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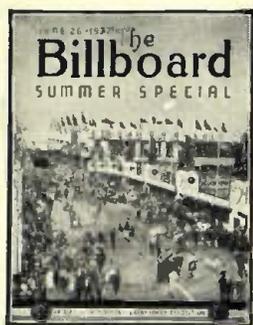
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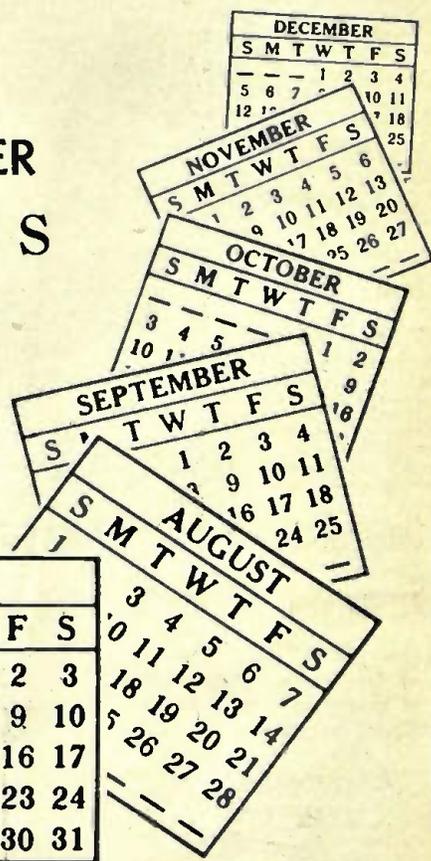


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# The Billboard

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The World's Foremost Amusement Weekly

July 3,  
1937

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## NAB'S QUIET CONVENTION

### Ft. Worth Frontier Fiesta Draws About 50,000; Tops '36 Opener

FORT WORTH, Tex., June 28.—Frontier Fiesta, which opened on Saturday with five Billy Rose shows, drew estimated attendance of slightly less than 50,000 for the week-end. This exceeds last year's opening somewhat. As the showgrounds are small, this attendance packed all the shows and left a good crowd on the midway. A better crowd could not have been expected.

Casa Manana Revue, bringing the glamour of Broadway to Texas at popular prices, drew 12,000 to three performances on opening night, while on Sunday night the cafe-theater was practically sold out. This exceeds best records of last year.

Show was officially opened when President Roosevelt pushed a button releasing a knife which cut a lariat across entrance to grounds. Speeches were made by Paul Whiteman, Amon Carter and James Pollock. Not much money was

spent on admissions, as everyone had ticket books, which continue on sale until the other 500,000 are sold.

Turf Catering Company, Bill Wolkins, manager, has midway eat and drink stands, watermelon garden, Iceland, beer garden and programs. National Hotel Management Corporation has food and drinks at Casa Manana, Pioneer Palace, Chuck Wagon and Silver Dollar Saloon. Drink stands did best business because of heat. Show opening is at 8:30 p.m., one hour and a half later than the opening last year. Al Humke has novelties. (See FT. WORTH FRONTIER on page 85)

### Lack of Pressing Issue Main Reason for Lifeless Meeting

Even copyright issue fails to produce expected fireworks—Arthur Pryor's blast on programing leading high-spot—John Elmer, 100-watter head, president

CHICAGO, June 26.—The National Association of Broadcasters' 15th annual convention closed here Wednesday, the dullist and wettest in the trade's history. Attendance fell about \$50 below the 800 attendance of last year. Not until the closing day, when Arthur Pryor Jr., radio head of Batten, Barton, Durstine & Osborn, laced into the assembled broadcasters, charging those stations specifically engaged in spot broadcasting with being poor showmen and neglecting their program departments. Only once before did any touch of excitement hit the convention. This was the opening business day, Monday, when Ed Craney, Butte, Mont., broadcaster, reopened his attack on the American Society of Composers, Authors and Publishers. Craney again voiced a demand for a per piece payment system for music instead of the blanket percentage arrangement now in force under a five-year contract expiring in 1940. On the next day, Tuesday, Craney, named as a presidential candidate by petition, was defeated by John Elmer, of WCBM, Baltimore, the first 100-watt station operator to be chosen to head the trade group.

The best way to describe the convention is to call it "disheveled." Only the commercial division get-togethers presided over by H. K. Carpenter, of United Broadcasting, got off as scheduled. Other meetings were late and only at the elections Tuesday morning was the attendance really noteworthy. Chicago hotels, especially the Sherman, where the convention was held, were jammed and in most cases, because of the tight crowds, scenes of constant bedlam.

Opening session heard the reports and speeches of Retiring NAB President. (See PRYOR PLANS on page 6)

### Mass Hysteria Grips FTP as July 15 Deadline Approaches

NEW YORK, June 26.—Struggle of the WPA Federal Theater workers to retain their jobs has assumed elemental proportions, with sit-downs, charges of discrimination, hunger strikes and other extreme demonstrations the usual order of the week. Pressure today was being brought upon FTP execs for an appeal board to consider the cases of the 1,709 slated for the ax, but whether a solution can be worked out this way is improbable in view of the reduction of the WPA appropriation. Reinstatements will necessitate an equal number of layoffs.

Charles P. Ryan, director of employment, points out.

Meanwhile the sit-down demonstration of the five arts project workers, who had also held Harold Stein, administrative officer, prisoner all last night, came to an end today with Stein issuing a statement recommending establishment of a board of appeals with power to keep "needy employables" on the project and (See MASS HYSTERIA on page 85)

### Flint To Have Cole, H-W July 5

DETROIT, June 26.—Michigan is getting its biggest flood of circuses in several seasons. There will be opposition in Flint, Cole Bros. and Hagenbeck-Wallace playing there July 5.

The town is still badly stricken as a result of the General Motors strike and sporadic labor trouble since.

### La Guardia's Own Code Delays N. Y. Openings

Drafting his own terms for ex-burly houses—expected to finish in time for July 4 week-end openings—jurisdictional battle by vaude and burly unions to follow

NEW YORK, June 28.—Only hitch in the reopening of the ex-burlesque houses here is Mayor La Guardia's inability to find time to complete the agreement and code of ethics he is preparing for the theater operators to sign before he will permit them to open. However, it is expected that this will be done by the latest Wednesday so that the theaters will be able to open Friday in time for the July 4 week-end. The operators are all ready to go, most of them having set and rehearsed their shows. They were disappointed in that they were not able to open yesterday, as was expected. One of the ex-burlesque houses fell by the wayside this week when the Eltinge was reclaimed by the landlord for nonpayment of rent. Both the mayor and the operators are not concerning themselves with the looming jurisdictional fight between the American Federation of Actors and the Burlesque Artists' Association.

The mayor is drafting his own code after wastebasketing the code submitted to him by the operators' organization. In rushing to get his code finished the mayor's staff condones the delay by pointing out that it took the operators three weeks to get theirs prepared and the mayor's other duties are unusually heavy. His code is understood to be very drastic, yet the operators have all signified their willingness to sign whatever he submits.

Aside from the points that the word burlesque is absolutely taboo and that the shows are to be free from anything objectionable either in word or action, the mayor's code is also understood to contain a clause which would penalize operators further than closing of the (See LA GUARDIA'S OWN on page 15)

### Dallas Day Draws 56,153

DALLAS, June 28.—Official attendance figures for Dallas Day last Thursday at Pan-American Exposition here are given as 56,153, topping by about 5,000 the total gate of opening date on June 12. All showmen reported good business on Dallas Day.

### Brandon Opener Indicates Big Biz for RAS Thru Class A Loop

BRANDON, Man., June 28.—The greatest spring season in Royal American Shows' history is gone with the wind, and what appears to be the most promising season for the Canadian Class A exhibitions got under way here today.

The Sedlmayr-Velare midway equipment and personnel which left Cedar Rapids, Ia., Friday morning arrived in

Brandon early yesterday in ample time to open for Children's Day events, which begin early this morning.

Royal American cleared 70 flat, box, stock, sleeping and dining cars thru Emerson Saturday night. George Golden, corn-game operator, had charge. The transfer from United States to Canada was the quickest in four years Royal American has taken part on the Western Circuit.

All executives remained with the trains except Carl J. Sedlmayr, general manager; Sam Gluskin, special agent, and Jack E. Dadswell, publicity director.

The Class A Circuit again includes the Brandon Provincial Exhibition, James E. Rettle, manager; Calgary Exhibition and Stampede, E. L. Richardson, manager; Edmonton Exhibition, Percy J. Abbott, manager; Saskatoon Provincial Exhibition, Sid W. Johns, manager, and Regina Provincial Exhibition, Dan K. Elderkin, manager.

In addition Royal American Shows will exhibit at the Agricultural Exhibition, Winnipeg, and the Canadian Lake-head Exhibition, Fort William and Port Arthur, Ont.

James E. Rettle, manager at Brandon, is highly optimistic over indications for the week. He declared agricultural, industrial and commercial exhibits are 30 per cent ahead of last year and agricultural conditions in Manitoba better than for a decade. Reported by Jack E. Dadswell.

## In This Issue

	Pages
Air Briefs	8
Band Reviews	12
Broadway Beat, The	26
Burlesque	22
Carnivals	48-58
Chicago Chat	26
Circus and Corral	36-39
Classified Advertisements	60-62
Coin Machines	72-100
Editorial	30
Endurance Shows	29
Fairs-Expositions	44-46
Final Curtain	32
Forum, The	30
General News	3-5
General Outdoor	69-71
Hartmann's Broadcast	70
Legitimate	24-25
Letter List	31 and 63
Magic	27

	Pages
Minstrelsy	27
Motion Pictures	23
Music	11-13
Night Clubs-Vaudeville	14-21
Notes From the Crossroads	69
Orchestra Notes	20
Out in the Open	71
Parks-Pools	40-43
Pipes	67-68
Possibilities	27
Radio	6-10
Repertoire-Stock	28
Reviews of Acts	21
Rinks-Skaters	47
Routes	33-35 and 84
Show Family Album	61
Sponsored Events	59
Tabloid	29
Thru Sugar's Domino	26
Wholesale Merchandise	64-68

# Acts Making Shorts in East Must Join Screen Actor Guild

**Guild Eastern jurisdiction in effect August 1—no interchangeability of cards—senior or junior rating depends on film experience—lower junior fee**

NEW YORK, June 26.—Performers who make film shorts after August 1 must join Screen Actors' Guild providing the producer is signatory to the Guild studio contract, according to Mrs. Florence Marston, in charge of the SAG office here. Whether a performer would come under the category of junior or senior Guild membership would depend on the quantity of screen work the performer in question had been doing over an extended period. A variety act appearing in shorts consistently for a year, in roles other than extras, would be classified as a senior. Idea behind this is to attain a greater professionalism, according to Mrs. Marston, who points out that it will mean more work for performers of high caliber, together with the advantage of a wage scale and other protective measures stipulated in the Guild contract. Ultimately, the non-pros and performers of lesser worth are expected to be weeded out.

Board of directors of SAG has lowered the Junior Guild initiation fee in the East from \$25 to \$10, on the understanding that if and when Junior Guild members go to Hollywood they will make up the \$15 difference. Move was made because Eastern production activity is much less than that on the Coast.

First senior Guild membership application, that of Mario Moreno, came into the SAG's New York office this week.

No provision for interchangeability of membership cards exists between SAG and other performer unions, but reciprocal arrangement between SAG and Actors' Equity provides that members of AEA, when going into pix, must join SAG. SAG turns over to Actors' Equity part of the dues accruing from such members in order to keep legit pix actors in good standing with AEA.

Junior Guild dues will probably be raised from \$15 to \$18 a year beginning August 1, bringing them to the Equity figure, according to Kenneth Thomson. Extras and bit players are classified as junior members.

## Grand Opera Union Expanding

NEW YORK, June 26.—Grand Opera Artists' Association, possessor of American Federation of Labor jurisdiction over grand opera in the United States, Canada, Mexico and Central America, is considering opening branch offices in Chicago and Los Angeles to handle the affairs of artists there. Main office of the association is located in New York.

## Le Quorne Summer Course

NEW YORK, June 26.—Fifth annual session of summer dancing courses at the Fred Le Quorne Studios begins July 5. Headed by Le Quorne, teaching staff includes Tom Riley, Eddie Mack, La Sylph, Herzl Amdur and Carolyn Olive.

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## Gilbert and Sullivan Invades Washington Club

WASHINGTON June 26.—Maryland Club Gardens, suburban nitery, presented Gilbert and Sullivan's *H. M. S. Pinafore* to enliven the danceless Sundays which Maryland law decrees. Whether this form of entertainment is the forerunner of similar shows in other clubs is a question. Admittedly an experiment, the hurried preparations for the *Pinafore* left much to be desired in scenery, sound amplification and other production items.

Probably a new record was established for G. and S. at a point in the script which calls for the tossing overboard of the ship's crippled pessimist, Dick Deadeye. Usually accomplished by an off-stage disappearance, the Estelle Wentworth Opera Group lent realism to this scene by actually throwing the seaman into very wet depths. The stage overhung a huge swimming pool which separated stage from spectators.

The management has booked this group for similar productions thru the summer Sundays, at least until the idea has been given a fair trial.

## Albany Starts Outdoor Operas

ALBANY, N. Y., June 26.—Albany will have its first open-air opera festival July 22, 23 and 24 at Hawkins Stadium at the lowest prices ever offered here, according to Armand Bagarozzy, director of the Columbia Opera Company of New York.

Among the artists booked are Lusia Coronina, Eida Ercole, Mario Palermo, Alfred Chigi and Lloyd Harris.

Permanent open-air opera seasons are already established at Jones Beach, New York; the Robin Hood Dell, Philadelphia; the Municipal Stadium, St. Louis; the Zoo, Cincinnati.

## Admission Tax Totals Take Dive

NEW YORK, June 26.—From April to May of this year Broadway theater admission tax receipts fell from \$496,035 to \$413,918, according to figures released by the Internal Revenue Bureau. Taxes accruing to the government from shows with free or reduced admissions fell from \$11,385 to \$2,555. Taxes on ticket brokers' returns went to \$13,179 from \$27,202, and on roof garden and cabaret admissions from \$83,246 to \$30,849.

As against these returns indicative of a falling off in attendance, receipts from duets sold at more than the established price jumped from \$10.36 to \$1,804.

Admission tax collections from the entire country fell from \$1,589,682 to \$1,537,119. This loss is less than one-half of the drop in the total admission tax collections from the third New York district, which declined from \$484,691 to \$397,878.

## New Orleans Fed Project Ambitious

NEW ORLEANS, June 26.—Classing itself as "no longer the stepchild of the WPA," the Federal Theater Project here is forging ahead with most formidable plans for the coming year. Walter Armitage, producing director of the theater, has chosen for next season such comedies as *Boy Meets Girl*, *Major Barbara*, *These Mortals*, *Lily Mars* and *The Guilded Age*. Also *African Vineyard*, by Armitage and Gladys Unger; *How Beautiful With Shoes*, by Bernard Szold, director of the local Little Theater, and a dramatization of *Green Margins*, also by Szold and Pat O'Donnell.

Other undertakings are a musical revue and a group of marionette shows. Roark Bradford will write a new vehicle, Armitage promises. Under direction of Sonia Solomonoff, a ballet is promised, with music based on Ferd Grofe's *Mardi Gras*.

To stimulate writing talent of the area, Armitage has also announced a prize of \$25 and royalties for a one-act play by some native son based on Louisiana history.

Project officials are planning to sell a book containing tickets for 10 productions next season, to be sold for \$4.

## Big Show for Shriners

DETROIT, June 26.—An outstanding event of the 63d Imperial Council Meeting of the Shrine held here this week was the 17th Annual Recorders' Association of North America banquet given in the Crystal Ballroom of the Book-Cadillac Hotel Monday evening. Entertainment was under direction of Tunis E. Stinson. Fred Zlerer's Orchestra supplied the music, featuring Harry Stahl, young Detroit tenor, who also emceed. Stahl will also be a featured singer during August at the Dallas Centennial Exposition at Dallas.

## Hotel Dancing Okehed

BELOIT, Wis., June 26.—Revised liquor ordinance adopted by the common council provides for dancing in hotels of 40 rooms or more holding Class B licenses, except in the barrooms.

# July 1 Is Deadline for Cafe Show Permits, Pa. Board Warns

HARRISBURG, Pa., June 26.—Pennsylvania Liquor Control Board, charged with the issuance of amusement permits under recently enacted amendments to the State's liquor laws, yesterday warned all Pennsylvania nitery operators that it may cost them plenty to furnish entertainment in their establishments if they do not apply to the liquor control board for their amusement permit before July 1. The new annual fee is one-fifth of the liquor license fee.

The board says that fractional fees allowed under the new law will be superseded July 1 by full fees for the duration of the liquor license. In Philadelphia, where liquor licenses cost \$600 a year and expire on November 1, the amusement fee would be \$120 for the four months, but if they apply before July 1 the fee will be \$40, and if they have a present permit, the fee is \$31.67.

In Scranton, Pa., where liquor licenses cost \$500 a year and expire August 1, the situation is even worse. Failure to apply by July 1 will exact a fee of \$100 from the tardy nitery operator for one month of amusement when he could get the permit now for \$8.50.

The new law, as yet unpunctuated, says, "All amusement and entertainment permits issued under this act prior to the effective date of these amendments shall be effective for the remainder of the license year for which issued (unless revoked) if the increased permit fee provided for by these amendments shall be paid to the board before July 1, 1937."

# Paris Expo Panics Shows

**Legit, vaude hurt by poor exposition opening—night clubs cashing in**

PARIS, June 21.—The theatrical situation here is in a chaotic state almost equal to that of the not-yet-ready International Exposition, which was expected to boom local show business this summer. Its recent opening, with grounds and construction work in a state of chaos, dealt a blow to the vaude and legit houses, forcing the majority of them to close for the summer instead of remaining open for the summer. Result is that few legit houses and only one small vaude house are operating. Big revue houses are still carrying on and several vaude houses are trying their luck with hastily put together revues.

Cabaret and night spots benefit from the fact that night entertainment is barely under way at the exposition. More cabarets in Montmartre, Montparnasse and the Champs Elysees districts than in many years—and business appears good. As night spots in the exposition grounds open business in the outside spots may drop off, however.

Paris does not lack theatrical fare, as dramatic productions and spectacles are part of the exposition program, with local and foreign artists appearing daily at the Theater des Champs Elysees, Comedie des Champs Elysees and the Grand Palais, which form part of the exposition. Leading dramatic, musical and ballet groups from countries participating at the exposition will appear during the summer, and big vaude and circus spectacles will be staged in the Grand Palais.

Many managers are planning August opening dates for both vaude and legit houses. Indoor circuses will open early in September.

## Indianapolis FTP Folding

INDIANAPOLIS, June 26.—Indianapolis Federal Players, who have been producing plays at Keith's Theater for the past year, will be disbanded after July 15. Dr. Lee R. Norvelle, State director of the Federal Theater Project, announced this week. According to present plans, company will open July 2 with *A Bill of Divorcement*, which will end the project's career.

## Strange Michigan Agricultural Head

DETROIT, June 28.—John B. Strange was appointed Commissioner of Agriculture last Friday by Governor Frank Murphy. Post carries control of all State and county fair activities in this State. Strange has been chief of the department's bureau of animal husbandry for several months, under Burr B. Lincoln, who died a few weeks ago. Appointment was confirmed by the Senate in executive session.

## THE KING'S JESTERS (This Week's Cover Subjects)

THE King's Jesters, augmented from the original three into a group of seven, first reached prominence under the wing of Paul Whiteman. Now the unit is drawing heavy trade at the Blue Fountain Room of the Hotel LaSalle, Chicago, from where they broadcast nightly for NBC.

The three originals are John Ravenscroft, George Howard and Fitz Bastow. The present combination contains both music-making and entertainment producers, including their "queen," Marjorie Whitney. The King's Jesters, as a name, remains their trademark and comedy ranks high in their numbers, although by no means do they overlook the "serious" side. The jesters feature a large number of combinations, both instrumental and vocal, the three originals composing the steady song trio, Miss Whitney sliding at times.

Previous Chicago bookings for the act include long runs at the Morrison and Bismarck hotels.

# Musical Artists' Guild, Opera Singers' Union Merger Is Off

NEW YORK, June 26.—Amalgamation of American Guild of Musical Artists and Grand Opera Artists' Association seems definitely stymied, the GOAA now being of the opinion that such a move would be detrimental to the interests of its members. Reasons for this, as given by Secretary Armand Marbini, are (1) That the membership of AGMA is a mixed group, including instrumentalists, conductors, soloists, radio singers and concert artists. Each of these having problems and aims of its own, it would be illogical, according to Marbini, to hope that the problems of opera artists would be adequately taken care of; (2) GOAA feels that an amalgamation is impracticable owing to the possibility of GOAA members being subject to the rulings of an organization which is not a union.

Last point is one upon which negotiations have hinged for many months. AGMA cannot obtain American Federation of Labor jurisdiction over grand opera unless GOAA decides to relinquish its charter, a move which is very un-

likely. According to Marbini, AGMA cannot hope for jurisdiction over concert musicians either, Musicians' Local 802 stating that such artists belonged under its own wing. As for jurisdiction over concert artists, GOAA already has a bid in for that.

Recently a faction within GOAA circularized the membership with a petition urging an amalgamation with AGMA. Marbini claims this is an arbitrary move by a group acting without consulting the organization.

## Fight Bank Night Restraining

LINCOLN, Neb., June 26.—Filing a 51-page brief with the Supreme Court here substantiating its objections, the Omaha Motion Picture Exhibitors' Association asked that the restraining order demanded by the attorney-general be not granted. The attorney-general wants to stop Bank Night drawings in the Nebraska metropolis until the court can review the recent test case in the fall and make a final ruling on whether or not it is a lottery. Bank Nighters say the court is without power to grant the restraining order until the referee appointed by the court has reported, and the exhibitors state they would suffer irreparable financial loss if the games were discontinued at this time.

## Annual Wayburn Recital Combo of Talent and Ham

NEW YORK, June 21.—Annual Wayburn student revue last night at Heckscher Theater presented a miscellaneous variety of talent and ham. Young hopefuls sang, danced, emoted, giggled and one of them, Claire Ann Palma (aged five), ran up and down aisles between numbers.

Best of the oldsters were Leonardo, ballroom dancer; Alma Kaeser, sock acrobat, and Marion Friemel, song and dancer. Outstanding among the juvenes were Norman Thorpe, singer-actor, and Gloria Morgan, who tap-danced with a rope.

Most of the talent needs stage presence and pro finish. M. Z.

## 14-Year-Old Dance Teacher

BOSTON, June 26.—Marie E. Morin, 14 years old and New England's youngest dance teacher, conducted her first annual recital of dance pupils Monday evening in the Brighton High School Auditorium.

## OUT-OF-TOWN OPENINGS

### "Amphitryon 38"

A comedy in three acts and a prolog by Jean Giraudoux, adapted by S. W. Behrman, settings by Lee Simonson, costumes by Valentina, music by Samuel L. M. Barlow, directed by Bretaigne Windust, produced by Alfred Lunt and Lynn Fontanne for the Theater Guild and presented at the Curran Theater, San Francisco, June 23.

Cast: Alfred Lunt, Richard Whorf, George Meader, Sydney Greenstreet, Edward Raquello, Lynn Fontanne, Barry Thomson, Kathleen Roland, Jacqueline Paige, Kate Mayhew, Ernestine de Becker and Hope Williams.

Plot Synopsis: Amphitryon was a general in ancient Thebes who was blessed with a constant and faithful wife, Jupiter, the father of the gods, looking down from high Olympus, coveted the lady, but decided that to appear in the form of a swan or a shower of gold, as he had done on previous occasions, would not win her. So he arranged to have her husband sent off to battle, assumed his appearance and pursued his conquest with success and Alkmena, the wife, was none the wiser. Later he appeared in his own form to claim her for his own; a high honor indeed. But she, loving her husband greatly, convinced the head god the friendship between them would be a finer thing. Jupiter, in one of the most fascinating scenes ever seen, finally agreed with her. To the raves of the San Francisco papers I add my own. It is really a great show. Pat Kelly.

## Those Super-Super Films

BRIDGEPORT, June 26.—Romeo and Juliet with a swell dish was the attraction for Dish Night at the Rialto Theater here Monday—all for the sum of 20 cents. House is neighborhood and packs them in. Film played Loew's Majestic some time ago at a \$2 top.

A *Midsummer Night's Dream* was also the Dish Night attraction several months ago.

## Chi Ushers, Door Men Join IA Union

CHICAGO, June 26.—Some 600 theater ushers and doormen have joined the newly formed Theatrical Employees' Union, according to Peter Shayne, president of the Chicago Moving Picture Operators' Union.

Tentative membership dues will be \$1 per month and officers will be elected at an early meeting. There are approximately 2,500 ushers, doormen and cashiers employed in local houses.

The present enrollment figure of 600 includes only the ushers and doormen. Cashiers will be contacted separately as a last step in the organization campaign. Shayne stated.

## Phil Hayden Recital Reveals Talent Wealth

WASHINGTON, June 26.—More brilliant than most school recitals was last week's seventh edition of Phil Hayden's *Revue Intime* at the National Theater. New York curtains, materials, costumes and wigs from Universal, Kate Shea, Dazlans, Eaves and Rauch, with lighting from Meyer Harris, gave professional encouragement. For the show's one night, 1,600 people crowded in at prices from 55 cents to a \$2.20 top.

A jungle scene intrigued with its savage rhythm. Lee Godwin, about 27, tap soloist, has a shape to please, and delivers with confidence.

Next to make spectators sit up was an eccentric acrobatic solo by Quentin Porter. He is very good. About 20, he has confidence, but appears to know his abilities. Florence Sherman, 18, does a perfect tap. Mary Jane Zernia, 25, does a tap and should be a good bet for a night spot. Margaret Scott, dancer, almost stopped the show.

Most of the music, by Phil Hayden and Henry Evans, is copyrighted. Jones.

## Tracey Vs. Shubert \$3,000 Suit July 29

CHICAGO, June 26.—Warner Exec Frank Tracey's \$3,000 back-commission suit against the Shuberts for Ben Yost's act will be decided July 29 in Municipal Court here.

According to Henry A. Kalchelm, Tracey's attorney, the Shuberts are liable for the garnishee, as it was up to them to hold salaries in abeyance on the Yost act, which played in the *Ziegfeld Follies* last season, until commissions, etc., were paid.

If decision favors Tracey Shuberts will then try to collect from Yost.

# Legit Lively In Australia

Bergner, Cornell expected —London hits coming in —American actors score

SYDNEY, Australia, June 19.—Reported that Elisabeth Bergner and Katharine Cornell are to visit Australia. Miss Bergner to come this year and Miss Cornell early in 1938.

Gilbert and Sullivan Society is giving a performance of *Princess Ida* at the Conservatorium soon. proceeds to go to a memorial for the late John Ralston, one of Australia's foremost Gilbert and Sullivan exponents.

J. C. Williamson, Ltd., has bought stage rights for Australia of the London musical hit, *Balalaika*. Robert Halliday may be brought here to play the lead.

The ferry Koonooloo will shortly blossom out as a showboat, with a seating capacity of 2,000.

*Let's Go, Mr. Mo*, featuring Mo, Virginia Bacon and Company, Erickson and other first-class acts, has just finished a good season here. *Three Cheers for the Red, White and Blue*, new revue featuring Australian wire-walker Con Colleno, has just started.

*Lover's Leap* recently played two weeks at the Theater Royal. It gives way to the Colonel de Basil Monte Carlo Russian Ballet, which came back for a season of three weeks May 29.

Horace Stevens, Australian bass-baritone, recently returned here after a trip to England, contemplates producing a large scale production of the opera and pageant *Hawatha*, which has been an annual event in London since 1924.

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Crystal Microphone, 8" Speaker in Case. Closing out some used Equipment. Write or see CHICAGO SOUND SYSTEMS CO. 1507-09 East 55th Street, Chicago, Ill.

## OBAN'S MUSICAL REVUE TENT THEATRE

Wants two A-1 Comedy Teams, prefer those who sing and play string; Boss Canvasman, State lowest. 11 Fulton St., Nashua, N. H.

## WANTED AT ONCE

Ingenuis, Juvenile Man, Piano Player double parts. One-week circuit stock. Catskill Mountains. People all lines doubling specialties or orchestra. State age, size, salary. Pay your own. Rehearsals July 5. GERTRUDE & RAY COOKE, 1215 Parkside Ave., Trenton, N. J.

## WANTED for MED SHOW

Piano Player who doubles straight or team doubling piano. Wire

DR. F. STREET Granite City, Illinois.

## Board Will Hear Relievers' Pleas

NEW YORK, June 28.—Washington WPA officials acceded to the demands of Federal Theater workers here and promised to set up an appeals board to consider the cases of relievers slated for dismissal July 15. Knowledge of the decision came Saturday afternoon shortly after Harold Stein, Federal Theater administrative officer held captive, promised to recommend such action to Washington. A city projects council delegation headed by John Pamassa, of the Play Bureau, received the news in the capital from Aubrey Williams, deputy administrator.

Yesterday stagehands' union and Association of Theatrical Agents and Managers were authorized by their memberships to take any action necessary to stop dismissals of their men on the Federal Theater. Today Actors' Equity, American Federation of Actors and the musicians' local are expected to take similar action at a meeting. Five thousand pickets at city hall yesterday protested the cuts on the five arts projects.

## \$600,000 Help Insurance

DES MOINES, June 26.—Tri-States Theater Corporation, operator of about 35 theaters in Iowa, Illinois and Nebraska, have taken out more than \$600,000 group life insurance on employees. A considerable portion of the premium is paid by Tri-States.

## AUCTION AUCTION

I will on WEDNESDAY, JULY 21, at 11 A.M., at 422 SO. WABASH AVE., CHICAGO, ILL., sell under Illinois Wholesale Men's Liens Act, for unpaid storage charges due FEDERAL FIREPROOF STORAGE CO., the entire PAVLEY-OKRAINSKY BALLETS, in bulk, consisting of Taylor Trunks, scenery, costumes, wigs, projection machines, spot lights, stage effects, etc. Cash deposit required. Checks must be certified.

ALBERT J. MENOELSSOHN, Auctioneer. (Est. 1918).

## AT LIBERTY

For Rep, Med, Tavern or what have you? Rhythm Swing Drummer, Double B. and O. Banner Man. Wife wants Popcorn Concession. Has own outfit. Reliable. Have car. E. P. JOHNSON, 301 E. Raymond St., Marriaburg, Ill.

ROE NERO WANTS QUICK.—Capable local people all lines. No boozers or perpetual grippers. Two fast-stepping General Business Teams with all essentials, doubling feature specialties and instruments. Also single General Business Man. Notably Vaudeville Acts, Musicians, wives for chorus and tickets, hot Pianist, fast Trumpet. Name lowest salary. It's sure here. Al Fox, Jack Johnson, others wire. Want light small piano, A-1 shape Bob McLain wire. WANT Workingman Truck Driver. ROE NERO, Olmeco, Va.

## WANT

Young General Business Man, one doubling some instrument in act given preference; Features Specialty Team. Also can place sober, reliable Agent. Show going to West Coast. HARRY HUGO, Mgr., HUGO PLAYERS, Sargent, Neb., this week.

## WANTED

Experienced Advance Man who knows Tent Repertoire. Must be sober and reliable capable contractor and able to get billings. Wire lowest salary and if able to drive car. Pay own wire, Lexington, July 1, 2, 3, 4; Caronsville, 5, 6, 7; Peck, 8, 9. KELLY STOOK CO., FRANK LEE, Manager.

# IMPORTANT NOTICE

On account of 4th of July no telegraphed or telephoned SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wire important late SHOW ADS Sunday Night.

## FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.

<p><b>QUALITY STOCK TICKETS</b></p> <p>ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 ROLLS 2,000 EACH.</p> <p>No C. O. D. Orders Accepted.</p>	<p>LET US SERVE YOU WITH</p> <h1>TICKETS</h1> <p>Of Every Description at Low Cost.</p> <p><b>THE TOLEDO TICKET COMPANY</b></p> <p>TOLEDO, OHIO.</p> <p>No C. O. D. Orders Accepted.</p>	<p><b>SPECIAL PRINTED</b></p> <p>10,000 ... \$ 6.95 30,000 ... 9.85 50,000 ... 12.75 100,000 ... 20.00 1,000,000 ... 150.50</p>
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# PRYOR PANS BAD PROGRAMS

## Worry More About Shows, Less About Sales, Says Agency Man

Radio head of B., B., D. & O. says program department is "neglected"—charges too much emphasis placed on the Crossley reports—NAB's wettest convention

By JERRY FRANKEN

(Continued from page 3)

dent C. W. Myers, KOIN, who urged a united front for the industry. Federal Communications Commissioner Eugene O. Sykes delivered a long talk, touching on the work of the FCC, the duties and obligations of broadcasters. In discussing the allocation hearings of last year he said no great realignment of facilities was to be expected. To open the session Mayor Edward Kelly of Chicago welcomed the conventioners. Myers also opposed the proposed Celler Bill which would have the United States operate a government-owned station. Myers said he saw no need for any such facilities.

Myers charged the American Society of Recording Artists, Inc., and the National Association of Performing Artists as being "parasitical." Later James A. Baldwin, managing director, reappointed by the board of directors on the closing day, told of his investigations into these organizations, as well as SESAC, which controls much European music, especially in the grand rights field, used steadily in broadcasting. Baldwin said later that his report on SESAC would be strictly factual and not one of opinion. There has been considerable correspondence between SESAC and Baldwin. In his report the managing director also detailed of the various legislative actions attempted and passed and defeated bearing on radio.

NAB's income, from dues, is about \$83,000 annually, Harold Hough, WBAP, NAB treasurer, declared. A move to increase dues, proposed by Arthur B. Church, KMBC, was withdrawn when no need for the additional revenue was seen. Baldwin also went into considerable detail on the NAB Bureau of Copyrights, Inc., the recording organization approved last at last year's convention and since organized. The bureau was pushed extensively during the convention, station men being urged to join. Bureau is to be controlled 51 per cent by the NAB, rest of the \$100,000 stock, under a Delaware corporation charter, to go to NAB stations that want to buy. NAB Bureau service costs \$15 per hour, one-third discount being given to member stations. A library of 100 hours is proposed, all material being in the public domain. Bureau is offered as a music source should any difficulty with ASCAP or SESAC (Society of European Stage Authors) develop. Broadcasters, however, are said to be friendly to SESAC, if not ASCAP. Another highlight of Baldwin's report was his expression of opposition to the opinion of the FCC opposing five-year station licenses.

### Copyright

Seeing no place on the agenda for copyright discussion, Craney sought and received recognition after Baldwin's report. He spoke of the "excellent job of lobbying" being done in Washington by ASCAP and asked for convention approval of steps to secure a "fair" system of payment for music. Infringement Responsibility should be taken away from those who have no control over making such infringements, he declared. National legislation, said Craney, is the only cure-all for the copyright problem. That the present law was enacted in 1909 meant that it could not be up to date, but State legislation should not be neglected for this. ASCAP, according to Craney, collects on music on which it is impossible to trace the actual ownership, due to assignment, etc. ASCAP also collects for nonmembers of the Society, although those nonmembers do not receive any remuneration or share in this money. E. C. Mills, of ASCAP, charged Craney, acted in "bad faith" in connection with Craney-Mills correspondence when the latter asked

what could be done to improve copyright conditions and then did not answer Craney's suggestions.

In Montana, said Craney, only 6.45 per cent of the State's amusement business is done by radio, yet more than 70 per cent of ASCAP's Montana income comes from broadcasting. Craney demanded the right to pay only for music performed. His talk came at about the same time as did news that Ike Levy, WOAU, who resigned from NAB last year, had issued a letter warning stations not to tinker with the copyright situation and bitterly attacking the proposed per-piece plan.

### Resolutions

Elections, detailed elsewhere in the radio department of this issue, mainly occupied Tuesday. A few resolutions, opposing the Celler Bill, favoring continuance of support to the government suit against ASCAP, support of the copyright Duffy copyright bill were voted. Resolutions acted upon Wednesday included one to support financially the Federal Radio Education Committee. It now is up to the board of directors to evolve a plan whereby stations will pay \$83,000 in the next two years to support the committee's work. It was also resolved that the board of NAB continue negotiations towards per-piece copyright use with copyright owners. Selection of Chicago for next year's convention was defeated. San Francisco has already put in a bid for the event.

One of the most important resolutions acted upon that was submitted by Fred Hart, of KGMB, Honolulu, whereby the entire NAB would be reorganized. This was submitted last year, according to Hart, approved and referred to the board and since has had no action. An attempt was made to table the bill again, but Hart fought and the recommendation of the resolutions committee, chairmaned by John Henry, KOIL, that the board appoint a committee to study the proposal was passed. Arthur Church, a board member, promised Hart that the board would give the proposal strict attention. Hart, in his discussion on the floor, referred to labor unions, musicians, etc., as "racketeers."

### Reorganization

Hart's proposal is for a smaller board than now, one from each of the five radio regions as established under the old Radio Act, plus two members, one elected by the board and the other the NAB president. Local chapters are then to be set up, to be presided over by a regional director. Hart's plan called for the appointed committee to get his suggestion worked into greater detail and then have a mail vote. It was claimed that Hart was representative of a group that feared for the future of NAB. Another resolution to petition the FCC to accept the FCC engineers' report on reallocation was referred to the board.

Two groups within the NAB, the National Independent Broadcasters and the Program Directors Division of the NAB, elected officers. Edward Allen, of Lynchburg, Va. (WLVA), was re-elected president of the NIB Indies' sales group. Allen was the organizer of the group three years ago. James Willson heads the program faction, Willson hailing from WWL, New Orleans. Program group mainly will function as an exchange of ideas setup, something the NAB membership has sought and discussed some time.

### Pryor

Arthur Pryor pulled no punches. "Spot programs are lousy," he said. Stations should pay less attention to sales and more to programs, for when they do the sales will come in of themselves, he added. He razzed spot announcements



JAMES A. BALDWIN, reappointed by the NAB board of directors as managing director of the association for the next year.

between two commercial programs, saying that while his agency was forced to use them because competitors did, it was a bad practice. "Red" Cross, of WMAZ, Macon, Ga., answered Pryor's attacks on "patent medicine and two-pants suit plugs," allegedly predominant in the South, by saying they paid the freight to maintain stations and that broadcasters couldn't operate without them. Pryor also let loose on the Crossley report (Co-Operative Analysis of Broadcasting), saying too much emphasis was placed on it; that it was not representative of a true audience picture and that broadcasters must take steps to get audience reactions of farm and other listeners without telephones. Pryor claimed that the radio industry's most neglected department is the program department, the most important function in radio. He stated that stations no longer need give agencies—speaking for his own specifically—statistical information on station coverage and the like, but that the agencies wanted program data, how a show pulled locally, results with other advertisers and the like. Pryor's comments were later amplified somewhat by Ned Midgely, BBD&O time buyer, in respect to sales information.

Another ad agency representative to speak was Beth Black, time buyer for Ruthrauff & Ryan, who went into the rate standardization headache. Rate cards drive time buyers batty, was, in effect, what Miss Black said, supplementing remarks by Martin Campbell, WFAA, who reported the work of the committee on this problem. NAB sales managers division has reported in on a rate-card form listing primarily time units sold and the costs therefore, with discounts for various periods shown on the card, removing necessity for multiple mathematical equations by time buyers. At Wednesday's meeting, Marvin Oreck, of Oreck's, Duluth department store, went into retailers' use of radio at great length, this being one of the fields radio has been losing ground, according to figures cited by Oreck, who then told how his store used radio and how stations could service such advertisers. In keeping with Pryor's comments the right kind of programming was a point stressed by the merchant.

Considerable attention was given at the convention to sales promotion, an exhibit of various forms of exploitation—to listeners, advertisers and agencies, as done by stations—being set up by John Gillin, chairman of a committee in charge of promotion. Arthur Church, research committee chairman, reported on the year's work, the NAB activity in the Joint Committee, composed of advertisers, agency men and broadcasters, and urged appointment of an NAB research director. The board of directors later took this step.

Installation of officers, heretofore done before the convention, was done before the board of directors Wednesday. The annual banquet closed the convention Wednesday night.

## Frisco Holds DonLeeShows

In again, out again tactics alarm Frisco business groups—squawks work

SAN FRANCISCO, June 26.—After it had been settled that most of the production for network consumption originating at KFRC, Don Lee station, would be moved to Los Angeles beginning June 28, several factors combined this week to alter the decision. In a conference held Wednesday between Mutual and Don Lee executives via phone, teletype and telegram it was decided to reverse the decision that would have sent two of the network's major shows, consisting of five hours per week of actual air time and utilizing the services of more than a score of people, to the Los Angeles KHJ production center.

Among the factors which resulted in the decision not only to retain shows scheduled to move but to increase production at KFRC were the following: Pious and petitions by the mayor, Chamber of Commerce and other business groups to maintain an active radio business in San Francisco; the anticipation by Mutual execs of a heavy broadcast schedule from Frisco during the coming World's Fair, and the desire of local Don Lee officials to have KFRC retain the place it has built up.

Exodus of radio from Frisco to Los Angeles has been going forward quietly for many months and came to a head when it was announced two weeks ago that *Feminine Fancies* and *Morning Merrymakers* would go from KFRC to KHJ. Former show has been on five days weekly for over nine years and is one of the web's most valued presentations. Situation was further intensified last week by the announcement from National Broadcasting Corporation here that *One Man's Family*, the most important locally produced commercial, would go Hollywood August 8.

Few days later a followup was forthcoming in which it was stated that members of the cast whose homes, families and interests are in the Bay area were not going to Hollywood permanently; that the move was merely a change of scene for the summer months, and that the author "sees no reason why they should not return in the fall."

## Murder Trial Airing Nixed

LITTLE ROCK, Ark., June 26.—KARK's plans to broadcast proceedings of the trial of Lester W. Brockelhurst, confessed "hitch-hiking" slayer, and his sweetheart, Bernice Felton, at Lonoke, near the capital city, were cut short by Col. T. H. Barton, owner of the station. Barton canceled the broadcast after the Lions Club adopted a resolution expressing "unalterable opposition" to the plan. The club's action was supported by numerous lawyers in the State and by defense attorneys in the trial. Judge W. J. Waggoner, of Lonoke, who presided at the trial, which started June 24, was said to have consented to the broadcast.

If the station's proposal had been permitted to be carried out it would have been the first murder trial in the State to be broadcast.

Brockelhurst and the Felton girl are charged with first-degree murder for the death of Allan Gates, wealthy landowner of Little Rock. Brockelhurst is a former Illinois Sunday school teacher.

## Jean Arthur Off Air

LOS ANGELES, June 26.—Columbia Pictures, Inc., secured a court ruling preventing Jean Arthur from doing stage or radio work for a one-year period. Flicker firm, which has Miss Arthur under contract, sued for an interpretation of her contract and secured an injunction restraining her stage and air work.



WHILE STEVE WILLIS, of WPRO, Providence, and CBS, refuses to wear a Mutual flower, Gene Dyer, of WCES, gets a laugh out of Don Davis, WHB. Davis probably looked at the tie Dyer was wearing.

FRED WEBER, OF MUTUAL, on the right, figures Paul Kennedy, of The Cincinnati Post, owner of WCPO, is a dentist and is showing him that troublesome molar. Or so it would seem.



PAST AND PRESENT. Retiring as NAB president, C. W. Myers greets his successor, John Elmer. The new president operates WCBM, Baltimore, independent station.



THE BACK OF THE NECK on the left belongs to John Schilling, of WHB, sitting next to his boss, Don Davis. The other neck belongs to Ade Hult, Mutual salesman; while the fellow concentrating on it all is John Shepard III, of Yankee, Colonial and points adjacent.



HERE'S A WHOLE FLOCK of NAB conventionites watching the little boidie. The three guys in the back who couldn't find seats are Lester Gottlieb, MBS press co-ordinator; Fred Weber, with his molars not showing, and Frank Schreiber, WGN publicity. Sitting are Ade Hult, Mutual salesman; Ed Wood, WGN; Ted Streibert, of WOR-MBS, and seemingly quite surprised about something or other, and George Harvey, another Mutual salesman. It all happened at the breakfast Mutual treated the trade-paper men to June 21.

**FLASH**  
from  
**WHN**  
DIAL 1010  
Big shows studded with stars are a habit with us... And they certainly pull in the soles for our advertisers!



WHN—"The Station of the Stars"  
1540 Broadway, N. Y. C.  
Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.  
Represented by  
E. Katz Special Advertising Agency

## UP Wants Libel Suit Dismissed

NEW YORK, June 26.—Decision was reserved in United Press' motion to have the suit against it by Transradio, charging trade libel, dismissed. TR's suit is based on promotion material issued by UP which TR charges libeled it. UP's motion declared that the suit asked no definite damage and should, therefore, be dismissed. TR's attorney, Isaac W. Digges, contended that the motion should not be granted and that his client's complaint was sufficient. Harry H. Van Aken represented the wire service.

Judge Lloyd Church, of the Supreme Court of New York County, reserved decision.

## Jones Joins Radio Sales

CHICAGO, June 26.—Merle S. Jones, former assistant to James D. Shouse, of KMOX, St. Louis, was named Western manager of Radio Sales, Inc., CBS subsidiary, succeeding W. J. Williamson, who moved to Cincinnati as sales manager of WKRC. Robert Hanvey, formerly with the Colgate-Palmolive-Peet Company, has joined RS's promotion department and will be located here.

## Elmer, Leading Indie, First NAB President From 100-Watt Group

CHICAGO, June 26.—Election of John Elmer, WCBM, Baltimore, as president for 1937-'38 of the NAB—the first 100-watter to hold the post—was held mutually satisfactory to both networks and the independents themselves. Significance is attached to Elmer's proximity to Washington as compared to his predecessor, C. W. Myers, of Portland, Ore.

In radio seven years, Elmer has been active in NAB since that time. Previously he was in advertising and newspaper work. Elmer was the selection of the nominating committee headed by Earl Glade, of Salt Lake City (KSL), his opponent, Ed Craney, being named by petition. This also applied to William J. Scripps, WWJ, Detroit, in defeating Gillin for the second vice-presidency. When the vote was announced Craney's move to make the president's vote unanimous was passed. Harold Hough, WBAP, re-elected treasurer, was unopposed.

Board members elected were C. W. Myers, retiring president; Theodore Strelbert, WOR-Mutual; Frank Russell, NBO, and Harry Butcher, CBS. With Elmer as president and the board with three network reps, a balance is expected. Gene Dyer, another board member elected, is from WGES, Chicago, and was elected for a one-year term, others being named for three-year posts. Herbert Hollister, KANS, was also elected at the convention to serve for a three-year term.

In addition to those named the board has L. B. Wilson, WCKY; John Patt,

WGAR; Edward Allen, WLVA; Eugene O'Fallon, KFEL, and Arthur B. Church, KMBC, for two-year terms, all holdovers. One-year holdovers are Ralph Brunton, KJBS; T. W. Symons Jr., KFPY; Joe Maland, WHO, and Edward Craig, WSM.

National Independent Broadcasters, besides naming Ed Allen president, selected Ed Bishop, WGH, vice-president; W. W. Behrman, WBOW, vice-president; Arthur Westlund, KRE, treasurer; James Curtis, KFRO; Clifford Chaffey, WEEU; W. Greenwald, KWBG; Lloyd Thomas, WROK, and Tom Keene, WHRC, directors.

## WPG Wars Daily At Atlantic City

ATLANTIC CITY, June 26.—There will be a "fight to the finish" between municipal station WPG and the Press-Union Publications in the latter's attempt to secure a permit for a commercial station in the resort. At a hearing before the Federal Communications Commission in Washington Albert J. Feyl, president of the Press-Union company, stated it had made a survey of the advertising field locally and found it sufficient to warrant another station. He asked permission to construct a station and operate on 1,200 kilocycles and 100 watts power day and 250 watts night.

Norman Reed, manager of WPG, testified that the local field was not only too small for two stations but hardly supported one. During the while WPG was operated by CBS it was a distinct loss. Up until March it had failed to show a profit for the city, which supports it out of its ad-

(See WPG WARS on page 13)

# Air Briefs

New York

By BENN HALL

ONE of the webs has a hostess who is developing a nice little business of her own. She knows most of the town's directors and can reach 'em all by phone. She uses this in to handle several people. Lot easier for the lass to get to the right people at the right time than for plenty of actors to do the same thing. And directors figure that she is in a position to do many small favors for them so they play ball. Probably be a manager in her own right before long—if the network doesn't frown too severely. . . . Rusty Pierce, of Cecil, Warwick & Legler, postcards from London that he lost a pair of shoes in Russia. Must be a shortage of caviar. . . . Newspaper boys hee-heeing fact that most radio set manufacturers are using dailies rather than air.

Orson Welles still fuming about that Rudy Vallee chore. Reported that he nicked all of \$50 for the appearance. . . . Plenty of fans and trade missing Mike Porter's column. . . . Larry Nixon has stocked up on typewriter ribbons. Leon Goldstein, of WBNX, moves down to succeed Larry as WMCA's p. a. Larry to finish that novel for fall publication.

Nate Tufts and Tiny Ruffner due soon from the Coast. . . . John Loveton in and out of Albany, Buffalo, Pittsburgh, but fast. . . . Paul Craig sitting at

Burns Lee's desk at Benton & Bowles. Lee at agency's new West Coast office. . . . Charles Kraatz is Earl Harper's new WNEW assistant.

"United Front" of newspaper will stress advantages of advertising in dailies. But there'll be no panning of radio as rumored after the announcement was made. . . . In the monthly listing of station mentions in columns and boxes WHN appears to be scoring much less than some of its contemporaries. Score includes Press-Radio news listing. And as WHN doesn't subscribe, it misses out on this count, but does all right for itself on other counts. . . . Sam Weisbord, of the William Morris office, inked Leslie Howard, Edward G. Robinson, Tallulah Bankhead, Estelle Winwood, Helen Menken, Grace George and William A. Brady to CBS contracts for Shakespearean roles. . . . Dan (Taxi Dan) Marshall touring sister and brother-in-law around the local air depots. . . . Buccaneers, male quartet, finish a week at the Michigan Theater, Detroit. Henry Frankel, of WOR Artists' Bureau, booked them. . . . Lucille and Lanny signed by NBS. Handled by Lester Lee, of Artists' Syndicate of America. . . . Chevrolet inked Dorothy Dreslin, Alice Joy, Ross Grapahn and Gus Heanschen's Ork for e. t. work.

## Chicago

By SAM HONIGBERG

Donald Gallagher, the busy free-lancing drama artist, penned an article on Shakespeare which Coronet will publish. Don is planning another fling in legit with the Maurice Evans Rep Company next season. . . . Pierre Andre, Little Orphan Annie's spieler, emceed NAB's closing jamboree between his nightly duties at the Drake Hotel. . . . Gale Page, NBC's lovely songstress, shedded 30 pounds and is now ready to face the screen-test rigors. . . . Alex Robb, of that chain's artists' service bureau, ended the Inna Phillips-Today's Children birthday party the other a.m. with an impromptu lecture on the future air talent and where it is coming from. . . . Tom McDonnell, young radio actor, has a novel idea for a new program, but it's supposed to be a secret at this stage.

Jerry Franken, our radio ed, left for the Coast and a two-week vacation after covering the NAB convention. . . . Pat Kennedy has a new show lined up at WCFL. . . . Vocalist Martha Nash, formerly with name bands, now warbling

on WIND. . . . Ed Cerny, of NBC's music library, back from Hollywood. WGN added Bill Baldwin, from WOW, Omaha, and Willard Klingner, from WSAZ, Huntington, W. Va., to its announcing staff. . . . Paging Mr. Ripley! That billfold which actor Hugh Studebaker lost the other morning contained two \$50 bills. . . . Walter Wicker made a flying trip from Broadway to renew acquaintances.

Jay Sims, last heard over KFVB, Hollywood, is a new announcer at WBBM. Don Hancock and Sunda Love starting their annual loafing sessions middle of July. Don to Yellowstone Park, while Sunda will take in the straw-house theaters in Maine. John Conner, back from New York, where he was screen-tested by Warner, is leading man on WJJD's Complete Story Hours. . . . Elaine Williams in from the East to do dramatic work on local airwaves. . . . Bill Beal, announcer on KDKA, Pittsburgh, was a local visitor.

## NAB Convention Briefs

THE radio gang was lucky this year—Chicago was cool. . . . The Brad-dock-Louis fight drew a heavy radioite attendance, altho Claude Culmer, of SESAC, gave his ticket away because he wanted rest and quiet. Kurt Jadassohn and Dana Merriman likewise attended the convention, SESAC being an associate member of NAB. . . . The corridors of the Sherman were filled with a steady conglomeration of music, as the various recording companies gave demonstration after demonstration. . . . L. B. Wilson, the "Commodore" and prey of WCKY, was never without a crowd around him. . . . Don Davis, WEB, came darn near stealing the show. He threw three jam sessions instead of the usual cocktail parties, hiring a Negro trio that could really send. Outfit was called the Three Giants of Rhythm. . . . Candid cameras were galore and there were plenty of candid shots—posed.

Freddie Weber, MBS general manager, was the top convention conference holder. . . . The Sherman bar was a madhouse, but definitely, and on the day and night of the fight, ooh! . . . Jess Butcher, NBC, and Jap Gude, CBS, did plenty of gladhanding. . . . Norman Livingston, of Redfield Johnstone ad agency, was at the convention for several days and the victim of the best gag of the show, played by Don Davis, of WEB. . . . Incidentally, John Schilling, of the same station, did yeoman work as bartender at the jam sessions. . . . And getting back to Jap Gude, he left after the convention for a Western and Southern station swing. . . . Even if the conventionites hadn't been busy they couldn't have read all the stuff thrown at them. . . . Adrian Flanter and Steve Rintoul, station promotion men, both signed numerous stations—but wouldn't talk.

Mutual Broadcasting, first with a breakfast and then by giving away yellow carnations by way of two very purty gals, copped plenty of attention. Lester Gottlieb, MBS press co-ordinator, lost 10 pounds getting things over, while

Just for the record, the convention opened June 21 at 10:39 a.m., Central Daylight Saving Time. Bet Jim Baldwin didn't even know that. . . . Clarence Venner, of Conquest Alliance, hosted a (See NAB CONVENTION on page 10)



NEITHER H. K. CARPENTER nor A. C. McLaughlin, of the United Broadcasting System, seem especially happy, but they may be frightened by a cancellation that never came thru. UBS Stations WHK, WJAY and WHKC join Mutual and NBC September 26.

# Outdoors Ups Philly Biz

### Parks, piers, pools and carnivals use Quaker City—mostly spots

PHILADELPHIA, June 26.—With the usual summer lull in business failing to make its appearance this season, a notable trend in local time sales is the influx of outdoor amusement enterprises. Instead of making tie-up deals or paying off in due bills, the outdoor branch of the amusement industry is buying contracts on the card-rate basis. New sponsor coin coming from roller-skating rinks, swimming pools, amusement parks and piers, ocean resorts add, for the first time, from carnivals.

General practice is to buy spots. At WFIL, Pilling's Lake Park, Clementon, N. J.; Seaside Heights Park, at Seaside Heights, N. J., and Steel Pier, Atlantic City, N. J., take the minute spels. Woodside Amusement Park here sponsors a weekly half-hour amateur show. Park also remotes a weekly Kiddies' show over WDAS. Station's sales chart also shows a chunk of roller-skating rinks and swimming pools business.

First carnival sponsor turned up at WIP. Endy Bros.' Shows bought spots during their week's stay here. City of Wildwood, N. J., bought 65 half hours for the summer season over WIP for dance remotes from the Marine Ballroom's name dance bands. Contract also calls for 50 institutional spots for the resort. Hunt's Ocean Pier in Wildwood, N. J., takes full participation in the Uncle Wip Hour for six quarter-hour periods weekly.

Swimming pools and parks are also prominent on WTEL, WIBG and WHAT, latter station grabbing up resort sales thru *The Evening Ledger*, newspaper owning and operating station.

## ACCOUNT PLANS

MINUTE announcements will be used by the American Oil Company, Baltimore (Amoco), during August on WNAC, Boston. Placed by Joseph Katz, Baltimore.

RAYTEX CLOTHES, Providence, has contracted direct with WEAN, Providence, for 122 weather reports.

PROCTER & GAMBLE, Cincinnati, for Lava Soap, is using 15-minute e. t.'s (*Houseboat Hannah*) Mondays thru Fridays, starting June 28 on WNAC, Boston. At WEAN, Providence, P. & G. renewed with 130 one-minute announcements for Crisco. Agency, Compton Advertising Company, New York.

Eighteen 15-minute e. t.'s for Sterling Products, Inc., are being used on WNAC, Boston. Program, *Way Down East*. Placed by Blackett-Sample-Hummert, Inc., Chicago.

NORTH CAROLINA has appropriated a quarter of a million dollars for its advertising campaign. S. B. McArthur, of Eastman Scott Company, Atlanta, is account executive.

DR. PEPPER Bottling Company, N-Hit Bottling Company and Durham Coca-Cola Bottling Company have inked for time on WDNC, Durham, N. C.

NUCKOLLS Packing Company, Pullman Tailoring Company, Monarch Cleaning Company, Zasha Linnen Shops, First Federal Building and Loan Association and Lyman Motor Company have purchased time on KDYL, Salt Lake City.

### Time 'n' Place

OHIO, June 26. — Arthur Church, KMBC, Kansas City, reporting to the NAB convention as chairman of the research committee, razzed the members for not working for the association. In connection with the convention, Church said he appreciated the boys wanted to have a good time and maybe drink a bit but that they should wait until after the convention was over.

### Those Networks!

CHICAGO, June 26.—First it was football, then Shakespeare and now cocktail parties. Networks refuse to give way to the other on the duplication angle, with NBC announcing first, it is claimed, its cocktail party at the close of the NAB convention. Then CBS staged one at the same time.

## Jim Baldwin To Remain Director

CHICAGO, June 26.—James A. Baldwin was reappointed, as expected, managing director of the NAB at the association's board of directors meeting Wednesday afternoon closing session of the 1937 convention.

At the same session the board expressed approval of two resolutions referred to it by the convention, one to engage a full-time research director to work with the NAB research committee, of which Arthur Church is chairman, and to appoint a publicity director for the association. Executive committee of the NAB will make the selections later.

## National League Teams Sign for Themselves

NEW YORK, June 26. — National League has followed the American League's lead and now has a written agreement with its member teams covering the sale of news of games. Individual teams will continue to handle the sale of news and news broadcasts themselves.

No immediate increase in radio costs or setup is contemplated, according to Harvey Traband, New York representative of the National League.

# Announcers' Guild Welcomes All "Craftsmen" But Clerks

### Opens membership books to actors, engineers—denies competing with "bona-fide unions"—Guild as independent union—may go national—Equity still eyes radio

NEW YORK, June 26.—Following closely upon Equity's advances toward radio actor unionization, the American Guild of Radio Announcers and Producers has opened its books to all skilled craftsmen in broadcasting except office workers. While the AGRAP opens its doors to actors and engineers, it has, according to President Roy Langham, Columbia Broadcasting System radio director, no intention of "actively competing for members in radio." Equity has launched a radio

## WEVD Offers Cuffo Shows

NEW YORK, June 26.—First step of WEVD to make available all of its sustaining shows cuffo to other stations starts this week. Labor station is recording speech of Senator Robert F. Wagner. Discs will be offered to stations at actual cost of recording and no WEVD credit will be required. Several stations, including WJBL, WELL, WCOP, WPEN, are using this speech.

Station, a non-profit-making one, plans to follow this plan with its labor and cultural shows, including its University of the Air. Part of its public service plan.

NEW YORK, June 26.—Consolidated Radio Artists, Inc., appointed Earl Thomas radio director. Thomas produced the Popeye stanza for Wheatena and was formerly radio director of A. & H. Lyons, Inc.



JUDGE EUGENE OCTAVE SYKES, of the FCC, is talking over the general stitcheashun with J. C. Limer, of KMLB, and Harold Hough, of WBAP, the NAB treasurer.

## KLZ Wining and Dining of Ad Execs Hits 25 Grand

DENVER, June 26.—At an estimated expense of at least \$25,000, KLZ, Denver, and KVOR, Colorado Springs, entertained for a week in Colorado 50 national advertising executives. After two days in Colorado Springs, a day in Denver, three days in the mountains north of Denver, and a day in the Denver Mountain Parks, what with fishing, golf, hiking, riding, etc., the ad boys left Colorado Saturday night for Chicago.

Owners of KLZ and KVOR, the Oklahoma Publishing Company, were hosts. Firm also owns WKY, Oklahoma City; *The Oklahoman* and *Times* and *The Oklahoma Farmer*. Hosts were E. K. Gaylord, Edgar T. Bell, J. I. Meyerson, Gayle Grubb, Ralph Miller and O. C. Brown. Governor Teller Ammons, official host, made the trip to Chicago and back to greet the group, and spoke briefly at the Denver banquet.

Guests probably buy about three-fourths of all the radio time in the United States. Those on the tour were

Leonard T. Bush, John F. Mayer, E. S. Pratt, George Trimble, Harry Walsh, Robert McNeill, Harold Hendrick, Max Hacker and Herschel Deutsch, all of New York; Nathaniel Pumphlan, G. E. Fromberg, George Pearson, Edgar A. Fellets, H. H. Hudson, Richard Marvin, Frank Steele, George McGivern, William J. Staab, Frank Hakewill, Ed Nelson and Ros Metzger, of Chicago.

Other guests were Bruce B. Brewer, Allen B. Russell and R. J. Potts, Kansas City; Hugh Johnston, C. J. Baker, Fred Barrett and W. J. Davis, Detroit; John H. Saries, Minneapolis; this following from the E. Katz agency: Eugene Katz, Sidney Katz, Frederick Bell, Osborne B. Bond, Morris Beck, Lowell Jackson, G. W. Brett and Ralph Bateman; Herbert Akerberg, vice-president of CBS; Ray Simmons, Cleveland; Ted Enns, Milwaukee; Maxwell R. Hott, Monticello, Ill.; Frank O. Weber, St. Louis; W. G. Eversman, Pittsburgh, and Harold Barrett, Toledo.

## GUS ARNHEIM

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

## MITCHELL AYRES

and the FASHIONS IN MUSIC ORCHESTRA  
currently HOLLWOOD Restaurant, N. Y. Broadcasting over Inter-city network. Variety Records.

## VIC HYDE

"One-Man Swing Band" on the FRED ALLEN SHOW Wednesday, July 7th Mgt. Rudy Vallee Units Corp., N. Y.

# Program Reviews

EDST Unless Otherwise Indicated

## "Hamlet"

Reviewed Monday, 9:30-10:15 p.m. Style—Play. Sustaining on WJZ (NBC network).

It would be trite and thoughtless to dismiss NBC's production of *Hamlet* with the statement that Shakespeare didn't have radio in mind when he wrote. His probing of the human mind and his mastery of words are bound neither by time nor medium. Let this, however, be no attempt at a learned discussion of the art of adaptation. Barrymore's attempt at a streamlined, eight-wheel, 500-horse-power *Hamlet* was not entertaining. And this allows for bad receiving conditions in the New York area.

Shakespeare doesn't date easily, the some of his language and slang may. Tho he wrote for a warm, intensely human stage, and radio is a cold, mechanical medium, people and their reactions haven't changed as fast. The reason for the flop of Shakespeare on radio thus far cannot be charged off with the excuse that he wasn't on speaking terms with Marconi's gadget. Nor was it Barrymore's playing that was at fault. Barrymore's *Hamlet* read his lines with rare feeling and fire. But the adaptation was at fault.

The politics of this hasty-announced production have been thoroly aired and need no retelling here. Had NBC devoted more time and care to writing and casting instead of trying to beat CBS to the gun a better *Hamlet* might have resulted. The choppy, jumpy, uneven sketch was too much for even Shakespeare. Whether it was really a storm or the well-dried bones of Shakespeare rattling as he turned in his grave that hampered New York reception has not been settled. B. H.

## "Auditions on the Air"

Reviewed Sunday, 6:30-7 p.m. Style—Talent auditions. Sustaining on WORL (Boston).

A talent idea that rates higher, well compared with Bowes' network show or the unlamented *Do You Want To Be an Actor?* is this down-to-earth program that gives hopefuls definite ideas of just how good, bad or indifferent they are in their respective efforts.

No run-around or sending in a package top to vote. Each person is greeted by Stanley Schultz, WORL's program director. Proper mike balance is acquired and the person sings, announces, reads, etc. At the first sign of incorrect breathing, enunciation, etc., Schultz stops the act and tells him how to and how not to do it.

It's the most sane and efficient method of all amateur shows, local or network. No ridicule or side-show tactics. And what makes it more interesting is the spontaneous criticism spiced by Schultz on voice, vocal, tap dancing, etc. His pleasant voice and smooth issuance of criticism is sock. The lad knows his biz. Some smart sponsor ought to buy this program and spot it nationally. It's good. S. J. P.

## "Hi There, Audience!"

Reviewed Sunday, 9-10 p.m. Style—Variety show. Sustaining on WOR (MBS network).

This program's contribution to the Sunday night comedy feast is small indeed. Ray Perkins, Joe Browning and their co-workers seem to take a great deal of the 60 minutes, but it's all one great big yawn to the dialer. Musical portion is fair and at times quite pleasing, but the gag part of the business is pitiful.

Maybe, however, this is funny: "Saw a doctor this morning." "Did he relieve you?" "Yes, of \$10." It's a sample; in fact, it's a nifty for this show. Comedy was flat and dated.

Willard Amison, Brusloff Ork, Barbara Lamar, Sid Gary, Key Men and Embassy Trio put their best in what they did. But the comedy obstacle was too much for them thru no fault of their own. Less alleged comedy and more music or the gong for this one. And latest reports have it that it's to be more music. B. H.

## "Pepper Young Family"

Reviewed Tuesday, 10:30-10:45 a.m. Style—Sketch. Sponsor—Procter & Gamble. Agency—Pedlar & Ryan. Station—WJZ (NBC network).

Placed by Pedlar & Ryan, this program is a short, rather lax, serialized drama of domestic life. Plot dialog is sandwiched in between two plugs extolling the virtues of Procter & Gamble's Camay soap and is one of those simple affairs detailing the joys and woes of members of the Young family.

In this particular episode what is presumably the high spot is attained when Hank asks Hattie to marry him, a situation rendered somewhat interesting thru the trite medium of having Hattie already married to Jack, who may or may not be dead. This is calculated to draw a tear from the simple, who may experience this pleasure every morning between two plugs for Camay.

Announcer Stewart Metz is an engaging speller. Show is further bolstered by a contest. P. A.

## NAB CONVENTION

(Continued from page 8)

flock of listeners with one of the few radios available to get the fight.

Dave Rubinoff and Sid Gary, both broadcasters themselves, were around the Sherman lobby before the fight.

Gene O'Fallon and Fred Hart, of KFEL, Denver, and KGMB, Honolulu, made hits with the gals. Gene gave out bracelet charms shaped as horseshoes and Hart gave out leis made of a seaweed seed. Say that fast.

Most serious-faced man at the convention was Steve Willis, of WPRO, Providence. CBS guys wouldn't wear the MBS carnations, altho NBC fellows were more liberal or something. Hay fever was a favorite excuse. John Van Cronkhite got himself a tough break, getting too much

## WXYZ Quiets Him

DETROIT, June 26.—James Lyons made a bet last week that he could get on the air, and almost succeeded, before being sentenced to three months' probation by Recorder's Judge Donald Van Zile. Lyons appeared at the 13th floor studios of WXYZ and attempted to get to the mike to shout a broadcast that Governor Frank Murphy had been murdered in one of the local industrial disturbances.

After a minor fray with a station engineer Lyons was arrested. Police said he had been drinking.

sun-lamp exposure the last day of the convention and resultant hospitalization. . . . Ed Zimmerman greeted a flock of New Yorkers he hadn't seen since going to Hot Springs for Col. L. H. Barton. . . . Art Cook, radio director of the Great Lakes Exposition, was at the convention. . . . Ditto Marty Lewis, of *Radio Guide*, who just two weeks before had left Chicago for New York and then had to come back. . . . Milton Krentz, of the American Jewish Committee, took in the convention to study religious programming.

H. K. Carpenter, WHK, drew commendation all around for his excellent handling of commercial division meetings. . . . WSB's *Beehive*, giving the convention "inside," "voting instructions" and the like, got good-sized laughs. . . . Herb Moore and John Parkinson, Transradio, were around plenty. . . . On exhibit at the Exhibition Hall during NBC's cocktail party on the eve of the banquet were over 150 well-dressed conventioners and conventionettes and the usual flock of fancy drinks and appetizers. . . . Don McNeil, Chicago emcee, had his ears open for new gags. . . . Bucky Harris, the producer, was kept busy meeting his former associates. . . . During its early stage talk on the Braddock-Louis battle predominated; later it didn't matter. . . . Russ Porter, Shawnee, Okla., proved himself a cordial host.

# AFM Plans Record Fight

### Wants property rights for musicians—standard form sought—Noble appeal

NEW YORK, June 26.—First step in the American Federation of Musicians' efforts to regulate the making of records and e. t.'s will be the establishment of the musicians' "property right in common law" on their records. AFM has already laid the groundwork for this goal by its recent order to all members that "assigning of all rights to an employer by a member who plays for records is unlawful as far as the Federation is concerned and that locals should insist that all contracts for recordings be deposited with them so as to properly enforce the rule that members must not assign their rights to employers." President Joseph N. Weber of the AFM admits that even if property rights for musicians are established legally the issue "could not be finally settled until decided by the United States Supreme Court." At the recent musicians' convention, Weber pointed out that legislation is too slow and that it is up to AFM members to change recording contracts.

In other words, AFM is considering trying to establish property rights by law, but feels it would be quicker to do the same thing thru its economic strength. It intends to draw up a standard contract for musicians to use when signing for records and to include in this contract clauses safeguarding the musicians' "rights." Performing rights societies (such as the National Association of Performing Artists and the American Society of Recording Artists) have been trying the past couple of years to establish just such a "property right" for their members, many of whom are also AFM members.

An interesting angle is that a band leader trying to establish a performing property right when making records is faced with the possibility that the individual musicians in his band can sue him for their property right in the records, too. To protect themselves, band leaders will have to obtain waivers from their own men.

Radio stations, meanwhile, continue to use records and e. t.'s as much as before, but are frankly worried about the many threats from the musicians' union and the performing artists' societies.

NEW YORK, June 26.—Counsel for the National Association of Performing Artists, in an effort to clarify the recent decision handed down by Federal Judge Sweeney in the case of Ray Noble vs. One Sixty Commonwealth Avenue, Inc., involving property rights in recordings, points out that (1) Court held that Noble had a property right in his performances, but had sold it to RCA Victor under the contract agreed upon; (2) NAPA says Noble had a property right, but did not sell it.

Matter will be appealed in the fall. NAPA claims the contractual relationship between Noble and RCA Victor was ambiguous at best.

NAPA had sued, in Noble's behalf, to prevent commercial exploitation of performing artists by unauthorized broadcasting of their recordings. Noble had made a series of 24 discs for RCA Victor.



THEY WOULDN'T TELL US the names of these two gals, just that they were the Mutual flower girls. They're pinning a carnation, not a rose, on Jim Baldwin, who's not objecting a bit.

# Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Uncle Jim's Question Bee, recently renewed, combines a wide range of questions with a bit of gagging. Audience participation idea is well used for G. Washington coffee. Not only do fans ask and answer questions but they also do some of the sales stunts. Volunteers from the audience are invited to tell the folks all about the coffee. It's a convincing note and a welcome change from much of the well-oiled and polished hokum the professional air salesmen dish out.

For three months John B. Hughes, "the Pacific Coast Voice of General Motors," has been doing a quarter-hour news period nightly on the Don Lee network. Altho a news broadcast is one of

the most difficult types of air fare to publicize and depends on true worth to become well established, Hughes has made his stanza one of the most-talked-of news programs. He has done this by departing from the dry-as-dust factual method of presentation and injecting some life, thought and interpretation into the news. Hughes is also a skillful manipulator of words and phrases. He rewrites all his nightly programs, using not only the actual last-minute wire reports of two major news services but reference books and his own knowledge of current history.

Powell Clark does a five-minute morning stint on WMCA, New York. It's *Today in New York* and attempts to list

a few Gotham events for the day. Night clubs, planetarium, films and the like are mentioned. Idea is sound, but Clark isn't the man for the job. He gushes and goes palsy-walsy to the limit. Probably intends to play to an audience that washes in honey and molasses. Delivery is so mediocre and hokey that it's actually insulting—even to an 8:55 a.m. audience.

Hammerstein's Music Hall possesses an informal air which is actually suave and polished. Its informality lies in the fact that there is no obvious straining for effect. And producer realizes that not all fans cart hay in their dome turf. Pleasant mixture of comedy and music, plus a grand title, have made production a stand-by. Robert Halliday, tenor, and Terri Franconi, baritone, highlighted a recent show with their warbling.

## Union Nixes Wire Tapping

Musicians' federation bans relaying band music to audiences in parks, hotels

NEW YORK, June 26.—All locals of the American Federation of Musicians have been warned by Joseph N. Weber, president, that no traveling or local orchestra engaged in a park, hotel or other amusement place may render service if the music is tapped and transmitted to other audiences within the establishment. This comes as a result of information received by the AFM to the effect that in certain parks wires are run tapping the dance music in one spot and relaying it to another.

Locals are advised and instructed by Weber to withdraw traveling and local members from any establishment where the management attempts such practices.

## Wisconsin Music Law in Effect

MADISON, Wis., June 26.—An amendment to the statutes regulating music brokers, effective June 18, provides an increase of from 5 to 25 per cent on the franchise tax assessed against such brokers' gross business in Wisconsin.

Investigators are required to apply for a license from the secretary of state giving their name, residence, former and present occupation, employer's name, names of copyright owner or owners for whom information is sought, the basis and rate of remuneration and any other information required. The annual fee is \$20.

## Philly Musicians Losers In Fight Over Conduits

PHILADELPHIA, June 26.—Despite an effective lobby from musicians' union, Local 77, the Muse-Art Corporation was successful in having city council pass an ordinance last Thursday which permits them to use conduits under public highways to disseminate music, news and entertainment to hotels, night clubs and restaurants.

Led by A. Rex Riccardi, union secretary, musicians urged city council to keep out the mechanized music and entertainment, charging that not only could it be used for strike-breaking purposes but would appreciably decrease employment opportunities of local musicians. Only prohibitive measure in the ordinance is aimed at dissemination of horse race and gambling information over the wires.

## Frankel Wins Union Suit

PHILADELPHIA, June 26.—Lieut. Joseph Frankel, bandmaster, was ordered reinstated as a member of the musicians' union, Local 77, by Judge Robert E. Lamberton. Union had charged that Frankel paid his men under scale at the Democratic National Convention last June. In addition to fining him and dropping him from membership, Frankel was ordered to turn over \$1,044 to the union to be paid out to the members of the band. Hlizzoner let the \$100 fine stand, but ordered the return of \$1,044, held in escrow, in addition to his reinstatement.

## Pop Ballad Dedicated to Du Pont-Roosevelt Nuptials

PHILADELPHIA, June 26.—Especially written and dedicated to the Roosevelt-Du Pont nuptials, Hilda Emery Davis, wife of Meyer Davis, society's dance maestro, composed a pop ballad, *You Are the Reason for My Love Song*. Original manuscript will be presented to the newlyweds in a gold-embossed case as a wedding gift from Mrs. Davis.

Tune will be introduced at the wedding reception by William Horn, receiving its public premiere at the same time over WCAU by Ben Alley.

## Material Protection Bureau

A Free Service for Readers

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

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

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

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

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

## Mills Says Hollywood Song Influence Is Not So Strong

50% of 1936 best sellers written by non-Hollywooders —stresses records' build-up power—4,000,000 records sold annually—gross \$10,000,000 thru machines

NEW YORK, June 26.—Possibility that the Hollywood influence on the comparative success of songs is overestimated is advanced by Irving Mills, president of Master and Variety records. Contents that figures show 50 per cent of the best selling tunes during 1936 were written by independent or non-Hollywood tunesmiths, 10 per cent stemmed from musical shows and 40 per cent from filmicals. Commenting on the different phases of song popularity, Mills points out that phonograph records play a more important

## Bermuda Mart Open For American Discs

WASHINGTON, June 28.—American recordings are missing a market in Bermuda, according to advices received at the Department of Commerce Bureau of Foreign and Domestic Commerce. At present it is necessary to send to the United States for all but the most common of records.

Local dealers cover all of Bermuda, since the colony is too small to warrant division of sales areas. All dealers are located in Hamilton, which is about the center of the island. It is thought that the sales of American-made combination radio-phonographs could be easily boosted if dealers were well stocked with American discs and needles.

## Reviews of Records

By M. H. ORODENKER

### Brunswick

If your yen leans toward JAN GARBER you'll like his *Your and Mine and I'm Feelin' Like a Million* (7906). But for the smoother sort of syncopation that gives the proper edge for tripping the light fantastic EMERY DEUTSCH doubles such dandy ditties as *Our Penthouse on Third Avenue* and embellishes *Love Is Never Out of Season* (7909) with pash fiddling; JIMMIE GRIER, in a sprightly spirit, couples *The Lady Who Couldn't Be Kissed and I Know Now* (7908.) And exemplifying the spirit of swing, ART SHAW carries on with two more classiques, giving plenty lift to the oldies *Blue Skies* and *I Surrender, Dear* (7907).

### Decca

A musical grab bag in this list, with every double a dandy. If you are a neophyte at this peckin' biz unwind BING CROSBY with JIMMY DORSEY jivin' real lowdown on *Peckin'*, Dorsey alone for the backer-upper in *Just Lately* (1301); CLYDE (Sugar Blues) McCoy waw-wahs to a higher level with the refurbished rhythms of *Doo Wacka Doo and Toot, Toot, Tootsie!* (1297); the Britisher BERT AMBROSE has the electrical git-boxing of ROY SNECK to enhance *Blue Hawaii*, backing it with an ultra-descriptive *Midnight in Mayfair* (1292), cutting it clean; LES BROWN bears down on the rhythm to make terping imperative with *Don't You Care What Anyone Says and Ramona* (1296) in up-to-date finery, and JAN GARBER gives a sirrupy waltz tempo to *A Kiss in the Dark*, backing with a sickly sweet *The Siren's Song* from Jerome Kern's *Leave It to Jane* (1294).

For the barrel-housers BOB HOWARD beats up the vocals to best advantage with the jam cutting thru for *You're Precious to Me and Fan My Brow* (1293), and the ex-Mrs. Louie, LIL ARMSTRONG, lending her violent-vocalizing to *Bluer Than Blue* and *Born To Swing* (1299).

Europe's fave operatic tenor, RICHARD TAUBER, lyricizes the romanticism of *Dein Ist Mein Ganzes Herz (You Is My Heart Alone)*, backing with the unmelodic *Immer Nur Lachen (Always Smiling)* (23036), composer FRANZ LEHAR conducting the symphonic crew.

Only a double, but it's triple threat. LEW DAVIS Trombone Trio, with only a rhythm section to keep the lift even, mute their horns for original transcriptions, *Three's Company* and *Three of a Kind* (1298). And you don't have to be a trombonist to appreciate their musical

mannerisms. More than a novelty, it's a swing classic. And in spite of what you think about the Hammond electric organ for hot lickings, the rhythmic stylizing of MILT HERTH convinces with *How Come You Do Me Like You Do? and Put on Your Old Gray Bonnet* (1300).

### Victor

You say Dvorak and some say Dorsey, so the conservatory cats get another classic licking. TOMMY DORSEL laying low on the ickies with your parlor piano piece and mine, *Humoresque*. While it never approximates the *Song of India* standard, it's bound to humor all alike, especially since it gives piano-moderne man Howard Smith a chance to show off, now that Bud Freeman is roosting on another roster with his usual tenor saxings. Backer-upper gives *Goin' Home* (25600), but the Dorsey dandies never get going on this side.

A barrel of jam is stacked in the split double of LIONEL HAMPTON jivin' the vibes for *Stomptology*, licking your chops further on the sendings of Duke Ellington's stars, and the QUINTET of the HOT CLUB OF FRANCE jam up with *Swing Guitars* (25601). Stephane Grappelly giving a mess of heated gut-bucket fiddling.

Not to be overshadowed by the swing satellites, HAL KEMP cuts his premiere on this label with unsurpassable Kemp kapers for *Whispers in the Dark and Stop! You're Breaking My Heart* (25589). And in their own distinctly different style, GUY LOMBARDO gives capable merchandising for *Your and Mine and I'm Hatin' This Waitin' Around* (25599).

### Variety

After setting a high standard for the swinger, this parcel is a distinct let-down in spite of the promise it shows in names. JOHNNY HODGES is the newest Ellingtonian to get a label, but grooves only lukewarm for a couple of pops, *Foolin' Myself and You'll Never Get to Heaven* (576). BILLY KYLE takes over his fellow bandmen in the Lucky Millinder Ork for uninspired readings of his originals, *Sundays Are Reserved and Havin' a Ball* (574), latter based on a lick that characterized the Memphis Club, Harlem hotterie in Philadelphia, where Kyle's swiny pianistics held forth undiscovered. FRANKIE NEWTON indulges in a bit of a jam dido that's clouded with that gin mill mist for *I Found a New Baby* and his own writings for a better session. *The Brittwood Stomp* (571). ARCHIE THOMPSON and his Texas Rhythm Band make the music

significance of the coin-operated machines on success of songs, however, is apparent in view of the fact that listeners, liking a tune, may later request its performance by bands or radio stations. Just how much this factor determines performances over the air, tho, is difficult to estimate.

As examples of tunes which were first recorded and later went on to popularity over the air, Mills lists *Moonglow*, *Organ Grinder's Swing*, *Mr. Ghost Goes to Town*, *Solitude*, *These Foolish Things*, *Peanut Vender* and *Serenade in the Night*.

## MGM's Miniature Operettas

NEW YORK, June 26.—Metro-Goldwyn-Mayer is planning a series of miniature operettas to be given the same production values that go into features such as *Maytime* and *Rosita*. No time limit will be set, but the requirements of the story and music will be the determining factor of length.

MGM claims unknowns will get the male and female leads.

from that part of Dixie where the under-ween is long for *Ja-Da* and *Dixie Jam-boree* (575).

FRANK DAILEY cuts four sides, *Can't You Hear That Mountain Music and Good Mornin'* (568) may be easily dismissed as stock stuff. But the Dailey dandies comes thru with a dandy double for Ellington's *Scattin' at the Elk Kat and Southland Serenade* (573) which is hard to resist, especially the cat canarying of Louise Wallace. Arranging credits, and deservedly, go to Joe Mooney, blind accordionist in Dailey's reorganized band. STAN MYERS makes authentic and irresistible rhythm for *Rhumba, Please* and the tango *Escapada* (572), a pointed paragraph by Sid Phillips that further show-cases the author.

THE COMMUNITY SWING BAND, Franklin Marks conducting the studio ork, cut thru for LYNN MARTIN and the MERRY MACS for their conventional harmonistics to *Let's All Sing Like the Birdies Sing* and back it for a trebled medley of *Margie, Mary Lou and Bright Eyes* (570), a smooth treatment thruout despite the swing annotation.

In the vocal vein BENNY FIELDS, your minstrel man, rates rousing returns for the inspired hitting of *Melancholy Baby and I'm Sorry I Made You Cry* (567); LYNN MARTIN and the MERRY MACS interpolate their harmonizing in orthodox style for *And the Great Big Saw Came Nearer and Nearer and Dear, Dear, What Can the Matter Be* (578), and the 5 JONES BOYS, with guitar accomps, make close harmony in the Mills frere fashion with *My Gal Mezzanine and Don't Count Your Chickens Before They Hatch* (579).

## Disc News in This Issue

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

# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEA (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, June 18, thru Thursday, June 24, and also, for comparative purposes, from Friday, June 11, thru Thursday, June 17. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs			
			June 18-24 Net. Ind.	June 11-17 Net. Ind.		
1.	It Looks Like Rain	Morris	31	17	28	10
2.	Sweet Lellani (F)	Select	30	12	21	19
3.	The You and Me That Used To Be	Berlin	27	22	8	14
4.	There's a Lull in My Life (F)	Robbins	23	21	17	15
4.	Merry-Go-Round Broke Down	Harms	23	20	25	14
6.	September in the Rain (F)	Remick	23	17	22	23
6.	Sailboat in the Moonlight	Crawford	21	23	22	27
6.	They all Laughed (F)	Chappell	20	24	19	25
6.	Never in a Million Years (F)	Robbins	20	18	19	24
7.	They Can't Take That Away From Me (F)	Chappell	19	30	20	21
7.	When Two Love Each Other	Davis	19	16	15	7
8.	Carelessly	Berlin	18	19	18	17
8.	Where or When? (M)	Chappell	17	31	19	26
9.	Toodle-oo	Words & Music	17	15	14	15
9.	Was It Rain? (F)	Santly-Joy	17	14	19	22
9.	Gone With the Wind (F)	Berlin	17	8	6	7
10.	Blue Hawaii (F)	Famous	18	14	16	18
10.	Turn Off the Moon (F)	Popular	16	10	12	17
11.	Where Are You? (F)	Feist	15	23	14	24
11.	All God's Chillun Got Rhythm (F)	Robbins	15	20	15	14
12.	Cause My Baby Says It's So	Remick	14	12	9	14
12.	Tomorrow Is Another Day (F)	Robbins	14	6	12	8
12.	Our Penthouse on Third Avenue (F)	Feist	14	6	10	3
13.	Strangers in the Dark (M)	Crawford	13	14	9	8
13.	Johanny One Note (M)	Chappell	13	14	7	9
13.	Good Mornin' (F)	Famous	13	13	14	3
14.	You'll Never Go to Heaven	Donaldson	12	23	9	20
14.	Love Bug Will Bite You	Santly-Joy	12	22	14	20
14.	Havin' a Wonderful Time	Pauli-Pioneer	12	10	11	15
14.	I Hum a Waltz	Miller	12	8	8	6
14.	So Rare	Sherman Clay	12	4	11	7
14.	Love Is Never Out of Season (F)	Feist	12	4	10	6
15.	Let's Call the Whole Thing Off (M)	Chappell	11	16	13	30
15.	Me, Myself and I	Words & Music	11	9	10	4
15.	Miller's Daughter, Marianne	Shapiro, Bernstein	11	7	8	3
15.	Kitchy Mi Koko Isle	Miller	11	8	4	4
15.	A Message From the Man in the Moon (F)	Robbins	11	6	8	8
16.	You're Looking for Romance	Ager, Yellen	10	21	12	16
16.	I Know Now (F)	Remick	10	11	8	13
16.	You Can't Run Away From Love	Remick	10	11	8	8
16.	On a Little Dream Ranch	Shapiro, Bernstein	10	10	15	10
16.	Stardust	Mills	10	10	4	13
17.	Caravan	Exclusive	9	20	7	10
17.	My Little Buckaroo	Witmark	9	8	7	9
17.	You're My Desire	Mills	9	6	3	3
17.	Cuban Pete	Hollywood	9	4	8	5
18.	Swing High, Swing Low (F)	Famous	8	10	10	17
18.	Satan Takes a Holiday	Lincoln	8	8	8	10
18.	Harbor Lights	Marlo	8	7	2	5
18.	Wake Up and Live (F)	Robbins	8	4	9	12
18.	Can't You Hear That Mountain Music (F)	Famous	8	0	5	3
19.	Im Hatn' This Waitin' Around	Harms	7	21	10	9
19.	Shall We Dance? (F)	Chappell	7	8	3	5
19.	Image of You (F)	Feist	7	6	9	1
19.	Who'll Be the One This Summer?	Sherman Clay	7	3	5	0
19.	Digga Digga Do (M)	Mills	7	2	1	0
20.	Im Bubbling Over (F)	Robbins	6	12	7	13
20.	How Could You?	Remick	6	11	7	13
20.	Too Marvelous for Words (F)	Harms	6	10	11	16
20.	You're Precious to Me	Marks	6	10	6	16
20.	Stardust on the Moon	Marks	6	10	2	6
20.	Happy Birthday to Love (F)	Crawford	6	9	4	10
20.	First Time I Saw You (F)	Santly-Joy	6	7	6	6
20.	Little Old Lady (M)	Chappell	6	4	5	4
20.	Love Is a Merry-Go-Round	Shapiro, Bernstein	6	4	4	4
20.	Study in Brown	Lincoln	6	4	2	5
20.	Ten o'Clock Town	Marks	6	3	4	4
20.	Would You Like to Buy a Dream?	Lincoln	6	3	2	5
20.	Sing and Be Happy (F)	Movietone	6	2	5	4
20.	Perfect Song	Chappell	6	0	4	0

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended June 28.

## Chi Music Notes

CHICAGO, June 26.—Ed Fox Jr. has left his job as contact man with Chappell to help his father manage the Grand Terrace night spot here. His vacancy was filled by Irwin Berke, young newcomer in the publishing biz. Jack Robbins, head of Robbins Music Corporation, in from New York and threw a cocktail party at the Sherman Thursday for local ork leaders and warblers. Donald Gallagher, free-lancing radio personality, has authored a ditty called *Of All Things*. M. Witmark publishing. Oscar Hammerstein and Jerome Kern did the score for Paramount's *High, Wide*

and Handsome, to be released at road-show prices.

Sammy Cahn and Saul Chaplin, authors of *Until the Real Thing Comes Along*, have two new ones being released by Chappell, *If You Ever Should Leave* and *Posin'*.

## New Youngstown Club

YOUNGSTOWN, O., June 26.—Tony Cavalier, who for many years has operated the Nu-Elms Ballroom downtown, has launched his Mansion, a dance spot and niterly here. Wally Stoefler's Band is current, with Ina Ray Hutton due in soon for one night. Other name bands will appear during the summer.

## Bobby Lee and His Cotton Pickers

Reviewed at the Parrish Cafe, Philadelphia. Style—Show and dance music.

Instrumentation: Bobby Lee, pianist and leader; Alfred Hughes, Clarence Ford and Lawrence Watkins, saxes; LeRoy McCoy, trumpet; Harry Marsh, drums, and Wellington Lawrence, string bass.

Return of Bobby Lee to orchestradom brings to the fore an up-and-coming combo of septa swingers. Predating radio, the Cotton Pickers were the leading exponents of what West 52d street later uncovered as "swing." First alto sax Hughes is the only member of the original pickers that Lee had for the sendings at the Cinderella Inn here.

Squatting at the Steinway, Lee gives a clean-cut song style of planology, far from the heated horns that characterize the band. Bad band setup, making it necessary for Lee to have his back to the sippers and losing out on the showmanship angle. Music is all in the torrid register. Instrumental highlighting goes to trumpeter LeRoy McCoy, triple threat for his arranging and ace ballad-ering. Also packing the musical meat is tenor Clarence Ford, accenting the screwy licks in his takeoffs.

With an even balance of the melody and rhythm instruments attained as the tooters get to know each others' licks, band should prove demon salesmen for the swingeree. Oro.

## Salvy Cavicchio's Quintet

Reviewed at the Palm Room and the Far East Dining Room, Hotel Statler, Boston. Style—Concert and dance music.

Instrumentation: Salvy Cavicchio, xylophone, vibraphone, piano, leader; Herbert Sulkin, accordion; Gene Del Papa, string bass; Raymond Pugh, piano and organ, and Arthur Caless, sax.

Several months ago this quintet was organized and culled from the NBC-WBZ and WBZZA Little Show group by Cavicchio. Unit has been at this hostelry for some time, working in the Palm Room and giving out the semi-classics. With summer approaching and Nye Mayhew's Ork away, Cavicchio's men took the Far East Dining Room podium for dinner dancing and general pop tunes. Class here doesn't go for the hot stuff.

Cavicchio has chosen good men of versatile musical nature for the duo of chores, and both assignments are equally accomplished. Music is easy, smooth and springy. A nature item is the spot's canary which chimes in for some good harmonizing effect.

Between sets at the Palm Room Pugh pedals the organ. Caless, sax, is used only for the dinner-time duties.

Paine.

## Jack Trent and Orchestra

Reviewed at Sweet's Ballroom, Oakland. Style—Dixieland swing and straight dance.

Instrumentation: Noel Peterson, Jimmie Davis and Henry Abrahamson, saxes; Bob Neff, trombone; Bob Scobey, trumpet; Forrest Brown, piano; Fred Peterson, drums; Dick Lammle, bass; Rex Kelly, guitar. Trent, sax and clarinet. Vocalists, Trent, Neff and Peterson.

This young band has been organized but a few months. Collected in San Francisco by Trent for casual jobs, it was brought to the attention of Associated American Artists, which booked it for an engagement in Portland, Ore. Following this, it returned home and was hired by Bill Sweet, whose patrons are as tough to please as any ballroom clientele, but Trent and his lads are pleasing them decidedly!

The band is of a triple threat nature. It plays straight sweet rhythm, which is often a bit too slow for good dancing; good old Dixieland swing and novelty numbers. Of this last variety the boys have several excellent show pieces, but will need new ones soon. A ballroom crowd likes to dance, and to draw them to the stand to look and listen a band must have new specialties every week regardless of the quality.

Trent himself is the band's biggest attraction and selling point. Without him it would be just another group of eager young musicians, fairly good but lacking experience. Trent is a showman, a singer, an imitator, a comedian and a leader. He should go far with or

## Sheet-Music Leaders

(Week Ending June 26)

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

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

1. It Looks Like Rain (Morros) (2)
2. Merry-Go-Round Broke Down (Harms) (4)
3. Sweet Lellani (Select) (3)
4. September in the Rain (Remick) (1)
5. Blue Hawaii (Famous) (7)
6. Sailboat in the Moonlight (Crawford) (12)
7. Never in a Million Years (Robbins) (6)
8. Was It Rain? (Santly-Joy) (8)
9. Carelessly (Berlin) (7)
10. Where or When? (Chappell) (14)
11. Little Old Lady (Chappell) (9)
12. They Can't Take That Away From Me (Chappell) (13)
13. Will You Remember? (Feist)
14. The You and Me That Used To Be (Berlin)
15. Where Are You? (Feist) (15)

PHONOGRAPH RECORD best sellers will be found on page 77.

## Petrillo After AMU Musicians

CHICAGO, June 26.—Backing up his statement that "the CIO will never get as far as the depot here," James C. Petrillo, president of the Chicago Federation of Musicians, started negotiations Thursday with the American Musicians' Union to absorb its membership consisting of about 400 paid-up members. More than six weeks ago the AMU had applied for a CIO charter, but up to today had not received it, altho the application was accepted.

After a huddle last week with Joseph F. Hruby, president of AMU, it was agreed that Petrillo send letters to each AMU member, offering them membership in the CFM provided they come in before July 21, when CFM's special provision for AMU ends. The letters will be mailed at once.

Petrillo said he had no bone to pick with CIO, but felt it was overstepping the bounds when it tried to organize men already in a union. He also stated that with the smaller AMU coming in with CFM, the local musicians' situation would be better able to resist any outside intrusions.

No definite inducements or concessions have been made to the AMU members by Petrillo, but it is expected that later in the membership drive these concessions will be made to insure a complete signing of all AMU-ers.

Local CIO officials who had sanctioned AMU's application for a charter could give no reason for the delay in it being sent from Washington.

AMU President Hruby said he wanted to do what was best in the interests of his men and had lost confidence in CIO taking any immediate action.

## Vita Shorts Using Bands

NEW YORK, June 26.—Of the 33 Vita-phone shorts now in the hands of the cutters at the Brooklyn studios, seven are "Melody Masters" and feature the orchestras of Arnold Johnson, Mal Hallett, Milt Britton, Lennie Hayton, Leon Navara and David Mepdoza.

without a band. However, his present group is good and gives promise of becoming much better with more experience. Airing thrice weekly over KYA and the California Radio System.

Kelly.

# Music Items

**CLAUDE LAPHAM** has joined Sam Fox Music Publishing Company, New York, as a staff motion picture composer. Lapham's recent publication, *Scoring for the Modern Dance Band*, is receiving favorable comment in the music trade.

**ORIENTAL SWING**, a jazz tune in the modern vein by Onah L. Spencer, Cincinnati songwriter, had its premiere recently on the Cotton Pickers' program over Station WSAI. Spencer is best known for the musical pageant, *O, Sing a New Song*, written in collaboration with Noble Sissie, which was produced in 1934 at the Century of Progress in Chicago. He is soon to publish a book, *The Romantic Evolution of Jazz*, a history of the development of the Negro musical tradition.

**GEORGE REED** and Mrs. Alice Lucey Reed, Philadelphia nitery entertainers, will offer their *That's Why You're Dancing Tonight* as a national theme aria at the Elks' National Convention in Denver.

**SID LORRAINE**, general professional manager of E. B. Marks, following a brief trip to Cleveland and Pittsburgh, stopped off at Chicago to make changes in the firm's branch. Result, Bob Cole is now in charge.

**SOPLY COHN**, for many years with Leo Peist, Inc., has switched over to Witmarks. Cohn has been assigned a job in the professional end under Rocco Vocco.

**FREDDY RING**, who looks after the Cincinnati office of the Irving Berlin Music Company, is in New York, accompanied by Mrs. Ring, program director of WLW. Vacation bound.

**GALLA-RINA**, former vaude artist, who has retired and opened a school in New York, has arranged a series of compositions in folio form for the piano-accordion. Chiefly Neapolitan songs.

**JACK MILLS MUSIC COMPANY**, as a tribute to the late Jean Harlow, has issued a new number, *There's a Platinum Star in Heaven Tonight*.

**AL PIANTADOSI** was a visitor in New York last week. This was his first trip east from California in two years. He made his headquarters with his brother, George, head of Words and Music.

**LAWRENCE WRIGET MUSIC COMPANY**, London, has taken over the British rights of *This Is Gonna Be My Lucky Summer*, by Benny Davis.

Altho various independent publishers are willing to consider manuscripts from ambitious songwriters there is another side that has to be weighed by songwriters. It is essential that scripts should be arranged by a professional arranger who is up to date in every respect and acquainted with modern demands. Max Preval, of the Major Music Company, who has agreed to give two hours weekly to analyzing songs (and thus far he has received close to a hundred numbers), claims that very few of the works received have any outstanding or potential merit. Most of them follow a familiar pattern with little or no trend toward originality. Still he eventually hopes to find a real gem among the lot.

**E. H. MORRIS**, general manager of the Music Publishers' Holding Company, has returned to New York following a long stay on the Pacific Coast. He went west to recuperate from an illness which started while vacationing in the tropics last April. He reports conditions in California very good and predicts that the industry will have a very profitable

## Free Birthday Cakes

**APPLETON, Wis., June 26.**—Rainbow Ballroom is furnishing free of charge a birthday cake, decorated with candies, and offers to decorate a table reserved for birthday parties as a new accommodation. Spot, which offers dancing and floor show, gives special attention to weddings and anniversary parties.

# Carter Attacks Weber's Pension

Boake Carter, radio commentator and syndicate columnist, takes a hefty rap at the American Federation of Musicians convention for setting up a \$250,000 trust fund for its president, Joseph N. Weber.

In his column of June 26 Carter says: "Today we find John L. Lewis and union organizers screeching to high heaven about the predatory capitalists. Yet here is a union whose members may have to contribute to the creation of a trust fund for a union boss and his wife so that they may be kept in the lap of luxury for the rest of their days.

"This is capitalism in its most arrogant form. 'This type of capitalism exemplified in the above news dispatch (story of Weber trust fund) is the lecherous kind which takes money and gives virtually none of it away again. Moreover, it must come from the hard-earned pennies of the poor who thought they were getting protection and help to preserve and elevate the standard of their own jobs.

"What would union organizers and rabble rousers say if, on top of his \$250,000-a-year salary or whatever it may be, the workers of Bethlehem Steel were ordered to chip in contributions to provide for a \$500,000 trust fund to preserve Charlie Schwab in comfort for the rest of his life?"

"Yet when hand-picked delegates to a union convention propose giving their boss a \$250,000 trust fund to fix him up for life after already paying him \$20,000 a year income—all derived as dues from members who are blackballed from doing a day's work unless they DO cough up with monthly commitments—not a protest is heard."

A commentator who has climbed into the name class by his ability to arouse controversy here reveals why he has been able to start so many fights. It's not clear and bold thinking that did it—it's muddy logic that's amazing when coming from a national figure like Carter.

Carter says the trust fund will keep Weber and his wife in the lap of luxury. Well, a \$250,000 trust fund, computed at the usual 2 per cent, means about \$100 a week. Carter didn't take the trouble to find out that the trust fund reverts to the Federation after the death of Weber and his wife.

Carter says "hand-picked delegates." How does he know the 527 delegates were hand-picked? Isn't he going in for a lot of loose talk when he makes a statement like that?

Carter's statement that Weber's \$20,000 a year income is "derived as dues from members who are blackballed . . . unless they DO cough up their monthly commitments . . ." is another phony. Anybody knows that union members who don't or won't pay dues are suspended from membership. If a union didn't do that every member would stop paying his dues.

Carter's whole viewpoint—as liberal as it pretends to be—is vicious and anti-social. When the United States government has installed a huge social security plan for the aged, when pensions for civil service employees are an established part of our system, when enlightened corporations are installing pension systems for faithful employees—Carter attacks a union for trying to do the same thing for one of its employees.

When a man like Weber has given his entire lifetime (at least 43 years) to building up an organization he deserves a good salary and he deserves a pension. By treating its leaders with consideration the AFM will be able to attract a finer type of man to contest for leadership—and that is how it should be.

When Weber was elected president of the AFM 38 years ago he had to live off his wife's income for at least the first four years. The international office was in his hat, and he ruined his health writing all official correspondence in longhand and traveling constantly. Now that the federation is financially able to give him all the comforts possible it should do so.

season, especially in the sale of sheet music.

**IRWIN HEILNER'S Supreme Court Blues**, musical satire on President Roosevelt's plan for revising the Supreme Court, was played for the first time Thursday (24) by Jimmy Lunceford's Ork at the Lido Club, Larchmont, N. Y.

**MORRIS YELLEN** pens that the *Wally Wally Woo* tune recently introduced over the air by Joe Penner and said to have been inspired by Eddie's Wally is really an old Indian love song published in 1837 by Haley & Stor. Title at that time was *Walia Walla Woo*, according to Yellen, who traces it back finally to 1722, at which time it was an Irish battle song yelect *Waili Waili Woo*.

**DORIS TIRRELL**, Boston organ soloist over WBZ and former accompanist for Edward MacHugh, NBC's *Gospel Singer*, has penned a new theme for her tri-weekly WBZ and WBZA recitals tagged *Summer Shadows*.

## Brown-Henderson Incorporates

**ALBANY, N. Y., June 26.**—Brown & Henderson Music Corporation, New York City, is a new music publishing project granted a charter of incorporation. Company has a capitalization of 100 shares of stock of no stated par value. Shareholders and promoters include Sidney William Wattenberg, L. E. Dresser and Irving Bayer, New York City.

## Operates Kenosha Pavilion

**KENOSHA, Wis., June 26.**—Leonard F. Bollinger, director of a five-piece orchestra, has taken over the management of the newly decorated Lincoln Park Pavilion here. Dancing has been scheduled for Wednesday and Friday evenings.

## Garber Shuts Lincoln Spot

**LINCOLN, Neb., June 26.**—Jan Garber, set for last night at the Turnpike Casino here, closes that spot for the summer. He's the last of a string of big bands and shoots at the one-night record set by Kay Kyser (\$1,450). Garber is en route to the usual summer date at Catalina.

## Conventions Cost Money

**NEW YORK, June 28.**—American Federation of Musicians last week in Louisville cost the organization \$75,000—rent, printing, pay for delegates, etc. The convention next year in Tampa will cost \$95,000, it was estimated by the AFM secretary—delegates having their per diem fee raised to \$15 a day beginning with the next convention.

## Name Bands Draw In Memphis Hotels

**MEMPHIS, June 28.**—Name bands are attracting capacity crowds to the two local dance spots, the Cascades Roof at the Claridge and the Marine Roof at the Peabody. It is the first time that both hotels have gone in for outstanding orchestras from the very start of the season.

Freddy Martin opened at the Claridge last week, succeeding Ted Weems. Martin will be followed in two weeks by Leon Belasco.

Charlie Dornberger opened at the Peabody Thursday, following Clyde McCoy. Don Bestor is booked for later in the season.

## Eastwood Gardens Books Names

**DETROIT, June 26.**—Name-band policy at Eastwood Gardens, operated by Henry Wagner and Max Kerner, is resulting in ace crowds. Spot is believed to be America's largest permanent outdoor ballroom. Wayne King is current, with crowds of 5,000 Saturday and 4,000 Sunday despite rainy weather.

Max Falk is handling bookings for the Gardens and has signed Bob Crosby, June 21, thru Rockwell-O'Keefe office; Joe Venuti, CRA, June 28; Clyde McCoy, CRA, July 2, and Cab Calloway, July 9. Rudy Vallee and the Casa Loma Orchestra booked for August, dates not set.

## Band Truck in Strike Jam

**LINCOLN, Neb., June 26.**—Danny Murphy's Orchestra ran afoul of truck strikers when coming into Nebraska last week for dates at the King Ballroom at Capitol Beach. Drivers of the instrument truck, Joe Bruno and Francis Perry, were clubbed by strikers, who gave them no time for an explanation. Bruno was sent to the hospital for treatment of a bruised and wrenched back. Perry's eye was injured by flying glass.

## Hurlburt Joins NBC

**SAN FRANCISCO, June 26.**—Glen Hurlburt, one of the West Coast's most versatile musicians, became a musical director on the local NBC staff this week.

When Tom Coakley's Orchestra was in its heyday at the Palace Hotel Hurlburt was chief arranger for the group. Lately he has been accordionist in Paul Martin's Orchestra.

## Minnesota Clubs Open

**BRAINARD, Minn., June 26.**—Dine and dance spots sprouting plentifully in this lake-resort region, most of them featuring small bands.

Moran's, at Gull Lake, has Carl Ellis and band spotted, with Eddie Truman singer-pianist. Don Magnus and a nine-piece outfit play at the new Spotlight Cafe. Other cat-and-jazz combos here are Rainbow Tavern, Club La Guyal and Breezy Point.

## Urselescu's Detroit Agency

**DETROIT, June 26.**—Iuan Urselescu, formerly operating under the name of Musical Artists' Bureau, is opening a new office under his own name. Urselescu reports the placing of Dis Moran and his band in the Cosmopolitan Club for the summer. He has also had the Iuan Urselescu Orchestra at the General Motors.

## WPG WARS

(Continued from page 8)  
tising fund. Reed stated the 1936 loss to date was about \$7,400.  
Both sides are grooming themselves for further battle. Fued has simmered between WPG and the Press-Union papers ever since the station removed its news-flash control from the paper offices.

## AAA Agency Corners Frisco Band Dates

**SAN FRANCISCO, June 26.**—Associated American Artists, band and talent booking office organized about six months, has already lined up most of the better young bands in the bay area.

The four-man office, headed by Dick Dorso, has just about cornered the local casual band bookings. A. A. A. bands in regular spots include Bob Saunders, Gurnewood Bowl, Russian River; Freddy Nagel, Hotel Del Monte; Jack Trent, Sweet's Ballroom, Oakland; Jaquin Gill, Lake Tahoe Tavern; Noel Thomas, Mayfair Ballroom; Gene Englander, Bal Bijou, Lake Tahoe, and Jack Winston, Bal Tabarin, S. F. (in July).  
Office also handles local Rockwell-O'Keefe bookings.

## Great Lakes Bands Set

**DETROIT, June 26.**—Finzel Orchestras will music again this season on two Buffalo boats, two Chicago boats, two Bob-Lou boats and the Put-in-Bay boats.

Jack Oakie Orchestra is on the Columbia. Frank Gagen is on the St. Clair, following an engagement at the Commodore Club.

Ray Buck is on the Eastern States; Franz Miller, the Western States; Earl Karg, Greater Buffalo; Carl Holt, Greater Detroit, and Myron Lane, the Put-in-Bay.

This makes the 35th year that the Finzels have had almost a monopoly of the Great Lakes bands—30 years straight on the Put-in-Bay.

Les Backer and orchestra opened last week for the season at St. Clair Inn, St. Clair, Mich. Leonard Steel and band will remain at the Fort Shelby Hotel. Vere Wirwille and band will remain in the Cocktail Lounge at Detroit-Leland Hotel for the summer.

## Tuscora Park, O., Opens

**NEW PHILADELPHIA, O., June 26.**—The dance pavilion at Tuscora Park, municipally owned, has been reopened under management of W. H. Caronier. Dancing Saturday nights only thruout the summer, with traveling bands providing the music.

# Fem Curfew Worries Ops

### Fight and fear both shown in States affected—niteries hardest hit; hotels exempt

CHICAGO, June 26.—Leaders in the amusement industry here are studying with care the new women's eight-hour-a-day State law passed by the House in Springfield last week. The law, in part, states: "No female shall be employed . . . in any place of amusement, or by any person, firm or corporation . . . in any public or private institution or offices thereof, in this State, more than eight hours during any one day nor more than 48 hours in any one week. The hours of work may be so arranged as to permit the employment of females at any times so that they shall not work more than eight hours during any day."

While a definite ruling is not as yet (See FEM CURFEW on page 21)

# Mich. AFA Scales Hurt Ohio Spots

DETROIT, June 26.—Ohio night spots, booked from Detroit, have taken a big drop in the last few weeks because of the higher AFA minimum salary scale in Michigan, according to Peter J. Iodice, manager of the Amusement Booking Service. This office has lost practically all its Ohio spots, except those able to pay considerably above the AFA minimum of \$35 for singles and \$70 for doubles.

Detroit has become a heavy booking center for several States in this section, with 20 licensed agencies now established. This surplus of agents has meant a tendency to throat-cutting among the agents, but the better offices have reached out for territory outside of Michigan.

When the higher AFA schedule went into effect in this State, acts refused to work in other States for less money, but the same acts have been known to go to Ohio and work for local agents at the lower rates.

# Sacramento Spots Best Biz in Years

SACRAMENTO, June 26.—Altho the Silver Bowl folded for summer June 13, there is more night life now than in several years.

Marg Ogle's Bungalow Cafe and Dave's Tavern are going full blast. Carrol Swesey's Ork is at the Bungalow, the floor show being emceed by Jon Barker.

Bernie Faunce's tune crew is at Dave's, with a couple of girl warblers also entertaining.

Tommy Donovan, of the Moderne Buffet, has put in a piano-songstress duo, Kenny Burt and Virginia Jabush.

Fat Contente still holds down the piano at the 11-11 Club, while Dick O'Kane's songs and Ivory-tickling at the White House are popular.

# Wildwood Spots Open

WILDWOOD, N. J., June 26.—Resort's leading niteries get under way this week for the summer. Lou Booth's Chateau Monterey has Kitty Mitchell back as emcee and Wally Fizell's Band. Initial floor show includes the Four Blossoms, Gypsy Lee, Sloan and Young, Thomas McGown, Jeanne Dell, Phyllis La Rue, Norma Far, Jean Page, Lolette Girard and Shirley May.

Labe Nidorf lights up the Sportland Wonder Bar with Joe McGrath's music, Marty Bohn, Nancy Lee, Maude O'Malley, Ernie, Nanette and her Wonder Horse, Lizzie Twinas and the Four English Dancing Debutantes.

# R. I. Bans Sunday Game

PROVIDENCE, June 26.—Eleven cities and towns in Rhode Island have been officially ordered by Michael F. Costello, chief of the State division of alcoholic beverages, to shut down Sunday dancing in cafes and roadhouses.

# "Nights" Prove Big Draw

NEW ORLEANS, June 26.—Following success of College Nights and Candid Camera Nights, management of the Blue Room in the Roosevelt here has clicked again with a regular Wednesday "sinfonietta" night.

Under direction of Arthur Zack, conductor of the New Orleans Civic Symphony Orchestra, spot has been crowded for two successive Wednesdays to hear turns from Strauss and Lehár to Waldteufel and American exponents of light concert music as added attraction. Program is "attuned to warmer weather."

At the last Candid Camera night given last Monday hundreds had to be turned away and it was difficult to find anyone without a clicking box. It is by far the best drawing card ever drawn up at the spot.

# Morris Office Sets Acts for Saratoga

NEW YORK, June 26.—Morris Agency's night club department has already made bookings for the Saratoga season, which starts July 26, setting Wini Shaw for Riley's on the Lake, and Veloz and Yolanda for the Arrowhead Inn. Office also set Sheila Barrett, Stroud Twins and Nan Blakstone for the Bath and Turf Club, Atlantic City, opening this Friday.

Other bookings by the office in the night club field include the July 2 show at the Chez Paree, Chicago, comprising Lou Holtz, Helen Morgan, Reddinger Twins, Georgie Tapps, Rosemary Dering and Lillian Carman; Irene Beasley and Wlere Brothers, Marden's Riviera in Fort Lee, N. J., July 7; Edith Roark, Yacht Club, Chicago, this week; Ann Pennington, Shea and Raymond and Three Cosacks, four more weeks at the Paradise here, and Clyde Hager added to the Billy Rose show in Texas.

# Books Detroit Cafe

DETROIT, June 19.—Artists' Service Bureau has taken back Elysia Gardens for steady bookings. Spot is owned by Pete Minelevich. Three days of flesh now being used.

# Triple Union Drive on Cafes; Musicians, Waiters and Actors

NEW YORK, June 28.—Night clubs and hotels are in for some vigorous attempts to unionize their employees, musicians and performers this coming season. The efforts come mainly from the Hotel and Restaurant Workers' International Union, the American Federation of Musicians and the American Federation of Actors—all being pushed to above normal activity due to fear that the Committee for Industrial Organization might move into the restaurant and hotel industry.

The AFM is the most firmly entrenched, practically every hotel using traveling bands acknowledging the musicians' union. However, it does not want the CIO to get a foothold in hotels and is pursuing a policy of pulling out its bands in hotels where restaurant workers are on strike. By helping the restaurant workers, the AFM feels it is blocking the CIO.

The AFM has not been as successful

in night clubs, many delegates to the recent AFM convention confessing their locals go easy on night clubs due to terroristic tactics employed by many cabarets. Only recently Philadelphia musicians' union officers were beaten up in a Philly night club and then arrested for disorderly conduct. The frame-up was crushed when the mayor's labor board stepped in.

The AFA, meanwhile, has entrenched itself in Detroit and Milwaukee, with New York and Chicago its next strongest cities so far as membership in night clubs is concerned. The AFA is now negotiating with Restaurant Workers' Local 16 here for an understanding on night clubs and hotels. Local 16 this week elected a progressive slate, the new administration promising a vigorous organizing campaign. The AFA also has an unwritten understanding with Musicians' Local 802 for the night club field.

# Doherty-Rosen Lines Busy

NEW YORK, June 26.—Chester Doherty and Murray Rosen have placed chorus groups at the following spots recently: Nixon, Pittsburgh; Black Bear, Reading; Hollywood Cafe, Buffalo; Mayfield, Detroit; Vanity, Shapiro's, and Butler's Tap Room, New York, and the Montmartre, Havana.

# Marionette Revue Idea

NEW YORK, June 26.—Sue Hastings, director of the Marionettes at the Rainbow Room, has thought up the latest twist to that art. Her Comedy Puppets offer a revue with comedy sketches and satirical songs and featuring a chorus of Can-Can girls, a strip-tease act, Hawaiian numbers and others.

# Ross Fenton Farms Open

NEW YORK, June 26.—Ross Fenton Farms on Deal Lake, Asbury Park, N. J., reopened for the summer last night. Opening bill consisted of Lawrence White, Diana Ward, Caperton and Columbus and the music of Maxmillian Berger.

# Club Chatter

## New York:

SONDRA BROWN, rhythm singer, is now vocalizing for Charlie Dornberger's Orchestra at the Hotel Peabody, Memphis. . . . STANLEY WOOLF's latest placements in Atlantic City include Helen Deau Virre, at the Nomad Club; Lucille Wray and the Royal Crest Orchestra at the Chez Paree; Babette Spencer, the Johnson Sisters, Alma and Ruby, Victoria Vigel and Walker and Walker at the Cadix. . . . LEE VAL, dancer at Jimmy Kelly's, was a Roxeyette.

STANLEY BURNS AND WILLIE are off to Richmond, Va., with their ventriloquial act. . . . FLORA VESTOFF opened at the Mirador June 23.

JACK BARRETT MAUS emcees the following show on the S. S. Mandalay: Frank Jerome, Jack Morrison and Roy Dower's revue. . . . RITA GRANDE has returned from a 25-week run at the Nomad Club, Atlantic City, and a 12-week tour thru Northern New Jersey.

TANIA AND KIRSOFF will go to Atlantic City for nine weeks following their closing at the Park Central next week. . . . CHICK KARDALE is handling Dan Kenway and April, his "dog with the human mind." . . . MARIE ALMONTE is back at Le Mirage.

DORVCE AND FREDDY DREW will spend the next three months at their summer home on Lake Charlevoix, Mich. . . . BARREL OF FUN's new show has Frances Dunn, Pat Clayton, Arnette Guerlain, Doretta Walker and Eddie Smith's Music.

## Chicago:

DENNIS BURNS and Billie White closed a 20-week road engagement with Jack Fine's Park Avenue Revue and moved into the Hi Hat for an indefinite stay. . . . AL BORDE, of the Theatrical Booking Office, is back in the night club booking field. . . . FOUR GENTLEMEN OF RHYTHM return to the Glass Hat

Room July 17. . . . DON AND BETTY LYNNE scheduled to leave for Australia July 20. . . . JEAN SARGENT, who closed at the Hi Hat, is remaining in town to fill a week at the Chicago Theater. . . . THE FOUR BACHELORS open at the College Inn June 30.

THEODORE AND DENESHA have been held over in the Coccoanut Grove indefinitely. . . . HAP HAZARD (Hal Hart) is shaping a night club act. . . . DICK WARE and Mary Stone reuniting with their old club turn.

DAWN AND DARROW close at the Royale Frolics Thursday and move into Ben Lenhoff's Coccoanut Grove the following night for four weeks. . . . JEANNE GOODNER, acro tapplst, opens a two-week return engagement at the Stevens Hotel July 8.

JACK SWIFT, vocalist with Joe Sanders' Orchestra, has been signed to a five-year contract, with usual options, by Columbia. Leaves for the Coast this week. . . . EDDIE ELKORT, of MCA, will spend his three-week vacation in New York next month. . . . BRUCE HOLDEN held for another four weeks at the Palmer House.

Walters also has the Pemberton Inn, Pemberton, Mass., with a Saturday and Sunday policy of traveling bands and floor shows.

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# Hub Units Get Time in Sticks

### Bookers claim best business in years—salaries up 8 to 24 per cent

BOSTON, June 26.—Hub bookers have turned their eyes toward the hinterland. Units are working steadily, with the Lou Walters office copping the record with five revues on the road. Shows are *Midnight in Paris*, Flo Nickerson's *Swingtime Follies, Broadway On Parade*, Chick Kennedy's *Blondes and Brunettes*, and the *Flamingo Room Revue*, taken from Le-vaggi's Flamingo Room. Walters finds this season to be one of the best in the past several years. Also that nitery wages are better, with an 8 to 24 per cent increase for acts.

The Westminster Roof Garden, with Jimmy McHale's Ork, is getting the shekels in fast, according to bookers Jerry Mann and Harry Drake.

Al Martin's Club Bagdad, Providence, and the Blue Room, Newport, R. I., are continuing thru the summer with ork and acts.

Jacy Collier, George A. Hamid office booker, leads with four major out-of-town niteries, the Hillsgrove Country Club, at Hillsgrove near Providence; Club Sunbeam, Swampscott, Mass.; The Frolics, Salisbury Beach, Mass.; Blue Room, New American Hotel, Lowell, Mass. All have orks and straight act policies except the Frolics, which also has a line. Club Sunbeam opened June 7 and The Frolics June 19. The Blue Room is new, with a February 24 opening.

Artists Amusement Agency has, for the fifth year, Middleton Arms, Middleton, Mass., and also the Herring Run, Hotel Taunton, Taunton, Mass. The Rose Gardens at Fitchburg's Whalom Park is employing a strolling act.

Doc Breed's RKO vaudeville agency has Jack Edwards' *Carefree Carnival* working out of town.

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## Here and There:

BALLANTINE AND PIERCE, now filling a two-week stay at Grande Vista, Mich., will return to the Continental Room, Stevens Hotel, Chicago, July 22.

RODRIGO AND FRANCINE close at the Hotel Book-Cadillac, Detroit, July 1 and open the following week at the Nicollet Hotel, Minneapolis. . . . COLLETTE AND GALLE open July 2 at the Riverside Club, Casper, Wyo. . . . JACK TAYLOR AND JACK REYNOLDS have begun their second year at Mother Kelly's Famous Cocktail Lounge, Miami Beach. . . . JEANNE WALKER, tapplst, held over at Tom Williams' Bon Air Country Club, Wheeling, W. Va., until August 1.

THREE DUKES, hoofers, and Unice

Wilson and Torrow Morrow, singers, are at the Harlem Club, Paris. . . . The CALIFORNIA BOYS (2 Romeros), hoofers, are at the Bagatelle, Paris.

CARL ROSINI played two weeks at the Neil House, Columbus, O. . . . ESTELLE AND LEROY will return to Southern France upon the conclusion of their engagement at the Savoy, London. . . . GUIDO AND EVA have been held over at the Hotel Walton, Philadelphia.

FAITH, HOPE AND ZINGO are current at the Ambassador, Dallas. . . . REX AND BETTY POWERS are heading the Golden Gate Club, Salida, Colo., thru booking by Jack Blue, Denver. . . . JACK POWELL is in Ireland. . . . UNTIL LABOR DAY Woods and Bray will be at the Jack o' Lantern Lodge, Eagle River, Wis. . . . LITKA KADEMOVA is now playing at Babette's, Atlantic City.

## Chi Units See Act Shortage

Talent sidesteps road to work clubs—unit demand to be hurt by condition

CHICAGO, June 26.—Scarcity of talent for small vaude units is foreseen by local bookers and producers now shaping plans for the next season. Many acts who have been working in the \$150-\$175 a day units are now camped in this area working clubs and jobbing dates and seem to be satisfied to leave the road alone. With much activity expected this fall producers see room for new faces eager to invade the unit field.

Local Gus Sun office has been having a tough time getting enough shows for its two-week route in this area. Despite the fact that most of this route is composed of two-day dates, with short jumps between stands, Eastern producers would not bring in their units and the organization of good \$150-a-day shows here is "almost an impossible task," according to George Flint, local Sun manager. Flint also reveals that the Balaban & Katz Circuit is continuing to show increasing interest in units for their small-town houses in this area week-ends. Several experimental bookings have proved financial successes and, as a result, more shows will be used starting early in the fall.

Not much unit talent will come from the radio chain artist service bureaus, most of the suitable acts busy on current programs or spotted for profitable commercial shows starting late in August. Alex Robb, of the NBC booking office, states that several hundred performers are on the chain's local list, but few will be available for any extended theater engagements outside the Windy City. Office may produce a radio talent unit later in the year for a date in one of the Loop combo houses.

## NVA Seeks New Lease on Life

NEW YORK, June 26.—National Variety Artists, Inc., is seeking to instill new life into the organization, first step being the nomination of new officers for the first time in four years. Henry Chesterfield, for 21 years executive secretary of the NVA, offered to resign if it would advance the organization any, but he was again nominated without an opposition candidate. Among the aims of the NVA is to campaign for vaude.

A meeting was held last night at the NVA clubrooms to pass on the nominations, and elections will be held Friday (July 2). Only contested elections will be those of the board of directors, but there are no opponents to the following nominees: Louis Bandin, president; Ernie Van, vice-president; Chesterfield, executive secretary, and John Liddy, treasurer. Seeking election to the board are Joe Verdi, Wilbur Held, Charles Preston, Ross Crouch and Mrs. George Primrose.

According to Chesterfield, the NVA numbers between four and five hundred members and the organization is not a social club but a fraternal one.

## London Palladium Closes for Repairs

LONDON, June 21.—George Black will close the Palladium here from June 26 to July 4 to install a revolving stage. Other improvements will include the leveling and lowering of the stage and alterations in the ork pit. Closing of the house concludes the three-month run of *Swing Is in the Air*, and July 5 will bring in a straight vaude show.

The vaude show will be headed by Ciro Rima's Muchachos, and will also include Patsy and Bobby and Forsythe, Seamon and Farrell. Gracie Fields is booked to open July 19, while the *Cotton Club* show comes in July 26 for a four-week run. On August 30 the new *Crazy Show* will open under the title of *London Rhapsody*, with the cast including Nervo and Knox, Flanagan and Allen, Naughton and Gold, Cardini, Ganjou Brothers and Juanita and Mady and Cord.

## Agents Galore

CHICAGO, June 26.—There are entirely too many agents here, as far as the small headquarters of the local Private Employment Agency are concerned. Of the State's 78 licensed talent spotters, 77 are located in the Windy City. When Chief Inspector W. Frank Walkowiak decides to call a theatrical bookers' meeting he is forced to repeat the same session on three separate days, for his meeting quarters cannot accommodate more than 25 at a time.

## Chi Agents Get Commission Break

CHICAGO, June 28.—With the State's application for another hearing likely to be refused, the Supreme Court's declaration of the assignment or deduction of wages clause unconstitutional makes the theatrical booker's practice of collecting commissions thru their acts' employers entirely legal. Clause, contained in the 1935 Private Employment Agency law, reads: "No licensed person shall require any person who has applied for and obtained a position thru such licensed person to sign any note authorizing a confession of judgment for the payment of any fees or require any applicant for a position to sell, transfer or assign any salary or wages due the applicant or to become due from his employer."

Court's action was taken in Springfield during a test case filed by a non-theatrical agency. Local agents were informed of this development during a meeting held at the employment agency bureau last week.

CHICAGO, June 26.—The bill boosting the annual fee of agencies from \$50 and \$100 to \$1,000, now in second reading by the House at Springfield, is not expected to be advanced during the current session of the Legislature, which is to end within the next few days. The measure was passed in committee and has been threatening to reach the dangerous stage of passing the House. While the State's unorganized theatrical agents have no one to represent them in the capital, the bill has been fought by the private employment agencies.

## Mae West Nixes 10 Gs

NEW YORK, June 26.—Mae West turned down a 10-grand offer for two days with the American Legion show in Atlantic City. Engagement was to have been for this Friday and Saturday. Morris Agency got the offer and did the nixing.

## Vaudeville Notes

CHARLIE FREEMAN, Paramount booker, extended his trip to Dallas by moving on to the Coast. . . . Martha Raye's personal appearance at the New York Paramount, starting July 7, will go for two weeks. . . . Red Skelton will go into the Chez Paree, Chicago, in August. . . . George Hayes, of French Casino shows, goes into the Radio City Music Hall Thursday for two weeks in two different shows. . . . Judy Starr has left the Rudy Vallee management and is now being handled by the William Morris office, which has lined up some vaude dates for her. . . . David Hacker and June Sidell are on their fourth week at the Alcazar, Paris, and expect to remain in Europe until the end of the year. . . . Duke Ellington has been booked for the Stanley, Pittsburgh, July 9, and Earle, Philadelphia, July 16. . . . Marita Ellin opened Friday, doubling at the Montmartre and Theater Francais in Montreal for an indefinite run.

WALLY VERNON has received a long-term contract from 20th Century-Fox pix, and is in the musical, *You Can't Have Everything*, co-starring Alice Faye and Don Ameche. . . . Verne Adams closed at the Orpheum, Memphis, as lead tenor with the Nate Evans Ork under the direction of Ted Cook. He is vacationing on the Coast before reopening in Memphis in the fall. . . . McConnel and Moore did not go to the Cleveland Exposition but instead went into the Pan-American Exposition in Dallas. . . . Steve Trilling is scheduled to make a trip to Chicago this week.

## La Guardia's Own Code Delays N. Y. Openings

Drafting his own terms for ex-burly houses—expected to finish in time for July 4 week-end openings—jurisdictional battle by vaude and burly unions to follow

(Continued from page 3)

theaters if they present objectionable shows. Even with the theaters closed the operators would have to pay off any acts that do not get the full term of their engagements.

The mayor saw Tom Phillips, head of the BAA, Thursday afternoon, listening to his protest that the burlesque union should not be deprived of the jurisdiction of those houses. The mayor told him to meet with Bill Collins, American Federation of Labor organizer in this State, and Ralph Whitehead, of the AFA. The mayor, however, is only interested in opening the houses and getting the people back to work. He is not concerned with jurisdiction, altho he does prefer that the houses use variety

revues, which jurisdiction is claimed by the AFA. Phillips was to have met with Collins and Whitehead Thursday, but did not keep the appointment, revealing that he was out of the city.

Whitehead claims that he does not recognize any jurisdictional battle, and that if the houses open with variety revues they come within his organization. Most of the operators have indicated to him that they intend using the policy that comes under the AFA's supervision. Whitehead has already prepared his closed-shop agreement for these houses, and as soon as the mayor gets his agreements signed with the theaters then Whitehead will have his contracts signed. It is likely that the question of jurisdiction will finally be settled by the AFL after the houses are opened.

Several of the operators indicate that if the policy of variety revues catches on in this city they plan to work on a circuit of similar houses. I. H. Herk, co-partner in the Gaiety and Fulton theaters, is one of those having such ideas. Policy plans for the ex-burlesque houses call for five or six vaude acts, a line of girls, and comics and straight men to play scenes.

It is generally known that the mayor wants the whole matter disposed of by Thursday, when he establishes the summer City Hall in College Point.

## British Circuit Cancels 60 Acts

LONDON, June 21.—Campaign waged by the Variety Artists' Federation against the Union Cinemas, Ltd., on acts doubling outside this area has resulted in the cancellation of over 60 acts that were pencilled in on the circuit's books. Many of the acts are members of the VAF. Charles F. Bernhard, of Union Cinemas, takes the view that there is no difference in acts being allowed to play two or more theaters in one week in this city than there is in theaters outside of the city.

There is considerable dissension against the VAF for its stand, the organization losing a high percentage of its membership as a result. The theater circuit has created more work than any other circuit during the last 10 years.

## Morris Moving Chi Office

CHICAGO, June 26.—William Morris Agency is moving Wednesday from its present location on West Randolph street to larger and more modern offices in the Dearborn Bank Building. New home will provide private offices for Morris Silver, manager; Sam Bramson and Charles Hogan, of the booking department; Jimmy Parks, who is handling radio, and Sammy Clark, of the night club department. Jack Fine, unit producer, is moving from his present site at the Sherman Hotel to occupy a suite of offices on the William Morris floor.

## Cushman Locates on Coast

LINCOLN, Neb., June 26.—Wilbur Cushman, circuit head of \$150-a-day units, is reported here to have taken up his abode in Hollywood, where his operations in the small unit field will be carried on as usual. Ed Gardner has been left to supervise the Midwest and will be located in Kansas City. Cushman moved from Albuquerque, N. M., two seasons ago and has been in Dallas up to now. He hopes to line up small time on the Coast.

## Weisfeldt Fetes Agents

MILWAUKEE, June 26.—Eddie Weisfeldt, of the Riverside Theater here, played host to about a dozen Chicago agents Thursday during a golf tournament and dinner windup. Among those who attended were Dick Hoffman, Mort Infield, Al Borde, Dick Bergen, Lou Lipstone, Sam Bramson, Charlie Hogan, Danny Graham, Jack Kalchheim, Marty White, Max Turner and Marcus Glazer.

## Moss Hears Glucksman Case

NEW YORK, June 26.—Toni Mendez, producer of girl lines, last week halted E. Glucksman into License Commissioner Paul Moss' office on charges of operating an employment agency without a license.

At the hearing Miss Mendez charged that she sold a troupe for two weeks, starting May 15, at the Hollywood Club, Tonawanda, N. Y., thru Glucksman, who was contacted thru Tyler Mason, of the Max Richards office here. Miss Mendez claims Glucksman said he had booked the Maurice Spitalny Band into the spot and wanted a show with it. She alleged at the hearing that her contract called for \$240 and transportation both ways but that after the engagement was played the owner revealed that his contract with Glucksman was for \$165 and only one-way transportation. This left the girls stranded, but the owner came thru with excursion tickets back and the girls were able to return here.

Glucksman disclaimed booking without a license, claiming he worked on net and not for commission. The hearing ended with Moss insisting that men like Glucksman be licensed and announcing he intended to subpoena the Richards office for a hearing on the case.

## Loew's State, New York

(Reviewed Thursday Evening, June 24)

An off week for the house that's the only dyed-in-the-wool vaudeville on the Main Stem. The 68-minute show is old-timey in character, what with several familiar, and lacks the speed and sparkle of the bills that have been seen here lately. It's playing opposite the picture *Parnell*, and business at this night show wasn't so hot. While the show lacks a lot, the customers didn't think so, making it appear that they're an out-and-out pushover audience.

Mady and Cord are the openers, a gymnastic pair who pace their act in definite European style. It's a routine of swell acrobatic tricks, featuring a half-pint lassie, but there are a lot of comedy attempts which are dished slowly and stall the going. The tricks are the life of the turn and are what got the audience.

Lee Sims and Ilomay Bailey found big favor with their homey singing and musical turn, which provides much entertainment. Miss Bailey's singing is a treat, the rare talent of being able to jump three and a half or so octaves. More beauty in her lower register singing, but those top notes are also okeh. Sims works brilliantly at the piano, giv-

ing his tall and comely partner a rest when he solos in midportion.

Three Samuels and Harriet Hayes offer one of those flash acts of the old days, a lot of group tapping and clowning in between steps. The military innuendo is old, and stand-out of the whole turn is the acro specialty by Miss Hayes. Act got across fair enough.

Emile Boreo is still doing the same old stuff, entertainment that this reviewer thinks to be a bit on the screwy side, but his showmanship and vigorous performance didn't fail to win him a show-stop. He does his peculiar singing, calling on the audience in one number to help him out, and still employs the French soldier dramatics and wooden soldier numbers.

Wingy Mannone Ork closes, a white aggregation that works in typical Negro style. Mannone needs only his one hand to blow a really hot trumpet, and he does a skillful job of getting his 12 men to go to town on torrid arrangements for producing a music that he heralds as "bounce rhythm." Several of the boys chip in with good specialties, while the straight acts in the band are Judy Ellington, who chirps cleverly in creole fashion, and Satch and Satchel, mixed team, who do eccentric hoofing and comedy but good, the blond gal doing a swell dead pan. Act went over well.

Sidney Harris.

## State-Lake, Chicago

(Reviewed Friday Afternoon, June 25)

Newcomers and veterans merge their respective talents here this week for a mildly entertaining summer show. The air-conditioning system, no doubt, had something to do in attracting a good downstairs crowd opening show, the picture, *The League of Frightened Men* (Col.), meaning little or nothing at the box office.

The house line is showing a marked improvement in its work, its three current numbers, while simple, being refreshingly entertaining routines. Are spotted in an umbrella, Hawaiian and Continental designs.

The Manhattanites, opening act, do novel harmony work. Have a tendency to oversell their numbers, however, particularly the Western meller selection, which was almost annoying. Opened and closed with stand-bys, doing *I'd Rather Lead a Band* and *Wake Up and Sing*, respectively. Gal in the trio (June Bernier) is a personable comedienne and the bow-out number gives her a chance to display her wares.

Selden and Endler were delightful drunks in the next spot, taking neck-breaking falls with abandon, doing neat acro tricks and combining some funny bits of business to net them a great hand. Have a novel entrance and exit.

Ginger Dulo is a Martha Raye carbon but a good one. Warbles and mugs her way thru *I'm Sick of Suing*, a torch singer satire and a takeoff of Martha doing *In My Solitude* with all the familiar trimmings. Audience liked her.

Sammy White, announced as the featured attraction, Eddie Cantored and hoofed about for some 13 minutes, being at his best in the latter department. Some of his gags are old, but his leg work is still as good as ever. Closes with his swan dance that has a hilarious snake bit.

Terry Howard, with Jack Tully doing the straight work, continues with her baby talk and the customers seemed to get a great kick out of her. Tully handles Jack Pepper's former spot and does a nice job. Closed with a fast *Goody*, *Goody* song and dance strut and were hand-clapped back for an encore.

Tommy Lynne is the tapper in the opening and closing production numbers. His work is neat but lacking in variety to graduate him from the average class.

Sam Honigberg.

## Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 24)

Current presentation by Florence Roge, *Summer Divertissements*, is one mainly of repeats of past favorite episodes, but that knowledge does not detract one whit from the entertainment value.

Opening of *The Fisherman's Legend* unfolds a fantastic myth, narrated by Robert Weede as an old salt, of a fisherman who descended to the bottom of the sea to seek, find and remain with forever

his love who perished at sea. It is a breath-taking spectacle, gorgeous in setting, color and costumes, and a choreography fully depicted by Nicholas Daks and Alma Lee in lavishness and interpretation. The Corps de Ballet and male dancers lend eye-filling color and movement as denizens of the fabulous kingdom under the sea.

Robert Weede leads the Glee Club in the *Glory Road*, a black-face presentation of Negro spirituals and dramatized religious stories, and is followed by the sole outside act, the Bredwins, an acropanto-hoke trio. The opening pair drew a hand for their leg pull-up a la Park and Clifford and when joined by the third member, a rubber-legged, cork-screw fellow of rag-doll movements, they combined into a perfect sight comedy act for this house. Their many falls and tumbling are trickily and cleanly executed and their closer, the rope-skipping bit, is a rouser.

Nicholas Daks and Hilda Eckler, assisted by an augmented Corps de Ballet (44 girls) and the male dancers, perform in the *American Bolero*, a splendid interpretation of Ravel's music with insinuated movements and mannerisms typifying American style. Outstanding were the leaps and bounds of Daks.

Conspicuous by their absence were the Rockettes, who sailed earlier this week for Paris to show their wares at the Exposition at the behest and expense of the French government. However, they are not entirely absent, for the current newsreel has shots of them in rehearsals and they are magnified to fill the entire breadth of the stage for a realistic bit of make-believe.

Overture by the symphony orchestra, conducted by Mischa Violin, consisted of selections from *I Pagliacci* and featured the solo work of Anne Roselle, former Met diva.

Film on the screen *Ever Since Eve*. House good. George Colson.

## Earle, Philadelphia

(Reviewed Friday Afternoon, June 25)

It isn't often that an Earle house becomes enthused over the stage fare. Current is one of those rare instances, with hussahs garnered by Benny Davis and his *Stardust Revue*. Enthusiasm on opening show ran so high that the running time went out of bounds. Plenty pruning necessary to make it fit, altho cutting will be a Herculean task. Screen's feature, *You Can't Beat Love* (RKO), sharing the limelight with the Louis-Braddock fist-fest. Biz unusually good, fight flicker helping lots. But first, last and always, it's the live potions that satiate 'em.

That Davis is laying low on the neophytes, ringing in tried and true performers, matters none. They're all young, but vets in show-stopping antics. Presented in an informal manner, a nitery atmosphere is created and soon forgotten. Pit band on stage, with tables and chairs for the entertainers.

Open with ensemble singing of the *To Be or Not To Be* a Star thematic, and Davis enters with a plug for his new song creation, *Is This Gonna Be My Lucky Summer?* Getting it off to a show-walloping cover, Catherine Harris is first called upon for toe taps with acro trimmings, getting the stub holders off their hands from scratch. May McKim and her Boy Friends (3) follow with rhythmic harmonizing for *I Can't Give You Anything But Love and Chapel in the Moonlight*. Culled from the WOR studios, this marked their premiere stage performance. Hit off some nice interpolations and should build stronger as soon as they start playing to the audience instead of wooing the mike.

Micky Bratz turns up next with socko tapology. Right smart rhythmic stepping. Smash finish has the blond doll juggling three balls in tap with her stepping, a feat bearing a Ripley stamp, and an extra added dash in whirlwind cartwheeling. A former Davis luminary, gal has been showing at the local alteries, rejoining the unit here.

Vera Neva, coy canary, whose chanteusing is McCoy, grabs off a healthy chunk of hand salve. Starts slowly with a ballad, but builds strong as she finds her pace with Russo and Italian folk songs. Gal is almost a Davis insti-

tution, hubby Lou Long, a local lad, being Davis' piano accompanist.

Announced as her American premiere, Mariora, European importation, juggles and balances balls with great effectiveness, commanding response and attention for each dido. To follow the Martha Raye trail, Davis brings along Ginger Manners. Youngsters does a Fuzzy Knight at the Tom Thumb piano for a swing pop but falls short in milking for mannerisms for the laugh. Gets in the show-stopping groove with imperfections, her forte.

For the romantic musical note Robert Baxter possesses fairish bary pipes, but fails to stand up alone with *Without a Song*. But Davis covers it up by injecting the boy-girl angle, Vera Niva stepping up with the lad for musical comedy duets. As a twosome, balladers leave 'em begging for more.

Biggest show wallopero are Ken and Roy Paige and Little Billy Blake. Two-some depend on the hard way to make a living, practicing the art of self-destruction. Frere Roy Paige does the heavy duty, even doing a McCoy fall into the ork pit. Lad certainly can take it, both from brother Ken or in giving it to him himself. Their wrestling antics a natural for side-splitting screen mugging. Little Billy Blake, still in his teens, blows the trumpet in a manner that would rate green eyes among the big billies. Toots the Henry Busse *Hot Lips*, covers the bell with a metal hat to approximate a trombone tone for the Casa Loma theme, the inevitable high note fest of the Louie Armstrong school and wah-wahs of Clyde McCoy's sugar-blued trumpet.

Davis should rake in plenty 10 per cents on this gang. Gives it all an icing with a medley of song titles that brought him fat ASCAP checks. His guiding hand is in evidence thruout, his informal manner making everybody in front and behind the foots feel at home from start. Oro.

## Paramount, New York

(Reviewed Wednesday Evening, June 23)

Clyde Lucas' Band, with Ethel Merman singing the blues and Selma Marlowe deftly stepping thru two dance numbers, sum up the main aspects of Paramount's stage show this week. The Lucas musickers, 16 men including Clyde, have come a long way on solid musicianship that stresses no particular quirk in either playing or arrangements. This is particularly worthy of mention in a field filled with hot, sweet, swing and other types of bands. The Lucas outfit is generally good, with Lyn Lucas handling the sweeter vocals and an occasional novelty tune and Clyde leading the boys in the more swingy lyrics. Band came thru with a lot of numbers, including *Never in a Million Years*, *Let's Call the Whole Thing Off*, *Big Boy Blue*, *Peanut Vendor*, and a novelty "Chinese rumba." Most fetching piece of work, however, was *Smoke Gets in Your Eyes*, featuring seven violins.

Work of Miss Marlowe, a slim brunet, is particularly noteworthy for its freedom of movement, her tap routines being devoid of that stiffness and effort characteristic of so many steppers. Legwork is so clean that reliance on the orchestra is pruned to a minimum, with the result that Lucas' boys let the gal depend to a large degree on her own rhythmic effects. Second Marlowe number was a Spanish fantasy in tap rhythm, the free and pliant legwork lending a realistic Latin motif. It's one of those turns indicating the aesthetic use to which the usually mechanical tap may be put. Gal closed to a huge hand.

Ethel Merman scored as usual. Seemed to this reviewer, however, that her choice of tunes was rather below par. Sang *They All Laughed*, *Lonely in Manhattan*, *I've Got My Love and They Can't Take That Away From Me*. Fared best in the last two, a couple of tunes well adapted to Merman's expert delivery.

Pix, *Mountain Music* (Paramount). House okeh. Paul Ackerman.

## Oriental, Chicago

(Reviewed Friday Afternoon, June 25)

Six acts, five of them stressing comedy one way or another, make up the Oriental's current hour bill. Sprinkled, proportionately, are three line numbers; ordinary, but decorative.

Barbarina and her three Pekingese dogs stay on six minutes with cute tricks. Gal's acrobatic work is used to advantage in displaying the animal's work-outs. Jackson and Nedra, hard-working musical comedy and tap team, follow with four versatile numbers. Nedra is

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singled out in a good *Ida* routine and team's highlights include a fast staircase dance and competition finish.

Bill Baird, magician, stands out with his deft finger manipulations, handling balls in expert fashion. Follows with usual card tricks and a pulling-card-from-space exit. Due to the small objects in use, he would make a better night club act.

Ted Claire, working with two gals billed as the Rhythm Redheads, is in bad need of some good material. He is a clever fellow, but the stuff he uses is against him. The girls are harmonious warblers and their swing version of *Old Man River* is really different. Trio close with the *Robins and Roses* ditty, Ted strutting to it with some neat leg work.

Ed Rickard has a novelty on hand with his finger shadow work behind a lighted screen. Turns his hands into lifelike subjects and interest-holding scenes. Verbal introduction of his bits rather than present slide announcements will speed up the turn.

Mels, Kirk and Howard, next to closing, still proved themselves among the best of the nut trio crop. Their hilarious sketch of Hitler, Mussolini and Selassie is tops.

On screen *The Last Train From Madrid* (Par.) House better than average second show opening day.

Sam Hontberg.

**Golden Gate, San Francisco**

(Reviewed Monday Afternoon, June 21)

With Jay Brower's 14-piece band on the stage, with the 12 Peggy O'Neil Beauties, a six-act show of average caliber played to a just fair house in the town's leading live-talent theater. Bill was headed by Donald Novis, high-voiced California singer.

Opening act was the Two Jays, horizontal bar artists. They used three bars and did everything on them except bake a cake. Nice hand and well deserved. Next the 12 gals doing the Suzie-Q. Leader Brown joined them for a vocal chorus. Then the band for a few moments, doing a hot turn with *Nobody's Sweetheart*, during which George Whitney gave out with a swell sax chorus.

Bobby Gilbert and his talking fiddle, which he really made talk, proved to be the most entertaining personality on the show. A comic of the first water with a dialect and an appearance that really manufactured laughter on a wholesale basis.

Paul Robinson, harmonica player, was fairly good, but Frisco audiences are familiar with harmonica playing at its best, this being the home town of Johnny O'Brien and Charles Newman. Robinson used several instruments and depended on speed, volume and sustained climax to sell himself, which he did quite successfully.

Abbott and Robey, comedy team, assisted by a girl, came on with a bunch of gags which depended more on the enthusiasm with which they were presented than on any true comic value. Some of them were slightly blue. Closing number by the duo, with voice and violin, fairly entertaining.

The girls again, dancing and singing *Carelessly*. They were followed by a home-town act, Joe and Jane McKenna, rough-and-tumble comedy dancers, who really work hard. These kids exude comedy with every movement and they're on the move constantly.

Novis closed the show with five numbers. First two, *September in the Rain* and *Blue Hawaii*, seemed to depend on his characteristic sustained falsetto ending. Next he sang two Irish tunes, *Did Your Mother Come From Ireland?* and *The Daughter of Peggy O'Neil*, which was swell. His closing number was, of course, *Trees*, for which there was a special set and an accompanying dance by the girls. A good climax to a fairly good hour-long show.

On the screen Joe E. Brown's *Riding on Air*, which is no attraction, and *March of Time*, which is. Pat Kelly.

**Roxy, New York**

(Reviewed Friday Evening, June 25)

On the collective shoulders of the F. & M. production this week falls the burden of carrying what promises to be a lean week. Pix starring Joe E. Brown will prove disappointing even to his staunchest adherents, and even opening-night show caught revealed more empty than occupied seats when the film came around.

Presentation opens with the usual flash by the Gae Foster Girls, with the setting the patio of a Spanish hacienda, and in that setting is first introduced

Eleanor Knight, a recent repeat, who puts over a clikky tap number to Andalusian music. Quickly following is Bobby Thompson singing *Hot Tamales*. She presents a pretty sight in white evening gown, and her peppy delivery and rhythm get her across.

An elaborate and intricate routine performed with maracas by the Foster line precedes the announced appearance of Gomez and Winona. This pair continue as favorites and in appearance as well as skill have few peers. Gomez wore the regulation tails, while Winona favored a flared white satin gown with a deep side pleat of blue and red sides. First of their two numbers is a tantalizing little dance full of nimble footwork and graceful movement, which culminates with a prolonged shoulder spin. Their other number is their interpretation of Ravel's *Bolero*. Conventional tho it was in mood and delineation, it was instrumental in bringing to light their sure-footed mastery of tempo and movement. Their throbby staccato steps are brought to a comparatively passive end with an airy butterfly whirl.

From the sublime to the ridiculous, Pansy the Horse and its mistress are on next with their strong novelty act with some ludicrous sure-fire panto and exact co-ordination of footwork between the two halves of the horse. The only detracting factors found were the gorgeous shape of the trainer and her high-pitched treble of her voice which makes it practically undistinguishable.

Bob DuPont opens with juggling and handling of educated bouncing balls, reminiscent of so many others, moves on to clubs, attempting a dance at the same time, and gets the solid hand of the evening with new and novel twists and illusionary effects to well-known routines. His particular style makes it possible to extract the utmost in humor and effect. Also tosses tambourines in rhythms and closes with the apple-inhaling bit.

Young Bill Steele leads several production numbers in a pleasant mellow tenor with considerable feeling. He did *Where Are You?* and *Love Is Never Out of Season*.

Finale has the line doing a ballet to *Sweetheart* from *Maytime*, and in a summery setting Gomez and Winona enter thru an arch of wedding bells for a short spin.

Screen fare is *Riding on Air*. House n. s. g. George Colson.

**Michigan Theater, Detroit**

(Reviewed Friday Evening, June 25)

Despite the heat wave and heavy first-run competition, it was hard to find a seat at the Michigan's night show. Pop music lovers had it all their way, with the revue *A Day in the Alps* on the stage, plus Martha Raye in *Mountain Music* on the screen.

Revue is elaborate, with a stage setting of a Tyrolean village, complete with triple waterfall from near top of the stage. Settings and some numbers were evidently strongly influenced by the recent importation, *White Horse Inn*.

Eduard Werner's *Symphony* was drastically cut on overture time, evidently to accommodate an extra long show, but the organ-led songfest had to be given full time to please the romantic fans.

Revue opens with the Four Buccaneers doing a quartet number, giving the keynote emphasis on Swiss atmosphere and routine, which was pretty steadily maintained thruout. They return in several other spots, with plenty of new stuff every time.

Collins and Peterson jam their way into the quartet and then take off for their own turn, doing good variety comic stuff, including some musical novelties that surprise. Are on several times during the show, one partner doing a straight job as emcee, while the other clowns.

Jay and Lou Seler alternate with speed, grace and comedy on half-circle ski shoes in a really atmospheric novelty.

Fayne and Foster, with musical glasses, chimes and accordion, are one more musical number. The girl does a clever bell routine with her feet.

Melissa Mason, a feminine clown, panicked the house with her mock-serious songs and double-jointed eccentric dances.

George Hammert, yodeler, has a turn of his own. He has a good clear voice and was well received. Many in the audience, however, were indifferent to his style of music.

Fox and Lui, Swiss male dance team, have a brief interlude, and the Four Vespers, tumblers and acrobats, provide

some thrills, including the rare double exchange from shoulder stands. Sixteen Alpine Maids have a repertoire of unusual rhythmic numbers.

H. F. Reeves.

**Palace, London**

(Week of June 18)

Kurt Robitschek, Czecho-Slovakian impresario who has been running vaude at the Victoria Palace here, now has the Palace Theater in the heart of the West End for a short season, during which time he is offering the second version of his Coronation vaude-revue, *Wonderful World*. There are a few changes in the second edition, with Will Mahoney, Evie Hayes, Wilson, Keppel and Betty and Revnell and West all out, and Gene Sheldon and Loretta Fischer, George and Jack Dormonde, the Six Lias and Pamela Randall replacing. Show runs smoothly with new blackouts and scenes replacing the weak spots discernible at Victoria Palace. In the hit class are the Coronation episode, a gorgeous strip-tease burlesque by Florence Desmond, and the Circus scene, which has been reproduced.

Most of the work falls on Miss Desmond, whose impressions and comedy skits are first-rate. Girl is amazingly versatile and can make a hit with any material. Steve Geray, Hungarian comedian, is a corking emcee and makes much of his quaint accent. He also has a likable personality. Bernice Stone's acro-dancing is one of the finest contributions in the show and she displays many new tricks that are difficult and sensational. Gene Sheldon, quite a rave here, abetted by Loretta Fischer, tall, high-kicking miss, scores solidly in the laughs division with his miming. Apart from being a droll clown, Sheldon plays the banjo to capital effect. George and Jack Dormonde cavort on unicycles and rake in a lot of belly laughs with their likable nonsense. Paul Remos and his midgets have a corking specialty with the small folks rating high with the risley. Six Lias are about the best Risley acro combo hereabouts and give a good account of themselves. Hugh Dempster, Robbin Coles and Pamela Randall are okeh in the various assignments and a good line of girls rate favorable mention. Bert Ross.

**Naughty Billing**

NEW YORK, June 26.—The lights on the Hotel Astor's Broadway marquee went on the blink last night in such a way as to spell out Hot... Astor. Not as bad as the time the Essex House's lights went on the fritz to spell out... Sex House.

**London Victoria Palace Closes**

LONDON, June 21.—Victoria Palace will close its nine-month run of vaude and revues this Saturday (26). Formerly a vaude stronghold, house, which has been dark for many months, was reopened last September by Kurt Robitschek. Three weeks ago the theater was taken over by Trovic, Ltd., with the vaude policy being continued and Robitschek retained as booker and producer. Future policy of the house has not been decided, altho the new firm holds a lease on the premises until March, 1938.

**Popeye's Spinach No Help**

NEW YORK, June 26.—A demonstration was staged early last night in the Paramount Theater here by several hundred artists who are on strike against the Max Fleischer Studios, producers of animated cartoons. The demonstration was staged during the showing of the Popeye short, which was replaced by another short on the next show.

**Morris Gets Joe Louis**

NEW YORK, June 26.—The William Morris office, by arrangement with Mike Jacobs, has landed Joe Louis, new world's heavyweight boxing champ, for representation on all radio, film and theater engagements. It is likely that Louis will first make radio appearances, with theater dates to follow.

**Ben Blue for Personals**

NEW YORK, June 26.—Ben Blue, with several appearances in pictures to his credit, plans to come here next month for several weeks of personal appearances. He will do a four-people act, with the Morris Agency asking \$2,500 for the act.

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Surfside, Atlantic Beach, L. I.

Bert Frohman, ingratiating, amiable and sporting a becoming sun tan, launched the Surfside's new show Friday. Frohman has what a mass spot of this type needs—buoyancy and a well-mannered ease. Significance of this cannot be overestimated, and its value becomes increasingly apparent as its loosening effect on the patrons becomes noticeable.

Frohman's singing turn closes, the show, and what the patrons get is plenty. Never chary with his talents, Frohman delivers some nine numbers, holding constant attention. Rendition of *Glory of Love*, a request, was a spellbinder, the tune taking on a new lease of life under the singer's lilting, caressing technique. Also gave *You, Never in a Million Years, Can't Take It With You, You're Just Too Marvelous* and others. Obviously an easy hit.

Enrica and Novello, dance team, which closed at the Versailles Wednesday, do three numbers. Girl, a well-turned pe-

tite blonde, has an engaging air of pensiveness which goes well with her partner's Continental manner. Outstanding characteristic of their dancing is its unruffled suavity and sureness in both fast and slow tempos. A top-notch outfit.

Burton Pierce, stepper who flew in from Detroit to make the date, presents something extraordinary in the line of tap. Accomplishes his rhythms, and intricate ones, while whirling and spinning like a dervish. It's a matter of sensitive balance and seems an extremely difficult technique, particularly in view of the slippery floor. Came thru with a fine hand, well deserved, and should have no trouble landing bookings.

Shep Fields' Rippling Rhythm boys are still providing toe-ticking music, and now have the room acoustics down to a T. Relief marimba ork is a crack rumba combo. *Paul Ackerman.*

of elog work. Audience could have stood much more of her. Bowed to a smash hand.

Another routine by the Adorables and then Grace and Nikko trot on for a hilarious dance session. Opening in legitimate fashion, they soon swing to the ridiculous in ballroomology to telling results. Their embarrassed mugging, grotesque postures and daring slings brought prolonged guffaws. Pleased immensely.

Eddie Garr, after a *White Heat* session by the line cuties, takes this spot for himself and fills it in good style. He wasn't bearing down in the emcee role, but he gave out to good advantage here. Did takeoffs on Laurel, Chevalier, Arliss, Fields, Ted Lewis, Wynn and Durant, the two last named being outstanding. Bowed to smash mitting.

Show's smooth running can be attributed in a large measure to the splendid assistance given the acts by Barney Rapp and his New Englanders, 14-piece combo. In addition, Rapp and his lads kept the dancers happy and the dance floor jammed with their topnotch music. *Bill Sachs.*

Beverly Hills Country Club, Southgate, Ky.

This swanky spot, plotted by Glenn Schmidt, continues to attract heavily from the cream of Cincinnati's sporting and night life element with its corking shows, delectable cuisine and excellent service. Business has been topnotch, with every Saturday night a turnaway since the opening. Friday night (25) show was marred a bit by the absence of the Bartell-Hurst Foursome, crack adagio turn, who were forced out by an injury to Miss Bartell the night before. She hit the floor in a miss, the accident netting her five stitches in the forehead and a nifty shiner. Act resumed Saturday night.

Current offering is tagged Sammy Rose's *Hollywood Stars Revue*. Eddie Garr, emcee, after a few familiar gags, introduces the 16 Beverly Hill Adorables, who romp thru a sharp routine in nifty attire. Martha White fronts the line with a smattering of acro terp. work done in fair fashion.

Ruby Wright, featured canary with the Barney Rapp Orchestra, did justice to *You Can Tell She Comes From Dixie*, exhibiting a dulcet voice and a fine display of salesmanship. She gets good support on the ditty by a novelty effect from the ork lads. The Hepburn-coiffured Miss Wright skipped off to much hand clapping.

Dr. Charles Hoffman, the "highest paid bartender in the world," presenting his Maglo Bar, made the next spot an entertaining one. Opens with card-fan productions and a new wrinkle in rope tricks, swinging immediately into his crackerjack liquid magic, wherein he pours a seemingly endless assortment of mixed drinks, including hot coffee and cream, as called for by the audience, from cocktail shakers shown to be empty at the start and from large glasses apparently filled with water. Drinks are legitimate and are passed out for consumption. Turn has vast audience appeal and pulled sustained palm-whacking. For an encore Hoffman does a brief but neat lighted cigarett routine.

Gorgeous Sunny O'Dea, bubbling over with personality, went over in grand fashion here with a short but tasty bit

# Night Club Reviews

## Hi Hat, Chicago

This intimate room, operated by Louis and Elmer Falkenstein, continues to enjoy good business with its pop-price policy and fast and youthful shows. Current bill, when caught, had only one man (Dennis Burns) in the regular floor show.

Patsy Ogden, lively little blond sou-bret, opens with two fast numbers. She does nice tap work and is a good vocal saleslady. Sold *One in a Million*, in song and dance, and tapped out *Lisa*. Well received.

Lewis Sisters, in for a return engagement, improved in appearance, having regained their shapely figures the diet way. They harmonized with their stand-by, *One, Two*, and did a neat truckin' routine.

Dorothy Blaine, attractive and talented blues singer, displayed definite promise of climbing to the name class with a low and round voice and a winning personality. Heard in *You, Some of These Days*, a medley of pop tunes and *Stag, Baby, Sing*.

Dennis Burns and Billie White, personable tap and musical comedy dance team, proved favorites with their fresh and versatile routines. Billie is a charming platinum blonde, who loads her work with pep and rhythm. Dennis makes a clean-cut appearance and is a capable partner. One of their highlights is a *Boy Marries Girl* story in dance. Dennis also doubles as emcee and comes thru with a passable job.

Jimmy Cassidy, former vaude and legit pianist, is in his fifth year as the featured intermission entertainer. Plays request tunes and accompanies the table singers, who include Margaret Lawrence, Pat Starr and Mary Thorne.

Syd Lang and his band continue to furnish danceable tunes and good show music. *Sam Honigberg.*

## Blue Moon, Wichita

This is the unique and picturesque open-air night spot of Southern Kansas.

Built the last of May at a cost of \$7,500 and with Ray Fleming as manager, spot opened with Ace Brigade and band, 14 sidemen and two singers, in the pit. Band is a combination of the Casa Loma swing with the impulsive fun of the Heidt band. MCA wisely spotted Brigade for the opening. The veteran leader emcees and is foil for the clown pianist, and background for the personality-plus gal who does vocals.

Exterior of the Blue Moon has gobs of eye appeal, with small blue-moon neon signs above the entrance and a large moon above the band pit, where it can be seen from the city, three miles away.

Place has capacity to accommodate even largest holidays crowds and a spacious dance floor. Should do great during summer with good bands to hold crowds. Location, opposite municipal airport, was wisely chosen. *Phny Castantien.*

## The Skillet, Cleveland

Cleveland's newest night spot in Play House Square opened Wednesday and promises to be one of the most popular eateries in this district.

Joe Bock and Chuck Goldberg are sponsors for the place. Bock formerly served as the catering manager of the original Mayfair, which specialized in skillet table service. This policy will be followed again, hence the title.

Place is decorated in a modern style and has been doing capacity since opening.

Louis Scina's Gypsy Orchestra is the present attraction. Entertainment policy will be outlined as patronage shapes itself. *H. R. Hoyt.*

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## Frontier Fiesta, Fort Worth

Fort Worth, thru Billy Rose, again has created a *Casa Manana Revue* at the Frontier Fiesta that surpasses last year's revue and marks a new high for other shows and cities to shoot at. Revue makes its bid for fame thru size plus high-class acts. The largest cafe-theater in the world has the largest sets in the history of the stage, a revolving stage second to none and a costume with train containing 5,000 yards of satin that covers entire stage.

The revue follows the pattern of last year's show very closely as to sequence and types of acts and is based on four best sellers, *Gone With the Wind*, *The Lost Horizon*, *Wake Up and Live* and *It Can't Happen Here*. Only the titles are used and the four episodes have no connecting link. The sets are a white colonial mansion, which is burned at every performance thru the tricks of Carlton Winckler, technical director; a brown Tibetan lamasary, a child's conception of a park and a chromium staircase that goes into the air and weighs "a million pounds."

The *Gone With the Wind* act features Harriet Hoctor, ballerina; Everett Marshall, and the Cabin Kids singing Southern melodies. Marshall sings *Gone With the Dawn*. The *Lost Horizon* episode has the California Varsity Eight singing *Oriental Yogi*, while Sanami and Michi carry out the theme in an idol dance. Seidel and Spotty and the Stuart Morgan Dancers complete the unit.

The *Wake Up and Live* episode has Marshall singing *Live the Life of Your Dreams*, and Harriet Hoctor is presented with the corps de ballet in an intricate dance routine in which 24 white plush horses are used. This is easily the hit of the show. The Calgary Brothers and Moore and Revel offer comedy for this act in pleasing manner.

The fourth episode, *It Can't Happen Here*, offers a patriotic climax which seems to fall short of that of last year, possibly because the first one concerned Texas history. Lighting effect in this is superb.

Cast includes 48 dancing girls, 26 show girls, 26 dancing boys, 26 tall boys and 24 principals. The huge chorus again goes thru the fast or slow routines used in every episode with the greatest of ease. Robert Alton and John Murray Anderson, who staged the production, also trained the chorus which is composed of Texans.

Paul Whiteman and his orchestra furnishes the music for the revue, and Larry Lee and orchestra play for dancing between shows.

The producers hope the revue will surpass the record of 750,000 patrons chalked up in a 117 days by last year's show.

Revue aims at mass attendance thru \$1 general admission and \$1.75 top for dinner.

Hotel Management Corporation again has catering here and offers fast service, even for a cafe seating 4,000.

Songs composed by Dana Suesse. Raoul Pene Dubois designed costumes and Albert Johnson the sets. *Ruth Huff.*

**Grand Terrace, Chicago**

Eddie Fox, veteran operator here, is back in the limelight with an intimate version of New York's Cotton Club located in the midst of Windy City's Harlem and catering to a class trade. Room, 400-seater, is simple, tastefully furnished and is equipped with a mirrored and highly attractive horseshoe bar. Popular prices and colored talent of the top variety should skyrocket this one among the top spots in town.

Addison Carey produced opening show, which includes seven new tunes penned by Saul Chapman and Sammy Kahn. A number of them are catchy and look like coming members for the hit parade. Costuming is flashy and routines are fast and plenty feverish.

Fletcher Henderson's Band furnishes the dance and show music. A swing outfit of ace variety, dishing out Fletcher's own arrangements crammed with rhythm. Vocals are handled by Chuck Richards, who doubles on the floor bill; Jerry Blake, Dick Vance and Emmett Berry.

Show-stopper act is the infectious dancing of Son and Sonny, two chaps who float in a sea of personality and are perfect take-offs of the junior Herman Timberg and Pat Rooney. The boys knotted the show with their tapping, acrobatics, Susi-Quin' and peckin'.

Ada Brown, hefty songstress in pancake-mammy outfit, was another sock act. She has a good voluminous voice and a winning delivery. Did *Alabama Barbecue*; *Tain't Wrong*, *Tain't Right*, and *Laziest Gal in Town*.

Dorothy Derrick has a thrilling torch-singing voice, displayed in *Play, Gypsy, Play* and *I Know You're Blue*. Billie Adams is another good and fast truckin' dancer.

Dance team of Morris and Mayes stood out best in the Jungle number in which 12 line gals reach new heights in stomach bumps. The team's interpretative number to tune of *Day and Night* and to the accompaniment of barbaric tom-toms is too slow and puzzling for this nitery.

Richards leads the vocal work in the line numbers in which the new songs are introduced. They are *Hold Your Hats, If You Ever Should Leave Me*, *The Wall of a Lonesome Frail*, *Wrap Your Cares in Rhythm and Dance*, *Meeting Time, Don't Lead With Your Chin and Posin'*.

Two and three shows, depending on biz, are presented nightly, with the first getting under way at midnight. Ork mikes over NBC. Sam Hontberg.

**Hawaiian Room, Hotel Lexington, New York**

Shrewdly taking advantage of the current favor for things Hawaiian, management very happily picked up that locale for redecorating their erstwhile Silver Grill and have worked, judging by a first-night impression, a marvelous transformation, both decoratively and as a business move.

Appeal of suggested cooling breezes, swaying palms, tropical nights and dreamy music was attested to by opening night turnout. Jac Lessman did the designing and decorating and was given a hand in producing authenticity by the Hawaiian Society. Chief decorative innovations are the sky blue center ceiling with projected cumulus clouds, a mural of Waikiki Beach with moving breakers, palm tree ornaments and native hostesses and cigaret girls. Native cuisine and drinks are also featured.

For music, Andy Iona and his Royal Hawaiians have been procured, the aggregation being augmented to 12 pieces. They naturally major in native songs or

pop tunes played with Hawaiian instrumentation and are a natural for the spot. They rely upon guitars, wailing saxes and clarinets mainly for effects, but can also produce a surprising amount of rhythm and syncopation and their music is at all times thoroly danceable. Outfit consists of Andy Iona, leader, sax and guitar; George Carl, West Gilland and Albert Lopez, saxes; Dan Kuanaa and Dan Santos, guitars; Frank Tiffany, trumpet; Herbert Hodgkins, drums; Seth Storm, piano; Jimmy Lehman, bass; Raymond Kinney, featured vocalist. Arrangements by Iona. Added attraction, Meymo Holt in native songs and dances.

Ray Kinney, native Hawaiian, known for his renditions on wax and on the air, gives plentifully of his abilities and pleases with his peculiar native falsetto.

In Miss Holt the room, and the band in particular, has a decided asset. Being a native, her offerings are, of course, unimpeachable as to authenticity but, beyond that, she is charming, petite and well formed and has a pleasing soft delivery in her vocals. Her dancing, in red glass grass skirt and white lei and of the usual sensuous hip swaying and undulations of arms and fingers, is graceful and her repertoire is limitless.

Between dance sessions a selected number of the band form a group to give out with native songs and tunes.

Dinners from \$1.50. Also a la carte. After 10 p.m. couvert, 50 cents; Saturdays and holidays, \$1. George Colson.

**Club Esquire, Toronto**

Bill Beasley's new summer dance garden, Crystal Terrace, has the most unusual night club setting, being built in the center of a horseshoe court formed by the club proper, overlooking Lake Ontario and located on the main boulevard entering Toronto.

Refreshing lake breezes makes this a "natural" air-conditioned spot. The front is of glass brick and translucent glass with open-air band shell and stage of the same construction. Indirect lights add beauty to this unique setting for Canada's finest floor show. Dance surface is a composition of glass and terrazzo. Tables are lined in terraces against a background of gayly colored awnings and parasols.

George Libby's new revue, *Moonlight Vanities*, moves in for the opening, featuring Johnny Woods, comic, mimic and master of ceremonies; Hudson and Harden, singers and dance team; Tom Rafferty, comedian, and Paul Esther, acrobat skater.

Music is furnished by Trump Davidson Orchestra and broadcasts twice weekly over Canadian stations and the NBC network. Miss Terry, 23 and 98 pounds of dynamic personality, assists Beasley in making Club Esquire outstanding spot in Canada. Art Woods.

**Bali-Bali, Chicago**

A prominent, popular-priced South Side spot operated by Ben Lenhoff and catering to a nice class of people. Palm-like trees and proper indirect lighting effects furnish Bali atmosphere. Floor bill, on two and three times nightly, is fast and entertaining.

Asset here is Billy White's eight-piece band, capable of playing danceable tunes and good show music. Billy himself has a Morton Downey voice and a likable personality. He sings frequently, also holding down a spot in the floor bill, and such tunes as *Tress*, *Did Your Mother Come From Ireland?*, *Malancholy Baby* and *Make Believe* were warmly received. In the band are Harry Hynda, piano; Eddie O'Hara, Ben Katz and George Barbour, saxes; Louis Swerdlow

and Roy Peach, trumpets; Jesse Vange, trombone, and Sol Marcus, drums. O'Hara and Hynda handle the arrangements.

Dick Gale emcees the revue in the usual manner, his forte being clever impersonations of movie notables. Act can be greatly improved by cutting the material for each takeoff. His Reginald Owen and Charles Butterworth, in particular, are novel and well-made carbons.

The Dancing Dietrichs (Orville and Norma) are a youthful and energetic tap team, doing reserved and loose work deftly. Orville is singled out in a specialty and with his partner offers two additional turns. Wardell and Dade, ballroom team, make a good appearance and impress with their waltz flirtation, danced to *Beautiful Lady* and *Kiss Me Again*.

Patsy Price, lively little dancer, steps out of the line with a well-trained acrobatic number in which she includes a couple of fast circles and closes with a series of spins. Muriel Kretlow's sextet open and close the bill with a modernistic and *Dance of the Jungle* routine respectively. A talented line. Sam Hontberg.

**Cafe Madrid, Buffalo**

Kaufman's Cafe Madrid, managed by Bob Graham, is drawing its share of summer crowds who enjoy a drive in the country, altho the bang-up floor shows, coupled with Gene Crawford's Band, are in no small way responsible for the popularity.

Crawford, who tickles the ivories adeptly, is well-known arranger who is no newcomer to Buffalo, having played at Doc Shuman's Blossom Heath last summer. His band consists of Ray Weller, trumpet; Tony Allico, alto, tenor and baritone sax; Bill Baldwin, tenor sax, clarinet and vocals; William Farrell, alto and baritone sax, clarinet; Joe Tepas Jr., drums, and Jimmy Corey, bass.

Bob Marchand, emcee, is a riot. His dramatization of a masher in a theater is a side-splitter and his burlesqued juggling act and tight-rope effort are tops in comedy.

Al DeLage, magician, is more than ordinarily clever. Stunts include the disappearing then multiplying cigaret trick and changing a rabbit into a bowl of goldfish.

Shirley Heaton is pretty good in a straight tap number. A good filler for any show.

Jerry Sullivan, Irish tenor, has an enthralling voice with a lot of feeling and romance. Always good for a couple of encores.

Doing her 22d successive week, Sylvia La Rue is a blue and tearful singer. She's natural and sincere in her interpretations.

Hottest number on the program is Nella Saylor's, peppy, pleasing and persistent purveyor of rumbas, mooches and Hawaiian manipulations.

Hair-raising is the tight-rope act of the Three Chesters. Stunts on the wire include high jumps thru hoops, dance-team struts and balancing. Harold J. Warner.

**Normandie Roof, Mount Royal Hotel, Montreal**

Decorations of New York Radio City's Rainbow Room and the S. S. Normandie have been combined to provide the motif of the new Normandie Roof which the Mount Royal Hotel unveiled to the public last week. A blend of blue and deep red, white, silver and gold, decked out in gleaming metal and white leather gives Montreal's only dine-and-dance roof a flare all of its own. Soft concealed lights cast no shadow on the diners. The walls are decked with Old France and Norman murals.

Opening show was casual and sophisticated and the half dozen performers were expert and assured. Rodney McLellan made a suitable nonchalant emcee, altho his voice did not register so well on the amplifier. Vera Fern was seen to advantage in a ballet and a tap number. Paul Gordon provided some novelty cycling and smart chatter. Diane Denise, an agreeable personality from Paris, was excellent as featured vocalist.

One of the most popular numbers however, is the Gower and Jean adolescent dance team. Their expert ballroom technique was considerably enhanced by their glib comedy.

Lloyd Huntley's Orchestra dispensed the usual excellent dance music. Singers with Huntley included Carol Bruce, John McCullogh, Don Turner and Phil Brito. Vernon Cardy is manager. Ted McCormick.

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**Orchestra Notes**

FRANK NOVAK'S booking at the Warwick Hotel, New York, opening June 24, was set by Bill Burnham, CRA.

JERRY FODOR will hit the road spots thru Ohio and Michigan for the next four weeks. Featuring Helen Kay, vocalist.

STEWART MAUS will hold on at the Capitola Ballroom thru September.

PAUL WHITEMAN'S music from the Fort Worth Frontier Fiesta, commencing June 26, will be piped thru both Red and Blue networks of NBC and the Mutual chain.

HARRY MOSS, of ARA, placed Red McKenzie at Princeton reunions June 18 and 19 and Julian Woodsworth at Dorney Park, Allentown, Pa.

"FATS" WALLER'S New England dates were arranged by ARA with Phil Ponce. His schedule includes Modernistic Ballroom, Milwaukee, and Ocean Beach, Clark Lake, Mich.

BOB CROSBY and his Dixieland Swing Band list one-night engagements among Eastern cities. Decca recordings in New York and a five-week stay at the Ritz-Carlton Hotel, Boston, after July 8 among their latest assignments.

WIT THOMA'S Princetonians expect to stay at Excelsior Park, Minneapolis, for some time.

DONALD HIXON'S boys found Rockford, Ill., and Terre Haute, Ind., most profitable spots in their tour thru Illinois, Michigan and Indiana for the past six weeks.

TOMMY DORSEY has taken command of the Jack Pearl radio show. In addition he starts a seven-week run at the Hotel Pennsylvania, New York, July 8; a week in Atlantic City, a two-week billing in Boston and then a return, September 30, to the Hotel Commodore, New York.

VIKING ACCORDION BAND for the last five years has been playing for the weekly old-time dance programs at the Electric Park Ballroom, Waterloo, Ia. In keeping with this Northwest custom the band features Old World melodies and folk songs to attract an elderly clientele with its polka, waltz, schottische, henschmidt and square dances.

HOD WILLIAMS returns to Wrightsville Beach, N. C. July 1 for the fourth consecutive assignment.

BOB REMBES' Orchestra, featuring Phil Regan and Jerry McKay, vocalists, is headed for a Cleveland engagement.

SAMMY KAYE'S return to the air is accompanied by a run at Jenkinson's Pavilion, Point Pleasant, N. J., to September 7.

ELINORE STEN and her Eight (female) Smoothies will be at the El Rancho Country Club, Chester, Pa., indefinitely.

LAWRENCE WELK shifts from the Archer Ballroom circuit after three years to the St. Paul Hotel, St. Paul, until July 23.

JACK TRACY'S new stand is at the Blue Moon Club, Tulsa, Okla. Booked thru Dallas CRA office.

PEARL HEADRIK carts her girls to the White Swan Hotel, Uniontown, Pa., for an indefinite stay.

CRA booked Stuff Smith for another six months at the Famous Door, Hollywood, starting August 1.

MIKE RILEY'S six months at the New Penn, Pittsburgh, which starts August 8, will be aired over KDKA.

JACKIE COOGAN started touring Chicago and Cleveland spots June 15, winding up in New York about August 15.

HOWARD LEROY has been re-signed for the Westwood Supper Club, Richmond, Va.

JESSE CRAWFORD and his twin electric organs have been held over at the Congress Hotel, Chicago.

MIKE RILEY'S Orchestra opened the new International Club, Newport, Vt., June 25. Club, constructed as a streamlined train, can accommodate 2,000 dancers.

DON ALBERTO celebrates his fifth year as orchestra leader for El Chico, New York.

JACK WARDLAW, his 13 musicians and two entertainers provide dance music at Jacksonville Beach Pier, Fla., and broadcast six times a week over WJAX.

ALAN CLEGG and his Bermudians, under Phil Lynch's management, have been set again at the Florence Inn, Cairo, N. Y., until September, whereupon they will make for the Roadside Rest, Long Beach, for the winter. Personnel includes Seymour Gerber, Wilbur Schwartz,

Whitey Czarnicki, Ed Palvie, Walker Bickel, Victor Bovine, Robert Warren, Jerome Borchard, Sidney Horowitz and Henrietta Borchard.

KING AND PRINCE Club, St. Simons Island, Ga., and Sea Island Casino, Sea Island Beach, Ga., are booking bands two and three nights per week.

BENNY GOODMAN heads the list of national orchestras, and Jimmy Lunceford, the Westchester group, in a popularity contest being conducted by *The Westchester Hue and Cry*. Voting continues, but until further counts are recorded Guy Lombardo, Casa Loma, Hal Kemp and Shep Fields occupy the next four berths in the order listed for the national bands. The runners-up of local names are Wendell Merritt and Joe La Porte.

CHARLIE KERR back in the orchestra fold to make the music at the Convention Hall, Cape May, N. J.

PRINCE WALN and Waikiki Sereaders make their bow to Atlantic City visitors at the Ambassador Hotel.

SALLY FOY and maids of melody locate at Milky's 41 Club, Philadelphia.

JOE MLIKOF, former pit conductor at the Earle Theater, Philadelphia, debuts as a dance maestro at Silver Lake Inn, Clementon, N. J.

CHEWS LANDING HOTEL, Chews Landing, N. J., reopens for the season with Lee Burr's music.

"SMILING" JOE SCHOLL and his Moonlight Melodians set for the summer at Windmill Inn, Garden Lake, N. J.

WILL HUDSON, of the Hudson-Delange combo, set for the summer at the Playland Casino, Rye, N. Y., has two new potential song hits in *Pop Corn Man* and *You're My Desire*.

RAY HERBECK and orchestra have opened for an indefinite stay at the Club Greyhound, Louisville, succeeding Bobby Hayes. Herbeck just finished eight weeks at the St. Paul Hotel, St. Paul.

BUS WIDMER and band, after 14 weeks at the West Hotel, Sioux City, Ia., opened at the Rendezvous, Goguc Lake, Battle Creek, Mich., June 15. Band is set for rest of summer in Michigan and Ohio resorts.

OHIO SCOGGIN and band went into Euclid Beach, Cleveland, June 19. Returns to Iroquois Gardens, Louisville, July 9 for an indefinite run.

WALT SEARS' Rhythm Makers move into Cedar Point, O., June 27 for an indefinite stay.

ARLIE VANDERBILT and his 11-piece orchestra, featuring Miss Minerva, blues singer, are in their 10th week at Villa de Romeo, Albuquerque, N. M.

JACK TRACEY and his NBC Alka-Seltzer Orchestra are doing a holdover at Eldorado Springs, Colo., summer resort.

DUSTY RHOADES and band booked for the formal opening of Troutdale-in-the-Pines, Colo., June 26.

TINY HILL, Lee Bennett and Jack Carr played for the grand opening of the Riverview Ballroom, Milwaukee, June 13. Dancing is scheduled for Thursday, Saturday and Sunday nights.

DICK W. HENDRICKS, director of Brandy's Orchestra, playing the Chanticleer, Madison, Wis., for the last three years, has become associated with the Park Hotel there.

PHIL HARRIS and band booked for a one-night stand July 13 at Natatorium Park, Spokane, Wash., and Ted Fio-Rito for August 2. Bob Woodyard's Orchestra is now playing an indefinite engagement there.

JUANITA CLARK and her Mountaineers will be featured in old-time dance music Thursdays and Saturdays thruout the summer at the Garden Dancing Palace, Spokane, Wash.

FREDDY TAYLOR'S Jazz is at the Harlem Club, new night spot in Paris.

THE LECUONA CUBAN BOYS are on the stage at the Paramount in Paris.

CHET SETDMAN and band of 10 men opened a week's run at the Crystal Club, Natchez, Miss.

GLENN MILLER and orchestra, with a complete new floor show, has opened in the Blue Room of the Roosevelt Hotel, New Orleans.

FRED SETARO and his Swing Rhythms are holding forth at the Francis Hotel's Cherokee Terrace, Monroe, La.

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Catalina Island Casino, opens the middle of July at the Tranon Ballroom, Chicago, for an indefinite stay.

THE SOUTHERN GENTLEMEN, originally booked at The Pines, Pittsburgh, for four weeks, have been held over there indefinitely. Orchestra features Grady (Moon) Mullins, director and vocalist; Billy Munday, vocalist; Cliff Hudson, electrical steel guitar; a vocal trio and Paul Summey, trumpeter.

# Reviews of Acts

## Betty Burgess with Sonny Lamont

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

Corpulent Sonny Lamont, who used to tour in an act with his family, is the whole attraction in this turn. His featured partner, billed as a movie star, proving a weak soubret. She is a decorative attraction, but has little talent.

Open with several gags, followed by Betty with her song and dance version of *It's Love I'm After*. Her dancing is quite amateurish. Sonny returns to score with a good tap-acro number to tune of *When I'm With You*. On next for a session of walk-across-stage puzzlers that are mildly amusing. Closes with Russian steps and acrobatics that get a particularly good reception because of Sonny's heavy weight. **Hon.**

## Sybil Kaye

Reviewed at Roxy Theater, New York. Style—Singing. Setting—In full (special). Time—Five minutes.

Rhythm and personality singer appearing with the Milt Britton Band here, with previous experience on the air. Does two numbers, *Dinah* and *Mister Pagani*, working in a swingy blues style with a vigorous and clear voice somewhat ironing out the jagged edges of overarranging. Her pleasing, well-sustained and modulated voice is not enhanced or embellished by attempts at carrying off too intricate arrangements. It is flexible and colorful enough not to have to resort to too many keyshifts to make her swingy singing different and distinctive. **Hon.**

## Barbara Blane

Reviewed at Roxy Theater, New York. Style—Dancing. Setting—In full (special). Time—Four minutes.

Tall and graceful miss, in gauzy gown, in an offering of a combination of acrobatic, control and soft-shoe work. Moving about airily and gracefully in soft shoe, almost ballet, steps, she softens and adds visual beauty to acrobatic and control tricks. Besides the dainty way of presenting the usual run of tricks of this type of dancing, young lady has several unusual and original steps which add considerable punch to act and response. Short appearance was well received when caught. **G. C.**

## Alene and Evans

Reviewed at Oriental Theater, Chicago. Style—Hand balancing. Setting—In two. Time—Six minutes.

Two neatly dressed chaps doing a pleasing hand-balancing routine sans the usual athletic maneuvers. Opening number has one of them whistle a pop tune while the partner on his hands and in backward position climbs from the floor to a chair placed on a table. Same man has a neat one-hand trick, balancing while in circular motion. Close with good alligator crawl and flying handkerchief-catch feats. Two bows. **Hon.**

## Wilfred Engelmann

Reviewed at Chicago Theater, Chicago. Style—Singing. Setting—Special. Time—Three minutes.

A romantic baritone, possessing a rich voice and, in costume, making an impressive appearance. When caught he was featured in a Mexican production number with the house line and performed his duties well. **Hon.**

## Three Short Waves

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

Three young chaps doing the usual imitations of celebs in a pleasing manner. Some are good, others are not. Take individual turns at the mike, while the other two remain on the stage in the background. Best take-offs are those of W. C. Fields, Morton Downey, Joe E. Brown and Boake Carter. Their Rudy Vallee is poor. **Hon.**

## Bill Elliot

Reviewed at Metropolitan Theater, Boston. Style—Singing. Setting—Front of band. Time—Five minutes.

The singing cop from the New Hampshire seashore resort, Hampton Beach, who made the June 10 Major Bowes air show into a personal success, offers *When the Poppies Bloom Again* and the aria *Largo al Factotum* from the *Barber of Seville*. Does well either on pops or opera and wowed them here with his sock baritone.

Comes on in his olive-colored police uniform, a fine-looking specimen of a male, with good looks, an engaging smile and an excellent speaking voice heard in his beg-off speech. Had big following. Some one ought to take him in hand and push him. Looks good for any branch of show biz. **S. J. P.**

## Foran Sisters and Tom

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

A sister team, one a country maiden until the last number, supported by a male in a mixture of gags, musical comedy dance routines and bits of magic. After some opening talk they do a soft-shoe routine to *Tea for Two*, during which they magically change the colors of their bankies. One sister is left to do a fast tap number to *Plenty of Money*. Their exit routine is the best, a tap umbrella turn to *It's Delovely* with a flashing spotlight finish. **Hon.**

## Ward and Milford

Reviewed at Oriental Theater, Chicago. Style—Comedy and singing. Setting—In two. Time—Twelve minutes.

A mixed team, the man outstanding. He handles a piano well and in freak voice does amusing take-offs of various musical instruments and a dog in pain. Open with several gags and then is left alone for his impression of a nickel-in-the-slot piano which is quite good. Partner returns to mug *I Like Mountain Music*, with comedy support furnished by Ward. Operatic nonsense and an eccentric *Hold That Tiger* delivery close the turn. **Hon.**

## FEM CURFEW

(Continued from page 14)

available, the amusement business in general will not be sharply affected by the new measure. Box-office girls and entertainers in night spots, among others, do not average more than eight hours in any one day. Longer hours are being put in by girls working combo houses, even tho their actual time on the stage for four or five shows a day does not exceed the law's limit.

ATLANTIC CITY, June 26. — Resort night spots, restaurants and grills have adopted a defiant attitude toward the attempts of State Commissioner of Labor John J. Toohy to enforce the amendment to the State Women's Employment Act prohibiting women from work between midnight and 7 a.m. To date those who employ women, including chorus lines and entertainers, have kept right on their schedule. A checkup of offenders is being made by Labor Department. The head of one chain of restaurants stated they were acting on advice of counsel and that it was felt the first test case of the law would find it unconstitutional.

TRENTON, N. J., June 26. — New Jersey niteries presenting feminine floor shows may expect little in the way of relief from the State Legislature ament the night work law prohibiting employment of women or girls between midnight and 7 o'clock in the morning.

Measure was rushed thru the law-making body on the last day of the regular 1937 session, and in the desire to get away the bill did not get a thoro going over from everyone concerned. The hotel men saw to it, however, that their interests were protected.

Legislative leaders, however, say they are little disposed to change the bill when they return here June 28 to survey the unemployment relief problem.

## Cops Nix Chorines Soliciting Patrons

ATLANTIC CITY, June 26. — Night spots that force chorus lines to hand out advertising at convention gatherings are going to find the going tough from now on. This is the promise of the police department and the mayor's office after a certain incident on the Boardwalk a few days ago.

A group of chorus girls were crashing the Auditorium to hand out the "come-up-an'-see-me" literature when they were stopped by Leo Levi, Mayor White's personal investigator, who told them that such golings-on were not allowed. Girls refused to stop and the owner of the particular spot is sweating.

Several of the cheaper clubs, particularly those of the New York avenue section, have given their girls the ultimatum of either solicit or get another job.

## One P. A. for 240 Atlantic City Spots

ATLANTIC CITY, June 26. — Season just started has already seen three changes of ownership and about four closings, mostly due to the fact that operators open cold and expect business.

Last season a New York publicity man was brought here by the French Casino and went to work to the end that it became the outstanding spot in town. The Casino this year decided against spending money for a p. a. and as result has tried to coast along on previous reputation with but poor result.

With more than 240 cafes and night clubs in town there is only one publicity man being employed this year—Mall Dodson, who handles Babette's, the Torch Club and a few other big ones. Others have decided to sit down and wait for the biz to come in.

## Dallas Casino's Show Enjoys Rapid Buildup

DALLAS, June 26. — Enjoying a rapid buildup, the Pan-American Casino show is clicking smoothly and only a few minor revisions have been made. No major change in the show is scheduled until July 9, when Ted Flo-Rito completes his engagement, to be succeeded next day by Rudy Vallee and his Connecticut Yankees. Georges and Jaina, Borrah Minevitch and the Harmonica Rascals, Stan Kavanagh and other headliners stay in the show until July 24.

Casino Revue has the unique distinction of being a clean show. Board of censors of the city welfare department has been unable to find any basis for carping, but that fact hasn't lowered box-office power.

Significant development of the past week has been mass Casino parties. Six hundred Rotarians and Rotary Anns stormed the Casino Wednesday night for a big party, and 125 couples from the Dallas Salesmanship Club were in the audiences at the two shows Tuesday night.

## Detroit Agency Changes

DETROIT, June 26. — National Vaudeville Exchange here is now being operated solely by Jeanette Marie Vernier. Mabel Duggan, who was manager of the exchange for Miss Vernier, left to join the Harry Russell office here, and Tommy Harris, associate booker, also left.

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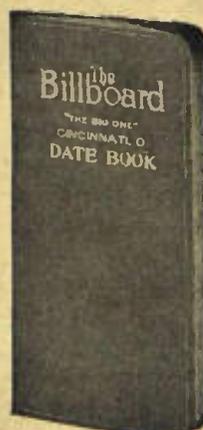
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# Burly Field Confused But Adapts Itself to Situation

**Biggest headache felt by BAA, worrying about N. Y. jurisdiction—performers and agents have little to worry about—operators hope for any sort of break**

NEW YORK, June 26.—While the field of burlesque is in a state of confusion, occasioned by the expected switch of local houses from burlesque to variety revues and under the jurisdiction of the American Federation of Actors, all concerned, performers, agents and operators, are adapting themselves to conditions. Biggest headache is felt by the Burlesque Artists' Association, which is faced by the prospect of losing its local stronghold and wondering whether the out-of-town burlesque houses will oppose its jurisdiction. Performers are in a quandary as to what they should do as regards union affiliation, but as for getting employment they are turning to the summer-resort jobs, night clubs and vaude. Agents in burlesque are taking considerable interest in night club booking, while the operators here are resigned to accepting any break Mayor La Guardia might give them.

A BAA-AFA battle over jurisdictional rights as regards the local houses is imminent, the burly union seeking to hold on to this territory, which has been its stronghold. Otherwise the organization is left with only the Independent Burlesque Circuit and the few indie-operated houses scattered over the country. If the local houses turn to variety revues and come within the AFA's jurisdiction the performers contend that the working conditions will be changed, arguing that the houses will open earlier and that more than four shows a day will be permitted. In vaude at present there is no limitation as to how many shows a day a house must do.

Burlesque performers for the most part have awakened to the fact that their work must be clean. The strip women are busily engaged in becoming dancers, while the comics are pruning the blue from their material. The strippers and the comics are the only ones among burly artists to feel any effects of clean-up activities. Most of the girls from burly have been fortunate in rounding up night club employment, while the comics are seeking some breaks from the few weeks of vaude now available.

Agents in the burlesque field are none too worried as to their outlook, all having been assured of being able to continue booking the local houses when they reopen. The operators have requested them to round up vaude acts and have also advised them as to their needs as regards burlesque people. The agents, too, have found the night club field a profitable one for selling talent, and in the fall they have the outlook for selling people to the out-of-town burly houses.

The operators here are resigned to their fate, awaiting the action of the mayor and not interested in the jurisdictional troubles between the unions.

## Burly Briefs

**CHICAGO BRIEFS:** Spectators at the Braddock-Louis battle included Izzy Hirst, Phil Rosenberg and George Young. . . . The burlesque bill which Milt Schuster and Ez Keogh presented at the Congress Hotel included Jack Diamond, Bob Ferguson, Ray Parsons, Mary Murray, Ethel DeVoe, Charmaine, Dorothy Dee, Georgia Clyde, Karanova, Dolly Dawson and a line. Diamond-Ferguson-Parsons trio, incidentally, moved into the Rialto here Friday, replacing Country and Brenna and Jack Buckley, who left for the Casino, Toronto. . . . June St. Clair, following the current week at the Tower, Kansas City, Mo., flies to Los Angeles to open a six-week stay at Popkin & Ringer's Burbank. . . . Buster Lorenzo and Marlon Morgan are vacationing on the Coast. . . . Schuster booked Charmaine and Mimi Reed into

the Rialto here; Eddie Innes, Kay Johnson, Madge Johnson, Jean Carter and Bert Morton into the Capitol, San Francisco; Dolly Dawson into the Roxy, Cleveland, and Dagmar into the Casino, Toronto.

E. K. NADEL has requested Nat Mortan to supply him with some burly strippers for show plans on his "how to undress" vehicle, which recently was made into a pix short with Elaine Barrie in the lead. . . . Helen DeVoe and Joan Carroll are out of the Nomad Club, Atlantic City. . . . Lillian Bock, singing ingenue, is another Mortan discovery, and he's readying her for the Hirst Circuit in the fall. . . . Herbie and Bobby Faye and Erma Vogelee luckily escaped injury in a recent auto accident. . . . Helene Cortez is making the rounds of the New York haunts, revealing to folks how near she was to death recently in Detroit when she was the victim of a ruptured appendix and peritonitis. . . . Noel Henry, comic and singer, recently closed engagements at the Westover and Park Plaza hotels in New York and also appears on the air as Henry Lange.

## Casino, Toronto, Show

TORONTO, June 28.—Current show at the Casino here, operated by Guston Allen, comprises Rags Ragland, Joey Faye, Charlie Country, Kenny Brenna, Jack Buckley, Bert Grant, George Kaye, Dagmar, Connie Fonslau, Pat Morgan, Olga Brace, Millie Convey and the Brown Brothers. House is one of the few spots running burly during the summer.

## Smith's Charleston Stock

CHARLESTON, W. Va., June 28.—Bert Smith has taken over the Keyes Theater here for a summer run of musical comedy stock, employing a number of burlesque performers. The policy is slated to start this Saturday. Nat Mortan, New York agent, has already set Milt Bronson, Eddie Cole and Walter Stanford for the opening show.

# Burlesque Reviews

## Old Howard, Boston

(Reviewed Thursday Afternoon, June 24)

A week full of horse and dog racing, baseball and ideal weather means almost nothing to stanch burly fans in this final stanza of a three-week session of stock offerings and 41 rounds of Indie Circuit record biz. *French Follies* show had a good audience, with the 130-minute bill par excellence for this type of amusement, even tho one scene was a repeat from a recent show.

Time flew thru the nine scenes, several creating belly maneuvers and an enjoyable session for the house. Footlights meant nothing, as the stagefolk employed just the right amount of intimacy with the audience.

Blond Evelyn Myers was the added attraction stripper, and with Dolores Dawn, Dolores Leland and Mabel Francis, who copped the applause machine for herself with her peppy and give-all type of stripping, the peeling ladies all earned for themselves nice patronage. They clicked so that applause continued well into following numbers. This quartet of fems gave the male-female audience a diversified program of Grade A stripping that would satisfy any customer.

When applause greets the appearance of comics here that's a good sign that they're what the crowd ordered. Charles (Red) Marshall and Mike Sachs, in two thoroly different types of pattern, were the reason for a jolly time. They have the knack via their whimsicalities to stand the show's business on level footing. Bits seen have been used frequently, but their twists make them all worth rewatching.

The *Subway* scene is one of the best belly provokers. Miss Francis takes care of the show's olio with a song and tap dance bit.

Line (15) costumes and dances, di-

rected by Dot Jackman, who herself does a solo tambourine high-kick episode, plus the refreshing scenery and good production by Eddie Ryan, did much to boost the entertainment. It wasn't the dread of seeing those dog-eared drab-looking sets that these eyes have had to witness.

Mimi Reed, control and specialty dancer, again lets out her vivaciousness and versatile ability in the production numbers. Bubble dance is fine. Her work is commendable.

*Jungle Drums* production is colorful, with Miss Leland doing a hot snake-hip-bump workout. Line is best in the military number to *Poet and Peasant* and the X-ray stick bit. Alice Kennedy rates okeh as an appealing, tall, brunet straight woman with a bit of a voice. Tom Bundy's lingual stuff is okeh and does much to make laughter. Milt Bronson has sung better, altho his chores call for warbling the entire show. Murray Leonard, as straight, makes a nice appearance and works well. Entire cast works in scenes and they make favorable impressions. Sidney J. Paine.

## Globe, Atlantic City

(Reviewed Friday Evening, June 25)

Joseph Quittner rings up the curtain on his third season at the Globe Theater on the Boardwalk with an elaborate musical revue under the title of burlesque. An enthusiastic audience was on hand for the opening. Quittner has put together an array of scenes, costumes and acts which outrival anything he has ever done locally, which is plenty.

There is as little nudity as possible, production numbers depending largely on scenery and costumes. Nudes are confined to pose numbers, and brassieres are used in all except one or two cases. Comedy turns to slapstick for the most part.

Heading the comedy lineup is Sam Raynor, and it's Sam's show from start to finish; Al Golden, vastly improved, runs him a close second. Altho a straight, Golden almost steals the show with a comedy turn. Murray Briscoe is a good foil for Raynor, while the principal singing assignment is handled by Leon Leonidoff, who, while having a pleasant voice, needs the mike for best effect.

Boob McManus, burly veteran, comes thru for some good bits, altho the lines could be toned down a bit. The Thompson Sisters, novelty colored act, proved okeh with harmony singing. Carleton and Miller do their vaudevillian turn and were brought back for five curtains at the opening. Allene Dale and June Marshall handle the fem comedy assignments.

Show opens with *Temple of Love* scene done up in great form. Highlight of the first act, however, comes with the *Fountain of Beautiful Girls*, trimmed up in Ziegfeld fashion. Lilyon Law contributes a ballet number, with the chorus lending assistance and proving a line can go classical if necessary.

For the first-act finale the ork is brought on stage and Sam Raynor does an emcee for a cabaret setting, introducing Tom Peluso at the piano, Miss Law doing a solo and Leonidoff giving it vocal background.

Second act opens with *Palace of Charm* and again the staging of Paul Morokoff is shown at its best, while Steve Milles and Golden do a "vampire"

# U-Notes

By UNO

IRVING SELIG, George Murray, Johnny Kane, George Rose, Pinto and Della, Juno, Irene Austin, Nona Martin, Frankie (Red) Moore, Ramona and Lee Marmar started rehearsing last week at the Republic, New York.

IDA ROSE produced and placed a five-girl chorus unit, labeled *Dainty Maids*, at Reilly's Tavern, Coney Island, N. Y. Girls include Mickey O'Day, Frankie Fay, Skippy DuShon, Sissy Flood and Jerrie Kay.

SAM SCHWAB, of the Capitol Theater, Toledo, was a New York visitor recently and left \$300 to the good thru bets on the Louis-Braddock fight.

ROSE LaROSE and Arline Stewart opened at the Follies, Los Angeles, for the Daltons July 11, with a 16-week contract arranged by Donna Davis.

CHARLES LAUK and Dave Levy, managers, and Barney Abrams, treasurer, again the out-front staff this summer at the Globe, Atlantic City.

TANITA, Mexican dancer, formerly of the Palace, Buffalo, stock, is a recent addition at the Nomad Club, Atlantic City, thru a Stanley Woolf booking.

JACQUELINE JOYCE, with her new dance, *Moth and the Flame*, left New York June 27 with a Bill Robbins' unit for the Marti Theater, Havana.

SAM RAYNOR and Murray Briscoe, of the Globe, Atlantic City, with Eddie (Nuts) Kaplan have become partners in a new 200-capacity nitery they call *The Burlesque*. Opens July 1 in the St. Charles Hotel on the Boardwalk, Atlantic City.

BILLY (BUMPS) MACK, comic, is featured at the Capitol, San Francisco, managed by Eddie Sokolak.

JAMES X. FRANCIS and Mary Brown sending out invites to a big celebration of their fifth wedding anniversary July 26 at their home in Lake Hiawatha, New Jersey.

DANNY MORTON, Jack Coyle, Marvin Harmon, Harry Clexx, Stinky and Shorty, Marie Voe, Peggy Hill, Margie France and Sonny Lovett recent principals at the Palace, Buffalo.

BERT CARR, comic, laid up at the Dixie Hotel, New York, with a cut foot.

CHIQUITA CORTEZ and Mary Brennan were placed by Johnny Kane at the Mayfair Club, Boston.

ESTA ALJA and Teddy Underwood joined the Art Lewis show in North Adams, Mass., for the summer after a fortnight's vacash in the White Mountains of Vermont.

LILYON LAW, dancer, with an offer to return to the Republic, New York, also another for Babette's nitery, Atlantic City, finally accepted a prior bid

(See U-NOTES on opposite page)

scene which clicked tops. Eileen Dale is brought in for a song, *Copper-Colored Girl*, with chorus background and show-girl parade, before big comedy scene, *Cafe Metropole*, with Briscoe, Golden, Raynor, Dale and Marshall doing the familiar "I'll pay the check" biz and making it sound new.

Show winds itself up in another big production number, opening right on the tail of McManus' big spot, *The Song Shop*. In the finale Golden introduces the cast and the new members since last season.

Golden is also given credit for staging all comedy scenes. Don Merdith is stage manager and Thomas Peluso musical director. Costumes are by Eva Collins, with drapes by Beaumont. Globe is going in for midnight shows on week-ends. Policy calls for weekly change of bill. This was the first burly ever presented here without a single strip act.

W. H. McMahon.

**PROFESSIONAL CARDS**

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Burlesque Communications should be addressed to Sidney Harris, The Billboard, 1564 Broadway, New York City.

**"Mountain Music"**

(PARAMOUNT)

Time, 73 minutes. Release date, June 18. Directed by Robert Florey. Screen play by John C. Moffitt, Duke Atteberry, Russel Crouse and Charles Lederer, from a story by MacKinlay Kantor. Produced by Benjamin Glazer. Score and lyrics by Sam Coslow. Cast: Bob Burns, Martha Raye, John Howard, Terry Walker, George Hayes, Jan Duggan, Fuzzy Knight, Rufe Davis, Spencer Charters, Ohn Howland, Charles Timbith and others.

Mountain Music is a hillbilly opus redolent of whiskers and feudin', Grand-pappy, lying in the sun, moans "I wanna kill somebody," but comparative peace has descended on the mountaineers. With such a perfect setup for an amazing piece of screen hoke Paramount has completely muffed.

The early promise of the piece descends into trite dialog and plot only occasionally perked up by Martha Raye and Bob Burns. Latter becomes afflicted with amnesia every time he's knocked on the head. Under one such spell he falls in love with Raye, but the cure, a dousing in water, promptly brings Bob back to normal. What foolishness goes on hinges on this situation.

High spot of the business is Rufe Davis, amazing entertainer, who sings and mugs his way thru a prime hillbilly lyric. Raye and Burns deliver their usual material and the rest of the cast, except for their whiskers, are indifferent. Paul Ackerman.

**"Dangerous Holiday"**

(REPUBLIC)

Running time, 56 minutes. Release date, June 7. Screen play by Nicholas Barrows, from a story by Karen deWolf and Barry Shipman. Directed by Nicholas Barrows. Cast: Ra Hould, Hedda Hopper, Guinn Williams, Jack La Rue, Lynn Roberts and others. Reviewed in the projection studio.

A harmless enough amusement for the neighborhood kids and their mamas who think Freddie Bartholomew and Bobbie Breen are cute. Ra Hould, fiddling juve, who scored in *A Doctor's Diary*, plays a Hollywood kid star who gets disgusted with the limelight and runs away for some real fun. Ensues a tangle with gangsters, followed by the inevitable gunshot denouement.

Story is grotesquely anemic and acting is sloppy even for a Class C picture, except for Ra, who does his hackneyed sequences capably and sincerely. Director Barrows has done right nobly by his punk dialog and incompetent cast, making a fairly interesting opiate. Should please masses who like to kill time at double-feature shows. Maurice Zolotow.

**"Last Train From Madrid"**

(PARAMOUNT)

Time, 77 minutes. Release date, June 25, 1937. Screen play by Louis Stevens and Robert Wyler, based on a story by Paul Hervey Fox and Elsie Fox. Directed by James Hogan. Cast: Dorothy Lamour, Lew Ayres, Gilbert Roland, Karen Morley, Lionel Atwill, Helen Mack, Robert Cummings, Olympia Bradna, Anthony Quinn and Lee Bowman. Reviewed at the Criterion, New York.

This picture assembles a series of character studies in an effective cross-section of the refugees seeking to flee the Spanish revolution on this, the last train from Madrid to Valencia. The destinies of these passengers are loosely related, but the fact that they are all war victims striving for release and a normal life holds the picture together. The gigo's niche, for example, indirectly envelops the lives also of a captain, a blood-sworn buddy from a previous Moroccan conflict, a baroness whom both love and an adventurous American who has designs on him. The captain maneuvers the gigo's prison release; the American swindles a pass whereby he can board the last train; then the captain loses his life to guarantee the train's thru passage to safety. Other characters whose lives are dramatized as typical on the eve of the train's departure include a native, military deserter, a newspaper correspondent and an orphaned girl whom he shields.

While the film lays no claim to being an actual account of goings-on in Spain today, it might well be. It's hardly different from the newsreels, and is as objective, making it safe for display in any community with bias toward either the Loyalists or Rebels. Each biography

bears a contributing suspense to the reel. Everything happens in the usually rapid war gait, so that there is never a dull moment. The male line in the cast turns in more rugged performances. All, however, are better than fair. Good management will couple this tragic feature with a swift comedy to square itself with a giddy public. Sylvia Weets.

**"Slim"**

(WARNER)

Time, 83 minutes. Release date, June 12, 1937. Screen play by William Wister Haines. Directed by Ray Enright. Cast: Pat O'Brien, Henry Fonda, Margaret Lindsay, Stuart Erwin, J. Farrell MacDonald, Dick Purcell, Joseph Sawyer, John Littel and others. Reviewed at the Strand, New York.

This tribute to linemen in the electrical construction trades unfolds in vigorous fashion the grooming of an apprentice, thru the journeyman's subordination, to the position of master craftsman. With this production the ranks of uncrowned heroes lose a candidate, for the electricians are lifted from the taken-for-granted class and given recognition for their bits of heroism in the workaday world. Adolescent youths will have here a few more upright idols to worship. Men will find much to admire in the simple, straight-forward delivery of pithy dialog. It's consistently in a he-man vein, yet not too tomboyish to be beyond attraction for the women-folk. There is no namby-pamby, dripping romance. Margaret Lindsay keeps the woman angle to a minimum.

Director Enright deserves a feather in his cap for laying out so smooth and robust a reel within the bounds of the formal crescendo. Pat O'Brien and Henry Fonda steal into the show early and later steal the whole picture. Fonda is Slim, the farmer, with aspirations of becoming as expert a lineman as O'Brien. He starts as ground man or "grunt," surpasses older and more experienced men on the crew and attains his goal on his own merits. With the help of Stumpy, Pop and Red, Slim entertains with his drawl, keen wit and good sportsmanship. His first time up a steel tower and subsequent death-defying but routine work make for tense scenes. He can take good care of himself in a gambling brawl, and heroically sacrifices an easy, married life and loving care for the trade job of lineman. Momentarily, he is a party to a triangle, but, portrayed as a lad of sterner stuff, he is rather inspired to keep on the job when his partner, Red, meets with the fate that befalls the boys on the high-tension wires instead of smirking into the soft lap of the girl he can now have without competition.

Hardness of the characters pictured adds a refreshing touch to film stories. The subject abounds with a universal appeal. Blase city slickers are due for an enlightening surprise. Suburbanites, who have first-hand familiarity with construction crews, will like to see this picture if only to compare notes. Sylvia Weets.

**"Ever Since Eve"**

(WARNER)

Time, 79 minutes. Release date, July 15. Screen play by Laurence Riley, Earl Baldwin, Little Hayward and Jerry Wald from an original story by Gene Baker and Margaret Lee. Directed by Lloyd Bacon. Cast: Marion Davies, Robert Montgomery, Patsy Kelly, Louise Fazenda, Frank McHugh, Allen Jenkins and others. Reviewed at the Radio City Music Hall, New York.

A more than mildly amusing romantic comedy with a six-people battery of funsters that allow no letdown. Story is nothing new, but it does contain many side-splitting novel situations, and portions of the dumb dialog between Patsy Kelly and Allen Jenkins are inspired. Love buildup between the stars is the only disappointing feature, but even that has its redeeming side, or perhaps it was intentionally played down, for it does not detract from the funmaking.

Tho Davies and Montgomery give par performances, it is a toss-up between Kelly and Jenkins as possible pix stealers. (There is a team!), Fazenda and McHugh do all right by their parts and of the others mention is deserved by Marcia Ralston as the stunning the green-eyed love-interest rival. A great big hand is deserved by Director Bacon for a well-distributed well-paced vehicle.

Story deals with a beautiful blond stenographer who cannot keep a job for long because of her good looks and who decides to metamorphose herself

the anti-feminine way for better luck. She finds employment with a publishing house and is assigned as secretary to a young and handsome but otherwise lazy and irresponsible novelist. It is her job to keep him at his writing until his novel is finished on time, and with her remodeled looks it's the only thing he wants to do. Of course, she falls for him and as his secretary she is able to botch up meetings between him and his spit-fire darling of the moment and there ensue several vase-destroying episodes. Complications and twisted identities crop up like Hydra heads when once he visits her home and sees the beautiful creature that she is without her Frankenstein getup. She introduces herself as the roommate of his secretary and friend Allen Jenkins nearly goes berserk trying to keep straight who's who. Doing the decent thing, so that he can finish the book, she later tells him that her beautiful self has gone away. He gives chase, she chases him and so does the girl friend. It all gets quite involved when they all meet, but thru some dexterous quick changes, her homely self nags him until he finishes the book on time. Just about then she trips herself up on identities and the game is ended. George Colson.

**"A Fight to the Finish"**

(COLUMBIA)

Running time, 58 minutes. Release date, June 30. Story and screen play by Harold Shumate. Directed by C. C. Coleman Jr. Cast: Don Terry, Rosalind Keith, George McKay, Ward Bond and others. Reviewed at the Rialto.

Rialto's policy of catering to masculine trade with blood, action and bullets is consistently profitable. *Fight to the Finish* is as effective as any other in the guts class. This time it's a taxi war that has the boys slugging at each other. Indies and the monopoly cab company are trying to corner taxi business of a big city and, as the old novelists used to say, stop at nothing to achieve their ends.

Auto accidents galore, fist fights, break-neck chases and m-u-r-d-e-r keep the customers on the edge of their chairs. Shumate has done a good job with the dialog, keeping it healthy and vernacular and spiked with taxi argot. Director Coleman paces plot along to a speedy clip, aided by brisk acting, which makes this pic a better than the average action film. Guaranteed to satisfy all he-men, especially since romance is soft-pedaled.

Feature was preceded by the Louis-Braddock pictures, which really were tame compared to the cinematic fist-cuffs of Terry and Hawkins. Art, alas, is often more like life than life itself. We have a preconceived notion of what a fight should be, and the movies satisfy our imagination with rapid-fire slugging. The real fight seemed languorous in comparison, with Louis and Braddock carefully prowling around each other and tentatively shoving a fist out. Occasionally, as if by chance, a blow was struck, but no moment in the heavy-weight championship bout was as exciting as the scene in which Don Terry slugs an enemy, who falls and hits his head viciously against an auto bumper, and lies there dead. Maurice Zolotow.

**"Sing and Be Happy"**

(20TH CENTURY-FOX)

Time, 66 minutes. Release date, June 25. Screen play by Ben Markson, Lou Breslow and John Patrick. Music and lyrics by Sidney Clare and Harry Akst. Directed by James T. King. Cast: Tony Martin, Leah Ray, Dixie Dunbar, Helen Westley, Joan Davis, Chick Chandler and others. Reviewed at the Roxy Theater, New York.

Shallow and hackneyed story concerns a girl, Leah Ray, and a boy, Tony Martin, whose pappies are rivals in the ad agency business, with the girl having a natural flair for the work, but the boy is a sort of a playboy with crooner ambitions. He enters the field, however, just so to be near the girl. Of course, they still remain as business competitors and both would give their eye teeth for the account of a big broadcast. Thru some trickery, the account is sold to both houses, but when on the eve of the eventful airing the mistake is found out, the boy very gallantly intentionally ruins his chances of handling the broadcast. Tho he very nearly ruins his dad both financially and mentally, his beau geste wins over the object of his affections and everything is lovely.

A very pale carbon copy of preceding musicals with broadcasting studio back-

ground, it offers very little in the way of comedy, songs or histrionics, tho it must be said that the supporting cast turned in the more noteworthy performances, especially Helen Westley, Chick Chandler and Berton Churchill. Joan Davis is too much the Martha Raye type and Dixie Dunbar had very little to do. Tunes are very ordinary. Direction ditto. George Colson.

**U-NOTES**

(Continued from opposite page) to return to the Globe, Atlantic City, as special added attraction.

MAE BROWN raising Persian cats during her vacash at her home in Lake Hiawatha, N. J.

GEORGE TUTTLE, tenor, now being coached and guided by Ethel Shutta for radio and ork work.

**Smith Succeeds Lees**

MADISON, Wis., June 26.—Joseph F. Smith, former director of student theaters at the University of Illinois and Utah University, has been named associate director of the university theater here, succeeding C. Lowell Lees, who becomes director of the University of Minnesota theater.

**Marcus Quits Quimby**

FORT WAYNE, Ind., June 26.—M. Marcus, affiliated here with Quimby theater interests since 1920, resigned last week as general manager to devote his time exclusively to his five theaters in Indianapolis. No one was named to replace him. Instead, each theater will be individually managed, with Rex Carr at the Emboyd, Earl Kincaide at the Paramount and Joseph R. Williams at the Jefferson. No one was named for the Palace, which reopens in the fall. Marcus came here from the Million-Dollar Grand Theater, Pittsburgh, to manage the Jefferson for Quimby. Before that he was supervisor of the Fox Academy of Music, New York. While here he was a booster for vaude.

**Co-Op Group in Surry**

SURRY, Me., June 26.—The Surry Theater is a new co-operative summer playhouse scheduled to open in August for a four-week season. Shaw's *Candida* is in from August 3-7; Hubert Griffith's adaptation of Paul Valpus's *Youth at the Helm*, August 10-14; Walter Earlan's *The Nuremberg Egg*, August 17-21, and *As You Like It*, August 24-28.

**National TMA Convention Program Nears Completion**

CINCINNATI, June 26.—Altho having only a short time in which to make preparations, the committee in charge announces that the program for the biennial convention of the Theatrical Mutual Associations at the Netherland Plaza Hotel here, July 12-15, is nearing completion. Indications are that this will be one of the best meetings held in recent years. Many progressive ideas are expected to be presented and there will be an election of officers. George Foster, secretary of Cincinnati Lodge No. 33 and first vice-president of the grand lodge, is secretary of the convention committee. Edward Altwater is chairman of the publicity committee.

**"Faustus" a Sellout**

DETROIT, June 26.—Detroit Federal Players opened with Marlowe's *Dr. Faustus* Wednesday at the People's Theater. Tieups with various labor organizations helped to build several complete sellout nights.

**Lake Lansing Vaude Spot**

DETROIT, June 26.—Mayfair Club, swank spot operated by Harry Berger at Lake Lansing, near here, has gone into a full-week vaude policy. Five and six acts bills are being used, with a weekly change, thru the Kay Davison office here.

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# 35 New B'way Shows, Maybe

Plenty of promises and tryouts—22 of total to be musicals, if \$\$\$ show up

NEW YORK, June 26.—With about a dozen plays still on the Broadway boards, the advance announcements for next season's productions already list in excess of 35. Some will fade, others will reach production and the list will be added to as the summer advances. Of those talked about so far, however, at last 22 will be musicals, if producers can dig up the dough.

The advance crop forecast includes *Virginia, Friday at Four, My Dear Public, Yippee* (another one), *Stick to Your Knitting, Jean, Please Do Not Disturb, Seven Eleven, The Devil's Moon, Muntions King, Blow Ye Winds, Casey Jones, Theater, Royal Highness, Left Goes Right, They Won't Forget, Lunatic From Boston, Yoo-Hoo Everybody, The Big Fellow, Medal Man, The Ivory Fan, Honey Child, The Greatest Show on Earth, Paganini, Greek to You, Tina, Calling All Men, Right This Way, Some Like It Hot, All Off, My Dear Public, Broadway on Parade, The Two Bouquets, Great Lady* and others as yet untitled and nebulous.

Listing for July includes *Thumbs West*, a musical; *Censored, Rhyme Without Reason* and *Live Again*.

## Washington ATS See Big Season

WASHINGTON, June 26.—Subscription tickets for Theater Guild plays and selections of the American Theater Society of Washington are establishing a sales record, according to Beas Davis Schreiner, local manager for ATS. She reports that sales are almost double those at this time last year. Tentative plans for the next season call for the opening of *Madame Bovary*, the Lunts, and Maurice Evans' *Richard II*.

In keeping with this promised prosperity for the National Theater, new seats are being installed along with new carpeting.

Edmund Plohn, National manager, is conducting negotiations to sign a musical director for the theater.

## Sillman Joins Murphy Film Co.

NEW YORK, June 26.—Leonard Sillman, legit producer, who recently joined Dudley Murphy's newly organized Associated Artists as associate producer and director, will start looking for talent immediately. Company is going ahead with plans for Leslie Howard and E. G. Robinson pictures scheduled for fall production, and efforts are being made to unearth talent and material for an immediate production featuring Nancy Carroll and Adolphe Menjou.

Recent additions to the directorial board of Associated Artists are Willard S. McKay, vice-president and general counsel of Universal Films, and J. Meyer Schline, president of the Schline Enterprises. Company is organized on a profit-sharing basis.

## Bev Nichols New Revue Only Fair

LONDON, June 21.—Tried out in the sticks at the Opera House in Blackpool, *Floodlight*, Beverly Nichols' new revue featuring Frances Day, American actress, and John Mills, proves to be only fair entertainment. Calls for pruning and sundry alterations before its scheduled opening here at the Saville Theater.

Most of the humor is satire on present-day conditions and there seems too much in the way of political and economical references to suit the average playgoer.

Good performances are turned in by John Mills, a fine juvenile, and Frances Day, *Hermoine Baddeley* and *Lyle Evans*. B. R.

# From Out Front

By EUGENE BURR

It's no news by this time that the proposed amendment to the Equity constitution, providing for a secret ballot, lost out in referendum. The measure was warmly advocated by Equity insurgents, and just as warmly opposed by the administration. The insurgents claimed, reasonably enough, that a secret ballot would result in greater democracy in the conduct of the association's affairs. The administration claimed, with more heat than so abstract a question would seem to warrant, that the passage of the amendment could effectually stop all action in the association since, if it were literally interpreted, even a motion to adjourn would have to be submitted to a secret vote. It seemed to me when the administration's claims first appeared—and it still seems to me—that if the administration were at all interested in having greater democracy in the association, it could have submitted a compromise amendment doing away with the difficulty.

Of course, the administration did submit a substitute suggestion—but it was hardly a compromise. It would have limited secrecy of balloting simply to the election of officers. That wasn't what the insurgents meant by a more democratic regime.

The amendment secured a majority vote when it came up at the annual meeting, but it failed to secure the necessary two-thirds. It was therefore submitted to a referendum, the precise results of which have not been publicized. In any case, it seems safe to suggest that it was beaten by West Coast votes wielded by picture players pretty far away from the problems of the average actor, problems which presently so sorely beset the rank and file membership of Equity.

The secret ballot amendment will probably come up again. It is pretty hard for me to understand why the administration of any organization should object to unsupervised voting on the part of the association's members.

The current issue of *Equity Magazine* contains a brief article by Miss Florence Robinson, an able young actress who, during the Theater Convention (remember?) suggested that producers find some way of giving free seats to actors and actresses. Miss Robinson reiterates her plea in the magazine. It is all very nice—but handing out free theater tickets to anyone, even to members of the profession, is a practice I have wholeheartedly condemned and fought against ever since those dim dead days when I was a press agent and company manager.

Miss Robinson speaks movingly of the plight of young actors, unable to practice their profession because of the setup of Broadway, unable even to learn by watching more fortunate practitioners. It is a plight that singularly fails to move me. With more vigor than kindness, I'd suggest that those young actors get out of the theater as quickly as ever they may. Perhaps they have something to offer—the chances are against it. But whether they have or not, they are trying to enter an unkind and heartbreakingly overcrowded field, without even enough equipment to guarantee them a spectator's seat. If they left the theater in large numbers, both they and the theater would be better off.

The plea for free theater seats leaves me cold because, it is my quaint contention, in no other business or profession would a similar plea be tolerated for an instant. Butchers aren't asked to hand out free meat to indigent butchers.

Miss Robinson makes the point that often, when a house is being papered, free seats are given to laymen. That is true. But in all cases, the free seats are for out-and-out flops—and in no such case, I am certain, would an actor be refused admission. But the actors, you see, want to see the hits. Miss Robinson suggests that even at hits a certain section should be reserved for them. I don't think so.

Should publishers send free overstock books to all hopeful young writers who happen to ask for them? Should publishers—and this is more to the point—send free copies of best-sellers to all hopeful young writers who happen to ask for them? It's precisely the same thing as asking managers to give free seats to the young hopefuls who insist they belong in the profession.

Also in *Equity Magazine*, Miss Stella Reynolds takes Miss Theresa Helburn to task for the latter's convention speech which included a reference to the "failure" of Miss Eva LeGallienne's repertory company. Miss Reynolds is, of course, perfectly right—but she is fighting an attitude that can't be dislodged from the minds of present-day producers. Miss Helburn, who is happily heading a film scheme to break the Dramatists' Guild by enticing young playwrights to sign scab contracts, perfectly illustrates the supine attitude of Broadway producers who confuse monetary failure with "failure" in the true sense. If a thing loses money, ipso facto it is a failure—and who cares about whatever dramatic art may have soared to glorious success thereby? It is an attitude shared (and even finely exemplified) by that Theater Guild that was the apple of Miss Helburn's eye before she discovered the more lucrative art-pursuits of Hollywood.

One more reference to *Equity Magazine* and we're finished. Last month Miss Peggy Wood, an excellent actress, proved that her place is on the stage by attacking the Equity insurgent group thru a foolish, overdrawn, unfair and nastily ridiculous innuendo that indicated the insurgents were simply disappointed jobseekers. It was a tasteless and disgusting asininity.

This month Mr. Phillip Loeb, council member and insurgent leader, answers her in an article so amusing that I can't resist the temptation to quote it. Giving Miss Wood's effusion precisely what it deserves (namely contempt) Mr. Loeb states his stand. I haven't room enough to run his entire article—which is a cogent and intelligent argument—but at least I can quote a part:

"Following the March meeting of the Association, where Council's and Miss Peggy Wood's stand against the secret ballot was repudiated by the members, Miss Wood wrote an article in the last number of this magazine. Her conclusion, reached by an extraordinary series of premises, was that the secret ballot was proposed because somebody wanted Paul Dullzell's job, and she reduced the whole progressive movement in Equity—a movement which probably comprises a majority of the actors who really live and struggle in the legitimate theater—to an egocentric drive for power or a sordid seeking after paid posts.

"Her main arguments, as I see them, are:  
 "(1). She is the mother of a nine-year-old boy.  
 "(2). She is a psychiatrist who knows a hawk from a handaw.  
 "(3). Her folks fought to make this country free and keep it a union.  
 "(4). People who believe in democracy and say so are demagogues and flag-wavers with mean ulterior motives.

"Edward Everett Hale and I, by innuendo at least, were the recipients of Miss Wood's orchids. Now, unfortunately, I can't boast of any distinguished old American ancestors. Mine came here because they wanted to enjoy American democracy, and it wasn't very long ago. But Eddie had one, Nathan by name, a flagwaver who said he regretted that he had only one life to give for his country, and this spellbinder had the bad taste to make good his words the minute after he said them. And there was another of Eddie's forebears who presided at the famous Gettysburg meeting where a rabble-rouser named Lincoln uttered those revolting words about 'government of the people, for the people, and by the people.' History punished him by never letting him have Paul Dullzell's job.

"My only contribution is that I am the father of a 12-year-old boy.  
 "Miss Wood is obviously puzzled as to why the progressive movement in Equity is not tired of its leaders. She does not realize that the movement derives its strength from the needs of working actors who are face to face with economic stress. The vitality and growth of the Progressive Equity in the last three years has been due to the help which actors have had from the measures that this movement has fostered."

## BROADWAY RUNS

Performances to June 26, inclusive.

Dramatic	Opened	Perf.
Able's Irish Rose (revival)		
(Little) .....	May	12... 54
Brother Rat (Biltmore) .....	Dec.	16... 226
Excursion (Vanderbilt) .....	Apr.	0... 01
Having Wonderful Time (Lyceum) .....	Feb.	10... 147
Room Service (Cort) .....	May	10... 46
Tobacco Road (Forrest) .....	Dec.	14... 164
Tovarich (Plymouth) .....	Oct.	15... 287
You Can't Take It With You (Booth) .....	Dec.	14... 227
Women, The (Barnum) .....	Dec.	26... 212
Yes, My Darling Daughter (Playhouse) .....	Feb.	0... 157

## Musical Comedy

Babes In Arms (Shubert) .....	Apr.	14... 86
Show Is On, The (Winter Garden) .....	Dec.	25... 212

## Chorus Equity Notes

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

One new member joined Chorus Equity last week.

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

We have already listed mail in this column from A to G, inclusive. If you did not see this list write to the office and ask if we have mail for you.

We are holding mail for Jay Hunter, Eunice Holmes, Inga Hill, Stanley Howard, Dionis Little, Renee Lisle, Le Roy MacLean, Jean Matus, Elenor McManus, Mary Moore, Margo Merrill, R. Mclellan, Robert Milliken, Buddy Niles, Frances Norton, Jerry O'Roake, Emmett O'Brien, Gloria Pierre, Jack Ross, Erminie Randolph, Carolyn Russe, Sunny Reddy, Marie Russel, Phil Shaw, Jean Stuart, L. D. Simmons, Helen Sada, Sally Sayre, Vernon Tanner, Eileen Thompson, Evelyn Witt, Frances Wade, Jean Woods, Jean Yoder and John Zak.

All members of Chorus Equity working on the Federal Theater Project and who receive pink slips should report at Chorus Equity headquarters immediately.

Chorus Equity, in conjunction with all other theatrical unions affiliated with the American Federation of Labor, is making every possible effort for the protection of its members. As the picture changes from day to day, it is impossible to give the membership any definite information other than to assure them that in the present emergency the problem of our members on the project is receiving preferred attention.

A number of Chorus Equity members working on the project have stated that they did not take advantage of the concession granted by the council for the benefit of WPA members two years or more in arrears for dues because they did not know about it and were not personally notified. It was impossible to notify them personally; first, because they had not notified us that they were so employed; second, because they did not have addresses on file in the office. All members for whom we had addresses and all members that we knew were working on this project were notified. Further, there was a notice in the *Equity Magazine*. It is true that members in bad standing do not get the *Equity Magazine* and further true that we can't send the magazine to persons for whom we have no addresses, but the notice was carried several times in *The Billboard*. It is well for our members who have lost touch with the association to watch this column, since it is our only means of reaching persons for whom we do not have an address.

DOROTHY BRYANT,  
Executive Secretary.

## Guitry-Straus Play Set

STOCKBRIDGE, Mass., June 26.—Berkshire Playhouse has installed an orchestra pit for the first performances in America of Sacha Guitry-Oscar Straus' musical play *Mariette*, staged by William Miles and starring Helen Ford. Opens Monday.

# Bryant Resigns As Chorus Secy.

**After 18 years—Gillmore blames agitators—no successor as yet**

NEW YORK, June 26.—Determination of Mrs. Dorothy Bryant to resign her post as executive secretary of Chorus Equity, affiliate of Actors' Equity Association, is regarded by Frank Gillmore, AEA president, as an indictment against "agitators" in AEA. Saying Mrs. Bryant was "almost impossible to replace," Gillmore added that she had helped build up the organization during her 18 years with Chorus Equity.

Mrs. Bryant's resignation is known to have been caused by her annoyance over the political bickerings within the AEA. Of late these had reached tremendous proportions, culminating the last election.

Council of AEA has not accepted Mrs. Bryant's resignation, but this is not regarded, even in Equity, as likely to prevent her from carrying out her announced resolution.

Previous to her Equity affiliation Mrs. Bryant had done newspaper work with *The Baltimore Sun* and *The New York American*. It is considered likely that she will return to journalism.

Mrs. Bryant had been a dramatic actress and comes from a theatrical family. Altho she became executive secretary of Chorus Equity temporarily, this stretched into a permanent job that lasted 18 years.

# New England Barns List New Plays

BOSTON, June 26.—Approximately a dozen new plays are scheduled for inauguration in the cowbarn lot from Maine to Cape Cod.

Mary Young will present three world premieres at the Mary Young Theater, Centerville, Cape Cod, and will more or less start the summer theater season when on July 2 J. M. Morris' *All's Fair* hits the boards with Dorothy Stone and Charles Collins. Following will be the late Carlisle Moore's play, *Stop Light*, with the author's son playing the lead, male role opposite Jane Barnes. Edgar Selwyn's *Prejudice* will also have young Moore and Barnes in the leads.

Other summer theaters will have a good amount of revivals on hand, with Shakespeare sure of a lot of billing. One house opened prematurely on Memorial Day. But the other twosome houses won't open season till the first of July.

The season of from 6 to 15 weeks is expected to round up a record figure of over 525,000 customers, with a total gate of 100 grand. The seashore resorts have the higher percentage of summer theaters, with the hinterland going well into Connecticut, Massachusetts, Vermont and New Hampshire. Lakewood Players at Skowhegan, Me., have the longest season, from June 1 to the end of September.

A shortage of new and good talent is reported.

# Equity Lines Up Job Statistics

NEW YORK, June 26.—In accordance with the plan of a committee representing theatrical unions to protest the WPA Federal Theater cuts announced for July 15, Alfred Harding, editor of *Equity Magazine*, is compiling statistics showing the plight of legit actors before and after the depression.

Dave Freed, of the executive board of Local 802, American Federation of Musicians, is handling the details of the statistical survey being made by the various unions. As soon as completed the material will be presented to Harry Hopkins, WPA chief in Washington, in an effort to stop the July 15 edict.

# Leventhal Shows Put Off

PROVIDENCE, June 26.—Opening of the season of Jules Leventhal legit attractions at the Empire Theater here has been put off to July 5. *First Lady* will be first of the 81-top shows.

# Summer Theater News

Eleventh subscription season of the Newport Casino Theater opens July 13, with eight plays being scheduled for a like number of weeks. Opening shot will be *Sweet Sorrows*, new English comedy, with Doris Dalton and Leslie Barrie. Subsequent plays will include *Retreat From Folly*, *The Secret Heart*, *The Vinegar Tree*, *Autumn Crocus*, *The Inconstant Moon*, *As Husbands Go* and *The Dramatist*.

From the Westchester Playhouse, Mt. Kisco, N. Y., comes word that Margaret Anglin has already begun rehearsals for the American premiere of *Retreat From Folly*. Messrs. Day Tuttle and Richard Skinner will also do the piece at the Country Playhouse, Westport, Conn. Supporting cast will include McKay Morris, Stiano Braggiotti, Valerie Cossart, Edmonia Nolley and others.

Pasadena Community Playhouse's *The Story of the Great Southwest*, presenting such characters as Montezuma, Cortez and others, will wind up August 14, having begun June 28. The company is really going to town on the production, the staging calling for thatched houses, mining camp saloons and the like. *Libel* completed its run at Pasadena last week.

Outdoor theater at Jones Beach, New York, will have a monster shelter for the protection of patrons attending the Fortune Gallo presentations. Entire layout has been improved at considerable expense.

Leonard Sillman's production of *Calling All Men*, with Catharine Doucet and Imogene Coca, is definitely slated for a July 5 opening at Raymond Moore's Playhouse, Dennis, Mass. Doris Nolan and Philip Huston will appear in three one-acters by Noel Coward at the Cape Playhouse week of July 19.

*One Long Night*, new mystery play by Fred Jackson, will be tried out at Robert Porterfield's Barter Theater, Abingdon, Va., July 1-3. Staged by William Morwood, cast will be headed by Nell Harrison and Paul Yost.

*Death Takes a Holiday* is scheduled to follow *Her Private Affair*, which opened for one week last Monday at Lake Whalom, Fitchburg, Mass., under auspices of the Guy Palmerton Players.

County Theater, Suffern, N. Y., opened its sixth season last week with *Let Us Be Gay*, featuring Nondas Metcalfe and Donald Cook.

Richard Aldrich has engaged Dennis King to play Dr. Rank in the Jed Harris production of *A Doll's House* in Central City, Colo. Piece is starring Ruth Gordon, and cast will include Walter Slezak.

Berkshire Playhouse at Stockbridge, Mass., during its opening week of June 28 is presenting the American premiere of Helen Ford in *Mariette*. Play is by Sacha Gulytr, with music by Oscar Straus. Musicians and actors total 35.

Peterborough Players, Sterns Farm, Peterborough, N. H., opens its fifth season with a revival of Ferenc Molnar's *The Guardsman* June 29 for five nights. Richard Gaines is stage director and Edith Bond Stearns managing director. Cast includes Ardis Ankerson and Richard Gaines, supported by Mary Harris, Robert Haig, Ann Leslie, James Harker, Larney Goodkind. Revivals will be presented every other week, including *Candida*, *Hotel Universe*, *The Kingdom of God* and *She Stoops To Conquer*.

# Scenic Artists Re-Elect

NEW YORK, June 26.—Walter Percival was re-elected president of United Scenic Artists' Union, Local 829. Voting by mail, artists chose George Williams, vice-president; George Everett, treasurer; Charles Roman, financial secretary; Joseph Tulano, recording secretary; Ward McLean, trustee, and Fred Marshall, business representative. All ran on the "regular" ticket. Marshall and Percival will serve as delegates to any convention of which union is a part.

# Stage Relief's 200-G Fund

**Collected it in 5 years—aid for legitters in distress—\$26,000 this season**

NEW YORK, June 26.—Stage Relief Fund, now at the end of its fifth season, has received a total of \$200,000 from 110 benefit performances. Last season's figures were 17 benefits accounting for a total of \$26,000. Of this sum, \$8,000 remains to tide the activities of the Fund over to October. This will mean an apportionment of \$400 a week, excluding occasional donations.

Stage Relief comes to the assistance of several thousand men and women a year, including managers, producers, press agents and others connected with the legitimate theater.

Of the 17 benefit performances of Broadway plays sponsored last season, 14 were given Sunday nights, two were Friday matinees and one was a midnight performance.

Relief's executive committee includes John Golden, Brock Pemberton, Rachel Crothers, Antoinette Perry, Jane Gowl, Sam H. Harris, Marc Connelly and Minnie Dupree. Miss Crothers and Golden founded the Fund in 1932.

# Wardrobe Union Elects

NEW YORK, June 26.—Kate Jones and Maud Simmons were re-elected president and vice-president, respectively, of the Theatrical Wardrobe Attendants' Union Sunday. New recording secretary and treasurer is Jack Hood, and D. Keating Nimmo was re-elected financial secretary and business agent. Trustees are Idabel Hall Early, chairman, and Mabel Richards and Nellie McNamee. Margaret Lane was named sergeant at arms.

# "Great Romancer" a Hit

LONDON, June 26.—Based on the life of Alexandre Dumas, *The Great Romancer*, a romantic comedy in three acts by Jules Eckert Goodman, was presented by Howard Wyndham and Bronson Albery at the New Theater here this week. Play moves fast and is amusing thruout. Seems set for a run. Robert Morley, as Dumas, gives a terrific performance.

# Open-Air Show Clicks

LONDON, June 21.—London Open-Air Theater movement opened its season in Regent's Park this week. Initial production, presented and sponsored by Sydney Carroll, is Shakespeare's *Merry Wives of Windsor*, starring Irene and Violet Vanbrugh. Give scintillating performances as the wives. Capable support is given by Roy Byford, a natural Falstaff.

Only doubtful factor to mar a good production is the uncertainty of the English weather.

# New Philly Group

PHILADELPHIA, June 26.—The Fire-side Group, composed of players from various Philadelphia little theater groups, has decided to create a permanent group to be known as the Duse Players. Frank C. Massey was chosen to direct the plays. The Buck Hill Players, at Buck Hill Falls, Pa., under direction of Cornelia Stabler Gilliam, have selected Philip Barry's *Spring Dance* to open the summer season July 9.

# Miller's First September 27

NEW YORK, June 26.—First Gilbert Miller production of next season will be *French Without Tears*, skeddod for Henry Miller's Theater September 27. Now being done at the Criterion Theater, London. Play is by Terence Rattigan.

# Just Boys

NEW YORK, June 26.—Maybe it's the heat, but George M. Cohan and Sam H. Harris are not worrying about the Spanish War at all. They have consented to captain the respective teams of actors and managers participating in the tug-of-war tournament at the Lambs' Annual Washing, to take place on the Percy Williams Estate, East Islip, July 11.

Irving Berlin and Gene Buck will officiate in similar capacities for the teams of composers and authors, and Governor Harold G. Hoffman of New Jersey and former New York mayor, James J. Walker, will direct the efforts of the Lambs and Lambkins. Former Shepherd A. O. Brown will referee the spoon and egg 50-yard dash participated in by David Warfield, Jimmy Powers, Edwin Milton Royle, Frank Belcher and Oswald Yorke.

# Stowe Plans Co-Op Shakespearean Tour

NEW YORK, June 26.—A co-operative Shakespearean company to play in small towns at popular prices is being organized by Charles Stowe, Shakespearean actor. Plans three-night stands, changing the play each night.

Stowe believes small towns will welcome the idea and feels that the pop prices will get plenty of business.

# Chicago's Lean Summer; 1 Comm'l; 2 WPA Shows

CHICAGO, June 26.—Three shows, two of them WPA productions, are carded on the local legit menu for the remainder of the summer. Additional activity is not expected to get under way until late in August, when several shows are promised.

Currently on the boards are *You Can't Take It With You*, which goes into its 21st week at the Harris, a record run for this season; *The Lonely Man*, at the Blackstone, and *O Say Can You Sing*, at the Great Northern, both Federal Theater endeavors.

# Buy 2 European Plays

NEW YORK, June 26.—Twentieth Century-Fox has purchased two European plays, George Fraser's *Joe and Josette* and G. Savattini and G. Mondaini's *Id Gine a Million*. Sam Hellman is adapting *Joe and Josette*, which will star Simone Simon as soon as she finishes work on *Suez*.

# Jack Whiting for Films

NEW YORK, June 26.—Gaumont-British has signed Jack Whiting to appear opposite Jessie Matthews as her dance partner in the production slated to follow *Gangway*, now complete. Whiting is expected to sail for England within two weeks.

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FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

# Thru Sugar's Domino



JEAN HARLOW'S untimely death—at a time when she could well be said to have reached the ultimate in earning power and box-office magnetism—gave the fans something to grieve over and the show business many things to think about. The film industry is so huge, there are so many millions of dollars tied up in its various angles that the stars, who are to be regarded as the keystone of the industry, are not humans but machines turning out the more important ingredients of the dish served at box offices. A star is a piece of valuable property; considerably more fragile than real property and hardly as permanent in life or value. When Hollywood takes stock of its assets the inventory cannot possibly be complete without the inclusion of star material. The film makers realize this or they would not have built up with the expenditure of so many millions the star system and the glamour and all the other fiction that surrounds every breath taken by a star.

Death is inevitable. It takes some of us in the bloom of youth and others long after the Biblical span of threescore and ten. While the film business regarded Miss Harlow as a valuable piece of property, she was nevertheless as human as any of us who suffer from mortal ailments and enjoy the sweeter dishes handed out by the gods. Miss Harlow's rather sudden and tragic death is not precisely the issue in our consideration of the shortsightedness of Hollywood film studios. But the unfortunate occurrence points the way to a discussion that might have its beneficial effects on the living.

Not long ago one of our Hollywood friends was engaged in a conversation with one of the talkie tycoons. The subject came up of insurance on stars. Our friend suggested that inasmuch as stars are valuable assets it would seem to be a good idea for the leading studios to arrange for physical examinations at regular intervals, sudden breakdowns being quiet prevalent at the time. The talkie mogul admitted that the idea is an excellent one and stated that he would lead the movement to have something done about it. Needless to state, the matter ended there and our friend forgot about it, too, until the Harlow tragedy occurred.

When Hollywood was still trying to get over the shock of Miss Harlow's death our friend (you will notice that this boy gets around an awful lot) discussed the general matter again, this time with one of the film capital's most eminent medics. It was this emcee's opinion that had Miss Harlow undergone examinations at stated intervals in all probability she would not have had the sudden breakdown and its regrettable consequence. Gall bladder ailments do not occur overnight. One who is constantly watched by capable physicians rarely if ever bows off so suddenly from this malady.

The physician also revealed a most interesting and rather shocking condition. It has been his experience to be called in by leading studios for consultations on the conditions of ailing picture stars. He has found that the general attitude of the studios has been grave concern over immediate results so as to enable the completion of a film or the carrying out of a contract. Beyond that Hollywood's moguls have as much concern for the physical well-being of a star as the average *Billboard* reader is expected to have for the price of hops in Jugo-Slavia. This disciple of Hippocrates has found, to carry the point further, that studio executives are inclined to minimize the seriousness of whatever ailment from which a star might be suffering because their shortsightedness dictates that proper attention to it might delay production, entail exorbitant costs and affect their pocketbooks in other ways.

We hardly expect to receive encouragement for an attitude of sentiment towards this matter. One might as well expect human kindness to exude from the heart of a Nazi executioner. The really important point is that Hollywood's lack of heart is closely linked with its lack of foresight. Hollywood is apparently as childish in its supervision of the welfare of stars as it is narrow-minded in its lack of sympathy with attempts to restore and sustain the living stage. And it might be well at this juncture to warn those who expect to get somewhere some day in restoring "flesh" to theaters that they are barking up the wrong tree if they are using appeal to human sentiment as their basic argument. Hollywood says it wants facts, but even facts are meaningless unless they are driven into the skulls of the tin gods with sledge hammers.

+

A FEW weeks ago we analyzed the burlesque situation. One of the letters this comment drew was from an old, and therefore indulgent, reader of this column. We reproduce below the meat of his interesting epistle:

*I read your comment on burlesque and the blue noses with deep interest. While I hold no brief for either side, it is my firm conviction that no one but the burlesquers themselves are to blame for the drastic action taken.*

*Double entendre has been present for years, from the top-flight Broadway production to the lowly tab. No one paid much attention even if they paid top prices to listen. The reason, of course, was that it was handled by artists. It isn't so much that the present crop of performers are inferior and can't handle the material as the fact that double entendre has been replaced by single entendre which, in plain English, is unadulterated filth.*

*This is not a biased opinion or a view thru jaundiced glasses. The Lord knows that after about 30 years in the business from bottom to top, on both sides of the water and "down under" I should be fairly well seasoned. But the shows I've seen needed closing months ago. My partner and I worked as an added attraction in four burlesque houses in four different cities and when I say the material used made us hang our heads in shame I mean just that.*

*However, times are changing rapidly, so maybe I'm out of step and really don't belong any more. But in spite of the "Age of Youth" and the so-called necessary dirt I'm getting along nicely, eating three a day with dessert, which proves that talent counts a little. Or does it?*

# The Broadway Beat

By GEORGE SPELVIN

LENNIE GRANT, assistant manager of the Palace, nabbed a kid sneaker-inner last week who was found to be a ball jumper from Perth Amboy. Last time Grant got into a skirmish with criminals was in Flushing when he was on the receiving end of a bullet. . . . Hazel Flynn, the Music Hall's p. a., is very much anti-Pennsylvania since she got nicked for a \$12.50 fine in the town of Millintown. . . . Jean Hale provides enlightening background on the song, *Wally Wally Woo*, recently introduced by Singing Sam and which the British network banned as relating to Eddie's Wally. Jean claims it's an old Indian love song, *Walla Walla Woo*, published in 1837 by Haley & Stor, and, going back further, that it's an old Irish battle song, *Wally Wally Woo*. . . . Ruth Aarons, ping-ponger at the Rainbow Room, uses two gross of balls a week, in case you're interested. . . . Police Commissioner Valentine, as a result of a complaint from Mayor LaGuardia, is starting anew on correcting traffic conditions and chasing peddlers, beggars and street musicians in the Times Square area.

Time mag in a recent article referred to legit as "meat shows," which brought a protest from a Times Square lawyer, who feels that maybe they arrived at that term from the words "ham" and "turkey." More likely, tho, they picked it up from Westbrook Pegler, who used the term in his articles on burlesque. . . . Frank Melford, a Bronx boy now a Hollywood production manager, is in town arranging to take his family to the Coast with him. . . . Leda Arlen, who doubled for Jean Harlow in the unfinished film, *Saratoga*, is to be screen tested by MGM. . . . *Musical Courier* has switched from monthly to bi-monthly. . . . Ned Wayburn, in his school's house organ, gives himself a blurb on how he was elected delegate to the American Theater Council convention because of his lifelong connection with the theater.

Belle Baker was visited at the Pearl River Milk Farm by one of the Spelvin clan. The scribe witnessed a miracle of weight reduction in Miss Baker, achieved by the manager of the farm, Mona Leea. Incidentally, Miss Leea is a deadringer for Roumania's Queen Marie as she looked on her highly touted visit to the States some years ago. The slenderizing expert dresses in a style that accentuates the resemblance and it looks like there will be movie work forthcoming on this account. . . . Fred LeQuorne has called off his vacation trip to France, staying here to supervise his second annual teacher's course. . . . Pierre de Rohan, editor of *The Federal Theater Magazine*, announces that he will carry on with the mag as a private enterprise after receiving orders for suspension from WPA headquarters. . . . Dave Rubinoff was Jimmy Petrillo's guest at the Braddock-Louis fight in Chicago last week. . . . All dummies used by ventriloquists have not been male gendered. Vox and Waiters, of vaudeville (remember?), used a Charlotte McCarthy for years.

Spelvin's labor expert reveals that Press Agent Bud Van Hooton has rented 16 sound trucks to the CIO for demonstrations and parades. Also that since the theatrical unions had their office help sign up with the BS&AU union the clerical gals and boys are much embarrassed, because their union has gone over to the CIO, while the bosses are AFL. . . . Red Skelton religiously sends thank-you notes to favorable reviewers of his act. . . . Lela Moore, who loves herself (only in stage performing), is the possessor of a poech which causes her no little concern, not to mention embarrassment. Seems that Butch has dutifully watched its mistress going thru her act so often that it has become a problem child. . . . First that *The American* staff knew of the sheet's folding was two weeks before it happened. A *World-Telegram* legman asked the *American's* city editor, Bill Ryan, about it, and the shock almost floored Ryan. . . . Running sign atop the Capitol Theater for the Marx Brothers ptx, *A Day at the Races*, purposely carried the phrase "world's prettiest girls" upside down. Telephone calls poured in about it and the operator replied invariably, "I guess Harpo must have ordered the girls that way."

# Chicago Chat

By NAT GREEN

CLOUDS over Chicago: Rain clouds, which have been playing hob with indoor as well as outdoor show biz, and still show little sign of abating. . . . The union cloud, which has both musicians and theater ops greeving as to just what the final outcome will be. . . . Joe Louis, the new heavyweight champ—a cloud with a silver lining, as the theaters expect to reap some shekels from the showing of the fight pictures. . . . The poor picture cloud, which is and has been costing the picture houses plenty of grief, aggravated by the double feature. . . . The act shortage cloud, which doubtless could be dissipated by giving the acts a better break in salaries and working conditions but probably won't be until forced.

SUNSHINE over Chicago: The growing demand for acts of merit, which should result in the development of much new talent and improvement of old. . . . The increase in activities among radio stations looking to many new air shows in the fall, which may give Chicago a considerably better break than it has been receiving. . . . The growth of interest in legit as indicated by the tremendous Guild shows' advance sales, which have topped any previous year. . . . Recognition of Chicago as a band-booking center, which has resulted in the growth of a healthy competition that should be an excellent stimulant to business. . . . Indications that the fall season will bring much greater activity in vaude and night club fields.

Charlie Niggemeyer, of the State-Lake, celebrates a birthday July 14. . . . Ruth Betz (Weber), formerly with the CBS publicity department here and in New York, came in with her hubby for the NAB convention and ran down-State to visit the old home town near Watseka. . . . Harvey C. Buchanan, theater owner of Superior, Wis., and member of the Wisconsin State Boxing Commission, down to take in the Louis-Braddock battle, hobnobbing with his old friend H. W. McCall. . . . Hart, Schaffner & Marx have made a tieup with the name of Henry Fonda for their fall promotion campaign. . . . Announcements will state that Fonda will wear one of their new models in his new Walter Wanger picture to be released in September. . . . College Inn patrons have taken quite a shine to Raul and Eva Reyes' version of the rumba, which they call the Son. . . . W. K. Greenbaum, formerly with the Roosevelt excursion steamer, now vice-president of Long Beach resort at Michigan City, where he is putting on many novel features to attract trade. . . . Chicago will again give its citizens free band concerts in Grant Park from July 1 to September 6. . . . Bunny Bryan, local theater manager, back from a fishing trip in the North Woods. . . . In August he will accompany Capt. John D. Craig on an expedition to attempt to raise the Lusitania. . . . *Bismarck Monthly* souvenir edition, just out, carries an interesting history of the historic hostelry, together with photos of its personnel and outstanding features. . . . A particularly interesting photo is that of Peter Schiller, Bismarck's chief wine steward, a picturesque character well known to sundogs. . . . Bill Padgett was largely responsible for the issue, which gives evidence of much painstaking research and careful planning.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**BOB KING**, mentalist, is being held over indefinitely at the To Jo Farms, swanky east side Detroit spot, following a three-week run at the Club Powatan, Detroit, both booked thru the Sally Fields office. He combines his mental work with a ventriloquial routine.

**HOWARD BROOKS**, the "magical chatterer," is making his first appearance in Europe at the May Fair Hotel, London.

**MYSTIC PLATO AND COMPANY** have moved their magical feats to the Anchorage Inn, Philadelphia night spot, for the summer.

**BENEVOL** has acquired a large tent in which he will present his illusions at the street fairs in France.

**MAX REYWILLS** and Company, illusionists, are at the Casino de Canastel in Oran, Algeria.

**YOUNGSTOWN, O.**, Magic Club had one of the largest delegations at the recent convention of the International Brotherhood of Magicians in High Point, N. C. In the party were Everett Duncan, Mr. and Mrs. Arthur J. Bush, Charles Findling, Mrs. Everett Findling, Charles A. Leedy, Don Lea, Mr. and Mrs. Nevin Hoefert, Mr. and Mrs. Harold Hahn, Orville Wilson and Al McGuirk. Charles Findling, with two assistants, presented *A Fantasy in Silk* on one of the programs, and Charles A. Leedy was master of ceremonies for one of the evening shows.

**BILL SALISBURY**, Windy City magic enthusiast, accompanied by Mrs. Salisbury, passed thru Cincinnati last Saturday, en route to Chicago from Atlantic City, where they attended the recent American Association of Railroads. Salisbury attended as a representative of the American Arch Company, N. Y. In a visit to the magic desk, Salisbury stated that he bumped into Russ Walsh, another Chi magish, at the Atlantic City conclave. The pair paid several visits to Babbette's, Atlantic City night spot, where Martinec was holding forth. Salisbury says he also met the other Bill Salisbury of New York, in A. C. The last-named Salisbury is also a railroad man and is also interested in magic, Chicago Bill explains.

**GEORGE JACKSON** (Jackson the Great), magician and escape artist, is at present working thru Western Massachusetts. He recently played the Blue Anchor Club at Lake Pontonoc, Pittsfield, Mass. Jackson was for a number of years with the Eastern Bazaar Shows out of Bangor, Me.

**VALENTINE** is featuring a new flower trick recently completed for him by Joe Frustraglia.

**AL DeLAGE** and Company are currently playing night clubs in Erie, Pa. Larry Hess and wife recently caught the show in Buffalo. DeLage and members of his turn were also greeted by the local magic club members during their stay in Buffalo. DeLage has just purchased a new car.

**"SILENT" MORA**, prominent and popular Boston magish, writes from the Bean City under date of June 22: "In June 19 issue of *The Billboard* it was reported that I recently visited the magic show at Revere Beach. I want to say that I haven't been near Revere Beach this summer. However, we magicians of Assembly No. 9, SAM, Boston, plan to attend in several groups some time this summer to see the magic show on the

beach. Have been traveling thru Pennsylvania and as far as Cleveland recently and have not had an opportunity to visit Revere Beach. During my stay in Cleveland I visited the greatest living magician, Karl Germain, who now practices law. Also had a pleasant afternoon in the art department of *The Cleveland Plain Dealer*, visiting with Harlowe R. Hoyt and Ed Keukes, both of whom are members of the Cleveland Magicians' Club, Assembly No. 10, SAM."

**PROF. EUGENE SONDA** and Company, mental act, played Cheyenne, Wyo., recently to good business. Cheyenne is one of the best spots in that part of the country, Sonda reports, and with plenty of rain things look good for the farmer. "Our new idea on the mental presentation is going over good and looks very much like we will get a nice play with it," Sonda writes.

**CARRINGTON** and his troupe of illusionists are playing south of France theaters with a complete show.

**BENEVOL**, magician, is playing street fairs in France.

**ROLF HANSEN**, prestidigitator, is at the Palais d'Ete in Brussels, Belgium.

**THAYER**, of Thayer's magic shop on the Coast, has been visiting New York since coming up from the IBM convention in North Carolina.

**GLEN POPE** is going to London for a magical show in the fall.

**ABOUT 50** members and friends of the Knights of Magic attended the organization's annual boat ride June 20. The day was spent in games, swapping of magical ideas and the taking of motion pictures. Dr. Aaron Weiss, treasurer of the K. of M., brought out his motion

## SAM-IBM Joint Convention?

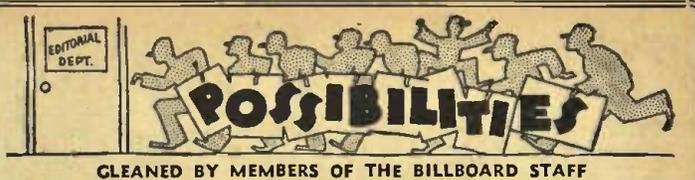
The fact that America's two major magic organizations, the Society of American Magicians and the International Brotherhood of Magicians, have chosen the same city (Cincinnati) for their 1938 conventions, lends itself to an idea which this writer tried hard to sponsor some half dozen years ago. Just to freshen your mind, that idea was to bring together the two organizations for a joint convention. This year, with both bodies picking the same town, the first time in the history of the organizations that this has occurred, seems an appropriate time to revive the suggestion of a combined convention of the SAM and IBM.

The SAM, at its recent conclave, picked May 28, 29 and 30 as its 1938 meeting dates. The IBM's dates have not yet been definitely fixed, but, if past performances mean anything, they should fall around the middle of June, 1938. Wouldn't it be an ideal situation for all concerned—members of both societies, the magic dealers and the friends of magic, in general—if the latter organization selected its dates as June 1, 2, 3 and 4, thus giving Cincinnati and magicdom the greatest magic conclave of all times—a gathering that could truthfully be labeled "World's Congress of Magic"?

Understand, our idea is not for a merger of the two magic bodies for business purposes, but simply a joining of the convention dates for the benefit and convenience of those magic lovers who are members of both groups, for the magic dealers who exhibit at these affairs and for the good of magic in general. Under our idea, both groups would operate independently of the other, as heretofore, with each organization holding its own business meetings and magic shows, with possibly both groups joining for one mammoth business or social session on one of the dates.

Such a conclave would have tremendous advantages for everyone interested in the noble art of magic. It is safe to say that such a combined convention would garner 10 times the press recognition and publicity than either body operating independently could pull, to say nothing of a vast increase in attendance that such an arrangement would be bound to bring. It is safe to say, too, that such a meeting would pull hundreds of members of both groups who have never taken in a magic convention in their life, with both organizations benefitting greatly at the night shows by the added attendance. To the magic dealers it would be a godsend. Many of them who never exhibited at either convention, simply because they couldn't afford it, would gladly invest to show their wares at a six or seven-day combined convention. As for the magicians themselves, it is needless to say that many IBM members would strive to take in the SAM shows and social activities, while the SAM members would remain over for at least part of the IBM session for the same purpose. On the other hand, it isn't reasonable to expect a member of both organizations residing a sleeper-jump from Cincy to come in for the SAM meet, go back home and then return two weeks later for the IBM gathering. Chances are he'd pass up both of them. Give him a combined gathering, however, and you're bound to attract him.

The idea has unlimited possibilities and advantages too numerous to outline here. Of course, there will be those who for their own personal reasons will oppose such a plan; but they'll have to admit, if they'll look at it from a common-sense standpoint, that it's a grand idea, even if we did suggest it. After all, both societies advocate friendliness in magic. May we have your reaction on the idea? Simply drop a card or letter to Bill Sachs, Magic Editor, *The Billboard*, 25 Opera Place, Cincinnati.



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

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### For LEGIT MUSICAL

**JAY AND LOU SELER**—soft-shoe comedy and eccentric dancers, who do a very novel act. Present clever bits of hoofing, following which they put on phony skis to do a nutty piece of business called "An interpretation of a ski jumper's dream." Most of the act is in pantomime, and its effectiveness could be aptly employed, after a little trimming, in a revue.

tionally good is his personality. In addition he makes a grand appearance.

### For RADIO

**ROSS AND STONE**—a mixed team in vaude rating a nod from the radio field. Their act, a steady flow of talk, is of air caliber; a brand of humor of universal appeal that's cleverly sold. Both are lucid talkers and showmanly, with the man the straight speller and a good singer. The girl is appealing as a lazy character.

### For FILMS

**PETER HIGGINS**—still singing in the picture houses, it's about time that Higgins was grabbed up by the film studios. His voice is of beautiful high tenor quality, but his pix possibilities don't stop there. Excep-

picture camera after luncheon. Jesse Hirsch and Harry Bernstein assisted as technical advisers and also as actors before the camera. Morris Fox, Irving Kotch, Jack Malon, Aaron Kutz, Dr. Abraham Hurwitz and Ben Sylvan and several others took their turns before the camera with their favorite effects. (See *MAGIC* on page 29)

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**DICK LILY**, old Dumont Minstrelsy man, is back again at Hughie's Windsor Hotel, Wildwood, N. J., for another season to head the entertainment for the resort's summer visitors.

**JULIUS P. WITMARK**, singer, actor, writer and publisher. Born New York City September 19, 1870. First minstrel engagement with Birch & Bachus San Francisco Minstrelsy August 27, 1883, as boy soprano. Subsequent minstrel engagements: M. B. Leavitt's Minstrelsy, Thatcher, Primrose & West, 1885-'86. After the changing of his voice to baritone he joined the Billy Emerson Minstrelsy at San Francisco for a six months' engagement. His last minstrel engagement was with Thatcher, Primrose & West season of 1889. Present residence, New York City; activity, music publisher.

**JOE DUNLEVY**, veteran minstrel star, is back on the air over WKRC, Cincinnati, and is heard each Tuesday and Thursday at 5 p.m. and Saturday and Sunday at 6 o'clock EST. Dunlevy was formerly of the team of Frankel (Singin' Sam) and Dunlevy in vaude and minstrelsy.

"I WAS PAINED to hear of the death of my old friend Jim Whitney, old- (See *MINSTRELSY* on page 29)

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#### WANTED

Magic Act Suitable for Spook Show Making One-Night Stand in South. Long season, salary guaranteed to right parties. Opening in Georgia July 17. Don't wire. Send full particulars, photos first letter.

**JACK ELWELL**  
61 Peachtree St., Atlanta, Ga.

#### MENTAL ACT WANTED

Must Be Young and Up-To-Date. Long Season One-Night Stands with Guaranteed Salaries to Right Parties. Opening in Georgia July 17. Send full particulars and photos in first letter.

**JACK ELWELL**  
61 Peachtree St., Atlanta, Ga.

## Biehle Sisters in Missouri Territory

WARRENSBURG, Mo., June 26.—Biehle Sisters' Stock Company opened a week's engagement here Monday to turn-away business. Bill was *Girl Meets Boy*. Other plays in the show's repertoire are *The Slow Poke*, *Awakening of John Slater*, *Hardboiled*, *The Only Road* and *Why Wives Step Out*. Three concerts a week are given by the troupe, same being produced Arthur Kelly, chief comic.

Show began the tent season in the early spring at Stillwater, Okla., and played several Kansas towns before invading Missouri, where it is slated to play the balance of the summer on its regular route.

Roster includes Cleve Terhune, manager; Grace Biehle, orchestra leader; Mickey Arthur, leading man; Maxine Martens, leading woman; Gene Bradley, juveniles; Audrey Bradley, ingenues; Wayne Huff, general business; Loretta Huff, general business; Al Clark, director; Dick Wolever, juveniles; Arthur Kelly, comedian; Pearl Roemer Kelly, pianist; Ralph Minton, trombone; Mrs. Mickey Arthur, in charge of front door; Sam Martin, stage manager, and Bob Grady, boss canvasman, with three assistants.

## Chick Boyes Off Well in Lincoln

LINCOLN, Neb., June 26.—Chick Boyes' Players opened here Monday and business throughout the week was heavy, a gratifying display of welcome since the show had not appeared here in more than a year. With exception of Boyes, Florence Gallant (lead), Mason Wilkes (heavy) and Paul Delman (front door and specialties), the cast is new.

First bows here came from George Jacobson, leads; Gitta Gibson, ingenue; Evelyn Caldwell, mentalist and general business; Ruth Phelps, characters; Dick Caldwell and Cecil Phelps, comics.

Boyes is getting 15 cents at the door and 15 cents for reserves, a 10-cent ante over the gate he asked in 1934 and 1935 seasons on the same lot. Amateur nights will be staged every Friday. Openings of new bills will come each Monday night.

## Billroy Briefs

LEBANON, N. H., June 26.—Rain and more of it in this section. Friday (18) in Springfield, Vt., brought one of heaviest rainstorms the town has ever experienced, washing out almost every highway. However, the show went on as usual, altho the water around the men's dressing room was deep enough to fish in.

What young man on the show (I won't mention his name, but he plays saxophone and hails from Laurel, Miss.) presented his lady friend with a beautiful corsage of flowers—daisies I believe they were—and she was all thrilled until she found out they came from the lot we were playing on.

We have a new addition to the show. Mrs. Wehle gave her husband for a birthday gift a beautiful Scottie that doesn't answer to the name of Pal. Wehle admired the dog very much until about 15 pairs of socks were damaged beyond repair and the little fellow got to making more noise than he himself did. Billy Jr. now has a dog.

Arlene Beyer, of the Beyer Sisters, is being madly pursued this week by the boy with the amorous eyes and baby ways. Wonder who it will be next week.

Our distinguished visitor over the last week-end was our pal and friend Fred Kilgore, contracting agent for Downie Bros.' Circus. Some people remember you. "Kill" when you were "put-horn" player with Gabe Garrett's Show in Texas.

See you next week.

WAYNE BARTLETT.

## Hodges Wins Plaster Suit

NEWPORT NEWS, Va., June 26.—Jimmy Hodges, whose latest tent-show venture folded here several weeks ago, was returned the victor in an attachment suit brought against him by James M. Yates, who claimed he financed the show's travels from Macon, Ga., to this city. The defense contended that Yates handled some \$300 of box-office receipts, for which he did not account on the stand.

## A La "Cart"!

PLEASANT VALLEY, N. Y., June 26.—The auto trailer, which has been making such advanced strides in popularity, particularly among showfolk, passed the final test, and a crucial one, here Sunday when it served as an emergency delivery room for Mrs. George M. Bragg, who presented her husband with twins, a boy and a girl. The parents operate a vaudeville tent theater which has been playing this section. The births occurred at 6 a.m. Sunday and the mother played piano for the final performance of the week Saturday night. This is believed to be the first time that twins were ever born in a house on wheels.

## Rep Ripples

LUCIUS AND MARIE JENKINS, erstwhile rep folks who recently left their tourist park and store in Tifton, Ga., for a vacation trip, arrived in New York June 24. They expect to remain there a week or 10 days. "Seeing a lot of shows and having a swell vacation," they pen.

IN LISTING the roster of Billroy's Comedians in a recent issue Hal Crider was erroneously referred to as the show's leading man and song specialist. The person meant was Wayne Bartlett, who does the leads and has produced the Billroy show for six seasons. Hal Crider and daughter, Raby, do an acrobatic dancing routine that is going over in big style everywhere, according to Manager Billy Wehle.

EFFORTS ARE BEING made to locate Harry J. Adams, who mysteriously disappeared last March. At that time he was reported to have been with the Chett Morris show in South Georgia. It was rumored that Adams had been killed in an auto accident near Birmingham, Ala. some time in April, but a check with the Alabama Highway Department; the General Gorgas Post No. 1, American Legion, and the Alabama Bureau of Vital Statistics reveals that the report of Adams' death was in error. Adams was known in med and rep circles as Toby Adams and was at one time owner of Toby's Funmakers and the Dixie Comedy Company. It is said he sometimes used the name of Fred J. Race.

MONROE HOPKINS PLAYERS have plans for a new and larger tent at their Harrisburg, Tex., location near Houston. Fred Ewen has recently been added to the Hopkins cast.

DOLLY LEE, aerialist and pianist, who closed recently with the Hall & Cline Players at Fairmount, Ind., is now presenting her aerial turn in Ohio and Indiana towns sponsored by the merchants. Miss Lee is assisted by her brother, George.

MR. AND MRS. HI WALLACE, after making a two-year trip over the State of Texas, visiting many tent shows en route, have returned to their old home town of Morgan City, La., and opened the Wallace Trading Post there on Front street.

PAUL CAMPBELL, after closing with Boyd Holloway's Milt Tolbert Show, has joined the Harvey Players in Tennessee. Other members of the Harvey troupe are Jack Harvey Haas, Irene Harper, Johnnie Soubler, Anita Kiger, Katherine Bauer, J. B. Flesner and Dan Schwalb.

## Norma Ginnivan Players Land Some Fine Publicity

DETROIT, June 26.—Norman Ginnivan Players received one of the swiftest publicity breaks that any tent show has ever had here when last Sunday's *Detroit News* devoted nearly a full page in the feature rotogravure section to the company. Ginnivan troupers are now on tour in the State. Norma Ginnivan has played the territory for 34 years.

Complete story was told in a column alongside the pictures by Rex G. White, feature writer of *The News*, who is also a playwright and on the staff of Station WWJ.

## Elitch Grosses \$9,500 First Week

DENVER, June 26.—Opening week at the Elitch's summer stock theater grossed \$9,500, bettering last year's opener by \$1,500.

Opener was *Reflected Glory*, with this year's stars, Kenneth McKenna and Barbara Robbins, turning in excellent performances. This is McKenna's second season at Elitch's. Direction by George Sommes is up to the high standard set by him last year. Brad Hutton is stage manager.

Not only did more people see the opening show this year, but part of the increase in gross can be accounted for by a rise in admission prices.

Second week's show is *Hit Your Wagon*, to be followed by *Love From a Stranger* for the third week.

## Tolbert Tattles

BRISTOL, Va., June 26.—The new route cards say the Carolinas are next, with some two-night stands in the larger cities. That will seem so much like stock that we'll think we're on the wrong show. At the recent intermingling of this show and Heffner's met Paul Herbert's (our tenor sax man) father, who is so youthful-looking that he could easily pass as Paul's brother. Lassies White took motion pictures of the trucks, cars and gang a few weeks ago. We had a showing the following week and all found how badly we looked in the flickers. Little Buddy Hale was voted the best comedian and most natural actor. (I wonder if Wiley's scene was real or was he putting on an act in that foaty way.)

Played Knoxville last week and what a get-together with the bunch at the Roxy. After a noon broadcast we caught their matinee. The lights went out and Iia Holland called some of the performers to the stage to help kill time. Nice hands and a swell announcement for the show with someone holding a flashlight for a spot. That night there was a party at the Park Hotel with a swell snow session.

Spent Sunday and Monday in Greenville, Tenn., and a going-away party for Mrs. Buddy Hale and Little Hale, Annette and son to Dothan, Ala., for a visit with friends and relatives. Little Hale building trucks and equipment for No. 2 show, which will hit the road some time in August. It will feature Lew Childre.

Things we wonder about: Why did Gretchen and Bob name their new baby (radio) Archie Splivens? Will the bus ever leave on time and how does Wiley, the driver, manage to keep his happy outlook on life? Where did Toby and Red disappear to last Sunday? When are Pat and Stan going to make up their minds? SALLY THE SLEUTH.

## Original Floating Theater

SUFFOLK, Va., June 26.—In spite of storms and rains at show time, this spot gave a nice week's business. Thayer Robert's *Dance of Gold* brought the late ramblers in droves for the Wednesday concert, and people from Norfolk continue to drive out.

Pup Shannon's Band broke in its Ocarina Quartet the past week. Red Corley, with his saxophone, filling the pit. Eight men, all able seamen now, getting dances every week.

Schulz and Roberts, music writers, of Rome, Ga., report their latest tunes, *Habit! Habit!* and *Goo-Goo Man*, going great.

We all caught Lum and Abner's *Pine Ridge Folies* at a local picture house.

Elihu Dobbs says he will stick to magic and not get into show business.

We sail for Smithfield, Va., tomorrow. BOOB BRASFIELD.

## Kilbuck Ending Record Run

PITTSBURGH, June 26.—Robert Alar Green's tiny Kilbuck Theater on Western avenue will close its third season July 2 after a six-month run of Harry William Pedicord's new comedy, *Jack and Jill*. Ten-month season included two other productions, Green's own adaptations of Ibsen's *A Doll's House* and Bjornson's *A Gauntlet*, as well as 12 weeks of one-act broadcasts over KDKA. Company includes Eula Mae Jackson, Kay Harmon, Theresa Mrazvitz, Rita Fichter, Jane Hamilton, Dora Elliott, Madeleine Skelly Foust, Reid Jackson, Keith Lundy and Stuart Phillips.

## Maylon Has Tacoma Club

TACOMA, Wash., June 26.—Will Maylon, for a score of years identified with dramatic stock and musical productions thruout the Northwest, is clicking with his recently opened Greenwich Coliseum night club here. Eddie Zollman's Band is providing the dance arrangements at the week-end rendezvous.

## Schaffner Players In North Missouri

OTTUMWA, Ia., June 26.—Neil and Caroline Schaffner Players, held over here recently for a second week to exceptionally good business, are now swinging thru Northern Missouri and from there move into Illinois, where they close in September.

Toby and Susie, the "Bugtussle Bumblebees," are making a limited tour with the Schaffner organization before they return to the air in the fall to resume with the Alka-Seltzer National Barn Dance.

Rest of the Schaffner roster includes Marcia Douglas, Jack Peterkin, Phil Agne, Harvey Williams, Mona Rapier, Phyllis Ariette, Orville Mehaffey, Verne Douglas, Loren Gwinn, Kenny Budd, Neil and Caroline Schaffner and the Lone Star Trio. Productions are under the direction of James F. Stone. An eight-piece orchestra furnishes a musical presentation nightly. George Travis is handling advance.

## Kansas City Jottings

KANSAS CITY, Mo., June 26.—Jack and Grace Bell have joined the Paul Adams circle in Nebraska.

Herbert Walters' Comedians showed Paola, Kan., this week, within easy driving distance of the city.

It was erroneously stated last week that Dick Wolever is in the cast of the McOwen Stock Company. It should have been Jack Wolever.

Mr. and Mrs. E. C. Bickford, after many years with the Chick Boyes Show, are now with Hart's Players in Nebraska.

Bob Gentry is said to be joining the Harvey Twyman circle in South Dakota soon.

Dorothee Bates has joined the Darr-Gray Show in Illinois.

Harry and Sue Dixon are members of the Ben Wilkes Show in Indiana.

Toby Riebel is opening under canvas soon in Nebraska.

Allen Klassen recently joined the Justus-Roman Show as advance agent. Milo Vagge is an added attraction with the Hazel McOwen Players.

Lester Brown recently joined Herbert Walters' Comedians in Kansas.

Roster of the Harry Hugo Players, now in Northern Nebraska, includes Harry Hugo, manager; Larry LaNott, Donna McCord, Joan Erickson, Mrs. Otis Smith and daughters, Carl Fleming, Glen McCord, Jesse Boston, Spencer Teakle, Curtis LaForge, Harry and Squidgie Hugo, Fred Vinecore is boss canvasman with three assistants. A five-piece orchestra is also carried.

## Hollywood Tent Theater Playing to Good Results

OKREEK, S. D., June 26.—Hollywood Tent Theater, picture unit, owned and managed by Tom McLaughlin, has lost only one night to bad weather since opening the season at Republican City, Neb. According to Leslie Laffan, business has been exceptionally good to date. Show will play the Northwest this summer, moving to the Southwest for the fall and winter, Laffan says.

In the roster are Tom McLaughlin, owner and advance; Mrs. McLaughlin, tickets; Leslie Laffan, boss canvas man and operator; Mrs. Laffan, front door; Joe Lamson and Clarence Myrick, canvas men.

## THE FILM WEEKLY AUSTRALIA

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

# Tab Tattles

By BILL SACHS

**C**HARLES SEIDNER reports from Chicago that his new unit, *The Show Parade*, will open this week in Vincennes, Ind., for an eight-week swing thru Indiana, Ohio and West Virginia. . . . A. Scott Grezair, piano leader with various tabs in the past, now is operating a piano studio on Race street in Cincinnati. . . . Everett Lawson, juvenile-straight, has forsaken show biz for the time being to work at his old trade of paperhanging in Rock Hill, S. C. He is teaching a little hoofing on the side. . . . George B. Hill, who has been on the West Coast since last summer, has just closed at the Capital, San Francisco, and opened June 18 at the U. S. Veterans' Hospital, West Los Angeles, for an indefinite engagement—doing a new bit, *Operation No. 6*. He will be confined there for some time and would welcome a line from his many friends. . . . Sally Walker, comely chorine of tabs and burly, who recently returned to her home in Cincinnati after a fling with George Katz's burlesque in Erie, Pa., is now singing beers in the Brown Derby, Cincy night spot.

**G**US FLAIGG, veteran tabloid and producer, jumped in from the East last week to spend a few days with his mother in Cincinnati. . . . Tab show managers are warned to keep their Social Security records straight. Failure to do this may mean a violent headache a little later on. You must have a complete record on all the people that worked for you since the first of the year. Social Security officials are busy checking on the various shows now. If you're in doubt about what's required of you call on the Social Security officials in the town your are playing. . . . Sylvan Beebe, who for 17 years operated his own rotary tabs in and around Cincinnati, is now a deputy sheriff out of the Cincinnati sheriff's office. He was until recently in the Hamilton County (Cincinnati) sheriff's office in a similar capacity. His injured foot, which kept him off duty and in misery for many months, is back in running order again. . . . Pearl Beebe (Mrs. Paul Houck) has remained at home in Cincy this season, while hubby is trouping with his Ten-in-One Show on the W. G. Wade Carnival. Pearl is anxious to read a line on her old chorus-kicking pal, Dee Beachum. . . . What has become of Bob Davis and Irma Levy? . . . Charley Mervis, now using Sun tabs each Sunday at the Rialto Theater, Cincinnati, is figuring on giving the shows three days, beginning in the fall, by moving them into his Hipp, Newport, Ky., each Friday and Saturday.

**J**AMES SKELLY'S *Hollywood Holiday*, starring Johnny Dunn, closed the Sun office's Northern time last Saturday and began Sunday over B. & K.'s Great States Circuit. . . . Gus Sun visited Chicago last week for three days to take in the Louis-Braddock match. . . . While passing thru Cincinnati last Saturday en route to Jasper, Ind., Pearl Davis, of Owen Bennett's *Parisian Night Revue*, stopped off at *The Billboard* office for a visit at the tab desk. She has been with the Bennett opry the last three months. Pearl's hubby, Don Davis, formerly had out the *Don Davis Dancing Dollies*. He has been out of the business the last eight years, however, and now holds a good position traveling for an Indianapolis soap firm. Pearl is anxious to read a line from Virgil E. Siner, Kate Mitchell, Bobbie Dyer, Harry and Nan Fitzgerald and other oldtimers. . . . Owen Bennett's unit, which played Jasper Ind., Sunday, is heading southward. Bennett expects to keep his show going thruout the hot months. . . . Ruby (Walters) Fancher, now Mrs. Leon Finch, is residing in Kansas City, Mo., where her husband, formerly of the well-known rep team of Slater and Finch, is managing a large apartment hotel. . . . Bobbie and Edith LaRue, tab and rep veterans, and their youngsters, Eleanor and Earl, are still working in and around Indianapolis.

**H**ARRY (SHUFFLES) LeVan finished four weeks as comic-emcee at the Bartlett Club, Rochester, N. Y., June 27 and opens at the Elm Shade Hotel, South Fallsburg, N. Y., July 1 to stay eight weeks and then return to the Hirst Circuit for Labor Day opening.

## MINSTRELSY

(Continued from page 27)

time minstrel owner and manager," writes Prof. Walter B. Leonard. "I had my first visit with him several years ago when I was playing his house in Benning, Vt., with *The Little Miss Susan* show. I recall him when he led the 11:45 with his California Minstrels, when George Lamson was singing Harry Von Tilzer's *Down Where the Cotton Blossoms Grow*. Tell all the old-time minstrel boys of all capacities to send me their biographies for the minstrel column. It is interesting to the old trouper who are fast passing on to the Great Beyond."

**DANIEL BELK KERR**, now at the New England Sanitarium and Hospital, Melrose, Mass., is anxious to know what has become of such oldtimers as Lester Elliott, John Rox, Cracker Quinn, Sugar-Foot Gaffney and Honey Boy Evans. "Where are Lassies White and Neil O'Brien," Kerr continues, "and what are they doing? Why doesn't some capable showman with a keen foresight and blessed with the combination of brains and money produce an old-fashioned minstrel; travel on their own railroad cars, show under canvas, one and two days in cities over 25,000 population; give a big street parade and a downtown concert? Minstrelsy is not dead and never will be. It is an American institution just as the circus is. All that minstrelsy needs is someone to start the ball rolling. This country is willing, ready and able to support such a min-

strel as outlined above and there is money in it for the one that will start it going." Kerr appends his letter with a P. S.: "Of course, I may be all wet, but anyway I have expressed my personal opinion." Possibly some of our readers can answer Kerr on his above inquiries.

**WARREN LEWIS**, veteran showman, shoots us a 20-page pencil-written thesis on minstrelsy. We're holding it until the time we can find somebody who can decipher the article.

"**RUSTY**" WILLIAMS, erstwhile minstrel man, is again serving as producing comedian on the Odell White tent show this season.

## MAGIC

(Continued from page 27)

Prof. Harry A. Shafran, noted health and strength specialist, was also a member of the party.

**DR. C. W. TALBOT** was re-elected president and E. V. Klein secretary of the Spokane Mystic Club, Spokane, Wash., June 22. Both have held the offices since the inception of the club 24 years ago. Guests at the meeting were O. N. Ford, of Del Monte, Calif., member of the San Jose Mystic Club, and R. C. Blalock, of Seattle. Delegates elected to attend the Pacific Coast Association of Magicians' meeting in Reno July 20 to 22 were Talbot, Klein, Harper Joy, J. B. Barth and Frank Doelke.

**DR. CHARLES HOFFMAN**, the "high-

# Endurance Shows

**HUGHIE HENDRIXSON** and Elmer Dupree are in "Pop" Dunlap's walkathon in Haledon, N. J. European sprints are now the center of attraction at that spot.

**EARL FAGAN** is announcer with Frank Ravese's show at the Ice Palace, Brooklyn. Others associated with Ravese's contest there include Pete Wilson, Red Oleski, Joe Purcell, Ernie Steele and Roy Meyers.

**CHARLIE TAURSO** and Kitty Graham, recently eliminated at the Haledon, N. J., show, are now participating in the S. Plainfield, N. J., contest. Others recently with "Pop" Dunlap show in Haledon, N. J., who have jumped to the S. Plainfield event are Johnny Martin and Millie Sweet, Rubberlegs Hagen and Dorothy Hunt and Jimmie Bresse and Helen Howard.

**WE HAVE HAD** inquiries recently on Doc L. H. Firestone, Johnny Agrella, Bob Taylor, Ralph Dahlstrand, George and Johanna Francis, Harry G. Newman, Mickey Thayer, W. E. Tabbetts, R. Fred Mitchell, Ducky Naccarato, Jack Bruno, Al Godar, Vina Walker, Johnny Crowder, Harry Lester, Ed and Pat Brannigan, Fred Allen, Gertie Barke, Hotch Bloom, Tony Lewis, Joe Palmer, Carl W. Raabe, Harry H. Cowl, Bob Taylor, Jack Broadwall, Margie Walker, Arnold Ehling, Jewel Yockstick, Billy Steele and Delores Engelhart. Shoot in a line and let your friends know what you're doing.

**JUNE 21 MARKED** the 23d day for the derby show being staged in the canvas stadium at Green's Terrace on Lake Waco, Waco, Tex., under the sponsorship of the American Legion, James A. Edmond Post 121, and aired thrice daily over Station WACO. On that date the remaining contestants were Edna Nowell and Whitey Maddock, Margaret Talley and Junior Jack Kelley, Ruth Carroll and Billy Willis, Jane Sweeney and Jack DuVal, Leonie Saunders and Eddie Carrillo, Jerry Lindley and Eddie Reilly, Rose and Dick DeLong, Bettie Lee Doria and Stan West and Rose Miller and Pop-eye Thomasson. Emsees are Dud Nelson, Jimmy Bittner, Frankie Little Jr. and Curley Linder. Music is furnished by Tommy Reeves and ork.

**JOHN WINSTON**, after a two-year absence from the walkathon field, announces his return to the business, with his new show opening soon in Minneapolis. Winston advises that he has new associates and new ideas for the opening and closing of the show. He proudly boasts that he has surrounded himself with some of the finest contestants in the business and a most effective staff. Josh Kibben's mammoth tent, with seating for 7,000, will house the Minne-

apolis show. Winston says that he has two other spots contracted to follow Minneapolis.

**WILLIAM H. BENTER**, who was daytime emcee on the Hawthorne show for Balfour, and Vi Barlow have returned to their original job of being a comedy dance team and report that they have been kept busy since leaving the endurance field two years ago. They are at the Club Esquire, Seattle, this week, and follow with the Capitol Theater, Portland, Ore. They plan to return east late in August.

**MARIO ALLESANDRO**, currently contesting in the Haledon, N. J., show, reports that at the end of 997 hours 10 teams and one solo remain. "We are playing to packed houses," Mario pens, "and floor money is fair. We're doing 22-minute sprints."

**FRANCES JONES** posts from Decatur, Ill.: "Why don't we ever see anything about the Hugh Talbot shows, Don Freeman, Esther Snyder, Anita O'Day and the rest of the Talbot gang? See if you can't get them to start talking."

**KEN KERREN** wants his many friends to know that he's now playing at the Sky Harbor Supper Club, Asheville, N. C.

**DOC JACK KIRBY**, trainer, is now visiting with friends in Albany, N. Y. Kirby voices the opinion that endurance shows will boom again in the very near future. He is anxious to read some news items of his old friends in the business.

**RAYMOND WRAY**, emcee, who left the endurance field two years ago to go in for night club work, is now in his 22d month at the Spinning Wheel cabaret, Seattle, Wash. It is said to be the longest run any emcee as ever enjoyed in that city. "Conditions among entertainers here are not too good," Wray pens. "This town is badly in need of organization. I see someone was asking for me in a recent issue. I can always be reached thru the Letter List. I would like to get a line from Mona Marshall, Hank Lewis, Jimmy Johnson and Joe and Mary Rock."

est paid bartender in the world," was a visitor at the magic desk Friday of last week. Hoffman is in his second week of a three-week engagement at the swanky Beverly Hills Country Club, Southgate, Ky., just across the river from Cincinnati, where he is featuring his popular Magic Bar turn. Hoffman has an offer for a three-week stand at the Dallas expo, but is holding out for a bit more dough.

**CINCINNATI MAGICIANS' CLUB** is staging a basket picnic for members and friends at Mt. Airy Forest, Cincinnati, July 18. Out-of-town magicians are welcome to attend, President George Stock reports.

**WHILE ATTENDING** the IBM convclave in High Point, N. C., the other week Frank Travers, alias Eddie Welch, alias John Gifford, said to be a New York magician and dealer in magical equipment, walked up to a local gendarme and confessed that he is wanted for four murders, including that of his father. He was placed in the High Point bastille awaiting a checkup on his stories by Illinois and Los Angeles police.

**Attention Walkathon CONTESTANTS MINNEAPOLIS, MINN.**  
THE BEST WALKATHON TOWN IN THE UNITED STATES WILL OPEN  
**THURSDAY, JULY 8th, 1937**  
A Positive Legal Show That Will Stay Open Until Finished. Josh Kitcher's Beautiful 7,000-Seat Set-Up Will Be Used.  
**UP TO \$2000.00 PRIZE TO THE LAST FOUR COUPLES.**  
**SPONSORS, FLOOR MONEY**  
Contestants on the Last WYZATA Minneapolis Show Made Over \$15,000 in Floor Money, Sponsors and Prizes.  
**THIS SPOT SHOULD BE BETTER**  
Teams with Exceptional Entertaining Ability, here is your opportunity to cash in on your Walkathon experience. This will no doubt be the last Minneapolis Show and your last opportunity to walk in a spot that is not burned out. We will have 4 of the best W. Cs in the business. In addition to a new and sensational idea for the start and finish of the show.  
**IF YOU HAVE A GOOD RECORD WRITE OR WIRE J. WINSTEN**  
1418 Thomas Ave., No., Minneapolis, Minn. Monte Hall requests all Contestants he knows to contact him at the above address.  
● Rajah Bergman, Porky Jacobs, wire.

**"POP" DUNLAP'S**  
Second and Jersey's Last  
**WALKATHON**  
Opens Latter Part of July Metropolitan Area  
FLASH TEAMS CONTACT  
Who or Write  
**RAY "POP" DUNLAP WALKATHON**  
Haledon, N. J.  
Now. Act Immediately.

**Walkathon Contestants LAST CALL**  
STATEN ISLAND SHOW OPENS JULY 1.  
Entry List Open 48 Hours.  
Come to  
**FRANK RAVESE,**  
Bay St. Circus Grounds, Tompkinsville, Staten Island, N. Y.

**\$1000 IN PRIZES UP**  
Walkathon Contestants, Good Dance Teams with clean wardrobe, and Help wanted Second Week in July (Look for Next Issue). Sponsored by Clifton's Veterans of Foreign Wars, 8 blocks from Belleville's Last Big Show 6 years ago. Contact  
**WILLIAM MISHKIND, Mgr.**  
49 Berkeley Ave., Belleville, N. J.  
Phone: Belleville 24256.  
Friends of Johnnie Adams call in.

**SUPER WALKASHOW OF 1937**  
POSITIVE STARTING DATE JULY 9.  
This is a repeat Walkashow in the Egyptian Ballroom, Ocean Park, Calif. Up to \$1,750 in Prizes. Flash Teams with ability wanted. Those knowing Lennie Paige, Rajah Bergman, Ducky Naccarato or Forrest Bailey wire LEW STUTZ, at Merritt Jones Hotel, Ocean Park, Calif.  
Contact under direction of BILL OWENS. Contestants cared for on arrival.

# 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 500 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Philadelphia. Some time ago a squib appeared in Midway Confab anent an organization of carnival press agents and aims of such an organization, one of which was to be the protection of employers from what the press agents considered worthless advertising. So far as the writer knows, no such organization went beyond the discussion stage. The writer, discussing needs for such an organization with two other carnival publicity men, mentioned that he was not going to assist in any group advertising schemes for any publication other than *The Billboard*. In an early issue of a publication other than *The Billboard* will appear a group ad representing Marks Shows. The writer had no part in the solicitation of this ad and declined to assist in it. This was done solely because the writer can see no possible benefit to be derived from an ad in the source and only for that reason, as he holds both the editor and the field representative of the publication in question in the highest esteem.

CARLETON COLLINS.

## Anent Group Carnival Advertising

Pittsburgh. In a recent number of *The Billboard* I read where Ira Watts, of the Dan Rice Circus, in addressing the Rotary Club of St. Albans, W. Va., gave some figures to show that the circus spends money in a town as well as taking money out of it. The sentence which caused me to write you this letter was: "Mr. Watts presented an angle that was unknown to many members, who listened with keen interest to his talk." I, too, have addressed organizations such as the Rotary Club in St. Albans in most of the towns and cities in that vicinity, as well as many other parts of the country, and I have found this same spirit everywhere. I would like to point out a few things which everyone who is confronted with the argument about the man, organization, show or enterprise which "takes money out of the town" should keep in mind. First, how did this money get into the town? Do they have a mint there? Of course, you and I know where the mints are located. Let me repeat that question. HOW DID THIS MONEY GET INTO THE TOWN? The answer, of course, is that the money that goes into the ticket office of any circus, carnival or other enterprise went into that town as payment for what someone produced there and sold elsewhere. If the argument about taking money out of the town was true the money would never have gotten into the town, because the people who bought their goods would have said in effect: "If you raise wheat or pork you'll have to eat it yourself because we can't send you the money out of our town for your pork or wheat. If an industrial town their salesmen would have been told they would have to exist on their own machinery or tools, much as someone else might need them, because the money could not be sent out of the town to buy them." Of course, this sounds silly, but it's no more silly than the argument that the circus, carnival or other entertainment should be kept out because "it takes money out of the town." Who are the ones that object to taking money out of town? Are they the industrial plants that brought the money into the town? No, they are some merchants and moving picture theater owners. And they are the very last who should open their mouths. According to the poor mouths made by these merchants—and poor mouths are the only kind they know how to make, except when they are boasting to other merchants—their margin is so low they can hardly exist. What does this mean? Why it means that they send most of what they take in "out of town"—to the manufacturer, wholesaler, jobber or what not. And what about those knockers who run moving picture palaces? Plenty of them have old clothes they wear when they

go to contract for pictures, and I know a number of them who have lost money so consistently over such a long time they are now millionaires. If they are persecuted as they say they are by the producers then they certainly send most of their money "out of town"—and certainly when most of them tire of the monotony of their home town they take their bundle and go out of town to spend it. So the next time someone talks about taking money out of town show this letter to them.

WILLIAM N. ROBSON.

Indianapolis. I am writing this letter in reply to the one of Gene Padgett in *The Forum* of June 19 regarding nudity in girl shows. I have worked strip tease in burlesque for the last five years, and due to the fact that it is a dull season in my line I joined the girl show on which Mr. Padgett is talker. Five girls, while I was there, had to strip in the first show, all but a scarf across their rear (back to the audience) which they had to lift up as they exited, leaving them perfectly nude, with a four-piece orchestra, all male, on the stage. In the blowoff all five had to work naked, one giving an exhibit. In reply to Mr. Padgett's saying nudity is not obscene—well, I'm here to say what these young kids have to do to earn the little given them is certainly uncalled for in show business. VIOLET DIXON.

Boston. Mr. Kelly, of Lynn, Mass., was right in his recent *Forum* letter about old-timers of the stage passing and there being none to take their places, particularly producers like Charles Hoyt, who sometimes had several companies playing *A Rag Baby*, *A Tin Soldier*, *A Texas Steer*, *A Bunch of Keys*, *A Milk White Flag* and others. Then there were Anthony and Ellis, in *Uncle Tom's Cabin*, with Kate Partington as Topsy, the best ever; Ezra Kendall, in *A Pair of Kids*, with Jenny and Arthur Dunn; Julia Arthur, in *The Woman in Bronze*; A. R. Stover's *Uncle Tom's Cabin*, with Frankie Carpenter as Topsy, and Thomas & Watson Stock Company in Lothrop's old Grand Dime in Boston. How many remember Riley's Concert Hall in Gloucester, Mass.? Acts booked for two weeks and performers got \$20 per week and fares to and from Boston and board and room. On one bill were Rogers Bros., James Richmond Glenroy, Lizzie Raymond, Carry Tutteen and Harry LaMarr. We booked ourselves by sending in programs. I recall among others Effie Elsler, in *Hazel Kirke*; Marie Wainwright, *Article 47*; Blanche Cornell Opera Company, *The Mascot*, *Oliver*, *Billy Taylor* and *Pinafore*; J. B. Polk, *Mixed Pickles*; Kyrie Bellew and Mrs. James Brown Potter, *Beau Brummell*; Frederick De Bellville, *The Corsican*

Brothers; Digby Bell and Laura Joyce, musical comedies; Sir Henry Irving, *The Bells*; George Dean Spaulding, *Bell Ringers*; J. C. Rockwell, *Sunny South*; Iola Pomeroy Company; Joseph Murphy, *Kerry Gow*; J. J. Wellick, *The Cattle King*; Leah DeLacey Company; Pauline Hall Opera Company; Matthews and Bulger, *The Flirting Princess*; Billy Scanlon, *Irish Molly-O*; Frederick Warde and Louie Jones, Shakespearean plays; Joe Ott, *Star Gazer*; Billy Carroll, *Lend Me a Dollar*; Rich & Harris Company, *Boys and Girls*; Sam T. Jack's *Adamless Eden*; M. B. Leavitt's *The Spider and the Fly*; Buffalo Bill, *Custer's Last Fight*; Frank Daniels, *Little Puck*; De Wolf Hopper, *Wang*; Reno and Ford, *Joshua Simpkins*; William Gillette, *The Private Secretary*. HARRY LAMARR.

Hot Springs, Ark. I was interested in the letter of Clifford H. Land, of Anderson, Ind., in the *Forum* of June 5 regarding the feeding of animals in menageries for the edification of paying customers and wondering if it is being done anywhere. I can say that for the last 13 years in summer months we advise our patrons that we are going to feed the alligators at 3 p.m. on Tuesdays and that our admission prices will be the same as usual. In this way we get enough repeaters to pay for our meat. The only trouble with our outfit is that a 'gator eats only every seven days, and that is a good thing or they would eat us out of house and home, providing that we could get no one to pay to see them eat. That is, they will eat heartily and make a splash about it only every seven days.

D. S. OLDER.

Great Falls, Mont. I cannot understand what the object of *The Billboard* is in always attacking the concessioner in regard to grift concessions. The concession man himself has about as much to say about what kind of a concession he shall operate as the driven horse has to say about which way he shall go. I will remember when your paper started this campaign for elimination of grift. It was in September, 1922, when you came out with a front-page editorial. What are the conditions now after 15 years in which you consistently gave the concessioner hell? And what were the conditions when you started? Maybe you do not remember that far back. Well, when you began grift was confined on most shows to small grift concessions, and the great majority of concessions were legitimate. A concessioner then could frame a legitimate store with confidence, knowing he did not have so much grift to buck. What are conditions today? The great majority of concessions on 95 carnivals out of 100 are flat stands. You by your policy of blaming the concession man and not the carnival manager, who is totally to blame, have brought this condition about. Why not change your policy and attack the managers instead of giving publicity to shows that feature grift? For the last 25 years I have traveled this country from the Dakotas to Minnesota line and from Texas to the Pacific Coast

## Patrons Pay For Meat To Feed 'Gators

Great Falls, Mont. I cannot understand what the object of *The Billboard* is in always attacking the concessioner in regard to grift concessions. The concession man himself has about as much to say about what kind of a concession he shall operate as the driven horse has to say about which way he shall go. I will remember when your paper started this campaign for elimination of grift. It was in September, 1922, when you came out with a front-page editorial. What are the conditions now after 15 years in which you consistently gave the concessioner hell? And what were the conditions when you started? Maybe you do not remember that far back. Well, when you began grift was confined on most shows to small grift concessions, and the great majority of concessions were legitimate. A concessioner then could frame a legitimate store with confidence, knowing he did not have so much grift to buck. What are conditions today? The great majority of concessions on 95 carnivals out of 100 are flat stands. You by your policy of blaming the concession man and not the carnival manager, who is totally to blame, have brought this condition about. Why not change your policy and attack the managers instead of giving publicity to shows that feature grift? For the last 25 years I have traveled this country from the Dakotas to Minnesota line and from Texas to the Pacific Coast

## Answer to the CIO?

THE spectacular methods of the Committee for Industrial Organization have inflamed the minds of many unionists and unorganized workers of the country. Everybody knew that inevitably the CIO would reach show business, as it did a few months ago. But the CIO has not made any real progress among theatrical workers—possibly because the bulk of them are already organized by the American Federation of Labor and also because they are so craft conscious. Slowly the established AFL unions have been trying to beat the CIO to the gun. A few suddenly snapped out of their sleep and at least began making a show of activity among the unorganized in their jurisdiction. A few others, like the International Alliance of Theatrical Stage Employees and the American Federation of Actors, began spreading out to other fields. The IA has been organizing ushers, ticket takers, front-of-the-house employees, film exchange and film laboratory workers. The AFA not only began organizing circus performers but has set up a special division for the circus workers. Perhaps the spreading out of established unions, followed by closer cooperation among them thru the form of councils, is going to be the answer of show business to the issue of industrial unionism. Undoubtedly, this is a crisis for the theatrical unions. If they can't meet the issue they will be faced with the probability of rival unions. It's their move!

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Vol. XLIX. JULY 3, 1937. No. 27

## Saranac Lake

By JOHN C. LOUDEN

The women patients gave a surprise farewell party in the main dining room June 16 in honor of Doris Gnscoigne, who left June 18 for her home in Greenwood Lake, N. J., where she will continue the cure. Mr. and Mrs. James Marshall, of New York, arrived in Saranac Lake last week to spend their annual summer vacation. Jimmy is an ex-NVAer and he and his wife, Helen, are always welcome visitors here. Ismael Garcia Monagas celebrated another birthday last week and received many lovely presents from friends in New York and Saranac Lake. She is coming along nicely. Charley Foster, who left the Lodge two months ago for his home in Racine, Wis., has been advised by his hometown doctors to undergo the rib operation. Dr. Edward R. Baldwin, director of the Trudeau Foundation in Saranac Lake, was awarded an honorary doctorate of science at the 167th commencement at Dartmouth, Hanover, N. H., last week. Dr. Werner Muhlfelder, interne at the Lodge, was in New York last week to bid bon voyage to his parents, who sailed on the Manhattan for their home in Germany. Harland Clesney, psychologist and educational adviser of the Saranac Lake Study and Craft Guild, will leave Saranac Lake to become rehabilitation director of the Virginia State Tuberculosis Association. Mayor Thomas P. Ward of this village was made an honorary member of the New York police for services rendered during the VFW convention held here last week. Fred Rith passed away here last week. For details read Final Curtain in this issue. Write to those you know in Saranac Lake.

MAIL ON HAND AT CINCINNATI OFFICE

- 28-27 Opera Place. Parcel Post. Anderson, Ralph... Gibbons, Arteria... Bays, R. O. 50...

Ladies' List

- Alessandro, Mario... All, Anna... Allen, Mrs. Irene... Allen, Mrs. Dorothy... Allen, Mrs. Gladys...

- Kirkwood, Mrs. Eugene... Kline, Georgia... Knowles, Mrs. E. Erby... Kochler, Mrs. Harry...

- DoWitt, Bobbie... Downes, Mattie... Duane, Mrs. Jack... DuBois, Seattle... Dyer, Mrs. P. Ona...

Letter List

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

- Peirce, Mickey... Perkins, Mrs. Geo. M... Perry, Geneva M... Pharr, Annetta... Phillips, Juanita...

Gentlemen's List

- Adam, Wm. Adams, Dewey... Adams, Gus... Adams, Ned... Adams, Ray...

- Calloway, Thos. Cameron... Camp, Herbert E... Camp, Robert... Campbell, Gary... Campbell's United...

- Carroll, Dave... Carso, Lawrence... Carter, James... Carter, Prof. Paul... Casper, P. J. J... Casler, Walter...

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

# The Final Curtain

**ANDERSON**—Andrew, 74, owner of Anderson Park, Kenosha, Wis., at his home there of a heart attack June 22. He was widely known by show people, the park having booked many carnivals and road shows. Survived by his widow; four sons, William, Claus, Robert and Andrew; a daughter, Mary, and four brothers, Henry J., Charles M., Nels J. and C. William, all of Kenosha. Funeral in Grace Lutheran Church and burial in Hillcrest Cemetery, Kenosha, June 25.

**BACKENSTOE**—Lewis B., 57, well-known Central Ohio outdoor showman, who with his brother, Willard L. Backenstoe, at one time owned and operated a 22-car rail circus, June 21 at his home in Columbus, O., from a heart ailment. He had been retired about a year and a half. A native of Washington C. H., O. Backenstoe had made Columbus his home most of his life. His circus, which maintained headquarters and wintered there, featured Mazeppa, a "high school horse," which he had trained. He also was the owner and trainer of Joe Mendi, educated chimp. He also owned Joe Mendi Jr., who attracted much attention in the zoo at Detroit. In 1932 and 1933 he owned and operated the Corolla Villa at the Century of Progress, Chicago. He had traveled with Ringling Bros.-Barnum & Bailey, Sells-Floto, Hagenbeck-Wallace and the Al C. Barnes circuses. A son and two brothers survive. Private funeral services at the Moody & Straley Funeral Home, Columbus, and burial in Union Cemetery there.

**BARRAYA**—Louis, 66, head of the firm operating the Cafe de Paris, Fouquet's, Armenonville and Pre Catalan, Paris dine and dance spots, in Paris June 8.

**BURK**—Paul, 57, band and orchestra leader, at his home in Detroit June 16. He conducted his orchestra and band in concerts at Belle Isle, on Bob-Lou boats and in old Riverview Park, Detroit, many years. He played piano and drums and had been a member of Detroit Musicians' Union 35 years. Survived by his widow and two daughters. Burial in Forest Lawn Cemetery, Detroit.

**CLIFFORD**—Frank H., 55, business manager of the Chicago Moving Picture Operators' Union, at the Illinois Central Hospital, Chicago, June 24 of a heart attack while undergoing a tonsil operation. Clifford was elected manager of the local MPO union in December, 1935, to succeed Thomas E. Maloy. Last January Clifford was re-elected for a term of five years. Mrs. Gertrude Clifford and two stepchildren survive. Burial at Oak Woods Cemetery, Chicago, June 28.

**CLIVE**—Collin, 37, English stage and screen actor, in a Hollywood hospital June 25 of pulmonary disorders. He began his stage career in 1919, when a broken knee prevented him from earning a commission in the British Army. From a military school he went to the Royal Academy of Dramatic Art and at 19 made his appearance at the Garrick Theater, London. His most praised stage role was that of Captain Stanhope in *Journey's End* in London. Success was

his in films as well as on the stage. He was the star in *Frankenstein*, *Clive of India* and *The Man Who Broke the Bank of Monte Carlo*. Clive was the husband of Jeane De Casalis, French star. He was born at St. Malo, France.

**DECKER**—Lieutenant Warren H., 34, in West Hartford, Conn., recently from a bullet wound. He was in charge of the police school in that city and was a well-known entertainer, known as "The Singing Cop."

**DORAN**—John A., stage employee for many years at the Erlanger Theater, Chicago, at his home in that city June 19. Besides being a member of the Chicago IATSE No. 2, Doran was in the Masonic Order and the O. E. S. Surviving is his widow, Catherine. Burial in Acacia Park Cemetery, Chicago.

**EASTMAN**—Mrs. Rebecca Hooper, 55, playwright, after a short illness in New York June 19. Mrs. Eastman wrote for many fields and during her youth wrote many plays, among which was *The Respectability of Edgemere*, produced in 1912.

**ELLIOT**—Milledge, 82, for 50 years a resident of Wakefield, Mass., widely known in music circles and a member of the Miller Brass Band of 40 years ago, in Wakefield June 23 as the result of injuries sustained in a fall eight weeks ago. He was an employee of the former Henry F. Miller Piano Company, Wakefield. Three brothers survive, Dr. Hiram Elliot, of New York; Bamford Elliot, of Worcester, Mass., and Wheelock Elliot, of Nova Scotia. Funeral services and burial at Lakeside Cemetery Chapel, Wakefield, June 25.

**EVANS**—Ralph E., 45, former secretary-treasurer of the old Keith Theater, Columbus, O., in that city recently after an extended illness. He had been identified with the theatrical business many years. Funeral services and burial there.

**GARLAND**—Custer E., operator of the Garden Theater, Frankfort, Mich., recently there.

**GESSLEY**—Mrs. Charles, who with her husband operated a med show, in Scranton, Pa., June 16 of a cardiac attack. Survived by her husband. Interment at Shenandoah, Pa., her home town.

**GIBSON**—John Trusty, 66, pioneer theatrical man, June 11 at his home in Philadelphia after a severe attack of indigestion. He produced and presented colored theatrical shows at a chain of his own theaters since the turn of the century, retiring several years ago after losing a fortune during the depression years. Surviving are his widow, two brothers and a sister.

**GILLEN**—Marion, known in English vaudeville as May Emmett prior to her marriage to Albert Gilleno, of the Gilleno Brothers, musical clowns, in London, Ont., May 5 after a lengthy illness. Survived by two sons, Albert (English) and William Lord, and a nephew, Freddie Freeman, who is with Hagenbeck-Wallace Circus.

**GRUNDMANN**—Charles J., 11, son of Mrs. Charles J. Grundmann, of Grundmann Attractions, New Orleans, at a hospital in that city June 13 after short illness.

**HOWARD**—Arthur L., 77, New York dramatic correspondent of *The London Era* for 25 years, of a heart attack June 21 in Rutherford, N. J. He leaves his wife.

**JOSSEY**—William J., 67, widely known as actor and playwright a generation ago, found dead in his room at Macon, Ga., June 25. Jossey wrote more than 20 plays, all of which were produced, including *The End of the Trail*, *Beyond Siberia*, *Dubarry* and *the Pony Express*. He also acted in most of them. One of his songs was *Bury Me Not on the Lone Prairie*.

**KNAPP**—Jule Marea, 58, in his sleep June 18 of a heart ailment. He was the husband of Mrs. Bertha Bright Knapp, organizer of the Junior Players. Knapp, a veteran of the Spanish-American War, was accorded a military funeral. Survived by his widow and two sons.

**KNOWLES**—Mrs. Herrick, professionally known as Lily Titheradge, actress, in Sydney, Australia, recently. Mrs. Knowles played in many English and Australian successes until she retired from the stage. In 1935 she returned and appeared with the late Gus Blyett in the J. C. Williamson production *Nice Gongs On*.

**MENTASTI**—Angel, owner and director of Argentine Sono Film, June 24 in Buenos Aires.

**MEYERS**—Mrs. Harriet S., 48, known professionally as Harriet Nolan, at St. Luke's Hospital, Kansas City, Mo., June 20 of heart disease. With her husband, Sidney Meyers, she played in the vaudeville act of Meyers and Nolan for over 28 years.

**MICHEL**—Charles, president of the *Ecir-Journal*, newsreel firm, and president of the French syndicate of newsreel firms, recently in Paris.

**MURDOCK**—Catherine, for many years secretary to H. W. McCall, theater owner and former operator of the McCall-Bridge Players, in Chicago June 20.

**NEWCOMB**—James O'Connell, 21-month-old son of Mr. and Mrs. Verne Newcomb, prominent Southwestern showfolk, June 20 at St. Mary's Hospital, Tucson, Ariz. At the time of his death his mother was critically ill in St. Mary's Hospital and his father was confined in the U. S. Veterans' Hospital, Tucson, because of a leg amputation. Funeral was in charge of the Sons of the American Legion, Morgan McDermott Post, Tucson, of which James was a member. Mrs. Charles Stoecker, the child's grandmother, accompanied the body east. Interment in St. Joseph's Cemetery, River Grove, Ill.

**NEWTON**—William, 77, of Quenemo, Kan., June 19 at Windham County Memorial Hospital, Willimantic, Conn. He went to Willimantic June 10 with his son, William Newton Jr., a partner in the Walter L. Main Circus, which played there that day. When a young man Newton went west and entered the cattle business and was known as "Lucky Bill" Newton. He organized a small show which later grew into a large circus. He retired from business in 1919, when he was succeeded by his son, William. He was a member of the Odd Fellows. Survived by widow, several children and grandchildren.

**NIELSEN**—Ernest Peter, 45, manager of the Lea Lakes Swimming Beach, Lake View, Mich., June 21 at the Lea Lakes lodge there following a heart attack. A native of Lake View, he had been connected with the Lea Lakes Corporation for four years. Two brothers and a sister survive.

**O'ROURKE**—J. A., actor, 55, in London June 18. A member of the original Abbey Players of Dublin, he had taken part in many of their productions. In America he appeared in *The Plough* and *The Stars and The Anatomist*.

**RIEVENHALL**—Victor, 25, Detroit singer and member of the Detroit Bach Choir, June 19 as a result of a bullet fired by a policeman, apparently in a case of mistaken identity. Survived by his widow.

**RITH**—Fred, 49, in the Will Rogers Memorial Hospital, Saranac Lake, N. Y., June 21 after many years' illness. He had been with many well-known quartets on the major vaude circuits. His last appearance was with his own act, called the Four Rubes. Survived by his widow; a son, Donald, and two sisters, Mrs. Helen Erikson and Mrs. Margaret Schwartz. Burial in Woodlawn Cemetery, New York.

**SMITH**—Mrs. Etta E., 53, secretary of Ladies' Auxiliary of Heart of America Showmen's Club, at Omaha June 22. She was the wife of H. S. Smith, widely known amusement park ride builder, who was employed at Krug Park, Omaha. Besides her husband, she leaves a brother, Lee Smith, of Kansas City, Mo. Burial in the showmen's plot at Memorial Park Cemetery. Mrs. Smith is said to be the first woman to be buried in the showmen's plot.

**SMUKLER**—Margaret, 30, of the rube team of Cy and Rebecca, June 17 from an overdose of sleeping powder in Pingree General Hospital, Detroit. She and Jack M. Smukler, her husband, did their rube act on streets for years. Survived by her husband.

**SULLIVAN**—John F., 77, retired theater owner, in North Adams, Mass., June 22.

**SYRACUSE**—Violet, "the girl with the perfect face," of complications June 22 in Hollywood. A few weeks ago the Artists and Models' Club named the 17-year-old dancer and singer as the girl with the perfect face. She recently signed a motion picture contract.

**WALLACE**—Lawrence, 29, an employee of the Dan Rice Circus, June 18 at Twin

City Hospital, Dennison, O. Wallace had joined the show's cookhouse department the previous day in his home town of Barnesville, O. He was stricken as the show fleet was en route thru Dennison and died within an hour after being admitted to the hospital from ruptured stomach ulcers. Body was returned to Barnesville for funeral services and burial.

**WHELAN**—Mrs. Hazel, actress, June 22 at East Orange, N. J. Mrs. Whelan was one of Mack Sennett's bathing beauties years ago. Her husband was Leslie F. Whelan, Paramount executive.

**WINDER**—William C., 78, president of Utah State Fair, Salt Lake City for the past 18 years, at the home of his son in Granger, Utah, June 19, following five days' illness. He was appointed a director of the State Fair board in 1901 and had been reappointed by every governor since that time. He was elected president in 1918. A leading farmer and dairyman of Salt Lake County, he was noted for his registered Jersey cattle. He was active in the Mormon Church, having been ordained a patriarch in 1934. His wife died in July last year. Survived by a daughter, Mrs. Georgius Y. Cannon, Pasadena, Calif.; six sons, William C. Jr., John R., Miles S., Edwin K. and George, Salt Lake City, and Joseph M., Santa Anna, Calif.; 26 grandchildren, two brothers and seven sisters. Funeral June 22 in Granger Meeting House and burial in Wasatch Lawn Cemetery, Salt Lake City.

## Marriages

**ALLEN-JOHNSON**—Harry Allen, night club performer, and Norma Johnson, of the Johnson Sisters, chorines, in New York June 21.

**BLACKWELL - PETERS**—Ralph E. Blackwell, bass player with Sells-Floto Circus from 1925 to 1930, and Josephine Peters, nonprofessional, May 16 at North Anson, Me., it has just been learned.

**EDMUNDS-FRANCOVICH**—George Edmunds, drum and traps man with Bob Grayson's Orchestra, and Mary Franco-vich, of Shamokin, Pa., in San Antonio recently.

**GREEN - BUCCAMBUSO**—Melvin R. Green, operator of the Loop-o-Plane at Lakeside Park, St. Louis, to Rose Buccambuso, of Omaha, June 1.

**GREENWOOD-DIARE**—Don Greenwood, magician, and Chloe Diare, blues singer, June 21 at Cattlesburg, Ky.

**HALPIN-MAGUIRE**—Merle B. Halpin and Robert F. Maguire, in Bridgeport, Conn., June 12. Maguire is in charge of the news division of Station WICC, Bridgeport.

**KLEIN-D'ESPINOSI**—Eddie Klein, artist connected with Warner Bros.' Circuit Theaters, and Mickey D'Espinosi, nonpro, in Philadelphia June 26.

**MCGOUGH - PECK**—William P. McGough, ticket man on the Hagenbeck-Wallace Circus, and Hazel Mae (Bobby) Peck, menage rider and worker of one of the elephant acts on same show, June 18 at St. Xavier Catholic Church, St. Louis.

**MOLLISON-BASQUETTE**—Henry Mollison, British stage and screen actor, to Lina Basquette, former cinema star, in London three months ago, it was revealed last week.

**TATE-COLE**—August C. Tate, nonprofessional, to Christina Cole, formerly featured with the Lew Beckridge and other tab shows, in Charlotte, N. C., June 21. Miss Cole is the former wife of Martin Stevens, former character man and now a prominent marionette worker, and she was also known in tabdom as Hank Stevens.

**VRENA-DE VOE**—Frank Vrena, nonpro, to Viola De Voe, of circus and carnival shows, in San Francisco June 26.

**WOODWARD-DODGE**—Earl L. Woodward, member of the skating trio, Earl, Jack and Betty, and Chickie Dodge, comedienne with Pink Lee and Company, in Washington June 14.

## Births

To Mr. and Mrs. Chief Threepersons a 7½-pound girl, Sonia Lee, June 5 in Salt Lake City.

A 7½-pound daughter, Beverly Gladys, to Mr. and Mrs. Charles C. Snellenberger at City Hospital, Indianapolis, March 19. Father is well-known band leader.

To Mr. and Mrs. Max Henry an eight-pound girl, Patty Joe, June 8 at Good Samaritan Hospital, Los Angeles. Mother, known professionally as Patricia Kay, is a blues singer on Station KEHE.

A seven-pound boy to Mr. and Mrs. (See BIRTHS on page 85)

## Kent Hosmer

Kent Hosmer, for several years publicity director of Beckmann & Gersy Shows, was found dead in his room at a hotel in Dearborn, Mich., Wednesday morning, June 23. The show was playing Dearborn at the time.

Prior to his entry in show business the deceased was engaged in daily newspaper work. During his connection with Beckmann & Gersy he made hundreds of friends in show business in addition to his large circle of friends in the newspaper world. He was an expert in his line.

Funeral services were held at Dearborn Friday morning and the body was shipped to Chicago, where a brief service was held Saturday morning at a local funeral parlor, with another service by the Showmen's League in Woodlawn Cemetery, where the body was buried in Showmen's Rest. Pallbearers were L. S. Hogan, J. C. Simpson, Ned Toril, Ted Webb, Harry Hennies and Crawford Francois. Those who attended the funeral, in addition to the pallbearers, included Irv J. Polack, Mr. and Mrs. J. C. McCaffery, Joseph Streibich, Orville Hennies, Joe Scholbo, John Francis, Harry Calvert, Jack Benjamin, Tex Sherman, John Lohrman, Ed Clark, H. A. Lehrter, George Johnson, S. T. Jessop, Harry Coddington, Walter F. Driver, Zebbie Fisher, Sunny Bernet, Dennie Howard, Julius Wagner, Charles Hall, Whitey Miller and Richard (Hi-Ki) Adams.

**ACTS, UNITS AND ATTRACTIONS**

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

Aarons, Ruth Hughes (Radio City Rainbow Room) NYC, nc.  
 Abbott Dancers (Palmer House) Chi, h.  
 Abbott, Joan (Cocoanut Grove) Waukegan, Ill., ro.  
 Abbott, George (Geary) San Francisco, t.  
 Ackermann's, Al, Six Tip Tops: Cannon Falls, Minn.  
 Adair (French Casino) NYC, nc.  
 Adams, Happy Jack (Silver Dollar) Harrisburg, Pa., h.  
 Adair, Ted (Hollywood) NYC, re.  
 Adler, William (Ambassador) NYC, h.  
 Adella (Casa Valencia) NYC, nc.  
 Adreon, Emilee (Villa Venice) Chi, c.  
 Adrian, Iris (Kit Kat) Phila, nc.  
 Alene & Evans (Oriental) Chi, t.  
 Allen & Parker (Nine-Mile House) Cincinnati, nc.  
 Allis, Francis (Casino Da Urca) Rio de Janeiro.  
 Allman, Dave (Sawdust Trail) NYC, nc.  
 Almonte, Marie (Le Mirage) NYC, nc.  
 Anderson, Randolph (Roosevelt) New Orleans, h.  
 Andra, Janis (Colosimo's) Chi, nc.  
 Andrews, Jo (Blackhawk) Chi, nc.  
 Andrew Sisters (Paradise) NYC, re.  
 Antonio & Renee De Marco (Grosvenor House) London, h.  
 Arden, Donn (Commodore Club) Detroit, nc.  
 Arden, Dolly (Villa Venice) Chi, ro.  
 Aristocrats, Four (Palmer House) Chi, h.  
 Aristocrats of Adagio (Lookout House) Covington, Ky., nc.  
 Arlen & Miley (Leon & Eddie's) NYC, nc.  
 Armando & Maria (Brown Derby) Boston, c.  
 Armstrong, Joe (White Way) Atco, N. J., h.  
 Arren & Broderick (Earle) Washington, D. C., t.  
 Ashburn, Harris & Yvonne (Essex House) NYC, nc.  
 Aurelia, Princess (Leon & Eddie's) NYC, nc.  
 Avalons, Six: Warren, Minn.  
 Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.  
 Bachelors, Four (College Inn) Chi, nc.  
 Baer, Betty (Bertolotti's) NYC, re.  
 Baird, Bill (Oriental) Chi, t.  
 Baker, Jerry (Arcola Inn) Arcola, N. J., ro.  
 Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p.  
 Bammett, George (Michigan) Detroit, t.  
 Banks, Sadie (Old Roumanian) NYC, re.  
 Bappte & Lamb (New Yorker) NYC, h.  
 Barbarina & Poms (Oriental) Chi, t.  
 Barclay, Les (Queens Terrace) NYC, nc.  
 Barlow & Benter (Club Esquire) Seattle, nc.  
 Barua, Viktor (Radio City Rainbow Room) NYC, nc.  
 Barron & Blair (Astor) NYC, h.  
 Barr & Estes (Earle) Washington, D. C., t.  
 Barra Cappy (The Grand) Brooklyn, h.  
 Barrett, Sheila (Pal) Chi, t.  
 Barton, Mary (Jimmy Kelly's) NYC, nc.  
 Bass, Paul (Gabriel's) NYC, re.  
 Beasley, Irene (Surside) Atlantic Beach, L. I., nc.  
 Beckman, Jack (Yacht) NYC, nc.  
 Bela (Hungarian Club) NYC, re.  
 Bell & Grey (Peacock Club) Columbus, O., nc.  
 Bell's Hawaiian Follies (D. & R.) Aberdeen, Wash., 1. (Liberty) Olympia, Wash., 2; (Capitol) Astoria, Ore., 3, t.  
 Bennett, Ethel (Old Roumanian) NYC, re.  
 Beno, Ben: Sullivan, Ind.  
 Bentley, Gladys (Piccadilly) Phila, nc.  
 Benton, Larry (Mitchell's Playhouse) Chi, nc.  
 Berl, Ben (Met.) Boston, t.  
 Bernard & Henrie (Club Alabam) Chi, nc.  
 Bernhardt & Graham (Congress) Chi, h.  
 Bernier, Nelda (Edgewater) Lafayette, La., nc.  
 Bert & Jay (Colonial Village) Peoria, Ill., nc.  
 Beryl & Martinez (The Spanish Villa) Hotel Southern, Baltimore.  
 Bing, Herman (Met.) Boston, t.  
 Bishop, Fred (Gay '90s) NYC, nc.  
 Blair, Ellen (Palmer House) Chi, h.  
 Blakeley, Bidda (Monsieur) NYC, nc.  
 Blanchard, Jerry (18 NYC), nc.  
 Blenders, Four (Embassy Club) San Francisco, nc.  
 Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc.  
 Booth, John (Northwood Inn) Detroit.  
 Boran, Arthur (Unity) Stroudsburg, Pa., cc.  
 Borline & Carole (University) Albany, N. Y., nc.  
 Boreo, Emile (State) NYC, t.  
 Borg, Inga (Jimmy Kelly's) NYC, nc.  
 Borry, Allen (Roosevelt) New Orleans, h.  
 Bouche, Nevia (Edgewater) Lafayette, La., nc.  
 Bown, Sibyl (Tower) Kansas City, Mo., t.  
 Bowes, Major, Dixie Jubilee (Loew) Akron, O., t.  
 Bows, La Verne (Ballyhoo Club) Columbus, O., nc.  
 Bopettes, The (Joy Gardens) New Castle, Pa., nc.  
 Boyer, Lucienne (Cafe de Paris) London, nc.  
 Bradford, Barbara (Paradise) NYC, re.  
 Bradshaw, Tiny (Piccadilly) Phila, nc.  
 Bray, Alma (Mirador) NYC, nc.  
 Bryant Sisters (Netherland Plaza) Cincinnati, h.  
 Brito, Phil (Mount Royal) Montreal, h.  
 Britten, Patsy (Gold Nugget Club) Canon City, Colo., 2-8.  
 Britton, Milt, Merry Mad Musical Maniacs (Roxy) NYC, t.  
 Brown Bros. (Casino) Toronto, Can., t; (Greystones) Mansfield, O., 1-11, c.  
 Brown, Danny (Club Lido) Youngstown, O., nc.  
 Brown, Otis (Plantation) NYC, nc.  
 Brown, Sondra (Peabody) Memphis, h.  
 Brown, Ada (Grand Terrace) Chi, nc.  
 Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.  
 Brown's, Murray, Girls (Lyric) Indianapolis, t.  
 Bruce, Betty (French Casino) NYC, nc.  
 Bruce, Gray (Montclair) NYC, h.  
 Bucaneers (Michigan) Detroit, t.  
 Buckley, Dick (Planet Mars) Chi, nc.  
 Buckley, Neil (Congress) Chi, h.  
 Buddy & Selma (Mayflower Casino) Chi, nc.  
 Burke, Johnny (Chicago) Chi, t.  
 Burns, Boots (808 Club) Phila, nc.  
 Burns & White (El Hat) Chi, nc.  
 Butler, Albert (Pierre) NYC, h.  
 Byrd, Muriel (Shelton) NYC, h.

**Route Department**

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

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

Caldos & Baline (Roosevelt) New Orleans, h.  
 Calgary Bros. (Cocoanut Grove) Hollywood, nc.  
 Cameron, Yukona (St. Regis) NYC, h.  
 Caperton & Columbus (Ross Fenton Farms) Ashbury Park, N. J., cc.  
 Carew, Lucille & Her Melody Men (El Reno Club) Ottawa, Ill., nc.  
 Carlisle, Charles (Congress) Chi, h.  
 Carlitta, (Sawdust Trail) NYC, nc.  
 Carlson, Violet (Lyric) Indianapolis, t.  
 Carroll & Gorman (Bon-Air) Chi, cc.  
 Carmen, Peppy (Banker's Tavern) Atlantic City, nc.  
 Carpenter, Imogene (New Yorker) NYC, h.  
 Carr, Billy (608 Club) Chi, nc.  
 Carroll & Gorman (Bon-Air) Chi, cc.  
 Carroll, Helene (Cocoanut Grove) Waukegan, Ill., ro.  
 Carroll, Marie (Gaynor's Club) Milwaukee, nc.  
 Carroll, Winnie (Dizzy) NYC, nc.  
 Casey, Emmett (Gay '90s) NYC, nc.  
 Cassinelli, Dolores (Moris) NYC, re.  
 Challis, Beth (Silver Lake Inn) Phila, ro.  
 Charles & Barbara (Hilderbrecht) Trenton, N. J., h.  
 Chase, Chaz (Sands Point Casino) Long Island, cb.  
 Chilton & Thomas (Chicago) Chi, t.  
 Claire, Ted, & Rhythm Redheads (Oriental) Chi, t.  
 Clare & Sanna Sisters (Earle) Washington.  
 Cliff & Oarmody (Luna Park) Coney Island, N. Y., p.  
 Clemens, Margie (Edison) NYC, h.  
 Cobey, Lew (White) NYC, h.  
 Cole, Marcy (Melody Gardens) Elmira, N. Y., c.  
 Cole, Lester, & Co. (Pal) Chi, t.  
 Collette & Barry (Brown) Louisville, h.  
 Collins & Peterson (Michigan) Detroit, t.  
 Comique Continentals (Capitol) Lancaster, Pa.  
 Conchita (Ship Ahoy) Houston, Tex., re.  
 Conolly, Dick (McAlpin) NYC, h.  
 Connor, Nadine (Sands Point Casino) Long Island, cb.  
 Continental Three (Brass Rail) NYC, re.  
 Conrad & Haycock (Flamingo) Orlando, Fla., nc.  
 Coquita (Le Mirage) NYC, nc.  
 Coral Islanders (Montclair) NYC, h.  
 Corella, Claudia (El Gaucho) NYC, nc.  
 Corliss & Palmer (Chez Paree) Omaha, nc.  
 Correll & Gorman (Bon-Air) Chi, cc.  
 Czizek & Marquis (Lotus Gardens) Cleveland, N. Y., p.  
 Cossacks, Three (Paradise) NYC, re.  
 Cotton, Larry (Biltmore) NYC, h.  
 Courtney, Ann (Montclair) NYC, h.  
 Crane, Ford (Nixon Cafe) Pittsburgh, nc.  
 Crawford, Jesse & Helen (Congress) Chi, h.  
 Crocker, Dorothy (Met.) Boston, t.  
 Cross & Dunn (Riviera) Fort Lee, N. J., ro.  
 Cummins, Walter (Clairidge) Memphis, h.  
 Cunningham, Fairy (Club Riviera) Kansas City, Mo., nc.  
 Quaker, Rube (Greater Texas & Pan Amer. Expo.) Dallas.  
 D'Arcy Girls: Malden, Mass.  
 D'Avalos, Rodolfo & Albertina (El Chico) NYC, nc.  
 Dale, Virginia (Silver Bowl) Sacramento, nc.  
 Darcy, Jean (McAlpin) NYC, h.  
 Darrel, Dorothy (Park Central) NYC, h.  
 Davies, Mary (Chula Vista) Wisconsin Dells, Wis., h.  
 Davis, Benny, & Co. (Earle) Phila, t.  
 De Leon & Edie's NYC, nc.  
 Davis, Lois (Eldorado) Detroit, nc.  
 Davis, Rufe (Waldorf-Astoria) NYC, h.  
 Dawn & Darrow (Royale Frolics) Chi, nc.  
 Day, Tiny (Fritzel's Fiesta) Crystal Lake, Ill., ro.  
 De Moth (Astor) NYC, h.  
 De Armo, Billy, & Margie (Club Hollywood) Kalamazoo, Mich., nc.  
 De Fabbian, Lew (Park Central) NYC, h.  
 DeRonda & Barry (Cavalier) Virginia Beach, Va., h.  
 DeWitt & Vehr Lene (Blue Moon) Tulsa, Okla., nc.  
 De Ring, Trudy (Avalon) Cleveland, O., nc.  
 DeShon, Maxine (Colosimo's) Chi, nc.  
 Dean, Birdie (Gaily Cabaret) Brussels, c.  
 DeVorne, Pamela (French Casino) NYC, nc.  
 Dean, Shannon (Paradise) NYC, re.  
 Debonairs Six (Hollywood) NYC, re.  
 Debutantes, Four (New Yorker) NYC, h.  
 Delgado, Fausto (El Toreador) NYC, nc.  
 Denise, Mlle. (Leon & Eddie's) NYC, nc.  
 Devorne, Pamela (French Casino) NYC, nc.  
 Dexter, Herbert (Villa Moderne) Chi, ro.  
 Diaz, Don, Dolores & Demis (Congress) Chi, h.  
 Diaz, Hazel (Small's) NYC, nc.  
 Diaz, Jose (El Gaucho) NYC, nc.  
 Dictators, The (885 Club) Chi, nc.  
 Dillon & Parlo (Cocoanut Grove) Phila, c.  
 Dimas & Anita (Bal Tabarin) NYC, nc.  
 Dimitri & Virgil (El Gaucho) NYC, nc.  
 DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.

Dolan, Eddie, & Freddie Frederick (Johnny J. Jones Expo.) Toledo.  
 Donatella Bros. & Carmen (Pal) Cleveland, t.  
 Dougherty, Bill (Chickasaw Gardens) Columbus, Ga., nc.  
 Doris, Miss (Versailles) NYC, re.  
 Dover, Jane (Edison) NYC, h.  
 Draper, Paul (Plaza) NYC, h.  
 Drayton Sisters & Jack (Dudley) Salamanca, N. Y., h.  
 Drew, Charlie (Merry-Go-Round Bar) NYC, nc.  
 Drew, Allen (Harlem Hollywood) NYC, nc.  
 Duanos (Mounds) St. Louis, cc.  
 Duffy & Walt (New Yorker) NYC, h.  
 Duke, Darling (Sawdust Trail) NYC, nc.  
 Dulca, Theres (Chez Ray Ventura) Paris, nc.  
 Dula, Ginger (State-Lake) Chi, t.  
 Dunn & Wise (Palm Beach Cafe) Detroit.  
 Dunn, Vera (Famous Door) Boston, nc.  
 Dunn & Clayton (Barrel of Fun) NYC, nc.  
 Dupont, Bob (Roxy) NYC, t.  
 Duskun, Joy (Paradise) NYC, re.  
 Duval, Dorothy (Brevort) Chi, h.  
 Early, Jack (Lantern) Utica, N. Y., nc.  
 Earns & Gordon (Stork) Providence, nc.  
 Edmonds, Joe (Hofbrau) Hoboken, N. J., re.  
 Edwards Sisters (Kit Kat) NYC, nc.  
 Edwards, Patricia (S. S. Bear Mountain) NYC, s.  
 Elitons (Hollywood) NYC, re.  
 Engelman, Wilfred (Chicago) Chi, t.  
 Ericco, Edna (Famous Door) Boston, nc.  
 Esther, Paul (Esquire) Toronto, nc.  
 Enrico, Don (Colosimo's) Chi, re.  
 Farmer, Chic (Stork) NYC, nc.  
 Farrar, Jane (1523) Phila, nc.  
 Faye, Frances (1514) Phila, nc.  
 Faye & Foster (Michigan) Detroit, t.  
 Faye, Joyce (Bertolotti's) NYC, re.  
 Felicia & Delrey (Lotus) Washington, D. O., re.  
 Fenton, Mildred (Roosevelt) New Orleans, h.  
 Ferguson, Bobby (Dude Ranch) Berwyn, Md., ro.  
 Fern, Vera (Mt. Royal) Montreal, h.  
 Fern, Pearl, Duo (Casin) Pontiac, Mich., nc.  
 Finn & Maxine (Ochateau) Detroit, nc.  
 Florence & Alvarez (Sands Point Bath) Long Island, cb.  
 Flores, Marissa (Waldorf-Astoria) NYC, h.  
 Flournoy, Tula (Bertolotti) NYC, re.  
 Flynn, Whites (Park Central) NYC, h.  
 Folles d'Amour (Riverside) Milwaukee, t.  
 Fonda & St. Clair (Heidelberg) Baton Rouge, La., h.  
 Fontaine, Evan Burrows (Adelphia) Phila, h.  
 Fontaine Sisters (Edgewater) Lafayette, La., nc.  
 Foote, Herbert (Edgewater Beach Hotel) Chi, h.  
 Forbes, Marla (Weylin) NYC, h.  
 Forbes, Sunny (St. Regis) NYC, h.  
 For & Barnes (608 Club) Chi, nc.  
 Ford, Gene (Torch Club) Baltimore.  
 Ford, Nora (806 Club) Chi, nc.  
 Foster, Falth (Mayfair) Detroit, nc.  
 Four Sons of Satan (French Casino) NYC, cb.  
 Fox & Lui (Michigan) Detroit, t.  
 Frakson (Mayfair) London, nc.  
 Francis & Carroll (Mayfair) Chi, nc.  
 Francis & Wally (Euclid Club) Bay City, Mich., nc.  
 Franklin, Gas (St. George) Brooklyn, h.  
 Frazer, Jack (Park Central) NYC, N. Y.  
 Freiber, Milton (Park Circle) NYC, re.  
 Frisch, Adrian (Chicago) Chi, t.  
 Frohman, Bert (Surside) Atlantic Beach, L. I., N. Y., cb.  
 Froos, Sylvia (Chicago) Chi, t.  
 Gaby, Frank (Adelphia) Phila, h.  
 Gainsworth, Marjorie (Versailles) NYC, nc.  
 Gangl, Connie (Chez Ami) Buffalo, nc.  
 Gardner, Muriel, & Marvin Kane (Carlton) London, h.  
 Gardner, Grant, & Co. (Pan-American Expo.) Dallas.  
 Garete, Jeannette (Roosevelt) New Orleans, h.  
 Garr, Eddie (Beverly Hills) Newport, Ky., cc.  
 Garron & Bennett (Bon-Air) Chi, cc.  
 Gaston & Andre (Mayfair) Detroit, nc.  
 Gaston (Monte Carlo) NYC, nc.  
 Gaudier's Steeplechase (Edgewater Beach) Chi, h.  
 Gautier's Toy Shop (Pal) Cleveland, t.  
 Gaylene Sisters (Villa Venice) Chi, ro.  
 Gaylor, Ruth (Hollywood) NYC, re.  
 Gilbert, Paul (Grosvenor House) London, h.  
 Giants of Rhythm, Three (Cotton Club) NYC, nc.  
 Gibson, Virginia (Bagdad) Miami, nc.  
 Gilbert, Ethel (Gay '90s) NYC, nc.  
 Gilbert & Dolores (St. Moritz) NYC, h.  
 Gilbert, Paul (Lantz Merry-Go-Round) Dayton, O.  
 Gleason, Art (National) Richmond, Va., t.  
 Glory, June (Blackhawk) Chi, nc.

Glover & Lamac (Rainbow Grill, Radio City) NYC, nc.  
 Gobs, Three (Plantation) NYC, nc.  
 Goff, Jerry (Adelphia) Phila, h.  
 Golden, Les (Brown Derby) Boston, nc.  
 Gomez & Winona (Roxy) NYC, t.  
 Goodell, Danzi (Adelphia) Phila, h.  
 Goodelle, Nella (Plaza) NYC, h.  
 Goodman, Charles (Biltmore) NYC, h.  
 Gordon, Paul (Mt. Royal) Montreal, h.  
 Gower & Jean (Mt. Royal) Montreal, h.  
 Grant, Barney (Park Central) NYC, h.  
 Grasl, Rudi (Berkeley) London, h.  
 Green, Al (Pioneer) NYC, nc.  
 Griffin, George (Sands Point Casino) Long Island, cb.  
 Grisha & Brona (Villa Venice) Chi, ro.  
 Guarectas, Las (El Chico) NYC, nc.  
 Guido & Eva (Walton) Philadelphia, h.  
 Guy, Barrington (Plantation) NYC, nc.  
 Guy, Vernon (Parish) Phila, nc.  
 Gwynne, Jack & Co. (Great Lakes Expo.) Cleveland, p.  
 Haines (Leon & Eddie's) NYC, nc.  
 Hall, Kiki, & Peppy Carmen (Banker's Tavern) Atlantic City, nc.  
 Halliday, Ruby (Chez Brummel) Cannes, France.  
 Hamilton, Betty (Edgewater) Lafayette, La., nc.  
 Handie & Mills (Gloria) Columbus, nc.  
 Harper, Ruth (Mount Royal) Montreal, h.  
 Harter, Don (Nine-Mile House) Cincinnati, nc.  
 Harris, Mary (Luna Park) Coney Island, N. Y., p.  
 Harrison, Spike (Gay '90s) NYC, nc.  
 Hartson, Marion (Small's) NYC, nc.  
 Hart, June (16 Club) Chi, nc.  
 Hastings, Sue (Rainbow Room, Radio City) NYC, nc.  
 Hayden, Tommy (Wivel) NYC, re.  
 Haxton, Harvey & Haxton (Farsmount) Chi, nc.  
 Heath, Ann (Pierre) NYC, h.  
 Henry, Noel (Granada) NYC, h.  
 Herrera, Sarita (Yumuri) NYC, nc.  
 Hi-Enters (Astor) NYC, h.  
 Hillard, Jack (Royal) NYC, nc.  
 Hixon, Hal (1214) Phila, nc.  
 Hoffman, Dr. Charles (Beverly Hills) Newport, Ky., nc.  
 Hoffman, Max (Chez Maurice) Montreal, nc.  
 Hoffman, "Dr." Charles (Beverly Hills) Newport, Ky., nc.  
 Holden, Bruce (Palmer House) Chi, h.  
 Holland & Hart (Palmer House) Chi, h.  
 Holmes, George (Black Cat) NYC, nc.  
 Holt, Maymo (Lexington) NYC, h.  
 Holz, Lou (Chez Paree) Chi, nc.  
 Hood, Don (Syracuse) Syracuse, N. Y., h.  
 Hope, Falth, & Zingo (Ambassador) Dallas, h.  
 Howard, Terry (State-Lake) Chi, t.  
 Howard, Joe E. (Gay '90s) NYC, nc.  
 Hudson & Hadden (Esquire) Toronto, nc.  
 Huff, Tim (Barro) NYC, nc.  
 Hughes, Lysbeth (Biltmore) NYC, h.  
 Hufner, Ina Ray (Rink) Waukegan, Ill., h.  
 Hyde, Vic (Mirador) NYC, nc.  
 Ice Ballet (Boston) Boston.  
 Ider's Trio (Roosevelt) Pittsburgh, Pa., h.  
 International Trio (Roosevelt) NYC, h.  
 International Trio (Algo) Toledo, O., h.  
 Irving, Jack (Harry's New York Cabaret) Chi, nc.  
 Irwin, Rene (Sherwood) Burlington, Vt., h.  
 Jackson & Nedra (Oriental) Chi, t.  
 Jackson & Blackwell (Lotus) Washington, D. O., re.  
 Jakobi, Anita (Lido) Montreal, Que., nc.  
 James, Hal (Club Elite) Dayton, O., nc.  
 Jans, Leonard (Dante's Inferno) St. Louis, nc.  
 Jaqua, Sybil (Pal) Cleveland, t.  
 Javencilo, Marie (Barritz) Phila, nc.  
 Jeanette & Kaian (Lord Baltimore) Baltimore, h.  
 Jenner, Walter & Buddy (Chase) St. Louis, h.  
 Jerome, Frank (S. S. Maryland) NYC, s.  
 Jerry & Turk (Cocoanut Grove) Waukegan, Ill., ro.  
 Jeffrey, Ruth (Famous Door) Chi, nc.  
 John Jr., Wally (Coronado) St. Louis, h.  
 Johnny & George (Wecht) NYC, nc.  
 Johnson, Elinor (608 Club) NYC, h.  
 Johnson, Jay (St. George) Brooklyn, h.  
 Johnson, Lucille (Paradise) NYC, re.  
 Johnson, Mae (Plantation) NYC, nc.  
 Jonay, Roberta (Waldorf-Astoria) NYC, h.  
 Jose & Patricia (El Chico) NYC, nc.  
 Joyce, Jacquelin (Mirador) NYC, nc.  
 Juan & Marita (Via Lago) Chi, nc.  
 Kahn & De Pinto (The Little Rathskeller) Phila, nc.  
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.  
 Kane, Dickson Revue (Capitol) Washington, D. C., t.  
 Karson, Musicales (Anderson) Anderson, Ind., h.  
 Karson Duo (Anderson) Anderson, Ind., h.  
 Kay, Frances (Farsmount) Chi, nc.  
 Kaye, Dolly (Royal) Phila, nc.  
 Kaye, Jane (Blackhawk) Chi, nc.  
 Kaye, Johnny (Kenny Mara Club) Bridgeport, O., nc.  
 Keck, Eddie (Shrine Circus) Ft. Wayne, Ind.  
 Keller, Loreta (Cocoanut Grove) Boston, nc.  
 Kenny, Billy (Cortez) El Paso, Tex., h.  
 Kenny, Phyllis (Park Central) NYC, h.  
 Kent, Peter (New Yorker) NYC, h.  
 Kerns, Helen (Village Casino) NYC, nc.  
 Kherader, Nicolas (Russian Art) NYC, re.  
 King Sisters, Four (Biltmore) NYC, h.  
 Kinney, Ray (Lexington) NYC, h.  
 Knight, Eleanor (Roxy) NYC, t.  
 Koves, Louis (Hungarian Club) NYC, re.  
 Kramer, Ida (Swanee) NYC, nc.  
 Kressella, Four: Valley City, N. D.  
 La Fons, The (Colosimo's) Chi, nc.  
 La Marr, Renee, Trio (Colosimo's) Chi, nc.  
 La Marr, Bobby (New Earl) Baltimore, nc.  
 La Monte, Jean (Frontenac) Detroit, nc.  
 Laine, Bobbie (Ballyhoo) Columbus, O., nc.  
 LaRue, Eddie (Club Bisc) Cleveland, nc.  
 LaFour, Marge (Mirador) Chi, nc.  
 LeVess & Margo (Red Gables) Indianapolis, nc.  
 La Vola, Don (Shrine Circus) Sioux Falls, S. D.; (Air Show) Huron 4-5.  
 LaZare, Aerial (Fitz) Carman, Man., Can.; (Fair) Duha, Man., Can., 5-10.  
 Laird, Ruth, & Her Texas Riketts (Adelphia) Phila, h.

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

Lamarr, Henry (Gay '90s) NYC, re.  
Lamont, Don (Hollywood) NYC, re.  
Lane, Kathleen (Hickory Lodge) Larchmont, N. Y., re.  
Lang, Edie (Mirador) NYC, re.  
Latham's Torrid Tempos (Sun Set Tavern) Okmulgee, Okla., re.  
Lawton, Reed (Mon Paris) NYC, re.  
Lawton, Judith (McVan's Club) Buffalo, re.  
LeBaron, Karre, Dancers (Loew's Capitol) Washington, D. C., re.  
Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland, re.  
Lede, Lita (Astor) NYC, re.  
Lee, Bonnie (Trocaadero) Dallas, Tex., re.  
Lee, Bob (Wivel) NYC, re.  
Lee, Sally (Tavern) Savannah, Ga., re.  
Lee, Val, Leona (Jimmy Kelly's) NYC, re.  
Leon Sisters (Silver Bowl) Sacramento, re.  
Leonard, Eddie (Gay Nineties) NYC, re.  
Leales (Paradise) NYC, re.  
Lester, Jerry (Royal Arcades) Chi., re.  
Lester, Ann (Yacht Club) Chi., re.  
Lester, The Great (Wivel) NYC, re.  
Lewis, Greta (Bertolotti) NYC, re.  
Lewis, H. Kay; Cheyenne, Wyo.  
Lewis Sisters (El) Chi., re.  
Lewisse, Jeanne (Mayfair) Cleveland, re.  
Lewis, Tex. & Hillbillies (Village Barn) NYC, re.  
Lombard Sisters (Biltmore) Providence, re.  
Lomas, John (Trotter) Baltimore, re.  
Lons, Nick (Riviera) Fort Lee, N. J., re.  
Lons, Avon (Plantation) NYC, re.  
Lorna & Hayes (Mayfair) London, re.  
Loper & Carr (Capri) Lawrence, Mass., re.  
Lorraine, Winfred (Mirador) NYC, re.  
Lowry, Phil (Italian Arcades) Pittsburgh, re.  
Loyambe & Renard (Stevens) Chi., re.  
Lucas, Clyde, & Band (Paramount) NYC, re.  
Lucky Sisters (Small's) NYC, re.  
Lunard & Perkova (Silver Bowl) Sacramento, re.  
Lyda, Sue (Astor) NYC, re.  
Lynn, Dale (608 Club) Chi., re.  
Lynn, Marl (Palmer House) Chi., re.  
Lynne, Tommy (State-Lake) Chi., re.

M

McBride, Jack (Romance Inn) Angola, N. O., re.  
McConnell & Moore (Bowery) Pan. Amer. Expo, Dallas 12-17-10.  
McCoy, Bob (Biltmore) NYC, re.  
McCullley, Jean (Village Barn) NYC, re.  
McDonald, Ray & Grace (Savoy-Plaza) NYC, re.  
McGivney, Owen (Earle) Washington, D. C., re.  
McKenny, Julia (Piccadilly) Phila., re.  
McLellan, Rodney (Mt. Royal) Montreal, re.  
McMahon, Larry (Village Barn) NYC, re.  
McNally Sisters, Four (Mayflower Casino) NYC, re.  
Mack, Lyle (Club Lido) Youngstown, O., re.  
Madison, Rudy (Gay '90s) NYC, re.  
Mae & Cord (State) NYC, re.  
Mae, Edna (Paradise) NYC, re.  
Malina, Luba (Adolph) Phila., re.  
Manhattanites, The (State-Lake) Chi., re.  
Manners, Gene, & Bernice Lee (Paradise) NYC, re.  
Manners, Carol (Met.) Boston, re.  
Manning, Les & Mitzel (Hollywood) NYC, re.  
Manning, Ois (Mayfair) Washington, D. C., re.  
Manno & Stratford (Claridge) Memphis, re.  
Mannone, Winy, & Orch. (State) NYC, re.  
Manolita (Russian Art) NYC, re.  
Mare & Fils (Luna Park) Coney Island, N. Y., re.  
Marcell, Dolores (L'Algon) Chi., re.  
Marchand, Bob (Cafe Madrid) Buffalo, re.  
Marco & Mersha (New Tivoli Casino) Juarez, Mex.  
Mar's Marvel Dogs (Celebration) McGregor, Ia., re.  
Marino, Joe (Famous Door) Chi., re.  
Marlow, Selma (Paramount) NYC, re.  
Marsh, Howard (Mayfair Club) West Orange, N. J., re.  
Martin, Marlon (Mirador) NYC, re.  
Martinez & Antonita (St. George) Brooklyn, re.  
Mason, Jack (Maria's) NYC, re.  
Mason, Melissa (Michigan) Detroit, re.  
Mason, Johnny & Andre (Casino da Urca) Rio de Janeiro, re.  
Maurice, The Great (Mayfair) Boston, re.  
Maurine & Norva (Bal Tabarin) San Francisco, re.  
Mous, Jack Barrett (S. S. Mandalay) NYC, re.  
Mayback, Jan (S. S. Bear Mountain) NYC, re.  
Mells, Kirk & Howard (Oriental) Chi., re.  
Merman, Ethel (Paramount) NYC, re.  
Merrill, Joan (Mayfair) Boston, re.  
Miller, Catherine (Drake) Chi., re.  
Miller, Helene (Benny the Bum's) Phila., re.  
Miller, Louise (Cocoanut Grove) Waukegan, Ill., re.  
Miller, Marty (Turk Club) Pittsburgh, re.  
Mondie & Lenaux (Manila) Manlin, P. I., re.  
Mons, Jean (To-Jo Farms) Detroit, re.  
Montgomery, Howard (Luna Park) Coney Island, N. Y., re.  
Moore & Dene (Plantation) NYC, re.  
Moorehead, Jim (Hickory Lodge) NYC, re.  
Morales, Antonia (El Chico) NYC, re.  
Morales Bros. & Little Daisy (Bolero) Detroit, re.  
Morgan, Helen (Chez Paree) Chi., re.  
Moroni & Coralee (Tower) Kansas City, Mo., re.  
Morris, Will & Bobby (Clementon Lake Park) Clementon, N. J., re.  
Morris & Mays (Grand Terrace) Chi., re.  
Morrison, Jack (S. S. Mandalay) NYC, re.  
Morrison, Joe (Capitol) Washington, D. C., re.  
Morton, Alvira (Club Mince) Chi., re.  
Morton, Eddy (Laufer) Fort Union, Mich., re.  
Moya, Lita (El Gaucho) NYC, re.  
Mozelle (Old Roumanian) NYC, re.  
Muesler, Ernette (Riviera) Ft. Lee, N. J., re.  
Murphy, Dean (Mounts) St. Louis, re.  
Murphy, Senator (Oriental) Chi., re.  
Murray & Alan (Bagdad) Miami, re.  
Murry, Timmie (España Club) Chi., re.  
Myrus (College Inn) Chi., re.

N

Nary, Charles (St. Regis) NYC, re.  
Nazzaro Jr., Nat (Lookout House) Ovington, Ky., re.  
Negrete, George (Yumuri) NYC, re.  
Nels Troupe (Met.) Boston, re.  
Nelson, Ozzie, & Orch. (Stanley) Pittsburgh, re.  
Nelson's Boxing Cats (Leon & Eddie's) NYC, re.  
Nesbit, Evelyn (Wivel) NYC, re.  
New Yorkers, The (Open Door) Chi., re.  
Newman, Doug (Glen Island Casino) New Rochelle, N. Y., re.  
Nicholas Bros. (Cotton Club) NYC, re.

Nicholson, Edith G. (Wivel) NYC, re.  
Nichols & Haly (Avalon) Cleveland, re.  
Nichols, Howard (Rox) NYC, re.  
Nico (Zebra Bar) NYC, re.  
Nikko & Grace (Beverly Hills) Newport, Ky., re.  
Nina, Gypsy (Luna Park) Coney Island, N. Y., re.  
Nip, Agnes & Tommy (Hollywood) NYC, re.  
Noble & Donnelly (Mayflower Casino) Chi., re.

THE NONCHALANTS

Now Playing  
PALACE THEATER,  
Chicago, Ill.  
Personal Direction  
MUSIC CORPORATION OF AMERICA

Nolan Terry (Governor Clinton) NYC, re.  
Noll, Eddie, & Marlon Nolan (Urca Casino) Rio de Janeiro, Brazil.  
Nonchalants (Pal.) Cleveland, re.  
Norman & McKay (Casino da Urca) Rio de Janeiro.  
Novak, Wilma (Famous Door) Boston, re.

O'Connell, Tommy (España Club) Chi., re.  
O'Dell, Dell (Arrowhead Inn) NYC, re.  
O'Donnell, Ione (608 Club) Chi., re.  
O'Neil, Catherine (Royal Palm) Miami, re.  
O'Rourke, Nat (Beverly Hills) Phila., re.  
Oehmean Twins (Bismarck) Chi., re.  
Ogden, Patsy (El-Hat) Chi., re.  
Olive & George (Riviera) Ft. Lee, N. J., re.  
Olmits, Toddy (Nut Club) NYC, re.  
Oshins & Lessy (500 Atlantic City, N. J., re.  
Omer (St. George) Brooklyn, re.  
Ortega, Rosita (Yumuri) NYC, re.  
Ost, Charles (Carmichael Club) Augusta, Ga., re.  
Osterman, Jack (Mirador) NYC, re.  
Ose, Bob (Drake) Chi., re.  
Page, Ken & Roy (Mayfair) Chi., re.  
Palmer, Gladys (Three Deuces) Chi., re.  
Palmer, Paddy & Peggy (Harry's New York Cabaret) Chi., re.  
Panchito (Yumuri) NYC, re.  
Pansy the Horse (Rox) NYC, re.  
Papile, Felix (Montclair) NYC, re.  
Parish, Deane (Chez Maurice) Montreal, re.  
Parker, LaRue (Brown Palace) Denver, re.  
Parker, Muriel (Rosevelt) New Orleans, re.  
Parks, Valarie (Harry's New York Cabaret) Chi., re.  
Passajo, Ernie (Biltmore) NYC, re.  
Patterson, Trent (Whirling Top) NYC, re.  
Paul, Wauna (Monsieur) NYC, re.  
Pawls, Glen & Ince (Highway Inn) Mishawaka, Ind., re.  
Payne, Billy (Penthouse) Boston, re.  
Pedro & Lulu (Criterion) Bar Harbor, Me., re.  
Pegue, Paul (Gloria Palast) NYC, re.  
Pennington, Ann (Paradise) NYC, re.  
Peppino & Beatrice (New Yorker) NYC, re.  
Peppino & Camille (Pierre) NYC, re.  
Perry, Frank (Tuxedo Club) Phila., re.  
Phifer, Volney (Calvin) Washington, Mo., re.  
Pierce & Harris (St. Regis) NYC, re.  
Pierce, Marlon (Riviera) Ft. Lee, N. J., re.  
Pierce & Roland (St. Moritz) NYC, re.  
Pils & Tabet (Mayfair) London, re.  
Pierre & Temple (Biltmore Bowl) Los Angeles, re.  
Piner & Earle (College Inn) Chi., re.  
Plaut, Jerry (Dizzy Club) NYC, re.  
Plaza, Trini (El Gaucho) NYC, re.  
Poc, Evelyn (Colosimo's) Chi., re.  
Pope, Glen (Hollywood) NYC, re.  
Powers, Eddie (Avalon) Cleveland, re.  
Powers, Rex & Betty (Golden Gate Club) Salda, Colo., re.  
Pryor, Ruth (Bismarck) Chi., re.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi., re.

Rabold, Rajah (Roosevelt) Jacksonville, Fla., re.  
Raddliff, Bee & Ray (El Dorado) Detroit, re.  
Raddliff, Roy (Times Square Supper Club) Rochester, N. Y.  
Radio Rammers (Stanley) Pittsburgh, re.  
Radio Aces (Astor) NYC, re.  
Rafferty, Tom (Esquire) Toronto, re.  
Randall, Peter (Village Casino) NYC, re.  
Randolph, Amanda (Black Cat) NYC, re.  
Raphael (Waldorf-Astoria) NYC, re.  
Rasche, Albertina, Dancers (St. Regis) NYC, re.  
Rath, Vern (Tower) Kansas City, Mo., re.  
Rathburn, Vernon, & Co. (State-Lake) Chi., re.  
Ray, Al & Frances (Alymer Aquatic Club) Alymer, Que., Can., re.  
Raye & Naldi (Radio City Rainbow Room) NYC, re.  
Redington Twins (Chez Paree) Chi., re.  
Reed (Mirador) NYC, re.  
Reed, Etta (608 Club) Chi., re.  
Reeves, Billy (French Casino) Detroit, re.  
Regar, Charlotte (Skylight Club) Cleveland, re.  
Reilly, Patricia (Wivel) NYC, re.  
Reis & Dunn (885 Club) Chi., re.  
Rekkoffs, The (French Casino) NYC, re.  
Rey, Alvino (Biltmore) NYC, re.  
Reynolds, Frank (College Inn) Chi., re.  
Reyes, The (Greenbrier) White Sulphur Springs, W. Va., re.  
Reynolds, Helen (Glen Island Casino) New Rochelle, N. Y., re.  
Reynolds, Frank (College Inn) Cleveland, re.  
Rhapsody in Silk (Pat.) Chi., re.  
Rhodes, Dale (Sax) Detroit, re.  
Rhodes, Dorothy (El Kat) NYC, re.  
Richard, Ed (Oriental) Chi., re.  
Richards & Carson (Paradise) NYC, re.  
Richards & Monnet (Cavaliers) Virginia Beach, Va., re.  
Rider Sisters (Harry's New York Cabaret) Chi., re.  
Ritchie, Carl & Margie (Sherwood) Burlington, W. V., re.  
Roark, Edith (Yacht Club) Chi., re.  
Roberts, Three (French Casino) NYC, re.  
Roberts, Dave & June (New Modern) Omaha, re.  
Robins Sisters (Royal Frohes) Chi., re.  
Robinson Twins (Yacht Club) Chi., re.  
Rock, Mildred (Harry's New York Cabaret) Chi., re.  
Rodrigo & Francine (Book Cadillac) Detroit, re.  
Rogers, Sally (Skylight Club) Cleveland, re.  
Rogues, Three Musical (Barney Gallant's) NYC, re.  
Rohmer, Billie (Frontenac) Detroit, re.

Roland, Dawn (St. Moritz) NYC, re.  
Roland, Mary (Paradise) NYC, re.  
Roland & Annette (Ball-Ball) Chi., re.  
Rolph, Wynne (Wivel) NYC, re.  
Romero, Arturo (Buckingham) NYC, re.  
Ronald & Roberta (Blackhawk) Chi., re.  
Rook, Isabel (Wilton) Phila., re.  
Rosaling & Annette (Tokay) NYC, re.  
Ross & Edwards (Park Central) NYC, re.  
Rosini, Paul (Cocoanut Grove) Waukegan, Ill., re.  
Ross, Paul (Blossom Heath Inn) Detroit, re.  
Rosita & Fontana (Surfside) Atlantic Beach, N. Y., re.  
Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, re.  
Roth & Shuster (Lyric) Indianapolis, re.  
Roth & Shay (Pan-Amer. Expo.) Dallas, re.  
Royal Moscovians (Aurora) Aurora, Ill., re.  
Rugel, Yvette (Yacht) NYC, re.  
Russell, Johnny (Paradise) NYC, re.  
Rust, Shirley (Yacht Club) Chi., re.  
Ryan & Doris (Sawdust Trail) NYC, re.

Sage, Sally (885 Club) Chi., re.  
St. Germaine, Kay (Drake) Chi., re.  
St. Onge, Joe (Police Circus Coliseum) St. Louis, re.  
Samuels, Thrice, & Harriet Hayes (State) NYC, re.  
Santor, Ralph (Edgewater Beach) Chi., re.  
Saunders, Larry, & Jean (Amer. Legion Carnival) Salem, Mass.  
Sax, Ray (Pal.) Chi., re.  
Saxes, Three (Capitol's) NYC, re.  
Schaps, Sid (Paddock) Chi., re.  
Schenck, Al (Arcola Inn) Arcola, N. J., re.  
Scott, Claire (Park Central) NYC, re.  
Seller, Jay & Lou (Michigan) Detroit, re.  
Seiler, Gloria (Edgewater Beach) Chi., re.  
Selye, Arlene & Norman (Leon & Eddie's) NYC, re.  
Selden & Ender (State-Lake) Chi., re.  
Seton, Ann (Sapphire Room) NYC, re.  
Shaughal Wing Troupe (Capitol) Washington, D. C., re.  
Shaver, Buster (Riviera) Ft. Lee, N. J., re.  
Shaw, Helen (Mirador) NYC, re.  
Shayne, Gloria (Mayflower Casino) Chi., re.  
Shen & Raymond (Paradise) NYC, re.  
Sheppard, Sammy (Mitchell's Playhouse) Chi., re.  
Sheridan, Eleanor (Radio City Rainbow Room) NYC, re.  
Shore, Willie (Colosimo's) Chi., re.  
Shutta, Ethel (Royal Palm) Miami, re.  
Shutts, Ethel (Fowers) Rochester, N. Y., re.  
Simmons, Lee (Plantation) NYC, re.  
Sims & Bailey (State) NYC, re.  
Skyroekets, Four (Gay '90s) Chi., re.  
Smeek, Roy (Riverside) Milwaukee, re.  
Smith, Carl (Tumble Inn) Croton-on-Hudson, N. Y., re.  
Smith, Cyril (Astor) NYC, re.  
Smith & Dale (Capitol) Washington, D. C., re.  
Smith, Earle (Brevoort) Chi., re.  
Son & Sonny (Grand Terrace) Chi., re.  
Society, The (Getz's Supper Club) Baltimore, re.  
Stanley, Aileen (Barclay) London, re.  
Starr, Judy (Astor) NYC, re.  
Sterner, Kean & Lois (Bal Tabarin) Paris, re.  
Stevens, Frank (Ten York) Albany, N. Y., re.  
Stewart, Cal (McEvans) Buffalo, re.  
Stone, Dick (Essex House) NYC, re.  
Stones, Charles & Helen (Lyric) Indianapolis, re.

Strickland, Charles F. (Buckingham) NYC, re.  
Stuart, John N. (Greenwich) N. Y., re.  
Stuart & Lee (Benny the Bum's) Phila., re.  
Swann, Russell (Savoy-Plaza) NYC, re.  
Swifts, Three (French Casino) NYC, re.  
Swing Kids (Astor) NYC, re.  
Sybil, Paul (Surfside) Atlantic Beach, N. Y., re.  
Symington, Eve (Waldorf-Astoria) NYC, re.

T

Talbot, Judy (Stevens) Chi., re.  
Tania & Kirsolf (Park Central) NYC, re.  
Tappen, Maxine (Essex House) NYC, re.  
Tapps, George (Chez Paree) Chi., re.  
Tate & Simpson (Leon & Eddie's) NYC, re.  
Tatiana & Zorro (Wilton) Phila., re.  
Taubman, Elmer (Ambassador) NYC, re.  
Taylor, Eky (Hollywood) NYC, re.  
Taylor, Estelle (Pinebrook) Nichols, Conn., re.  
Teela, Dick (Riverview) Des Moines, re.  
Telchels, Sud (Brass Rail) NYC, re.  
Tentations, Four (Edgewater) Lafayette, La., re.  
Theodore & Denesha (Cocoanut Grove) Waukegan, Ill., re.  
Thomas, Eddie (College Inn) Phila., re.  
Thompson, Bobby (Rox) NYC, re.  
Thompson, Helen Waterbury (Ambassador) NYC, re.  
Thorsen, Art (Biltmore) NYC, re.  
Thrill & Ray (Mirador) NYC, re.  
Thurn, Otto (Alpine Village) Great Lakes Expo, Cleveland, re.  
Thury, Iona de (Tokay) NYC, re.  
Tic Tac Girls (Casanova) Hollywood, Calif., re.  
Tinney, Dot (Black Cat) NYC, re.  
Tip, Tap & Toe (Met.) Boston, re.  
Tondelayo (Plantation) NYC, re.  
Town Troubadours (French Casino) NYC, re.  
Trahan, Al (St. Regis) NYC, re.  
Trent, Tommy (Congress) Chi., re.  
Tudor Sisters & Avery (Shrine Circus) Ft. Wayne, Ind., re.  
Turner, Frank (España Club) Chi., re.

V

Valdez, Vern (Club Piccadilly) Baltimore, re.  
Valo & Stewart (Gaiety Cabaret) Brussels, re.  
Van Cello & Mary (Earle) Washington, D. C., re.  
Varzos & McDowell (Congress) Chi., re.  
Veloz & Yolanda (Plaza) NYC, re.  
Venuta, Betty (Drake) Chi., re.  
Vera, Velazoo (Times Square Supper Club) Rochester, N. Y., re.  
Vespera, Four (Michigan) Detroit, re.  
Vestoff, Floria (Mirador) NYC, re.  
Vic & Lamar (Ambassadeurs) Cannes, France, re.  
Vickers, Joan (Mirador) NYC, re.  
Villani, Mario (Arcadia) Phila., re.  
Villano & Lorna (The Club) Hagerstown, Md., re.  
Vince & Anita (Mayfair) Boston, re.  
Vox & Walters (Lyric) Indianapolis, re.

W

Wages, Johnnie (Great Lakes Expo.) Cleveland, re.  
Wahl, Dorothy (Colosimo's) Chi., re.  
Waldron, Jack (Yacht Club) Chi., re.

Walker, Buddy (Yacht) NYC, re.  
Walker, Jeanne (Bon-Air) Chi., re.  
Walker, Ted & Ethel (Hof Brau) Camden, re.  
Walker Trio (Bismarck) Chi., re.  
Walsh & Barker (Berkeley) London, re.  
Walters, Walter (St. Moritz) NYC, re.  
Walton, Vera (Palm Garden Club) Columbus, O., re.  
Ward, Mae (Lido) Tulsa, Okla., re.  
Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., re.  
Wardell & Dede (Ball-Ball) Chi., re.  
Waring, Seab (Astor) NYC, re.  
Washington, George Dewey (Ootton Club) NYC, re.  
Webster, Jim (Onyx) NYC, re.  
Wet, Heri (Montclair) NYC, re.  
Wells, Wally (Barney's) NYC, re.  
Wencil, Ray (Paramount) Chi., re.  
Wenzel, Dorothy (Italian Gardens) Pittsburgh, re.  
West, Buster, & Lucille Page (Pal.) Chi., re.  
Whalen, Jackie, & Steamline Steppers (Club Gande) Syracuse, N. Y., re.  
White, Jack (18) NYC, re.  
White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., re.  
White, Danny (Merry-Go-Round) Brooklyn, re.  
White, Sammy (State-Lake) Chi., re.  
Whittier, Charlie (Astor) NYC, re.  
Wick, Fritz (Paramount) Chi., re.  
Wick Bros. (Earle) Washington, D. C., re.  
Wilkins, Dorothy (New Yorker) NYC, re.  
Williams, Art (Club Alabam) Chi., re.  
Williams, Janis (Stevens) Chi., re.  
Williams, Val (El Dorado) Detroit, re.  
Willford, Harry (Glen Island Casino) New Rochelle, N. Y., re.  
Willis, Claire (Arrowhead Inn) NYC, re.  
Willis & Gilmore (Mayfair) Detroit, re.  
Wilson, Derby (Plantation) NYC, re.  
Wilson, Jackie & Honey (Gaiette) NYC, re.  
Woland, Duo (White City Park) Worcester, Mass.  
Woods & Bray (Jack-o-Lantern Lodge) Eagle River, Wis., re.  
Woods, Johnny (Esquire) Toronto, re.  
Worth, Grace (Dorchester) London, re.  
Wray, Raymond (Spinning Wheel Cabaret) Seattle, Wash.  
Wyatt, Bob (Golden Spot) Chi., re.  
Wynn, Nan (Playland) Rye, N. Y., re.

Y

Yorke & Lewis (Jimmy Kelly's) NYC, re.  
Yost, Ben, & Varsity Eight (Riviera) Ft. Lee, N. J., re.  
Young, Margie (Park Central) NYC, re.  
Youngman, Henry (Pal.) Cleveland, re.  
Yvette (Club Mince) Chi., re.  
Yvonne, Princess (Strand) Crawfordsville, Ind., re.

Z

Zeliger, Billy (New Earl) Baltimore, re.  
Zeiler & Wilburn National (Richmond, Va., re.  
Zita & Marselle (Chez Paree) New Orleans, re.

BANDS AND ORCHESTRAS

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

Abbott, Dick (Emerson) Baltimore, re.  
Abe, Vic (Drake) Chi., re.  
Aces, Four (Yacht) Chi., re.  
Adams, Johnnie (Dutch Gardens) Dayton, O., re.  
Adcock, Jack (College Inn) Phila., re.  
Adnan, McDowell (Wagon Wheel) Nashville, re.  
Agnew, Charlie (Log Cabin) Omaha, re.  
Albins, Jack (Village Casino) NYC, re.  
Aldin, Jimmy (Gino's Cedar Gardens) NYC, re.  
Alberto, Don (El Chico) NYC, re.  
Apollon, Al (Hillcrest Club) Newark, N. J., re.  
Armstead, Charlie (Showboat) St. Louis, re.  
Arher, Zinn (Pinebrook) Nichols, Conn., re.  
Asen, Bob (Wivel) NYC, re.  
Ash, Art (Silver Glen) Paramus, N. J., re.  
Atkinson, Connie (Berkeley-Garter) Asbury Park, N. J., re.  
Auwater, Fred (Flamingo Club) Orlando, Fla., re.  
Ayres, Mitchell (Hollywood) NYC, re.

B

Backer, Les (St. Clair) St. Clair, Mich., re.  
Baer, Billy (Bear Mountain Inn) Iona Island, N. Y., re.  
Barnet, Charlie (Hickory Lodge) Larchmont, N. Y., re.  
Barrett, Hughie (Tavern on the Green) Central Park NYC, re.  
Barris, Harry (Upton) Portland, Ore., re.  
Barron, Bluc (Westview Park) Pittsburgh, re.  
Bay, George (L'Algon) Chi., re.  
Bergere, Maxmillian (Ross Fenton Farms) Deal, N. J., re.  
Berkeley, Duke (Honkey-Dory) Stamford, Conn., re.  
Bestor, Don (Rice) Houston, Tex., re.  
Betzner, Jack (Essex House) Newark, N. J., re.  
Bittick, Jimmy (Cafe Co Paree) Los Angeles, re.  
Black, Bob (Perc Marquette) Peoria, Ill., re.  
Blaine, Jerry (Park Central) NYC, re.  
Blake, Lou (Park Plaza) St. Louis, re.  
Blum, Archie (Aquadace) Great Lakes Expo, Cleveland, re.  
Boroff, Mischa (Morocco) Mountainide, N. J., re.  
Borr, Mischa (Sherry-Netherland) NYC, re.  
Boulinger, Charles (Half Moon) Steubenville, O., re.  
Brandwynne, Nat (Essex House) NYC, re.  
Braun, Bobby (Top Hat) Madison, Wis., re.  
Brent, Mike (Colonial Inn) Singae, N. J., re.  
Brigode, Ace (Jefferson Beach) Detroit, re.  
Brown, Les (Castle Farm) Cincinnati, re.  
Bruno, Al (Butler's) NYC, re.  
Burd, Pete (Clearpool) Memphis, re.  
Burnside, Dave (Polinset) Greenville, S. O., re.  
Busse, Henry (Chez Paree) Chi., re.  
Byard, George (Stillhill) Los Angeles, re.

C

Campbell, Jan (Hewitts) Lake George, N. Y., re.  
Campus Jesters (Oypress Arms) West Hartford, Conn., re.  
Carper, Earl (Lincoln) NYC, re.  
Carper, Don (White Caps) Santa Catalina Islands, re.

Carr, Mickey: (Terrace Gardens) Albany, N. Y. c.  
 Carroll, Frank: (Pontiac Restaurant and Cabaret) Bronx, NYC, nc.  
 Castle, Frank: (Deauville) San Francisco, Ca.  
 Cavichio, Salvy: (Stattler) Boston, h.  
 Chaikin, Louis: (Weber's Hofbrau) Camden, N. J. re.  
 Candullo, Joe: (Seven Gables) Millford, Conn., ro.  
 Childs, Reggie: (New Penn) Pittsburgh, nc.  
 Chiquito: (El Morocco) NYC, nc.  
 Christensen, Chris: (Gibson) Cincinnati, h.  
 Cliff, Pat: (Pt. Pleasant) Rochester, N. Y., h.  
 Clegg, Alan: (Florence Inn) Cairo, N. Y., nc.  
 Coburn, Jolly: (Claremont) NYC, ro.  
 Collins, Harry: (Colorado) Glenwood Springs, Colo., h.  
 Collins, Paul: (Indiana Roof) Indianapolis, h.  
 Conna: (Merry-Go-Round) NYC, nc.  
 Conn, Irving: (Arrowhead) NYC, ro.  
 Cornelius, Paul: (Peony Park) Omaha, nc.  
 Courtney, Ed: (Tavern) Savannah, c.  
 Contreras, Manuel: (Ship Aboy) Houston, Tex., re.  
 Craig, Francis: (Hermitage) Nashville, h.  
 Craig, Mel: (Bordewick) NYC, nc.  
 Crawford, Gene: (Cafe Madrid) Buffalo, nc.  
 Crickett, Ernest: (Unique Grill) Delaware, N. J. re.  
 Cromwell, Chauncey: (Pinehurst Inn) Buffalo, ro.  
 Crosby, Bob: (Ritz-Carlton) Boston, h.

D'Aray, Phil: (Governor Clinton) NYC, h.  
 Dantzig, Eli: (St. George) NYC, h.  
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.  
 Davey, Arthur: (Villedieu's) Sheepshead Bay, N. Y., re.  
 Davidson, Bob: (Gold Nugget Club) Canon City, Colo.  
 Davis, Eddie: (LaRue) NYC, re.  
 Davis, Meyer: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 Davis, Johnny: (Avalon Ballroom) Niles, Mich.  
 De Babary, Joska: (Biltmore) NYC, h.  
 Denny, Jack: (Silver Forest) Chi., b.  
 Deutsch, Emery: (Radio City Rainbow Grill) NYC, nc.  
 Dibert, Sammy: (Webster Hall) Detroit, h.  
 Dickler, Sid: (Forest Park) Dayton, O., b.  
 Diggon, Richard: (Casino) Memphis, nc.  
 Dixieland Jazz Band: (Expo.) Ft. Worth, Tex.  
 Dixon, Dick: (Gloria Palace) NYC, nc.  
 Doggett, Bill: (Club Harlem) Atlantic City, nc.  
 Donahue, Al: (Radio City Rainbow Grill) NYC, nc.  
 Donaldson Boys: (Lawrence) Erie, Pa., h.  
 Dornberger, Charlie: (Peabody) Memphis, h.  
 Dorsey, Jimmy: (Congress) Chi., h.  
 Dorsey, Tommy: (Pavilion Royal) Lynchburg, L. I. b.  
 Duchin, Eddy: (Palmer House) Chi., h.  
 Duerr, Dolph: (Green Derby) Cleveland, nc.  
 Duffy, George: (Mayfair) Niagara Falls, nc.  
 Dutton, Denny: (Chez Parec) Indianapolis, nc.

Earl, Glenn, & Ork: (Sand Lake, Mich.) NYC, b.  
 Eddy, Ted: (Maple Garden) Coney Island, NYC, b.  
 Edmund, George: (Loyale) NYC, c.  
 Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., c.  
 Ellis, Carl: (Moran's) Gull Lake, Minn., nc.  
 Engle, Freddy: (University Club) Albany, N. Y., nc.  
 Engels, Charlie: (Harry's New York Cabaret) Chi., c.  
 Evans, Mill: (Markham) Newport, Miss., h.

Familant, Mickey: (Biltmore) Wildwood, N. J., h.  
 Farber, Ellis: (Lookout Mt.) Chattanooga, h.  
 Farley, Harry: (Embassy) Indianapolis, nc.  
 Farmer, William: (Promenade Cafe, Rockefeller Center) NYC, re.  
 Fee, Dick: (Roseland) Bridgeport, Conn., h.  
 Felix, Don: (Pines) Newtown, Conn., h.  
 Felton, Happy: (Wm. Penn) Pittsburgh, h.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Fernando, Don: (Oriental Gardens) Chi., re.  
 Fields, Shep: (Surside) Atlantic Beach, N. Y., cb.  
 Firris, Lou: (Morris) NYC, re.  
 Fisher, Jack: (Steuben) Boston, h.  
 Fisher, Mark: (Cocoanut Grove) Waukegan, Ill., ro.  
 Florida Clubmen: (Seaside Park) Virginia Beach, Va., b.  
 Fosdick, Gene: (Mon Paris) NYC, nc.  
 Fray, Jacques: (St. Regis) NYC, h.  
 Frederic, Marvin: (Commodore Perry) Toledo, h.  
 Freeman, Jerry: (Paradise) NYC, cb.

Gaines, Charlie: (Morocco) Phila, nc.  
 Garrett, Bill: (Glenn Rendezvous) Newport, Ky., nc.  
 Garrett, Jimmy: (Narragansett) Providence, h.  
 Gates, Jerry: (Riverview) Des Moines, p.  
 Gentry, Tom: (Graystone) Detroit, h.  
 Goho, Billy: (Chesterbox) Buffalo, c.  
 Goldan, Nell: (Brasserie) NYC, nc.  
 Gonzales, Leo: (La Fonda) Santa Fe, N. M., h.  
 Gorodetsky, Teva: (Russian Kretchma) Phila, nc.  
 Graff, Johnny: (Anchorage Inn) Phila, nc.  
 Graham, Roger: (Oull Lake) Kalamazoo, Mich., h.  
 Gray, Len: (New Cedars) New Bedford, Mass., nc.  
 Grayson, Bobby: (Cunert) San Antonio, h.  
 Grenet, Eliseo: (Yumuri) NYC, nc.  
 Grier, Jimmy: (Biltmore Bowl) Los Angeles, cb.

Hall, George: (Taft) New York, h.  
 Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.  
 Hamilton, Johnny: (Piccadilly) Phila, nc.  
 Hampton, Jack: (Green Mill Cafe) Saginaw, Mich.  
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.  
 Harmon, Frank: (Knickerbocker Club) Flint, Mich.  
 Harrington, Clem: (Indian Cafe) South Bend, Ind., c.  
 Harris, Claude: (Joey's Stables) Detroit, nc.  
 Harris, Ken: (Rendezvous) Battle Creek, Mich., re.  
 Harris, Tommy: (Bertolotti's) NYC, re.  
 Hauke, Carlton: (Sak's) Detroit, nc.  
 Haven, Bec: (Chickasaw Gardens) Columbus, Ga., nc.

Hawaiian Serenaders: (Versailles) NYC, re.  
 Hayes, Bobby: (Greyhound) Louisville, nc.  
 Bayton, Lennie: (Roosevelt) New Orleans, h.  
 Headricks, Pearl: (Manhattan) Johnstown, Pa., b.  
 Heid, Horace: (Biltmore) NYC, h.  
 Heiser, Bert: (Capellaro's Grove) Danbury, Conn., ro.  
 Henderson, Fletcher: (Grand Terrace) Chi., nc.  
 Henderson, Stutz: (Wonder Bar) Port Huron, Mich., nc.  
 Herbeck, Ray: (St. Paul) St. Paul, h.  
 Herbert, Marty: (Village Brewery) NYC, nc.  
 Herman, Woody: (Willows) Pittsburgh, h.  
 Herron, Bob: (Southern Club) Pampa, Tex.  
 Hessberger, George: (Old Heidelberg) Chi., c.  
 Hill, Worthy: (Favillon Royale) Savin Rock, N. J., re.  
 Hill, Ted: (Cafe des Ambassadeurs) Paris, nc.  
 Hines, Earl: (Cotton Club) Culver City, Calif., nc.  
 Hlrad: (La Rue) NYC, re.  
 Hoeflinger, Al: (Clemington Inn) Phila, ro.  
 Hogan, Tweet: (Frog Hop) St. Joe, Mo., h.  
 Hollander, Will: (Congress) Chi., h.  
 Holmes, Herbie: (Club Lido) Tulsa, Okla.  
 Holst, Ernie: (El Morocco) NYC, nc.  
 Hoper, Hal: (Montclair) NYC, h.  
 Howard, Hal: (Old Country Club) Phoenix, Ariz., cc.  
 Howard, Al: (Sugar Grove Park) Tiffin, O., p.  
 Hudson-DeLange: (Playland) Rye, N. Y., p.  
 Hudson, Dean: (King & Prince) St. Simon's Island, Ga., nc.  
 Hullinger, Vic: (Manhattan Grill) Sarasota, Fla.  
 Hummel, Ray: (Frank's Cafe) Silver City, N. M.  
 Hunley, Lloyd: (Mount Royal) Montreal, h.

Imperial Trio: (Imperial) NYC, h.  
 Iona, Andy: (Lexington) NYC, h.  
 Iowa Ramblers: (Longville) Longville, Minn., nc.  
 Irma, Gypsy: (Champ's Shore House) Bridgeport, Conn., ro.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.  
 Juan, Don: (El Toreador) NYC, nc.  
 Julius, Bill: (Pied Piper) Westport, Conn., nc.  
 Jurgens, Dick: (Casino) Catalina Islands, ro.

Kahn, Al: (Overbrook Villa) Phila, ro.  
 Kalnay, Julius: (Hungarian Club) NYC, re.  
 Kay, Bob: (Martinique) Wildwood, N. J., c.  
 Keener, Lee: (Madison) Jefferson City, Mo., h.  
 Kevlin, Eddie: (Shawnee) Springfield, O., h.  
 Kellum, Milton: (Arcadia) Phila, re.  
 Keller, Jack: (New Kenmore) Albany, N. Y., h.  
 Kendis, Sonny: (Stork) NYC, nc.  
 Kent, Peter: (New Yorker) NYC, h.  
 Kimball, Ellis: (Topsy's Post, Playland-at-the-Beach) San Francisco, p.  
 King, Henry: (Westchester C. C.) Rye, N. Y., ro.  
 King, Ted: (Scaroon Manor) Schroon Lake, N. Y., h.  
 King's Jesters: (LaSalle) Chi., h.  
 Kirkham, Don: (Blakeland Inn) Denver, nc.  
 Klein, Jules: (Stattler) Detroit, h.  
 Klein: (Mike's Tavern) Jamestown, N. Y., ro.  
 Knight, Harold: (Adelphi) Phila, h.  
 Knowles, Jesse: (DelRio) Nashville, Tenn., nc.  
 Kocian: (Dick's Dancehall) Green Bay, Wis., nc.  
 Kress, Andya: (Avon Inn) Ashbury Park, N. J.  
 Krumin, Costya: (Russian Bear) New York, re.  
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.  
 Kysar, Kay: (Ritz-Carlton) Boston, h.

La Salle, Frank: (Wivel) New York, nc.  
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.  
 Lan, Lester: (Park Lane) NYC, h.  
 Landry, Joe: (Bala Inn) Bala, Pa., nc.  
 Lang, Lou: (Shelton) NYC, h.  
 Lane, Eddie: (Bossert) Brooklyn, N. Y., h.  
 LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.  
 LeRoy, Edward: (Westwood Supper Club) Richmond, Va., re.  
 Lee, Bobby: (Parrish) Phila, c.

Lee, Ted: (Carmichael Club) Pittsburgh, nc.  
 Lenti, Steve: (Greystone Mansion) Westchester, N. Y., cc.  
 Lewis, Ted: (Astor) NYC, h.  
 Lewis, Vic: (Brightview) Rochester, N. Y., nc.  
 Liebling, Tod: (Jack-o-Lantern Lodge) Eagle River, Wis., ro.  
 Light, Enoch: (Jones Beach Casino) Long Island, N. Y., b.  
 Lindeman, Edo: (Gloria Palace) New York, cb.  
 Lison, Henri: (Royale Frolics) Chi., nc.  
 Livingston, Jimmy: (Atlantic Beach) Morehead, N. C., b.  
 Lombardo, Guy: (Waldorf-Astoria) NYC, h.  
 London, Jack: (Royal Pines) Albany, N. Y., nc.  
 Long, Johnny: (Cavalier Beach Club) Virginia Beach, Va., b.  
 Lopez, Vincent: (Lakeside Park) Denver, p.  
 Lunceford, Jimmie: (Casino) Larchmont, N. Y., ro.  
 Lyon, Russ: (Lookout House) Covington, Ky., nc.

McCarn, Grace: (Chinese T Gardens) Detroit, re.  
 McCoy, Clyde: (Graystone) Detroit, b.  
 McCune, Bill: (Bossert) Brooklyn, h.  
 McDowell, Adrian: (Wagon Wheels) Nashville, nc.  
 McLean, Connie: (Kit Kat) NYC, nc.  
 McPallack: (Sha-Wan-Ga) S. Fallsburg, N. Y., h.  
 McRae, Jerry: (Eagle Inn) Spread Eagle, Wis., nc.  
 Mack, Ed: (Martin's Tavern) Lima, O., c.  
 Maddi, Larry: (Place Elegante) NYC, nc.  
 Magnus, Don: (Spotlight) Brainerd, Minn., c.  
 Malanga, Albert: (Arcola Inn) Arcola, N. J., ro.  
 Manning, Sam: (Melody Gardens) Elmira, N. Y., c.  
 Mannone, Wingy: (State) NYC, t.  
 Marcio, Frank: (Sweeney) Baltimore, c.  
 Mariani, Hugo: (French Casino) NYC, nc.  
 Marsala, Joe: (Hickory House) NYC, nc.  
 Martel, Gus: (Stork Club) NYC, nc.  
 Martin, Bob: (Chez Florence) Paris, nc.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Martin, Slim: (Zenda's) Los Angeles, c.  
 Maus, Stewart: (Capitol) Capitola, Calif., h.  
 May, Henry: (Evergreen Casino) Phila, nc.  
 Mayhew, Nyc: (Glen Island Casino) New Rochelle, N. Y., nc.  
 Mazie & Her Melody Boys: (Five Points) Union, N. J., re.  
 Mell, Larry: (Lamb's) Phila, c.  
 Melton, Earl: (Edgewood) Albany, N. Y., c.  
 Melvin, Jack: (Man About Town) NYC, nc.  
 Meroff, Benny: (Nautical Plaza) Reverse Beach, Mass., b.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Metzler, Johnny: (La Fonda) Santa Fe, N. M., h.  
 Meyer, Gus: (Woodland Tavern) Ardley, Ct., c.  
 Middleton, Herman: (Nixon) Pittsburgh, c.  
 Milker, Joe: (Silver Lake Inn) Clementon, N. J., nc.  
 Miller, Halsey: (Four Towers) Cedar Grove, N. J., ro.  
 Mills, Floyd: (Du Pont) Wilmington, Del., h.  
 Mills, Dick: (O'Neal's) Vicksburg, Miss., nc.  
 Molina, Carlos: (Stevens) Chi., h.  
 Moore, Eddie: (Egery) Ithaca, N. Y., b.  
 Morell, Larry: (Merry Gardens) Lynchburg, Va., b.  
 Morill, Leo: (Times Square Supper Club) Rochester, N. Y., nc.  
 Motely, Berk: (Ossa Grande) Berwyn, Md., nc.  
 Moyer, Ken: (Tybrisa Pier) Savannah Beach, Ga., b.

Nagel, Harold: (Pierre) NYC, h.  
 Navarro, Al: (Belvedere) Baltimore, h.  
 Nehr, Harold: (Crystal) Natchez, Miss., nc.  
 Neibaur, Eddie: (Wildshore) Chi., b.  
 Nelson, Ozzie: (Stanley) Pittsburgh, t.  
 Newton, Bill: (Club Verdona) Cleveland, nc.  
 Nickles, Billie: (Club Rico) Los Angeles, nc.  
 Niles, Don: (Earle Club) Baltimore, nc.  
 Noble, Edna: (El Patio) Las Cruces, N. M., nc.

Olson, Walter: (New Julius) Gardenville, N. Y., re.  
 Osborne, Will: (Fairmont) San Francisco, h.  
 Ostot, Amos: (Severin) Indianapolis, h.

Quaranta, Charles: (Mile-a-Way Pavilion) Grand Junction, Colo.  
 Palmer, Freddy: (Colonial Inn) Singao, N. J., re.  
 Palmer, Skeeter: (Park Plaza) St. Louis, h.  
 Pancho: (Plaza) NYC, h.  
 Panso, Mike: (Ganton) Albany, N. Y., re.  
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.  
 Pecoraro, Dick: (Monte Rosa) NYC, re.  
 Peters, Johnny: (Shuppak's) Clifton, N. J., ro.  
 Peterson, Eric: (Merwin's Shore House) Millford, Conn., ro.  
 Petti, Emil: (Savoy Plaza) NYC, h.  
 Phean, Frankie: (Ponce De Leon) Dayton, O., nc.  
 Plick, Jimmie: (Empire) Brussels, nc.  
 Pitman, Jack: (Port Arthur) Providence, R. I., re.  
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.  
 Polak, Mickey: (Birch Grove) Bridgeport, Conn., nc.

Rainey, Dud: (Brass Rail) Parkersburg, W. Va., nc.  
 Ramos, Ramon: (Ambassador) NYC, h.  
 Rand, Orval: (Bertolotti's) NYC, re.  
 Rapp, Barney: (Beverly Hills) Newport, Ky., nc.  
 Rausch, George: (Melody Mill) Chi., b.  
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.  
 Rebec, Don: (Paradise) Phila, c.  
 Reichel, Joe: (Sands Point Bath) Long Island, N. Y., cb.  
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
 Rice, Al: (Club Keko) South Bend, Ind.  
 Reichel, Joe: (Monsieur) NYC, nc.  
 Richards, Hal: (St. Moritz) NYC, h.  
 Richardson, Frankie: (Avalon) Wildwood, N. J., nc.  
 Riley, Mike: (New Penn) Pittsburgh, h.  
 Rinaldo, Nino: (Zachi) Chi., nc.  
 Rio, Rudy: (Girard Cafe) Phila, c.  
 Roberts, Eddie: (Red Mill) Bronx, nc.  
 Rodrigo, Nano: (Riveria) Ft. Lee, N. J., nc.  
 Rogers, Eddie: (French Casino) NYC, nc.  
 Romer, Bill: (National) Richmond, Va., t.  
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.  
 Rosenthal, Harry: (Versailles) NYC, re.  
 Ross, Tiny: (Gypsy Tavern) NYC, nc.  
 Rogers, Ralph: (Waldorf-Astoria) NYC, h.  
 Ross, Earl: (White Way) Atco, N. J., h.  
 Russell, Jack: (Goldmore) Grand Beach, Mich., h.  
 Russ, Ray: (The Dells) Lansing, Mich., nc.

Sabin, Paul: (Blossom Heath) Detroit, ro.  
 Saunders, Bob: (Gurnewood Park) San Francisco, p.  
 Schooler, Dave: (Blossom Heath Inn) Larchmont, N. Y., ro.  
 Scoggin, Chie: (Euclid Beach) Cleveland, p.  
 Scott, William: (Lido) Atlantic Beach, Long Island, cc.  
 Septulo, Canto: (San Souci) Havana, nc.  
 Shaw, Art: (Plaza) Wildwood, N. J., nc.  
 Sherr, Jack: (St. Moritz) NYC, h.  
 Sievers, Hans: (Schnitzelbank) Bridgeport, Conn., nc.  
 Skiles Boys: (Town House) Reno, nc.  
 Smith, Stuff: (Famous Door) Hollywood, nc.  
 Smith, Charles: (500) Virginia Beach, Va., nc.  
 Smith, Eddie: (Barrel of Fun) NYC, nc.  
 Smith, Lloyd: (La Casina) Jamaica, L. I., re.  
 Snider, Billy: (Gibson) Cincinnati, h.  
 Soldwell, Dutch: (Dawn) Benton Harbor, Mich., h.  
 Sommers, George: (Chateau Monterey) Wildwood, N. J., ro.  
 Southern Gentlemen Ork.: (Pines) Pittsburgh, nc.  
 Sparr, Milton: (Merry-Go-Round) NYC, nc.  
 Speciale, Sam: (Renaud) Atlantic City, c.  
 Sprigg, Jack: (Netherland Plaza) Cincinnati, O., h.  
 Stable, Dick: (Coney Island) Cincinnati, p.  
 Stanfield, Jack: (Schlitz Gardens) Hammond, Ind., cb.  
 Starr, Freddie: (Roosevelt) NYC, h.  
 Steel, Blue: (Blue Moon) Tulsa, Okla., nc.  
 Steel, Leonard: (F. Shelby) Detroit, h.  
 Stela, Maurice: (Chez Parec) Chi., nc.  
 Sten, Elinore: (El Rancho) Chester, Pa., cc.  
 Stroughton, Jeff: (Moonglow) Syracuse, N. Y., nc.  
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
 Swanson, Billy: (Edison) NYC, h.

Tatro, Bill: (Bridgway) Springfield, Mass., h.  
 Taylor, Dick: (Sun Ray Gardens) Phila, b.  
 Texas Co-Eds: (La Fontaine) Huntington, Ind.  
 Thomas, Wit: (Excelsior Park) Minneapolis, p.  
 Thomas, Eddie: (Nut Club) NYC, nc.  
 Thomas, Noel: (Mayfair) Oakland, Calif., nc.  
 Thompson, Ellis: (Zelli's) NYC, nc.  
 Tinsley, Bob: (Colosimo) Chi., re.  
 Tompkins, Tom: (Raymor) Boston, b.  
 Thornton, Bill: (Parakeet) Phila, nc.  
 Thrun, Otto: (Alpine Village, Great Lakes Expo.) Cleveland.  
 Trace, Al: (College Inn) Chi., nc.  
 Tracy, Jack: (Blue Moon) Tulsa, Okla., nc.  
 Travers, Vincent: (French Casino) NYC, nc.  
 Trent, Jack: (Sweet's) Oakland, Calif., b.  
 Tucker, Tommy: (El Patio) San Francisco, b.  
 Tucker, Orren: (Iroquois Gardens) Louisville, nc.  
 Tulesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

Vagabond, Charles: (St. Nicholas) Decatur, Ill., h.  
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
 Vanderbilt, Arlie: (Villa de Romeo) Albuquerque, N. M., h.  
 Veil, Tubby: (Bruno) Chi., re.  
 Ventura, Ray: (Palais des Beaux-Arts) Brussels, nc.  
 Venuti, Joe: (Billy Rose Aquacade) Great Lakes Expo., Cleveland.  
 Viking: (Electric Park) Waterloo, Ia., b.  
 (See ROUTES on page 84)

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# R-B ALTERS ROUTE

## Steel Strikes Cause Switch

**Canton, O., date to Mansfield—Akron moves up a day, banner hits redated**

CANTON, O., June 26.—Route of the Ringling-Barnum Circus in Eastern Ohio has been altered because of the steel strike, executives of the show disclosed here. A brigade was here June 21 pulling banners for July 10, stand being definitely out since more than 7,000 workers are idle because of the labor disputes in plants here of the Republic Steel Corporation.

Akron, originally contracted for July 9, has been changed to July 8, the banner hits made in advance of the Cole show's appearance here having been redated. The July 9 date, it is understood, has been listed for Marion, with the Canton date, July 10, going to Mansfield.

From Dover, July 11, the show swings back east for the Pittsburgh engagement July 12-13, doubles back westward to make Columbus, Dayton, Cincinnati and then after Detroit heads west to play Chicago early in August.

The advance reports much switching has been done in routing the show because of the steel strikes.

DOVER, O., June 26.—This Tuscarawas County town was all agog this week when Advertising Car No. 1 of the Ringling-Barnum Circus was shunted on a Pennsylvania siding and spent an entire day here billing the countryside for 50 miles for coming of show Sunday, July 11, on the fairgrounds. It will be the first time the Big Show has played a Sunday date in Eastern Ohio and it will be the smallest town on the show's 1937 route, executives of the circus announced.

The show is being sponsored by the Dover American Legion Post, with Glen Z. Wagner, circus fan and Legion official, assisting circus executives in making arrangements.

## Rice Makes Long Jump

**Plays one week in Ohio and then hurries east—Barberton is surprise stand**

RAVENNA, O., June 26.—After one week in Ohio the Dan Rice Circus made more than a 200-mile jump out of here last Sunday to play New York State territory on its hasty trek east. Ray Marsh Brydon, general manager, informed *The Billboard* representative here that show would be substantially enlarged within two weeks, with new equipment, etc. He said despite almost daily rains the stands in the Buckeye State had given show excellent business. The surprise stand of week, he said, was Barberton, near Akron, shunned by showmen for more than a decade. Straw house at night, the crowd being so big it interfered with progress of program.

Business here was fair. Brydon took advantage of the show's close proximity to Cleveland and with a group of executives and performers visited the Great Lakes Exposition, where they renewed acquaintances with many friends. The new marquee was up here and it is a beauty.

A heavy downpour, which started (See RICE MAKES on page 43)

## Iula Cornalla Settlement

CHICAGO, June 26.—After a long-drawn-out litigation, Henry A. Kalchelm, well-known theatrical attorney, won a settlement this week from the local surface lines for Iula Cornalla, also known as Vicki Cornalla. Miss Cornalla was injured in a street car accident in February, 1936. She was formerly with Tom Mix Circus.

## Russell in Storm At Blackfoot, Ida.

BLACKFOOT, Ida., June 26.—While Russell Bros.' Circus was showing here June 21 an electrical storm, termed locally as the worst in many years, struck about 9:30 p.m. Performance was halted and the crowd cleared the big top without mishap.

The storm climaxed the hottest day of the year, the maximum temperature being 96 degrees.

## Grimes With Polack

CHICAGO, June 26.—Jack Grimes, well-known circus press agent, spent a few days here this week. Took in the Braddock-Louis fight and left the next day for Marshalltown, Ia., to join Polack Bros.' Circus.

He spent the last 12 weeks organizing and press-agenting Anfanger & Hoffman's Modern Noah's Ark, which has just been signed to appear at the Canadian National Exhibition in Toronto.

## License Reduced At Chillicothe, Mo.

CHILLICOTHE, Mo., June 26.—The license for a circus to exhibit within the city limits was reduced by the city council early this week from \$250 to \$150 a day. The city attorney is to work in conjunction with the ordinance committee in preparing an ordinance to that effect.

The license for giving a street parade remained the same, \$250 a day.

## Mix Back to Ohio

EAST LIVERPOOL, O., June 26.—The Tom Mix Circus will be back in Ohio early next month. Show will be here July 5. It is understood the show will pick up several other Ohio cities after this stand.

Mix show will be the third here this season. Wallace Bros. and Downie Bros. having played here early in the spring.

## New England Is Good Territory For Cole; Several Straw Houses

MONTREAL, June 26.—The fourth Sunday layoff of Cole Bros.' Circus took place at Fall River, Mass., where show trains arrived early from New London, Conn. A large crowd of folks were on lot all day. The day was a busy one for all working departments, painting and fixing up. Boss Animal Man Scott discovered that the time had come for a large female camel when he prepared to unload her just after trains arrived. The event took place at the "runs." Last reports were that mother and babe were doing splendidly.

New Bedford, Mass., followed for a Tuesday date. Rain came up at 6:30 p.m. The doors were hurriedly opened and it was only a short time until straw

had to be used to take care of the customers.

Lowell was a day of visitors as well as a great day for patronage. Mr. and Mrs. Charles Sparks and several members of Downie Bros.' Circus took in afternoon show. Mabel Stark, now at Benson's Animal Farm, visited at Lowell, as well as several others from the "farm." Mabel Parker visited with friends.

Keene, N. H., was one of those days that delight a showman's heart. Early arrival, beautiful weather, grassy lot and plenty of business. Otto Griebing, who has been out of show for several weeks, owing to a broken wrist and sprained (See NEW ENGLAND on page 43)

## Tower Show, Blackpool, Eng., Playing to Record Business

LONDON, June 18.—Booked by Stanley W. Wathon for the 12th year in succession, the Tower Circus at Blackpool is playing to record business. Season runs well into October. Program is a humdinger with everything that's expected in a circus supplying capital fare. Flying Codonas, here after a long Continental tour, provide thrills with their sensational and graceful aerial evolutions. Maximilian Truzzi, juggler and balancer, marks his work by a variety of new tricks, showmanly presented. Gordon and Lester present a comedy trampoline act that gets laughs. Six Resua Girls, on roller skates, hold their spot with ease and land as one of the major hits in the lineup. Alma Victoria and

partners are okeh in a trick cycling number. Excellent clowning comes from Alex and Porto, Nico and Nico, Doodles and the Three Van Normans. A great animal ensemble is the mixed group of 25 lions, tigers, panthers and bears presented by Alfred Court, who is plenty daring and takes loads of chances. Karoly Troupe of equestrians, coming from Hungary, head the horse acts and appeal to young and old alike. Marton Sisters are capable high-school riders. Cooke's Pony Revue is clever and popular. As usual, the program is ended with a first-rate water spectacle, in which the Loretta Girls are featured.

George Lockar is again equestrian director.

## The Circus Has It

FITCHBURG, Mass., June 26.—A local minister, speaking from his pulpit morning of June 20 following the appearance of the Ringling-Barnum Circus here the day before, said: "I had business near the circus grounds Saturday afternoon and you should have seen the big crowd of people all bound for the circus. It is too bad we cannot have such crowds filling our churches on Sunday mornings."

## Chase Business Good in Minn.

**Three shows at Mora—night lost at Waterville—planning long season**

PRINCETON, Minn., June 26.—Business with the Chase & Son Circus in this State has been exceptionally good. Chatfield, Zumbrota, Waterville and Montgomery were darbs. Altho night show was lost at Waterville, matinee was wonderful. At Mora three performances were given, two big houses in afternoon and a sellout at night.

Princeton is the banner stand to date. Matinee, straw, and sellout at night. Mrs. Admire and Mrs. Bray attended the matinee. Both had the banner line loaded. Mr. Eldridge has joined and is on reserved-seat tickets.

Show will be on road until late in November and opens indoors in Kansas City under auspices in December. Performance now runs an hour and 35 minutes.

A new and bigger top, a 90 with three 30s, and several sections of seats were recently received.

Howard Bray, local contracting agent, and wife; Mrs. Gladys Admire, H. V. Darr Sr. and Jr., Harry Jones, Walter Little and Bandy brothers met at Bemidji June 20 and had a swell party. Mrs. Admire and Mrs. Bray fried fresh lake trout. Special guests were Mrs. Goshorn, daughter and mother; Arthur LaTer, midget, formerly with circuses; Alberta and Dorothy Tribble.

The Brays and Admires are traveling in their own special de luxe living trailers.

## Feltus Under Knife, Recovering Rapidly

PASADENA, Calif., June 26.—Roy Feltus, for many years on the executive staffs of the Ringling Bros., Forepaugh-Sells and Barnum & Bailey circuses, and for 12 years co-partner with Edward Shipp in the operation of the Shipp & Feltus Circus in South America, was stricken with an acute gall bladder attack here June 2. He was removed to the Huntington Memorial Hospital for an operation and for several days thereafter was in critical condition, but is now nearing complete recovery.

Mrs. Feltus flew here from her home in Bloomington, Ind., to be at her husband's bedside. He has gone to California to visit his daughter, Catherine, who has been attending the Pasadena School of the Theater. She graduated with honors June 12 and will remain in Pasadena during the summer to take part in the theater festival which is staged each year by the Community Playhouse. The festival consists of seven productions, each one running for a week. She has been assigned the leading role in the second play of the series.

## Wallace Performers Injured

CHICAGO, June 26.—Three performers and a truck driver on Wallace Bros.' Circus were injured Wednesday morning near Michigan City, Ind., when a truck smashed into the side of the circus wagon as it was turning into the circus grounds from the highway.

Mrs. R. W. Rogers suffered a fractured right collar bone, Helene Rogers a sprained ankle and Patricia Knight minor cuts. Keller Pressly, driver of the circus wagon, was cut and bruised.

ROY R. YOUNG (Great Rozalles) saw the Robbins show at White Salmon, Wash., and states that both houses were nearly filled. He liked the performance



AN 18-FOOT mahogany Schult De Luxe Trailer, being delivered to Hoot Gibson, featured with Wallace Bros.' Circus, for his own personal use.



# With the Circus Fans

By THE RINGMASTER

**CFA. Secretary**  
**FRANK H. HARTLESS, W. M. BUCKINGHAM,**  
 2880 West Lake Street,  
 Chicago, Ill.

**CFA. President**  
**WALTER HOHENADEL,** Editor  
 "The White Tops," care Hohenedel Printing Com-  
 pany, Rochelle, Ill.)

**ROCHELLE, Ill., June 26.**—William H. Judd, president, and Harry W. Hatsing, vice-president and cashier of the New Britain National Bank, New Britain, Conn., joined the Bluch Landolf Tent, CFA, as charter members in Hartford, Conn., June 17. Among shows which they visited recently were Tom Mix in New Britain; Downie Bros., Meriden; Cole Bros., New London; Kay Bros. and Eddy Bros., Plainville, and Ringling-Barnum, Hartford.

Capt. Dan E. Fox has had a real circus season so far. He will attend Dan Rice Circus in Sidney, N. Y., July 1 and take in the Ringling-Barnum in Binghamton same day.

Mr. and Mrs. Sverre O. Braathen, of Madison, Wis., and Walter B. Hohenedel, of Rochelle, caught Sells-Sterling at Rockford, Ill. June 19.

Lost in the Great Southwest—one assistant editor of *White Tops*. How come no route cards?

Circus Fan G. H. Barlow Jr. has returned from Florida and will witness Ringling-Barnum July 1.

Sam S. Solinsky and wife, of Beaumont, Tex., in Spokane to attend national convention of Retail Credit Asso-

ciation. Had dinner with Mr. and Mrs. Harper Joy at NaJimBe, summer home of the Joys at Liberty Lake, 17 miles east of Spokane.

Members of Pat Valdo Tent, of Binghamton, N. Y., are looking forward to July 1 as the year's best holiday. This is the day the Big Show comes to town and with it Pat Valdo, after whom their tent is named. The Valdo Tent is now going into its second year and has a membership of 12 people. George Scholderer and wife plan another party to be held at their summer home. There will be about 60 circus fans, executives and performers at the gathering. The Scholderers have been personal friends for many years with the Bradnas, Evans, Concellos and others of the Big Show.

Lawrence C. Brown, CFA, of Portland, Me., writes that Tom Mix Circus played his city June 11 and he spent day on lot enjoying visits with the George Hannefors, Bumpy Anthony and Jimmy Davidson. Attended night performance with Circus Fans Frank Allen, Frank D. Fenderson, James Tomlinson and Phillip Milliken.

Storms H. Shults Jr., who now has the Galesburg to Des Moines run on the Burlington Trailways, was a Thursday caller at the office of J. A. Wagner and compared 1937 circus notes with particular reference to visits on Russell Bros.' and Seal Bros.' circuses past month.

The Bluch Landolf Tent No. 24, CFA, was raised in Hartford, Conn., evening of June 17 after close of performance of Ringling-Barnum Circus. About 40 assembled in a room over the Lobster Restaurant, consisting of Fans, their wives and performers, headed by Bluch Landolf, honored guest. State Chairman Samuel M. Prentiss, of New London, presided and installed the officers, who were presented by Walter M. Buckingham in the absence of Louis Brown, State secretary. Officers are William L. Montague, president; Charles E. Davis, vice-president; Gil Conlinn, secretary; James B. Hoye, treasurer; Elmer C. Lindquist, historian. After installation their charter was delivered to Bill Montague by National Secretary Buckingham. Landolf presented the tent with a portrait of himself, who in turn was presented with a combination cigaret case and lighter. Landolf, in addressing the gathering, thanked the Hartford members for the honor of naming their tent after him and he expressed the hope that it would not be long before the tent would become a six-pole big top. Lunch was then served. Among guests from the Big Show were Dorothy Herbert, Marie Erdlitz, Mrs. Pearl Jung, Paul Jerome, Everett Hart, Joe Lewis, Polldor, Paul Jung, Charles Bell and John Grady.

The editor of *White Tops* and his family attended a circus in their home town, Rochelle, when Sells-Sterling played a matinee only there June 20. The affair was made all the more enjoyable by the presence of a group of Chicago friends. A storm that struck just at end of big show did not give anyone an opportunity to visit on the lot. Those attending were President and Mrs. Frank H. Hartless, Mr. and Mrs. Clint E. Beery, Mr. and Mrs. Nat Green, Mr. and Mrs. W. H. Hohenedel, Col. William Sneed, Fern Moseley, Harry A. Atwell, Gene Whitmore, Tex Sherman, Walter Hohenedel, Martha Doty and Francis Hohenedel. After the show party went to the Hohenedel home, where they had lunch and spent a couple of hours visiting.

## Los Angeles

LOS ANGELES, June 26.—Yankee Paterson Circus, having undergone reorganization, took to road this week. Jimmie Woods has recovered from illness and is again at the helm. He stated that show had purchased 10 trucks and semi-trailers, added to the grand stand several sections of star backs, new cook-house top and new kitchen equipment. Local printing house is getting out paper. Arthur Hockwald and Carl Sonitz are doing the advance. Sonitz states he has made some fine teups and show will be routed north. Charles Hugo and Harry Sussman are handling the business details. According to Hugo, it is planned to take show to the Orient in the fall.

Grand National Pictures made several circus shorts at the Ken Maynard Diamond K Ranch, near Van Nuys, Calif., done for automobile manufacturers. The Clarkonians did several acts. The Velardes and Escalantes worked in the program; the wagons and circus atmos-

phere supplied by Copeland Show Property Company.

William H. Kolp, for several years with the Barnes show, who has been in ill health, was started for home in Mansfield, Tex. S. L. Cronin, Paul Eagles and Elmer Lingo, chief of detectives of Santa Monica, had him cared for and supplied with transportation and funds. Nearing El Paso, Tex., Kolp had an apoplectic stroke, and was taken from train unconscious and is in Sisters' Hospital, El Paso. Late report stated condition unchanged.

Ed F. Maxwell arrived home from the East, having closed with whale unit, of which Arthur Hoffman was manager.

Harry De Garro, former circus troupier, of the De Garro Trio, is engaged in the concession business.

Several of the local fellows caught Russell Bros. in Utah. Report a fine performance, the show doing a good business. Routed into Nevada, with California likely included in the itinerary.

## Heat Hits Barnes At Salt Lake City

LOGAN, Utah, June 26.—Hot weather hit the Al G. Barnes and Sells-Floto Combined Circus at Salt Lake City. It was 102 degrees. Altho the Sunday engagement was light, there were two capacity houses on Monday. Bernard Mills, son of the famous English showman, Bertram Mills, was on for two days and complimented Manager S. L. Cronin on his performance. He left show to visit California a few days prior to returning east.

Mrs. Cronin rejoined show at Salt Lake City. Harper Joy, popular CFA, was on hand at Coeur d'Alene and both days in Spokane, assisting with details of the auspices. He made many of his friends happy by presenting them with a pass on the Cannon Hill & Pacific Railroad (his son's "steam railway"). The back of pass is very cleverly written, with special (circus) clauses in reference to the railroad rules. Leonard (Winnie) Wake-ling rejoined show at Spokane. Altho he underwent a very severe operation several weeks ago, he looks fine.

Whitey Versteeg, superintendent of light department, has a real movie outfit. He takes movies (puts them in technicolor) and has daily previews in his wagon with a projection machine that he has assembled. Most all of the movies are lot scenes and interesting shots taken around the show. Johnny Glover and Bob Bennett have joined the front-door staff. The folks are planning for Fourth of July. Special decorations have already been purchased for the front door, and the poles, stakes and railings have been repainted.

Claude Elder, prominent circus fan of Missoula, Mont., had a fine window display for the show, also took the boys up to his special circus room on balcony of his store. He drove out 10 miles to catch the show trains "comin' in." Bert Nelson and Harry Chipman attended a special Lions' Club luncheon at Missoula. Klara Knecht hasn't missed a major radio station since opening. Business has been exceptionally good, altho the past week has given plenty of rain and wind to fight. Duke Drukenbrod always has his side-show department up early and business is 30 per cent above all previous years.

SVERRE O. BRAATHEN, of Madison, Wis., has seen several shows this season. Has visited Sells-Sterling 12 times and speaks very highly of it. Saw Conroy show in two stands in Wisconsin—a clean and neat little show. Caught Seal Bros. at Maquoketa, Ia., June 12, and Savanna, Ill., the 13th, rain at both stands. An all-round good show.

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 JUNE 30—UTICA, N. Y.  
 JULY 1—BINGHAMTON, N. Y.  
 JULY 2—SYRACUSE, N. Y.  
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## BERT NELSON

with **AL G. BARNES-SELLS FLOTO CIRCUS**

# Under the Marquee

By CIRCUS SOLLY

**HOWE BROS.' CIRCUS** had two packed houses at Fargo, N. D., June 18.

**AL CLARKSON** recently left Barney Bros.' Circus in Washington.

**JAMES A. TERRELL** visited Hagenbeck-Wallace at Olean, N. Y.

**JOHNNY PLUNKETT** visited Kay Bros.' Circus at Newton, Mass.

**EDDY BROS.' CIRCUS**, recently at Barre, Mass., exhibited to two good crowds.

**CRAWFORD DROEGE** and Jack Harris saw the Rice show at Springville, N. Y., reporting a nice show.

**MIX** show had 'em on the straw at night in Rutland, Vt. Was on the fairgrounds.

**J. W. HARTIGAN JR.** states that Jack Hoxie Circus had good biz at Morgantown, W. Va.

**HARTFORD TIMES** of June 5 ran a story with three-column cut of Dexter Fellows regarding his early circus days.

**OPTIMISM** cannot be bought with money, yet it is as free as the air we breathe. Be optimistic.

**HARRY COVEY**, formerly with Russell Bros.' Circus, is now with Haag Bros.' Circus as steward.

**CLARENCE AUSKINGS** is now general agent for Vanderburg Bros.' Circus and Bill Owens is his brigade agent.

**HAROLD F. McKENNA**, of Montpelier, Vt., attended Cole Bros. when in that city and says that it is a dandy show.

**J. DES ROCHE** saw Hagenbeck-Wallace in St. Louis and says that he enjoyed performance.

**SLATS BEESON** closed with Bud Anderson and he and the missus are back in Houston, rehearsing new act. Purchased wire rigging from Christy Bros.

**HOWARD BRAY**, agent with Chase show, arranged date in International Falls, Minn., for July 6, first circus there for some time.

**OPPOSITION** brigade roster of Barnes show: Ginger Huth, agent; Jack Carlino, G. W. Hanna, George (Kenosha) Orth and Steve Kezmic.

**TO SET MATTERS** straight, Harry Mason, of Syracuse, N. Y., states that Mike Sullivan had Wyoming Bill Wild West Show seasons of 1909-'10.

**ARCHIE BOYETTE**, who was with Haag Bros.' Circus since February, is now with the Tap Bottling Company, Charlotte, N. C.

**HARTFORD (CONN.) COURANT**, in issue dated June 20, had an interesting article, illustrated, of John T. Benson's animal farm at Nashua, N. H.

**RINGLING-BARNUM** had two capacity houses at Fitchburg, Mass., and Side Show was packed all day. The Wallendas were guests of Dr. and Mrs. Samuel Fine following the evening performance.

**ELDON D'ORIO**, xylophonist, drummer and emcee, is with L. Claude Myers' band on Russell Bros.' Circus. Is featuring xylophone numbers. Four mallet numbers are played for some of the acts.

**CLIFF McDUGALL** had 40-piece high-school band on streets at Herkimer, N. Y., welcoming Tom Mix Circus. Cliff says that he arranged for many bands from 40 to 70 pieces this season.

**IN LAST WEEK'S** issue it was stated that Dorothy Hilbert met with a mishap with Seal Bros.' Circus at Jerome, Ida., last season. She was with the Joe B. Webb Circus when injured.

**DAN PYNNE**, on the press staff of Tom Mix Circus, had 240 inches of matter in each of the Portland, Me., papers, Daily News and Daily Express, in one day.

**RINGLING-BARNUM** had two capacity houses at Hartford, Conn. Billy Garvie and wife enjoyed performance and had

visited with Dexter Fellows, Pat Valdo, Fred Bradna and wife and others.

**DURING TWO-DAY** engagement of Russell Bros.' Circus in Salt Lake City June 14-15 Wallace Beery, movie star, was a guest of the show. He was at one time a circus elephant man.

**BEERS-BARNES** Circus had good business at Lowell, N. Y., June 21. Show was saddened to receive a message that Harold Barnes had been seriously injured.

**CHARLES R. HALL**, of Hall's Animal Show, has been ill for some time and is at Mayo Bros.' Clinic, Rochester, Minn. His sister, Mrs. H. A. Bruce, of Evansville, Wis., is with him.

**SAM GOLDEN** and wife, having closed with Hagenbeck-Wallace, stopped over in Atlantic City for a few days and called on Frank B. Hubin. Mike Welsh is a frequent visitor in A. C.

**DON LaVOLA** finished a series of return engagements from Pacific Coast thru the Middle West and is headed toward Canada with his high Spanish wire act.

**H. L. (ANDY) ANDREWS** is now employed at Soldiers' Home in Headquarters Building at Quincy, Ill. Has been off road since 1935. He was a billposter on John Robinson, Hagenbeck-Wallace and Sells-Sterling shows.

**TEXAS O'ROURKE**, manager of Danny Winn and Western Ridge Runners, Station WCAX, Burlington, Vt., saw Cole Bros. in that city and had a busy day visiting friends. He formerly was with 101 Ranch and Ringling-Barnum shows.

**W. B. (MACK) MCGINNIS**, an old troupier, is located at Chillicothe, Mo. He had been with H. B. Gentry on Sells-Floto, Campbell Bros., Patterson-Gollmar and with Dan Odom on Hagenbeck-Wallace.

**EDDY HUNT**, of Eddy Bros.' Circus, visited L. G. Marshall at Eagle Ranch, Bartonville, Vt., June 18. Marshall attended the show at Springfield, Vt., June 22 and had a nice visit with Charles T. Hunt. Show is very good, he says. Packed them at matinee in spite of rain, and there was an extra good house at night.

**BUILDING** up good will, for the circus is a tough enough job on its friends without having it spoiled by those smart showmen who leave a "phony" watch as security for lot rent. In a few days the watch turns black, stops running and, of course, is never redeemed—another enemy has been created for the circus.

## Around the Lot With Ringling-Barnum

**LEWISTON, Me., June 26.**—At Bridgeport, Conn., a heavy rainstorm flooded most of the Ringling-Barnum lot after the matinee. Night house a winner, customers crowded to ringbank.

At Stamford, Conn., two-mile haul, beautiful day, grassy lot, Pullman jump, many visitors. Cartoonist H. T. Webster said hello and enjoyed the day's visit. Hubert Schellia, clown, visiting his comrades in clown alley. Stepping over to the doctor's tent, see a new tent, Doctor Bergen's; very few on sick list. Chick Bell has been ill last three weeks, but will return to the fold soon. Rudy Rudy-noff, horse trainer, is out of the program, ill, but not serious.

New Haven, Conn., was a humdinger, coaches downtown unloading on lot, dusty grounds, such crowds. Noted police department had to make one-way traffic for pedestrians to get to midway, two lanes to and from car lines. There has not been a serious accident of any kind since the opening. John Tiebor is steward for the CFA Union performers department. Minert DeOrlo and wife and daughter were guests of Paul Jung and Mr. and Mrs. Bert Dears. Customers won't have to worry about the hot weather, says Superintendent Davidson, of the light plant. High-powered fans will prevail. Superintendent Woska reports new arrivals in menagerie, three giant ant eaters, two tapirs, kangaroos

and a bing wing, what's that? Bobby Worth, superintendent of ushers, and assistants, Joe Blakely and Charlie Jones, handling the vast crowds. Charlie just joined, coming from Hagenbeck-Wallace.

Frank and Paul Miller, concessioners, gave a chicken mulligan spread for his personnel and candy butchers, and invitations were extended to other departments thru courtesy of Pine Island Casino, Manchester, N. H.; a private island was given for the spread. Buses left at 12 noon. Preparations were made in advance by Frank Morris and Joe Ahern. Cooks, Louis Delano, Victor Konosco, Scotty Horseburgh, Harry Dutton, Victor Lebow; waiters, Gatone, Freddy and Emery; bartenders, Shorty Robinson and Shorty Matthews. Others in party, Roy Speers, D. McKnight, Big Murphy, Vernor Long, John Brice, Jim Mahoney, Ell Drinker, Martin J. Healy, Petro Sable, William Emery, J. C. Harris, George Martin, Ernest Hitchcock, Dublin, George Hunt, Son Sousa, Ice Cream Shorty, Joe Vinlert, Roxy, Bob Schultz, Hymie Long, Murphy Freed, Mother Jones, Harry Erhart, Brownie, George Cutler, Joe Testa, Jake Bessler, Skibo, Nate Abrams, Fisher, Dominick, E. Kelly, C. Kelly, Gene McClure, Jones Jr., Miller, Frank King, Morris Oshroy, James Steele and E. J. Kelly, circus photographer. Canoeing, swimming, fishing, bridge, hearts were all in order as part of day's recreation. Thanks to Victor Lebow for his courtesy.

The Billboard is on sale at Mayer's commissary. Reports an increase in sales. At Providence the writer met following visitors and local friends: Mr. and Mrs. Jack Lynch, formerly of 101 Ranch, now managing Thompson's restaurant; Mr. and Mrs. Bee Kyle, performers, at Rocky Point Park; Mr. Scatterday, Mr. and Mrs. Clyde Widener and Bertie Hodgini. They took in night show. Buck Saunders joined Side Show ticket department.

At Hartford, Conn., it was Circus Fans' day. Fans occupied several rows in the grand stand. After the show Fans escorted the performers who attended the ceremony at their clubrooms in raising the tent in honor of Bluch Landolf.

Prince Paul, midget, from Boston, had friends come down to Providence to visit him and take in the show. Always a smile and word of cheer from legal department—Ralph Clawson, Eddie Vaughn and Chief Brice. The Dirty Dozen Club is in its 11th year. President Willie Moser reports the following two-accepted candidates, Joe Lewis and Charles Bell. There is only one judge, Willie Moser.

JOE LEWIS.

## Dressing Room Gossip

**BARNES-SELLS-FLOTO** — Alma Taylor rejoined show after being absent for two weeks with a severely sprained ankle. The Poli Troupe is rearranging its big Eiffel Tower display. Cristianis are rehearsing daily with new tricks being added in their riding acts, as well as the big acrobatic lineup. Hal Silvers and Bert Nelson, as well as many others in the backyard, kept the tailors busy in Spokane tailoring new suits. Bernard Mills spent two days visiting show and spent considerable time visiting folks in the backyard and was entertained by Manager Cronin.

Milt Taylor is lining up new walk-arounds and gags for clown alley. Ralph Carson, backyard officer, was absent two days with a very bad cold, as was Jack Fenlon, who went back "into harness" at Spokane. Peggy Rogers had a birthday party in dressing room at Pocatello. Many forgot to put away wardrobe in Salt Lake between shows and a sudden "blow" brought them running to the backyard. The windstorm was over in five minutes. No serious damage. Bert Nelson had a narrow escape when dragged across the arena with his roller-over tiger, escaping with minor injuries to his hand.

**TOM MIX**—Looking out of my trailer door, note Jimmie Davison doing his first wash of the season, his underwear, Tommy Ross, Danny Gordon and Jack Knapp have started a backyard orchestra. We hope by November they will be able to play. Jimmie Arbaugh and the writer are running a lumbago contest. Jack Knapp is seen daily with his dog, Fritz, hunting "caribou" in the Maine woods. Big horseshoe pitching contest every afternoon by Manager Dall Turney, Jimmie Arbaugh, Johnnie Agee and Augie. Ray Goody went fishing but caught nothing, so he ate the bait. Mr. and Mrs. Vern Arbuckle visited Vera's brother at his summer camp at Bath, Me. The cookhouse slogan at the clown table is "Augie, pass the butter." Johnnie Jessick is seen daily trying to get rid

of a skull that seems to show up in his trunk every morning. The women of the round table are playing penny ante. They are Mrs. Carrie Royal, Mrs. Jim Turney, Mrs. Charlie Warrell, Mrs. Isabel Gilligan and Mrs. Ella Linton.

Jim Turney bought a baby seal and hired Jimmie Davison and Bumpy Anthony to catch fish, but the poor seal died of starvation. Mary Kinko and Lillian Arbuckle never miss having their tea between shows. Charlie Arley has been kept busy getting a new Arab act ready. Act is working and going over very good. Tom Mix is making Erma Ward a pair of slop shoes out of aluminum and they look swell. Joe Bowers has been busy getting Tom Mix's trailer kitchen ready. It is the last word in modernistic kitchenets. Frank Shepard is going over big. He now has his own private trailer. Carl Robinson's all-union band helps to put a lot of pep in the show. At Concord, N. H., a show was given between shows at the State prison and the only one who looked the part was Max Gruber's zebra. A swell dinner was given at the prison and nobody wanted to go home. Well, I hear Bumpy Anthony yelling to go fishing, so that's that.—KINKO.

**COLE BROS.** — Montreal, home of Black Horse ale and French-fried potatoes. Gang has been very orderly. Saw some of the boys jogging around town Sunday in the horse-drawn hacks. See Harold Voise and some of the flyers have donned berets as headgear. Harold Nicholson had some complaints the other day—steaks too thick. That's rare. Horace Laird was up against a tough proposition trying to talk French to the postal clerks in Montreal. Gonzella has added a dog, which is a lively pup, for the bullfight.

Chester Barnett dug up a real siren for the firehouse and it really wakes up the natives. Albert Powell now has the driving of the hose cart, as Philip Sweet has deserted the alley for the candy stands. Lot was a solid mass of people in Montreal, but Jack Pfeiffenberger soon cleared it. Edward Kelly showed up. Made a flying trip from the big city. Many of the boys that had not seen Montreal were afforded a treat. An open-top observation street car was chartered, hauling clown band, cowboys and girls and Indians over the streets.

Lloyd McIntosh is very busy, handling the laundry in the backyard. The gang seems to be waiting for a leader to organize the Fourth of July doings. If Horace Laird gains much more weight, someone else will have to carry the mail. All the horse trainers—Jorgen M. Christensen, Jack Joyce and John Smith—have announcements, also all finish with a rearing horse on track. Coupe gag, while it is quite stuffy these days, gets a nice laugh. Joe Short is in charge of the furnace that cooks the meat for the performing dogs.

Some of the clowns beat Harry McFarlan to the lot one morning. Eddie Allen continues to score with his fast elephant acts. Shorts and slacks are much in evidence among the women in the backyard. Ed Davis is the neatest dresser among the men. The Indians seem to have a friendly feeling towards Mr. Dawes, brewer of the Black Horse ale. Wouldn't mind a glass myself, as the weather is real warm.—EMMETT KELLY.

**DAN RICE**—River rose so high at Salamanca, N. Y., that parts of circus lot were under water. Jimmie Thomas rushed into padroom and rescued his clean collar and Sunday shirt. Claimed but not verified that Esther Henry thought Rex Beach was a summer resort. Little Lord Leo tells of the midget with d. t.'s who rushed to a hospital—afraid he would see worms. Johnny Carpenter offering a pamphlet on "African Golf." Captain Conrade is with us once again—and is Ray Craemer's face red! Anna Brock knitting baby clothes—for the Dutchess. Mary Miller holds title of champion rock hurler. Harry Hamilton initiated into Kangaroo Court. Ray Marsh Brydon and his chille-stained slacks a remembrance of Butler, Pa. Kokomo Morrison puts on the dog for his assistant, Signify Pierce. Ira Watts purchased a pound of dog biscuits for his Mexican hairless pup. They were of a new size, not unlike oyster crackers in size and looks. The biscuits were loose and carried in a paper bag. Watts laid the bag on the soft-drink stand as he gave instructions to a canvas man. Cliff Schell, clown equestrian, saw the bag, dipped in and almost finished the entire pound of dog biscuits. "They're good," he explained to Watts, "where can I buy some of those cookies?"

MIKE ORADELL.

# The Corral

By ROWDY WADDY

DIXIE WILLIAMS announced last week that he is laying off for the summer in Cleveland, where he is living with his long-lost brother. He says he expects to go south this winter.

RESULTS of the Gilroy (Calif.) Rodeo, held June 19-20: Bronk Riding—Ken Hargis, Fritz Truan, Eddie Woods, Harry Knight. Steer Decorating—Holliday Grace, Joe Mendes, Johnnie Schneider. Everett Bowman won the bulldogging and calf roping events.

LELA COKER has returned to the Collins Rodeo Company after having been confined in a Jesup (Ga.) hospital. After announcing the show at Evansville, Ind., he, together with Cherokee Hammons and Edd Elliott, will join the Adams Rodeo Company.

COLONEL GEORGE N. HENNESSEY is handling the publicity for the George V. Adams Rodeo Company, now playing Peatonica, Ill. Other officials include Minie Adams, secretary; Tom Morrissey, rodeo and celebration superintendent, and Billy Crosby, arena director.

FOR THE first time in its history the ninth annual Sonoma Rodeo, to be held at the Millerick Ranch, Sonoma, will be sanctioned by the RAA. The move has induced many well-known riders to enter. These include Harry Knight, Burle Mulkey, Eddie Woods, Pete Grubb, Fritz Gruan and Perry Ivory. More than 2,000 seats have been added to the grand stand.

TILLIE AND ED BOWMAN letter from the Arrow B Ranch, Placerville, Calif., that while attending the Livermore (Calif.) Rodeo they had Myrtle and Vern Goodrich as their guests. They also enjoyed a visit with their friend Alice Greenough, top-notch cowgirl bronk rider. The Bowmans plan to leave Placerville soon to make the Molalla (Ore.) Buckaroo.

ARENA DIRECTOR Mike Stuart announced last week that the inquiries received thus far concerning the 50th Anniversary Celebration of the Prescott (Ariz.) Frontier Days indicate, from a participant's standpoint, that this year's event will be one of the biggest and best attended in the history of the show. Nine major events will be held daily, according to Stuart. Prescott is a member of the RAA.

SAN ANTONIO.—Local newsmen got in on a free shooting exhibition here recently when the Ad Toepperweins, trick shot team, played host to them at an all-day party at the Toepperwein country home near here. The Toepperweins put on the show in a field near their house, afterward letting the newfolk try their hands at trick shooting. Toepperwein left July 1 on an exhibition tour which will take him to West Texas and New Mexico.

NEW FRONTIER DAYS, being presented for the first time this year by the Mounted Troops of America under the direction of John A. Guthrie, is presenting six complete performances at the El Dorado (Ark.) first annual Frontier Days Celebration. Three-day event, which is being held at Rowland Athletic Field, is under American Legion auspices. Organization carries 35 people and 50 head of stock. Guthrie announced that the show will also play the Indian Pageant and Ceremonial to be held soon at Junge Stadium, Joplin, Mo.

LEONARD STROUD, well-known rodeo performer, has been named arena director of the Will Rogers Memorial Rodeo slated for Colorado Springs, Colo., this fall at the Broadmoor polo field in conjunction with the dedication of the Will Rogers Shrine of the Sun atop Cheyenne Mountain, half a mile above the rodeo grounds. Pikes Peak Association, sponsor, according to Ralph C. Taylor, proposes to make the event an annual one. Some of the foremost cowboys and cowgirls are expected to participate in the contests, which will be their method of memorializing the late Will Rogers.

REPORTS EMANATING from Minot, N. D., indicate that Arena Director Guy Weadick has lined up a rodeo program which promises to be one of the fastest Wild West presentations ever witnessed

in the State for the stampee which will be held there soon. A complete set of chutes, corrals, etc., is now under construction for the seven-day RAA sponsored show. Officials will include C. A. Tyler, announcer; Warren Cooper, secretary; Jimmy McNab, tie judge. Johnny Brinkman and Joe Hiett will be two of the judges. Contestants will select the third man. Weadick's Irish Indians, Pat Plain Eagle and Pat Bald Eagle, are the pick-up men. Contracted performers include Peggy Long, Paul and Marie St. Croy, Ben Bender and Denny Curtis.

JAZZ-BO FULKERSON, donkey-dusting clown from Fort Worth, and Homer Holcomb, clown, and his famous trick mule, Parkyakarkus, will be among the many special features of the Pioneer Days Rodeo to be held in Ogden, Utah, this summer. Mayor Harman W. Perry, chairman of the Pioneer Days, Inc., announced that two complete strings of the best stock in this country and Mexico have been contracted to provide two distinct rodeos for the six-night show. A new animal, the Brahma bull, considered to be the most dangerous of rodeo stock, will be introduced to Inter-mountain rodeo fans at the Ogden show, said Perry. The Colborn and Sorenson stock will be used the first three nights of the event, while Harry Rowell's string of bucking horses and cattle will be turned loose the last three nights.

WINNERS at the rodeo held in Livermore, Calif., June 12-13, follows: Bronk Riding—Nick Knight, Jackie Cooper, Burrell Mulkey, Turk Greenough. Amateur Bronk Riding—Earl Bateate, Manuel Enos, Dan Biglow; Merrill Hansen and Tony Basso tied for fourth. Calf Roping—Bill Eaton, Cleve Kelly, Hugh Bennett, Carl Shepard. Team Roping—Clay Carr and Andy Jauregui, Alvin Wells and Fred Alm, D. R. Wilder and Led Englesman, Willy Car and M. W. Del Ray. Steer Riding—Dick Griffiths and Smoky Snyder tied for first and second; Frank Schneider and Pat Woods tied for third and fourth. Single Roping—Clay Carr, Ned Winegar, Hugh Jones, R. R. Ingersol. World's record for steer decorating was tied by Oral Zumwalt when he slipped the rubber band on the steer's nose in 2 4/5 seconds. Trailing him were Leonard Ward, 3 seconds; Harry Knight, 3 4/5 seconds, and Johnny Schneider, 5 1/5 seconds. Finalists in bronk riding were Harry Knight, Nick Knight, Jackie Cooper.

AFTER being rained out the first day, the Rochester (N. Y.) Rodeo got under way June 22 playing two performances to a total day's attendance of slightly more than 12,000. Stock, contract performers and special features are being furnished by Colonel Jim Eskew, who is also arena director. Contract performers and special features included all those booked for the season with the JE Ranch together with the new additions here, including Tin Horn Hank Keenan, clown; Don and Gene McLaughlin, juvenile fancy ropers, and Diamond Ted Lewis, shooting act, which has rejoined the JE show. Charlie Aldridge, Shorty McCrory and George Ward are judging the events. Monte Regis is announcer, and Bob Matthews, arena secretary. Event was broadcast over Station WHAM. Due to numerous entries, two performances were not sufficient to make a go round in all contests. Winners of first day money: Calf Roping—Roy Matthews (15 3/5 seconds), E. Pardee (21 1/5), Junior Eskew (23). Cowgirls' Bronk Riding—First performance, Ruth Wood; Grace Runyon and Mildred Mix tied for second and third. Second performance, Ruth Wood, Mildred Mix, Grace Runyon. Wild Horse Race—First performance, Percy Moore, Milt Moe and Glenn Crouch team, first; Slim Welch, Tommy Horner and Charles Barnes team, second; no third. Second performance, Doc and Vick Blackstone and Bert Clements, first; Rube Roberts, Tony Travis and Billy Wakefield, second; Max Ross, Eddie Hovenkamp and Harry VanCampen, third.

## Walter Has New Ring Barn

HOUSTON, June 26.—Upon completion of ring barn at Frank Walter Circus quarters, open house was held with more than 400 guests in attendance. The barn has every modern facility, including loud-speaker system. Training ring is well ventilated and lighted and adjoins a tack room, also used as lounge room. Walter's acts recently played indoor engagement for Rotarians' State convention. He recently received large shipment of Shetland ponies. He also bought a new light plant.

## Dexter Fellows (CSSCA) Tent Tattles

By F. DARIUS BENHAM  
Pinch Hitting for Fred P. Pitzer

NEW YORK, June 26.—The Dexter Fellows Tent finished its season June 18. It was one of the most successful luncheons ever presented by the club. David Sarnoff, of RCA, the Fall Guy, said: "It is the most unique organization in the world. When such important people as I see here belong to the club I'm very proud to be one of you. We need something like this to make us forget our troubles. It's true, too, that the circus does the same thing."

There were 238 present and the ceremony for Mr. Sarnoff brought much applause. It was a takeoff on television, showing Franklin D. Roosevelt, Father Coughlin and Al Smith on the screen. "Helevision" was the name applied by the creators, Tex O'Rourke, Fred Pitzer and Orson Kilborn. Graham McNamee, without any rehearsal, performed in the skit and did a fine job.

The raffling of prizes, which included airplane trips, Underwood typewriter and minor gifts, brought to an end the membership drive. Each member who brought in three new ones was entitled to one drawing. The writer led with 40 new ones, which entitled me to 13 chances, and for the first time in my life (it's always the first time when you win something) I drew the second prize, a trip to Chicago and return given by United Airlines. Harold Cray donated it. First prize, a trip to Hollywood and return, the gift of C. R. Smith and Thomas Dunning, of the American Airlines, was won by C. R. Haffenden, who was second in the drive with 12 new members. Ollie Olphant won the Underwood (portable) typewriter. Gen. Frank R. Schwengel, vice-president of Seagrams, new member, donated a case of whisky for special consolation prizes and President Kilborn was one of the winners.

## In Attendance

Men famous in every walk of life attended the luncheon. Seen among the diners were Capt. Bob Bartlett, Clarence Chamberlin, Governor Harold Hoffman, Police Commissioner Valentine, the Happiness Boys (of radio fame), Ormond Gould, Lowell Thomas, John Martin, Stanley Walker, Commander John Iseman and Chester Cross.

Here are the names of those who have been initiated into the Saints and Sinners as Fall Guys: Felix Count Von Luckner, Martin Johnson, Carveth Wells, Grover Whalen, Frank Buck, Gene Tunney, William Egan, William Randolph Hearst Jr., Capt. Bob Bartlett, Tony Sarg, Col. Theodore Roosevelt, F. Trubee Davison, Vilhjalmur Stefansson, William Beebe, Maj. L. D. Worsham, Capt. Eddie Rickenbacker, Robert L. Ripley, Gen. Smedley D. Butler, Senator A. William Moore (of New Jersey), Hendrik Willem Van Loon, Gen. John F. O'Ryan, Dr. James L. Clark, Elliott Roosevelt, Joe Cook, Arthur (Bugs) Baer, Robert Flaherty, Gen. Hugh S. Johnson, Babe Ruth, Graham McNamee, Ely Culbertson, Lou Little, Sir Hubert Wilkens, Gene Buck, Rube Goldberg, Jolly Bill Steinke, Stoopnagle and Budd, Samuel Gumpertz, Governor Harold Hoffman of New Jersey, David Sarnoff, George M. Cohan, John Mulholland, Rudy Vallee, Jack Dempsey, Jimmie Durante, Dr. Raymond Dittmars, Commissioner Lewis J. Valentine, Grantland Rice, Bert Lahr, Louis Gehrig, James J. Walker and Clyde Beatty.

## Elmhurst Engagement Good for WPA Show

NEW YORK, June 26.—The WPA Federal Theater Project's circus closed its run in Elmhurst, L. I., June 19. With the exception of Thursday night, biz was good at all performances. In the severe rainstorm last Monday big top blew down but no damage. Everything was ready for the opening Tuesday night. Thursday, due to rain, house was only half filled, but Saturday Manager Ed Sullivan started putting down the straw early. Box-office men estimated that over 1,000 people were turned away on Saturday.

Visitors included George Burton, feature writer for *The Long Island Star* (incidentally, Mr. Burton and *The Star* have been generous in space to the show), and Eleanor Barrie, of the WPA Living Newspaper, reports Wendell J. Goodwin.

## 15 Years Ago

(From The Billboard Dated  
June 24, 1922)

Sparks' Circus, playing New England territory, had just concluded the largest week's business in its history. . . . The Al G. Barnes Circus was en route to North Platte, Neb., after packing 'em in at matinee and night performances in Denver. . . . For the first time in many years the Ringling-Barnum Circus had to exhibit on a new lot in Hartford, Conn., which was out of the way and on a single trolley line. Show, however, played to two capacity crowds. . . . Sells-Floto Circus played to a good-sized crowd in the afternoon and a capacity one at night at Gloversville, N. Y.

Robbins One-Ring Overland Circus had just concluded its fourth week on the road to good business. . . . Augusta, Me., proved a red one for the Walter L. Main Circus. . . . The Patterson Circus started its tour of Minnesota at Fergus Falls after a successful stay in the Dakotas, ending with Lisbon, N. D., where the show played to capacity crowds. . . . City Council of Des Moines had just passed a law forbidding all circuses and carnivals to show in the Iowa city within a date three weeks prior to the opening of the State Fair. . . . Business good, weather fine, that was the summation of business for Gollmar Bros.' Circus, which was playing Illinois territory.

Julia Allen's Shows, for many years a feature attraction with leading carnivals, took to the road as a one-ring motorized circus, with the opening stand at Lewisburg, Pa. . . . Carl M. Johnson closed with the Sparks Circus at Sunbury, Pa., and joined John F. Stowe's "Tom" show. . . . Chy Alexander, press agent for the Howe Circus, left the organization and went to Chicago. . . . Tony Lowande's Circus was in quarters in Buenos Aires, South America. . . . James E. Orr had just closed as 24-hour agent with the Sparks Circus.

## R-B's Big Night At Providence

PROVIDENCE, June 26.—With rain in the morning, clearing shortly before moon to become a bright and scorching hot day, the Ringling-Barnum show hit Providence June 18 to enjoy a good matinee and, at night, the biggest audience the city has given the Big Show in at least eight years. Turnaway on reserved seats and crowds on the straw, filling nearly half the track at the ends of the big top and around in front of the disappointment of some who had anticipated seeing Dorothy Herbert in her hurdle-taking. Many remained for the concert. Popular opinion of the crowd was "best ever"; new acts were appreciatively received with good hands, with old favorites also garnering plaudits. New costumes have been kept in fine shape during road season and made rich showing.



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RAVENNA, OHIO.

# OHIO SPOTS ARE BEING HIT

## Strike Situation Plus Wet Days Damper on Outings and Daily Biz

Some steel workers' picnics scheduled are called off or postponed—unemployment apparently is being felt—no telling effects in area away from trouble zone

CANTON, O., June 26.—Rainy weather plus steel strike activities put a damper on Eastern Ohio amusement park business, a survey this week indicated. Almost daily rains have curtailed attendance in numerous parks, and the steel strike, now more than three weeks old, has not only cut into attendance at many of the resorts but has resulted in a number of steel organization-sponsored outings being called off or postponed until a later date, park executives declared. Idora Park, Youngstown, has felt keenly the shutdown of the major steel plants there and the unemployment resulting from labor disputes.

In Craig Beach Park, near Youngstown, week-day business has fallen off because of the strike situation, but weekend patronage, which attracts from all over the district, has been holding up. Manager Art Mallory said.

Steel workers' outings scheduled for Meyers Lake Park here have been disappointing, park officials said, because of hundreds of unemployed who could not participate in the annual picnic events. Patronage generally is off in the park here because of strike developments. Sunday dance sessions, which draw from other localities, continue big, it was reported.

In Summit Beach Park, Akron, the strike apparently has had no telling effects, the rejuvenated resort continuing to attract record Sunday crowds and, according to the management, week-day business is picking up. There are no picnics scheduled which involve steel workers, officials said.

In near-by Lake Brady Park and in Chippewa Lake Park, near Medina, new attendance records are being hung up, these resorts being too far removed from the strike-affected zone to interfere with patronage, it was pointed out.

### Savannah Spot Drawing Well

SAVANNAH, June 26.—The new park, Gold Star Ranch, opened a few months ago, is considered one of the most popular spots around the city. Rides, games, floor shows by dancing schools and night wrestling and amateur boxing are offered. There is a free gate, free parking and uniformed ushers to direct motorists. There is a large grill and fishpond in front of the grill. A large circular track provides ponies and donkeys for rides. This is the only amusement park in or around Savannah, situated about three and one-half miles from the city on White Bluff road and is under management of R. T. Carlyle.

### Dedication at Cincy Coney

CINCINNATI, June 26.—Fourth of July will be a five-day holiday at Coney Island here, in connection with its official dedication, celebrating its reconstruction after the disastrous January flood, said Edward L. Schott, president and general manager. Fireworks will be staged Friday, Saturday, Sunday and Monday nights. Formal opening of the new two-story clubhouse will be on Thursday night, July 1, with a public banquet at \$2.50 per person, said H. Edward Guigley, clubhouse manager. Entertainment will be by Smittie and his Gang; Dorothy Redmond, soprano, and the Four Islanders. Official dedication of Coney will be on Friday under auspices of Federated Civic Associations, 55 organizations to take part, and a public civic dinner at night. Dick Stable and his orchestra will return to Moonlite Gardens, with Paula Kelly and Burt Shaw, vocalists. Forrest Bradford and his orchestra continue dance programs on the steamer Island Queen. All-white swimming pool is one of the most popular spots.

FAYETTEVILLE, Pa.—S. C. Reynolds, owner-manager of Willow Beach Park, Houston, Pa., is in charge as acting superintendent of Caledonia State Park and new swimming pool, opened to the public on June 19.

### Tarzans Sock Back

ATLANTIC CITY, June 26.—The title of this is "Getting Even." At beginning of the season Mayor C. D. White, despite what is being done on the subject elsewhere along the coast, ruled that topless bathing suits for males were taboo on A. C. beaches, much to the disgust of would-be Tarzans. The mayor's office has been swamped with mail from men bathers demanding that he make women wear stockings on the beach. It looks like a concentrated battle, he commented, but refused to even try to tell the fair sex what they should wear.

### Acts Showing Scandinavia

STOCKHOLM, June 21.—All amusement parks in Sweden, Denmark and Norway using circus and vaude acts. Maurice Colleano family, tumblers and acrobatic dancers; Four Smiths, trampoline; Three Arnos, acrobats, and Dewes and Gemp, equilibrists, are in Grunelands Tivoli Park, Stockholm. Four Skating Macks, American roller skaters, are in Furrvik Park, Gefte, Sweden. Pejaj Ringens, American high diver, and the Erwingos, aerialists, are in Tivoli Gardens, Copenhagen. Great Faludys, teeterboard, are in Fornoiseipark, Oslo, Norway. T. Jay Quincy and Veenie Quincy, American high diver, will open a tour of Scandinavian parks next month.

BLACKWOOD, N. J.—Blackwood's lake carnival was resumed last week after a lapse of 10 years, Chamber of Commerce sponsoring. Herbert Keith is committee chairman.

MARKSVILLE, La.—Executive committee of Avoyelles Parish Fair Association elected Louis A. Cayer, president; Dr. Sam J. Couvillion, vice-president; J. B. Luke Jr., secretary-manager; Earl Edwards, treasurer.

## Jantzen Beach Is Facing Its Best Prospects With Outings Up 100%

PORTLAND, Ore., June 26.—May and June have found Jantzen Beach Park in full swing and well on its way toward the most outstanding season in its history. In April directors and stockholders elected officers for 1937. Harvey Wells, president for the last seven years, was re-elected and other officers re-elected were Roy Zehnbauer, vice-president; J. R. Dodson, treasurer; G. G. Smith, secretary, and John Zehnbauer, chairman of finance committee.

Directors again appointed Mr. Wells active manager and approved his recommendations for improvements and changes in the park for the season, which include new electric boats for the Canal Ride, reconditioning swimming tanks and natatorium facilities, picnic grounds beautification, additions and changes to the midget auto racing speed track, installation of new hard ball and soft ball diamonds, and contemplated securing of several new rides. Arcade concessions were completely renovated and changed, making a most attractive



ONE OF THE NEW FEATURES in Belmont Park, Montreal, is the new 20-streamlined-car Scooter housed in a new building 60 by 80 feet, constructed by the Belmont Park Company. Modernized front was designed by General Manager Rez D. Billings.

### Carl Books Hanover Forest

HANOVER, Pa., June 26.—Management of Forest Park, A. Karst & Son, is installing a new ride here, the Tumblebug. Booking Agent A. D. Carl has booked many attractions. Last Sunday he had bands from Pennsylvania and Maryland present a massed band concert. During Decoration Day week-end he arranged a community sing attended by thousands of people. Carl is also arranging for annual Forest Park Free Fair. Hollywood Circus will present a program on July 3-5. Fireworks will be an added attraction.

### Capitol Has Swim Event

LINCOLN, Neb., June 26.—Lincoln newspapers-Capitol Beach co-sponsored Learn-To-Swim Week gets under way with John Bentley, *Journal* sports editor, and Ralph Beechner, manager of the Beach pool, handling the idea. About 500 registrants take advantage of the Learn-To-Swim event annually. It has proved a good promotional scheme for institutional buildup of the papers and pool and gives a new source of ad income.

### Waukesha Beach Has Acts

PEWAUKEE, Wis., June 26.—Manager T. M. (Ted) Toll is featuring a free amateur show every Wednesday night and 2-cent day every Thursday until 6 p.m. at Waukesha Beach. Free acts and clowns are presented on Sundays, with a bicycle given away every Sunday afternoon. Cool weather has had adverse effect on business.

### Rides in Operation In Paris Expo Park

PARIS, June 21.—Main amusement park at Paris International Exposition, in Esplanade des Invalides, is beginning to resemble a live spot, with several big rides starting operation last week. Rides operating are big Cyclone scenic railway of Thompson and Traver, huge passenger hoisting cranes, Faure's Water Scooter pond, Auto Scooter ride, Star Loop-o-Planes and Air-Sport circular aeroplane rides. Rides still under construction are Shillan's Rocket Speedway (from Dallas), Enchanted River, Radio Car ride, Parabelum, Big Eli Wheel, Caterpillar and Parachute Tower.

Shows operating are elaborate Midget Village, with circus, bar and other attractions; Platt-Thirion Motordrome, with three good riders, including a woman who takes a racing auto around the wall; Equatorial Forest, with elaborately staged jungle show featuring Nyambi, fire eater; Berbere Theater, dancing show; Well of Truth, peep show; Caravane of 1937, animated panorama, trained police-dog show and pony show; Hollywood, girl show; Marck's Lions and Funhouse, ready to open.

Only cabaret operating in the park is the Tahiti, with Mayamba's Band and small floor show. Restaurants and cafes in Old France section of the park are drawing crowds with vaude shows and folk dancing in village square.

Construction on main park will be practically terminated within another 10 days. Amusement park annex across the river should also be ready for operation, with semi-scientific attractions and de luxe dine, dance and cabaret spots, this week. Small amusement park adjoining the exposition grounds, near the Palais des Sports, also is slated for early opening. Weather has been ideal, but uncompleted state of the amusement parks has been detrimental to business.

### Meisel Has 30 Attractions For '37 Rockaway Playland

ROCKAWAY BEACH, L. I., June 26.—Rockaway Playland's manager, Louis Meisel, announced complete list of attractions for 1937. There are 30 attractions in the park, largest amusement enterprise of its kind on Long Island.

These include Carousel, Flyer, Galloping Goose, Goat Ride, Ghost Train, Hurricane, Honey Express, Hilarity Hall, Leaping Lena, Lindy Loop, Long Trail, Looping-the-Loop, Loop-o-Plane, Noah's Ark, Rig-a-Jig, Spook Street, Toonerville Trolley, Tumble Inn and Whip. Kiddie Korner has fire engines, pony carts, kiddy Whip and boat ride.

Also in the park are bathhouses, pool, handball courts, steam rooms, roller-skating rink, scales, character reading, penny arcade and various types of refreshment stands.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

## Something for Swimmers

Apropos the recent remarks made in this column concerning hairy swimmers, both men and women, all of whom make an ugly sight at the pools and beaches, some interesting information on a hair-removing machine was received by this department last week. It offers somewhat of a solution to the problem mentioned.

Constant readers will recall that I have preached in favor of topeless bathing for males, but at the same time I have warned against the prevalence of hairy-chested men infesting the beaches and tanks. Letters that have poured into this office since the publication of the first article assure me that this problem of what to do with the unbecoming hairy-chested man or hairy-legged woman is not one to be passed over lightly. Operators of natatoriums have written in, saying that they have been on the verge of putting the lid on shirtless swimming many times just because of these Tarzan bathers resulting, and many swimmers themselves have dispatched messages (which is rare considering this is primarily a trade column) requesting the writer to do something about the epidemic of hairy-chested men.

The machine referred to is known as the Beautyderm Midget and offers, it is claimed, a safe and permanent manner of removing superfluous hair for both men and women. The additional service to swimmers could be given either at a small extra charge or free. It does not necessarily require a person of expertise to operate the machine, it is said.

## Newly Publicized Tank

Midtown gymnasium and indoor swim pool, in the heart of New York, is being highly publicized these days. Only a few knew of its existence a few weeks ago and then all of a sudden the daily metropolitan papers started carrying stories about the establishment. Gus Gale and Syd Stogel are the New York press agents responsible for this tank's sudden popularity. Jay Farman, manager, is making a special play for theatrical trade from the Times Square area. Ironically enough, a recent release from Gale and Stogel announced the fourth semi-annual actors' and musicians' one-wall handball championships at the tank. Those other three tourneys were certainly kept a secret. But more power to this new indoor tank.

## Where the Cypress Grows

Anthony Briguglio, operator of Cypress Hills open-air tank, between Brooklyn and Jamaica, L. I., reports a decided increase in attendance this season, despite many rainy days. He has an array of sideline activities, including roller skating, handball, basket ball, punching bags, ping-pong tables, shuffleboard, volley board, seesaws and playground equipment.

## Dots and Dashes

Pat Burns, former football star for Manhattan College and now a life guard at Palisades (N. J.) Park pool, spoke over the radio last week on a special Swim-for-Health program and he's probably still shaking. . . . John H. Klein, director of aquatics at Rockaway's Playland, L. I., announces that the met water-polo champs will be staged there on July 15, with prelims slated for July 8.—And word just reached the column that a price-cutting war will soon break out in Los Angeles among commercial tanks. . . . But say it ain't so, boys!

# Atlantic City

By W. H. McMAHON

ATLANTIC CITY, June 26.—With fireworks and elaborate programs at all top places, the resort is going to town for July 4 week-end and a capacity crowd is expected. Steel Pier will hold the spotlight tonight in its summer opening with name bands, vaudeville, minstrels, three pictures, outdoor circus, scores of individual shows and exhibits. Million-Dollar Pier will bow on July 2 with another array. Over the Fourth Steel Pier will lead with big fireworks, only

display in town owing to a new State law on fireworks. Pier was granted a permit this week—Tobacco Road is being advertised for Garden Pier. A company headed by Lex Carlin is said to have taken over the pier's theater for several play presentations.

Some 2,000 youngsters are swelling crowds for Children's Week an annual event to continue until July 2, with visiting kids getting a free helping of all amusements. Headliner's Frolic on July 9-11, with newshounds, newsreel men, etc., has been cut to one big bang-up affair on final night to give members a chance to use amusement books containing Annie Oakleys to all beach-front spots. At Sportsland on lower Walk workmen this week began tearing down the bleachers and other stuff erected in the backyard. Seats will go to Long Branch Speedway, which opens this month. Another case of a cold opening.

Capt. John L. Young is back at net hauls on his pier after an attack of la grippe. Doc Couney predicts a banner season. Ben Yoyst and his singers came down this week to get a hotel setup for opening and all-summer stay on Steel Pier. Frank and May Wirth, down over the week-end, were recalling days of the late Buck Taylor. Frank Elliott moved down for summer. Alan Gale, whose sickness all but closed one club locally, is around again and heading the revue in old style. Harvey Anderson is back running the Apollo Theater. Mark A. Braymes, of Steel Pier force, has a unique radio program of his own on WPG. Joe Quitman has the town well ballyhooed for his burly opening. Frank Fiore, president of ACLBA, back from a trip to Omaha to land Greeters' convention and has his spot all set for summer. Announcement is that Dead End will play Garden Pier.

Lenape Park reopened enlarged skating rink and announces plenty of novelties for summer. Toy Theater got under way this week for the season. Mayor C. D. White just handed down a decision that parking lots must display price signs.

# Carlin's, Baltimore

By CLEM WHITE

Carlin's Park, owned and operated solely by John J. Carlin, seems to be off for its best season in several years. The 11 rides are getting steady patronage, newest one being a Heyday. Forest Gardens, rustic open-air beer garden, is offering continuous entertainment by Pat Patterson's Gondoliers, with no admission charged. Beer at 5 cents proved profitable. Free movies are presented nightly with exception of Sunday, when amateur contests are put on.

New ballroom, converted from last year's night club effect into straight dancing, is under supervision of Bobby Burns. Policy is regular house band with name attractions coming in for one-nighters. House bands to date have been those of Bob Craig, Charles Vincent and Dorn Francis. Ted Brownage opened for two weeks on June 23. Name bands have been those of Pats Waller on June 9, Tommy Dorsey on June 13 and Kay Kyser on June 16, with Jimmie Luneford carded for July 1 and Louis Armstrong for July 18.

Park staff includes H. Clifton Neild, manager; Carl Hulsey, park superintendent; George Bushby, Funhouse and roller-rink manager and sign and decoration specialist; Clem White, press representative; Joe Hanna and Rose Saunders, in charge of office.

Leading concessioner, A. C. (Slim) Anderson, has 11 skill games. Louis Bertoli and Arthur Emmanuel conduct the new Loopit game, Fascination, Skee-Ball and Penny Arcade, with assistance of Frank Randall. When the new two-sided modernistic building is completed in the center midway they will add a bingo game. John J. Carlin Jr. operates most of soft drink, ice cream and food concessions, with exception of barbecue restaurant again under management of Mr. and Mrs. Tom Wilmuth. Harry Gibbons is in for the season as midway clown and Funhouse attraction. Twelve new bowling alleys have been installed, Harry Marks managing, with constant play nightly using duck pins only.

A social event was celebration of Slim Porter's 15th year in charge of Mountain Speedway. Sam Sweigert, at the shooting gallery, had his 10th anniversary two days later. Crab Charley, locality's outstanding sea-food man, will celebrate his 40th year in the business late this month. Has been at Carlin's 15 years. Funhouse, renovated under direction of

George Bushby, offers 61 different features. Barton's Society Circus is current free attraction, holding over for two weeks.

# Wildwood, N. J.

By ORO

With United Spanish War Veterans' convention one week, Veterans of Foreign Wars coming in the next week and National Marbles Tournament this week, Boardwalk concessioners are having the most active June business in their history. Unprecedented activity has resulted in many hotels opening before regular schedule and opening of virtually every stand and amusement along the wooden esplanade. Hunt's Ocean Pier reports patrons many thousands in excess of the same time in previous years.

Wildwood Hotel Men's Association is considering several progressive steps for immediate enactment for future growth of the resort. Representatives of the 22 leading hotels suggested that a committee be formed to take up with the Pennsylvania-Reading Railroad the matter of continuing the popular 16-day excursion ticket between this resort and Philadelphia.

Hunt's Plaza Ballroom will feature name bands for a fortnight's stay thru-out summer. Rockwell-O'Keefe booking the spot with Art Shaw starting the parade on July 2. Joe Barnes' new skating rink in Casino Arcade is proving the most popular spot in town. Automatic amusement machines are being spotted on Boardwalk corners, concession going to Frank F. Engel, Automatic Amusement Company, Philadelphia, a newcomer to the resort's growing list. Mike Nidorf, Rockwell-O'Keefe office, in town for opening of brother Labe's Sportland, where Joe McGrath's Orchestra will supply summery syncopation. Lou Booth unshutters her Chateau Monterey with an all-star floor show and Wally Fizell's music. Fate of Convention Hall still in a nebulous state, now that the city has leased the hall to an undisclosed party. One report has Hunt Amusement Enterprises taking it over for an indoor circus, while other quarters tell that a New York syndicate was the highest bidder, planning to convert the hall into a giant indoor midway and carnival.

## Casino Kids' Day Big Draw

FORT WORTH, Tex., June 26.—More than 8,000 attended annual Kids' Day in Casino Park, Lake Worth, on June 17, sponsored by The Fort Worth Press. Contests were arranged by Manager George Smith for the event, which ended with fireworks. Herman Waldman and his orchestra have been booked by Manager Smith for a month's engagement in Casino Ballroom beginning on July 15. Art Kassel and his orchestra are now playing.

## Summit To Have Strathship

AKRON, June 26.—Manager Frank Rafal, who reports business holding up well and 100 per cent better than last year, said Summit Beach Park here will install a new ride, Strathship, to be ready for operation soon. Rilla McLain, of Eastwood Coaster Company, Detroit, is owner of the ride, second to go on the midway in less than a month. Same interests recently installed a Pretzel ride here. Roy Gooding, who has four rides on the midway, is personally supervising their operation.

# With the Zoos

MILWAUKEE.—A day after their arrival in Washington Park Zoo here five woolly and six Capuchin monkeys were killed when lightning struck Monkey Island. Only survivor, a baby woolly monkey born en route from New York in the shipment, died on June 20 in her incubator at the zoo. Order for a new shipment of woollies and Brazilian Capuchins has been sent to New York. Four flamingos, four scarlet Ibises, pair of toucans, pair of toucanettes and pair of Columbian gallinules have been presented to the zoo by Washington Park Zoological Society.

NEW ORLEANS.—Addition of a squirrel monkey, two German storks and 10 rhesus monkeys on monkey island was announced by Frank Neells, superintendent of Audubon Park Zoo. Remarkable attendance is reported. With several new houses under construction, completion of the \$250,000 WPA zoo project is expected before end of summer. Modern quarters have had a wonderful effect upon health and development of animals, Mr. Neells said.

CINCINNATI.—James A. Reilly, president of the Zoological Society, disclosed that the zoo is considering construction of a "goat mountain," a rocklike hill built to resemble the habitat of mountain goats. Tahr goats from Asia are the proposed inhabitants, but the plan may be changed to have the herd of

(See WITH THE ZOOS on page 43)

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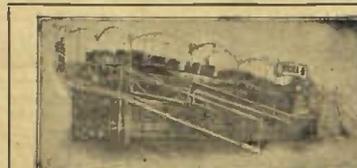
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## American Recreational Equipment Association

By R. S. UZZELL

Our friend and member of AREA, William Rabkin, has scored a remarkable publicity stunt. In the June 5 issue of *Literary Digest*, page 17, he was given a page or its equivalent, as it consumes almost a column on page 18 of that issue. "Nickel-Eaters" is the story of his contribution to coin-operated machines. It delineates his unique and successful career, no small part of which is his courage and ingenuity in meeting conditions in New York City when an attempt was made to clamp down on all coin machines indiscriminately as gambling devices.

He makes the digger a push-button machine and lets the powers that be look for other victims. Not since Walter Sibley's undaunted showmanship at the Chicago World's Fair with the Octopus has such plucky showman's art come to our attention. There is a good cut of Bill in the display and an irresistible reader appeal in a cut of Rudy Vallees working a digger. A man is never defeated until he himself admits it. Bill shows a game fighter facing the enemy undaunted with chin up but well guarded.

Here is a man in our industry ranking for courage under stress with Fred W. Pearce, Otto Wells and Ed Schott. Go to it, boys. To the brave go the hearts and hands of the fair. It's a pleasure and a privilege to know them all. What highbrow has any right to look down on our fraternity?

### Diamond Battle Impends

You New England fellows had better get out your mitts and the baseball. Your muscles have grown soft since last year. Danny Bauer is burning with revenge to retrieve lost ground with his mighty men. Leon Cassidy—the Mighty Cassidy—put the lightweights to shame with his 100 per cent batting average last year. Cy Bond, take notice—no allis. Jones should sign his players early, as there is sure to be keen bidding for Leonard Traube. Your humble writer will report the game as played. No mercy for poor-conditioned men. Baker would better keep the bear locked up until the game is in the bag. We should have it understood that neither side can conscript the umpire when the game is going against them.

Times are growing better and some of the fraternity are growing looser in their transactions and taking too much for granted. When one considers how the estates of J. W. Ely and our beloved Billy Dentzel and others just faded out it is a subject for serious contemplation.

If there are no dependents left behind it is not of serious consequence, but where mothers with children to care for and to educate are thrown onto the cold consideration of a harassed world it should make one resolve to keep his house in order. A perplexed mother has enough to do in holding the household together without having to take up the threads of a complicated business unfamiliar to her and for which she has no training. These situations coming to our attention make one wish to be a millionaire philanthropist.

### Better at Savin Rock

Reports come thru that Fred Levere, Frank Terrill and John Tierman are more than making the grade again at Savin Rock, Conn. Stands are commanding better rentals and many more are occupied than for any season since you know what happened. It has been a long hard pull but they never gave up. All have a fine fortune tied up in that Coney Island of New England and just must stay there to get it out.

Their judgment in spending some money for betterments has been justified. The Coaster has taken on new life at higher admission. Terrill can be depended upon to keep the Wilcox Restaurant up to its established record for quality and service. Here is another resort which was considered washed up now beginning to show its drawing power again. Its location is an asset.

ROSENTHAL BROS. want it definitely understood that Palisades Park, Palisade, N. J., is not in receivership and that no equipment in the park is being sold in that manner.



JACK CODY, named manager of Jantzen Beach Park natatorium, Portland, Ore., at beginning of the 1937 season and in charge of swimming activities there, has a wide reputation as a creator of swim stars and many of his proteges have acquired national fame. Numerous aquatic events have been scheduled along with State and city swimming meets and Learn-To-Swim Week.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: A let-down in good weather brought a let-down in biz around the Island and coffers felt the jolt. Long Island State Park Commission, supervising unit of a chain that comprises more than a dozen publicly operated parks in the territory, continues to announce enthusiastically that it is expanding and improving upon facilities so that a greater volume of persons will be handled at a lower per-person rate. On the other hand, Long Island private amusement people stand by, irate but powerless to check the actions on part of the State that they believe will eventually choke individuals' businesses.

The writer has watched the development with interest for almost five years, watched the ire of private amusement biz rise continuously, not only over the serious competition that the State (and in some sectors cities and townships) offers as the result of establishing rival organizations, but also over taxes that seem to consistently rise.

Little doubt exists that it is strictly unfair competition for government to compete with private biz, especially when one considers how easy it is for the former to undersell the latter invariably, what with unlimited capital, land control, etc. Yet the louder the complaints the less done. Except, maybe, that the echo's a bit tonier.

In the case of Long Island State parks competition with beaches privately run is direct and undisguised. Private beaches must sell their commodities high to maintain tax payments. State-operated ones need not worry over so trivial a matter as taxes, except that a large part of their cost has been defrayed by taxing others.

Specifically, we have in mind a large Long Island amusement park privately owned. The park represents the best in equipment, layout and operation, and the latter is highly efficient. Yet it has its "black ink" years equally shared with its "red ink" ones because rivalry from publicly operated spots near by is so intense. What's more, even with the rigid competition, the private park could be a paying enterprise, but the tax nut throws it so solidly off balance in this respect that it makes it a very tough proposition. Here is something for the independent amusement operator to study, for such a situation may soon affect him if it is not so doing already.

ROCKAWAY BEACH: Bathing has been put under an official ban around Beach 20th street because of perilous currents in the sector. New kid park up on the Wainwright lot near Beach 103d street. Sommerville Baths, Arverne, tip-topped for season. Irv Schocket back for another season managing Arverne Baths. Izzy, frankfurter king, now at a Playland Park spot.

Harbor Inn open in a few days for biz. The Point, nitery, opened at foot of Jarvis Lane. Boardwalk troupe will make Mineola Fair in large numbers. Tray-

more will be featured local dancing spot. Harry Hashar in from Revere Beach.

LONG BEACH: If finely dressed people mean that times are good they certainly are on the Boardwalk, and what's more, folks are spending, too. Symphony concerts scheduled for once a week a boon to trade. Postmaster-General Farley slipped in and out the community quickly the other evening, probably looking for his pal, Mike Berlin. Surfside Club, Atlantic Beach, gets lots of the local trade, tho this community teems with niteries.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

Current free attraction, Four Lorenzos, are creating quite a lot of favorable comment around the grounds. Turn consists of two men and a couple of gals doing acrobatic stuff. Hudson-DeLange and band are wowing devotees of dancing in the Casino. Gus (Cowboy) Bergman is having a big season at his photo gallery. Madame Jordan and Yogi are working to large groups of people at the Mosque. Joe Jones is managing the Aero-Plane Coaster. John Scinto has the Racing Derby. Other operators in the park include Tim Guimes, Caroussi; Jack Kelly, Ark; Jim Lingin, Old Mill; Al Buckley, Magic Carpet; Bob Holden, the Lake; Manning Whitley, assistant on dart game.

Mike Wallace, dean of weight guessers, has Mike Jr. and Frank Booth working with him. Andy Laise is managing the nail game and doubling at the chink game in the evening. Bob Glasse is again helping out at the rifle range. This commentator finds it impossible to make complete rounds of the park every week, but will get around to everyone before long. Whitey Furer, of the Boardwalk Novelty Shoppe, is again *The Billboard* distributor hereabouts and makes his weekly delivery rounds from ride to ride and show to show.

Officer Freddie Grume is with us again and walking his beat in his usual military manner. Margaret Cliffe is at Colonel Austin Kelley's Beach Cafeteria. She and Jack are domiciled at the Casa Grahame in Rye Beach. George Jensen, assistant to the gardener, is spending his 10th season with us. Mildred Kocher and Lillian Duffy are again on the frozen custard stands. Good old reliable Charley Johnson is as busy as ever with the maintenance crew. Mrs. Scotty Norton is in charge of bathhouse and comfort station. Will sign off now, but don't be discouraged, boys and girls of the park—we will get around to you in time. Hasta Luego.

## Asbury Park, N. J.

By RICHARD T. HOPPER

Hotel men and Boardwalk concessioners have carried a squawk to the city fathers over an alleged nuisance conducted by Walter Reade, Convention Hall and Casino leaser. Group contends the p.-a. system, scheduled for 18 hours a day with a tieup with WNEW, is driving business away. Orville Jenkinson at Point Pleasant Beach had official opener on June 25 with Sammy Kaye. Charlie Eckel opened remodeled Berkley-Carteret outdoor Continental Terrace Saturday night. Spot adopts a new policy of offering full floor show to dinner guests as well as supper clubbers later. Eckel succeeds Connie Atkinson's Ork, which held down the Berkley three years. Irving Bressler opened the Trocadero in West End on Friday, with Lee Palmer waving the baton over his Ritz-Carlton (Philadelphia) organization. Show topped by Thelma Nevins, Carroll Sisters and Val Irving, emcee.

Large pavilion and outdoor pool under construction in Seaside Park is nearing completion. New venture will be run by Gilbert Amusement Company. Convention Hall is rapidly beginning to look like a theater with large crew busy erecting false proscenium, enlarging stage and fixing set for *Dead End*. Diana Ward heads the show at Maurice's Ross Fenton Farms.

Will Hoffman brings midget-car racing back to the shore after a two-season absence at his remodeled Long Branch dog track. He leased the site from the city of Long Branch and calls it Long Branch Speedway. Races are carded for Wednesday and Saturday nights thruout remainder of the season. Basil B. Bruno, former assemblyman from Monmouth County, has been named general manager.

## Palisades, N. J.

By MARION CAHN

Symphonic concert given by New York Schools of Music went over big, especially with older folk around the park. Arthur Cremlin, who personally conducted the concert, is director of the New York Schools. Tieup that Bert Nevins, our publicity director, made with *The Daily Mirror* in New York is now in full swing and resulting in pix and big plugs in its daily issues.

Several big parties held in Midway Restaurant with Anna Steinberger outdoing herself on the fancy business. Irving Rosenthal entertained about 20 of his business acquaintances and the following evening Sadie Harris gave a big dinner party for her daughter, Betty, who was graduated from school. Casino Bar has signed a new orchestra for its free dancing and also has put in singing waiters. Policy is packing the bar every night. Penny hearts has been changed to bingo with a resultant favorable change in business. Doc Morris, picnic man, brings in Curtis Publishing Company and Jack Frost Sugar Company this week.

In spite of only fair-to-middling weather on Sunday, June 20, concessioners reported exceptionally good business. Saw them standing four deep around Schwarz's mouse game. Ed said the mice were complaining about working overtime. Bert Nevins has made another tieup with *The Bergen Evening Record* to do a special section on the park. Runs this week with pix and stories. Mrs. Dick Bennett, Lightning's wife, is studying astrology and astronomy. She's down at the balloon game. Lots of money changed hands around the park after the Louis-Braddock fight. Daddy Simmons says it takes him too long each day to wind up the watches on his stand. Creamer and Dyer's new bar, opposite the Lake Placid Bobbed, is open and is the last word in elegance.

Free acts this week are Willie Creager and his band. (He recently did music for French Casino in New York City.) Winnie Colleano and the Tip Top Girls. Kimris were slated but couldn't set up rigging due to new character of free act stage.

## Chi Riverview

Two-cent days have become an institution since their inaugural in 1933. Mondays, Wednesdays and Fridays are 2-centers until 8 p.m. and concessioners follow suit, hanging up 1 and 2-cent shingles. Practice has proved successful from many angles, concessioners and park officials say. These days were never too big anyway and the penny admish draws kids early, giving them plenty of time to go the rounds before evening when grownups begin to gather.

Stands were all stocking up heavily this week for the Western Electric blow-out on Saturday. Around 35,000 W.-E. employees are expected, and George A. Schmidt, park president, ordered gates opened at 9 a.m.

Harry Dunse importing three new acts for his Palace of Wonders show: Beatrice Clark, tattooed lady; Hoppy, the Frog Boy, contortionist, and a 14-year-old legless boy who, Harry says, has never been on an exhibition before.

Henry Belden, oldest concessioner in the park and operator of four shooting galleries, doing a little reminiscing, talks of the days when he operated a nickelodeon and saw customers come to Riverview in horse cars.

Nat Perkins set up on the main walk with a penny printer, giving customers the Lord's Prayer on a penny.

Harry Weiner, manager of Max Davidson's knife rack, reports merchandise turning faster this season. This is his third year in that spot.

Flying Turns, introduced at the 1933 World's Fair, is still one of the hottest rides on the Walk. James Elliott, its manager, has a tough time keeping crowds in check. Russ Brody keeps 'em lined up at his two cigaret wheels.

Braddock-Louis fracas proved stiff competition, President Schmidt said, but Wednesday night when he and this correspondent did a little strolling the sizable crowd looked to more than make up for it. Park officials are sporting a new coupe on their collection rounds.

CAPE MAY, N. J.—Walter W. Giffins, South Jersey dancing teacher, re-appointed manager of Cape May Convention Hall, will direct public dancing here during summer.

# Coney Island, New York

By ROGER LITTLEFORD JR.

Because of the absence of the regular writer Coney Island is being covered this week by Betty King, well-known showgirl and one of the most popular feminine show talkers in the outdoor field.

CONY ISLAND, June 26.—Weather over the last week-end was disappointing, heavy rain coming on Saturday until about 4:30 p.m., when it stopped, but looked like more, crippling the biggest part of the day. On Sunday it was cloudy. Even the weather didn't look very promising here, the sun must have been shining close by because out-of-towners and automobiles with out-of-town license plates kept pouring in all day. Those who did come were of the good spending kind and showmen and concessioners were agreeably surprised when they emptied cash registers at night.

A wonderful piece of machinery is the World Circus Side Show. Every act works as per schedule, all performers give utmost co-operation, talkers on both ends keep packing them in fast, inside lecturers know how to satisfy customers and yet send them out as fast as possible when more room is needed inside for new ones coming in. From the outside all one can see is a continuous stream of people going in and coming out all day long, which may remind one of Grand Central Station. And so the wheels keep humming in perfect harmony from opening time until the switch is pulled at night—no beefs, no squawks, no complaints, nobody over-worked, the help goes home and are all back on time the next day. Credit for this goes to Proprietors Sam Wagner and Louis Newman, who have had many years of side-show experience on Coney Island.

## Simon Legree Showmen

Morris Kraut's Motordrome, Boardwalk and West 22d street, will be the only show on the Boardwalk this summer. With Cyclone Johnny Mack, vet drome rider in Coney Island; brother Niel and Dare-Devil Peggy riding and Morris making his own openings, there appears no doubt that they will witness a successful season because the public seems to be going for the Australian Pursuit Race, featuring all three riders on the wall at the same time. This seems to be something new on the Island.

One of the most attractive banner lines this year can be seen at Dave Rosen's Wonderland Circus Side Show, nicely painted in attractive colors, well illuminated and striking to the public eye. On the front and still turning them in as well as ever are Dave's old stand-bys, those two inseparable pals, Billy Milton and Tiny Hombach. They are featuring Marshall, two-headed boy, new and never presented anywhere before. This attraction has added much strength to the show and gave capacity attendance all day last Sunday in spite of the weather.

There are some showmen who wonder why there is a shortage of help or why they can't get any good attractions to work for them. Well, the only answer that I can give is that yours truly having made openings around the Island for many years, I find a Simon Legree method of handling help does not accomplish anything, and if one intends to remain in show business he cannot expect people on the bally to work until they drop. Also that they cannot turn people out in the cold who have seasonal contracts and that they cannot fire people without giving them the usual notice that they themselves would expect. It has been proved that silk gloves always work better than the whip.

## Fireworks Every Week

Park Circus Side Show, owned by Fred Sindell, has closed its doors. A bottle game now stands in its place, which apparently seems to be topping the gate receipts of the side show, for which credit must be extended to the clever management of Lillian Marcus and son, Henry, who have just returned from their winter home at Miami Beach, Fla.

Bert Goodman, well-known talker and showman on C. I. for 18 years, has been for the past two years and still is connected with a musical comedy called *Machine Age*, acting in the capacity of stage manager, and now playing at the Majestic Theater, Brooklyn.

According to President Klein of the C. I. Chamber of Commerce, fireworks are scheduled to start on the first

Tuesday of July and to continue every Tuesday night thereafter until Mardi Gras week.

The public today apparently is so skeptical and so hard to convince that if a talker got up on a platform and told the tip that for 5 cents they would see the Alligator Boy, Turtle Girl, Armadillo Boy, Serpent Girl, Seal Boy and Lobster Boy, they would still say, "There is something (fishy) about it."

## Pontchartrain Free Acts Still Get Heavy Attendance

NEW ORLEANS, June 26.—During the past fortnight Pontchartrain Beach attendance still runs well ahead of previous years. Double free attraction was a big drawing card, with A. E. Selden, the "Stratosphere Man," joining Oscar Babcock, completing his second week. Selden has drawn heaviest applause of the season.

Manager Harry J. Batt is convinced his move in booking a full season of free acts has caused a noticeable change in the attitude of onlookers this year, as patrons largely remain following the three-a-day performances instead of leaving at the finish of the acts.

Rides continue to get best patronage in years. Casino is drawing strongest in several seasons.

## Revere Beach, Mass.

By BEACHCOMBER

Boy Scouts were guests of Revere Beach Business Men's Association one afternoon. A. A. Cassassa, president of Revere National Bank, discussed the arrangements, being interested in the Scouts and a member of the bizmen's outfit. A new one—a strike on the new Derby Racer by the common laborers. Were getting 80 cents an hour; wanted 90 cents; strike settled in two hours and boys were laid off at end of day. Rain and a cold blast hurt last week-end.

Biggest Bunker Hill Night within memory of oldtimers was had this year. The play went till 4 a.m. and everything and everybody got money, the result of hard work by bizmen's committee hustling the arrangements and collecting the money for radio, street-car advertising, fireworks, etc. Committee, headed by Tom Harding, John Hurley, W. J. O'Brien, George Sabaggh and Mollie Wheeler, did a nice job for all the beach-front concessioners. Bizmen planning excursions, Boston American Coupon Days, Treasure Hunt, talking about water attractions, such as Nahant-Revere Swims, Outboard Motorboat Races, Baby Parade Saturday afternoons in August. Red Brady has brought in a second Loop-o-Plane. He now has three rides here. No ride price-cutting yet save among Dodgem Scooter operators. Custer Cars and Tumble Bug getting 15-cent ride; Cyclone Coaster, 20 cents; all other rides, 10-cent play except Virginia Reel, 15-20 cents fluctuating. All 10 and 15-cent rides will go to two bits on the big night of the Fourth.

Miami comes to Revere in the form of a swanky night spot dressed in all the glory and grandeur to rival any night club spot in Florida. Called the Nautical Deck and is atop the Scoota Boats. Spot was formerly an open-air danceland. It's a Cinderella transformation that cost well nigh \$50,000 and is providing ace attractions on floor show. Benny Meroff has the band and they say he takes \$3,400 a week for his end. Meroff on the air waves should bring a class of trade to this beach that hasn't seen it in years.

Every concessioner on the beach should feel proud of this Ridgeway Construction Company and Howard Johnson's achievement. Place is billed under personal direction of Howard Johnson, who, dear children, in four years pyramided himself from a chap who found it hard to get credit to a millionaire promoter and operator of a chain of roadside eat and drink auto stops. . . . The ballyhoo from Nautical Deck is intended to ballyhoo this Johnson setup, too.

European Museum: Rosa Barthelme, Ripley's Slate Woman; Sultana (Salesman Abbott's Betty Rose), sensational chair dance; Dickie Hillburn, half-boy (Slim Kelly's pride), and John T. McCaslin, take notice; Falconer, Human Centipede,

with Dodson Shows last year; LaFollette's Disappearing Ducks; Dale Williams' act beautiful, trained doves; Singh (Hindu), from India Mental Act; Heckler's Flea Circus, Annex No. 1; Alonzo Durant, Anatomical Enigma; Lloyd's Dummy is billed as Bobby McCarthy, brother of Charlie, the radio star; Russell Priddy, the Gay Deceiver (magic), the Hindu Basket Mystery just as LaFollette, the late Thurston and few others have presented on the stage. . . . Chinese Chopper, Punch, other acts set up ready for kid afternoons and special days. Alberta Family in Annex No. 2.

## WITH THE ZOOS

(Continued from page 41)

Tahrs share its home with Rocky Mountain sheep. The zoo would have to acquire sufficient specimens of either species. Site being mentioned is space near the new entrance to the zoo from the new parking lot on Forest avenue.

WASHINGTON.—Two additions to National Zoo appear just as curious about their public as the public is about them. Baby gayer is first to be born in the zoo and it picked its birth for the same week as a Mongolian wild horse.

TORONTO.—A large consignment of animals is being shipped from Georgetown, Demara, South America, for the children's zoo at Canadian National Exhibition. Native trappers have for months been rounding up giant ant eaters, jaguars, tapirs, specimens of birds and a variety of reptiles. A shipment of tiny marmosets will be a feature.

JACKSON, Miss.—Visitors have been flocking to Municipal Zoo in Livingston Park following birth of seven fawn. Several species are included, Japanese Sika, White Fallow, Black Fallow and European Red, officials report.

LOS ANGELES.—Recent developments indicate that efforts of a group of public-spirited citizens, organizers of new California Zoological Society, mean that the long-cherished hope of Los Angeles having a great publicly-owned, self-sustaining zoo will be realized. It was stated that the Zoological Gardens would be a non-profit, civic, educational institution. Old Sellg Zoo, with addition of Cawston Ostrich Farm, has been acquired. As a nucleus, Manager J. Will Richards stated, they have more than 200 wild animals and more than 400 rare birds with which there is to be built what is planned to be the largest collection of wild animal life. Old buildings will be replaced with modern structures, aviary, reptile house, aquarium and added attractions. William Randolph Hearst, prominent in the movement, has donated from his large private zoo many specimens, most recent being a shipment of Siberian tigers, rare monkeys and birds. To secure title to the property occupied, the Society has launched a campaign for funds thru contributions of memberships, every person in Southern California being eligible. All newspapers here are giving the movement publicity.

PHILADELPHIA.—According to a cable, a bird of paradise has been consigned to Philadelphia Zoo to join a lesser bird of paradise and a 12-wire specimen of the breed already on exhibition here. It is being sent by Jean Delacour, Parc Zoologique de Cleres, Cleres, France. A baby born in the orang-utan cage is a female, baby weighing two pounds and with a thick golden coat of hair, which will change to orange red, explained Michael I. Pomlin, head primatologist. It's the second youngster born to the pair since their arrival in 1931 from Havana.

## NEW ENGLAND

(Continued from page 36)

ankle, donned his "uniform" and returned to duty.

Splendid time was made with a double run—E. & M. and Central of Vermont—into Montpelier, Vt. This was first visit of a large railroad circus here in many years. Unloading took place on the lot, which is a beautiful grassy field used as a golf course, about three blocks from center of town. The parade wound its way thru streets literally lined with humanity. Two filled tents, Brigadier General H. J. Bearrs, U. S. Marine Corps, Rtd., formerly of Indiana, saw afternoon show and wired back afterwards what a thrilling time he had had. Joe Conroy and three others of advance staff of Billroy's Comedians took in night show. With only a rurr of about 40 miles arrival in Burlington, Vt., was early.

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Afternoon house was straw with packed house at night.

Floyd King, general agent, was around all day in Burlington with Canadian officials to facilitate movement across the border that night into Montreal. The trains arrived early and there were more than 5,000 people at runs and on lot to see show get ready for its two-day engagement. Henry Moss, Canadian representative, and George Chartres were on lot early. No regular show on Sunday, of course, but the Side Show, directed by Lew Delmore, was soon ready and grinded away until late that night. John Weikel, of Owensboro, Ky., a friend of Messrs. Adkins and Terrell, came on show at Fall River for a visit thru Canada.

When show plays Toronto on June 28 it will be the first circus in a number of years. There had been no lot seemingly available, but W. J. Lester, contracting agent, dug up one that is less than three miles from center of city.

Mrs. Sammy Cook, wife of the "whistling minstrel," recently joined her husband, having driven from Miami, Fla., with their children, Dorothy and Franklin. The Cooks now move overland in their trailer.

BURLINGTON, Vt., June 26. — Cole Bros' Circus, the first large show to play here in recent years, did big business despite wet lot and coming in on second day of heavy local rains. Bernie Head, on press staff, set a new record for circus publicity in the ultraconservative Free Press, including a four-column spread interspersed with cuts.

## RICE MAKES

(Continued from page 36)

shortly after night house was in at Cadiz, mired the show and it was necessary to engage tractors to move trucks off a slippery clay lot at the fairgrounds. The move the next day to Barberton was on schedule.

According to Brydon, a riding act, the Dockrill-Holland troupe, will join within a few days, as will several other acts. New front door standards have been ordered. The kid show has been doing good business.

Brydon said the show will remain in the East indefinitely, probably going into the New England States before returning to the Midwest later in the summer. Jean Belasco, press agent back with show, has been ahead the past week.

SALAMANACA, N. Y., June 26.—Dan Rice Circus made a 224-mile jump from Ravenna, O., June 20 and arrived here Monday on time without mishap in a pouring rain. A new light plant arrived here and was in operation for the night show, making three plants in all that preceded daylight on the midway. Fred Bailey Hutchinson and John McKay visited, as did Otto Engalar, of Wellsville, N. Y., banker and circus fan. Show played there Wednesday and Rice press staff landed plenty of publicity. Mix show is there today.

Ray Marsh Brydon was with advance brigade for a few days. Harry Hamilton has been transferred back to show to act as Brydon's personal assistant. Ralph Staver, of Williamsport, assumed charge of the advance, assisted by John Politt, who is handling special exploitation.

Ira Watts purchased a Mexican hairless dog and had it tattooed, claiming the only tattooed dog in the world. Capt. Dan Fox, of the State Police, famed for his spotted horse troop, attended the show in Elmira.

# FIESTA HAS SELLOUT

## Fort Worth Casa Manana Revue Premiere Reservations Grabbed

More than 4,200 seats taken 24 hours after being put on sale—Pioneer Palace and Melody Lane are other pay attractions—free thrill shows will be highlights

FORT WORTH, Tex., June 26.—If demand for seats at premiere and first week's performances of Casa Manana Revue is an indication of what is in store for this year's Frontier Fiesta, it should be a success in no uncertain terms. More than 4,200 reservations for first performance of Casa Manana Revue tonight were gone 24 hours after the reservation desk opened on June 16. Second premiere show also was sold out before opening, and it was necessary to give a third show at midnight to accommodate first-night crowds. First performance of the new revue is being broadcast over NBC Red network of 88 stations from 8:30 p. m. to 9:30 p. m. tonight.

Regular Saturday prices prevailed for premiere performances. A press-radio pre-opening performance of the revue was presented Friday night with newspaper and radio people from Texas, Oklahoma, Arkansas and New Mexico present.

### Association Operates Shows

Altho Casa Manana is chief drawing card for the fiesta, featuring expensive costumes and scenery and huge sets and casts, much thought has been given to the other shows, making them outstanding, even tho they are smaller and will not attract the crowds that Casa Manana probably will. All shows are owned and operated by Fiesta Association and are under direction of Billy Rose and James F. Pollock, general manager.

Pioneer Palace, second largest show on the grounds, was made larger this year when a 50-cent admission charge was put on it. This is the "Honky Tonk" of the fiesta. Melody Lane, featuring seven composers and a white player piano offering one of Victor Herbert's compositions as a climax, and Firefly Garden, featuring Sallid's puppeteers, are the other two pay attractions. Free thrill show offers excellent talent for this type of show and should be one of the highlights. Last year the centennial had no free show of this type.

### Nobility as Greeters

At opening ceremonies Harriet Hoctor, ballerina, christened one of the battleships used in the finale of Casa Manana Revue with a bottle of river water. Governor Alford spoke, as did Billy Rose. (See FIESTA HAS on page 47)

## Ladoga, Ind., To Use Streets

LADOGA, Ind., June 26.—Plans are nearing completion for the 1937 Ladoga Fair, to be held on the streets, since the long-established Montgomery County Fair no longer exists. Ladoga Merchants' Association is sponsoring the annual show of Montgomery County 4-H Clubs, which consists of over 200 entries and exhibits. An expanded program of other exhibits in agriculture, horticulture, live stock and other activities will be carried out. A big one-day Horse Show has a large list of entries and attractive premiums are offered. In connection with this will be a live-stock parade of all entries. Live stock will be exhibited in a tent more than one block long. Another tent, 300 feet long, will house merchants' and manufacturers' exhibits, farm machinery, autos and other merchandise. Free acts, contests, soap-box derby, band concerts, street parades, rides, shows and concessions are expected to fill all available space. Committee in charge comprises Norman Himes, president; Penson Larrick, treasurer, and Gene Himes, secretary.

WINDSOR, N. S.—Windsor Fair Society elected Maurice C. Hanson president, succeeding J. Fred Dill, who held the post five years. Election of a secretary-treasurer was held over. Thomas Aylward, who had occupied this dual position 11 years, resigned recently. F. T. Pugsley was elected vice-president. Regret was expressed over the death of Charles MacLean, who had been chairman of the decoration committee many years.

## Fargo Annual May Have Name Changed

FARGO, N. D., June 26.—With business men backing the 1937 Fargo Fair, which probably will be known henceforth as Northwest Agricultural Exposition instead of North Dakota State Fair, plans for the annual are moving forward, said Secretary Frank S. Talcott.

Booked for grand-stand night show is Edgar I. Schooley's *Revue Continental*, featuring Lottie Mayer's disappearing water ballet; Elmer Cleve, xylophonist, who also presents Marily Keller, dancer, and Charles Cheer, comedy and dancing; Black Horse Troop; Curtis Taximeter, rural comedy skit, featuring a mule, and Edna's Pets, dog and pony act. With dates set back from early July, the fair is expected to show results of the current season on farms in the Red River Valley.

Directors in charge are J. E. McGuire, grand stand and attractions; Murray Baldwin, outside gates, fair going back to gate admission plan after operating six years on free gate system; J. E. Pyle, live stock; D. J. Campbell, industrial exhibits; William Stern, concessions; H. T. Alsop, grounds and maintenance; A. D. Scott, agriculture and 4-H Club shows. Assisting Mr. Talcott directly will be E. A. Tallberg, baby clinic; Ralph Keller, traffic; H. R. Arneson, prize awards; J. I. Brady and N. D. Black, office.

## New Michigan State Head Plans Reduction in Expense

DETROIT, June 26.—Frank N. Isbey, new head of Michigan State Fair here, is planning to reduce fair expenditures next fall sufficiently to afford the State a profit on the annual.

Mr. Isbey is manager of Detroit Union Produce Terminal Company.

FRANKLIN, La.—John C. Clausen was elected president of the St. Mary Parish Fair Association; C. B. Peintner, Earl J. Ory, vice-presidents; Miss Grace Barres re-elected secretary-treasurer.

## Tardy Paris Expo Drawing Well; Showmen Squawking in Park Area

PARIS, June 21.—In spite of the black eye netted by its tardy opening the still chaotic Paris International Exposition is drawing thousands of foreigners. More than 40 major pavilions are open to the public and gradually the grounds are approaching completion, with additional buildings and entrances opening daily.

Completion of radio-light pillars on Alexander Bridge, illuminated fountains in the Seine River and opening of several restaurants and cabarets make the exposition a brilliant night spot, and night crowds will increase as work on amusement park zones and additional cabarets is terminated.

Groups of showmen holding concessions from the CRCC, operator of the amusement zones at the exposition, are loudly squawking over conditions in the amusement parks, and at meetings held by the protesting showmen arrange-



B. ARP LOWRANCE, secretary-treasurer of Carolinas Agricultural Fair, Inc., Charlotte, N. C., who has been elected manager of the 1937 fair. Predicting the largest event ever held there because of present prospects, Mr. Lowrance was closely associated with the first annual fair last year, which had attendance estimated at 223,000.

## B.-C. Acts Are To Appear At Fort Worth Thrill Days

CHICAGO, June 26.—Barnes-Carruthers' Fair Booking Association, thru Billy Rose, has been awarded a contract to supply feature attractions of Fort Worth Frontier Fiesta Thrill Days shows, starting today and continuing thru July 31.

Acts engaged thru the Chicago agency include Prince Nelson, high wire; Faroff Troupe, unsupported ladder balancers on 90-foot rigging; Oscar Babcock, Loop-the-Loop on a bicycle; Costica Florescu, on 110-foot high swaying pole, and the Great Cedora, woman motorcycleist in a 16-foot golden bowl.

## Green Lines Up Imposing Show for Missouri Annual

SEDALIA, Mo., June 26.—In announcing attractions for 1937 Missouri State Fair, Secretary Charles W. Green believes the bill to be the best ever presented here. State Fair Shows will open for business on a Friday, the night before the 25-cent admission goes into effect. The fair will open Saturday morning with a special Children's Day event, when thousands of children, 14 years of age and under, will be guests of the fair. Merchandise prizes and cash premiums will be awarded. Rides, drinks and other refreshments will go to kids for a nickel.

Opening afternoon Frank Winkley's Suicide Club Show and national champion, Musicians' Post Band of St. Louis. (See GREEN LINES on page 47)

## Tents To Pass With New Halls Gracing Pomona

POMONA, Calif., June 26.—Marking a year of greatest structural development in its history, crews are rushing to completion four huge steel and concrete structures for the 1937 Los Angeles, Riverside and Orange County Fair here. Dedication of the new buildings will mean passing of the last of tents and other temporary inclosures used. Besides the four major buildings there are half a dozen smaller ones.

Machinery exhibit hall, 100 by 350 feet, and practically finished, will house junior fair exhibits and entries in the machinery division. Another building of the same dimensions, to be used for poultry, rabbits and pigeons, is also well along towards completion. New fine arts building, to replace the much smaller stucco building, and 80 by 250 feet, will comprise one of the finest exhibit halls of the kind in the West. New restaurant and cafeteria with private dining rooms and other facilities is 64 by 150 feet.

Among smaller buildings under way are several additional horse barns. Hospital and Red Cross building has been moved to a more convenient location and enlarged. A rest arbor, 42 by 360 feet, is being built down center of the grounds. Thousands of trees, shrubs and flowers are being planted in extensive landscaping. Extensive building program, inaugurated several years ago, was designed to adequately house all major divisions in what has grown to be the largest county fair and exceeded in attendance by only a few State fairs.

## Puyallup Puts Out 50 Grand

Western Washington Fair prepares for its biggest year—receives no aid

PUYALLUP, Wash., June 26.—With business outlook best in several seasons, directors of Western Washington Fair here are busy with plans for the 36th annual. Early interest is displayed by sale of space in the Merchants and Manufacturers' Building, where more than 90 per cent has been contracted for. Many old exhibitors are doubling space used last year.

Because of the optimism encountered the board voted to spend \$50,000 on improvements. Rapidly nearing completion are enlargement of the poultry building and doubling in size of farm machinery row. Poultry building was moved to make room for installation of a park, children's amusement zone, more streets, lawns and flower beds. In previous years kids' rides and Fairway attractions have been in the fair's own 10-acre fun zone, but this year will be adjacent to the rides and attractions for adults.

### More Ticket Booths

Under construction is a Red Cross first-aid station, 21 by 32 feet, with large waiting room and surgical equipment and emergency rooms. Almost completed also is shower room for soldiers and officers stationed at the fair. Service men will also have their own mess hall, located away from crowds and exhibits. Also being constructed is a building, 20 by 8 feet, for cattlemen. (See PUYALLUP PUTS on page 47)

## New Badger Stand Opened

WEST ALLIS, Wis., June 26.—Official opening of State Fair Park grand stand on June 20 with gold cup championship auto races was marked by three new world dirt-track records set by Gus Schrader, Cedar Rapids, Ia., in the one and five-mile, and Emory Collins, Le-Mars, Ia., in the 10-mile event. More than \$200,000 was spent in remodeling the grand stand, which now seats 17,000. The mile track has been reconditioned. More than 13,000 people turned out.

# GREAT LAKES EXPOSITION 1937

## Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

### Weather in Better Break

Letup in rain is relief to concessioners — Dickey puts in Bank Nights again

CLEVELAND, June 26.—Great Lakes Expo finally got a weather break this week. Twenty-six days have passed since its opening. During that period rain has fallen every day with exception of five days, and one of these was cloudy and threatening. In many instances cloud-bursts swamped the streets and raised water to hubs of automobiles. Friday saw a .63-inch rain which flooded streets from two to four feet. Monday saw a record downfall of 1.4 inches. So when fair weather started and sunshine smiled concessioners finally believe that the break has come and that from now on fortune will be with them.

To bring them in once more with the old gusto, Lincoln G. Dickey, general manager, has instituted Bank Night on Friday nights. System employed this season is somewhat different than a year ago. Two registration booths have been set up on the midway in addition to the regulation booths of a year ago. One of these is at the end of the bridge near Pirschner's Alpine Village and the other is between Streets of the World and the midway. Banner crowds are expected Friday nights once drawings get under way.

An attraction pulling business to Streets of the World opened this week when Nat Eagle launched his Midget Vaudeville in the site occupied last season by Olympia. Spot is a neat layout, well located at no great distance from Pioneer Palace, Whitey Woods is doing a grand job in front. Working on the stage are Charley Ludwig, Elsie Miller, Edna Moffett, Aylene Canning, Joe Victor, Jack Glickey, Garland Slayton and Walter Miller. Luz Villalobos is featured attraction. Stage is set with black and silver background with touch of gold. It is a neat presentation and adds the variety which the Streets needed.

#### First Kids' Day Good

Pioneer Palace is building with its free show where eats and drinks may be purchased. Tom Patricola, acting as emcee and general factotum, is presenting his dances as of old. Lulu Bates contributes robustious songs, and the Nagfys specialize in a fire-eating act that is tops. Billy Hess works Swiss handbells. Miller and Miller are a hot soft-shoe team, and Bigelow and Gerald

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#### Attendances

Previously reported.....	485,558
Thursday, June 17.....	12,850
Friday, June 18.....	15,245
Saturday, June 19.....	35,984
Sunday, June 20.....	40,234
Monday, June 21.....	15,832
Tuesday, June 22.....	19,558
Wednesday, June 23.....	19,931
Total for 28 days.....	645,182
Days to go.....	75

offer comedy acrobatics. Melba Sisters play old-time melodies on a collection of antique whisky bottles. Lilly Chambers does a tear-jerking ballad, and Ie Gannon and Billy Jones combine in close harmony. Then the Six Tiny Rosebuds, none under 200 pounds, do their stuff while the regulation chorus trips from time to time. It is a good fast performance, lasting from 25 minutes to a half hour. Betimes, those seated at the eateries and drinkeries raise their voices in old-time songs to the music of Freddie Carlone's Orchestra.

Monday saw the first Children's Day and it proved a big drawing card, despite rain, which cramped it for a time. Also it was Boy Scouts' Day and some 2,000 Scouts were entertained with a special program. Florida Quartet sang; Russell Bradshaw, of Tony Sarg's show, proved his ability to escape from rope ties, and Chief Lightning, of the Octopus show, punctured balloons with bow and arrow. Peg Willin Humphrey, associate director, extended an invitation to be delivered at the Washington Jamboree urging the national Scouts' convention for this city next season.

Saturday and Sunday saw some 20,000 employees of the Standard Oil Company of Ohio visit grounds during the Sohio Days. President W. T. Holliday, also president of the expo board, and A. A. Stambaugh, sales manager, were in charge, with J. J. Adams, merchandising manager, and Archie Knapp, advertising manager, directing activities.

Herman Pirschner has instituted a new club on the Show Boat—El Dorado. Thursday night saw the opening. Club goes into action at midnight and continues until the last guest is ready to succumb. It is intended only for show-folk of the expo, newspaper men and correspondents and radio announcers. Opening night was a South Sea Festival, with lots of hula-hula and Waikiki music. Started off with a bang, it looks like plenty of sport for those who gain entrance. Admission is by card and only bona fide members may be admitted.

#### Drama To Hold Forth

Special attractions from an arty standpoint are being added to daily programs. From the Play House, little theater, this week came a group to offer *The Emperor's New Clothes*. Comedy was given in the tent theater of May's Playground, with Howard Wendell and Ruth Thompson in leading roles.

Greek drama will hold forth in the Horticultural Gardens every Friday and Saturday thruout July. First presentation is sunset July 2. *Aetlik Fragment* is the drama, written by Hope Holmes, Hudson, O. In the best copy of the classics. It will be given on the three-banked hillside before the A. C. Ernst Fountain. Lamar Stringfield, American composer, conductor and Pulitzer prize winner, contributed incidental score. Music lists Valerie Vitale, harp, Ethel Mann, flute, and Kathleen Oliver, tambourine and cymbals. Miriam Cramer, sculptor, contributes statues for atmosphere. Irene Klingler, of Warren, sings the lyric lead. Muriel Audrey MacLachlan plays the part for drama. Dorothy Humel dances the part, making three players to one role. Cast includes Edwin Berglund Jr., Arthur Szathmary, Gladys Ratcliff, Nadejda Holmes, Rosamond Ringwall, Kathleen Oliver, Lillian Pearlstein and Southard Corlett. In chorus are Sara Rideout, Helen Swisher, Gladys Coates, Jean Miller, Elsie Tinker, Anne

Gaylord and others. This is another step wherein Cleveland social circles are doing their bit to make the expo a success. Offering should get big play from women's clubs, garden clubs, society and those who support the Recess Club, exclusive spot in Horticultural Building.

Following still along cultural lines, Cleveland Museum of Art opened its exhibition in connection with the expo and Wednesday saw the first showing of "American Painting From 1860 Until Today." This is a sequel to the display of four centuries staged during the expo last year. Cleveland artists are featured in the show so far as possible. Among those represented are Sterling Blazy, Max Bohm, Henry G. Keller, Grace V. Kelly, Abel G. and Alexander Warslawsky and Frank Wilcox. More than 221 pictures have been assembled, and goodly space is allotted Winslow Homer, famous for his Civil War pictures, seas, storms and tropical paintings.

#### Family Contests Start

Turning from the arts, nationality interest has been built in the largest family contests being conducted in conjunction with *The News*. Visit to the grounds with all the trimmings, including free eats and drinks, are given weekly to the largest family, parents and children, who register in contest. Last week award was given to Frank and Rose Jastrzebski and their 15 children. Division was Poland. Italy comes in for its share this week with Louise and Elvira Corsi and their 17 children. Hungary is next in the list. Dinner is served the group at the national village they represent in Streets of the World.

Much attention was drawn last year thru fencing contests under auspices of Amateur Fencers' League of America, as well as the Cleveland groups. Today and tomorrow see it this year with such representatives as Maurice Grasson, intercollegiate foils champion from Yale; Irving E. Cantor, outdoor saber champion, New York; James Flynn, New Jersey State champion; Kevins Kepner and Jose de Capriles; Cadet H. C. Kinnard, West Point; Howard A. Hayden, Detroit; Kathleen Highes-Hallett, Midwestern woman champion; Ann Delegrad, Illinois division, and representatives from Montreal and Toronto. Many of these either hold championships or have won their positions in the Olympic events.

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SEVEN DAYS SEVEN NIGHTS

# Pan-American Exposition Dallas

By HERBERT DE SHONC, The Times Herald, Dallas

## Prize Contest Publicity Wow

Dallas Day brings record crowds — special events pulling in delegations

DALLAS, June 28.—Pan-American Exposition's biggest single publicity effort was successfully concluded today. Early last March it sponsored a State-wide essay contest among Texas schools. A committee of prominent business men, designated as Greater Texas Committee, supervised the contest. A quarter of a million copies of a 12-page booklet, *The Tale of a City and Two Expositions*, were requisitioned from the committee by Texas schools.

First prize in each of 48 divisions of the contest was a free trip to the exposition. The 48 youngsters arrived on Friday and began making the rounds. Black Forest, with dinner, Cavalcade and Casino Revue were on the entertainment program Friday night. Today the youngsters were officially welcomed and made the rest of the midway shows.

Chief benefit to the exposition is that the essay subject was *Why I Want To See the Pan-American Exposition*. Small cash prizes were given for 396 other essays in addition to first-prize winners. Home-town newspapers began publication of prize winners' papers on why they wanted to see the exposition just about the time the show opened. Winners' visit to Dallas, of course, gave countless other publicity tieups.

Rita Royce, dove dancer of the Black Forest, ended her engagement last week.

Attendances	
Previously reported .....	130,600
Thursday, June 17 .....	12,183
Friday, June 18 .....	14,765
Saturday, June 19 .....	17,741
Sunday, June 20 .....	26,119
Monday, June 21 .....	11,117
Tuesday, June 22 .....	16,617
Total for 11 days .....	229,122

Three music publishers are reported bidding for publication rights to the Frank DuBord tunes written for *Road to Rio*. Byrd's *Little America*, with good position on *La Ramba*, the midway, is pepping up its Antarctic setting with a girl show, still somewhat of a mystery.

Cavalcade of the Americas, the exposition's money-making spec, is well on the way to becoming the best publicized spot in the show. Tony Caputo, Pathe cameraman, last week completed shooting 1,000 feet of Cavalcade scenes for early newsreel release.

Frank Barden, emcee at Black Forest, crashed local news columns with a boast that Eddie Cantor's publicity on his five daughters makes him see red. Barden is papa of five girls, too.

Alexander Oumansky, director of *Road to Rio*, is whipping his second three-week show into shape. Rio's revue is getting a big play on spectacular beauty and setting. Renee Villon, dancer in Oumansky's revue, has been signed for the second three weeks.

### Juniors Aid Dallas Day

Dallas closed up tight Thursday afternoon and Dallasites crowded thru the turnstiles to make a record Dallas Day, which brought not only biggest gate attendance but also the best spending crowds since the exposition has been open. Every show and eating place cashed in. Daily attendance early in the week dipped under a 20,000 average, largely because of an unexpected heat wave.

Junior Board of the State Fair of Texas, drafted to handle the Dallas Day promotion, put on a whirlwind campaign to sell big blocks of tickets to Dallas employers, ducaats bringing straight 50 cents each. Employees received strong persuasion to attend the fair with their families. Everybody receiving a free ticket from his boss was counted on to buy two to three more admissions.

Extra performances of Cavalcade of the Americas, Casino revue and all midway



A. L. (RED) VOLLMANN is head of the bigger and better Cavalcade of the Americas at the Pan-American Exposition, Dallas. He has been identified with outdoor spectacles ever since he began as a concessioner at the Seattle Fair 25 years ago. He organized former Mayor Hylan's New York racial group parade in 1918, handled pageantry at the Portland (Me.) celebration in 1920, was at the Philadelphia Sesquicentennial and technical director under Ed Hungerford at the Baltimore Fair of the Iron Horse in 1928 and was in executive capacities at A Century of Progress, Chicago, and San Diego Exposition before becoming head of Cavalcade of Texas at Texas Centennial Exposition last year.

shows accommodated early afternoon crowds, but bulk of the throngs didn't arrive until late afternoon. Powers' Elephants and other circus acts were assembled for free shows in the band shell.

Pan-America, housing government exhibits from Mexico and Central and South America republics, drew big and enthusiastic crowds on Dallas Day. Palace was opened Sunday night in a ceremony featuring officials and special commissioners of a half dozen republics. Other exhibits, held up by customs, are still to arrive. Guatemalan marimba band, playing for free concerts in the Palace patio, is also popular.

Several special days during the week, arranged by Special Events Director Ned Blaine, were successful. Anadarko, Oklahoma, Waxahachie and Wichita Falls, McKinney and Paris sent big delegations on their special days. Colonel J. E. Hughes, Mexia oil millionaire, played Santa Claus to his home town's colorful children's band. Gulf Oil Corporation employees, brought in for special activities, accounted for some 10,000 of the week's admissions.

Negro Day last Saturday was a disappointment to exposition officials. An

estimated half of the expected crowd was turned back by Negro pickets whose complaint apparently arose over a misunderstanding about the federal government's razing of the Negro Life Building, erected for last year's Centennial Exposition.

A. L. Vollmann, producer-director of Cavalcade of the Americas, reports Cavalcade's admissions totals are maintaining an average of better than one Cavalcade admission out of every four admissions at expo gates. The 1-out-of-4 ratio was set last year by Cavalcade of Texas. Thru this week Cavalcade has drawn about 28 per cent of the exposition's total admissions.

### Topsfield Program Varied

TOPSFIELD, Mass., June 26.—Essex County Fair here will repeat its pre-fair ticket campaign of three admissions any day for \$1, very successful last year, said General Manager Robert P. Trask. Daily gate prizes will be given. On three afternoon programs will be championship races sanctioned by the American Motorcycle Association, with harness racing first part of the week and different nightly stage programs. Art Lewis Shows have been contracted for the midway and a Sunday showing under special permit.

### Iowa Lists Biggest Card of Attractions

DES MOINES, June 26.—Largest entertainment program Iowa State Fair here has ever offered promises record crowds for the 1937 annual, said Secretary A. R. Corey. Biggest change from former years is a double night bill. First three nights will feature annual State Fair contest rodeo and 12 circus acts. Then for four nights the program switches to a new show, *Parade of Stars*, which headlines the grand-stand features.

This musical extravaganza, with five changes of scenic settings, elaborate costumes and lighting effects, ballet, dozen hippodrome and circus features and complete music accompaniment, has as some of the main features *Parisian Fantasy*, *Chapel in the Moonlight*, *A Night of Stars* and *The Parade of Tomorrow*. Each night's show includes a Festival of Light, fireworks show and open-air circus, with change of acts the second week.

In the afternoon program one new feature will be the Thrill Day program on Sunday. There will be three afternoons of auto races, four afternoons of harness racing and each afternoon program embraces an open-air circus and special features.

Special program of afternoon rodeo events is a new departure this year.

In a bridal beauty contest the most beautiful bride from among entries from about 200 cities and towns thruout the State will be selected. Fair management also announced a free trailer camp in connection with the 120-acre camp grounds and is also sponsoring the Midwest trailer show. Other events will include night Horse Show, horseshoe-pitching contest, old fiddlers' contest, team-pulling contest, fish 'and game show, auto show, 4-H Club congress and live-stock, agricultural and industrial show.

Premium offerings set another new high, totaling \$106,000. With Iowa farm incomes at highest point in recent years, officials are laying plans to take care of boom-time crowds.

### Green Reappointed Mo. Fair Secretary

SEDALIA, Mo., June 26.—Jewell Mayes, commissioner of agriculture, announced reappointment of Charles W. Green as secretary of Missouri State Fair with approval of Governor Lloyd C. Stark. Secretary Green originally assumed the post on May 15, 1933, and is now completing plans for the fifth State fair under his management.

Prior to his appointment Mr. Green was internationally known as a live-stock judge. During the past four years he has been active in building State-wide interest in Missouri State Fair.

Under his regime much improvement has been shown in physical condition of the fair plant. He was organizer of the National Saddle Horse Futurity, which will have its third showing at this year's annual, and was instrumental in establishing the 25-cent gate and "everybody pays" policy, which has proved so successful during the past two years. It will be continued this year. Plans for the 37th State fair have been completed.

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For Fair, August 12, 13, 14  
Also variety non-game Concessions. That's all.  
**HENRY MACKAY, Chairman**  
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AUGUST 26-27-28, ALEXANDRIA, MINN.  
Minnesota's Fastest Growing County Fair. Independent Midway. Concessions and Shows wanted.  
R. S. THORNTON, Secy., Alexandria, Minn.

## F. D. R. Indicates an Intention To Visit G. G. Expo in Frisco

SAN FRANCISCO, June 26.—With a tribute to the high purpose of Golden Gate International Exposition here in 1939, President Roosevelt last week indicated he will be among the millions of visitors expected, according to George Creel, of the fair's executive committee. The President's interest in the expo and his recognition of the important role it should play in the extension of his "good neighbor" policy was also expressed in a letter to Leland W. Cutler, exposition president:

"Dear Mr. Cutler: As the boundaries of human intercourse are widened by giant strides in trade and travel, it is of vital importance that the bonds of human understanding be maintained, enlarged and strengthened. Unity of the Pacific nations is an ideal greatly to be desired and worthy of earnest effort. The policy of the good neighbor is a high aspiration to which we spiritually and morally subscribe and which is founded in the practical consideration that neighbors be they individuals or races, are no longer independent but interdependent. With these thoughts in mind I am happy to extend all wishes for success to the Golden Gate International Exposition."

Honduras has been added to the rapidly mounting list of nations accepting President Roosevelt's invitation to par-

ticipate in the fair. Frederick B. Lyon, Central America commissioner of the exposition, made final arrangements and the announcement. It is now established that every Central American country will be represented. With Guatemala as the first nation to respond to the President's invitation, El Salvador, Nicaragua and Honduras soon stepped into line.

In San Francisco the exposition underwriting subscription campaign drove steadily toward its goal of \$7,500,000, the Bay region's share required to match more than \$16,000,000 in State and federal appropriations. With the campaign rapidly approaching the two-thirds mark, the doctors, dentists and lawyers' committee announced plans for a special drive during the past week.

While the work of building Treasure Island and its World's Fair palaces was sped by thousands of workmen, plans for a giant relief map of California, done in flowers and trees, was disclosed by Julius L. Girod, chief of the horticultural division of the expo. The map will run the length of the California building.

### Huge Register for Tally

The largest cash register in the world will record the number of visitors to (See F. D. R. INDICATES on page 62)

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

WOOD-DILLON Company, operator of Winland Auditorium Rink, East Liverpool, O., has just acquired a long-term lease on Terrace Gardens, Erie, Pa., and management reports that a complete overhauling will begin on August 1, new rink to be opened on September 10. A new scheme of decoration will entail outlining the entire exterior of the building in varicolored electric neon. A crystal ball with a battery of eight colored spotlights will offer a novelty lighting effect. Building is 120 by 150 feet. Lessee reports start will be made with 600 pairs of new skates and modern sound system. Rink will be renamed Skateland, Erie's only roller rink. Merrill A. Wood will take charge in Erie, while James R. Dillon will remain in East Liverpool as manager there. Skateland is at 1924 State street, in heart of Erie's business district.

ANNEX ROLLERWAY, Dorchester, Mass., is still open and operating every night except Sunday, being closed all day on Sundays. Nantasket Rollerway, Paragon Park, Nantasket, Mass., under same management, is open every afternoon and night of the week, with three sessions on Sundays. Midnight celebration is scheduled the night before July 4. Lyonhurst Rollerway, Marlboro, Mass., also under same management, reopens for roller skating on July 1, with sessions every night, including Sundays, and with Sunday matinees. It also will have a celebration night before the Fourth.

SKATING SWINGERS postcard from Villa Acuna, Coah., that they are touring Old Mexico.

FOUR SKATING MACKS, American roller skaters, are in Furnvik Park, Gefle, Sweden.

W. H. (BILLY) CARPENTER, who has been operating the roller rink in Tuscora Park, New Philadelphia, O., announced its reopening for summer. A new floor, said to be one of the finest in that section, has been installed. Sessions will be held daily afternoon and evening. Park rink is municipally owned and thru the efforts of Mr. Carpenter in recent months much interest has been developed in roller skating in the New Philadelphia-Dover district.

ARTHUR A. JURENA, Anderson Park Roller Rink, Kenosha, Wis., reported the death on June 22 of Andrew Anderson, 74, owner of the park and well known to many in the roller-skating field and who had been many years proprietor of the Badger amusement spot.

"I NOTED in *The Billboard* of June 19 reference as to the size of some large roller rinks," writes Manager Harold H. Kettle, Coliseum Rink, Cedar Point, O., "and I am wondering if those who tabulated the figures have included all of the larger ones. The rink here is 150 by 300 feet, figuring off about 4,000 feet for promenade. Business is very good here. Later in the season we will stage Miss Ohio bathing beauty pageant, graceful skating and amateur races."

THERE will be roller skating thruout summer at Seidman's Rockaway Arena, Rockaway Beach, L. I., N. Y., it is announced.

## Roller Vs. Ice Hockey

By CYRIL BEASTALL

DERBY, England.—A letter recently published in *Topical Times* has aroused wide interest among roller people over here. The writer compares the respective merits of these two in a sense rival games and credits roller hockey with being quite as fast as ice hockey.

Yes, without doubt the roller game IS every bit as fast as ice hockey. When played on a surface of similar dimension, the only satisfactory comparison, roller hockey is actually a shade faster.

Speed records tell us that rollers permit a little faster movement on same size track and the fewer players handling the puck (or ball) in the roller game also helps along the pace.

Considering the amount of publicity given to ice hockey in recent years, it is not surprising that the "man in the street" regards it as the "world's fastest game," whereas roller hockey has really a greater claim to the title.

With a majority of roller rinks being small and most ice rinks being large few people have opportunity to see the roller game at its fastest, whereas ice hockey fans about always see their game played under conditions allowing the greatest turn of speed possible.

I doubt if any ice hockey player can equal the pace of such roller adherents as Bert Newbury (London), Pete Walters (Herne Bay), Ted Stumbke (London), Den Goodall (Herne Bay) or George Buckley (Manchester) in England.

Too much rough stuff has killed roller hockey, temporarily at least, in America, but such is not the case in Europe.

Competent referees, appointed by the National R. H. Association, have prevented rough play from gaining any hold in this country.

The United States has the best rinks but no organization with ability to enforce rules which do away with the unwanted rough play.

An old roller skater from Pawtucket, R. I. (and other cities), who stayed here a few weeks ago, told me that the British roller-hockey game is "miles ahead" of anything he ever saw "back home."

The 10th European roller-hockey championship, staged at Herne Bay, England, on May 15-19, was again a great success.

England won the title for the 10th time and retained its undefeated record against six other countries, with Switzerland second and Portugal beating Italy for third place on goal average. France finished last, failing to win one match.

Adolf Walker, captain of Germany, made his 100th appearance in international hockey in Germany's game vs. England on May 18, which was broadcast over radio, and he is to receive a special souvenir from the F.I.P.R.

Legende, of France, is also to have a special medal commemorating representation of his country in every international tournament since 1911.

I would bring notice of my change of address to 101 Rosehill Street, Derby, England, so that future correspondence may not be held up.

Joe Laurey, Chicago, wrote that he was about to set off on a month's vacation to points west, visiting rinks en route. My idea of a holiday: "some guys get all the breaks!"

## PUYALLUP PUTS

(Continued from page 44)

where they may lounge, write and take showers.

Record crowds last year necessitated enlarging of parking facilities. Directors approved purchase of two more parking lots, a total of 19 more acres. The increase will make it possible to handle 6,000 more cars. The board did not overlook necessity of building more ticket selling booths to handle crowds that jammed general admission and grand-stand ticket booths last year. There are 13 new ones going up, five for general admission and eight for grand-stand seats.

House of Magic Theater has been torn out and space will be used by the Automobile Show, making an exhibit twice the size of it in previous years. Health exhibit will be increased in scope and size.

### Linklater in California

The 1936 fair was most successful in the association's long history, 291,619 having attended during the seven days and nights, an increase of 10,000 more than attended in 1935 and 60,000 more than in 1934. Best day was Saturday, when 61,527 attended, despite attendance

of 40,000 at the University of Washington-University of Minnesota football game in Seattle, 40 miles away.

A total of 10,309 1/2 column inches of publicity matter was printed in publications of the Northwest and other sections, exclusive of numerous advertisements carried daily in Tacoma and Seattle papers. This was an increase of 391 inches over 1935. From the standpoint of publicity 1936 was the best year the fair has had since 1932, all of which was accomplished in the face of having one less daily paper to work with.

W. A. Linklater, president and manager of the fair, now in his 12th year as active leader, is in California recovering from a recent gutter operation. Western Washington Fair has never had a lapse even during depression years. The association never has received financial aid from the State or county. It is a non-profit organization, with surplus income over the amount and operation of the annual show being turned back for expansion and betterments.

## GREEN LINES

(Continued from page 44)

American Legion, will be presented at the grand stand, with children's fireworks show at night. Sunday will have the annual State Fair American Legion program, with afternoon National Circuit championship auto races, and, afternoon and evening, four stage acts. Sunday night show will feature finals of the first State dance championship ever presented at a State fair. Fireworks with more than 40 groups of shells and special set-pieces will be shown each night.

Monday will open the horse racing program, six stage acts, night Horse Show in the Coliseum and Ernie Young's new musical revue, *A Cavalcade of Hits*, featuring Joe Jackson; Betty Reed, xylophonist; Seven Danwills, teeterboard; Michon Brothers, comedians; Flying Fishers, and Great Curran, high pole. There will be harness races Tuesday, Wednesday, Thursday and Friday afternoons, with six stage acts added, and a second day of national championship auto races on final Saturday afternoon and night grand stand Saturday night, Governor's Day on Wednesday will have a parade and special fireworks. Secretary Green said prospects for a record fair are best in many years.

## FIESTA HAS

(Continued from page 44)

and show officials. Ceremonies were in Casa Manana cafe-theater. At twilight President Roosevelt threw a switch in the White House, which turned on lights thruout grounds. Dixieland Jazz Band gave a program from an airplane over the grounds during the ceremonies, it being heard on the grounds thru amplifiers.

One marquis, two counts, a baron, a pasha and a countess are on hand as social hosts at Casa Manana. The titled gentlemen are to act as dancing partners for unescorted wives and the countess is to handle introductions. This idea was suggested for the cafe-theater last year and it is expected to be a novelty for West Texans this year. The titles are Countess Helen Massy-Dawson, Marquis Bruno Pepe Del Volpicelli, Count Alexis Pantaleoni, Baron Georges Van der Veer, Count Adam Sharbek, Pasha Illas Toptani and Count Nico Vegetti di Caffa. A Western reception was given them on arrival here.

### King Lion Act Signed

Manuel King, Brownsville, Tex., youngest wild animal trainer, was signed by Billy Rose early this week to appear in the free thrill show. Young King will work with 11 lions in this show. Galen (Satan) Gough, 255-pound strong man, until recently with Lucky Teter, also has been signed for the thrill show.

Vincent Rose, who composed *Whispering*, and Phil Baxter, who wrote *Piccolo Pete*, are additions to *Melody Lane* show. Charles King, singing star, is to head-

line Pioneer Palace revue, along with the two Pat Roneys, Janet Reade and the Dixieland Jazz Band. Two novelty acts for Pioneer Palace are Hinda Wassau, exotic dancer, and Clyde Hager, in his well-known pitchman's act. Revue in Pioneer Palace will be given before five canvas drops of the old vaudeville type instead of before last year's mirrors and curtains. Show will again be presented on the stage above the bar. Revue has a chorus of 12 and four showgirls. Peggy McBride, one of the showgirls, is the only one from last year's cast. Evelyn Browne, recently in the Aquacade at the Cleveland expo, came here to be a showgirl in Pioneer Revue.

### Whiteman Will Broadcast

Samani and Michi, Japanese dancers, are to do the Idol Dance in the *Los Horizon* sequence of Casa Manana Revue. Miss Grey Downs, Texas Sweetheart No. 1 this year, is to wear a cornflowered pink taffeta creation, hand-embroidered in rhinestones and bugle beads, and lined with bleu de venise. Her accessories include rhinestone bracelets and a feather-embroidered crown. The Sweetheart last year wore a genuine gold-mesh gown valued at \$5,000. Miss Downs will appear in the revue with California Varsity Eight when they sing *I Haven't Got the Girl*.

Paul Whiteman and his orchestra will be presented in two NBC Coast-to-Coast broadcasts each week on Wednesday and Saturday, starting on June 30 and lasting about three months. Programs will originate in Municipal Auditorium adjoining the fiesta grounds and visitors will be allowed to attend these broadcasts as part of show's entertainment.

Last Sunday night the new Casa Manana music was presented for the first time over WBAP-WFAA on a commercial broadcast which originated in the Melba Theater, Dallas. Billy Rose was emcee. Everett Marshall and Charles King sang, Harriet Hoctor was interviewed and Dana Suesse, composer, played some of her compositions. The show music was featured tonight by WFAA again during this station's 15th anniversary program, carried by NBC Blue network.

### Oil Well Is Banned

National Hotel Management Corporation, which had catering concessions at only Casa Manana and Pioneer Palace last year, has these concessions again, as well as catering for Chuck Wagon, which O'Reilly-Beresin had last year; Firefly Garden; beer garden on site of the Indian Village across the midway from the new thrill show; a watermelon garden and an ice-cream garden across the triangle from Jumbo Building and Firefly Garden, and five or six cold-drink stands which were here last year for the same purpose. A hundred waitresses and 20 cigar girls are to be used in Pioneer Palace, Chuck Wagon, Firefly Garden and the other spots, with Mrs. Betty Fisher in charge of girls.

Plans for an oil well on the fiesta grounds have been dropped, as city council turned down the latest proposal for drilling. It was pointed out that the well would come under the Bank Night ban recently put into effect in Texas, as promoters had planned to sell chances on the well.

## Grand-Stand Shows

DIRECTORS of Muskingum County Fair, Zanesville, O., signed with E. O. Base for dog races, afternoon and night, dogs to race with monkey jockeys. A rodeo will furnish the grand-stand show. General admission price will be raised from 25 to 35 cents.

C. A. KLEIN announced he will furnish grand-stand acts at Dayton (Pa.) Fair, and has a contract with Mahoning County Agricultural Society, sponsor of Canfield (O.) Fair, to place several acts there and at Ashtabula County (O.) Fair, Ashtabula.



RICHARDSON BALL BEARING SKATE CO.  
Established 1884.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
The Best Skate Today

It's a PLEASURE To ROLLER SKATE on "CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.  
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No. 778

## Waukegan Lot Bad for Hennies

Show battles four days to get on it in showmanlike style—opens Thursday

WAUKEGAN, Ill., June 26.—Hennies Bros.' Shows, one of the major carnivals, arrived here early last Sunday morning to open a week's engagement on the following day but met with adverse lot conditions seldom encountered by any organization.

A rainfall late Sunday night and into Monday morning which registered three and one-half inches left the showgrounds at Grand avenue and Berwick boulevard a sea of mud and made the completion of the job of getting on the lot, which started Sunday afternoon, most difficult.

Monday morning found the two 80-ton tractors inadequate to move the show wagons. Another was hired and put into service, making three tractors on each wagon. Finally, after many hours of hard labor and mechanical ingenuity, the paraphernalia was on and the show set up and the front end of the midway was found secure. However, it was disclosed that in the rear end that the rides, including the four-in-line Ell Wheels, were sinking into the soft ground. The lot superintendent declared the midway unsafe and ordered a rearrangement of the entire midway. This necessitated postponing the opening until Thursday, when the work was completed and the show opened that night.

Some idea of the expense incurred by Hennies Bros. in making this lot, aside from the labor required to make over the layout, is gleaned from that fact that three carloads of cinders and one carload of dry wood shavings were required to condition the lot.

Public interest during the four days required to get ready to open ran high and thousands flocked to the midway day and night to watch the progress being made at each stage of developments.

Show will remain here until next Wednesday night, altho General Agent R. L. Lohmar had to change the route arrangement to meet demands of the most unusual situation.

## Violates Law Permitting Merchandise Games Only

GREAT FALLS, Mont., June 26.—An operator of a money game with a carnival tried to get by the Hickey gambling law but failed to make it. Alleged to have relieved, by so-called "pyramiding" of the possible returns, a local youth of \$100 in what is known as a "ball and hole" game, a warrant was issued for the arrest of the operator.

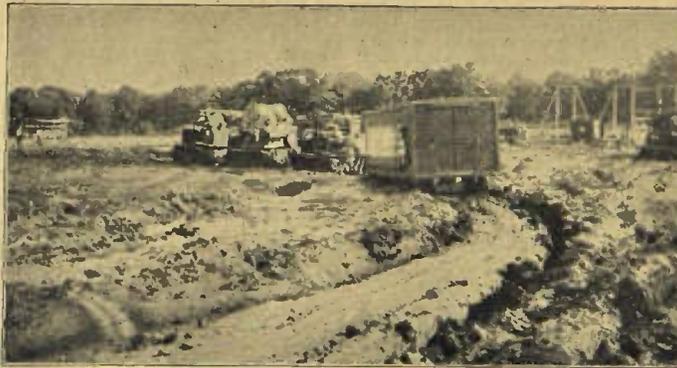
Carnivals hereafter will be required to confine operations in Cascade County to merchandise games, which are permitted under the Hickey gambling law.

## Street Fairs in France Overflow With Rides

PARIS, June 21.—More than 100 rides, shows and concessions at the street fair operating in the Place Armand-Carrel, June 13 to 27. Among the big rides and shows are two Auto Skooter rides, Pretzel Ride, ChamoniX, Aeroplaine (mono-rail) ride, Carrousel, and the big tent circus, Cirque Fanni. Many kiddie rides, refreshment stands, lotteries and merchandise booths. Big street fair also under way at Neuilly-sur-Seine, Paris suburb.

## Carnival Manager Gives City \$25

BEAUFORT, S. C., June 26.—E. R. Johnson, proprietor of a carnival show which exhibited here recently, enjoyed such a good business that he not only paid his business license cheerfully but gave the city an additional \$25, asking that it be used for beautification purposes.



"SHORT HAULS AND DRY LOTS." WALTER F. DRIVER at one time made this his parting words to showmen leaving Chicago in the spring for the opening of their season. However, down to date the above gives some idea of the "Dry Lot" encountered by Hennies Bros.' Shows on arrival in Waukegan, Ill., last Sunday, altho it was a short haul. Note one of the wagons drawn by three tractors plowing the way thru the mud to be spotted.

## Gooding No. 2 Unit Doing Well in Ohio

COLUMBUS, O., June 26.—Gooding Greater Shows No. 2, piloted by George Pence and Johnny Enright, has been playing thru Ohio in the smaller industrial centers to good patronage and has not lost a week since it took to the road late in April. Thus far nearly all dates have been under the auspices of the American Legion. A five-cent gate has been in effect. Show is well framed and nicely painted and flashes plenty of light. It carries five rides, seven shows and more than 20 concessions.

Staff: George Pence, general manager; Johnny Enright, assistant manager and lot superintendent; Mrs. Irene Pence, secretary and treasurer; Glen Whitman, electrician; Henry Harris, trucks.

Shows: Congress of Oddities, Art L. Converse, manager; Mrs. A. L. Converse, secretary and treasurer; Eddie Marino, assistant manager; Bob Hunt, boss concession man; Clyde Green, head ticket seller. Girl Show, Billy Woodall, manager; Yvonne, Angeline Manaskey, Mary Metzler, Jesse Steele, Charles Finckel, Gould Dewitt, Snake Show, Jack Winters, Mrs. Maude Winters and son, Jack Jr.; Merry Rose, Fat Girl, Jack Perry, manager; Mrs. Jose Perry, What Is It? Fred Stores, Ralph Stirrs, Jimmy Brumfield, Miracle Man, Ed Nugent, manager; Mrs. Ed Nugent, Robert Polston, Museum.

Emile Hahn, Attractions: Jim Mandy, man who breaks rocks with his fists; Excella, physical culture girl; Peanuts, fire king; King of Magic; Lady San Toy, torture cabinet; Grandma Mandy, tattoo artist; Madame Kay, girl with X-ray mind; Lucky, iron tongue; Cuckoo Bird Girl, Annex Prison Show, Zippo.

Concessions: Cookhouse, John Watts, Mrs. Laura Watts, Clarence Watts, Charles Ferguson, Clarence Adams, Bingo, L. I. Thomas, Al Johnson, Edgar Murray, John Dixon, Fish Pond, George Braas, Bumper Game, George Dixon, Dart Store, Harold Holmes, Photo Gallery, W. C. Leisure, Henry Harper, Penny Arcade, Frank Whittlinger, Mrs. Eva Whittlinger, Lewis Coleman, Pineapple Whip, Russel Blake, Roy Snyder, Cotton Candy and Snowballs, Mr. and Mrs. Al Hatch and son, Scales, W. H. (Skip) Startzel, Pop Corn, Mrs. J. F. Enright, Balloon Pitch, Marion Scott, Cigaret Shooting Gallery, Joe Gaskell, Cane Rack, William Van Meter, Ball Games, H. F. Hornsby, Mrs. Cecelia Hornsby and son, Billy; Dale Cornell.

## Lawrence Carnival Does Good At Harrisburg on Popular Lot

HARRISBURG, Pa., June 26.—Sam Lawrence Carnival suffered a rainy week here playing on lot at 20th and State streets, auspices Pleasant View Fire Company. Five-cent gate. First show to use that popular lot this season. Attendance was good despite unfavorable weather.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DeBELLE

Sand Hill, Neb.

Week ended June 19, 1937.

GRAPEVINE TELEGRAPH SYSTEM.  
PRESS RATE COLLECT.

Carnival Editor:

Ballyhoo Bros. today closed the biggest deal in carnival history by purchasing the entire string of bangtalls from the Hay Wire Stables, Inc. This deal included saddles, bridles and surplus hay as well as the famous 1937 derby winner, "Rained Out." Management has decided to present its own horse races at its long line of promotional Southern fairs. Twenty 70-foot railroad cars have been ordered to carry the sod for a portable race track. Honest touts and bookmakers have already been contracted.

General Agent Lem Trucklow today closed contracts with the Shepherders' Jamboree and Dyed-in-the-Wool Agriculture Fair, to be held at Sheep Shear, Wyo. Exact date for this event undetermined at this writing. Waiting for secretary to dig up dated paper left over from the last event held seven years ago. Trucklow paid committee in advance with a "dollar-in-hand contract."

Drawhead Sisters' Cultured Carnival threatens to day and date the Ballyhoo Bros. unless the bosses mail them a written apology immediately for shooting at their special agent while caught in the act of stealing our Jigg Show. Also demand that money advanced to

our performers be returned at once.

Rajah Gazuney, world's famed astrologist, prophesies pay day for all employees in the near future. Claiming that "Day of Reckoning" is close by. This great gypsy mentalist gained renown thruout carnival circles when he once said, "It isn't how fast you set a mitt camp up that always counts, it's how fast you can tear it down."

Gila Monster Sam, manager of the midway's snake-eating exhibition, wired deposit to a Florida cannery on 1,500 cases of No. 1 tins of canned rattlesnakes. Order to be shipped to winter quarters in time for the show's closing. This order should nicely winter our geek.

Run following ad. Make bill payable after Labor Day, providing it doesn't rain. Ballyhoo Bros. Want: Girl Trumpet or Tuba Player. Must double in line and do light Oriental. Preference given to one that can also do perch, muscle grind and swinging ladders. State if you have had Four for a Dime Photo experience. Must make herself generally useful by picking up lithographs and placing bumper signs, play parts, work barbecue stand, type and take care of wardrobe. To such a girl we will finance ball game 50-50. Experience unnecessary. P. S.: Also want special agent to double in brass. Show has drum with no heads.

MAJOR PRIVILEGE.

## Fair Season for Goodman Starts

From sea of mud into sunshine—shows open with big children's day

GRAND FORKS, N. D., June 26.—After the wettest spring in the memory of old-time showmen, the Goodman Wonder Show folded its tents and silently stole away from the land of deluges to that where the sun shies so brightly you can hear the corn pop as it grows in the field.

The last four of 10 days in Fort Wayne gave the show an even break as to showers, but it closed with a downpour almost epochal. The show moved swiftly out of a sea of mud. At 9 o'clock Friday morning it was on its way in a three-road move to North Dakota State Fair at Grand Forks.

The run was in record time. The train pulled into the fairgrounds at 6 o'clock Sunday morning. Then the last rain made its exit in a brilliant electrical storm late Sunday night.

Monday, Children's Day, opened with a bright sun, a cooling breeze, solid ground and the show was ready for the onrush of future greats. First they came in companies, then in battalions, followed by regiments and brigades to buy what Manager Goodman had to offer in the way of entertainment and thrill. The spirits of the nomads were a thousand per cent higher than at any previous stand since April.

Max Goodman's show was the observed of all observed things at the fair. Here often as concessioner, he came now as show director. He was welcomed with accumulated interest and enthusiasm. Tuesday broke with clear skies. The weather man promises that condition shall prevail thru the tour of fairs. He finally is aware of the fact it is now vacation time. And with vacation time comes fair time. Reported by Beverly White.

## Carlson Reports Big Increase in Business

DETROIT, June 26.—The Carlson Shows, which have played Michigan for 15 seasons, report the best business in several years, according to Manager Frank Carlson. The shows are doing much better than last season to date.

"There are many more shows in Michigan this season," Carlson commented. "In fact, almost too many. Northern Michigan resort territory will be good for the shows after July 4th. Carlson Shows played last week at Lansing, capital of Michigan, for the Holy Cross Roman Catholic Church, planning to close on Monday but extending the engagement two days because of bad weather.

Jump was to Williamston, 15 miles east of Lansing, where shows were visited by The Billboard correspondent. The Baseball League, under whose auspices this date was played, had a poor opening due to continued weather difficulties. Despite a warm day the ground was almost under water following a Sunday storm that was almost a flood over half of Michigan. Several wagons were still stuck in the mud on the Lansing lot and unable to get to Williamston for the opening, while the lighting cables, short-circuited by the rain, failed to function and only power and a few small lights were available.

## Simpson in Cincinnati On Business for Jones

CINCINNATI, June 26.—James C. Simpson, general representative for the Johnny J. Jones Exposition, was here Thursday on some railroad matters pertaining to future movements of the shows.

While in town he visited The Billboard offices and later journeyed to Coney Island on the Ohio River aboard the Island Queen, accompanied by the carnival editor. At this famous park Simpson called on Mrs. Ike Rose, manager of the Rose Midgets, and renewed acquaintances with James McSorley, talker for that attraction, now one of the "Islands" show features.

# Great Lakes Exposition Midway

CLEVELAND, June 26.—No sooner were the Russian flyers landed at Vancouver, Wash., than Lincoln G. Dickey, general director of the exposition, had dispatched a special invitation to them to visit the exhibition. . . . Charles B. Cochran, noted English producer, was a visitor on Monday, viewing Billy Rose's Aquacade. He is en route to San Francisco. . . . Adele Prentiss Hughes and the former Mrs. Nikolai Sokoloff spent several days viewing the midway. . . . *Eight Men of Manhattan*, featured at the Aquacade, were heard on radio with Durant-Duchin, Magic Key and Paul Whiteman and were in *Jumbo* and *Frederika*. . . . Joe Venuti and the lads of his band kidded Sunday's weather at the Aquacade by donning bathing suits.

Dick Pope, who backstages for the Tony Sarg theater, threw a spaghetti dinner for the puppeteers at Gazelles in Streets of the World. . . . Arch Blyer is receiving praise from his conferees for his handling of Stubby Gordon's Orchestra for the Aquacade performance. Arch conducts the score and so tremendous is the expanse he wears ear phones to synchronize orchestra and singers. . . . Ralph Johnson, who does Prince Charming in Harry P. Harrison's *Winterland*, came to the exposition from *The Eternal Road*, his first professional engagement.

Jack Gwyn, wife Anne and son Buddy were the recipients of many welcomes this week from local magi while they were presenting their excellent magical turn at Sherwin-Williams Radioland. The Gwyn show stacks as one of the best of its kind. . . . Burt Cramer is operating Svengali decks on the grounds, with Jackie Morrell, Red O'Brien and Dick Ford pitching for him. . . . Betty Camplon, who modeled for the bathing beauty on the exposition program cover, is an attraction in the French winery on Streets of the World. . . . Cleveland Tourist Room Bureau has opened headquarters in shelter house at exposition entrance to aid visitors in securing accommodations.

John Alexander Pollitt, promotion man for Hargrave & Reicher's *The Drunkard*, left this week to join the Dan Rice Circus with Ray Marsh Brydon in the East. . . . Lew Dufour arrived from Dallas after stopping off in Chicago to view the Braddock-Louis battle. . . . J. Gilbert Noon, shooting-gallery king, visited exposition en route to Chicago to view the same catcus. . . . Mrs. Bertha McDaniel, Charles Grass and Morris Lipsky, all of the Johnny J. Jones Exposition, visited exposition Sunday en route from East Liverpool to Toledo. . . . On Tuesday Mr. and Mrs. Bob Miller (Loop-o-Plane), Mrs. Frank D. Shean and niece, Mary Bauer, who is visiting from Minneapolis, and Leon Baird, manager for Miller, drove to Toledo to view the Jones organization. . . . Ralph Hankinson and the missus were visitors this week.

Capt. F. J. Christensen of Submarine S-49 is making daily visits to the exposition on a stretcher chair to watch progress of his concession. It will be several weeks before he will be recovered from the hip fracture. . . . Cliff Henderson, who is promoting the National Air Races in Cleveland, is a regular visitor to the grounds. . . . Murray Zaidin was the winner of \$6.50 in the midway Administration Building pool Tuesday night as a result of drawing the lucky round in the Louis-Braddock battle. He promises to treat. . . . Doc Shean, assistant to Almon R. Shaffer, was employed by Charles B. Cochran during the Wembley Exposition in London.

Almon R. Shaffer, associate director, went to New Castle, Pa., last night to join a class reunion of high-school members. Other noted classmates attending were Dr. Thomas Francis, of Rockefeller Institute; Harvey Harmon, head football coach of University of Pennsylvania; Fred Clutton, secretary of the Chicago Grain Board of Trade; Dr. James K. Pollok, of the University of Michigan, and Judge David Jenkins, of Youngstown.

Mary Cramer arrived unexpectedly this week from Los Angeles and was royally entertained by Burt Cramer, Red O'Brien and Jackie Morrell on the Show Boat. Pitching Svengali decks, they report business exceptionally good week-ends but only fair during the week. . . . Paul R. Trexler has the Temple of Palmistry in Streets of the World, ably

managed by Mrs. Trexler with all-American readers. . . . Madam Rose, who just returned from the Coronation and Paris, reads in seven languages. . . . Modad Zeldi, French psychic, reading in five languages, has a big following. . . . Madam Sonia, from far-away Damascus, reads in six different languages. . . . Madam Christine, Swedish palmist, member of the Academy of Arts, speaks seven languages. . . . In all, the readers speak 19 different tongues and offer palm reading, card reading, sand divining, crystal gazing and phrenology.

Madame Josephine Flowers has the spot in the Sand Diviners Buddha in the English Village, which features Haba Haba in mind and special readings. Working are Zandark Banas, Helen Balough, Bernice White, Virginia Sic, Madame Flowers herself and Herman Fausberg as talker. . . . Charles Neapolitano and his assistants hold down 10 spots on bridge, midway and Streets of the World with exclusive souvenirs and novelties. Saxophone spot has been clicking and big business has been done in rain capes during exposition downpours.

Murray (Guess Your Weight) Goldberg has six scales, with the following working: Dan Burke; Dan Krassner, "grinding weight guesser"; Mac Zeitlin, recent benedict; Louis Costa, the newest addition to his list of Goldberg Lieutenants, and Duke Spalla, of Detroit, planning soon to retire. Pete Macauley acts as agent and manager in the absence of Murray.

Lupe Velez is visiting husband Johnny (Tarzan) Weismuller. . . . Morris Goldstein pitching hum-o-phones at the end of the Bridge of Presidents never fails to draw a big crowd, with Sammy Burke at the piano. . . . Race-Horse Kelley is making good on the squirrels and making book. . . . Gene F. Hanafin, gold wire and whitestones jewelry concessioner since the World's Fair of 1893, reports business better than ever.

William McGrath and William Mielke in a booth on the Bridge of Presidents are pitching pens at \$1 a throw. . . .

Bruce Jr., aged 9, and Jerry, aged 7, sons of Bruce Mapes and Evelyn Chandler, have joined their parents in the Winterland show. They are doing their stuff under the name of Bruce and Jerry Allen. During the seasons the Mapes have rented the home of Judge Frank J. Merrick in Willoughby. . . . Cole Porter is listed as a coming visitor. Sybil Jason, movie star, played a local theater this week. . . . Eleanor Holm Jarrett took time off Monday and Wednesday to visit the Central YMCA and give swimming lessons to local kiddies. This is part of "Swim for Health" week program. . . . WCTU and Ohio Christian Endeavor have been two groups who had special days at exposition. . . . WCTU took in Hargrave and Reicher's *The Drunkard* and gave it the merry razzoo along with other paying guests.

## Two Mac's Play for Detroit Churches

DETROIT, June 26.—The Two Mac's Shows, operated by veteran concession team of McElroy and McIntyre, are playing in Detroit and nearby towns, largely under auspices of various Catholic churches. The Mac's are following in footsteps of late Mamie Krause, who died last winter after 20 or more years on city lots with her shows. Rides are being furnished by Grundy and Miller, relatives of Mrs. Krause, who inherited property thru her daughter, Mrs. Beulah Miller, actively associated with management.

The shows have been playing in two units, No. 1 closing Monday for Sacred Heart Church in West Dearborn and moving to Oakland and State Fair avenues for St. Rita's Church on Tuesday. No. 2 show moved from 14th and Michigan avenue in Detroit, where it had played for St. Vincent's Church on Monday, to Schaefer and Michigan roads, also in Dearborn, for St. Barbara's Church.

Rain has been bad on carnivals this past week, with a cloud-burst late Sunday afternoon that set a local record for rainfall, flooding most lots. Beckmann & Gerety Shows, the second big carnival to play this territory this season, were flooded out on Monday when visited by *The Billboard* correspondent at Michigan and Wyoming roads in another Dearborn engagement. This show has been here since Monday. Large pumps were called in to pump water off the lot.

Unusual difficulty was reported by the Two Mac's Shows in inability to get extra ride help for moving jobs. Apparently enough people are working in the

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AS USUAL THE LOWEST PRICES IN THE COUNTRY.

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340-42 THIRD AVENUE, PITTSBURGH, PA. LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE. No Catalogue.

## SPENCER & CLARK EXPOSITION SHOWS

BIG 4TH OF JULY CELEBRATION AT OHIOORA, PA., ENTIRE WEEK BUILT-UP. Mammoth Fireworks Display, Parades and Contests. Following week, July 12-17, SLIPPERY ROCK, PA. Show booked solid with Celebrations until after Labor Day, then show is leaving for the South. WANTED—Photo Gallery, must be attractive. Long-range Gallery; sensational Free Act; Shows with their own equipment. OAN USE Loop-o-Plane or Octopus. What have you? Wire! O. D. (JACK) CLARK, Mgr.; SAM E. SPENCER, Treas., Salom, O., all this week.

## GROVES SHOWS

BDSWELL, IND., JULY 2-3-4-5. LOCANSPTD, IND., JULY 6-10. Will furnish complete outfit for Cook Show. WANT Manager and Working Acts for Side Show. Will furnish Tops and Panel Fronts for any worth-while Shows. WILL BDDK Loop-o-Plane or any Ride that don't conflict with what we have. WILL BDDK Popcorn, Snow Balls, Candy Floss, Candy Apples, Long Range Lead Gallery, Country Store or any Concessions that work for stock.

territory now so that the usual supply of extra labor cannot be available.

## Stanley Shows Book Lot Outside of Burlington

BURLINGTON, Vt., June 26.—Unable to obtain a license to show within this city, Stanley Bros. made arrangements for a lot just outside city limits. Been tried in past years, but very few shows have found business successful. Despite some rain this show had good business in Barre, Vt., on a downtown lot.

## Philadelphia

PHILADELPHIA, June 26. — The weather man put out some bad days for carnivals operating in city and vicinity last week. Endy Bros. were at Front and Nedro and Marks at Broad and Bigler, two nights were lost completely on account rain and storms, other nights were threatening, thereby holding down attendance.

A visit to Sam Tassel unit at Ardmore this week saw fair business, small unit with three rides and concessions. Miner Shows at Bridgeport was doing a fair business at church carnival with rides and concessions.

Barren Hill Firemen's Fair and Carnival had good attendance for nine days. This is an annual event and with proper weather draws well. Free attraction was the Four Queens from the George A. Hamid office.

Carleton Collins, besides his publicity duties, is assistant in the office to Jimmy Rafferty. Collins also looks after the Social Security and correspondence for show he represents, so altogether Carleton is a very busy man around the shows. Roy Jones also is quite a help three days ahead.

Louis Kaufman, for several years with Endy Bros., is this year connected with Miner Shows and reports very fair season to date.

Jimmy Gordon, while erecting his concessions at Barren Hill, jumped into a hole and sprained his ankle, putting him to bed for several days. Is up again on

## GIRL MOTORDROME RIDERS WANTED

8 WEEKS GUARANTEED, \$60 PER WEEK. Write — Send Photos — Give Experience. JOHN STREICHER Joffro Ave., Toledo, Ohio.

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

## TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW Write CHARLIE T. GOSS with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

## 2 Used Lighting Plants

1-15 K. W. Westinghouse Electric, 110 V. D. O. \$150.00. 1-7 1/2 K. W. General Elec., 110 V. D. O. \$125.00. Both complete with Motors, Switch Board, etc., ready to go. Address JAS. FOWLER, Box 194, Foxburg, Pa.

## DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER. A Guaranteed Attraction. Write for Particulars. Permanent Address, Tonawanda, N. Y.

crutches. Joe Faine has opened in connection with his brother, for many years a court clerk here, a place known as Steve Brodie's. It is becoming one of the show places of the city, with its novel frame-up and brilliant illumination a la carnival style.

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price,  
**\$12.75**  
Including Tax  
**BINGO GAME**  
75-Player, complete, \$6.25.  
Includes Tax.  
Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Noisettes.  
Send for Catalog No. 137.  
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124-126 W. Lake St., Chicago, Ill.

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Quickly erected—100%  
portable—bolt  
and wing  
nut construction.  
Orange  
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colors. Five  
Models, 12  
Sizes. New  
low prices.  
Circular free.  
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Want Freaks and Novelty Acts of merit  
at all times.  
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**PENNANT MEN!  
WITH SEWING MACHINES  
SPECIALI**  
8 1/2 x 18 1/2, 2 Colors, Per M. . . . . \$4.75  
Special price on larger quantities.  
New State Fair 1937 Pennants With Picture  
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We Do Process Work.  
10 Pennant Sewing Machines, A-1  
Condition. While they last. . . . . \$49.50  
**ARCHER BROS.**  
1819 W. Roosevelt Rd., Chicago.

**WANTED AGENTS**  
FOR CLOTHES PIN STORE.  
Must be sober and reliable. Boozers stay away.  
**EUGENE FRANKLIN,** Care Gold Medal Shows,  
Crawfordsville, Ind., This Week.  
**CASTLE UNITED SHOWS**  
Big Celebration, June 30 to July 5, Oexter, Mo.  
Want General Agent. Ferris Wheel and other Rides.  
Grl Show and other good Shows. Concessions:  
Cook House, Ball Games, and other Concessions.  
Bill Rawlings come on. Write or wire:  
**WHITEY EMERSON,** Asst. Mgr., Oexter, Mo.  
End your correspondence to advertisers by men-  
tioning The Billboard.

**Midway Confab**

By THE MIXER

**MAE BISTANY**—What became of Eureka Shows?

**SAN ANGELO, Tex.**—W. H. Hames, manager Bill Hames Shows, letters: "Business is fair."

**H. D. (DOC) HARTWICK**—What became of the Mexican Village and Show a la Streets of Cairo?

**GRAND FORKS, N. D.**—A. H. Barkley, general agent, wired: "Resigned from Goodman Wonder Show June 24."

**DETROIT**—Ma and Pa Sherman letter: "Closed with Al Renton's Oddities on Sheesley Midway at Grand Rapids, Mich. In Detroit to play theaters."

**HARRY A. PARKER**, former talker and years ago with J. H. Johnson's *Nomia* show, is sales and promotion manager for Hollenden Hotel, Cleveland.

**RIVIERA, Fla.**—Tom Gleason letters: "Fire destroyed my trailer June 14, West Palm Beach. Complete loss. Defective stove."

**MANITOWOC, Wis.**—Ray-Rayete cards: "Left L. J. Heth Shows and joined Sol's Liberty Shows. Working annex in sex show."

**TWO WALTERS:** Walter D. Nealand and Walter Hale, press agents Rubin &

when he visited show at East Moline, Ill. Where is it, or was it only a dream of a press agent? Now Walter D.!

**WONDER** what is meant by "I did the best I could under the circumstances?"

**JOHN W. WILSON**, general manager Cetlin & Wilson Shows, is also another smart manager who realizes value of advance publicity. He sends his press agent, L. C. (Ted) Miller, ahead three days each week.

**ROUTE SENDERS:** When sending in routes kindly state the dates from the opening to closing day. Name the exact location of the showgrounds and give the name of the nearest post office from which the show will get its mail. Many thanks yours.

**ELMIRA, N. Y.**—Art (Doc) and Edna Miller card: "Caught and renewed acquaintances on Strates Shows, Corning; Hagenbeck-Wallace Circus, Elmira; Cole Bros., Binghamton, N. Y.; Ringling-Barnum, Scranton; O. C. Buck Exposition, Stroudsburg, and Uncle Ezra's *Barn Dance*, Towanda, Pa."

**IT IS NEARING** the time that the business should get some of "all of those innovations planned and we are going to have" as of the season in winter quarters. A great fault with some is that they

in issue June 19. B. D. (Doc) Morris is not talker on show now and is in no way connected with it. He did make some openings but we decided not to employ him permanently."

**STAND ON** your own two feet and say what you honestly believe, even if you stand alone.—C. Guy Dodson.

**LOUISVILLE**—Pickups on Erlo B. Hyde Shows by Jan Hyter: Frank Bissell joined with three concessions. . . . J. R. Parker, concessioner, is booked to join following this engagement. . . . Hughy Lowe was welcomed back to show as assistant to Manager Hyde. Mrs. Lowe has taken charge of Jannette Terrill's concessions. . . . Kenneth Wilson joined with airplane ride and two concessions.

**MRS. CARL J. SEDLMAYR**, Mrs. Elmer C. Velars, Mrs. Fred Beckmann, Mrs. Rubin Goldberg, Mrs. Barney S. Gerety and Mrs. Johnny J. Jones have a very keen sense of artistic when it comes to production and presentation of carnival shows. They just happen by long experience and observation to know what it is all about, not forgetting that womanly instinct for artistic.

**HOBBS, N. M.**—Jack Arnott letters: "One of carnival evils seems to be that there are always one or two people on carnivals of long standing who claim X on everything that comes on lot. They do not seem to think there is room on show for new ideas, talent or faces, and make it tough for newcomers by wanting a cut-in on whatever new arrival has and if he does not cut them in he is cut out and is finally forced to seek other pastures."

**THE WORLD** seems full of gadgets. Most gadgets are very useful as well as interesting. How many gadgets have you in your home?

**AFTER JULY 4** there will be many changes in makeup of small carnivals.



**IZZY CETLIN AND JOHN W. WILSON**, associate owners and managers Cetlin & Wilson Shows. Wilson is president of American Carnivals Association, of which the shows are prominent among the membership. Both Wilson and Cetlin are boosters for the Showmen's League of America and for better carnivals in general.

Cherry Exposition, neither of whom talks from an empty skull.

**NO MAN** can climb to heights beyond his imagination.—Thilo Few Clothes.

**KANSAS CITY, Mo.**—Mrs. J. W. Marshall wants Jackie Fields to get in touch with North Side Hospital, Monahan, Tex., as she says his mother is very ill.

**BABY RUTH**, fat girl, on Royal American Shows, parades her charms and proportions in front of a three-mirror screen. It is a novel idea. Wonder how many have copied by now?

**TARENTUM, Pa.**—Ernest Prucelle cards: "Johnnie Williams, the colored talker on Frank West's Shows, has the hottest colored show that ever played east and he sure can sell it."

**MORGANTOWN, W. Va.**—J. W. Hartigan Jr. letters: "Recently visited Latlip and Peerless Exposition at Fairmont, W. Va.; J. J. Page, Morgantown, and Cetlin & Wilson at Uniontown, Pa."

**BINGHAMTON, N. Y.**—James E. Strates, manager Strates Shows, letters: "Old man weather has been a little rough with us. Certainly do appreciate the excellent co-operation given by *The Billboard*."

**WALTER D. NEALAND**—Red Onion did not see that merchants' exhibit tent you said would be with Rubin & Cherry

promise themselves too much; yet that is one of the things that keep men moving forward.—Wadley T.H.

**WALTER HALE** left the press department of Rubin & Cherry Exposition in Milwaukee last week and joined Sol's Liberty Shows as press agent. He says from now on he agrees it is best to say that Skooters are only worth \$23,000. Larry Hogan says that amount still sounds like a lot of hokey.

**CLAUDE R. ELLIS** says he has known some men to send their replies to telegrams by freight.

**CINCINNATI**—William J. May, auditor Modernistic Shows, visited *The Billboard* offices recently en route from Charleston to Steubenville, O. He shipped a Tilt-a-Whirl from South Carolina metropolis, which was purchased from R. H. Work by Floyd Ball, one of owners of show.

**WEBSTER, Mass.**—William D. Pink, ride operator, letters Frank B. Joerling, St. Louis: "Am now with Art Lewis Shows and doing good when weather permits. Did not do, as a whole, so good on last show I was on. Too much of that thing and lack of advertising, I think, is the reason for not doing much business on that show."

**CEDAR RAPIDS, Ia.**—William F. Aldrich, manager Imperial Hawaiians, Royal American Shows, letters: "Thank *The Billboard* for very nice article on show

**"Easiest of them All"**  
States an old-time ride man. "Handling the BIG ELI Wheel is a 'cinch' compared to some of the rides I have worked on." When it comes to sustained profit making year after year the No. 5 BIG ELI outranks them all. 37 years old and still going strong. Put your money in a No. 5 BIG ELI Wheel the time-tested riding device.  
**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
800 Cass Avenue, JACKSONVILLE, ILL.

**THE NEW CHAIRPLANE**  
The Chairplane remains a favorite ride on our Midway, writes Helen O. Boyd, of Florida Exposition Shows. It is quickly erected and taken down, easy to transport and is always a real money-getter. Write today and let us tell you all about it.  
**SMITH & SMITH, Springville, Erie Co., N. Y.**

**FOR SALE**  
4 Weight, Height,  
—and—  
Heart Beat Scales  
(10c coin operated)  
Practically New  
COST \$450.00 EACH  
**WILL SELL FOR \$125.00 EACH**  
THESE SCALES CAN EARN THAT  
MUCH EACH DAY  
Call or Write  
**M. WHYMAN**  
722 Chestnut St., ST. LOUIS, MO.

Some will call it quits, others will reorganize completely, while a few will consolidate with others. A large number of so-called independent showmen will break away from organized carnivals and will make for fairs. This is way of a certain element in business. Many who are now just ride operators will add shows and play fairs and exhibitions they have been playing for years and years. It's a great business, but is not a business for those who are weak in heart and short on bank roll.

ON A RECENT trip from East Moline, Ill. to Chicago Red Onion walked into dining car of a Rock Island train and in there met Joe Redding, manager of Rubin & Cherry Exposition, en route to Madison, Wis. On this railway is served a dinner for 50 cents that is seldom duplicated in any city restaurant. This feature is responsible for increased rail travel over this line. The railroads, it seems, have finally gotten next to themselves and cut out the excessive charges for food on dining cars. All railroads have also taken off "ban" on movement of carnival and circus trains over their lines. Advent of bus has been a great help to railroads in many respects.

WELL, if it comes to worst and we have a dearth of titles for carnivals, we can still call on Great Idea, New Idea, Very Idea and Idea-Idea Shows as titles.—Soapy Glue.

"A TENTED CITY of lights and sights!" Subtitle of State Fair Shows, of which Mel H. Vaught is manager and L. Clifton Kelley is general agent and of which Dave Lachman writes from Cheyenne, Wyo.: "After a protracted siege of six weeks with rain, snow, sleet and whatnot show again came into its own here under combined auspices of American Legion, Veterans of Foreign Wars and Spanish-American War Veterans. Monday, opening night, was a sight for sore eyes as 3,200 paid admissions were registered. Show will soon have an Octopus ride. Free acts are Flying Lesters, flying and return, and Great Cabello, high wire."

LOUIE KING, press and promotions for Princeton Shows (Mike Centanni), sent The Mixer several advance heralds recently telling of features to appear with that carnival. Boonton, East Brunswick and Newark, N. J., are represented in collection. Layout and wording of each is strictly Kingusque and lists Regnell, high diver, as the feature free act. For good of carnival business it is hoped by some that Louie King will eventually decide definitely on title of shows. In Boonton it was the Princeton Shows' American Famous Exposition; East New Brunswick, Princeton Show and Water Circus, and in Newark it was Princeton Shows' Exposition Water Circus. Regardless, King is a conscientious hard worker and has always been loyal to manager with whom associated.

SEEMS WRONG: Some sound effects emanating from some funhouses "hiss" like "hisses" of a clothes-pressing machine. Imagine a clothes presser being enticed by such sounds from a wandage. The psychology is all wrong.—Wadley Tif.

STOCKTON, Calif.—Bert C. Nelson letters: "Been in hospital with tumors of

throat. Going to have them clipped out. Recently back from East Coast and have seen all of big shows east but there are none out here like them. Out here if they would make ride foremen out of real trouperes like big ones do things would be different. They pick up a kid that never saw a ride before and give him a buck a day and think they are getting away with something. There is a show out here that has five rides and only two old trouperes on them. The foremen charge extra men 25 cents a night to sleep in trucks. What is this kind of show business coming to? I am a wrestler and been in show game 15 years. Last show I was with was Sol's Liberty Shows all season 1936.

GROVER WHALEN, president The Fair Corporation (New York World's Fair), New York. Dear Mr. Whalen: As an unusual feature why not have Meadow Lake filled with live whales? That has never been done at an exposition. You might also have a reproduction of Little America, at South Pole, and on it have all human and animal life, including thousands of penguins that inhabit this section. Penguins are those birds that look as tho they are in dress suits all the time. Yours very truly, Red Onion.



EARL BURKE, veteran showman of girl show note. Now manager of Lee Sloan's Showetere, Chicago, which boasts of three annexes. Earl is a member of the Showmen's League of America and a 100 per cent booster.

MONTROSE, Colo.—Eva Perry letters: "On Yellowstone Shows. Joined at opening of season at Gallup, N. M., with two girl shows. Have Scandals of 1937, a sit-down show and a posing show. Have been doing fairly good considering a cold spring. This is a nice carnival to be with."

INDIANAPOLIS.—Otha Vidto letters: "Catharine Rix, well known to carnival people, is seriously ill at her home here, suffering with a nervous breakdown with a sort of nervous paralysis. Doctors have no statements to make as to how long

before she can walk. She keeps grieving and worrying most of time. Fever has somewhat affected her mind and constantly asks if any letters or telegrams for her. Her family are doing all they can for her."

**American Showmen Have X on Big Features for World's Fairs**

GEORGE ELLISTON, a Cincinnati, in a special article to Times-Star printed in issue June 22, has this to say from Paris Exposition grounds, in part: "They charge you for everything but air you breathe at Paris International Exposition, but 'show' they put on is worth everything they ask for it. . . . But, of course, you want to know about midway, too. So far whoopee doesn't hold a candle to Chicago's fair. The inevitable Lilliputian Village is present, and trick ponies, Oriental dancers and so on, but a Sally Rand feature is badly needed. Perhaps one will appear in due time." So from this we take it that American showman has somewhat of an X when it comes to producing shows and features for big world's fairs."

KANNAPOLIS, N. C.—Lewis H. Amason, drummer, letters: "Frank Meeker and his All-American Band have staged a big comeback. Meeker, one of oldest band leaders in carnival business, has had plenty of offers for work, but is on Tinsley Shows with a nine-piece organization of all circus musicians. He says his ad-



MARGARITA AND DOLLY CARLISLE, mother and daughter, known as Carlisle Sisters, musicians, and have their own Hawtlan Show. This team did some radio work for the Strates Shows on Station WGH, Portsmouth, Va. Photo taken in Binghamton, N. Y., recently.

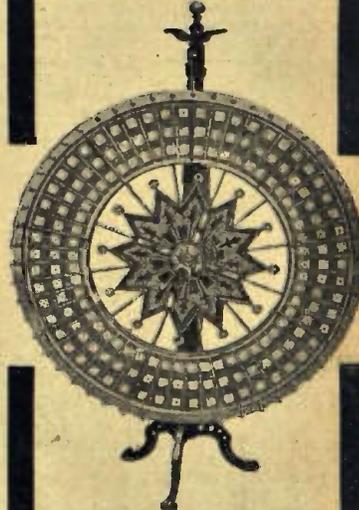
vice to musicians is that they take cobwebs out of their horns and shine them them up as old all-brass band is coming back. Meeker is featuring Little Frankie Jr. as director and is making a hit."

MASSENA, N. Y.—Gaylord White, press representative World of Mirth Shows, letters: "Two weeks ago, perhaps three, I read in The Billboard where Floyd Newell had made arrangements to exhibit a whale with Mighty Sheesley Midway. Now just to let The Mixer know again that press agents can be expected to go from one extreme to other, I want to state that I bought, in a partnership with Edward Cename of our show, world's smallest airplane ever flown by man. It is original 'Flying Flea' invented by Claude Mignet, of France, and now in mass production in England. Our plane has flown across English Channel and has been in several flights in this country with Clyde Pangborn at controls. We plan to use it as center feature of aviation exhibit we are putting on for fairs."

IN BASEBALL when a club manager wants a player he buys him. One might call this baseball slavery. In outdoor show business when a manager wants a free act performer or anything else on the lot, he entices him away with promises of more money and better conditions. This is not slavery, but in many cases is dampfoolishness. On other hand look at all money carnival men have been taken for by so-called producers of independent shows during present and past seasons. This is also dampfoolishness. There

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MONEY MAKERS  
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

**SHOOTING GALLERIES**  
IMMEDIATE DELIVERY.  
Complete line of Shooting Galleries. Supplies for All Makes.



**EVANS DICE WHEEL**  
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
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"World's Newest Ride Sensation."  
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1 15-Lb. CAPYBARA . . . . .	35.00	4-14-Foot ROCK PYTHONS, Each	125.00
SOUTH AMERICAN PORCUPINES, Small, Each . . . . .	20.00	4-12-Foot ROCK PYTHONS, Each	80.00
ACOUTIS, Each . . . . .	15.00	5-11-Foot ROCK PYTHONS, Each	70.00
HIMALAYAN BEAR CUBS, Small and Tame, Each . . . . .	75.00	3-10-Foot ROCK PYTHONS, Each	60.00
SLOTHS, Fully Acclimated, Each .	25.00	8-9-Foot ROCK PYTHONS, Each	45.00
SOUTH AMERICAN BOAS, 6 to 7 Feet, Each . . . . .	18.00	2-8-Foot ROCK PYTHONS, Each	40.00
		2-7-Foot ROCK PYTHONS, Each	30.00
		2-6-Foot ROCK PYTHONS, Each	22.50

All snakes are perfect, with clean mouths, and are good feeders.  
**HENRY TREFFLICH, 215 FULTON STREET, NEW YORK CITY**

# Frisco Puts on Great Show The Golden Gate Fiesta

By MRS. JOHN R. CASTLE

The heart of California, cleft for ages by the watergap to the world's largest landlocked harbor, has been sealed with structures of steel. Golden Gate Bridge—yesterday's dream and today's reality—faced a future of commonplace utility. Where Spanish argosies pushed their prows thru the swift-running tides of the channel; where square-rigged clipper ships of a later day trod the marine pathway of gold to the Orient; where clippers of the air and sleek steamers of the sea still sail—history's colorful highway is traveled by a new path. This bridge will forever link the North Bay Redwood Empire counties with San Francisco—Southern Gateway to this empire. Completion of the \$35,000,000 bridge signaled the freedom from fetters which ends with finality an era of isolation by water, an era as old as San Francisco itself.

A few facts concerning the bridge are interesting to note. During the year 1917 the proposal gained real momentum when the late M. M. O'Shaughnessy, then city engineer of San Francisco, invited Joseph B. Strauss, builder of hundreds of bridges throughout the world, to give an estimate on the cost of the construction. At that time he estimated that the cost would run more than \$25,000,000. Engineer Strauss pre-estimated a sketch and estimates in June, 1921. It was then that the late Governor Rolph, then mayor of San Francisco, became interested. He called a mass meeting at Santa Rosa January 18, 1923, to consider ways and means of carrying the project forward. Proposals were invited from 11 of the nation's leading bridge engineers. J. B. Strauss was selected as chief engineer. On January 15, 1933, actual construction of the bridge began.

It required 100,000 tons of steel to span the Golden Gate. Largest cables ever spun, 36½ inches in finished diameter, total length 7,770 feet each; length of project, including 9,200 feet of approach viaduct, 3½ miles. In a single, majestic sweep the deck bows to a crest of 265 feet above the restless water of the channel. The two 746-foot towers are the height of a 65-story skyscraper. The bridge has the largest solid underwater foundation pier in the world, 155 by 300 feet, and the height 144 feet, built on hard rock against a continuous tidal flow of four to eight miles per hour. If the wires used in the cable for the bridge were to be stretched in a single length they would encircle the earth three and one-half times.

## Fiesta Events

Now a word about the events that took place during Fiesta Week. Where



ANDRE HETH, AND JO BOBB, dancer. Andre is now in Hollywood, Calif., following trip from England by way of Honolulu, T. H. She has been with Krause Greater, Rubin & Cherry, L. J. Heth and Happy Days Shows and is a sister-in-law of Mrs. T. L. Dedrick. Later on she will return east to visit the "dear old carnivals." Photo and data furnished by Frances Gay, Hollywood.

and from what San Francisco derives its deathless love of gaiety, good cheer, high courage and spirit that has borne it triumphantly thru disaster and depression, it is hard to say. The city itself is a place of spectacular beauty which fills the eye and lifts the soul to gladness. Indifferent to fate it may be, but not to laughter and joy, nor festival that bubbles with life and gaiety.

The mass flight of 500 planes from navy aircraft carriers, Ranger, Lexington and Saratoga, besides a number of battleships 60 miles at sea, the largest mass air flight ever made over San Francisco, with planes in battle formation. On a trip up Market street we found all street lights covered with bark and leaves as redwood trees, flags of all nations as well as pennants of the bridge. It looked as tho every pitchman this side of the mountains was selling his wares on Market street from Fourth to Eleventh. Everyone seemed busy from early morning till the wee hours of the next morning, just the same as playing fairs before the depression.

People sauntered all over the gayly decorated city, Mexicans in sombreros and vivid seraps, cowboys under multiple hats and flaming silken shirts, Indians in war paint, cavemen in meager furs, pipers in kilts, booted and bewhiskered miners; every manner of men and women in all sorts of garb that could be logically dredged from this region's history or legend.

As we neared lower Market street the parade decided to wend its way up past the streets north of Market to Polk street, which in the early days was known as the hideout for all bad men. Merchants carried out the effect of early Western atmosphere, featuring board fronts, old lighting effects and ancient signs of the bygone days. We followed the crowd, with no certain place in mind to visit, when we noticed a Big Ell Wheel with all the bright lights turning around and around with a heavy load. Upon inquiry we were informed that it was the property of Golden Gate Shows.

## Carnival Located in Garage

We then discovered a large garage, so filled with people that we, too, decided to see what all the excitement might be. There we found a real carnival lot, set up in the garage; concessions, shows and exhibit booths. Many show people we met were in good spirits over the results of the week. Joe Krug and Max Harry Barnard, owners of the Gate Shows, spoke highly of their engagement. We finally persuaded Krug to become agent for a little while so that his charming wife might join us in some unfinished business. He made a good agent, didn't complain about staying too long and, strangely enough, he didn't get mixed up in the candy floss like most men do.

We then left for Crissy Field, government airport, where all dramatic pageants were held. While en route to the stadium we visited the Golden State Shows, located on the military reservation, where we were met by owner with a friendly handshake; remarked that business was excellent, despite the fact that he had two other units in city, one located on North Beach, where the Latin people were having a fiesta of their own. Rides and shows of No. 3 unit were set up on another location.

Mrs. Roy Ludington, in her bingo game, handling all the crowd that was possible. Roy Ludington came along about this time and escorted us to several shows, all well framed and doing good business. Harry Seber was making a pleasing talk to a large crowd, with several lovely ladies posing in the background.

Memorial Day we crossed the bridge to observe the memorial services in honor of the men who lost their lives during construction of the bridge, but not in vain, for long shall their efforts stand in history. A moment of silence, then the dropping of flowers from the bridge to the clear waters of the Pacific. This completed the services and the parade passed on. "Time marches on" and now the people are looking forward to an even greater fiesta on Treasure Island, site of Golden Gate International Exposition, which will be held in 1939. Adios!



MRS. O. H. BARNETT and her favorite pet, Beauty, who is listed as a real dog. She is of guess-your-weight-scale fame. Photo taken while seated on a bench in the front yard of her home, Daytona Beach, Fla., which place of abode was given to her on her wedding anniversary. She is on the road at present but plans to return home in time to have the latchstring out for winter show visitors in the sunshine State.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 26.—The visitation schedule inaugurated by the association started very auspiciously with a visit to Cetlin & Wilson Shows, Bradford, Pa., Friday and Saturday, June 18-19. John W. Wilson, manager of the shows and president of A. C. A. this year, has done a real job of impressing the personnel of his organization with the objectives of the association and on the occasion of our visit we were presented with a very substantial list of members for Cetlin & Wilson in the association.

One of the features which is new with the organization this year is the widely known show entitled "Streets of Cairo." We were more than pleased with the appearance of this unit and feel it has great possibilities. Besides it gives the show owner an opportunity to present features in a different setting as well as other features which heretofore it has not been practical to present at all.

## New Admission Tax for Pa.

While in Bradford we had an opportunity to discuss the matter of the Pennsylvania admission tax with a representative of the Pennsylvania State Department of Revenue, and we learn that the present tax will go out of existence within a few weeks and be replaced by a new tax law which is at present in the process of preparation. We regret that at the moment we are unable to give more exact details on the subject, but will furnish this information to our members as soon as it is available.

We desire to gratefully acknowledge the many courtesies shown us by John W. Wilson, Issy Cetlin and Secretary George Hirschberg. Likewise we acknowledge the progressiveness of Press Agent L. C. (Ted) Miller in inducing us to orate over the radio on carnivals in general.

We are still waiting to hear from a few of our members with reference to 1937 visitations to their shows. It is imperative that we have their preferences at an early date so that we may arrange our program accordingly.

Associate Counsel Richard S. Kaplan, of Gary, Ind., informs us that Vice-President John Francis, whose shows are exhibiting in Gary this week, has struck upon the rather novel idea of running a special performance for the purpose of paying the membership dues of his personnel in the association. We shall watch this endeavor with interest and will advise our members of the outcome at a later date.

Our next visitation program will take us to James E. Strates Shows at Cohoes, N. Y., and to World of Mirth Shows at Hlon, N. Y., and full reports on both will be included in ensuing issue of *The Billboard*.

## 15 Years Ago

(From The Billboard Dated July 1, 1922)

Edward R. Hanover, agent for the shows, advised from Bloomington, Ill., that it has been decided to have the Veal Bros.' Shows remain intact. The widow of the slain owner-manager was preparing to have the organization fulfill all contracts and kindred arrangements with David A. Wise as general manager.

The Hoss-Lavine Shows had just concluded their 10th consecutive week in Cleveland to good business. . . . B. H. Nye, general agent, closed his engagement with the Smith Greater Shows and joined the Burns Greater Shows as general representative. . . . Violet and Daisy Hilton, grown-together sisters, better known as San Antonio's Siamese Twins, a feature attraction with the Wortham World's Best Shows, and their entourage were visitors to *The Billboard*.

Greater Alamo Shows were setting up in Chillicothe, Mo., after a successful six-day engagement at St. Joseph, Mo., under American Legion auspices. . . . Paintsville, Ky., was proving to be a red one for the Royal Exposition Shows. . . . Lachman Exposition Shows were playing an elaborate and gala event at Walla Walla, Wash. . . . Harry Bonnell had just arrived in New York after closing with the Nat Reiss Shows. . . . Johnny J. Jones' Exposition's two-week engagement at Minneapolis was hampered by inclement weather, and altho not a financial failure it was a great disappointment.

Con T. Kennedy Shows opened their engagement as scheduled at Green Bay, Wis., thus giving them the distinction of being the first carnival in that section to inaugurate a Sunday night opening.

T. A. Wolfe's Superior Shows drew heavy attendance and favor at the Mishawaka, Ind., stand. . . . Miller Bros.' Shows lost one day of their engagement at Louisville when three cars were derailed as the show train was leaving Providence, Ky. . . . John T. Wortham Shows began their Oklahoma campaign at Durant June 5 after concluding a pleasant and profitable week in Paris, Tex.

Rubin & Cherry Shows' second week in Pittsburgh under Elks auspices was proving better than the first. . . . Jimmie Terry and wife, well-known concessioners with carnivals, were working the shimmy dolls at Coney Island, Cincinnati. It was their third season at this popular resort. . . . J. T. McCully, press representative, booked for the season by H. W. Campbell, left the field of press agenting for newspaper work and accepted a position as rewrite man with *The Houston Evening Post*.

## JUST TIME

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For The 4TH

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## BAKER-LOCKWOOD

17th and Central, Kansas City, Mo.  
America's Big Tent House.  
Eastern Representative—A. E. Campfield,  
152 West 42d St., New York City, N. Y.

## W. S. CURL SHOWS

Can place Kiddie Ride, Loop-Or-Plane or Tilt-A-Whirl with transportation. Can place few more Legitimate Concessions of all kinds. Can place Working Acts for Side Show. Also want Midget or Strong Freak to feature. Girls for Girl Show. Waverly, O. Legion Community Fair, June 28-July 8. Southern Ohio's best 4th Spot, West Union, O. around Court House, July 5-10. Mansfield, O. Legion Street Fair, July 12-17. Camden, O. Home Coming, July 19-24. Moose Celebration, Piqua, O., July 28-31. Firemen's Celebration, Union City, O., August 2-7. For other real Celebrations to follow. Write or wire W. S. CURL, Waverly, Ohio, this week.

## FOR SALE FOR CASH ONLY.

One Parker Two-Abreast Merry-Go-Round, Superior Model, with new Top and Side Wall, Brass Rods, good Organ, like new, No. 12 Ell Wheel with 12 Bay Engine, or Electric Motor; 10-Car Auto Ride. All Rides can be seen in operation. Address P. O. BOX 2725, Bloom & Lake Sts., Minneapolis, Minn. P. S.—One 20x30 Kkaki Top with Side Wall, one 14x21, one Office Trailer. All can be bought right. Also 1931 and 1935 Chevrolet Trucks with large bodies.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 26.—Real activity in all departments has been noticed and present indications point to a bang-year for the club.

Applications received during the week were from Monroe, Joseph and Erwin Eule, credited to Morris Lipsky; Leonard W. Bannister, credited to George Hirschberg; Gar McKeag, Harry P. Fisher, David Murray, Harry Fray and H. Edwards, credited to Frank R. Conklin, vice-president.

Membership drive total to date is 192 with standing as follows: Frank R. Conklin, 23; Fitzie Brown, 17; Morris Lipsky, 16; Frank D. Shean, 8; John W. Galligan, 5; Dodson Shows, 4; Sam J. Levy, 3; M. J. Doolan, 3; E. C. Velare, 4; Harry Russell, 2; J. C. McCaffery, 2; Joe Streibich, 2; C. H. Hall, 1; Hennies Bros.' Shows, 1; Oscar Bloom, 1; Maxie Herman, 1; Rubin Gruberg, 1; Joseph Allen, 1; John A. Sbarbaro, 1; Al Kaufman, 1; George Hirschberg, 1; Fred Kressman, 2; and H. A. Lehrter, 2.

Literature for the 1937 Cemetery Fund Drive is now being mailed out. It is the club's hope that every brother will give real attention and aid it in putting over the Silver Anniversary Drive in a big way.

Chairman Sam J. Levy advises that, although the Silver Anniversary Banquet and Ball will not be held until December 1, he is active on preliminary arrangements and is planning some real treats for those who attend.

Secretary Streibich visited the Rubin & Cherry, Al Hodge, Imperial and Bloom Gold Medal Shows last week. They are showing interest in the League and real co-operation is expected from each of them.

Visitors here for the big fight included J. W. (Patty) Conklin, Elwood A. Hughes, William R. Hirsch, Mr. Ehrlich, Joe Rogers, Lou Dufour, Rubin Gruberg and J. C. McCaffery.

A card from Col. T. L. Dedrick advises that we may expect applications

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It maintains spacious clubrooms in the Nation's second city where members always are welcome, and where they always can meet their friends.

ROSEVILLE, MICH. July 4th Celebration

WANTED Rides, Shows, Concessions, reliable Ride Help, Cook House and Soft Drinks, General Agent with Car.

TRI-STATE SHOWS P. S.—Al H. Murphy, can place you

WANTED CLEAN CONCESSIONS of all kinds, Want Agent With Car KEYSTONE AMUSEMENT CO. 1417 Grattan St., St. Louis, Mo.

CONCESSIONS WANTED - SHOWS Shows: Geek, Monkey Show, Ten-in-One, Concessions: Photo or any Stock Concessions. If you want the money spots let me hear from you. Emmitting, Tenn., this week. Come on or to the next biggest 4th of July, in the heart of the tomatoes, best crop in years! at Milan, Tenn., next week. READING'S UNITED SHOWS.

## Old Cry That Carnivals Take Money Out of Town Is Passe, Says Queen City Sun, Virginia, Minn.

Witness following editorial in recent issue of that publication captioned:

### "HAVE A GOOD TIME"

For the first time in many years a carnival has been allowed to operate in Virginia, an aggregation of this nature being at present in full swing at the farmers' market square. Carnivals of the past were, as a general rule, not very desirable, but times have changed and the leaders in this amusement line have improved their attitude toward the public until today a lot of fun, sport and amusement may be obtained along the midway, on the Merry-Go-Round, the Ferris Wheel and other devices designed to give the kiddies and those not so young a chance to relax, throw off dull care and enjoy themselves according to each individual's idea of what constitutes a good time. The old cry that carnivals take money out of town is passe today because there is hardly a business or an amusement house that does not do the same thing. In fact, the latter send money out of town every day, except Sunday, while the carnival comes but once a year.

When men and women spend 51 weeks of the year in hard work no one should deny them all the pleasure they can get in the 52d week. Without relaxation this would be a monotonous old world. Quit kicking about the money going out of town and join the merry-makers at the carnival grounds tonight and tomorrow night; it will be the last chance to do so as the carnival closes tomorrow evening.

Editor's Note: William Bazinet & Sons Shows were playing Virginia during week the above appeared in print.

for membership from himself and F. R. and L. E. Heth.

Irving Malitz and Julius Wagner have placed their concession with Imperial Shows. President McCaffery and J. A. Darnaby visited the rooms during the week.

Welcome letters received during the week from Paul Lorenzo, Eddie Coe, Frank R. Conklin, Almon R. Shaffer, Jack Temkin and Lew Dufour.

The grim reaper has again invaded our ranks, this time to remove Brother Kent Hosmer, who passed away at Detroit June 23. Burial services were held in Detroit by members of the Beckmann & Gerety Shows and the remains sent to Chicago for interment in Showmen's Rest.

The club's heartfelt sympathies are extended to Brother and Mrs. Vern Newcomb in the loss of their two children, James and Sally, who were buried at Franklin Park during the week. Brother Newcomb is still in the Veterans' Hospital at Tucson and Mrs. Newcomb in the St. Mary Hospital in the same town.

Harry Coddington reports that he is feeling much better and was a regular caller at the rooms during the week. Brother Colonel Owens is still confined to his home.

Larry Hogan, in town on business, called at the rooms and Mr. and Mrs. Harry A. Paul were the guests of Brother Harry Calvert there. Incidentally Paul signed on the dotted line while here and his application will be presented for ballot at the next meeting.

Other callers during the week were Tex Sherman, Irving Malitz, Rubin Gruberg, Zebbie Fisher, Julius Wagner, Charles H. Hall, M. J. Doolan, John Lempart and Joe Murphy.

Vice-President Frank P. Duffield was seen hobnobbing with some of the brothers who came in for the fight, as were also Jack Benjamin and Walter Driver. Walter and Jack were accompanied by Sam Bloom, Lorraine Antone and John Lempart on a visit to the Rubin & Cherry Shows at Milwaukee. Secretary Joe and Mrs. Streibich, accompanied by Lucille Pope, visited there Saturday.

Beverly White wires that the Goodman Wonder Show opened to wonderful business at Grand Forks with bright prospects for a record-breaking engagement.

Brother Rubin Gruberg advises that he will hold his Cemetery Fund Benefit during his Buffalo engagement. It's time to begin considering where you will hold yours, brother showmen.

Brother Morris Friedman wires from Montreal that Brother Ned Roberts was suddenly stricken and lost his sight. He will be brought into Chicago and placed in care of Dr. Max Thorek at the American Hospital.

Harry Calvert presented the application of Harry A. Paul. This will take action along with the others.

Membership cards for 1938 are ready and some of the boys have already secured one. Charles A. Doak received his this week.

## St. Louis

ST. LOUIS, June 26.—The last of carnivals will leave these environs today when two outfits of Oliver Amusement Company, under management of Charles

Oliver and Sam Fiddler, respectively, take road to play celebrations and picnics. Both outfits enjoyed a nice business on St. Louis lots during past three months.

Lew Dufour and Joe Rogers, impresarios of Dufour & Rogers combination, passed thru Monday via plane, en route from Dallas to Chicago. Lew and Joe took in world's champion fight in Windy City, from which point they will visit Cleveland and New York before returning to Dallas. They reported that their business at the Pan-American Exposition was very good to date.

Showfolk in St. Louis were stunned when they learned of sudden death in Detroit of Kent Hosmer, publicity director of the Beckmann & Gerety Shows. Kent had many friends in this city.

Mr. and Mrs. Melvin R. Green, who were married here on June 1, were tendered a buffet supper by management and fellow employees of Lakeside Park, where Green is operating Loop-o-Plane, last week prior to moving into their new apartment.

Bob Hallock, general agent of Miller Bros. Shows, was among The Billboard office visitors Wednesday when he passed thru en route from Freeport, Ill., where show is playing this week, to points west and southwest.

Mrs. Mary Demco, who with her husband is operating a string of concessions on Oliver Amusement Company, is now convalescing at her home and rapidly regaining her strength. Mrs. Demco was operated on here June 7 and was able to leave hospital on Monday of this week.

Charles T. Goss, of Standard Chevrolet Company of East St. Louis, left Tuesday morning for an extended trip east, during which he plans on visiting quite a few circuses and carnivals. Goss continues to be "ace motorizer" of shows.

Dan Frisbee, who has been with different carnivals on West Coast for past two years, was among other visitors on Thursday. He plans on heading north to join one of the larger carnivals for remainder of the season.

Catherine Oliver postcards that she is doing a nice business with her Ell Wheel on the Texas Longhorn Shows and that trouper on that show are all "aces" with her.

Ted Reed, prominent show builder, now with the John R. Ward Shows, is in city, having been called here account of illness of his daughter, who was operated on at a local hospital on Thursday of this week.



## SLIM JIM and SERPENTINE

A couple of remarkably popular novelty shapes. Offered in several sizes, with and without prints. Originated by Oak and best made by Oak's exclusive Anode process. Sold By Leading Jobbers. Be sure you get the Blue Box with Yellow Diamond Label.

The OAK RUBBER CO. RAVENNA, OHIO.

## BEN WILLIAMS

Opening at Hallowell, Me., July 29

WANTS Legitimate Concessions and Grind Shows. Man to manage Penny Arcade—must be good mechanic and drive Truck. Want to hear from Second Man with car.

This is my 22d consecutive season playing Fairs in Maine and Eastern Canada.

Address all correspondence to BEN WILLIAMS, 50-25 71st Street, Winfield, L. I., New York (HAvemoyor B-2929)

## WOLF SHOWS

WANT Cookhouse, Corn Game, Pop Corn and other Concessions. Shows that have own paraphernalia: Book Loop-o-Plane. All mail Okla. Minn., this week; then Jordan, Minn., three-day celebration, July 3, 4 and 5.

## MAMMOTH 4th of JULY CELEBRATION

On the Streets, Harrisville, Mich. Entire county boozing, parades, fireworks. Car given away. Can place Legitimate Concessions of all kinds. Wonderful opportunity for Shows. Can place Corn Game and Penny Arcade. Write, wire or come on. WILSON SHOWS, Harrisville, Mich.; Rogers City, Cheboygan, then copper country to follow. Positively no G joints allowed.

SECOND-HAND SHOW PROPERTY FOR SALE \$1.75 Men's New White Quakkin Skate Shoes, all sizes. \$3.50, Ticket Box Umbrella, 6 foot, beautiful colors. \$28.00, Two-Headed Mummy with Shipping Box. \$20.00, Trunk Number Flasher, good condition, barrel. Ten-Seat Chairplane Kiddie Ride with Electric Motor. Sell cheap. We buy Guess Your Weight Scales, Concession Tents, Candy Floor Machines. Try cash. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.



WE CAN FURNISH YOU WITH A TRAILER ARRANGED TO MEET YOUR OWN NEEDS. Use Our Special Financing Plan SELLHORN, E. Lansing, Mich.

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## IMPORTANT NOTICE

On account of 4th of July no telegraphed or telephoned SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wire important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.

## Beckman & Gerety Shows

Dearborn, Mich. Week ended June 19. Location, Michigan and Wyoming. Auspices, Dearborn Post American Legion. Weather, bad. Business, fair.

Owing to continual rains lot very soft, many wagons sinking to hubs while being spotted by tractors. After wagons were on lot and several loads of clinders had been dumped where most needed, another heavy rain came down, which necessitated postponing opening until Tuesday night. By using a pump and fire hose, more clinders and a carload of shavings, lot was put in fair condition by Tuesday night. Balance of week was sunshine and showers. Show was able to open each evening, Saturday the weather was ideal, giving midway a very satisfactory children's matinee and wonderful night business. H. D. (Doc) Hartwick has opened a very elaborate reptile show, with three 10 by 10 raised pits framed so as to give snakes much of their natural setting. Bill Gall, famous holder of numerous championship swimming medals, is pleasing public with his Aquadrome, where he not only gives various swimming and diving demonstrations but fights several sharks and escapes from a regulation strait-jacket while submerged 10 feet under water. Word comes from Houston, Tex., that Nora Shont, well-known show woman and wife of genial Jess, minstrel impresario for many years on this show, is getting along nicely in t. b. hospital there. L. S. Hogan, general representative, after spending several days back with the show, left on a business trip. Owing to labor conditions in Saginaw, Mich., spot was canceled.

KENT HOSMER.

## Johnny J. Jones Exposition

East Liverpool, O. Week ended June 19. Auspices, Veterans Foreign Wars. Business, very good. Weather, some rain in daytime.

Show on lot for Sunday set up. Hundreds of people met train on arrival, showing big interest in unloading and erecting of attractions. This city in past has always been a Jones stronghold, and Monday night proved that local showgoers were really interested in organization's annual appearance by packing lot. Front gate a big gross, with shows and rides getting a good play. John F. Morgan, commander of VFW Post, and other committee members gave show their wholehearted support and were ever on job. Thursday morning rain lasted until 3 p.m. However, by night Nappy Darrock and crew had lot in fair shape and crowds came out. Tom Allen said: "This season has given me a world of water-show experience." Director E. Lawrence Phillips away from show attending to his other business interests. General Manager Walter A. White busiest man on lot and always on go from office to back end. His building program still going strong. Another new wagon finished. Treasurer Arthur Atherton believes in having an exact time for everything and everyone. Johnny J. Jones Jr. back to show from Haines City, Fla., for his summer vacation and met with open arms by show personnel. Saturday night front gate registered over 11,000 paid admissions. Midway as a whole big, topping last year's gross. Visitors: Mr. and Mrs. Charles Clarke and party, from Dodson Shows, and Mrs. Margaret Sherman, also from same show. Johnny Branson and others from Great Lakes Exposition, Cleveland.

STARR DeBELLE.

## Hilderbrand's United Shows

Portland, Ore. Six days ended June 12. Location, circus grounds. Auspices, Rose Festival Association. Business, good. Weather, rain.

Despite intermittent showers all week, crowds drawn by show were a revelation to home guards. Being first show in Portland carrying free acts of any description, reception tendered was most gratifying. Lucille King's advertising campaign fully covered situation. Local newspapers heralded free acts as outstanding and carried front-page write-ups. Being first appearance of Hilderbrand's Shows in city, many features carried brought forth compliments. Special matinees were given Thursday, Friday and Saturday with gratifying attendance. Among those entertaining showfolk were Mr. and Mrs. Abner E. Kline, of Salem, Ore.; Mrs. Nadine J. Fromm, Mr. and Mrs. Artie Sussman, Mr. and Mrs. William Morbley, Robert Brockman, Mr. and Mrs. Morris Rowcay, Mr. and Mrs. Stanley G. Jewett, John T.

# Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

Kern, Mrs. Dorothy Scofield, Morris Rosen, Harry Harris, Mr. and Mrs. Frank Winters; Paul H. Huedepohl, manager of Jantzen's Swimming Association; E. F. Van Scholck, of KOIN; Mr. and Mrs. Mark Woodruff, manager of rose festival, and Chief of Police Harry M. Niles.

O. H. Hilderbrand spent week commuting to Escatada, Ore., where he recently purchased a 20-acre farm. Mr. and Mrs. H. A. Grove and daughter, Juanita, arrived from Los Angeles with new housecar. Lucille King and Mrs. John R. Castle departed for Kelso, Wash. Vivien Taylor was confined to hotel four days with illness. Charles Marshall substituted for her in free act. Following four days' practice, Charles Marshall accomplished feat of diving from Charles Soderberg's ladder and will understudy Soderberg during remainder of season. Manager Hilderbrand presented Mrs. Emmy Clifford with new Frigidaire for her cookhouse. Mrs. O. H. Hilderbrand, accompanied by little Betty Joan, arrived from Hood River, Ore. Mr. and Mrs. Abner E. Kline and Mrs. Viola Schaffer entertained a party of showfolk at breakfast and spent parade day as guests of writer. Many of Martin United Shows visited: Ben H. Martin, Ruth Groff, Mr. and Mrs. R. D. Utke and Earl Payton. Robert King arrived with a concession.



PAUL R. FULLER, 5, the youthful *The Billboard* agent on the Bullock Amusement Company. He is shown here with his wares. Photo taken during show's engagement in Coal City, W. Va.

O. H. Hilderbrand and writer placed Chief of Police Harry M. Niles as a member of Pacific Coast Showmen's Association. H. H. Wachtman visited relatives all week. Mr. and Mrs. R. Buckmeister and Mr. and Mrs. S. Epple did nicely with their concessions. New safe arrived and was installed in office. When it came time to open it General Manager E. W. Coe discovered he had lost combination, so safe remains unopened. Bud Cross visited Browning Amusement Company, Centralia, Wash. George Morgan, gay cavalier, entertained three of his ex-wives during week. Mrs. Nadine J. Fromm gave a fishing party at her boat-house on Willamette River. Henry Cohn added a novelty concession. Latest tidbit added to Emmy Clifford's tempting menu is French frog legs, artichokes and avacados.

WALTON DE PELLATON.

## Silver State Shows

Billings, Mont. Week ended June 19. Weather, some rain. Business, fairly good.

On account of Billings flood, lucky shows ever got to city. However, show up and ready to go Tuesday night. Even in aftermath of flood turmoil crowds thronged midway and night after night all shows and rides did big business. Manager Towe purchased two new semi-trailer trucks so that show can do own hauling to and from cars and lot. This addition makes five that are used for this purpose. Milo Anthony adding another show, a monkey circus in a new 20 by 50 top. Brownie Miller very busy as assistant manager. General Agent

gear now in Denver. Manager Towe purchased a new ride to be delivered while in Montana. BILL NELSON.

## Greater Exposition Shows

Freeport, Ill. Week ended June 12. Location, Schwartz acreage. Auspices, Moose. Pay gate, 10 cents. Weather, cold and rain Saturday night. Business, good.

Highway officials meddled outside Rockford, Ill., holding unit strictly to legal requirements. Delay prevented Monday night opening. Tuesday exceeded any other two consecutive nights this season. Increased business nightly. Children's matinee best of year. En route at Capron Hazel Gregory stricken. To Freeport hospital. Very sick girl, Peggy, wife Harry Smith, in St. Francis Hospital, Freeport. Intestinal flu. Nathaniel (Barney) Stone, *Paris Before Dawn* producer, gave Chicago relatives, Peter Babag, Erma and Vera Babag and Elsie Babag (his wife) and Bud Marshall, after-midnight Rocky Mountain feed in Edward Davis' dining tent. Babags to place *Streets of Bagdad* on midway. Sparta (Ill.) Mystery Miss, in *Stone's Before Dawn* offering, taking newspapers and their photographers for much space and pictures. Reward offered to whoever discloses true identity. Wherever she goes she's masked, with crowds following. Howard Goodlet, chief electrician, has show's light plant on dis-



NORMAN E. SELBY JR., *The Billboard* and mail agent on the Art Lewis Shows. He is noted as a hustler and winner in nearly every contest he takes part. Selby was the recipient of a two-column mention about eight inches deep with cut in John A. Culney's column in *The Waterbury (Conn.) Democrat* of June 8.

play and receives visitors. W. C. Bohney proving expert tire, truck and battery man. John Overt, truck driver, in hospital with injured knee. Harry Harthan dubbed mint superintendent; caretaker gold leaf. Mrs. Myrtle James and Elsie Pophan joined as ticket sellers. Hank Purdum has front Captain Hart's Wild Animal Show. Ed C. Johnson busy with candy floss and apples. His son, Louis, joined from school at Neodesha, Kan. Writer preached Sunday on prison farm and in new Stateville Penitentiary, Joliet, Ill. Arranged with Arthur C. Coleman, lifer, tops as sculptor, to chisel out of marble carnival midway, with Greater Exposition Shows his pattern. Missus of Joe Mizner, scale man, to Blytheville (Ark.) home. William Kuhn new ticket seller on managerie. Jo-Ann, in Surgeon-Physician Clinic, proved good publicity. A. G. Lowande, of famous circus-riding Lowande family, scoring with dog circus. D. C. Bogue and wife to Wolff's carnival with pop-corn store. Robert Crist, as night watchman, as automobile director in free parking space, a phenom. Presented with novelty flashlight by appreciative citizens. F. Robert Saul, publicity chief, and Fred Oliver, Sell-Sterling Circus lithographer; Walter Mack, retired showman, now prominent in Freeport business world, and John and Leon Wilson, from writer's birthplace, Portsmouth, O., also

Freeport utility units, specially honored. New publication, *The Freeporter*, turned columns wide open to shows' stories. Freeport daily stings. Rockford dailies, 23 miles away, boomed with stories and illustrations. End of a Perfect Day played and sung when E. M. (Doc) Broadwell, former general agent, placed his name to dotted line as special representative Greater Exposition Shows. His wife joined with him. Rain 9 p.m. Saturday cleared midway. Following the rain Dave Jarrett, former circus agent, now operating billposting plant at Rockford, Ill., banqueted. DOC WADDELL.

## Douglas Greater Shows

Tacoma, Wash. Week ending June 12. Auspices, VFW. Weather, fair. Business, good. Ten-cent gate.

Show opened Monday noon. With Al G. Barnes-Sells-Foto Circus showing matinee Sunday most of showfolk went visiting. Maxine Ross added two more girls to World's Fair Creation and topping midway. Major John's Side Show has two more acts, rubber man and dancing fat lady. Rides doing good. Octopus topping. Don Stack broke an ankle. George Stiles has bingo game and first time for a "house" of any kind here for five years. Mame Jones joined her folk and is a big help in floss stand. Helene Madison, champion swimmer, and husband visitors, and Freddy Steel, light heavyweight champion fighter, took in show. Other visitors: A. B. Miller and wife, Wayne Endicott; Mrs. May Snobar, from American United Shows; Howard Parker, owner of Parker Shows; Mrs. Nancy Meyers, formerly of Levitt-Brown-Huggins Shows; Al Golick and new bride, brother of Captain Jack, on honeymoon; Mr. and Mrs. Bert Milten, formerly with Douglas Greater Shows; Mr. and Mrs. Frank Bush, who have been with Western Washington Fair for 18 years; Roy Wilson and Charlie Ruud. Mrs. George Stiles and sister took a trip to Mt. Rainier. Pete Peterson has been doing work on transformer truck, putting in new switches and new junction boxes that are within State law. Bill Meyers has a crew building a ballyhoo platform and stage for the Plantation Show. Art Kennedy drove VFW band in and around Tacoma. Roy Miller purchased new top for cookhouse and added two more men to pay roll. Dougout Cowling left show for Eastern parts. Bill Moscow stepped into night watchman's job. CURLEE JONES.

## Endy Bros.' Shows

Philadelphia. Week ended June 12. Auspices, American Legion. Location, Westmoreland avenue and Armeringo street. Weather, hot and fair. Business, good.

Started off with a bang. Only difficulty was 10-cent gate admission, this neighborhood always having a 5-cent gate. Thousands rushed various openings on grounds. First two nights only a little over 4,000 paid gate admission showed. But after first-nighters of this element saw free act of Bench Bentum and by making announcement over sound system neighborhood responded and paid time. Wednesday night gate tripled admissions. It seems always difficult to educate people to a 10-cent gate when they are used to either a free gate or 5-cent admission. Many prominent show people, newspaper men, sound men and newsreel men visited show to make shot of diving act, and one syndicate made a shot of a night picture to be used in a national magazine of fire dive with flame effects. Bench Bentum during her amateur days competed with many local swimming stars and her name is well known at German Turnverein pool and old Elks and YWCA pools. Show now employs three scenic artists and one sign painter to finish the new fronts. Carpenters working every day. A new semi-International 24-foot trailer arrived from the factory to carry Octopus ride. Endy Bros. and William J. Tucker, owners of the Octopus, designed trailer specially for this ride, with additional improvements. David B. Endy, general manager, is a busy man traveling, visiting all nearby fairs, getting new equipment ready and back every night. Eddie Lippman, business manager, always on go. Ralph Endy, secretary-treasurer, has a big smile counting silver and pennies and not forgetting bills. Concessions doing thriving business. Arthur E. Campfield, of Baker-Lockwood, a visitor, taking orders for canvas concessions and new show tops, but most important order for show is a new marquee. HARRY BENTUM.

**Art Lewis Shows**

Waterbury, Conn. Week ended June 12. Weather, fair. Auspices, Knights of Golden Eagle. Business, very good. Again Waterbury lived up to its reputation as a banner spot and show registered largest gross of season. Plenty of activity in building of new fronts and embellishing of show in general. Both Havana and Follies show fronts are being enlarged and redecorated. New Snake Show panel front, completed. Newton Kelly's Fat Girl Show front received its last coat of paint. Jimmy Robichaud's Laughland is also completed and has a very unique front. World on Review, a new production with a 50-foot front, is being constructed. George A. Cramer, of Spillman Engineering Corporation, was a visitor and left with orders for a 32x64 Skooter building and a new three-abreast Carousel, a total outlay of \$24,000. New Octopus arrived and immediately became top-money getter. Jobber's Midgits continue to attract public. Their unique home on wheels is talk of town folk everywhere they show. Dorothy Baker and Donald Thompson, trick motorcycle riders, have been added to roster of Speedy Palmer's Hell Drivers, which now boasts of two lady riders and three men performing on the wall of death.

F. PERCY MORENCY.

**Bantly's All American Shows**

Connellsville, Pa. Week ended June 12. Auspices, American Legion. Location, Fayette field. Ten-cent pay gate. Weather, two days rain. Business, fair. Monday and Tuesday were all that could be asked for regarding business. Rain off and on on Wednesday hurt attendance, and rain with an almost blowdown Thursday killed night. Baby giveaway Friday night turned largest crowd and gross of week. Saturday gross a bit under that of Friday, nevertheless week as a whole found numbers on book written in black ink. Milton L. Bishop Post, American Legion, proved regular in every way. Connellsville Courier sponsored pet parade in connection with show. It went over big. Parade consisted of 217 children with pets and makeup of all descriptions, headed by 50-piece school band. Held on Wednesday afternoon, first kiddies' day. Mettler's Family Band brought up rear of parade playing children's songs. Many visits exchanged between Cetlin & Wilson Shows, exhibiting in Mount Pleasant, Pa., 12 miles away. Bert Rosenberger, general agent, and wife left on business for the show. Eddie Lewis replaced Jack White on Rhythm Revue, with Gladys Farrington as featured dancer. Hager Sisters, toe-tap and song specialties. Doris Millard, acrobatic; Joan Stanley, Hawaiian, with Lewis as emcee. Tim Green to have opposition now that Bennie (Patches) Smith purchased a bull pup which he has named Garby. Harry and Mrs. Copping visited. Goodfellows' Club still going strong. Many visitors last week from Cetlin & Wilson Shows, who couldn't get over wonderful way show meeting was conducted by Tim Green, president, and Bud Bantly, secretary.

HARRY E. WILSON.

**Golden State Shows**

Livermore, Calif. Week ended June 13. Auspices, Livermore Rodeo. Location, streets. Weather, fair. Business, very good Saturday and Sunday, other days poor.

First time show has played this spot. Opening nights very quiet, but with ideal weather for days of rodeo excellent business prevailed. Saturday night rides ran to capacity for four hours, and all shows did big business, with Side Show and Athletic Arena running close for top money. Sunday business started at 10 a.m. Good crowds, but business slowed up early in evening. Jimmy Lee, who was with show all last season, joined with Motordrome, featuring two lady riders. J. McLaughlin joined with platform show. Manager Will Wright was guest of rodeo committee and Lions' Club at a banquet held Friday night. Mr. and Mrs. Bill Hobday, together with Harold Weedon, of side show, entertained and were highly complimented on their performance. Visitors: Dutch Duckman, from Oakland, Calif., for many years associated with Foley & Burk Shows, but now operating a department store; Les Sturgeon, late of Conklin Shows, and Phil Blanchard, of Blanchard Press. Mrs. Linsey, of bingo, returned from a visit to Dallas, bringing her mother and dad, son and daughter for first visit to California.

JOHN H. HOBDAY.

**Tinsley Shows**

Mooresville, N. C. Week ended June 12. First showing in 10 years. Location, in city limits on playgrounds. Auspices, Khoants and Boy Scouts. Business, good when weather permitted.

Second spot in North Carolina, shows again would have scored heavily if weather permitted. First, Morgantown, of which no report was made, proved biggest week of season. Arrived Sunday and was in readiness early Monday. About 6 o'clock an electrical storm disabled transformer wagon. Duke Power Company loaned transformers, which were placed before nightfall, but it did no good, as a heavy rain started about 7 o'clock and show did not open at all. Tuesday showed signs of another banner week, but again Wednesday elements took a hand. After about 500 had passed thru gates a wind of cyclonic proportions hit and flattened Girl, Side, Athletic and Snake shows, completely demolishing Athletic outfit. Several persons were injured by flying poles; however, none seriously. By working all night and next day everything in readiness again except Athletic, but the weather again prevented business with a heavy downpour around 7 p.m. Friday and Saturday gave show a break and satisfactory business was recorded. Visitors: A. T. Dize, C. H. Hinson, Slick Hamel, M. H. Cline and C. C. Randall, of Lincolnton, N. C. Randall is well known in show business, having been chief electrician of Bruce Shows for a number of years. Is now superintendent waterworks at Lincolnton. Col. A. L. Sykes is singing He's in the Jail House Now. Earl Lee framed short-range lead gallery and building cork gallery. Judge J. Bert Gillespie, pop-cornist, visited home in South Carolina. Mrs. J. T. Tinsley back on show for visit. Frank and Mary Crawford going to town with electric string and ball game. Benny Wolf's fishpond thing of beauty. Meeker Band doing plenty advertising downtown and on lot. Edythe Steglist's flying act holding crowds late. New concession canvas brightens up front end. Artist O. J. Thorgerson finishing two fronts for new shows. B. Shanklin, operator of both Snake Show and Mickey Mouse Circus, making others step. Dr. C. O. Mahaffey framing two-headed baby show. Bud Turner now on front Shapiro Side Show. Clyde Howey getting praise for follies production. Caters to both ladies and gentlemen.

R. F. McLENDON.

**Spencer & Clark Expo Shows**

Cheswick, Pa. Week ended June 19. Weather, some rain. Business, good.

Feature of week was birthday party in honor of Secretary Mrs. Rae Adele Clark on Tuesday night after show closed. Ice cream, cake and coffee were served in cookhouse to whole show. Two large birthday cakes were baked by Mrs. Clark's mother, Mrs. C. M. Wertman, who has ice-cream concession. Mrs. Clark was presented with a traveling bag and hose. Surprise was a Waltham wrist watch, which must have been wrapped in all newspapers that could be found on show. Among other gifts were a purse, handkerchiefs and a silk cushion, also several greeting cards. Party then continued in Matthews Hotel. Floor show was put on by following show people in hotel: Homer Simons, Gertrude Barr, Jean LaVerne, Billy King, Sam Utley, Tootle Williams and Mrs. Clark. A Good Fellowship Club was also organized, J. E. Moberg being the instigator. Mrs. Clark was elected secretary-treasurer. Gate receipts for show were very good. Rain on first night spoiled day. Girl Show is doing good, with Elsieina, Billy King and Jean LaVerne. J. E. Moberg added four more stores, Al Williams two. Bert Cochran has peanut concession. Dave Harris is putting on snowballs. Sam McMaster is superintendent of rides. Mrs. Una Meadows has taken over front gate. Homer Simons added a cane rack, operated by Gertrude Barr. Buggs Brooks has high striker. As an added attraction show is using aerial bombs for opening every night.

BUGS BROOKS.

**Byers & Beach Shows**

Mason City, Ia. Week ended June 12. Location, fairgrounds. Auspices, American Legion and VFW. Weather, cool. Business, fair.

After good crowds turned out first three days weather turned very cool and held down attendance. Old Saturday night jinx held true to form with a cloud - burst practically submerging

**WESTERN STATES SHOWS**

Have Outfits for two more Shows that do not conflict, and can use other Shows with own Outfits. CAN PLACE Merchandise Concessions. CAN USE Colored Minstrel Performers. Jack Goldie can use Coupon Store Agents. Snippy Kolb can use experienced, competent Cook House Help.

WANTED—Good Free Act on account Act leaving without notice. Good Aerial or Cannon Act preferred.

We play Sheridan, Wyo., Rodeo; Cheyenne Frontier Days; Colorado State Fair at Pueblo; Arkansas Valley Fair at Rocky Ford; S. W. District Fair at Dodge City, Kan.; Kay County Fair at Blackwell, Okla., Wichita Valley Fair at Iowa Park, Tex.; Bi-State Fair at Clovis, N. M.; Eastern New Mexico State Fair at Roswell, and others.

Address JACK RUBACK, Manager, as per Route Below:

Lovell, Wyo., June 28 to 30; Red Lodge, Mont., July 1 to 5; Billings, Mont., July 6 to 11; Sheridan, Wyo., July 13 to 17.

**WANTED FOR 2 MAMMOTH ANNUAL 4th OF JULY CELEBRATIONS**

SCHOOLCRAFT, MICH., JULY 2 AND 3.  
ALBION, MICH., JULY 5 TO 10.

Independent Shows of All Kinds. CONCESSIONS: Cook House, Photos, Corn Game, Diggers, Ball Games, Fishpond, Novelties, Scales, Candy Floss, Popcorn, Shooting Gallery, Pitch-Till-You-Win, Penny Pitch, or any other Stock Concessions. WANT Help for Merry-Go-Round, Write or wire ROBERT PLUMMER, Dowagiac, Mich.

**WEST BROS. AMUSEMENT CO.**

Want Girls with Talent for Rainbow Follies. Send photos, which will be returned. Salary out of office. Will book Fun House, Penny Arcade, Motor Drome, Grind Shows. Talkers wanted for several attractions. Want Legitimate Concessions. Also want Ride Help in all departments. Bismarck, week June 28th; Dickinson Big Celebration, week July 4th; Valley City, week July 12th; Fargo, week July 19th, down-town location. All North Dakota.

J. W. LAUGHLIN.

**WANTED—FOREMAN NEW HEYDEY AND RIDEEO**

No Drinkers—Top Salaries—References Required.

HENNIES BROS.' SHOWS, Kenosha, Wis., July 2 to 8.

**PINE TREE STATE SHOWS WANT**

FOR OUR CELEBRATIONS AND FAIRS TO FOLLOW:

Good, clean Shows, with or without own outfit, except Girl and Athletic; Motordrome, own transportation; Double Loop-o-Plane, Octopus or Rides that do not conflict. Berlin, N. H., June 28 to July 5; other New Hampshire dates to follow; then Maine.

A. S. PERHAM, Manager.

**HAVE VACANCY FOR REAL PRESS AGENT**

With Carnival experience. State salary and qualifications fully in first letter or telegram. Address

BECKMANN & GERETY SHOWS

Sault Ste. Marie, Mich., June 28 to July 3; Negaunee, Mich., Week of July 5.

**WANTED On the Streets WANTED COVERED WAGON DAYS CELEBRATION**

Auspices Chamber of Commerce—Concessions of all kinds for sale, \$5 per foot; minimum \$50. Exceptional opportunity for Grab, Novelties and Wheels of all kinds. W. H. (BILL) RICE, Hotel Utah, Salt Lake City, Utah.

grounds at opening time, turning night into a total blank. However, cool weather did not dampen ardor of 200 new-boys that were guests of the management Friday night. Ski-Hi Girl put on special performance for them. In Side Show boys amused themselves by piling four and five deep on arms of Willie Camper, giant Negro strong man. Side Show's new steel banner line has been framed with double-deck banners. Midway has been brightened with new lighting system, floodlights playing on free act during performance. Visitors: Jackie and Billie Wilcox and advance crew of Seal Bros.' Circus; Doc Allman, of United Printing Company. Whitey Sims has been doing splendid work as general agent. Mrs. Sullivan, ball-game operator, left for Rochester, Minn., for treatment.

DON TRUEBLOOD.

**Martin's United Shows**

Albany, Ore. Six days ended June 13. Location, Bridgeway Park. Auspices, Eagles Band. Weather, rain. Business, fair.

Mr. and Mrs. Leon Whitney remodeling cat rack. William Groff added new

ice-cream store to his several concessions. Speed Ladd has taken over girl show, making number of changes, building new stage and setting it off with red velvet curtains and lighting system. Mel-Roy added balloon store, taking over one formerly owned by Mr. and Mrs. R. D. Utke. Mr. and Mrs. E. R. Wells joined from Reno, Nev., with combination housecar and photo gallery. Mr. and Mrs. Arthur Gibson, our advance agents, after booking show will rejoin at Raymond, Wash. Ride boys on show are looking classy due to arrival of new whipcord uniforms purchased for them by B. H. Martin.

SAMMIE FULLER JR.

**Crystal Exposition Shows**

Statesville, N. C. Week ended June 12. Location, downtown. Auspices, Women's Club. Weather and business, good.

Best spot of season. Co-operation extended by Women's Club and city officials. Saturday night crowd was so large that chief of police had out six special officers to handle traffic outside main gate. Special Agent Craig with

# 3000 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, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

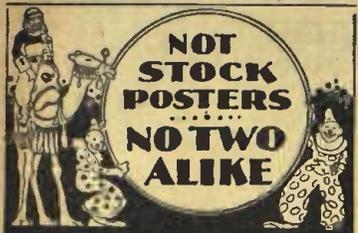
# 3000 KENO

Made in 30 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.

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## DROME RIDERS

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Prefer Handling Drome—Best References. Address Dorn Hotel, Cleveland, Ohio.

# J. F. Sparks Shows

## WANT

Loop-o-Plane, small Merry-Go-Round; Shows; Illusion; Big Snake, 5 or 10-in-1. Exclusive American Palmistry, Diggers, Candy Apples, Guess-Your-Weight Scales. Join now for Best 4th Spot in Ohio—Fort Clinton, American Legion Celebration. All inquiries wire, don't write. J. F. SPARKS SHOWS, Elyria, O., This Week.

# WANTED

CONCESSIONS OF ALL KINDS.  
Four-Day Feast, July 7 to 11,  
MELROSE PARK, ILL.

Big Day. Over 100,000 People. Wire or Write  
**E. MOSCA**  
2666 W. Grand Ave., Chicago, Ill.

# HOME COMING AND PICNICS

COATESVILLE, IND., July 30-31; STILESVILLE, IND., August 6-7; CARTERSBURG, W. VA., August 13-14.  
RIDES AND CONCESSIONS WANTED.  
HARLAN BROS., Coatesville, Ind.

assistance billposters did an excellent job in getting lot in shape so show could set up in time for opening. Edward K. Johnson is now handling promotions. Mrs. Eddie Mack added her Sex Show exhibit to midway. Octopus continues to top all rides. O. C. Harrel is having good business with his new Darkest Africa. Flying Leroy's joined. Charles Phillion bought new car, also had his cookhouse air-conditioned, this proving an asset to his business. Johnnie Bunts is a genius as lot superintendent. With arrival of new Eli Wheel Manager Bunts will have 10 rides with show. Writers Doc Felmet and Alta Mae Bunts substituting for Punch Allen.

## West World's Wonder Shows

Tarentum, Pa. Week ended June 19. Location, River View Park. Auspices, fire department. Weather, some rain. Business, good.

Opened in rain Monday night, good business. Another downpour Wednesday but arrived too late in evening to do much damage. Saturday fair weather and a record crowd. Shows, rides and concessions liberally patronized. Park is ideal for carnivals as entire lot inclosed with high wire fence and patron can only gain entrance thru main gate. Firemen co-operated with show in every manner, making a pleasant and profitable engagement. Writer joined show here and found a rousing welcome from many old friends and acquaintances. Octopus arrived and was immediately assembled for operation. Mrs. Frank West returned from Norfolk, Va., accompanied by her nephew, Master Eddie O'Brien, who has decided to remain for season. Mr. and Mrs. Harry DeVoe, of Bantly Shows, visited and were welcome guests. Jack Spencer, of Spencer & Clark Shows, was seen on midway talking it over. Frank La Barr is handling *The Billboard* in a hustling manner and Frank, a long and cherished friend of the writer, has added him to subscription list. Nell Berk, general agent, was back for a conference with Manager Frank West. **GEORGE ATKINSON.**

## Strates Shows

Oneonta, N. Y. Week ended June 19. Showgrounds, Wilcox Flats. Auspices, Veterans Foreign Wars. Weather, fair and rain. Business, fair.

Rain all day Monday until 6 o'clock kept crowd down. Tuesday sunny and midway packed with people, all attractions doing nice business. Wednesday and Thursday saw quite an increase, but Friday and Saturday Old Jupe opened his spout and let showfolk have it. Visitors: Art Lewis, Barney Lamb, W. S. Mallarkey, Mrs. Alice Colton, of Birmingham, N. Y. Mrs. James E. Strates was given a party on Strates private car Elizabeth, occasion being Mrs. Strates' birthday, and folk presented her with many handsome and useful gifts. Those present: Mr. and Mrs. Strates and children, Mrs. Onalee Jones, Florence Dickens, George Spirides, Louis Strates, Mr. and Mrs. William Brees, Mr. and Mrs. William Cowan, Mr. and Mrs. Fred Fornier, Mrs. Leo Hirsch, Mrs. Roma Powers, Mrs. Margery Evans, Mr. and Mrs. Oswald Lenzsch and son Dickie, Glenn Truax, Fritz Huber, Harmon Wineberg, Mr. and Mrs. Cal Eckert, Mr. and Mrs. Giffors Ralvea, Peter Christopher, Mrs. Bill Moore, Mr. and Mrs. Sylvester Josephus Putnam, Mrs. Pete Arnello and Mr. and Mrs. Jack Paige. Jimmie Kellher states that man who handles cigarets on show is plenty short. **BEN H. VOORHEIS.**

## Wallace Bros.' Shows

La Porte, Ind. Week ended June 19. Auspices, LLL. Location, Taylor showgrounds. Weather, unsettled with rain Wednesday. Business, poor. Paid gate.

Complete weather report: Monday, overcasts; Tuesday, heavy fogs; Wednesday, rained out. Balance of week slowly rising temperatures. What augured well for a profitable engagement here turned out to be only a mediocre date thru the machinations of weather man. Mr. and Mrs. R. L. Grissom purchased new living trailer. Mrs. Howard Parks and infant son arrived for short visit with Parks. Adam (Pop) Erbe joined to assume charge of pit show. Concession row augmented by arrival of A. M. Schrimacher with frozen custard machine and D. A. Dubreville with photo gallery. Mrs. Patricia Welsh expected shortly from Houston, Tex., to spend her vacation with Welsh. Visitors: Mr. and Mrs. Brooks (Nettie Pate), former troupers

and now living in Gary, Ind.; Jack Duffy, of Superior Shows, and Charles Lloyd, of Chicago. Lloyd was with writer on original Solomon & Dorman Liberty Shows. George S. Kogman back for short visit before return to Kansas City, Mo.

**WALTER B. FOX.**

## White City Shows

Cle Elum, Wash. Week ended June 19. Auspices, V. F. W. Location, downtown. Business, good. Weather, ideal.

Show opened Tuesday night to packed midway. Held up all week. Rides, shows and concessions reported very good business. Doc Wickerman is now assistant manager. Claud Renner has marquee filled with banners of advertisers. Mrs. Young, show's secretary, and Mrs. Johnny Sterling spend their afternoons horseback riding. Ted and Marlo LeFors receiving compliments on free act. Mrs. Grace Green and son visited relatives in Walla Walla, Wash. Jerry Foster next in line to be married on Eli Wheel. Mr. and Mrs. C. F. Corey all smiles as usual account of business. **JACK ELEHART.**

## Patrick Shows

Weston, Ore. Week ended June 12. Location, on streets, Pioneer Picnic. Weather, rain. Business, good.

Weston with all its bad weather proved very good. Thursday night cloudburst, Friday rained all day and night. Saturday sun came out and shone on large crowds that came early and stayed late. Mae Perusse had nice week with cookhouse. Rides getting top money were Eli Wheel and Loop-o-Plane, with Glider and Merry-Go-Round third place. Shows did very nice week's business, with Earl Stolz musical comedy getting top money. Concessions enjoyed old-time prosperity. Part of personnel of Patrick Shows: W. R. Patrick, Mrs. W. R. Patrick, M. H. Eisenman, Mrs. Eisenman, William Fielding, Mrs. Fielding, Mae Perusse, W. H. Olsen, Betty Davis, Jack Lord, Fred Walker, Ren Olsen, Jim Greer, Art Clampett, Felix Hirsch, Les Fee, Ed Neiderman, Lester Shook, Phillips Walker, Viola Hase, Lillian Fee, Elra Starks, Hazel Roming, Harold Means, Earl Stolz, Bull Montana, Dick Collier, Harry Lyons, George Phillips, Mrs. Harry Lyons, Violet Walker, Art Isaacson, Bernard Kadlec, Stanley Maruska, Orville Lowry, Nell Milner, Julius Mace, Mary Fielding, Harold Phillips, Mickey McVary, C. M. Phillips, Bill Winchester, Mrs. C. M. Phillips, H. O. Chandler and wife, Harry Brice, Bill Yale and wife, J. Donaldson, A. F. Lierow, Pat Paterson, Earl Taylor, Ed Hirsch, Romane Hirsch, W. C. Warrington, Bert Forles and Mrs. Lierow. Jack Donaldson joined with novelties. Visitors: Charles Helman, from California. Manager Patrick away on booking trip with his right-hand man, Eisenman. Mr. and Mrs. Patrick with Mr. and Mrs. Eisenman enjoyed Al G. Barnes-Sells-Floto Circus while playing in Walla Walla, Wash. Shows have something to boast about in way of new and modern office. Interior is of burnt wood with a glossy finish. Before end of June shows will announce double public wedding to be held on midway. W. H. Olsen will enter matrimony with Viola Hase, also a prominent concessioner whose name is being withheld at this writing. Les Fee is sporting new car. Monroe Eisenman as usual has Eli Wheel full of banners. **MONROE H. EISENMAN.**

## Corey Greater Shows

Meyersdale, Pa. Week ended June 12. Auspices, Fire Department. Weather, unsettled. Business, fair.

Monday and Tuesday business only fair, but firemen's parade Wednesday night brought out a wonderful crowd, and shows, rides and concessions all enjoyed good business. Another parade scheduled for Thursday night but rain interfered and had to be postponed. E. S. Corey, boss, laid up for past two weeks and in Memorial Hospital, Johnstown, Pa. He says it gets quite lonesome being away from show, altho he expects to be back on job shortly. The boys got baseball club together and the first game was played at Vintondale, Pa., with Vintondale High-School Club. Score keeper run out of chalk marking up runs, but they hope to do better when weather clears up so they can get more practice. Good Fellows' Club had regular meeting at Meyersdale, Pa., a good time was had by all. George Smith busy looking after the advance. Harry Morris adding new decorations to his kiddie ride. Plenty of shows in this territory. Visitors: Bert Rosenberger, Frank Faust, Mrs. Ben Krause, Mr. and Mrs. Taylor and Eddie Philbert. **GEORGE F. DORMAN.**

## Wm. Bazinet & Sons Shows

Virginia, Minn. Week ended June 12. Auspices, American Legion. Weather, fair. Business, excellent. Location, Market Square, one block from Main street. Free gate.

Entire show personnel singing praises of General Agent Lowell Bazinet for opening up this town, this being first show within city limits for past 15 years. Rides and shows played to capacity almost entire week and all concessions did very well. Committee led by Chairman Iver B. Sockness gave co-operation that could not be excelled. Tilt-o-Whirl and Acroplane were most popular rides. Athletic Show and Girlesque Revue tied for first place and were given close run by Little George's Midget Show. Local radio station tieup was used to advantage and featured shows' South Sea Islanders musicians every day. *Queen City Sun*, local sheet, very liberal with space. Tom Erwin (Wingie) joined as front man on Ten-in-One. Stanley Warwick, general manager of Bremer Shows, was a visitor. **S. S. HENRY JR.**

## Dee Lang Shows

Oelwein, Ia. Week ended June 5. Location, Schaum's Field. Auspices, American Legion. Weather, variable. Business, fair.

Second year's appearance of show in this town. Lot was large enough for entire show to be set up to best of advantage. Location only a few minutes' walk from center of town and tremendous crowds were on grounds thruout the week. Visitors: Jack Meyers and wife. Meyers is secretary of Howard County Fair, Cresco, Ia. Several shipments of velvet arrived, to be used as drapes for interiors of various shows. Latest to arrive being an entire set of blue and gold drapes for 20th Century Follies. All-chromium frames for banners on Dixieland-on-Parade front nearing completion. Athleta and Captain Hugo, free acts, bringing crowds thru front gate in large numbers.

Austin, Minn. June 7 to 12. Location, fairgrounds. Auspices, Veterans' Foreign Wars. Weather, variable. Business, good.

Show's first appearance in this town, which proved a very good spot when weather permitted. Big crowd on opening night, but a downpour of rain about 10 o'clock sent folks scurrying home. Merchants' tickets are still scoring. Folks all seem to go for shows up this way. All shows, rides and concessions did well. A pony ride with 12 ponies was added. Saturday night entirely lost due to heavy rain which fell until next morning. Early tear down was ordered. **RAY VAN WERT.**

## Goodman Wonder Show

Fort Wayne, Ind. June 8-17, inclusive. Centileure Park. Auspices, Mizpah Shrine. Weather, best this season; business, accordingly.

Town named after "Mad Anthony" proved a novel one for show. In a field already beaten down by Cole Bros.' Circus after being widely publicized and radioed, multitudes called to see what it was all about. The multitude went away satisfied with what it saw. Ten days here were entirely satisfactory. Etta Louise Blake joined to take charge of front of Show of Shows. With her came Homer Acuff, as outside talker. Egon Heimemann, who came direct from Berlin, Germany, to join Goodman Show, brought with him attraction that stirred all Europe. This is the headless woman, something that defies description. Visitors: Adeline Block, of Brooklyn; Morrie Shack, Walter F. Driver, Jack Benjamin and wife; Mrs. Sadie Scharitz and Mrs. Theodore Myron, of Chicago. The last named came to visit her brothers, Rubeen and Ernie Bugge, whom she had not seen for some time. They did honors for their big sister. **BEVERLY WHITE.**

## Cetlin & Wilson Shows

Bradford, Pa. Week ended June 19. Auspices, Red Men's Ball Club. Location, Landy circus grounds. Weather, rain. Business, terrible.

Started raining Sunday and was still raining when show left town. During week show hauled over 100 tons of cinders, 50 ton of rock, 50 ton of straw and nearly 100 loads of shavings and still it was impossible to get lot in shape. Last truck finally pulled off grounds at 11 o'clock Sunday morning and train pulled out at noon. In fact, week was one of most disastrous and trying in history of show. Fortunately this being a very good show town there were a

few people on grounds each night and a fair matinee on Tuesday and Saturday afternoons. On Friday Max Cohen, general counselor for A. C. A., paid show a visit, and on that night first meeting Show Boosters was held with about 300 members in attendance. A specially arranged show was put on by Mrs. Charles Cohen, assisted by Ted Miller, who also acted as emcee. A hearty vote of thanks was extended to Mrs. Cohen, who was also hit of show. Next was Sammy Lewis with his rendering of popular songs. Instead of girls of the chorus it was boys of chorus, with working boys filling places of girls in line. Fred Utter took place of Oriental dancer; Monte Navarro, fan dancer, and Harry Eitels, umbrella dance; Shirrell Sakobie doing a strip-tease number. Following this Kangaroo Court was held, with J. W. Willson acting as judge; Doc Hamilton, as prosecuting attorney, and Speedy Merrill, clerk of court. After this Max Cohen made a very nice talk to all relative to American Carnivals Association. Seventy-five members renewed their membership for 1937, and at next meeting there will be that many more. All proceeds are put into a sick benefit fund. **GEORGE HIRSHBERG.**

**Crowley's United Shows**

Denton, Ia. Week ended June 5. Auspices, Fire Department. Location, school grounds. Weather, variable. Business, very good.

Altho small town, drawing power was there. Great co-operation from fire department and did a splendid business in spite of bad weather. Monday opened strong, altho it looked as tho natives were going to spend entire evening outside front gate. Seems as this town not accustomed to gate, but after they got started there was no stopping them. Everyone got money, and ones that predicted town was too small for size of show were mistaken. Chappell and Drump, free act, left Thursday to fill contracts elsewhere and were replaced by Willard Brothers, clown aerial act, which pleased people with an act that is really a knockout. They are not new in game and know how to sell act. Victoria Evans, of Omaha, was a visitor, as was Dan Connors, of Omaha, and Slim Johnson, of Midwest Novelty Company. One for Ripley's "Believe It or Not" is that show tore down in a snow blizzard in June.

Onawa, Ia. Week ended June 12. Auspices, baseball team. Location, ball park. Weather, fair. Business, better than average.

This smallest town that this show ever played. Only reason for playing it was to break jump into Omaha. Auspices gave fullest support and business was a little better than would be expected from a town of this size. Nearly everyone in town was out opening night and all shows and rides got business, as did grind stores. Town closed to money concessions and therefore little was done in that line. **STANLEY J. GROSS.**

**C. F. Zeiger United Shows**

Boise, Ida. June 7 to 12. Auspices, Spanish War Veterans. Business, excellent.

First show in this year. Several others were booked but for some reason canceled. Of many times this show played this city at fair in fall and above auspices several times in spring, this was best business show ever did here. This is "home town," as shows wintered here several times in years past. Best business of any town since opening in Arizona March 27. C. Hughes ordered a neon sign for front of dancing girl show. Marie La Doux has a new sound system for side show. Eric Krupa added two midgets to Hollywood Midget Show. Eddie Shire's Athletic Show doing fine. Eddie has a new system of packing them in. Prince Zulong and his Darkest Africa, a new show for this territory, getting share of business. Cowboy Revis' dog, pony and monkey circus has been in this territory several times before, but folk go to see if cowboy has taught animals any new tricks. Smaller shows all got their share of best business this organization has done in many years. **W. W. BARNES.**

**Gruberg's World's Expo**

Neuburgh, N. Y. Week ended June 12. Weather, fine. Auspices, Veteran Firemen. Lot, city playgrounds. Ten-cent gate. Business, excellent.

Had full week. No rain or anything to interfere with business, altho opening night threatening and probably affected opening which was fair consider-

ing. Business increased nightly with bumper nights Friday and big matinee and bigger Saturday. Show was closed between 6 and 7 p.m. account of field mass for soldiers in adjoining park. Citizens reciprocated, however, by attending in force at night and midway was busy up to 1 a.m., giving best week of season. Several alterations in line of shows. Snake changed into *Wildest Africa*, with Whitey Usher in charge and quite a good lot of "wildest Africans" to entertain. Chief Bulawayo and Chiefess Wagona and two pygmies, Johannesburg Kid and Heel Taps, helping out. Scenic Artist Tex Stewart evolved a front with palms and bamboo effects. Lee Galagher left for his business interests that demanded attention and Alcazar Prison is now under temporary management of Bill Williams, with Stewart White assistant. Thomas Vollmer, husband of Princess Violet, midget queen, is better again after a rest. Robert Thompson joined to help on *Rainbow Follies*. Chief Eagle Eye joined *Ten-in-One*. Joe McCall new foreman on *Tilt-a-Whirl*. Casey Jones joined Preacher Monroe in *Mysteria* attraction. Frank Rupp and Mrs. Rupp and children happiest family on midway as Kiddie Autos get money and Loop-o-Plane did banner business. Bill McNeely and wife valuable assets to show. Whitey Hewett, superintendent and wagon builder, a veritable Beau Brummell. Mrs. Frank McIntyre great business woman. Mrs. Max Gruberg expecting daughter, Nancy, from Philadelphia. Walter Doubles one of most obliging men on show. Mr. and Mrs. Boardman welcome additions. Dr. John Fisher performed another operation, removing two fingers from Cannibal Chief Bulawayo, bitten by alligator. Complete roster of new Oddities Show now run by William Sylvin, manager, replacing Newton Kelley; Gebe Hoxie, iron tongue; Captain Sig, tattoo artist; Neal Johnson, bag puncher; Babe Sylvin, sword box; Jack Stetson, crayon artist; Bill Holmes, fire artist; Delano, torture act; Georgia Burns, sword lagger; Carolina Ross, Buddha; Anton Sanchez, knife thrower; Madame Leone, mentalist; Chief Eagle Eye, human pincushion. In annex: Angelina Mussilini, two-headed baby. Commissary under direction of Mrs. Sylvin, assisted by Geneva Washington. Barkoot Pasha, of Cafe Beyruth, completed alterations for sit-downers in a most comfortable way. Additional help: Barney O'Brien and All Baba Mustapha, another Oriental. George and Mrs. Estelle Hamilton respected and liked by all. Madame Ada slightly indisposed. Dr. Fisher keeping everyone in best of health. Mrs. Milton M. Morris doing big business with bingo and Bob Brumleve announces from a new pulpit, parson style, lucid and to point. No one bitten yet by Jealousy Bug as all are satisfied with good treatment and business. **DICK COLLINS.**

**Orange State Shows**

Abingdon, Va. Week ended June 19. Business, bad. Weather, rain every night.

Owner Leo M. Bistany has country billed like a circus for a radius of 50 miles for next stand and mines are working full time. General Agent Bob Stewart has show booked well ahead. Ace Martin has charge of *Hollywood Revue* and getting top money. Ace jumped 2,000 miles to join, but is being repaid at each performance. Owner Bistany left for New York to secure aided attractions and additional equipment. Writer handles publicity and advertising. **R. W. REID.**

**Smith's Greater Atlantic Shows**

Orange, Va. Week ended June 19. Location, Miller show lot. Weather, fair and warm. Business, good.

Long move from Lynchburg. Show was ready on time Monday night. Being known in Orange, patrons thronged midway. Top money ride went to Eli Hewitt. Bob Meyers' girl revue top money show. Mrs. Billie Pearson has charge of front gate. V. E. (Pete) Pearson giving all rides a run for being first ride up and down. Mr. and Mrs. J. Lacy Smith has Chairoplane looking like a ball of fire. Harry Ramish departed. Karl Smith Jr. has charge of *Ten-in-One*, and his father, general manager, bought him seven large trained monkeys as an added attraction. Peggie Ewell has *Neoma Show* with Gussie Puffrich on front. Sam Morris has *Turtle Girl* show. Happy Yost, *Athletic Arena*. Bill Ward, *Three-in-One*. Paul Sanders Smith has *Kiddie ride*. Earl and Pearl Swicegood, with son and daughter, E. B. and Ethel, have corn game

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and cookhouse. Mrs. Karl Smith Jr., ball game. Bill Penny the cigaret gallery and fishpond. Harry Harrison and family, mentalist booth. Freddie Wright, chuck. Jackie Tolliver, penny pitch, as well as Mrs. K. F. Smith Sr. Jack Morgan and wife, P. C. wheel. J. Lacy Smith, high striker. Gene Tolliver is electrician. Merrea Smith *The Billboard* and mail man. Flying Jacquelin, free act. Mrs. K. F. Smith, secretary. E. B. Roberts, general agent, and K. F. Brownie Smith, owner and manager. **MERREA SMITH.**

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Beaver Falls and with some rain to contend with, New Brighton turned out to be only fair. Charlie Russell joined and took charge of the *Girl Revue* and immediately became top-money show. *Tilt-a-Whirl* continues to top all rides. Season has been very good up to date. Prosperity is evidenced by fact that three new Covered Wagons were delivered to members of show at West Mayfield. Carl Bartels, shows' secretary; Nivo Decinto, concessioner, and Eugene Trivuday, who operates portable restaurant, were the purchasers. **ALLICE J. WINTERS.**

**Buckeye State Shows**

Wiggins, Miss. June 14-17. Location, center of town. Weather, rain. Business, good.

Long jump from Crystal Springs by truck and train. Show was all set for first annual Pickle Festival Monday. Midway crowded with old friends and patrons, as this is third time in past eight years in this town. Wednesday, first day of events, proved satisfactory. Thursday, day of big events, was marred by a heavy rain accompanied by thunder and lightning which handicapped spending. Governor White and Mayor Braum of Biloxi were visitors. Mr. and Mrs. Tommy Wilder, J. A. Gentsch, agent, left to bring in new Auto Kiddie ride. **ELOISE LOWRY.**

**Winters Exposition Shows**

New Brighton, Pa. Week ended June 19. Auspices, police and firemen. Location, 13th and 5th streets. Weather, some rain. Business, light.

Located in heart of downtown. First carnival to show inside boro in 30 years. Auspices co-operated. Owing to fact that this show had played at Rochester, Pa., two weeks before and at West Mayfield (Beaver Falls), Pa., the week before, and with Howard Bros.' Shows exhibiting at

**American United Shows**

Spokane, Wash. June 7 to 12. Location, fairgrounds. Weather, rain first four days. Business, two days excellent.

Saturday day and date with Al G. Barnes-Sells-Floto Circus; courtesies extended by both shows. Ride boys said that everybody except elephants played rides. Many old friends met and a real reunion was had by all. Marlo and LeFore left for Kennedy Shows from Pasco, Wash. Racardo and LeBelle Carman having feature spot for two weeks. Gardena Troupe joined with four people. New Octopus arrived from factory. Wayne Endicott was made foreman, and first night top midway. Manager Al Miller, president; H. H. Avery, vice-president; O. H. Allin were visitors to circus. L. S. Baxter put in complete charge of cookhouse, with Bill Williams on front griddle, and Mrs. Baxter, cashier; John Sable was made foreman of Loop-the-Loop. Billie Allin graduated

from school and left on a trip to California, leaving his baby in charge of Terence O'Reilly, lately newlywed, will rejoin show at Livingston, Mont. Eddie Gunter left animal show to take charge of African Dip. Don Frazier is in charge of a new hit-and-miss cat rack. Leo Farmer changed from shooting gallery to second man on Loop-o-Plane, taking George Templin's place, who has been made foreman of Merry-Go-Round, a new ride just purchased by Ramond Carr. Show has enjoyed a wonderful season to date. A. B. MILLER.

### Western States Shows

Greeley, Colo. Week ended June 12. Location, Garden City showgrounds. Weather, three nights rain. Business, good when weather permitted.

Business an agreeable surprise to entire organization. Garden City is a separately incorporated town three blocks from city limits of Greeley. Past attendance records not so good, but size of show brought people out. Full co-operation of city and county officials. Mrs. Jack Ruback returned from visit to sister in Texas, accompanied by her niece, Tillie Jones, aged 13, who will spend her seventh consecutive summer with show. Tillie, officially known as "Uncle Jack's Patch," a favorite with show and town people in spots played. She started a new career, now working on Ben Hyman's bingo. Mrs. Gladys Nelmeyer arrived for an extended visit to her sister, Mrs. Larry Wood. Bill Rice visited. Mr. and Mrs. Jack Rane and Mr. and Mrs. Jim Walker joined with concessions. Nick De Loe and Scotty Norton added new attractions to their shows. Manager Ruback has entire crew busy repairing and painting. Visitors: Auto caravan headed by Harry Rosenthal, president of city council of Denver, consisted of following Denverites, their families and friends: Ben Bronatine, Abe Neiman, Sam Horowitz, Max Levine, William Knight, Herman Levine, J. L. Sherman and Max Cohen. Sheriff Gus Anderson, Mayor Norton, Judge Warner and families nightly visitors. MURREL WOOD.

### O. C. Buck Exposition

Stroudsburg, Pa. Week ended June 12. Auspices, Elks' Charity Fair. Weather, fair. Business, shows, rides and gate good; concessions, bad.

Concession row suffered and business for it was practically nil. Proves that it takes time to iron out a town that has been cramped with joints. Press and public were very good to gate, show and ride end. Lloyd Serfass did everything possible to make date best Elks ever had, and it was first time in history of city that committeemen were behind all wheels, this being a regular custom of Manager Buck to convince the public that all wheels are up and up. Flag Day was celebrated on Saturday afternoon, and a large parade, headed by high-school band and hundreds of children all carrying flags were in parade. Arriving at grounds, Lou Singer, reporter of Daily Record and a member of committee, greeted children, and all that were in parade were given pop corn, soda, ice cream and such by Elks, and Manager Buck gave each child a free ride. ROSS MANNING.

### Harris Carnival Company

Shelbyville, Ind. Week ended June 19. Location, railroad lot. No auspices. Weather and business bad.

Show finished here to worst week's business of season. Jack Orr with Slide Show and Snake Show joined. Both shows have 160-foot banner line. A new banner is on Girl Revue. While showing Hartford City, Mrs. T. C. Harris and Fay Promuth had birthdays. They were given a nice surprise party at cookhouse. Last week Charles Fisher, electrician, and Jack Doty, concession manager, had birthdays, and were also remembered by entire personnel. Clint Brannon with knife rack thinks patrons had their pockets sewed up, but Ray Peffle thinks they have no pockets. Delbeck, of Covington, joined with a penny pitch. GEORGE CAIN.

### Zimdars Greater Shows

La Fayette, Ind. Week ended June 19. Auspices, Catholic Church. Location, Owen and Halladay highway. Weather, bad. Attendance and business, good.

Even with bad weather show had banner week of season here. Show's sponsor certainly did all possible to make date

a success. Sailor Harris had top money on shows. He also added a turntable to his loudspeaker. Buddy Munn with Octopus got top money of all rides. Played day and date with Hagenbeck-Wallace Circus on Tuesday. Visits were exchanged. Walter B. Fox, general agent for Wallace Bros. Shows, was a visitor. K. E. Simmons, local Billboard agent at Crawfordsville, Ind., also a visitor. Flag Day was observed. CHARLES SEIP.

### Regal United Shows

Bee, Neb. June 18 to 20. Firemen's picnic. Weather, hot. Business, fair. Attendance, big.

Show jumped from Tulsa, Okla., distance of 505 miles. Cars and trucks arrived Monday and Tuesday nights. New corn game top, received from Tulsa, makes a nice appearance. Ernie Newland, show electrician, forgot to light arch on big night and customers went in wrong way. Ned Rasback is on show taking care of his rides. Ma Nation busy shaking hands with hopscochers. Her first time here in eight years. Bert Coppage wants a Merry-Go-Round ticket back to Texas, getting too far away. Toby Green wrecked his car one-half mile from here, putting Mrs. Green in hospital for a week. Charley Cudney finished another semi-trailer job, giving him three—so that he doesn't have to double back. Mrs. C. E. Meadows busy in office. Ted Sharkey was last one in. He arrived Sunday night, but got his snake show ready in time. Committee here okeh. Earl Hornaday, lot man and carpenter, busy still building. Dot Williams and Claude are building another show. MRS. AL NATION.

### McClellan Shows

Decatur, Ill. June 7-19. Location, B. & O. Railroad lot. Auspices, V. F. W. Weather, intermittent rain first week; much rain second week. Business, good.

Decatur Advertising Company billed territory heavily with posters. A new baby monkey arrived on White Nolte's Wisco Show and is named "Duchess of Windsor." Hutchins' Museum received new banner of Bobbie the Dog-Faced Girl, making a total of 15 banners for museum. Visitors: Mrs. Bob Morelock and three sons. Joe McKinley had excellent business on his new blanket wheel. Management has received two loudspeakers for new arch. Mrs. Blackie Miller, head chef for Goldstone's coffee shop, ill and recovering slowly. Maud Keel Williams and Martha McClellan were all-week visitors in Chicago. John T. Hutchins is framing a fat people and illusion show. Jimmie Terry is framing a Congo village with giant reptile. Its front will be chromium with palm leaves. Albert Petka, in charge of fishpond, enjoyed good business. All rides and concessions are being retouched with paint. General Agent Maurice Wood is back on show after an extended trip. Mrs. Wood has been very sick at her home in Knoxville, Tenn. Ray Van Orman joined as talker on Hot Papa Smart Set Minstrel Show. Mr. and Mrs. Jimmie Richards and daughter, of Chicago, joined Goldstones concessions. Bill McClanahan, chief truck mechanic, deserves much praise for keeping trucks in good shape. Mrs. J. T. McClellan spent several days south on business. Mrs. White Danley returned to show after a visit to her mother, who has been ill in Ft. Madison, Ia. Mr. and Mrs. Abe Opsal, of Reynolds & Wells Shows, spent two days visiting on show. Writer is rigging up another grab stand for fairs. Mrs. John T. Hutchins returned from an extended trip thru Indiana and Ohio. Leo Foreman, scaleman, reports weighing a colored mammy at 548 pounds. He guessed within three pounds of her weight. Heavy woman's name is Mrs. F. Bernard Engle. L. OPSAL.

### Curl Greater Shows

Jackson, O. Week ended June 19. Location, City Park. Auspices, American Legion. Weather, bad. Business, fair.

Attendance was low first part of week because of distance of lot from town, but later in the week crowds were large. Strike trouble and rain at times hurt business. Jack Denton, midway cafe operator, is making several changes in his cookhouse. George Bell and Mack Presley are now employed in it. A barber shop is on midway for carnival folk convenience. Gladys Vance is recent addition to Casa Loma Follies. Helen Oldendorf now on Slide Show working illusions and reptiles. Side show still tops all shows.

Casa Loma Follies second. Marvelous Merle and Layman's high dive please crowds. New music for callopie and Merry-Go-Round. Fine co-operation was had from auspices. L. E. (ROBA) COLLINS.

### Clint's Exposition Shows

Monongahela, Pa. Week ended June 19. Business, fair. Weather, rain and wind storm.

Windstorm caused plenty of excitement but little damage. Show is getting along nicely and moves each week. Sam Davis is superintendent of three rides. M. Magie has Kiddie ride, also pop-corn stand. High-pole free act features Jerry Morton. FRANK P. CENTINAIL.

### C. F. Zeiger United Shows

Jerome, Ida. June 14-19. Weather, fair. Business, very good.

This a small town. Nine years since show was here. Show has played several July 4ths in past and received less money than it did on Saturday, June 18. They started coming at 5:30 and were still coming in gates when local closing law, 12 o'clock Saturday night, stopped them. Mrs. Cleo LaJune and Mrs. Rosemary Whitenack in Boise on sick list. Ladies' Club with show held its weekly meeting and decided to have its first picnic of year at Rupert.

Visitors: Jack Foss and one of Barney brothers from the Barney Bros. Circus, passing thru. My 17th year with the show. W. W. BARNES.

### World-of-Fun Shows

Anawalt, W. Va. Week ended June 19. Location, ball park. Auspices, none. Weather, rain. Free gate. Business, good.

Opened Monday night to fair crowd, which increased nightly. First show here this season. Natives show-hungry. All rides and shows did near capacity business all week. El Wheel topped all rides, with Chairplane a close second. Although it has rained for last three weeks every day, not a single night has been lost. Worst storm of season came just at closing time and destroyed Minstrel Show top, and an order was immediately placed for a new top. Little damage was done to Merry-Go-Round top. Clarence Sarge joined with bingo and sound system. Hubert Harlow has taken over Five-in-One and doing nicely. Prof. Johnnie Riddick is putting on some nice performances with his minstrel troupe. Mrs. Hannah Steblar and daughter, Elizabeth, left for visit to home, Charleston, W. Va. Gus Stergoni, with his midway cafe, left for other parts. V. Dearing added concessions to his lineup. Bridge games are held daily in Mabel Bartlett's trailer. George Baldwin is rapidly recovering from recent illness. New minstrel banners were finished here and color scheme of show red and white. Show moves by trucks and has not lost a Monday night this season. W. DAVIS.

### Sol's Liberty Shows

Manitowoc, Wis. Week ended June 20. Auspices, Veterans of Foreign Wars. Weather, variable.

Shows ended 10th week of season here. Staff this year has Sam Solomon again at helm of show, with brother, Bill Solomon in capacity of general agent; W. H. Hardin, special agent, and veteran W. H. (Bill) Owens, secretary; W. A. Moneyhan, cashier, and Leonard Whitman, lot and ride superintendent. Independent showmen are Charles Doeen, with freak animals; John Wilson, Male and Female; Johnny (Fat Boy) Webb, Slide Show; T. V. Scott, Bombay-Illusion Show; Lamott Dodson, Monkey Movie Stars; James Dunlevy, snake exhibit. Albert La Beause is manager and talker of Follies of 1937, girl revue without a fan dancer. Cash Miller, of Century of Progress note, has a neatly framed pit show of odd people. A marvelous atmosphere of co-operation and comradeship prevails this midway. Workingmen are paid in cash and everyone displays a spirit hard to duplicate, come what may. Troupers all, and with a fair break in weather a reward should be forthcoming before peary gates come into view. Rides: Tilt-a-Whirl, Merry-Go-Round, Ride-o, Skooter, Loop-o-Plane, Chairplane and Octopus; three kiddie rides and two Funhouses also carried. Show is moved on 60 brightly painted Chevrolet trucks. A sound car, with searchlights, and a flashy front entrance are drawing factors. John M. Sheesley visited recently but, unfortunately, missed

Solomon, who was away. Two new light plants were delivered at Manitowoc and additional voltage has proved both satisfactory and advantageous. Writer recently severed his connection with Rubin & Cherry Exposition and joined this show as press agent. WALTER HALE.

### W. E. West Motorized Shows

Plattsburg, Mo. Week ended June 19. Weather, ideal. Business, good.

Opened to a crowded midway in a beautiful elm grove. Everyone got his share of business. New Mixup did well. A new truck has been purchased by M. Bondurant for his El Wheel. Mrs. Bondurant is improving in health. This is Bondurant's seventh year with show. Alvin Van Dyke, foreman, has a new second man, Leslie Daugherty. Twin wheels usually top all rides. W. E. West purchased Enoch Butcher's rides, which were sold by estate. Mrs. West returned from two days of bookings and reports her trip a success. Jack Gallager manages Ten-In-One and Illusion. Dr. Brown has joined with two concessions. Mr. and Mrs. Thompson recently joined with photo gallery, Iron Claw, Hinkey Dink and juice stand, and several other concessions were added. Mr. and Mrs. Alms will celebrate their 38th wedding anniversary. Mrs. Jimmy Ewing works in string concession. Jack Rooney's Athletic Show has had its share of business, and has added little Jimmy Burns, wrestler, who is feature attraction. Mrs. Rooney's penny pitch is gaining pennies. Hula Show is coming out with new costumes. Curley Ellis is manager; Eddie, on tickets. Billy Jordan, manager of Musical Jordan Revue, will add more color to his show. Shows went from Holton, Kan., to Plattsburg, Mo., with no trouble and drivers received a bonus for this record run. BILLY JORDAN.

### Happy Days Shows

Eddyville, Ky. Week ended June 19. Location, downtown. Auspices, American Legion. Business, good.

Show had active support from its sponsors. Members of committee helped change this date from a long recognized blank to a winner. Mr. and Mrs. T. L. Dedrick visited and bought Parker 3-abreast Merry-Go-Round and 10-car Hey-Dey from Mr. and Mrs. S. W. Brundage, of St. Louis. Shipped to Jackson County fairgrounds, Carbondale, Ill. Mr. and Mrs. Doc Harris left to accept a position in East. J. C. Morgan replaces them on banners and second work. Lot Superintendent Ben F. Tosh makes beautiful midways on very difficult lots. Professor O. V. Carty added two more pieces to uniformed concert band. Electrician William Marvin keeps show well lighted. J. J. Marion added two more girls to his Girlies Revue. Betty-John from her one ad in The Billboard added three wonderful freaks and attractions to her featured circus side show. Maggie and Midget raising their seven registered black and tans, now seven weeks old and requiring all attention of midway. Lil's Midway Cafe holds them late for their midnight lunches. Dent's Cotton Club Follies grossing most money of any colored minstrel this show ever had. Mrs. J. J. Marion's Blue Eyes Show running her husband's show a close second. Mrs. Albert Heth's Bingo Palace excellently flashed. Kenneth Tosh now at loudspeaker in corn game. Otis Glutz is in charge of stock car. L. E. Heth manages his six stock concessions. George Walker returned from visiting his wife in Tampa, Fla., who was very sick. Dad Reynolds joined with his grab concession. Oleo Yensen now assisting Art Buggs on Joy Box. Oscar Sniff in charge of Loop-o-Plane. Jesse Large, foreman of new Allen-Herschel Auto Kiddie Ride. Erwin Hightower, foreman of Kiddie Railroad. Professor Mar-X, direct from Rileverview Park, Chicago, arrived to join Betty-John's side show. FLOYD R. HETH.

### Dodson's World's Fair Shows

Rankin, Pa. Week ended June 12. Location, Hawkins showgrounds. Auspices, fire department. Weather, warm and clear, with showers Thursday night. Business, fair.

Train arrived in this thriving community, eight miles from heart of Pittsburgh, early Sunday afternoon. Traffic was so heavy with sightseers that no attempt was made to unload until after midnight. Short haul to lot, but a dangerous one over narrow streets and up (See SHOW LETTERS on page 62)

# Pampa Fiesta Draws 20,000

**Broadbeck Shows at Top o' Texas celebration—rodeo and parade are features**

PAMPA, Tex., June 26.—More than 20,000 people from Texas Panhandle and Western Oklahoma were here for Top o' Texas Fiesta on June 3 and 4, estimated W. B. Weathered, general chairman. Feature of the sixth annual celebration was a rodeo with cowboys from 10 Southwestern States. A three-mile parade handled by Claude Motley and Charles J. Malsel, co-chairmen; Lester Brummett, stagecoach and wagon director.

(See PAMPA FIESTA on page 69)

## Salt Lake's Covered Wagon Days Has Yellowstone Shows

SALT LAKE CITY, June 26.—With signing of W. L. Neal's Yellowstone Shows, Salt Lake City's Covered Wagon Days Celebration completed arrangements for the biggest observance in local history in honor of its 90th anniversary. Contract for a downtown midway was signed by Kingsley E. Clawson, rodeo and concession chairman, with W. H. (Bill) Rice, agent for the Yellowstone Shows.

Backed by the Chamber of Commerce and sponsored by Salt Lake City corporation, free acts costing three grand have been booked from Fanchon & Marco by the committee. The Human Bullet, cannon act, carried as a free attraction by the show, will be given twice daily.

Among free acts booked are Bunny Dryden's high wire, web and high trapeze acts and a platform show. There will be a 10-cent gate on the midway. Program includes children's parade, climax street parade, four days of street acts, coronation ball for the celebration queen, eight free shows and four rodeo performances.

## Diversified Bill For Marienville

MARIENVILLE, Pa., June 26.—Third Annual Forest Festival, under joint sponsorship of U. S. Forest Service and Marienville Fire Department, which gets under way here next Monday and continues thru the week, will feature A. W. Gooding Amusement Company's rides and amusements on the midway. Other features.

(See DIVERSIFIED BILL on page 69)

### WANTED

To sponsor a Carnival with at least 10 Rides, some time in July, under auspices of UNITED VETERANS OF INDIANA, No. 1, Muncie, Ind.

Write to BEN ACKER, Post Commander, 1827 West Seventh Street, Muncie, Ind.

### CARNIVAL WANTED

September 3-6, 1937  
"LABOR'S" WEST FLORIDA CELEBRATION  
Rides, Shows and Concessions.  
FRED A. BURAN, Chairman, Pensacola, Fla.

### REUNION HOUSTON, MO.

AUGUST 12-13-14.  
Concessions Wanted.  
Address SECRETARY.

### LAST CALL

FOR ELKS' HOMECOMING CELEBRATION, July 4 to 10.  
Shows, Rides, Free Acts, Concessions come on. No exclusive. Will place you. Captain Perkins get in touch with me.  
J. J. HOLLIOAY, (Elks Club), Taylorville, Ill.

### WAYNE HOME COMING

JULY 28, 29, 30, 31.  
Have Rides engaged. WANT Concessions and Shows of good quality. Phone 43, or write  
WM. DREHER,  
Sec'y, Concession Committee, Wayne, O.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Expo and Circus in Oxford, N. C., Under Grey, Breaks Gate Records

OXFORD, N. C., June 26.—Shrine Exposition and Circus, week of June 14, sponsored by Oxford Shrine Club of Sudan Temple, C. K. Proctor, potentate, closed with last year's attendance records shattered. Show was produced under direction of A. J. Grey, with Mrs. Grey in charge of contests, and the Grey Producing Company was given a contract to produce this event annually for the next five years.

Building was air-conditioned and decorating of booths was an achievement, beams and walls of the massive warehouse being covered so that no traces of its former uses were visible. Decorating was by Clair Harrold, of the Grey staff, who carried out a different color scheme for each booth, the ensemble blending into colorful harmony.

Circus, presented in a walled arena with seats for spectators, was in two parts with an intermission to give patrons opportunity to visit booths at which all leading merchants presided. Program: A. J. Grey, director and announcer; Houghton and Houghton, trick

cycle and motorcycle riding; Aerial Barrows, rings and comedy acrobats; Fred and Marie Guthrie, tight wire and double traps; El Rey Sisters, fancy and trick roller skating; Doss Dogs, Ponies and Monkeys. Music was by La Rue Circus Band, under direction of Ben Renn, with sound equipment by Straughan Radio Service.

Billy Finkle, "Chaplin's Double," presented his pantomimic offering in the arena during main performance and entertained patrons with extemporaneous comedy before the show and during intermission. Among contests were amateur night, queen's ball and fiddlers' contest. Prizes were awarded each night by merchants participating.

On the promotion program of the Grey organization are Lewisburg, N. C., under sponsorship American Legion; Blackstone, Va.; Chase City, Va., and Greenville, N. C., the last three being fairs under direction of Mr. Grey. Among the visitors during the Oxford engagement was Joe Shapiro, Triangle Show Print.

## San Fernando Fete Has Biggest Crowds

SAN FERNANDO, Calif., June 26.—Seventh Annual Mission Fiesta closed on Sunday after having had biggest crowds in history of the event, given to raise funds to restore the historic mission buildings erected in 1797. As opening festivities there was crowning of the queen, Miss Kay Harrold, North Hollywood, and the Whiskerino Banquet, for which all men attending had been wearing whiskers for four weeks.

Final parade on Saturday was two hours in passing a given point. It had all modes of transportation used in early California days. High spots were Sheriff Eugene Biscalluz and mounted sheriff's

(See SAN FERNANDO on page 66)

## 40 Communities Join In Sponsoring Festival

FORREST CITY, Ark., June 26.—With Crowley Ridge Peach Festival only a few weeks away, more than 40 communities, embracing the Crowley Ridge district of the State, have signified intention of joining in sponsorship of entertainment and general program.

Each town will enter a princess and maids who in turn will form an elaborate court of Queen Elberta. About \$1,000 in prizes will be offered. A pageant, swim meet, soap-box derby, band concerts and midway are other features planned.

## Jerico Springs Picnic Features Rides, Shows

JERICHO SPRINGS, Mo., June 26.—This city's 85th Annual Picnic was a success from a monetary and attendance standpoint, with the result that the city treasury realized a neat sum, according to Mayor F. M. Davis. "We believe that no little of the success was due to the advertisements we placed with *The Cedar County Republican*, *The Billboard* and thru the use of bumper signs," the mayor said.

Fred Stumbo Attractions, comprising rides, shows and concessions, and the Bee-Bo Gray Show were on the midway. In addition to several independent concessions. Lockwood Band furnished the music. Other features included baseball games and an amateur hour.

HELP This Department by Telling Committees About It.



B. J. RUPERT, chairman of Travis Post, American Legion, ways and means committee, Austin, Tex., arranged the program for the post's Independence Celebration there. Texas Long Horn Shows are booked and it will be the first time that a carnival has played on a Sunday within city limits, Chairman Rupert having permission of the mayor and city commissioners. He is past commander of the post, member of Travis County pardon and parole board and president of South Austin Civic League.

### Shorts

VETERANS of Foreign Wars, Harvey Pierre Post, was granted permission by Appleton (Wis.) council to sponsor Henries Bros.' Shows on the circus grounds there.

REYNOLDS & WELLS United Shows have been booked in Oconto, Wis., for eight days under sponsorship of the Elks, proceeds to help swell the Christmas charity fund.

MIDGET auto racing, midget auto polo games and motorcycle stunt riding daily on a one-fifth mile track to be laid out on the lake front will be among entertainment features for the 1937 MI-

(See SHORTS on page 66)

## Knight Templar Convention

MIAMI  
JULY 17-23  
SELLING CONCESSIONS OF ALL KINDS REASONABLE.  
Write or Wire What You Have.  
F. C. ROETTGEN,  
Knight Templar Headquarters Bldg., Miami, Fla.

## WANTED RIDES

Which can be operated with Merry-Go-Round, Week of July 20 to 24, inclusive.  
Write SLIM BISHOP, Columbia City, Ind.  
All Concessions write  
VOLUNTEER FIREMEN, Hoagland, Ind.

### WANTED

FOR ARMSTRONG COUNTY LABOR DAY CELEBRATION, MONDAY, SEPTEMBER 8, 1937.  
At Ford City, Fair Grounds, Ind.  
Shows, Rides, Concessions, Pitchmen, Papermen, Demonstrators. 2,000 People will attend.  
LUKE BRETT, Fin. Sec'y,  
Armstrong County Central Labor Union, Kittanning, Pa.

## ADRIAN, MICHIGAN

ANNUAL CELEBRATION, JULY 2-3-4-5.  
CAN PLACE Loop-o-Plane, Chairplane or any other large Ride except Merry-Go-Round, Ferris Wheel or Whip. Also use one more attractive Show.  
LOUIS J. BERGER, Lenawee Hotel, Adrian, Mich.

### WANTED

First-Class Carnival with plenty Rides and Shows.  
CONFEDERATE UNION, PRAIRIE GROVE, ARK., SEPTEMBER 1, 2, AND 3.  
Can show full week. This will be big Celebration this year. Finest crowds this section for years. Successful location for 48 years. Contact immediately.  
CARL R. HANNAH, Prairie Grove, Ark.

## WANTED

GOOD CLEAN CARNIVAL  
MARION COUNTY AMERICAN LEGION FAIR,  
Fair Grounds, Lebanon, Ky.,  
August 18, 19, 20.  
JAMES M. HUBER, Secretary.

## WANTED

Carnival and Concessions at Meredosia, Ill., August 12, 13 and 14. Celebrating the 100th Anniversary of the first Railroad in Illinois.  
C. A. KORSMEYER, Secy.

## CARNIVAL WANTED

Ottawa County Horse Show  
SEPTEMBER 23-24, MINNEAPOLIS, KAN.  
Write  
HOMER S. FOUTZ, M. D., Secretary.

### 33RD ANNUAL

## Whitestown Picnic

AUGUST 20-21, 1937.  
WANTED—Shows and Concessions.  
GRGVER ALLEN, Whitestown, Ind.

## WANTED

CONCESSIONS—SHOWS—FREE ACTS.  
SCANDIA'S THREE DAY PICNIC  
Latter Part of July.  
P. O. BOX 161, Scandia, Kan.

## WANTED LARGE CARNIVAL

For first or third week in August, sponsored by Ralph's Fire Co. This affair will have the support of the entire community. Will positively do a big business. To be held on the Weigh Scales Grounds, where all circuses show. Write at once.  
H. E. SCHREFFLER, Chairman,  
R. D. No. 2, Box 346, Shamokin, Pa.

## WANTED

RIDES, SHOWS, CONCESSIONS, AUTO RACES.  
AMERICAN LEGION 8TH DISTRICT CONVENTION, JULY 24-25, AT FAIRGROUNDS, MEXICO, MO.  
Address: Orlando Worrall, Adjutant.

### WANTED

For Big 5th of July Celebration, Day and Night, Sponsored by the Merchants. All kinds of good clean Concessions except Grab Joints; two clean Shows, Merry-Go-Round, Ferris Wheel and Kiddie Ride. 85% to you and we furnish lights.  
Address: DOO. STODDARD, Lapel, Ind.

## HECLA PARK

BELLEFONTE, PA., JULY 4-11  
Will book Ferris Wheel, Scales, Novelties, Shows, other Concessions. Biggest celebration Central Pennsylvania. Joe Shopwell wire me. M. A. BEAM, Windboro, Pa.

Send your correspondence to advertisers by mentioning The Billboard.

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

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

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**ADVERTISING SPECIAL—100 DOUBLE OR** Single-Edge Blades, \$1.00. Plus Free Razor, Soap, Goodrich Home and Styptic. **GIRARDIN ECONOMY SALES**, 6913 Benson, Detroit, Mich. jy3x

**AGENTS—NATIONALLY KNOWN ADVAN-** taged line Nickel Cigars, \$2.75 per 100 post-paid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York. jy10x

**AGENTS FOR STAPLE ARTICLE, REPEATS!** Every home uses, 25c; cost 6c. **O. CRUBE**, Egg Harbor, N. J.

**AGENTS ARE MAKING MONEY SELLING** Lord's Prayer on a copper. Costs 2c, sells for 10c. Particulars free; sample 10c. **DAVE MARKUS**, 8 East Roosevelt Road, Chicago. jy3

**CAN YOU SELL ADVERTISING PENCILS,** Yardsticks, Etc.? Samples furnished producers. Commissions paid weekly. Write **POLKA DOT SPECIALTY COMPANY**, Nashville, Tenn.

**GOLD REFLECTING WINDOW SIGN LETTERS,** penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS**, 7941F Halsted, Chicago, Ill. jy3x

**COMPLETE FLASHLIGHT, 5c, AND TWO** other Novelties. Samples, 20c. State territory given. **PITTLE COMPANY**, New Bedford, Mass. jy17x

**MAKE MORE MONEY TAKING ORDERS!** Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses, Sales Kit Free! Experience unnecessary. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Ave., Chicago. jy3

**MEXICAN HANO-MADE FEATHER PICTURES** leave enormous profits. Size 4x9", retails \$1.00; costs \$2.64 dozen, including duty. Free particulars. Sample 30c stamps. **MARQUEZ**, Apartado 1176-B, Mexico City, Mexico. jy10

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. jy31x

**NU-PLATE! JUST RUB IT ON—IT PLATE!** Instant demonstrator. Excellent profits. Sample, 25c. Details free. **CEE-TEE PRODUCTS**, 8-608 Evergreen Ave., Brooklyn, N. Y.

**PROFIT 2,000%—ACREABLE EASY WORK** applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, Dunellen, N. J. x

**SELL FAN BLADES, LEE, TEXIDE, SILVERTEX,** Latex, Sundries, Novelties, Etc. **KEARNY WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif. jy3x

**THEY'RE RUNNING, EVERYBODY'S PLAYING** Horses. DeSbo Chart picks 'em. Many long shots. Simple, easy. Sells for only 50c. Flashy package. Particulars free. **DESB0**, 2328W Pico, Los Angeles, Calif. jy3x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. jy31x

## ANIMALS, BIRDS AND PETS

**ACQUIRABLE—MONKEYS, BABOONS, DON-** keys, Kinkajous, Tiny Black Bear Cubs, Snookums, Chinese Dragons, Lizards, Horned Toads, Parrots, Reptiles. **LINDEMANN**, 63 West Eleventh, New York City.

**ALLIGATORS, SNAKES, LIZARDS FROM** Florida, Cuba, Central America. 25 Large Snakes, \$16.00; half dozen, \$9.00; 12 Small Assorted Snakes, \$3.00. **ROSE ALLEN**, Silver Springs, Fla. Wire via Ocala.

**ANIMALS, BIRDS, MIXED FIXED DEN'S** Snakes, Boas, Dragons, Iguanas; Ringtail, Solder and Rhesus Monkeys; also Macaws. **SNAKE KING**, Brownsville, Tex. jy31

**BIG DEN'S ASSORTED SNAKES, \$10.00 AND UP.** Dragons and Iguanas cheap. Cash with orders. **TEXAS SNAKE FARM**, Brownsville, Tex. jy17x

**DEN'S TWELVE ASSORTED LARGE SNAKES,** including Rattlers, \$10.00. Also larger den's. Twenty Snakes, \$15.00. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C. x

**PLENTY HEALTHY SNAKES, ALL KINDS.** Alligators, Armadillos, Gilas, Iguanas, Chamaleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Coati-mundis, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. jy3

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**SPECIAL 10-DAY OFFER ONLY—2 PROFESSIONAL** Tap Routines for 50c. Also catalog of Novelty and Character Dances. **GEORGE MONISEK STUDIOS**, Connelville, Pa.

## BUSINESS OPPORTUNITIES

**CORN POPPERS AND GASOLINE BURNERS,** Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. jy10x

**FLASH QUALITY MERCHANDISE SHELL** Lamps, Novelties, Coccoanut Lamps, Florida's oldest and largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, INC.**, 946 North Miami Avenue, Miami, Fla. Open all year round. jy3x

**FOR SALE—SUMMER RESORT, DANCE HALL,** Swimming Pool, 62 Acres, 300 Lots. Less than cost; in Ohio. Beautiful location. Promoters write **DOCTOR**, 1486 N. High St., Columbus, O.

**HAVE THAT BUSINESS YOU'VE ALWAYS** craved. Establish Janitor Supply House. Profitable, repeating, continually grows with your efforts. Any location. Earnings up to your ideals. We start you, supply goods, instructions. Free price list. **MILTON MANUFACTURING COMPANY**, Desk C, Drexel Bldg., Philadelphia. x

**PARK PROMOTERS, ATTENTION—I HAVE** splendid location for Amusement Park within city limits of Muncie, Ind. High river frontage on one side with boating and bathing. About \$20,000.00 park improvements already made. Ten to sixty acres available. Low price, easy terms. **CARL NOTTINGHAM**, East Ohio Ave., Muncie, Ind. jy10

**SELL BY MAIL! BOOKS, NOVELTIES, BAR-** gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

**SELL BY MAIL—95¢ PROFIT ON EACH \$1.00** Order. Plan free. Details. **W. SHORT**, Cliffsdale, N. C.

**SELL SNOW BALLS—OWN A BUSINESS.** 400% profits. Outfits, \$4.75 up. Free price list, circular. **SNOW BALL COMPANY**, Jacksonville, Fla. jy3

**WANTED—PARTNERS, ACTORS, ACTRESSES** with small capital, co-operative. Shakespearean Repertory. I have outfit. **CHAS. STOWE**, 214 West 20th St., New York.

## 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.

**AT SACRIFICE PRICES—EXCELLENT ME-**chanically and in appearance: 1 Put and Take, \$3.30; 1 Dally Limit, light up backboard, \$27.00; 1 Natural, \$27.00; 1 Proprietor, \$4.35; 2 Jumbos, \$16.65 each; 1 Sky High, ticket, \$9.20; 1 Bally Derby, \$19.80; 2 Traffics, \$2.70 each. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

**BALL GUM, FACTORY FRESH, 12c BOX; TAB,** Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. ad21x

**BUMPER, \$22.50; BOOSTER, \$30.00; STOP** 'Em, \$25.00; Home Run, \$35.00; Rugby, \$7.00; Bolo, \$6.00. 1/2 Deposit. **EASTERN**, 350 Mulberry, Newark, N. J.

**BUMPER, \$24.50; SKIPPERS, \$39.50; PENNY** Paks, \$7.50; Slots, \$10.00; Skee Balls, \$45.00; Pay Tables, \$10.00; Turf Champs, Preakness, College Football, clock; Home Run, \$25.00. Also many other fine bargains. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa.

**ERIE DIGGERS, MODEL E CLAWS, K. O. FIGHT-**ers, Advance Venders, 500 Peanut and Gum Venders, \$3.00 up. **NATIONAL**, 4242 Market, Philadelphia, Pa.

**FOR QUICK SALE—BALLY BUMPERS, MUL-**tiple, Hialeah, Ricochet, Globe Trotter, \$20.00 each; Sky High, Hi-De-Ho, \$15.00 each; Baffle Ball, Deluxe 46, Proprietor, \$10.00 each; Tycoon, \$18.00. **AUTOMATIC SALES**, 2470 Broadway, Toledo, O.

**FOR SALE—10 WURLITZER P 312s AND** 412s, \$150.00 each, perfect condition. Late serial. **A. E. WILLET**, 1403 N. Logan, Topeka, Kan. jy3x

**FOR SALE—TEN WURLITZER SKEE BALL** Alleys, excellent condition, \$100 each, crated. 1/3 deposit, balance C. O. D. **L. L. PFOHL CO.**, 8 Willowlawn, Buffalo, N. Y.

**FOR SALE—MILLS GOOSENECK DOUBLE JACK-**pot Bells, cheap. Wanted Mills Cherry Bells. **AUTOMATIC VENDER COMPANY**, 152 Houston St., Mobile, Ala.

**SPECIAL CLOSE OUT—3 KEENEY TARGETTE** and 1 Hollywood Deluxe Electric Rifles, \$100. 5 Late Skee Games, \$87.50. All above perfect condition. Write **R & S SALES CO.**, Marietta, O. x

**MARKSMAN, LATEST TYPE, \$59.50; DAVAL** Races, \$4.75; Jayhawk Toy Pack, 300 Charms and Toys, \$1.10, prepaid. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

**MILLS 5c ESCALATOR, \$40.00; NEW PENNY** Blue Fronts, \$50.00. All types Automatic Tables cheap. Write for list. **E. G. HUNTER**, 206 E. 16, North Kansas City, Mo. jy10

**MINIATURE POOL TABLES—ONE USED FAC-**tory refinished, \$27.50. One-third deposit. **SINGLETARY**, 701 S. St. Paul St., Dallas, Tex.

**MUST SELL IMMEDIATELY—WATLING** Rollatops, used last winter, serials around seventy thousand, mystery payouts, twenty stop reels, venter attachment, extra good condition. 8 nickels, 3 dimes, 3 quarters, \$42.50 each; any five for two hundred dollars. Jennings Chiefs, 6 nickels, 2 dimes, 2 quarters, finest condition, look new, serials around one hundred eighteen thousand, a bargain at \$55.00 each, or any five for \$250.00. Have two Rockola 12-Record Phonographs, 1936 model, walnut cabinet, perfect condition, looks new, \$135.00 each, or both for \$250.00, 1/3 deposit. Will ship same day order received. Reference Dun & Bradstreet. **W. F. DUGAN**, Eustis, Fla. jy3x

**NOVELTY MERCHANTMEN, A-1 CONDITION.** Serial numbers 700-1400, \$40.00; 1400-3500, \$50.00; 3500 to 4000, \$60.00; Streamlines, \$75.00; Electroholists, Roll Chutes, \$50.00. Complete Carnival Set cheap. **MESSANA**, 756 Eighth Ave., New York City.

**ONLY \$119.00 FOR GUARANTEED RAYS** Tracks. 14 Late Models, ready for instant shipment. Wire third deposit. **UNITED AMUSEMENT CO.**, 908 McCullough, San Antonio, Tex.

**SACRIFICE—WURLITZER SKEE BALL MA-**chines, late models, like new, perfect mechanically; also De Luxe Models Roll-O-Balls. Price \$75.00 each or \$65.00 in lots of five. **UP-TO-DATE AMUSEMENT CO.**, 10 E. Adams Ave., Pleasantville, N. J.

**SNYDERS NICKEL, DIME, TWIN GAWARD** Escalators, \$19.50 each. Three Snyder's Penny Twin Gaward Vender, \$40.00; Single, \$17.50. **COLEMAN**, Rockford, Ill.

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**TOWEL-O-MATIC FOR SALE—250 USED** Nickel Vending Machines, vending a cloth towel and soap. This is the machine chosen over all others for the 1933 Chicago Fair, receiving a Certificate of Merit for service. Ideal for New York and San Francisco fairs. Other interests prevent owner from bidding for these fairs. Someone will get a bargain. **F. WILLIS MCGUIRE**, 188 West Randolph St., Chicago, Ill.

**WANTED—PEANUT AND MERCHANDISE** Machines, Arcade and Slot Machines, Scales or anything else if priced right. State kind in first letter. **ATLAS SALES CO.**, 1971 W. 54 St., Cleveland, O.

**WANTED—USED ROCK-O-BALL SKEE BALLS,** Juniors and Seniors. Quote lowest cash prices. Write **STATION O, BOX 118**, New York.

**WATLING SCALES, SMALL, \$35.00; MILLS** Scales, \$25.00; 5c Slot, \$17.50; 1c Slot, \$17.50. Trade for anything. **O'BRIEN**, 89 Thames, Newport, R. I.

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOOBOODY**, 1824 East Main St., Rochester, N. Y. jy10

**WE HAVE A NUMBER OF ROCKOLA MULTI-**Selector Phonographs in excellent shape at \$100.00. **E. B. DALLAS**, NATIONAL SALES & DISTRIBUTING CO., 3136 San Jacinto, Dallas, Tex.

**WE WILL BUY—PACIFIC'S SIX SLOT PA-**looks, Junior Palooks, Skill Type Triple Slot Lite-A-Lines, Bowl Type Triple Slot Lite-A-Lines, Mills Ten Grands and Q.T. Tables; Evans Galloping Dominos, Bangtalls and Rolletto Jr. How many have you and what price? Will sell Genco Wizards at \$20.00 each. Mills Snake Eyes at \$150.00 each; Mills McCoy's at \$30.00 each. **AMUSEMENT NOVELTY SUPPLY CO.**, 312 Carroll St., Elmira, N. Y. jy17x

**2 DIGGERS MUTOSCOPE JR., \$13.50; 1 ERIE,** \$10.00; 5 Penny Packs, \$5.00; 5 Watling Double Jack, \$15.00; 1 Mills Yellow Front, \$22.50; Mills Blue Fronts, \$49.50; 1 Burch Pop Corn Machine, \$87.50; 1 Advance, \$45.00. **W. I. HOOKER**, Box 742, High Point, N. C.

**5 ABT BIG GAME HUNTERS, WITH STANDS,** \$12.00 each; 5 Wurlitzer Late Model Slug Proof Skee Balls, \$79.50 each. Send 1/3 deposit. **ROBBINS CO.**, 11418 DeKalb Ave., Brooklyn, N. Y. jy10

**5 WURLITZER SKEE BALLS, WITH RETURN** Ball, \$69.50 each; 5 Roll-A-Balls, Deluxe, like new, perfect condition, \$59.50 each. **KEYSTONE AUTOMATIC AMUSEMENTS**, 2135 Walnut, Philadelphia, Pa.

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**15 SEEBURG SYMPHONOLAS, 1936 A MODELS,** \$130.00 each; 1 Seeburg Selectophone, \$60.00; 6 Stick Gum Venders, 1c, \$1.00 each; 1 new Counter Dice, \$5.00. Late modern Pin Games, our selection, 10 for \$35.00 or \$4.00 each; 2 Ideal Small Scales, \$15.00 each; 5 large Scales, \$10.00 each; Geo. Washington, National, Columbia, 2 Mills, lot \$45.00; 1 Scale for weighing pennies, \$8.00. Wanted to buy Bumper Type Games and Coin Counting Machine. 1/3 deposit with order. Machines shipped same day order received. **AUTOMATIC NOVELTY CO.**, 900 Oakhill Ave., Atlanta, Ga.

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**A-1 EVENING GOWNS, WRAPS, CHORUS SETS,** Slippers, Ballyhoos Capes, Hula Costumes, Fans, Bargains. **CONLEY**, 310 West 47th, New York City.

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**SATEEN CURTAINS, 12x40, ORANGE, \$20.00.** Bargains Regulation Band Coats, \$2.20; New Caps, all colors, \$1.50; Wardrobe Trunks, \$12.00; Mess Jackets, white, \$2.00. Cellophanes, Orientals. **WALLACE**, 2416 North Halsted, Chicago.

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**FORMULAS—LATEST MONEY MAKERS.** Write for free literature describing newest Formulas for fast sellers. **H.-BELFORD**, 4042 N. Keeler, Chicago.

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**FOR SALE—\$1.25 PAIR USED RICHARDSON** Roller Skates, \$1.00 pair. If interested write **OLYMPIA PARK ROLLER RINK**, McKeesport, Pa.

**FOR SALE—PSYCO-METER. ONLY MACHINE** that reads your mind. Big money maker. Blue Dot Penny Engraving Machine, priced right. **SAM APPLEBAUM**, 135 Morrison Ave., West Somerville, Mass.

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Custard Machine, excellent condition, \$200.  
**L. P. TRUESDALE**, Cadillac Hotel, New York  
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**FROZEN CUSTARD, ICE CREAM MACHINES—**  
New Electric Aluminum Portable Counter  
Models, \$200. Write **CONCESSION SPECIAL-**  
**TIES**, 310 East 35th, New York, N. Y. jy10x

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crisp, Potato Chip, Cheese Coated Corn  
Equipment. **LONG-EAKINS**, 1976 High St.,  
Springfield, O. jy31x

**POPCORN MACHINE, KINGERY GASOLINE,**  
\$45.00; Potato Chip Machine, \$85.00; Lunch-  
master, \$69.50; Urns, Griddles, Dishes. **J. A.**  
**BRUCKEN**, First St., Evansville, Ind.

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SHOW PROPERTY**

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Show, 2-Headed Baby, Wax Figures, Tents,  
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**ADULTS AND KIDDY CHAIR PLANES, SIX-**  
teen and twenty-four-seat capacity; Kiddy  
Aero Planes, eighteen capacity. **CALVIN**  
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Boxes, Cables, Etc., if cheap for cash. For  
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Horns, 20-Watt Amplifier, Electric Victrola.  
Everything complete good condition. **WORTH**,  
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**KIDDIE MERRY-GO-ROUND—16 PASSENGER,**  
in perfect shape, with \$400.00 Wurlitzer  
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partner. **BOX 34**, Cedarburg, Wis.

**USED CONCESSIONS—TOPS, BACKGROUNDS,**  
Wheels, Bumpers, Roll Downs, Trunk Flash-  
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**A-1 MEDICINE PEOPLE — BLACKFACE THAT**  
can produce. Pianist that doubles and teams.  
No wires. Write, tell all and salary. **DOC**  
**E. J. WILSON**, Russells Point, O.

**ALTO SAX DOUBLING CLARINET — PREFER**  
Singer. Sweet or Scat Entertainers write.  
Dance Band organized eleven years. Pay off  
flat. Send photo if possible. Write, wire or call  
**JOHNNIE NORSKOG**, Worthington, Minn.

**BOY OR YOUNG MAN—STANDARD ACT FOR**  
Top Man Hand Balancing. Weight around  
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**CAN ALWAYS USE MUSEUM HELP—FREAKS,**  
Working Acts, Oriental Dancers. Open year  
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**FIRST AND SECOND MAN ON LOOP—THE**  
Loop or good Ride Man. Write fully, lowest  
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Must cut it. Wire immediately. Other Mus-  
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**GIRL FOR HIGH TRAPEZE ACT. SEASON**  
work to right party, act working. Photo.  
Salary expected first letter. **JAYDEE**, Fayette  
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**LINE GIRLS DOING SPECIALTIES, TAP AND**  
Ballet. Steady work, good salary. Wardrobe  
furnished. **BETTY BRYDEN**, 832 Fox Theater  
Bldg., Detroit, Mich. jy3

**MAN WHO CAN DO PANTOMIME IN DON-**  
key Skin. A One-Man Prop. **HAYES**, Care  
The Billboard, 1564 Broadway, New York.

**MUSICIANS IN WEST—GIRLS OR BOYS FOR**  
Band now on tour. Single and absolutely  
sober. Salary guaranteed. Write stating age,  
experience and inclose snapshot. Address  
**ORCHESTRA LEADER**, Cullen Hotel, Salt Lake  
City, Utah.

**SINGING MUSICIANS FOR MODERN CONCERT**  
Band. Top Tenors, Lead Tenors, Baritones,  
Basses, playing Brass, Reeds, Drums. Feature  
Accordion who doubles. Other thoroughly ex-  
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mediately. **P. O. BOX 104-S**, Union City, N. J.

**TATTOOER WANTED IN BUFFALO'S ONLY**  
Shooting Gallery and Arcade. **ARCADE**  
**SHOOTING GALLERY**, 207 Main St., Buffalo,  
N. Y.

**WANT TO CONTACT PRACTICAL HYPNOTIST.**  
Object to exchange intelligence to advantage  
of both. **BOX 800**, care Billboard, 1564 Broad-  
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**WANT EXPERIENCED CANDY APPLE GRIDDLE**  
Man. 50-50. Twenty-one fairs. Winter's  
work. **JOHN PRUITT**, Denim Station, N. C.

**WANTED ELEPHANT GIRL OR MAN FOR BAL-**  
ance of season. State salary in first letter.  
**E. MOSCA**, 2666 W. Grand Ave., Chicago, Ill.

**WANTED FOR REP—MAN CAPABLE OF**  
Juveniles or Leads; or Team. Others write.  
Also Canvasman. State all. **PHILLIPS PLAY-**  
**ERS**, Kendallville, Ind.

**WANTED—DRAMATIC PEOPLE WITH SPE-**  
cialties or Doubling Instrument. Will con-  
sider small five or six-people organized show.  
Tell all first letter. **L. VERNE SLOUT**, Ver-  
montville, Mich.

**Show Family Album**



**ADVANCE CREW** of Charles Lee's Great London Circus, a 120-horse wagon show, season of 1891, when H. A. Mann was general agent of the show. Mann now resides in Detroit. Picture was taken at Jamestown, N. Y., in August of that year. Sitting, left to right: H. Patter-son, boss billposter; Harry Mann; Ben Tutthill, local contractor. Standing: Harry Bubb, Tom Crowe, "Bill" Conklin (six feet seven inches tall), J. Esselwein, Dennis Dildine.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

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produce. Competent, reliable workman to  
handle outfit. Man to handle Concession  
Stand on percentage or run company stand on  
salary and percent. Banner Salesman good  
proposition. **V. VERMONT**, Lansing, Mich.

**WANTED—MUSICAL ACTS, PERFORMERS**  
who play instruments. State lowest. Join  
quick. Tent show three lighter. We pay all.  
Now in Vermont. **THOS. L. FINN**, Hoosick  
Falls, N. Y.

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Must be reliable and good. **BOX C-274**, The  
Billboard, Cincinnati, O.

**WANTED FOR PAJA'S WHITE SHOW—PIANO**  
Player and Blackface Comedian who works  
all acts. **PAJA'S MEDICINE CO.**, Sykesville,  
Pa.

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**A CATALOGUE OF MINDREADING MENTAL**  
Magic, Spirit Effects, Horoscopes, Buddha  
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Books, Crystals, Lucky Pieces. Most complete  
list in world. New 140 illustrated page cata-  
logue, 30c. **NELSON ENTERPRISES**, 198 South  
Third, Columbus, O. jy17

**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
25c. **MAX HOLDEN**, 220 W. 42nd St., New  
York City. jy17x

**MAGIC BOOKS, TRICK CARDS, LOOK-BACKS,**  
X-Rays, Novelities. Free List. Bingo Games,  
3,000 different cards. **WARWICK NOVELTY**  
**CO.**, Conimicut, R. I. jy17

**PINXY'S NEW ADDRESS — 1313 NORTH**  
Wells. Punch, Ventriloquist Figures and  
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Chicago, Ill. Lists free.

**VENTRILQUIST FIGURES USED BY ALL**  
leading professionals. Dialog, instructions,  
illustrated catalog 10c. **FRANK MARSHALL**,  
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**MISCELLANEOUS**

**ALL 4 FOR DIME PHOTO SUPPLIES AT CUT**  
prices. Our new PhotoStrip Outfit, 1 1/2x2,  
or 2 1/2x3 1/2, complete, \$140.00. **WABASH**  
**PHOTO SUPPLY**, Terre Haute, Ind. jy3

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models, gas and coke fired. Write for cata-  
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Columbus, O. jy10

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Mirrors, Frames, etc., \$1.00. Send for free  
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new, clean regulation size and weight;  
hickory shafts, chromium plated, right-hand  
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matched set, \$250; no woods. Used on every  
popular golf club course in U. S. **LINCOLN**  
**SURPLUS CO.**, 516 Chestnut, Freeport, Ill. jy3x

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Cream Machines, complete freezing and  
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**TARD CO.**, Gastonia, N. C. jy24

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**STUDIO**, Unionville Mo. jy10x

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ing, 1937 Edition with Shooting Script. Dic-  
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ment, \$300. Rebuilt Sound Heads. **W. B.**  
**FRANKE**, Humboldt, Ia.

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Actions, War and Passion Plays. Write  
**APOLLO EXCHANGE**, 117 So. 9th St., Newark,  
N. J. jy10x

**SEMI-PORTABLE SILENT-SOUND PROJECTION**  
Equipment, Film. Lowest prices available.  
15% discount offered if you attach this ad-  
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New York, N. Y.

**TWO HOLMES PORTABLES, SOUND COM-**  
plete, \$300. **CARL DALTON**, La Crosse,  
Wis. x

**16 MM. FILM FOR YOUR MOVIE CAMERA.**  
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gains in new and used equipment. Send for  
lists. **FOTOSHOP**, 134 West 32d, New York  
City. jy24x

**UNUSUAL BARGAINS IN USED OPERA**  
Chairs, Sound Equipment, Moving Picture  
Machines, Screens, Spotlights, Stereopticons,  
etc. Projection Machines repaired. Catalogue  
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bash, Chicago. jy10

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Repeat advertising sales service to restau-  
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plus cash income while travelling. 500 small  
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Furnish qualifications, confidential references,  
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1400 P St., Lincoln, Neb.

**SPARKLING GLO-BRITE SIGNS SELL FAST TO**  
Stores, Restaurants, Taverns. Lasting gold  
finish. Plenty profit. **J. A. BAXTER**, Cam-  
bridge, O. jy17x

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ent, surprising. The real thing. Sells on  
sight. Sample 25c. **PREWITT**, Box 182, Dam-  
ville, Ky.

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**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL**  
Sideshow Banner Painters. Devoting our  
time serving the showmen. **MANUEL'S STUDIO**,  
3544 North Halsted, Chicago. jy10

**BEST CARNIVAL AND SIDE SHOW BANNERS**  
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**NIEMAN STUDIOS, INC.**, 1236 S. Halsted St.,  
Chicago, Ill. jy10

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**A-1 TENTS—20x50 KHAKI, \$67.50; SIDE-**  
wall, \$15.75 Hundred Running Feet. Side  
wall Bally Cloth, Tarpaulins, Banners. **UNI-**  
**VERSAL**, 3238 So. State, Chicago.

**ARMY TENTS, 16x16, ARMY PYRAMIDAL**  
Tents, \$10 up. **TAVETIAN**, 61 Rutgers St.,  
New York City. x

**ONE 82x40 ROUND END, 12-OZ., AND 2**  
Middle Sections, 82x40, 12-oz., good con-  
dition. One 80x40 Middle, 9-oz. white, good.  
One 80x40 Round End, needs repairs, all  
sacked. 14x20 Main Entrance Marquee,  
striped, excellent. Steel Center Poles, 20-ft.  
quarters and 10-ft. side poles, stakes and  
complete rigging for 80x200 setup. 200 ft.  
10-ft. Side Wall. \$500 cash. **J. STEINEL**,  
Flynn Building, Des Moines, Ia. jy3x

**UMBRELLA TENTS, ALMOST NEW, 9x9,**  
with floor, \$10.80 while they last. Hurry!  
Hurry! Hurry! And Bally Curtains. **KERR CO.**, 1954  
Grand, Chicago. jy3

**1,000 FEET SEVEN-FOOT USED SIDEWALL, 25c**  
Foot. Also one Top, 25x38, used, \$100, good  
condition. **MAIN AWNING TENT CO.**, 230  
Main, Cincinnati, O.

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**LETTERHEADS THAT MAKE THE FLASH —**  
Cash offer. 250 Two-Color 8 1/2x11 Letter-  
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Winton, Pa.

**6x12 CIRCULARS, 1,000, \$1.75; 1,000 3x6 OR**  
3x8, \$1.00; 5,000, \$3.00. Postpaid zone 4.  
**LAWDALE PRESS**, Box 303, Franklin, N. H. jy3x

**200 (14x22) 6-PLY 1-COLOR WINDOW**  
Cards, \$6.00; Bumper Signs, 50, 7x28, \$2.75.  
"DOC" ANGEL, Ex-Trouper, Leavittsburg, O.

**WANTED TO BUY**

**WANTED—UNICYCLE, TRICK BICYCLE AND**  
Rocking Tables. **CHUCK GRAHAM**, Leech-  
burg, Pa.

**WANTED TO BUY—UPRIGHT SWORD BOX**  
and Swords. Good condition. Priced rea-  
sonable. **NELLIE KING**, Care Corey's Greater  
Shows, Mt. Jewett, Pa.

**WANTED TO BUY — PORTABLE SKATING**  
Rink with Equipment. Give full particulars  
first letter. **J. V. STEWART**, Box 23, Hatties-  
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Advertisements**

So WORD, OASH (First Line Large Black  
Type). 20 WORD, OASH (First Line and  
Name Black Type). 10 WORD, OASH  
(Small Type). (No Ad Less than 26c).  
Figure Total of Words at One Rate Only.

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**METEER AND METEER HAND BALANCING,**  
Tumbling Sensation of Western New York.  
Would consider vaudeville night spots, circus.  
**RUSSELL METEER**, 1136 Linwood, Niagara  
Falls, N. Y. jy10

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**YOUNG MAN, GOOD PERSONALITY, REFER-**  
ences, wants work with Show as Advance  
Agent, etc. Has public-address system. Will  
go anywhere. For full particulars write **BOX**  
**383**, Philippi, W. Va. jy3

ADVANCE AGENT, House Manager or Press Agent. 15 years' experience. Route and code. Close contractor. Good experience, strong personality. Salary only. BOX 300, The Billboard, Chicago, Ill.

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AT LIBERTY

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AT LIBERTY—SEVEN.

Piece Orchestra Doubling 25 Instruments. Novelty versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms. latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. BOX C-258, The Billboard, Cincinnati, O. jy17

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ED. MACK'S ORCHESTRA AVAILABLE FOR engagements after July 5th. Cut shows, good equipment. P.-A., Vocalist, Wardrobe and reference. Six or more pieces. Reliable bookers and night clubs write 1130 East High St., Lima, O. jy3

JERRY GILBERT'S EDGEWATER GULF HOTEL. Orchestra now booking fall locations. Edgewater Gulf Hotel, Biloxi, Miss.

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AT LIBERTY

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AT LIBERTY—GROOM ON RING STOCK—28 years' experience. Salary secondary. Write immediately. LEWIS E. PLACE, General Delivery, Newark, N. J.

GENE JEANETTE, HALF AND HALF. RELIABLE managers only. Blow off preferred. Address Care The Billboard, 1564 Broadway, New York.

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AT LIBERTY—Real Agent. Circus, carnival advance. Any kind show. Lot man, Contracting Biller, Press, Banners. Handle new deal fairs. THOS AYTON, Commercial Hotel, Madison, Ind.

AT LIBERTY—Pat Ghl. Bally. 650 Ia. Prefer shows west of Mississippi. Consider anything. Wire or write best proposition. JUDITH SANDERS, General Delivery, Kansas City, Mo.

AT LIBERTY

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AT LIBERTY—Colored Drummer. Read, hot, modern. Prefer night club. Job must be steady. State price, hours nightly. DRUMMER, 411 S. Elm, Charleston, Mo.

TAP DANCER—Very attractive girl, light brown complexion, at liberty for minister, night club, vaudeville, etc. 5 ft., 4 inches, 128 lbs, can really dance. EDNA BALTOR, Cottonplant, Ark.

AT LIBERTY

DRAMATIC ARTISTS

FEATURE DRAMATIC COMEDIAN—Account show closing. Versatile Actor, General Business Man, Comedy Singing, Talking, Dancing (all styles). Specialties. Age 40. Height 5 ft. 10. Weight 160. Resemble Joe E. Brown. Standard Artist, Recorded Performer. All essentials, also excellent Straight Man. Characters, etc. 20 years stage (all lines) experience. All type shows considered. No liquor. Ticket? Yes. State salary. FRANK "RAKEY" CAMEL, 1601 Cone St., Toledo, O.

PUPPETEER has remarkable Marionette Show—Dramas, Comedies, Trifling Serial. Great for small radio station or outdoor art exhibition. MARTIN CARROLL, 2658 Lexington St., Chicago. jy10

AT LIBERTY

MAGICIANS

FEATURE MENTAL AOT—Mindreading, Crystal Magic. Business builder for theatre, night club, hotel attraction. Oriental presentation. Private readings. Salary for act, percentage on readings. PRINCE ROSE, care The Billboard, Cincinnati, O.

PALMIST—For entertaining at exclusive hotels, clubs and resorts. 15 years' experience. Just completed Hollywood engagement. MME. JEAN, 14 West 48th St., New York. Longacre 3-6942. jy10

WANT BOOKINGS in and around New York. Prefer clubs, theatres, schools, etc. Low rates, but best work. Special shows for children. L'ORAN, 150-12 Nineteen Ave., Whitestone, L. I. jy17

AT LIBERTY

MISCELLANEOUS

EXPERIENCED YOUNG MAN in Radio and Electrical Work. Likes to travel. Go anywhere. References. For full particulars write BOX 383, Philippi, W. Va. jy38

YOUNG MAN—33. Well educated. Previously had own Hawaiian Show on road. Capable lecturing, public speaking, handling concessions, supervising details efficiently, etc. Will tackle anything legitimate. Would also like to hear from any young lady interested in organizing a Girl Show. Will answer all letters. State all. MIKE WEINTRAUB, 1658 Washington Ave., Bronx, New York City.

AT LIBERTY

M. P. OPERATORS

MOTION PICTURE CAMERA MAN—Now available for shooting 35 and 16mm. films. Ten years' experience making motion pictures. Also expert on miniatures and trick photography. Have complete equipment. Will travel. DANIEL ABERIGO, 26-22 30th St., Long Island City, N. Y. jy10

AT LIBERTY

MUSICIANS

AT LIBERTY SHORTLY—Union Drummer. Ambitious, reliable. Show, night club, ballroom, concert. Carry Vibraphone, Chimes. Single. ST. CLAIR DIXON, 930 Reese Ave., Lima, O. jy10

DRUMMER WHO SINGS. Union. Thoroughly experienced. Can be featured. Will play any style according to band. Neat, sober, dependable. Only reliable parties answer. HAROLD KANE, 57 Paterson St., Paterson, N. J.

FIRST TRUMPET—15 years' experience Dance, Theater, Radio. Age 30, union, references. Must be reliable. TRUMPET, 3327 Chestnut, Philadelphia, Pa.

A-1 N. Y. MUSICIAN—PIANO, VIOLIN, ORGANETTE, Accordion, Flute. Play alone, solo and orchestra. Arranger. J. C., Box 184, Barnegat, N. J. jy3

BASS, RECORDING, STRING, SOLID. CAN jibe with your rhythm section. Am working but desire something better. Sober, age 21, new instruments. ROBERT KESTERSON, Princeton, Mo.

CORNET—FIRST, SECOND, TONE, READ, range, swing, arrange. Cut or else. Location open. Consider show going West Coast. AL REESE, Kenesaw Hotel, Minneapolis, Minn.

DRUMMER—YOUNG, NEAT, RELIABLE. Swing experience. JERRY COOPMAN, 1004 Main St., Stevens Point, Wis.

GIRL SWING DRUMMER. PLAY NOVELTIES. Girl Saxophonist, Alto, Tenor, B-flat Soprano, doubling Trumpet, Tenor Guitar and Banjo. Want work together. No vaudeville. Club or resort work preferred. LOLA LEE, R. F. D. No. 1, Valley Park, Mo.

ORGANIST-PIANIST—EXPERIENCED ALL types theatrical and dance music. Twelve years in pit and dance orchestra. Transpose, arrange, direct. Permanent location preferred. MUSICIAN, 333 Fayette St., Cumberland, Md.

STRING BASS—UNION. PREFER LOCATION. South or North. BOX C-275, Billboard, Cincinnati, O.

TROMBONIST—READ, FAKE, TONE, RANGE. Have car; go anywhere. SAM ODELL, Albion, Mich.

TRUMPET-PIANO—BOTH READ, FAKE, EXPERIENCE. BILL ROBINSON, Dyersburg, Tenn.

TRUMPET—MODERN SWING OR SWEET. Tone, range and phrase. Double Melophone. Radio and ballroom experience. Arrange some have library. Union, age 22, neat, single and sober. Location only. Will go anywhere for reliable party. Ginheads and panics lay off. Reason for ad. Write or wire. MERTON SCHMOLCKE, Belmont Hotel, 220 1/2 N. Main St., Pueblo, Colo.

YOUNG LADY DANCE BAND SAXOPHONIST. Five years' experience. Cover solo, trio, orchestra, teaching. Reference members St. Louis Symphony. FRENCHY, 1225 S. Quincy, Tulsa, Okla.

A-1 SOUSAPHONE PLAYER—Long experience in Concert Band Orchestra, Radio and Circus. Neat, sober, dependable. Location preferred. Have car. Music side line if necessary. Only reliable parties answer. LOUIS KOISKI, 26 Cooper St., P. O. Luzerne, Pringle, Pa. jy24

ALTO SAX—Style and all essentials. Double fast Chicago style Swing Clarinet. Strong enough to feature. Prefer resort. DOC, 6712 Dear St., Pittsburgh, Pa.

ALTO SAX—Double Baritone Sax and Clarinet. Union. Clubs or units. Have car. Just returned from South America. Read and jam. JIM-MIE WILKINS, Morrisonville, Ill.

AT LIBERTY—Musicians for fall bands, circuses. 2 French Horns, Solo Cornet, Solo Clarinet, together. T. W. ROBINS, 8220 Poe Ave., Detroit, Mich.

AT LIBERTY—"One-Hand Fiddler," featured with Cherry Hill Boys over several large radio stations, but by myself this season. Can do stunts. NBO artists' references. Want with well-known radio troupe who make personals nightly, but will take any change. ARLY, care THE BILLBOARD, "Champion One-Hand Fiddler," Graysville, O.

BAND DIRECTOR—Teacher, Organizer of eleven years' experience in municipal and school bands. Good library. Best references and credentials. Address P. O. BOX 464, Central City, Ky. jy17

PIANIST-ACCOMPANIST—Union; experienced. Concert, radio, dance, etc. Want location with reliable organized orchestra that has good paying proposition. LARRY SCHEBEN, 1323 Broad, Augusta, Ga.

SAX, ALTO AND TENOR, doubling Cello and Viola. Read and fake. Modern take off. 34 and neat appearing. MUSIQIAN, Central Place Hotel, Room 28, Denver, Colo.

TROMBONE—Neat, young, reliable. Good tone, swing take-off, read anything. Sing and arrange. Go anywhere. Don't misrepresent. MUSIQIAN, 1436 S. Ridgeway Ave., Chicago, Ill.

TRUMPET AND PIANO—Both young, sober, union, plenty experience. Read, ride, etc. Job must pay. Write EMIT SPINKS, 1027 Alston, Fort Worth, Tex. jy10

AT LIBERTY

PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. jy31

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service. jy3

BALLOON ASCENSIONS—For Parks, Fairs and Celebrations. JACKSONVILLE BALLOON CO., Jacksonville, Ill. jy31

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati. jy10

WILLIAMS AND BERNICE, Trampoline, Aerial, Dog Act, Rube Haywagon. Billboard, Cincinnati. jy3

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. au21

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. jy3

BALLOON ASCENSIONS, PARACHUTE JUMPING. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. CLAUDE L. SHAFER, 1044 S. Dennison St., Indianapolis, Ind. jy10

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. jy24

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich. jy24

THREE HIGH-CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Boarding Net Act. Playing fairs, home-comings, parks, etc. Write for price. LA-BLONDE TROUPE, 915 Court St., Pekin, Ill.

4TH OF JULY OPEN—ALSO LET'S HEAR FROM other celebrations and fairs in the Northwest only. Wire Artist Supreme. Address ALBERT S. FALK, Wheaton, Minn.

AERIAL OOWDENS—Standard attractions of merit. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address Billboard, Cincinnati, O. jy10

AT LIBERTY—Circus, Fairs and Celebrations. Six Mile Liberty Act, World Famous Trick and Educated Mules. Doing many feature numbers. For particulars: BOB VAN HOEN, 821 Portage Ave., Three Rivers, Mich.

AT LIBERTY—The Troupe of Comedy Pigs and Dogs for Fairs, Parks and Circus. A real novelty act. 1200 Linwood Ave., Jackson, Mich.

CHARLES LA CROIX—Original, Outstanding, Novelty Trapeze Platform Free Attraction. Available for celebrations, etc. Advertising posters free. Real act at a price you can afford to pay. Address CHARLES LA CROIX, 1804 South Anthony Blvd., Fort Wayne, Ind.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1006 Race St., Cincinnati, O. jy3

PAMAHASIKKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasika himself for this attraction. Address GEO. E. ROBERTS, Manager, Pamahasika's Studio, 615 W. Erie, Philadelphia, Pa. Telephone, SAGMORE 5538.

THREE NOVELTY ACTS—America's best lady globe act. She comes down stair steps and uses an inside globe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE ORIBISTTS, Keokuk, Ia. au28

AT LIBERTY

PIANO PLAYERS

PIANIST—Young Man, thirty, experienced both concert and dance, ties reliable opening. Prefer hotel orchestra. Anything considered. Write stating particulars, salary. RAYMOND DEMPSEY, Franklinton, N. Y.

PROFESSIONAL MALE PIANIST—Powerful, good quality Lead Tenor Singer. Closing 62 weeks Newark night spots. Desires immediate engagement sea shore, outdoor. PIANIST, 20 Pennington, Newark, N. J.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY for Vaudeville Unit, Med or Carnival. Rube Comed, some Black, also Straight. No instruments, but real singing voice, baritone. Up in acts, have plenty bits, good dresser on and off, sober, reliable; work clean, go laughs. Please mention why? Accept reasonable salary for long engagement. Age 45. Address L. WILBUR DAVIS, 705 Travis, Ft. Worth, Tex.

JACOBS AND LAVERNE—Young, versatile colored Team, Brother and Sister, doing fast flash, Rhythm and Acrobatic Tap Dances, Spanish Comedy and other dances. This team has had experience, has personality and looks, also Strollers, Singing, Harmonizing, playing Accordion and Guitar together. Between shows in night club, Play Flauto also. Has beautiful wardrobe. Permanent address. JESSIE M. BARRETT, 6924 South Parkway, Chicago, Ill. Phone: Englewood 7481. jy10

VERY VERSATILE Single Specialty Man. Feature Ventriloquism. Good some Magic, some Juggling, Sing, Dance, Monologue, play Uke, Straight or Comedy in acts. Sober, reliable, hard-working showman. Not out for a good time. Join show near here. LINDEN COWARD, Route 1, Ware Shoals, S. C.

SHOW LETTERS

(Continued from page 58) two steep hills. Show well known here, having played under same auspices last year. Band leader, Charles Clark, rendered opening selection promptly at 7 p.m. Monday. Rain Thursday night made crowd small, but those who attended patronized shows. For some unknown reason, rides and concessions took a nose dive and operated below par all week. Harry Thomas, Pittsburgh outdoor booking agent, was on scene during entire engagement. He rendered valuable assistance to publicity department and made it possible for show to land on front page of Pittsburgh Sun-Telegraph with two streamer banners and feature story. A rousing week was had in meeting and entertaining Pittsburgh newspaper men. Show used display advertising in all metropolitan papers. C. Guy Dodson said it was greatest amount of publicity ever put over in interest of show. Louis C. Schneider and Ernest Smetzler, mercantile appraisers, visited. Both gentlemen are real show fans and assisted staff in many ways. Eddie Breckenridge joined here with snake show. A banner, 80x12, white on fiery red, reading, Monsters, is a natural baby. William H. (Bill) Davis, manager Leaping Lena Show, who has not been in best of health since season opened, left for his home in Brooklyn, where he will undergo medical treatment. His show will continue to operate. Paul Glazer is now in charge of all sound equipment. His clear baritone voice is pleasing on ears. Two interesting visitors of the week included Mel Fleming, a banker, and Plain Dave Morris. DAVE CARROLL.

F. D. R. INDICATES

(Continued from page 46) the exposition. This was announced by the National Cash Register Company, which signed a contract for 8,000 feet of outside space on which the firm will erect its own building. At the top of the register, 60 feet high and 60 feet square, giant numerals will display total admittance, tabulation to be changed every 30 minutes. At least 20,000,000 admissions are expected.

Announcement was made that British Columbia will participate in the Pageant of the Pacific in San Francisco by Premier T. D. Pattullo of Vancouver. Interest in the expo by British Columbia was reflected in an editorial in The Vancouver Sun.

France Shows Interest

The French Government is interested in a plan to have its Pacific colonies present a comprehensive exhibit at the fair. "It is evident," said General William E. Gillmore, head of the department of governmental participation for the exposition, after conversations with Ambassador Georges Bonnet, "that France is strongly behind the plan for exhibits from French Indo-China and other of its Pacific colonies. These would fit in perfectly with the theme of the exposition."

Among nations already signifying intention of participating are Japan, Guatemala and Santo Domingo. Scores of other nations are negotiating with expo officials. Indicative of interest of Central and South American nations, numerous visitors from Southern countries have reported favorable reactions. Two exposition officials left this week for Central and South America to carry out negotiations preliminary to signing of participation contracts. Among nations to be visited are Cuba, Venezuela, Brazil, Argentina, Paraguay, Uruguay, Colombia, Ecuador, Peru, Bolivia and Chile. That Mexico is definitely interested here from Frederick B. Lyon, exposition representative, who declared that his contacts in Mexico were all favorable.

KENOSHA, Wis.—The 1937 Kenosha County Fair will be held at Wilnot Union Free High School and grounds instead of at Old Settlers' Pavilion, Pad-docks Lake, as in past years.



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

## Big Summer Season Seen For Homeware

NEW YORK, June 26.—With preparations nearly completed for several home furnishings shows, the wholesale merchandise industry is looking forward to its busiest season in years for this type of goods.

Glass and chinaware are among the lines in which greatest early interest is being displayed, with orders from premium dealers and concessioners being heavy. During the last several years an increasing number of outdoor operators have discovered a real asset in the flash and display value of such items as beer-drinking sets, sugar and cream sets, water sets, luncheon services, cake servers, stemware, etc. As a result many effective methods have been devised for displaying single pieces as well as matched sets at practically every amusement center of any size.

Furniture novelty sales are also on the increase, as carnival concession operators, notably those playing the smaller cities, and other prize users are ordering flash items in quantity. Getting a good play at present are magazine racks, bookends, smoking stands, end tables, novelty lamps and similar items made by bonafide furniture manufacturers with a reputation for quality products.

General houseware items such as aluminumware, carving sets, silverware, food mixers, fruit juicers and many others are also in good demand, and sales are expected to be further stimulated by predictions of price advances before fall. These circumstances, together with the growing importance of attracting feminine trade thru the display of the latest in labor-saving conveniences for the housewife presage an unusually active summer season.

## 15,000 to Attend Chi Toy Markets

CHICAGO, June 26.—With about 300 manufacturers planning to exhibit the latest in toys and wheel goods at the three toy fairs here during Chicago Market Week, July 5 to 17, inclusive, preparations are rapidly going forward to accommodate a record number of buyers.

Many of the major staple lines will be exhibited at the American Furniture Mart, where about 100 different companies are placing attractive displays. Another wide variety of lines will be found at the Merchandise Mart, where toys and wheel goods will be a part of the houseware and major appliance market. Many concerns who do not maintain permanent display space in the other two markets will play host to buyers at the Morrison Hotel, where many lines of toys and games will be displayed.

Another event which should be of great interest to merchandise men is the Chicago Merchandise Fair scheduled for the Palmer House, August 2 to 13. The newest and latest in toy and novelty merchandise, ranging in price from five cents to \$5, will be displayed in the exhibition hall.

Advance reservations indicate that more than 15,000 buyers from all over the country will attend these events to view the advance showing of fall and holiday merchandise. While many of the visitors will be old-line toy buyers, it is expected that the greatest number of the estimated attendance will be made up of independent wholesalers and retailers.

Father's Day promotions resulted in a sizable gain in sales volume for New York's wholesalers and marked probably the first time in the history of the trade that the event caused any notable increase. Whereas in former years practically all of the Father's Day business

## Gadgets and the Pitchman

How often does the pitchman receive credit for the tremendous influence he exerts on the buying public of America? The only fair answer is: "Hardly ever." Not that the pitchman expects credit for what he does, but when an author writing on gadgets ignores the very people who have done so much to make the American public gadget-conscious, the writer feels that it's high time for someone to take up the standard of the tripod and keister fraternity and wave it aloft.

The article referred to is entitled *Fortunes in Gadgets* and is one which any one connected with the gadget industry will find worth reading. However, there is one flagrant omission in the article. In speaking of the outlets thru which gadgets are marketed, the author says: "The 5 and 10-cent stores, as well as other chain stores, are a particularly fertile outlet for American gadgets. . . . Not only are they distributed thru the chain stores but by various novelty and specialty stores, hardware stores, electrical stores, drug stores, etc., too numerous to mention."

Where does the pitchman come in? Nary a word is mentioned unless these outstanding merchandisers are included in the "etc." Certainly it would be hard to find better friends of the gadget industry than the kings and queens of Pitchdom, who many times have adopted the brainchild of some inventor and by dint of hard work have carefully nurtured and skillfully promoted its growth until the need for it was firmly entrenched in the minds of the buying public. For example, take the case of the potato peeler, the fruit juicer, the runmender and the many tricky can-openers that were started on the high road to multiple sales by the energetic knights of Pitchdom.

It's true that the 5 and 10s and other retail outlets do account for a large volume of the \$100,000,000 total which the yearly sales of gadgets are said to reach. The majority of gadgets found on the counters and shelves of these stores today, however, were pioneered by pitchmen. In the majority of the stores space has a definite square-inch value. A gadget that doesn't move takes up space that another live-wire item could use to advantage. Consequently these stores seldom handle any item until the public demand for it or one of a similar nature reaches a point where it can be handled profitably.

Like the merchants of old who welcomed the pitchman to town because of the crowds he drew, many merchants in the larger cities have recognized the value of these supersalesmen and are engaging them to promote the sale of specialty merchandise in their own stores. Many progressive merchants realize that gadget sales can be considerably increased when the use and need for the product are brought home to their customers by actual demonstration. In addition the touch of showmanship which the pitchman lends to the department in which he is working results in increased sales of other merchandise.

The gadget industry can also award the cross and palms to Pitchdom for its introduction of gadgets to rural districts. Many of the gimcracks now being used in the outlying districts were unknown until a wandering pitchman brought them to town. The convincing manner in which these men promote the need for the product they are selling at fairs and carnivals as well as on street corners is still productive of a large volume of business for the gadget manufacturers. Not only do these men make a large amount of direct sales but in many instances enable local merchants to cash in on the pioneering work of the pitchman by handling a line of gadgets after the pitchman moves on to the next town.

At the recent Inventors' Congress in New York many of the latest developments in the gadget world were shown. Some possessed obvious merit, while the value of others was questionable. But all of them are common bedfellows in that they have to be promoted and sold in order to be of benefit to the manufacturer or inventor. By far the greater majority of gadgets that are thrown on the market every year die a quick death due to lack of public attention. How many of the ones that become popular, as well as those that have been popular for many years, would have met the same untimely end if it had not been for the pitchman is hard to answer. It is certain, however, that a large share of the credit for building the gadget industry to its present proportions rightfully belongs to the pitchman. Many gadget manufacturers would not be enjoying their present volume of business if it were not for the energy and ability of the masters of the pitch who broke the ice for the industry in the early days of its existence and who have helped so much to make the American public gadget-conscious since then.

was confined to furnishings and ready-to-wear items, this year witnessed intense competition from many other products such as electric shavers, cameras, radio sets, tobacco, sports equipment and the like.

## Homewares Due For 5 to 15% Increase

CHICAGO, June 26.—According to reports merchandise men will have to pay from 5 to 15 per cent more for homewares this fall than they did at the start of the spring season. All types of merchandise are expected to reflect the effects of the higher prices manufacturers be felt until fall, as most of the spring months as well as increased wages and other concessions made to labor.

Altho a 15 per cent rise in chinaware actually went into effect May 1, it will not be felt until fall, as most of the spring orders were placed prior to its enactment. Prices in aluminumware are due to jump about 10 per cent, while kitchenware and other small gadgets will rise from 5 to 10 per cent. A 10 per cent increase over early spring prices is also anticipated in lamps and other electrical appliances.

## Beach Apparel Hits New Peak

NEW YORK, June 26.—Sustained warm weather of the last week has jumped sales of beachwear and accessories to a new peak, local wholesale merchandise firms report. There is a greater demand than ever for bathing accessories, with bathing trunks for men and one-piece suits for women moving rapidly. Allied equipment, such as beach robes, blankets, umbrellas, shoes, sandals, water wings, glasses, etc., are being featured by more distributors than ever.

An encouraging change in trend from last year is the fact that the trade is buying in the higher price range. Not only that, but a majority of orders specify a preference for bathing suits and other items made by firms of national reputation. This provides a better margin of profit for the wholesale industry and assures the public of a better award for its money. Last year the bulk of the trade buying was in the lower price brackets.

With the awakening of the merchandise industry to the full opportunities presented in the sale of this merchandise it is expected that many local wholesalers will continue to heavily feature these items until Labor Day at least.

## Mdse. Displays Dress Up in Eastern Spots

NEW YORK, June 26.—The average patron of Coney Island, Asbury Park and other Eastern outdoor spots may not be aware of the pains to which concessioners have gone to attractively display their merchandise awards this year, but the men behind the counters are of the opinion that a great deal of the increased play which the games are getting this season is due to the attractive manner in which the prizes are being shown.

Altho the tier arrangement and wall displays are the same as in former years, concessioners have arranged their wares with better taste so that each item is shown off to its best advantage. Some spots are using indirect lighting effects, while others are employing spotlights to add greater flash to the merchandise.

Bingo, Fortune, Fascination, Loop-It and other midway games are featuring displays of attractive prizes. The souvenir and gift shops are also doing a nice biz with their boardwalk displays of novelties and souvenir items. The fine displays of merchandise on the stands has brought quality prize awards to the fore in the Eastern resorts this season. Many spots are using merchandise of finest quality made by well-known manufacturers of nationally advertised brands.

# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Nuthouse Game

The new Nuthouse game announced by Casterline Bros. is reported to be attracting plenty of attention. A lighted cigaret is touched to what appears to be an ordinary piece of paper, which starts a sizzling burning streak on its way, yet the remainder of the paper sheet does not catch fire. It weaves in and out and finishes either at The Nuthouse, The Doghouse, The Bughouse or Chic Sale's House on the Hill. The finish cannot be determined in advance and four people can wager on the result. Low price of one-third cent each makes it an ideal item for use as a consolation prize or giveaway for concessioners.

## Automatic Gas Lighter

A new automatic gas lighter, recently perfected and introduced by the New Method Manufacturing Company, is said to put all the old style flint and friction devices in the shade. Makers give the principle of the item's operation as follows: A pellet of platinum salt absorbs the gas and by so doing increases its own temperature enough to heat a small platinum wire red hot. This then lights the gas. Lighter is merely held over the gas burner and the gas lights. Its clock-work performance and low price are said to catch the fancy of every housewife.

## Megazoo

The Megazoo is a new three-in-one premium item consisting of instrument, megaphone and party hat, just introduced to premium and prize buyers by M. M. Pochapin, Inc., originator of the Bob Burns Bazooka. A detachable kazoo snaps into the nickel-finished mouthpiece of the megaphone and is held in place by a spring. One can sing in it, yell in it or wear it like a hat. Pennants can be pasted on. Color, black. Size 7 1/2 inches long and 5 inches in diameter.

## New Clothes Basket

A new basket, now being developed, will be placed on the market soon by the Avion Company. It is called a "modernistic back-saving clothes basket" and can be used for several purposes, but is particularly adaptable to household use. Basket is made of metal and is provided with legs which avoid the necessity of constant stooping. Entire outfit folds up into a two-inch space for storing when not in use. It is sturdily built of steel tubing and is capable of holding up to 75 pounds weight.

## Shave King Dry Shaver

Shave King is the name of a new electric dry shaver being distributed to gift, premium and prize users by Gift Headquarters, Inc. Among the features claimed for it are a separable cord, a comfortably designed grip, a smooth, powerful motor, special shearing mechanism with safety leader guards, channels for holding cut hair until removed and a natural shaving stroke. It carries an indefinite guarantee against defective workmanship and material.

## OPERATORS CASH IN ON THIS

GENUINE SOUTH BEND FISHING OUTFITS ON 600-HOLE ONE SHOT BOARD. TAKES IN AVERAGE \$15.00.



No. 612 — FLY-RDD OUTFIT. Rod, Reel, Line, Bait and 600-Hole Board.

**\$4.05**

No. 614 — CASTING RDD OUTFIT. High Grade Anti-Back Lash-Reel, Rod, Line and Bait, and 600-Hole Board.

**\$4.45**

SAMPLES 50c Additional 25% with order. Balance C.O.D.

CITY SALES COMPANY, 215 E. Fifth Street, Marion, Ind.

## THE BUYING GUIDE OF THE SHOW WORLD

OUR NEW

### "CATALOG No. 128"

IS READY FOR MAILING!

When Writing, State Business You Are In, As We Do Not Sell Consumers.



Just Look—only 1.50 each

INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



GENUINE PIGSKIN LEATHER BILLFOLD. Size Open 8 1/2 x 3 1/4 inches. Has Large Pocket for Currency, Transparent Identification and two Card Pockets. One Dozen in Box. B44056.

Per Gross 9.75

We Have a Complete Line of Beacon Blankets for Immediate Delivery.

## N. SHURE CO.

Adams and Wells Sts., CHICAGO, ILL.



**69c**

EACH No. B101—Case Metal, Assorted Colors. Snap or Time Picturoe. Size: 1 1/2 x 1 1/2 in. **TEN FOR \$6.50**

ROHDE-SPENCER CO., Wholesale House 228-225 W. Madison St., Chicago.

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Packed 30 Alkaline Tablets to a Display Card. Retail Value \$1.50. Each Card. **22c** JOBBERS, WHOLESALE SALES SEND FOR QUANTITY PRICES.

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GENUINE **FUR TAILS \$5.00** Per 100 **\$45.00** Per 1000 Sample, 10c. 25% Dep. Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **SAME DAY SHIPMENT!** H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.

## R. C. A. LICENSED RADIO NEW! SMART! Different!



Size 14 1/2" x 10" x 8 1/2" Hand Rubbed Bent End Cabinet. Model QD7.

Hand-Rubbed Walnut Cabinet, Large Oversized 7"x6" Gold Dial, 5 Tubes, Two Bands—550-1500 and 1500-4000 K. C. Both Set and Tubes R. C. A. Licensed and Guaranteed, AC-DC, 60 Cycle, 110 Volts, Oversize Dynamic Speaker, Extra Rugged Heavy Chassis, Packed in Air-Cushion Carton.

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**Carnival Novelties** New Stock—Just Arrived

BB1 Men's Toy Wrist Watches. 1 in box	Gro. \$8.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$7.00
BB2 Gillette Style Blue Blades	Per 1000 3.50	BB7 Piggy Wiggy, Copco., 8 1/2 in. Dor.	1.25
BB3 Flying Birds, Outside	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 8.50
BB4 Flying Birds, Inside	Gro. 2.35	BB9 Swaggar Sticks, 36 in.	Gro. 8.75
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75	BB10 China Head Swaggar Sticks	Gro. 4.50
Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoops Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.		BB11 Jap. Obj. Cases, Pearl Inlay	Dor. 1.15
		BB12 Reach Rounder Balls	Gro. 2.35
		BB13 Carnival Print Balloons No. 8	Gro. 3.75
		BB14 Serpentine Balloons, 45 in.	Gro. 3.75

25% DEPOSIT REQUIRED ON C. O. D. ORDERS **LEVIN BROS. TERRE HAUTE, IND.**



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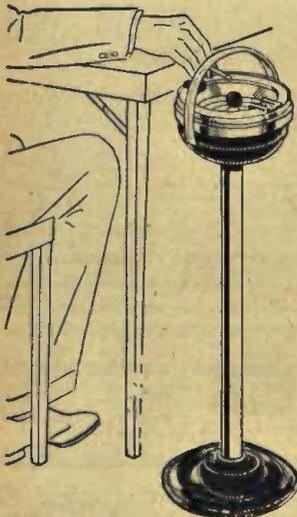
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- SUN GLASSES, on Disp. Cards. Gro. \$9.50
- SIDELINE GOODS, A-1 Qual. Gro. .85
- MOTH CAKES, Giant. 100 for. . . 3.50
- SWATTERS, Gro. . . . . 2.50

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A Wonderful Prize  
With **BIG**  
**DISPLAY VALUE**



No. 430—Pedestal Smoker will highlight your entire display. Jet black or walnut enameled finish baked-on, with smart, gleaming Dayco plate trim. Regular retail price, 75c.

Ask your jobber for special price on No. 430 . . . and prices on 14 other numbers retailing up to \$5.00.

Sold by All Leading Jobbers.

**Daystrom Corporation**  
Olean, New York  
America's Largest Smoker Manufacturers.

**New York Bull's-Eyes**

By WALTER ALWYN-SCHMIDT

IN LOOKING over fall novelties I notice that plates, saucers and other tableware items are taking their lead from the millinery fashion. Rims are getting narrower and designs are running to flowers with all-over patterns in the lead. Glass tableware continues in demand and the trend is to color, with little change in general design. Glass generally seems to be coming to the front. One of the fall lamp lines is made almost entirely of glass. There is a noticeable revival of the early type of electrical styles when kerosene lamps were converted into electrical lamps. Models fashioned after these lines are going well in country districts and small towns. Glass jewelry is also being shown in larger quantities.

Here is an early fashion forecast for spring, 1938. Flowered dress materials are indicated, and with a trend toward youthfulness in design and cut of dresses will be the vogue. Some manufacturers believe that the present popularity of gabardine shoes and sandals will hold over. This will mean a demand for buckles and other shoe ornaments. Floral designs of women's jewelry are seen in early sample displays, but probably will not be released until later in the year. The floral motif may creep into handbags late this summer and may influence your selection for fall promotions. Fall stocking colors will be a coppery and a rosy brown, with chocolate hues expected for the spring. This is going to have an effect upon cosmetics, as lipsticks and nail enamels are also expected to lean toward brownish hues with such colors as bronze in the lead.

Price fixing under the Feld-Crawford Fair Trade Act is not likely to have a material effect on the concessioner's business. The tremendous scope of the business cannot help running up against legislation once in a while. Take radios for instance. Several of the large manufacturers have started to place all or part of their production under the protection of the law. This will undoubtedly affect radio prices. Some of the models now under price protection range as low as \$24. For the concessioner this means that the value of radios as a prize will increase in the minds of the people as the prices on the cheaper models advance.

Business in outdoor spots has taken a decided turn for the better in the last few days. As business during the middle weeks of June was rather slow last year, present demand for merchandise hit wholesalers rather unexpectedly. Only fly in the ointment to date is that the evenings have been cool. Business in these spots is good, however, and is expected to skyrocket with the first warm nights. Again I find it necessary to return to the price situation. While dealers are inclined to feel that the upward trend is due to level off for a while, prices have advanced enough, especially in the lower brackets, to make buyers careful. Do not expect to maintain present prices on your future purchases. Sell what you have bought at the prevailing higher prices and take your profit. It will help later in the year.



Christian mottoes, done up in sparkling tinsel, are being manufactured by the Sparklite Sign House. Outlets for sales which are said to hold great possibilities include hotels, roadside eating places, rooming houses, lodges, clubs and church organizations. A feature of the firm's service is that you need not take a great stock along . . . simply notify it when the stock is low and shipment will be made to the next town ahead. Item is offered in many artistic designs.

The new 20-page booklet which Pakula & Company are distributing to the trade should be of special interest to jewelry and ring workers. Booklet contains descriptions, illustrations and prices on wide variety of whitestone, cameo and photo rings, together with a large selection of bracelets, earrings, etc. Will be sent free to any member of the trade.

J. I. Goldberg & Company have introduced a cleaner which is put up in small jars and which removes spots of grease, oil, paint, iodine, etc., from clothing, tablecloths, carpets, furniture, etc., without leaving a ring. Company is supplying free a special demonstration worker's outfit with the first order of one gross or more. Item is an exceptionally fast-moving one for demonstrators and street-men and should have a good market.

Everlast Pen & Pencil Corporation has just issued its fall catalog, showing what it considers the most complete line of writing accessories on the market. In addition to merchandising their own products, they are also handling lines for

which they have succeeded in obtaining the world rights and which are already successfully sold thruout the United States. These lines include low-priced leather wallets, novelty jewelry, leather desk pads and desk sets, and low-priced channeled brass picture frames, equipped with removable backs so that they may be used with stock pictures or with personal photographs. Catalog shows all the popular types of pens. Barrels are finished in large variety of attractive styles, including pearl and engine-turned designs in both black and metal. Combinations can also be supplied in lever, vacuum and plunger styles. Line also includes an assortment of desk sets, as well as catalin gift items such as clocks, cigaret boxes and lighters.

**SAN FERNANDO**

(Continued from page 58)

posse, Loyola College Band; royal carriage, in which rode Queen Kay Harrold and attendants, Nonie Estrada, Ione Stenen, Ida Biassa, Ruth Stokes and Dorothy Ann Zook; Doris Jones, daughter of Fat Jones, and Maxine Jones, daughter of Buok Jones, screen star, and their mounts; float, Valley Motion Picture Studio; float, Discovery of Gold; horse-drawn landaus and carrettas, mammoth pack-mule train, H. Hands and City Slickers.

Nightly there was presented a historical drama, *Faith Triumphant*, with a cast of 50 and more than 800 other persons participating. United Shows had all shows and concessions, other than novelties, and reported fine week. Fiesta committee comprised Tom Binda, chairman; Dr. Floyd H. Smith, Jack H. Fairfield, N. C. Boardman, Benjamin F. Porter, Sam M. Bailey, William Shade, Louis Julius, Walter Mendenhall, James E. Lintner, Ed Ainsworth, A. E. Snyder, Roland Wilson and Charles W. Waite.

**SHORTS**

(Continued from page 59)

waukee Midsummer Festival. Features for children, including circus acts, will be staged between races.

ANNUAL ELGIN (Neb.) Harvest Festival will be sponsored by the Elgin Commercial Club, reports George A. Wright.

ANNUAL HOME-COMING Celebration in Barnesville, O., one of the most ambitious outdoor celebrations in that section, will be held late this summer.

INDEPENDENCE DAY Celebration in Columbus, Miss., under Junior Chamber of Commerce auspices, will feature midway attractions in addition to boat races, baseball games, beauty revue and box-

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**MERCHANDISE FOR EVERY GAME ON THE MIDWAY**

**LOWEST PRICES SAME DAY SERVICE**

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**BLADES, COSMETICS, DRUGS, FIRST AID SUPPLIES, STATIONERY and PREMIUMS at**

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Listing Hundreds of Money-Making Items.

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Let me send you this fine all-wool union tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary. SEND FOR SAMPLES—FREE OF COST. Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money-getting plans. Send no money. H. J. Golin, PROGRESS TAILORING CO., Dept. U-17, 500 S. Throop St., Chicago, Ill.

**OUR CIRCUS SIDE SHOW**

Pitch Catalogue is now ready. Contains all fast-selling Slum Magle, Puzzles, Pitch Books, Horoscopes, etc. NEW RED-HOT SELLERS—Merry Widow Hanky, \$1.20; No. 10, a Thousand Times No. 10, in pocket form, 80¢; Rubber Glove, 25¢; Squir Cigarettes, 40¢; Hope Chest, \$1.85; NEW COMIC MIRROR HAIR IMITATION ICE CUBE (for HIGHBALLS), 40¢; 4th of JULY SANG SPECIALS: WIZZ BANGS, 80¢; EXPL. MATCHES, 30¢; BINGO BOMBS, 85¢, etc. All above items are listed at Doton Price. MAGNOTRIX NOV. CORP., 136 Park Row, New York.

ing tournament. President J. O. Young said the event will be an annual affair.

RECKLESS REX MURPHY, plane crasher, will appear in Lincoln on July 4 with his crack-up show, sponsored by Nebraska State Fair, stunting to be before the State Fair grand stand.

HAL STEWART'S Orchestra and a 12-act radio revue will be features of the Independence Day Celebration in Gowrie, Ia., under American Legion auspices. Frank Miles will be speaker.

DIVING GORDONS were at Peabody (Mass.) American Legion Celebration last week following an engagement for St. Anthony Church, Worcester, Mass., where crowds were so big traffic was tied up, reports Bubbles Gordon.

GOVERNOR LAFOLLETTE signed a bill appropriating \$1,000 to pay expenses of a committee of three assemblymen and two senators to represent Wisconsin in the sesquicentennial observation of the formation of the United States Constitution in Philadelphia on September 17.

AFTER nine weeks with Dodson's World's Fair Shows Rita and Dunn, high wife, returned home to Newark, O., to prepare for fairs and celebrations, first one being last week for the Criquet Club, Hubbard, O.

LAMONT'S Cockatoos and Macaws; Kitchners, bars; La Neals, rings and traps; McDonalds, cycles; Neapolitan Quartet and comedy sketch and hillbilly trio were at Turlock (Calif.) Golden Jubilee on June 11 and 12.

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We are Never Undersold or We Will Sell for Less . . .



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Large Assortment, Glossy Finish.

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**WATCHES ELGIN and WALTHAM**

PRICED FROM \$1.75

Send for our Free Catalogue, showing you the biggest values in rebuilt watches.

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BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25¢; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty.  
A NEW BASEBALL POOL BOOKLET, Large Profits. Send 25¢ in stamps for sample and quantity prices.  
Two-Tone Parade Games, Gross \$7.50. Floral Cloth Parasols, Gross \$8.80. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 80¢. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Game and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25¢ with order. Get our Catalog No. 938. New Carnival Catalog soon.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

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My New Pen Packages Are Ready—Real Low Prices.  
IT SELLERS  
**PLUNGER FILLER VAC**  
ZIPI ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
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Fast Service Sully.



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**ARGO PEN-PENCIL CO., Inc.**  
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SOMETHING NEW! THE PENCIL WITH 48 INCHES OF LEAD  
SAMPLE 25c



**JAS. KELLEY**, The Fountain Pen King,  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

**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.  
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**JUMBOS ASSORTED COLORS**  
FREE! 4 Gross Boxes with Each Gross Order.  
**SPECIAL \$21.00 PER GROSS.**  
25% With Order, Balance O. O. D.  
**GRODIN PEN CO.,** New York City.

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We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.  
Send 25c for sample assortment and prices.  
**CAPITOL SHOE LACE & FINDINGS CORP.**  
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In New Cases, As Low As...  
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
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Cash in on our sensational new line of Photo Jewelry. For \$1.00 we will send complete sample line of Photo Rings, Brooches, Bracelets, Pendants, Tie Holders and Stick Pins. Don't delay. Write today. **BIG PROFITS AWAIT YOU.**  
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**AGENTS**

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In Boxed Assortments.  
Very liberal commissions. Write for particulars.  
**DOROTHEA ANTEL**  
226 West 72d Street, New York, N. Y.

**MEDICINE HEADQUARTERS**

A complete Medicine Show, private label and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.  
**GENERAL PRODUCTS LABORATORIES**  
Mfg. Pharmacists,  
137 E. Spring Street, Columbus, O.

**BOY, OH, BOY—RED HOT SELLERS**  
and Mow!!! Carton Books 10 diff. 16 Pages \$1.25 a 100. OOMIO SPICY SAND CARDS 300 doz. MIRRORS 35c doz. GIMMIES 25c doz. Rubber Gloves 35c doz. "HUMP" Silk Panties \$1.25 doz. Love Dogs, 90c doz. HOT DIPLOMAS 200 doz. etc. Send 10c for Catalog, or \$1.00 for 20 different samples. Or rush order from above list. Inc. Deposit.  
**T. R. PAYNE**, 25 Cardinal Place, B. New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**EARL GODFREY** . . . . . collected some real money with tie forms at South Bend, Ind., according to some of the boys who followed him in that town with the same item. Godfrey is headed for the Windy City.

**JAMES FERDON** . . . . . "The Great Pizarro," made Montgomery, W. Va., recently and left the natives talking about his great lecture and sales formula.

SOME PITCHMEN have a natural craving for taking the joy out of life.

**MORRIS DAVIDSON** . . . . . recently gave a good account of himself at Akron.

**LEONARD ROSEN** . . . . . and Harry Carr are working Baltimore and the national capital with static transformers, blocks and blades and getting some real returns.

**LUTHER FREY** . . . . . is reported to be clicking with med in Indiana these days. Between his farm sales and Saturday spots he has been garnering a good share of the mazuma.

**TOM SIGOURNEY** . . . . . spreads ink from Chicago to the effect that "this town isn't so good. About the only good spot is Maxwell street on Sundays. I am not pitching, but getting rid of a large second-hand book stock." Tom's weekly epigram follows: "A flower must go to seed after it has opened and blossomed for a while, but a man goes to seed only when he allows himself to."

WHO KNOWS but what oppressionism may end in a big boost?

AFTER AN EXTENDED five-month visit Robert M. Smith has been joined by his wife, Mary, in Milan, Tenn., and they have opened the Little Big Free Show there on lots. According to reports, the old doc has dug up his funny clothes and is making the natives laugh every night. Business has been fair, but the Smiths report that they are still looking for that red one. George and Pauline Parker are with the show, playing and singing hillbilly songs and passing out rad to good turns.

**TEXAS BILLY COMPANY** . . . . . is playing week stands in Georgia territory. Writing from Hazlehurst in the Cracker State under date of June 16, Texas Billy says: "Playing here this week and business Monday night was near the S. R. O. stage. I recently saw in the column where my friend Ricton has deserted Georgia for a few dates. How come?"

"STILL IN THE . . . . . big city, with no intentions of leaving, as we are working every day," scribes Carl Herron from New York under date of June 21. "Paying for lots out of town in this hot weather doesn't appeal to me any more. Of course, some of the boys can't stand to be sloughed around, but it's part of the business and part of the big city itself. My wife and I don't mind it, however. We have been finding business just fair thus far. Among the fraternity still here are Shorty Grace, Slim Green, Gene Fredette, Archie Smith and about 100 others."

CARELESSNESS more than anything else forms the ground for attacks upon Pitchdom.

**CHARLIE NEWMAN** . . . . . inks from St. Louis that he is still in the land of the cattle and hogs and spilling varnish all over town to fair returns in a local chain store. He says that the truck strike and the racing season are hurting business a little. Charlie plans to close in two weeks and join Jack Davern's Island Exposition Shows, where he will feature a two-headed baby and operate a few concessions. He says he just can't stay off

the midway and admits to being a Johnny-come-lately to pitchdom but still a trouper.

**JOHNNY McLANE** . . . . . pencils from Atlantic City under date of June 21: "Have been here two weeks selling entertainment and doing okeh. Saw Emil the Mouse Man looking for a spot. Mickey McDougal is set on the Boardwalk at Garden Pier. Mickey tells me he wrote two articles for Liberty and an account of him appears in this month's American. His svengali deck is the prettiest thing ever. Mayor White has announced that he will issue no more licenses and will tighten up on everyone this season."

**M. O. MINNIER** . . . . . who has worked pens, rings, powder and perfumes deals and blades in the last 10 spots, pipes from his home in Waterloo, Ia., that he has opened a coupon and handbill print shop there. He says that he must forego his annual trips to the South during the winter since his son, Byron, has started to school. They also have a seven-month-old daughter and, according to Minnier, the missus is being kept plenty busy.

THERE'S a time for everything, but if you want to cuss business you had better get busy or you'll miss your chance. The time for that is rapidly passing.

**MILTON (CURLY) BARTOK** . . . . . is working his elaborate layout in an Eastern summer resort to a reported good business. He has just purchased a new Dodge sedan. Bill Rutz is working along with Curley and collecting plenty. Whitey Johnson and Jack Williams were recent visitors, and Williams, according to Curley, seems to be in fair shape after his recent illness.

**DICK AND HONEY JACOBS** . . . . . and Red McCool and wife are working to vacationists at Cedar Point, O., with their package. From reports the quartet is getting a good play.

**OLIVER FITZMAURICE** . . . . . alivable pitch exponent, and Slim Woods blew into Cincinnati last week from Louisville. During a visit to the Pipes desk the boys infoed that they have been working med in St. Louis, Knoxville, Nashville and Louisville to fair business. They plan to work the various factories and Ford and Chev plants before leaving the Queen City.

DON'T be reticent about pointing out your own good points and virtues. It's a safe bet that your adversaries are busy drawing attention to your shortcomings and weaknesses.

**HARRY L. JONES** . . . . . cracks from Knobnoster, Mo., that he has quit the pitch business for a few months in order to promote a new game which he says has been going great. He will, however, return to the stores this fall. He says he is anxious to hear from his old friend Glen Winterhalter.

"HAVE BEEN UP HERE . . . . . doing a little fishing," scribes Frank Libby from Fargo, N. D. "The fishing has been good, but open towns are few and far between. It's the same old story. The business men don't want you and put up a kick. I noticed Si Hart's recent pipe in reference to my suggestion for organization. It would be interesting if it were based on facts and actual experience, but he seems to have neither of those essentials to be in a position to do much talking. In one paragraph he states that organization is impossible and will not be done. Then in practically the same breath he says that in the event that all pitchmen did organize and open up the towns the home guards would soon burn them up. What a lame excuse for one man to give to keep from joining an organization. I know plenty of home-guard pitchmen in this business and, believe me, they are real pitchmen. All they are waiting for



**TRANSPARENTS That Are Famous For Their Flash**

Oak's gleaming transparent balloons with printed designs have a brilliance and appeal all their own. They are famous for their flashy appearance, marvelous stand-the-sun quality and their record as a money getter.  
Sold by Leading Jobbers.

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**LATEST STYLES IN RINGS**  
Cameo and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.  
**OLYMPIC BEAD CO.**  
FREE Catalog 307 5th Ave., New York.

**REX HONES Now Less Than 3c Each**  
\$4.25 a Gross  
Send \$1.00, Bal. O. O. D., Plus Postage.  
Each Hone in shiny silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up.  
**ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-7, Chicago, Ill.**

**PHOTO MOUNTS DIRECT FROM THE FACTORY**  
Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . . Miniature samples 25 cents, postpaid.  
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**COST 5c (In 100 LOTS) SELL 25c**  
Up to 400% Profit.—Silverite Signs—Sparkling, Brilliant.—Size 3 1/2 "x 3 1/2". Order today at the Amazingly low prices. 100 signs cost \$5.00. 50 signs \$3.00. 16 signs \$1.00, none free. Postpaid in U. S. A. Send money order only, none C.O.D. (Don't send Cash).  
No. 59—We thank you, call again.  
No. 75—We appreciate your patronage and hope to please you always.  
No. 102—Mary had a little lamb, what'll you have?  
No. 713—If you believe in Credit, Loan Me \$5.00.  
Send for Free Slogan List Today  
Silverite Signs, 417-M, So. Dearborn St., Chicago, Ill.

**PAPER MEN**  
Attractive Club  
**NATIONAL FARM MAGAZINES**  
Liberal proposition for producers in all States.  
**F. AL. PEARCE**  
715 Shukert Bldg., KANSAS CITY, MO.

is for someone to say 'let's go.' I can't imagine what Si Hart would sell a city official in order to open a town. But it may be that Si has a new wrinkle for opening towns. I might try it myself with a glass cutter, because it seems to me that if Si can fix that way I should be able to do it, too. All joking aside, tho, when I wrote that pipe pertaining to organization I wrote it to stir up a few remarks from pitchmen and to see how they felt about it. I'll let you in on a little history, Si. In the winters of 1924 and 1925 in Los Angeles 15 pitchmen made application and received a State charter for an organization to be known as the National Pitchmen and Salesmen's Protective Association. I was a charter member of that organization. In the first six months we enrolled 600 members at \$10 per member. We sent branch charters to Denver, Cincinnati, Chicago and Baltimore. We fought and won a case in the Superior Court of California and opened Los Angeles, which was closed tighter than a drum at the time. We paid \$75 per month for clubrooms. Los Angeles has been open ever since to anyone who can pay door-

**NEW BEST SELLERS—Write for Catalog No. 21**



Featuring big values in  
 • Whitestone Rings  
 • Cameo Rings  
 • Engraving Merchandise  
 • Photo Jewelry

**HARRY PAKULA & CO.**  
 5 No. Wabash Ave.,  
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**GLAD**



FOOT BATH POWDER

WRITE FOR OUR NEW  
 104-PAGE CATALOG.



**PITCHMEN—  
 COUPON MEN**

Here is a deal getting the money at every stop with the boys who have the nerve to flash it in the old way, with a flashy store set-up, a snappy worker behind the counter and plenty of advertising. Don't be afraid of this deal—don't waste time getting a sample—we are telling you—it's hot.

Glad Foot Treatment Deal appeals to everyone in every walk of life—people see it—they buy. Wire for your stock today and clean up on this sensational deal while it's now.

Sells on coupon for 49c. Wholesale prices: Doz. Lots, 21c; 100 Lots, 20c. Sample postpaid, 35c. Coupons, 85c per M.

**UNIVERSAL LABORATORIES, Dallas, Tex.**

**SERPENTINE  
 BALLOONS**



A NEW BALLOON — A Quick Money Getter and a Sensation at Every Celebration and Special Event This Year. Sells for 10c or 3 for 25c. You'll Make Plenty of Money This Season. Gross **\$3.25**

Serpentine Demonstrators Each - - - 35c

SPANISH HATS — Largo Size. Fancy Ball Fringe. Doz. \$1.75; Gr. **19.00**

28-Inch MICKEY MOUSE PARASOLS. Doz. \$1.70. **19.50**

New Numbers of Charms Just Arrived. Send for Price List No. 6400.

25% Deposit With Orders. Send for New Price List of Carnival and Seashore Items.

**EPSTEIN NOV. CO.**  
 116 Park Row New York

**ELGIN or WALTHAM \$1.95 Ea.**

7-Jewel, 18 Size Watches. In New White Cases.  
 7-Jewel, 16 Size Elgin and Waltham, \$2.75.  
 Flash Carnival Watches that do not run. 50c each.  
 Send for Price List.  
 Your Money Back if Not Satisfied.  
**CRESCENT CITY SMELTING CO.**  
 Old Gold and Silver Buyers and Refiners.  
 113 N. Broadway St. Louis, Mo.

**KLEEN-WELL  
 Wall Cleaner and Window Washer**

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**RADIO STROPPER CO.**  
 SANDWICH, ILL.

**PEELER WORKERS**

"A NEW ALL-PURPOSE VEGETABLE KNIFE." Peels, Slices, Cores, Strips, Shreds and Makes French Fries.

Write for Amazing Introductory Offer.

**NOVELTY MFG. CO.**  
 54 W. 7th Street, St. Paul, Minn.

way or lot rent and the city reader. The organization was active for five years, but for the last few years has been dormant. The charter, however, is still out there in charge of Doc Lonsdale. That's history, Si. Maybe it can't be done. I for one think it can and believe that we are suckers if we don't at least make an effort."

"STILL IN THE LAND . . . pipes of the Choctaws and feeling fine," pipes Hot-Shot Austin from Atoka, Okla., under date of June 2. "Have been in this State for 12 weeks and am doing okeh. Crops here are the best in years and everybody is spending money. Visited my old comrade, J. J. Colley, last week at the big Buffalo Stampede in Purcell,

Okl., and had a nice visit with all the folks. Jess has a swell show and a fine bunch of people associated with him. My old friend Lee (Pop) Dalton and daughter from Memphis were there and looked as tho they were in good health and doing okeh. Also visited with Frank C. Dushane, former sheet-writer but now secretary of the show. Casey Smith and wife and family were also on hand for the doings and reported business as okeh. Plan to work the Battle of Beans at Caney, Okla., this week and then will hit the highways for the tobacco country of South Georgia and Carolina. Kenneth Dawson and his Night Hawks, assisted by his brother-in-law, C. E. Dann, and wife, are still playing here this week to a reported good business. Will see the boys at the crowning of old King Cotton down yonder."

WE HAVE REQUESTS from several of the boys wanting us to ask certain ones to write them. Sorry, fellows, but, as has often been explained in this column, it's "agin the rules." Write your friends in care of The Billboard Letter List.

SOME LATE REPORTS . . . H. M. (Duke) from the Omaha front by E. M. (Duke) Doebber under date of June 24: "Bill Goforth and wife have been here about two weeks and are leaving tomorrow for the North. We had a real old-time mulligan stew at Bill's apartment recently. I now claim honors as the best stew cook in the pitch business and hereby challenge Louis Chapman to a cooking contest. His steaks against my stews. Ray Redding and Doc Mimer were also at the dinner. Doc and Ray will go into the Dakotas tomorrow, while I plan to go into Iowa and attempt to pry open a town or two. This town has had plenty of rad and watch workers this spring, but a new face will always get some money here. Doc Lund and Prince Omwah came in today from Tulsa, Okla. Reader here is \$2 per day, with 16th and Capitol streets and 14th and Douglas streets being the corners that are open. Sloux City, Ia., reader is \$2 per day. Corners open are Fourth and Douglas and Fourth and Nebraska."

NOW THAT SUMMER is here again it's time for all of us to get on our toes and give out with that old hustle.

JUST A REMINDER, BOYS: . . . We always welcome communications to this department. Short, snappy pipes devoid of all superfluous matter, however, take precedence over the lengthy ones.

LITTLE CHIEF WHITE EAGLE . . . has his med organization going at a fast clip in the tomato country of East Texas. He is reported to be playing two and three-week stands to some good turns.

WE BELIEVE that it is reasonable to predict that proportionately as many pitchmen will wear wings in the final accounting as the followers of any other profession.

"WE'RE STILL . . . in the land of the living," tells Burdette Simms from Clyde, O., under date of June 23, "and we'll soon be out selling it to the natives. Dick and Honey Jacobs and Red McCool and wife visited us here. They were sporting new big white cars and trailers and looked as tho they were

in the money. They infoed that they will work Cedar Point all summer. We're just working the still spots, but may hit the lots after cherry-picking time. Doc and Nellie Potter visited us recently and both look prosperous. Understand that Ross Dyar is really knocking 'em dead. Almost all the towns up this way are open. Would like to read pipes from Jake Simms, Charles Berkell and Billy and Annid Conners. Harry R. Myers is still working this town."

PITCHMEN'S SAYINGS: "And God knows I don't need your money."—The Ragan Twins.

MARTIN AROHER . . . to resume his sale with the disk peeler in a chain store at Des Moines.

BOB AND AUDREY LONG . . . are assisting Doc George Long with his med sales at the farmers' conclaves in Ohio and Indiana. The trio is reported to be doing a swell business.

PITCHING has been tabooed in the strike areas of Warren, Niles and Youngstown, all in Ohio.

SLIM RILEY . . . who has been off the road for some time, due to illness, crashes thru from Lima, O., after a long silence, under date of June 24: "Just came out of Indiana and quite a number of boys are working there. Have been doing okeh with my corn punk here."

TRIPOD OPINIONS: "The successful pitchman makes a tip listen and loosen."

FRANK SULLIVAN . . . and wife, Dorothy, are reported to be garnering the long green working the sheet and perfume deals in Kansas City, Mo., stores.

BILLY AND MABEL BEAM . . . are still purveying the ginseng packages in Kentucky territory to good takes.

NEWARD COOK . . . blasts from Newark, O., that he is planning to hit the road soon, working blades and hones.

SHORTY MARTZ . . . is reported to be working to some huge tips and swell takes with the tieforms in Des Moines.

THINGS WE NEVER HEAR: "That flukum worked fine."

MIKE MADDEN . . . blew into St. Louis recently and is reported to be doing well with his cleaner demonstration. He went into the Mound City from Council Bluffs, Mo.

ART NELSON . . . clever exponent of the rad pitch, is operating a number of rad demonstrations in several Midwestern cities. Art is also working on a new layout which he plans to spring soon.

J. B. BIRDSONG . . . is still working the coils in Portland, Me., to some huge takes.

MEMORIES: Remember when Thurman, of snake oil fame, made the factory gates with his trunk load of snakes and was the center of attraction every time he worked, taking the tip away from all other pitchmen. But one could always find another gate to work, for those were the good old days.

EARL B. WILSON . . . working polish thru Ohio towns, is planning to spring a new wall paper deal soon.

RICHARD LEROY . . . and wife are reported to be doing a satisfactory business with the oil and liniment in Illinois.

PAUL ALLEN . . . and Dick Adkison are working Middletown, O., and Hamilton, O., to fair business with dots and dashes and a cosmetic deal. They recently concluded successful engagements at Canton and Akron.

FRANK SPRENGER . . . rad worker, blew into Cincinnati from Dayton, O., last week. During a short visit to the pipes desk he infoed that he has been working the Item in McCrorey's to good business. His purpose in visiting the Queen City was to set up a rad demonstration in a local chain store. He has several rad spots going in Midwestern cities. Frank said he is anxious to read pipes from Evelyn Day and Myrtle Eppert.

**Pitchdom Five Years Ago**

Many out-of-town boys were trekking to Chicago for the political conventions. . . . L. M. Kolb was still confined to the Foster King Daughters' Hospital, Brookhaven, Miss. . . . Gus Reeves, tapestry and novelty worker, blew into Cincinnati from Chicago, where he had been working to good business. . . . Madame Mayfield Medicine Company was playing to satisfactory business in New York State. . . . Samuel Engleson was busy working crystals in the cities of the North Central States. . . . Things were plenty tough for Hoot McFarland in Skowhegan, Me. . . . Joe Barrett was working blades in doorways in Syracuse, N. Y., to only fair business. . . . Darby Hicks had just popped into Milwaukee from Hartford, Conn. . . . Doc Williams, the Health Evangelist, and his show were playing along the Hudson River in New York State to fair business. . . . Among the pitch fraternity working Broadway at 87th street, New York, were Joyce Maxwell Reynolds, Earl Atlas, Doc Feldberg, Tom Sigourney, Jerry Fanchini and Paul Russell. . . . Larry Velour and Wild Bill Brealand, soap and seed workers, announced that they were quitting the pitch business, temporarily at least. . . . Frankie Brown, soap worker, had just opened a well-framed store at Rockaway Beach under the NHA banner. . . . Chick Quinlan's miniature med show was making a tour of New York State. . . . Master Rus-Syl, mentalist, and his manager, Professor King, had just made their exit from Rockaway Beach, N. Y. . . . Frank Auban was considered to be the peer of outdoor workers in New York. . . . Sol Addis was working seeds in lke and Mike's store on Sixth avenue, New York.

SEVERAL MAGAZINE editors have been taking a rap at the exponents of the tripods and keister. Effective competition makes knockers of the incompetents.

GEORGE SHIELDS . . . has been gathering the long-green with his sex and health book demonstration in Indiana territory.

YOU FELLOWS . . . who are working early fairs, let's hear from you.

HEY! MORRIS KAHNTRUFF . . . Get out the old writin' stick and let's hear how things are in your neck of the woods.

REPORTS DRIFTING IN . . . indicate that the boys are finding things plenty tough in Canton and Youngstown, O., since the labor rumpus began in that section.

HUSTLER'S TIPS: A sure-fire item is the pyrothea and hallitos mod. A good demonstrator working a window with the aid of a p.-s. system, using a toothbrush and some tooth powder as a stimulator, should be able to get in on a bank roll. Give this some thought and take it for what you think it is worth. Now please don't rush to pay off.

JOHNNIE EMERSON . . . is still working the trades to fair business in Casper, Wyo.

JOE WALL . . . blew into Detroit last week from Dayton, O. He plans to work the hot spots in the Motor City and has added an amplifier set to his layout.

MONEY SPOTS: On 19th street in Middlesboro, Ky., is a lot just 50 feet off Cumberland avenue. The street is also a traffic thoroughfare and a tip is automatically in the offing the minute a fellow starts work. A fellow making a pitch off tripods and keister would find it an ideal Saturday spot. A med worker, or even a med show operator who cares to work thru a drug store, which is really the only way med can be worked in Kentucky, would find the spot worth while. Just converse with Wallace Castineau, drug store owner, directly opposite the lot.

SHORTY WALKER . . . fogs thru from Ogden, Utah: "This town is closed tighter than a drum and I'd advise any of the boys planning to work here to stay away. Good spots near here, however, are Logan, Provo, Magna and Bingham, with the last named being a sweetheart on pay day. All the towns can be worked without a reader. Would like to read some pipes from Frank Libby, Herb Johnson and Mary Ragan and Chet."

# Notes From the Crossroads

By NAT GREEN

KIDS are natural hero worshipers, and the circuses are cashing in on the fact. Ken Maynard, Tom Mix and Hoot Gibson, for instance, built up tremendous reputations as Western picture stars before they graduated to the sawdust ring, and their names are a potent draw. The glamour of dare-devilry makes a deep impression on children's minds, giving them vicarious thrills. Often they even try to duplicate the feats of their heroes. That's what has happened in Noblesville, Ind., home town of Lucky Teter, auto and motorcycle dare-devil. Since Lucky attained fame there has been an epidemic of dare-devilry in Noblesville among the kids from 6 to 16. In fact, it's getting to be quite a problem. Kids of the town have been staging head-on collisions with their express wagons and pedal-driven autos. Some of them have even tried crashing thru walls of fire on bicycles. Thrill the kids and you're box-office!

A correspondent with a sense of humor writes: "How 'bout giving Mister Ringling some competition when his circus comes to town! Suppose, for instance, we concocted a new and novel side show and menagerie. Some bizarre, eerie, weird, strange, unearthly creatures worthy of Beelzebub—such as the Buf-falocust, Buffalopossum and Buffalomoocitive, three closely related goofs; the Camelephant, Flamingorilla, Elephanom, Hippopotamuskrat and Squirrelrephant. And maybe we could get some Balloocants, Rhu-barbarians, Panamantacs and Potatoads!"

A good idea, neighbor, and while you're at it why not dope out a "different" anatomical exhibit—you might include the hand of destiny, arm of the law, leg of a journey, foot of mountain, finger of scorn, face of the earth, nose of a ship, body of land, soul of honor, neck of the woods, and so forth. But why go on! You've already got us as goofy as you and first thing we know the Chain of circumstances will weave a Web of suspicion which will obscure the Nub of the situation and in the Flight of time we'll all land in a State of misery! Whew!

Many out-of-town fair and carnival men came in for the Braddock-Louis fight. . . . Among those noticed in the ringside seats were Fred A. Chapman, of Iowa; Messrs. Hirsch and Ehrlich, of Shreveport; J. W. (Patty) Conklin, Rubin Gruberg; Elwood Hughes, of Canadian National Exhibition; Lew Duff and Joe Rogers, who flew from Dallas in a special chartered plane and left for Cleveland after the fight. . . . Harold Barnes in progressing nicely at St. Luke's Hospital, Chicago, but his arm injury will keep him in bed for several weeks. . . . Shorty Flemm, well-known clown, appears in some movie shorts made at the recent Des Moines circus. . . . Raymond B. Dean, Cole show p. a., was in Chi on legal biz. . . . Ann Vivian, crack rifle shot, will play the Illinois State Fair, where she also will have a women's band known as Fritzi and her International Five. . . . In breaking in Salt Lake City for a Sunday showing J. D. Newman, general agent of the Al G. Barnes Circus, made circus history. . . . Always an astute agent, he has this season piloted the show into big money. . . . Leo Hamilton and the D'Arcy Girls, high act, write that they have had a pleasant early-season engagement with the Fairly-Martone Shows and are jumping east to join a show that will play ball parks for 12 weeks. . . . "Messrs. Fairly and Martone are wonderful people," says Hamilton, "and they are bound to go places with their show, as it is conducted in a way that appeals to the people." . . . Cole Bros.' brigade passed thru Chi a few days ago.

The many friends of Kent Hosmer, publicity man of the Beckmann & Gerety Shows, will be sorry to learn of his sudden death early last week. Kent was a splendid fellow, friendly, capable and loyal. . . . C. O. Scott, manager of Dixie Exposition Shows, in Chi for a few days with his brother, Turner Scott, fight promoter from Orlando, Fla. . . . Scott came up to purchase some

canvas and to see the big fight. . . . The family of Verne Newcombe, well-known showman, has suffered an unusual streak of hard luck. . . . Verne, who some time ago underwent an operation at the Veterans' Hospital, Tucson, Ariz., has undergone another. . . . Mrs. Newcombe recently gave birth to a daughter, who died soon after birth, and the mother is now in St. Mary's Hospital, Tucson, suffering from a nervous breakdown. . . . To top it all, the Newcombe's 21-month-old son was bitten by a scorpion last week and died from the effects of the bite. . . . Among the troupers who visited Wallace Bros.' Circus at Hammond, Ind., were the Jordan Troupe, the Cordovas, the Seven English Macks, Red Crandal and Snyder, of Snyder's Bears. They report that the show, featuring Hoot Gibson, gives a pleasing performance.



## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 26.—Attendance at the meetings has been holding up remarkably well, there being 43 present when Dr. Ralph E. Smith, first vice-president, called for order Monday night. Frank Downie, secretary, was the only other official present. Usual business routine was gone thru in fast time as all matters of major importance are awaiting the return of the larger part of the membership. No reports were forthcoming from standing nor special committees.

Doc Cunningham discoursed at length upon the "Gigantic" to be held at Jack Shaller's home. He promises a diversified entertainment program and urges all to be present. The reasons for the drive for funds for Showmen's Rest were again explained in detail for those who had not attended previous meetings and to whom the certificate books had not been mailed. The books are valued at \$5 each and comprise 25 certificates. Holders of these certificates will share in the bonuses which will be available at the 16th Annual Charity Banquet and Ball.

Only one application for membership was received, Walter William Welskirch, credited to U. G. (Doc) Harris.

Communications: Mrs. Joe H. Kennedy lettered a note of thanks for services rendered at the time of the death and burial of the late Joe H. Kennedy. N. Massar wrote from Singapore that he was en route to New Zealand from Rangoon, India, and that his ultimate destination is the United States.

The matter of handling the mail situation at the clubrooms here was discussed. Many members and non-members have their mail sent to the clubrooms. While the club is glad to give prompt attention to any mail received, it is imperative that everyone send in his mail forwarding address so that no time will be lost in forwarding it. Tales by Milt Runkle, Frank Downie, Ben Dobbert, Doc Cunningham and Captain Billy Ament took up the diversion period. Weekly award went to Jack Bigelow. Lunch and refreshments were donated by A. E. Weber. Paul Richmond will be the donor at next Monday night's meeting.

## DIVERSIFIED BILL

(Continued from page 59)  
tures include free acts, exhibits, parades, dances and drill teams, bands and drum and bugle corps contests.

Concession lineup in addition to those operated by the auspices will include bingo, M. Olson; penny pitch, C. S. Finch; cork shoot, H. E. Noxon; country store, Albert Livdurf, and horse race, M. Phillips. Last three days will be dedicated to local organizations and will be titled Forestry Day, Firemen's Day and Boy Scout and Fraternal Day. More than \$135 in cash prizes will be awarded winners of contests.

Committee officials are Laurence J. Songer, R. N. McDonald, Francis McClellan, James H. Healsey, Arthur C. Van Nort, Robert H. Pickens, Richard E. Taylor and Howe H. Woodford.

SOUTH BEND, Ind., June 26.—B. Starling, of the Sheesley Midway, said here that it will be necessary to be confined to bed and room for a period of two weeks. Doctors ordered complete relaxation to build up blood and strength which was lost by a serious intestinal hemorrhage caused by acute ulcers June 13, Starling announced.

# ENDY BROS. SHOWS, INC.

WANT FOR THREE OUTSTANDING CELEBRATIONS IN THE EAST AND FAIRS UNTIL END OF SEASON

WEEK JULY 5—SUDERTON, PA. 50 Years of Progress Exposition. Parades, Fireworks, Pageants, Acts.

WEEK JULY 12—HAMMONTON, N. J. Lady of Mt. Carmel Celebration.

WEEK JULY 19—ROSETA, PA. Lady of Mt. Carmel Celebration.

FOLLOWED BY FOURTEEN FAIRS, Starting Lewistown, Pa.; Branchville, N. J.; Kutztown, Pa.; Morristown, N. J.; Lehighton, Pa.; Pottsville, Pa.; Doylestown, Pa.; Marlon, N. C.; Roxboro, N. C.; Spring Hope, N. C.; Warrington, N. C.; Smithfield, N. C.; Elizabeth City, N. C.; Goldsboro, N. C.

WANT Rideo, Whip, Caterpillar, Monkey Circus, Illusion Show or Fun House. Kiddie Gas Cars, Showmen, Rida Men, Concessions.

WHY NOT Know your address for the balance of the season 1937, over proven territory with the Fastest Growing Show in the East!

All Address ENDY BROS.' SHOWS, Torredale and Sanger Sts., Philadelphia, Pa. NOW BOOKING—Meritorious Attractions for Funland Park, Miami, Fla.

## Northwest Territory Stamp

First Day Sale — July 13

at Marietta, Ohio, and New York City

OFFICIAL CACHED 1st DAY COVERS AT MARIETTA

Sponsored by Marietta Northwest Territory Celebration Commission. Cachets printed from beautiful and costly etchings by Wm. Mark Young, famous artist, depicting pioneer scenes of the first settlement in Northwest Territory at Marietta.

Set 5 Different Covers With Singles. . . 50c One Cover With Pair. . . 20c  
One Cover With Single . . . . . 15c One Cover With Block. 25c

Orders will be accepted until July 12. Payment will be accepted in cash, bank checks and money orders. Address orders to

MARIETTA CELEBRATION COMMISSION — Marietta, Ohio.

## COREY GREATER SHOWS

Want Shows and Concessions for Big Fourth of July Celebration, Coalport, Pa., July 5 to 10. Will furnish show outfits to showmen with something worth while. Mt. Jewett, Pa., this week; Coalport Celebration, July 5, with Nanty Glo to follow.

## PAMPA FIESTA

(Continued from page 59)

tor, and Earl Isely, float director, opened the fiesta to crowded downtown streets.

A number of floats built by Oil Belt Flag and Decorating Company and a number of old cars dating back to the early part of the 20th century were in the parade, with floats from Alanreed, Canadian, Panhandle, Miami, McLean and Lefors. Practically every civic organization had a float, Pampa Kiwanis Club winning a cup for the best one and runners-up being the Rotary, Lions and American Legion. In addition to six local orgs, bands were here from Amarillo, Wheeler, Shamrock, White Deer, Panhandle, Lefors and McLean. W. M. McCraw, attorney-general of Texas, addressed the crowd. Town was decorated with flags and street lines by Oil Belt Flag and Decorating Company, James Haynie and C. A. Dillard, owners.

Of the four rodeo performances both night shows were practically ruined in attendance because of rain. Afternoon performances found thousands in the grand stand. Rodeo was handled by the fiesta committee with Mark Pickel, chairman, stock being loaned from Lynn and Jake Beutler, Elk City, Okla., and \$1,000 in prizes paid. G. L. Ramsey and his Flying Clouds, Tulsa, Okla., performed in trick riding and roping events, and Charlie Shultz, Ponca City, Okla., who was clown, brought along a son and daughter, youngsters, in trick riding and roping.

Allen Hodges was chairman of the old-timers' division. Clifford Braly had charge of the relic and curio exhibit, which attracted considerable attention. Frank Hill was chairman of the concession committee, which booked the Broadbeck Shows and a number of independent concessions, including locals. Set up adjacent to the rodeo grounds in the recreational park, they reported good business.

Clarence Kennedy was chairman of the publicity committee, which also sold several hundred Top o' Texas Fiesta buttons, which added considerable to funds. Chick Hickman was chairman of the dance committee, staging regular dances in the Southern Club. Fiesta expenses totaled slightly over \$6,000, revenue being such to leave a little balance to spend on getting ready for next year's fiesta.

## WANTS

FOR THE BIGGEST CELEBRATION FOR THREE DAYS IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN, JULY 3-5.

Independent Rides, Shows and Concessions.

Special inducement for a neat framed Hawaiian Show. Special inducement for Auto Kiddie Ride. WANTS large neat frame Cook House. All wheels will positively work. Free Pageant, Bar-Que, Ball Games, Motorcycle Polo Games, Water Fights, 3 Parades, 10 Bands, Russian Balloon Race with 25 Motorcycles, Free Acts, Airplane Rides, Stunts, Fireworks and many others. Address

DAN CHATSEY, Comdr.,  
Box 24, So. Beloit, Ill.

## SMITH'S GREATER ATLANTIC SHOWS WANTS

Concessions not conflicting. Good opening for a Flat Ride or Loopo-Plane and Kiddie Rides. Have complete Girl Show Outfit that I will turn over to a reliable party, also have several other Show Outfits that I need something in. The following people write or wire, have good proposition for them: Anna Lee Smith, Capt. Andrews, Fritz Bolla. Old Home Week, Shenandoah, Va., this week; Virginia Caverns, Harrisonburg, Va., July 4 and 5.

Brownie Smith, Mgr.

## Sensational Wolters Trio OPEN FOR JULY 4

TWO DISTINGUISHED ACTS.  
Write or Wire Care Billboard,  
54 West Randolph, Chicago.

## MUSICIANS WANTED

Strong Circus Trombone and Baritone for Big Show Band. Address L. CLAUDE MYERS, Musical People write SIDE-SHOW MANAGER, Nampa, Ida., July 1; Emmett, Ida.; Weiser, Ida., 5. RUSSELL BROS. CIRCUS.

## Your DELICIOUS Drink

Make it yourself with GEIGER'S ORANGE-LO POWDER, sugar and cold water. Just the for home use and to serve at parties, entertainments, dances, church socials, games, picnics, etc. Send 10 cents for a package which makes a gallon. Money back if not pleased. B. GEIGER, 6538 N. Maplewood Avenue, Chicago, Ill.

# Hartmann's Broadcast

QUITE often we hear of cases where carnival managers advance money to people to join their shows only to discover later that the money was apparently accepted under false pretense, all signs indicating to them that those writing or wiring for money had no intention whatever of joining from the very beginning.

If such things happened in the general business world in the majority if not all cases steps would immediately be taken to have the culprits apprehended and penalized. But not so in the carnival field, all because the victims do not want to be accused of "turning copper."

It is our personal belief that this policy is "all wet" and that it has a tendency to encourage such shady practices. If, on the other hand, legal action were taken against the offenders it would discourage others from "getting on the wrong path" and have a tendency to make still others on the "wrong path" get off. In other words, we firmly believe it would increase dependability and reliability in the carnival world.

In this connection we were glad to see where Earl O. Douglas, manager of the Douglas Greater Shows, out on the Coast is not going to let a so-called manager of a "hotcha" colored-girl attraction get by. The story of how this carnival operator was allegedly defrauded out of \$750 was told to Criminal Prosecutor Stuart H. Elliott in Tacoma, Wash., and while the name of the so-called colored-girl show manager was not disclosed, a warrant has been issued for his arrest.

We believe that throwing light on cases of this kind where legal action is taken will make for a better carnival business, but it is not fair to expect The Billboard to do this without the victims of alleged frauds first taking legal steps instead of merely dumping their troubles in our lap.

IT WAS with much regret that his legion of cowhand friends learned of the retirement of Col. W. T. Johnson from the rodeo business. His cattle in-

terests at his four ranches—Six Bar at Van Horn, Lobo in Culberson County, Paula at Eagle Pass and Birds' Nest at Spofford, all in Texas—required more time than he had at his disposal to do justice to them with the rodeo on his hands, which was his reason for stepping out of the contest field. These ranches consist of about 110,000 acres and the Colonel has about 5,000 head of cattle on them.

If the Colonel did decide to go back into the rodeo business (he has no such intention at this time but one never can tell), he would not be able to show in the East for two years as, in closing the sale of the rodeo for \$150,000 to Clemans Brothers, of Florence, Ariz., and Everett E. Colborn, of Blackfoot, Ida., he contracted not to show east of the Mississippi River for that period of time. The new owners will open the rodeo in Madison Square Garden, New York, where the Colonel held forth for the last several years.

In announcing the sale of the rodeo and his retirement, Colonel Johnson paid tribute to The Billboard in the following words: "Wish to thank The Billboard for the many courtesies extended to me while in the rodeo business. It is a great paper and should be appreciated by all the producers."

THRU the courtesy of Sylvan Beebe, one of our readers, we had occasion last week to scan the amusement section of The Enquirer, Cincinnati, O., of March 29, 1891—more than 45 years ago, mind you—and we found some interesting things therein. Space will permit of mentioning only a few.

Legit in those days flourished. The issue carried ads from five such theaters and one museum. The houses and attractions advertised were: Heuck's, Edwin Arden in "Raglan's Way"; Havlin's, "A Tin Soldier"; Harris (in Robinson's Opera House), "Under the Gaslight" (best seats 25 cents); the Pike Opera House, Lewis Morrison in "Faust"; Grand Opera House, "Men and Women," and Kohl & Middleton's Dime Museum and Family Theater. Reading notices told of People's Theater running vaudeville and Music Hall popular concerts.

The feature most prominently advertised by Kohl & Middleton's at the time was a lady pedestrians' prize-walking match with 20 young ladies participating. Walking was done in the main curiosity hall. "These lovely maidens, all a-walking, will surely set the whole town talking," was the catchline used. Which goes to prove that walkathons were nothing but a revival of the prize-walking contests with some new twists added.

Another attraction at the museum was Fred Howe, "champion fat high kicker," said to weigh 600 pounds. Many fat people on exhibit today think it's enough just to show their avoirdupois.

Other attractions included Sol Stone, "premier lightning calculator"; Clint Williams' Performing Bears, and Major Littlefinger and wife, "minute midgets." W. D. McKee, ventriloquist, was billed for the Bijou stage and Rexford Bros.' London Specialty Company for the Auditorium, both operated in conjunction with the museum.

In a column entitled "Lobby Chat-

ter" we found this item that should interest circus people: "Barnum has opened his circus in New York and the theaters are finding it out. The sawdust and red lemonade catch the New Yorkers just as hard as the Western gillies."

In a column called "The Olio" appeared items not only about shows and showfolk in or coming to the city, but out-of-town gossip as well. We shall quote a few of these of a circus nature: "Harris' Nickel-Plate Circus is on the road in the South, with Cooney Bowner in the advance."

"Willis Cobb, the well-known press agent, goes again this season with the Wallace & Company Show."

"Robinson's Circus next month. It will be the greatest show the boys have ever placed on the road."

"Robert Haw, father of Michael Haw, professionally known as Bobby Gaylor, died at Chicago March 19."

"J. H. Davis, an advance agent of Sells Bros.' Shows, and Ida Potter, of New York, were married recently."

"It is reported that P. T. Barnum will put up a building to cost \$125,000 as a gift to the historical and scientific societies of Bridgeport, Conn."

## Stake Pulling Compelled After Three Days' Stay

PHILADELPHIA, June 26.—John Marks' Shows, which commenced an expected week's engagement at Marlton pike and Baird boulevard, Camden, N. J., Monday night, were compelled by authorities to close Wednesday night following complaint by neighbors and former Judge Joseph Varbalow, who owns several neighborhood picture houses, one in the immediate vicinity of the carnival grounds. It was claimed that the show did not have a proper permit to operate.

## Cal Lipps Stricken Blind

LOS ANGELES, June 26.—Cal Lipps, well-known West Coast showman, for many years operator of the Copenhagen Flea Circus, was suddenly stricken blind Sunday, June 20, while working on the pier at Long Beach, Calif.

Dr. Ralph E. Smith, of the Pacific Coast Showmen's Association, had him removed to Los Angeles Hospital. Latest reports are that he had partially recovered the sight of the right eye, and hopes are held out that there is a possibility of the recovery of his sight.

## Mallory Acts Booked With Arena Shows; Gets Dane Dog

CANTON, O., June 26.—The J. E. (Jack) Mallory circus revue recently concluded a 23-day engagement at Idlewild Park, Ligonier, Pa., for C. C. Macdonald. According to Mallory, his unit has been contracted for the Arena Shows to do four acts on that midway. While at Idlewild Manager Macdonald, ardent circus fan, presented Mallory with his great Dane dog, which he will break for his dog and pony act.

## LETTER LIST

(Continued from page 63)

- Gould, Joe
- Graham, C.
- Graham, J. B.
- Greenman, Jack
- Hall, Chanton, I.
- Hall, Raymond
- Halloboff, Peter
- Hamilton, Leo
- Harper, R. G.
- Harper, R. W.
- Hawkins, Wilbur
- Healy & Mack
- Heller, George
- Helwig, Al
- Henry, Cecil Ralph
- Howitz, Joe
- Holoboff, Peter P.
- Holston, Jack
- Howard, Bert
- Jackson, Eddie
- Jones, Charles M.
- LaBounty, Paul
- Lamore, Jack
- Larkin, Fred
- Lewis, Nate
- Lisman, Al
- Mack, Caban
- Malos, Mike
- Martin, Grover
- McWille
- Murphy, Wm. Red
- O'Brien, Don
- O'iver, Ray
- Palmer, Dr. W. F.
- Patrick, W.
- Perry, Joe E.
- Palmer, Q. L.
- Rathrock, Ralph
- Redden, Jennie
- Regan, George W.
- Remolds, Clyde
- Ride, Will E.
- Rockwell, Roy C.
- Rosen, Mike
- Rosenbaum, Ted
- Ryan, Geo.
- Ryan, Jimmie
- Reemuller, A. C.
- Skiypick, Mr.
- Smyth, Paul
- Spears (Straw Hat)
- Sparks, Jr., George
- Spinks, E. G.
- Stoddard, Doc
- Stonehock, James
- Tangini, Benny
- Taylor, Frank
- Thomas, R. D.
- Troyia, James
- Waite, Kenneth
- Wallace, Russell
- Watson, Harold
- Watson, J. E.
- Wheeler, W. T.
- Willard, James
- Wyatt, J. W.

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Nelson, Harold E. Thurman, Billie, 6c 6c Staley, E. B., 6c

# Los Angeles

LOS ANGELES, June 26.—Attendance at beaches week-ends is immense, according to those who are accredited as accurate surveyors. A notable report is that more than 850,000 were checked between Malibu and Redondo. Added to this checkup were figures giving an estimate of food and drink sales and particularly noticeable was the recorded consumption of more than 20 tons of hot dogs by the throngs.

Warmer weather is sending increasingly large crowds to the beaches and several amusement piers, and it is stated that visitors are in a spending mood.

United Shows opened to good business at the Portuguese Fiesta at Hynes, Calif. Hugh Wier has sold his rides to the Frank W. Babcock Shows. Milt Runkle, formerly of the Babcock organization, is now planning a new business venture. Thomas J. Hughes was in town but left for Kansas City, Mo., and other Midwestern parts.

California Zoo had the Japanese Chamber of Commerce picnic Sunday to the biggest crowd of the season.

Hank Carlyle informs from Havre, Mont., that Santa Fe Shows are doing well in that territory.

Doc Hall wrote from a spot in Utah that he was busy.

Paul W. Richmond is making spots in Nevada. Patrick Armstrong is much improved in health after taking the sun baths at Westlake Park.

Mr. and Mrs. John Miller left for a trip to the High Sierra Mountains. Harry B. Levine, John Klein, Jack Schaller and Doc Cunningham are hustling the "Showmen's Gigantic" and it looks like it will be a big success.

Fred L. Shafer has changed plans and will not go east but will remain in Los Angeles permanently.

Charley Walpert is reported unattached this season and was director of the '49 Camp for the Gilroy, Calif., Stamped.

Candy Moore was reported injured in an auto wreck en route from this city to Oceanside, Calif.

The number of calls on this mart that are received for shows, rides and concessions and the fact that it is almost impossible to supply indicates that outdoor amusements are in for the best season in years.

There was some excitement at the California Zoo Sunday by a fire in the hay barn. Many tons of hay and the barn were destroyed. Several small animals were removed with much difficulty.

The Gooble Lion Farm is attracting large crowds on week-ends. Louis Roth has several cat animal groups working in the program and the Ken Maynard elephants are featured. This farm has a fine business with the picture studios.

SPRINGFIELD, O., June 26.—The Johnny J. Jones Exposition will furnish the entertainment at a benefit carnival to be sponsored by City Baseball League and Public Playgrounds Association here commencing June 28. Proceeds will be divided equally between the auspices. Dan Clauer, president of league, and Rudolph Klemperer are general chairmen of event.

## Ladies' List

- Badger, Mrs. Harry
- Crowell, Mrs.
- Curtis, Mrs. Peggy
- DeFonte, Bonnie
- DeGrow, Mrs.
- George, Mrs. Steve
- George, Anna
- George, Mary
- George, Rosie
- Geo. Versa
- Hardy, Mrs. A. V.
- Hester, Mrs. Mae
- Irving, Mrs. S. L.
- Little, Mrs. C. T.
- Little, Mrs. Jackie
- Mackey, Mrs. V.
- Heiler, Mrs. John
- Mills, Mary M.
- Nelson, Greta O.
- Pope, Mrs. Charlie
- Pumroy, Mrs. Billie
- Pumroy, Mrs. H. L.
- Reiland, Mrs. G.
- Runge, Mrs. H. E.
- Sewell, Miss Betty
- Shannon, Babe
- Shannon, Mrs.
- Ethel Mae
- Shinn, Mrs. Nellie
- Stanley, Dorothy
- Strife, Cleo
- Vernon, Mrs.
- Mildred
- Wandas, Mrs. Floss
- Williams, Mrs. Dee
- Wilson, Mrs. Bill
- Winkle, Mrs. G. O.
- Wylie, Mrs. F.
- Yelton, Mrs. Ray
- Zeidman, Mrs. Al
- Zeidman, Mrs.
- Minerva

## Gentlemen's List

- Allen, Doc Harry
- Beard, A. R.
- Belmont, Frank
- Bernshan, L. J.
- Brunk, Wallace
- Crane, Sid
- Buck, Harry
- Cair, George
- Calkins, Fred
- Canfield, Jim
- Carr, John & Irene
- Conyer, Ted
- Corington, Johnie
- Crane, Sid
- Cronk, C. E.
- Crowell, H. W.
- Cummings, Julius
- Deern, Kenneth
- Dezel, Albert
- Eagan, F. A.
- Eckhardt, Everett
- Edrich, Sam
- Evans, Pete
- Fernandes, Joe
- Goat, Ed
- Henderson, Thomas
- Martin
- Hennessey, Emmitt
- Howland, Oscar P.
- Hodgins, Joe
- Jaler, Louis
- Johns, Ruckie
- Jorgenson, Jas. J.
- Knight, C. O.
- McAlester, H. P.
- Ladon, Harold
- LaMott, Charley
- LaVern, Frances
- Linker, Tommy
- Litta, G. E.
- McGregor, Harold
- Mason, Earle R.
- Mellon, A. J.
- Nichell, Harold
- Moore, Claude E.
- Morton, Jack
- Mullin, Joe
- Nelson, H. F.
- Nelson, John M.
- Paul, Bob
- Paschall, Mac
- Pasha, T. G.
- Pasnick, Max
- Pederson, Les S.
- Perry, Verne B.
- Procter Bros.
- Pullum, Ed
- Quick, J. W.
- Rawlins, Everett
- Raymond, George
- Rhodes, Fred
- Ross, Jack
- Savilla, Henry J.
- Skytree, John T.
- Smith, H. Norman
- Stanley, Paul
- Suzette, John
- Sullivan, Roy
- Thompson, Whitley
- Wallace, B. P.
- Werner, G. E.
- Webster, Fred
- Wells, Tex
- Williams, S. B.
- Wilson, Perry
- Wilson, T. A.
- Wise, R.
- Wright, H. P.

# WANTED

For the Biggest 4th of July Celebration in the Northwest, at

WALKER, MINN., JULY 2-3-4.

Stock Concessions, Grind Stores, Hoop-La, Fishpond, Bull Games. All legitimate Concessions come on. WANT Performers for Ten-in-One. Have Tent for Outlaw Show. Will buy several Laughing Mirrors. Write or wire

BARNHART'S GOLDEN WEST SHOW WALKER, MINN.

# BREMER ATTR. WANTS

Man to take over Athletic Show. Have A-1 Show for you. Have Fronts and Tops for A-1 Showmen. CAN USE Acts for Ten-in-One. CAN USE a few clean Concessions. Duluth, Minn., this week.

# IMPORTANT NOTICE

On account of 4th of July no telegraphed or telephoned SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wire important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.

# Out in the Open



Leonard Traube this week is guest conductor of this column, which he formerly handled when a member of the New York staff of The Billboard.

## Behemoths of Blurp

A COLUMNIST is a sucker to invite his guest artistry (artistry being used to denote function rather than quality) to be done by a press agent because it behooves the pinch-hitting p. a. to trot out the reserved stock adjectives in behalf of his beloved employer—or employers if he happens to be so lucky as to be a contractor in the big battling average class, accountable to each boss on a share-the-time basis.

Good taste and the niceties of the profession impel the gentleman blurp-bouncer to desist from such practice, however. This should not be interpreted to mean that your correspondent has suddenly turned gentleman, but the chances are that a reasonably fair amount of good manners is still an affliction of your current chronicler.

Having thus approached the plate with the right stance (I trust) and in a proper position to smack the old pill for a Texas Leaguer (I hope), it is my extreme pleasure to announce that the subject for today concerns peddlers of pearly phrases, couriers of cultured cacophony, tossers of treasonable testimony, savage snipers of space, wielders of wondrous words, salesmen of the sensational and the stupendous. In short, this is a tract on the truculent twisters of truth—the fantastic fraternity of press agents.

What could furnish a better setting for a myth manufacturer than to be colonized by one of them? What could be sweeter? What could be more of a frameup? Nothing, sire, nothing.

SKIPPING around the map we come to Charlie Samuels. Charlie, whose deathless prose is being turned out in Hollywood in the studios of Producer Selznick's grist mill, stole plenty of space when he battled for the Brooklyn Boro Gas Company in particular and Coney Island in general last season. The snorting, cynical Samuels could not wait long enough for the Coney Chamber of Commerce to sit on his proposition and forthwith hit out for filmiland following a short period on the publicity corps of United Artists' New York office.

There's Bill Green, a bug on circus and carnival and a native of Detroit, who dropped into New York only a couple of years ago wild-eyed and eager but has now settled down and made immeasurable strides as Boswell to Dave Rubinoff and his inevitable violin. Bill says that if the fiddle ever squeaks out dialect Rubinoff will be the first to make it do so, but don't blame it on Green, because I made that one up myself.

There's Tex (Out of the Chutes) Sherman, who did time with Milt Hinkle's Texas Rangers Rodeo earlier in the year and for two seasons running before that served a sentence on Hagenbeck-Wallace Circus. He was in Chicago the last time I heard from him a few weeks ago.

THERE'S Luther Cedric Miller, better known as L. C. Miller, better known as Ted Miller, who, a derelict from the radio industry, drifted to West's World's Wonder Shows to become a showman four or five years back, became assistant agent with a show on the side on the World of Mirth Shows last year and is now laboring for the glory of the Cettlin & Wilson Shows, determined to develop into a second Barnum after a siege as the self-styled "Weary Barnum."

Mention of Max Linderman's World of Mirth opera brings us to the inevitable Gaylord White, favorite son of Iowa, college man, newspaper man and one of that fast-fading line of soft-spoken scholarly agents who does not kid himself into believing that he knows everything about everything, yet, in spite of or perhaps because of that attitude, has more on the ball than most of the I-am-greater-than-thou gentry.

There's Floyd Newell, whom I first met on the Sheesley lot, I believe, at Flemington (N. J.) Fair some years back. Floyd had the typewriter bug in his nostrils then, altho I think he was

plugging a beautiful trained dog independently. Since then Flemington has crept into the international news in the Hauptmann case and Newell has become one of the most talked of exponents of the tie-up type of publicity.

THERE'S Edward L. Blake, publicity director of Greenbrier Valley Fair, Ronceverte, W. Va., and associate editor of the family-operated *West Virginia News*. Blake was kind to your correspondent in his widely read weekly and on another occasion when back in New York I wired him for clippings on a murder case I had heard in the county courthouse involving a mountain man with homicidal qualities. Blake shot the data to me pronto and I had my story.

There's Fred Wilson, press head of the Canadian National Exhibition in Toronto, a gay breezy red-headed dyed-in-the-wool agent whose popularity with the city-desk boys becomes more solid with the years.

There's Pat Purcell, as capable and personable a type-pounding Irishman as ever came down the pike and one of the grandest persons to work with I have ever come across. Pat is an old stand-by of the Ralph Hankinson auto-racing organization who has been doing things for "Lucky" Teter and his Hell Drivers contingent on still dates.

There's Bert Nevins, omniscient stunt creator and general exploiter, formerly of Coney Island's Luna Park, now (and for the last two years) head of the press department of Palsades (N. J.) Amusement Park. Nevins, a diminutive dynamo, who has a dead beat on news values, operates his own agency with some of the town's choicest accounts.

There's Tom Killhea, for a flock of seasons on the ballyhoo staff of the Ringling-Barnum Circus, now one of New York's most capable and best known legmen and perhaps the best informed mind on federal, State and municipal uniformed brigades in the United States.

THERE'S George Degnon, theatrical and alfresco drum beater of the old school who learned his twists when most of us were batting in the bush leagues or not batting at all. George's most recent outdoor venture was on the advance of Howard Y. Bary's Hagenbeck-Wallace show, and he's back around town now with the proverbial poker in the flame.

There's Francis E. Croteau, an old hand at heralding the approach of Skowhegan (Me.) Fair; Fletcher Smith, circus tom-thumper, who seems to have passed from the show scene—or am I unobservant?; A. C. Volk, suave allyist for the ever-popular Steel Pier in Atlantic City; Wallace A. Brennan, protagonist of the Dunkirk (N. Y.) Fair and (for the other 40 weeks or so) on the staff of *The Dunkirk Evening Observer*; Gerhard F. Kern, typewriter tapper for Mifflin County Fair, Lewistown, Pa., President-Banker S. B. Russell's pride and joy; Bligh A. Dodds, of the New York Legislature, head man of Gouverneur (N. Y.) Fair and owner of a nose for news; Chalmers Lowell Pancoast, author, fraternal biggle and adventurer, who grew up around white tops and in recent years has fronted for New York hostilities; F. Darius Benham, shining light of the Circus Saints and Sinners New York branch and a stormy petrel always; Ted Deglin, who is doing a first-rate job for Madison Square Garden following the professional demise at eye Garden of one L. Porter Moore; Fred H. Phillips, the circus-writing historian of Frederickton, N. B., Can.; Eddie Allee, who still figures in the realty and amusement news emanating from the Rockaways; Sylvester Sullivan, author, teacher, scholar and raconteur, formerly defender of Luna Park, who is dicker-ing for production of his plays at the present moment; Perry Charles, formerly of Palsades Park, always a stand-by at Station WHEN, who will ever be remembered because he arranged for my first interview with Benny Leonard, who, the former holder of the lightweight crown and thus of Cauliflower Lane, can still be called charming.

IT IS a thankless task I set out to do because lapses in memory and the grueling pace imposed by a work-a-day world must result in many omissions. But here and there I come across the names of Irish Horan, Dexter Fellows, Will Wilken, Sam Stratton, Eddie Johnson, Frank Braden, Paul C. Morris, Arthur Johnson, Roland Butler, Bill Fields, Frank X. Jennings, Beverly Kelley, "Duke" Molesworth, Walter D. Nealand, Joe Knight, Frank Winchell, W. J. (Bill) O'Brien, George Zuckerman, Bill Farnsworth, Sid Curtis, Billy Beecher, Frank

## Try To Duck This One!

HOUSTON, June 26.—Many strange and amusing things are seen on the streets these days. One of the oddities recently noted on downtown thoroughfares was a trained duck. It did its own announcing before each trick of its repertoire by quack-quacking. It played dead, said its prayers, shook hands with many present and picked coins off its back and handed them to its trainer. This drake is owned and trained by F. G. Clark, duck trainer of Corpus Christi, Tex. To protect its feet from the heat or cold of street pavements the duck wears boots which it picks up with its bill and honestly attempts to put them on its own feet.

Albertanti, Elmer Walters, Clarence Bell. There's also Leonard Traube... but this is no column on has-beens.

## What! No More Eule Bros. For Membership in SLA

CHICAGO, June 26.—Joseph L. Streiblich, secretary Showmen's League of America, received the following letter from Morris Lipsky, of the Johnny J. Jones Exposition, this week:

"Signed up the Eule brothers, Monroe, Joseph and Erwin, for membership in the league. Reason I did not sign up any more Eules is because there are only three of them in show business."

Streiblich announced that Morris Lipsky, Frank R. Conklin and Fritzie Brown are leaders to date in the membership drive and that each is bent on getting 100 new members this year that they may get the gold life membership card in the league.

## Performers' Club Notes

CHICAGO, June 26.—Another of Ernie Young's units finished rehearsals at the Performers' Club last week and opened at the Michigan Theater, Detroit.

Al Akerman's Six Tip Tops, acrobats, left this week for their first date at Minnewaukan, N. D.

Harry Sikes' cyclists opened in Denver, Colo., June 24 for a week, then go on to the Coast.

Hubert Dyer and Company, comedy act, open fair dates July 22 in Mahanomen, Minn.

The Girtin Girls, cyclists, stopped off on the way from Des Moines, Ia., to the East, where they will play fair dates.

Clare and Sandal Sisters, Three Cheers and the Jordan Troupe are also on the roster at the club this week.

## Invention To Reduce Accidents on Highway

WASHINGTON, June 26.—A new German invention reported by Department of Commerce foreign office, which will reduce accidents resulting from autos passing trucks on the highways, may interest motorized circuses and carnivals.

The device employs high frequency sound waves which are inaudible to hearing and operates a signaling device within the truck's driving compartment which notifies the driver that the car behind wishes to pass. The driver signals whether the road ahead is clear by flashing either a red or green light which are attached to the truck's rear. In a case of the green signal being flashed, an additional signal is flashed in front of the truck which indicates to oncoming drivers that an auto will pass the truck from the rear. Tests during street and poor atmospheric conditions did not materially affect the signaling ability.

## Many Agents in Chicago

CHICAGO, June 26.—This city was the mecca for many circus and carnival agents this week. J. D. Newman, of A. G. Barnes-Sells-Pioto Circus, spent last half of week in town and leaves Sunday for the Twin Cities. He reports that the show has been doing splendid business thru the West.

Floyd King, general agent of Cole Bros. Circus, came in Thursday and spent a couple of days. William Lester, of the same circus, was in town. J. C. Simpson, general agent Johnny J. Jones Exposition, was transacting business here Friday, and L. S. Hogan, general agent Beckmann & Gerety Shows, left Thursday for Milwaukee, returning Saturday for the burial of Kent Hosmer, who was the show's publicity man, in Showmen's Rest.

# Early Gate Big At Grand Forks

## Goodman Show makes long run—State contests begin to produce results

GRAND FORKS, N. D., June 26.—Good weather, better crop prospects and thousands of dollars' worth of improvements to the grounds combined to bring out exceptionally early crowds for North Dakota State Fair at Grand Forks. Secretary D. F. McGowan said Tuesday's attendance was about 18,000. On Monday children were admitted free and shows and rides went for half price.

Capt. F. F. Frakes, crashing his airplane into a building, delivered in a big way. His plane was practically demolished but he escaped with a sprained back. State officials sought to arrest him following his act on the ground that he had violated a State aviation law but he had checked out of his hotel. Other members of his Thrill Day crew kept the crowds tense as they rolled over cars, leaped them off scaffolds and drove them over exploding dynamite. *Cavalcade of Hits*, Ernie Young's night grand-stand show, was high spot of each day's entertainment.

Goodman Wonder Show, on the midway, had special interest because owner Goodman is well known here, having had charge of concessions many years. Midway layout was ideal, show officials said. Show made a run from Fort Wayne, Ind., 900 miles, in two days and two nights and was set up before a drenching rain Sunday night. The grounds were in good condition when the midway opened on Monday. Eddie Madigan, injured in a recent automobile accident, was here but unable to work and Cash Wiltse pinch-hit for him. George Marr and Nicholas Stepp were in the office wagon. A feature Thursday night was an address by Governor Langer of North Dakota, and each day similar special features were staged.

Al Sweet, noted band leader, brought his Chicago boys and entertained crowds each night in the fair dance pavilion.

Band contests, spelling contest and several other similar events, sponsored by the fair association to keep interest in the exposition the year around, are beginning to show results after several years of experimenting. Local contests are held in towns to select participants in contests during the fair and as a result hundreds of supporters come to the city to watch their contestants in action.

With conditions almost normal following several years of drought, live stock, machinery and seed exhibits are more numerous than for several years and before the fair closed officials were confident the exposition would go down in the records as the best in association history.

## New General Register Prexy

NEW YORK, June 26.—Percy Phillipson announces that he has resigned the presidency of General Register Corporation in favor of Capt. P. C. Passman, who for many years has been engaged in the development and construction of all forms of ticket-issuing machines, totalizers, ticket printing, manufacturing of taximeters and accounting machines. This appointment was necessary in view of the great development of General Register's business and the decision to produce practically all of the machines at its plant in Brooklyn, thus giving to the American market a domestic instead of an imported product.

Captain Passman is not unacquainted with America, having spent many years subsequent to the war in this country, originally coming over to demonstrate sky writing. It is claimed he was the first man in the world to perform this difficult task.

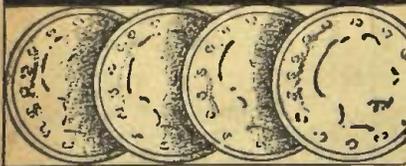
Phillipson has been appointed chairman of the board and will continue to take an active part in the affairs of the firm.

# CONCESSIONS WANTED

MORRISONVILLE 15TH ANNUAL PICNIC AND HOME-COMING, AUGUST 5 AND 6.

Write MINOR GOWIN, Morrisonville, Ill.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## KENTUCKY

The recent injunction (June 20, 1937) granted in Louisville, while offering operators of amusement games only a respite for the summer, revives a bit of history that should be recalled to the attention of the trade until a large enough group realizes the implications and gets busy.

According to the terms of the present order in Louisville, daily prizes on pinball games are not to exceed \$1, either in cash or merchandise, and weekly or monthly prizes are limited to \$5 in cash or merchandise.

"As I see it, the size and type of prize is the constructive difference," the ruling judge stated.

Here is a principle of limitation of amounts involved in playing mechanical games which could be developed into a national crusade in favor of such games if there were sufficient leadership and unity in the industry to develop such a crusade into national proportions.

That time and tide are working in favor of this principle of limitations of both the amount played and the amount of the prize or award may be seen by many happenings in this country and abroad. Within the last two years laws were proposed in three States to fix the percentage which coin-operated games should return in awards to the public—which shows that officials are beginning to think about the realism of life.

The principle suggested by the Louisville case is that prizes or awards should be small, while the total percentage is not suggested. Operators of amusement games will quickly recognize that the legal privilege of giving many small prizes or awards would provide them with a variety of means to cater to players. Experienced operators also know that once this principle is recognized by law then the fact of competition among operators would work in favor of those machines offering the greatest variety and most liberal awards to players.

Making such a principle legal would tend to make the amusement games business a matter of open competition in which the player would seek those games which offered him a full amusement value for his money.

As mentioned, the recent injunction revives a bit of pinball history in Kentucky. On May 12, 1933, a Circuit Court decision on pinball games was rendered which should have made pinball history had the trade united in supporting the principles set forth in that decision. I feel that it is now too late to organize for the promotion of amusement games upon the principles set forth in that historic decision, since irreparable damage has been done to the reputation and the principle of pinball amusement. But there are some leaders in the industry today who are willing to think, and a plain reminder of a lost opportunity in bygone days might open their eyes to the future. May 12, 1933, was quite early in the days of modern pinball games and no one can say now what might have been accomplished for amusement games by this time had the opportunity been grasped while it was hot.

There were certain very constructive principles set forth in that decision rendered back in 1933. As I remember, a certain young attorney worked on the idea that pinball games in their modern form were something new and not actually covered in existing statutes. So he worked hard and long on developing a new set of principles which would accomplish

what every sensible operator of amusement games would like to see made legal. He had the idea that these principles could be made the program for a crusade by the amusement games industry and that such principles could either be written into law or else become the basis of many another court decision.

Soon after his pioneering work the progressive coinmen of New York City began their momentous and constructive program to promote the legal recognition of pinball and other amusement games. I had strong hopes that the New York operators and their attorneys would recognize the possibilities set forth in the Louisville decree and that they would try to incorporate them into their own program. But apparently at that time they felt a more opportune course was open to them and hence no organized effort was ever made to pioneer the unique ideas developed in Louisville. Manufacturers were always too deeply involved in competition to talk about a constructive program for promoting the success of pinball games.

The Kentucky operators themselves were sadly reversed as time went on, largely due to conditions beyond their control. But there is a slight possibility that they might stage a comeback. Frankly, the chances seem much smaller to me than they did in 1933, but we must admire their spunk and also feel encouraged by enlightened judicial opinion in Kentucky.

In the decree of 1933 it was stated: "1. That pinball machines described and referred to in the petition herein are not gambling devices . . . but are games of skill or practice." Note that word "practice." It is a better word to add to the pinball vocabulary perhaps than the word "skill."

The decree also suggested principles for offering prizes and awards with amusement games. They were: "(a) Provided that the player is not required to pay any more money or thing of value to the owner or operator of these said devices upon his failure to make or obtain any definite or stated score other than the regular entrance fee or charge for playing the game." It has always been very difficult to differentiate between skill and chance as applied to mechanical games. The above statement offered a solution which might have pioneered the basic principle of all mechanical games. It also involves the chief merit of coin-operated games and that is the fact that the nickel and penny are the only coins to be used, hence the "charge for playing the game" must always be small.

"(b) Provided that no premium or prize shall be awarded to the player for the making of any arbitrary score or number selected by chance, not the result of skill, whether said number be very high or very low, unless such prize or premium be purely nominal and / or unless such score or number be the regular known or published score for the machine."

A national crusade by the amusement games industry should have been developed around those ideas. They were broad enough to include high and low score awards and I think also to include the constructive coupon award system developed by the sportlands and game centers in New York. Four years have gone by since those ideas were first announced as a possible precedent. Four years in which the industry might have accomplished far-reaching results in establishing mechanical games and amusement on a more permanent basis than it is today.

Let's not make the same mistake twice, gentlemen.

# WORLD'S CHAMPION NOVELTY GAME



23' x 50' Streamlined Cabinet

## Keeney's GREAT GUNS

introducing a new principle of  
**"ACCELERATED BUMPERS"**  
 supplying the liveliest ball action  
 ever embodied in a  
**5-BALL, NOVELTY GAME**

• You've never seen a ball action like it. Every time a ball hits one of those "accelerated bumpers" on the playing field, it not only scores, but is sent flying off in any one of a hundred different directions.

Zip-zip-zip — even what looks to be like the poorest shot may in the end turn out to be the best ball of all. Action! Suspense! Thrills! And more "let's play it again appeal."

GREAT GUNS is a great game for individual play and for group competition. Taking \$20, \$25 and \$30 a day on even "midlin' spot" locations.

Get GREAT GUNS out on your spots before "the other fellow" cops your own locations.

YOU  
NEEDED IT —  
"The House  
that Jack  
Built" is giving  
it to you in  
**GREAT GUNS**  
OTHERS, AS USUAL,  
WILL COPY OUR  
GAME, BUT REMEM-  
BER, WE ARE THE  
ORIGINATORS.

- Movie Totalizer
- Improved One-Push Ball Lift
- New Hair-Trigger Plunger
- Electropak Equipped

Operator's Price  
**\$ 74<sup>50</sup>**  
**NOW SHIPPING**

**PAYOUT MODEL called "NAVY" \$139<sup>50</sup>**

SAME "ACCELERATED BUMPER" PRINCIPLE, 1-BALL, ODDS-CHANGING, \$2 TOP AWARD • OPERATOR'S PRICE • TICKET \$10 EXTRA

## KEENEY'S Track Time

Biggest seller, by far, of all  
 console cabinet, dial games

Seven-play chute, 3 spinning dials, odds-changing with 57 possible top award for single nickel played. Interchangeable tops. The biggest earner and the most mechanically perfect game made.

**\$ 279<sup>50</sup>**

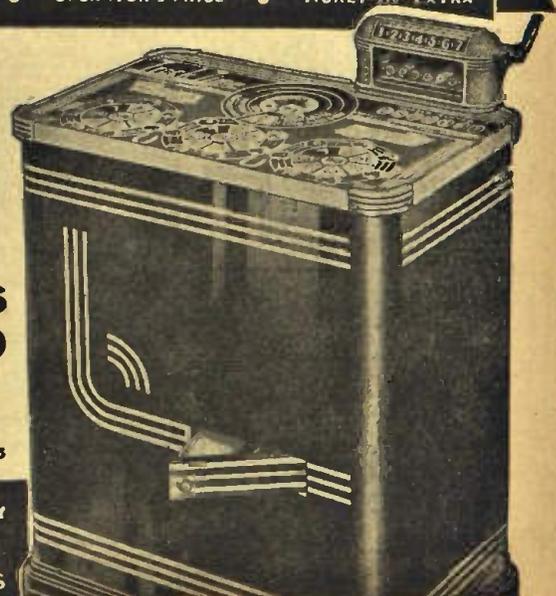
Ticket or Check Separator Models \$15 Extra

KEENEY DISTRIBUTORS CAN FILL YOUR ORDERS FOR ANY OR ALL THREE OF THESE KEENEY WINNERS

**J. H. KEENEY & CO.** "The House that Jack Built"

2001 CALUMET AVENUE

CHICAGO, ILLINOIS



**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
938 WRIGHTWOOD AVE.  
**OPERATORS!**

YOUR LOCATIONS want games that get a big play, just as you want 'em . . . We not only give you the benefit of our experience in this line, furnishing you with the best to be had, but you also get the benefit of our Extended Credit Plan, with no carrying charge.

WRITE FOR CREDIT!  
*Lee S. Jones*

P. S.—Can use Man to train Camelphant, Kangaroostrer and Buffaloopossum.

## Ball Park Meets Trade Approval

CHICAGO, June 26.—“Whether he’s sitting in a box, the grand stand or the bleachers, a baseball fan’s enthusiasm for baseball is ever intense and at fever heat,” remarked Sam Wolberg, official of the Chicago Coin Machine Manufacturing Company. “That is one reason our newest one-ball automatic bumper payout game, Ball Park, is meeting with phenomenal success. Locations of every type, the box seat location, the grand stand and bleacher spots all have responded nobly to the appeal built into Ball Park.

“That the appeal is there is self-evident,” added Wolberg. “One needs only to glance at the brilliantly colored field and backboard and he gets an urge to see what he can do with the game. And once he plays the game he is thoroly sold on the realistic baseball action that takes place on the light-up backboard on which the figures of the ball players are shown running the bases in lights. The playing field features two home run bumper springs which when contacted send the runner on the backboard on a complete circuit of the diamond and add a score to the total. Ball Park’s appeal has been intensified by the development of a combination free play-home run hole on the playing field which when made not only returns the ball for additional play without the insertion of another coin, but also scores a home run with coincident thrill afforded by the light-up action.”

Partner, Sam Gensberg, now on the first lap of an extended tour thruout the West, reports that “Every distributor and jobber with whom I have spoken on my way to the Coast has highly praised Ball Park. They declare that their operators are calling for the game in quantities far beyond expectations. I have seen the game in operation in a number of locations and altho I was full of enthusiasm about Ball Park, let me say that the play it is receiving is almost beyond belief. From what I have seen thruout the territories I have covered we can expect to continue production on Ball Park indefinitely.”

## Experience Talks

Most of the industry knows by this time that the American Sales Corporation, directed by Lee S. Jones, is radical in some of its policies. For instance, Lee handles, talks and recommends nothing but quality games. He is one price and sells at the established operator’s price, as indicated by the manufacturer. On the other hand, he was a pioneer of the credit business on pin game equipment.

Much of the success of the American Sales Corporation revolves around the somewhat peculiar personality of Lee J. Jones. Those who know him realize how to get along with him. Sometimes to a stranger it is a question.

When you go into the office of the American Sales Corporation you hear a booming voice, using cuss words that would have put Mark Twain to shame, and raising hell in general. It matters not whether that voice is yelling at a drayman, shipping clerk or customer—you can always distinguish it as Lee’s. Just let a customer call up and ask for a used game or cut price and, despite the noise of the elevated, he can be heard five blocks away cussing the inquirer and telling him not to call at his office because he has the wrong place.

On the other hand, if you do business Lee’s way you may drop in on him any time and enjoy the hospitality of his Parisian bar, as well as some of his reminiscences of the past. They are both enjoyable.

Many men are contradictory. You would think that Lee would be the hardest fellow in the world to get along with, but the proof of that is to analyze his organization. Perhaps no other distributor in the country has surrounded himself with tried and experienced associates as Lee has. To call the roll and realize the length of time his associates have been with him is to prove this.

For instance, Frances M. Drury, private secretary, 15 years; Roman W. Siwe, general sales manager, 11 years; Sam Goodkind, Eastern sales manager, 15 years; Marty Lemenoff, Western sales manager, 15 years; John Malec, shipping clerk, 17 years; T. E. Pannier, accountant, five years; Reuben Brookstone, auditor, five years; L. B. English, credit manager, five years.

These associates understand Lee and no matter how much he storms and raves they can smile and take it, but, of course, it goes without saying that they are competent, otherwise they would not remain.

A recent addition to the office organization is Mrs. Jones, who is now greeting visitors at the front desk. Undoubtedly her pleasant smile in the front office makes up for some of Lee’s bellowing in the back. At any rate it is a complete, compact organization, with a definite set policy from which they do not deviate, and if you like the firm and its representatives you will like to do business with them. If you don’t agree with their policies you can’t do business with them anyway.

## Big Store Uses Gambling Theme

CHICAGO, June 26.—The retail firm of Marshall Field & Company here has adopted a plan of running “editorialized” advertisements in local newspapers every day. This week the prominence of gambling in the news led to a rather unique editorial on the subject, as follows:

“GAMBLING. In a sunny sidewalk cafe a group of people had just completed their luncheon. Several women and a man rose from a table and sauntered indoors. A six-year-old boy and his father remained. The locale—Miami Beach.

“The small boy ate his dessert thoughtfully for a few moments and said, ‘Where’s mother? Has she gone in to those slot machines?’

“An old gentleman at an adjoining table laughed and remarked, ‘He has learned at an early age where to look for missing people here.’

“Slot machines in some parts of Florida are as much a part of one’s surroundings and daily life as are automobiles or chairs or beds. In Florida’s Hollywood, in the stores in one block are more than 20 slot machines. During all waking hours of the day and night people are clustered around them—of all ages and apparently of all degrees of affluence.

“Merchants, cashing in on this public mania, pay an important percentage of their expenses with the returns from the machines.

“Miami is in a political fight because a man reputed to be a great gambling operator is attempting to gain political importance in order to strengthen control of numerous bookies.

“Returning from Florida recently, Chicagoans found our papers full—as full as the local taverns—of slot machines.

“And now to cap the climax, we have received thru the mail a carefully printed three-piece mailing from Cuba urging us to participate in the Cuban government’s lottery.

“It is amazing how many people live on the cupidity of the public. It is amazing how many persons cash in on and make money out of the public’s love of gambling.

“Our business has been successful thru precisely the opposite tastes of the public. It was Marshall Field’s belief that a person spending money for merchandise should be taking no chance. No matter how ingrained a man’s desire to gamble is, he does not want to gamble on the merchandise he buys, reasoned Mr. Field. “We still follow the early Field rule of

## Shriners Visit A-C Novelty Plant

DETROIT, June 26.—During the Shriners’ convention (Imperial Council meeting), held in Detroit June 22 to 24, the A-C Novelty Company was host to many visiting Shriners.

Visiting nobles were loud in their praises of the new seven-play seven-jackpot A-C Multi Bell and most enthusiastic in their compliments regarding the new A-C factory and the organization that is manufacturing and marketing the new A-C product, which is the latest development of Adolph and Arthur Calle.

eliminating the customer’s gamble on merchandise. It has been our ambition that if any store in the world could eliminate chance for the customer in his purchases, it would be our store.”—Copyrighted 1937 by Marshall Field & Company.

**B 4 “B” SPECIAL B**

Thoroughly Reconditioned

**PENNY PACKS**

**\$8.00 EACH**

1/3 Deposit, Balance C. O. D.

**BESSER NOVELTY CO.**  
3020 OLIVE ST., ST. LOUIS, MO.

truly amazing

**VANAK**

**SLUG REJECTOR**

Built for a Purpose, Not for a Price.  
See Your Jobber or Write  
**A. DALKIN CO.**  
4311-13 Ravenswood Ave., Chicago.

**HY-G HY-G**

**HY-G SPECIALS**

2 PACIFIC MARKSMAN (Ray Guns) . . . . \$49.50 Ea.  
6 BALLY BUMBERS. . \$22.50 Ea.  
6 KEENEY TEN STRIKES . . . . . \$39.50 Ea.

**Hy-G Games Co.**  
1641-43 Hennepin Ave., Minneapolis

**HY-G HY-G**

**HOLD EVERYTHING!**

A BRAND NEW IDEA IN A NOVELTY GAME COMING SOON  
**IT’S UNCANNY! WHAT A GAME!**  
L. B. ELLIOTT PRODUCTS CO.  
3017 Carroll Ave., Chicago

**NOVELTY GAMES**

BUMPERS . . . . . \$25.00  
HOME RUNS . . . . . 25.00  
THREE STARS . . . . . 20.00  
HI WAYS . . . . . 25.00  
RICOCHETS . . . . . 25.00  
HAPPY DAYS . . . . . 10.00

One-Third Deposit

**FRANK HIGGINS**  
3524 Park Ave. Nashville, Tenn.



THE “BUILDING CREW” OF FOTO-FINISH. Left to right: Elihu Ray, Nate Gottlieb, Maurice Priestly and Dave Gottlieb.

## Sales Increasing, According to Fitz

NEW YORK, June 26.—Coin machine sales in the East are on the upswing, according to John A. Fitzgibbons, president of the Fitzgibbons Distributors, Inc. “To some this may seem surprising,” he stated, “because summer is usually considered to be the low spot of yearly coin machine sales. Perhaps the reason for this upswing is due to the fact that games are selling for higher prices now than in former years. Operators are demanding better equipment and are willing to pay more for it. As a result we may not be selling the large quantities we did in the past, but our dollars and cents sale total is as great as ever and far ahead of last summer.”

Fitz also attributed the rise to the new Bally games which have gone over with such a bang in this territory. He reports that the new Bally table, Mercury, together with Bally Bells, Favorite, the new paytables, Golden Wheel, Fairgrounds and Carom, and the counter games, Nugget and Sum Fun, have all clicked in a big way with Eastern ops. As a consequence Fitz reported that the firm is as busy as it has ever been in arranging for prompt delivery of orders.

## Monarch Dressing Up New Quarters

CHICAGO, June 26.—Roy Bazelon, head of Monarch Coin Machine Company, today announced that decoration of the new Monarch headquarters is being rushed to enable the organization to occupy the huge space July 1, as reported last week.

Installation of new office and shop equipment is also being rushed to completion and Roy promises that the new quarters will be prepared to continue the usual Monarch service on the date announced.

At present, under the able direction of Clay Nemeroff, Bazelon's assistant, and Jack Howanle, chief mechanic, hundreds of reconditioned games of every description have been prepared for the display room. New quarters will also have a reserve stock of hundreds of other machines, in accord with Bazelon's policy of "1,000 games on hand at all times."

"By the time *The Billboard* reaches the operators of the nation," he reported, "we will be all set in our new quarters, and the many operators who arrive in Chicago daily will find us ready, willing and able. Our new quarters are easily accessible from all parts of Chicago. Truly, all roads now lead to Monarch."

## Lemke Stresses Careful Reports

DETROIT, June 26.—"The secret of operating success is in careful reports showing comparison of one location against another," Henry C. Lemke, of the Lemke Coin Machine Company, said this week. "Eliminate the deadwood of the machines or locations that don't pay enough to justify their continuance and the whole business can be operated profitably."

"I think my own business success is largely due to such a steady policy. I insist upon a regular report of operation. I am known as a regular 'bear' for details and records. I know, however, every Saturday noon just how much I have made during the week."

"I also keep special semi-weekly reports on all higher priced machines which deserve such especial care. I know within two days when a machine is falling down on play. No machine is actually out of my 'sight,' by accounting control, for over two days."

"This gives a complete record of what we are doing. We establish a definite quota of what each machine must do to be satisfactory and keep them up to it. When the machine drops to any extent below quota we pull it out at once instead of waiting several weeks and perhaps losing more money."

"Fifteen dollars a week is the rough minimum quota for a good amusement machine. This means net, not gross, after the location owner's share has been deducted."

"Our first week's quota is \$25; the second week we want \$20; the third week \$15. If the machine drops to \$12 or \$13 in the fourth week it is taken

out or perhaps the location dropped entirely if conditions warrant.

"By this rule a machine must produce a minimum of \$72.50 a month or we think something is wrong with either the machine or location and change accordingly."

"It is more expensive, of course, to change machines so often, but we have constant novelty in machines in each location. In this way we can get the cream of the business and meet competition from other operators. We have any machine while it is new and operators who wait a while to change their machines are likely to find that the machine is no longer new on the particular location."

"It all comes down to the rule of thumb that the fourth week's net proceeds should not be less than one-half of the first week's quota—which is a pretty good rule for any amusement machine."

## Resort Activity Brings Demand for Coin Machines

CHICAGO, June 26.—Resort activity has reached a high peak this season and with the vacation period getting under full steam operators are finding a heavy demand for coin-operated amusement games. Many location owners, feeling certain that resort patronage is going to be particularly heavy during July and August, are asking for more machines.

Rock-Ola Manufacturing Corporation reports that it is finding it difficult to keep up with the demand for the new Imperial 20 phonograph, which is keeping the factory working at top speed. The World Series baseball game also continues to increase in popularity, they say, and is getting a heavy play wherever placed.

The Tom Mix radio rifle also is reported to still be in steady demand, and Rock-o-Ball bowling alleys, usually considered essentially a winter game, are showing remarkable popularity.

It is generally believed that the strong summer popularity of the various games augurs well for the coming fall and winter season, as undoubtedly many people who become acquainted with the games during the summer will continue to play them when the outdoor season has passed.

## Restraint on License

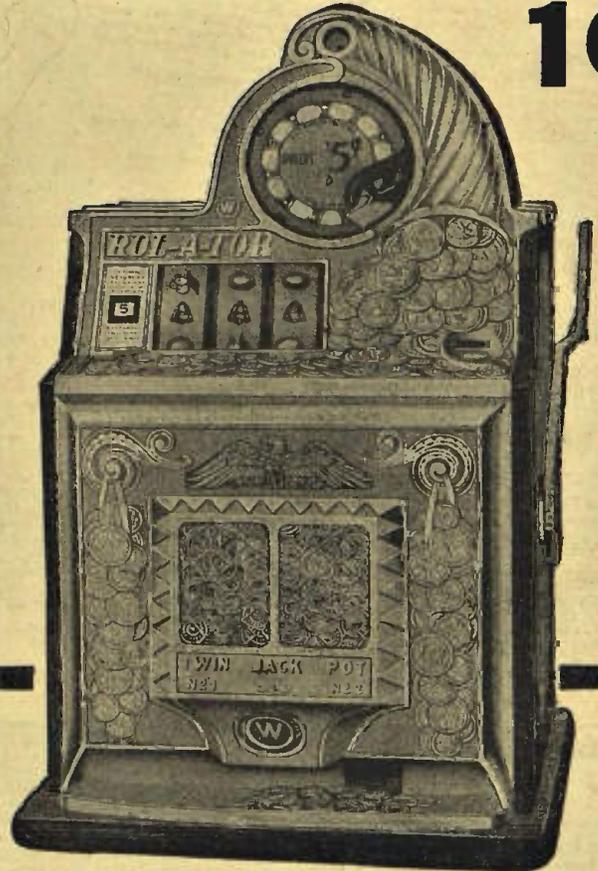
KENOSHA, Wis., June 26.—Eugene F. Miller, local pinball operator, has been granted a temporary restraining order preventing prosecution and enforcement of the city's pinball ordinance which requires a \$10 license fee for each machine and \$50 fee for pinball operators.

The ordinance, which was passed May 25 and became effective June 14, the complaint declares, "is void and of no effect for the reason that it is an unreasonable exercise of police power of the city of Kenosha and the ordinance is unreasonably discriminatory and confiscatory."

Briefs are being drawn up by attorneys for the plaintiff and defendants, with the hearing scheduled for July 15.

# The CHERRIES NOW DELIVER

# 10



New Payout: When 2 Cherries and a Lemon appear, instead of getting 5, as you used to, you now get 10. Likewise do you get 10 when two Cherries and a Bell appear! Ten instead of five! Ten is a Big Award. It's a happy surprise, something worth getting, something worth shooting for, something new!

So you don't get confused, the machine pays out as follows:

## 3-10-14-18-20 AND THE JACK POT

The Rol-A-Top is built in 1c-5c-10c-25c and 50c play. It is built in the Straight Bell, as herewith shown, and is also built in the Front Vender model.

The Rol-A-Top can also be furnished with the Wonder Payout, which pays out 3-5-10-18-20 and the Jack Pot, or the Straight Payout, which pays out 2-4-8-12-16-20 and the Jack Pot.

MADE ONLY BY

## WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889 — Tel.: Columbus 2770.

Cable address "WATLINGITE," Chicago.

## WATLING DISTRIBUTORS

New 10 Cherry Bell and Other Models in Stock for Quick Delivery. Time Saved Is Money Made!

### ELECTRO-BALL CO., Inc.

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Memphis, Oklahoma City, New Orleans.



TWO "BIG TIMERS" MEET at Western Equipment & Supply Company, Chicago. Paul Frenn and Eddie Gensberg (right).

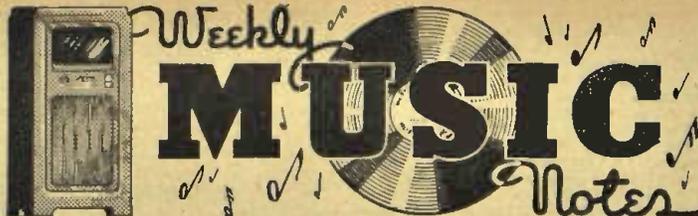
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## Repeat Orders Show Acceptance

CHICAGO, June 26.—"Mutual congratulations are in order," beams H. E. Roberts, sales manager for the J. P. Seeburg Corporation, in commenting on the performances turned in by the Model K Melody King phonographs, which have been in overtime production at the company's plant for many months.

Said Roberts: "We have received congratulations from the many music operators who have been operating Model K since we first released the instrument. They have taken the form of repeat orders as well as verbal and written praise for the money-making features of Model K. Now it is our turn to felicitate operators on the success they have reported with Model K. In America's metropolitan centers and in the hinterlands the instruments have done a praiseworthy job in helping operators establish themselves as purveyors of something more than amusement. In providing amusement and relaxation for location patrons thru the Melody King and other Seeburg phonographs the operators have been educating music lovers to a deeper appreciation of music itself thru the exceptionally fine reproduction possible with these instruments.

"We find ourselves in an enviable and rather extraordinary position due to the universal acceptance of the Model K. Enviable because Model K on location has meant an unceasing demand for more instruments. Extraordinary because that success has sold operators on Model K to the point where, were we to discontinue production, we'd have a small revolution on our hands. Our distributors tell us that operators find in Model K the very elements of profitable performance and dependability which



they have been seeking for years and that they require nothing more than those features.

"Yet satisfactory as Model K is proving, we are not resting on our laurels. Our engineers and designers are constantly at work developing and refining, so that when time comes operators will find that Seeburg will continue to lead the field in every department—cabinetry, mechanism, dependability and all-round quality."

## McCormick Reduces Phono Tax in N. C.

GREENVILLE, N. C., June 26.—L. B. (Mac) McCormick, president of the McCormick Machine Company and the North Carolina Automatic Music Association, is being praised by operators thruout the State for his untiring efforts in working with the State Legislature at its last session in Raleigh to have the tax on phonographs reduced to a point where larger operations are assured.

Original tax on phonograph in North Carolina was \$60 per year, but McCormick

was successful in getting a bill thru the legislature which reduces the tax to a maximum of \$20. This appreciable drop is sweet music to the ears of music men in the State.

"This drop in music machine taxes in our State," Mac declared, "means that we will sell hundreds more machines and will bring back music stronger than it has ever been in every town, village and city in the State. Operators will save thousands of dollars annually and we figure our own saving will be about \$50,000.

"We also believe that the music men in the State will profit by the lowered taxes in more ways than one, for they will now be able to spend more for better service than formerly.

"We of the North Carolina Automatic Music Association hope that the new ruling of the legislature will help other operators. If they write me at Greenville I will work with them in any way they wish regarding this bill."

## Campaign Helps Phono Operators

NORTH TONAWANDA, N. Y., June 26.—Taking a step said to be unique in the coin machine industry, the Rudolph Wurlitzer Company is conducting an advertising campaign aimed directly at location owners. This campaign, now appearing in an extensive list of specialized tavern papers, is said to be verification of the company's policy of giving its operators all possible co-operation in lining up the best locations for its phonographs.

According to Robert Bolles, advertising manager: "This campaign has been running for some time and has been successful in uncovering inquiries for our operators. Every ad features the ability of the Wurlitzer-Simplex to liven up a location, to attract larger crowds, to get the patrons of the location to stay longer and to spend more money while enjoying themselves. These ads also call the tavern owner's attention to the fact that he may enjoy all these advantages absolutely free, providing his location meets with the requirements of Wurlitzer operators in his territory. In addition to this campaign we also mail much promotional literature direct to the tavern owners.

"It is just another example," he concluded, "of the manner in which we cooperate with the men who operate our phonographs. So far the campaign is working out very effectively and the reaction on the part of the operators has naturally been highly favorable."

## New Orleans

NEW ORLEANS, June 26.—Great Southern Novelty Company has bought another lot of Seeburg phonographs to handle increasing demands in all sections of the State where the firm now has about 125 machines on location.

Louisiana Novelty Company this week received its second shipment of Rockola Imperial 20s, and Melvin Mallory is already worrying about a possible shortage, especially if the machines move like the first shipment did. "It's the grandest thing Rockola has ever shipped out," Mallory says. "It looks like a grand season ahead for Rockola and my operators."

R. H. McCormick, Southern sales manager for Decca Records, left this week for a fortnight business trip thru North Louisiana and East Texas. Mac left with much optimism because he believes that recordings will remain in good demand thruout the summer and sees no reason why he should be wrong this time.

## Sheet-Music Leaders

(Week Ending June 26)

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

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

1. It Looks Like Rain (Morros) (2)
2. Merry-Go-Round Broke Down (Harms) (4)
3. Sweet Lullaby (Select) (3)
4. September in the Rain (Remick) (1)
5. Blue Hawaii (Famous) (7)
6. Sailboat in the Moonlight (Crawford) (12)
7. Never in a Million Years (Robbins) (6)
8. Was It Rain? (Santly-Joy) (8)
9. Carelessly (Berlin) (7)
10. Where or When? (Chappell) (14)
11. Little Old Lady (Chappell) (9)
12. They Can't Take That Away From Me (Chappell) (13)
13. Will You Remember? (Feist)
14. The You and Me That Used To Be (Berlin)
15. Where Are You? (Feist) (15)

## Boston

BOSTON, June 26.—Approximately 1,200 square feet of warehouse space has been leased adjacent to the office and showroom of the Supreme Amusement Company of New England by Ben D. Palastrant, president, in an expansion program. Supreme now has about 2,500 square feet of area for sales, show, repair, stockroom and offices. Palastrant will endeavor to have at least a carload of Wurlitzers on hand at all times. Currently orders cannot be shipped out of North Tonawanda fast enough to supply Palastrant's desire. Accordingly, at various intervals the factory is sending down several pieces. Palastrant has taken on a larger variety of pin games, cigaret and other vendors.

Myron J. Lockwood, president of the Supreme Amusement Company of New England, distributor of Wurlitzer products, has relinquished that title and association with the firm by selling his share of stock to Ben D. Palastrant. Lockwood, an old-time operator before going into the executive end of the business, has returned to the operating field.



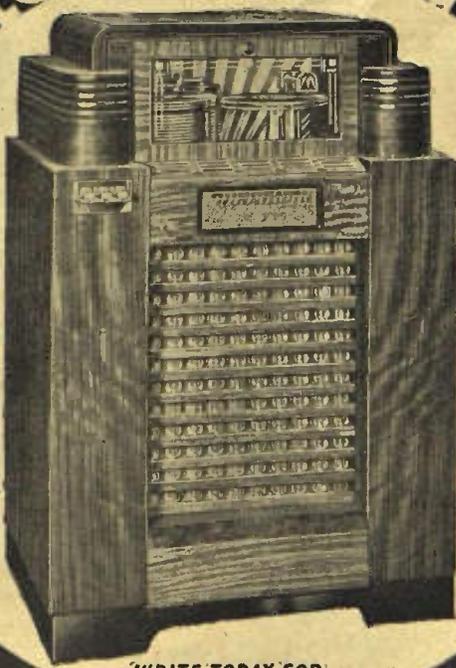
HERE IS THAT GRAND GUY from Florida, Bill Shayne, owner of the well-known Shayne-Dixie Music Company. Bill is shown alongside the new Rock-Ola 20-record Imperial model. Picture was taken just after a carload was unloaded to be placed on location by Shayne-Dixie's efficient music organization.

MONEY CAN'T BUY REPEAT ORDERS

but PROFITABLE PERFORMANCE KEEPS  
OPERATORS CALLING FOR MORE OF AMERICA'S  
OUTSTANDING AUTOMATIC PHONOGRAPHS!

THE SEEBURG ILLUMINATED MULTI-SELECTOR

MELODY KING Model "K"



WRITE TODAY FOR  
COMPLETE INFORMATION!

J. P. SEEBURG CORP., 1510 DAYTON ST., CHICAGO  
THE SEEBURG FRANCHISE IS MORE VALUABLE!

with his territory bounding within the New England States. Lockwood will place Wurlitzers in his locations, with his purchase point the Supreme Amusement Company of New England. Lockwood hails from Providence.

J. H. McIlhenny, known to the industry as "Smiling Jack," is now in Boston as district manager for the Rudolph Wurlitzer Company thruout New England, assuming the vacancy left by Ben L. Kulick, who recently resigned to hitch up as sales manager of the Daval Manufacturing Company, Chicago. McIlhenny comes in from the Chicago territory and will make his headquarters at the Supreme Amusement Company of New England office.

Rockola's Rock-o-Ball is receiving much attention and subsequent increase in sales along the beach resorts of Massachusetts and Connecticut, according to advices received from operators by George J. Young, president of Westrock, Inc., distributor of Rock-Ola and Western Equipment products. Rockola Imperial 20 is also getting appreciable cognizance. With good weather prevailing and beach resort patrons in gay mood, operators are already feeling a rise in profits. Young hopes this will be an indication for more sales due to operators' enthusiasm about business in their locations.

**Favors Association for Salesboard Operators**

To the Editor: "I have noted the comments of C. E. Davenport relative to forming a salesboard operators' association. We are rather isolated here in this territory but have problems that a national organization might assist in.

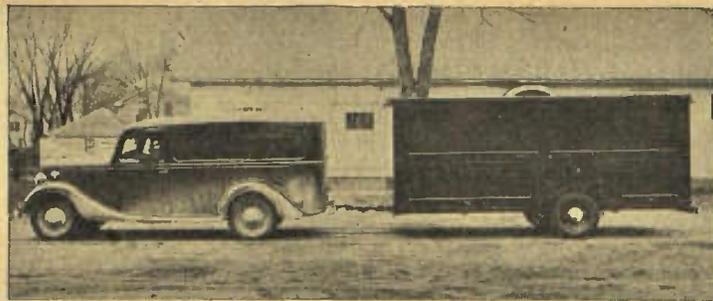
"Outside of a few fly-by-nighters, 'cheaters' and an occasional representative of some large Pacific Coast firm, virtually all the decent spots are controlled by good operators in this Western Nevada territory. Our population is small, the town's small and distances great, but we keep up a good average and can depend on it.

"The problems that we have to combat are:

"1. 'Cheater'—usually Pacific Coast men who plant spotted boards and thus cast a decided reflection on the business as a whole.

"2. Sales of boards by salesmen as a sideline (usually commission men who take orders for factory shipment).

"3. Installation of boards by some concerns where the odds are so great that the public hardly has a chance. The merchant is seduced into believing that he will secure a large profit and as a result his counter is cluttered up with a huge salesboard for many months—he gets sick of it and so do his customers, altho the profit is large in most in-



READY TO GO! Specially designed trailer used by C. S. Pierce Music Company, Broadhead, Wis., for phonographs. C. S. Pierce heads the organization and has 200 phonos besides a variety of other machines.

stances. (Of course, this is a situation that is up to the individual operators to combat, but it is a fly in the ointment nevertheless.)

"4. The practice of all firms in this general section of operating on too large a percentage to the location.

"In organizing a national association it might be wise to break it into a Pacific Coast, Mountain, Middle West, Eastern and Southern divisions. Yes?"

"Would be pleased to take time off from the nickel chasing if we can be of any assistance in helping form the proposed organization."—A. G. Cotter, Cotter-Payne Sales Company, Reno, Nev.

**Mass. Commission Will Make Statewide Survey**

BOSTON, June 26.—Ultimately aiding legitimate operation of amusement machines, the Massachusetts Legislature had its rules committee look into the petition of the Jacob A. Rills Youth Foundation for appointment of an unpaid special commission (including members of the General Court), consisting of one member of the Senate, to be designated by the Senate president; three members of the House of Representatives, to be designated by the speaker of the House, and one person to be appointed by the governor, seeking to establish itself to make a thoro investigation into the practice and procedure of gangsters, racketeers and operators of pools, lotteries and other illegal devices.

Commission would take into account the procedure followed thruout the Commonwealth in the apprehension, conviction and punishment of these persistent violators of the law.

The commission would also devise measures for improving the law in regard to such matters; to improve the respect for law and to eradicate the

existing evils in the present system of criminal practice and procedure.

The commission would hold hearings in the State House or elsewhere and require by summons the attendance and testimony of witnesses, administer oaths, request the production of books and papers pertaining to any matters under investigation and expend for clerical and other assistance and expenses such sums, subject to appropriation, not exceeding \$20,000.

The commission would report to the General Court its findings and its recommendations, together with drafts of legislation necessary to carry such recommendations into effect, by filing the same with the Clerk of the Senate on or before the first Wednesday in December of the current year.

Local coinmen see in this new setup a solution to existing conditions that will greatly help the industry and clarify a multitude of aggravating situations.

**Broudy Promoting New Mdse. to Ops**

NEWARK, N. J., June 26.—Sam Broudy, of the Jersey Trading Company, states that he believes every operator will be interested in the wide variety of fall and winter merchandise which his firm is now promoting.

Along with the special merchandise the firm is handling for bingo and salesboard deals, Broudy reports that his firm's salesboards have also met the approval of many ops.

He believes there will be quite a demand during the coming months for attractive prize merchandise, especially the better type. That's why, he stated, he has gone the limit to obtain the latest and best merchandise so that he will be able to cash in on the demand.

**Keeney Offers New Great Guns**

CHICAGO, June 26. — "Once again Keeney presents an innovation in pin game play, principles and mechanisms that will pave the way to a new trend in game designing," says Ray Becker, sales manager. "This time it's the accelerated bumper, an exclusive Keeney development, as presented on the new five-ball novelty Great Guns. Jack Keeney claims the accelerated bumper will increase action of the ball approximately 1,000 per cent. Claim is based on the exhaustive tests we made prior to release of the game.

"Play on Great Guns is based on the action of the ball against the accelerated bumper," he continued, "which is a turret-like contrivance about the size of a pocket lighter, mounted at various points on the playing field. When the ball contacts one of these bumpers not only is a score registered on the backboard, but the ball is projected with bullet-like speed in any one of a hundred different directions. This game affords the liveliest ball action ever embodied in a pin table. A further appeal built into it is the elimination of the 'Oh, Hell' area found at the bottom of the average pin game, because in that area on Great Guns what might seem to be a wasted shot may turn out the best ball of all by contact against the accelerated bumper."

Other features introduced to industry by Keeney in the game are the one-push ball lift and the hair-trigger plunger. The payout version of Great Guns is Navy, a one-ball, odds-changing game. Production on this table at present is running at 150 games daily, according to Keeney officials.

**PERMO POINT**

STANDARD DOUBLE RIB

The Only Long-Life Phono Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturer and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

**PERMO PRODUCTS CORP.**  
Chicago, Ill.  
8415 Ravenswood Ave.

**Five Best Record Sellers for Week Ended June 28**

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	87015 — "Merry-Go-Round Broke Down" and "That's When Your Heart Aches" Bessie Simpson Shep Fields Rippling Rhythm Orchestra.	7888 — "Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1175 — "Sweet Lellani" and "Blue Hawaii." Bing Crosby.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	556 — "Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25585 — "Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3567 — "Way Down Upon the Swanee River" and "Dear Old Southland." Erskine Hawkins "B" a State Collegians.
2	86953 — "It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7903 — "Mean to Me" and "I'll Get By." Teddy Wilson Orchestra.	1301 — "Peckin'" and "Just Lately." Bing Crosby with Jimmy Dorsey and orchestra.	132 — "You're My Desire" and "Back in Your Arms." Hudson - DeLange Orchestra.	549 — "Toodle-oo" and "It Looks Like Rain in Cherry Blossom Lane." Bob White Orchestra.	25594 — "Sailboat in the Moonlight" and "Gone with the Wind." Guy Lombardo Royal Canadians.	3574 — "Meet Me in the Moonlight" and "Don't You Care What Anyone Says." Henry (Red) Allen Orchestra.
3	86987 — "Penthouse on Third Avenue" and "Love Is Never Out of Season." Ozzie Nelson Orchestra.	7886 — "It Looks Like Rain in Cherry Blossom Lane" and "Cypsy From Poughkeepsle." Emory Deutsch Orchestra.	1282 — "Alibi Baby" and "You're Looking for Romance." Mal Hallet Orchestra.	108 — "Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	557 — "The You and Me That Used To Be" and "Alibi Baby." Dolly Dawn's Dawn Patrol.	25598 — "Whispers in the Dark" and "Stop! You're Breaking My Heart." Hal Kemp Orchestra.	3575 — "The Blue Room" and "Lady, Be Good." Red Jessup Melody Makers.
4	86965 — "Mountain Music" and "Satan Takes a Holiday." Ozzie Nelson Orchestra.	7907 — "Blue Skies" and "I Surrender, Dear." Art Shaw's New Music.	1248 — "Careless" and "It Looks Like Rain in Cherry Blossom Lane." Lennie Hayton Orchestra.	124 — "You Can't Run Away From Love Tonight" and "The Lady Who Couldn't Be Kissed." Duke Ellington Orchestra.	573 — "Scattin' at the Kit Kat" and "Southland Serenade." Frank Dailey Orchestra.	25603 — "You're Precious to Me" and "That Stolen Melody." Tommy Dorsey Orchestra.	3566 — "St. Louis Blues" and "Blue Yodel No. 2." The Rhythm Wreckers.
5	87026 — "Scattin' at the Kit Kat" and "Riding Hobbies by Horses in the Park." Willie Farmer Orchestra.	7878 — "Buzz Mirandy" and "Listen to the Blues." Music in Russ Morgan Manner.	1187 — "Love Bug Will Bite You" and "Listen to the Mocking Bird." Jimmy Dorsey Orchestra.	119 — Lullaby to a Lamp Post" and "At a Cuban Cabaret." Irving Mills Swynghonic Orchestra.	519 — "In the Shade of the Old Apple Tree" and "Walkin' the Dog." Midge Williams Jazz Jesters. Rhythm.	25604 — "Don't You Know or Don't You Care?" and "Lost Lover." "Fats" Waller.	3554 — "Toodle-oo" and "Mountain Music." Red Jessup Orchestra.

**INCREASE YOUR MUSIC ROUTES with 1936 Models**

Capehart Model M.....\$139.00  
 Rock-Ola Regular ..... 133.00  
 Rock-Ola Rhythm King—  
 12 Records ..... 209.00  
 Seeburg Selectophones (Red and Green).... 133.00  
 Seeburg Symphonola (Walnut and Red) ... 149.00

All in excellent condition. Write for quantity prices.

**H. G. KELLEY**  
 1103 Waterleit St. Dayton, Ohio

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**PHONOGRAPHS**  
 Reconditioned — For Sale Cheap. Write for Latest Price List.  
 W. B. NOVELTY CO.  
 3800 N. Grand, St. Louis, Mo.

**SOBER BREATH GUM VENDERS**  
(The Sensational Machine)  
**PEANUT**  
and

**BALL GUM MACHINES**

Now and Guaranteed  
**\$2.40** and up

**WANTED**  
Salesmen and Distributors who know how to Promote Sales. Attractive Proposition.

**BALL GUM DRILLED and NUMBERED**  
1 to 1200

At unheard of low prices.  
**WIRE or WRITE for Details**

**ROY TORR**

2047-A So. 68th Street  
Philadelphia, Pa.

**SPECIAL**

**BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSEY VENDERS.**

Only **\$2.75** Each

**A. M. WALZER CO.**  
426 Stinson Blvd.  
Minneapolis, Minn.

**LUCKY CHARMS**

**TOYS FOR VENDING MACHINES**

Big Variety of New Numbers Just Arrived

**65c per gross and up**  
SEND FOR NEW FREE PRICE LIST No. 6600

**SEND 50c**

For a Complete Set of Samples.

**OUR SPECIAL PACK ASSORTMENT.**

1 Gross (144 Pieces), 37 Different Styles. Elephants, horses, camels, dogs, roosters, eagles, buttons, etc. Both kids and grown-ups go for them. Superior to any Assortment ever offered. Before placing your business, get our Special Lot on a money-back guarantee.  
Price ..... **75c**

**EPSTEIN NOV. CO., Inc.**  
118 Park Row, New York City.

**Famous Little Nut Type 1.**

Samples, \$2.50, Postage Paid; 10 or More, \$2.00.

Patent Number 2,017,817.

**LITTLE NUT VENDOR CO.**

Lansing, Mich.

**BARGAINS FROM DAVE MARION**

5 Mills 5c Ext. Bells, Each	\$43.50
1 Mills 5c Ext. G. A. Mys. Vender	44.50
1 Mills 10c Ext. Vender	44.50
1 Mills 10c Ext. Bell	44.50
1 Mills 5c Red Front Mys. G. A. Vender (Floor Sample)	74.50
1 Mills 5c War Eagle	37.50
4 Mills 1c Q. T. Venders, Each	27.50
6 Pace 5c All-Star Mys. Bells, Each	47.50
5 Pace 5c Bantam Bells, Each	22.50
1 Galle 5c Cadet	24.50
2 Mills 5c S. JP. Each	14.50
5 Mills 25c S. JP. Each	12.50
7 Mills 25c No. JP. Each	7.50
7 Mills 5c No. JP. Each	7.50
4 Penny Packs, Each	6.50
2 A. B. T. 1c Pistol Targets, Each	19.50

1/3 deposit required. Write for July bargain list. Jobbers let us quote you.

**MARION COMPANY, Wichita, Kansas**



**Cigaret Sales Continue Climb**

WASHINGTON, June 26.—Cigaret production in May set a new all-time high for the month and was 8.6 per cent above the like month a year ago, it was reported by the bureau of internal revenue.

Production for the month, based on sales of tax stamps, totaled 13,069,936,403, against 12,024,856,900 in May last year, and 12,209,822,610 in April, 1937. Large cigaret output was 251,600 against 268,342 a year ago.

Production of large cigars in May was the highest for the month since 1931, totaling 480,628,149, against 419,369,234 in the like month a year ago and about 453,000,000 in the preceding month. Small cigar production was 17,898,307, against 12,658,613 for May last year.

**Detroit**

DETROIT, June 26.—M. M. Linick, veteran coinman who plans to open a downtown arcade in the fall, is enlarging his Barrel Restaurant, originally an arcade, this week. New space next door has been leased, doubling the floor size.

Horace E. Grasseck Company, Detroit jobber, has adopted radios as a sideline. The company has found that this combination of radio plus the established coin-machine trade works well—the two complement each other without any overlapping.

Plans of Fred Farris and Harry J. White, operators of Business Boosters, to go into the game jobbing field with the addition of the Carlo game, new in this territory, have been dropped. The game itself, Farris says, is good, but the recent growth of business in the vending-machine field, particularly in cigars, means that the partners must concentrate all their time and activity upon their established line.

Mack Barron, operator of a number of different types of coin machines, believes in taking things easy during the summer, altho he is likewise planning business expansion, particularly in the phonograph field. What might be called the "secret of success" for Barron consists in versatility in the types of machines he handles. Almost every legal type of machine, including pin games, music machines, cigaret venders and others, may be found along his routes. In this way he has been able to talk to the location owner and present a type of machine especially selected to fit the

**Tightens Cigaret Tax**

HARRISBURG, Pa., June 26.—Commonwealth is tightening up cigaret tax regulations in hope of boosting collections the next two years nearly \$1,000,000 above the last biennial yield. With that in mind, the newly appointed revenue secretary, J. Griffith Boardman, has rescinded all previous regulations governing collection of the emergency relief levy of 1 cent for each 10 cigarets and ordered a new set, plugging up holes in the stamp system of raising revenue, made effective July 1. After this date the revenue stamps will be placed on containers of cigarets at the source rather than by the retailer, and stamps will be sold exclusively by the revenue department at Harrisburg.

needs of the individual location. He does not have to try to make the location fit the machine as the specialist must do.

Joseph Reich, jobber, is another coinman who is a believer in a light summer routine. Reich locks his doors promptly at noon on Saturday even if there are customers in the store and closes down for the week-end.

Arthur Caplan, who started operating pin games about five months ago, is already one of the well-established men in his field. Part of the reason for this probably lies in his sound ideas on service and operation gained thru a friendly contact with the veteran operator, Max Schiff. Caplan bought out the pin-game route from the firm of Ray & Neal and has amusement machines only. He was formerly a taxicab operator.

"We've had a very good season, especially in the amusement-machine field," Max Schiff, one of the city's veteran operators, said this week. "Things look very promising right now despite the seasonal summer lull." Schiff expects to make up for the summer drop in business by taking time off to go fishing, probably in Northern Michigan. Vacations are becoming increasingly popular with Detroit operators, as interviews with several this week showed. During the depression few operators even thought of taking a vacation, but this year they can afford to do it.

Sam Schiff has restored another name of the Schiff family to the operating field here. Formerly an operator of pin games for many years, he is re-entering the field with headquarters on Richton avenue. Schiff's new field is confined

to vending machines, and he is already operating a route of Snacks venders.

Optimistic comments on business were made this week by Sol Boesky, of the S. & B. Coin Machine Company, who said: "We find conditions pretty good. We don't know what the summer will bring, of course. We now have a route of about 200 machines and operate only the latest type machines. Machines must be changed often to be kept up to date because of the frequent demands for new models. Perhaps the manufacturers are encouraging a little too frequent change right at the present time. One way to solve this problem without hurting either manufacturer, operator, location owner or the public, would perhaps be to have a more expensive type of machine in general. The music-machine operators have a \$200 or \$300 machine which rarely needs to be changed. As a result their business is more stable. But pin games, as they are today, offer a quicker and a larger profit to the operator."

John Sarvis, former operator, now has a retail grocery here, while his brother, Harry, has taken over a machine route and is making his headquarters at the same location.

Morris H. Smith, well-known Detroit operator and former director of the Automatic Merchandisers' Association of Michigan, has moved to Roselawn avenue. He was formerly located on Clements avenue in the north end of Detroit.

Eagle Amusement Machine Company was registered this week as a new coin-machine operating organization. Headquarters are on Joy road, one of the city's principal thoroughfares for operators. Boris H. Siegel and Julius (Pop) Pearlman are the partners.

**Paris**

PARIS, June 20.—Some American makers of coin machines, thru failure to fulfill all customs requirements, were unable to clear their machines thru the French customs in time to exhibit at the recent coin-machine show. All automatic coin machines must have stamped on the metal castings of the machine "Imported from the United States of America." Until recently French officials were lenient, and in cases machines were not so stamped allowed the party receiving same to place the required stamp on the machines before declaring same. As United States customs officials are reported to be vigorously enforcing "country of origin" regulations on French goods imported into the United States, the French officials are now also strictly enforcing similar rules. Dealers receiving machines not properly stamped are fined from 10 per cent up to the full value of the shipment. All printed publicity matter must also bear a line: "Printed in the United States of America."

French manufacturers of coin machines have formed an association under the title: Syndicat des Fabricants Francais d'Appareils Automatiques et Industries Annexes. Officers elected were: Bonzini, president; Boudot, vice-president; Kophe, secretary; Michelet, assistant secretary; Debar, treasurer, and Muller, assistant treasurer.

Pat Buckley, of Chicago, and his European representative, L. V. Hodgson, are still in Paris holding a private exposition of late models of Buckley products which arrived too late to be exhibited at the Paris coin-machine show. George Lambert, of New York, and wife are also remaining in town with the intention of entering the amusement-machine field in Paris.

Louis Berni, the former "organ king," is once more making Paris his headquarters, and with M. Faure and N. H. Hermann is displaying several new models of Exhibit Supply games in the Palais Berlitz Sportland. Berni has also opened a new sportland at Luna Park.



WILLIAM (THE SPHINX) COHEN, Minneapolis, whistles his approval of Air Derby, payout by Western Equipment & Supply Company.

**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.

## Griffin's Wife Takes the Reins

DETROIT, June 26.—O. D. Griffin, local jobber, is convalescing favorably from his recent illness and will take a long rest before returning to his business. The store is being operated by Mrs. Griffin in his absence, with Max Falk as store manager.

Mrs. Griffin, who came into the business literally cold when her husband became ill, has somehow learned the ropes of the trade and is doing a successful job in a surprisingly short time. Perhaps one of her secrets is expressed in her own comment. "The central guidance of an executive is needed in running a business. There must be one final authority and not just a shifting of authority from one employee to another. The boss must run the business, not the other way around."

Plans for remodeling the store are now being prepared by Mrs. Griffin. She intends to create a modern businesslike type of store for the coin machine trade. The first floor will be used exclusively for display room purposes and offices. Service departments, including the repair shop and stockroom, will be moved to the basement. Special stock of spare parts for most popular machines will be installed and carried permanently.

## All Keeney Games Show Originality

CHICAGO, June 26.—With the introduction of the accelerated bumper on its new game Great Guns and on the pay-out table Navy J. H. Keeney & Company firmly establish a reputation as originators of new ideas in pin game designing, playing principles and mechanism.

"Under the leadership of Jack Keeney," says Ray Becker, sales manager, "engineers are constantly at work developing further innovations, many of which have started new trends in pin game manufacturing. Developments released by the organization are eagerly awaited by distributors and operators and manufacturers as well."

"Inasmuch as every Keeney release has proved successful thru its novelty," he continued, "our games have been the stand-by of thousands of operators and have been widely imitated. We welcome this imitation, because thru imitation the industry as a whole develops and advances to where operators can gain greater profits on their investment. As always, we will continue in our endeavor to lead the field in new developments of tested and perfected efficiency."

## Ponser To Install Recording Device

NEW YORK, June 26.—George Ponsler Company, distributor for the Speak-o-Phone Recording and Equipment Company, reports that arrangements have been made for the installation of a personal voice-recording studio at the Casino on the Boardwalk at Asbury Park.

Ponsler believes that the studio will become the talk of the Boardwalk and will be one of the most popular attractions on the grounds. Firm is also reported arranging studios for the equipment in other spots thruout the East.

Ponsler states that he has notified ops that he will be happy to discuss opening of Speak-o-Phone studios in their territories and that he has a special proposition which will make it worth their while to operate the equipment.

## New Orleans

NEW ORLEANS, June 26.—Surprising even to the most optimistic of operators and distributors of this area, demand for coin machines and location play continues at a brisk rate. Distributors of Bally, Western Equipment, Rock-Ola, Exhibit, Jennings, Seeburg, Elliott, Gaille and other nationally known makes report unexpected good sales of all late models. Visitors from out of town are flocking in at mid-season rate to buy new tables, as all sections of the State remain open.

The first shipment of Western's Preview and Air Derby games have been received here by the American-Southern Coin Machine Company. Ed Rodriguez, of American-Southern, reports that operators are taking to Preview as well as any machine ever sold by his organization. He predicts that Air Derby will be a hit within a short time. The firm was recently named "outside" jobber for Exhibit Supply Company.

Louis Boasberg and Ray Bosworth, co-owners of the New Orleans Novelty Company, have just returned from a 10-day business and pleasure tour of Texas cities.

Emile Iacoponelli, of the Bell Distributing Company, continues to do a fine job in this territory with O. D. Jennings' Dixie Belle. Yockey is in receipt of a letter from the Jennings office congratulating him on his fine work in distributing Dixie Belles, originated by him for Jennings, and crediting him with doing one of the best distributing jobs on the Jennings sales staff.

The first sample of Pamco Races is being awaited with expectations by the Dixie Coin Machine Company. Julius Pace, head of the firm, says that his regular buyers are already sold on the new machine even tho they have seen nothing more than the literature.

Don't mention Nigger Lake to Frank Gleeson, resident manager for Mills phonographs and counter machines. Last Sunday Gleeson went fishing on the old stamping grounds and caught a soaking when he and the boat deck parted company. Benny and Harry Cohen were present to testify that it wasn't a fish that yanked Gleeson overboard.

C. B. Jones, former zone manager for Mills Novelty Company, was a visitor to New Orleans and surrounding territory last week. Jones called on several of his many friends here.

Burt Trammell, local manager of Electro Ball Company, left for a two-week trip to North Louisiana and Mississippi. Before leaving Trammell hinted that he was ready to close a "big deal" in Mississippi. He was accompanied part of the way by Ed Stern, territory agent for J. P. Seeburg.

Jerry Germentis Novelty Company has found a brisk demand for the new machines made by the Elliot Company, Chicago. As usual Germentis is also finding a good demand prevalent for his Wuritzer account. He is getting ready for a tour of several months in Europe, expecting to visit his native Greece for the first time in 20 years.

Sam Gentilich, sales manager of the Dixie Coin Machine Company, has left for a business trip to Louisiana and Western Mississippi. He is working in the interest of Pamco and Bally machines. Gentilich is spending most of his time lately on the road.

A heat wave and more of it. Following a stretch of refreshing daily rains for almost two weeks, summer's fury strikes at the deep South this week with maximums in the interior of 100 degrees and higher. Situated near plenty of water, New Orleans makes itself discontented with 95 plus and grumbles. But in spite of the heat and complaining, coin machine players continue to make things pleasant for the thoughtful operators who have shown wisdom enough to in turn cool off their locations and attract more than usual summer interest. All of the sportlands here are cashing in on the cooling idea with large air-condition fans lending the surroundings an atmosphere that is hard to resist.

Al Boasberg, prominent gag man and script writer, who died in Beverly Hills last week, was the first cousin of Mark Boasberg, well-known New Orleans operator. Familiarly known to American

# SALE While Limited Quantity Lasts!

REGULAR \$28.50

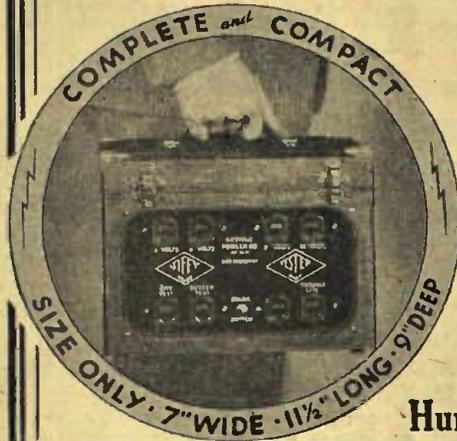
# JIFFY TESTER

ANOTHER ATLAS SENSATION

at

**\$19.50**

Complete with instructions.



Tells which wire is broken in circuit . . . tells exact spot wire is broken . . . tests batteries . . . tells which fuse is blown . . . tells whether current is okeh . . . tests buzzers, lights, bells, kickers, etc. Every operator NEEDS it for servicing. No electrical experience necessary. Sale priced for limited time!

**Hurry! Hurry!**

## ATLAS NOVELTY CORP.

2200 N. Western, Chicago 1901 5th Ave., Pittsburgh

turdism as Jack Sheehan, Mark Boasberg himself was a noted comedian and jester in his younger days. Al was a frequent visitor to New Orleans and was a friend of many operators here.

R. L. Barbee, of the Barbee Novelty Company, Shreveport, was a visitor here this week, calling on the Dixie Coin Machine Company to look over the Bally line. Barbee reports brisk play in his section, where large oil fields are bringing about a boom unseen in that section before. He and others who called at the Dixie display rooms this week got their first glimpse of Bally's new game, Mercury. Julius Pace, head of the firm, is anxiously awaiting arrival of Pamco's new game, Races.

Ed Rodriguez and Jim Tallon, co-owners of the American-Southern Coin Machine Company, are studying up on their Spanish. They intend to leave in July for an automobile trip to the sister republic via Houston, Dallas Exposition and San Antonio. Rodriguez believes his name will be a great help. Both boys report a continued fine interest being shown in Western's new games, Preview, Air Derby and The Winner.

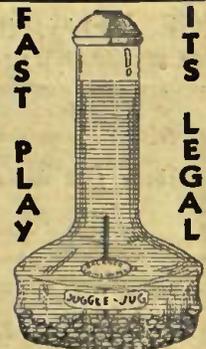
## Royal Sends Big Order for Ginger

NEWARK, N. J., June 26.—Dave Stern, of Royal Distributors, Inc., distributor for the Grootchen Tool Company, reports that his firm has placed a record order for the new Ginger counter game. Stern claims that the game is the best his firm has ever handled.

"The game," he says, "will be the best money maker ever seen in this territory and we are predicting that it will last longer than any other game we have ever handled."

"We have gained a fine reputation in this territory for being one of the largest distributors of counter games. Right now we are oversold on all the counter games and are far behind in orders."

Stern also reports that the firm works with operators by extending them machines on a 10-day trial offer. He claims this is the only way to assure operators that the firm is really behind a game,



Patent Serial No. 126234.

A TRUE SKILL GAME equipped with Theft Proof Seal. A machine having no moving parts requiring no mechanical adjustment. A counter game that fascinates, resulting in ever increasing play. The coin travels through a viscous green fluid allowing player several seconds to attempt to place coins on peg. It has proven a real money maker with no inducement or prizes necessary to encourage play. Test machines have earned from 50¢ to \$2.00 per day for past few months. High play—pennies, \$21.50—Low, \$4.85 service ten days. EASY TO PERFORM. ABOUT 5 MINUTES REQUIRED.

SAMPLE \$12.50 CASH, Fed. Tax Paid Lots of Ten \$10.00 each

Plus Federal Tax EASTERN SALESMEN WANTED. DISTRIBUTORS WRITE FOR DEAL.

**JUGGLE JUG SALES CO.**

4354 S. Hoover St., Los Angeles, Calif.

## FOR SALE, CHEAP!

50 Latest Type A. B. T. Tarroets Skill SPECIAL PRICE EACH \$20.00. Targets Like New and Perfect. Terms: 1/3 Down, Balance C. O. D. F. O. B. Brenham.

**SCHATZ NOVELTY CO. BRENHAM, TEXAS**

IDEAL NOVELTY CO. 1515 MARKET ST. (COR. 11th & 12th)

BUMPER GAMES	
BALLY BUMPER	\$31.50
BOOSTER	35.00
DOUBLE ACTION	34.50
SKIPPER	52.50
GUN TARGETS	
BALLY EAGLE EYE	\$125.00
HOLLYWOOD JR.	89.50
JUNGLE DODGER	75.00
TARGETTE	125.00

Terms: 1/3 Deposit, Balance C. O. D.

**GET and KEEP LOCATIONS WITH HARLICH'S "BARREL BOARDS"**

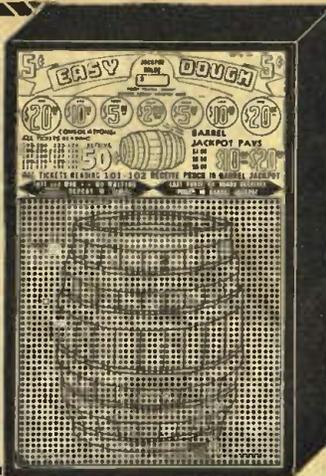
**EASY DOUGH**

No. 2169—5c Play—2160 Holes  
Takes In .....\$108.00  
Average Payout ..... 71.80  
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Harlich Offers the Most Complete Line of "Barrel Boards" in the Industry. Write Today for Complete Profit-Making Details.

**HARLICH MFG. CO.**

1401-1417 W. Jackson Blvd.  
Chicago, Ill.



**High Score Prizes Ruled Legal by Kentucky Judge**

**Limit of \$1 and \$5 made pending final decree — decision recalls earlier case in Louisville — other legal decisions are quoted in hearing**

LOUISVILLE, June 26.—Monday's *Louisville Courier-Journal* reported that pinball operators will be allowed to give prizes for high scores during the summer under a decision handed down by Circuit Judge Churchill Humphrey at the first Sunday trial held here in 25 years. The judge broadened an injunction granted recently to prevent police from confiscating and destroying pinball machines on which prizes are not given, *The Courier* states. The newspaper's story follows: "Judge Humphrey said that during the week he would announce the type and size of prizes that could be given under the new ruling. He asked the attorneys to prepare briefs for early submission so that he could make a decision some time during the summer. The plaintiffs asked for permission to give any kind of prizes they desired for high scores on daily, weekly and monthly basis. The trial was held Sunday so that the court might clear the docket before its summer vacation begins July 2.

"Judge Richard P. Dietzman, who represented E. N. Mimms, the plaintiff, and others, who are suing Dunlap Wakefield, director of safety, and Charles K. Osborn, chief of county police, argued that pinball machines are not gambling devices because their play involved a certain amount of skill. 'The skill,' he said, 'is in the force with which the plunger is released and the twist or English which you put on the ball. Of the nine witnesses that testified at the trial in which you granted a temporary injunction, all but one agreed that a certain amount of skill is involved in the game.

"A judge in New York ruled that a wager or bet must be between two parties and both parties must be known before the bet is made. A premium is compensation for something done.

"What we want is to leave our machines on location and offer daily, weekly or monthly prizes for the highest scores. These prizes would be for skill and not for chance.

"In our plan the player would be playing for amusement and for the award and not against the house or players," Judge Dietzman argued.

**Skill Admitted**

"At this point Judge Humphrey stopped the arguments to ask whether there was any difference in betting on skill or luck, and Judge Dietzman replied, 'You would be playing for award and not gambling against the house or other players.'

"Thomas A. Ballantine, attorney for the city, admitted there was an element of skill in playing pinball machines, but said after the ball struck the spring and started down the board luck alone prevailed.

"Ballantine then cited a ruling that 'if anyone who plays a slot machine and stands to win money or trade by chance the machine is a gambling device.' He cited a ruling by Judge Dietzman made while he was on the Court of Appeals bench on a game which Ballantine likened to pinball. At that time Judge Dietzman ruled that there was no skill to 'ballyround' in 'hitting of a marble or ball by a lever and the hitting of balls and marbles by nails and other impediments.

"In pinball games," Ballantine said, "the baffling influence of pins is to prevent winning and remove the elements of skill.

"The machine lure is a chance to receive something for your nickel. If it weren't for the lure these machines wouldn't be played."

"To support his contention Ballantine said, 'One owner had cut his machines from approximately 200 down to 17 and the remaining machines were only getting 25 per cent of their former play.'

**Machines Harmless**

"In summing up the trial Judge Humphrey said, 'I think the devices are attractive and harmless machines out of which the owners want a profit. Whether it is or is not a gaming device depends on how you use it. As I see it the size and type of prize is the constructive difference.'

"The Court of Appeals branded pinball machines as gambling devices March 13, 1937. Judge Humphrey recently granted a temporary injunction against the seizure of the machines as long

as they were not being used as gambling devices."

(Photostatic copies of this news item for presentation to local newspapers, attorneys, etc., may be had by writing Walter W. Hurd, *The Billboard*, 54 West Randolph street, Chicago, Ill.)

**National Coin's Foreign Sales Up**

CHICAGO, June 26.—Steadily growing foreign sales are reported by the National Coin Machine Exchange, its total volume of export business having mounted to a considerable figure in recent months. Company is specially equipped to handle this type of business and reports foreign buyers pleased with its expert service.

"Coin machine games," says Joe Schwartz, genial head of the company, "are growing more popular every day all over the world. Just last week we completed the final shipment of what we think is the largest order ever filled to a single foreign customer. A year ago an order of this size seemed an impossibility."

Schwartz is also greatly pleased with their early-summer business both for foreign and domestic. The unusually high sales volume, he believes, is largely due to his company's unique position of being able to make immediate delivery at all times.

"Our motto has long been dependable service. We handle games that we know can be relied upon and we try to give every customer the best service possible. Our growing export business shows that foreign buyers in particular appreciate that kind of service!"

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WRITE FOR PRICES ON OUR USED MACHINES!

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Takes In .....\$40.00  
Pays Out ..... 19.00  
Price With Escal. . . 1.82  
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**  
Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



**75 WINNERS 75 ON THIS LUCKY BILL FOLD DEAL**

ANOTHER LEE MOORE SPECIAL

10 Genuine Leather Billfolds with zipper, containing \$1.00 to \$5.00 trade award certificates. Also pays out 15—50c Trade Awards. Total Payout \$25.50, and 50 Packages Cigarettes for open numbers and Sectional Payouts.

1500-HOLE 5c SALESBOARD TAKES IN \$75.00  
No. B-87 ..... sample ..... \$6.00  
8 lots ..... each ..... 4.25  
12 lots ..... each ..... 3.75

25% With Order, Balance O. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS, SALESBOARDS AND COUNTER GAMES. You Will Save Money.

Lee-Moore & Co. 180-182 W. Adams St., Chicago

**A Square Deal To All**

WE HAVE THE FOLLOWING RECONDITIONED MACHINES, READY TO OPERATE

Bally Carom .....\$79.50	Post Time .....\$65.00	Cottlieb Sport Parade..\$40.00
Bally Rover ..... 69.50	Lite A Pair ..... 45.00	Hi De Ho ..... 47.50
Bally Breakneck ..... 75.00	Ten Strike ..... 37.50	Bump A Lite ..... 52.50
Bally Belmont ..... 22.50	Pamco Saratoga ..... 17.50	Queen Mary ..... 20.00
Bally Natural ..... 20.00	Derby Day ..... 47.50	Pamco Ballot ..... 15.00
Bally Jumbo ..... 9.00	Winners ..... 79.50	Sunshine Baseball ..... 18.50
Bally Snappy ..... 25.00	Western Top 'Em ..... 32.50	Policy ..... 27.50
Center Smash ..... 32.50	Cottlieb Spot Lite ..... 50.00	Western Beat 'Em... 70.00
Tycoon ..... 15.00		

**NOVELTY GAMES**

Bally Bumper .....\$20.00	Score Board .....\$22.50	Happy Days .....\$10.00
Home Run ..... 20.00	Bally Booster ..... 22.50	Swing Time ..... 10.00
One-Third Deposit.	Fire Cracker ..... 20.00	

**VEECH SCALE CO., Decatur, Ill.**

**MUST SELL**

SLOTS — DOUBLE JACKPOTS — 5c PLAY.  
2 MILLS WAR EAGLE, 287478, 282080 ..... \$25.80  
1 WATLING, Like New, L83034 ..... 27.50

**1c TO PLAY**

1 CAILLE OADET, Like New, 40709 .....\$27.80  
1 WATLING, Like New, B857687 ..... 25.80  
2 MILLS Q.T., 8527, 8498 ..... 22.50  
1 PAGE BANTAM, 12888 ..... 18.50

**PAIANT TABLES**

HIALEAH, BALLY OERBY .....\$19.50  
TYCOON, Late Model ..... 19.50  
GUSHER, 5-Ball Ticket-Payout Comb. .... 22.50  
SUNSHINE BASEBALL, 5-Ball ..... 22.50  
JUMBO, RODEO, CALIENTE ..... 12.50  
IVORY GOLF, 2-Ball ..... 8.75  
TROJAN, FORTUNE, 1 or 5-Ball Comb. .... 8.95

**NOVELTY PIN GAMES — MAKE US AN OFFER for all or part, Cash or Trade.**

Bally Booster, Rugby, Hold 'Em, Gusher, Short Sox, Madcap, Neck 'N Neck, Banker, 886, Exhibit Baseball, Exhibit Football, Line-O-Base Hit 2 Kings, Man 'N Moon, Pippin, System 2 Bombers, Totallite, Twenty Grand, Scotty, Over and Under, Ball Fan, 2 Screams, Pargolf, Balance Line, Kings of Turf, Pivo and Ton, Angle Lite, Mdpacoch.

One-Third Deposit Required.

**FINN & GENE, Mocanaqua, Pa.**

**WILL TRADE 100 BALLY ROLL**

RECONDITIONED FOR WORLD SERIES — RAY RIFLES, LATE 1-BALL AUTOMATICS WEIGHING SCALES PEANUT MACHINES OR WHAT HAVE YOU? Write or Wire

**GERBER & GLASS**

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**EPCO**  
**PROTECTS EARNINGS**  
 WITH **EPCO BELL LOCK**  
 FOR ALL COIN OPERATED EQUIPMENT...  
**ELIMINATES SERVICE CALLS**  
 WITH **Chereton ELECTRO-TIMER**  
 FOR PIN GAMES...  
**KEEPS GAMES PROFITABLE**  
 WITH **ELECTROPAK!**  
 There is No Substitute for Perfection—  
 Specify EPCO for Your Coin Operated Equipment!  
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**ELECTRICAL PRODUCTS CO.**  
 6535 RUSSELL ST., DETROIT, MICH.  
 NEW YORK OFFICE CHICAGO OFFICE  
 3 WEST 29th ST. 626 WEST JACKSON

**Plan Record on Bumper Bowling**

BROOKLYN, June 26.—William Blatt, president of the Supreme Vending Company, reports that his firm is prepared to set a new record on the Bumper Bowling game. He believes that setting the record will be an easy matter, because it is possible for operators to place the game on many locations that heretofore were closed. He is making arrangements to set up complete batteries of the games in certain locations.

"Bumper Bowling's large size is what makes it a most impressive game to the operating fraternity," Blatt says. "It immediately attracts the attention of the playing public and easily fits into any location."

**Iowa Official Offers Co-Operation for Tests**

DES MOINES, June 26.—Attorney-General John H. Mitchell says he has offered to co-operate with Iowa pinball interests in testing the validity of his ruling declaring so-called pinball or marble game amusement machines and devices illegal. The offer was made, Mitchell said, in a conference with Louis Ansher, attorney for the Automatic Merchandisers' Association.

Mitchell said he told Ansher the State is willing to co-operate in bringing the ruling to court test even before the new Iowa slot machine law goes into effect July 4.

The attorney-general intimated his department would proceed to prosecute pinball operators as soon as the law becomes effective if the ruling is not subjected to judicial interpretation.

"Unless the matter is determined by the courts contrary to our opinion," he said, "the ruling stands and the conduct of the State bureau of investigation will be governed by that interpretation of the act."

The bureau of investigation is the enforcement division of the State attorney-general's department. The department several days ago issued a ruling interpreting the amendments to the State gambling statutes passed in the last Legislature as including pinball machines as illegal devices. Ansher countered with a statement that in his opinion the ruling was wrong and that he was rallying association members to fight it.

Owners and operators of slot machines thus far have given no indication of fighting the act, which makes the mere possession of the slot devices illegal, Mitchell said. He expressed surprise at the interest in the pinball ruling as compared to the passing of slot machines. "In the past people have been a lot more conscious of the slot machine operations," he said.

Sam Glisser," he concluded, "is in full charge of production and he promises to make all deliveries in the same prompt manner that he has been making them ever since the game first gained the approval of Eastern ops."

**Game Announced By Target Roll**

NEWARK, N. J., June 26.—Leo and Sam Waldor, of Target Roll Manufacturing and Distributing Company, maker of the nine-foot bowling alley Target Roll Jr., have announced their new game, Bump-a-Lite.

The game is described as being of regulation size, but instead of rolling the ball upwards into the circular pockets, as on former games of this type, the balls are now rolled on top of the board and come clicking down, bouncing from one giant bumper coil to another. Every click registers the score on a giant light-up backboard.

According to the Waldor brothers, the game was built especially for A. A. Seger, one of the largest ops in the country, who owns the Asbury Park concessions. They stated that Seger claims the game to be one of the greatest money makers he has ever operated. The display of the games at Asbury Park has brought them inquiries from all over the East, it is said. Many ops are reported to have come into the factory, placed orders for the machine and waited until their orders were filled so that they could take the games straight to their locations.

In speaking of the game, Leo Waldor said: "Bump-a-Lite was originated last winter and our men worked on it for some time until they perfected it. The game was then set up in one of the locations in town with the coin chute removed. The constant play which the machine received on this location brought to light many bugs which our engineers corrected. After some weeks of work we brought the first production model to Seger, who immediately purchased it and who has continued to buy a definite number of games every week since that time.

"We now have a game that is mechanically perfect and we are willing to guarantee any operator that it will pay for itself within three weeks on any lo-

**HUGE PROFITS with RO-WO-BO**

**LOW COST UNIT AVERAGES \$26.00 PROFIT NO EXPENSIVE EQUIPMENT TO BUY**

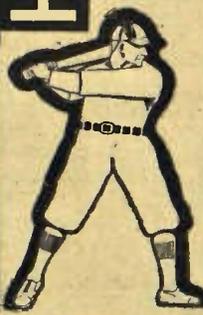
Use the jars ever and over with low price refills. No costly Machines. Nothing to get out of order. Just collect Big Profits.

79—\$.50 to \$10 Cash PRIZES  
 1800 Tickets, divided among Red, White and Blue; 13 Big Red Tickets, \$1 to \$10 Jack Pot Card Winners; 60 50c winners on White and G—\$1 Blue Tickets.

**SAMPLE DEAL \$6.00**  
 Get our special operator and distributor quantity prices. Ask for complete facts.

**"WERTS" Baseball Series Books**  
**WILL PAY YOU BIG MONEY**  
 BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.  
 DAILY AND WEEKLY SERIES. All sixes of series books from 28 tickets to 10,626 tickets.  
 "MATED" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.  
 SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your inquiry will be appreciated.

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**HIT THE BALL**

3 PACKAGES (50) CIGARETTES

LAST PUNCH IN EACH SECTION RECEIVES ONE PACKAGE (20) CIGARETTES



**GARDNER'S NEW CIGARETTE BOARD**

CHOICE OF 9 PAYOUTS PAYING  
 16—30—34—36—40 OR 74  
 PACKAGES OF CIGARETTES

Choice of 1c a Punch; 1c a Punch Half Free; 2c a Punch; 2c a Punch Half Free

1000 HTB—(Hit the Ball)  
 TAKE IN: 1,000 Holes @ 1c.....\$10.00  
 PAYOUT: 40 Pkgs. @ 15c..... 6.00  
 PROFIT 4.00  
 PRICE \$1.90 PLUS 10% U. S. TAX

WRITE FOR LITERATURE—STATE BUSINESS

**GARDNER & CO.**  
 2309 Archer Ave., Chicago, Ill.

**MOVED TO LARGER, MORE SPACIOUS QUARTERS FOR THE BENEFIT OF ALL GEORGIA OPERATORS. FREE PARKING! BETTER SERVICE! FASTER DELIVERY! ALL THE LATEST AND BEST MACHINES!**

**— ORDER THESE GRAND OPENING SPECIALS —**

WURLITZER—Model P-12 .....\$119.50  
 WURLITZER—Model 412 ..... 149.50  
 GABEL Latest 12 Record Model... 55.00

Rock-Ola TOM MIX Rifle .....\$165.00  
 1/3 Deposit with Order, Balance C. O. D., F. O. B. Atlanta, Ga. Write for Complete Price List Latest and Best Bumper Games.

◆◆◆WURLITZER PHONOGRAPHS◆◆◆  
**HANKIN MUSIC COMPANY** 258-260 PRYOR ST., S. W., ATLANTA, GA.

**LUCKY PURSE DEAL**

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.  
 A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00. Pays out approximately \$30.00.

Sample \$5.00; Lots of 8, \$4.25; Lots of 12, \$3.75.  
 Deposit required on all orders.

**H. G. PAYNE COMPANY**  
 312-314 BROADWAY, NASHVILLE, TENN.

**!! AUTOMATIC BARGAINS !!**

BRAND NEW. USED.

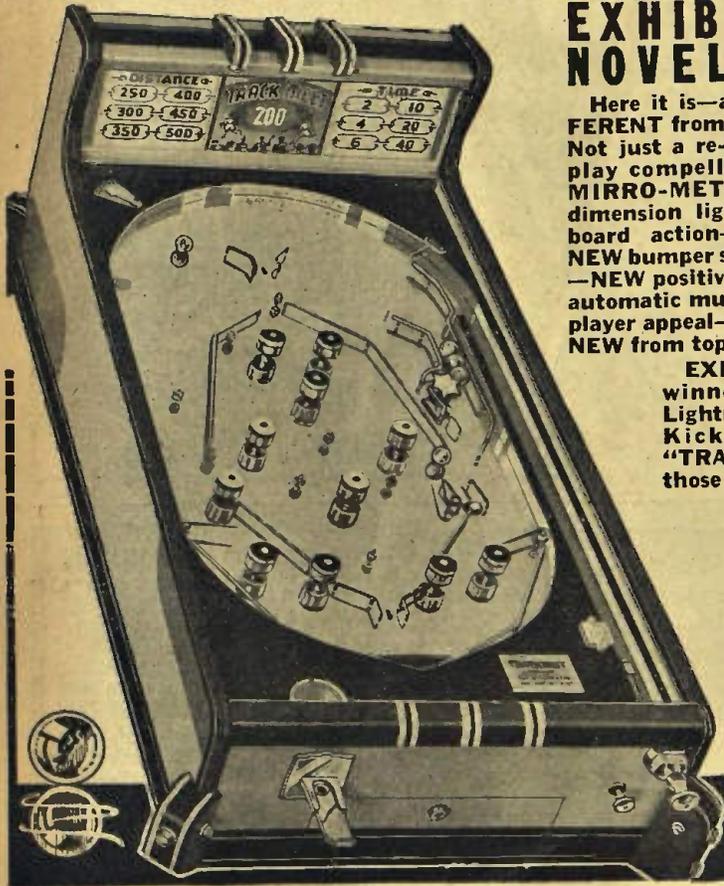
CHALLENGERS .....	\$ 59.50	BALLY DERBIES .....	\$25.00
PEERLESS .....	49.50	BLUE BIRDS .....	32.50
NIALEANS .....	59.50	PREAKNESS .....	65.00
BELMONT'S .....	69.50	DAILY RACES (Mystery) .....	35.00
ROUND UPS .....	42.50	PEERLESS .....	17.50
RAVS TRACKS .....	325.00	ROUND UPS .....	20.00

All Used Machines Guaranteed To Be in Perfect Operating Condition.  
 AUTOMATIC AMUSEMENT COMPANY, 1304 Throckmorton St., Ft. Worth, Tex.



GO TO SALT LAKE CITY if you want to golf with one swell bunch of coin machine men. Above are shown John Hendricks, Heber Rutter, Dan Stewart, Maurice Yates and I. F. Webb, vice-president in charge phonograph division of Rock-Ola Manufacturing Corporation. Rutter has been doing a great selling job and Webb dropped in to congratulate him on his fine record of achievement.

# BY POPULAR DEMAND "TRACK MEET"



## EXHIBIT'S 5 BALL NOVELTY TABLE

Here it is—absolutely NEW and DIFFERENT from anything on the market. Not just a re-hash, but a game full of play compelling features including, MIRRO-METAL playing field—third dimension light-up effects—NEW back board action—NEW changing odds—NEW bumper springs with flashing lights—NEW positive foto-light scoring—NEW automatic multiple kicker action—NEW player appeal—NEW last ball suspense—NEW from top to bottom.

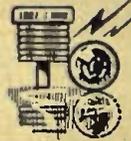
EXHIBIT knows how to make winners—EXHIBIT gave you Lightning, Golden Gate, Drop Kick, Rebound, etc., etc. "TRACK MEET" brings back those happy days—and how! Order today—be the first with the finest. You know Exhibit Games always stay longer on location—Track Meet will be making money for you for months to come.

Operators demand it from your Jobber. Jobbers demand it from your Distributor. Distributors write us today.

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. • CHICAGO

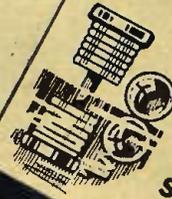
**NEW AND DIFFERENT MONEY MAKING FEATURES**

## FEATHER TOUCH BUMPER ACTION

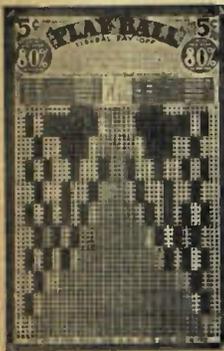


So positive that ball need only brush against bumper to register score.

## NEW MIRRO METAL PLAYING FIELD SMOOTH AS GLASS



**79<sup>50</sup>**  
AND WORTH MORE



## "PLAY BALL" REACHES NEW HIGH!

The continued demand for "Play Ball" has been so great that we've claimed it the greatest board ever manufactured! The board made to outsell the jar deals—and continuing to do so!

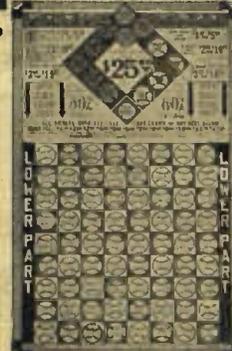
Accompanying payout card with 72 baseballs, paying out 80% (average). \$25.00 premium! Made in 5c or 10c deal.

**BOARD TAKES IN**  
2,280 @ 5c.....\$114.00  
Pays OUT (average). 75.9%

**PROFIT (average) . \$ 38.06**  
Thick board with easels, lacquer finish, cellophane wrapped.

Write for Scoops, 16 - Page Trade Paper. The only salesboard trade paper in the U. S.

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You'll make a hit in your community with our fund-raising series deals. Write for particulars!

DEPT. C 14 N. PEORIA ST. CHICAGO



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co., Patton, Pennsylvania

### Slug Visible Slotted Coin Counter



MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs easily emptied into roll counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

## Games Chosen for Polar Expedition

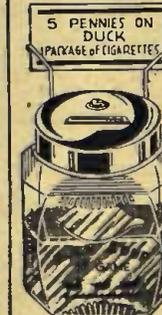
NEWARK, N. J., June 26.—It looks as tho the coin machine industry in general and the Hercules Machine Exchange in particular are due to come in for some favorable publicity soon now that the McGregor North Pole expedition has selected two of the firm's games to take along with them. It seems that Captain W. C. McGregor believes the two games will aid greatly in affording the necessary diversion and relaxation he and his 12 hardy explorers will need during their two-year sojourn amid the frozen wastes.

Irv Orenstein, of the Hercules firm, reports that Sequence and Boo-Hoo are the two games chosen for the expedition. He stated that the games were selected because of their proven stamina on locations and because they have been acclaimed by operators as highly interesting.

The machines will be installed on the ship William Greenley. Necessary power for operating the games will be supplied by batteries. Extra batteries, springs and other parts will be taken along.

According to Orenstein, Captain McGregor plans to move the machines from the ship to the base camp after it is established in the Arctic Zone. Orenstein also is said to have made arrangements to have the games returned to him after the William Greenley returns to port. He then plans to set the games up in his office as show pieces. General opinion is that many people will view them during the time the ship is open for inspection in the New York harbor. Publicity resulting from Captain McGregor's taking the two games along on the expedition will be of benefit to the entire coin machine industry.

## Protect Your Route Without Delay 1c Skill Game



## DUCK SOUP

It's Legal!  
100,000 Locations Open for This Money Maker.  
Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

PRICES For a Limited Time. Sample (one only) . \$1.50 Lots of 6. \$1.80 Lots of 12 \$1.20 1/4 dep. with order. bal. C.O.D.  
Watch the DUCK Dive!  
**STAR SALES CO.**  
3821 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please

## SUMMER BARGAINS

- BALLY BOOSTER .....\$40.00
- DAVAL BASEBALL ..... 35.00
- PACIFIC THREE-STAR ..... 25.00
- 1 IENNINGS GRAND STAND, Like New ..... 35.00
- Above Machines used less than 60 Days. Perfect Condition.
- TICKETTES .....\$2.50
- REEL DICE ..... 5.00
- REEL 21 ..... 5.00
- 1/2 Cash, Balance C. O. D.

**M. A. Amusement Company**  
JACKSON, TENNESSEE.

**BUY** Grotchen's MASTER BUILT  
**GINGER**  
 ON 10 DAYS FREE TRIAL  
 MONEY BACK GUARANTEE  
 GINGER is the 100% Perfect  
 PRICE ONLY  
**\$36.50**  
 TAX PAID  
 Automatic Token Payout  
 cigaret play counter  
 game that is bringing  
 the BIGGEST, STEAD-  
 IEST PROFITS IN  
 HISTORY! Rush Your  
 Order to us NOW!  
 Exclusive Eastern Distributors  
**ROYAL DISTRIBUTORS, INC.,**  
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## Distribution Is Chief Problem Facing National Candy Industry

An address by C. E. Birgfeld, U. S. Department of Commerce, at the National Confectioners' Association Convention in Chicago:

There is no food industry which does not find in some phase of distribution a problem to be solved. But in the candy industry it seems that the subject of distribution is a particularly troublesome one. The number and variety of middlemen is probably as great as in any other food industry, and the multiplicity of these outlets creates a definite problem in itself. The means you employ to get your candy from your plant to the person who eats it are vital to your business life. At this particular stage in your return march to prosperity the subject of distribution should be kept very much alive. That you are aware of this is evidenced by the attention you are giving it in this Town Hall meeting, in which I am privileged to take a part. Let us look for a minute at the degree of prosperity in which we find the country at large.

There comes a time in the upward swing of the business cycle when the severity of competitive conditions are probably nearly as difficult to survive as are those forces which play such havoc with every man's business on the downward slope of business activity. Increased costs of doing business—higher pay rolls and rising prices of raw material—form the crucible to test the mettle of the business operator.

We are now well along the upward slope of the business cycle. A line connecting average annual indexes of industrial production for the last four years would incline steadily upward. The rate of improvement has been particularly steady during the latter half of that period. Many industries are now operating at capacity or near capacity. Automobiles, steel, pulp and paper and

cotton textiles are only a few of those which could be mentioned.

### Two Billion Pounds

Your own industry might be cited as no exception.

Candy tonnage, after having increased 12 per cent in 1934 over 1933, gained over that by 4 per cent in 1935 and then jumped 8 per cent higher in 1936. The coincidence of a greatly improved purchasing power and a lag in confectionery prices undoubtedly accounted for most of this climb to unprecedented heights.

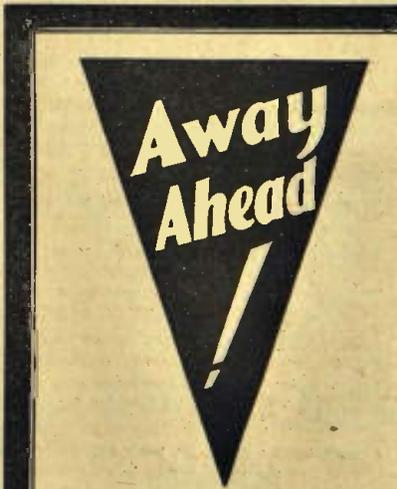
During the last year you sold more than 2,000,000,000 pounds of confectionery and competitive chocolate products, establishing an all-time record, according to the best estimates we are able to make in the Department of Commerce. This is 200,000,000 pounds more than you sold in 1929, the previous record year. Costs of some of the principal raw materials used in candy manufacture rose substantially during the latter part of 1936 and, altho there have been some recessions, still remain in most instances quite a bit above what they were a year ago. What happened to the price received by the manufacturer? The best we have is an average for the year. Judging from our average value per pound figures in the 1936 survey, prices averaged about the same as for 1935. To be exact, the average value per pound rose from one-tenth of a cent less than 15 cents in 1935 to only one-tenth of a cent more than 15 cents in 1936.

Most of your raw materials are purchased in fairly rigid markets—you have little control over their price. Your finished products, on the other hand, goes out into a hard, cold world, where it must stand the final test of comparison by a discriminating public in a highly competitive market. Rising raw material costs only heighten the competitive feature of this market. Anything which you, as an industry, can do to make easier the road which your product has to travel from the shipping room to the palate of some satisfied consumer should, certainly be done. Definitely this is not the time to "coast."

### No Alarm

Do you get the impression that these remarks are made merely to "view with alarm," to repeat a much-quoted phrase. I find it difficult to become alarmed about the candy industry when I remember the number of men of vision you have in your industry, with many of whom I am personally acquainted. You yourselves have not overlooked the necessity for concerted industry action. You have had a number of committees working for you during the last year to give you something at this convention into which you could "sink your teeth."

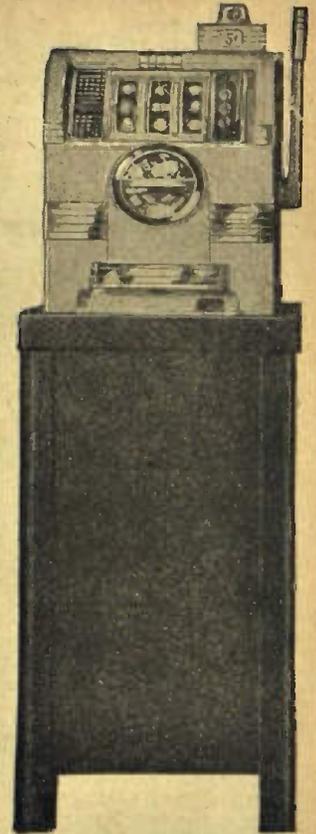
And in addition, altho your costs are rising or have risen, you may expect that the ability of the consumer to buy your goods will also improve in 1937. The national income is still going up. While too early in the year to make any official predictions, evidence reaching the Department of Commerce makes it seem likely that the national income



Get a

## Sample Machine

and Put It to the Test!



## THE CAILLE COMMANDER

Nothing compares with it in looks! Nothing equals it in speed! And nothing can hold a candle to it when it comes to bringing in the shekels in a never-ending stream! If you have any doubt about it, here's how to settle it. Get a sample machine and put it to the test! A single day's "take" will be enough to convince you once and for all. Just try it and see!

### CAILLE BROTHERS COMPANY

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 Originators and Manufacturers of Coin-Operated Machines Since 1888.

CAILLE BROTHERS COMPANY  
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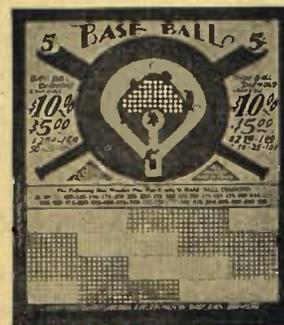
**MAIL COUPON**

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name ..... Address.....  
 City ..... State.....



RALPH RIGDON, recently made Chicago branch manager by the Rudolph Wurlitzer Company.



### ANOTHER MONEY MAKER

You can't afford to be without this

## BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

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Attractive—Colorful—Profitable

Price \$2.52 Plus 10% Tax

### GLOBE PRINTING CO.

1023-27 RACE ST., PHILADELPHIA, PA.  
 New Catalog Just Out—Send for One.

for 1937 will exceed that of 1936 by a fair percentage.

With candy tonnage approaching what may be a peak at present population levels and with higher raw material costs which accentuate the competition in your distribution channels, it seems to me imperative that you make some study of your methods of distribution with the view to effecting economies

to relieve the pressure now being felt in jobbing circles. At present prosperity levels—and I am thinking of prosperity as it is reflected in higher prices which are being received by your supplying industries—the candy industry has arrived at that stage of the upswing in the business cycle when competitive conditions are particularly severe.

Lamar, Henry (Gay '90s) NYC, re. Lamont, Don (Hollywood) NYC, re. Lanc, Kathleen (Hickory Lodge) Larchmont, N. Y., re. Lang, Edie (Mirador) NYC, re. Lanham's Tori (Tempos (Sun Set Tavern) Okmulgee, Okla., re. Lawton, Reed (Mon Paris) NYC, re. Lawton, Judith (McVan's Club) Buffalo, nc. LeBaron, Karre, Dancers (Loew's Capitol) Washington, D. C., re. Leary, Jimmy & Dad (Great Lakes Expo) Cleveland, re. Lede, Lita (Astor) NYC, h. Lee, Bonnie (Troadero) Dallas, Tex., nc. Lee, Bob (Wivel) NYC, re. Lee, Sally (Yvonne) Savannah, Ga., c. Lee, Val, Leona (Jimmy Kelly's) NYC, nc. Leon Sisters (Silver Bowl) Sacramento, nc. Leonard, Eddie (Gay Nineties) NYC, nc. Leslies (Paradise) NYC, re. Lester, Jerry (Royal Follies) Chi, nc. Lester, Ann (Yacht Club) Chi, nc. Lester, The Great (Wivel) NYC, re. Lewis, Greta (Bertolotti) NYC, re. Lewis, H. Kay (Cheyenne) Wyo. Lewis Sisters (Hi-Hat) Chi, nc. Lewisse, Jennie (Mayfair) Cleveland, nc. Lewis, Tex. & Hillbillies (Village Barn) NYC, nc. Lombard Sisters (Biltmore) Providence, h. Lomas, John (Troita's Cafe) Baltimore, nc. Long, Nick (Biviera) Fort Lee, N. J., nc. Long, Avon (Plantation) NYC, nc. Loper & Hayes (Mayfair) London, h. Lorna & Carr (Capri) Lawrence, Mass., re. Lorraine, Winifred (Mirador) NYC, nc. Lowry, Phil (Ballroom) Pittsburgh, nc. Loyard & Renard (Stevens) Chi, h. Lucas, Clyde, & Band (Paramount) NYC, t. Lucky Sisters (Small's) NYC, nc. Lunard & Perkova (Silver Bowl) Sacramento, nc. Lydia, Sue (Astor) NYC, h. Lynn, Dale (606 Club) Chi, nc. Lynn, Mari (Palmer House) Chi, h. Lynne, Tommy (State-Lake) Chi, t.

McBride, Jack (Romance Inn) Angola, N. C., nc. McConnell & Moore (Bowery) Pan. Amer. Expo., Dallas 12-17-10. McCoy, Bob (Biltmore) NYC, h. McCully, Jean (Village Barn) NYC, nc. McDonald, Ray & Grace (Savoy-Plaza) NYC, h. McCreary, Owen (Earle) Washington, D. C., t. McKenny, Julia (Piccadilly) Phila, nc. McLeelan, Rodney (Mt. Royal) Montreal, h. McMahon, Larry (Village Barn) NYC, nc. McNally Sisters, Four (Mayflower Casino) Chi, nc. Meak, Lyle (Club Lido) Youngstown, O., nc. Madison, Rudy (Gay '90s) NYC, nc. Mady & Oord (State) NYC, t. Mae, Edna (Paradise) NYC, re. Malina, Luba (Adelphi) Phila, h. Manhattanites (The State-Lake) Chi, t. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manners, Carol (Met.) Boston, t. Manning, Lee & Mitzel (Hollywood) NYC, re. Manning, Otis (Maysir) Washington, D. C., nc. Manno & Strafford (Claridge) Memphis, h. Mannone, Wingo, & Orch. (State) NYC, t. Manolita (Russian Art) NYC, re. Mare, J. & Fals (Luna Park) Coney Island, N. Y., 23. Marcelli, Dolores (L'Aligion) Chi, c. Marchand, Bob (Cafe Madrid) Buffalo, nc. Marco & Marsha (New Tivoli Casino) Juarez, Mex. Marie's Marvel Dogs (Celebration) McGregor, N. Y., 3-5. Marlow, Joe (Famous Door) Chi, nc. Marlow, Selma (Paramount) NYC, t. Marsh, Howard (Mayfair Club) West Orange, N. J., nc. Martin, Marion (Mirador) NYC, nc. Martinez & Antonita (St. George) Brooklyn, h. Mason, Jack (Marla's) NYC, nc. Mason, Melissa (Michigan) Detroit, t. Mason, Johnny & Andre (Casino da Urca) Rio de Janeiro. Maurice, The Great (Mayfair) Boston, nc. Maurine & Norva (Bal Tabarin) San Francisco, nc. Maus, Jack Barrett (S. S. Mandalay) NYC, s. Mayback, Jan (S. S. Bear Mountain) NYC, s. Mells, Kirk & Howard (Oriental) Chi, t. Merman, Ethel (Paramount) NYC, t. Merrill, Joan (Mayfair) Boston, nc. Miller, Catherine (Drake) Chi, h. Miller, Helene (St. Regis) Phila, nc. Miller, Louise (Cocoanut Grove) Waukegan, Ill., ro. Miller, Marty (Turf Club) Pittsburgh, nc. Modle & Lemaux (Manila) Manila, F. I., h. Mona, Jean (Tio Jo Farms) Detroit, nc. Montgomery, Howard (Luna Park) Coney Island, N. Y., p. Moore & Dene (Plantation) NYC, nc. Moorehead, Jim (Hickory House) NYC, re. Morales, Antonita (El Chico) NYC, nc. Morales Bros. & Little Daisy (Bolero) Detroit, nc. Morgan, Helen (Chez Paree) Chi, nc. Moroni & Coralee (Tower) Kansas City, Mo., t. Morris, Will & Bobby (Clemonten Lake Park) Clementon, N. J., p. Morris & Mays (Grand Terrace) Chi, nc. Morrison, Jack (S. S. Mandalay) NYC, s. Morrison, Joe (Capitol) Washington, D. C., t. Morton, Alvira (Club Minuet) Chi, nc. Morton, Eddy (Lathrop) Port Huron, Mich., h. Moya, Lita (El Gault) NYC, nc. Muzelle (Old Romanian) NYC, re. Muesler, Ennette (Riviera) Ft. Lee, N. J., nc. Murphy, Dean (Mounts) St. Louis, cc. Murphy, Senator (Oriental) Chi, t. Murray & Alan (Sagard) Miami, nc. Myers, Timmie (Expo) Chi, nc. Myrus (College Inn) Chi, nc.

Nary, Charles (St. Regis) NYC, h. Nazzaro Jr., Nat (Lookout House) Covington, Ky., nc. Negrete, George (Yumuri) NYC, nc. Neles Troupe (Met.) Boston, t. Nelson, Ozzie, & Crah. (Stanley) Pittsburgh, t. Nelson's Boxing Cats (Leon & Eddie's) NYC, nc. Nesbit, Evelyn (Wivel) NYC, re. New Yorkers, The (Open Door) Chi, nc. Newman, Doug (Glen Island Casino) New Rochelle, N. Y., nc. Nicholson Bros. (Cotton Club) NYC, cb.

Nicholson, Edith G. (Wivel) NYC, re. Nichols & Halcy (Avalon) Cleveland, nc. Nichols, Howard (Roxy) NYC, t. Nico (Zebra Bar) NYC, nc. Ninko & Grace (Beverly Hills) Newport, Ky., re. Nina, Gypsy (Luna Park) Coney Island, N. Y., p. Nip, Agnes & Tommy (Hollywood) NYC, re. Noble & Donnelly (Mayflower Casino) Chi, nc.

# THE NONCHALANTS

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Chicago, Ill.  
Personal Direction  
**MUSIC CORPORATION OF AMERICA**

Nolan, Terry (Governor Clinton) NYC, h. Noll, Eddie & Marion Nolan (Urca Casino) Rio de Janeiro, Brazil. Nonchalants (Pal.) Cleveland, t. Norman & McKay (Casino da Urca) Rio de Janeiro. Novak, Wilma (Famous Door) Boston, nc.

O'Donnell, Tommy (Espans Club) Chi, nc. O'Dell, Dell (Arrowhead Inn) NYC, ro. O'Donnell, Ione (606 Club) Chi, nc. O'Neill, Catherine (Royal Palm) Miami, nc. O'Rourke, Nan (Ballyhoo) Phila, nc. Oshman Twins (Bismarck) Chi, h. Ogden, Patsy (Hi-Hat) Chi, nc. Olive & George (Riviera) Ft. Lee, N. J., ro. Orins, Toddy (Nut Club) NYC, nc. Oshins & Lessy (500) Atlantic City, N. J., nc. Omar (St. George) Brooklyn, h. Ortega, Rosita (Yumuri) NYC, nc. Ost, Charles (Carmichael Club) Augusta, Ga., nc. Osterman, Jack (Mirador) NYC, nc.

Pace, Bob (Drake) Chi, h. Page, Ken & Roy (Mayfair) Chi, nc. Palmer, Gladys (Three Deuces) Chi, nc. Palmer, Paddy & Peggy (Harry's New York Cabaret) Chi, nc. Panchito (Yumuri) NYC, nc. Pansy the Horse (New York) NYC, h. Papille, Felix (Montclair) NYC, h. Parish, Deane (Chez Maurice) Montreal, re. Parker, LaRue (Brown Palace) Denver, h. Parker, Muriel (Rosevelt's) New Orleans, h. Parks, Valarie (Harry's New York Cabaret) Chi, nc. Passajo, Ernie (Biltmore) NYC, h. Patterson, Trent (Whirling Top) NYC, nc. Paul, Wauna (Monsieur) NYC, re. Paxton, Glen (Lincoln Highway Inn) Mishawaka, Ind., ro. Payne, Billy (Penthouse) Boston, re. Pedro & Luis (Criterion) Bar Harbor, Me., t. Pegue, Paul (Gloria Palast) NYC, nc. Pennington, Ann (Paradise) NYC, re. Perno & Roland (St. Moritz) NYC, h. Phipps & Camille (Pierre) NYC, h. Perry, Frank (Tuxedo Club) Phila, nc. Pfifer, Volney (Calvin) Washington, Mo., t. Pierce & Harris (St. Regis) NYC, h. Pierce, Marion (Riviera) Ft. Lee, N. J., ro. Pils & Roland (St. Moritz) NYC, h. Pils & Tabel (Mayfair) London, nc. Pierre & Temple (Biltmore Bowl) Los Angeles, h. Pliner & Earle (College Inn) Chi, nc. Plaut, Jerry (Dixie) NYC, nc. Platz, Trini (El Gaucho) NYC, nc. Poe, Evelyn (Colosimo's) Chi, nc. Popo, Glen (Hollywood) NYC, re. Powell, Eddie (Avalon) Cleveland, nc. Powers, Rex & Betty (Golden Gate Club) Phila, Colo., re. Pryor, Ruth (Bismarck) Chi, h.

Queens of Rhythm, Four (Sohlits Winter Garden) Chi, nc.

Rabold, Rajah (Roosevelt) Jacksonville, Fla., h.

Raddell, Bee & Ray (El Dorado) Detroit, nc. Radcliffe, Roy (Times Square Supper Club) Rochester, N. Y. Radio Ramblers (Stanley) Pittsburgh, t. Radio Aces (Astor) NYC, h. Rafferty, Tom (New Toronto, nc. Randall, Peter (Village Casino) NYC, nc. Randolph, Amanda (Black Cat) NYC, nc. Rashed (Waldorf-Astoria) NYC, h. Rasch, Albertina, Dancers (St. Regis) NYC, h. Rath, Vern (Tower) Kansas City, Mo., t. Rathburn, Vernon, & Co. (State-Lake) Chi, t. Ray, Al & Frances (Alymer Aquatic Club) Alymer, Que., Can., nc. Rye & Naldi (Radio City Rainbow Room) NYC, nc. Reckington Twins (Chez Paree) Chi, nc. Reed (Mirador) NYC, nc. Reed, Etta (606 Club) Chi, nc. Reeves, Billy (French Casino) Detroit, nc. Regar, Charlotte (Skylight Club) Cleveland, N. Y., re. Reilly, Patricia (Wivel) NYC, re. Reis & Dunn (885 Club) Chi, nc. Rekkofs, The (French Casino) NYC, re. Rey, Alvino (Biltmore) NYC, h. Reyes, Paul & Eva (College Inn) Chi, nc. Reys, The (Greenbrier) White Sulphur Springs, Va., h. Reynolds, Helen (Glen Island Casino) New Rochelle, N. Y., nc. Reynolds, Frank (Avalon) Cleveland, nc. Rhoadsy in Silk (Pal.) Chi, t. Rhodes, Dale (Sax) Detroit, nc. Rhodes, Dorothy (Kit Kat) NYC, nc. Rickard, Ed (Oriental) Chi, t. Richards & Carson (Paradise) NYC, nc. Richards & Monnett (Cavaliers) Virginia Beach, Va., h. Rider Sisters (Harry's New York Cabaret) Chi, nc. Ritchie, Carl & Margie (Sherwood) Burlington, Vt., h. Roark, Edith (Yacht Club) Chi, nc. Roberts, Three (French Casino) NYC, nc. Roberts, Dave & June (New Modern) Omaha, nc. Robins Sisters (Royal Follies) Chi, nc. Robson Twins (Yacht Club) Chi, nc. Rock, Mildred (Harry's New York Cabaret) Chi, nc. Rodrigo & Francis (Book Cadillac) Detroit, h. Rogers, Sally (Skylight Club) Cleveland, nc. Rogues, Three Musical (Barney Gallant's) NYC, nc. Rohmer, Billie (Frontenac) Detroit, nc.

Roland, Dawn (St. Moritz) NYC, h. Roland, Mary (Paradise) NYC, re. Rolland & Annette (Ball-Ball) Chi, nc. Rolph, Wynne (Wivel) NYC, re. Romero, Arturo (Buckingham) NYC, h. Ronald & Roberta (Blackhawk) Chi, nc. Root, Edna (Waukegan) Phila, h. Rosalind & Annette (Tokay) NYC, re. Ross & Edwards (Park Central) NYC, h. Rosini, Paul (Cocoanut Grove) Waukegan, Ill., ro. Ross, Paul (Blossom Heath Inn) Detroit, c. Rosita & Fontana (Surfside) Atlantic Beach, N. Y., cb. Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc. Ross, Robert & Shuster (Lyric) Indianapolis, t. Ross, H. & Shay (Pan-Amer. Expo.) Dallas. Royal Moscowiana (Aurora) Aurora, Ill., h. Russell, Yvette (Yacht) NYC, nc. Russell, Johnny (Paradise) NYC, re. Rust, Shirley (Yacht Club) Chi, nc. Ryan & Doris (Sawdust Trail) NYC, nc.

Sage, Sally (885 Club) Chi, nc. St. Germaine, Kay (Drake) Chi, h. St. Onge, Joe (Police Circus Coliseum) St. Louis. Samuels, Three, & Harriet Hayes (State) NYC, t. Santoro, Ralph (Edgewater Beach) Chi, h. Saunders, Larry, & Jean (Amer. Legion Carnival) Salem, Mass. Sax, Ray (Pal.) Chi, t. Saxs, Three (Bertolotti) NYC, re. Schaps, Sid (Paddock) Chi, nc. Schenk, Al (Arcola Inn) Arcola, N. J., ro. Scott, Claire (Park Central) NYC, h. Seiler, Jay & Lou (Michigan) Detroit, t. Seiter, Gloria (Edgewater Beach) Chi, h. Seib, Arlene & Norman (Leon & Eddie's) NYC, nc. Seiden & Endler (State-Lake) Chi, t. Seton, Ann (Sapphire Room) NYC, nc. Shanghai Wing Troupe (Capitol) Washington, D. C., t. Shavers, Buster (Riviera) Ft. Lee, N. J., ro. Shaw, Helen (Mirador) NYC, nc. Shayne, Gloria (Mayflower Casino) Chi, nc. Shea & Raymond (Paradise) NYC, re. Sheppard, Sammy (Mitchell's Playhouse) Chi, nc. Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc. Shore, Willie (Colosimo's) Chi, nc. Shutta, Ethel (Royal Palm) Miami, nc. Simmons, Ethel (Powers) Rochester, N. Y., h. Simmons, Lee (Plantation) NYC, nc. Sims & Bailey (State) NYC, t. Skyrockets, Four (Gay '90s) Chi, nc. Smeck, Roy (Riverside) Milwaukee, t. Smith, Bill (Tumble Inn) Croton-on-Hudson, N. Y., re. Smith, Cyril (Astor) NYC, h. Smith & Dale (Capitol) Washington, D. C., t. Smith, Earle (Brevoort) Chi, h. Son & Sonny (Grand Terrace) Chi, nc. Sophisticrats, The (Getz's Supper Club) Baltimore, Md., re. Stanley, Alleen (Barclay) London, h. Starr, Judy (Astor) NYC, h. Sterner, Kean & Lois (Bal Tabarin) Paris, nc. Stevens, Frances (Ten Eyck) Albany, N. Y., h. Steyn, Edna (New York) NYC, re. Stone, Dick (Essex House) NYC, h. Stone, Charles & Helen (Lyric) Indianapolis, t. Strickland, Charles F. (Buckingham) NYC, h. Strunk, John M.; Greenwich, N. Y. Strupp, Maxine (Essex House) Phila, nc. Swann, Russell (Savoy-Plaza) NYC, h. Swifts, Three (French Casino) NYC, nc. Swing Kids (Astor) NYC, h. Sybell, Paul (Surfside) Atlantic Beach, N. Y., re. Symington, Eve (Waldorf-Astoria) NYC, h.

Talbot, Judy (Stevens) Chi, h. Tania & Kiroff (Park Central) NYC, h. Tapp, Maxine (Essex House) NYC, h. Tapps, George (Chez Paree) Chi, nc. Tate & Simpson (Leon & Eddie's) NYC, nc. Tatiana & Zorro (Walton) Phila, h. Taubman, Paul (Ambassador) NYC, h. Taylor, Lee (Hollywood) NYC, re. Taylor, Estelle (Pinebrook) Nichols, Conn., cc. Teala, Dick (Riverview) Des Moines, cc. Telcheltz, Sud (Brass Rail) NYC, re. Temptations, Four (Edgewater) Lafayette, La., re. Theodors & Denesha (Cocoanut Grove) Waukegan, Ill., ro. Thomas, Eddie (College Inn) Phila, nc. Thompson, Bobby (Roxy) NYC, t. Thompson, Helen Waterbury (Ambassador) NYC, h. Thorsen, Art (Biltmore) NYC, h. Thrift & Ray (Mirador) NYC, nc. Thurn, Otto (Alpine Village) Great Lakes Expo, Cleveland. Thury, Iona de (Tokay) NYC, re. Tic Toe Girls (Casanova) Hollywood, Calif., re. Tinney, Dot (Black Cat) NYC, nc. Tip, Tap & Toe (Met.) Boston, t. Tondelayo (Plantation) NYC, nc. Town Troubadours (French Casino) NYC, nc. Trachsel, Al (St. Regis) NYC, h. Trent, Tommy (Congress) Chi, h. Tudor Sisters & Avery (Shrine Club) Ft. Wayne, Ind. Turner, Frank (Espans Club) Chi, nc.

Valdez, Vern (Club Piccadilly) Baltimore, nc. Vale & Stewart (Galty Cabaret) Brussels, c. Vale, George & Mary (Earle) Washington, D. C., t. Varios & McDowell (Congress) Chi, h. Veloz & Yolanda (Plaza) NYC, h. Venuta, Benay (Drake) Chi, h. Vera, Veloz (Times Square Supper Club) Rochester, N. Y. Vespers, Four (Michigan) Detroit, t. Vestoff, Floria (Mirador) NYC, nc. Vic & Lamar (Ambassadeurs) Cannes, France, nc. Vickers, Joan (Mirador) NYC, nc. Villani, Mario (Arcadia) Phila, re. Villano & Lorna (The Club) Hagerstown, Md., nc. Vince & Anita (Mayfair) Boston, nc. Vox & Waiters (Lyric) Indianapolis, t.

Walker, Buddy (Yacht) NYC, nc. Walker, Jeanne (Bon-Air) Chi, cc. Walker, Ted & Ethel (Hof Brau) Camden, c. Walker Trio (Bismarck) Chi, h. Walsh & Barker (Berkeley) London, h. Walters, Walter (St. Moritz) NYC, re. Walters, Vera (Falm Garden Club) Columbus, O. Ward, Mae (Lido) Tulsa, Okla., b. Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., cc. Ward, George & Ade (Ball-Ball) Chi, nc. Waring, Seab (Astor) NYC, h. Washington, George Dewey (Ootton Club) NYC, cb. Webster, Jim (Onyx) NYC, nc. Welch, Heri (Met.) New York, N. Y. Well, Vally (Barney's) NYC, nc. Wencil, Ray (Paramount) Chi, nc. Wenzel, Dorothy (Italian Gardens) Pittsburgh, nc. West, Buster & Lucille Page (Pal.) Chi, t. Whelan, Jackie, & Streamline Steppers (Club Candee) Syracuse, N. Y. White, Jack (18) NYC, nc. White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., cc. White, Danny (Merry-Go-Round) Brooklyn, nc. White, Sammy (State-Lake) Chi, t. Whittier, Charlie (Astor) NYC, h. Wick, Fritz (Paramount) Chi, nc. Wick, Eros, (Earle) Washington, D. C., t. Wilkens, Dorothy (Yorker) NYC, h. Williams, Art (Club Alabam') Chi, nc. Williams, Janis (Stevens) Chi, h. Williams, Val (El Dorado) Detroit, nc. Willford, Harry (Glen Island Casino) New Rochelle, N. Y., nc. Willis, Claire (Arrowhead Inn) NYC, ro. Willis & Gilmore (Mayfair) Detroit, nc. Wilson, Derby (Plantation) NYC, nc. Wilson, Jackie & Honey (Galente) NYC, nc. Wolandi Duo (White City Park) Worcester, Mass. Woods & Bray (Jack-o-Lantern Lodge) Eagle River, Wis., ro. Woods, Johnny (Esquire) Toronto, nc. Worth, Grace (Dorchester) London, h. Worth, Raymond (Spinning Wheel Cabaret) Seattle, Wash. Wyatt, Bob (Golden Spot) Chi, nc. Wynne, Nan (Playland) Rye, N. Y., p.

Yorke & Lewis (Jimmy Kelly's) NYC, nc. Yost, Ben. & Varsity Eight (Riviera) Ft. Lee, N. J., ro. Young, Margie (Park Central) NYC, h. Youngman, Henry (Pal.) Cleveland, t. Yvette (Club Minuet) Chi, nc. Yvonne, Princess (Strand) Crawfordsville, Ind., t.

Z  
Zeigler, Billy (New Earl) Baltimore, nc. Zeller & Wilburn National Richmond, Va., t. Zita & Marselle (Chez Paree) New Orleans, t. Zullia & Co. (Kenosha) Kenosha, Wis.; (Bay) Green Bay, Wis., 26-July 3 t.

## BANDS AND ORCHESTRAS

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

Abbott, Dick (Emerson) Baltimore, h. Abs, Vic (Drake) Chi, h. Ace, Popo (Yacht) Chi, nc. Adams, Johnnie (Dutch Gardens) Dayton, O., nc. Adcock, Jack (College Inn) Phila, nc. Adrian, McDowell (Wagon Wheel) Nashville, nc. Agnew, Charlie (Log Cabin) Omaha, nc. Albins, Jack (Village Casino) NYC, nc. Aldin, Jimmy (Gino's Cedar Gardens) NYC, c. Alberto, Don (El Chico) NYC, nc. Apollon, Al (Hillcrest Club) Newark, N. J., nc. Armstead, Charlie (Showboat) St. Louis, h. Arthur, Zinn (Pinebrook) Nichols, Conn., cc. Asen, Bob (Wivel) NYC, re. Ash, Art (Silver Glen) Paramus, N. J., ro. Atkinson, Connie (Berkeley-Carter) Asbury Park, N. J., h. Auwater, Fred (Flamingo Club) Orlando, Fla., nc. Ayres, Mitchell (Hollywood) NYC, re.

B  
Backer, Les (St. Clair) St. Clair, Mich., nc. Baer, Billy (Bear Mountain Inn) Iona Island, Conn., nc. Barnett, Charlie (Hickory Lodge) Larchmont, N. Y., ro. Barrett, Hughie (Tavern on the Green) Central Park, NYC. Barris, Harry (Uplown) Portland, Ore., b. Barron, Bluc (Westview Park) Pittsburgh, p. Bay, George (L'Aligion) Chi, re. Berger, Maxmillian (Ross Fenton Farms) Deal, N. J., cc. Berkeley, Duke (Houston-Dory) Stamford, Conn., nc. Bestor, Don (Rice) Houston, Tex., h. Betzner, Jack (Essex House) Newark, N. J., ro. Bittlik, Jimmy (Cafe de Paree) Los Angeles, c. Black, Bob (Pere Marquette) Peoria, Ill., h. Blaine, Jerry (Park Central) NYC, h. Blake, Lou (Park Plaza) St. Louis, h. Bleyer, Archie (Aquanade) Great Lakes Expo., Cleveland. Boroff, Mischa (Morocco) Mountaineers, N. J., nc. Borr, Mischa (Sherry-Netherlands) NYC, re. Boulanger, Charles (Half Moon) Steubenville, O., nc. Brandysne, Nat (Essex House) NYC, h. Bran, Bobby (Top Hat) Madison, Wis., nc. Brent, Mike (Colonial Inn) Singac, N. J., ro. Brigade, Ace (Jefferson Beach) Detroit, p. Brown, Les (Castle Farm) Cincinnati, nc. Bruno, Al (Butler's) NYC, re. Burk, Pete (Clearpool) Memphis, h. Burnside, Dave (Polnset) Greenville, S. O., h. Busse, Henry (Chez Paree) Chi, nc. Byard, George (Stillwell) Los Angeles, nc.

C  
Campbell, Jan (Kewitts) Lake George, N. Y., nc. Campus Jesters (Oypress Arms) West Hartford, Conn., nc. Carpenter, Earl (Lincoln) NYC, h. Carper, Don (White Caps) Santa Catalina Islands, c.

**BIRTHS**

(Continued from page 32)

Fran Striker in Detroit June 12. Striker is the author of *The Lone Ranger* and *The Green Hornet* series heard over Station WXYZ, Detroit.

To Mr. and Mrs. Albertina Catarvi, of Loyal Repenski family, with Ringling-Barnum Circus, a boy named Centesimo.

**Coming Marriages**

Audrey Christie, actress, and Guy Robertson, musical comedy actor, in October. Mary Dougherty, cashier at Washington Theater, Chester, Pa., and Dick Walker, nonpro, in Chester soon.

Mildred Levinson, of Sol S. Cantor radio advertising agency, Philadelphia, and Dr. Richard Synder, nonpro, in Philadelphia soon.

**Divorces**

Mrs. Annie Bridge, of Norwalk, Conn., from Cecil (Suds) Bridge, of Norwalk, June 18. Bridge is a former radio artist, having been one of the Pianoroll Boys, performing on several Connecticut stations.

**MASS HYSTERIA**

(Continued from page 3)

transfer "needy nonemployables" to other projects. In the Chanin Theater Building, headquarters of the project, 400 actors sat down all last night. Hunger strike of five dancers at the Music Project ended today, with the gals taking orange juice after their victory and promising to attend further demonstrations.

Theatrical unions, in the meantime, are hyped to an extreme pitch in an effort to protect their memberships in the various FTP units. Actors' Equity, heretofore solidly opposed to its FTP members striking, has called a meeting at the Astor Hotel here Monday in order to ascertain the opinion of the membership on a general strike. Chorus Equity will also attend. The AFA will hold its meeting Monday at 3 at Union Church. Other unions are taking similar measures and are currently preparing statistics showing the plight of their members. Figures will be taken to Harry Hopkins, Washington WPA chief, in an effort to forestall the July 15 slaughter.

Dismissal slips have been giving to 2,848 workers on the five arts projects. Of these 1,709 are for the theater project, with the remaining 11,000 divided between the remaining groups.

BOSTON, June 26.—Actors, musicians, artists and writers in the Massachusetts WPA art projects, totaling 952, were dropped from the rolls as a result of a communication from Washington, effective July 15. Immediately the writers protested to President Roosevelt. Lieut. Governor Kelly of Massachusetts said that unless the orders were rescinded he feared violence and subsequent rioting. Members of Local 3 of the American Writers' Union met and voted to strike for one hour next Monday. Mrs. Beatrice Carstairs and George Gloss are to be sent as delegates to see Relief Administrator Harry Hopkins at the hour of strike, Monday at 11 a.m.

Protest walkouts have been made on staggered schedules for Springfield, New Bedford and Worcester, Mass., from 12 noon.

Notices of dismissal were sent to 530 musicians of the Music Project, with a total of 1,962 workers. This project was hit the most.

Director Jon B. Mack's Theater Project was ordered to whittle 221 actors from its rolls, out of a total of 903.

Kelly said that private business and industry cannot absorb WPA workers and that the Federal Relief Administrator's moves are not warranted.

PROVIDENCE, June 26.—Federal Theater Project in Rhode Island, now employing 21 vaudeville performers and stagehands, will be closed July 15, according to announcement by WPA Administrator Farrell D. Coyle.

SAN ANTONIO, June 26.—Mayor C. K. Quin has protested to Congressman Maury Maverick the cutting of the Federal Theater Project from the local WPA.

He described the action of the Southern District office in lopping off theater projects in Oklahoma and Texas as discrimination.

Projects in Florida, Alabama, Georgia and Louisiana remain in the Southern District.

**FT. WORTH FRONTIER**

(Continued from page 3)

Murray Goldberg again has scales. Shooting gallery, scales and others report good business. A schedule is being prepared so that patrons may see all the shows in one night. Two shows are given nightly at Casa Manana, three at Pioneer Palace, four at Melody Lane, five at Firefly Garden and there are two free shows.

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**WE CAN MAKE PROMPT DELIVERY ON THE FOLLOWING MACHINES:**

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Slot Selective Type ... 125.00	30 Mills Dance Masters, perfect condition and full cash with order... 45.00
3 Bally Boosters ..... 30.00	2 Gabel Entertainers, Pyramid type model, 12 records... 65.00
2 Bally Derbys, Perfect... 20.00	3 Gabel, 24 record, Entertainers, oak finish, perfect 27.50
2 Royal Races, Perfect... 65.00	
1 Reliance, 5c Play... 27.50	
Duck Soup, New. Per Doz. 12.00	

All Used Machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order.

Write and ask us to put you on our mailing list. Jobbers write us for quantity prices on the above listed new machines.

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**EUREKA SHOWS WANT**

For Celebration Hancock, N. Y., Opening July 5 Kiddie Rides, Loop-o-Plane. Can place Shows of all kind, especially Girl Revue. Tommie Fallon wire. Want Concessions of all kind. Will sell exclusive Cookhouse, Picture Gallery, Diggers, Pop Corn and Custard. Can place one more Free Act, also sound truck. J. Nichols wire. Stretch wire good. All address STANLEY ROBERTS, Hancock, N. Y.

**COOK HOUSE PRIVILEGE OPEN DODSDON'S WORLD'S FAIR SHOW**

WILL place Cookhouse. Must be first class in every respect, as this is a 30-car show, and Cookhouse must be in keeping with balance of show. Address DODSDON'S WORLD'S FAIR SHOWS, Ashland, O., week of June 28; Erie, Pa., week of July 5.

**C. A. ABBOTT**

Please Wire W. E. FRANKS, General Agent, W. G. WADE SHOWS, Greenville, Mich., at once. Good proposition for you.

**HUGHEY BROS. SHOWS**

WANT Ten-in-One or Side Show. Want experienced Ride Help. Can place a few Concessions. Address Chatsworth, Ill., until July 6.

**WANTED COOK**

MUST BE SOBER Season's work. Address WILLIE QUIGLEY, HUGHEY BROS. SHOWS, Torredale Ave. & Sanger St., Philadelphia, Pa., this week.

**WANT**

Stock Concessions, Shows, Small Cookhouse. Five-Day Celebration, Rantoul, Ill. Can Use Cookhouse rest of season.

CALUMET AMUSEMENT CO. RANTOUL, ILL.

**IMPORTANT NOTICE**

On account of 4th of July no telegraphed or telephoned SHOW ADS will be accepted for July 10 issue after 9 a.m. (Eastern Standard Time) Monday, July 5. Wire important late SHOW ADS Sunday Night.

**FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 3.**

**WANTED**

Man for Snake Show and Fun Show, Grind Store Agents, Ride Help on all rides. For Sale—Two-Abreast Merry-Go-Round and Twenty-Four-Seat Mixup. Both in good running order. Can be seen in Gary, Ind. Can place man who can Train Monkeys and Handle Monkey Show. Wanted—Two High Free Acts for balance of season. Kalamazoo, Mich., week June 28; Battle Creek, Mich., week July 5.

**GREATER EXPOSITION SHOWS**

**CRYSTAL EXPOSITION SHOWS — WANT —**

For the Best Fourth of July Celebration in the State. Galax, Va., July 5 to 10. Want Legitimate Concessions of all kinds. Want Foreman for Ferris Wheel and Electrician. All address, this week, Pulaski, Va. W. J. UNTS.

**C. W. NAIL SHOWS EL DORADO, ARK.**

Want to join on wire. Talker for Minstrel Show to take complete charge of same, Cookhouse, Photo Gallery, Stock Concessions. Want Ride Help for all rides. Wire C. W. NAIL SHOWS.

**MODERNISTIC SHOWS, INC. WANTED**

FOR OLEAN, N. Y., BIG FOURTH OF JULY CELEBRATION AND RED MEN'S CONVENTION, STARTING SATURDAY, JULY 3, WITH VETERANS' NATIONAL CONVENTION TO FOLLOW AT JAMESTOWN, N. Y. One Flat Ride, Kiddie Ride, Loop-o-Plane, Octopus. Will furnish Show Tops and Fronts to reliable showmen. WANTED—Colored Performers and Musicians for Minstrel Show; salary out of office. No Tickets. Talkers and Grinders for other Shows, one more sensational Free Act. Diggers and Custard open. All legitimate Concessions come on. 12 Fairs and Celebrations through money territory. Address all to R. C. McCARTER, Gen. Mgr., or TOMMY CARSON, Business Mgr., Olean Hotel, Olean, N. Y.

**Wanted for Legion July 4th Celebration**

And balance of season ending Xmas. Flat Rides, Kiddie Rides, Shows, Side Show, Wax, Working World, Minstrel, Concessions. Everything open except Beano and Cook House. CAN PLACE one high Aerial Act. Star Reed can place Promoters and Contest Men. Address STANLEY BROS. SHOWS July 3-5, Woodsville, N. H.; July 7-10, Swanton, Vt.

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IF YOU ARE NOT OPERATING THESE 2 GAMES YOU'RE PASSING UP THE YEAR'S BIGGEST PROFIT MAKING HITS

**\$74.50**

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**ROUTES**

(Continued from page 84)

- Bazinet, Wm., & Sons: (Fair) Cannon Falls, Minn., 2-5; Hayward, Wis., 12-17.
- Beckmann & Gerety: Sault Ste. Marie, Mich.; Neaunee, 5-10.
- Bee, F. H.: Owingsville, Ky.; Greenup 5-10.
- Blue Light: Isle of Palms, S. C.
- Blue Ribbon: Bloomington, Ind.; Linton 4-10.
- Blue Ridge: Yancey Coal Mines, Harlan County, Ky.
- Bramer: Duluth, Minn., 1-5; Kewatin 7-12.
- Broadway Shows of Amer.: Spencer, W. Va., 28-July 4.
- Brown Family Rides: Glenville, Ga.
- Brown Novelty: Cochran, Ga.
- Buck, O. C.: Expo. Keene, N. H., 29-July 5.
- Buckeye State: Biloxi, Miss., 1-10.
- Buffalo Bazaar Co.: Hallstead, Pa., 30-July 5.
- Bullock's Am.: Chelyan, W. Va.
- Burdick's All-Texas: Belton, Tex., 2-6.
- Byers & Beach: Fairfield, Ia.; Memphis, Mo., 5-10.
- Byers Greater: Osceola and Gowrie, Ia., 1-4; Humboldt 5-11.
- Calumet: Rantoul, Ill., 1-5.
- Castle's United: Dexter, Mo., 30-July 5.
- Cetin & Wilson: Clefield, Pa.
- Chalklas Bros.: Plattville, Wis.
- Christ United: Hillsboro, O.; Athens 5-10.
- Coleman Bros.: Middletown, Conn.
- Colley, J. J.: Stillwater, Okla.
- Conkling's: (Fair) Carman, Minn., Can.; (Fair) Portage 5-7; (Fair) Dauphin 8-10.
- Corey Greater: Mt. Jewett, Pa.
- Cote's Wolverine: Durand, Mich.
- Crowley's Un.: Hamburg, Ia., 28-July 1.
- Crystal Expo.: Pulaski, Va., 28-July 4; Galax 5-10.
- Cunningham's Expo.: Bysessville, O.
- Carl Greater: Waverly, O.; West Union 5-10.
- Dalley Bros.: Eskridge, Kan.; Wanego 5-10.
- Dick's Paramount: Claremont, N. H.; Barre, Vt., 5-10.
- Dixie Belle: Clay City, Ind.
- Dixie Expo.: Savannah, Tenn.
- Dixie Model: Punxsutawney, Pa.
- Dodson: Ashtabula, O.
- Douglas Greater: Sedro Woolley, Wash.
- Dudley, D. S.: Bridgeport, Tex.; Henrietta 4-6; Newcastle 8-10.
- Dyer's Greater: Lena, Ill., 28-July 1; Mineral Point, Wis., 3-5.
- E. J. C.: Cardstown, Ala., Can.; (Fair) Canrose 5-7; Stettler 8-10.
- Edwards, J. R.: Carey, O., 28-30; Upper Sandusky July 1-5; Mansfield 6-10.
- Ellman: Ladysmith, Wis., 28-July 5.
- Endy Bros.: Philadelphia, Pa.; Souderton 5-10.
- Evangelina: Nowata, Okla., 28-July 5.
- F. & M. Am. Co.: Irwona, Pa.
- Fairly-Martone: Aberdeen, S. D.
- Frisk Greater: Fosston, Minn., 28-July 1; Crookston 3-5.
- Gibbs, W. A.: Ft. Scott, Kan., 28-July 1; Columbus 3-5.
- Gold Medal: Crawfordsville, Ind., 28-July 5; Pekin, Ill., 7-11.
- Golden State: Watsonville, Calif., 28-July 6; Emeryville 7-14.
- Gooding Greater No. 2: New Martinsville, W. Va.
- Goodman Wonder: Devils Lake, N. D.; (Fair) Minot 5-10.
- Graham, Hal: Garner, Ia.
- Great Sutton: Paris, Ill.; Centralia 5-10.
- Great Olympic: Menomonie, Wis., 28-July 5.
- Great White Way: Antwerp, O.
- Greater Expo.: Kalamazoo, Mich.
- Greater United: Tulsa, Okla., 28-30; Dewey July 2-5.
- Groves: (Fair) Boswell, Ind., 3-5; Logansport 6-10.
- Gruberg's World's Expo.: Watervliet, N. Y.
- Hames, Bill: Dublin, Tex.
- Hansen, Al C.: Princeton, Ill., 28-July 5.
- Happy Attrs.: Belleville, O.
- Happy Days: (Fair) Carbondale, Ill., 28-July 4; (Fair) McLeansboro 6-10.
- Happyland: Ypsilanti, Mich., 1-5; Melvindale 6-11.
- Harris: Iroquois, Ill., 28-July 4.
- Hartsock Bros. Am. Co.: Farmington, Ia.; Hurdland, Mo., 5-6.
- Heller's Acme: Malone, N. Y., 28-July 5.
- Henke Attrs.: (Zoo Park) Racine, Wis., 28-July 6.
- Hennies Bros.: Waukegan, Ill., 28-30; Kenosha, Wis., July 1-3.
- Heth, L. J.: Dayton, O., 28-July 1; Connersville, Ind.; No. 2, Sellersburg, Ind.
- Hilderbrand's United: Aberdeen, Wash., 28-July 5; Seattle 7-11.
- Hine Am. Co.: Elbow Lake, Minn.
- Hodge, Al G.: Benton Harbor, Mich.
- Hoffner, Wm., Am. Co.: Roanoke, Ill.
- Honest Bert: Milton, Ia.
- Howard Bros.: Ambridge, Pa.
- Howard Bros.: Chatanooga, Ill., 29-July 5.
- Kurst, Bob: Mineola, Tex., 28-30; Dialville July 1-5; Commerce 8-10.
- Kyde Park: Mountain Park, Okla., 1-5; Chattanooga 6-9.
- Kyde, Eric B.: Madison, Ind.
- Imperial: Huntington, Ind.; Joliet, Ill., 5-10.
- Jones, Johnny J.: Expo.: Springfield, O.; (Fair) Anderson, Ind., 5-10.
- Kaus United: Holyoke, Mass.
- Keystone: Kiltanning, Pa.
- LeVern United: Fayetteville, Tenn.; Huntsville, Ala., 5-10.
- Lang, Dec. Famous: (Fair) Hallock, Minn., 28-30; (Fair) Warren July 1-3.
- Landes, J. L.: Independence, Kan., 28-July 1.
- Lyndon 3-5; Osawatomie 6-8.
- Lawrence, Sam: Middletown, Pa.
- Lewis, Art: Worcester, Mass.
- Liberty National: Livermore, Ky.
- McClellan: Vincennes, Ind., 28-July 5.
- McGregor: McGregor, Ia., 1-4; Cedar Rapids 5.
- McKee Am. Co.: Moundsridge, Kan.; Peabody 5-10.
- McMahon: Mapleton, Ia., 1-3; Rock Rapids 5-7.
- Majestic Expo.: Cadillac, Mich.
- Marks: Nanticoke, Pa.; E. Stroudsburg 5-10.
- Marshfield Attrs.: West Baden, Ind.; Marengo 6-10.
- Middletown, Karl: Allegany, N. Y.; Wellsville 6-10.
- Midwest: (Roundup) Kildeer, N. D., 3-5.
- Miller Bros.: Marshfield, Wis.; Beaver Dam 5-10.
- Miller Am.: (Fair) North Vernon, Ind.
- Minor Model: Ambler, Pa., 26-July 3; S. Pottstown 5-10.
- Model: Pikeville, Ky.; Appalachia, Va., 5-10.

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**BIG CELEBRATION WANTS**

Shows and Concessions for Mt. Victory, O., this week. Sponsored by Business Men, Richmond, O., American Legion, July 5 to 10 on the streets. Mrs. Young come on. Who's work. Will place Girl and Athletic Show. Wire Committee or come on. **WM. B. JACOBS.**

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS**

**BLOOD PRESSURE**

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Ave., New York City.

**WELLSVILLE, N. Y.**

**COMMUNITY CELEBRATION**

In Heart of Town

**JULY 5th TO 10th**

**FIREWORKS—BANDS—PARADES  
WANT SHOWS, CONCESSIONS**

Whitesville, N. Y., and Bolivar, N. Y., Old Home Weeks To Follow.

**KARL MIDDLETON**

Allegany, N. Y., Old Home Week.

**BROADWAY SHOWS OF AMERICA WANT**

Outstanding Freaks for Side Show. Also can place one or two Grind Shows. Can place a few legitimate Concessions. Want Ride Help. Foreman for Merry-Go-Round. Experienced Tilt-a-Whirl and Caterpillar Men. Spencer, W. Va., June 29 to July 5. All mail and wires

**H. C. SMITH, Manager.  
J. F. DEHNERT, Director.**

**K. G. AMUSEMENT SHOWS WANT**

Legitimate Concessions. Shows that don't conflict. Will book one or two more Rides, Ferris Wheel Foreman and Second Man, Chairplane Foreman. Man to handle Auto Kiddie Ride. Elkader, Ia., June 28 to July 8; Manchester, Ia., July 5; Fonda, Ia., Fair; Eldora, Ia., Fair; Waverly, Ia., Fair. **BILL PIKE.**

**FREE ACTS WANTED**

Must be high and sensational  
Address Inquiries

**THE F. E. GOODING AMUSEMENT CO.**

Box 386, Columbus, Ohio.

**WANTED**

**Myrtle Beach, S. C.  
Lions Club Exposition**

SIXTY DAYS - NOW OPEN

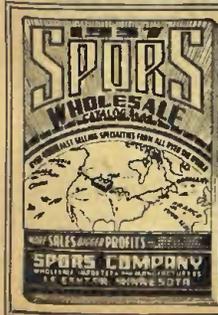
Stage Acts, clean Concessions except Bingo, Novelties, Drinks. Good opening Cookhouse, Scales, etc. No Wheels, Kiddie Rides, etc. Free gate. Two promoters. All season work till Christmas. Wire **DIRETOR.**

**WANTED ACTS AT ONCE**

To start July 3, Falmouth, Ky.: Slapstick Comedy Acrobats, Tumbler, Bucking Mule and Clown. O'Neill Brothers answer. Concessions wanted, too. **D. R. BARNES, Falmouth, Kentucky.**

**Wants-FAMOUS DIXIE SHOWS-Wants**

For Big Fourth July Celebration, Bass Lake, Ind., and balance of season. Two real Free Acts. Concessions all open except Corn Game and Photo Gallery. Shows with own outfits come on. Take care of everybody. Big celebration following this date. Will play money spots of south. **HARRY W. LAMON, Mg.**



**4000 ITEMS FREE WHOLESALE CATALOG**  
Hot of the press Shows 4,000 world-wide Bargains 256 Pcs. of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.  
**SPORS CO.,**  
7-37 Erie St.,  
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**Thank You, Carleton**

"Please accept my congratulations on Summer Special. Was best issue from marquee to back end I recall in past 25 years." So read a telegram from Press Agent Carleton Collins June 26. From this it can readily be seen that he remembered the words used in ads concerning the Summer Special Number of *The Billboard*, as follows: "Right this way to the Big Show—Summer Special Number of *The Billboard* dated June 26."

Wolf, Olivia, Minn., 28-July 2; Jordan 3-5. Work's, R. H., Rides: Graham, N. C. World of Fun: Rhodell, W. Va. World of Mirth: Casper, N. Y. Yellowstone: Grand Junction, Colo.; Helper, Utah, 5-10. Zelger, O. F., United: Rupert, Ida., 29-July 5. Zimdars Greater: Wabash, Ind.; Frankfort 5-10.

**CIRCUS AND WILD WEST**

Barnes-Sells-Floto: Salida, Colo., 29; Pueblo 30; Alamosa July 1; Trinidad 2; Las Vegas, N. M., 3; Santa Fe 4; Raton 5; LaJuna, Colo., 6; Colorado Springs 7; Loveland 8; Denver 9-10; Ft. Morgan 11.  
Cole Bros.: Brantford, Ont., Can., 29; Kitchener 30; London July 1; Chatham 2; Windsor 3; Detroit, Mich., 4; Flint 5; Fort Huron 6; Bay City 7; Saginaw 8; Lansing 9; Jackson 10.  
Federal: Woburn, Mass., 1-3; Dorchester, Boston 4-10.  
Fort Peck Rodeo Co.: Camp Point, Ill., 27-30; Macomb July 1-3.  
Haag Bros.: Greenville, O., 29; Newcastle, Ind., 30; Greensburg July 1; Lawrenceburg 2; (Fair) North Vernon 3-4; Eminence, Ky., 5.  
Hagenbeck-Wallace: Jackson, Mich., 29; Ann Arbor 30; Battle Creek July 1; Lansing 2; Pontiac 3; Mt. Clemens 4; Flint 5; Grand Rapids 6.  
Hall's Animal: Thompson, Ia., 29; Lakota 30; Swa City July 1; Ringsted 2.  
Hinkle, Milt, Rodeo: Batavia, N. Y., 3-8. Mix, Tom: Warren, Pa., 29; Erie 30; Greenville July 1; Butler 2; Washington 3; E. Liverpool, O., 5; Wheeling, W. Va., 6; Parkersburg 7; Athens, O., 8; Chillicothe 9; Portsmouth 10.  
Polack Bros.: Sioux Falls, S. D., 28-July 3. Ringling Bros., Slou and Barnum & Bailey: Schenectady, N. Y., 29; Utica 30; Binghamton July 1; Syracuse 2; Rochester 3; Buffalo 5; Jamestown, N. Y., 6; New Castle, Pa., 7; Akron, O., 8; Marion 9; Newark 10.  
Seal Bros.: Emmetsburg, Ia., 29; Algona 30; Albert Lea, Minn., July 1; Owatonna 2; Waseca 3; Montgomery 4; Faribault 5; LeSueur 6.  
WEA: Forest Hills, L. I., N. Y., 1-8.

**Additional Routes**

(Received too late for classification)

Bishop Tent Show: Brustan Mill, W. Va., 28-July 3.  
Brown, Harry O., Show: Menomonic, Wis., 28-July 3.  
Chief Light Hawk Readey Co.: Dulzell, Ill., 28-July 3.  
Craig Show: Stockton, N. Y., 28-July 3.  
Daniel, Magician: Millersburg, Mich., 30-July 3.  
Flip & Rex, Dogs: Kalispell, Mont., 3-5; Calgary, Can., 7-10.  
Harris Road Show: Kensington, Minn., 28-July 3.  
Harvey's Comedians: Ignacio, Colo., 28-July 3.  
Hunsinger, Harry, Magician: North Haven, Mich., 28-July 3.  
LeVant Show: North Salem, Ind., 28-July 3.  
McNally's Variety Show: Whiting, Vt., 28-July 3.  
Miller, Al H., Show: Newnan, Ga., 28-July 3.  
Morris, Chet, Show: Eastville, Ga., 1-3.  
Princess Edna Show: Ozona, Tex., June 28-July 3.  
Rippel Show: Columbia, Va., 28-July 3.  
Royster's Tent Show: Amelia, Va., 28-July 3.  
Sharpsteen Show: South Haven, Mich., June 28-July 3.  
Tex Rose Lone Star Ranchers: Mainville, Pa., July 1.  
Walker Family Show: Elko, Ga., 28-July 3.

**Heavy Rain for R-B At Lewiston, Me.**

LEWISTON, Me., June 28.—Ringling-Barnum Circus had a rainy day here Tuesday and the lot was softened by 12 hours of almost continuous rain. Heavy wagons sank to their hubs, and elephant herd was called upon to supplement the straining efforts of the many horses. As a result matinee performance was late. Show did not get off lot until 5 a.m.

APPLETON, Wis., June 28.—John Reves, emcee for Elsie Calvert's *Follies De Paree* show with the Rubin & Cherry Exposition, has been put in charge of the press department of that organization by Rubin Gruberg temporarily.

BROOKLYN, N. Y., June 26.—John Clark Murray reported here that J. E. Estelle Sr. (Jabez) is seriously ill in Crown Heights Hospital, this city.

**WANTED—CARNIVAL**

47th Annual Soldiers, Sailors, Marines Rounlin. Mammoth Springs, Ark., Aug. 18-21, Inclusive. Can Use a Large Carnival.  
**E. E. STERLING, Secy.**

*The Greatest Jackpot of All!*

Never before in the history of Bell machines has there appeared a Jackpot as big, as flashy, or as practical as that of Mills New MELON BELL. The Melon characters appear continually; three Melons across and the player takes the Jackpot—getting its entire contents, about \$10 in coins, right in his hand. Mills time-proven Mystery Bell mechanism assures service-free operation and top earning power. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

**MILLS MELON BELL**

**ROYAL PALM SHOWS**

Can place for Taylorville, Ill., Elks' Homecoming and Fourth of July Celebration. Seven days, commencing Sunday, July 4. Legitimate Concessions, no Grift, also few more Grind Shows, Colored Musicians. Good proposition for Octopus. Long season. Good territory. This week, Sullivan, Indiana.  
**BERNEY SMUCKLER.**

**CHRIST UNITED SHOWS**

CAN PLACE legitimate Concessions of all kinds. Also any Good Grind Shows and Side Show. Fourth of July Celebration, Hillsboro, O., Saturday, July 3. Have Big Celebration week July 5, Athens, O. Write or wire Hillsboro, this week.

ATTENTION, CONCESSIONAIRES, PARKMEN, STREETMEN AND PREMIUMS. Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon and your permanent address for your copy. All correspondence to:  
**G. C. J. MATTEI CO.,**  
627 East Madison Street,  
Louisville, Ky.

**FAIRS, CELEBRATIONS, HOME COMINGS**

We have Merry-Go-Round, Big Eli Ferris Wheel, Chairplane, Kiddie Auto Ride open for dates after July 10. Committees Ohio, Indiana, Kentucky, Tennessee and Carolinas write or wire.  
**CRESCENT AMUSEMENT CO.,**  
Care Billboard, Cincinnati, O., P.S.—Can use good Advance Agent with car that knows the spots; percentage only. Floyd Sheeks wire.

Get on the Inside!

# BALL PARK

**1-BALL AUTOMATIC PAYOUT**

- PUTS YOU AND YOUR LOCATIONS RIGHT IN THE CENTER OF BIG TIME ACTION AND PROFITS!
- APPEAL WITH A "FOUR BASE" WALLOP IN EVERY PLAY!
- PLAYERS RUN BASES ON LITE-UP BACKBOARD!
- TWO HOME RUN BUMPER!
- A HOME RUN—FREE PLAY HOLE!

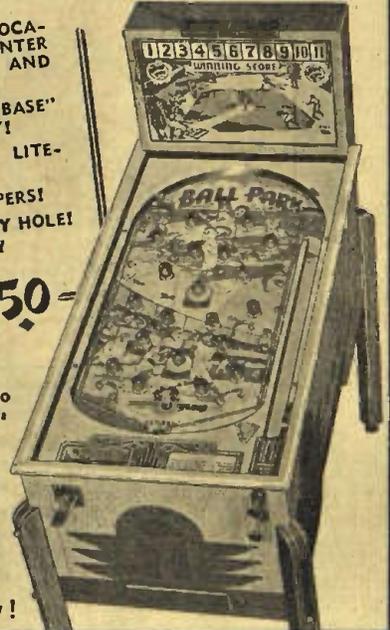
*Electropak Equipped*

WORTH \$10 MORE!

\$149<sup>50</sup>

\$69<sup>50</sup>

TAX PAID  
F. O. B. OHIOAGO  
Ticket Model 518 Extra



SENSATION OF 1937

A 5-Ball Novelty Game Featuring Skill in the "Twin Electro" Skill Gates and the "Duble Spring" Skill Row! The Only Deluxe Game Priced So Low!

Now Shipping! Order Today!

## CHICAGO COIN MACHINE MFG. CO.

1725 W. DIVERSEY · CHICAGO

sota Legislature has adjourned within the past week or so, that they were so successful in their effort that the bill was killed in committee. It never got out of committee and that body voted adversely for its report. The bill was killed and premium advertising was saved in the State of Minnesota because of the organized, active and effective action of a group of manufacturers who use premium advertising in particular and who therefore saved this business for you in that State. It was all done under a plan and policy which the association was actually and constantly directing. It was unnecessary in that State for the association to retain local counsel because of the effective organization which we had there and which had been functioning for several years.

That brief statement sums up actual months of hard work, because proponents of the Minnesota bill were opposed to premium advertising both by the manufacturers and dealers thru the use of trading stamps and they were determined to wipe the whole thing out. It was only by constant educational effort and by constant conference with leading members of the Legislature and explanation of the situation to them that that bill was killed.

The association, if it had done nothing more this year, would have more than justified its existence by that one action. But that wasn't all by any means; it was just the start. In 1937 we had the most difficult legislative year that we have experienced in many, many years and I am going to explain to you why that is so before I complete my informal talk this morning.

Before I leave Minnesota I want to direct your attention to the fact that the bill was sponsored by those who want to wipe out the whole premium business and trade on the theory that it is an undesirable method of advertising and manufacturing.

### Pennsylvania Bill

The next matter we had to deal with was in Pennsylvania. There a House bill was introduced which was similar to the Minnesota bill and again was modeled upon this Washington Anti-Trading Stamp Law which also outlaws by prohibitive tax the manufacturer's premium coupon. That bill in Pennsylvania had a bakery source. It was introduced by a member of the Legislature in behalf of certain bakery interests who were opposed to the use of premiums in the distribution and sale of bakery products.

As a result of that very strong political support the bill was unexpectedly and without warning reported from the committee and placed upon the calendar of the House for immediate passage. I say "unexpectedly and without warning" because we were closely watching the bill in the committee and the usual course is to have a committee hearing, a public hearing upon such proposed legislation, where the public will have a fair opportunity to present its views pro and con and, theoretically, to have the issue of that legislation determined upon the basis of the merits presented at the hearing.

As I say, due to political influence this bill was suddenly popped out and placed upon the calendar for immediate action and passage. It was necessary for us to take rather strong emergency action and fortunately we were able to do it. We were able to go to Harrisburg to the representative of one of the strongest retail organizations in the State of Pennsylvania. I will not state the name of the organization or the name of the man. In addition we were able to have sent from Washington a representative of the American Federation of Labor, one of the branches of the American Federation of Labor, who was able to contact the labor interests in the Legislature and the labor interests who were dealing with all of the legislative matters at Harrisburg and, thru a combination of circumstances, we were able to have that bill sent back, recommitment to the committee, the very first night of its consideration before it was even read a first time, which was rather unusual.

### Appeal to Labor

I may say that the Lieutenant Governor of Pennsylvania is the secretary of the Lewis Federation of Labor and a very influential labor man and that the labor interests have a powerful political standing in the State of Pennsylvania. It has been the policy of the association during this year to develop more strongly than ever before, because of reasons which are self-

evident, the collaboration of the laboring interests of this country to prevent the enactment of this anti-premium legislation. We have appealed to the laboring interest to prevent enactment of this legislation upon two grounds fundamentally: First, that such legislation which shall be effective to prevent the production of premium merchandise will naturally cut down substantially and proportionately the business of manufacturing in this country and adversely affect labor accordingly.

We were able during the NRA period to collect an impressive set of statistical information which evidenced the tremendous scope of the manufacturing of premium merchandise in this country and to make the point by evidence that the elimination of this production would make a serious inroad into the ranks of labor. This has been our first point in dealing with the labor interests and as a basis for securing their support. The second point has been that the principal value of premium advertising is to the poor man, to the laboring man who receives this valuable gratis merchandise without extra cost to himself and as a part of a manufacturer's advertising and merchandising program, wherein, instead of spending money in this situation for newspaper advertising and for magazine advertising and radio advertising, he expends that money for bonus merchandise which he distributes without cost thru the expenditure of his merchandising funds and advertising funds to the patrons who buy other merchandise, both as a reward and as an inducement to continue this patronage in the future.

Now those two basic arguments we have made to the laboring interests and they have, of course, a strong appeal. At this moment I have on my desk in New York a request from one of the high officials of the American Federation of Labor for a brief which I will prepare this week, a short brief which will sum up the case of premium advertising from the standpoint of labor and which the American Federation of Labor proposes to place in the hands of all the State labor organizations thruout the country for use by them when this matter of premium legislation comes up in order that they may act intelligently to oppose the enactment of this legislation.

### Merchants Help

So it was largely thru a combination of strong retailer effort and strong labor collaboration that we were able to deal with this bill in Pennsylvania and I am quite confident—and I say it with assurance—that if it had not been for the preventive action that was taken you would have today an adverse premium law in the State of Minnesota and in the State of Pennsylvania and also in the State of Oklahoma, to which I will refer at this time, enacted this year because of the considerations which induced the proposal of that legislation, and the enactment of such legislation in three key States so widely separated and so representative as Minnesota, Pennsylvania and Oklahoma would constitute a basis for a sweep of this legislation thruout the country. And bear in mind the important fact that the constitutional decisions upon the question of legislation prohibiting premium advertising have developed to the point in this country where it would be in all probability an exceptional thing if an adverse law of this sort, once enacted,

# Premium Legislation

(Editor's note: The following is part of an address by Charles Wesley Dunn, general counsel of the Premium Advertising Association of America, Inc., delivered at the premium convention, Palmer House, Chicago, May 3 to 7, 1937. The address is of interest to the amusement games trade because of the possibility that some day merchandise prizes and awards may become the chief feature of coin-operated games. It is also possible that independent retail merchants may some day recognize that their best method in competing with the chains is by incorporating some form of amusement in their merchandising setup, such as amusement games. A third reason for publishing the address is because of the frank manner in which the whole legal problem of the premium trade is discussed. It means that members of the premium trade are intelligently informed and know what their organizations are doing. If such intelligent frankness prevailed in the coin machine industry there might be some hope of removing the racket stigma from a large part of the trade.)

It is probably rather timely that you should hear a brief and summary discussion of the premium legislation proposed in this country during the past winter, during 1937, and, secondly, of the existing premium laws in this country, federal and State, and, thirdly, the prospect of premium legislation in the future as we forecast it, making our predictions and our estimates upon the basis of 25 years and more of dealing with this subject of premium legisla-

Let us first consider the problem of premium legislation which confronted us in 1937. Bills were proposed in the following States which if enacted would have completely wiped out premium advertising: Minnesota, Pennsylvania, Oklahoma and prospectively in Oregon. In addition there has been legislation which might have developed into that category in Wisconsin and in California.

Now when these bills were introduced it was the duty of the Premium Association, representing the manufacturers of premium merchandise and manufacturers of used premium merchandise, to deal effectively and promptly with these bills.

### Minnesota Bill

The first was the Minnesota bill. That was modeled upon the form of the Washington Anti-Trading Stamp Law which was enacted in 1918 and sustained by the United States Supreme Court as valid in 1918—the so-called Trading Stamp case—and which not only eliminates in effect the use of trading stamps by dealers, but also eliminates the use of premium coupons by manufacturers. It was fortunate that in Minnesota we have a strong organization of manufacturers using premium advertising who have been able in the past to deal with this legislation rather successfully, for the same bill had been proposed in Minnesota for many years. Therefore when the bill came up during the month of January or February, I have forgotten which, this group of manufacturers gave it immediate attention.

I can now say, because the Minne-



J. A. McILHENNY of to assume new position as New England district manager for Wuritzer, with headquarters in Boston.

**SPEAK-O-PHONE**  
PERSONAL PHONOGRAPH RECORDS  
OF THEIR OWN VOICES AT  
**25¢**  
PER RECORD

ARE CAPTURING  
THE WHOLE COUNTRY  
OPENING A NEW, LEGITIMATE,  
BIGGER AND BETTER PROFIT  
BUSINESS FOR COIN MACHINE  
OPERATORS — JOBBERS — AND  
DISTRIBUTORS!  
WRITE—WIRE—PHONE  
TODAY!

**SPEAK-O-PHONE**  
23 WEST 60TH ST., NEW YORK

amendment. They went to the members of the committee and said: "Here we are, not opposed to the manufacturer's premium coupons but we want to get this bill out against trading stamps and put the amendment in and we will agree to the passage of the bill" in that amended form." They so impressed the committee that the committee immediately shifted the bill over to the House Committee—or rather the Senate Committee on Finance and Taxation—where it now rests for consideration by that committee. My latest report, however, is to the effect that the bill will not pass the Senate.

Of course, this whole thing is so uncertain that there is no security and there is no reliance upon any prospect until the Legislature actually adjourns. All that I can say to you is that at the moment this bill is apparently well in hand in the Oklahoma Senate; but again I say to you that if it had not been for the work of this association and if it had not been for the fact that our local attorney there has been literally spending night and day for the last two weeks exclusively working on this legislation, you would have today premium advertising outlawed in the State of Oklahoma.

What is the use of your having an exposition if you cannot sell your premium merchandise? You have to have the laws right. This is the basic and fundamental foundation upon which your whole premium business is located—the freedom to use premium merchandise without interference of law, and in Oklahoma it is interesting to see that we follow thru the experience we had in Pennsylvania, where we had the collaboration of labor interests. In Oklahoma we again had the full and close collaboration of the State Federation of Labor. Instructions came from Washington, thru efforts and appeals that we made in that direction, to the State Federation of Labor to collaborate in defeating this bill unless it was amended to carry our exemption. There again this influence was most helpful and effective.

The Legislature in Oklahoma adjourns May 8 and we will know next week whether we have been successful in that State. I have never had such a distressing or difficult and perplexing and baffling situation to deal with as we have had in this Oklahoma situation for many, many years because money has been spent freely to put this thing thru and when that situation developed you simply were in a situation which was almost uncontrollable. Reason and merit and justice have no place whatever in that sort of a case.

were invalidated by the courts upon constitutional grounds. It has been done very widely, of course, but ever since the decisions of the United States Supreme Court in the so-called Trading Stamp cases, which sustained the validity of prohibitory laws in the State of Washington and in the State of Florida and wherein that court unanimously held that these laws do not deny due process—which means in common language that they are not arbitrary and unreasonable—and that the States have the right in the exercise of their police power to regulate and prohibit forms of merchandising and forms of advertising which are deemed by it to be contrary to matter of constitutional law the Supreme Court laid down that basic principle which will be a very strong foundation for sustaining the validity of such adverse legislation, State legislation, which is since enacted. Therefore the key to the whole situation, if we are to keep premium merchandising free for us in this country, is to prevent the enactment in the first instance of legislation which is designed and effected to prevent it.

That brings me to the third State, where we have had a hard fight and where the fight is still being waged. There a similar bill was introduced, a House Bill No. 451, and it was intended to wipe out the trading stamp business in the State of Oklahoma.

There are certain laundries in the State which have been giving trading stamps and their competitors and other interests want to see that competitive merchandising agency eliminated. There is no opposition in this State whatever to the manufacturer's premium form of advertising so far as we can find out, but the local opposition there is very strong as regards the trading stamp business for this purely competitive reason which I have stated and therefore this broad law was proposed which would outlaw not only the trading stamp business but also the manufacturer's premium coupon in that State, Oklahoma, as you know, is a sort of radical legislative State, inclined to enact a so-called progressive legislation, and it presented a dangerous situation; in fact, it was so dangerous and became so threatening that it was necessary for us to retain an influential attorney in Oklahoma at a substantial expense, and moreover I found it necessary to send my assistant, Mr. Dierson, to Oklahoma to assist him and he just returned Saturday.

**Political Shifts**

The bill in Oklahoma was reported out of committee and passed by the House and is now before the Senate. A rather amusing turn of events occurred in the last few days, where the proponents of this bill who refused absolutely to present its amendment to manufacturer's coupons because they felt they had the whiphand on this situation, that they could put thru this bill because if one amendment was offered they thought the bill would be emasculated by other amendments and who yet conceded that there was no objection to the manufacturer's premium coupons in order to get the bill out; they are the proponents of our own

**Genco Operator Waxes Poetic**

CHICAGO, June 26.—Requesting that he remain anonymous should officials of Genco, Inc., find his effort worthy of being made public, an operator recently forwarded a bit of verse to that organization praising its popular games Homestretch and Auto Derby.

"I couldn't help waxing lyrical about these machines," he writes. "Things have gone so smoothly on my route since the installation of Homestretch and Auto Derby that not only have I found time to write my opinion in verse, but I have had more time to solicit additional locations and more money to buy Genco games for new locations. To me 'styled by Genco' means only profitable performance and I need no further recommendation to buy.

"At any rate, here is what I think about Homestretch and Auto Derby in the manner of Shakespeare or whom have you:

"Auto Derby and Homestretch,  
A pair on each location,  
Keep the profits rolling in—  
A happy situation!

"Light-up action, bumper springs,  
Racing cars and ponies!  
Players never want to leave  
These money-making honeys.

"Take a tip from truly yours,  
For that slow location,  
Auto Derby and Homestretch  
Give it animation!

"K. G." The writer explains further that he is working on the music to go with these lyrics, and Dave Gensberg, Genco official, advises that the thousands of operators who have been operating the game are also singing the praises of the two machines, altho not in such poetic form.

**CALCUTT'S CLOSEOUTS**

Joe Calcutt personally guarantees every machine or guarantee to give complete satisfaction, regardless of price.

"SAVE MONEY — DEAL WITH VEMCO!"

**JOE CALCUTT**

**MILLS BARGAINS SLOTS**

**MILLS 5c PLAY SKYSCRAPER BELL ONLY \$47.50**

**MILLS 5c BLUE FRONT MYSTERY Vendor or Bell, with or without Gold Award. State which wanted. With Milco Checks \$7.50 Extra. \$69.50**

**MILLS 5c SILENT ESCALATOR MODEL J. P. F. O. K. \$27.50**

**155,000 USED PHONOGRAPH RECORDS**

Our Selection! NO TWO ALIKE! 100 Packed 100 to the carton. FULL CASH MUST AC. COMPANY OR. \$3.00 DER.

**100 AMUSEMENT PIN GAMES**

OUR SELECTION! NO TWO ALIKE! A GREAT BUY!! 5 for \$10.00

**BRAND WURLITZER NEW PHONOGRAPHS**

**SLOT SAFES**

Each  
7 Mills Double Safes... \$18.00  
5 Mills Single Safes... 12.00  
14 Chicago Metal Safe Stands... 5.75  
9 Mills Safe Stands... 9.80

**ONLY 12 LEFT MILLS DANCE MASTERS**

BLACK and SILVER, Equipped with 5c, 10c ONLY and 25c Slots. ORDER NOW! \$79.50 ea.

**BARGAINS IN PACES RACES-WIRE!!!**

**JOE CALCUTT'S BARGAIN SHEET**

you said it! Send your orders to "JOE"

<b>ONE BALL AUTOMATICS. (1 BALL PLAY) EACH</b>	Bally Snappy ..... 37.50	Shyvers Round 'N' Round with Payout Register 4.95
Bally All Stars... \$12.95	Pamco Hi-De-No... 57.50	System ..... 4.95
Bally Bonus (cash) 12.95	<b>AMUSEMENT GAMES</b>	
Bally Bonus (ticket) 12.95	EACH	
Bally Derby (cash) 12.95	A. B. T. Marble-Jax... \$4.95	A. B. T. Archer 4.95
Bally Derby (ticket) 12.95	A. B. T. Ticket..... 4.95	Autodart..... 4.95
Bally Jumbo (cash) 7.95	Facent Bolo..... 4.95	Buckley Double Nugget with Payout Register 4.95
Bally Jumbo (ticket) 7.95	Budget..... 4.95	Battle..... 4.95
Bally Peerless (cash) 12.95	Bally Peerless (ticket) 12.95	Bally Round Up (cash) 12.95
Bally Round Up (ticket) 12.95	Bally Round Up (ticket) 12.95	Jennings Daily Limit 7.95
Jennings Daily Limit 7.95	Keeney Grand Slam 12.95	Keeney Mammoth..... 7.95
Mills Double Header 7.95	Mills Equity..... 7.95	Pamco Bailot..... 12.95
Pamco Chase..... 12.95	Pamco Parlay..... 12.95	Pamco Pinch..... 12.95
Pamco Leatherneck..... 12.95	Rock-Ola Credit..... 12.95	Rock-Ola Alamo..... 7.95
Rock-Ola Alamo..... 7.95	Gettelle Daily Races (3 balls) 12.95	Model "B" Traffic (5 balls) 3.95
Model "B" Traffic (5 balls) 3.95	Model "A" Traffic (5 balls) 3.95	Bally Sky High (5 balls) 7.95
Bally Air Lane (10 balls) 7.95	Bally Rocket (10 balls) 3.95	Rock-Ola One Better... 12.98
Rock-Ola One Better... 12.98	Mills Railroad..... 57.50	Bally Peckness..... 77.50
Mills Railroad..... 57.50	Stoner Turf Champs... 67.50	

**MISCELLANEOUS** EACH

1—A. B. T. Sportland \$4.95  
5—Bally Reliance Dice Machines, 5c play... \$5.00  
2—Daval Autopunch 5c play 12.80  
1—Daval Reel Dice 5.75  
1—Daval Reel "24" 4.00  
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1—Pack..... 7.00  
40—Brand New Duck Soup..... 1.00  
1—Rock-Ola Hold and Draw..... 5.00  
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17—Mills Troubadour Selector, Phonographs, 5c, 10c, 25c Slot 39.50

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205-15 FRANKLIN ST. FAYETTEVILLE N.C.  
Terms - Full cash with order or one-third Post Office or Express money order deposit We shipping C.O.D. for balance due

**Air Derby**

**WESTERN'S**  
"MOVIEGRAPH ACTION"  
1-BALL AUTOMATIC  
BUMPER PAYOUT  
"SWOOP"  
TO BIGGER PROFITS  
WITH  
THE GREATEST  
OF 'EM ALL!  
Immediate Deliveries  
from  
AUTHORIZED  
DISTRIBUTORS

**\$169.50**  
TICKET MODEL  
\$10 EXTRA

**WESTERN EQUIPMENT and SUPPLY CO.**  
925 WEST NORTH AVE. CHICAGO, ILL.

# MEN & MACHINES

New York distributors get first mention this week since they came in numbers. Charles Aronson, William Blatt, Herman S. Budin, Jack Fitzgibbons, Milton Green and (apologies to the fellow whose name I forgot) others spent a few days here, combining business and pleasure. They were getting the lowdown on prospects for new machines in view of the fall market, discussing pressing trade problems with manufacturers, etc. Since the night spots reported increased business during the week it is assumed the New York distributors took advantage of their visit to a big city to have some fun.

Babe Kaufman, New York, is reported to be making personal surveys of all resort fields in and about her bailiwick. She asserts it is all in the interest of business to see what opportunities are offered for machines in such territory. She may conceive an idea for a new game for such fields, too—who can tell? Babe's taste for good humor always sprinkles her business trips with fun.

I listened to one of the frankest discussions of current trade problems (the ticklish kind within the trade) I have heard in years. "It's not for publication," distributors said. If editorial men in the coin machine field were let in on trade problems as they are they would be able to fill their columns with much more useful material. The majority of distributors realize this and are frank in their discussions, but manufacturers don't seem to get the idea.

Carl F. Trippe, Ideal Novelty Company, bought the route of H. A. Spencer, Springfield, Mo., last week and the Ideal branch in Springfield will take care of the new route of machines. Bob Osterberg is manager of the Ideal Springfield branch. Three new trucks were purchased to take care of the new route.

Daily papers report that Daniel J. Mahoney went to Oklahoma City from Miami and will place 50 to 100 mint-vending slots, with the understanding that a court test will follow. Mahoney has filed application for restraining order. The papers referred to Mahoney as Irish and a lover of peace, but that he could argue fiercely with anyone who objects to his machines. A touch of humor at the expense of an Irishman.

Damon Runyon, columnist, on a recent visit to Chicago to see "the fight" wrote entertainingly of the "5 and 10" bookie spots that have sprung up in the city. It is a new development in the idea of economical gambling, he suggests. Bets of 5 and 10 cents are getting down to a fine point, Runyon admits, but it seems to appeal to a large class of people as the success of the new-type bookies would indicate. Operators of 25 and 50-cent books don't like the small fry and complain bitterly, Runyon says.

Employment reached a new high in April, according to the Alexander Hamilton Institute. Employed persons total nearly 42,000,000, but there are still more than 9,000,000 unemployed, according to estimates.

If you like big figures, the Department of Commerce has released a report which shows that 1936 national income figures are getting to 79 per cent of 1929 figures. National income paid out in 1936 was reported at more than \$62,000,000,000. This includes salaries, wages, etc. and is a gain of \$7,000,000,000 over 1935, but is still 21 per cent below the 1929 figure of \$78,000,000,000. The gain from 1933 to 1936 was equal to more than half the decline from 1929 to 1933. These figures disclose that it takes longer time to gain back what we lost in national income than it does to lose it. The big question is: How many people are

getting their share of the increases now taking place?

Cleo Hardy, Detroit, reports a steady increase in his business. He recently bought two new phonographs and will add others. He says smoke shops are proving to be wonderful locations.

A meeting of New Jersey operators was supposedly held in Newark, N. J., June 24 to start work of Amusement Board of Trade of New Jersey, an organization recently granted incorporation papers. We hope to carry a full report of the meeting later. Officers are Leo M. Waldor, president; David Z. Engle, vice-president; Harry Pearl, vice-president; D. M. Steinberg, treasurer, and Arthur Handler, secretary. Headquarters are at 1112 Broad street. A hearty invitation to all Eastern operators had been issued.

Frank W. Bering, Sherman Hotel, Chicago, reported to the executive council meeting of the American Hotel Association that 53 State and provincial hotel associations are now members of the larger group. This also means that the AHA has 5,823 individual hotels as members. Mr. Bering is secretary. Phono operators will be interested in the opposition of hotel men to the copyright music problem.

Thanks for all the messages of sympathy in the loss of my mother. Her death from heart failure was quiet, speedy and with little suffering, thus relieving much of the sorrow on such occasions.

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READY FOR SHIPMENT.

Bally Arlington	Bally Golden Wheel
Bally Classic	Bally Grom
Bally Favorite	Bally Fairgrounds
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Ready to Ship at Factory Price.

**EVANS — NEW**

GALLOPING DOMINOES  
BANG TAILS  
ROLLETO JR.

**USED GAMES**

FAIRGROUNDS	\$120.00
ROYAL RACE	75.00
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PAMCO PALOOKA JR.	25.00
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TEN STRIKE	39.50
DAILY LIMIT	10.00
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COMBINATION	32.50
MULTIPLAY	17.50
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MILLS EQUALITE	JUMBO
SMOKER	TYCOON
SAFFLE BALL	ACE
KING FISH	GOLD RUSH
STAMPEDE	OLD AWARD

Any of above games—3 for \$20.00.  
Act Fast While They Last.

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GALLOPING DOMINOES	\$165.00
JOCKEY CLUB	140.00
DAVAL RACES	140.00
FLYING DUCK	49.50
MARKSMAN	49.50
EXHIBIT'S SHOOT-A-LITE	59.50

★★★★★

MILLS SKY SCRAPER	\$32.50
PAGE BANTAM (5c)	20.00
PAGE BANTAM (10c)	20.00
PAGE BANTAM (1c)	20.00
JENNINGS DUCK	20.00
JENNINGS DUCK (5c)	20.00
LITTLE DUKE	7.50
50 Q. T. SLOTS, Like Now (10 Play)	32.50
PADE COMET	40.00

★★★★★

**COUNTER GAMES**

TRIO PACK	\$14.50
GRETSCHEN 21	8.50
DAVAL RACES	12.50
REEL 21	4.00
CLUB VENDOR	32.50

**MAYFLOWER**  
Novelty Co., Inc.  
369 UNIVERSITY AVE. ST. PAUL, MINN.  
Eik. 5678. Mid. 3663.

**Midwest's Most Reliable Distributors**

On Orders for 10 Games you get your choice of Free Games equivalent to 10% of order. 20 Free Games, 15—50 Games, 20%.

**FREE GAMES**

BUMPER GAMES	Otto	\$3.00
Bally Boost	Five & Ten	3.00
Bally Bump	Fair Play	3.00
or	Ginger Days	14.50
Bally Bump	Happy Days	4.50
or	Head Lite	4.50
Double Action	Free Play	3.00
Home Run	High Kick	3.00
Live Wire	Home Val.	2.50
Wizard	entire	2.50
NOVELTY GAMES	Jig Saw	3.00
Action Lite	Key Lite	3.00
Beam	Kelly Pool	3.00
Genco Base	Kings	7.50
Ball	Lights Out	3.00
Cyclone	Inno	3.00
Cavalcade	Mad Cap.	3.00
Country Club		
Criss Cross		

**COUNTER GAMES**

Daval Races	\$4.50
Greetschen 21	8.95
Morose	New
5 Reel Mod.	7.50
Junior	2.00
Jennings	2.00
Jack	4.95
Kings Six	6.95
King Pack	4.95
Penny	4.95
Reel	4.95
Reel 21	3.00
Tit Tat Too	3.00

**AUTOMATICS**

Majestic	\$17.50
Skipper	49.50
Bumper	59.50
Turf Champs	59.50

1/3 Deposit Must Accompany All Orders.

**M. CALL NOVELTY CO.**  
2230 PINE ST.  
ST. LOUIS, MO.

If it isn't listed, ask about it! We have 'em all.

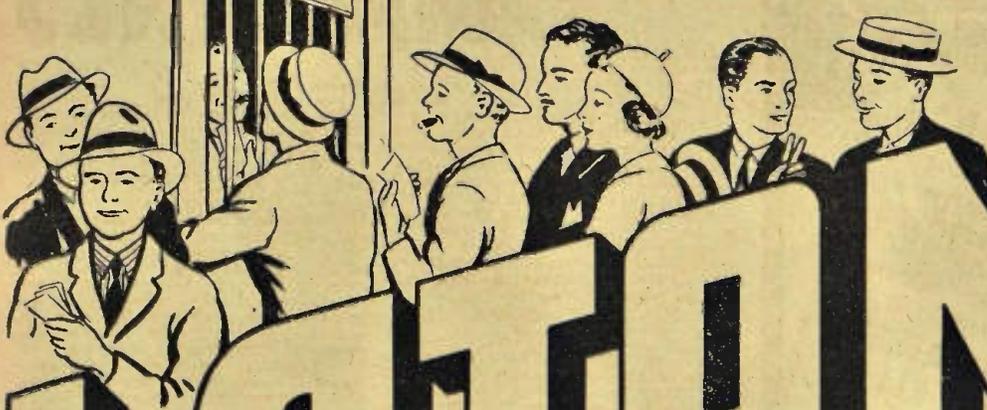
**BUY RECONDITIONED GAMES ON OUR LIBERAL CREDIT PLAN**

OPERATORS—We Are Prepared To Sell You the Best Reconditioned Games at Prices You Can Afford To Pay on Our Liberal Credit Plan with No Added Charges—All Types of New and Used Games Are Available—Write Us Your Requirements. Expand Your Business the Easiest and Surest Way.

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1215 DIVERSEY PKW'Y. CHICAGO, ILL.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**

There's Always A Line to Play



# LATONIA

Place your money on Latonia to Win

## STONER CORPORATION

Aurora, Illinois

### Pacific Stresses Variety in Games

CHICAGO, June 26.—"The policy of having something for every territory, and the right thing, is attracting distributors from every section of the country to Pacific Manufacturing Corporation's Chicago plant," says Paul Bennett, Pacific's general sales manager.

Among the many coin-machine men who visited Pacific's display rooms and production lines the last few weeks were Bert Lane, George Ponsler Company, Brooklyn; Morris Ginsburg, Atlas Novelty Company, Chicago; Joe Abraham, J. & M. Novelty Company, Youngstown, O.; S. I. Lazar, Pittsburgh; Charles House, Louisville; "Izz" Rothstein, Philadelphia and Pittsburgh; Bannister, head of A. A. Novelty Company, Indianapolis; Harry Chereton, Detroit; Joe Fishman and "Scotty" Kalson, heads of New York operators' associations; Kemmon Wilson, Memphis; Ted Bush, Acme Novelty Company, Minneapolis; Herman Pastor, Mayflower Novelty Company, St. Paul, and Archie Lebeau, prominent Twin Cities distributor.

Bennett states these coin-machine men and operators have signified that an urgent demand exists for a variety of equipment. Console games of the deluxe variety, for example, are reported to have met with an increasingly great location demand with bell-machine operators and other men in payout territory who are reported to be including console games in many places along their routes due to their de luxe appearance and money-making principles.

Pacific's Ball Game is strictly an amusement device. When a coin is inserted the balls come out of the pitcher's box and straight toward the player, who keeps his hand on the knob that controls the baseball bat. Ball after ball comes over the plate with a change of pace that tends to make the player especially alert. Holes are situated at various points in the infield and outfield. These are good for singles, doubles, triples, home runs, sacrifices and outs. When any hole is engaged that is good for a runner advancement action is instantly shown in movie-reel light-up effects on the giant backboard. Bennett says the game is particularly conducive to group playing and that it adds immensely to the attractiveness of any business house.

Mystic, new novelty game by Pacific, is reported to have met with much favor

STONER'S

ORDER! DAYTONA . . . . .	\$64.50
NOW! LATONIA . . . . .	\$162.50

BOWLING GAMES AT BARGAIN PRICES!

5 9-FT. ROLL-A-BALL . . . . .	\$49.50 Each
5 14-FT. SKEE BALL . . . . .	79.50 Each

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

**D. ROBBINS & CO., 1141-B DEKALB AVE, BROOKLYN, N.Y.**

2 in 1 Vender Vends Over 20 Different Items.

Steady Money Maker.

on the part of visiting coinmen. It includes such features as changing odds in the favorite screeno-criss-cross arrangement of the light-up board in third dimensional figures, vigorous bumper action and flash-o-graph scoring. Then, too, Pamco Races is said to bid fair for a share in high honors in Pacific's payout line. It incorporates the principle of bowl-type scoring, tied in with the roto-drum odds commutator on win, place and show horse racing. Of particular interest is the new seven-coin bank idea, whereby the game takes as many as seven coins on a single shot. Pacific's Gum Merchant comes in for comment on its cleverly described systems for merchandising premiums thru the sale of gum.

### Rock-Ola Employees' Pay Boosted \$147,000

CHICAGO, June 26.—Two general increases in wages during the first quarter of the fiscal year of Rock-Ola Manufacturing Corporation will boost the income of employees more than \$147,000 for the year, it was announced today by David C. Rockola, president.

Rockola reported that there has been a steady increase in the number of workers employed at the plant during the first quarter of the fiscal year, which began March 1. The number of employees on the pay rolls in April as

No Closed Territory with this Profit Maker

Self and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a lot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B45. Packed two in carton. Each \$8.80

25% Deposit on O. O. B. Orders.

Ask for Our Big New Catalog 371, containing 184 pages of Novelties, Jewelry and Premiums.

**JOSEPH HAGN CO.**

"The World's Bargain House."

217-225 W. Madison St., Chicago, Ill.



RAY BECKER PRESENTS "the big idea" in the new Keeney game, Great Guns. It is the "accelerated bumper," claimed to accelerate ball action over 1,000 per cent.

against March was up 2.59 per cent, while the May employment figures jumped 12.49 per cent over April. Close to 800 employees are now on the pay rolls.

"There has been a notable increase in the demand in certain lines," Rockola said. "These lines include scales, phonographs, World Series baseball game, bars and desks."

# BUMPER BOWLING

outshines - overshadows and  
TAKES THE PLAY AWAY  
FROM ANY GAME ON  
ANY LOCATION!

**ABSOLUTELY LEGAL EVERYWHERE**

**OPENING CLOSED TERRITORY**

BUMPER BOWLING is bringing BIG PROFITS EVERYWHERE! LEGAL—because it's manually operated with REAL SKILL play features! BETTER—because it attracts immediate attention and dominates any game on any location! STEADIER—because of mystery score action, "mirro-flash" Daval backboard, giant size bumpers, speedy play with LAST SECOND SUSPENSE and LONG LIFE PROFITS! NECESSARY—because it meets the demand of operators everywhere in the country EVEN IN CLOSED TERRITORY for a big money making skill game of "PROVEN before it's SOLD"—that's the DAVAL way!

**WRITE FOR PRICES AND FULL DETAILS**

*A Daval Game*  
GIVES YOU MORE! FOR YOUR MONEY.

"Buy DAVAL Games and You Buy the BEST!"

BUMPER BOWLING EASILY FITS INTO ANY LOCATION ANYWHERE!!

MONEY GETTING THRILL FEATURES! "X-TRA SCORE" CHANNEL PLUS "MYSTERY BUMPER" add a million-dollar thrill to Bumper Bowling play-action! Player can score anywhere from 200 to 1,500 extra points by skillfully rolling ball into "X-TRA SCORE" CHANNEL and perhaps more than DOUBLE this score by hitting "MYSTERY BUMPER" at bottom of playing field! BIG SCORES! BIG THRILLS! BIG APPEAL! BIG PLAY! BIG PROFITS!—That's Bumper Bowling the ONLY game that is LEGAL EVERYWHERE! and that actually HYPNOTIZES the players HOLDING them at the game HOUR after HOUR! OUTSHINES - OVERSHADOWS and TAKES THE PLAY AWAY from any game ON ANY LOCATION!

**DELIVERIES BEING MADE EVERY DAY!  
GET BUSY! RUSH YOUR ORDER NOW!**

## HIT 'N' RUN

The Sensational ONE-SHOT BUMPER BASEBALL PAYOUT HIT!

THE ORIGINAL 1-SHOT BASEBALL BUMPER ACTION PAYOUT THAT HAS STARTED A NEW ERA OF BIGGER, BETTER, STEADIER PROFITS ON LOCATIONS EVERYWHERE! GIANT SIZE LIGHT-UP BACKBOARD! CONTROLLED PAYOUT! SPEED ACTION BUMPER! CONVERTIBLE TO 5-BALL PLAY AND 100% MECHANICAL PERFECTION PLUS TRUE BASEBALL THRILLS MAKE "HIT 'N' RUN" THE BEST PAYOUT BUY IN THE INDUSTRY! RUSH YOUR ORDER NOW!

*A Daval Game*  
GIVES YOU MORE FOR YOUR MONEY

**OPERATORS PRICE \$149.50**  
TAX PD. F.O.B. CHICAGO  
No EXTRA CHARGE FOR CHECK SEPARATOR  
*Ticket Model \$10.00 Extra*

All orders filled in ROTATION as received! FIRST COME—FIRST SERVED!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

### Huber Balks at Art Surrealism

CHICAGO, June 28.—Col. Joe Huber, of Huber Coin Machine Sales Company, attended the auction sale of valuable paintings owned by Samuel Insull this week. Paintings and other art treasures went under the hammer in Insull's luxurious penthouse in the Civic Opera Building and Huber was among the first to arrive and next to the last to leave. He proved a dominating representative of the coin-machine industry as he strutted back and forth among the elite of the Gold Coast and mixed

salesmen's yarns with talks about art. In all \$650,000 of the former utility magnate's furnishings are being disposed of by the auctioneers. Stephanos A. Manskos, art critic, aroused quite a discussion with Huber concerning a collection of nudes which the latter was considering for his private office. Huber already has one nude on the east wall of his office, painted by a noted artist. The argument between the critic and Huber is supposed to have been due to differences of opinion between the two gentlemen about the amount of surrealism embodied in the nudes. Huber is known to have a strong preference for surrealism, and the auctioneers quaked considerably when he began to express himself in no uncertain terms about some of the nude studies.



MEMBERS OF FREDDIE FISHER'S ORCHESTRA, Midway Amusement Garden, St. Paul, pose with a Wurlitzer. In the picture also are Don Leary, Minneapolis music op; Moss Barger, Wurlitzer district agent, and E. T. Christman, Decca record man.

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

# Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

## 7TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

## SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

## MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

## MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.



## GALLOPING DOMINOS

Fascinating Dice Payout . . . . . \$325

BANGTAILS Superb Horse Race Payout . . . . . \$335

ROLLETTO JR. Automatic Roulette Payout . . . . . \$345

5c or 25c Play

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

## Games Use Lumber, Says Ray Moloney

CHICAGO, June 26. — Coin-operated games received a strong boost in an article by Ray Moloney, president of Bally Manufacturing Company, in the current issue of *Memphis Lumberman and Southern Woodworker*, an influential lumber producer's journal. After giving figures on the volume of lumber used in the coin-operated industry and describing the grades and types of wood used, Ray pointed out that the pin game lumber market offers a steady outlet for lumber. "The durability of lumber necessarily limits the sale as compared to perishable goods," Moloney said. "A wood house, for example, endures for a lifetime or more. The same is true of furniture. A family purchasing a dining room suite, for example, is indirectly 'in the market' for a quantity of lumber. After the suite is purchased that particular family will not again be 'in the market' for that particular wood product for a period of years. In the case of pin games, however, the public is constantly 'in the market' for more lumber. The wood built into a game becomes a per-

ishable product, not because it actually deteriorates, but because the game must be replaced at regular intervals with a new idea to catch the public fancy. Thus the pin game industry is one of the few outlets for lumber in which lumber is quickly 'consumed.'

"Pin games, in other words, are one of lumber's most active salesmen—and surely a persuasive salesman, for pin games sell lumber by offering a few moments of beneficial relaxation, a laugh, a thrill, a dollar's worth of fun for a nickel."

## Making History, Chereton Says

DETROIT, June 26.—"We made news a few weeks ago; today we're making history," says A. B. Chereton, head of the Electrical Products Company, Detroit. "I refer to our new pin-game devices, the Epco Bell Lock and the new Chereton Electric Timer," he continued, "which, according to reports reaching me directly and thru my branch managers, have been so heartily accepted by the industry that production facilities at our plant here are being strained to the limit. Yet despite the heavy demand orders are being filled as received at our offices. Our prediction that the two devices would become as important to manufacturing and operating as is our Electropak is well on its way to full realization."

Chereton advises that the Bell Lock made by his organization, previously tested thru several years of use on slot machines made by one of the country's outstanding manufacturers, has been installed as standard equipment on the routes of many of the nation's most prominent operators and that distributors are daily receiving more and more requests for the installation of the lock on both new and used equipment. He also states that the Timer, claimed to be responsible for the elimination of about 80 per cent of the service calls required thru the use of old-fashioned time clocks, has been installed on the pin-game routes of operators previously mentioned.



RAY MOLONEY

## IT'S NOT A SALE UNLESS YOU'RE SATISFIED! 500 LATE 1-BALL BARGAINS

40 SKIPPERS . . . . .	\$39.50	PACES RACES. Serials: 4082-4083-3881-3675 . . . . .	\$225.00
61 BUMPERS . . . . .	27.50	PACES RACES. Serials: 2993-1681-1487-1991 . . . . .	165.00
24 BALLY ALL-STARS . . . . .	22.50	WAYS TRACK. Serial: 3675 . . . . .	149.50
18 FLICKERS . . . . .	29.50	6 SKY HIGH . . . . .	15.00
36 PEERLESS . . . . .	22.50	6 GOLDEN HARVEST . . . . .	15.00
14 CREDIT TICKET . . . . .	24.50	50 REEL DICE . . . . .	9.50
100 REEL 21 . . . . .	8.50		
50 REEL RACES . . . . .	8.50		

1/3 Deposit With Order; Balance C. O. D.

## PHONOGRAPH BARGAINS! WURLITZER P-12 \$124.50 GERBER & GLASS 914 Diversey Blvd. CHICAGO

20 SEEBURG RAY-O-LITE RIFLES . . . . \$235.00 Each  
2 ROCKOLA TOM MIX RIFLES . . . . . 195.00 Each

All in Perfect Condition. 1/3 Certified Deposit With Order, Bal. C. O. D., F. O. B. Balto. We Are Authorized Jobbers of Rockola's World Series. Write for Prices.

CALVERT NOVELTY COMPANY  
1310 N. CHARLES ST. BALTIMORE, MD.

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

# NEWS FLASH!

FROM BELL DISTRIBUTING

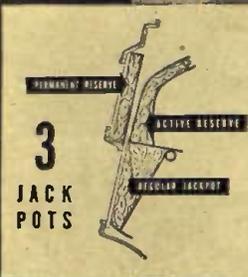
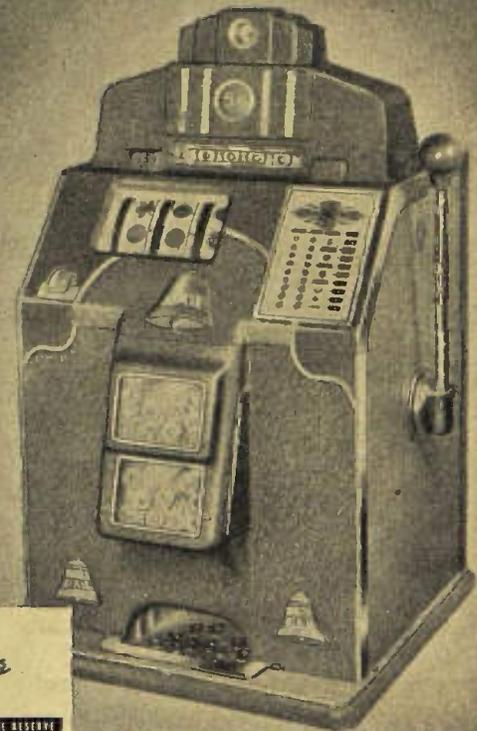
WE RECOMMEND

## JENNINGS DIXIE BELLE

WITH THE PERMANENT VISIBLE RESERVE

It's the three jackpot idea that has put Dixie Belle out ahead of all check machines—the regular big flashy Jennings jackpot, the concealed reserve and (get this) a permanent visible reserve—always full, always tempting. Put a Dixie Belle on one of your locations—watch it steal the play from all the others—this will be all the proof you'll want of Dixie Belle's superiority. Send in your order today.

**BELL DISTRIBUTING COMPANY**  
Exclusive Louisiana Distributors for Jennings Dixie Belle  
427 BARONNE STREET • NEW ORLEANS, LOUISIANA



PROMPT SHIPMENT FROM STOCK

### Penny Trend Aid To Mdse. Awards

NEW YORK, June 26.—The advent of penny play machines into a few well-known spots seems to be proving popular with the public. Schork & Schaffer are reported to have found it profitable to change their bowling games to five and one-cent play in their sportlands. Procedure is said not only to have increased their take but it also has lowered the cost for merchandise prizes, since cheaper items can be used.

Operators converting five-cent play machines into one-centers are said to be taxing the wholesale merchandise industry for the type of low-priced merchandise that will meet the player's favor and still be within the proper price range. At present the demand for this merchandise seems to be concentrated in the East, but the idea is said to be spreading and wholesalers are looking forward to a boom in low-priced premium merchandise.

Of course the penny play does not hit class locations, but there are many spots in which they are said to be enjoying a better take than nickel machines. This type of play has created a demand for merchandise priced low enough to meet the cost of play which the wholesalers welcome because prizes of this type have always been profit-makers for the wholesalers.

### Farm Income in Big 1937 Climb

WASHINGTON, June 26.—Farm income, always regarded as an index to general prosperity, is already promising a record for 1937. It will be good news for operators in the smaller cities and some coin machine market centers feel directly the benefits of increased income to farmers.

Government reports say that large crops of wheat, rye, corn, oats and other grains would cause a downward adjustment in prices to the farmer. They

added, however, greater volume of these crops would offset lower prices and increase total cash income.

Farm cash income in the first four months of this year amounted to \$2,591,000,000, a gain of \$641,000,000 over the same 1936 period.

Government economists said income in the remaining six months of 1937 should continue to exceed last year, with the 12-month total approaching \$9,000,000,000. This would surpass the \$7,865,000,000 total last year, highest since the depression. The 1929 peak was \$10,479,000,000.

President Roosevelt already has signed an act which expanded the scope of Federal marketing plans for farm products. Agriculture Department officials said these should increase income of many farmers.

The House and Senate have assured farmers that Federal benefit payments under the soil conservation act will continue, with at least \$440,000,000 available. AAA officials said payments during 1937 will reach between \$400,000,000 and \$500,000,000.

### New Team To Take On Bally Bullets

NEWARK, N. J., June 26.—Employees of Hercules Machine Exchange, Inc., have formed a baseball team under the name of the Hercules Hurricanes. According to Irv Orenstein, president, the Hurricanes have challenged John A. Fitzgibbons' Bally Bullets to an intercity game to be played soon.

The game should be hard fought, as Orenstein has promised his lads new uniforms and other paraphernalia if they win their first game from the Bally Bullets.

### LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

### BARGAIN SPOT ROVER \$69.00

#### Export Department

Orders for shipment overseas are given prompt and efficient attention.

#### BARGAINS IN RECONDITIONED MACHINES

PAYOUTS		SLOTS	
Carom . . . . . \$75.00	Pamco Bells . \$27.00	Mills Blue Front Gold Award . . . \$59.00	War Eagle . . . . . 39.00
Beat 'Em (ticket) . . . 69.00	Daily Races, multiple . . . 25.00	Mills Blue Front Sailor Vndr. . . . . 60.00	Waiting Double J. P. Front . . . 15.00
Derby Day (with clock) . . . 85.00	Challenger . . . 25.00	War Eagle . . . . . 25.00	Vender, 5c . . . . . 25.00
Speed King . . . 80.00	Round Up . . . 24.50	Paces Bantam . . . . . 19.00	16 . . . . . 15.00
Hi Qard . . . . . 59.00	Grand Slam . . . 24.50	COMBINATION GAMES	Daval Races . . . \$7.00
College Football with clock . . . 59.00	Multi-Play . . . 21.00	Penny Smoke . . . 8.50	Wagon Whoola . . . 5.00
Grand Prize . . . 58.00	All Stars . . . . . 19.00	Sportland . . . . . 5.00	I. O. U. . . . . 4.00
College Football no clock . . . 55.00	Golden Harvest (ticket) . . . 18.00	Cardinal Cigarette Machine . . . 4.00	Select 'Em . . . . . 4.00
Derby Day . . . 55.00	Peerless . . . . . 16.50		
Skipper . . . . . 52.00	Bonus . . . . . 16.50		
Hi De Ho . . . . . 49.00	Golden Harvest 14.00		
Snappy, ticket . . . 42.00	Jumbo . . . . . 14.00		
Snappy . . . . . 39.50	Big Five Sr. . . . . 9.00		
Daily Races, mystery . . . 35.00	Big Five Jr. . . . . 7.00		
Fence Buster . . . 30.00			

TERMS: 1/3 Deposit, Balance O. O. D., F. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE,** 1407 Diversy Blvd. Chicago, Ill.  
First With the Latest New Games—Get Your Name on Our Mailing List.

### THOROUGHLY RECONDITIONED USED PAYOUT TABLES

Carom—Like New . . . . . \$79.50	New 10 Strike . . . . . \$49.50
New Royal Races . . . . . \$89.50	ROYAL RACES, Very Clean, Heavy Weight (An Exceptional Value) . . . \$62.50
Hi De Ho's . . . . . \$47.50	Pamco Tout . . . . . \$27.50
Western Winners—A Real Buy at . . . . . \$77.50	

#### NOVELTY GAMES

BALLY BUMPERS (Very Clean) . . . . . \$17.50
Gottlieb's Electric Scoreboard . \$22.50   Bally's Booster . . . . . \$24.50

NOW—Immediate Delivery on Bally's Nugget and Sum-fun.

#### SLOT MACHINES

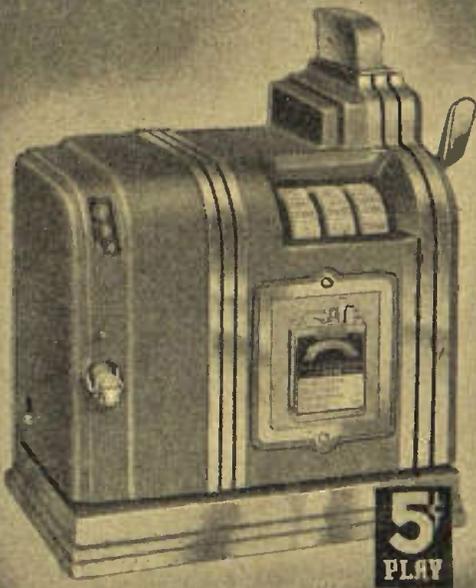
MILLS FUTURITY New . . . . . \$72.50	MILLS BLUE FRONT, Late Ser. No. . \$57.50
MILLS WOLF HEAD, Quoonockets . . . 25.00	GAILLE GADET, 5c Play . . . . . 29.50

**WURLITZER Phonographs (MODEL P-12)** Mechanically Perfect. Very Clean Cabinet. **\$119.50**

NO ORDERS SHIPPED WITHOUT 1/3 DEPOSIT.

**Acme Novelty Co.** 23-25 NO. 12<sup>TH</sup> ST. MINNEAPOLIS, MINN.

The Last "Word" in Your Letter to Advertisers, "Billboard".



FIVE CENT PLAY  
 AUTOMATIC TOKEN PAYOUT  
 CIGARETTE OR  
 BASEBALL REELS

# A CALCUTT RECOMMENDATION *Jennings* GRANDSTAND

• If you're looking for a counter machine that's compact—sturdy—reliable and a real honey for profits, then Mister, here's your answer—Jennings Grandstand. A 5c cigarette counter machine (five times the profit of the penny machine), with automatic token payout (tokens can't be played back). Yes sir! Grandstand has everything you could hope for in a counter machine—and best of all Grandstand can be operated wherever penny cigarette machines are used. It's right and now is the time to operate Grandstand—order yours today.

*The South's Largest Distributor for the World's  
 Leading Manufacturers of Coin Operated Devices*

**THE VENDING MACHINE CO.**  
 205-215 FRANKLIN ST. • FAYETTEVILLE, N. C.

## Coinographies

By THE COINOGRAPHER

Robert B. Bolles was appointed advertising manager of the Rudolph Wurlitzer Company June 1. Asked for the story of his life, Bolles replied: "There are very few dates in a man's life that are of much importance. Mine can be condensed into a sentence. Born 1905 in St. Louis; married in 1926; two boys and a girl, successively, 1927, 1929, 1931; joined the Rudolph Wurlitzer Company June 1, 1937; future bound up in the job of telling the world that the Wurlitzer-Simplex is the right phonograph to buy, place and play."

Further, Bolles admitted American citizenship, grammar and high school education and a speaking acquaintance with various instructors at the University of Wisconsin for a year and a half. Following that he took a post-graduate

course of six years on the advertising staff of *The Janesville (Wis.) Gazette* and became national advertising manager. Left that post to become advertising director of *The Rockford (Ill.) Republic*. A year later he became vice-president and Western manager of the Frederic A. Kimball Company, Milwaukee, national advertising representative for one of the largest lists of daily newspapers in the country.

In 1936 he became sales and advertising manager for Cline-Johnston, Inc., Michigan food manufacturing concern, from which he moved to Wurlitzer. In between times he made field surveys, serviced accounts and wrote copy for an advertising agency, sold and built radio shows, wrote hundreds of short stories and has thousands of rejection slips to show for them. Says he is the one amateur author that does not expect to write the great American novel.

"Two years ago, at the national convention in Chicago," Bolles explained, "Mr. Capehart introduced me to many of the operators and men connected with the Wurlitzer Company as customers, fellow workers and friends. I was so impressed with the swell bunch of people connected with what seemed to me to be the fastest growing industry in America that I decided then and there to get into it if the opportunity ever afforded itself.

"There will be no change in the basic policy in back of Wurlitzer advertising," Bolles stated. "It has been the aim of this company's advertising to accomplish two purposes: First, to give our distributors the most complete support in the way of trade journal and direct-mail advertising in order to thoroughly inform their customers and prospects on the products and policies of the Wurlitzer Company; second, we have gone a step further in planning a program of advertising in tavern papers and direct-mail advertising to reach the location owner designed to sell him on the fact that a Wurlitzer-Simplex will make him more money in his spot. This campaign supports and simplifies the work of the operator, who profits most directly by it. Wurlitzer advertising program will continue to be outstanding in the industry."

According to Vice-President Homer E. Capehart, "Bob Bolles, as the new ad-

## FOR THE COUNTER "SKILL-DRAW" NEW APPEAL—NEW ACTION

NOW—the Great American Game of Draw Poker available for every counter. Exhibit's "SKILL DRAW", with 5 spinning discs, automatically deals exciting card hands with one push of the coin slide—press button to hold likely cards—pull out coin slide to complete the draw, gives the player the most fascinating counter game ever devised.

Hundreds of these machines already on locations prove its mechanical perfection. Users already proclaim it the greatest of counter money-makers.

Give your location the best—order "SKILL DRAW" from your jobber today.

**23<sup>75</sup>**



**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO**

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
 H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
 Groetchen Mfg. Co. Exhibit Supply Co.

**KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.**



BERT LANE, sales manager of the George Ponsler Company, New York, smiles approval of the Foto-Finish game at the Gottlieb factory.

vertising manager of the Rudolph Wurlitzer Company, brings to his job an active personality, a wealth of experience and an enviable sense of showmanship, coupled with sound merchandising values. The fruits of his ability will soon be reflected in Wurlitzer advertising to the tremendous benefit, I am sure, of the entire organization."

## Former Champion Praises Western

CHICAGO, June 26.—A recent visitor to the Western Equipment and Supply Company offices was Paul Prehn, well-known Champaign restaurateur. Prehn will be remembered as one of the nation's outstanding amateur wrestlers

while he was attending the University of Illinois. He has been Illinois State boxing commissioner and today on the Illinois campus his place swarms day and night with undergraduates and alumni who say that in Champaign it's Prehn's.

Prehn says that he has found Western Equipment and Supply's games of championship caliber, and without exception every game that is placed in the locations he controls is a Western game.

**LOOK**

IN THE WHOLESALE  
 MERCHANDISE SECTION

for the  
 LATEST NOVELTIES, PRIZES  
 PREMIUMS AND SPECIALTIES

# Plenty on the ball!

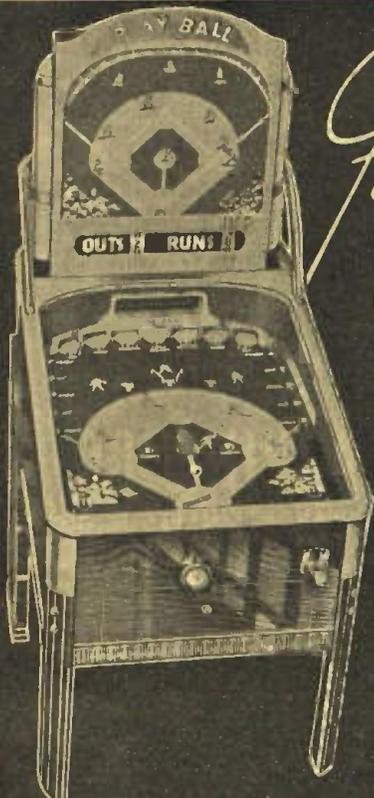


A big league pitcher with a good change of pace is said to have "plenty on the ball." And Pacific has "plenty on the ball." A change of pace as shown by this wide selection of big money winning hits... Pacific's *Ball Game*, fully automatic with players actually running the bases in movie-reel light animation. And *Mystic*, Pacific's new 5 ball novelty game is a powerful income producer. *Pamco Races*, the "old famous" bowl-type scoring idea has more money power than ever with its "seven coin bank" play.

*DeLuxe Bell*, King of the Consoles. Two chutes, Nickels to start... quarters to keep going... puts dollars in your collection box fast.

The cherry-bell symbols keep interest running high. Then too, *Coronation* with royalty markings for "special" locations. And *Rosemont*, Pacific's horse race console success. Read the description of each. See and play Pacific's great "hits" at your distributors today!

**PACIFIC MFG. CORPORATION**  
4223 LAKE ST., CHICAGO—Los Angeles Office: 1320 S. Hope St.



*Pacific's*  
**BALL GAME**

**\$249<sup>50</sup>**

You pay less... much less... and yet you get much more. Everything you want... at a price that means the difference between healthy profits and just breaking even!



*Pacific's*  
**MYSTIC**  
5 BALL  
Novelty Game

**\$74<sup>50</sup>**

Here's vigorous bumper action that keeps the flash-o-graph stepping while odds lite up in third dimensional figures. The well known screen-criss-cross scoring method gives it the extra touch that means real money for you!



*Pacific's*  
**PAMCO RACES**  
SEVEN COIN BANK  
BOWL TYPE PAYOUT

Bigger and better than the "old famous" Palooka. Faster. Good for more money with changing odds. Takes seven coins in a row at the same time. A marvelous "buy" — Pamco RACES!

**\$209<sup>50</sup>**

QUARTER PLAY  
\$25 EXTRA

TICKET MODEL  
\$10 EXTRA



*Pacific's*  
**DELUXE BELL**

Teams up with *Coronation* and *Rosemont* to completely dominate the Console Field. Act Quick. Get in the big money now with the King of all console games!

# Hair-Raising Turf Thriller! FOTO-FINISH

WITH MYSTIC  
STEREOSCOPE  
BACK  
PANEL!

**1-BALL BUMPER-SPRING PAYOUT**  
For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit---it's like a grand stand seat at the most thrilling of all races!

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

**THESE FEATURES**

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT—picks entries and odds. ADJUSTABLE AWARDS—Automatic as well as mechanical control of odds. IN-A-DRAWER MECHANISM easily accessible. A B T 400 SLOTS; 8-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT, Jam-proof, accurate.



54" x 26"

**\$169<sup>50</sup>**

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

**OPERATORS  
JOBBER  
DISTRIBUTORS!**

Please be patient! We are making delivery as fast as possible. To take care of your orders, we have stepped up production to the maximum without sacrificing quality, and orders are being filled at top speed!

**D. GOTTLIEB & CO.,** 2736-42 N. Paulina St. CHICAGO

## Bally Game Field Is Supercharged

CHICAGO, June 26.—Jim Buckley, general sales manager of Bally Manufacturing Company, describes the new Mercury game as "a game which became a nation-wide success before it was even officially announced."

"Due to the revolutionary nature of the machine," Jim stated, "we decided to give it a nation-wide tryout before springing our general announcement. Accordingly samples were shipped to all distributors for location tests. They, however, considered Mercury too good to keep under cover and we were immediately bombarded with orders. In fact, we became so drastically oversold that it was only recently, after increasing our factory facilities, that we dared to do any advertising of the game. Nearly 2,000 Mercury games were on location before we advertised the machine."

"The outstanding feature of Mercury is the new supercharged play field developed by Bally engineers. Everybody in the field knows that pure gum rubber, being the 'bounciest' material known to science, has tempted the talents of game engineers for years. But the well-known insulating power of rubber has defied all attempts to use it in bumper-type constructions. This problem has been solved by the invention of the supercharged play field. The rubber-tire bumpers used on Mercury are twice as 'bouncy' as spiral bumpers, yet each bump is immediately transmitted electrically to the totalizer. Thus Bally engineers have again created an innovation by which operators will enjoy a new and greater bumper boom."

"Besides adding action to the play, the supercharged play field lends new

beauty to game design. A specially prepared plate of silver-bright chrome steel, the supercharged field is ultramodern in appearance, provides a perfect rolling surface for the ball and instantly labels Mercury as something new and different.

"Public reaction to Mercury shows the same enthusiastic approval that was given to Bumper and we are confident that Mercury is due to repeat Bumper's phenomenally successful run."

### Two Pioneers Plan Test

TULSA, Okla., June 26.—Two pioneer operators are planning a court test to secure the return of pinball games here. They placed a game in a tavern and notified county officers. As part of the friendly agreement, they also paid the cost of truckage to the courthouse.

The alleged violation is to test a new State law which prohibits slot machines but says nothing of pinball table games. Operators of the games claim that the table games are innocent, unless used for gambling in specific instances. The test case is due to an adverse decision in District Court here.

### Kulick's New Job Keeps Him on Go

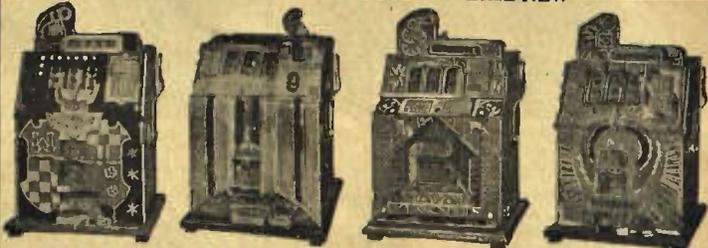
NEW YORK, June 26.—While stopping off here for a few hours to discuss the new Daval successes, Boo-Hoo and Bumper Bowling, with Bill Blatt, of Supreme Vending Company, Ben L. Kulick, sales manager for the Daval Manufacturing Company, revealed that he has been very busy since taking over his new position.

Away from the Chicago plant for only four days, he had already contacted Mike Angott, new Daval distributor in Detroit. From there he hurried to Baltimore to survey the license situation there and then dropped off at New York en route to Boston and other New England cities.

After spending a few days in Boston he intends to go on to Buffalo, where he will pick up a train carrying seven

## MILLS SLOTS THOROUGHLY RECONDITIONED GUARANTEED MECHANICALLY PERFECT

ALL MYSTERY PAY-OUTS LIKE NEW



Mills 5c Play Blue Front Ball

\$69.50  
10c Play, \$72.50

Mills 5c Play Skyscraper Ball

\$47.50

Mills 5c Silent J. P. FOK

\$47.50

Mills 5c Silent War Eagle

\$62.50

**MINTS** 75c a Box (100 Pieces)  
Case Lots (10 Boxes), \$8.25.

**BALL GUM** 15c a Box (100 Pieces)  
Case Lots (100 Boxes), \$12.00.

1/3 Deposit on All Orders, Balance C. O. D.

## SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

### WURLITZER

P-12 Perfect Condition

**\$124.50**

SINGLE—\$134.50.

Lots of 10

### KEENEY BOWLETTES \$69.50 • USED BUMPER GAMES

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

**BABE KAUFMAN, Inc.** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

prominent New York City columnists to Chicago, at which time he intends to reveal to them some of the latest Daval plans.

Kulick states that he is meeting with many new experiences now that he is associated with the games division of the industry. He was formerly connected

with the music division, for before going to Daval he was an executive of the Rudolph Wurlitzer Company. Kulick added that all columnists contacted to date have been most helpful to him and that he now believes he has a clear picture of the present games situation throughout the country.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# A BALLY HIT FOR EVERY SPOT!

## GOLDEN WHEEL

Odds-Changing Bumper One-Shot

America's largest selling **ODDS-CHANGING BUMPER ONE-SHOT**. All the "first-second-third and fourth place" payout appeal of Freakness, plus Bumper Action, Electric Kicker, greatest Flash ever! Get your share of the Gold in **GOLDEN WHEEL!** Order today.



Write for Prices on Payout and Ticket Model

## MERCURY

NEWEST NOVELTY SENSATION

- "SUPER CHARGED" PLAY-FIELD RESULTS IN AMAZING NEW ACTION
- "RUBBER-TIRE" BUMPERS NOW REGISTER SCORE
- CHROME STEEL PANEL

See the smooth, speedy, **SILENT** action of balls on the new sensitized steel play-field . . . see the poppy action of "Rubber-Tire" Bumpers (twice as "bouncy" as spirals) . . . see and play **MERCURY** . . . and you'll see why the **THOUSANDS ALREADY ON LOCATION** are earning bigger money than "Bumper" ever did! Order **MERCURY** from your favorite jobber!



**\$69<sup>50</sup>**

F. O. B. CHICAGO

5, 4, 3 or 2 BALL PLAY



WRITE FOR PRICE

## FAVORITE RACE TRACK CONSOLE

**NINE** famous purse-winners on a circle track sparkling with lights! Whirling wheel **CHANGES ODDS** every race. Nine selections; nine coins per game; **NINE TIMES THE EARNING POWER!** Extremely **FAST PLAY** and **DAILY DOUBLE** feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few **FAVORITES** today!



WRITE FOR PRICE

## BALLY BELLS

DOUBLE COIN-CHUTE CONSOLE

- BELL FRUIT PLAY
- SPINNING LIGHTS

Super-bell earning power and guaranteed griefless performance in one and the same machine! **BALLY BELLS** has all the appeal of fruit-reel symbols, plus flash of whirling lights and profit-boosting Double Coin Chute feature (**CHOICE OF NICKEL-QUARTER; TWO QUARTERS; TWO NICKELS**). They start with nickels, quickly graduate to quarters, and how the money rolls in! You'll never believe a coin machine could possibly make money like **BALLY BELLS** till you empty the cash-box and see for yourself! Order this great machine today!

## FAIRGROUNDS

PLAYS 4 NICKELS A GAME

Back in production by popular demand! You can again get **Immediate Delivery** on this great **\$10-AN-HOUR** Changing Odds One-Shot that **Multiplies Payouts** by number of coins played . . . **\$8.00 TOP!** Plenty of spots begging for **FAIR-GROUNDS** now, so rush your order and clean up!

**\$194.50**

F. O. B. CHICAGO



## NUGGET

COIN-OPERATED SALES-BOARD

A gold mine in **6 SQUARE INCH COUNTER SPACE!** Operates like 1,000-hole board. Has **3 SPINNING REELS**, flashy 5-color front. Adjustable, cheat-proof, guaranteed trouble-proof mechanism. Order **NUGGET** today!

**\$19.75** F. O. B. CHICAGO



WRITE

for full-color circular on **NUGGET** and its companion counter game **SUM-FUN**. Also get literature on **RELIANCE** Dice Game, **RAY'S TRACK**, and **BALLY BABY**.

*Bally*

**MANUFACTURING COMPANY**

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# DRAWS CROWDS

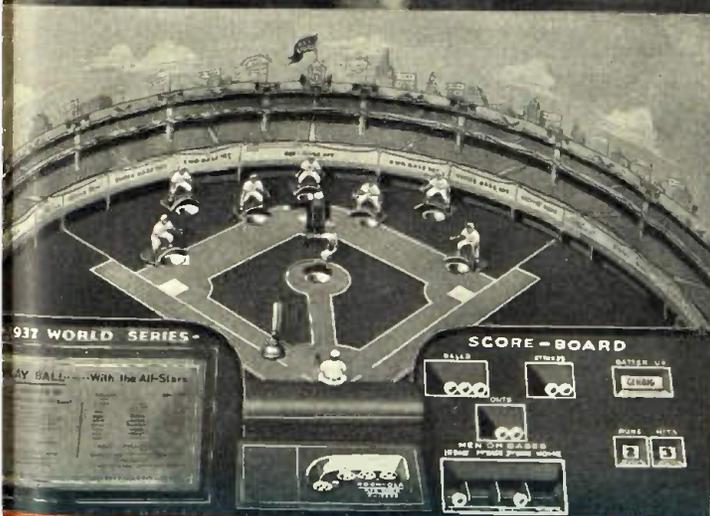
**HOLDS THE BEST SPOTS!**



## Rock-Ola's WORLD SERIES

made for operators who want their business to grow with steady profits every week for years and years to come.

WORLD SERIES dominates any location and the operator with WORLD SERIES quickly becomes the outstanding operator of his community. Choicest locations. . . . The very best spots are yours. . . . Locations actually "invite you in" when you have Rock-Ola's WORLD SERIES. The DeLuxe game of all time, and . . . just think, you can buy on the extended payment plan with a small down payment. Get WORLD SERIES now—operate the game that has proven on locations throughout the United States to be the most thrilling and fascinating coin operated machine ever developed. Draws crowds everywhere and crowds always mean big money. A small down payment and easy weekly payments make it convenient for you to get in on a profitable operating business that will last for years and years to come.



*Most Fascinating  
Action  
and  
Playing Field  
ever seen  
in the  
Coin Machine  
Industry*

This close-up view of the WORLD SERIES playing field brings out some of the important features that make for big cash-box returns. The players move with the crack of the bat when the batter strikes at the ball after being delivered by the pitcher who winds up same as any pitcher would do on the mound and pitches in 15 different positions. He throws an assortment of balls and strikes . . . tries to "outsmart" the batter on every pitch. The player is the batter and he can knock singles—doubles—triples and home runs if he is clever enough to "out-guess" the pitcher. Perfect automatic mechanical score board registers all plays and scores strikes, balls, hits, and runs, as well as keeps a record of number of men on bases and shows the batter up in plain view at all times. Truly, WORLD SERIES is the most realistic of all coin operated games. The umpire never makes a mistake—raises his right arm when a strike is made and his left arm when a ball is thrown—positively the cleverest mechanism ever installed in a cabinet. No electrical gadgets to get out of order. Everything operates with a series of weights except one motor which is used to lift the steel balls to the umpire who automatically hands the balls to the pitcher. WORLD SERIES thrills the crowds—and crowds always please the operator. Order WORLD SERIES now and become the outstanding operator of your territory.

**ROCK-OLA MANUFACTURING CORPORATION**  
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The Rock-Ola Mfg. Corporation,  
800 North Kedzie Avenue,  
Chicago, Illinois.



I am interested in learning more about WORLD SERIES. Please send me complete information and price

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Address .....

City ..... State .....

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# Double the Receipts of the phonograph it replaced

*"It Opened My Eyes"*

"Just eight weeks ago a Wurlitzer-Simplex was installed here, replacing another machine that had been here many months. The smart appearance and wonderful tone of the Wurlitzer appealed to all our patrons. They went for it so much that our first eight weeks' receipts with the Simplex were more than double our take for the previous eight weeks with the other machine. And every night the crowd stays longer and spends more for food and drink." ... says *Miss T. Maxines*



**MAXINES**  
*Popular Philadelphia Tavern*



*No wonder WURLITZER OPERATORS ARE REPLACING PHONOGRAPHS that take in Less Money*

All over America, Wurlitzer-Simplex operators are replacing less appealing phonographs with the Wurlitzer-Simplex Automatic Phonograph. Invariably it shows greater earning power. For proof, read Maxines' letter above. Their experience is being repeated in locations every-

where because the superior beauty and tone of these marvelous instruments encourages constant play.

Decide right now to invest your money where it will pay maximum dividends. Cash in on the tremendous popularity of Wurlitzer-Simplex Automatic Phonographs. Find out if there is still room for another Wurlitzer-Simplex operator in your locality. The coupon will bring you the answer. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**WURLITZER-SIMPLEX**  
AUTOMATIC PHONOGRAPHS

*Sold only to Operators*

THE RUDOLPH WURLITZER COMPANY, WBS 52  
North Tonawanda, New York

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

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