices in the Central Trust Building, Rochester, N. Y.

FRANK ZORDA has made another change. Is now handling the inside of a feature attraction with West's Shows, also working his baby exhibit in the annex.

JIMMY HAMILTON writes from Newark, N. J., that he will be out of show business for the remainder of the season as the result of a broken leg. Will return in the spring, however.

MR. AND MRS. CHANEY LAMBERT, with Endy Bros.' Shows, have been enjoying the comforts of their new house trailer, which was recently delivered to them.

ROBERT LITTLE of Washington, has returned to the road and J. T. Brett after nine years' absence, and is foreman Brett's Ferris Wheel with Endy Shows.

Mrs. T. L. Dadrick, wife of the manager of Happy Days Shows, and who was severely ill for some weeks, was reported improved last week and had rejoined the show, recuperating and residing in their house trailer.

BOBBY KORKE, late of L. J. Heth Shows, is again with Miller Bros.' Shows, with own "Sex Family" show, as individual attraction. Informa of having had a successful tour with Heth Shows.

ALFRED KUNZ JR., of L. J. Heth Shows, corrects an error in his show let-

At Washington, N. J., an operator of a riding device with Endy Bros.' Shows was offered a ring by a local young man, to be kept until Friday night, as security for two rides—the youth and his sweetheart.

SOMETHING new in the framework of corn games, according to C. V. Sheaks, is the Bingo stand owned by Shelk Rosen and Dick Sheaks on the Bruce Shows. Stock is displayed on three rotary tables four shelves high with 36 200-watt globes incased in Japanese lanterns. With a string of fairs just starting, show has been decorated with paint and canvas.

DOC WADDELL info that he and John N. Wisner are planning to estab-

fish a secret order to be known as the "Long Horns" following the Dallas Centennial. Estimated membership to date is already over 3,000, says Doc. Doc also launched the "Buffaloes," who followed the Pan-American Exposition, and the "Moundbuilders" for the St. Louis World's Fair.

A commendatory radio "editorial" relative to the William Glick Shows was broadcast over Station WIBX, Columbia Broadcasting System station, Utica, N. Y., on Friday of the Glick Shows' recent engagement at Utica, sponsored by the Italian-American Citizens Club. Bench Bentum's sensational Aquatic Show was specially commented on as a feature.

LEE CUDDY, of Loop-o-Plane note, probably has the most attractively lighted dual unit of the ride, which he operates with Johnny J. Jones Exposition. Besides an abundance of novel lighting on the device the surrounding guard-fence is ornamented with special illumination, including modernized globes at top of posts. Mrs. Cuddy graciously (and also ornamentally) officiates in the ticket booth.

PICKUPS FROM Gerard Shows, by R. W. Sharpe—Still playing lots in Manhattan. Manager Gerard has almost completed preparing his equipment for the fall Southern tour. A new motor purchased for Ferris Wheel. A birthday party for Charles Gerard was held on July 26. Fred Phillips was master of ceremonies during the entertainment and luncheon. Besides Mr. and Mrs. Gerard, the attendance included Mrs. Margaret O'Connor, Mrs. Taylor, Mrs. James Murphy, Rose Pollack, Mr. and Mrs. P. Phillips, Mr. and Mrs. Truesdale, Kathleen Marvin, Jane Lenahan, Frank Murphy and all the ride help.

Members of Conklin's All-Canadian Shows have been working mightily in behalf of the Cemetery Fund Drive of the Showmen's League of America. One or more books already have been sold by the following: L. Schlossberg, D. Picard, R. Crall, H. Larsen, H. Friedman, R. S. Oakes, M. Herman, J. W. Conklin, J. Duskin, R. Cooper, J. Swibel, L. Wald, J. Custock, F. Campbell, J. Saladin, F. R. Conklin, Pop Wheeler, R. Randall, M. Herman, A. Franks.

A JOINT birthday party was held recently in Shady Grove Inn, Fremont, Neb., by Mrs. Pearl Vaughn, wife of Mel Vaughn, owner and manager of the State Fair Shows, and Mrs. Ted LeFors, of Mario and LeFors, high-perch free-act team. Festivities included a floor show, dancing, eats and refreshments. Mrs. Vaughn and Mrs. LeFors were recipients of numerous gifts. Attending from the State Fair Shows were Mr. and Mrs. J. D. Summers, Charles and Edna Wulp, Clarise Kratzmeier, Willie Levine, Cecelia Kanthe, Roy C. Rice, Lucille Thomas, L. Clifton Kelley, Gene Catson, Lovey Linker, Arthur Hockwald, Herbert Dunn, Mr. and Mrs. Charles A. Greiner, Pat and Slim Wells, Mr. and Mrs. C. O. Hill, Mr. and Mrs. H. P. Hill Jr., Cecil and Minnie Sanders, Nancy Ericke, Mary Hancock, "Happy Jack" Hancock, Ted LeFors, Ois and Eunice Olsen, Bill and Esther Seclard, Prof. Dick Kanthe, Frank W. Burns, Al and Bess Bradley and Nancy and Swane Swanberg. Entire Great Olympic Indoor Circus personnel, headed by Mrs. W. H. (Bill) Rice, was also in attendance. Mr. and Mrs. R. B. Rosard, national free-act artists, drove in from the southern part of the State.

**WILL CONTINUE**  
(Continued from page 48)  
tained the transportation relief to which they are justly entitled.

**"A Strange Coincidence"**  
It is indeed a strange coincidence, to say the least, that about the same time the decision was announced on the ACA application, the ICC announced a decision affecting the carriers in other departments. We do not contend that action in one case was at all influenced by action in the other, but it was, indeed, a very strange coincidence.  
The ICC denied a petition of the class-one carriers seeking to make the emergency freight surcharges permanent. The 10 per cent surcharge was added when the carriers found themselves in bad financial straits. At that time, the carnival contracts were expedited from the operation of the sur-

## Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Aug. 8.—Circus men hit the midway early this week. Al Butler and William J. Conway, on the advance of Ringling Bros., visited Monday. Jack Turner, advance representative of the Harley Badler Circus, was here over last week-end, and H. E. Stahler, former owner of Stahler Bros.' Circus, is in Dallas and a daily visitor at the expo.

Don Moore, former secretary of Fargo (N. D.) Fair, and L. B. Herring, secretary South Texas State Fair, Beaumont, Tex., were visitors during the past week, spending considerable time with Roy Rupard, secretary State Fair of Texas.

Bertha Grubbs and Marie Broughton are operating the House of Wisdom in Black Forest Village. Both women are prominent in outdoor show circles, having spent years with major carnivals.

Mr. and Mrs. Freddie Ferguson left late this week for the Minnesota fairs. Mr. Ferguson was operating T. Riley Hickman's Pitch-That-You-Win at the expo here.

Billy Collins, general manager of Graham Enterprises, will remain an extra week at the Cleveland Great Lakes Exposition, where Graham has a midget circus.

Joe Ambrose and his Educated Cantines, now in Streets of Paris, have been signed by Barnes & Carruthers for the Minnesota fairs.

Elwood Lorman opened a Roly Poly in Streets of Paris. He is the son of John Lorman, prominent showman.

Allen Robert Engel, California exposition midway baby, made his debut at the Dallas show on Monday of last week. His father, Charles N. Engel, operates a Murray Goldberg scale on the midway.

The heads of all departments at the Centennial were guests of Interstate Theaters at the opening of *Mary of Scotland* Saturday.

Elizabeth Sowersby, original Queen Elizabeth of Old Globe Theaters, arrived Friday to rule supreme at the Old Globe here.

Phil Little deserted the local expo for his circuit of Northern fairs. Little and his crew left last Sunday for Sedalia, Mo., his opening spot.

Denny Pugh spent last week-end in San Antonio visiting his friend Paul Hunter, who is ill in that city.

The free-act stand is deserted. All acts closed August 1.

The daily drawing in the Telephone Building for free long-distance calls is well attended by several of the boys. They were successful several times and managed to talk to the folks back home gratis.

Kent Watson left the press department of the expo to take over Sally Rand's publicity at the Port Worth Centennial.

Bobby Peck is vacationing around the Wisconsin lakes.

Bill Lewis moved over to Black Forest to handle publicity.

charge, and carnival rail shows thus obtained a 10 per cent reduction.

"The obtaining of this 10 per cent increase from other classes of shippers apparently met with the approval of the carriers. In fact, they sought to make this increase permanent. But the ICC has ruled that this increase will expire on December 31, 1936, at which time the old rates will go into effect.

"Of course, the carriers' argument in favor of their petition was that their roads were not earning enough money to pay overhead and that the elimination of the emergency freight charges would mean a loss to them of \$104,000,000 annually. However, the ICC felt differently about the matter.

"As we have stated above, these two decisions were rendered about the same time, and we really doubt that they are interrelated. But if there is any connection between them it seems quite unfair to tax the railroad shows alone for the loss in revenue that the carriers might sustain from operation in other groups.

"However, our efforts in behalf of our ACA member rail shows will continue, and we trust that they will receive better co-operation from all railroad shows in the future, so that these efforts will at least be reflected in the obtaining of the desired relief."

## ★ DELUXE SHOWS of AMERICA ★

### WANTS for Following Long String of Fairs

LEGION REUNION, BOARDWALK, ATLANTIC CITY.

CAMDEN CO. FAIR, Camden, N. J.	ATLANTIC CO. FAIR, Egg Harbor, N. J.	STANLEY CO. FAIR, Albemarle, N. C.
GREATER WILMINGTON FAIR, Wilmington, Del.	UNION CO. FAIR, Union, S. C.	UNION CO. FAIR, Monroe, N. C.
CAMBRIDGE CO. FAIR, Cambridge, Md.	ROCKINGHAM CO. FAIR, Leaksville-Spray, N. C.	LANCASTER CO. FAIR, Lancaster, S. C.
BURLINGTON CO. FAIR, Burlington, N. C.	AMERICAN LEGION TO- BACCO FESTIVAL, Durham, N. C.	NEWBERRY CO. FAIR, Newberry, S. C.
FLEMINGTON FAIR, Flemington, N. J.	DAVIDSON CO. FAIR, Lexington, N. C.	DARLINGTON CO. FAIR, Darlington, S. C.

MINSTREL SHOW WITH BAND, ILLUSION SHOW, UNBORN, PLATFORM SHOWS, FUN HOUSE, CLASS HOUSE AND MOTOXOROME WITH GOOD FLASH.  
Will Furnish Outfits for Any Non-Conflicting, Meritorious Shows.  
CAN PLACE Lady Trick and Fancy Divers, also Clown, for Sonny Campbell's Diving Sensations. WANTED—All kinds of legitimate Concessions. No exclusives. Also Agents for Gaud Stores and Wheels. WANTED—Kiddie Rides, Loop-o-Plane, Loop-the-Loop, Caterpillars, Tilt-a-Whirl, or any other Ride that does not conflict.  
TALKER and MANAGER for Monkey Speedway. Must be capable of taking entire charge. INSIDE LECTURER for Howler's Crime Show. SIDE SHOW PEOPLE experienced, wanted by Bobby Hassan. MIND READING ACT that can read fortunes. Help in all departments. CAN PLACE a first-class Promoter. Also Banner Man who can put up paper. All address  
SAM PRELL, Gen. Mgr., 36 Green St., Newark, N. J.

## BUTLER FAIR AND EXPOSITION

Week August 17, Butler, Pa.

WANT legitimate Concessions of all kinds. All Eats and Drinks open. WANT Specialty Girls for Art Paren's Paradise Revue. WANT Colored Musicians and Chorus Girls. Paid out of office. WANT twelve-car Rides. WANT capable Foreman and Workingmen for new 1936 Tilt-a-Whirl. This show will close in November and reopen middle of February. All fairs until closing.

FAIR SECRETARIES, PLEASE INSPECT THE MOST BEAUTIFUL MIDWAY IN THE EAST.

All address

## CETLIN & WILSON SHOWS, INC.

This Week, Indiana, Pa., and then per route.

## STATE FAIR SHOWS

WANTED FOR LONG LIST OF FAIRS

Platform Show of merit on account of disappointment. Want Unborn and Before Birth Show, also Hillbilly Show. Will finance and furnish equipment for any real show of merit. Wanted good Talker for Dan Riley's Trained Wild Animal Circus, plus other Talkers and Ticket Sellers. Want Foreman for Lady Luck. All must be sober and reliable. Legitimate Concessions, come on. Address STATE FAIR SHOWS, per route: Council Bluffs, Ia., Centennial, August 10 to 14; Marshall, Mo., August 17 to 20; Sedalia, Mo., State Fair, August 22 to 29; Belleville, Kan., August 30 to September 6; Newton, Kan., September 7 to 12; Chickasha, Okla., September 14 to 17; Tulsa, Okla., Fair State Fair, September 19 to 26. Also four big Texas Fairs to follow and one big Arizona Fair and two Celebrations. Show will close last week in November.

## 10 FAIRS--WALLACE BROS. SHOW--10 FAIRS

Want for Vermilion County Free Fair on Street, Fairmount, Ill. Concessions, no exclusive. Can place 10-in-1 complete. Johnny Webb no longer with this show. Leona Lee, Sid Crane, Lon Morton, wire me. Can place the following shows: Geck Show, Mechanical City, Motor Dream, Wax Show, Fun and Glass House, Big Snake, Hill Billy Show. Will furnish signs and finance any showman that can produce. No one else need answer, as we only want show people. Fairmount, Ill., August 10 to 15; West Frankfort, Ill., August 17 to 22.

## ELEVEN FAIRS---NO STILL SPOTS

AS in Texas. Will book Loop-o-Plane or any ride that will not conflict. Want Concessions: Fish Pond, Pitch-Tilt-It-Win on offshore. Want Show, reasonable rates. Horse Pulling: Fabus between City, Frederickburg, Boone, Hillsville, Marion, New Braunfels, Lagrange, Anderson, Centerville and Franklin, Killeen, Tex. This week.  
THE WALLACE BROS., 812 SPRINGFIELD, WISCONSIN.

## WANTED - BARKOOT BROS. SHOWS - WANTED

SHOWS: Platform and Falls, Rich Rides and Concessions for following spots that are the pick of Michigan: Lansing, August 10-16; Centennial-Reedman's Row Show and Harvest Festival, Eaton Rapids, Centennial and Homecoming, August 19-22, near in State; Ingham County Fair, Mason, August 25-28; Berlin, Pa., September 1-5, back Labor Day week in State; Topeka, Pa., September 5-12, and fair till October 17. Want Rides with all Rides, Sun Wagon and for Sparks want Agents. Want especially Kiddie Auto Rides, real proposition. N. C. NOCKETT, General Agent, Barkoot Bros., Lansing, Mich.

The Last "Word" in Your Letter to Advertisers, "Billboard".

# 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:  
 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 3000 KENO

Made in 80 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 60c.  
 Automatic Bingo Baker, real close, \$12.50  
 Bingo Blackboard, cloth, size 24x36 (Rolls up) \$1.00  
 Bingo Record Sheet, 24x36, 20 for \$2.00  
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
 19 W. Jackson Blvd., Chicago

**FAIR MANAGERS AND CELEBRATION COMMITTEES**  
 KENTUCKY, ALABAMA, MISSISSIPPI AND LOUISIANA

We have 12 new and novel rides, 8 high-class shows, "all new canvas," 30 well-stocked merchandise concessions, Royal Italian uniformed band and Free Acts. A few open weeks until December. A wire from you will bring our representative.

**HAPPY DAYS SHOWS, INC.**  
 Col. T. L. Dedrick, Mgr.  
 Loganport, Ind., Fair this week; Salem, Ind., Fair, August 17-21; Greenfield, Ind., Free Fair, August 24-28; Rensselaer, Ind., Fair, September 1-4.

# WANTED

Upper Michigan, Rides, Shows and Concessions, Loop-o-Plane, Whip or Tilt. No flat joints wanted.

## HENKE'S ATTRACTIONS

Milwaukee, Wis., 23d St., August 10 to 16; for Escanaba State Fair, August 18 to 23; Marquette Co. Fair, August 24 to 29; Norway Co. Fair, August 31 to September 7; Iron River Co. Fair, September 9 to 12; Newberry Fair, September 14 to 16; Wabeno, Wis., Fair, September 17 to 19.

# WANTED AT ONCE

Cook House, Grab Joint, also Refreshment Stand. Legitimate Grind Stores of all kinds (no Ball Games). Have some open dates for Street Fairs or Celebrations in Indiana. Let us hear from you Secretaries.

**CALUMET AMUSEMENT ATTRACTIONS**  
 This Week in Gary, Ind., August 10-16.  
 R. BLOCK, Bus. Mgr.; J. DEYOUNG, Mgr.

## FOR SALE CHEAP

**TEN CAR HEV-DEV.**  
 The Best Money-Getter on any Carnival or Fair Ground.  
**THREE-BREAK MERRY-GO-ROUND.**  
 The Backbone of All Carnival and Fair Grounds.  
 S. W. BRUNDAGE,  
 Sylvan Beach, Kirkwood, Mo., a Suburb of St. Louis.

## AUTO STUNT DRIVERS

Motorcycle Stunt Drivers. Head-On Collision Dare-devils and Daredevil Clown wanted at once. Write or phone  
**MANAGER DEATH DODGERS**  
 3607 Reading Road (Phone, Avon 7292), Cincinnati, O.

# WANTED

To Join at Supelior, Wis., August 17.  
**3 ENERGETIC NAIL JOINT OPERATORS.**  
 Wire  
**SAM LOVER**  
 Care Royal American Shows,  
 Ft. William, Ontario, Can., Week August 10-15.

## Bantly Greater Shows

Portage, Pa., Week ended July 25. Auspices, Portage Drum Corps. Location, Moose Field. Weather, variable. Business, bad.

The writer was out of town most of the week, with Herman Bantly looking over the Southern territory, which was booked by the show with the assistance of J. C. Roberts, who has the Eastern Carolina circuit of fairs. Reports and daily statements show that troupe played first blank of the season. Meeting of the Good Fellow Club was well attended, and Harry Copping, who was on the job in the absence of Manager Bantly, commended everyone for their co-operation and loyalty to the show. George Mettler was emcee and had a number of surprises. Madigan, Billa and Klein, committee men, gave hearty assistance and saved the week from being a total blank.

CHRIS M. SMITH.

# The Great Lakes Exposition Midway

By BOB REED

CLEVELAND, Aug. 8.—Stanley Graham, head man of the Midget Circus, has returned from another flying trip to Dallas and San Diego. . . . Art Temmesfeld, "singing baker," has taken over the German Village Cafe and renamed it Alt Heidelberg. . . . Clint Finney was recently spotted making the rounds of the midway and Streets of the World sector. . . . Elmer Allen and J. P. Shepherd, co-operators of Slovak Tavern, have returned here following a flying trip to Pittsburgh. . . . Mack (Doc) Zeitlin still claims to be the "king" of guess-weight operators. Writer checked this boy recently and found the score to be 19 out of 20. . . . John Brass, cafe man, is the owner of a new car. . . . Marie Lieberman, of Morski-Oko Village, now officiates as head chef for that spot.

Berte C. Randall, veteran minstrel and more recently magazine editor, moved bag and baggage to Willoughby-on-the-Lake to do some street-fair barking. . . . Dorothy Kempf has a new wrinkle at the Gulliverland Show since taking off the gate admission. The cigar box is doing the trick with the aid of *The Billboard* copy to attract their attention. Dot merely points to the box with *The Billboard* copy and folks seem to understand the meaning. . . . Harry Calvert is putting the steel blade and sword box stunt across in grand style. . . . Red and Pauline Crawford, motor-bike riders at Jimmy Branson's motordrome, are tops with the crowds. . . . Wallie Sackett, publicity director for the Stanley Graham enterprises here, is getting in some good licks with the local dailies. . . . Creations Show has been revamped and now rates among the ace girl-show attractions on the lot.

Nellie Jay and Kay Karol, strolling entertainers at the Slovak Tavern, have been held over indefinitely, and this goes for Lydia Smith and her Palm Beach girls. . . . Bob Miller, the Loop-o-Plane boy, sailed for Europe with his bride. Meantime his partner, Larry Collister, will keep the home fires burning. . . . Jack Melton, Gordon Middleton and Woodie Leuthal are the officiating trio front of the Nudist Colony. . . . Four Lorenzos, high ladder act on the midway, have been held over indefinitely, according to info from that direction. . . . Messmore & Damon have reopened the folded Television Show with Hauptmann execution show and the spot is going over in a big way. . . . Florence Moreskieski is the most photographed girl in the Streets of the World. . . . George Dixon is in charge of front of Amourita Show.

Captain Christensen's giant decommissioned submarine broke away from its moorings during a recent storm. An auto tow truck had to haul it back. . . . Cliff Wilson, the snake show boy, still tops the list of money winners on the midway. . . . Abe Greenbaum is the operator or co-operator of six different concessions. . . . Elie Misrachl, novelty jewelry man, is going strong here, and Ann Simkins, head sales woman, is winning folks with that big smile. . . . Ruth Story, the peppery songstress at Charley Pool's winery, is scoring with her renditions. . . . Recent visitors spotted around the grounds were Mr. and Mrs. Glenn O. Glauser, Mae Maginnis and Mrs. August H. Claus. . . . Ed Gynn, of the Irish Village, has added three new barkeeps to his personnel. . . . Pearl Alten, the Ginger Rogers double, is now being featured at Jack Greenbaum's remodeled Creations Show.

## Marks Shows

Chambersburg, Pa., Week ended August 1. Location, West Point showgrounds. Auspices, Nitterhouse Post, VFW. Weather, rain Monday, five days fair. Business, bad.

Despite co-operation from a fairly lively veterans' organization, Chambersburg proved a bloomer. Saturday night the only busy period of the week and lasted about two hours. Co-operation from newspapers of neighboring towns was excellent, but *The Public Opinion*, Chambersburg's only daily newspaper, lived by its policy of no "readers." A 25-minute program broadcast over Station WLEJ, at Hagerstown, resulted in favorable comment but no additional business. Those participating in the broadcast were Harry Fish, midget piano player; George Rody, accordionist; Baby Lee, blues singer from Harlem Dandys; Harry Buckner, Harlem Dandys' talker, and the writer. Spots advertising the Chambersburg date and also broad-

cast by WLEJ brought some out-of-town business. John H. Marks, president and general manager, was host Saturday afternoon to youngsters from the Chambersburg Children Aid Society Home. Despite a cheap engineerer by Roy B. Jones, advance publicity and contracting agent, with a popular local ice-cream company, less than 100 children visited the midway, and early in the afternoon three of the major rides were torn down and loaded. Rosslyn (Nappie) Robinson, fully recovered from his illness of Saturday in Tronton, officiated on Monkey Circus front. George Steen handled front of San Quentin show. Many of the concessions, with no business in Chambersburg, played a three-day picnic near by to fair business. E. H. (Happy) Hawkins and wife, Mickey, away all week; will return at Fairmount, Mrs. Paul Lane rejoined her husband after a visit in Philadelphia. Jerry Weaver, head of the paint department, continues to keep his brush welders busy. Bill Markham took over the sound truck, with Tex Leatherman transferring to the Ridee-O. Many members of the show visited Krause Greater Shows, exhibiting in near-by Martinsburg.

CARLETON COLLINS.

## Majestic Exposition Shows

Cumberland, Ky., Week ended July 25. Location, lot on highway between Lynch and Cumberland, Ky. Weather, hot. Business, fair.

Due to the fact that the main highway was closed for repairs for three days, show played to small crowds all week. Women of the show tendered a get-together shower to Mr. and Mrs. Pass, who were the recipients of many gifts. Mr. McHendrix and W. S. Conway left to book fairs thru the South. Mr. and Mrs. Richard Bays visited for several days. Libby Stebler, daughter of Joe and Hannah Stebler, left show to be married to a prominent young man from Lynch, Ky. Candy Sabath, under the weather for several days, is feeling much better. Jewel McHendrix has taken over the cookhouse and is giving the folks some good old-fashioned Southern meals. Larry Egan is on the griddle. Jerry Williams, second cook. John B. Dals and Oscar Wright are the waiters. Sally Blaine is in charge of the kitchen, assisted by Slim Chandler and Billy Owens. EDWARD A. SABATH.

## J. Harry Six Show

Mitchell, Ind., Week ended August 1. Location, four points. Business, fair. Weather, hot.

This spot proved a disappointment. Crowds thronged the midway every night but no vendors. Show is growing now as we have only one more still spot. Gibson and Gibson joined here with their high-diving free act and went over big. Show now includes five rides, four shows and 15 concessions. Jim Kelley of girl revue fame, joined here with three shows. Many visits were exchanged with the Happy Days Show, playing 10 miles away. Colonel Dedrick, of Happy Days Show, and Colonel Riley, of Dixie Bell Show, visited J. Harry Six and talked over old times. Everything is being put in readiness for the fair season.

ANABELL STURKEY.

## Wallace Bros.' Shows

Hoopston, Ill., Week ended August 1. Location, in city limits. Auspices, LOOM. Weather, variable. Business, good.

Show had a short move into Hoopston, Ill. Everything was ready for an early opening, but about 6:30 p.m. Monday a severe storm arose, causing quite a bit of anxiety. Show received the small part of the storm, however, and no damage was done. Mr. and Mrs. Martin Wirth left show here. Quite a few visitors from the Great Olympic Shows were seen on the midway. Show is preparing for its long line of fairs.

MARGARET MILLER.

## Winters Expo Shows

Bridgeville, Pa., Week ended July 25. Auspices, American Legion. Weather, variable. Business, fair.

Tuesday was a banner day here when Jimmy Winters, son of the owner, was presented with twin boys by his wife. Show has played day and date with Barnett Bros.' Circus for the last few weeks. Many visits exchanged at Carnegie, Pa., with the circus extending courtesies to the carnival group. As members of both shows winter at Fisher's Tourist Camp, Tampa, Fla., it took on the aspect of old home week. Show will stay out all winter. Business has been above expectations thus far.

ALICE J. WINTERS.

# St. Louis

ST. LOUIS, Aug. 8.—L. S. (Larry) Hogan, general agent Beckmann & Cerety Shows, after spending several days here, left Tuesday for Springfield, Ill., where he plans to headquarter until after the Illinois State Fair, which his show will play.

Morris (Boots) Feldmann, former concessioner and a friend of showmen in St. Louis and vicinity, returned Wednesday from a two weeks' trip to New York City, where he visited his mother and sisters.

A. R. (Army) Beard visited *The Billboard* office last week while in the city en route to points south. Beard advised that he will play fairs during the next few months with his "gangster car" attraction.

Mrs. Eddie Vaughan and her granddaughter, Betty McKee, left last week for New York, where they will visit with Mrs. Vaughan's daughter until the latter part of September.

Tony Martone, ride owner of Kansas City, was in and out of St. Louis several times this week visiting with friends. Mrs. Martone is operating the double Ferris Wheels on the Dixieland Shows, now playing spots in Indiana.

Louis Isler and L. M. Brophy, of the Majestic Mighty Midway Shows, were here last week purchasing new canvas and equipment for their midway, which was struck by a cyclone in Pinckneyville, Ill., several weeks ago.

W. T. Miller, of rodeo promotions, was in the city Monday on route from points in Illinois to his home in San Antonio, Tex.

George Jacobson and Larry Rother, during a visit to *The Billboard* office this week, advised that they would be on hand at both the Missouri State Fair and the Illinois State Fair, where they have reserved space in the exhibit buildings.

## American United Shows

Bozemon, Mont., Week ended July 25. Opened on Wednesday after a three-day layover, during which time show visited the United Shows of America in Butte, Mont. Several members visited Yellowstone Park. A truck carrying about 30 people collided with a car and trailer, causing injuries to Johnny Bowers of the girl show. "Midge" Thomas, bitten by a bear while feeding it, is also under doctor's observation. Tex Gilman played under a new top instead of the blue skies, as a windstorm demolished his Athletic Show while in Helena. Unnamed as yet is the baby monk of Professor Endicott's Animal Show. Gordon Baxter did well with his new ball game. Jack Burnett is driving Mrs. Carlyle's new Ford V-8 truck and house trailer. Harold Henderson, manager of Snake Show, purchased a truck. Raymond Carr rebuilt his kiddy caravan and added new Buck Roger cars. "Red" Lindsey, formerly of the girl show, left to join Mrs. Lindsey on the Monty-Young Show. May Snowbar and Opal Clarke are on vacation. Seems as the Bill Moscow never tires of turning the juice on customers at his fishpond. Billy Clarke enlarged his hammer and nail show. Surprise party on Dad Allin's birthday held on Dodgem. Also celebrated the 45th wedding anniversary of Mr. and Mrs. Allin and the sixth of May and Mex Snowbar. Visitors included Dr. Jones and Secretary Keim, of the Missoula State Fair committee; several members of the Fairway Shows. Mr. and Mrs. Jack Rane, Mrs. George McKetrick, and Toby McFarland, of the Yellowstone Shows. PAT HOGAN.

## Zimdars Greater Shows

Austin, Minn., Week ended August 1. Auspices, IONF, Austin Lodge No. 29. Location, Maple View showgrounds. Weather, hot days with cool nights. Business, good.

Sam Warwick, assistant manager of Bremer Shows, and other members of the show visited. Six women members of Rubin & Cherry Shows also visited. Al G. Barnes Circus played day and date with show on Wednesday with no harm to either. Courtesies were extended by both shows. Calvin (Slim) Landrum was too proud to hold for the honor of drawing the sixth prize in the Fourth of July receipts in the Ferris Wheel. G. E. Fulton is building a trailer for his Eric Diggers. Jay Tyrer pulled a surprise on all the show when he disappeared two weeks ago and then returned with a bride. Committee did all in its power to make the affair a success.

CHAS. SEIP.

# Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Aug. 8.—Willis Ocker, veteran hiker, arrived on the midway, completing a torturous 1,300-mile hike from Redding via Death Valley. Made a triumphant entry under an arch of canes held aloft by a bevy of suntanned bathing beauties and received official welcome by Elwood T. Bailey, executive vice-president.

Eddie Cantor was piloted thru the midway by Happy Johnson, "Mayor of Tin Pan Alley." Cantor visited Frank E. Farr, his "double" at Hollywood Doubles Show, who also appeared as Cantor in *The Great Ziegfeld*.

Signor Gavzini, owner of Palace of International Art, closed his doors but intends to reopen soon.

Charles Dodson engaged Babe Estes in a "sleeve dance" for his bally at Streets of Paris.

Billy McMahon closed his Girls of All Nations Show in Tin Pan Alley and is opening a show on the midway in the building formerly used by Admiral Byrd exhibit.

George (Blondie) Hammond is taking two lion cubs for John Serigo to Dallas. Sam, the porter at Days of 49, won the \$500 prize at the Darto concession and made more noise than all the midway spellers combined on receiving the news of his good fortune. Sam is popular with showfolk.

Bob Sandberg, lecturer at Boulder Dam, is breaking in a new act. Jack Bailey is now lecturing on the dope show in Tin Pan Alley.

Larry King sold his share of Dens of Iniquity and left for Dallas, where he will be connected with Streets of Paris.

Ben Lavelly has replaced Jack Brooks at Alpha the Robot exhibit. Fred Wolfe, manager of Boulder Dam, has constructed a portable show which he has booked in a department store at Los Angeles. At the close of the exposition will go to Dallas to visit his friend Eddie Brown.

Happy Johnson and Rube Allen are rehearsing a minstrel show that will be presented at the last meeting of the Exposition Breakfast Club. Paul E. Crebbin and Mary Margaret Wright, winners in the Jimmy Allen picture contest, were guests of honor and visited all attractions. The Fortune Players of the Old Globe Theater were guests of the Barn Little Theater last Monday. A reception followed the entertainment. Mrs. Mabel Bradley and Mrs. W. J. Fisher served refreshments.

Slim Sauter is doing the scenic work on Billy McMahon's new show, *Scandals of 1936*. Jack Briel, of the ham and bacon stand, was elected commander of Post No. 6, American Legion, San Diego.

Annette Lumis, operator of photo stand, back on the midway after a trip to Seattle. Esther Pressman, exposition dancer, went to Hollywood to appear in *Champagne Waltz*.

Ann, sister, and then returned to Chicago to resume night club engagement. Bob Sherwood returned from Chicago with signed contracts for a colored minstrel show which opens at Battle Creek, Mich. Larry S. Hogan, general agent Beckmann & Gerety Shows, and J. C. (Tommy) Thomas visited. Larry went to Springfield, Ill., from here, while Tommy rejoined the Johnny J. Jones caravan at Beardstown, Ill. Col. Wally Welliver left for New York, where a new shipment of giant regal pythons and boa constrictors is awaiting him. Harry Coffin will conduct the snake show during his absence as well as his own shows. Jimmy Owens returned to the show after an absence of several weeks. Nate T. Eagle is supervising construction of the new "Miss America" posing revue. Skooter has been fitted with neon lights. Louis D. Pyser is manager. Daily broadcasts over Station WROK during the week. Jack Rust, city editor of *Register-Republic*, visited the midway several nights. *Flaming Youth*, musical comedy revue, utilized its new 40x24 stage for the first time here. Charles De Kerkos received entire new outfit for his Crystal Maze. WALTER D. NEALAND.

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## Cetlin & Wilson Shows

Harrington, Del. Week ended August 1. Location, Kent and Sussex Fair. Weather, cloudy and rain. Business, good.

Hard downpour of rain prevented opening on Monday night, but everything was ready. A drizzling rain on Tuesday, Kiddies' Day, curtailed attendance, but midway gross was larger than last year. Rain again on Wednesday, Thursday, Governor's Day, drew a large crowd. Friday another good day, with Lucky Teeter's Hell Drivers, held over from Monday night, drawing well. Saturday, with Ralph Hankinson's Auto Races, had a large crowd. The midway gross this year was 33 per cent over last year. Shows and rides showed an increase, with Art Parent's Paradise Revue top money. Speedy Merrill's Wall of Death second, and Duke Jeannette's Circus Side Show third. Scooter the top ride, Caterpillar everyone satisfied with the first fair of the season and if the rest hold up as this one did will be the best season in the history of the show. New banners were ordered for Willis Johnson's Palace of Wonders. Doc Weber purchased two more ponies for his Pony Express. Leo Carrell had a picture of his bally in the Wilmington paper. Also, there were several other midway scenes in the paper taken by its staff photographer. Mr. and Mrs. George A. Hamid, Joe Basile and his band, members of the grand-stand show, Mr. and Mrs. Ralph Hankinson, Sam Nunnis, Lucky Teeter and gang, and Major Allen, of Flemington, were guests of the management during the week. President Hawk and Secretary Raughley co-operated in every way. Harry Dunkel left for the South in the interest of the show, but will return shortly. GEORGE HIRSHBERG.

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## J. J. Page Shows

Sweetwater, Tenn. Week ended August 1. Auspices, American Legion. Location, Knoxville Highway. Weather, fair and hot. Business, mediocre.

This date would have been okeh, but excessive hot weather, coupled with short advertising, retarded attendance the forepart of the week. However, the remainder of the week evens things up, with Saturday reaching a peak in attendance. Many new cars on the midway. Earl Williams, of the Horse Show game, traded his Stutz for a Chrysler 77. Roy Fann traded for a Pierce-Arrow. Phil Babcock wound up with a Packard on a trade and Charlie Sutton purchased a Plymouth. Owner Page, on the sick list for a few days, okeh again. Dorothy Lee, daughter of the Pages, is making all her days count in riding the rides etc., before she returns to her studies at Johnson City. Incidentally, Dorothy is taking music and tap dancing lessons. Tex Thorpe's Athletic Club, with the assistance of Billy Wolfe, took top money at this spot. Fred Robinson, second C. Hawaiian Show, ran a close second. C. F. Tidball, electrician and concessioner on the show, received his bonus. New office trailer is ready and is an added flash to the midway. Mr. Nufor will pinch-hit for the writer while he scribe blazes a trail for late dates in Gawga. Bill and Helen Moore have repainted and refinished their concessions. D. T. Morrisey is still the number one man for their concessions. Incidentally, Morrisey is promoting a ticket sale on baseball tickets, but only one winner has

## BLUE RIBBON SHOWS

Will place for the following fairs, Custard exclusive, Novelties exclusive, all Stock Concessions open. Shows: Mechanical City, Illusions, Wax or Outlaw, Motordrome, Fun House, Monkey Drome, Fun on Farm, Monkey Circus; any show of merit. Flat or Kiddie Rides that don't conflict. Will furnish new tops to reliable showmen. WANT good Ell Wheel and Merry-Go-Round Foreman and Colored Musicians. We hold exclusive on all fairs.

Dubois County Fair, Huntington, Ind.	Lawrence County District Fair, Lawrenceburg, Tenn.
Lake County Fair, Crown Point, Ind.	North Alabama State Fair, Florence, Ala.
Elkhart County Fair, Goshen, Ind.	Washington County Fair, Sandersville, Ga.
West Tennessee State Fair (white), Jackson, Tenn.	Troup County Fair, Lagrange, Ga.
Madison County Fair, Huntsville, Ala.	Houston County Fair, Dothan, Ala.

Our Florida Fairs start February, 1937. Huntinburg, Ind., Fair this week; then as per route. Motordrome Smitty, Captain Perry, Lotstrom and others that want a long season's work, come on or wire care ED. ROTH.

## HAPPYLAND SHOWS, Inc., WANTS

Independent Shows. Interested in Dog and Pony Show, Monkey Circus, Fun House, Animal Show, or any other Show not conflicting with those we have. Shows contracted must conform with the policies responsible for the enviable reputation this company has created. We offer you reasonable rates and an opportunity to make money at a circuit of the best fairs in the State of Michigan, including Bad Axe, Cheboygan, Traverse City, Alpena, Saginaw and Allegan. John T. Rea wants Talkers and Working Acts for Side Show, also Dancers. Address:

### HAPPYLAND SHOWS, Inc.

Michigan Oil and Gas Exposition, Mt. Pleasant, Mich., August 11 to 17; Bad Axe Fair, Bad Axe, Mich., 18 to 22.

## SOFT DRINK AND ICE-BALL SYRUPS

You can make your own Syrups cheaper and better by using GOLD MEDAL FRUIT CONCENTRATES. Unless you try them, you will never know how good your drinks can be made. They have the real fruit flavor, the right color and the right tang. Every concessionaire who has used them says they are the finest they have ever used.

All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.

Send for yours today. Further details upon request.

### GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., CINCINNATI, OHIO

## 4-FOR-A-DIME Developing Rack

For developing strip photos, develops one or up to five strips at a time. Speeds up developing during rush days. Does away with the use of rubber gloves, as with this rack and trays you do not have to get your hands into the developer, as all you have to do is to load the easily loaded racks with one or more strips and use the handles on the rack to put the strips through the different developers and rinse waters. The strips stay in the rack from the start to the finish. Once used you will wonder how you ever got along without them. Send for descriptive circular and prices.

### OLSON SALES CO., 815 W. Walnut St., Des Moines, Iowa

## KRAUSE GREATER SHOWS WANTS

FOR FAIR CIRCUIT STARTING AT MARION, VA., WEEK AUGUST 17, AND ENDING THANKSGIVING WEEK.

WANT Girl Show, with or without outfit. We have outfit which we will furnish. Don't answer unless you mean business and can be depended upon. WILL PLACE Fat Show, Crime or Unborn Show, Pony Track and a few more legitimate Concessions. Shows joining now given preference for the Fairs in Florida this winter.

GEORGE F. DORMAN, Mgr., Krause Greater Shows, Winchester, Va., week August 10; Marion, Va. (Fair), week August 17.

## Rubin & Cherry Exposition

Rockford, Ill. Week ended August 1. Auspices, Modern Woodmen of America. Location, Huffman boulevard show-grounds. Weather, fine. Business, good.

Splendid business recorded for the 15th week of the season at this town, with fine weather and a good committee. Show train made a fast run from Dubuque, Ia. Arrived 10:30 a.m. Monday and up and ready by 6 p.m. Monday night, thanks to P. J. McLane and his efficient train crew. Monday night opened big. Business good all week, with a fine Kids' Matinee Saturday. New Rumba Spanish revue opened Tuesday night in a new tent theater. Senor Del Pozo directed performance. Cast included 24 Spanish artists. Tol Teeters' giant Mauskuts, a huge Sumatra orang-utan Kongo over five feet six inches in stature and weighing over 300 pounds, and an Asiatic pygmy elephant, Queen Mary, 37 inches tall and weighing over 500 pounds, said to be one of the smallest elephants in captivity and recently shown at the Dallas Centennial, were added here. Webb Smith and wife in charge, Dow Russell is custodian. Bernard Mendelsohn, president of the O. Henry Tent Company, came on here to supervise the erection of eight new green vivatex tents for the various midway shows. Neiman Eisman and Louis Claver left on a business trip. George Bischoff, master builder, arrived, as did Edward Reiter. Shirley Lyons and sisters were visitors. Roberta Sherwood

## Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.



ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

## GOLDEN VALLEY SHOWS

WANTS for 4-County Fair, Maiden Spot, Brilliant, Ala., August 31 to September 5, 6 Days and Nights, in Heart of Coal Fields. Mines working five days a week. WANT Kiddie Rides and Loops-Plane, Concessions of all kinds. No X, reasonable rates. Good opening for Plant, or other bally show with own outfit, and Grand Shows of all kind. Low percentage. WANT experienced Ferris Wheel Operator. Gordo, Ala., August 10-15. All mail and wires to MANAGER, Golden Valley Shows, as per route, or W. E. BELF, Secretary Fair, Brilliant, Ala.

Brothers closed here with their cook-house and photo gallery and left for Pennsylvania to join an Eastern show. H. B. (Pete) Woods now assistant manager, succeeding Harry W. Lamon. Gladys Hansen supplied public and most of the showfolks with "fresh buttered pop corn." Electrician Roy Edison installed new lighting system on Tilt-a-whirl. Much painting and rebuilding going on in preparation for fairs season. Danny and Mary Klein have a new housecar. Special mention this week goes to Robert Fox. Since merchants' tickets were discontinued several weeks ago Bob has been covering the Ferris Wheel with banners every week. WALTER B. FOX.

## Al C. Hansen Shows

Oelwein, Ia. Week ended August 1. Auspices, Fire Department. Location, Schaum's Field. Weather, warm and clear. Business, good. Free gate.

A 240-mile move over two railroads from Newton, Ia., caused late arrival. Fast hustling on the part of Trainmaster Frank Cross and his loyal helpers enabled entire show to open Monday night. Welcome break in the weather here with cooler temperatures brought heavy attendance and show had very satisfactory week. Local fire department, under guidance of John D. Clarke, co-operated in every way to make the engagement a success. The writer made a flying trip here from "down yonder" for conference with Manager A. C. Hansen. Bradna

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**TAIL B-HIND**  
The hit of every Convention and sponsored event. Real fur tail with attractive "Don't Tail Me" card. Pins on coat or trouser seat easily. A fun riddle & profit sensation! Order today. \$6.00 Gro. Sample, 10c.  
**CHARLES BRAND**  
208 W. 26th St.  
New York, N. Y.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Many Attractions At Wray, Colo., Show

**WRAY, Colo., Aug. 8.**—The 50th anniversary celebration held here July 29-August 1 was a big success, with large crowds attending. Originally scheduled to be held three days, the celebration was carried over a fourth due to rain on opening day.

J. R. Edmunds, hired to manage the celebration, booked the Midwest Shows as the midway attraction. All shows did good business, with the rides getting a very heavy play. Free acts engaged included Pauline Loretta and Company, aerial; Wheeler and Wheeler, skating; Val Sitz, juggling; Allen and Allen, clowns, and Faith Hoag and her Hollywood horse. Tommy Watkins' Orchestra furnished the music for nightly dancing.

Cost of the celebration was \$4,000, financed by \$1,700 in the form of contributions and the rest by chances sold on merchandise prizes and concessions. Business men in costume and free acts were used as advertising mediums on booster trips into surrounding towns the week prior to the celebration and for the purpose of selling tickets for the merchandise drawings. Tickets sold for 50 cents.

Parades were held daily in addition to kid races, athletic contests, picnic lunches, baseball games, band concerts, airplane stunts and novelty contests. Merchandise drawings were made at the close of each day's festivities.

## Norwich Elks' Celebration

**NORWICH, Conn., Aug. 8.**—Jim Austin, secretary of the Norwich Elks, reports a successful celebration, July 27 and 28, held on the Elks' own fairgrounds.

Talent was booked by Paul N. Denish, manager of the George A. Hamid, Inc., Boston office, and included Oscar Babcock, loop-the-loop, who also celebrated his 67th birthday anniversary during this engagement; the Four Laddies, aerial (110 feet); the Great Valencia, high-pole act (145 feet). For vaudeville these performers entertained: The Four Freds, teeterboard; Merle's Cockatoos, bird act; Four Casting Campbells; Oski and Taki, variety Jap, and the Three Fonzells, comedy tumbling.

## Junior Dept. at Orrville, O.

**ORRVILLE, O., Aug. 8.**—Addition of a junior department to this year's street fair here as a new feature has been announced by M. C. Heller, manager. The fair will have displays of farm products and home arts exhibits. There will be free acts, shows, rides and concessions on the downtown streets.

## Shorts

FOR A CARNIVAL to be held at Niantic, Conn., the Bristol Carnival Company will furnish amusements. Doc and May Kelley have been booked to appear at the event, which is under the sponsorship of the American Legion.

**DAILY BROS.' SHOWS**, comprising five rides, six shows and 30 concessions, were booked for the second annual Ozark Exposition, held at Mansfield, Mo. Free (See *SHORTS* on page 64)

## CONTESTS AS BUSINESS STIMULANTS

By **HARRY E. WILSON**  
*Watch for This in The Fall Special Of The Billboard*

## \$20,707.07 Gross at Chesire

**CHESIRE, Mass., Aug. 8.**—A speechless promoter, sponsor and booking agent are the triumvirate which finally checked up the gross of \$20,707.07 for a six-day celebration promoted by Eli Lagasse Carnival Company, placed by Paul N. Denish, manager of the George A. Hamid, Inc., Boston branch, for Rev. Fr. John McMahon and the St. Mary of the Assumption Parish. Lagasse regards this as a record-breaking week in spite of having inclement weather July 27 and 28 and being completely rained out August 1. Free attraction during the week was Sol Solomon, high dive and water circus. Lagasse has a second unit which has worked steadily since last May. Also booked by Paul N. Denish.

## Small Profit at Diggins

**DIGGINS, Mo., Aug. 8.**—Shows, rides, bingo and novelty stands furnished by Bug Thomas and 15 eat and drink stands provided by the sponsoring committee were at the 37th Annual Diggins Picnic held recently. Large crowds attended, but due to drought conditions event showed only a small profit.

## Atlanta Melon Festival Will Be Continued

**ATLANTA, Tex., Aug. 8.**—Atlanta's first Watermelon Festival and Oil Exposition of three-day run was so successful that continuation is assured, W. D. Moore, secretary-manager of Chamber of Commerce, who conceived and promoted festival, stated after the close last week. Motorcades from as far away as Shreveport added to the support of the event, visited by about 15,000. Dedication of new city park and swimming pool climaxed last day. Thruout three-day celebration free iced watermelons were served visitors.

## Laconia Elks' Carnival

**LACONIA, N. H., Aug. 8.**—The Laconia Elks this week are sponsoring a carnival and featuring the Great Valencia, Flying Flemings and Diving Gordons. This is an annual event with the Elks. Acts booked by Paul N. Denish.

## Hampton Beach Circus Has Successful Run

**HAMPTON BEACH, N. H., Aug. 8.**—Bekdash Temple Shrine Circus closed here night of August 2 after a highly successful run of 10 days. The circus was conducted at the beach under a new 120-foot top, with three 40-foot middles, and had a seating capacity of 4,500, operating to capacity or near capacity every evening, with big houses (See *Hampton Beach Circus* on page 57)

HELP This Department by Telling Committees About It.

**WANTED WEEK SEPT. 21-26, Inc.**  
Large Carnival. Set up on Public Square. To be held in connection with Fall Festival.  
**ALBIA COMMERCIAL CLUB, ALBIA, IA.**

**ELKS' CIRCUS and FROLIC**  
OCEAN AND ASBURY AVENUES, ASBURY PARK, N. J.  
AUGUST 27-SEPTEMBER 6 (INCLUDING 2 SUNDAYS)  
Can place all kinds of legitimate grind stores, including Bingo, Scales, Ball Games, etc. Can place acts for circus. Write fully, stating lowest salary. Capt. Schultz, write. Other circus dates to follow. All address  
**JAS. BELL CO., 36 Green St., Newark, N. J.**

**63rd GRANGERS PICNIC**  
August 31 to September 7, Inclusive  
**6 Big Days and Nights**  
**WILLIAMS GROVE**  
Mechanicsburg, Pa.  
No better spot in Pennsylvania for SHOWS and CONCESSIONS  
*We Operate Our Own Rides*  
PARKING AND ADMISSION FREE  
R. E. RICHWINE, Secy.

**WANTED CONCESSIONS FOR OLD HOME WEEK**  
AT TIDIOUTE, PA.  
Five Days, August 25-29, on Main Street. Concessions with a flash that will pay out stock. No others wanted. OAN PLACE small Merry-Go-Round and Rides.  
DOC MANSFIELD, Tidioute, Pa.

**ANNUAL AMERICAN LEGION HOMECOMING**  
ANTWERP, O.  
September 11, 12 and 13, 1936.  
WANT Rides, Acts and Concessions.

**WANTED Rawson Homecoming**  
AUGUST 15-19-20-21-22, RIDES, CONCESSIONS.  
ROBB FELLERS, Rawson, O.

**!!!WANTED!!!**  
SHOWS, RIDES, CONCESSIONS, FOR DARLINGTON, INDIANA, CENTENNIAL September 3, 4, 5, 6.  
Write B. O. FLORA, Darlington, Ind.

**WANT TO SELL**  
Complete Show and Carnival rights to one company for 103d Anniversary Homecoming, week September 14-20.  
**SARCOXIE COMMERCIAL CLUB**  
Sarcxie, Mo.

**WANTED MERRY-GO-ROUND**  
FOR LABOR DAY CELEBRATION  
Write CHAS. DEGENHART, 505 Walnut St., Cambridge, O.

**WANTED**  
Concessions, Rides and Free Acts for **LABOR DAY CELEBRATION**.  
Wonderful Celebration Town  
Write or wire W. F. SCOTT, Akron, N. Y.

**BATH, ILL.**  
**FISH FRY and HOMECOMING**  
AUGUST 24 TO AUGUST 29  
Want Independent Shows, Rides and Concessions of all kinds. Always has been a real spot. Write or wire DR. F. H. GIBSON, Bath, Ill.

**WANTED FOR OUR BIG LABOR DAY HOME COMING CELEBRATION**  
Shady Location, Heart of Troquois  
**MONDAY, SEPTEMBER 7**  
Independent Rides and Shows. All Legitimate Concessions \$10. Models, Free Acts and Fireworks. Our 4th July attendance over 7,000 people. Write or wire **ILLINOIS LABOR DAY COMMITTEE, Waukega, Ill.**

**WANTED SHOWS, RIDES AND CONCESSIONS**  
For Our **38th Annual Labor Day Celebration**  
TERRE HAUTE, IND.  
Write **LEROY MUSGRAVE**.

**WANTED**  
Three or Four Rides, Free Acts, Concessions for **3-Day Old Settlers' Celebration**  
Monticello, Ind., August 27 to 29, Inclusive  
Write or wire **C. O. ENGLE, Monticello, Ind.**

**ANNUAL FALL FESTIVAL**  
**LE ROY, ILL., SEPT. 10-11-12**  
Want first-class Carnival Company, also will book Aerial, Platform and Vaudeville Acts. 20,000 in attendance last year. Write or wire  
**OSCAR M. PHARES, Le Roy, Ill.**

**WANTED**  
First-class Carnival play, one week Norristown, Pa. sponsorship Verdi Band. Date immaterial. Will furnish ticket takers and give full cooperation. Write **MANAGER, THE VERDI BAND,**  
414 Arch Street, Norristown, Pa.

**WANTED RIDES for FALL FESTIVAL**  
SEPTEMBER 2, 3, 4 and 5.  
Auspices Harrison Fire Department.  
**DEO. O. LOOS, Secy., Harrison, O.**

**WANTED**  
Rides and Free Acts for Homecoming, week September 14 to 19, inclusive. Held on Main Street, day and night. Write  
**HOMECOMING COMMITTEE, Assumption, Ill.**

**WANTED CARNIVAL**  
RIDES, SHOWS FOR Week of September 7th, on or about.  
**W. F. TRAVNO, Commander, American Legion, Hanna City, Ill.**

**WANTED**  
Rides and Clean Concessions. No Grift. At **ABBOTSFORD, WIS.**  
**HARVEST FESTIVAL-HOME COMING**  
SEPTEMBER 4 AND 5.  
On the Street.  
**BIG FREE ACTS BOOKED.**  
Write **ABBOTSFORD COMMERCIAL CLUB.**

**LABOR DAY**  
**CROMWELL, IND.**  
Acts, **HARRY HUSSEY,**  
Concessions, **JOE CALBECK.**

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

**FORMS CLOSE (in Cincinnati) THURSDAY**

FOR THE FOLLOWING WEEK'S ISSUE.

**AT LARGE**

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**A NEW PATENTED MONEY MAKER—SUNKEN**  
Treasure. Sell to Taverns, Cafes, Bars, Grills and Stores. Big profits right from the start. Complete details free. **STANDARD NOVELTY CO.**, N. W. Cor. Elm & 2d Sts., Cincinnati, O. au15x

**AGENTS—DE LUXE DIXIE DANCE WAX;**  
cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.**, Dept. B, Evansville, Ind. au15x

**AGENTS—STICK-ON-WINDOW SIGN LETTERS;** 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

**CHRISTMAS CARDS—CAN YOU SELL QUALITY?** America's finest; big profits. Write quick for samples. **ROBINSON CARDS**, 211 Orange, Clinton, Mass. au22x

**GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method.** Free particulars. Write **GUNMETAL CO.**, Ave. C, Decatur, Ill. 1fx

**THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

**LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends.** No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING**, Dept. F-207, 500 Throop, Chicago. x

**LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends.** No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. CRAVES**, President, 1300 Harrison, Dept. C-807, Chicago, Ill. x

**NEW CROSS-JUMP PUZZLES—SELLING LIKE wild fire.** 25c each; packed 50 to case. Send 15c for sample. **CROSS-JUMP PUZZLE CO.**, 4242-44-46 Market, Philadelphia, Pa. au29x

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting home business, home, office. No outfits. **ELITE**, 214 Grand, New York. au29x

**PROFIT 2,000%—AGREEABLE EASY WORK** applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

**RARE PHOTOS—100, \$5; CARTOON BOOKS, 100, \$3;** Catalog Assorted Novelties, \$1 up. P. B., 468-B, New Haven, Conn. au29x

**ROOSEVELT AND LONDON AUTO EMBLEMS.** Patented, retails 25c. Prices 50 for \$4.00; 100 for \$6.50, prepaid. Sample 10c. **WISDOM PRODUCTS CO.**, 418 West 27th St., New York. x

**SALESBOARD MEN—NEW PUT AND TAKE** jars, twelve different patterns. A natural. Details, sample free. **TOM THUMB**, Dept. BB, Nauvoo, Ill. se5

**SELL NEW AND USED CLOTHING—100%—300% profit;** selling experience unnecessary; we start you; catalogue free. **LIQUIDATION MERCHANDISE**, M-550 East 43d, Chicago. x

**STOREKEEPERS, AGENTS AND DISTRIBUTORS**—Both men and women to sell a popular priced line of fur coats. A good money-making proposition. Write **SURPASS FUR CO.**, 282 7th Ave., New York City.

**TEXIDE, LATEX, SILVERTEX BLADES, ELECTRIC Razors, Perfume, Sundries, Bandages, Novelties, etc.** **KEARNY WHOLESALE DRUG CO.**, 456 Kearny St., San Francisco, Calif. se5x

**WHERE TO BUY AT WHOLESALE 500,000 ARTICLES.** Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. au29x

**101 PROFITABLE MAIL ORDER AND LOCAL** Ideas for starting your own business. Free literature. **PRUITT PRESS**, Dept. D, Elburn, Ill. se5x

**ANIMALS, BIRDS AND PETS**

**READY FOR SHIPMENT—DWARF PARROTS** for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Dens Snakes, everything for shows. **SNAKE KING**, Brownsville, Tex. au29

**SNOOKUM BEAR CUBS, TAME, FINE PETS FOR children,** \$12.00. **LAREDO ZOOLOGICAL**, Laredo, Tex. au22

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**TWELVE SMALL ASSORTED SNAKES, \$3.00;** eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN**, Silver Springs, Fla. au29

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

**THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.**

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. au22

**BUSINESS OPPORTUNITIES**

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**SELL BY MAIL BOOKS, NOVELTIES!** Bargains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 525 South Dearborn, Chicago. 1fx

**START BUSINESS OF YOUR OWN!** From home—office, practical plans, ideas, etc. Write for particulars now! **LARNER SERVICE A.**, 214 Court St., Brooklyn, N. Y.

**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.

**AUTOMATICS WANTED—WRITE US WHAT you have in Payout Pin Games, WINNIEP COIN MACHINE EXCHANGE, 265 Dufferin Ave., Winnipeg, Can. au15**

**BARGAINS RECONDITIONED MACHINES, ALL types.** Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. se12

**BARGAINS IN RECONDITIONED MACHINES,** all types and kinds. Write for list. **AMERICAN SALES CO.**, 3003 Harrison Street, Davenport, Ia. au15

**BIG RICHARD JACKPOT, FLOOR SAMPLE.** Just one, \$94.50; Rapid Fire, \$7.50; Double Up, \$45.00; Gold Award, \$24.50; Red Arrow, \$9.75; Stamped, \$22.50; Traffic A, \$9.50. Write for complete list of low priced, reconditioned machines. **MARION CO.**, 564 W. Douglas Ave., Wichita, Kan. au22x

**GABEL PROGRAMATIC MULTI-SELECTORS, 3,** bought new March this year, perfect condition, \$185 each, or \$525 for all. Also several Dance Masters for sale. **E. O. LIKENS**, 924 Fifth St., N. W., Washington, D. C. x

**CANADIAN OPERATORS—400 USED PINS, Slots, Automatics and Counter Games** at close-out prices. Condition guaranteed. **ONTARIO COINOMATICS**, Box 362, Ft. Erie, Ontario, Canada. au22

**COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged.** Highest prices paid for Escalators. In business since '91. **JARL**, 1704 Leavenworth, Omaha, Neb. x

**CRANES—ELECTRO HOISTS, LATEST MODELS;** 500 Pin Games, Penny Arcade Equipment. Catalogue on request. **MIKE MUNVES**, 145 Park Row, New York. au15

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**FLORIDA OPERATORS—FOR SALE: NICKEL and Quarter Mills Deweys, Callie Centaurs, with or without Jackpots.** K-100, Billboard, Chicago, Ill.

**FOR SALE—THREE HIALEAHs, TWO TYCOONS,** two Alamos, \$59.50 each. One-third deposit required. **WALKER SALES CO.**, 1723 Franklin, Waco, Tex.

**HIALEAHs, \$65.00; CHAMPIONS AND ROCKETS, \$5.00.** Late games: Mad Caps, \$25.00; Thrillers, \$30.00; Stock Markets, \$20.00; Harvest Moons, \$15.00; Fair Plays, \$15.00; Hit-Tat-Toes, \$7.50; Tic Tac Toes, \$7.50; Horses, \$15.00. Rush one-third deposit. Orders filled in rotation. **AUTOMATIC SALES COMPANY**, 191 Second Avenue, North, Nashville, Tenn.

**MILLS NICKEL JACKPOT, \$15.00;** MILLS Quarter Jackpot, \$15.00; One Cent Machine with 5 Jackpots, \$7.50; Cigarette Machines, \$5.00; Poker Machines, \$5.00. **O'BRIEN**, 89 Thames St., Newport, R. I.

**MILLS TYCOONS, PAMCO PALOOKAS, BALLY Derbys.** Peerless, Mills Dance Masters and De Luxe Phonographs; all are late models. Write **UNITED NOVELTY CO.**, Bilozi, Miss. au22x

**MILLS SLOT MACHINE SAFES FOR SALE—** Single, \$7.50; Double, \$12.50. **GEO. MARKOS**, 237 Front St., Dover, O. x

**MUTOSCOPE CRANES, \$55.00;** MERCHANTMEN, \$75.00; Columbus Peanut Venders, \$3.85; Centascope Cigarette Venders, \$4.50; Columbus Globes, 65c. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**MYSTERIOUS EYE, \$20.00;** BALLY RANGER, \$25.00; One Ball Payouts Trojan, \$33.00; De Luxe 46, \$33.00; Carioca, \$18.00; Puritan Venders, \$4.00. **ATLAS SUPPLY**, Wells, Minn.

**PENNY ARCADE OWNERS—THREE SEEBURG Astrolograph Machines, \$150.00 each.** W. B. **SPECIALTY CO.**, 3800 N. Grand Blvd., St. Louis, Mo.

**RADIO RIFLE OPERATORS—FREE SAMPLES** given of new spicy films. Save \$10.00 per thousand feet. Radio Rifle; bought and sold. **AUTOMATIC NOVELTY CO.**, 2047 N. Wanamaker, Philadelphia, Pa.

**SCREAMO, \$8.00;** KELLY POOL, \$4.50; DROP KICK, \$3.00; Star Lite, \$3.00; Batter Up, \$4.50; Tit-for-Tat, \$4.50; Torpedo, \$9.50; Squadron, \$5.00; Frisky, \$4.00; Quick Silver, \$4.50. 1/3 cash with order, balance C. O. D. **SUN SALES CO.**, 949 Lincoln Park Drive, Cincinnati, O.

**WANTED—PROPHYLACTIC COIN VENDORS.** H. HUMASON, 1624 N. 53d, Seattle, Wash.

**WE ARE OVERSTOCKED WITH USED PIN** Tables! Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. au15

**3 MILLS DE LUXE DANCE MASTERS, USED** 90 days, \$195; 3 Alamo, \$75; Grand Slam, \$80; Mammoth, \$35; Bonanza, \$22.50; Seeburg Melotone, non-selective, \$50. **WENCIL OSWALD**, Manitowoc, Wis.

**10 BURTMIER PONY AUTOMATIC NICKEL** Play Double Jackpot Machines, one of the best payout machines. Earnings same as Bells. Cost \$57.50 each; quick sale, \$17.50 each. All like new. Also Ten Mills Late Puritan Bells, \$5.00 each. **B. WELLMAN**, St. Petersburg, Fla. x

**20 MILLS SINGLE JACK POT QUARTER** Machines, good running order, \$8.50 each; 20 Mills Front Venders, no Jack Pot, 5c Play, \$6.50; One Seeburg 8 Selective Phonograph, \$50.00; G. A. B. T. Billiard Practice, 1c Pistol Five Shots, \$3.50 each. Pin Games, Red Arrow, Mills Equity, Spelling Bee, Kings of the Turf, Checkers, Necontact and Globe. Some slightly used. Make offer for lot. Base Ball Tickets, 120 combination, \$12.00 gross. **EAGLE VENDING CO.**, 205 Tampa St., Tampa, Fla. x

**25 DAVAL CLEARING HOUSE VENDERS, USED** thirty days, \$10.00 each. **O. F. HOWERTON**, 108 E. Ninth, Richmond, Va.

**\$50.00 CASH PAID FOR MILLS BLUE FRONTS;** will also buy Regular Gold Awards, all types of color machines, Mills Deweys, Callie or Watling. State serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex. au29

**COSTUMES, UNIFORMS, WARDROBE**

**RED BAND CAPS, NEW, \$1.50;** CELLOPHANE Hulas, \$6.00; Band Coats, Tents, Trunks, Costumes, Scenery, Orientals. **WALLACE**, 2416 N. Halsted, Chicago.

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**FORMULAS**

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON**, Chemist, BH-1142 Sunnyside, Chicago. x

**FORMULAS—LATEST MONEY MAKERS.** Write for free literature describing newest formulas for fast sellers. **H. BELFORD**, 4042 N. Keeler, Chicago. au22

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# LAST CALL

Classified Advertising Forms for the Big Annual

# FALL SPECIAL

ISSUE OF

## The Billboard

CLOSE IN CINCINNATI THURS., 4:30 P.M.

# August 20

RUSH YOUR COPY TODAY

RATE—10c a word, minimum \$2.00. Cash with copy.

25 OPERA PLACE CINCINNATI, OHIO

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, FEARLESS; GIANT ALUMINUM Gearing Popping Kettles; Rotary, Electric, Candy Kettles. Lowest prices. NORTHSHORE CO., 2117 Harding, Des Moines, Ia. se26

DEUE TO DEATH OF OWNER DANCE PAVILION, 80x180; Living Quarters, Concession. City population 30,000. Excellent condition; reasonable; cash. GROSVENOR, 161 W. First, Mansfield, O. au29

FROZEN CUSTARD AND ICE-CREAM MACHINES, \$150.00 and up. Write or wire FROZEN CUSTARD MACHINERY CO., 859 Thomas, Memphis, Tenn. au29

NEW "VELVO" FROZEN CUSTARD AND ICE-CREAM Machines, complete Freezing and Storage Unit, \$159. Write FROZEN CUSTARD CO., Gastonia, N. C. au29

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POPCORN CRISPETTE MACHINES, CORN POPPERS, Carmelcrisp, Potato Chip, Cheese Coat, etc. Equipment. LONG EAKINS, 1976 High St., Springfield, O. au15x

SACRIFICE—40-WATT AMPLIFYING SYSTEM, with 2 Speakers, Phonograph Microphone. Looks, sounds like new. Sacrifice. Free trial. MORELLE SMITH, Shelbyville, Ind. au15x

FOR SALE—SECOND-HAND SHOW PROPERTY

FERRIS WHEEL, CONDERMAN, LARGE SIZE. Good working condition, complete, \$600.00. 1259 Lafayette Ave., Terre Haute, Ind. au15x

FOR SALE—WHIP AND SKOOTER; BARGAIN. R. BLOEDORN, Cedarburg, Wis. x

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FOR SALE—COMPLETE TRAILER. WHEN opened up a refreshment stand. Can be trailed back of any car. Good for celebration and fairs. ED WIEDMAN, 20 Clinton St., Tonawanda, N. Y. au15x

FOR SALE—KIDDIE RIDE AND TRUCK, booked on carnival. Plenty fairs booked. can be removed. R. JACK WALSH, Enid, Okla. au15x

SHOOTING GALLERY—CALLIAPHONE, Electric Penny Boards, African Dodger, Evans Buckets, Arcade Machines. WHITTAKER, 6713 Wentworth, Chicago. au15x

UNIVERSAL ATTRACTIONS, 849 CORNELIA, Chicago. Too busy to advertise. Tents, Banners, Sidewalk, Doll House, Illusion, Octopus, Sword Box, Steer Horns. au15x

USED CONCESSIONS—TOPS, BACKGROUNDS, Track, Merchandise Wheel, Bumpers, Roll Downs, Trunk Flashes. SAM WINSTON, 125 Homestead St., Roxbury, Mass. au15x

HELP WANTED

AGENT WITH CAR—WORK PERCENTAGE. Book Indoor Circus. Opening October 1st. Theatres, auditoriums, schools. Also auspices. Must know territory. Free hand to capable agent. CIRCUS, Box 488, Cannon Falls, Minn. au15x

COLOR MUSICIANS, ALL INSTRUMENTS; also entertainers for America's Hottest Dance Band. Write JIMMIE COLE, Hotel Benham, Penn Yan, N. Y. au15x

FEMALE IMPERSONATORS, EXPERIENCED, near future. Send all details, photos first letter. BALLYHO NITE CLUB, 4500 E. Broad St., Columbus, O. au15

FEMALE IMPERSONATORS—NO AMATEURS. Long engagements for high-class entertainers. Send details and photo first letter. BALLYHO CLUB, Columbus, O. au15

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GIRL TRUMPET AND BASS FIDDLE PLAYER for vaudeville band. Fast reader, good tone, union. SMITH SISTERS, 347 Sherman Hotel, Chicago, Ill. au15

GIRL WANTED FOR TRAPEZE ACT—WIRE at once. HIGGINS CIRCUS REVIEW, Webberville, Mich. au15

HAWAIIAN MUSICIANS—SINGERS, DANCERS, Accordion Players, Singing Hooper. State all and lowest. BOX 211, care Billboard, Chicago, Ill. au15

MANAGER FOR LECTURER PSYCHIC—CONTACTING stores, clubs, theatres. Profits divided. BOX C-92, Billboard, Cincinnati, O. au15

MUSICIANS WANTED—FIRST-CLASS TRUMPET and Clarinet for white band. Good salary. Extra long fair season until December. Write full particulars to PROF. VINCENT BELLOMO, Happy Days Shows, Logansport, Ind. au15

NEED'S CONCERT BAND WANTS DUE TO disappointment Snare Drum, will furnish Tymps and Bells. Baritone, Trumpet, Clarinet, wire, others write. Good fair season, then concerts. JAMES NEED, Columbia, Tenn. au15

THREE SINGING WAITRESSES—SING, WAIT on table and hostess. Call after 6 p.m. LOU RICHMAN'S, 64 West 52d St., New York. au15

WANTED—VAUDEVILLE ACTS, MUSICAL shows coming to South. Contact ATLANTA THEATRICAL AGENCY, Oliver Hotel, Atlanta, Ga. Harry Simon, resident mgr. au15

WANTED—GIRL PARACHUTE JUMPER FOR balloon. JACKSONVILLE BALLOON CO., Jacksonville, Ill. au15

MAGICAL APPARATUS

A FREE CATALOGUE—MAGIC, MENTALISM, Spiritism and Kindred Phenomena, Secrets and Supplies. S. W. REILLY CO., 1853 Bryden Road, Columbus, O. au15

A NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Spectacles, 33-page 1936-'37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. au15

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LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. MAX HOLDEN, 220 W. 42d St., New York City. au22

MISCELLANEOUS

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. au29x

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. au29x

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FINEST 4-FOR-10c OUTFIT ON THE MARKET, the Quartermatic. Made of 1/16 in. gauge steel. Direct Positive Roll, 1 1/2"x250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. MARKS & FULLER, INC., Dept. 1, 44 East, Rochester, N. Y. au29x

JUMPING BEANS, NEW CROP, FOR IMMEDIATE shipment, \$1.00 hundred; \$6.00 thousand. HILARIO CAVAZOS BROS., Laredo, Tex. au22x

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines, either 1 1/2"x2, or 2 1/2"x3 1/4 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. au22

POPCORN—YELLOW SOUTH AMERICAN variety, 100 pounds, \$7; 500 pounds, \$30. CHAS. MACK, Box 933, Springfield, O. au29x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. au22

TEN GALLON LONDON HATS, \$3.00 and \$6.00 dozen. Big sellers, Splendid value. Also used trunks cheap. SCHORR, 1 W. Pearl St., Cincinnati, O. au22

M. P. ACCESSORIES & FILMS

ALL SHOWMEN, ATTENTION! ANY SILENT Projector converted into high quality straight feed sound on film, complete, ready to go, \$250. Satisfaction guaranteed or money refunded. Your silent projector and our sound does the trick. Sound comparable to a \$2,000 outfit. Make us prove it. SUPER SOUND SYSTEMS, Box 524, Cincinnati. au15

"COUGAR," WILD ANIMAL SPECIAL, \$40.00; "Gorilla Ship," \$20.00; Sound Shorts, \$7.50; Silent Pictures, \$5.00. SIMPSON, 1275 S. Broadway, Dayton, O. au15

"DIANA," ARTISTIC PICTURE, HOT STUFF, and "Tainted Blood," made money for me, with adv. W. EWERT, P. O. Box 542, Wilmington, Calif. au15

FINEST SELECTION OF NEW AND USED Silent or Sound Projection Equipment, Soundheads and Amplifiers: \$300.00 Silent Projectors only \$15.00. ZENITH THEATRE SUPPLY, 308 W. 44th, New York. au15

HOLMES, ACME, DE VRY PORTABLE Projectors, new and used, straight lacing only. No money down, no deposits, free trials. Films of all kinds. We allow screening on all films. We handle only the best. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Avenue, Chicago. au15

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OUTDOOR CIRCUIT EXHIBITORS—COMPLETE late 16 mm. Sound Programs (Features and Shorts), \$20.00 week. Perfect prints. EASTIN PICTURES, Davenport, Ia. au22

POWERFUL SUITCASE AMPLIFYING SYSTEM—Complete \$150 outfit, \$42.50. Free trial. MORELLE SMITH, Shelbyville, Ind. au15

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Equipment, films bought and sold. ZENITH THEATRE SUPPLY, 308 W. 44th, New York. x

TALKIE ROAD ATTRACTIONS DE LUXE—Outright sale, \$15 up. Prison, Gangster, Medical, Religious, any type. Any make new Portable Projector, 20% off list for cash. Complete talkie program rented, weekly, \$20.00. Outdoor Circuit Operators, attention. Your entire season's requirements assured here. Contact now. Beat your competitor to it. Exclusive service guaranteed each locality. Will supply anywhere. WALDO FILMS, Suite 6, Waldo Bldg., Cincinnati, O. x

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. au22

PERSONALS

FRED M. JOHNSON—COMMUNICATE IMMEDIATELY. MRS. W. S. BROWN, 1874 West University Ave., Gainesville, Fla. Important business. au15

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SALESMEN WANTED

BIG PROFITS SELLING BABY RUTH, BUTTER Finger and other Candy Bars. Steady employment. S. CASTERLINE, 1916 Sunnyside, Chicago. x

MAN WANTED BY SHOE MANUFACTURER, established 33 years, for sales work. Ready cash daily and extra bonuses to producers. No experience needed. Your own shoes at factory prices. Sales outfit sent free. Write MASON SHOE MFG. CO., Dept. A19, Chippewa Falls, Wis. x

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SALESMEN—SELL COMPLETE LINE BOOK matches, labels, salesbooks, pricing sets, garage forms, calendars, business stationery. Wonderful sale portfolio; free deals; commission daily; free sales training. LIONEL PRESS, Dept. LY-312 So. Hamilton, Chicago. x

SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, Showmen duplicating their orders proving the merit of our work. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. se5

BEAUTIFUL BANNERS, DYE DROPS, SCENERY, Tavern Paintings. Colorful, durable, inexpensive. Save money. Send dimensions for lowest estimate. ENKEBOLL STUDIOS, Omaha, Neb. au15

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At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type), 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

PHILIP PIANTONE—ACROBAT, HAND-Balancing Comedy, experienced. 152 No. Ashland Blvd., Chicago. Telephone, Seeley 8829. au15

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AT LIBERTY—Girl Acrobat, Row Phiplops, Kick-over Forwards, Bananas, Tinsicas, also Tap Acrobatic Dances, 21 bright ft., 104 lb. DOROTHY BARNISH, 16 Barnum Terrace, Stratford, Conn. au15

AT LIBERTY AGENTS AND MANAGERS

EXPERIENCED THEATRE MANAGER—CAN manage any theatre, expert advertiser and business promoter. I do things different and better than many. Make your own proposition. THEATRE MANAGER, Box C-87, Billboard, Cincinnati. au15

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ADVANCE AGENT—12 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. BOX 300, Billboard, Chicago. au15

MANAGER—PROJECTIONIST wants position small town. Steady, efficiency above par, honest, reliable, young, married, sober. Institute trained. Year's experience, references. JAMES, 4415 Clifton Ave., Chicago. au22

WILL YOU PLACE ME IN Theatre? Assistant Manager's position preferred. Honest, willing, dependable, aggressive. Experience Usher, Doorman, died degrees. F. P. Hahn, Have had advertising, followed theatre personnel, advertising, bookkeeping. Best references furnished. Will offer services gratis for experience and expenses. Appropriate interview. PEARCE PARKURST, 160 President, Gloucester, Mass. au15

AT LIBERTY BANDS AND ORCHESTRAS

5-PIECE ENTERTAINING Swing Band, now working, also broadcasting. want to change soon and get good location for fall and all winter job. Well organized, uniforms, novelties, good library. Write ORCHESTRA LEADER, 311 Tomkins St., Olean, N. Y. au15

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. au15

FLASHY CLOTH BANNERS, HAND LETTERED in oil, 3x12 ft., \$2.00 prepaid. Complete Sign Service. Catalog free. DISPLAY STUDIO, Toronto, O. au15

THEATRICAL PRINTING

SAVE MONEY ON YOUR PRINTING—DODGERS, Handbills, Heralds, Tickets, Cards, Labels, Stationery, etc. Send for free price list. STUMPPRINT, South Whitley, Ind. au15x

WINDOW CARDS, 14x22, 100, \$2.50; 11x17, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

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WINDOW CARDS FOR FAIRS—3-PLY, 14x22, 100, \$3.75; additional 100, \$2.25. HASSLER-NUNN SHOW PRINT, Albany, Ky. x

200 (14x22) NON-BENDING CARDS, 56; 200 (14x42) or 21x28 Half Sheets, \$8; your copy. DOC ANGEL, Ex-Trouper, Leavittsburg, O. au15

1,000 4x9 DODGERS, \$1.10 POSTPAID; 100 14x22 6-Ply Cards, \$2.60 F. O. B. Blocks engraved to order. CRESSMAN, Washington, N. J. au15

5,000 TICKETS, \$4.98—4-PLY, 1 1/2"x3, COPY neatly printed. 30% discount ordering direct from this advertisement. SANDERSON TICKET CO., Ottawa, Ill. au15

WANTED TO BUY, LEASE OR RENT

WANTED—LEAD GALLERY, MUST BE PORTABLE, bargain and good shape for cash. C. D. LIPPINCOTT, R. 5, Dayton, O. au15

WANTED—FERRIS WHEEL OPERATOR, SOBER and reliable write only. Will buy Merry-Coround. HUBERT STINNETT, Route 1, Kokomo, Ind. au15

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WILL BUY USED SWOOPER—OTHER RIDES. MR. LOPEZ, Cerro No. 601, Havana, Cuba. x

AT LIBERTY OCTOBER 1—WELL ORGANIZED, uniformed, union, capable and energetic eleven-piece band desires connections for Southern work this fall and winter. Will consider tour of one-nighters terminating in South with location. Have featured vocalists, Public Address System, arrangements, transportation. Reply GENE JOHNSON, Decatur, Ind. au15

JIMMIE REYNOLDS—TEN-PIECE WIND RADIO Orchestra, now playing Black Hawk Beach, Valparaiso, Ind., will be open for steady winter job after Labor Day. 14 W. 19th St., Chicago Heights, Ill. au15

MISSOURI'S MOST VERSATILE BAND—12 pieces. Complete glee club, singing trio, novelties, feature vocalists, three trombones, P. A. fronts, lights, invites correspondence with reputable hotel or booker. Fine line of photography, excellent references, union. Prefer South location. At Liberty September 10. CHARLIE ARMSTRONG, Crystal Palace Ballroom, Coloma, Mich. au15

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AT LIBERTY after August 8—Six-Piece Orchestra and Singer doubling M. C. Band features own compositions and special arrangements. A real swing band. Every man a star. Experience record ballroom and night clubs. Address STEVE JACOBY, 617 Euclid Ave., Canonasburg, Pa. au15

AT LIBERTY after Labor Day, September 8th—Ten-Piece Organized Orchestra featuring vocalist of exceptional ability. Complete library of dance and concert music. Union. A-1 amplifier, complete wardrobe, reliable and sober. Completing summer engagement at exclusive Old Silver Beach Club, Cape Cod. Interested in a reliable location. Ref. Write or wire E. DeROSIER, 118 Adams St., New Bedford, Mass. au22

GEORGE NODZO and His New Yorkers—A seven-piece orchestra at liberty in September. Band swings, plays floor shows, young, neat and uniformed. Will cut band to five pieces if desired. Write and book as we are booking our fall engagements at GEORGE NODZO, care Alexanders Inn, Box 921, Tunper Lake, N. Y. au22

PIKE BURRITT & His 11-Piece New York Orchestra, now at Trimbles Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers send us West write for photos, etc. Hotel manager will. au15

SEVEN-PIECE Swing Band at liberty after September sixth. Band union, have wardrobe, sound system, up-to-date library and good all-around personnel for night club or ballroom. Will accept if booked by reliable club managers or bookers anywhere. Can furnish good reference. HARRY COLLINS, Glenwood Springs, Colo. au15

SIX-PIECE ORGANIZED Dance Band at liberty for fall and winter work in hotel, night club or resort. Uniforms, radio system and a very good library. Have vocalists and novelty numbers. Experienced in radio and floor shows. Write or wire, stating full particulars, to ORCHESTRA, 1104 Jenny Lind St., McKeesport, Pa.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—George Burkhardt, capable of managing any size Side Show, prefer Circus. Many years' experience with R. H. shows, or as inside lecturer and furnish act. Formerly Magician and King of Colts, a laughing riot. Elaborate Punch, Electric Act, Mind-Reading, Houdini, etc. Address 232 Van Buren St., Brooklyn, N. Y. au15

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ELECTRICIAN AT LIBERTY—With new 1936 Chevrolet truck. Twelve years' carnival experience; handle any type plant. Motorized show preferred. Can join immediately. W. G. FLEMING, care Billboard, Cincinnati. au15

HALF AND HALF wants job. Write, giving complete details, terms. 212 W. Main St., Richmond, Va. au15

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal. Will set box-office results for any show. Oriental presentation. Salary, percentage on private readings. PRINCE YOSE, Lake Ariel, Pa. au15

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AT LIBERTY MISCELLANEOUS

SCENIC ARTIST, NON-UNION, AGE 48, join at once. Years' experience, indoor or outdoor shows. Also paint signs. JACK PLATZER, Co. 2439, C. C. C., Holly Springs, Miss. au15

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CAPABLE, DYNAMIC young man, 22, attractive, responsible, serious. Five years research motion picture technique, developer successful, and recording light-views. Have operated DeBrie camera. Offer extended period of reasonably sacrificial work for financing through Photographic School. Will go anywhere to make present reputable connection any capacity and will make my own future. Age alone disqualifies me for department head position. Would like to prove worth as reliable assistant in photographic establishment, motion picture or still. Will send samples of untrained work, personal photo, detailed qualifications, including references, in interesting letter. NORMAN RESNOLDS, Rural Route 4, Washington, Ind. au15

AT LIBERTY MUSICIANS

LYRICIST WISHES POSITION. JANE GRAY, care General Delivery, Memphis, Tenn. au15

A-1 SECOND TRUMPET MAN AT LIBERTY August 14. Ride plenty, swing. Know job and can handle it. No shows, please. CHUCK HUGHES, General Delivery, Kalamazoo, Mich. au15

ALTO SAX DOUBLING CLARINET—READ, fake, take off, modern, non-union. Prefer small swing band. MUSICIAN, 148 Mill, Memphis, Tenn. au15

ALTO SAX DOUBLING CLARINET, VIOLIN—Fine tone, good reader, union. MUSICIAN, 2107 Slauson Ave., Racine, Wis. au15

ALTO SAX DOUBLING BARITONE AND CLARINET—Good reader, nice tone, modern choruses on all, reliable at all times. Age thirty, plenty wardrobe, consider anything that's reliable. Hums lay off. ED WILLIAMS, 618 Houston St. Sulphur Springs, Tex. au15

AT LIBERTY—A-1 GUITARIST. RADIO AND stage experience, past two years on NBC, swing, read, transpose, vocal, solo or trio. Young, neat and smart, union. Address MUSICIAN, 417 Duane Ave., Schenectady, N. Y. au15

AT LIBERTY—ARRANGER, 22 YEARS' experience, band, orchestra and piano copies. RICHARD MANNING, 1540 Milwaukee Ave., Chicago. au15

BANDMASTER, EXPERIENCED MUSICIAN, instructor, go anywhere. WALTER K. SCHOFIELD, Miller, S. D. au15

FAST SHOW DRUMMER, WIDE EXPERIENCE, absolutely guarantee satisfaction playing vaudeville, tab, burly, neat appearance, strictly sober, dependable, anywhere. MUSICIAN, 307 Glenlake, Toronto, Ontario, Can. au15

FRENCH HORN AT LIBERTY AUGUST 30th—Many years experience in good bands. Go anywhere if you have good job. State Fair leaders write; tell all. MARK C. LEACH, Rushville, Ill. au15

LEADER FOR BOYS BAND—YOUNG, SOBER, neat, experienced, go anywhere. Library essential. Municipal bands write. DAN MCCARTHY, Wellsboro, Pa. au22

MARIE'S MARVEL DOGS—TIGHT WIRE PERFORMERS. Marie's Animal Circus, Dogs, Goats, Monkeys and Bear. Swiggle and Swiggle, Comedy Balancing and Juggling three standard acts. Now booking dates after Labor Day. Write for literature and price. Edwardsburg, Mich. au29

TENOR MAN—READ ALTO PARTS, MODERN, sweet and rick. Clarinet Alto if wanted. Sober, reliable. Location preferred. At liberty August 17th. MUSICIAN, 122 Baker St., N. W., Atlanta, Ga. au15

TROMBONE, UNION, AGE 36, EXPERIENCED in radio and name band, capable of being highly featured on Trombone and double a nice Violin. Also make sweet or swing special arrangements. Am congenial and have personal ally. Write MUSICIAN, Box C-93, care Billboard, Cincinnati, O. au15

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A-1 STEEL GUITAR PLAYER, man, also Standard Guitar and Uke. Sober, reliable. Address BOX C-91, Billboard, Cincinnati, O. au15

1st ALTO, Baritone, Clarinet—Read, tone, prefer 30, 40th in good band. Write WALTER PLOZIE, General Delivery, Durango, Colo. au15

ACCORDIONIST—Young man, union, experienced stroller, read some, fake plenty. Very sweet or hot. Sober. Want small band or strolling combination. Know my business. Write AHT FRENZEL, 2702 Col. St., Cincinnati, O. au15

AT LIBERTY—Trombone, experienced in circus, concert and dance. Union, age 34. Also do sock specialty act, suitable for revue, etc. A real trouper that's been around. Travel or locate. BOX 522, Hallow, Minn. au20

AT LIBERTY—Trap Drummer. Join band around Wisconsin. Reliable and experienced; read and fake; age 28, good appearance. GENE LYONS, 52 Fulton St., Oshkosh, Wis. au15

BASS PLAYER—String and Bass Recording, young and experienced. Prefers orchestra; work anywhere. LAWRENCE PAGEL, Brillion, Wis. au15

FIRST TRUMPET—Modern swing style, name band, America, and large bands. Prefers solo voice, union, go anywhere that pays off; prefer South. Have transportation. TRUMPET PLAYER, 1113 Pearl St., Aurora, Ill. au15

MODERN TROMBONE—Experienced in all essentials of modern Dixie and large bands. Prefers South and California. Age 28, union, neat. TROMBONIST, 6104 Stewart Ave., Chicago, Ill. au15

PIANIST, union, male, American, single, age 40, desires reliable opening, now or for fall. Musical college training, wide professional experience, all types playing. BOX C-96, Billboard, Cincinnati, O. au15

STRING BASS—Modern dance, references, go anywhere. Write F. B. McELROY, 981 Allegheny St., Jersey City, Pa. au15

SWING TENOR—Modern go Sax doubling ride with modern Dixie and large bands. Prefers Trumpet, Peck Horn, Voice. Fast reader and jam. Young, plenty experience. All details BOX C-78, The Billboard, Cincinnati. au15

TEACHER—Tenor Banjo, Guitar, Viola, Age 29, married, references, college education. Ex-School Teacher, experienced Teaching Music, both class and individual instruction. Professional experience; just closed with name billiard band. Also four years modern dance development, principally play "Nola" without, faking. Must be fast. New York preferred. H. B. SIMONDS, Box 90, Wolfe City, Tex. au22

TRUMPET—Top line and take off. Exceptionally fine modern Dixie and large bands. Name band experience and references. Strictly professional at all times. Reliable bands write BOX C-82, Billboard, Cincinnati, O. au16

TRUMPET—Available immediately. Plenty experience all lines. Read, fake, swing, good tone and sense. Young, single, go anywhere. MUSICIAN, 420 Jefferson Ave., Washington, Pa. au15

WILL PLAY TUBA, Alto, Snare or Bass Drum in factory, fraternal or municipal band or can organize or manage a small band in exchange for dependable employment in a locality with a accredited high school. Eight years' experience as maintenance electrician. Married, age 37. All correspondence answered promptly. A. L. LONG, 1108 E. 2d St., Muscatine, Ia. au16

AT LIBERTY

PARKS AND FAIRS

AERONAUTS, BALLOON

Ascensions and Parachute Drops, Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. au22

AT LIBERTY - C. A.

Wright's Famous Trained Dog Act for fairs, celebrations and old home days. One of the finest dog acts in the business. Late Southern fairs and schools. Write immediately for open time and particulars. Permanent address, C. A. WRIGHT, Bradford, N. H. au15

AT LIBERTY FOR FAIRS,

parks and circuses. Seven Trick and Educated Mules. Also fine Six-Mule Liberty Act. For particulars, DEVEY SCOTT, Three Rivers, Mich. au22

BALLOONIST - PROF.

CHAS. SWARTZ. Committees write. Permanent address, Humboldt, Tenn. au22

BALLOON ASCENSIONS

furnished for parks, fairs, celebrations, anywhere. Illuminated night ascensions, trapeze performance. CONTINENTAL BALLOON CO., care The Billboard, Cincinnati, O. au22

BALLOONISTS AND PARA-

chute jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. Cash bond if desired. THOMPSON BROS. BALLOON CO., Aurora, Ill. au15

CAPTAIN GEORGE WEBB,

America's Premier Nat High Diver, thrilling and sensational. For literature, No. 27 West Summit Ave., St. Paul, Minn. au15

ORIGINAL FLYING FISH-

ers, High Flying Trapeze Act. Have open time after September 20th. Address 5 Berenz Place, Bloomington, Ill. au15

AMERICA'S FOREMOST AERONAUTS—PARACHUTE Drops from Planes or Balloons. TYRONE BALLOON CO., Toledo, O. au15

AT LIBERTY FOR REST OF SEASON—MILLER'S Trained Dogs, Ponies and Monkey. Five acts. Have transportation. Give time for mail to be forwarded. Billboard, Cincinnati. au22

ATTENTION! THE GREAT MARLOW, FROG Contortionist, open for Fairs and Celebrations, 911 Payne Ct., N. E., Canton, O. au15

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in Midair. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. au19

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. au15

BALLOON ASCENSIONS BY EXPERIENCED operators. Three to five drops each ascension. Parks, fairs, celebrations. References furnished. MRS. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. au15

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling: all read acts. Write or wire GEO. BINK, R. 1, Box 112, Cudahy, Wis. au15

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A THREE ACT COMBINATION, consisting of a High Trapeze and Seizing Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharnooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Benches and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-81, Billboard, Cincinnati, O. au15

AT LIBERTY for Parks, Fairs and Celebrations—doors or out. CROSSL WOODS, P. O. Box 513, Ponlar Bluff, Mo. au15

AT LIBERTY—High Wire Dive. This act has the drawing power and priced right. Address CAPT. PAUL McDONALD, 268 Highland Ave., Warren, Ohio. au15

ATTENTION! Higgins Circus Review, five high-class free acts. Contortion, Acrobatics, Balancing, Aerial and other acts. Three people, one lady, one gentleman and America's youngest boy contortionist, eight years old. Write for prices and pictorial literature. Webbville, Mich. au22

BESSIE HOLLIS & CO.—Three acts, Flying Single Trapeze, Comedy Acrobats, Swinging Ladder, and other acts. Write for prices and literature. 3369 Collingwood Ave., Toledo, O. au22

CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform. Prof. Charles La Croix, Acrobatic Entertainments, Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price for act reasonable. For full particulars address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind. au22

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the World's Prof. Panahaska himself. A real attraction for summer resorts or indoor circus. GEO. F. ROBERTS, Mar. Panahaska's Studio, 615 W. Erie Ave., Philadelphia, Pa. SAGMORE 5536. au15

DUAL'S ATTRACTIONS for parks, fairs and celebrations. Three Acts Double Trap, Iron Jaw and Swinging Ladder. Rising and wardrobe first class. Write, wire for price and literature. ESTELLE DuVAL, R. R. No. 3, Versailles, O. au22

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DE VIERTER BROTHERS—Two acts. Fast sensational Triple Horizontal Bar Act and European Novelty Balancing Act. Features on any program. 1504 State Road, Menominee, Mich. au15

JO JO, The World's Greatest High Diver. Climbs a 50-foot ladder and dives off. Pal, his son, also dives and both do a number of turns together. Also walking a one-inch pole five feet high, twelve feet long. Going over his. JOSEPH F. McLAUGHLIN, 1300 E. 13 St., Wilmington, Del. au15

PANAHASKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Best beautiful performing animals and birds. GEO. F. ROBERTS, Mgr. 615 W. Erie, Philadelphia, Pa. Telephone SAGMORE 5536. au15

THE CHRISTYS—Wire Artists, tight and slack. Lady Rolling Globe, Gent Juggler. As good as the best. Write for prices and literature. Keokuk, Ia. au15

THE CLAYTONS—A high-class act for the price of one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Address care Billboard, Cincinnati. au15

THE DION ACROBATS—The father and his four children, ages from 7 to 14. Their act consists of Handstands, Somersaults and different things. Open for fall. MR. FRED DION, 170 Ave. A, Turners Falls, Mass. au15

AT LIBERTY

PIANO PLAYERS

A-1 PIANIST AND ARRANGER—SOLOS, figures and fill-ins, transpose. Desire location fast dance band; reliable engagement only. Single, 25, travel anywhere. PIANIST, Club Continental, Mt. Morris, Mich. au15

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CAPABLE RHYTHM PIANIST—EXPERIENCED fourteen months with last band. PIANIST, Kilgore, Tex. au22

PIANIST, SINGING SPECIALTIES. EXPERIENCED alone or orchestra, appearance. MAURICE LUCKETT, Eddyville, Ky. au15

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—TEAM. MAN, TOBY OR BLACK, play Guitar, Sing. Wife, Straights, change two weeks, Singles, Doubles. Know all med. acts. Cuf or scam. Have car and trailer. RUSTY AND RUTH SWAN, Beckley, W. Va. au15

AT LIBERTY—GEO. (MUSICAL) SIMS. Change 3 weeks, medicine business, black and eccentric. Lehigh Gap, Pa. au22

DANCER ON SKATES—3 ROUTINES on table. Sing, also M. C. RHYTHM BROWN, 1919 7th Ave., Apt. 55, New York City. au15

AT LIBERTY—Novelty Stevens, side show or review, two acts. Fluffy Club Juggling (The Dancing Juggler), Comedy Musical Act, funny. Play Ed Sax in orchestra, do parlor. MAX STEVENS, General Delivery, Smithers, N. Va. au15

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AT LIBERTY—Dancer, young girl, able to produce line work, arrange programs, work in sketches. Willing to travel. Don't misrepresent. M. WINTERS, 4848 Papineau Ave., P. Q., Montreal, Can. au15

FOR MED., PLATFORM Show—Lady, Sing, play Banjo, all acts, bits, straight and characters. Will consider anything. Disappointment cause of ad. FAY'S ABBOTT, Mexico, Mo. au15

HAMPTON BEACH

(Continued from page 54) at afternoon performances. It is estimated that the circus showed to nearly 75,000 in its 20 performances.

The acts were booked thru Paul A. Denish, Boston representative of George A. Harnd, Inc. They were the Flying Flemmings, Billetti Troupe, Christy's unit, the Gladstones, Mooren Troupe, the Fantinos, Pallenberg Jr. and Herbert Taylor's clowns. A large midway, consisting of rides and a side show, with novelties and a gigantic telescope for solar observation during the moonlight nights, made up an attractive and colorful front yard. No wheels or games of chance were permitted. The circus was operated by the temple without promoters. Dr. F. L. Bulfinch was executive director.

The Chamber of Commerce and merchants feel that the circus brings them in a tremendous additional revenue, as both last year and this their sales returns were at a new high during the circus. This has resulted in further requests to bring the circus to Hampton Beach again next summer, which will probably be done.

Ashland, Ill., Legion Celebration Success

ASHLAND, Ill., Aug. 8.—Despite intense heat the first part of the week, the American Legion Celebration held here recently was a success both for the sponsoring committee and show people, due to the hard work and co-operation of committeemen. Merchants' drawings were held the last three nights and free acts were donated by them. Shows, rides, free acts and concessions were used, all booked independently, with the Ferris Wheel getting top money.

Rides were Ferris Wheel, William Hoffner; Merry-Go-Round, Francis Briggs; Kiddie Ride, Fred Rainey; Miniature Autos, M. E. Wright.

Shows included the Snake Show, Robert G. Wing; Small Animal Show, Carrie Day, and a Mickey Mouse Show, Charles Owens.

Novelties were handled by George Wells; scales, Dinsmores; photo booth, Robert Gray; mouse game, C. Oliver; mentalist, Stanley; penny pitch, C. E. Little; milk bottle and cookhouse, M. E. Wright; snowballs, Robert Kiers; custard, M. E. Turner; orangeade and pop corn, Clair Linneberger; juice and ice cream, W. A. Kasten; penny arcade, C. E. Berg; cigaret gallery, L. Anderson; floss, C. Lane; plaster, McAlexander brothers; photo booth, Carrie Day. The local Legion operated one corn game and general stand.

Free acts featured the last three days were Carrie Day's dogs, the Rosards and Charles Armstrong, balloon. The American Legion band from Jacksonville and high-school bands from neighboring communities provided music.

Plans at Marshalltown

MARSHALLTOWN, Ia., Aug. 8.—Elaborate plans are being made for the initial Marshalltown Tallcorn Exposition hereafter to be a yearly event. Merchants have donated \$5,000 toward preliminary expenses of billboard, radio, press, caravan advertising and a public-address system to cover the entire business district. All main thoroughfares are to be decorated with corn.

Work is going forward on the erection of platforms for the presentation of free acts, speeches, etc. There will be two parades and band concerts given daily. In addition a street carnival will be held with shows, rides and concessions. Stage shows, furnished by Balaban & Katz, will be given nightly, and Bernie Cummings' Orchestra will furnish music for three public dances.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Biz Way Up at Chi Mdse. Fair

CHICAGO, Aug. 8.—Not only is buying more active this year than it has been in seven years at the Chicago Merchandise Fair, but the merchants and purchasing agents of the chain stores in attendance are looking for better merchandise, according to Walter J. Kenney, secretary of the organization.

Increased interest in the fair by exhibitors this year made it necessary to turn down several requests for space, the entire Exhibition Hall and several sample rooms above being taxed to capacity with some 132 exhibits. Thousands of items are displayed in the numerous open booths where the merchandise is arranged for quick inspection and comparison.

Up to yesterday there was a registration of 1,054 buyers, an increase in attendance of 30 per cent over last year at the same time. Buying, which usually doesn't start until the third or fourth day, began this year on the first day, with merchants taking heavier orders. The buying trend has been decidedly away from cheap imported merchandise, and the biggest play has been given the toy and novelty lines. Last year around \$1,250,000 in orders were taken. This year more than \$2,000,000 worth of business is conservatively expected.

The Chicago Merchandise Fair opened Monday and will continue until August 14.

## Big Field for Electric Razor

The wholesale merchandise industry is now in an excellent position to capitalize on the wave of popularity that is greeting the electric razor on every hand. A survey some months ago revealed that while thousands of people wanted to enjoy the comfort, ease and convenience of electric shaving, the price at that time seemed a bit too high for the average person.

The great improvement in business conditions since that time, however, has served to set the electric razor apart as an excellent item for heavy promotion by wholesale merchandisers. The advertising and promotion efforts of the competitive manufacturers themselves have created an opportunity which the industry is not likely to overlook and the public has now been thoroughly educated to the superior advantages and established price of the razors.

The wholesalers and distributors who pioneered in handling them are reporting increasing demands each month for the electric shaver as a class premium item. It is pointed out that the heavy promotion and advertising and better conditions have offset to some extent the need for a lower-priced electric razor and assures a worth-while profit to the industry.

### Salesboards Move Mdse.

Some idea of the importance of the boards in selling merchandise may be gained from the fact that during the last four months of 1935 more than \$30,000,000 worth of candy was sold in this way.

It is also estimated that approximately 300,000,000 packages of cigars have been sold thru the use of salesboards. And all of this is not to mention the great volume of other merchandise constantly flowing thru these channels. Prominent among the miscellaneous items which get a big play in this manner are cigar cases, lighter lighters, pipes, ash trays, pocket knives, watches, clocks, leather goods, radios, pen and pencil combos, razors, lamps, novelty dishes and many others.

## Radio "Circulation" Revealed by Survey

The success of radio premiums is largely determined by the number of persons reached by radio, as well as by the appeal of the premium offered. The extent of the national "circulation" has been the subject of an exhaustive examination by the joint committee on radio research and the figures have just recently been compiled and made available.

They disclose that, as of January 1, 1936, the number of families in the United States owning radio sets was 22,869,000 or 74 per cent of the total families. The number of new sets sold for home use in 1935 was 4,400,000, with 1,413,000 new radio families added. The number of automobile sets sold in 1935 was 1,100,000 and the total number of automobile sets now in use is approximately 3,000,000.

On the low average of but three to a family, the radio audience in the homes of the nation, exclusive of those riding in radio-equipped cars, reaches the astounding total of 68,607,000 or more than half of the population of the country and a buying power that is probably two-thirds of that of the entire nation if ownership of a radio set is any indication.

## Biz Continues Big In Philly Territory

PHILADELPHIA, Aug. 8.—Commercial activity in Philadelphia and vicinity during the past week, favored by comfortable temperatures, continued generally satisfactory, according to the weekly business survey of Dun & Bradstreet.

"Retail trade was brisk," the report says, "reflecting in part demands incident to the best vacation season in years, with increases from 10 to 16 per cent over the same period of 1935."

Department store sales ran at least 10 per cent ahead of last season and closed July with some establishments reporting increases up to 22 per cent.

In the wholesale trade the formal launching of the fall season held the volume to its widened proportions of the preceding week. In nearly all lines merchandise was assembled in preparation for the heaviest consumer demand experienced since 1929. As stocks of summer goods neared depletion requests for immediate delivery were numerous.

The reinstatement of orders canceled a month ago by some country merchants also was a factor in holding the week's volume to 20 to 35 per cent over the 1935 comparative.

## Electrical Mdse. Always Gets Play

One line of merchandise which the amusement industry is always certain will increase profits is the electrical appliances—probably one of the widest and most varied lines in the entire merchandise category. It offers items at price variations satisfactory to every class of trade.

For some years now the members of the amusement industry have found electrical merchandise sure profit getters and certain to be the best flash display used.

Toasters, waffle makers, grills, irons, electric clocks, electric mixers, boudoir lamps, desk lamps, floor lamps, percolators, triteolators, vacuum cleaners, washers and hundred of other electrical appliances instantly capture play wherever they are displayed.

Most important are the price variations, so that different locations in the amusement world can match the merchandise to the trade with ease.

In the toaster category alone there is possibly a range of more than 20 prices, starting from below a dollar to past the ten-dollar mark. The same holds true in all other categories. Electric clocks

## Nation's Retail Trade Continues Its Rise

Ignoring the tradition of midsummer dullness, retail trade expanded the past week, even in parts of the country afflicted by the drought.

A sales rise of approximately 10 per cent above the previous week and 23 per cent over the figures of a year ago was brought about principally by the demand for men's clothing and furnishings, women's and children's apparel, shoes, sportswear, electrical supplies, hardware and furniture.

Month-end wholesale volume was well maintained at a point of 25 to 30 per cent above a year ago. Advance orders for fall delivery of dry goods, furs, ready-to-wear items, sports coats, furniture and home furnishings are substantially in excess of last year and give rise to the general belief that fall trade will be the best in several years.

Industrial activity also advanced the past week from 94.2 to 95.2 in the Associated Press index, the highest level in six years. A year ago it stood at 74.6.

## College Accessories Getting Good Play

Leading merchandise distributors are already benefiting from the annual trek to college which is about to get under way. It is estimated that this year's matriculation at the universities and colleges of the nation will be the greatest in several years.

Substantial orders have been received from outdoor amusement men who are stimulating patronage and giving out much merchandise in the closing weeks of the summer with displays that have a definite college atmosphere about them. Items that are being featured in this way to best advantage include groups of leather goods, such as overnight bags, lecture portfolios, pocket letter files, zipper bags, billfolds, military sets in leather cases and leather-bound memo pads.

Another group of items which are being heavily featured both collectively and singly because they play an important part in everyday life at college, consists of cigaret cases and lighters, book-ends, pen and pencil combinations and sets, handbags, compacts, flasks and the like.

Alert outdoor men have found that it is necessary to feature quality merchandise to obtain the best play with the result that goods from many well-known and well-established manufacturers are conspicuously displayed.

can be featured for play at a few points and can range up to thousands of points.

The importance of the automobile should also be considered by the average amusement operator when he purchases electrical products. Electrical cigar lighters, small fans and many other items are in this category. The electrical products that are now being produced as automobile accessories are so varied and so great they cover an entire field by themselves.

It is certain that in the use of electrical merchandise the amusement industry (See ELECTRICAL MDSE. on page 61)

## MAKING THE TEXAS CENTENNIAL CROWDS NOVELTY AND SOUVENIR-MINDED

By PHILIP KAPLAN

Watch for This in  
The Fall Special  
Of The Billboard

## Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handling out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

The lineup on the Glick Expo Shows has been enjoying about the greatest crowds in its history. Several stores are keeping Rip Winkle on the hop. The same goes for Leon Brennon, who has four attractive ball games. There is also along the midway an unusually attractive bingo store operated by Charley Kohan, and Harry Decker's front-catch ball game cannot very well be missed.

The roster on Dodson's World's Fair Shows' midway includes Mrs. Ray Balzer, Mrs. Jack Ballie, Mrs. Clarence Sherman, Mrs. Jessie Clark, Mrs. Mel Dodson, Mrs. Al Crane, Mrs. Hinman, Mrs. John Gordon, Mr. and Mrs. Sam Kaplan and Mrs. Paul Osborne. Looks like the ladies dominate the midway.

Morris Lipsky and Buddy Paddock, at Evansville, Ind., with the Johnny J. Jones Expo, reported big biz with their corn game. Also at this event were the Jessop family with their pop-corn and candy wagon. . . . Business was fair for Mrs. Ed Strassburg's photo gallery over at the Lawrenceburg, Ind., Fair the other week. . . . Ben Weiss has a brand-new corn game all ready for his Rockaway Beach engagement. As you all probably know, Ben is with the Mighty Sheesley Midway.

It is a cinch, according to Starr DeBelle, your fortune is made if you just switch over to Ballyhoo Eros' Circulating Expo and see Major Privilege. It seems that he is having a h— of a time keeping his midway filled up. The turnover is too fast and so he is spending most of his time booking and selling exclusives on concessions. Nobody working; money too plentiful.

Local ordinances in Sacramento, Calif., forced Joe Krug and Mrs. Roy Ludington to take a two weeks' vacation, but they now have their mammoth bingo stand in operation at the American Legion show in Hayward, Calif. It all moves along with Crafts 20 Big Shows. . . . At the entrance of Tin Pan Alley along the California Pacific Expo midway Slim Sauter now has charge of the pitch-till-you-win clothespin concession. . . . It takes 10 wins to do all the chance making for all those customers playing Al Cunningham's amusement machines. Right now his biz is probably topping all others on the Pacific Expo midway.

Carnival men overlook a good bet, in the opinion of a man just returned from the West, if they omit electrical merchandise from their displays. Electrification of farm homes is one of the most active industries in the West and Middle West, and all kinds of stores, including garages, are selling electrical percolators, toasters, fly traps, handkerchief dryers, etc. There are plenty of 11 lines available in this merchandise which make good sellers, and the supply of novelties is unusually large. Public utility companies are spending a lot of money to popularize the use of electrical equipment of all types in the home in an attempt to increase power consumption.

**UNIVEX FOLDING CAMERA**

Big Premium Item!



Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed 3 3/4 x 2 1/4 in. May be used for snap or time pictures. Makes pictures size 1 1/2 x 1 1/4 in. One of the LATEST MODELS—very successful as a selling proposition. Very excellent pictures that may be enlarged. No. B101 CAMERA. **69c**

Each Test for \$6.50  
No. B102 FILMS, for Above. Put up 8 Exposures in a Roll. Dozen Rolls **85c**

SEND FOR CATALOG.  
**ROHDE-SPENCER CO.**  
(Wholesale House)  
223-23 W. Madison St., Chicago

**TROUPEURS ATTENTION**

Recd. Cents. 100. \$0.75
Base Balls, No. 9. Doz. .85
Spray Hats & Feathers. Gro. 4.00
Darts, Inside Wgts. Doz. 4.50
Monkeys, High Hat. Doz. 4.40
Indiana Razor, Dbl. Hundred .75
Indiana Razor, Sin. Hundred .85
Whips, Long Lash, 54". Doz. 5.00
Sun Glasses. Seils 25c. Doz. .75
Canes, China Heads. Gro. 7.20
Canes, Maple, Gladiol. Gro. 8.00
Parasols, Silk, 8-Rib. Doz. 8.75
Parasols, Paper, Large Size. Gro. 10.50
Birds, Large Outside Whistles. Gro. 2.50
Globe, Dolls, Feathers and Beads. Gro. 8.00
Rubber Toys, Assortment. Gro. 4.50

Full line of Novelties, Balloons, China, Blum, etc.  
**NOVELTY SALES COMPANY**  
131 So. Illinois St., Indianapolis, Ind.  
Prices subject to change. Dep. on O. O. D. orders.

**NEW CATALOG NOW READY**

New Plaster Novelties at low prices, and Merchandise for Corn Game, Country Store, Fishpond, Pitch-Till-You-Win, Ball Game, Seal Men—Cans, Blankets, Tea Sets, Water Sets, Imported 8 1/2 in. Vases, Only Carnival Supply House in Louisville.

**G. O. J. MATTEI & CO.,**  
927 E. Madison Street, Louisville, Ky.

**SELL NAP-TA-KING CLEANING CRYSTALS**

Makes Cleaning Fluid, 2 1/2 Gallon. New Stainless Discovery. NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naphtha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractive. 10 boxed Trial Order, \$1.00 per Dozen, postpaid. With 2 Demonstrators. Sample 10c.

**BN-S, NAP-TA-KING, 1600 W. Madison, Chicago.**

**ELGIN-WALTHAM**  
RAILROAD MODEL 16 - SIZE

7 JEWEL ... \$2.50
15 JEWEL ... 3.25
17 JEWEL ... 3.50

DEPOSIT REQUIRED—BALANCE C.O.D.  
SAMPLE WATCHES EXTRA QUANTITY BUYERS WRITE

**Berkmose 125-765-8100**

**SPECIAL 39c A GROSS**

No. J66—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, cries and songs of birds. Regular price, 75c a gross.

C209—Rayon Silk Tie. Doz. Gross
C354—Men's Cotton Hose .68 \$7.45
M243—Octagon Shaped Lighters 3.95
Perfume in Fancy Bottles 1.75
Reproduction Pearl Necklaces. 2.85
N297—Clip Combs .45 5.25
M232—Toothpick Knives 5.25
Saxon Plaid Blankets, any quantity. 1.05
Face Powder, De Luxe 3.45
Broadway Needle Books 1.09
Double-Edge Razor Blades, Per 1,000 2.48
8187—22-Year Calendar .57

FREE: Wholesale Catalog of 8,000 East Sellers.  
Send for a copy today.

**SPORS CO., 8-36 Erie St. LeCenter, Minn.**

**NEW ITEMS**

**New Counterfeit Detector And Signature Prover**

One of the most unusual new items and one for which there is a definite need was recently introduced to the trade by the Vigilant Sales Corporation. The item is called the Vigilant Detectograph and is used as a counterfeit and forgery detector, signature prover, finger-print reader, water-mark examiner and raised check discoverer.

The unit comes in a bakelite cabinet and gives dual examination magnification and illumination thru indirect lighting. It is possible to X-ray or penetrate an article under examination thru a two-way switch control which operates either on A. C. or D. C. current.

Hotels, banks, stores, restaurants and theaters are now using the Vigilant Detectograph, as well as detective bureaus, post offices, public utilities, etc. Among the better known present users are the National City Bank of New York, Commercial Bank and Trust Company, Irving Trust Company, Ohio Power and Light Company, John Wanzamaker's, Gimbel Bros.; Bonwit Teller, Inc.; post offices in Paterson, N. J.; Saratoga, N. Y.; Hotel Ritz Tower, New York; Clinton Hotel, Albany; Utica Hotel, Utica, and numerous others.

Demonstrators and salesmen are finding the Vigilant Detectograph particularly easy to sell because a simple demonstration of exactly what the unit does is enough to close the sale with practically any firm handling money. There is a big-profit margin in the sale of this unit for the salesman or demonstrator.

The Vigilant Sales Corporation has a colored illustrated circular which will be sent free upon request to anyone interested in the unit.

**Combined Radio and Globe**

About once a year there appears on the market an item which from the very first may be classed as a hit. Such a product has just been announced by the Globe Products Company. It is a low-priced radio, which alone makes it acceptable as a premium, combined with an accurate 10-inch globe. To tune the radio just turn the globe.

The quality of the tone, volume and reception are as good or better than the average small set and much better than the majority of midget sets.

Except for the one knob to turn the radio on and off and the wire leading into the base, one would never know that this accurate globe contains a complete radio and speaker.

The item will not be ready for distribution until the first part of September, but it would be well for salesboard and other premium users to contact the sales promotion division of the company immediately.

**Silk Hose Preservative**

A new hose saver, the Long Life Silk Preserver, is being placed on the market by the Lawrence Products Company. The preparation operates very simply, only requiring placing of a small amount of the powdered form in water to dissolve it and soaking the hose in this solution for about half an hour before normal washing. Besides being guaranteed to double the average life of hose, it is also effective for lingerie and similar silk and related products.

**Triple-Plated Skillets**

Two new model triple-plated skillets are being placed upon the national market for premium distribution by the Chesterfield Company. Known respectively as the Champion and Chesterfield models, the two are similar in general construction and appearance, allowing a slight variation only.

The skillets are of first-grade strength, being made of 14-gauge steel and plated with copper, chrome and nickel over the steel, giving a brilliant appearance to the finished product that is unequalled for displays.

**Rust Preventative**

Seal-S-Teel is said to seal the surface of metals against moisture from handling or atmosphere. It is a thin, volatile liquid that is not an oil or grease and will protect all metal against rust and tarnish. Seal-S-Teel flows easily and quickly penetrates every portion of the surface, making it adaptable for use on

many irregularly shaped and intricate articles of metal about the home. Will not soil hands, is nonflammable and nonexplosive. Looks good for agents and demonstrators. Made and distributed by X-Ring Products Company.

**New Radiator Grille**

The Fraser Products Company is manufacturing a new type of automobile grille designed for premium use. The grilles are made in black and silver. They are fastened on readily with snap fasteners. People have found that the modern car operates at too low a temperature in cold weather and that the heater does not function efficiently as a result. The grille fronts are proving very popular to give additional protection against the weather.

For summer use the company is also making a type of bug screen for the radiator. Both of these products are being distributed thru premium outlets primarily.

**Complete Drug Line**

Borlab Products, New York, are introducing to the wholesale merchandise fields one of the most extensive lines of drugs, cosmetics, cleansers and polishers that has ever come out of the plant of a single manufacturer.

In the drug and cosmetic line are included cold cream, vanishing cream, cleansing cream, honey and almond hand lotion, liquid face powder in three shades, shampoo, henna rinse, chamomile rinse, lemon rinse, pine bath essence, pine bath salts, brilliantine hair oil, brilliantine (oilless) hair-wave set, toilet water, deodorant, shaving cream, shaving lotion.

The cleanser and polisher line includes Borite (a scientific cleanser), Cleno cleaning cake, pine oil disinfectant, linseed linoleum soap, self-polishing floor wax, furniture polish, metal polish, auto wax, powdered auto polish, rust remover, paintbrush cleaner, fabric cleaner, Palm-wite (powdered waterproof white shoe dressing), Kleen-wite (liquid white shoe cleaner), soap powder, dog shampoo, dog dry wash, dog flea powder, roach powder and bedbug liquid.

Every one of the above-mentioned items is manufactured by Borlab, and this fact, together with its facility for packaging, labeling and making a finished salable product, is responsible for the company's low prices on its entire line.

Borlab also makes a specialty of making up any type of product with special attractive private labels for demonstrators, pitchmen, canvassers, agents, salesmen, etc.

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

**Hot Sellers Now!**

PER GROSS **9.00**

B40N75—Pecking Bird, Made of Metal, 1 1/4 in. over all, with long feet. Tail. Bright colors. Wind strong spring and Bird with Hop around and Peck.

**Here's The Greatest 25 Cent SUN GLASS VALUE Ever Offered**

Per Gross **10.50**  
Per Dozen **.90**

B201J98—Heavy Shell Colored Celluloid Frames and Temple and Large Glass Lenses. In Assorted Colors. Each in Glassine Envelope. 1 Dozen in Box.

**THE HAT of the Season**

Per Gross **8.00**  
Per Dozen **70c**

B45N013—Miniature Straw Hat, 6" Over-All. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.

**It's New!**

6 1/2 in. Celluloid Carnival Doll

Per Gross **9.25**  
Per Dozen **.80**

B34N141—Has Gaily Colored Rosette Fan. Completed with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making it an Outstanding Number.

**FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery**

**N. SHURE CO.**  
200 W. Adams St. CHICAGO

**ANOTHER PLAYLAND SCOOP**

THE BEST BUY IN RADIO TODAY. Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

**5 TUBE RADIO | 5 R C A**  
Including 1 Metal Tube. With Dynamic Speaker | LIC. TUBES

Beautiful Striped Veneer Cabinet, 10" wide, 7 1/2" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tube guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

**PLAYLAND SUPPLY CO.**  
118 E. 28th St., NEW YORK CITY

**\$6.45** Model 65 SL. Sample Order **\$6.95**  
In Lots of 6 F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

**ROOSEVELT or LANDON CAMPAIGN HATS**

Cash in on the Fastest Selling Political Novelty of the Day. A real hat worn by men, women and children \$5.50 per 100 or \$45.00 per 1000. Order from this ad. 25% with order, balance C.O.D. 100 hats wt. 8 lbs.

**CAPITOL SALES COMPANY**  
727 East Adams St. Springfield, Illinois

The Last "Word" in Your Letter to Advertisers, "Billboard".

**For Instant Shipments**  
Send Your Orders to the  
**"New York" MILLS SALES CO.**

Wholesalers of Popular Priced Merchandise Since 1916.  
**We Are Never Undersold**

Write for FREE CATALOG.  
NO BRANCHES ANYWHERE

**MILLS SALES CO.**  
901 Broadway New York, N. Y.

**NOTES from SUPPLY HOUSES**

The Royal Egg-Timer, with a minute glass action that may be set for three, four or five minutes, has been introduced by Moderne Specialties Associates as a premium for appeal to the housewife. When the sand has run thru enough to overbalance the other end, it swings around and rings the bell from 10 to 12 times. There is nothing to get out of order; no springs or anything to wind. The indicator is simply set for the desired number of minutes and requires no further attention. Initial sales of this item for premium use have been reported as very splendid.

The new two-band Silver Radio in the beautiful To-Na-Coustic cabinet is being offered to operators by the Silver Sales Company, Chicago. The radio is attractive and has flash and appeal on the counter. Mr. Silver says that it is proving popular with operators who use it for salesboard deals and for high scores. Operators have tied in the new radio board deals with their present routes and find that it works well.

The Legion Tie Company is adding a Lemke campaign tie to the Roosevelt and Landon ties it has been merchandising successfully for the last few months. There have been so many requests for ties featuring the third party candidate that the new addition to the campaign tie family is the result.

The new Roosevelt and Landon auto shields, being distributed by Nationwide Distributors, are going over even bigger than expected. A Sauer, of that company, tells us. These, in addition to their "Drive Ahead With Roosevelt" bronzed shields, are proving to be extremely fast sellers, he says.

The Toy Balloon Company, New York, recently donated 500 toy balloons to the Police Athletic League, an organization sponsored by the New York Police Department.

In addition to donating the balloons, Raymond Warny, of the company, personally supervised the inflation of the balloons, which were released from the tower of the Empire State Building at a ceremony attended by Former Governor Alfred E. Smith and Jack Dempsey. The Police Department assigned Officer Joseph Dunn to assist in the inflation and release work. The balloons were tagged and prizes awarded to the finders.

At the termination of the ceremony Al Smith and Jack Dempsey graciously gave their autographs to Jackie Rauh, Warny's nephew. The gesture was in response to the toy balloon company's donation to the event.

The Acme Overall and Uniform Company announces that its new catalog is off the press and is free for the asking. Pieces of materials from which their uniform shirts and overalls are made are attached and a complete description is given of their entire line. Irving Farber is much pleased with the response received from fairs, carnivals and business houses in general on the uniform shirt they are offering.

**UNITED BLADES WARNING!**

Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobbers cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to

**UNITED RAZOR BLADE CORPORATION**  
222 W. Adams Street Chicago, Illinois

Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!

**Fair Workers, ATTENTION! SOMETHING NEW**



Printed TOOTSIE BALLOONS, with Movable Eyes. 33.50 Gr.  
POPEYE BALLOON . . . . . 3.50  
Printed FREEMEN BALLOONS . . . . . 3.25  
MICKEY MOUSE BALLOONS . . . . . 3.25  
MICKEY MOUSE and POPEYE SLIM JIM BALLOONS . . . . . 3.50  
BALLOON REEBOS . . . . . .25  
MILLER RUBBER INFLATED TOYS—Tom Mils. Popeye, Pluto, Mickey Mouse and Asst. Animals 8.40  
PUNCHING BAG BALLOONS . . . . . 3.50  
7" FEATHER DOLLS, with Hat, Necktie and Earrings . . . . . 9.00  
COWBOY and MEXICAN HATS. Dozen . . . . . 1.50  
MINIATURE COWBOY HATS. Dozen . . . . . .75  
SILK PARASOLS. Dozen . . . . . \$1.25, \$1.50, 1.75  
CLOTH PARASOLS. Dozen . . . . . .70  
MEN'S WALKING CANES, Maplewood, All White. Dozen . . . . . 1.25  
Mohegany Finish, with Gray Handle. Dozen . . . . . 1.50  
LIGHT WALKING CANES, Different Colors. Doz. . . . . .75  
DICE and ASST. ANIMAL HEAD GAMES. Doz. . . . . .60  
SWAGGER STICKS . . . . . 5.00  
FLYING BIRDS, with Outside Whistle . . . . . 2.00  
FLYING BIRDS, with Inside Whistle . . . . . 2.50  
FUR MONKEYS. Dozen . . . . . .60  
WHIPS, with Loop Handle and Whistle. Dozen . . . . . .65

We carry a full line of Novelties for Scatemen and Pitchmen; also Beano and Bingo Games. These prices are guaranteed for this week only, subject to change without notice. All orders shipped same day as received with 25% advance deposit. Balance C. O. D. No goods shipped without deposit.

**46 HANOVER ST. BOSTON, MASS.**

**WHAT DO YOU NEED?**

**BORLAB PRODUCTS**

LOW PRICE HIGH QUALITY ITEMS  
DEMONSTRATORS, PICKUPMEN, AGENTS, CANVASMEN, SALESMEN

**426 BROOM ST., NEW YORK, N. Y.**

We manufacture a complete line of cosmetics, cleansers and polishes—all finest quality at extraordinarily low prices. Write today for FREE illustrated circular listing our complete line and prices. **PRIVATE LABELS A SPECIALTY** We specialize in making up any product in the above mentioned line with your own private label. **SAVE MONEY—MAKE MORE MONEY—GET IN TOUCH WITH US TODAY!**

**BORLAB PRODUCTS**  
426 Broom St. New York, N. Y.

**EPSTEIN'S MONEY MAKING SPECIALS**

ORIGINAL GOOLIE HATS—Large Size. Biggest Number of Days Centennial. Dozen. **\$1.40**

LARGE COMIC EYEGLASSES—With Nose and Mustache. A Knock-out Seller in New York. Gro. **4.00**

SPANISH HATS—Bright Colored Felt with Ball Fringe. Doz. **1.75**

LUCKY CHARMS—Donkeys, Elephant, and Many Other Varieties. 75c to 1.20

LUCKY RABBIT FOOT CHARMS. Dozen **.40**

HIGH HAT DOLLS—7 1/2" with Beads and Earrings. Dozen **.70**

FEATHER DOLLS—Celluloid, with Beads and Earrings. Dozen **1.75**

BAMBOO GAMES—For Above Dolls. Per 100 **.60**

STRAW HATS—With Feathers. Gross **3.75**

JUMPING FUR MONKEYS **4.00**

POP EYE OR MICKEY MOUSE SLIM JIM BALLOONS. Gross **3.25**

Workers for Same, Each 25c.

ORDER FROM EPSTEIN FOR SPECIAL SERVICE AND ROCK-BOTTOM PRICES. Send for Our Price List for Other Good Buys. 25% Deposit With All Orders.

**EPSTEIN NOVELTY CO., INC.**  
130 Park Row, New York City.

**SAVE MONEY-TIME FREIGHT** ORDER from the most centrally located novelty house in the country

**SPINNERS** My Party Charms, Democratic-Republican. Hot Novelty. Dozen **45c** Express Only.

**CHAMPION SPECIALTY CO.**  
814-X Central St. Kansas City, Mo.

**Your New MONEY SAVING GUIDE**

**IS NOW! READY!** Send for it Today!

Everything that's new in fast-selling Novelties, Concession Good, Premium, Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

**OUR PRICES DEFY COMPETITION!**

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**You Bet We Have Them—And The Best Buys In The Country Too**

**LEVIN'S HELP YOU MAKE MONEY**

HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying Birds . . . . . Gr. \$1.95	N 636B—Imported Jap. Camcra . . . . . Dz. \$0.75
N9099B—54 In. Lash Whips Dz. .60 Gr. 6.50	X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses. 250 Pkgs. in Case. Per Case . . . . . 2.75 Per 1000 Pkgs. 11.00
N9315B—8 In. Air Balloons . . . . . Gr. 1.90	
W 536B—Pocket Watches . . . . . Ea. .69	
F2967B—"Univex" Cameras . . . . . Ea. .69	

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

**NOW 50 YEARS IN BUSINESS LEVIN BROTHERS TERRE HAUTE, INDIANA**

**FREE 5 DAY TRIAL**

**5 TUBE GENERAL RADIO**

**SATISFACTION GUARANTEED** Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.) **FAST SALES! BIG PROFITS!** Modern Walnut Cabinet. Powerful dynamic speaker. Superb tone. Large illuminated airplane dial. R. C. A. Licensed Tubeless Metal. No aerial or ground needed. A. C. D. G. Packed in air-cushioned cartons. **FREE NEW 1937 CATALOG** Showing 6 new models. Sensational values.

**\$6.95** LOTS OF SIX  
**\$7.45** SAMPLE SET

25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

**GENERAL WIRELESS LABORATORIES, Inc.**  
240 W. 23rd St. (Opp. 1-D) New York, N. Y.

**SALESMEN • DEMONSTRATORS**

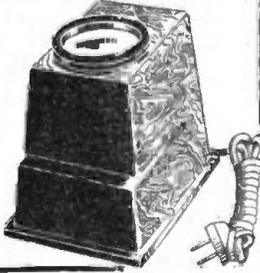
**MAKE BIGGER MONEY with FEWER CALLS • THE VIGILANT DETECTOGRAPH**

The New Counterfeit Detector and Signature Prover saves banks, hotels, theatres and every retail business hundreds and thousands of dollars each year. To demonstrate this great new machine is to sell it. Millions of prospects are waiting to be shown. Now is the time for you to bring them. You'll clean up!

You'll make more money than you've ever made before with less effort. Get in on this now, while it's brand new! Write today for FREE illustrated circular showing list of prominent users, special prices, etc.

**DISTRIBUTORS** who want to clean up with an item for which there is a real need. Write today for special deal.

**VIGILANT SALES CORP.** Paramount Bldg., Suite 1508 NEW YORK, N. Y.



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

**Items Featured at Chicago Mdse. Fair**

A complete line of digger merchandise to a retail value of from 25 cents to \$1 is being offered by the International Merchandise Company. It also has a buyer on a four-week trip looking for new merchandise suitable for the rotary machines which are rapidly taking their place in the coin-machine operating business. Lighters, pens and small novelty housewares are featured at its display in the Palmer House.

Idealite, Inc., is doing a land-office business with its new and unusually attractive line of low-priced lamps. The line consists of popular-priced parchment lamp shades and complete table and floor-lamp units.

Another attractive display is that of C. R. Jacobs, of Rudolph Jacobs & Company. They are featuring fancy notions and jewelry novelties. Especially popular are the adjustable initial rings which can be made to fit any finger. Mr. Jacobs stated that he is very much interested in *Billboard* readers, and to prove it he is offering absolutely free of charge one gross of combination collar-pin and tie-cass sets with every order of one gross or more combs, rings or assorted lots.

Any readers interested in securing addresses of firms whose merchandise is reviewed in this article send their name and address to The *Billboard*, 25 Opera Place, Cincinnati, O., and a complete list will be sent to you by return mail.

A big variety of artificial flowers is being offered by the R. Brundau Company. Probably the most popular number at the show is the complete line of corsages made to retail at 10 cents. Other attractive numbers include the lighted Christmas wreaths, retailing at 50 cents, and the baskets of flowers, retailing at 32 cents.

The Majestic Merchandise Company, featuring fancy goods, children's sets, jewelry and novelties, is likewise doing a land-office biz. This firm has one of the most complete lines of low-priced merchandise at the show. There is not an item which is not suitable for the concession man or the premium user. It has been reported that Majestic's business has been so good during the last few months that it has had to add two additional floors to its offices in New York.

The Nussbaum Furniture Company has some very beautiful toy and souvenir cedar chests and sewing cabinets

**Great Sale - While They Last**

**MEN'S STRAP WATCHES**—10% Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag In Box. In Lots of 6, G. Jewcl. \$3.00 Ea.; 15-Jewel, \$4.00 Ea.

**AMERICAN MADE WRIST WATCHES** — With Strap or Metal Band and Gift Box and Tag.

**DUEBER HAMPDEN** — 7-J., \$3.00; 15-J., \$3.75

**ELGIN & WALTHAM** — 18 Size, Railroad Model \$2.00

Cite. 7-Jewel, Hunting Movement, Each. 15-Jewel, \$2.50; 17-Jewel, \$2.75.

**SPECIAL PRICES FOR QUANTITY USERS** Sample 50c Extra. 25% Deposit, Balance O. O. D. Send for Catalog.

**N. SEIDMAN**  
173 Canal Street, NEW YORK, N. Y.

**Campaign KEY CHAINS**

Fastest selling 10c election item: 100% profit. Lucky Horse-Shoe one end, Democratic Donkey or Republican Elephant other end, gold or nickel plated chain, \$7.20 Gross. Sample, 10c each. 25% deposit, balance C. O. D. FREE circular.

**NOYES Mfg Co.**  
63 Fulton St., New York, N.Y.

**ELGIN WATCHES, \$1.65 EACH**

7-Jewel, 18 Size, White or Yellow Cases. **ORSCENT CITY SMELTING CO.** FLASH GARNAL WATCHES, 50c Each. Send for Price List.

Your Money Back If Not Satisfied. **ORSCENT CITY SMELTING CO.** Old Gold and Silver Buyers and Refiners, 118 N. Broadway, St. Louis, Mo.

which should prove very popular with the salesboard operators.

Mr. N. Baumrind, the genial and well-known representative of Steinberg Merchandise Company, had some very attractive new items just recently imported. Probably the best number in this extensive display was two handkerchiefs and an imitation pearl necklace in a cellophane-topped box selling to the trade for 6 1/2 cents.

The United Merchandise Company is another firm handling a line of merchandise almost every item of which is suitable for the concession biz. Manicure and toilet sets, leather goods and novelties predominate. It will furnish samples free to those who give satisfactory evidence they are in a position to buy in large quantities.

Mr. Martin, of Gift Headquarters, Inc., was being kept plenty busy filling orders for smoker sets, bridge novelties, match novelties and many other items attractively priced. The match novelties, featured in *The Billboard* several weeks ago, received an unusual amount of attention from retail buyers at the show.

Prosperity is definitely here, according to Mr. Maisel, of Blossom Doll. And from the number of buyers in his exhibit no one would question him. But he does not make his comment from the number of orders; he goes entirely by the quality of the merchandise and the prices retail buyers are willing to pay. "I have a luxury item—fancy as well as novelty dolls—and when retailers are willing to pay \$4 and \$5 for a luxury item you know fairly well that people have plenty of money to spend," said Maisel. "Altho my medium and lower priced dolls still afford me the best business, it is gratifying to see buyers really take an interest in high-priced dolls."

**Christmas Card Sales Campaigns Under Way**

With the heat in practically all parts of the country at a fry-an-egg-on-the-sidewalk pitch, it is rather difficult to think of Santa Claus, snowballs and sleigh rides, but one group of wide-awake merchandisers are giving plenty of thought to just those subjects. This group, the Christmas card manufacturers, are already getting their sales campaigns under way.

Early reports from these manufacturers indicate that there are a great number of salesmen who are placing their Christmas card orders early, getting early deliveries and already taking orders for good quantities of the cards.

A few of the manufacturers who have sales campaigns under way are Wallace Brown, Inc.; Wetmore & Sguden, the Dunbar Company, Sunshine Art Studios, Silver Swan Studios, White's Quaint Shop, General Card Company, Thistle Greetings, Bluebird Studios, John A. Hertel Company, Chilton Greetings, Harry Doebla Company, Friendship Studios, Thomas Terry Studios and Waltham Art Publishers.

Perusal of the assortments of several of the leading manufacturers is ample evidence that the assortments this year are more cleverly designed, more attractive and more appealing than ever.

The alert agent and salesman who gets started early should have no trouble netting a nice pocketful of profits on the Christmas card assortments this season.

**ELECTRICAL MDSE.—**

(Continued from page 58)  
try has met with a great boon to its profits. The operators all realize this fact and their continued purchases of this merchandise assures every one of the wholesalers that there is a definite volume which can be retained.

The operator who doesn't feature this type of merchandise at periodical intervals is missing an unusual opportunity to bring greater respect to his games and himself from the public as well as, and most important of all, greater profits than he could otherwise enjoy.

**Hilderbrand's United Shows**

Bellingham, Wash. Week ended July 25. Location, Cornwall circus lot. Auspices, F. O. E. No. 31. Business, good. Weather, ideal.

With increased attendance nightly show enjoyed a good week at Bellingham. Marquee broke the record established early in the season at Eureka, Calif. The F. O. E. Band and Drum Corps held nightly concerts and were tireless in their efforts to assist the management. Constant plugging over Radio Station KVOS drew large crowds

**5-DAY MONEY-BACK TRIAL**

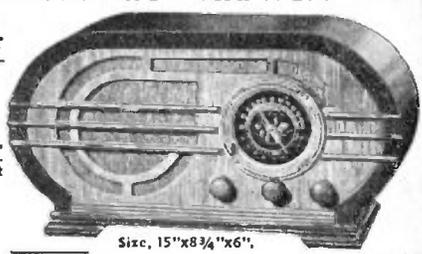
**Silver TO-NA-Coustic Two-Band RCA** LICENSED RADIO

**\$10.54** Lots of 6

**SAMPLE SET \$10.94**

Rush \$2.00 deposit with order, balance C. O. D., f. o. b. Chicago. Purchase price refunded if not 100% satisfied.

- One-Year Guarantee
- 5 Tubes, Inc. 1 Metal Tubel
- Special Short Wave Switch!
- Police, Amateur, Airplanes!
- Full Dynamic Speaker!
- 3-color Illum. Airplane Dial!
- Self Contained Aerial!
- Two-Tone Walnut Finish!
- AC-DC, 110 Volts, 60 Cycles!



Size, 15"x8 3/4"x6".  
**SILVER SALES CO.**  
612 No. MICHIGAN AVE., Dept. BB,  
CHICAGO, ILL.

SEND FOR CATALOG

bb22—NOVELTY DOG ASH TRAY, Dozen, \$1.20; Gross. . . . .	\$12.00
bb23—MOSELFF "Infant's Rubber Novelty, Dozen . . . . .	8.00
bb24—RAYON SILK PARASOLS, Dozen . . . . . \$1.50; Extra Large Size, Dozen . . . . .	1.75
bb25—FLORAL COTTON PARASOLS, Dozen . . . . .	75c; Gross. 8.50
bb26—HEAVY SUPREME WHITE MAPLE PARADE GAMES, Gross . . . . .	17.00
bb27—SWAGGE GAMES, Assorted Bright Colors, Gross . . . . .	6.00
bb28—GENUINE REACH BOUNDER BASE BALLS, Dozen . . . . .	1.15
bb29—BALLOONS, Special Carnival Prints, Gross . . . . .	2.50
bb30—DICE ASH TRAYS, in Box and Gross Boxes . . . . .	4.00
bb31—17-Piece Large Size CHINA TEA SET, Each . . . . .	1.00
bb32—GIVE AWAY CANDY, Flashy Box, Per Hundred . . . . .	1.00
bb33—LAMPS, Assorted Table Lamps, Large Sizes, Dozen . . . . .	7.20

CAMPAIGN NOVELTIES, 7 Samples Sent for 40c in Stamps.

We have on hand for immediate shipment: Bingo Cards, Hoop La Blocks and Hoops, Cans Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Jars, and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

across the Canadian border. Four Jacks, Charles Soderberg and Lillian La France came in for high praise by public and press. The circus atmosphere in presenting these free acts is a novelty in this territory. Many folks from the West Coast Shows in Seattle visited. Will Meyers was a visitor from Tacoma, Wash. Almost the entire show visited Vancouver and Victoria and took in the Vancouver Centennial. Mrs. Ben H. Martin entertained in honor of Mrs. Harry Sucker, who celebrated her birthday anniversary. An epidemic of tailored suits struck the midway, including Ben H. Martin, Charles Marshall, Johnnie Gibson, Charles Collier, Myles Nelson, Harry Sucker, O. H. Hilderbrand, E. W. Coc, E. Pickard, William Summers, Ivan Mays, Danny Callahan, Fred Webster, Leon Whitney, Earl Stolze, Joe White, Lewis Hammon, Leonard Henderson, Johnnie Hicks, Lawrence LaLonde, H. E. Wachtman, Edward Young, Ralph Balcom, Jack Barber, James Clark, James Scruggs, Harry Golden, Johnnie Miller, Polish Harry Fisher, William Groff, Babe Gresham and the writer. Mr. and Mrs. O. H. Hilderbrand had as their house guest Mac Mooney, of Vancouver. Kay Rogers departed for Los Angeles. Jacoby Family departed for Seattle. Mr. and Mrs. Walter Meisehsaul purchased a sedan. Mrs. Jack Barber returned from San Francisco, where she visited her mother, who is ill. Mrs. E. Pickard and daughter, June, returned from a trip to Boise. Lucille King entertained a party of friends at a local cafe. Guests included Hazel Fisher, Verna Seeborg, Kay Quivala, Mrs. M. Quivala, Mr. and Mrs. Johnnie Gibson, Charles Marshall, Kay Rogers, Mr. and Mrs. Johnnie Miller, Joe White and the writer. Toby Coe celebrated his birthday anniversary. Bellingham is the last location in Western Washington.

WALTON DE PELLATON.

**Ellman Amusement Co.**

Tomahawk, Wis. Week ended August 1. Auspices, Veterans of Foreign Wars. Weather, good. Business, good.

Show played Tomahawk on downtown lot to capacity crowds each night. First carnival of the year at Stevens Point. Leaving on Sunday, followed by Sol's Liberty Shows on same lot. Visitors at Stevens Point were Mr. and Mrs. Bill Snapp, of Snapp Show; Bob Hall and Bell Solomon. New front on Siamese Twins, managed by Jimmy Franklin; new lighting effect also. Ben Lockman going strong with his Mexico Show. Visitors from Gold Medal Shows, which is only 16 miles away, were Oscar Bloom, Viola Hayes, Midget Walkup, Dottie Smith and Mr. Neighbors. Frances Ellman returned from a Milwaukee business trip. Charles Ellman contracting fairs and celebrations. Mickey Stark building two more concessions and Ray Livammer with his seals a new arrival. JIMMY FRANKLIN.

**SENSATIONAL — NEW SHEAR SHARP**



**OPPORTUNITY**  
\$ \$ OF A LIFETIME \$ \$  
CASH IN WHILE CASHING IS GOOD  
BE THE FIRST TO  
INTRODUCE  
**SHEAR SHARP**

Exclusive Patent Rights. Territories Open. Scientifically sharpened and beveled both blades at once—and at the proper cutting angle. So simple a child can use it. Pays for itself.

**AGENTS - DEALERS - CANVASSERS**  
Leading Dep't Stores flooding us with orders.

**\$ \$ SELLS ON SIGHT \$ \$**  
Individually boxed with instructions for use.  
50c Value. Sample, 35c. Per Doz. \$2.80  
Per Gross \$33.60 One Dozen FREE  
with every gross ordered for limited time.  
Terms: Send money order, stamps or 25% Deposit, Balance C. O. D.

**COLONY MFG. CO., Inc.**  
1 Hunter St., Long Island City, N. Y.

**FREE YOURS FOR THE ASKING THE 1936 IMPERIAL**

Wonder Catalog Listing 5,000 new fast-selling Novelty and Sundry Items. Write for your copy at once. We are swamped with requests.

**IMPERIAL MERCHANDISE CO., Inc.**  
893 Broadway, Dept. M, New York.

It Helps You, the Paper and Advertisers to Mention *The Billboard*.

# OAK BRAND: HY-TEX BALLOONS



## PRESIDENTIAL CAMPAIGN BALLOONS

Timely two-side prints. Portraits of the candidates on one side, party emblem cartoons on the other side. Cash in on these popular campaign souvenirs.

For Sale by the Leading Jobbers.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.  
Selling Through Jobbers Only



## HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (1/2 Ct.), three small stones on each side. All-glass work around top and sides and engraved slank. KING No. 93, in 14-Kt. Gold Plate, and No. 92 in Rhodium.

**OLD CUSTOMERS — NEW CUSTOMERS**  
We not only have the most complete stock of rings in the country but we also carry every kind of jewelry store and department merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00.

**\* HARRY PAKULA & CO.**  
5 North Wabash Ave. CHICAGO.



## HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

**NEW ERA OPTICAL CO.** Write for Catalog BF43.  
Optical Specialties  
17 N. Wabash Ave., Chicago, Ill.



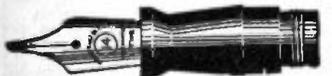
## HAND STROPPERS

\$9.00 per Gross.  
RAZOR STROPPERS, \$4.80 to \$72.00 per Gro.  
WALLENBEEK MOLDAN MFG. CO.,  
Sandwich, Ill.

**ELGIN—WALTHAM**  
WRIST WATCHES  
Brand-New Cases, Metal Bands.  
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.  
**H. SPARBER & CO.,**  
106 North 7th Street, St. Louis, Mo.

**2.95**

## BANKER PENS—THAT'S ALL



**JAS. KELLEY**, The Fountain Pen King,  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.  
784 Mission St., San Francisco, Calif.

## Dealers, Salesmen and Agents

**CARTOON BOOKLETS** (Snappy Comics), \$1.25 Hundred. Beautiful Girls, Photo Prints, 4x5, 4 to 8 Pcs Each Print, \$2.00 Hundred. Joke Sheets, 50c Hundred. Full line of Samples, \$1.00. (None Frac.) **OCEANVIEW SPECIALTY CO.,** 370 Beach Street, West Haven, Conn. Dept. B.

## MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalogue and Office Special Price List upon request.  
**GENERAL PRODUCTS LABORATORIES,**  
Mfg. Pharmacists,  
137 E. Spring Street, Columbus, O.

# PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

## Pitchdom, Five Years Ago

Hundreds of med showmen read of the death of Gus Rapier with genuine sorrow. . . . Jim Kaulkner was at Midwest Hospital, Midwest, Wyo. "Headed for Gary, Ind.," wired Morris Kahntroff. . . . Plenty of pitchmen had invaded Rockaway Beach, among them Master Rus-Syl, Professor King, Mary Ragan, Doc Carroll and C. Doc Miller. . . . M. T. Clark left Cincinnati for Canada and stopped off in Chicago for a few days. . . . The prize sale of the week was made by Clarence Groud, who convinced a Saranac Lake barber that his (Clarence's) safety razor and hone was the thing to use. . . . Doc Sid Hirsch and Silk-Hat Harry Downing sailed from Los Angeles for San Francisco, where they intended to stay for 30 days. . . . KFRU, the radio station in Columbia, Mo., wasn't big enough for Prince Kerma and so he was bound for a larger station in the East. . . . Had a pleasant visit in this office with George (Bingo) Richards. . . . The natives at Brownstown, Ind., were turning out well for Paul Hauck's comedy company. . . . Doc Jack Dorsey had just undergone a rather serious operation in the Coney Island (N. Y.) hospital. . . . After two weeks' work with Sergeant Frank Poulos, who had been running a big pitch store on Broadway, Kid Carrigan returned to Columbus, O. . . . Minneapolis was fair for Arthur Engle. . . . Louis the Magician was operating a cafe in Arkadelphia, Ark., until fall, when he expected to put on his magic acts in schools and theaters. . . . The Play Shop Theater, Hollywood, was running *Medicine Tent*, written by Andree J. Karnopp. . . . It was so hot for Gene Golln in St. Paul that he moved over to Duluth, but he wasn't working—just fishing. . . . James Kelley has just returned to New York after a trip to the West Coast. . . . Madaline Ragan was still on the shelf due to an auto accident, but Doc Miller was calling on her every day, so it wasn't so bad. . . . The boys and girls were beginning to leave Coney Island for the fair. . . . There was a certain pitchman who created quite a furor when he claimed his passouts in a single day totaled 1,800 pens. He was supported by the testimony of others, but that wasn't enough for most of the boys. . . . Detroit was host to plenty of pitch talent, including Calculator Williams, Tisha Bhutia, Morris Kahntroff, Tom Rogers, Razor-Man Fulton, Charlie Shlits, Charlie Kane, Sam Jones, Roy Cummings and Harry Rosenthal. . . . C. R. Williams and George L. Perry were breaking all razor-blade selling records in the Dow chain stores around Cincinnati. . . . Herb Nissen bought a new car and said the books were going well. . . . Billings, Mont., was okeh for Harry Taylor, who had just left Casper, Wyo., where he visited dude Jack Early at Jack's ranch. . . . Things were pretty slow for Hot-Shot Austin down in Mississippi. . . . Johnny Heyers could be found any day working on Market street, San Francisco. . . . Louis Handier was running a retail store in the same city. . . . At Redwood, Calif., could be found the veteran peeler worker named Williams, then operating a tourist camp. . . . Louis Shelling, former pitchman, was conducting an Indian trading post at Menlo Park, Calif., about 30 miles from Frisco. . . . That's all.

**DOC E. W. MORGAN** and the missus are at the Muncie (Ind.) Fair with med.

**BEN FIELDS** is operating with swimming dolls in a storeroom on Fountain Square in Cincy.

"**STILL PASSING OUT** . . . free neckties and having a hard time doing it in this spot," Eddie Gillespie postcards from the Taylorville (Ill.) Fair. "This looks like a real lineup," continues Eddie: "Lewis, peeler; Speedy

Rose and Johnny (Chief) Vought, med; Tony Tracer, jar wrenches; Whitey Alm, glass cutters; Red Redding and Hank Vought, watches and blades; Bedoni and Raemer, jam; Herb Johnson, gummy; Dean, engraving, and Mrs. Jeffries, jewelry. All the boys send regards and good luck to Art Cox and Jimmie Watson."

**RAY BOWERS** . . . FRENCH Jammell, Frank X. Murphy and Cy Ullman, out on the street, report "biz not so hot." "Kentucky is tough for the paper boys," says Ray.

**GEORGE FORD** and the missus, operating with scales and merchandise, are reported as having done excellently at the Decatur, Ind., Centennial last week.

**JAMES (KID) CARRIGAN** is working the lots of Columbus, O., with the sniffers and, judging from the passouts, Jim's biz is good.

**AMONG THE KNIGHTS** and Ladies of Pitchdom at the recent Muncie, Ind., fair were Nelson A. Harris, novelty jewelry; Charles Burgess and wife, wire workers; Dean (Scotty) Mason, novelty knives; H. P. Lyons, static eliminators, May Gerney, horoscopes; Abner Hood, med, and Chief Mexas and missus, med.

**CHARLES VARNELL'S** . . . operating to med opera is reported as operating to excellent business at Greenville, O. Personnel includes Dr. and Mrs. Varnell and daughter, Patricia Ann; Harry (Zeb) Austin, Carl Trick and Georgia Russell.

**GEORGE WILSON** . . . of Springfield, Mass., pipes in that the Wood Show is set to play New England. According to Wilson, the Wood Show is making it easy for others to follow in. Mike Sullivan is doing the advance booking. Show just added a new truck, making a total of nine, Wilson reports.

**FRANK HATTCOX** . . . scribbles that his number one and two Blue Mountain shows are 40 miles apart in North Carolina. Shows are in their 14th week and, according to Hattcox, have had only one losing spot and every town but one has invited them to return. Both units are scheduled to open in the South Carolina tobacco markets August 13, with Hattcox number 3 show opening in the North Carolina light leaf belt September 1, Frank says.

"**ALL THE PAPER** . . . boys got a good day's work at the Manassas, Va., Celebration last week," inks Jeff Farmer from Richmond, Va. "Still working thru here and expect to stay until the tobacco markets open in South Carolina. Would like to hear from Blacky Kessler, Jack Flowers, Jack Wilson and Blacky Carpenter, up Jersey way," says Jeff.

**J. BROADBRIDGE** . . . pipes from St. Louis, to wit: "If pitchmen are as bad as the New York newspapers would have its readers believe, how is it that Woodbury Soap Company, one of its advertisers, does not think along those lines? Surely their soap is not a fake. The Woodbury company knows that pitchmen are clean workers and excellent advertisers, and if this were not so they would not sell to them."

**WILLIAM ELLIS** . . . says large crowds welcomed the Great Pizaro back to Moline, Ill., after 15 years' absence. Working and leaving them clean is Jim Perdon's (Pizaro) motto. Ellis adds: "Brother Bill Evans assists and improves Pizaro's sales. The writer has been guest of Pizaro for several weeks and he gave me several pitches from the platform. Herman Morgolus, the Boy

Wizard of Wall Street, attends to the management of the company. Boston Webb and Sugar Foot furnish the comedy in connection with the Pizaro colored quartet, jugglers and acrobats. Derrick Johnson is leading the band and ork. Moss, colored saxophonist, is the talk of the tri-cities. Rastus is tap dancer and comedian. Pizaro is carrying a large array of talent and business is good."

**LATEST REPORTS** . . . from Detroit are that many of the boys are still working the parking lots there without interference.

**KEN WILLIAMS** . . . the wire-worker, has been hitting the highways with his attractive outfit and reports the take as good as expected. He is relying upon the fall fairs for the winter.

"**I SEE WHERE** . . . some of the boys wanted to hear from me," pencils Chief Gray Fox from Wayne City, Ill. "Show going along fine. Opened early in March and haven't played a bad one yet. Have had the same show all season, the roster of which includes Smokey Howard, producing black; Tex Bishop, straights and guitar; Clara Foster, song and dance

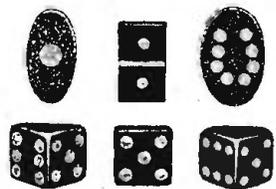
## FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices.  
**IT PLUNGERS FILLER VAC**  
SELLS ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
628 Broadway, NEW YORK CITY.  
Fast Service Sully.

## WIRE WORKERS



The Season is On! Immediate Deliveries. Write for full particulars on our line of RING ORNAMENTS and DICE CHARMS.

**ELKLOID CO.**  
187 Public St., Novelty Dept.  
PROVIDENCE, R. I.

## AUTOMATIC GAS LIGHTER

500% Profit. We pay P. F. Charges \$1 A DOZEN.  
Rush Name and Address for FREE Sample.  
15 Doz. for \$8.00  
Not Profit, \$37.00



## CORN-GO THE CLOSELY GUARDED SECRET

of a famous Street Corn Doctor. Removes the corn at once with only one application. 35c size bottles costs about 3c to make. Write for details.

**E. D. BEBOUT**

BOX 62, MARION, KY.

## Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

**THE N-R MFG. CO.,**  
Dept. H-61, Box 953, Hamilton, Ontario.



## EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.  
**ARGO PEN-PENCIL CO., Inc.**  
206 Broadway, NEW YORK CITY.

specialties: four-year-old Gaynelle Swan, who is wowing them with her songs and dances; Hilda Swan, general business and ingenues, and the writer, lectures and office. We are one big happy family and the ghost walks every week. Let's hear from more med shows."

**HAROLD WILLIAMS** and George Rhodes, working the Fort Wayne, Ind., courthouse corner in the evenings with health books, report biz at par.

**DICK AND HONEY JACOBS** are working their mental act and horoscopes on the parking lots of Detroit. Reported to be going well.

**TOMMY HOY AND FULTON** are making the factories in and around Anderson, Ind., to fair results. Tommy still holding down the nut with the house car.

**DR. FLOYD B. JOHNSTONE** reports that Bug-House Square, Chicago, is closed to the boys working high, but many familiar faces can be seen every Sunday at Maxwell Market in that city.

**BOBBY HOUSSELS** has his California Nudists with the John R. Ward Shows and reports business as fair.

**RICTON WRITES** from Orinda, Tenn., that "we are mopping up and every stand is a big winner. Now in our 170th week of steady going and have not missed a performance. The Phillips Brothers visited at Algood, Tenn."

We followed the Regal Talkie Show into Red Bolling Springs, Tenn. It's established territory for us and we had turns away nightly. The drought has not hurt us and biz during 1936 has been exceptionally fine. Just what good old Billyboy predicted in 1930. Doc Daly, we'll be coming into Georgia soon."

**HARRY DARLING** is set to make five Indiana fairs, he reports.

**TOMMY BURNS** one of the real old-time pitchlads with headquarters in Cincinnati, dropped off at the desk the other day to say that the old pitchmen's organization, the NPSFA, isn't exactly out of existence, altho it has been dender than a dodo for the last five years. Tommy reports that a movement is now on foot among Cincy pitch boys to revive the old organization under the new label of Agents, Demonstrators and Salesmen's Protective Association. Regular dues will be dispensed with, Tommy says, but there will be an annual fee of 50 cents per member to defray the costs of a membership button, stationery and postage. Anyone interested in the above movement may address Tommy Burns in care of P. O. Box 121, Station V, Cincinnati, O. Now, don't crowd, me lais.

**CHICK RAGLAND** while working around Nashville recently picked up a med show's handbill, the likes of which he has never seen in his many years in the game, he says. The program included: "A snake which rides a bicycle, the world's largest lizard, over six feet long, and a high-diving frog." and, according to Chick, the show was put on just as advertised. "Sure would like to hear from Bob Sperry, M. P. Wilson, Doc Bates and Doc Franklin Street," says Chick.

**DR. GEORGE M. RUD** who worked several Northern Ohio cities during July, is now set up in Springfield, O. Writing from that city, George warns that the law there is hostile and advises the pitch lads to have a talk with the chief of police before starting to work. Rud says that Dr. Lemon visited him at Springfield and informs he will be back in the fall. George wonders why George A. Govern does not shoot in a pipe and what has become of Bert Hull, Fred Bennett and the missus and Tom Kennedy. Says "hello to Jimmie Mayheir. How is Warren, O.?"

**Glick Expo Shows**  
Utica, N. Y. Week ended August 1. Location, Utica Stadium Ball Park. Aesthetics, Italian-Citizen League. Weather, cold and rain. Business, fair.  
Arrived in Utica late Sunday night. Only a fair crowd Monday night because grounds were quite a distance from heart of town and it looked like rain. Rain Tuesday and cold Wednesday. Thursday good crowd, Friday a banner day and matinee good. Newspapers gave show good publicity. Columbia network helped the attendance nightly with really good publicity. Newsboys and carriers

**OFFICIAL - AUTO - SHIELDS**  
HOT 25c SELLERS  
EMBOSSED—LITHOGRAPHED—NON-RUST METAL—IN NATIONAL COLORS—RED, WHITE AND BLUE.  
ACTUAL SIZE 5 1/4" x 7"  
This Auto Shield is taking the country by storm. Nothing on the market can touch it for Flash, Color, Appearance and Quality. It's a NATURAL.  
**QUANTITY PRICES**  
50 Shields @ 10c..... \$ 5.00  
100 Shields @ 9 1/2c..... 9.50  
250 Shields @ 9c..... 22.50  
500 Shields @ 8 1/2c..... 42.50  
1000 Shields @ 8c..... 80.00  
2500 Shields @ 7c..... 175.00  
Samples 25c, Postpaid.  
WE PAY SHIPPING CHARGES IF FULL AMOUNT ACCOMPANIES ORDER.  
C. O. D. Orders Require 25% Deposit, F. O. B. New York.  
**NATION-WIDE DISTRIBUTORS**  
401 Broadway, Dept. B, NEW YORK CITY, N. Y.

**Painted felt pennants**  
★ ROOSEVELT LONDON ★  
All colleges in stock. Specials made for \$3.00 Per 100. Size 4 x 9"  
Fairs, Parks, Carnivals, Resorts, etc. 25% Deposit. Balance C. O. D.  
**PAINTED PRODUCTS CO. ★★ 872 Broadway, New York**

**Get Set for Life!**  
IN COUNTER CARD BUSINESS  
MAKE up to \$65 Weekly  
In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.  
World's Products Co.  
Dept. 888, Spencer, Ind.

**NOSE GLASSES**  
A Big Street Money Maker. New Stock Just Arrived.  
Gross \$3.75  
**No. 708 PUNCH-EM BAG BALLOONS**  
With the Blazing Sound. Each in 2-Color Illustrated Envelope. Fresh Stock.  
Special Gross, \$2.00  
25% Deposit With Orders, Bal. C. O. D.  
NEW PARK BEACH and CIRCUS BULLETIN FREE  
**GOLDFARB NOVELTY COMPANY**  
116 PARK ROW, NEW YORK

**PLUNGER FILLER VAC**  
QUICK SALES FOR FAIR WORKERS.  
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of barstubs. Write today.  
**GROOIN PEN CO., 398 B'dway, New York, N. Y.**

**MEDICINE MEN**  
PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.  
**NUTRO MEDICINE CO.**  
16 South Peoria Street, CHICAGO.

**CAMEO RINGS**  
OF DISTINCTION !!!  
Exclusive patterns, from \$12.00 Gross. Chrome and Gold. Also WHITESTONE RINGS from \$8.00 Gross. Send \$2.00 for 20 New Rings. We also carry a full line of Crystal Jewelry at unusually low prices. Free Catalog. **OLYMPIO BEAO CO.** 307 6th Ave., N. Y. City.

**SPECIALTY SALESMEN**  
Exclusive territories to distribute ADCOLITE, striking moving electric lighted sign display. Working made to fit any business. Instantly interchangeable. Every business is a prospect; profits big; permanent income. Sample, \$2.50. Write for complete details. **LEE J. ELLIS, 565 5th Ave., New York City.**

**It Helps You, the Paper and Advertisers To Mention THE BILLBOARD**

**Pitchmen I Have Met**  
By SID IBERBERG  
George (Hey Rube) Michaels, owner of the Novelty Sales Company, Indianapolis, and who supplies many of the boys in the pitch game with much of their merchandise, is a pitchman of the old school who still sallies forth to take care of any convention or doings in Indiana where the novelties can be sold. He takes good care of the public's needs in that particular line in a big way.  
Michaels does not make a spot if any of the pitch boys are there. He is always out to give the boys a break and often goes out of the way and at considerable expense to fix a spot for any of them who want to work and collect some of the waiting jack.  
For the last 20 years George has been operating his company in the Indiana capital and claims that he is carrying in stock 50,000 items. I have every reason to believe George, for his establishment is loaded from ceiling to floor with pitchmen's supplies of every description.  
The first time George hit Indianapolis he slept overnight in the railway depot and postponed a few meals. Coming from a family of hustlers who were well known in the amusement and show world, George lived up to the adage that "you can't keep a good name and a first-water hustler down." With a half dozen shoe laces George went to work. And today—well, anybody who is acquainted with George and has seen his emporium knows what that baby accomplished in the last score of years.  
Before Michaels lit in Indianapolis he trailed and worked on the big circuses with novelties, and for years he made up his mind that Indianapolis would be the scene of his future ambitions. He figured the Hoosier capital is the crossroads of the country for those of Pitchdom and the carnival world. Hence the bad break of getting tapped out in the town proved to be his making.  
George plays a big part in Legion organizations in Indiana and his popularity with the different posts has made it easy for him to keep a lot of spots open for the boys.  
Michaels is married and the missus told me that he is 47 years old.

**LETTER LIST**  
(Continued from page 33)

- Roza, Mrs. Thos. Hugo, Dorothy M. Little, Mrs. C. T. Burns, Corinne Manzech, Mrs. Dollena Curtis, Pezay O'Brien, Mrs. Lou Davis, Mrs. Suzale Sewell, Mrs. Betty Demoe, Mrs. Mary Smith, Mrs. Robt. Eaton, Mrs. Babe Stanley, Dorothy Forrest, Dorothy Garza, Mrs. Billio Beath, Reba Gillies, Beasie Hanp, Mrs. Bessie Hayden, Mrs. Erelyn John T. Hope, Mary June Wropa, Mrs. Norma

- Gentlemen's List**  
Baird, Cay Feagin, Bob Barry, Frank Gage, Howard H. Beaudlan, G. Fred Gillies, R. L. Reese, Jack (Doc) Grant, Sol Rird, Gray, Paul Blackledge, Clifford Green, Johnny Borrer, W. L. Hackman, Otis Bouillon, Ray Hanna, James Brennan, J. E. Harris, Albert Brooks, Dr. O. C. Julian Brown, C. Edgar Burns Twins Haux, Eddie Butcher, O. T. Haux, Randall Carlin, Hank Hayes, Harold Cartledge, C. R. Heyn, Henry Cook, Geon Holmes, Billy Curtis, M. O. Hopkins, Ahler Daniels, Oss Howe, Rex Davidson, Geo. E. Hunt, Tom & Lola Dobson, "Barby" Irvin, Frank Dyer, John L. Leouch, D. P. McCarra, Wm. Ellis, Jackie McMillan, G. J. Ennis, Tommie McShay, Kelly Mays, Will Miller, Fred T. Etraus, Bob

from both morning and afternoon papers were guests of the show last night. Over 600 boys attended. An air-wave editorial by the Columbia broadcasting station gave the show a real sendoff. New marquee from the Baker-Lockwood Company arrived and Utica was the first setup. The new callopo and sound system plucking daily on the streets helped wonderfully. New mail man for the show, handler of The Billboard sales and assistant to the electrician is Doc Welsh. Owner Glick came on here. Milton Morris, general agent, still on the go. Visitors to the show included Mr. Rodabaugh, vice-president-treasurer of Baker-Lockwood Company, Kansas City. Top money getters among the shows are Hector Gaboury's Monkey Circus, Dr. Garfield's Hall of Science, Charles Tashgy's Darkest Africa Show, Ralph Decker's Streets of Paris, D. Stack Hubbard's Sex Show, Walter Mark's Motor-drome and Whyte Sutton's Circus Side Show. Wade Stock, ride king, is doing well. All rides got their second coat of paint. All of Mr. Glick's rides, which are the Caterpillar, Scooter, Heyday, and Stone's Over the Loop ride, are doing good business. **HARRY BENTHUM.**

**T. J. Tidwell Shows**  
Eureka, Kan. Week ended August 1. Business, good. Weather, cloudy.  
Third fair of the season. Nearly rained out Monday night. All rides and shows did good business. Visitors last week were Mr. and Mrs. J. George Loos and son and others from the J. George Loos Shows. Mrs. T. J. Tidwell put into operation a new jingle board. Certainly is flashy and doing well. General Agent Buck Hannon left last week for Oklahoma on business.  
**MAJOR JOHN HALL.**

- Miller, Joe & Babe Reynolds, P. C. Miller, M. A. Rollins, W. Milson, Happy Ronnell, Jimmy Scherholz, Jack Stanley, Paul Staples, Lee Thompson, J. K. Thore, Herschel Traugott, Dare Twohouse, Chief Urban, Joseph Wagner, Robt. L. Webb, Clyde Welch, Charlie Wincert, Billio Zebill, Fred

**MAIL ON HANO AT DALLAS OFFICE**  
401 Southland Life Bldg. 1416 Commerce St.

- Ladies' List**  
Adams, Lu Ella Gordon, Mrs. Ray Adkins, Marguerite Hodge, Helen Adams, Jean Samt Klingbiel, Larela Barbelme, Rose Lewis, Jean Beaver, Mrs. Tuffy Norman, Mrs. Ruth Calhoun Jr., Mrs. Smith, Armenia J. R. Walters, Jennie Wilson, Mrs. Betty Maude L. Wright, Loretta Goad, Vera Zechery, Jonnia
- Gentlemen's List**  
Acosta, George Colc, B. B. Anthony, Milo V. Dare, Al O. Arlen, Jimmy Davis, Bill Barnett, T. C. Davis, Franklin P. Brumway, Claude Delaport, Claude Embahizer, A. J. Bryer, Bill Finning, George Cedio, Joe Forester, Pete Gilbert, Jr., Wm. Crawford, Larkin T. Goff, B. M.

# BINGO GAMES

500 Midget Cards, Set \$1.50; Doz. \$10.00. Paper Markers, \$1.00 per 1,000 sheets of 25. Free Bingo Cards and Lap Board. Get our plan. SYLVIAN'S MAGIC SHOP, 189 Eddy, Providence, R. I.

# Hartmann's Broadcast

## WANTED

Penny Arcade, Kiddie Ride, Concessions that work for stock and put it out. Attractions for Side Show that can appreciate good treatment and money. Fat Girl or good Midget for single pit attraction, Oriental Dancer and Young Girls for Girl Show. Louis Collins come on. Hillsboro, O., Festival, August 10-15; Peebles, O., Home-Coming, August 17-22; Lebanon, O., Festival, August 24-29; New Castle, O., Fall Festival, September 7-12. **CURL GREATER SHOWS**, Hillsboro, Ohio.

## M. B. AMUSEMENT CO.

Wants Shows with own outfits: Ride Help, Pete Reed wants Wrestlers to go 50-50. Stock Concessions. Creeker from August 10 to 15; Eldon Fair, 17 to 22; California Fair, September 1 to 5; Labor Day, Flat River, under K. P. All Missouri.

## WANTED

Concessions of all kinds for Six Big Days, Street Fair, August 17 to 22. Sponsored by Conservation Club, Veederburg, Ind., Can use small Carnival Company. Address **OOC STODDARD**, Veederburg, Ind.

## CARNIVAL WANTED

Good Fair, Racing, Bookmaking AUGUST 28-29. Yes, Joins can work. Mixup in dates cause of this ad. Wire **MALONEY**, Clarksville, Tenn.

## WANTED

Attractive Girls To Operate Shooting Gallery. **CRYSTAL HALL**, 120 E. 14th St., New York, N. Y.

SAM MECHANIC, Manager

HUGH LOWE, Asst. Manager

## WANTS Keystone Exposition Shows WANTS

Shows with own outfits. Concessions of all kinds; good proposition for Cookhouse, Corn Game, Frozen Custard. Will book any Kiddie Rides, Loop-O-Plane or any other Ride that don't conflict. Want Ride Help in all departments. We have booked Cherokee Indian Fair, Murphy, N. C., Fair, Waynesville, N. C., Fair, Ellijay, Ga., Fair, and several other fairs pending in North Carolina. Show opens Newport, Tenn., August 24. All wires to SAM MECHANIC, Durham, N. C., this week, and Burlington, N. C., next week. Harry Harris, Buck Callahan, Col. M. L. Baker, Joe Karr and Joe Decker, wire.

## MARSHFIELD FAIR - 4 Days - 4 Nights

AUG. 26 - 27 - 28 - 29

WANT Concessions of all kinds that work for 10c and give out stock—Blankets, Sugar, Lamps, Robes, Silver, Bags and others. WANT Grand Stores, Ball Games, Pan Games, Pitch-Till-You-Win, and all others. This is a good Fair for Shows; they have always made money here. Would like to hear from some good Grand Shows. Rides and Beano are sold. For space and prices for Games on the Midway, write or wire DAVE MUNN, 9 Charlotte St., Dorchester, Mass., or FRANK SINNOTT, Marshfield, Mass.

## SOMERSET, PA. OLD HOME COMING WEEK AND CELEBRATION

AUGUST 17 TO 22. FREE ACTS, PARADES, BANDS, ETC. WELL ADVERTISED. ALL CONCESSIONS OPEN FOR THIS BIG EVENT. WANT worth-while Shows, with or without outfits. Myrsdale Fair to follow. Address **KEYSTONE SHOWS**, CALIFORNIA, PA., THIS WEEK.

## DEE LANG'S FAMOUS SHOWS

WANTS AT ONCE FOR FOURTEEN MORE FAIRS AND CELEBRATIONS, STARTING AT MANKATO, MINN., AUGUST 16. CONCESSIONS—Any legitimate Concession. No G Wheels or Racket wanted. SHOWS—Can place any Show not conflicting, with or without your own outfits. FREAKS—Can place good Freaks for Side Show, including outstanding Half-and-Half. CAN PLACE Chorus Girls for Colored Minstrel, also Piano Player and one more good Comedian. This is an office show. CAN PLACE several Ride Men that can drive Big Eli Semi-Trailers. No boozers wanted. CAN PLACE several Talkers and Grinders. Tom Scully and Frank Zorda wire me. All address **DEE LANG**, General Manager, Oelwein, Ia., until August 14; Mankato, Minn., until August 19; St. Charles, Minn., until August 23.

## KAUS SHOWS, INC.

WANT FOR LONG SEASON OF FAIRS SOUTH: Tilt-a-Whirl, Rides, Loop-the-Loop and U-Drive-It Cars. Ponies. Shows that don't conflict. Eating and Drinking Stands of all kind. Arcade and Legitimate Concessions of all kind except Bingo. No exclusive. Colored Musicians and Performers. Due to disappointment, Mrs. Lealie Weaver, Secretary of Rockledge City Fair, Lexington, Va., wants Doc and Tony Show. Address **MRB. WEAVER**, at Lexington, Va., for same. All others address **KAUS SHOWS INC.**, Watertown (Fair), N. Y., this week; next week, Ithaca (Fair), N. Y.

get away without something in your hands. The lowest prizes, of course, are not valuable but consist of plaster, china ware, ash trays, etc. Practically everyone on the midway had something in his hands, and if you think that Whitney Brothers do not make money operating in this manner, just ask somebody in San Francisco what their rating is. Even their weight guesser makes you take something—yes, even when he guesses right.

"This layout was refreshing after seeing concessions on some carnivals up in this country. They carry a bunch of merchandise which is almost worn out from juggling around and used mostly as a front to catch some sucker with the help of skills, who are almost knee deep. It's funny these carnivals don't get wise to themselves and change their methods of operating concessions. I think it would help their business, at least it wouldn't hurt to try."

CONGRATULATIONS to the officials of the Georgia State Fair and Exposition at Macon on their move to have strict censorship of concession games this year for the first time in the history of that institution!

This is no easy job by any means, and it is to be hoped that the official of the association selected to do it is thoroly conversant with game operations.

Concession contracts issued give the fair association the right to eject operators not abiding by the new rules and regulations. Controlled devices and "sticks" are specifically out.

Censorship from within is far better than having it come from the outside.

IT IS an everyday occurrence for newspapers and churches in territory -- played by Roy Gray and his Big State Shows to sing praises about this organization, all of course, due to the work of that veteran public relations director, the Rev. "Doc" Waddell.

"Doc" is proud of his labor as a publicity man (oldest in point of years of service), "who" as he puts it, "grew from 'bad to better,' now a preacher—The Show Chaplain—and the 'only one.' Am very happy over it all. Started show preaching in 1923 with all kinds of opposition on part of some ministers and some show people. Have gone right along. Growth and strength have been bestowed. I've gone straight, clean, honest. That's my shield."

## SHORTS

(Continued from page 54)

attractions included the Log Cabin Mountaineers, Lathona Troupe, Three Kressells, the Great Fussner, four acts furnished by the Groth Bros.' Company, in addition to fireworks.

CHEVROLET POST of the American Legion, Detroit, staged a French Brides' Party at the Legion Castle night of August 3, attended by about 1,000 at tables, with hundreds turned away. Elgin Mason was emcee. The show was booked by the Ray Conlin office, and included Alfreda and Rosita, Margaret Hand, Chuck Leonard, Dixie Dean, Mel Kea and La Zita.

PEKIN, ILL., WILL have shows, rides, free acts and concessions at the second annual Fall Festival, sponsored by the local American Legion and Pekin Association of Commerce.

BELLEFONTAINE, O.—Logan County will be the scene of an elaborate sesquicentennial celebration in commemoration of the Indian campaign of General Benjamin Logan thru this section in 1786. There will be entertainment features.

ACTS appearing in Shade Gap, Pa., recently for George Hamid held an enjoyable wiener roast, attended by Tudor Sisters and Avery, Merrill Brothers and Sister, Six Flying Melzoras and Eddie Keck.

AFTER a week for Good Shepherd Church, Linwood, Mass., Diving Gordons played the Elks' Fair, Laconia, N. H., last week.

BILLETTIS, high wire, were booked at Church of the Sacred Heart Carnival, Fitchburg, Mass., by Paul Denish, Boston office of George A. Hamid, Inc., and not by Frank Wirth, as was previously stated.

CENTENNIAL celebration of Alexandria Bay, N. Y., is being sponsored by the Chamber of Commerce, George J. Savage, secretary.

ENDY BROS.' SHOWS, consisting of

6 shows, 8 rides and 30 concessions, will furnish amusements at the 18th annual Rud Lion (Pa.) Gala Week Fair.

CAPTAIN HENRY ROLAND, chair-balancing act, furnished the free attraction at the Leechburg (Pa.) Jamboree and the West Newton Homecoming Celebration recently.

## Marshalltown's Tall Corn Expo Is Planned as Annual

MARSHALLTOWN, Ia., Aug. 8.—A Tall Corn Exposition, calculated to be an annual, is in the making here, with plans for a carnival on the streets, big stage show, free acts, dances, parades and decorations of corn, several men with Mitchell (S. D.) Corn Palace having been drafted.

Merchants have put up \$5,000 for preliminary expense, and advertising will be by signboard, radio, press and caravans covering five States, said Russell L. Smith, of the committee.

## 3 BEST FAIRS — IN — ILLINOIS

Want Clean Concessions and Shows. Have rides booked, Carmi, Ill., August 17-22; Anna, Ill., August 24-29; Sparta, Ill., August 31-September 5.

## GREAT SUTTON SHOWS

Herrin, Ill., this week.

## WANT SHOWS

Wire what you have, may be able to place you. Will furnish outfit. Good show territory. Give help and useful carnival people. Want concessions that work for stock. Loveland, Colo., this week; La Junta, Colo., next August 17; Colorado State Fair, Pueblo, week August 24. Other fairs and celebrations follow; out until November.

C. F. ZEIGER UNITED SHOWS.

## CARNIVAL WANTED

### American Legion Convention

Department of Missouri  
At Springfield, Mo., September 5, 6, 7, 8  
To let to high-class Carnival Company, 2,800 square yards of space in concentrated area. Write for blue print of convention "White Spot." H. C. CRIST, R. F. D. 10, Box 6.

## WANTED

### LARGE CLEAN CARNIVAL

Third or fourth week in September or first or second week in October.  
BENEFIT CENTRAL LABOR UNION  
Population 35,000  
Write ELLIOTT ESTES, Holt Sta., Tuscaloosa, Ala.

## TILLEY SHOWS WANT

Experienced Cookhouse Help; sober, reliable Ride Help. Grinders for shows. Address Cambridge, Ill., Fair this week; Chillicothe, Ill., August 16, 17 and 18.

## ROGERS AND POWELL

Wants for the Biggest Celebration next week in Missouri at Juntura. 2-Abreast Merry-Go-Round. Concessions of all kinds that work for stock. Shows with own outfits. Byrt Lyons wants agents for fair, staves and bowling alleys. Rector, Ark., Legion Fair, August 17-22; then headed for the Cotton Fields for their Southern Fairs and Centennials. Garden Spots. Also need a Big Eli Wheel Operator.

## Hughey Brothers Shows

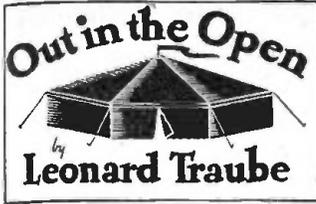
Have week of August 24 open for a fair or live celebration. Five Rides, Four Shows, Twelve Concessions. Central Illinois territory. Also have concession dates after Labor Day. New Berlin, this week; Kempton, next; both Illinois.

## MARLINTON, W. Va., FAIR

Entire week August 24, day and night. Wanted Free Acts, Clowns, Loop-O-Plane, Flat Rides, Shows of all kinds. Eats, Drinks, Ball Games, Wheel, Grind Stores. Address **E. S. COREY**, Vandergrift, Pa.

## C. C. McCLUNG WANTS

Man for Girl Show Openings, Geck Show Grinder. Man to run small Animal Show, Dancing Girls. **GREAT SUTTON SHOWS**, Herrin, Ill., this week.



**About People**

**MARY GRACE AND JOCK McLANE**, known to the Hudson Valley airwaves as Grace and Scotty, singing-instrumentation act, have been broadcasting over Station WGY, Schenectady, N. Y., for 10 months. The other week they played an outdoor event for the first time in their careers, having started in the vaudeville field, turning to radio when time on variety stages diminished. Their introduction to alfresco occurred the other week in Germantown, N. Y., where the firemen staged a three-day show. The town's population is around 1,000 and last year the event brought out less than 3,000 for the three nights. This year, with Grace and Scotty on the bill, 20,000 people were pulled. It is interesting to learn how the increased attendance came about.

Two weeks before the event the team launched a publicity campaign on their (See **OUT IN THE OPEN** on page 74)

**Johnny J. Jones Exposition**

Salem, Ill. Week ended July 30. Location, Bryan Memorial Park. Auspices, Soldiers and Sailors' Reunion. Weather, fine. Business, good.

This was the second consecutive year for the Jones Exposition to play the home town of William Jennings Bryan. Figures issued by Director E. Lawrence Phillips showed an approximate 15 per cent gain over last season's receipts. Committee arranged a wonderful lineup of free attractions that brought good crowds from Monday thru the week. Principal political characters from both Democratic and Republican parties spoke daily. Grand-stand attraction was furnished by Camille LaVilla's *Everything's Tops* revue, headlined by Bebe, Bruce and Betty, a fast-stepping acrobatic and comedy dance trio, with Delano Dell, as emcee, who kept the show moving at a fast pace. Seen on the midway were Eugene Irwin, manager Illinois State Fair; W. W. McLaughlin, Illinois commissioner of agriculture; Gov. Henry Horner; Mr. and Mrs. Philip Hyde; Larry Hogan, general agent of Beckmann & Gerety Shows; George Rhinehart and John Lodwick, publicity director for the city of St. Petersburg, Fla. The task of putting the show in shipshape for the beginning of the fair season is being carried on by entire personnel. R. H. Haney has repainted his Scooter. Dell Lampkin is overhauling the Ferris Wheels and getting all other riding devices in condition. Show fronts, damaged in the recent storms, have all been repaired and redecorated. Betty Hartwick returned from a visit with her husband, Doc Hartman. Charlie Siegrist added two clowns, a high-school horse and several new features to the Society Circus. Joe Pearl getting a bit cocky over his record as leading *Billboard* salesman. Dr. Jack Wilson returned from a visit to his home city of Minneapolis. Carl Lauther's change from a platform back to the old style of presenting his World's Fair Oddities rounded out a busy week. **WALTER DAVIS.**

**Gruberg's World's Exposition Shows**

**WANT**

To book for the balance of our fair season of 12 weeks in the United States, including the New York State Fair, Labor Day Week: **MOTORDROME**, Monkey Circus or Speedway and Outstanding Grind Shows. **RIDES WANTED**—Tilt-a-Whirl, Loop-the-Loop, Caterpillar and 12-Car Rideco. **CONCESSIONS** are all open. No exclusive on Concessions of any kind except Corn Game. **AMERICAN ATTRACTIONS** desiring to join for the balance of our Canadian route, we will arrange bonding in and out of Canada. **Wire MAX GRUBERG**, Three Rivers Exhibition, Three Rivers, Que., Canada, this week; Valleyfield Exhibition, Valleyfield, Que., Canada, next week; Big Verdun Celebration, Montreal, Canada, the biggest event in Canada this year, week August 24; Elmira, N. Y., Fair, week August 31; New York State Fair, Syracuse, Labor Day Week. **NOTICE**—Shows and Rides desiring to play New York State Fair, Syracuse, only, we can place you.

**Mighty Sheesley Midway, Inc., WANTS**

Motordrome Riders, Male and Female, with or without machines. Wanted—First-class Concession Agents. Wire **J. D. SHEESLEY**. Drome Riders wire or write **J. M. SHEESLEY**, Saginaw, Mich.

**LIBERTY NATIONAL SHOWS WANT**

Loop-o-Plane and Kiddie Rides, Shows with own outfit, percentage right. Talker on Girl Show. Jake Borel wants Agents for Coupon and Line-up Stores for **LEBANON, KY.**, FAIR, week August 17; followed by **SMITHS GROVE, KY.**, FREE FAIR AND HORSE SHOW, on Street, week of August 24. The above dates are not in drought section. Crops good. Then the big ones in Tennessee. **WHITEFIELD & READING.**

**WANTED O. J. BACH SHOWS WANTED**

Fast-Stepping Shows, Concessions of all kinds, also Cook House or Grab, all for balance of season. Next week, Port Henry, N. Y. Biggest steel spot in State. Mines all working day and night. We are first show in. Our fairs start week August 24, Westport, N. Y. Bigger and better than ever. Full particulars to interested parties. Wire **O. J. BACH SHOWS**, Saranac Lake, N. Y., all this week.

**FIFTEENTH ANNUAL AMERICAN LEGION FALL FESTIVAL**

SEPTEMBER 9-12, NEW HOLLAND, O.  
Back Again—on the Streets! **WANTED**—Four or More Rides, Shows, Merchandise Wheels, all legitimate Concessions. Gritt barred. Hurry! **Z. L. SMITH, Secy.**, New Holland, O.

**LEGITIMATE CONCESSIONS**

FOR FRANKFORT, MICH., LEGION FAIR, AUGUST 19 TO 22.  
All Concessions \$1.00 a foot, minimum 10 ft. A few good Shows would do big here. **CAN PLACE** one big sensational Free Act. Frankfort is in the very heart or Michigan tourist country, over 5,000 tourists here. This Fair is sponsored by the County Posts of American Legion, and gives every promise of being big. Corn Game sold exclusive. Write or wire **SECRETARY LEGION FAIR**, Frankfort, Mich.

**ATTENTION CARNIVAL MEN ATTENTION**

BEFORE PURCHASING SEE **THE JOHN ROBBINS COMPANY** PITTSBURGH, PA.  
340-42 THIRD AVE. LOWEST PRICES  
Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

**WANTED**

Rides and Shows for Tonkers and Mt. Vernon. **OPENING AUGUST 22**  
Concessions of all kinds, including Wheels, American Palmystry, Candy Apples, Shooting gallery, Corn Game, Ball Games, Cook or Grab and Frozen Custard. All open. Daredel Acts wanted.

**WESTCHESTER SHOWS**

1545 Broadway, Room 615, New York.

**WANT**

Concessions, Rides and Shows for **IROQUOIS LABOR DAY CELEBRATION** SEPTEMBER 6 and 7  
Address **IROQUOIS LABOR DAY COMMITTEE**, Kankakee, Ill.

**Marshfield, Mass. FAIR**

AUGUST 26-27-28-29. Day and Night.  
**CAN PLACE** money-getting Shows and legitimate Concessions. Write or wire **A. W. SEARS**, Mooresville Road, Manchester, N. H.

**WESTFIELD FAIR and RACES**

WESTFIELD, PA. SEPTEMBER 2 TO 5 Day and Night.  
Midway \$2.00 per foot. **G. B. CLARK**, Secretary.

**"OLD HICKORY HOT DOG CONCESSIONS"**

Making real money for operators everywhere. Design patented. Portable, newest thing-out. Write for circular. **OLD HICKORY CONCESSION CO.**, 3301 Benton, Kansas City, Mo.

**RIDES AT LIBERTY**

For week of August 17 to 22. Ferris Wheel, Chairplane and Kiddie Rides. Also Shows and Concessions. **WANT** for following fairs: Legitimate Concessions of all kinds, one more Show and Loop-o-Plane. Hoytville, Port Recovery, Bryan, Toledo, all Ohio and New Haven, Ind., and other good ones to follow. All address **CLEVELAND BAZAAR CO.**, Rockford, O., August 10-15 or 3907 Prospect Ave., Cleveland, O.

**WANTED**

Witt Readers, must be very capable, also good all-day grinder for State fairs. **JENNIE RIEGEL**, August 11 to 14, Mansfield, Ill.; 8-22, West Union, Ia.

**CARNIVAL WANTED**

Shows, Rides and Concessions **YELL COUNTY FREE FAIR**, Danville, Ark., October 7, 8, 9, 10  
Tell County's Centennial and Home Coming Celebration. **AUBREY COWGER**, Secretary, Danville.

**WANTED CARNIVAL**

To Play One Week in September. **SONS OF ITALY**, E. H. ROSASCO, North Adams, Mass.

**CARTOON BOOKS—SPECIAL NOVELTIES FAST SELLERS AT BIG PROFITS**  
Send 25c for 10 samples and catalogue or sample a book for 25 different items that have a retail value of five times the amount, or \$2.00 for 50 Red-Hot Numbers and Specialties. **T. R. PAYNE**, 26 Cardinal Place, New York.

**Dodson's World's Fair Shows**

Punxsutawney, Pa. Week ended August 1. Auspices, Firemen's Convention. Weather, fine, rained out opening day. Business, good.

Nancy Miller topped midway, with Jack Paige's Show Beautiful running second. Sandy Hogan's Oddities also in the running, with Harlem Buddies, Ruth Harris and the Motor Maniacs up close. Moe Eberstein's two shows, Secrets of Life and Streets of Paris, did well. Rides all did okch, with Scooter leading. Great co-operation from the local press. Publisher Smith of *The Punxsutawney Spirit* is an ardent carnival fan. Papers in adjoining towns also complimentary. Zacchini's cannon act scored immense hit. Mills and Mills drew a big hand with their high-wire elephant act. Fusser also pleased. Altogether the celebration, first of the year, was a huge success in spite of the comparatively small city in which it was held. Concessions had a nice play. C. V. Maxwell opened a photo studio. He is the son of Tom Maxwell, who has a studio in Opelousas, La., home of the show's secretary, Jules Bogarry, who is a good friend of the said Tom. **DICK COLLINS.**

**Santa Fe Exposition Shows**

Brighton, Colo. Week ended August 1. Business, good.

This was one of the banner spots of the season. World's Smallest Ethiopian Midgets topped the midway. All rides did well. Tony Gaspard constructed panel fronts for his three shows. Show headed for the West Coast, as this was the last spot in Colorado. **TED EVANS.**

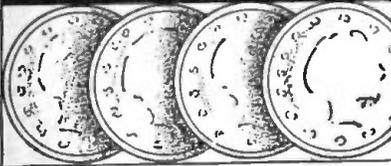
**Big State Shows**

Corsicana, Tex. Week ended August 1. Location, old circus grounds. Auspices, authorities and citizens. Pay gate. Weather, flawless. Business, big.

Perfect move into Corsicana. More "blue ribbon" for Chief Mechanic William Norman and Assistant Phil Van Dorn. Midway massed with people Monday night. Festivities were marred when Capt. Dan Cherry injured his thigh while doing his diving act. Condition is not serious, however, and he will resume diving next week. No let up on crowds and patronage thru week. *Daily Sun* and *The Light* devoted much space to show. More than 20 weekly papers round about Corsicana, ditto. Memorial service for Dr. W. M. Goodman, Nashville, Tenn., retired veteran medicine showman and father of Goodman brothers, Frank and Herbert, who have tent

theaters on midway. Preston (Pete) Wilson resigned. Bought Houston night club, "Shorty" Havens left to visit mother at Dallas. L. M. Jackson and wife, operators of Bob Hurst shows' cookhouse. M. J. W. Baker; J. C. Jones; C. A. Vaughan, American Legion leader; Ivy Mitchell, wife and daughter; Eugene Joplin, Quanah, Tex., and more than 40 showfolk employed at Dallas Centennial were visitors. Charles E. Gessner joined Ferris Wheel group. John Simpson returned to Tilt-a-Whirl duties. Gambiens redecorated and lettered all riding devices. Mrs. Gladys Farnsworth proving lightning ticket seller at main entrance. Pay-gate crowds increasing. Mrs. Dan Cherry assisting on front gate. Backlot entrance installed. Saturday night here third pay entrance on side. A. T. Walters, head chef; Jack Wilkinson and Roy Johnson are additions to show's dining tent. **DOC WADDELL.**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

## Those Slower Nickels

Coin machine operators and location owners, particularly operators, can learn something about their business from the druggist who carries a large stock of postage stamps. He doesn't make a profit on a carload and yet he continues to have them on hand for his patrons whenever they ask for them.

The retail business man has learned that he can't stay in business unless he carries the largest possible stock of all the items his public wants. Short profit and slow-moving goods must be kept as a service to customers. Imagine how long a cigar store would operate if it carried only the two or three brands of cigars and cigarets which offered the greatest percentage of profit.

So much has been said by operators, in trade magazines and orally, about the profits to be gained from pinball and bell machines that the earning power of those units seems to be well established. Every operator and location owner knows that pinball and bell machines give a quick and highly satisfactory return on the initial investment.

Less is said about the equally desirable earning power from vending machines, electric phonographs and other coin-operated devices.

More and more operators, however, are learning that it is smart to take the slower nickels along with the fast ones. They are awakening to the fact that the field is not confined to bells or pinball machines or diggers, but includes all forms of coin machines. They are discovering that the steadier if slower return from vending machines and phonographs is just that much more money in the bank. This added revenue, they have learned, interferes not at all with the earning powers of games, but supplements game profits and encourages play by a tendency to make the public coin machine minded.

Vending machines, scales and similar devices do not require the monetary outlay that is necessary in many fields of business paying a far smaller return. Their earnings are consistent and operators are finding that the trivial cost of getting started in the "extra" field is practically the last cost.

Phonographs, with a heavier first cost, are proving their long-time earning powers to hundreds of operators who at one time were skeptical. They have seen one machine stay in the same location year after year and continue to gather in an attractive profit throughout their operation.

Certain astute operators believe that the so-called slower machines would be a splendid investment even if they failed to show the steady, healthy profits with which they are credited.

"Vending machines and phonographs," one operator told me, "have opened up more choice locations for me than all the high-powered salesmanship I've ever been able to use. I've gone into locations whose owners wouldn't at first thought even dream of letting me install pinball games or bells. It's been comparatively easy to put in a phonograph or some vending machines—the machines depending upon the type of location—when the location owner finds out that I'm no racketeer but a business man, and when he learns that the coin machine industry is a profitable and legitimate business, he's easy to sell on the idea of an installation of games. Usually he suggests it himself. Installation of phonographs and smaller machines has opened up locations for me that I'd have gladly given \$500 to get."

This same operator has another idea. "In certain parts of my territory," he says, "game machines and bells have a questionable legal status. The fact that I am established as a coin machine operator rather than as a bell or game operator has the psychological effect of making location owners in those spots more willing to do business with me than with some of my competitors.

"They regard me as the biggest operator in the territory, too," he said, "altho at least one of my competitors has a larger investment than mine. The fact that I have all types of machines does the trick. They like my system of operating, too, because I can give them almost any kind of coin machine they happen to want."

"The games and bells," he says, "are my largest sources of profit, but phonographs are climbing right up the list because of low depreciation and increasing popularity. I have some scales out that have actually paid for themselves 10 times and are still bringing in enough pennies to make anybody a decent living. I've been buying a good many vending machines, too. Some of my competitors think I'm foolish, but if ownership of an item that shows a 50 per cent profit over a long period of time and doesn't interfere with profits on other machines is foolish, then I'd enjoy being completely crazy.

"The major part of my new stock money," he says, "is still going into games, because that's where the biggest return comes. But I've found that it's good business to take the slower nickels along with the fast ones and I'm trying to give myself and the location owner the greatest possible gross and net profit from every location. If those last few nickels come a little slower and cost a little more to get, they're still worth going after.

"Coin machines," he says, "don't conflict with each other as a rule. A player is attracted to a certain type of machine and he spends a nickel. If he likes it, he follows the first nickel with others. Show him another machine that appeals to him and he'll repeat the process. I can take in almost twice as much money on a good location with two good machines as I can with one good one, and I reason that the more inducements for the coin machine customer I have on each location, the more money I'll get."

This operator, incidentally, has placed a large order for the new bowl-a-ball type games. "I'm not buying them instead of pinball games," he says, "but in addition to pinball games. They won't replace a pinball game any place on my route, but they'll augment my game display in every desirable location. By the same type of reasoning I use on vending machines and phonographs, I'm not worried as to whether or not they'll do better than any particular game or bell; what interests me is what they'll do in addition to those machines."

Big business learned years ago that the cost of getting new business increased as volume expanded, with the percentage of profit going down but the actual dollars-and-cents total going up.

Many operators who are crying for larger territory would do well to consider ways of increasing the sales efficiency of the territories they already have. The obvious trouble is not that many territories are too

## Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry  
From the Hillbilly Settor)

Location owner Zeke Smyth says he hopes the cheap skate who took a package of mints from Zeke's Bell vender last Saturday tries to eat them. Zeke put some asafetida in the mint box a couple of months ago after a similar experience.

Operator Oscar Wurfle is the proud possessor of a Norfolk (Neb.) street-car chip which he discovered while making his collections last Thursday and which is a rare collector's item, since the Norfolk street-car company has not operated for many years. Oscar has refused to trade it for six of the new rabbit metal slugs.

Location owner Lem Scroggs, of the Scroggs Cafe and Sewing Machine Agency, says that the Laufmanometer blood-pressure machine is doing a nice business in his place. His customers weren't getting very high scores on it, Lem says, until he hung a life-size picture of Greta Garbo beside the machine.

Operator Cy Higgins up at Four Corners said he heard that the Bally-Roll manufacturers were waging a mighty bitter competition against phonograph manufacturers. "Last week's *Billboard*," he says, "had a story headed *Bally-Roll Breaks Records*."

Operator Wilbur Wheeney at Lazy Corners says coin-operated phonographs are a big success there. "Most of my customers," he says, "had never listened to a phonograph until I installed a coin-operated machine. They couldn't afford to buy electric ones for their homes and they had always refused to have anything to do with the kind that required wearisome cranking after every two or three records."

The boys at Gaff Junction have turned thumbs down on the new electric eye dice games. "Any dice that know that much," they say, "are too smart for us. Besides, we don't want to have anything to do with any dice that we can't get our hands on. You can't switch 'em when they're under glass." They say that these games are another instance of how this mechanized age has ruined the value of skill.

When folks down here heard that Jack Nelson, one of our boys who made good in the big city of Chicago, was promoting Queen Mary they weren't surprised.

Lucius Null, an oldtimer in the industry, claims that back in 1934 a New York manufacturer advertised a new game and didn't claim it was the most sensational machine yet put on the market.

## New Arcades in Paris

PARIS, Aug. 3.—Two new amusement machine arcades have recently been opened in Paris. The more important of these occupies two floors of a building in the Rue Saint Bon, near the City Hall. On the ground floor are a large number of pin games, pay-out machines, coin-operated movie machines and divers automatic machine games, while on the upper floor there are 20 coin-operated Russian billiard tables and several ping-pong tables. The second arcade occupies the ground floor of a new building on the Place Clichy and is equipped with cranes, pin games, pay-out machines and coin-operated movie machines.

small, but that they are not being made to pay the profits which they are capable of returning to the man who will go after every nickel's worth of business.

## French Operators Form Association

PARIS, Aug. 3.—Operators and distributors of automatic pay-out machines in France have organized an association, under the name of Syndicat des Distributeurs Automatiques de Concessionnaires, to regulate the operation of the divers forms of "Bell Fruit" and "Jack Pot" types of pay-out machines, which are enjoying a great vogue at the present time.

Oscar Yeni and Marcel Challer, directors of the Novelty-Automatic firm of Paris and Marseille, are the promoters of the new organization and have been elected secretaries of the syndicate. Headquarters of the group are at 4 Place de la Republique, Paris, and M. Sabot, prominent coin machine operator, has been chosen president.

The primary object of the new association is to regulate the coin machine industry and in particular to oblige its members to strictly observe the governmental regulations concerning the exploitation of the "Bell Fruit" type of pay-out machines. All members must agree to provide their machines with a good quality of candy, a roll of which must be delivered for every coin (1 franc, or about 6 cents) played in the machines. The machines are allowed to pay out slugs, which are accepted in exchange for merchandise prizes, but are, theoretically, not redeemable in cash or drinks.

## Darling Visits Detroit; To Meet With Mfrs. Soon

DETROIT, Aug. 8.—C. S. Darling, executive secretary of the National Association of Coin-Operated Machine Manufacturers, was a Detroit visitor this week in the interest of the association and the industry generally. J. W. S. Langley, head of the Venitor Corporation, was personal host to Darling. In addition, he visited the new modern plant of the Venitor Corporation.

Darling reported during his visit that he planned to return to the city very soon in order to meet a group of the Detroit coin-machine manufacturers, who are rapidly increasing and restoring this city to its former position as an important manufacturing center in the industry. He will also attempt to knit the local organization more firmly together.

Many of the local manufacturers are men new to the field, but the majority are experienced business men who realize the value of trade association activity. Accordingly, they are believed to be generally receptive to the association's ideals, and a strong Detroit unit is expected to result from Darling's next visit here.

## Paris Firm Bankrupt

PARIS, Aug. 3.—The Compagnie Industrielle d'Appareils Automatiques, manufacturers of automatic machines, located at 17 rue des Tournelles, has been declared bankrupt. The firm was capitalized at 25,000 francs (\$1,666.66).

## HOW PINBALL HAPPENED

By TED LEITZELL and LUCILLE HECHT

Watch for This in  
The Fall Special  
Of The Billboard

## ABT Announces New Coin Chute

CHICAGO, Aug. 8.—A. B. T. Manufacturing Company is introducing its new coin chute, known as the No. 400. It is claimed that features entirely new to these devices are incorporated in the new chute, which has been made purposely to eliminate the use of slugs, shims and thin pieces of metal, as well as slotted or keyed slugs.

The firm states that all of the excellent features which made the No. 310 visible coin chute a great selling device have been retained, plus many new features. Special "dogs" have been added to prevent the use of thin coins, probes of thin metal and paper slugs. The chute is equipped with a special extra heavy-duty magnet, a new cross bar which it is claimed prevents the jamming of coins falling from the visible aperture if the machine is lifted or tilted and a reinforced bracket to add strength to the slide and prevent bending. A new refinement is the finger grip, which provides a powerful first finger and thumb grip for easy pushing of slide after coin is placed in the hole.

The new chute is claimed to be a marvel of mechanical design and construction. In a test run it is said to have operated more than 50,000 coins played into it without a single failure.

The chute is so made that two holes are drilled into the detector slide for easy installation of a check separator. There also is an escalator model in which six coins are visible in the escalator and one in the coin chute proper. In announcing the new chute the firm states that it is of the same size as the former No. 310 model and therefore no changes are required in cabinets.

## Standard's 'Sunken Treasure' Goes Big on Location Tests

CINCINNATI, Aug. 8.—Sunken Treasure is the name of a new coin-operated glass jar counter game invented and being placed on the market by D. F. Moore, of the Standard Novelty Company.

Moore says this type game is legal almost everywhere and that his model has shown what it can do for operators thru actual location tests which proved its big earning ability. Sunken Treasure is small and compact, using but 10 inches of counter space. The mechanism inside the jar automatically releases the coin when a hit is scored. Pennies, nickels, dimes or quarters can be played and the award card on the side lists the various payout percentages. Target for skill play can be adjusted for large or small awards and is in plain view of the player and location owner.

An interesting feature of Sunken Treasure is the fact that the water inside the jar rises slightly after each coin is played. With this rise the percentage of target hits is increased.

On tested location Moore states that the flicker illumination with which his game is equipped really attracts and holds players. A light bulb in the base under the jar flickers on and off, creating a unique and fascinating counter display.

Company is now in production, filling all orders as fast as they are received. Operators who bought the first models are coming back with repeat orders, Moore reports.



BOWLETTE BALL used as publicity stunt to popularize J. H. Keeney & Company's new game, Bowlette.

## Clever Bowlette Publicity

CHICAGO, Aug. 8.—In order to popularize Keeney's new bowling type skill game Ray Becker has used a clever idea. Five thousand 2 1/2-inch wooden bowling balls were sent thru the mail, as shown in the illustration on this page. While these are not the actual balls used in the Bowlette game, they called attention to Keeney's game in a clever way.

Becker has originated a number of novel direct-by-mail stunts that have proved very effective. As one operator said: "I look forward to every mailing from J. H. Keeney & Company with genuine interest. I just don't know what's coming next, but I know it will be clever and interesting."

## Ray's Track Makes Hit With Fem Players

CHICAGO, Aug. 8.—The growing importance of design is clearly demonstrated by the strong appeal which Ray's Track has for women, according to a statement made by Jim Buckley, general sales manager of Bally Manufacturing Company, who has just completed a survey of the thousands of locations now equipped with Bally's popular race machine.

"When it came to design," Jim states, "we had to take our choice between typical old-fashioned coin-machine flash and more modern dignity. After prolonged discussion with leading operators and distributors we selected a design similar in spirit to the higher grade music machines—with matched walnut panels, semi-realistic track and just enough color to accent the design."

"The survey I have just completed proves that we were correct in our choice. We now find that Ray's Track is gaining easy access to the highest class locations, such as night clubs, country clubs, cocktail lounges and de luxe taverns. The fact that spots of this type are known to be the big-profit locations partially explains the high earning averages reported on Ray's Track. These locations are also frequented by mixed groups of both men and women, and operators tell us that the women are as enthusiastic Ray's Track players as the men."

## Detroit Operator Finds Business Good

DETROIT, Aug. 8.—Arthur L. Burke, Detroit coin-machine operator, with headquarters in Clawson, 10 miles north of the city, is operating with the assistance of two brothers who manage most of his routes for him. He has a large number of machines of all types and is planning an extension of business in the fall.

Burke also operates the amusement and other machine concessions on boats on the Great Lakes and finds business there somewhat different from operating on dry land as most operators there.

Burke, incidentally, was on the steamer Tashmoo recently when she sank in the Detroit River and was able to take personal control of the situation regarding his machines. They were all moved from the first to the second deck before the boat sank and the machines were not even wet when the boat finally sank. The machines were later removed in safety.

Reporting on business conditions, Burke told *The Billboard* correspondent: "The present season is the best in my experience and I have been in the pin-game field since it started. In fact, I believe I was the first operator in this field in Detroit, as I had 40 of

## Avoid Awards, Urge Makers of Bally Roll

CHICAGO, Aug. 8.—In a broadside recently mailed to the trade, Bally Manufacturing Company vigorously urges operators to avoid awards of any kind in connection with its bowl-a-ball machine, Bally Roll.

Pointing out that the machine has proved a godsend to many operators because it is a 100 per cent legal skill amusement game, the Bally bulletin states, in part: "Bally Roll is like a magnet for competitive play. Crowds cluster around Bally Roll by the hour, each trying to beat the other fellow's score. Players of this type—and there are thousands in every community—are satisfied with the sport of 'showing up' their companions. When reserved for skill players only, particularly for friendly competitions, Bally Roll actually earns more money than it would earn as a prize-paying machine! This fact has been proved by nation-wide location tests."

Jim Buckley, Bally's general sales manager, adds that "Bally Rolls now on location, operated without awards, are netting all the way from \$30 to \$50 daily and operators are enthusiastic over the way the public takes to the game."

## L. A. Has Class Spots

LOS ANGELES, Aug. 8.—The class showrooms of the coin-machine industry is what Bill Gersh, traveling ad executive, calls the offices of the distributors in this city.

Bill wasn't much impressed with the fabled climate of this city, but was terrifically sold on the tremendously large showrooms which the jobbers and distributors have. The offices and showrooms of Irving Bromberg Company here are among the largest in the country, as well as among the most impressive.

Jack McClelland, Bally's distributor here, also has tremendously large and impressive offices and visitors here, Bill Gersh reports, are awed by the size and beauty of the private offices, workshop and general offices of the firm.

Sol Gottlieb, the original distributor in this city, is also causing the boys from other cities to wipe their shoes before entering his offices and showrooms, Gersh says.

Automatic Vendors, Inc., formerly the Gans Company, is one of the marvels of the coin biz, Gersh states. "This is really a complete manufacturing organization in itself, with one of the most impressive repair departments in the world and with showrooms, offices and warehouse that really are unequalled." The distributors close on Saturdays by common agreement.

## He's Talking About Credit!

CHICAGO, Aug. 8.—Milton Swanstrom, advertising manager of Rock-Ola Manufacturing Corporation, is eating, sleeping and talking Credit these days. In a moment of exuberant enthusiasm he dashed off the following classic:

"Lee Jones, American Sales Corporation, who has a nation-wide reputation for having helped thousands of operators to success by giving them credit, is now getting Credit himself. With Rock-Ola's new one-shot payout game, Credit, he is able to sell Credit on credit so that players on location are also getting credit by playing Credit, which will give location owners credit who will, in return, give the operator credit for placing Credit in his location, and the operator will in turn give Lee Jones credit after he has already received credit when he purchased Rock-Ola's Credit."

From the Rock-Ola plant reports come of the steady stream of repeat orders that keep pouring in from all parts of the country for the new Credit one-shot pay table.

the old style whoopee pinball games in operation before any other operator in town even thought of them.

"Conditions are better this year. There is more money in circulation. And people are freer with their money. The condition is proved by the response in every department of show business—theater, circus—and all are making money."

"I have just returned from a two weeks' trip to Buffalo and I saw old fortune teller and other machines, some of them 60 years old, taking in the money in piles."

"Business is good on the cruise boats on the Great Lakes this summer and I have been on most of them."

It pays  
**3 ways**  
to use these  
two batteries  
in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

**Distributors!  
Jobbers!  
Operators!**

Get in on this special trade discount!

**SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES**

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

**NATIONAL CARBON COMPANY, Inc.**  
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Grand Central Station  
New York, N. Y.

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Address.....

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PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

**B HERB BESSER'S B**  
**GREAT OFFER**  
**REEL "21"**  
"Today's Greatest Counter Game,"  
**\$23.75**  
(1 or 100)  
**MY OFFER**  
I WILL ALLOW ALL OPERATORS \$12.00 IN TRADE, SIX MONTHS FROM THE DATE OF PURCHASE ON THIS GREAT COUNTER GAME, ON ANY PURCHASES AT THAT TIME, REGARDLESS OF HOW MANY YOU ORDER NOW.  
**"YOU CAN'T LOSE"**  
1/3 Deposit, Balance C. O. D.  
**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

## The Original DUCK SOUP SKILL GAME

Specially arranged to be played with pennies, nickels, dimes and quarters.

Scientifically-balanced Ducks! Absolute control of payout! Non-Frost Jars. Can be used in closed territories!



Takes in \$5.00 to \$20.00 daily.

Samples . . . . \$3.50  
Lots of 6 . . . \$3.00  
Lots of 12 . . . \$2.75

If full amount is sent in, advance shipment will be prepaid.

Distributors! Wire for prices!

## L. & S. SALES CO.

98 Fifteenth St.  
Wheeling W. Va.

## Los Angeles

LOS ANGELES, Aug. 8.—Rambling around in the districts where the manufacturers, jobbers and distributors of coin-operated games, vending machines and music hold forth, it is noted that there is a very satisfied air with these people. And operators contacted in making the rounds are pleased with operating conditions, and if the heat has affected the indoor play it is compensated for by the play at the beaches and other outdoor amusement spots.

At the California Exhibit Johnny Rau states that Crack Shot, their newest game, had done a fine job on tests, and an increasing demand for the game has made necessary the going into top production on it. It was also stated that in the department of experimentation several new games are being rapidly rushed to completion and will incorporate novelty features that are a part of all their products. Harry Stearns, president of California Exhibit, and Joe Orcutt and Tom Wall, of the California Games, are vacationing in the Oregon wilds, hunting and fishing. Report fine time and some large catches. Anna Mary Magel, secretary to Mr. Stearns, is away on vacation visiting in Salt Lake City and Northern California. During absence of Harry Stearns Johnny Rau is in charge of production and offices.

At National Amusement Company Jack McClelland said they were very busy, the sale of Rock-Ola Multi-Selectors still going big and Bally Challenger and Rock-Ola Totalite and Credit moving fast. Clarence McClelland, of the San Francisco branch of National, was in town for a few days. He states the July business was largest in the history of that branch and that the opening sales of August indicated that this month would top the July record.

Milton Swanson, of Rock-Ola company, Chicago, will arrive here August 15 to be house guest of Jack McClelland. Paul Gerber, of Gerber & Glass, Chicago, also will be a house guest this month. George Schwartz, sales manager here, says he has reached his ambition to get into a business that has ever been his hobby, the breeding and raising of Sealham dogs. His kennels in South Los Angeles are attracting many visitors from among the dog lovers. Clegg Le Bauve, in charge of Rock-Ola phono sales, on trip to Calexico and Southern California points. Noted here E. H. Elmer, large operator of Los Vegas, Nev.

Mack Mohr, at Mohr Bros., says he is not asking to have the heat turned off. Sales on Gaylord fans, he stated, have been enormous and the sales force still turning in a large volume of business, especially in the territories where excessive heat is evidenced. The newly decorated and refurbished showrooms of Mohr Bros. present most attractive appearance.

Irving Bromberg admits business is very satisfactory. He is commuting between Los Angeles and Catalina Island these days.

The Gans Company has done what Abe Chapman says is a stand-out job in having, as he says, revamped, remodeled and refurbished its building, which is now one of the largest coin buildings in the West. Chapman avers that their repair shop is the largest in the coin-machine industry. Recent

guests of -abc were Al Douglas, of Daval, Chicago, and Bill Gersh.

Paul Laymon says that his business is very satisfactory and that there has been an increased demand from out-of-town buyers for automatic payout games recently. C. M. Finley is recent addition to the Laymon forces. Phil Brown, of Fresno, noted here combining business with the enjoyment of cooler weather than he was getting in Fresno, which, Phil says, is no summer resort.

Stopped to see Herb McClelland, of Pacific Amusement Manufacturing Company, and get some news of interest. Business, Herb states, still holding to a most satisfactory volume.

Will P. Canaan very much elated over the fine business being done with merchandise venders.

Fred Reilly, of the Western Exhibit Company (Eric Wedemeyer), just back from successful business trip and reports business better than for some time. Among the new operators, Ed Arceia is working up a good route. Jack Bennett is also working up a new route. James Flanagan, former mechanic, is now on his own as operator and getting set, he says, on a very productive route. John Bailey, aside from route, working on new game.

Bert Beutler, prominent operator, vacationing at Catalina Island.

## Concerning 10% Tax On Amusement Machines

CHICAGO, Aug. 8.—The Billboard from time to time receives inquiries as to whether or not the manufacturers of amusement machines must pay a government tax on the machines sold. For the benefit of the trade in general we are reprinting the following excerpts from a recent internal revenue bulletin bearing on the subject.

Under Section 609—Sporting Goods, Regulations 46, Article 55: Games, is the following: "A coin-operated machine designed to afford sport, recreation or amusement is taxable as a game regardless of any vending feature. An opinion is requested whether a coin-operated machine designed to afford sport, recreation or amusement, the operation of which involves an element of chance or skill, is taxable as a game under Section 609 of the Revenue Act of 1932, where the machine at the same time provides a vending device.

"Section 609 of the Revenue Act of 1932 imposes a tax of 10 per cent upon the price for which games and parts of games are sold by the manufacturer, producer or jobber.

"Article 53 of Regulations 46 provides in part as follows: The term 'game' includes games of skill or chance and every contrivance, device or combination of articles which is designed to furnish sport, recreation or amusement. . . ."

After describing two representative types of machines involved, both of them including vending devices, the bulletin states that regardless of the fact that gum, mints or other merchandise is vended "the player is operating the machine, not for the vending service, but chiefly for sport, recreation or amusement."

In other words, according to the bulletin, any of these machines not designed primarily as a vending machine but chiefly for sport, recreation or amusement, are subject to the 10 per cent tax.

## Detroit Operators Fighting Slug Evil

DETROIT, Aug. 8.—Slugs are beginning to give Detroit operators of all types of machines considerable trouble. Newer machines equipped with various types of slug ejectors, of course, are more or less slugproof, but trouble is still being experienced and some way to meet the situation will probably be taken up in the near future by the Greater Detroit Vending Machine Operators' Association. The attitude of the responsible operator toward the matter is best expressed by M. L. Joslin, president of the association, who said:

"A lot of slugs are being circulated in the territory today. The first thing that operators will have to do is to secure the effective co-operation of the law-enforcing agencies. It is especially necessary to secure evidence in cases of malicious slugging of machines and prosecute."

"Slugs and the slug evil can be eliminated if the operators will co-operate toward this end," Joslin concluded. "It is necessary to see that the offender is caught and punished. Proper newspaper publicity should also be secured in such instances to serve as a warning to other prospective slug users."

## Coin Machines Destroyed In Michigan Park Fire

DETROIT, Aug. 8.—More than 100 coin machines of many types were destroyed last week when fire destroyed the ballroom at Park Island, Lake Orion, Mich. The machines belonged to Douglas Glazier, Park Island operator.

The machines included a large battery of Eric diggers, which were an important feature of the ballroom. In addition there was a complete arcade of machines in the storeroom, more, in fact, than were actually in the arcade in the park, which was not touched by fire. The extra machines were being held for replacements and to allow the machines to be changed about occasionally. Some of them included the older type of arcade machines which are today impossible to replace.

The Eric diggers carried an unknown large sum in cash with them and no recovery of any money was made. The machines had not been emptied all season, as Glazier was attempting to see what a record they could pile up, since they were very well patronized all this season, and this loss alone is known to be heavy.

Elmer and Herman Krause, who operate the Woodward avenue Arcade in Detroit, were out to the park last week and were considering buying the arcade, but Glazier has decided to continue it right in the park as it stands. It is understood the Krauses plan an expansion of their present business, which has been drawing a good return, particularly on night trade.

## New Toledo Game Ordinance in Effect

TOLEDO, O., Aug. 8.—Toledo's new pinball-licensing ordinance went into effect Thursday with some of its teeth pulled. Maximum fine penalty for violation remains, despite strong opposition from local machine operators, \$50, tho a 30-day jail sentence originally provided for has been removed. Council members refused to make further change in legislation, which places entire responsibility of seeing that there is no violation of the ordinance up to the police department.

As the ordinance stands the license fee is \$10 and store owners in which devices are displayed also must obtain a permit. Licenses will not be issued until after machines have been inspected.

## Sidney Basch on His Own

SCRANTON, Pa., Aug. 8.—Sidney Basch, engaged in the coin-operated machine business for the last seven years and for the last two years manager of the B. D. Lazar Company's Scranton office, has severed his connection with the latter firm to go into business for himself.

He will engage in the jobbing and distributing end of the business and has opened an office and salesroom at 139 Franklin avenue here. New firm is known as the Basch Novelty Company. Basch, who has a good contact with the various manufacturers, has been promised their co-operation in procuring their merchandise for quick deliveries.

## OPERATORS

of one-ball Automatic Payout  
Tables

## ATTENTION!

IF YOU ARE IN THE MARKET  
FOR LATEST

### SLIGHTLY USED

ONE-BALL AUTOMATIC PAY  
GAMES, GET IN TOUCH WITH  
US. WE WANT YOU ON OUR  
MAILING LIST.

BIG STATE NOVELTY CO.,

1304 Throckmorton St.,

FORT WORTH, - - TEXAS

INSIST ON-

## STANCOR UNIVERSAL

IN ALL YOUR GAMES!

Models Available for the New Type "Bowling  
Games." Manufacturers—Send in your Specifi-  
cations!

STANDARD TRANSFORMER CORP.

850 Blackhawk Street, CHICAGO

They're BEST by TEST



BALLY-ROLLS STARTS ROLLING—Carload of Bally-Roll "bowl-a-ball" machines in Chicago freight yard as Bally Manufacturing Company started delivery of 400 units ordered by Joe Calcutt, of the Vending Machine Company, Fayetteville, N. C.



# Weekly MUSIC Notes

## Rock-Ola Runs Double Shifts

Double time necessary to supply demand for Multi-Selector phonographs

CHICAGO, Aug. 8.—Officials of the Rock-Ola Manufacturing Corporation state that it has been necessary for them to give out contracts to Chicago firms in order to keep up with production schedules on Rock-Ola Multi-Selectors.

This statement mentions that the dry-kill equipment of the plant is able to handle 68 carloads of lumber at one time. However, with a cutting of from three to four carloads every day they have found it necessary, in order to safeguard their high standard of quality in cabinets, to let out dry-kill contracts to other firms. The statement also says that with their production of over 1,000 units per week they are able to supply about 60 per cent of the Multi-Selector orders received every day! A popular point of interest to visitors at the Rock-Ola plant is the new Multi-Selector assembly lines, now in operation. They are now operating on twin conveyors, which if placed end to end would reach a length of two city blocks. The plant is now a mass of huge conveyors, with a total of 14, all but two

of which have been installed within the last 12 months.

A special announcement from Rock-Ola states that H. G. Hyde has been appointed distributor for Rock-Ola Multi-Selectors in Florida. Mr. Hyde is one of the veterans of the music business, having spent 24 years in this branch of coin-machine activity. He has contributed a great deal of his time and experience toward the work of organizing State music operators' associations. At the present time he is also secretary and treasurer of the firm of A. C. MacDonald, Inc., Jacksonville, Fla.

In making this announcement Jack Nelson, general sales manager of Rock-Ola, said: "It is unnecessary for us to say how pleased we are at making this important tieup with a man of such vast knowledge, experience and fine reputation as H. G. Hyde."

## Lazar Co. Making Big Sales Record

PITTSBURGH, Aug. 8.—An outstanding sales job with Rock-Ola Multi-Selectors is the record being made by the B. D. Lazar Company here and at its offices in Scranton and Reading, Pa.

When B. D. Lazar was asked how his firm is able to sell so many Rock-Ola Multi-Selectors in this territory he modestly replied: "The credit goes to our entire organization. It cannot be given to any one individual for the tremendous success we have had. Every member of the company's force is

trained to never say 'quits' when it comes to giving service to a customer."

In referring further to individual members of the B. D. Lazar Company's sales organization, Mr. Lazar mentioned M. S. Karpen, better known as "Little Mike"; Leo Feldman, newly appointed manager of the Scranton office, and Alfred Block, the company's "traveling ambassador."

## Detroit

DETROIT, Aug. 8.—Earl Grosz, one of Detroit's newer operators in the music-machine field, is specializing in the better class gardens on the East Side at the present time. Grosz has been operating Wuriltzer phonographs, being one of the few independent operators in Detroit with this class of machine.

Loren Stover, coin-machine operator on Lemay avenue, has given up his own business and is now operating machines exclusively for the Automatic Musical Instruments Company under M. F. Stewart, district manager.

A. Jankowski, one of the little known Detroit operators, is specializing at present in the pin-game field. He has headquarters in the suburb of Hamtramck and is concentrating his operations in the northeastern part of Detroit.

A checkup of Detroit operators has revealed some mortality in the form of former operators, some of them well known, who have dropped out of the business. Among those disclosed this week were E. C. Starr, of the Starr Vending Company, and William Liebleh, one of the oldest operators in town.

A new type of service machine using a coin-controlled device is being prepared for the market here in the form of a towel cabinet operated by a coin chute. The manufacturing company will be the new Automatic Towel Cabinet Company, of which Frank Dreyfuss and Samuel Lachman are the owners.

Joseph Franovitz, Detroit coin-machine operator, is recovering from a severe illness which has kept him away from his machines for the last six weeks. His business, going under the name of the Michigan Amusement Company, has been operated by other parties for him in his absence.

Joseph Brilliant has recently started in the coin-machine business here, operating from a near downtown location. Brilliant is operating the Rock-Ola Multi-Selector phonograph models and is doing a thriving business for a newcomer to the trade.

Another new Rock-Ola Multi-Selector operator is Frank Hanosh, formerly in the grocery business here. He is operating on the East Side and reports business good for the short time he has been active.

A large new operating company is being formed here under the name of De Hart Automatic Sales, Inc. The company has headquarters on the east side of the city and will operate automatic dispensing machines. Capitalization is \$50,000. The incorporators are Ernest Eanghart, Dela Dressel and Keith Dressel, none of whom has been recently operating in his own name in this territory.

## Pittsburgh

PITTSBURGH, Aug. 8.—Jack Levin, of the L. & S. Sales Company, Wheeling, W. Va., returned to his home here Thursday following a business trip that took him over the tri-State territory and Indiana. His family is leaving on an Atlantic City vacation Sunday.

Art O'Mella, salesman for the Atlas Novelty Corporation here, returned to the office this week after a trip in the tri-State area. He has been very much impressed with the "Duck Soup" game the firm is handling.

Following an adjustment of the license fee, 29 pin games rounded up in Wellsburg by Sheriff Robert M. Lowe were returned to the Western Pennsylvania Vending Company, which owns them.

G. Laris, of Rosedale, Pa., has been enjoying good business with coin-operated vending machines. He has been here over the week-end.

## Sheet-Music Leaders

(Week Ending August 8)

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

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

1. It's a Sin To Tell a Lie (1)
2. These Foolish Things Remind Me of You (4)
3. On the Beach at Ball Bali (5)
4. Take My Heart (6)
5. Glory of Love (3)
6. Rendezvous With a Dream (10)
7. Did I Remember? (13)
8. When I'm With You (12)
9. Would You? (2)
10. No Regrets (9)
11. You Can't Pull the Wool Over My Eyes (7)
12. You're Not the Kind
13. There's a Small Hotel (8)
14. Until the Real Thing Comes Along
15. Cross Patch (15)

## Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 31, to Thursday, August 6, both dates inclusive.

When I'm With You (30)	37
Did I Remember? (25)	33
These Foolish Things (47)	31
A Star Fell Out of Heaven (16)	26
Take My Heart (29)	26
No Regrets (15)	25
Sing, Sing, Sing (15)	23
You Can't Pull the Wool Over My Eyes (30)	23
Cross Patch (27)	22
Until the Real Thing Comes Along	22
You're Not the Kind (18)	22
On the Beach at Ball Bali (33)	22
Me and the Moon	22
Stompin' at the Savoy (23)	21
Rendezvous With a Dream (18)	20
There's a Small Hotel (22)	20
Would You? (24)	19
Let's Sing Again	19
Glory of Love (30)	19
Afterglow (18)	18
Without a Shadow of a Doubt	17
Until Today	17
If We Never Meet Again	16
I Can't Escape From You (15)	11
Christopher Columbus	11
On a Coconut Island	11
Love Went Up in Smoke	8

## Godin Visiting So. America

PARIS, Aug. 3.—Rene Godin, publisher of the French coin machine trade paper *La Revue Automatique*, has left for an extended trip to South America.

**Demand**  
**PERMO-POINT**  
**PHONO NEEDLES**  
FOR  
**YOUR AUTOMATICS!**  
**2000 PERFECT PLAYS**

THE SEEBURG FRANCHISE IS MORE VALUABLE!

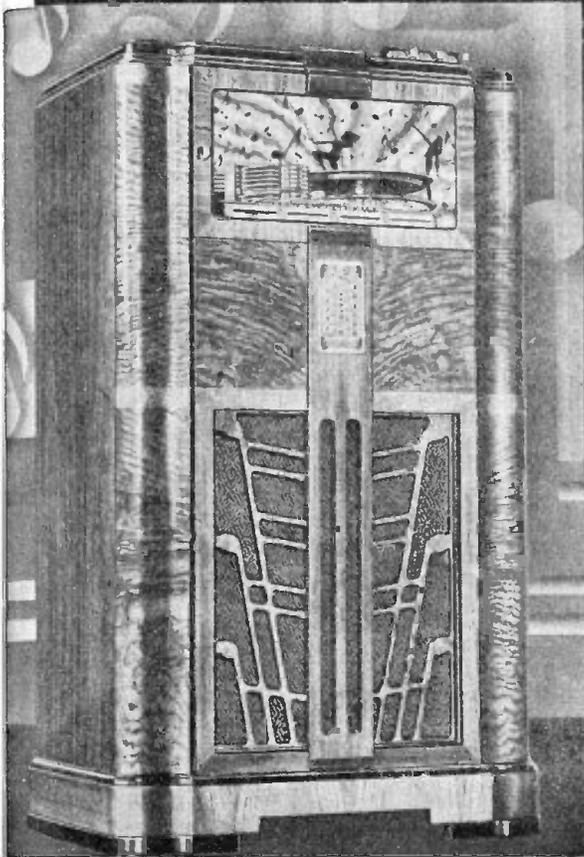


MODEL "C & D" Modernistic

The Instrument without Service Headaches

**J. P. SEEBURG CORPORATION**  
1502 DAYTON STREET · CHICAGO ILLINOIS

HIGH IDEALITY



TRUE QUALITY

always

REACHES THE TOP!

That's why the ROCK-OLA MULTI-SELECTOR is the leader in nation-wide sales TODAY!

The Rock-Ola Multi-Selector Tone... makes the ten best records BETTER!



ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue, Chicago, Illinois, U. S. A.

Ten Best Records for Week Ended Aug. 3

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five, with orchestra.	7707—"A Star Fell Out of Heaven" and "Me and the Moon." Hal Kemp and orchestra.	25355—"I've Found a New Baby" and "Swing Time in the Rockies." Benny Goodman and orchestra.	3268—"I'm an Old Cowhand" and "Why Do I Lie to Myself About You?" Mat Hallett and orchestra.
2	B6417—"Do You or Don't You Love Me?" and "On the Beach at Ball Ball." Shep Fields and Rippling Rhythm Orchestra.	7702—"It's Like Reaching for the Moon" and "Guess Who." Teddy Wilson and orchestra.	25357—"When Did You Leave Heaven?" and "Sweet Misery of Love." Guy Lombardo and royal Canadians.	3272—"Shine On, Harvest Moon" and "Rock-a-Bye Moon." Roy Newman and Boys.
3	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7708—"I Never Knew" and "When It's Sleepy Time Down South." Hudson-DeLange Orchestra.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and Rhythm Orchestra.	3269—"Oh! Man River" and "Why Was I Born?" Putney Dandridge and orchestra.
4	B6453—"There's a Small Hotel" and "On Your Toes." Bob Pope and orchestra.	7709—"Confessin'" and "Let's Have Fun." Louis Prima and New Orleans gang.	25353—"You're Not the Kind" and "Why Do I Lie to Myself About You?" Fats Waller and Rhythm Orchestra.	3270—"Old Joe's Hittin' the Jug" and "It Ain't Right." Stuff Smith and Onyx Club Boys.
5	B6418—"A Rendezvous With a Dream" and "Us on a Bus." Shep Fields and Rippling Rhythm Orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.	3266—"Was I?" and "Two-Timin' Man." Lil Johnson.
6	B6454—"Take My Heart" and "Let's Sing Again." Bob Pope and orchestra.	7667—"Oh, Babe! Maybe Some Day." Duke Ellington and orchestra, and "Monopoly Swing." Hudson-DeLange Orchestra.	25343—"Guess Who?" and "Take My Heart." Eddie Duchin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." Sweet Violet Boys.
7	B6452—"These Foolish Things Remind Me of You" and "Big Chief De Sota." Bob Pope and orchestra.	7704—"Linger A while," "Stumbling" and "Wabash Blues." Music in the Russ Morgan manner.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and Rhythm Orchestra.	3271—"Jes' Natch'ully Lazy" and "What the Heart Believes." Tommy (Red) Tompkins and orchestra.
8	B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and Hotel Taft Orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	25336—"When I'm With You" and "But Definitely." Ray Noble and orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.
9	B6431—"It's Hard To Laugh or Smile." Benny Moten's Kansas City Orchestra, and "Hot Town." Fess Williams and orchestra.	7669—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Music in the Russ Morgan manner.	25349—"On the Beach at Ball Ball" and "No Regrets." Tommy Dorsey and orchestra.	3244—"You" and "Would You?" Henry Allon and orchestra.
10	B6475—"I Can't Escape From You" and "The House Jack Built for Jill." Shep Fields and Rippling Rhythm Orchestra.	7681—"When I'm With You" and "But Definitely." Hal Kemp and orchestra.	25325—"Summer Holiday" and "A Rendezvous With a Dream." Eddie Duchin and orchestra.	3261—"On the Beach at Ball Ball" and "Take My Heart." Henry Allon and orchestra.

FATS WALLER at the top!



These three Victor Records by Fats Waller have been tops in popularity for several weeks:

- 25342 "It's a Sin to Tell a Lie" "Big Chief De Sota"
- 25348 "Let's Sing Again" "The More I Know You"
- 25315 "Cross Patch" "Cabin in the Sky"

Put these in your machines and watch the nickels roll in! Remember that Victor Records are warp-resisting and last longer.

**VICTOR and BLUE BIRD RECORDS**  
RCA Manufacturing Co., Inc., Camden, N. J.  
A Service of Radio Corporation of America

**AMERICAN SALES CORPORATION**  
 CHICAGO, ILL.  
 936 WRIGHTWOOD AVE.  
 "It was my lucky day when I decided to buy your 'location-tasted' games," says a well-known and successful operator. "With your convenient extended payment plan it was no trick at all to get going, and I've been in the money ever since." You have the same opportunity!

ASK US FOR CREDIT!  
 WRITE US TODAY!  
*Lee S. Jones*

P. S.—No objection to "Johnny-come-latelics"—they're tomorrow's vats.

**Texas Trade Twinkles**

DALLAS, Aug. 8.—S. H. Lynch, president of Electro Ball Company, is out of the city on an extended tour of the country, including visits to Memphis, where Electro Ball Company has a branch office; to New York for a visit at Stewart-McGuire and other manufacturers; then to Chicago for a general survey of the coin machine manufacturing field. Lynch is expected back at his office here next week.

Joe Savage, Memphis operator, and his mother, Mrs. Dora Savage, are visiting in Fort Worth with sister and daughter, Helen, who is manager of the Fort Worth branch of the Automatic Amusement Company. Joe's visit will be brief, as his duties force an early return, but Mrs. Savage will lengthen her stay until the latter part of August. While in Texas Mrs. Savage and daughter are taking in the various Centennial celebrations around the State.

Fort Worth has developed a coin-machine neighborhood. In one block in that city are located the Automatic Amusement Company, Big State Novelty Company, a branch of Electro Ball Company, Panther Novelty Company and the AAA Novelty Company.

Mr. and Mrs. Rolfe Stanley, of Houston, were visitors at the Fort Worth Centennial early this week.

Hans Von Reydt, Houston manager of Electro Ball Company, has left for Germany, where his mother is ill. Von Reydt will be away for the next two months. During his absence J. W. Smalley, of Electro Ball's main office at Dallas, will handle the Houston office.

Reel "21" games operating around Dallas have paid for themselves after the third day on location on the average. Nick Nigro, manager of Big State Novelty Company, Fort Worth, is in a hospital there recuperating from a minor operation.

Mr. and Mrs. Paul A. Jones, of Jefferson City, Mo., are visiting in Dallas, taking in the Centennial. Jones is manager of the Operators' Amusement Company, Jefferson City. Roy Jones, a brother, is manager of the Operators' Amusement Company, Dallas.

M. C. Aldrich, of Temple, Tex.; L. A. Montgomery, Waco, and H. W. Carpenter, of Wichita Falls, were in Fort Worth during the past week, making the rounds of coin machine row.

Visitors during the past week at the Electro Ball offices in Dallas were: W. S. Antonio, of Mexia, Tex.; Tom Ratliff, of Corsicana, Tex.; Mrs. Lou Young, of Duncan, Okla.; J. L. Garrett, Tyler, Tex.; George Holub, Waco, and Joe Hasop, of Corsicana.

The Centennial celebrations at Dallas and Fort Worth have been instrumental in increasing the sales of jobbers and distributors located in the two cities. Numerous coin men from the Southwest have visited the celebrations during the last few months and also the buying centers of coin machines.

**Penn Co. Adds New Line**

PHILADELPHIA, Aug. 8.—Penn Distributing Company, one of the leading distributors of amusement and vending machines in the Philadelphia area, announces a new and complete line of club equipment, including all types of one-ball automatics and counter games.

The Penn Distributing Company has also added the distribution of the Modern Alley-Roll, a new electrical nine-ball alley, and has been successful in opening up many new locations. Appealing to young and old alike, the Modern Alley-Roll promises to become a valuable addition to the field.

Sam Stern, of the Penn Distributing Company, reports that the Modern Alley-Roll has been tested on location and promises to be one of the biggest money makers that has hit the amusement-machine industry during the last 10 years.

**Gerber & Glass Order 10,000 Reel 21's From Daval**

CHICAGO, Aug. 8.—Gerber & Glass, one of the largest distributing firms in the country, have placed an order with the Daval Manufacturing Company for 10,000 Reel 21 counter machines for immediate delivery. It is believed that this is the largest single order ever sent to a coin machine manufacturer.

The unusually liberal offer which Gerber & Glass make is said to have proved tremendously successful with the operators. According to Max Glass: "We

**CANDIES**

FOR VENDING MACHINES

- Boston Baked Beans
- Rainbow Peanuts
- Butterscotch Soy Beans
- Smooth Burnt Peanuts
- Licorice Dibs
- Fruit Dibs
- Red or Green Imperials

Write for Price List

**PAN CONFECTION FACTORY**

(National Candy Co., Inc.)

345 W. Erie St. Chicago

have many reasons for our seven-day free trial offer on Reel 21. First of all, we want to convince the skeptical operators that this counter game marvel is all that we claim it is. We do not ask the operator to take any chances. If at the end of seven days the operator wants his money returned he gets it upon our receipt of the machine without any explanation or obligations whatsoever. Up to the present time we have sold approximately 3,000 Reel 21's. We have yet to receive one request by an operator for his money back. In fact, according to many of the reports which we have received, Reel 21 returns the operators' original investment within an average of two-and-a-half to three days. The operators have appreciated the seven-day free trial. They have signified their appreciation by their large orders and reorders. I am very happy to see that they are taking advantage of our offer."

In Reel 21 you don't play against a fixed award card. You actually draw cards against the dealer or house. The house hand and awards change with each play, the same as in real Black Jack. Four-way play offers the player odds ranging from 2 to 1 to 100 to 1.

Gerber & Glass are the direct factory representatives on Reel "21" for 18 Central States.



ANOTHER O'TOOLE INDIAN! Joe Tigerman, Chicago game designer, presents picture of himself taken at a Wisconsin Indian village to prove eligibility to Tribe of O'Toole Indians made famous by Ray Moloney and Jim Buckley, of Bally Manufacturing Company.

**BALLY ROLL**  
 on display here!!!  
 ALL THIS WEEK  
 INCLUDING SUNDAY, AUG. 16  
 First Showing in Kentucky — Come and See It!  
 QUEEN MARY and TURF CHAMPS—the  
 Two Outstanding Automatic Tables Also on Display  
**AMUSEMENT GAMES CO.**  
 108-10 EAST OAK ST. LOUISVILLE KY.

**Now Making Delivery Nine Ball Skee GAMES**  
 Wire your order with deposit. Instant shipment. World's largest assortment reconditioned Slots, Payout Pin Games, Amusement Games. Wire us for anything needed, or write for complete list.  
**THE VENDING MACHINE CO.**  
 205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

**A SQUARE DEAL TO ALL**

Alamo .....	\$62.50	Galloping Plugs .....	\$65.00	Electric Eye, Ticket .....	\$85.00
Red Salls .....	50.00	Hollywood .....	35.00	Electric Eye .....	77.50
Rambler, Ticket .....	42.00	Races, Western .....	65.00	Daily Races .....	57.50
Coconut .....	20.00	Grand Slam .....	57.50	Rainbow .....	47.50
Rapester .....	30.00	Mystery Three .....	25.00	Big Richard .....	49.00
Tackle .....	14.00	Choly Poly .....	18.50	Tricks .....	7.50
Zoom .....	10.00	Champion .....	9.00	Rocket .....	7.00
Yorpedo .....	10.00	Kings .....	8.00	Bottle .....	8.00
Base Hit .....	13.00	Par Golf .....	10.00	Manhattan .....	6.00
Ditto .....	20.00	Gold Medal .....	9.00	Cheer Leader .....	9.00
Five & Ten .....	10.00	Hi Lo .....	12.50	50 Grand .....	25.00

One Fourth Deposit with Order.  
 We Have All the Latest Machines. Got Our Prices.

**VEECH SCALE CO.** Decatur, Ill.

**DOUBLE OPPORTUNITY!**  
 PROTECT YOURSELF AGAINST PRICE INCREASE AND TRADE IN OLD MILLS MACHINES.  
**OFFER NO. 1—AUGUST SPECIAL**

BULL'S EYES (Mills), Nos. 140,000-175,000 .....	\$12.50
BULL'S EYES (Mills), Nos 175,000-215,000 .....	15.00
BULL'S EYES (Mills), Nos. 250,000 Up .....	17.50
GOOSENECK DOUBLE VISIBLE JACKPOT (Mills), F. O. B. Minneapolis or Chicago .....	22.50

**OFFER NO. 2—SPECIAL TILL SEPT. 1st**

ALL EXTRAORDINARYS Reduced. . . \$5.00 | FUTURITY Reduced. . . \$6.50  
 All machines purchased during August accompanied with \$5.00 deposit will protect you against price raise on all types. Mills machines purchased till October 1st. Due to 30% to 40% increase on raw materials substantial increase in price will take effect August 17. Factory price plus immediate delivery. Shipping points Chicago and Minneapolis.  
 Live operators get on our mailing list for factory closeouts and proven winners in used Automatic Games.

**SILENT SALES CO.,**  
 SILENT SALES BLDG. MINNEAPOLIS, MINN.  
 P. S.—Yes, We Have No Lemons.

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

# MERCHANDISE MACHINES

## Black Jack Vender Again in Production

CHICAGO, Aug. 8.—The Grotchen Tool Company has resumed production of its Black Jack 21 vender, which it originated two years ago. It will be remembered that the shutter feature used on Black Jack was originated and patented by the Grotchen Tool Company.

The company has completely redesigned this vender. A number of improvements developed in Grotchen's factory have been incorporated in the new model. It is housed in an exceptionally beautiful, natural finish wood cabinet of streamline design, cleverly trimmed. On a counter it will invite play, the maker states.

The mechanism for the new machine has been completely redesigned. Particular credit is claimed for the positive stop reels which prevent cheating by players. The mechanism itself is so made that when in operation it is absolutely silent.

## Carl Ulrich District Manager For Pack-It Co. of America

DETROIT, Aug. 8.—The Pack-It Company of America has appointed Carl Ulrich, former newspaper reporter and advertising man, as representative for Kentucky and the southern half of Ohio, including Cincinnati and Columbus. He has formed the Pack-It Company of Kentucky as the local branch of the national company and established headquarters in Louisville. Ulrich will be district manager, as well as head of the operating company.

He has already reported signing up William Pierce as distributor for Montgomery County, O., including Dayton; Eugene W. Shirley for Louisville; E. Slusher for Jefferson County, Ky., and a short-term option on a 400-machine route for Cincinnati to Sylvan Guggenheim. All the new appointees are business men who have not hitherto been engaged in the coin-machine field.

Ulrich reports that the Pack-It Shops are going over very well in the Southern territory.



H. G. HYDE, appointed distributor for Rock-Ola Multi-Selectors in Florida.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

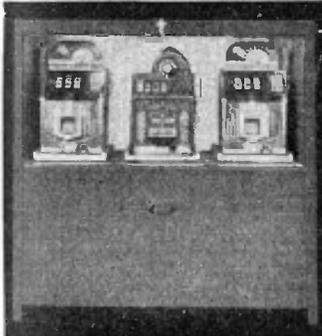
Made Only By  
**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1882—Tel.: COLUMBUS 2770.  
Cable address "WATLINGITE" Chicago

beautiful streamlined green wood cabinet with a most artistic orange trimming. A steel-engraved escutcheon on the frontal piece depicts an actual horse-race scene.

Karl Klein says that before his firm announced to the trade in general that High Stakes was ready for delivery he had 300 of the first machines placed on test locations in a Middle West city. The profit reports from those machines on test were absolutely astounding, he says. They far exceeded his fondest expectations. Not one of the 300 machines on test encountered any mechanical difficulty.

## FULL HOUSE VENDING MACHINE CABINET



Snap up the better locations with this popular cabinet.

Give your machines this added protection and attractive display. Actually helps to increase the play on machines. Turn table effect, counter raised door, etc. Convenient, classy and low in price. Write for descriptive circular and price list.

**HAWTHORNE MFG. CO.**  
2930 27th Ave., S., MINNEAPOLIS, MINN.

## Globe Has New Salesboard Idea

CHICAGO, Aug. 8.—Louis Klein, manager of the Chicago branch of the Globe Printing Company, just returned from a combined business and pleasure trip thru the Eastern States. Several weeks were spent at the home office in Philadelphia, where, together with Morris Aron and Louis Drondo, their new fall campaign was outlined and arrangements made to greatly increase their sales force, particularly in the Middle West territory.

Klein is enthusiastic about their new fall line, which he promises will be an innovation to the trade. One idea, which is a brand-new theory they have worked out, is a salesboard that will feature a triple bank and from the description of this fascinating new board it should prove to be a huge success wherever placed.

Klein also spent some time with Sol Simon, manager of their New York branch, to acquaint him with their extensive plans for the coming season. He then took time out to visit Atlantic City and other points east, returning to Chicago all set and ready for one of the busiest fall and winter seasons ever anticipated in salesboard history.

## St. Louis Ops Strong For New Bowling Games

ST. LOUIS, Aug. 8.—Operators in this vicinity are thoroly sold on the new bowling-type games now being put out by the various manufacturers, according to the jobbers in this city.

Bally-Roll, Bally's bowling game, is now on display at the Ideal Novelty Company here, while Wurlitzer's Skee-Ball is being shown at the Wal-Bil Novelty Company.

According to both jobbers, operators are securing locations rapidly for the new games and are anxiously awaiting deliveries.

## Grotchen Tool Has New Counter Game

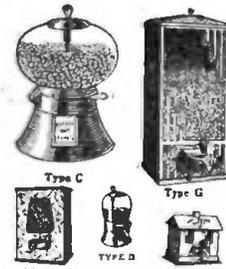
CHICAGO, Aug. 8.—Karl Klein, of the Grotchen Tool Company, announces a new counter machine, High Stakes.

The reels on the new counter machine are said to be unique and entirely different from any other which has been produced up to date. The idea for the reel strips was developed by the Grotchen firm and has been copyrighted so it may be fully protected.

Leading distributors who have been privileged to preview Grotchen's High Stakes are said to have been quick to acclaim it one of the cleverest, most appealing counter machines they have yet seen. The machine is housed in a

## Electropak Develops New Unit for Bowling Games

NEW YORK, Aug. 8.—Electrical Products Company, Detroit, has developed a special Electropak to meet the requirements of the new type of skee or bowling games. The unit is capable of delivering 24 volts and as high as 15 amperes of power. The rapidity and accuracy with which this unusual unit was developed is a tribute to the engineering ability of the EPCO laboratories. So well designed is this new Electropak that it has been adopted as standard equipment by every one of the skee game manufacturers, according to EPCO.



**FACTORY PRICES ON LITTLE NUTS**

Type B \$2.50  
Type G 3.50  
Type Q 3.50  
Nut House 3.00  
Nut Shop 2.50  
50c extra for postage on samples.

**LITTLE NUT VENDOR CO.**  
Lansing, Michigan

## INDEPENDENCE



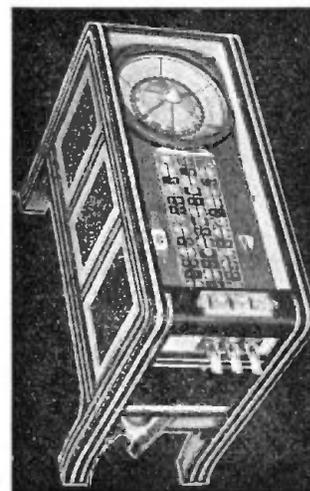
### with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

**FIELDING MANUFACTURING CO.**  
Dept. 633, Jackson, Mich.

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

TELL THE ADVERTISER IN THE  
BILLBOARD WHERE YOU GOT  
HIS ADDRESS



**SHREWD OPERATORS** readily recognize an investment of permanence, affording a highly lucrative yield. EVANS' ROU-LETTE provides realistic roulette, completely automatic. An impressive super-attraction for select locations. Investigate today!

At Your Jobber or  
**H. C. EVANS & CO.,**  
1522-28 W. ADAMS ST., CHICAGO, ILL.

*Everybody Knows . . .*

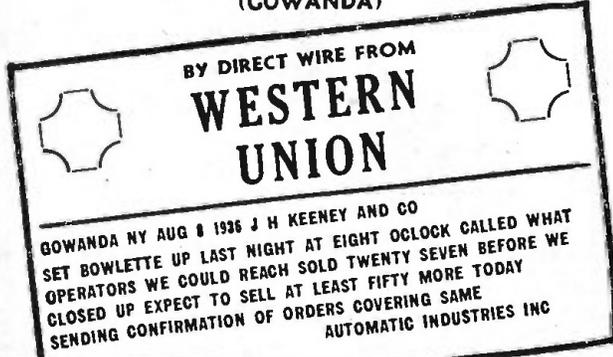
**ELECTROPAK** Eliminates Batteries and **ELECTROLOK** prevents any table cheating. Everybody should also know that only genuine **ELECTROPAKS** are **GUARANTEED** to do their job efficiently. Why should YOU be satisfied with bootleg imitations?

**ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.**  
New York Office: 152 W. 42nd St. Chicago Office: 628 W. Jackson Blvd.

# FLASH!

27 BOWLETTES SOLD ON FIRST DAY'S DEMONSTRATION IN BUFFALO, N. Y.

(GOWANDA)



37 Bowlettes sold same day in Detroit, 43 in Cleveland, 88 in New York, 21 in Boston—over 400 sales in all on the same day.

BETTER WIRE YOUR ORDER IN NOW TO

**J. H. KEENEY & CO.** 2900 S. MICHIGAN CHICAGO

Manufacturers of

**BOWLETTE—acknowledged the "best game of all"**

## Catering to the "400"

CHICAGO, Aug. 8.—Things are flying fast and furious at the Chicago office of the Atlas Novelty Corporation. Eddie Ginsberg has been suggesting a uniformed doorman, Morrie Ginsberg has suggested new plush carpeting and Eva Ginsberg pipes in with the suggestion of serving "tea at 4" every day.

Why the ritz all of a sudden, you may ask. Well, here's the reason: Last week a beautiful Lincoln automobile drove up to the front entrance of the firm. A chauffeur remained in the car while the footman came out and opened the door for a society dowager. She walked into the Atlas office, followed by the footman, who carried a slot machine. Upon entering the salesroom she wanted the proprietor and Eddie Ginsberg, who was on deck at the time, responded. She said that she had a slot machine for repair. She explained to Eddie that she had this machine in her palatial Lake Shore Drive home to entertain her guests and also to raise funds for a charitable cause. She further explained to Eddie that this slot machine has furnished milk, food

and clothing for two entire families for the last several years. Also that many of her friends had slot machines for a similar purpose, and that she would be more than glad to recommend his firm to them for the purchase of new equipment and service.

So you see, the Atlas Novelty firm is (seriously) considering going ritzzy.

## OUT IN THE OPEN

(Continued from page 65)

air program. By the time the celebration came about people for 50 miles around had been all pepped up. Grace and Scotty were the only act booked and they did their turn from the back of a truck, holding the crowd until nearly midnight, so that the concessions were given the opportunity for a long grind.

It shows the great power of radio publicity. It also proves that the open-air industry can draw upon talent in the so-called indoor brackets of the show business to the mutual advantage of both.

HERE'S another radio item. It concerns Fred Bradna, perennial equestrian director of the Ringling show. Bradna was a guest on *Jamboree*, NBC's variety show from Chicago, the other Saturday night. Bradna received a tremendous sendoff from the emcee, being plugged as the greatest and best known e. d. the world has ever known, which is a pretty fair buildup at that. The witty Alsatian spoke of his years of association with various shows and pondered on a ticklish not to say embarrassing spot when he found himself caught in a lion's cage just before the performance was due to begin in Madison Square Garden about 15 or so years ago. The show finally got under way only 15 minutes late. Our Freddie was so engaging and charming, despite or perhaps because of his ingratiating "dialect," that kilocycle observers tell us he will be on a permanent air program before very long.

LAST week we cited the courage of Henry Meyerhoff in trekking to Alaska with his Crescent Canadian Shows. Meyerhoff's letter from Petersburg in that high-up U. S. territory sounds as if he had a crystal in front

of him when we typed out the lines in praise of him. He writes under date of July 28:

"This trip is wonderful as far as scenery goes but not profitable as far as business is concerned. I have made many mistakes in coming here. It rains every day, and when it does not rain we are disappointed. People here are show hungry but cannot get to the lot because of the rain. To be sure, the natives go out in the rain. Yes, they shop, but all buildings are equipped with canopies over sidewalks to protect the people, but this protection does not exist on the lot.

"Lots are few and far between. Most of the cities are built either on hills or water fronts and cannot be played for that reason. Moreover, the cost of transportation enters. All in all, no show should come here unless it owns a boat—and that, of course, is out of the question.

"I have a fine show, clean and wholesome, with no 'girls' and no racket. We cannot kick; we are making a living. Having the advantage of being the first show in a town. Our season opened April 24 and will close October 30. We have had rain every week so far, and in some places as much as six days' rain out of six, but even with that we managed to make a little money because the show owns everything on the lot (italics ours). Had we had a break in the weather I would have a nice bank roll by now; as it is, we are not kicking."

SIX years ago a lad by the name of Daniel Shafer, of Allentown, Pa., cherished the ambition of becoming a star bareback rider. His first opportunity in this direction came when he entered high school. Fascinated by the work of the gymnastic team, he started to participate in its activities. Within two years his gymnastic prowess became so highly developed that he was termed the outstanding tumbler ever turned out by the institution.

Shafer then joined two members of the gym team and got together a comedy acrobatic turn. Aided by Coral Colleano, of the Colleano family, who runs a training school and agency in Allentown, the act was booked for clubs, dances and various social functions. During his last year at high school he associated himself with the youngest member of the Colleano tribe and then, thru the aid of Con Colleano Sr. and the columns of *Billyboy*, obtained a spot with the George Hanneford riding act. The moral of this story is that youth is still interested in the circus as a career, thus giving the lie to the reactionaries who think that there will be no performer timber left in the next generation or two.

L. G. (TED) MILLER, secretary and assistant p. a. on World of Mirth Shows, will break out like a rash with his own attraction when the contingent reaches the Central Canada Exhibition in Ottawa.—Allen Madden, secretary Middletown (N. Y.) Fair, is down with appendicitis.—A rumor circulated up and down Broadway that a lion act was stranded in Atlantic City.—Tom Gorman, announcing that he is thru with circus operation (until next year, eh?), reports that he has a sensational idea up his sleeve which he will spring any minute now.—Palsades Park has put up an electric sign, said to be one of the largest in the world, which overlooks the Hudson. Right now it exploits the park, but during the other seven or eight months will carry commercial advertising at a huge rental. Other parks please note.—Incidentally, the Rosenthal playground has booked for the end of this month what looks like the largest Zionist gathering ever to gambol at an amusement park. Doc Morris, the old picnic expert, signed up the Jewish organizations.—John T. Benson's latest souvenir advertising his Nashua (N. H.) wild animal farm, "The Strangest on Earth," is an elliptical wood cutout showing a camel, giraffe and elephant. It's the ad of the century.—Stanley Watton, the British booker, sends greetings from Stockholm. And Artie Steinhart, of Lynch's Canadian Shows, does ditto from Newfoundland, saying it with a souvenir booklet extolling the virtues of St. John.—W. J. O'Brien, the Revel Beach show, concession and ride owner motored into New York, took in Com' and other resorts, drifted down to Baltimore home, picked up his mummy and brought her up to Revere for a well-deserved vacation. Mama O'Brien will now be in a position to watch how her darling boy makes the financial barom-

eter rise almost at will. And the beach gang will see one of the sweetest ladies of these United States, not to mention that she is also one of the leading simon-pure cooks in a city which has produced some of the best pro culinists known to fastidious epicureans.—Frances M. Leeds, known to you boys and girls as Gypsy Meyers Davidson, was down with pleurisy in Doctors' Sanatorium, Port Washington, N. Y., and to pass the time doubled between reading Dexter Fellows' and Andrew Freeman's *This Way to the Big Show*, and what show-trade publication? Gypsy is the charming nurse who likes nothing better than to care for amusement folk, who, by the way, have been giving her so much work of late that she herself needs nursing.

THINGS to read . . . The Texas Centennial edition of *West Magazine* for September. . . Convention number of CFA's *White Tops*, especially the story on clowns by Rex de Rossell. . . *The Circus Stuff* (a title I thought was of my own coining by mere use), gem by Don Gridley in *Printers Ink*, dealing with sales appeal as borrowed from the sawdust and its stunts. . . An article on Barnum's American Museum, now in preparation by *Transition*. . . August 3 edition of *Bonville* (N. Y.) *Fair News*, which boosts the local fair and the Ward Beam revue, staged last week.

## Happy Days Shows

Bloomington, Ind. Week ended July 25. *Auspices, American Legion*. Location, downtown. *Weather, clear*. *Business, good*. *Bedford, Ind. Week ended August 1. Auspices, Lions' Club*.

At Bloomington, Ind.: Colonel Ted joined here from an extensive trip after adding several Southern fairs. Mrs. T. L. Dedrick is improving rapidly in St. Vincent's Hospital, Indianapolis, Ind., after 14 weeks' illness and will return to the show at Huntington, Ind. Mrs. Albert Heth's new blingo is under the management of Happy Boutinghouse. Joe J. Fontana, Ben Tosh, Reno Lewis and the writer carrying on in the absence of Colonel Ted and Mrs. Dedrick. Victor Carneas and Tom Parker are handling special events, etc., on all the shows, celebrations and fairs. Season will end in December in the South and winter in Owensboro, Ky., where all cars, wagons, fronts, trucks, etc., will be repaired, repainted and entire organization enlarged with addition of Winter's new Kiddie Railroad hand cars. Show now consist of 12 rides, 9 shows, 35 well-stocked concessions, eight-piece uniformed Royal Italian Band, loud-speaker car and free act. At Bedford, Ind.: First show in three years. Victor Carneas is the new general agent and Joe J. Fontana is handling the office. Vincent Bellemo's Royal Italian eight-piece band entertained crowds downtown and on the lots. Ben Beno's free act obtained front-page stories. Pink's Tilt-a-Whirl topped the rides. McMemore's new concessions and kid rides did well. Mrs. Nora Snodgrass' twin Eli Wheels and Merry-Go-Round look like new. The writer's Loop-o-Plane did okeh. Art Buggs' Mixup and Thriller have plenty of lights. FLOYD R. HETH.

## Alamo Shows

Jefferson, Ga. Week ended August 1. *Auspices, Jefferson Ball Club*. Location, ball park. *Business, fair*.

Business first four nights was fair, but Friday and Saturday nights were lost on account of rain and were the first days lost since the show left its home town, Macon, Ga., April 6. Show now has two rides, three shows and 12 concessions. Mr. Johns added another two-and-one-half-ton truck. ETHEL JOINER.

## Dee Lang Shows

Taylorville, Ill. Week ended August 1. *Auspices, Christian County Fair*. *Weather, ideal*. *Business, satisfactory*.

Shows and rides did a satisfactory business and the Dixie Land on Parade, a colored minstrel with the only colored Mae West heading a cast of 40 entertainers, went over big. The Kiddie Drive-Em-Yourself automobiles interested both young and old. Forty-odd concessions on the midway made it an interesting spectacle. The crowds showed their appreciation of the splendid management of the fair and the results were gratifying. For ootin the fair and show. Show added more attractions and Taylorville, Ill., was its opening fair date. DAD HAHN.

"GAMES READY TO PLACE ON LOCATIONS"

1933 MODEL CLAWS, 1e or 5c.	\$ 20.00
1935 CHALLENGER DIGGER	60.00
1934 MUTO. DIGGER	70.00
1935 MUTO. DIGGER (Roll Fr.)	120.00
1936 MAGIC FINGER	138.00
ELECTRIC EYE	95.00

PAY TABLES

BROKERS TIP (Ticket)	\$85.00
DAILY RACES (Ticket)	85.00
TRACKS ODDS (Cash)	75.00
COCONUTS (Cash)	50.00
SWEETSTAKES (Counter)	5.00
BOWLETTE (Elec. Motor Dr.)	20.00

WRITE FOR OUR PRICES ON PIN GAMES  
One-third cash with order, balance C. O. D.

LINDY SALES CO.,  
1107 BROADWAY, NEW YORK CITY

ASTOUNDING SALE

All of the following units in good condition and ready for delivery:

MILLS 10-BALL PAYTABLES	\$10.00 Each
EQUITIES	15.00 Each
PEARL HARBOR	25.00 Each
T. COONS	75.00 Each

Many other 1-Ball Tables at Special Prices. Let us know your needs.

MILLS SALES COMPANY, Ltd.  
1840 18th Street, Oakland, Calif.

Acclaimed ... in every state in the Union

# ROLL-A-BALL

AMERICA'S FIRST COMPLETELY ELECTRICALLY OPERATED BOWLING MACHINE

Roll-A-Ball is sweeping the country. Used at thousands of locations for over one year. Operators report tremendous success ... A big money maker.

LEGAL EVERYWHERE

9 BALLS  
5¢

THE ORIGINAL 100% ELECTRICALLY CONTROLLED BOWLING GAME



IMMEDIATE DELIVERY regardless of quantity

ATTENTION DISTRIBUTORS OPERATORS JOBBERS

Actual Photograph of Machine

Completely electrically controlled, fully automatic and mechanically perfect. Needs no attendant. No slug, A. B. T. visible coin chute. Gives a complete check-up on every winning score, the number of coins played and the earnings. The machine that is perfect and that has everything.

Made in two sizes, 12 or 14 feet lengths by 29 inches wide. Portable for indoors and outdoors. Completely equipped with electrical for 110 volt A. C. Current. The only machine on the market of this type that can be efficiently operated by 8 dry cell batteries where 110 volts A. C. current is not available.

NEW LOW PRICES—WRITE FOR DETAILS

## ROLL-O-MATIC, INC.

Mr. KASS, General Sales Manager

209-219 PARKHURST STREET

NEWARK, N. J.

### Experts Laud Genco Bank-Roll

CHICAGO, Aug. 8.—According to Adolph Carlson, ace bowler of the championship Pabst Blue Ribbon team and one of the leading bowlers in America, the countless numbers of bowlers and even experts in the game will find thrilling excitement in Bank-Roll, the latest Genco production.

Carlson has been a keen student of bowling for the last 15 years. His long

string of victories in national competition has placed him among the all-time champions in the history of the game. In the last national ABC tournament held in Indianapolis, Carlson finished among the first 10 bowlers.

Carlson says: "Bowling, in player interest, is outstanding among the games promoted in the United States. For this season, Bank-Roll will subsidize the thousands of potential bowlers who cannot find bowling alleys open, as well as thousands of others who are always interested in a game that has as much appeal as Bank-Roll.

Leland Miller, of O. W. Richardson and one of America's well-known authorities in furniture construction, describes Bank-Roll "as a masterpiece of art." "I am particularly pleased with the harmonious matching of the figured walnut panels and the natural birch trimmings," Miller stated. "Also, with the joining of the sections, the solidity of the frame and the excellent taste displayed in the use of chrome trimmings. It lifts it out of the amusement-game class and makes it a fine piece of furniture."

Bank-Roll has many outstanding features which combine to make it an all-star attraction. With a nickel deposited, nine balls are released and the game is on. At the end of the bowling runway there are a series of rings which are numbered according to their position. The ball is bowled and it goes into number 40, whereupon the electric scoreboard records the rows in rotation until the scored number is reached. Play is encouraged because the rings are so arranged that if the ball misses the big numbers, it usually lands in the 20-hole.

The scoreboard is an unusually fine Genco feature. It projects over the net and forward so that the score is easily read. Each ball played is recorded on the light rack. Should more than nine balls be played the lights automatically shut off. A separate counter records the nickels played. Automatic-electric control plays an important part in keeping Bank-Roll at an even keel. The score is kept, coins are recorded and balls are gathered and released. The psychological eye-appeal has much to do with the drawing power of Bank-Roll and the size

### SAVE \$27.00 RELIANCE

ON EVERY MACHINE YOU BUY

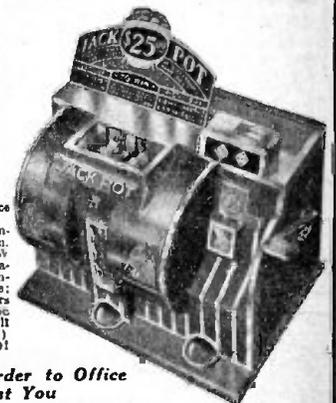
PAYOUT DICE GAME. FOR LIMITED TIME ONLY we offer extra LOW BARGAIN PRICES ON this sensational money maker that plays real action "7-11" dice! BUY NOW, BEFORE PRICES GO UP AGAIN! HERE'S HOW YOU SAVE: Nickel Model Now \$92.50 (Reg. Price \$119.50); Quarter Model Now \$95.50 (Reg. Price \$121.50); 1/3 With Order, Bal. C. O. D., f. o. b. Chicago.



### BALLY BABY

3 Machines for Price of One! World's smallest counter game—only 6 in. by 5 in.—A NEW HIGH in coin machine VALUE! Penny Cigarette Game: 400 to 1 Numbers Game: 5, 10, 20c Trade Game—get all 3 (interchangeable) for only \$17.50! ACT NOW!

Rush Your Order to Office Nearest You



AUTOMATIC-MARKEPP, Inc. MARKEPP CO., Inc. AUTOMATIC AMUSEMENT CO.,

2340 Belmont Avenue, CHICAGO, ILL. 1410 Central Parkway, CINCINNATI, O. 628 Madison Ave., MEMPHIS, TENN. 1304 Throckmorton St., FT. WORTH, TEX.

### SURE FIRE MONEY MAKERS!

- BLADES, Single Edge, with Back, 1,000 ..... \$5.00
- MY PARTY CHARMS—Spinning Campaign Not Novelty, Dozen ..... 55c
- QUINTUPLETS NOVELTY, works like Shell Flower, Gross ..... 80c
- FLY RIBBONS, 100 ..... \$ .69
- FLY SWATTERS, Gross ..... 2.10

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Orders.

BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

"GET GOING" THEY'RE NEW!

PITCHMEN AGENTS! SALESMEN!

Here's a HOT ONE for Sales, Carnival, on the Streets, anywhere there's motorists and cars. AUTOGRAMS make any car look like "a million dollars". Glass, flashy new chromium and lacquer "raised letter" initials for month. Low cost, fast seller. 100% profit. AUTOGRAM craze sweeping the country. Send \$1.00 for 3 letters, or write for full details free.

CHICAGO HARDWARE & FIXTURE CO. Dept. 10, 2056 W. Walnut St., Chicago, Ill.

and position of the cabinet gives the player ample room to move about. A strong feature of Bank-Roll is its compactness and, altho it is 13.8 feet long, it does not give that impression.

### Mutoscope Steals March With Hurdle Hop Machine

NEW YORK, Aug. 8.—Call it foresight, luck or what you will, Mutoscope has stolen a march on the rest of the industry by having ready for production and delivery a skee game in pin-game cabinet size. There are so many small locations that cannot possibly accommodate a full-size 14-foot skee alley game that operators have found it a real boon to be able to put Hurdle Hops on such locations.

## EDITOR for HOUSE ORGAN

One who is familiar with the coin machine industry is wanted to edit a house organ for a coin machine firm. Must have had experience in this field. State qualifications, experience and salary desired. WRITE BOX 212, Care The Billboard, Chicago, Ill.



**PACES RACES**

Jobbers, Operators, write us for your price on both brand new and slightly used Paces Races. We are also distributors for Wurlitzer's Skee Ball, Bally Roll, Pamco Fascination and Keeney's Bowlette and other leading Bowling Games and all of the Pin Games.

**FLOOR SAMPLES AND SLIGHTLY USED MACHINES**  
Guaranteed mechanically right and like new

	Each
1 Paces Races 5c Play, high serial, floor sample	\$36.00
1 Western Races	25.00
1 Tycoon, latest model F. S.	80.00
1 Hialeah Ticket Model	55.00
3 Hialeahs, floor samples	52.50
5 Daily Races, Cash Payout	47.50
3 Galloping Plugs, floor sample	67.50
1 Daily Limit	42.50
2 Pamco Parlay Cash Payt, like new	42.50
2 Bally Derbys, perfect	45.00
3 Double Weaders, F. S.	50.00
1 Jennings Flying Turf	7.50
2 Bally Bonus	42.50
1 Sunshine Derby	27.50
1 Pamco Speedway	40.00
1 Palooka Sr., 6 Slots, perfect	80.00
4 Tycoons, Bat. Mod.	40.00
1 Reek-Ola Night Club Multi-Selector, F. S.	190.00
1 Rock-Ola Regular Mod. F. S.	205.00
1 Pamco Red Sails	40.00
2 Mammoth	20.00
1 Ivory Golf	12.50
1 Electric Eye, F. S.	75.00
1 Big 5	20.00
1 Liberty Bell	10.00
1 Big League	15.00
3 Prospectors, like new	32.50
1 Eclipse	7.50
2 Brokers Tip, perfect	42.50
5 Jumbos Cash Payout	36.50
1 Repeater	30.00
3 Peerless Cash Payout	45.00
1 Jennings Kentucky Derby	12.50
4 Mills 1c Play Jackpot Vender	12.50
2 Pace Bantam Bells, 1c Play	12.50
1 Duchess Penny Play Jackpot Vdr.	17.50
1 Paces Races, 25c Play, mechanically perfect	275.00

All orders must be accompanied by one-third deposit in the form of P. O. Express or Telegraph Money Order. Write and ask us to put you on our mailing list. Also have about 250 other games. Write for list.

**MOSELEY VENDING MACHINE EX., INC.**  
800 Broad St., RICHMOND, VA.  
Day Phone: 2-4511-12. Night Phone: 5-5328.



**HOLLYWOOD CHOCOLATES**

Double Layer Ass't. Chocolates, 4 Doz. to Carton, Ass't. Boxes, Cellulose Wrapped, 20% Deposit with Order, Balance C. O. D.  
Send for FREE Illustrated Catalog.  
**Doz. \$1.20**  
Per Carton of 4 Doz. \$4.80

DELIGHT SWEETS, Inc. 50 East 11th St., New York City.

**WANTED**

For Following Fairs and Celebrations: MENTON, IND., Community Fair and Stock Show, August 19 to 22; AKRON, IND., Fair and Stock Show; ARCADIA, IND., Free Street Fair and Home Coming. Other Fairs and Celebrations to follow. Booked solid for balance of season, WILL BOOK Loop-o-Plane, Concessions and Shows. Address  
A. L. DALE, Mid-West Shows, 648 Shelby Street, Indianapolis, Ind.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

**ROUTES**

(Continued from page 31)

Toimey, Bob: (Cesa Loma) South Bend, Ind., nb.  
Trace, Al: (College Inn) Chi., nc.  
Travers, Vincent: (French Casino) NYC, ne.  
Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., n.  
Turner, Jimmie: (Circle) Dayton, O., b. Tex., n.

V  
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.  
Veil, Tubby: (Bruns' Palm Garden) Chi., e.  
Vonn, Bob: (Marine Gardens) Lakeside, O., nc.

W  
Warren, Frank: (Golden Slipper) West Collingswood Heights, N. J., ro.  
Warner, Billy: (Twilight Inn) East Paterson, N. J., re.  
Warren, Arthur: (Hollywood) NYC, eb.  
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.

Weeks, Ranny: (Cocoanut Grove) Boston, re.  
Welkly, Wee Willie: (Vogt's) Mountainhouse, Pa., nc.  
Welter, Leo: (Michigan Tavern) Niles, Mich., re.

White, Dave: (Oasis Grill) New York City, re.  
White, Ed: (Club Gourmet) Cleveland, nc., r.  
Whiteman, Paul: (Casa Manana) Ft. Worth, Tex., nc.

Willey, Al: (Graham Speculator, N. Y., h.  
Wiley, Rod: (Breakers) Cedar Point, O., h.  
Williams, Joc: (Mark Twain) Hannibal, Mo., h.  
Wintz, Julie: (Top Hat) Union City, N. J., nc.  
Woods, Howard: (Robert Treat) Newark, h.

Y  
Yates, Billy: (Grotto) Pittsburgh, hr.  
Young, Freddie: (Silver Cloud) Chi., nc.

Z  
Zarin, Michael: (Waldorf-Astoria) New York, Z.  
Zatour, Joseph: (Billmore) New York, h.  
Zelman, Rubin: (Caravan) NYC, nc.  
Zwilling, Sid: (Bellevue) Beltsville, Md., cc.  
Zwolin, Ted: (Moulin Rouge) Detroit, c.

**MISCELLANEOUS**

Ace-Hi Show: Marietta, Ga., 14-22.  
Almond, Jethro, Show: Huntersville, N. O., 10-15.

Argus, Magician: Waynesville, Ill., 10-15.  
DeCico, Magician: Niles, Mich., 10-15.  
Delmar, Hypnotist, Escape: (State) South San Francisco, Calif., 11-14; (Neptune) Alameda 15-17.

Earlan, Med Show: Belle Vernon, Pa.  
Rix, John, Strange As It Seems: Sterling, Colo., 11-15.

Hudspeth, Mme., Mentalist: (Cavaller Cafe) York, Pa., 10-15.  
Hunsinger, Harry, Magician: Monroe, Mich., 10-15.

Lewis, H. Kay, Hollywood Varieties: Missoula, Mont., 12-13.  
Long, Leon, Magician: Spokane 10-15.

Marine-Prestone Co.: Corsicana, Tex., 10-16.  
McRoy, Magician: Colorado Springs, Colo., 10-15.

Original Floating Theater: Kinsale, Va., 10-15; Solomons, Md., 17-22.  
Rieton's Show: Ridge Top, Tenn., 10-12; Whitehouse 13-15.

Silvers Fun Show: Iowa Falls, Ia., 10-15.

**DRAMATIC AND MUSICAL**

Emperor's New Clothes: (Manhattan) NYC.  
White's, George, Scandals: (Grand) Chi.

**REPertoire**

Billroy Comedians, Billy Wehle's: New Castle, Pa., 12; Butler 13; Washington 14; Sistersville, W. Va., 15; Parkersburg 17; Jackson, O., 18.

Bush-Byrne Players: (Fair) Whitney Point, N. Y., 10-15.  
Fox, Roy E., Players: Memphis, Tex., 13-15.  
Ginnivan, Norma, Dramatic Co.: White Pigeon, Mich., 10-15.

Hale Comedy Co.: Quarryville Pa., 10-18.  
Stone, Hal, Show: Murray, Ia., 10-15.  
Sweet Players: Anthon, Ia., 10-15.

Tolbert, Mill, Players: Monjezuma, Ga., 12; Cordele 13; Sylvester 14; Ashburn 15.

**CARNIVAL COMPANIES**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Monroe, Ga.  
American United: Dillon, Mont.  
Anderson-Strader: McDonald, Kan.; Oxford, Neb. 17-22.

Each, O. J.: Saranac Lake, N. Y.; Port Henry 17-22.  
Bantly Greater: Hollidaysburg, Pa.; Johnstown 17-22.

Birfield's Cosmopolitan: Erwin, Tenn.  
Barker: Palmyra, Ill.  
Barkfoot Bros.: Lansing, Mich.; Eaton Rapids 19-22.

Beckmann & Gerety: Springfield, Ill., 10-22.  
(See ROUTES on page 78)

**Concessionaires...**  
**NOVELTY SUPPLY FOR**  
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.  
Catalog with New Low Prices  
**THE TIPP NOVELTY COMPANY**  
TIPOCANON CITY, OHIO

**ANDERSON - SRADER SHOWS WANTED**  
Griddle Man and two Walters. Address **RALPH PARISH**, McDonald, Kan., this week; Oxford, Neb., 17-22.

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!**

**This Week's Diamond Specials**

DAILY RACES \$55.00  
BALLY BONUS 57.50  
TYGOON . . . . 64.50

(Like New)  
BALLY DERBY 55.00  
BALLY DERBY (Ticket) . . 64.50

BIG RICHARD 49.50  
BALLY PEERLESS . . 57.50

BALLY PEERLESS (Ticket) . . 64.50  
BROKERS TIP. 55.00



JUMBO DAILY LIMIT DAILY DOUBLE HOLLYWOOD DOUBLE SCORE COCKTAIL HOUR REPEATER MAMMOTH

YOUR CHOICE **\$39.50**

1/3 Down, Balance C. O. D.

**GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.**

**NOW! FOR YOUR FAIRS AND CELEBRATIONS**

Featuring the Largest Line of Latest Flash of **EXCLUSIVE CONCESSION GOODS NOVELTIES**

FOLLOW THE LEADERS—TIME MEANS MONEY  
BEACON BLANKETS—CHROMEWARE—CHINAWARE—CORN GAME LEADERS—  
OE LUXE PLASTER—CANES—NOVELTIES  
ONE DAY SERVICE WRITE FOR CATALOG TODAY

**WISCONSIN DELUXE CORPORATION**  
1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

**PAN-AMERICAN SHOWS WANT**

For Route of Fairs and Celebrations, Starting Mexico, Mo., August 18—Shows that don't conflict. Will furnish outfit to capable managers. Want Manager and Acts for Circus Side Show. Want Sober Manager for Colored Minstrel, also Musicians and Performers. This is office show and pays salaries. Will furnish complete outfit for Musical Revue. Concessions—Can place Grind Concessions of all kinds, also Agents for Wheels, Coupons and Girls for Ball Games. Address Canton, Ill. J. R. STRAYER.

**VOLUNTEER STATE EXPOSITION WANTS**

Shows, Rides and Concessions, two more sensational Free Acts, Working Men for Shows and Rides, Musicians and Performers for Minstrel Show. We pay salary and board. General Agent who knows Arkansas, Tennessee, Kentucky and Mississippi, with car. Madison, Ind., Legion Street Fair, next week; Richmond, Ind., this week, followed with Fairs and Promotions, well promoted by Hal Bailey and crew of ten people. Ace note. Murphy and other people who have worked for me before, answer. Bob White wants Girls for Streets of Paris. Salary weekly.

**WANT-FIREMEN'S OLD HOME WEEK**

ON MAIN STREET, HAZLETON, PA., AUGUST 17-24.  
Farris Wheel, Whip, Loop-o-Plane or any good Ride; Colored Minstrel Show, Girl Show or any good money-making Show. Have Top for Shows. All Concessions open—Bingo, Wheel, Roll-Downs, Cook House, Grab Joints. What have you? PLACE Free Acts. Positively on Main Street. Everybody working. Plenty money. Address

**CAMPBELL UNITED SHOWS**  
Kingston, N. Y., This Week, or Carnival Headquarters, Hazleton, Pa.

**MAJESTIC SHOWS WANT**

FOR FIFTEEN WEEKS OF BONA-FIDE FAIRS, STARTING AUGUST 25, MOUNTAIN CITY, TENN.

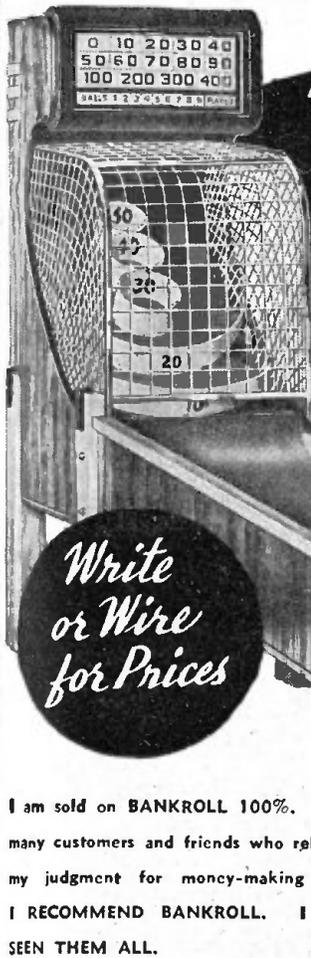
Loop-o-Plane, Tilt-a-Whirl and Kiddie Rides, Organized Girl Show, Geek Show, Athletic Show, Monkey Motordrome, or any Shows that do not conflict. Have complete outfits for same. Concessions of all kinds (No X), such as Diggers, Photos, Fishpond, Bowling Alley, or any Grind or Wheel Concessions, WANT Inside Acts for Top-in-Ding, Talkers and Grinders for Shows, Tuba, Saxophone and Musicians to strengthen Colored Band. WANT General Agent that knows Georgia, Alabama and Florida. Second Man with Car that can put up paper. Fair Secretaries in Georgia and Alabama desiring to do business with a Show of merit. Have some open dates for late Fairs. All address  
FRANKIE BURNS or R. G. McHENORIX, Greenville, Tenn., this week.

**There Are PHOTRAIT CAMERAS**

For Every Type of Strip Photo.  
**4 FOR A DIME—NOVELTY JEWELRY 2 1/2 x 3 1/2**  
Ask about close-ups on 1% x 1% mechanisms—a bargain at \$17.50 Each. Act quickly. Only a few left.  
**PHOTRAIT COMPANY, 533 E. 140th St., Cleveland, Ohio**

**WANTED—MABEL R. WEER SHOWS—WANTED**

For our long string of Fairs and Celebrations. SHOWS: Shows with own outfits. Want Manager for Ten-in-One who has something to put in it, will furnish complete framework. We have the tops. What have you? CONCESSIONS: We are now booking Concessions per for Marshall, Mich.; Lagrange (Ind.) Fairs. Wire for choice locations. All address per route: MABEL R. WEER, Three Rivers, Mich., week August 10th; Kendallville, Ind., week August 17th; Marshall, Mich., week August 24th; Wapakoneta, O., week September 14th; All Fairs, Montpelier, O., week September 7th; Wauscon, O., week September 14th; All Fairs, Fair Secretaries and Celebration Committees we have weeks September 21st and 28th open, get in touch with us.



*The Only Game with All the Features that Count*  
**BANK-ROLL**  
*GENCO'S Banked-Alley, Fast Rolling Profit-Cyclone*

- Scoring Registered in Moving Lights
- Balls Played Registered in Lights
- A Separate Counter Records Payouts
- Another Counter Records Nickels Played
- Scoring Pockets Automatically Lighted
- Scoreboard Is Forward for Better Visibility
- Three-Piece Portable Construction
- Automatic Silent Ball-Return
- 13 Ft. 8 In. Cabinet
- Complete Automatic Electric Control
- Sound Effects
- Visible Coin-Slide
- Coin-Chute Releases 9 Balls
- SILENT PLAY



Easier to assemble than the average pin-game. Bankroll is trim and sporty-looking, not bulky. Play is encouraged because if the balls miss the big numbers, they usually land in the 20-hole. Thus making higher scores.

**SPECIAL FEATURE: SHOULD MORE THAN 9 BALLS BE PLAYED ALL LIGHTS AUTOMATICALLY SHUT OFF.**

**GEORGE PONSER CO.**  
 11-15 E. RUNYON ST.  
 NEWARK, NEW JERSEY

I am sold on BANKROLL 100%. To my many customers and friends who rely upon my judgment for money-making games I RECOMMEND BANKROLL. I HAVE SEEN THEM ALL.

*Write or Wire for Prices*

EARNING POWER FROM \$3.00 TO \$5.00 PER HOUR

**SPRINGPORT, MICH. Fair and Centennial**

SEPTEMBER 8 TO 12, INCLUSIVE.  
 WANTED—Shows, Rides, Concessions and Free Acts.  
 Want to hear from Decorator Hoke. This event sponsored by Business Men.  
 Address  
 SECRETARY CENTENNIAL CELEBRATION, Springport, Mich.

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

Any Show not conflicting, also any Novelty Rides, especially Kiddie Rides. **CAN PLACE** legitimate Grand Stock Concessions. **WANT** Colored Musicians, salary, for Band Work. Also Performers, especially Comedian-Dancer. Address Erwin, Tenn., this week; Newport, Tenn., next week.

**1830-CENTENNIAL—1936 CHESTERFIELD, IND.**

On the Streets. **AUGUST 20-25, INCLUSIVE.**  
 WANT Shows, Concessions, etc. Write 432 Walnut St. Ave., Toledo, O., until 17th; then Chesterfield. Four more Street Fairs booked.

**FOR SALE or TO BOOK**

Three-Actcast Merry-Go-Round, Ferris Wheel and 12-Car Whip. Also have Ice House Car for sale and two Electric Prints. Address  
**MRS. FRANK MURPHY**  
 841 West 45th St., New York City

**WANTED FOR 3rd Annual Early County Fair**

**OCTOBER 5-10, HILTON, GA.**  
 One Free Act, Ferris Wheel, good Shows, Rides, Concessions. Write  
**O. F. MORTON, Mgr., Hilton, Ga.**

**WANTED FREE ATTRACTIONS FOR FIREMEN'S CARNAVAL, WEEK AUGUST 24-30**

One full particulars and price in first letter. Address  
**B. I. SMITH, Leonardtown, Md.**

**Loomis Co. Exclusive Western Equipment Dist.**

**CHICAGO, Aug. 8.**—Jimmy Johnson, owner of Western Equipment and Supply Company, announced this week the appointment of the Loomis Distributing Company as exclusive factory distributor for the New England States.

W. P. Loomis, owner of the distributing company which bears his name, is one of the best known men in the coin-machine field. For the last seven years he has conducted a successful distributing business in Northampton, Mass. During this time the "Major," as he is popularly known, has made many friendships among the operators that have proved mutually beneficial. His unerring judgment, backed by years of intimate contact and thoro knowledge of the automatic business, has proved invaluable to the trade.

Fully cognizant of the value of present-day merchandising, the Loomis Distributing Company has enlarged and re-modeled its salesrooms. At the present time it has one of the largest and most beautiful salesrooms in the business.

Prominently displayed are Western Equipment's line of automatic payouts, which includes Thorobred, Policy, Flying High, Harmony Bell and Western's Races. Altho Mr. Loomis is enthusiastic about the entire Western line, he says he is especially overjoyed with Thorobred. According to reports from his company, Thorobreds are being sold as fast as they are received from the manufacturer.

The Loomis Distributing Company extends a cordial welcome to all operators to visit them. The Major is an excellent host and in addition to inspecting those great Western Equipment games, Mr. Loomis promises an enjoyable visit.

**BIRTHS**

*(Continued from page 28)*  
 Illusion show and mother is known as Madame Melva, mentalist, on Pan-American Shows.

**MILLER BROS.' SHOWS WANT**

FOR THE FOLLOWING FAIRS. ALL FAIRS UNTIL THANKSGIVING WEEK.  
 Week Sept. 1, Buncombe Co. Fair, Asheville, N. C.      Week Sept. 28, Rockingham, N. C., Malden Fair.  
 Week Sept. 7, Hendersonville, N. C., Fair.      Week Oct. 5, Elberton, Ga., New Malden Fair.  
 Week Sept. 14, High Point, N. C., Fair.      Week Oct. 12, Cedartown, Ga., Malden Fair.  
 Week Sept. 21, Lurlineburg, N. C., Malden Fair.      Week Oct. 19, Cartersville, Ga., Fair.

**WANT**      **WANT**      **WANT**  
 Shows of all kinds. **WANT** Colored Musicians and Performers. **CAN USE** Talkers. Wanted to purchase No. 12 Ell and Caterpillar. **RIDES**—Will book Dodgem or any Flat Ride. Concessions, all kinds, come on. All address **MILLER BROS. SHOWS**, Robinson, Ill., Fair, this week; week of August 17, Jasonville, Ind., Fair; week August 24, Mt. Carmel, Ill., Fair.

**SMITH'S GREATER ATLANTIC SHOWS**

**CAN PLACE NOW AND FOR BALANCE OF THE SEASON, ENDING THANKSGIVING WEEK:**  
 Good, reliable Ferris Wheel Foreman (\$20 week salary). Whitty Davis, Fritz Bollis wire. Have complete Girl Show outfit that I will turn over to reliable party. I will place a good fast-stepping General Agent. **WILL PLACE** a Loop-O-Plane and Kiddie Auto Ride. Performers and Musicians always wanted for Minstrel Show. **WILL BOOK** Cook House, Frozen Custard, Popcorn, Candy Apples, String Game, Bingo, "Spot" Bassinger wire. Will consider several Wheels. Sol Wasserman wire. In fact, all Stock Concessions open. Showmen with their own outfits always welcome. Need Talkers and Grinders. Fair season starts Labor Day Week at Martinsville, Va., with Graingerburg, Columbia, York, S. C., and others to follow. No time for knockers, double-crossers and disorganizers. All address, this week, Crewe, Va.; then as per route in Billboard.

**BROWNIE SMITH**

**DIXIE EXPOSITION SHOWS WANT**

For Twelve Fairs—Flat Rides with or without transportation, Grind Shows, Ten-in-One, Dromc. No Girl Shows. Wanted—Concessions, Colored Performers and Musicians, Loop-O-Plane Foreman. Mayfield, Ky., next week; Dyersburg, Tenn., follows. Mound City, Ill., this week. Address  
**C. D. SCOTT.**

**WANTED FOR MONROE, MICHIGAN HARVEST FESTIVAL**

**AUGUST 17 TO 23**  
 Loop-O-Plane, Tilt-A-Whirl, two Shows to feature, legitimate Concessions of all kinds. Billed for miles around. Town decorated. Two big pay days. Write or wire  
**DEAN CAMERON, Secretary.**

# LET ME TIP YOU OFF!

"Everybody waits for that good thing to happen... sometimes it does... and most of the time it doesn't... I'm not out on a limb on these two... they're proven winners already."



**POLICY and FLYING HIGH**  
2 Great 1-BALL AUTOMATIC PAYOUTS that will enable you to sock plenty away in the good old klutz."

**BUCKY**



24" BY 50"

# POLICY

A great new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers which are matched on the playing field. If the big bronze ball drops into any of these pockets, starting with the lowest number (for example 1, 1-2, or 1-2-3) the player is automatically paid the lighted odds (from 2 to 40). WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

Stator \$125  
Univerter. Batteries Optional.  
Ticket Model \$135

## FLYING HIGH

A coin inserted in the MYSTERY COIN CHUTE lights from 1 to 7 lights. As the big bronze ball passes over an award on the board, it automatically lights the corresponding numbers and odds on the backboard. Liberal payouts as high as \$2.00. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

\$139.50 \$149.50  
Stator Ticket  
Univerter; Model  
Batteries  
Optional.

No Charge for Check Separator - Both Games

**WESTERN EQUIPMENT & SUPPLY CO.**  
925 W. NORTH AVE. CHICAGO

## ROUTES

(Continued from page 76)

- Bee, F. H.: (Fair) Vanceburg, Ky.; (Fair) Ewing 17-22.
- Big State: Quitman, Tex.
- Blue Ribbon: (Fair) Huntington, Ind.; (Fair) Crown Point 17-22.
- Bowen & Lane: (Fair) Philadelphia, Miss.
- Bremer Midway Attrs.: (Fair) Mondovi, Wis., 10-12; (Fair) Lancaster 13-15.
- Brown Novelty: (Fair) Stanford, Ky.
- Bruce Greater: (Fair) Shelbyville, Ky.; (Fair) Lawrenceburg 17-22.
- Buck, O. C.: Stratford, Conn.
- Byers Bros.: Gladbrook, Ia.
- Calumet Attrs.: Gary, Ind.
- Cellin & Wilson: (Fair) Indiana, Pa.; (Fair) Butler 17-22.
- Christ United: Uhrichsville, O.
- Coleman Bros.: Spring Valley, N. Y.; (Fair) Middletown 17-22.
- Colley, J. J.: (Fair) Davis, Okla.
- Corey Greater: Vandergift, Pa.; Clymer 17-22.
- Craig 20 Big: Modesto, Calif.; Fresno 18-23.
- Crowley United: Burlington, Ia.
- Crystal Expo.: Christiansburg, Va.
- Cumberland Valley: McMinnville, Tenn.; Shelbyville 17-22.
- Ourl's Greater: Hillsboro, O.; Peebles 17-22.
- Daley Bros.: Houston, Mo.; Ash Grove 17-22.
- De Luxe: Atlantic City, N. J.
- Dennert & Knepp: Charleston, W. Va.
- Dixie Belle Attrs.: Fort Branch, Ind.
- Dixie Expo.: Mounds, Ill.; Mayfield, Ky., 17-22.
- Dixie Model: Lynchburg, Va.; Pulaski 17-22.
- Dodson's World's Fair: Steubenville, O.; Wheeling, W. Va., 17-22.
- Edwards, J. R.: Byesville, O.; (Fair) Hicksville 18-22.
- Elane's Expo.: Fairbanks, Pa.
- Ellman: (Fair) Darlington, Wis., 11-14.
- Endy Bros.: (Fair) Newton, N. J.; (Fair) Kutztown, Pa., 17-22.
- F. & M. Am. Co.: Lykens, Pa.
- Fairway: Superior, Mont.
- Florida Expo.: Pisara Beach, Folly Island, Charleston, S. C.
- Frederick Am. Co.: Burwell, Neb.
- Frisk Greater: Yronton, Minn.
- George Attrs.: Lamar, S. C.
- Gibbs, W. A.: Omaha, Neb.; Hanover, Kan., 17-22.
- Glick, Wm., Expo.: Plattsburg, N. Y.; Massena 17-22.
- Gold Medal: (Fair) West Bend, Wis.; (Fair) Fond du Lac 17-20.
- Golden State: Boyes Springs, Calif.
- Golden Valley: Gordo, Ala.
- Golden West, Barnhart's: Hastings, Minn., 11-12; (Fair) Le Center 14-16; (Fair) Elkader, Ia., 18-21.
- Gooding Greater: Portland, Ind.
- Great Coney Island: Baton Rouge, La.; Alexandria 17-22.
- Great Olympic: (Fair) Lewiston, Ill.
- Great Sultan: Herrin, Ill.; Carmi 17-22.
- Greater Expo.: Gary, Ind.
- Greater United: (Fair) Parsons, Kan.
- Greenland Expo.: Farmville, Va.
- Guiberg's World's Expo.: (Exhn.) Three Rivers, Que., Can.
- Hansen, Al C.: (Fair) Manchester, Ia.; (Fair) Harlan 17-22.
- Happy Attrs.: Dresden, O.
- Happy Days: (Fair) Logansport, Ind.; (Fair) Salem 17-21.
- Happyland: Mt. Pleasant, Mich.; Bad Axe 18-22.
- Henke's Attrs.: (38th st. & Fond du Lac ave) Milwaukee, Wis.; Escanaba, Mich., 17-22.
- Hennes Bros.: (Fair) La Crosse, Wis.; (Fair) Davenport, Ia., 17-22.
- Heth, L. J.: (Fair) Pinckneyville, Ill.; (Fair) Vienna 17-22.
- Hilderbrand United: Clarkston, Wash.; Nampa, Ida., 17-22.

## MOHAWK VALLEY SHOWS WANT

For four weeks on the eastern shores of Virginia. Potlato crops and the best of ever had. Com-mencing Cape Charles, Va., Fair week of August 17, with Keller Fair to follow; Poonoone, Md.; Tasley, Va., and 12 fairs in the South, out all winter. Cash back one or two more good Shows. Concessioners can book good Cookhouse, Custard, Corn Game or any Legitimate Concessions. Like to hear from good promoter. Call Baker. Like to write LEO BISTANY, Newport News, Va., this week; Cape Charles, Va., week of August 17.

**WANTED FOR GEORGIA TOBACCO MARKET**  
Shows, Rides and Legitimate Concessions for tobacco, cotton and industrial towns in Georgia. Also Ball Game Agents, Grind Store Agents. People to handle small Animal Show and Game Show. Want organized Minstrel. Will book Rides with privilege of buying that don't conflict. Ernest Evans, Harry Keny, Sealy write. J. L. JOHNS, Atamo Shows, Monroe, Ga.

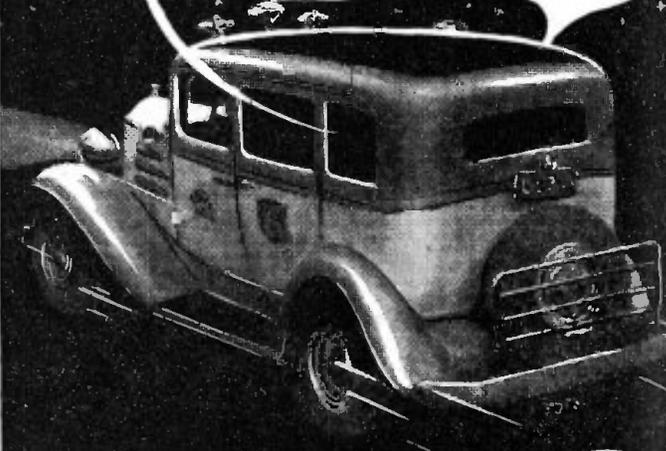
**CARNIVAL BOOTHS-RIDES FOR RENT.** Complete Unit—12 Concession Booths, enclosed, size 9x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

**WANTED**  
High type Shows, Rides, Concessions, Pitchmen and Demonstrators.  
**LABOR DAY CELEBRATION**  
(Fairgrounds) Urbana, O.  
Motorcycles and other track events. Farmers' All-Day Picnic. Playground benefit. Write WILBUR M. FAULKNER, care Playground Committee, Urbana, O.

**WANTED**  
Concessions, small Shows, one or two Rides for No. 3 unit. Long Branch, N. J., August 17-22; West Conshohocken, August 24-25.  
**EXHIBIT PRODUCING CO.**  
Johnny Kooler, 207 Shubert Theater Bldg., Philadelphia, Pa.

HAVE YOU HEARD THAT MUTOSCOPE'S HURDLE HOP IS GOING OVER BIG?... IT'S A SKEEL GAME IN A PIN GAME CABINET YOU KNOW...

YES... AND HAVE YOU HEARD MUTOSCOPE NOW ALSO MAKES A REGULAR FULL SIZE SKEEL GAME?... THEY CALL IT BOWL-A-GAME



HURDLE HOP! Quantity shipments now being made—extraordinary money maker!—See your jobber or order direct..

OPERATORS PRICE \$59.50 F. O. B. N. Y.



BOWL-A-GAME The Peer of Them All—READY SOON! HOLD YOUR HORSES!—WORTH WHILE WAITING FOR!—DISTRIBUTORS and JOBBERS INVITED.

**INTERNATIONAL MUTOSCOPE REEL CO.** 516 W. 34<sup>th</sup> ST. INC. NEW YORK CITY  
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

## EWING, KY., FAIR, Week Aug. 17

With Germantown, Louisa, Hodgenville, Centerville, Jackson, Dickson, Marks, Louisville, Magee and Canton Fairs Following.  
**ALL FAIRS—NO STILL DATES UNTIL DEC. 1**  
Then winter show. WANT Stock Concessions. Everyone knows Ewing and Germantown are wonderful fairs for stores putting out stock. Want 10-in-1 that has Acts and Banners. Also want other Shows, including Hawaiian Show. Want new or almost new Kiddie Ride to join on wire. Eats and Drinks open at Ewing. Want Lady Drome Rider. Address  
**F. H. BEE SHOWS, Inc.**  
Vanceburg, Ky., Fair this week; or come on to Ewing, Ky., Fair.

## HARLEY SADLER CIRCUS

Time will not permit personal replies to the hundreds who answered last week's ad. All people engaged except good Dog and Pony Act. Eddie Ruten, wire. Family Act doing feature. Can place two good Trombonists, one more real Circus Clarinet, Com-In Clown. Cook House opens in Dallas Monday, August 17th. Workingmen report, Performers and Musicians report Wednesday, August 19th. Show opens near Dallas, Saturday, August 22nd. Wire HARLEY SADLER, Borger, Tex., August 12th; Sweetwater, Tex., August 13th. After that Dallas, Tex. HARRY SADLER.

## BROWN NOVELTY SHOWS

Want legitimate Stock Concessions and Small Grind Shows. Lincoln County Fair, Stanford, Kentucky, this week. Food and Auto Show, Crossville, Tennessee, August 18 to 22. Address F. Z. VASCHE, Manager.

## WANT QUICK

Clarinet Double Sax. Cornets. Other Musicians wire. KAY BROS.' CIRCUS, Randolph, Thursday; Woodstock, Friday; Ludlow, Saturday; Manchester, Monday. All Vermont.

## WANTED

Rides and legitimate Concessions for LABOR DAY HOME COMING CELEBRATION Herscher, Ill. Write J. C. PETERSON.

**THE COUNTER GAME KINGS of AMERICA-**

*Offer*

# 7 DAY FREE TRIAL!

# REEL 21!



**PAUL GERBER**



**MAX GLASS**

**UNCONDITIONALLY GUARANTEED!**

**SEND THIS ORDER!**

ORDER BLANK

Name.....

Address..... State.....

City.....

Ship me..... Reel "21" Games, Enclosed find 1/3  
deposit for..... If I am not entirely satisfied, I  
have the privilege of returning them for refund in  
7 days.

● You take no chance when you order your Reel "21" games from GERBER & GLASS. Try 'em for 7 days, if they're not O. K. with you, return 'em for refund. Reel "21" is guaranteed by GERBER & GLASS and the manufacturer, THE DAVAL MANUFACTURING COMPANY.

**YOUR MONEY REFUNDED IF YOU ARE NOT COMPLETELY SATISFIED!**



\$23.75

**IT'S NOT A SALE UNLESS YOU ARE SATISFIED!**

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.

**Concessionaires CARNIVAL-PARKMEN!**

**LINE UP WITH THE LEADERS**  
FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

Blankets—Lamps—Clocks—Chromeware—China—Aluminum  
—Radios—Plaster—Games—Stum—Balloons and Novelties.

## CONTINENTAL PREMIUM MART

3RD & WELLS STS. MILWAUKEE, WIS.

CATALOG IS NOW READY



Send for Your Copy Today

- Hodge, Al G.: (Fair) Griggsville, Ill.; Colfax 17-22.
- Hoffner Am. Co.: Mionok, Ill.; Aledo 17-22.
- Rughey Bros.: New Berlin, Ill.; Kempton 17-22.
- Hurst, Bob: Hico, Tex.
- Imperial: Wisconsin Rapids, Wis.
- Imperial: (Fair) Madison, Wis., 14-18.
- Joe's Playland: Sutton, Neb., 10-12; Dorchester 13-15.
- Jones, Johnny J.: Expo: Beardstown, Ill.
- Kaus: (Fair) Watertown, N. Y.; Ithaca 17-22.
- Keystone: California, Pa.; Somerset 17-22.
- King's United: Poland, Ind.
- Krause Greater: Winchester, Va.; Marion 17-22.
- Landes, J. L.: (Fair) McCook, Neb.; (Fair) Colby, Kan., 17-22.
- Lang's, Des. Famous: Oswein, Ia.; (Fair) Mankato, Minn., 16-19.
- Leggette, C. R.: Cassville, Mo.
- Lewis, Art: (Fair) Altamont, N. Y.
- Liberty Fair & Am. Co.: Hammonton, N. J.
- Liberty National: Marion, Ky.; Lebanon 17-22.
- Liberty State: Grapevine, Tex.
- M. B. Am. Co.: Crocker, Mo.; (Fair) Eldon 17-22.
- McMahon: South Sioux City, Neb.; (Fair) Wahoo 17-21.
- Mestic Expo: Greenville, Tenn.
- Nalarkov, W. S.: Attrs.: (Fair) Whitney Point, N. Y., 11-14; Great Bend, Pa., 20-22.
- Marks: Clarksburg, W. Va.; Parkersburg 17-22.
- Metropolitan: Tifton, Ga.
- Miller Bros.: Robinson, Ill.
- Mimic World: Rodessa, La.
- Miner's Model: (Fair) Fawn Grove, Pa.
- Northern States: Macon, Mo.
- Northwest United: New Hampton, Ia.
- Northwestern: Brighton, Mich.
- Oiler: Canton, Mo.
- Page, J.: Murfreesboro, Tenn.
- Pan-American: Canton, Ill.
- Pearson: Arthur, Ill.
- Peerless: Ford City, Pa.
- Pollie & Lutto: (Fair) Kalamazoo, Mich.
- Pool & Brewer: Houston, Tex.
- Ray Am. Co.: Karlstad, Minn., 13-15.
- Reading's United: La Fayette, Tenn.; Gallatin 17-22.
- Regal United Am. Co.: West Plains, Mo.; Mammouth, Spring, Ark., 17-22.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Gallatin, Tenn.
- Rogers & Powell: Puxico, Mo.
- Royal America: Ft. William, Ont., Can.; Superior, Wis., 17-22.
- Royal Fair: Center, Ala.
- Rubin & Cherry Expo.: Battle Creek, Mich.; (Fair) Ionia 17-22.
- Santa Fe Expo: Saratoga, Wyo.; Hanna 17-22.
- Sheesley Midway: Saginaw, Mich.
- Shurt & Walker: Dobbin, Tex.; Tunice 17-22.
- Siebrand Bros.: Three Forks, Mont., 13-15.
- Silver State: Ft. Morgan, Colo.
- Six, J. Harry: Attrs.: (Fair) Columbia, Ky.
- Small & Bullock: Flat Top, W. Va., 10-15.
- Smith's Greater Atlantic: Crewe, Va.

**LET YOUR HELP Advertise**

**YOUR BUSINESS CARNIVAL, FAIR, PARK, etc. with these EXCEPTIONAL UNIFORM SHIRTS**



Your Name and Slogan Embroidered here.

Your Name and Slogan Embroidered on Back of Shirt NO CHARGE.

Shirts are smartly tailored and come in various colors in these materials:

- Sanforized Covert Cloth.
- Herringbone Cloth.
- Broadcloth.
- Norety Cloth.

We also manufacture a complete line of Overalls, Uniforms and Pants at Lowest Prices.

*Write for Circular giving Prices & Complete Information*

**ACME OVERALL and UNIFORM Co.**

162 Seventh Ave. Dept. B. New York City

## BIG CELEBRATION AND CONVENTION

NEXT WEEK, AUGUST 17 TO 22

### NEW YORK STATE FIREMEN'S CONVENTION

Tonawanda, New York, on the Streets

WANT INDEPENDENT SHOWS. Want Concessions of all kinds; no exclusive. WANT RIDES THAT DON'T CONFLICT. Want Promoters. Address all mail and wires to MATTHEW J. RILEY, Convention Headquarters, Tonawanda, N.Y.

## WANTED AT ONCE

To join at Pulaski, Va., next week, Girl Show; have complete outfit for same. Will place Shows of merit. Concessions—Will place you. Rates reasonable. Our fairs start August 24. Address, this week, Lynchburg, Va.; next week, Pulaski, Va.; week August 24, Wise, Va., Fair.

J. P. BOLT or F. C. BOSWELL, DIXIE MODEL SHOWS.

## J. J. PAGE SHOWS WANT

Cook House to join at once. All Concessions open, except Corn Game. Can place Shows with or without outfits. Our Fairs start at Carthage, Tenn., August 25. All address J. J. PAGE SHOW, Murfreesboro, Tenn., this week; Franklin, Tenn., next week.

### MARY BOWEN WANTS

Sober, reliable, experienced GRIDDLE MAN. Long season. Top salary. SAILOR HARRIS (Tattoo Artist) WANTS all kinds of Working Acts for Side Show, also strong Half-and-Half. BARNEY STONE WANTS Girls for PDSING SHOW. Youth, good looks essential. Guaranteed salary. Old friends write. All address

### GOLD MEDAL SHOWS

THIS Week FREE FAIR (August 13-14-15-16), West Bend, Wis.; Fond du Lac (FREE FAIR), August 17 to 20, Inc.

### SHOWS, RIDES and CONCESSIONS WANTED

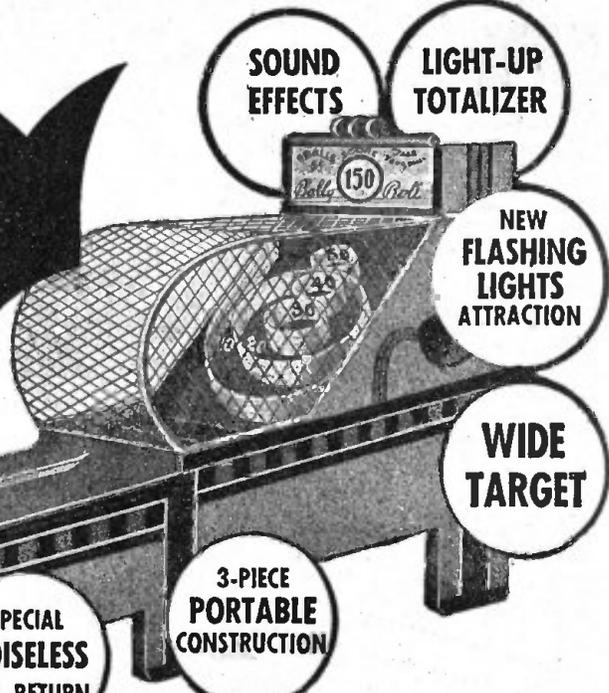
FOR WINDSOR, ILL., 42D ANNUAL HOME-COMING AND PIONEER THURSDAY, AUGUST 27

Will consider Carnival for week. No Gift. Free Acts, write M. L. MYERS; others O. L. BOWEN, Supt. Concessions.

(See ROUTES on page 80)

**THE GREATEST  
MONEY MAKING SENSATION  
THAT EVER HIT NEW YORK  
AND IT'S LEGAL**

**BALLY  
ROLL**



- SOUND EFFECTS
- LIGHT-UP TOTALIZER
- NEW FLASHING LIGHTS ATTRACTION
- WIDE TARGET
- 3-PIECE PORTABLE CONSTRUCTION
- SPECIAL NOISELESS BALL RETURN
- GUARANTEED MECHANICALLY PERFECT
- ALL BALLS VISIBLE TO PLAYER
- VEEDER COUNTER
- FULLY AUTOMATIC ELECTRIC CONTROL
- SHOWS LAST 5 COINS PLAYED

**ORDER NOW—EVERY DAY YOU  
DELAY MEANS MONEY OUT OF YOUR POCKET  
—ALTHOUGH QUANTITY SHIPMENTS ARE NOW BEING  
MADE, THE DEMAND IS SUCH THAT ALL ORDERS ARE BEING  
SHIPPED IN ROTATION RECEIVED. GET YOUR ORDERS IN TODAY!**

**FITZGIBBONS DISTRIBUTORS, INC. 453 WEST 47<sup>TH</sup> STREET  
(BALLY BUILDING) NEW YORK CITY**

**MANHATTAN CHOCOLATES**

A High-Class Chocolate Intermediata with one layer of Assorted Chocolates, Individually Cupped. This Attractive, Cellulose-lined Box is the Concessionaire's Money-Maker. Packed 6 Dozen to Carton.

**70c Doz. \$4.20 Carton**  
25% Deposit with Order, Bal. C. O. D.

**Marvel Candy Co., INC.**  
101-103 Wooster St., NEW YORK CITY

**Rock-Ola Announces  
New Bowling Game**

CHICAGO, Aug. 8.—Part of the explanation for the intense activity going on at the huge plant of the Rock-Ola Manufacturing Corporation is the announcement of the firm's new bowling game, Rock-O-Ball.

With the facilities at the Rock-Ola factory, including their great wood-working plant, claimed to be one of the largest in the country, it was to be expected they should be able to build a bowling game of beauty and strength. A view of the cabinet of Rock-O-Ball shows clearly that it is the result of expert craftsmanship.

Many new and interesting features are incorporated in Rock-O-Ball. For instance, the brilliant light-up panel shows not only the score of the game being played, but also the previous high score and the number of balls played. The game is 14½ feet in length and its height has been regulated to the most comfortable height for the ease of the player.

The mechanism of the game, it is stated, is designed and constructed by the same expert engineers who engineered the mechanism of the firm's Multi-Selector phonographs.

**Hy Greenstein Enthusiastic  
On Visit to Gottlieb Factory**

CHICAGO, Aug. 8.—If optimism is contagious, then the boys at the Gottlieb plant here are going to have an extra big dose of it. While things have long been very optimistic at this coin-machine plant, Hy Greenstein's visit gives the future an even rosier color.

It seems as tho things are going "like 60" in the Twin Cities for the Hy-G Games Company, of which Hy Greenstein holds the helm. In fact, the company is contemplating a new branch office in St. Paul in the immediate future.

During the last few days Hy has been at the Gottlieb factory looking over the Gottlieb line and trying to speed delivery on his orders. He says Daily Races, Fence Buster, Sunshine Baseball and Broker's Tip machines are going over tremendously in his territory.

**ROUTES—**

- (Continued from page 79)
- Sol's Liberty: Wisconsin Rapids, Wis.; (Fair) Waussau 16-20.
  - Spencer, C. L.: (Fair) Greenup, Ill.
  - Speroni, P. J.: (Fair) Tipton, Ia.; (Fair) Oskaloosa 17-21.
  - State Fair: Council Bluffs, Ia., 10-14; Hamilton, Mo., 17-20.
  - Strates Shows Corp.: (Fair) Caledonia, N. Y.; (Fair) Batavia 17-22.
  - Sunset Am. Co.: Kirksville, Mo.
  - Stowell, T. J.: (Fair) Pond Creek, Okla.
  - Tilley: (Fair) Cambridge, Ill.; Chillicothe 15-18.
  - United Shows of America: (Fair) Billings, Mont.; Owatonna, Minn., 17-22.
  - Valley: Killeen, Tex.; (Fair) Johnson City 17-22.
  - Volunteer State: Richmond, Ind.
  - Wade, R. H.: Toronto, O.
  - Wade, W. G.: (Fair) Ithaca, Mich.
  - Wallace Bros.: (Fair) Fairmount, Ill.; W. Frankfort 17-22.
  - Ward, John R.: Bevier, Mo.
  - Weer, Mabel R.: Three Rivers, Mich.
  - West Bros. Am. Co.: Elk River, Minn., 10-12; Osseo 13-15.
  - West Coast Am. Co.: Kelso, Wash.
  - West Coast: Seattle, Wash.
  - West, W. E., Motorized: Barnes, Kan.; Clifton 17-22.
  - Western States: Cripple Creek, Colo.
  - West's World's Wonder: Monessen, Pa.; Uniontown 17-22.
  - Weydt Am. Co.: Woodruff, Wis., 12-15.
  - Wilson Am. Co.: Chenoa, Ill.
  - Winters Expo.: Russellton, Pa.
  - Work, R. H.: Spencer, W. Va.
  - World of Mirth: Ogdenburg, N. Y.
  - Zeiger, C. F., United: Loveland, Colo.; La Junta 17-22.
  - Zimdars Greater: (Fair) Ponda, Ia.; (Fair) Chicago 17-22.
  - Zimdars Greater, No. 2.: (Fair) Nashua, Ia.

**CIRCUS AND WILD WEST**

- Barnes, Al G.: Kenosha, Wis., 11; Elgin, Ill., 12; Aurora 13; Champaign 14; Terre Haute, Ind., 15; Vincennes 16; Evansville 17; Centralia, Ill., 18; Belleville 19; Alton 20; Litchfield 21; Jacksonville 22; Macomb 23.
- Barney Bros.: Conley, Ore., 13; Newburg 14.
- Boyle Bros.-Clyde Beatty: Ogden, Utah, 11; Pocatello, Ida., 12; Dillon, Mont., 13; Butte 14; Missoula 15; Spokane, Wash., 17.
- Cooper Bros.: Biggar, Sask., Can., 11; Perdue 12; Viscount 13; Langton, Pa., 14; Wynyard 15; Junction City 15; Oakland 17.
- Gainesville Community: Denison, Tex., 20-21.
- Kay Bros.: Montpelier, Vt., 12; Randolph 13; Woodstock 14; Ludlow 15; Manchester 17.
- Mix, Tom: New Haven, Conn., 11; Bridgeport 12; New London 13; Providence, R. I., 14; Pawtucket 15; Quincy, Mass., 17.
- Polack Bros.: Crookston, Minn., 10-15; Minot, N. D., 17-22.

(See ROUTES on page 82)

**WANTED**

Cook House Manager and/Help to join at once. Have good proposition for experienced man who can join on wire. Answer to

**J. R. STRAYER,  
PAN-AMERICAN SHOWS  
CANTON, ILL.**

**WANTED**

**BARNEY BROS. CIRCUS**  
Performers, Elephant Trainer, Musicians, Clowns, Menage Horses and Menagerie Animals. Also Minstrel (Colored) for Sideshow. Answer to TOM ATKINSON, August 13, Canby, Ore.; 14, Newberg, Ore.; 15, Junction City, Ore.; 17, Oakland, Ore.

**WANTED FOR  
PAGE COUNTY FAIR**

LURAY, VA., AUGUST 25th to 29th.  
Clean Shows and Legitimate Concessions and Rides that don't conflict. Will consider another clean Carnival to double with us because we have other engagements for this week. Other Celebrations and Fairs to follow. Address EDWARD OLIVER, Earle Theater Bldg., Washington, D. C.

**WANTED  
FOR LABOR DAY CELEBRATION**

OPENING NEW PARK AT NEW LONDON, O. Rides, Concessions, Shows and Free Attractions. Balloon ascension.  
**F. H. CUNNINGHAM, Sec'y**

**WANTED**

Side-Show People **ROBBINS BROS. CIRCUS SIOE SHOW.** Boss Canva's Man, must keep equipment repaired; inside Man doing Punch and Mingle. Boss Heath answer, Oriental Dancer, must be young; colored Musician and Comedian must be hot; first-class Steeplechase for Chevrolet trucks. Address **JACK SAMPHSON GRANT**, Lexington, Thursday; Cozad, Friday; Gothenburg, Saturday; North Platte, Monday. All Nebraska.

**WANTED**

Shows and Concessions and Sensational Free Act for Big Gals Front, August 31 to September 1, inclusive, Heart of East Stroudsburg, Pa., 250,000 draw from daily. Stipples Stroudsburg Central Labor Union.

**JERE SHAW CO.**  
Real Estate Trust Bldg., Philadelphia, Pa. Phone: Pennypacker 2177.

**WANTED CIRCUS ACTS**

Comedy Riding Act and Dog and Pony Act for engagement of five consecutive weeks in New York City. Write or wire to

**M. L. DUTCHER**  
622 Fifth Ave., New York.

**WANTED QUICK**

Agent with car. Long season, salary sure. One-nighter playing the tanks. No booze. Wire or write. Lowest salary.

**PALACE SHOWS  
ADVANCE, MO.**

**Elane's Exposition Shows  
WANT**

Rides, Shows and Concessions for Dawson, Pa. Firemen's Jubilee week August 17 and balance of season till Christmas. Fairbank, Pa., this week; Dawson, Pa., next week.

*The Only Game with All the Features that Count*

# BANK-ROLL

*GENCO'S Banked-Alley, Fast-Rolling Profit-Cyclone*



● Scoring Registered in Moving Lights

- Balls Played Registered in Lights
- A Separate Counter Records Payouts
- Another Counter Records Nickels Played
- Scoring Pockets Automatically Lighted
- Scoreboard Is Forward for Better Visibility
- Three-Piece Portable Construction
- Automatic Silent Ball-Return
- 13 Ft. 8 In. Cabinet
- Complete Automatic Electric Control
- Sound Effects
- Visible Coin-Slide
- Coin-Chute Releases 9 Balls
- SILENT PLAY

Write or Wire for Prices

EASIER TO ASSEMBLE THAN THE AVERAGE PIN GAME. Bank-Roll is trim and sporty looking, not bulky. Play is encouraged because if the balls miss the big numbers, they usually land in the 20-hole. Thus making higher scores.

SPECIAL FEATURE: SHOULD MORE THAN 9 BALLS BE PLAYED ALL LIGHTS AUTOMATICALLY SHUT OFF.

EARNING POWER FROM \$3.00 TO \$5.00 PER HOUR

**GENCO Inc.**  
2621 N. ASHLAND AVE. CHICAGO, ILL.

“Bankroll, a masterpiece of art,” says MR. LELAND MILLER of O. W. Richardson’s one of America’s authorities in furniture construction. “In the fine furniture class” was his first comment. He praised the streamlined appearance, the genuine matched figured walnut panels and natural birch trimmings (NO PAINTATION WOOD USED), the chrome metalwork.

Bowling Champion awards “Bankroll” the prize for leading in thrill and skill appeal.

ADOLPH CARLSON, ace of the Fabst Blue 11 b b o n Team, and one of the leading bowlers in America, said “Bankroll is similar to actual bowling, in both the excitement of the play and the skill required. In my opinion it is far superior to any game of its type.”

### Used Machine Prices Slashed-Reconditioned - Guaranteed

Capehart (Non-Selectives) \$30.00	Mills Model 801 Hi-Boy 65.00	Archery (Record score on Tape) \$ 7.50	Auto Flash (Record score on Tape) 7.50	Bramlight 4.00	Cavalcade 5.00	Girls Cross 3.00	Cross Roads (Stoner) 7.50	Master Peanut (New) \$ 7.50	Four-Compartment Peanut Venders (Chromium) (New) 13.50	Callento (Exhibit) \$35.00	Carleca 15.00	Little Duke (Triple Jackpot) \$22.50
<p><b>PHONOGRAPHS</b></p> <p>Seeburg Audiphone with Radio \$65.00 Mills Troubadour 75.00 Seeburg, Model E 75.00</p> <p><b>PIN GAMES</b></p> <p>Five &amp; Ten \$10.00 Frisky 5.00 Gold Medal 15.00 Homo Stutch (Race Horse) 12.50 Lucky Star 10.00 Rocketto 3.00 Soccer 15.00 Spotlito 5.00</p> <p><b>COUNTER GAMES</b></p> <p>Four Jacks \$ 5.00 Hold &amp; Draw 11.00 Punchetto 8.00</p> <p><b>AUTOMATIC PAY TABLES</b></p> <p>Daily Limit (Jennings) \$39.50 Jumbo 45.00</p> <p><b>SLOT MACHINES</b></p> <p>Pace Bantam (25c) \$25.00</p> <p>Seeburg Selectophone \$110.00 Mills Dancemaster 110.00 Seeburg Astrolograph 150.00</p> <p>Starlito 3.00 Tackle 15.00 Three-in-Line 3.00 Tricks, Jr. 27.50 William Tell 7.50 Wing Lite 7.50 World Series 3.00 Zoom 12.50</p> <p>Sportland (ABT) \$10.00 Three Cadets 8.00 Til-Tat-Too 12.00</p> <p>Rambler (Bally) \$38.50 Double Up (Stoner) 50.00</p> <p>Waiting Large Twin Jackpot \$42.00</p>												
<p><b>NEW WINNERS.</b></p> <p>SEEBURG Symphonola Phonographs (4 Models) Ray-o-Lite Rifle \$434.50</p> <p>“Missouri and Southern Illinois Distributors.”</p> <p>STONER Turf Champ \$137.50 Short Sox 49.50</p> <p>GROETCHEN Columbia High Tension (Race Horse) 22.50 Punchetto (New Type) 19.75</p>												

TERMS: 1/3 Deposit, Balance C. O. D. State Method of Shipment Preferred.

**W. B. COMPANY** 3800 N. GRAND BLVD. ST. LOUIS, MO.

### Acme Summer Clearance Means Bargains for You

RECONDITIONED 1-BALL AUTOMATIC PAYOUT GAMES

COTTLIEB BAFFLE BALL \$32.50	SUNSHINE DERBY \$47.50
PAMCO RACES 37.50	PAMCO PARLAY 57.50
KEENEY'S MAMMOTH 37.50	ROCKOLA'S DE LUXE 37.50
JENNINGS DAILY LIMIT 39.50	STONER'S DOUBLE UP 39.50
TYCOON—New Front Door 79.50	KEENEY'S DOUBLE SCORE 39.50
WESTERN'S SNOOKER 35.00	KEENEY'S REPEATER 39.50
BALLY'S PEERLESS 52.50	JENNINGS FLYING TURF 27.50
WESTERN'S COCONUTS 22.50	BIG SHOT 37.50
PEARL HARBOR 22.50	

YES WE HAVE PAMCO RED SAILS \$57.50

REEL "21" Ready for Immediate Delivery **23.75** TAX PAID

NEW GAMES—CLOSEOUTS

BALLY'S HIALEAH \$ 89.50  
PAMCO GALLOPING PLUGS 107.50

MULTI-PLAY \$95.00

**PHONOGRAPHS**

WURLITZER AUTOMATIC PHONOGRAPHS, Exceptionally Clean, \$182.50; 5 or More, \$175.00  
One Only CAPEHART ORCHESTROPE, Late '35, Like New 139.50  
One Only SEEBURG SELECTROPHONE, Late '35, Very Clean 169.50  
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Write for Our Complete List of Reconditioned and New Automatic Payout Tables.

**ACME NOVELTY CO.,** 23-25 N. 12th St., Minneapolis, Minn.

### Announcing A COMPLETE LINE OF CLUB EQUIPMENT!



ONE BALL AUTOMATICS COUNTER GAMES  
DISTRIBUTORS FOR  
MODERN ALLEY ROLL

**NEW ELECTRIC 9 BALLS  
MODERN ALLEY ROLL**

**PENN DISTRIBUTING Co.**  
900 No. FRANKLIN ST. PHILADELPHIA PA.

### ROTARY and CLAW OPERATORS!

We carry a complete line of Novelties—Thousands of New Numbers.

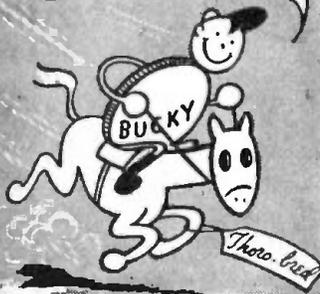
**FINEST QUALITY • LOWEST PRICES • FASTEST SERVICE**

WRIST WATCHES, Each (and up) \$ 1.60  
JUMBO PENS, Dozen \$ 2.75  
CLASS CLOCKS, Ozen \$2.00  
PRESSURE LIGHTERS, Gross 14.00  
GUM LIGHTERS, Dozen 3.50  
COCKTAIL SHAKERS, Ozen 3.75

Order Our Special \$25 and \$50 Assortment. 25% Deposit, Balance C. O. D.

**INTERSTATE NOVELTY & TOY CO., Inc.**  
1181 BROADWAY  
NEW YORK, N. Y.

**SAY FELLERS!**  
**-VANDERBILT HAS**  
**DISCOVERY-**  
**WOODWARD HAS**  
**GRANVILLE and-**



**LOOMIS**  
**DISTRIBUTING**

HAS

*Thoro-bred*

Western's Supreme  
 Automatic—that yields  
**SWEEPSTAKE PROFITS!**



Thoro-bred is alive with new, proven, mechanically guaranteed features . . . multiple visible slug-proof coin chutes, seven coins . . . a press of the lever sends the Thoro-breds racing away . . . real race track thrills because winner is not determined until finish . . . mutuels change with every race . . . odds from two to thirty automatically paid out on winner . . . a masterpiece of design and mechanical perfection . . . all electrical . . . no tapes or refills . . . no sequences or charting . . . additional information upon request . . . write or wire!

Ready for Immediate Delivery

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**DISTRIBUTING CO.**  
 20 CENTER ST.  
**NORTHAMPTON, MASS.**

**ROUTES**

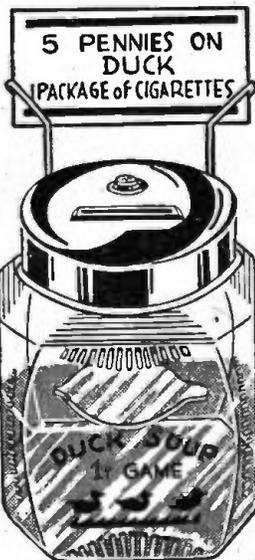
(Continued from page 80)

Ringling Bros. and Barnum & Bailey: Davenport, Ia., 11; Cedar Rapids 12; Des Moines 13; Waterloo 14; Mason City 15; La Crosse, Wis., 16; Dubuque, Ia., 17; Galesburg, Ill., 18; Peoria 19; Decatur 20; St. Louis, Mo., 21-23.  
 Robbins Famous: Kearney, Neb., 12; Lexington 13; Cozad 14; Gothenburg 15; North Platte 17.  
 Sadler, Harley: Borger, Tex., 12; Sweetwater 13.  
 Seal Bros.: Heppner, Ore., 14; Pilot Rock 15.  
 Wizarde, Jack: Cottonwood Falls, Kan., 12; Great Bend 13-14.

**Additional Routes**

(Received too late for classification)  
 Colly's Comedians: Jamestown, Tenn., 10-15.  
 Daniel, Magician: Anchor, Ill., 10-15.  
 Dixie Tent Show: Surry, Va., 10-15.  
 Felton, King, Magician: Lisbon, Ia., 10-15.  
 Harris Road Show: Ponsford, Minn., 10-15.  
 Hurlock Bros.: Am. Co.: Chesapeake City, Md., 10-15.  
 LeVant Show: Kalkaska, Mich., 10-15.  
 McCall Bros.: Dog & Pony Show: Taoni, Minn., 12; Rose Creek 13; Elkton 14; Dexter 15.  
 McNally Show: Manchester Depot, Vt., 10-15.  
 Miller, Al H., Show: Alapaha, Ga., 10-15.  
 O'Neill Circus Unit: Madison, Wis., 10-15.  
 Parker, Billie: Greenup, Ill., 10-15.  
 Ricton's Show: Westmoreland, Tenn., 10-12; Difficult 13-15.  
 Ripley Show: Lancaster, Wis., 8-13.  
 Scottie's Comedians: Dayton, Ia., 13.  
 Sharpsteen Show: Monroe, Mich., 10-15.

THOUSANDS OF LOCATIONS  
 OPEN FOR THIS INEXPENSIVE  
**LEGAL AND SKILL**  
**1c GAME**



**EARN \$2.00 TO \$10.00**  
**EVERY DAY**

Every Player Will "Donate" from 5c to \$5.00.  
 The cleverest, most novel, original, amusing interesting and profitable Counter Decoration in many a moon.

PRICES { Sample —\$3.25  
 Lots of 6—\$3.00  
 Lots of 12—\$2.75

Protect Your Route Without Delay.

**STAR SALES CO.**  
 3901-09 Wayne Kansas City, Mo.

**PARKER SHOWS WANTED**

Coro Gamc, Cookhouse, Concessions and Shows not conflicting. Can use Big Eli, Kingfisher, Okla., week August 11; Geary, Okla., week August 16. All celebrations.

**HAVE 4 FOR A DIME PHOTO MACHINE**

Complete with enlarger and eight-foot Booth for sale. First \$20 takes it. Send deposit; will ship same. Write or wire **MANAGER, Sandy Beach Park, Russell's Point, O.**

**REEL "21"**

IS THE GREATEST AND MOST SENSATIONAL  
 MONEY-MAKER WE HAVE EVER HAD  
 THE PLEASURE OF ADVERTISING



**\$23.75**  
 TAX PAID

AND WE BACK THAT UP WITH A GUARANTEE OF 50% RETURN TRADE-IN ALLOWANCE IN 6 MONTHS!!! RUSH YOUR ORDER!!!

*"Keeping the GOLD in the Golden West"*  
**ADVANCE AUTOMATIC SALES CO.**

1021 GOLDEN GATE AVE.  
 SAN FRANCISCO, CALIF.

1150 WASHINGTON  
 LOS ANGELES, CALIF.

**WESTERN DISTRIBUTORS, Inc.**

1633 S. W. ALDER  
 PORTLAND, ORE.

3126 ELLIOTT AVE.  
 SEATTLE, WASH.

**MILLS SLOTS and PARTS at Factory Prices**

A Complete Line Carried in Stock at All Times  
**BARGAIN SALE OF RECONDITIONED SLOT MACHINES**

(Every Machine Buffed and Refinished)

Callie S. J. P. Bell, 25c. \$12.50	Mills Jackpot Bell, 10c. \$15.00	Mills O. T. (Used), 5c. \$32.50
Callie Sphinx D. . . . . 27.50	Mills J. P. Bell, 5c. . . . . 12.50	Mills Skyscraper, Double Jackpot . . . . . 39.50
Imp Single J. P. Bell, 1c 15.00	Mills Front Vender, No Jackpot, 25c . . . . . 5.00	Mills Tiger Front D. . . . . 39.50
Jennings Triple J. P., Escalator, 5c . . . . . 42.50	Mills Comet Front Vender D. Jackpot, 5c . . . . . 25.00	Pace Double Jackpot, 5c . . . . . 25.00
Jennings J. P. Bell, 5c. . . . . 12.50	Mills Front Vender Jackpot, 5c . . . . . 17.50	Stands, collapsible, no screws, no bolts . . . . . 2.50
Jennings J. P. Bell, 10c. 15.00	Mills Golden Bell D. J. P. Escalator, 5c. . . . . 50.00	Waiting Twin J. P. Bell, 5c . . . . . 25.00
Jennings Victoria Double J. P. Front Vender, 5c 27.50	Mills Front Vender D. J. P. Escalator, 5c. . . . . 42.50	Waiting J. P. Bell, 25c. . . . . 20.00
Little Duke, Jackpot, 1c . . . . . 17.50	Mills Silent Eagle Front J. P. Escalator, 5c. . . . . 50.00	Waiting Rolltop Twin Jackpot, 5c . . . . . 57.50
Little Duke Triple J. P., 5c . . . . . 27.50	Mills Blue Front Mystery, 5c . . . . . 65.00	Waiting Twin J. P. Ft. Vdr. Gold Award, 5c. . . . . 29.50
Little Dutchess D. . . . . 20.00	Mills 5c Tiger Front Double Jackpot . . . . . 35.00	Waiting J. P. Front Vender, 5c . . . . . 20.00
Miller Diamond Front Vender, 5c. . . . . 60.00		Waiting Twin J. P. Front Vender, 25c . . . . . 27.50
Mills Extraordinary Double Jackpot, 5c . . . . . 65.00		

One-Third Deposit Required. State Method of Shipment.

**BALLY ROLL \$259.50**

"The Choice of the Coin Machine Industry."  
 A strictly legal game of Skill that opens up Closed Territory.  
 MISSOURI and SOUTHERN ILLINOIS DISTRIBUTORS for BALLY MFG. CO. PRODUCTS

**IDEAL NOVELTY COMPANY,** 1518 MARKET STREET ST. LOUIS, MO.

**DENNERT & KNEPP COMBINED EXPOSITION SHOWS**

Berryville, Va., Fair, Week Aug. 17; Marlinton, W. Va., Week Aug. 23.  
 All Fairs Until Armistice Day.

Can place 1 more Free Act, also Acts and Half and Half for Side Show. Can place any Show of Merit that does not conflict. What have you? Want Riders for Motordrome. Can place legitimate Concessions of all kinds. Pete Peters, wire or come on. Fair Secretaries of Virginia and North Carolina—We have a few open dates.

Address all mail and wires to J. F. DENNERT, Mgr., Charleston, W. Va. this week; then as per route.

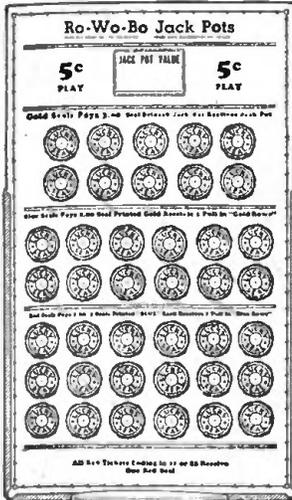
**GOLDEN GATE SHOWS WANT**

Stock and Grind Concessions, \$10; Stage Manager, Performers, Drummer, Piano Player and Brass for Minstrel; Cookhouse man. Have outfit for Girl or Pit Show. Any Grind Show with outfit. Ride Help. F. A. OWENS, Mgr., Edwardsville, Ind.

**WANTED FOR CAMEL BROS. CIRCUS**

Family Act. Delmar Family, Connors Trio answer, Grease Joint, other Privileges open. Monty Lewis, "Slim" Chambers, Backio Ballard, Larry Bender wire. Buffalo, 13; Longton, 14; both Kansas. All wire **RALPH NOBLE**.

Invest \$6.00 and make \$35.00 !!!



# RO-WO-BO

Jar Deal with Jack Pot Card  
WILL DO THAT FOR YOU!  
The \$25 JACK POT does it

Each Card Brings in . . . \$90.00  
Average Payout . . . . . 55.00  
PROFIT . . . . . \$35.00

Complete Sample Deal, \$6.00  
FASTER THAN A SALESBOARD

and here's another live one!

# JUMBO JAR-O- SMILES



\$4.50 Brings You  
\$39.50

# SEWED TICKETS



Jobbers, Distributors—Write for Special Prices

**WERTS NOVELTY CO., Inc.**  
MUNCIE, Dept. BB, INDIANA  
WE DO NOT SELL LOCATIONS

# "Reel" In PROFITS

WITH

# REEL "21"

Positively the most sensational profit-making counter game we have ever seen. It has everything that the player, the location and the operator wants! Only \$23.75 Tax Paid. Prompt delivery from all our offices! We Serve You Better!



# ELECTRO-BALL CO., Inc.

Dallas Fort Worth Waco San Antonio  
Houston Wichita Falls Oklahoma City  
New Orleans Memphis, Tenn.



# JUMBO PROFITS

Fastest Selling Novelty Item of Today  
400-Hole Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00, Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for  
Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

**H. G. PAYNE COMPANY**  
312-314 BROADWAY NASHVILLE, TENN.

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

# AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANG- ING ODDS, LIGHT-UP, LIFE- TIME SALES BOARD MACHINE



EARNS MORE MONEY Than a BELL  
and SALESBOARD COMBINED

Odds as high as \$7.00 for 5c! It's sensational! Numbers ending in 8 in 0 and in 50 are Winner! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are \$50 and \$4.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come-in in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!

**\$69.50**  
TAX PAID

GET BUSY—RUSH YOUR ORDER NOW!

DAVAL MFG. CO. 200 SO PEARL ST. CHICAGO

# REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"



In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in Reel Black Jack! 4-way Play—1c-5c-10c. 25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS!

BIGGEST  
HIT SINCE  
PENNY PACK

**\$23.75**  
TAX PAID

RUSH YOUR ORDER NOW!

REEL 21

AUTO PUNCH

# Only PAMCO TANGO FASCINATION

Has LINE-UP and "LIGHT-UP" Appeal of "Screens"  
**NEW 9-TOSS BOWL-A-BALL GAME DIFFERENT-BETTER-**

**80% MORE APPEAL!**

3-way scoring—Up and Down—  
 Across—Diagonally—Five balls out  
 of nine in direct lineups get awards  
 of a dime to a dollar. Closest thing  
 to "Screeno", ever put into coin  
 operation. Be guided by actual lo-  
 cation tests. Decide on Pamco  
 Tango "FASCINATION"!

You've seen 'em jam thea-  
 tre doors to get at "Screeno"  
 —Likewise, do they swarm  
 to play PAMCO TANGO  
 "FASCINATION"!



VISIBLE COIN CHUTE

14 feet long—29 inches wide—4 feet, 2 inches high—weight  
 425 pounds. **FAST BALL RETURN—POSITIVE ACTION**  
 —NO WAITING!!!  
 Dismountable in 3 Sections for Quick Assembly—Light Handling.  
 New Replacement Boards Guarantee Perpetual Installation.  
 New Meter Totalizes Games Played for True Accounting.

**PACIFIC AMUSEMENT MFG. CO.**  
 4223 WEST LAKE ST. • CHICAGO • ILL.  
 1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

**PRICE \$275**

## SUNKEN TREASURE

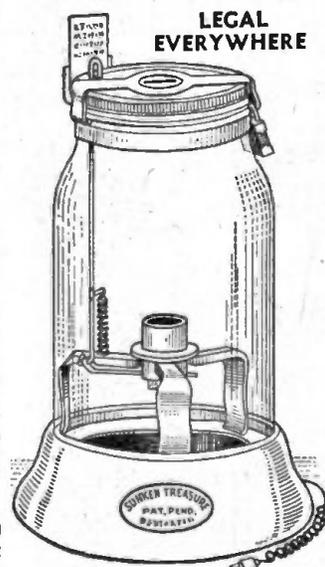
The Original Coin Operated Glass Jar Counter Game!

**NOTHING LIKE IT!**

Automatic Coin Release Mechanism Within Glass Container. Hits easily determined by Player and Location Owner. 1c-5c-10c-25c Play through same slot.

**SUNKEN TREASURE**—utilizes only 10 inches of counter space. Mechanically perfect and absolutely silent in operation. Only one to have the automatic coin release mechanism within glass container. Target for skill play is adjustable for large or small awards and is in plain view. Water rises after each coin is played, decreasing the percentage of target hits.

**SUNKEN TREASURE** has flicker illumination — attracts players and creates a unique and fascinating counter display. It is NEW—DIFFERENT—AND IRRESISTIBLE. Its magnetism makes it a WINNER. PLACE SUNKEN TREASURE anywhere—Taverns, Cafes, Drug Stores, Hotels, Parks, Dance Halls, Bowling Alleys, etc. **BIG PROFITS EVERY WEEK.** Test locations showed \$50 to \$100 per week NET PROFITS.



PATENT PENDING—Any infringements will be prosecuted according to law.

OPERATORS' SAMPLE PRICE **\$6.95** Tax Paid

1/3 With Order, Balance C. O. D.

WRITE OR WIRE FOR DETAILS OF EXCLUSIVE FRANCHISE AND JOBBERS' PRICES. See your local jobber or Order Direct from

**STANDARD NOVELTY CO.**  
 N. W. Cor. Elm & Second Sts. CINCINNATI, OHIO

### Three Keeney Plants Now Making Bowlettes

CHICAGO, Aug. 8.—An official of J. H. Keeney & Company states that the firm has three large factories concentrating solely on the production of Bowlette, new bowling-type skill game.

The assembly of the various mechanical units is done at the Keeney factory No. 1—the original Keeney plant. Besides taking care of the assembly of these units, this factory must also turn out its production quota of 21 complete Bowlettes a day. Factory No. 2, which has been in operation for the last few weeks, is now running off from 50 to 60 Bowlettes a day, and the new larger No. 3 plant will soon reach the production of 75 Bowlettes daily, the company states.

All these manufacturing facilities, company officials state, have made themselves absolutely necessary because of the nation-wide demand for Bowlette. This unusual activity has been further prompted by the company's desire to get games out in a large volume in order to assist operators to get their bowling-type games on location as soon as possible. Bowlette orders so far during the current week total over 1,200 games; one Texas order totaling 250 games; another order from Wisconsin 200 games; a third from New England for 100 Bowlettes, and hundreds of others for sample games. Many repeat orders of 5, 10 and 25 at a crack have also been received, it is stated.

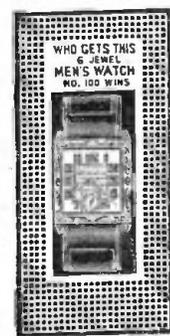
A most important feature of Bowlette is the Keeney-developed electrical scoring mechanism used exclusively in this game. It is of super de luxe size, designed and made with the sturdiness of battleship construction, and can withstand 24 hours of continual 90-games-per-hour play, month after month. In order to assure a dependable, steady flow of electrical power for the operators of Bowlette, the Keeney firm uses a specially designed Stancor Univertor power pack.

Again and again operators have congratulated J. H. Keeney & Company on the twin meters which have been installed in the cash box drawer in Bowlette. This pair of recording meters accurately registers the total play, as well as the number of winning scores. In this way the operator can check up on his receipts and may accurately reimburse the location for rewards that may

have been given for skillful play.

The coin chute installed for Bowlette instantly releases all of the nine balls on the one insertion of the coin chute. This eliminates any possibility of the slot reverting back to position with some of the balls still remaining in the return trough or runway. The 12-coin escalator prevents slugging of Bowlette. This is effected by the constant illumination of the escalator itself.

Bowlette is of three-section portable construction in order to facilitate assembly. Because of this construction it is also very easy to handle in setting it on location. Once installed, it is claimed it will be absolutely trouble-free and the operator need only visit it when he makes his collections.



### MAKE BIGGER PROFITS WITH OUR DEALS

6 Jewel Lever Wrist Watch 4 1/2 inch and 500-Hole 5c Salesboard. Average Profit, \$15.00. No. B110, Complete, **\$3.65**

Send for Our New CATALOGUE Many New 1c-2c and 5c

Salesboard Ass't's Send 25% Deposit with Order, Bal. C. O. D.

**LEE-MOORE & CO.**  
 180-182 West Adams St. CHICAGO

**MAGNO'S SPECIALS**  
 FAKE (Black Widow) SPIDER on Pin. Each on Display Card. Doz. 75c  
 SHAME ON YOU (4 Right). Doz. 85c  
 A MAJORS DELIGHT (18 Right). Doz. 70c  
 "ALIVE" Mexican Jumping Beans. They Hop and Leap. Pkg. 100. 70c  
 Jokers' Specials. Doz. 100. 75c  
 TAIL BEHIND. 60c  
 Comic Meters. 30c  
 Phony Diplomas. 20c  
 Auto Wizz Bangs. 75c  
 Auto Tire Bangs. 35c  
 "SPIT-FIRE" 50c  
 Sand Cards. 30c  
 Rubber Bills. 35c  
 Dirty Dog Felde. 25c  
 THE HOBSLAUGH. 80c  
 SAMPLES? Yes! Send \$2.00 for 50 ass't. good ones.  
 MAGNATRIX NOV. CORP., 438 Park Row, N. Y.

Miss a Game!  
Any Day!  
just to play  
**SHORT SOX**  
Only \$49.50

# STONER CORPORATION

Aurora, Illinois

## Pamco Fascination Bowling Game Gets Bill Cohen's O. K.

CHICAGO, Aug. 8.—A frequent visitor at Pacific Amusement Manufacturing Company's plants, Bill Cohen, well-

known head of Silent Sales Company, Minneapolis, is reported to have given some favorable comments on Pamco's new bowl-a-ball game, Pamco Tango Fascination. The big job has had to go thru Pacific's rigid planning and proving program, according to I. M. McCarthy, general sales manager. And with this accomplished McCarthy has been sounding out some of the most experienced and critical distributors of coin-operated equipment. Naturally, when Bill Cohen came in to look over Fascination the boys at Pacific were pleased to hear him give the game his okeh.

Pamco Tango Fascination is said to be quite unique in its scoring principle. Has five sets of numbers ranging from 1 to 25 on the backboard. There are five sets of holes which likewise are numbered from 1 to 25 in the field. Scores are made by rolling five out of nine balls into a direct line of pockets, whether straight up and down, slant wise or across. Whenever a ball lands in a pocket the corresponding number and light on the backboard becomes illuminated. A line in vertical formation may be good for 10 to 20 points. A line straight across for 10, 20, 30, 40 or 50 points depending upon which row the player has accomplished. There are two diagonal lines good for possible awards of 100 points each. If all nine balls form an "X" formation the player captures double the top award or 200 points.

Quite a similarity is noted between Pamco Tango Fascination and Screeno as played at theaters thruout the country. And with Pacific incorporating this method so cleverly into its bowl-a-ball principle of scoring the game is said to have struck up quite a satisfying note with jobbers and operators who've already viewed it.

**READY FOR DELIVERY**

**SHORT SOX** \$49.50

**TURF CHAMPS** TICKET MODEL \$137.50

**USED PIN GAMES** \$4.50 EA.

Dealer, Signal, Action, Beacon, Plickin, Live Power, Electro, Esquire, Scorelites, Turntable, Beamite.

Remit Full Amount. Guaranteed Perfect Condition. Write for Complete Catalog of Games and Vendors.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items

CIGARETTES

Steady Money Maker

## America's Fastest Salesboard Deal

**WIN A TIE**

5¢

NUMBERS

13	25
35	45
55	65
75	85

5¢

**NEW!** Ten genuine tailor-made Ties that retail at 55c, on handsome display card in color. Take—\$5. New, smart, colorful Ties that go like wildfire. Pick your own spots and split with proprietor—or sell outright to stores, amusement places, restaurants—anywhere. Big profits to go-getters. Earn up to \$75 a week. Big repeat business. Go around each week—collect and deliver. Sample, complete, with 10 handsome Ties, only \$2.00, prepaid. Quantity prices and full information on request. Be first in your territory! Write quick!

**LIPPERT MFG. CO.**  
1915 Monroe Blvd., Dearborn, Mich.

**PIONEER TRADING POST**

EXCEPTIONAL VALUES ENTERTAINMENT

## SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!

Sell and operate **TRADING POST**, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a riot of fun. Sells out fast in Taverns, Clubs, Cigar Stores, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 130 packages, and each contains something worthwhile in Novelties, Tricks, Jewelry, Cutsery, Hosiery, Lingerie, etc. Height, 24"; Width, 17". Approximate Weight, 18 Lbs. Takes in \$3.00. Resell to dealers for \$6.75. Packed two to the Carton. Order No. B31. Each

**\$6.60**

25% Deposit on O. D. Orders.

Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

**JOSEPH HAGN COMPANY**  
"The World's Bargain House."  
217-225 W. Madison St., Chicago

**LOOK**

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

## FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we feature "only the best" coin-operated machines of every description. Immediate Delivery!

**BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.**

"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

# Three KEENEY FACTORIES

now working  
night and day  
producing

BOWLETTE

*acknowledged "the best game of all"*

■ Keeney-developed, electrical scoring mechanism totalizing score with each ball played and indicating number of balls as bowled.

- POWERPAK EQUIPPED
- 12-coin lightup escalator
- 3-section, portable construction, 14 feet overall, about 450 lbs.

*A better built game  
with more exclusive features*

- Twin meters in cash box drawer record total "play" as well as total awards made by location for high scores.
- Positive and instantaneous ball release without possibility of some of the balls being "hung up" in return runway with insertion of coin slot.
- Game goes on "tilt" with playing of tenth or extra balls, also with pulling of current plug.

**IMMEDIATE DELIVERIES** through your Keeney Distributor or by wiring or phoning orders to

**J. H. KEENEY & CO.** 2900 S. MICHIGAN AVE. CHICAGO, ILLINOIS

New York City Office: 250 W. 54th St. Babe Kaufman, Mgr.

## Take a TIP-JACK — For Extra Profits

**FAST PROFITS**

No. 1280  
1200 Holes  
10c Play

Takes in \$120.00  
Pays out 56.50

GROSS PROFIT... \$63.50

Also available with last 5 punches in each section free.

No. 1280FP  
Takes in \$100.00  
Pays out \$56.50  
Gross Profit \$43.50



**TIP JACK**

TICKETS, PRINTER, "TIP" RECEIVE, PUNCH IN, 500 TIP JACKPOT, 100% SKILL LEGAL EVERYWHERE

ALL JACKPOTS PUNCH OUT COMPLETELY

\$500 JACKPOT

\$2.50 TIP SECTION

**DEFINITE PAYOUT**

No. 1285  
1200 Holes  
5c Play

Takes in \$60.00  
Pays out 25.15

GROSS PROFIT... \$34.85

Also available with last 5 punches in each section free.

No. 1285FP  
Takes in \$50.00  
Pays out \$25.15  
Gross Profit \$24.85

Price (Any Number Listed) \$4.28. Each, Plus 10% Tax.

**HARLICH MFG. CO.** 1411 W. JACKSON BLVD. CHICAGO ILLINOIS



**WATCH THE TURTLE DIVE** **FIVE ON** **CAN YOU PLACE 5 PENNIES ON TURTLE**

For Every Counter—In Cafes—Lunch Rooms—Cigar Stores—Drug Stores—News Stands—Clubs.

IT'S NEW—IT'S DIFFERENT—IT'S FASCINATING—100% SKILL—LEGAL EVERYWHERE.

**BUILT TO LAST—EQUIPPED WITH 7 TUMBLER LOCK**

Thousands of Locations Waiting for This Sensational and Fascinating Game.

**OPERATORS PRICE - Single Lot \$3.25 each**

Lots of 6, \$3.00 Each. Lots of 12, \$2.50 Each.

TERMS: 1/3 Cash, Balance C. O. D.

WRITE, PHONE, WIRE

**ATLAS MFG. CO.** 3682 BROADWAY, NEW YORK CITY (ED-4-3545.)

## DISTRIBUTORS WANTED FOR BOWLETTE

—acknowledged "the best game of all"

for the States of Florida, Georgia, West Virginia, Iowa, North and South Dakota and Nebraska.

Bowlette is out-selling all other makes, and the Keeney Factory is the only one that has been in volume production and making quantity shipments since July 25. Don't write; apply by wire or phone "Jack Keeney's man, Becker."

**J. H. KEENEY & COMPANY**

Telephone, Calumet 2420 Wire, Western Union

BARGAIN SPOT

ALAMO \$65.00

Terms: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

**BARGAINS IN RECONDITIONED MACHINES**

PIN GAMES	AUTOMATIC PAY TABLES		
Ball Fan .....	\$12.00	Tycoon .....	\$65.00
Rope Transit .....	12.00	Bally Derby .....	58.00
Five & Ten .....	12.00	Bally Races .....	58.00
Banker .....	13.00	Bally Bonus .....	57.50
Cig. Game .....	10.00	Peerless .....	55.00
Par Golf .....	9.00	Sunshine Derby .....	49.00
Flying Colors .....	8.00	Pamco Parlay .....	48.50
Cross Cross-A-Lite .....	7.50	Jumbo .....	38.00
Kings .....	7.50	Mamma .....	37.00
King of the Turf .....	6.50	Big Five Sp. .....	37.00
Beam Lilo .....	6.00	Electric Baffle Ball .....	33.00
Rock-Ola "21" Game .....	6.00	Proscissors .....	28.00
Action Jr. .....	4.00	Big Five Jr. .....	22.50
Beacon .....	3.50	Accs. .....	14.00
		Put 'n' Take .....	14.00
		Carica .....	14.00
		Plus and Minus .....	14.00

**NATIONAL COIN MACHINE EXCHANGE,** 1407 Diversey Blvd. CHICAGO, ILL.

First With the Latest New Games—Get Your Name on Our Mailing List.

SUBSCRIBE TO THE BILLBOARD

# SPECIAL AUGUST SALE

## on the Two Most Elaborate Machines Ever Built!

Their names are Futurity and Extraordinary. Are they elaborate? No question about it. In them are packed a thousand thrills, a score of brand new, exclusive features, a comprehensive combination of appeals that help them do the work of any five other machines put together! Bring your equipment *completely up to date*—get style and prestige—swing to Futurity and Extraordinary *now!*



### EXTRAORDINARY

Undoubtedly the Mills Extraordinary Bell is THE MOST BEAUTIFUL MACHINE EVER BUILT. It in no way resembles other Bells and Venders—it breathes refinement instead of jazz, it suggests richness, costliness. There is nothing honky tonk about this prize-winning beauty. For the locations that pride themselves on their fine fixtures—THIS IS THE MACHINE. More and more today locations are SPENDING BIG MONEY TO DOLL UP. These Grade A places won't take anything but a Mills Extraordinary.

All Models in 5c, 10c, 25c Play

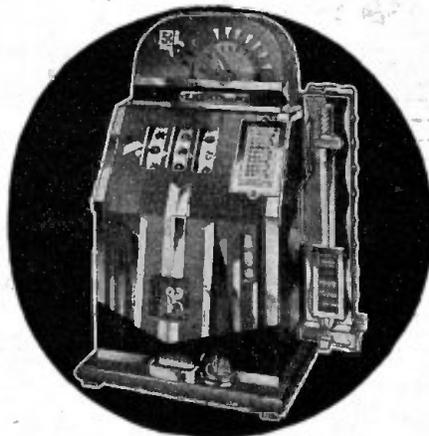
Large or Regular Jackpots—  
Specify When Ordering

- EXTRAORDINARY BELL
- EXTRAORDINARY FRONT VENDER
- EXTRAORDINARY GOLD AWARD BELL
- EXTRAORDINARY SIDE VENDER
- EXTRAORDINARY GOLD AWARD SIDE VENDER

Mystery or Regular Payout—Specify When Ordering.

## MILLS NOVELTY COMPANY

4100 Fullerton Ave., Chicago, Ill.



### FUTURITY

The one and only true profit-sharing Bell—the machine that guarantees FREQUENCY, ACTION, RESULTS FOR THE PLAYER. No location can go blah when the Futurity is around. Its big Futurity Dial, a smashing display under glass, shows the number of times the machine has been played without paying a reward. If that pointer reaches ten misses in a row, a reward of ten coins or tokens is automatically paid. Mystery payout. Big single jackpot with hidden reserve. The Futurity is the newest of all Bell inventions.

All Models in 5c, 10c, 25c Play

- FUTURITY BELL
- FUTURITY SIDE VENDER
- FUTURITY GOLD AWARD BELL
- FUTURITY GOLD AWARD SIDE VENDER

During August **Extraordinary** Every Model

**\$5.00**  
off Regular Price

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During August **Futurity** Every Model

**\$6.50**  
off Regular Price

This offer positively withdrawn Aug. 31, 1936



**GET IN LINE WITH SMART OPERATORS**

lay it on  
**PAMCO  
BALLOT!**



Come out of the dark—Mr. Operator! Join an endless procession of alert men who are winning with Pamco Payouts. Start with Pamco "BALLOT"—where "Changing-Odds"—the 1-shot ball—and "Wig-wag" lites carry MORE tantalizing suspense than any game heretofore! Yes—come into your "own"—the kind of MONEY you're entitled to make! Order — Operate Pamco "BALLOT"!

PAYOUT MODEL \$129    TICKET MODEL \$139

WIRE THAT ORDER **NOW!**

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**AMUSEMENT MFG. CO.**

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**PAMCO  
"LEATHERNECKS"**

5 Odds-Changing SKILL shots at the top set all pocket values at 4-6-10-16 or 30 to one. It's the BUSY CORNER you see in so MANY locations with Pamco "LEATHERNECKS" the chief performer.

\$99 Straight Payout Battery Equipped.  
\$104 Straight Payout with Electropak.  
\$112 Ticket Unit with Electropak.

**Palooka "JUNIOR"**

Single Coin Chute takes UNLIMITED number of coins. Bowl-type scoring. Automatic Changing-Odds on back-board at rear. Palooka "JUNIOR" makes 'em move in a half-dozen ball machines to even begin to compete!

PAYOUT \$159    TICKET \$169

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Standing up 100%! Steadily IN-CREASING in MONEY POWER. Pamco "CHASE" out in the field for several weeks is a BETTER "buy" NOW than ever!

PAYOUT \$139  
TICKET \$149



SIZE  
50"  
x  
24"  
•  
1-Nickel  
1-Chute  
1-Ball  
GAME

ELECTROPAK AND CHECK SEPARATOR EQUIPPED

**REEL '21' 10-DAY TRIAL**

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoylet!" In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.



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15c a Box (100 Pieces)  
Case Lots 100 Boxes \$12.00  
1/3 Deposit With Order.



ALL TYPES OF  
**Mills Bells & Venders**  
AT FACTORY PRICES  
Write for Complete Catalog

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Rush Your Order Now

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On the front of the carton there are 180 tickets or tabs, each numbered on the back. The customer pulls a ticket and, presenting it to the dealer with 10c, receives the package of valuable merchandise which bears the number corresponding with the number on the ticket. He has no idea what he is going to get until he opens the sealed package, but he is sure he will get something every time.

We can give such sensational values because we are a clearing house for job lots of all kinds of merchandise.

TRADING POST COSTS YOU ONLY \$6.60 F.O.B. CHICAGO.

DEALER PAYS YOU \$9.75—TAKES IN \$13.00.

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150 SLOT MACHINES ONLY \$10.00 EACH.  
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MOTOR DRIVEN PAYOUT UNIT! PLAYER CONTROLLED CHANGING ODDS!



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\$125

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Games, \$10 extra; Electro-pak equip-ment (Batteries optional), D. G. Adaptopak, \$5 extra.

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Available at no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

Awards Mechanically Adjustable

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 Barrels of Player Appeal in BAR BOY and Barrels of Profit for both operators and locations.  
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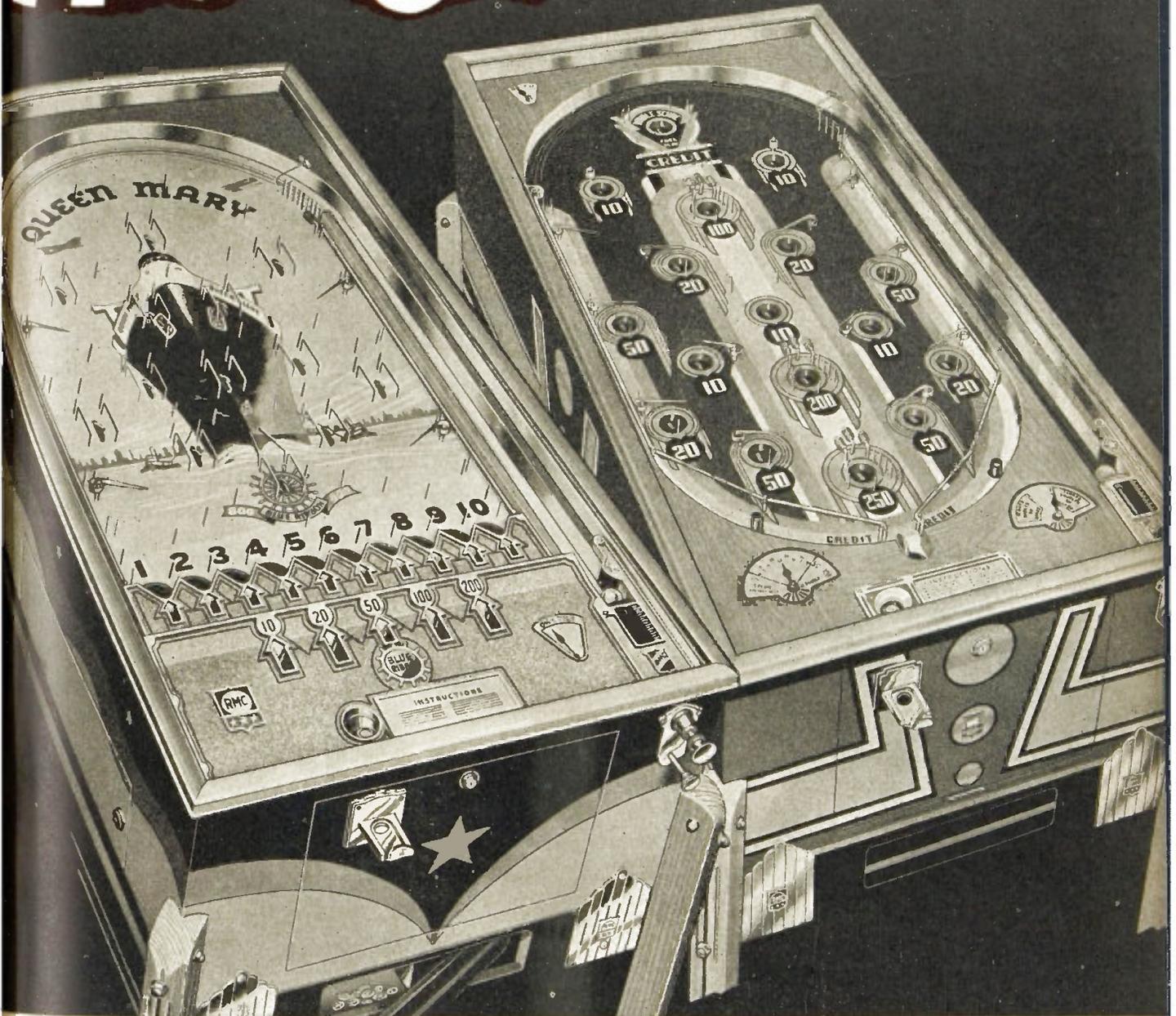


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