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The Billboard

The World's Foremost Amusement Weekly



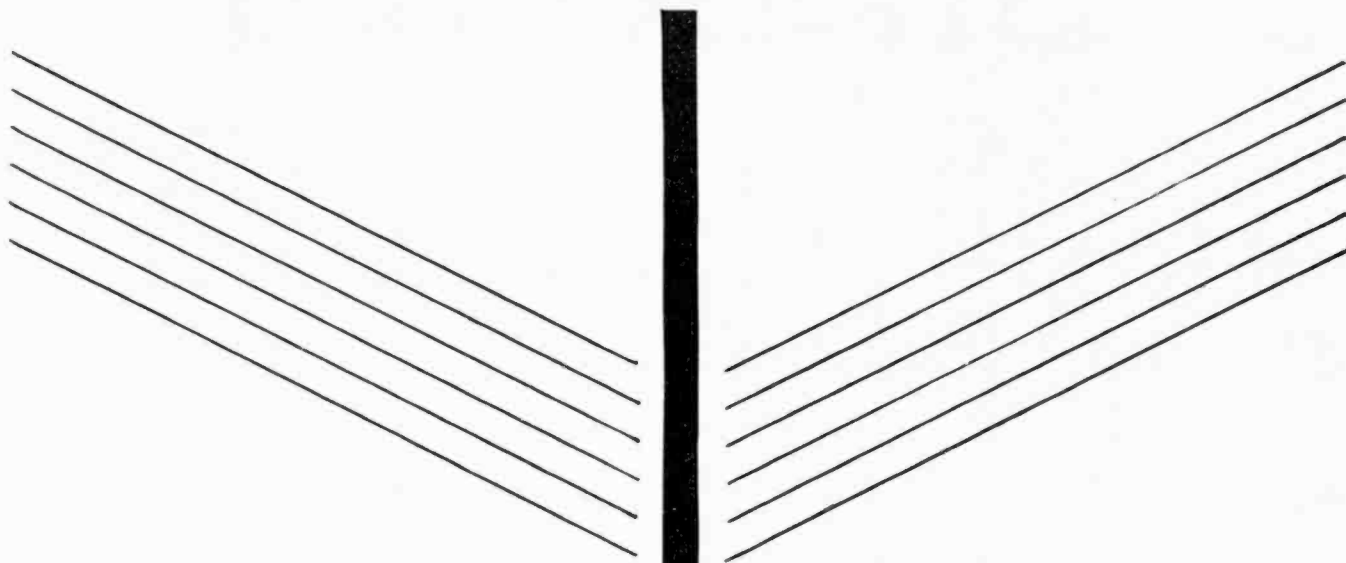
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MAYE

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The Billboard

Vol. XLVII
No. 31

The World's Foremost Amusement Weekly

August 3,
1935

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
76 Pages. Subscription, \$5 per year. Copyright 1935 by The Billboard Publishing Company.

LOCAL OPTION FOR VA. BAN

RKO Vaude On Upgrade

**Buying costly shows—open
pix houses to them—another
assistant for Howard**

NEW YORK, July 27.—RKO is on another of its attraction booking sprees, lining up a flock of high-salaried units for Western houses and at the same time is opening a number of its key city pix houses to flesh. The new season's opening bids fair to have a good-sized vaude book, mainly because of lack of picture product and weak grosses in the straight film houses. Booking office now is headed by Bill Howard, with Danny Freundlich as his assistant, but there will be another assistant when the new season gets under way.

Vincent Lopez and band have been booked by the circuit for Denver, July 31; Kansas City, August 9; Palace, Chicago, 16, and Palabe, Cleveland, 23. Olsen and Johnson unit opens in Cleveland, August 2; Chicago, 9, and Kansas City, 16. Buddy Rogers and ork go into Denver August 7 on a guarantee and percentage. The Goodrich Silver-town Circus, air program, with Joe Cook and B. A. Rolfe Ork as the features, opens in Cleveland August 16 and Chicago 23. Al Trahan and Anna Mae Wong share headline position week of August 2 in Chicago for the circuit. Hal Kemp and ork go into Cleveland August 9. Andre Lasky's *French Revue* has been playing that territory also and is current in Kansas City.

Denver, which for a while used cheap shows and found them of little value to the b. o., finds the attractions valuable, chalking up a big gross last week with the Lasky French show. It appears that the house will continue to play attractions, as will the Mainstreet, Kansas City, an old vaude regular. There are
(See RKO VAUDE on page 11)

Producers Ignore Demand of Writers' Guild for Bargaining

HOLLYWOOD, July 27.—Believing the Wagner bill for collective bargaining has no teeth in it as yet, the studios are ignoring the demands of the Screen Writers' Guild. The writers presented their demands last week and expected that the studios would call an immediate meeting to consider them, but there is no evidence that the producers will pay any attention to the Guild move. They will continue to recognize only the Motion Picture Academy of Arts and Sciences, a company union.

The action on the part of producers is burning the Guild, but at the moment the writers see no means of forcing their demands. The Wagner bill has no enforcement rules attached to it, and until it has teeth the producers are expected to ignore it entirely.

There is a movement on foot to bring the situation to the attention of Washington in an effort to force the issue. It is expected that even when the Wagner bill becomes effective, the studios will continue to ignore it until the Supreme Court has passed on its constitutionality.

The writers are holding regular meetings but are not optimistic regarding the

Record Crowds See Exhibition And Stampede in Lethbridge

LETHBRIDGE, Alta., July 27.—Lethbridge Exhibition, July 22-24, set a new gate record with 42,000 paid admissions, officials reported. The three-day stampede was conceded a big success, Guy Weadick having gathered one of the hardest strings of bucking horses ever seen in Western Canada.

Awards in all contests for day money and finals were made on highest total

markings. Hotels and private homes were filled to overflowing with visitors. Fort Whoopup Days, pioneer pageant, as night show before the grand stand, was a big hit, and so were the free attractions.

Crescent Canadian Shows on the midway and all concessioners reported heavy business.

Basson Elected 306 Head At Orderly Vote Session

**Membership resumes control of local—"progressives"
win many posts, but other factions are also represented
—militant picketing campaign is due shortly**

NEW YORK, July 27.—The membership resumed control of motion picture operators' union, Local 306, Thursday after an orderly election, with the new president, Joseph Basson, pledging democracy, economy and an immediate and aggressive organizing campaign. Basson, who was the union's first president back in 1913 and again held the office in 1925, was backed by the "progressive" groups. The progressives did not elect their entire slate, but won the posts of treasurer, recording secretary, Brooklyn business agent, both trustees and three of the nine board places. The other candidates elected represented other groups, and the new administration is really a cross section of practically all factions.

NAB Starts Work On Agency Bureau

WASHINGTON, July 29.—James W. Baldwin, managing director of the National Association of Broadcasters, has started the ball rolling toward the actual creation of the advertising agency recognition bureau recently approved at the 13th annual NAB convention. A

(See NAB STARTS on page 11)

Local non-union exhibitors face a militant picketing campaign, the Basson administration having already gone into a huddle over details. The local is in sound financial condition, due mostly to the work of Harland Holmden, vice-president of the International Alliance of Theatrical Stage Employees, who took charge of the local's reorganization when Harry Sherman abdicated the presidency last year. The IA did good work in rebuilding the local financially, but was criticized severely by members because of alleged lack of democratic procedure.

There were 21 posts to fill until the biennial regular election December 31. More than 1,400 of the union's membership of 1,856 voted, using eight voting machines in Palm Garden all day Thursday. Holmden installed the new officers the same evening.

Basson easily ran ahead of the other four candidates for the presidency, with Per Popkin second. Frank Ruddock beat
(See BASSON ELECTED on page 11)

Communities To Rule on Shows

**Infantile paralysis is not
under control and malady
is reported Statewide**

RICHMOND, Va., July 27.—Communities at present will be allowed to judge for themselves as to what restrictions are necessary to be placed upon the holding of public gatherings in Virginia as a result of the prevalence of infantile paralysis, Dr. I. C. Riggin, State health commissioner, stated to *The Billboard* representative here. He said that Hagenbeck-Wallace had wired him yesterday saying it would not show in Virginia unless the disease was under control, and he telegraphed in reply that it was not under control.

Seven new cases were reported yesterday thruout the State, making 232 since June 1. Continued spread of the disease is reported in the Charlottesville area. Newport News has followed Richmond and Petersburg in banning circuses this summer. Delaware has notified Dr. Riggin all Virginia residents who spend 12 or more hours in Delaware will be required to register at Dover.

Other than warning that children should not be allowed to attend public gatherings, the State health department here has taken no action. Virginia is at the height of its summer resort and tourist season, and there is no inclination on the part of State authorities to create a feeling of panic. The disease is in mild form, with only a very few deaths reported, and no paralysis has followed in any case. The small increase or decrease in number of cases each day as now being reported is of no significance, Dr. Riggin said.

The annual Orange County Horse Show was held yesterday and today, with more than 500 entries.

Picture theaters in some localities
(See LOCAL OPTION on page 61)

Bill Hits at Alien Canaries

**Provides reciprocity with
Europe — introduced by
cousin of GOSA head**

WASHINGTON, D. C., July 27.—Congressman John Hoeppel (Democrat, of California) has introduced a bill "to protect the artistic and earning opportunities of American musicians, both vocal and instrumental, including orchestral conductors, in the United States." Congressman Dickstein, chairman of the immigration committee, has informed Hoeppel that he is ready to call hearings.

Hoeppel is a cousin of Elizabeth Hoeppel, president of the Grand Opera Singers' Association. The union, located in New York, has been agitating for a reciprocal agreement with other countries on singers. It advocates stricter regulations on importing singers and urges an exchange arrangement. The bill, incidentally, follows a recent press story quoting Alfredo Salmaggl, director of the Quoting
(See BILL HITS AT on page 11)

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More Tryouts In Cowbarns

Many new shows offered in summer theaters—some reported with B'way chances

NEW YORK, July 27.—More tryouts, some of them important, marked the week in the cowbarn field. Season going along nicely, with more indications of strength than at a similar period last year. No further closings reported after the four that brooded last week.

A sure Broadway starter played Lawrence Langner's Westport (Conn.) Country Theater this week. It's Mildred Knopf's *The Long Frontier*, starring Nance O'Neil, which Max Gordon will present on the stem early in the new season. Reception good. Deals with disintegration of a ranch-owning family and glorifies the pioneer woman, played by Miss O'Neil. Supporting cast includes Gloria Holden, Alan Bunce, Claire Carle. (See TRYOUTS, REVIVALS on page 19)

Chi Unions Ask U. S. To Curb Gang Grabs

CHICAGO, July 27.—Chicago labor leaders will ask the support of President William Green, of the American Federation of Labor, in the proposed plan for an investigation of the murders of Louis Alterie, president of the Theater Janitors' Union, and Thomas E. Maloy, business agent of the Motion Picture Operators' Union, it was announced the early part of this week. These murders are regarded in labor circles here as steps in a general plan by gangsters to take over control of labor unions. Alterie was ambushed and shot to death last week and Maloy was slain last winter.

Penn. Amusement Tax Now in Effect

HARRISBURG, Pa., July 27.—Pennsylvania's new amusement tax went into effect Monday (22). The law provides that every patron shall pay one cent for every 25 cents spent for entertainment, recreation or sports. The General Assembly estimated the tax will yield the State \$3,000,000 per year. The act is to continue for two years.

Theater and other amusement managers have been instructed to keep records of all State taxes collected, the same as levies for the Federal government. The State tax money is to be sent to the Department of Revenue of the State. State agents will not personally collect the tax excepting in cases where unsatisfactory returns are made. The revenue from the amusement tax will be used for general expenses of the Commonwealth.

Shubert Brings Back Three

NEW YORK, July 27.—Lee Shubert brought three shows back with him on his return from Europe Wednesday, where he spent six weeks negotiating. Two dramas and a musical. Plays are *Close Quarters* and *Love of Women*, and the musical is *Gay Deceivers*, which will be staged by Lee Ephraim, who did it in London.

Settle Empress, Det., Strike

DETROIT, July 27.—The strike of one stagehand at the Empress Theater, burlesque house, has been settled after a month. The house took back the stagehand and two musicians on a union contract basis this week. Original cause of dispute was the persistent refusal of Manager Joseph Ellul to employ union musicians, claiming inability to pay. The stagehands called out their man in sympathy over a month ago.

What, No Mop?

NEW YORK, July 27.—Alex Gerber got a phone call this week from a beer garden owner in New Haven, Conn., asking for a prima donna, revealing that he needs her in a hurry, she must be pretty, etc. When Gerber asked the salary the beer slinger said, "Oh, there's no pay, but I'll give her the checkroom and cigaret-selling concessions."

Acts Prefer Foreign Vaude

Americans find Europe profitable field—tour for years—hate to come back

NEW YORK, July 29.—Agents and performers returning here from Europe tell remarkable stories of American acts that have become fixtures in Europe. Many acts, jobless here, have been playing Europe for years and do not even plan to return. Many others return here for a few weeks and then rush back. Shella Barrett and Russell, Marconi and Company are among those that returned here for a few weeks recently and sailed right back.

Will Mahoney is doing big with his road show in England. Tracey and Hay had a road show out and are still working the Continent. Clemons Billings has been in Europe the last three years; De Wolfe, Metcalfe and Ford two years; Enos Frazer four years; Mangle Girls, recently back, played three solid years, and Carr Brothers and Betty, Bobby May, Jeraldine and Joe and Bert Reno are among the American acts that have enjoyed long and profitable tours.

Some Negro acts, especially those not demanding big money, play Europe for years. One local agent sent a colored act over seven years ago and the act is still in Europe somewhere. Cole Brothers, colored act, has been in Europe since 1932 and is only returning because one of the brothers died last year. Europe has also been a tonic for fading American "names" and headliners.

Edwards' London Dates

NEW YORK, July 27.—Irving Edwards sailed today aboard the Champlain for England. Opens August 5 at the Palladium, London, for a six-week run. First trip abroad. Art Frank returned last week from England.

Break in Heat Fails To Up Grosses in Amusement Spots

NEW YORK, July 27.—The break in the heat came too late to help swell Broadway grosses this week. Most of the natives are trying to catch up on three weeks' loss of sleep and are in no mood to visit the bright light sector. It is expected, however, that the cool wave will bring many visitors to the city over the week-end and the amusement spots may get a belated break. This is a purely optimistic opinion, however.

Legit is in the dumps. Even the Belasco Theater, with a double legit bill, *Waiting for Lefty* and *Awake and Sing*, was forced to close. There is a decided lack of patrons at every performance of the shows now running. No action is expected until fall when the weather breaks.

Picture houses along the Stem are operating in the red. The Capitol pulls out stage shows after next week and will run on a straight picture grind. The picture crop leaves much to be desired, with the producers holding up their strong pictures until the beginning of the new season.

Burleskers continue to turn in con-

M. P. Hall of Fame Off Nut; Profits Four Ways

HOLLYWOOD, July 27.—The Motion Picture Hall of Fame, operated at the San Diego Exposition on a partnership basis by the Screen Actors' Guild, the Dominos and Fanchon & Marco, has turned in a net profit of \$13,082.74 during its first 7½ weeks of operation.

The gross receipts during this period were \$30,096.30. Weekly operating nut has been trimmed to \$1,847.39. Largest week of the 7½ weeks was that ending July 20, during which the net was \$4,592.55.

The gross operating profit realized to date is sufficient to wipe out the construction cost and incidental organization expenses. Future profits realized on the exhibit will be split, with the exposition getting one-third, Fanchon & Marco one-third and one-third divided between the Guild and the Dominos.

Unions Plan Drive For Hall-Club Field

NEW YORK, July 27.—Led by the musicians' union, Local 802, theatrical unions here have quietly formed a Joint Conference Committee to completely unionize halls, auditoriums and club-rooms in this city. The committee, of which President William Feinberg of Local 802 is chairman, has been meeting twice a week at the 802 offices. Fifteen unions are involved.

More than 100 caterers in Manhattan and Bronx already using some union labor have been contacted with a request that they employ union men 100 per cent. Several hundred others who employ no union labor at all will be contacted next. Brooklyn unions have been meeting once a week with Local 802 on doing the same thing in Brooklyn, Queens and Long Island.

Among the unions co-operating are the musicians, the restaurant and hotel employees (Locals 1, 16 and 129); the stagehands (Locals 1 and 4); motion picture operators (Local 306) and the teamsters' union.

Contracts for New Season

NEW YORK, July 27.—Work on the revised Equity contracts is progressing steadily, with Frank Gillmore, Equity president; Paul Turner, counsel, and Misses Braunstein and Roth, of the legal department, working all day yesterday and all day today on the new forms. They'll be ready for the start of the new season.

DICK HENRY'S son, Arthur, has joined his dad at the Curtis & Allen Agency, New York, and is learning the ropes fast.

Music Dealers Gather in Chi

Sheet music sales said to be on upgrade since September—officers elected

CHICAGO, July 27.—The sheet music business is decidedly on the upgrade and an appreciable increase in business has been enjoyed since last September, is the consensus of opinion of the 44 delegates to the National Association of Sheet Music Dealers, who held their 22d annual meeting at the Stevens Hotel here this week, and an optimistic outlook is being taken for the coming season.

John F. Sengstack, chairman of the Trade Practice Committee of the Music Publishers' Association of U. S., was a speaker at the convention and outlined the publishers' program of co-operation with the dealers. As a result the retailers appointed a Trade Practice Committee of their own to work jointly with the publishers' association and elected Charles W. Homeyer as chairman. The publishers at their recent convention decided to operate under their NRA code the same as if it was valid and the retailers will co-operate in their effort to eliminate objectionable trade practices. Other subjects discussed were for the maintenance of retail discount schedules which have been established by the publishers, the promotion of publishers' new issues and representation in dealers' stocks of publishers' standard catalog material.

Officers elected are as follows: Ed P. Hagen, president; S. Dalles Tucker vice-president; Thomas J. Donlan, secretary-treasurer; Gladys Alwes, Robert A. Schmitt, John Harden, Harold B. Adams, E. Grant Ege, Edward Fitzmaurice, William M. Gamble, J. Elmer Harvey, Charles W. Homeyer, William H. Levis, S. Ernest Philpitt, Oliver Shattinger, J. C. Volkwein, Frank Frerman, Lane Ward and J. Edgar Robinson, directors, and Joseph M. Priaulx, honorary director.

Bay City Vaude Out

DETROIT, July 27.—The Washington Theater in Bay City, owned by Richard Leahy, dropped its vaude policy this week for the summer. It will be resumed the last week of August, with the shows again booked by the Amusement Booking Office here.

Horne Leaves UA

NEW YORK, July 27.—Hal Horne, for the past five years director of advertising and publicity for United Artists, resigned Wednesday to establish his own publicity and advertising agency. He will be succeeded by Monroe Greenthal, director of exploitation.

Ross, Pierre and Schuster This Week's Cover Subject

ROSS, Pierre and Schuster organized their act January 5, 1935, and since that time have laid off but two weeks. Frank Ross started in the show business in 1920 as a song plugger for Shapiro-Bernstein, going into vaude with Artie Dunn, now of Reis and Dunn. In 1932 he formed a new act with Sally Ayres—Ross and Ayres. This was followed by teaming up with his present partners.

Anita Pierre, born in Versailles, France, came to this country with seven sisters and did a "real" sister act, La Pierre Sisters, working the principal circuits. Then the sisters went on their individual ways, Anita going to Chicago for club work. She played three years at the Frolics Cafe there and a year and a half at the Paramount Club. In 1934 she broadcast on NBC with Ed Lowry, and besides played vaude in Chicago for Balaban & Katz and RKO. Lastly, Miss Pierre made some French shorts for Paramount.

Joe Schuster began his theatrical career as a songwriter and author of special material. His tunes include "I Love My Baby," "Dance of the Paper Dolls," "Hold Me," "Shanty Town," "Go Home and Tell Your Mother" and many others. In 1930 he went into vaude with Johnny Tucker as the Delivery Boys. After a year on the stage the team went on the air on the major networks and leading indie stations in New York. Altogether they worked for 17 sponsors, including Howard Clothes, Lehn & Fink and Gold Medal flour.

HARRY RICHARDS AND MAX GOLFORB THEATRICAL AGENCY

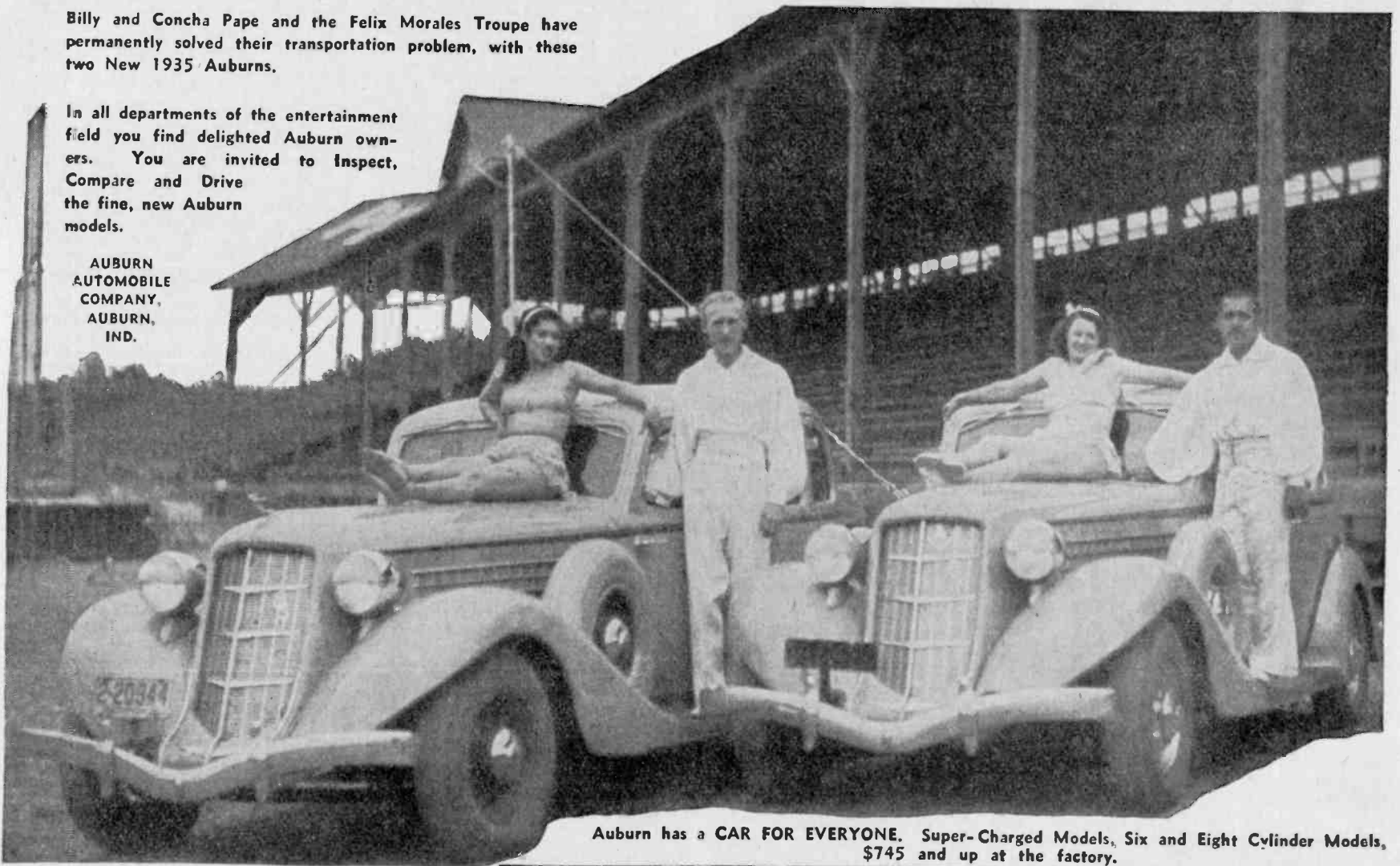
TALENT AND ORCHESTRAS FOR HOTELS, CABARETS, THEATRES AND RADIO.
Also Special Attention Given to Banquets and Clubs. Complete Revenues for All Occasions.
Auditions in Our Spacious Studio Every Wednesday From 2 to 4 P. M.
W. M. C. A. Building, Suite 706-7, 1697 Broadway, New York City.
Phone: CO 5-8680.

AUBURN the Choice of Famous Circus Performers

Billy and Concha Pape and the Felix Morales Troupe have permanently solved their transportation problem, with these two New 1935 Auburns.

In all departments of the entertainment field you find delighted Auburn owners. You are invited to inspect, Compare and Drive the fine, new Auburn models.

AUBURN
AUTOMOBILE
COMPANY,
AUBURN,
IND.



Auburn has a CAR FOR EVERYONE. Super-Charged Models, Six and Eight Cylinder Models, \$745 and up at the factory.

Slashes Tax; Forgets Legit

PARIS, July 22.—After several years of protesting, threats of closing of theaters and strenuous press campaigns, the amusement purveyors of France have finally gained a partial victory in their fight for reduction of taxes. The government has at last adopted a new set of
(See SLASHES TAX on page 61)

CHORUS GIRLS

WANTED IMMEDIATELY
For Stock. Steady Work.
PALACE THEATRE, Buffalo, New York
Salary, \$20.00 per Week.
Write, stating experience and send photos.

WANT QUICK

People All Lines, Tent Now, Houses Later.

NEIL SCHAFFNER

WOOLSTOCK, IA.

WANTED BURLESQUE PEOPLE

In all lines. Also youthful, experienced Chorus Girls. Write or wire GEORGE YOUNG, Roxy Theatre, Cleveland, O.

AT LIBERTY

General Business Man. Age 32, height 5 ft. 10; weight 155. Singing-Dancing Specialties. GLEN MORRIS, 509 North Pennsylvania, Webb City, Mo.

WANTED

Piano Player that does Musical Acts at once. Grace LeRoy write. FRANTZ MEDICINE CO., McAdoo, Pa.

WANTED QUICK—Young Actor with Specialties. Pianist doubling Parts or Singing. Either male or female. No advance. Week stands, tent. GUY CAUFMAN, Mound City, Mo.

WANTED BLACKFACE

Cal Townsend and other usual Med People write. CHIEF ROLLING CLOUD, Louisville, Ill.

WANT

Leading Woman and Leading Man. State age, height, weight, past engagements. Also if you do Specialties and have car. Wire BUD HAWKINS, Tell City, Ind., week July 29.

Two Weeks for Whiteman At Ben Marden's Riviera

NEW YORK, July 29.—Paul Whiteman and his orchestra go into Ben Marden's Riviera night spot, across the river in New Jersey, on August 15. Booking handled by Jack Lavin, Whiteman's manager, and Marden calls for two weeks and an option of two more weeks, with the salary close to \$5,000 mark.

Rosenblatt Opens Law Office

NEW YORK, July 29.—Sol A. Rosenblatt, former division administrator of the NRA in charge of the amusement and other fields, announces the opening of a law office in the International Building at Rockefeller Center. His own name will be the name of the firm. Associated with him will be William B. Jaffe, formerly with Nathan Burkan and the Columbia pix legal department.

New House Ork for WHN

NEW YORK, July 29.—Station WHN is installing a new 15-piece house orchestra and has appointed Don Albert as musical director of the outlet. Albert comes from the Capitol Theater, where he was conductor of the pit crew. Alex Hyde is assistant musical director, and numerous new musical features will be produced with either of the two directors in charge. Such singers as Ralph Kirberry and others will now be backed by the house orchestra, and any program that uses music will have a stronger background.

Paine Called to Wash. To Talk Over "Agent and Trustee" Matters

NEW YORK, July 29.—John G. Paine, chairman of the board of the Music Publishers' Protective Association, has been called to Washington by Special Assistant United States Attorney-General Mac Asbill, who has requested Paine to come to the capital on Wednesday of this week to answer some questions on the matter of the "agent and trustee" capacities in which Paine has and is still acting in collecting various musical rights for music publishers. These include the synchronization fees
(See PAINE CALLED on page 61)

Legit To Get No Gov. Loan

Washington indicates relief will be handled thru the Works Administration

NEW YORK, July 29.—Rumors of national backing of legit on a nation-wide basis, which were running rampant around the street a month or so ago, were laid at rest over the week-end by a Washington announcement that jobless
(See LEGIT TO GET on page 11)

Capitol Show Hits For Week Holdover

NEW YORK, July 29.—The current show at the Capitol Theater here, with a three-star stage show headed by Belle Baker, Lou Holtz and Block and Sully, will hold over for a second week along with the film *Murder Man*. Week-end business hit an unexpected high, and the house expects to do \$60,000 by Thursday night.

Ed Sullivan's *Dawn Patrol Revue* was due to go into the Capitol this Friday, the last show to play the house before it goes into a straight picture policy. The holdover show will close the house to stage shows instead, and Sullivan's unit will go into the State Theater here August 9.

NASIB

Special Rates for July and August.
100 8x10 PHOTO REPRODUCTIONS \$8.00
MAIN OFFICE AND STUDIO: 8th Floor, Palace Thea. Bldg., N. Y. C.
LABORATORY: 160 West 46th St.
Special Facilities for Large Groups.

HONOR HER MEMORY MARIE DRESSLER

Beautiful poem, "Eulogy to Marie Dressler," written by Pasqualina DeVoe, old trouser, handsomely printed on 4"x6" gold card. Every man and woman in show business should have one. Send 10c for your copy today or 3 copies for 25c prepaid. BOX 599, care Billboard, New York City.

TENT & EQUIPMENT

60-ft. Round Top with two 30-ft. Middle Pieces, 10 Sections of Blues Seats, 2 5-pass., and 57 2-pass. Canvas Benches: all Inside Wiring, Switch Box, Ground Cables, etc. Stage Baby Piano, Seemey, Red Draw Curtain, all Poles, Stakes, Ropes, Bale Rings, Steps, Ticket Boxes. Sacrifice price. CARPENTIER, 113 Prospect Ave., West Hartford, Conn.

ROSS-WYSE SHOW BOAT FOR SALE

Floating Dine and Dance Palace. Seating capacity 275. Two bars; all accessories; perfect condition. Going proposition. Price reasonable. Communicate with ATTY. JAMES SELIGMAN, 314 Academy Bldg., Fall River, Mass.

WANTED

For one night stand under canvas. Chorus Girls, Vaudeville People, Musicians for Band and Orchestra, wives for chorus. Salary must be low. Would consider organized tab show. Want party with wardrobe and scenery. Red Fletcher, write. Also want agent with car. Address MGR. TENT SHOW, care Hatch Show Printing Co., Nashville, Tenn.

WANTED

A real Contracting Agent with car, who can route and book Magic Show under auspices at good percentage. "THE SWEHTAMIS," 272 Church Ave., Ephrata, Pa.

WANTED IMMEDIATELY—Fast, sober, reliable Comedian, First Trumpet and Trombone, for Stage Band; Acrobatic or Toe Dancer strong enough to feature. Also Chorus Girls who double Specialties. State lowest salary. Season's work guaranteed. Address STAN STANLEY, Rubin & Cherry Exposition, Rockford, Ill.

AT LIBERTY Musical Singing-Dancing Comedian. Med. Rep or Tab Script or ad lib. Fake some Piano. JACK "SPLASH" RIPPEL, care Show, Covington, O.



WE SEE in the arbitrary attitude of musicians' union locals toward theater operators seeking concessions in order to make "flesh" policies possible not a single redeeming feature. It is our firm belief that stage shows have been definitely outlawed in certain important situations due principally to the unrelenting demand of locals for their pound of flesh. This does not speak well for the vision and businesslike approach of the executive boards of the locals affected. We are appreciative of the trials and tribulations that attended the growth and gathering power of labor organizations. We are aware, too, of the position that musicians, stagehands and operators would find themselves in today, as far as hours and wages are concerned, if they didn't have the backing of strong organizations. We can understand, too, why the fruits of many years' fighting and constructive building are not easily given up. But this is not the point at issue at all.

By giving in to theater men when the need for concessions is easily apparent musicians, as well as stagehands and operators, would not by any stretch of the imagination be surrendering their rights or establishing any precedent that would work toward injuring their standing at some time in the future when the national industrial machine is rhythmically humming again. The policy of local autonomy in force among the theater's leading labor organization makes it possible for locals to adjust themselves to conditions applying perhaps only to their community or jurisdiction. A local may lower its price scale, increase the hours of its working day and make other special concessions without embarrassing in the least the national organization or any of the locals. In fact, if certain locals were to display the courage and breadth of vision required to put into effect an agreement with theater men that would make a revival of living attractions possible this is sure to have an effect on other locals that cannot be overestimated.

There are greedy circuits and legit theater owners as well as bullying locals headed by stupid leaders. But nobody can convince us that there aren't hundreds of theater men sincere in their aim to give the living stage a fair chance if only the unions would meet them halfway.

But the cry we've raised in the foregoing is as old as the prophet's beard. There's a comparatively new angle to the perennial *Musicians' Folks*; at least new to those who have been sublimely

ignorant enough to believe that musicians are as loyal to the rules and regulations of their union as the romanticized G Man to Uncle Sam. In recent seasons the cafe and night club field, thanks to 3.2 beer at first and later Repeal, has undergone a marvelous renaissance. New spots in abundance have opened up and old spots have been stirred into new life. On the exterior everything is, as Nick Acropolis says, hunky dooly. But beneath the surface glow of humming business and bustling musical activity lies one of the most vicious practices in the show business today. We have in mind the general tendency of orchestras to work far under the scale and getting away with it, in most cases, thru the medium of kickbacks. The leaders involved are destroying themselves professionally and they are lighting the fires of a hell on earth for the men forced by adverse circumstances to join them in the process of deception.

Cafes, night clubs and roadhouses that can't afford union orchestras should do without them. But it isn't as easy as it sounds. As much as we condemn a resort owner morally for entering into kickback agreements with orchestras, we can understand from a strictly business standpoint why he hires a band under a kickback arrangement. It's a matter of dog eat dog, after all. If the owner of Pine Tree Lodge refuses to stoop low enough to conspire with an orchestra to violate union regulations it is he who will be paying twice as much as his opposition for the same type of orchestra. Considering the narrow margin in which many spots are operated today, it is not difficult to make an accurate guess as to how long he will remain in business.

Right here on Broadway as well as in what some of the boys still kiddingly call the sticks "name" bands are working way under the scale, kicking back as gingerly as a coryphee in one of Busby Berkeley's machine-made ensembles. Only a few bands of such reputation that their services are always in demand are entirely free of suspicion in connection with participating in kickback agreements. Resort owners, as far as we can see, are powerless to do anything to remedy the situation. It is improbable, due to the peripatetic activities of cafe bands, that locals can do anything about it. About the only practical solution lies in the combined efforts of musicians, operating as individuals to stamp out the menace, and Joe Weber's office. The headquarters office might be powerless theoretically to remedy local situations, but there is such a thing as calling special meetings and discussing matters of grave importance. The kickback situation can take care of the agenda of a special meeting with much left unsaid and undone.

Unionism in the field of music might survive thousands of shocks inflicted every day all over the country. Yet we are skeptical of its power to fight off an eventual collapse if the kickback practice is permitted to flourish unheeded. It seems unfair to inflict severe penalties on those who are caught when most of us know that a good four out of five are guilty. But a severe crisis demands drastic action and it might be found by the wise gray heads that rule the destinies of the AFM that strict disciplinary action is the only effective method of dealing with underscalling.

If there were less of a demand for music; if night spots were definitely on the way out as a factor in the amusement trend of the nation, then we could understand why musicians would work under scale, waiting upon the fast-approaching day when the union will of itself disintegrate. But musicians are in demand more than ever and the union is in a relatively healthy condition. Kickbacks can and must be wiped off the map or else musicians can prepare to bid farewell to their union.

The Broadway Beat

By PAUL DENIS

(Pinch-hitting for George Spelvin, who is now on vacation. Mr. Spelvin will resume his column with the September 7 issue)

FLASH! Lily Loulou arrived this week aboard the Ile de France. After giving the ship cameraman some eye-filling poses, she told the interviewers: "Uff courze, France iss zee only countree for my art. Bot I am come to your famous Holleewood to make my firzt American talkee, Ze Naughty Nannelte, from Parea. I come only to Holleewood for my art." It is reported that Miss Loulou signed a contract for \$1,500 a week before coming over.

LATE NEWS FLASH! Annie Panny, the delightful star of *Oh, Gee!*, at the Imperial Theater, today announced her engagement to Count Roberto de Roberto de Phoo, who is popular with the smart set of New York. When told that the count insisted he had never even heard of her, Miss Panny smiled (showing her excellent new bridgework) and giggled: "He's so bashful, the dear boy."

FLASH! Joe Young, head of the ushers' union, has called off the general strike of ushers in Garden City and announced the bankruptcy of the union. "I told the picketers that they could refresh themselves at the nearest soda fountains during the hot weather. At the end of the first week the refreshment bill was \$263.38. How was I to know that Garden City ushers had a yen for 25-cent pecan sundaes, extra heavy?"

DENVER, Colo.—Daisy Dumpsles, popular screen star, who is passing thru here on her way to Hollywood, announced that she had lost her \$25,000 diamond ring somewhere aboard the train. "It's really not the money cost that has distracted me so," she exclaimed to the reporters. "It is the memories that the ring held for me. You see, it was presented by Prince Nickolouse to my mother when she toured with the Russian Ballet in 1892. Now, if you boys print anything about this I wish you wouldn't use that old profile view of me. It's really not very flattering to me, is it?"

NEW YORK—Judge Elmer Snooks inquired, during the hearings on the reorganization of Super-Super Pictures: "Don't you think \$3,356,331.38 is pretty steep as a reorganization fee?" George Guntz, of Guntz, Guntz & Guntz, explained that his law firm had a lot of trouble finding out how many theaters the company owned and how many people were on the studio pay roll. Furthermore, there were so many lawyers representing bondholder committees and first mortgage holders that Guntz couldn't find out who was working for the company and who was not. Judge Snooks finally granted approval of the fee, altho the court corridors are buzzing with rumors that the judge had been promised a season pass and a chance to meet Mae West during his vacation.

HOT NEWS! J. L. (Foxy) Farland announced today that he plans to build a supertheater in New York. It will be built like an egg, with hanging balconies and a disappearing orchestra floor so that it can also be used as a swimming pool. It will be called Foxy's Dream House, and will be constructed by Foxy, Inc., capitalized at \$4,000,000. The public will be able to share Mr. Foxy's dream by investing in Foxy common non-voting stock, guaranteed to produce dividends indefinitely.

And next week, my dear readers, you will be entertained by Maestro M. H. Shapiro, that inimitable ribber of radio and all things mortal.

Chicago Chat

With a Few (Hot) Air Notes
Whitmore Batting for Green

Eugene Whitmore, conducting the Chat column this week while Nat Green is on vacation, is editor of *American Business* and has a wide acquaintance among show people.

WHEN Nat Green asked me to be guest conductor of his column, I forgot for the moment that he conducted two columns, as all good readers know. He didn't say which column I was to guest conduct. So here's a bit of Chicago Chat, to say nothing of a brief mixture, just a dash so to speak, of Chi (Hot) Air Notes. Part of the agreement was that Harry Atwell (spelled with one t) would help me. He has been nothing but a hindrance so far. Every really good idea I had he vetoed. So if this column is lousy (accent on the "zay") it is all the old photog's fault.

Oh, heck, I am forgetting the dots Nat uses. Note to Dot department: Put in three dots after each gag from here on. . . . Did that Barnes blow-down blow the creases out of Harry Burt's immaculate trousers? . . . N. Harry Cangle carries his own private musician everywhere he goes. . . . Art Hopper arriving recently at the Lincoln, New York, with both hands full of telegrams. . . . Frank Braden greeting friends and dodging pass-hounds along Randolph street. . . . Chicago is Frank's town when it comes to publicity for the Big Snow. . . . Chicago friends of Lucille Luttrell (Theater Guild) receiving tantalizing postcards from Bermuda. . . . Lucille, you old globe trotter, you'll run out of places to go soon, what with Bermuda this year, Mexico last year, Majorca year before that. . . . Or, maybe she's just trying to outdo Helene Palmer. . . . Spent an hour last week trying to figure out why fair secs are not falling over themselves to book those Getzendaner girls and their horses. . . . Among the missing from Randolph street is Dennie Curtis—busy playing fair and fraternal cirks, we suppose. . . . Lunch club authorizes a vote of thanks to Adkins and Terrell for NOT putting a Funny Ford in Cole Bros. . . . Best thrill of the season so far is Juanita Hobson's crupper jumps over fire gates in the Mix show. . . . "Marge" Margulies, one-time gal-of-all-work in Jones & Green, selling scenarios in Hollywood. . . . If this column doesn't make a hit Atwell and Whitmore will do a double Ray Long. . . . Ed Sullivan, best of the actor-col conductors. . . . He's a smash hit at Chi Palacc the current week. . . . Atwell has been no use to me—as a columnist he's a swell photog. . . . And now. . . . Atwell batting for Whitmore. . . . How the boy lies. . . . I gave him all the dope, and even with what I gave him he can't fill the col. . . . I could fill it, even without the dots. . . . Atwell speaking—It's all in fun!

SAYS ATWELL—sans Whitmore—Dashes in Gene's paragraphs above okay, but several Dots overlooked. . . . Cemetery Fund drive of Showmen's League of America in full swing, and here's hoping success. . . . George Blood, genial successor of the beloved late Ollie Webb as Maitre de Hotel of Ringling Bros.-B. & B., assures customers and Chi guests that orchestral din and mosquitoes are "out" in his cafe. . . . Mayme Hickey, sister of Bob Hickey, Cole Bros.' boss p. a., recuperating from an abdominal operation in Augustana Hosp. . . . Nat Green should enjoy his vacation, for, with Whitmore pinch hitting, his job is safe by contrast if nothing else—NOT SO HOT, FOLKS!

FUTURE RADIO COMPETISH

Two "Wired Radio" Projects Set; One of Them Using Commercials

North American Co. now offering Cleveland subscribers service at \$2 to \$5 a month—Ticker News Service starts in Philadelphia—ERPI's new phonograph ready

NEW YORK, July 29.—Potential nibbles on radio's hold on the country are in evidence this week on practically three fronts, all of them offering entertainment in competition to radio and two of them dedicated to non-advertising sales angles to the public. Wired radio resumes this week in Cleveland, the subsidiary of the North American Company, utility outfit, being scheduled to offer service today to subscribers at rates varying from \$2 to \$5 per month, depending on the type of receiving set rented. Plan is to supply 270 hours of programs each week, mostly music for the time being.

Transmission of the programs is over the same wires which supply power and lights to the home in question. User always has a choice of several programs and no advertising is to be heard at any time. Value of wired radio is said to lie in the smooth reception made possible by the wire transmission and the excellent job of recording which makes the tone seem as tho it originated in the room. Recordings are specially done by Electrical Research Products Corporation. ERPI experimented for some time before trying them on the wired radio trial subscribers who had the service free for a while last spring, also in Cleveland. Service also had tryouts in the New York area at hotels and restaurants.

Ticker News Service is scheduled to get going in some 250 spots in Philadelphia this week. This includes loud speaker proposition installed in public and other places giving latest sports flashes and there is some entertainment interspersed between the news bulletins, etc. This is also a wired proposition and can be operated by any telegraph company wires. Producing unit for this organization is Langloise & Wentworth, of this city, who are handling the entertainment production, which will be on disks.

There will be some commercial talk on this service which will help to pay the way for the subscriber and these will of course not be any longer than what corresponds to spot announcements on the ether.

The third radio threat is the new ERPI phonograph, which it has been planning to put on the market for some time. This is an elaborate and mechanically perfect device for reproducing in high fidelity style and has all the latest gadgets from double turntables down. It is possible that it will not be sold, but rented or leased only, and will be suitable for use in public auditoriums, etc., and for other public entertainment purposes. The new ERPI product will probably play only on the ERPI machines and there will be no advertising on any of the records.

But television still remains in the background. David Sarnoff, head of RCA, telling an interviewer before he sailed for Europe that it may be 10 years before tele is perfected commercially. Meantime the various facsimile inventions are being perfected as speedily as possible.

Oldest Commercial Bows to New Ideas

NEW YORK, July 27.—After being on the air consecutively for 13 years and probable holder of all existing commercial records, the A. & P. Gypsies Orchestra, conducted by Harry Horlick, is scheduled to fade the last week in August. Atlantic & Pacific Tea Company has after a news event series for some time and may settle for one on NBC shortly.

On CBS a three week program is being worked out. Kate Smith having been heard at the auditions. Tea company has been slipping from its old policy for some time and has been using guest artists for the past several months in addition to its orchestra. Difference of opinion in the ranks of the tea company officials now is said to be the desire for spreading out on both webs and change of program fare.

CBS Sells Hour Opposite Vallee

NEW YORK, July 29.—Columbia Broadcasting System has sold two half-hour programs opposite the Rudy Vallee-Fleischmann Yeast Hour, both getting under way in September.

Consolidated Cigar Company takes the 8-8:30 p.m. period, starting September 12, and is now picking a musical show to boost sales of its Harvester brand cigar. On September 19 Atwater Kent radio company starts in the 8:30-9 p.m. spot. Understood that the usual operatic soloists style will prevail. Josef Pasternack, who is returning from the Coast, may wield the baton.

Lum and Abner Return to NBC

CHICAGO, July 27.—The Lum and Abner program, which has been a Mutual network feature for some time, returns to NBC September 2 and will be heard daily except Saturday and Sunday at 6:30 p.m. CDST. For the first four weeks the program will be repeated at 10:15 p.m. CDST for WLW, Cincinnati, at the expiration of which they will begin broadcasting the program at the regular period.

Predicts Shakeup in Ad Agency Radio Departments; Aces Scarce

NEW YORK, July 27.—The next six months should see considerable of a house cleaning in radio departments of advertising agencies, according to a prominent executive, who has every reason to believe that his own house is in tiptop shape, however, and consequently admits he is in a position to "be a little catty." "Fast growth of radio has mushroomed up a varied personnel in most agency radio departments," states this agency man, "with the result that often former copywriters are mixed in with a few other men who might have had a little theater group experience at best, and thus they play with a client's money." The competition has been keen, however, and while this particular official's agency considers that by a happy force of circumstances they have a terrific department, the difference between a good and poor department is mainly one of being able to give a client a better show with the same talent and for the same money. If it's a concert, one man can turn out a dull affair and the next man a brilliant concert still with the same conductor, musicians and allotted money.

Just where the better men are to be drawn from this executive does not profess to know. Qualifications for the better men as he sees them are:

1. Comprehensive knowledge of what's been successful in entertainment (all branches).
2. How to buy talent and have a responsibility of how a client's money is being spent. A Jack Benny cannot be

CBS Ad Agency Memo

NEW YORK, July 29.—Radio department heads of advertising agencies are now being informed regularly of the newest presentations on CBS, whether an entire program or merely an artist, old or new, in a different or attractive setup. Printed form on heavy bond paper is headed "Microphone Memo" and below "to keep you pre-posted on the newest presentations of CBS artists and programs." Forms are sent out by the Artist Bureau, which does not see why agencies should not be informed direct instead of leaving it to columnists on dailies, whose program listings for the day in question may not be correct.

Radio Men En Tour Give Frisco O. O.

SAN FRANCISCO, July 27.—Combining business and pleasure, radio executives from all parts of the country were here during the past week, flocking in from the NAB convention in Colorado.

From NBC, New York, were J. V. McConnell, sales; Keith Kiggins, station relations; Stuart Sprague, legal, and C. W. Horn, engineer, in charge of development and research. Other visitors included Donald Flamm, president WMCA, New York; Arthur B. Church, vice-president and general manager KMBC, Kansas City, Mo.; Jack Guilder, CBS attorney, Washington, D. C.; Ike Levy, WCAU, Philadelphia; L. A. Weiss, WJR, Detroit; Earl Gammons, WCCO, Minneapolis; William G. Rambeau and Edward Vaynow, station representatives, both of Chicago.

West Coasters in town included Charles W. Myers, KOIN, Portland, Ore., and vice-president NAB; Edward J. Jansen, KVI, Tacoma, Wash., and Walter Biddick, head of Walter Biddick Company, Los Angeles, station representatives.

New Radio Outfit

DOVER, Del., July 27.—Comar Company was incorporated here to operate radio broadcasting stations, listing a capital of \$1,000. The incorporators are H. J. Jett, M. L. Moy and James R. Austin, Washington, D. C.

Big News Schedule Started by KTAT

FORT WORTH, July 27.—KTAT, Southwest Broadcasting System network station here, has inaugurated the most extensive news service ever broadcast in the Southwest. Nearly 60 minutes of news and feature material is being presented each day, broken into seven periods, with additional flashes from time to time.

United Press is supplying the national news information for the three primary news broadcasts at 7:15 a.m., 12:45 p.m. and 7:15 p.m., each a quarter-hour feature. Local news items are being supplied by *The Fort Worth Press* for each of these broadcasts, and members of *The Press* staff are heard in special news and sidelight programs.

Lew Lacey and Merle Tucker are in charge of the service, each presentation being a two-man feature. Also at 2:15 p.m. daily Edith Alderman Guedry offers a "Woman's Page" with news sidelights. At 7:15 p.m. Pop Boone and Jack Gordon, of *The Press* staff, alternate nightly in giving sport and amusement news and gossip.

Roscoe Fleming and Seward Sheldon, of *The Press*, round out the KTAT news staff personnel, being heard in editorial comment on the 9:15 p.m. program. Baseball results at 1 a.m. are another feature of the service.

New Talent Signed By WLS, Chicago

CHICAGO, July 27.—Following the recent resignation of several staff acts and artists, Station WLS announces the engagement of much new talent within the last two weeks, including the return of several oldtimers formerly featured on the station. Heading the list are Chuck Haines and Ray Ferris, the Chuck and Ray of "Chuck, Ray and Gene" of the original Weiner Minstrels. Don Wilson, steel guitarist, formerly of the Tom and Don team, is being featured with the Hilltoppers, a new combination whose other members are Tommy Tanner and Ernie Newton, bass viol player. They will feature novelty and harmony vocal and instrumental arrangements. Ken Wright, organist, pianist and accordionist, formerly with KMOX, St. Louis, and WHBY, Green Bay, has joined Otto's Tune Twisters, making them a five-man combination. Phil Kalar, baritone, long a WLS favorite, has brought his Home Towner Quartet to the station to be featured on several programs. Vance McCune Jr., son of a famous black-faced minstrel man, has also joined the station as end man for the Morning Minstrels.

E. & P. Gets Out Radio Special

NEW YORK, July 27.—Definite move on the part of the networks and newspaper-owned stations to have press-radio relations as amicable as possible is seen in the current issue of *Editor and Publisher*, which practically devoted the issue to stories by owners of the newspaper stations and others, while the lead story sought to reveal new radio opportunities for newspapers.

Advertisements by NBC and individual stations appeared also, and it seemed that at least one definite faction in radio and the newspaper field was for absolute accord in a campaign for mutual benefit rather than needless strife.

Issue is probably the most unusual in the publication's history, all things considered, and especially since *E. & P.* has been highly antagonistic to radio on numerous occasions in the past.

Leland Hayward, of the Selznick-Joyce Agency, closed a deal this week for Fred Astaire to do four programs for Lucky Strike on a transcontinental broadcast during August.

Continental Orchestra Corporation

HOTEL UTICA, UTICA, N. Y.
Exclusive Management
DON HENRI
AND HIS ORCHESTRA
LEW REDMAN'S
BELL HOPS
TWELVE COLORED RHYTHMATICS.
LEE BARTON
AND HIS ORCHESTRA.
JAN CAMPBELL
AND HIS N. B. C. ORCHESTRA

JERRY JOHNSON
AND HIS ORCHESTRA

On Tour Southwest.
Direction: C. J. BUCKNER, Adolphus Hotel, Dallas, Tex.

★ AUGIE
PALO
AND HIS ORCHESTRA.
Personal Rep.: JIMMY WALKER, Care Billboard, Cincinnati, O.
Now Playing Palais Royal, Atlantic City, N. J.

Now Appearing
VALLEY DALE,
Columbus, O.
ROBERT CELTMAN
AND HIS ORCHESTRA
"THE ROMANCERS."
On the Air Daily Via Station **WAIU**.
Addr. Robert Geltman, Fenway Hotel, Cleveland.

JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
Personal Direction ROBERT H. EDSON.

DON RICHARDS
AND HIS HOTEL BILTMORE MUSIC.
Personal Direction MEYER DAVIS.
Smart Rhythms For The Smart Set
Now At Vivian Johnson's Monmouth Beach, N. J.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

MIMI CHEVALIER
"The Flavor of France in Songs of Romance."
Radio, Stage, Screen.
Hotel Paramount, N. Y. C.

"MIKE" DURSO
The Voice of the Golden Trombone.
AND HIS ORCHESTRA.
Now on Tour.
AUGUST IN SARATOGA.

No Holding the Amateurs; Everybody Is One Except---

Except the handful of professionals who probably "annoy" the ambitious ones—now have a magazine of their own, and the plague appears beyond control

NEW YORK, July 29.—And still they come! Whether equipped with musical boilers, hissing snakes, crowing, fancy or plain roosters, the amateurs clamor for entrance to the studios and seek to take their audition medicine like he men and bring all their inventions and pets right up to the defenseless mike, which seems to hold no terrors for the endless hordes. When they're not lugging their pet tricks to the studios they're offering themselves as champion crooners, bird imitators, dialecticians, tap dancers, operatic singers, imitators and music composers. They usually write in their requests, but sometimes they arrive in person or wire from a distant city. It's a headache to the studios and the broadcast emcee, but they have to grin and like it. The interest in amateur broadcasts is so terrific that the stations and the sponsors figure the trouble is worth it.

Jim (Uncle Jim) Harkins, who handles the amateurs for the Fred Allen Town Hall programs over the NBC network, gets several hundred letters weekly requesting spots on the program. He gets plenty of laughs and can recall many amusing instances. Recently a boiler-maker arrived at Harkins' hotel rooms carry a huge boiler. He proceeded to extract amazing music by manipulating the valve. Then there was a fellow called Chatterbox Pete with a rooster that crowed to music. The rooster failed to crow at the first audition and Pete explained that the rooster was tired from a long train trip. After a good rest the rooster regained its voice and came thru okeh at the second audition.

Another correspondent offered to bring a pet snake and make it hiss into the mike. And another offered his sock specialty of "spitting cannonballs to tempo." A bird imitator who had persistently applied for an audition finally wrote, "This is my fourth application. Please hurry, as my voice is changing."

An amateur singing team called Breslin and Gallagher has its own stationery, as have many other amateurs. Gallagher is a salesman on a beer truck and Breslin a salesman on a bread truck.

A Buffalo correspondent wrote Harkins boastfully, "I'm the Bing Crosby of Buffalo." And a salesman recently came in from Oklahoma just to apply for a spot on the amateur hour.

One applicant wrote, "I am from Palestine. I am here 9th month. I do imitations of different sound effects. I worked for a pickle factory. I lose job, so I tried your radio, so please give a chance. Thank you 3 times. P. S.—I use dictionary to make letter for radio, so say Hello to Mr. Fred Allen for me he enjoy me very much."

Winners are hard to handle. Many of them insist on return engagements and get very temperamental. One of them wired Harkins from Fairview, Mass., this week, "Your radio listeners are just simply full of enthusiasm and hope to hear some more of my imitations on your program next Wednesday. Just send me the good news, Uncle Jim, and your listeners shall have the pleasure of hearing me once more." Another winner, who played the Roxy Theater recently, wanted to know if she would get extra pay for doing encores. The Allen program auditions around 500 applicants a week, splitting them into three groups. Each audition averages one minute and 15 seconds. About 13 hours is needed to clear each week's lot.

And now Uncle Jim Harkins has gotten out a publication entitled *The Amateur*, which Irving Berlin, Inc., is publishing.

Ruppert Beer Spot On Atlanta Outlet

ATLANTA, Ga., July 27.—Simultaneously with the first appearance of Col. Jake Ruppert's "Knickerbocker" beer in the South, Radio Station WJTL, Atlanta, signed a contract with the Red Rock Company, its local distributor, for a seven-nights-a-week "Knickerbocker Sports Review."

Mike Thomas will handle the broadcast. It will occupy a 15-minute spot and is of a general sports nature, including final scores of the Southern, National and American league games.

New Biz, Renewals

NEW YORK, July 27.—National Broadcasting Company has signed four new accounts and four renewals, with one exception all network schedules. They are:

MACFADDEN PUBLICATIONS (*True Story Magazine*), thru Erwin Wasey, Inc.; starts September 6, Fridays, 9:30-10 p.m. EDST on WEA-FNBC network of 28 stations to the Coast. True Story Court of Human Relations is title of the program (dramatic).

THE WHEATENA CORP. (cereal), thru McKee & Albright, Inc., Philadelphia; starts September 10, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p.m. EDST on WEAH chain of 29 outlets to the West and KOA, plus additional West and Coast stations, 4:45-5 p.m. PST. Program is *Popeye the Sailor*.

HORLICK'S MALTED MILK CORP., thru Lord & Thomas, Inc., Chicago; starts September 2, Monday to Friday, 7:30-7:45 p.m. EDST on WJZ, WBZ, WBZA, WSYR and WGAR; WLW joins on September 30 at 11:15-11:30 p.m. Program is Lum 'n' Abner.

SWIFT & CO., thru J. Walter Thompson, Chicago office; starts September 10, Tuesdays, 10:30-11 p.m. EDST on WEA-F network to the Coast. Program to be determined.

COTY, INC. (perfumes), thru the Blow Co.; renews from August 21, Wednesdays, 10:30-11 p.m. EDST on WEA-F hookup to Midwest. Ray Noble and orchestra.

THE TEXAS CO. (oil and gas), thru Hanff Metzger, Inc.; renews from October 1, Tuesdays, 9:30-10 p.m. EDST WEA-F chain of 62 stations to the Coast. Eddie Duchin Orchestra (so far).

PRO-KER LABORATORIES, INC. (hair tonic), thru the Blow Co., Inc.; renews from August 6, Wednesdays and Fridays, 10:30-10:45 p.m. on WEA-F. Program is John X. Loughran.

THE WELCH GRAPE JUICE CO., thru H. W. Kastor & Sons Adv. Co., Chicago; renews from August 23, Fridays, 8-8:15 p.m. EDST on WJZ chain of 29 stations to the Coast; program not advised.

CBS Accounts

HORN & HARDART, INC. (automat and retail shops), thru the Clements Company, Philadelphia; renews from October 13, on WABC only, 11-12 noon. Children's hour of entertainment.

CONSOLIDATED CIGAR CO. (Harvester cigars), thru the Aitken-Kyett Agency, Philadelphia; starts September 12, Thursdays, 8-8:30 p.m. on CBS net. (See NEW BIZ on page 10)

Crusaders Renewal On MBS-YankeeWeb

NEW YORK, July 27.—The Crusaders has renewed over WOR and Mutual Broadcasting System and the Yankee network. The broadcasts will continue to originate in the home of National Commander Fred G. Clark in Mentor, O., and transmitted thru WGAR, Cleveland, 8:45-9 p.m. to WOR, WXYZ and WIND on Mondays, with a rebroadcast at 10 p.m. to WLW and seven outlets on the Yankee network.

After September 2 all stations now presenting the Crusaders program will broadcast 10-10:15 p.m., eliminating the present rebroadcast. Talks are on economic and social problems.

ARTHUR WESTLUND, general manager of KRE, Berkeley, Calif., has been re-elected president of the Oakland (Calif.) Executives' Association.

CONSOLIDATED RADIO ARTISTS, INC.

CHARLES E. GREEN, PRES.
1619 Broadway, New York, N. Y.

HALE HOLLYWOOD REST.
NEW YORK

Direction: Consolidated Radio Artists, 1619 Broadway, New York City.

HAMILTON

HARRY RESER.

WEAF Network Coast to Coast. Management: National Broadcasting Company.
WRIGLEY'S SPEARMINT TOOTH PASTE HOUR
Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

★ **BILL SCOTTI** and his
N. B. C. ORCHESTRA

HOTEL BILTMORE
Direction: NBC Artists' Bureau.
Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

EMIL VELAZCO
and his ORCHESTRA

NOW ON TOUR.
The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
Personal Management CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

Ernie Andrews and his ORCHESTRA

Broadcasting Via WTIC-NBC.
NOW ON TOUR.
Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

MRS. **LOUIS ARMSTRONG**

AND HER KINGS OF RHYTHM. FEATURING KING LOUIS II.
NOW ON TOUR
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York, N. Y.

McKINNEY'S COTTON PICKERS

Personal Direction WILLIAM McKINNEY.
NOW ON TOUR.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

FRANK
MUSICAL DIRECTOR
T
TOURS
"GULF HEADLINERS"
8:30-9:00 P. M.--WABC-CBS

FRANK RICHARDSON
RADIO, STAGE, SCREEN. "THE TALKIES NOW ON TOUR." "SMILING SINGER"
Personal Representative: JACK HART, Palace Theatre Bldg., N. Y. C.

★ **HENRY HALSTEAD**
AND HIS ORCHESTRA
COCOANUT GROVE, New York City.
Hotel Park Central, New York City.
Exclusive Management EDW. I. FISHMAN, O. C. A., New York City.
1619 Broadway, New York City.

LOUIS A MUSICIAN'S MUSICIAN.
AND HIS "FAMOUS DOOR" MUSIC
35 W. 52d St., N. Y. CITY. **PRIMA**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

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Featuring MARLINE GILBERT
RUDY BUNDY and His Sizzling Clarinet
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ARACON BALLROOM
ANSON WEEKS
NBC Coast to Coast WGN-MBS

West Coast Notes

Agency Men on Job

LOS ANGELES, July 27.—Eastern talent scouts from advertising agencies handling national accounts are again active in Hollywood lining up picture talent for fall and winter broadcasts. Savington Crampton, of the J. Walter Thompson Agency, is here working with Danny Danker on the Lux broadcasts. Walter Craig has returned to New York after lining up contracts for the United Drug programs, and Don Stauffer, of the Young & Rubicam Agency, is angling for picture talent for several programs.

Eastern engagements will keep Rubin-off in the East when the Eddie Cantor program gets under way from the Coast this fall. Cantor is looking for a Coast band to start with and is making overtures to Orville Knapp's Band, now ending its first year at the Beverly-Willshire Hotel.

Francis White, California prima donna, recently signed for the Palmolive light opera programs over NBC, arrived on the Coast this week for a two weeks' vacation.

C. W. Horn, general engineer, and E. S. Sprague, of the legal department of NBC, were in Hollywood this week looking over the remodeling of the Consolidated Laboratory Building into West Coast studios and offices for the network. NBC is spending \$500,000 in remodeling and outfitting the new plant.

George Von, in charge of radio for Texaco; James Tierney, his assistant; Louis A. Witten, announcer, and Al O'Connor, of the Hanff-Metzger Agency, are in Los Angeles this week for the judging of talent on the Eddy Duchin radio competition aired from the Coconut Grove of the Ambassador Hotel.

August 15 has been set as the date on which KNX, Hollywood, will start moving into its new studios on Sunset boulevard.

San Francisco

SAN FRANCISCO, July 27.—Harold Dana, who before his retirement two

years ago was one of the West's favorite radio baritones, has returned to the air-planes and is being heard thrice weekly over NBC's KGO outlet. He is his own accompanist and announcer. Incidentally, Dana's voice is much improved after his long rest and an avalanche of fan mail greeted his return to the air.

The Coquettes, NBC vocal trio, which partially disbanded here several weeks ago, has been newly organized in Southern California, with June Shafer replacing Annette Hastings. Other members of the trio are Imelda Montague and Marjorie Primley.

Carl Kroenke, former KFRC player, is being heard in such NBC productions as *Winning the West*, *Death Valley Days* and *Strange Cases*. Eileen Palmer, KYA and KJBS actress, has joined the Alcazar Theater cast of *Pop Goes the Weasel* and is playing the comedy role of Della Grey.

Louise Taber, whose stories of the Gold Rush Days are a nightly KYA feature, has succumbed to the lure of the Mother Lode. She's bought an interest in a mine.

Barker's Frivolities, KYA afternoon variety show, is broadcasting direct from the City of Paris, local department store. The show, directed by Cecil Barker, is under six months' contract to the store.

John Nesbitt's *Headlines of the Past*, which has been a nightly KFRC feature for the past six months, will be heard over the entire Don Lee network thrice weekly, starting next Monday night.

George Goode, who mimics the calls of birds and animals, has been signed by KFRC for its afternoon variety show, *Happy-Go-Lucky Hour*. Goode has played in a number of Walt Disney productions, doing his imitations of the "Flying Mouse."

Pat O'Shea, NBC tenor, bows out tonight and goes to Los Angeles to fill an engagement at the Paramount Theater and then to the Trocadero Restaurant in Hollywood. He's also to marry Pauline Starr, Hollywood dancer, some time next month and then go to Radio City for an audition.

CHI AIR NOTES
By NAT GREEN

Radio personalities are well represented on Chicago stages this week. Don Bestor's Orchestra is at the Palace; Ruth Lyon, NBC soprano, is appearing at the Chicago and Wendell Hall heads the Oriental Theater bill. . . . Al Kvale's Band on NBC from newly opened Vanity Fair. . . . Amos 'n' Andy are back in town. . . . Jesse Crawford back at the console after two weeks in the hospital recovering from an appendectomy . . . a friend called on Jesse to inquire into the nature of his illness and Jesse told him that his appendix wasn't working anymore. . . . "What's the matter," queried his pal, "hasn't it got an agent?" . . . Arthur E. Trask, former WAAF script editor has joined the NBC continuity staff. . . . Morgan L. Eastman, veteran NBC musical director, is an ardent yachtsman and spends every available moment skippering his yacht on Lake Michigan. . . . Jimmy Hatton, popular tenor of WBBM's Gloom Dodgers program, is confined at the American Hospital with pneumonia.

A nice summer sport was inaugurated by Virginia (Helen Trent) Clark and Allan Hale, CBS announcer, at the Medinah Club last week. The game is an offspring of ping-pong and is played on a regulation table floated in the club's pool.

Clara, Lu 'n' Em, the radio gossip trio, are spending their vacations with housewifely duties. . . . Clara (Mrs. Paul Mead) is busy picking up pieces of antique glassware and old-fashioned prints for her collections. . . . Em, known to her neighbors as Mrs. John M. Mitchell, is putting the finishing touches on a nursery, as she expects a newcomer next month, and Lu, Mrs. Harold Berolzheimer, is busily arranging details of house-keeping in her new home and tending to the needs of her six-month-old adopted son, David.

Anne Seymour, who ran a heavy wire croquet wicket into her foot last week, will do her broadcasts from a wheel-

chair. . . . She and June Meredith have arranged to take over each other's shows this summer so that each may have a vacation. . . . Irene Wicker will join the Princess Pat Players, taking part in the August 5 play, before leaving on her trip to Europe. . . . Bob Hawk, freelance announcer, has returned from his vacation spent on the Pacific Coast. . . . Joan Blaine is leaving for hers and will spend it on Mackinac Island. . . . Ralph Ginsburgh's Palmer House ensemble, with Vivian della Chiesa, soprano, and Franz Imhoff, tenor, will be on a new sponsored series over CBS beginning September 8, to be called *Musical Footnotes*. . . . Carlton Brickert, who announces the Lum and Abner program, was for-

(See CHI AIR NOTES on page 11)

B. A. ROLFE
STEINWAY HALL, NEW YORK
★ ★ ★ ★
GOODRICH SILVERTOWN CIRCUS
WEAF Friday, 10:30 P.M. Coast to Coast, NBC.
ROCKWELL-O'KEEFE, Representatives, R. K. O. Bldg., Radio City, N. Y.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1935.
Now on Tour.
Direction: NAT KALCHEIM, Wm. Morris Office.
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

RAYMOND
McCOLLISTER
"The Paganini of the Saxophone."
Stopping Shows at the NOMAR, and the Large Uptown Fox Theatre, Wichita, Kan.

MUSICAL DIRECTOR
WNEW AND NETWORK
LEO KAHN
AND HIS ORCHESTRA
NEW YORK, N. Y.

Broadway's Sensation
PAUL MARTELL
AND HIS ORCHESTRA
83rd Week Arcadia Ballroom, New York

★ d a n HEALY W N E W ★
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM, 231 West 54th St., New York, N. Y.

ERNIE WARREN
AND HIS ORCHESTRA.
Direction, IRVING MILLS ARTISTS, Inc. 799 7th Avenue, New York, N. Y.

"DOC" SCHNEIDERS ORIGINAL TEXAS YODELING COWBOYS
FORMERLY OF Radio Station XEPN MEXICO
NOW A FEATURE OVER NBC
Every TUESDAY & THURSDAY 9:45 A.M. E.D.S.T.
RED NETWORK SUSTAINING FEATURE
A. LOCKE, DOC, V. SCHNEIDER, VIC SCHNEIDER, G. FERRIS, MAX RANEY, OTIS CLEMENTS, TOOTSIE, DOVE O'DELL

PROGRAM REVIEWS

(EDST Unless Otherwise Indicated.)

"State Fair Concert"

Reviewed Sunday, 7-7:30 p.m. Style—Vocal soloists, guest artist and symphony orchestra. Sponsor—General Foods Corp. Station—WJZ (NBC network).

Spot temporarily vacated by Jack Benny is still used by the same sponsor, but for another product, Certo, pectin for helping to make jelly jell. Lanny Ross carries the program pretty well on his own shoulders, being on hand either with a song or some talk; Howard Barlow, better known as a CBS conductor, has a symphony-type orchestra on hand for accompaniments and an occasional selection. Popular, musical comedy and operatic selections are included to make the "State Fair" angle plausible as to music, and the idea generally is not a poor one. It seems to work out nicely and give ample scope for the credits that would otherwise be 50 per cent less effective.

Half hour passed quickly, yet it did not seem to be crowded or rushed. Ross opened with *Chasing Shadows*, and Barlow followed with an excerpt from Wagner's *Lohengrin*, a piece that was neither too heavy nor lengthy. Tiny Ruffner handled the credits during the "short intermission," a girl's voice also being used. Book of 89 recipes was offered. After an Irish ballad Helen Oelheim, guest star for the night, sang *My Hero* from *The Chocolate Soldier*, after which she did a duet with Ross, a bit from *Il Trovatore*. At this point the State fair "exhibit" of jams and jellies, etc., came in handy for Ruffner and a dramatized commercial was heard in addition.

Human interest and dramatic skit built around a Stephen Foster episode, and the rendition of one of his songs further strengthened the program, which sounds like good Sunday stuff in particular. M. H. S.

Shoestring Castle

Reviewed Wednesday, 9-9:30 p.m. CDST. Style—Dramatic sketch. Sponsor—Chicago Association of Better Housing Committees. Local on WENR (Chicago).

The first of a series of five weekly broadcasts arranged to create interest in the advantages of the Federal Housing Administration in helping people to own their own home.

Julle and Jimmie Jackson, portrayed by Betty Lou Gerson and Harold Peary, are a young married couple with a baby who live in a pill-box apartment in the crowded city. The disadvantages of the small flat and a bothersome offspring get on the nerves of the wife, so when the husband comes home there are more arguments and quarrels until Jimmie realizes the best thing perhaps is to build a home in the suburbs with the help of a loan from the FHA. Script as a whole is well written and acted, and the sales talks are cleverly woven in the dialog. Others who enacted the sketch were Phil Lord and Judith Lowry, who played the in-laws, and Merrill Fugit, as the younger brother. F. L. M.

Vox Pop

Reviewed Sunday, 7:30-8 p.m. Style—Man in the street interviews. Sponsor—Standard Brands, Inc. Station—WJZ (NBC network).

This *Voice of the People* program, up from the Southwest and still going strongly in its transplanted territory, is yet another program that fills a half hour formerly tenanted by a comedian but retained by the same sponsor for a summer-time product. Standard Brands offers Royal brand of aspic, unsweetened gelatin for serving various dishes that may be molded into a cold consomme or jelly. Jerry Belcher and Parks Johnson handle the mike out-

doors. One does the interviews and the other is supposed to be digging up customers. Questions asked are preferably those submitted by listeners, and it may be anything from a quest of one-armed paperhangers or *Where Is Singapore*. An ingratiating style is used by the interviewer, who sometimes gets too confidential and forgets to talk into the mike.

Show is really another form of amateur entertainment, but those interviewed all run to a rather intelligent average and answer too readily to make it sound absolutely impromptu. Many sound like plants, altho they may have really happened along. Mike this time was just out of the NBC studio windows, across the plaza which the Rockefellers own. Once in a while the scene is shifted to the studio to give Ben Grauer a chance to spiel officially on the credits. Otherwise there is one heard every two minutes or less. Each one interviewed is given a free package of the aspic and not in silence. It's a good show, but one that can build or suddenly take a terrific brody. Names and addresses of the people are used if given, and it might not be a poor idea to announce the street corner where the next mike is to be planted. It would probably prove a traffic stopper. M. H. S.

"G Men"

Reviewed Saturday, 9-9:30 p.m. Style—Dramatic sketch. Sponsor—Chevrolet Motor Company. Station—WEAF (NBC network).

Presumably Chevrolet is not playing for the throng of thrill seekers or detective story fans so much as the rank and file of the listeners who might be interested in a movement that plays up the Federal Bureau of Investigation's extermination of criminals and subscribing generally to the theme that "crime does not pay." Further evidence of Chevrolet's intention of reaching a certain class of listener is the selection of Philips H. Lord (better known for his Seth Parker character) as script writer and director of the productions. Lord is credited with having first been granted access to the government files for his material, and so that they will be authentic the scripts are then being submitted to J. Edgar Hoover for approval.

The Dillinger case received the benefit of the first dramatization. Of course, this case has come in for its radio dramatizations by detective magazines such as the Macfadden publications, but probably not on extensive webs. Whereas the Macfadden crime shows were loaded with Macfadden propaganda and commercials, Chevrolet at least is making an effort to show good will on its own part and no commercial talk is heard at any time. Early part of the program was not as effective as the latter portion, due to a rather incoherent presentation of some of the facts. Narrator might have briefly outlined them chronologically or it might have been presented in snappy bulletin form, jumping from one date to another. However, the shooting of Sheriff Jesse Sarber and the subsequent jail delivery was probably played up because these elements brought in the federal agencies. The dramatization and production was best about the time Dillinger was cornered in the movie theater and the government men were planted outside. The late Inspector Cowley is

given all the credit for running Dillinger down. At the close a summary of the work the G Men have done in tracking down criminals is given along with other facts.

At this point Chevrolet took a line to the effect that it was presenting the programs in the hope that it will help to bring home the realization that "crime does not pay." Messages were also read from the widow of the slain Sheriff Sarber and from the head of a young people's league. Band did the sign off. Cases of "Pretty Boy" Floyd, "Baby Face" Nelson and others were scheduled for early production material.

Same account has wide coverage on a series of electrical transcription programs, heard on approximately 300 outlets. M. H. S.

"The Life of Mary McCormic"

Reviewed Thursday, 8-8:15 p.m. CDST. Style—Dramatic serial. Sponsored by Lumberman's Mutual Casualty Company. Local over WBBM (Chicago).

The first of a 13-week series based on the life of Mary McCormic from childhood to the time she became famous as a grand opera singer, with Miss McCormic playing herself. The first episode dramatized the turning point in the life of the famous singer when, as a 16-year-old girl in Belleville, Ark., she determined to be a great singer and left the old homestead to study music. During the first installment Miss McCormic sang two songs, *Goodbye, My Blue Bell*, sung to the accompaniment of a piano, and *The Last Rose of Summer*, with Billy Mills' Orchestra.

If the succeeding weeks are as interesting and well done as the opening program the series is bound to be successful. It is written in a workmanlike manner by Fritz Blockl, and Mary McCormic was excellent in the leading role. Sharing dramatic honors with her were Vincent Coleman and Isabel Randolph, as her parents, and Angeline Hedrick, as her music teacher in Arkansas. F. L. M.

Standard Symphony Hour

Reviewed Thursday 8:15-9:15 p.m. PST. Style—Symphony Orchestra. Sponsor—Standard Oil Company of California. Station—KPO (NBC Western division network).

"Each Thursday night thruout the year the music of the Standard Symphony Orchestra is brought to your homes by the Standard Oil Company of California."

With this and two similar statements of identification as the sum total commercials on the 60-minute broadcast—one at the beginning, at the station break and also at the close—the Standard Symphony Hour stands as a unique and shining example of what all sponsored radio programs should be as far as advertising plugs are concerned.

But this alone is not the only praiseworthy feature of the traditional hour. For 404 consecutive weeks it has diverted the broad stream of the world's finest music into the homes of the Pacific Coast, asking nothing in return. Ergo: the good will and loyalty of a vast and appreciative listening audience toward the Standard Oil Company.

Under the direction of Gaetano Merola, the concert when reviewed opened with an adequate presentation of the *Overture to Rienzi*, one of the earlier compositions of Wagner. This presentation by the orchestra was followed by Chaminade's *Suite Callirhoe*, in four parts. Alternately gossamer, fanciful, light and Oriental, the reading was carefully correct, with the right amount of contrast from the heavier preceding number. Next came the militaristic waltz *Valse de Concert*, by the Russian composer Glazounow, which by

Material Protection Bureau

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

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

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

this time established the theme of the night's concert as a sort of international tour. It was followed by the work of a Frenchman, Chabrier. This orchestra of more than 60 musicians played his happy effervescent *March Joyeuse* and then transferred the locale to Belgium for Lekeu's *Adagio for Strings*.

The broadcast closed with a modern selection, *Roumanian Rhapsody No. 1 in A Major*, by Enesco. It was a heterogeneous work, based on the old Roumanian legends that had crept into the nation's folklore from India. It served to round out the variable broadcast, but unlike most closing numbers of the Standard Symphony Hour, it left many wondering about the absence from the concert of at least one or more well-known (from the layman's point of view) and familiar selections.

Because the program included none of the familiar stand-bys, it was in this respect alone not strictly typical of the weekly Standard Symphony Hour broadcasts.

Presented from the San Francisco studios of NBC, the Standard Symphony Orchestra consists of musicians from the San Francisco Symphony Orchestra. Not always brilliant, but never dull, the orchestra's work, week after week, is praiseworthy, and because of it thousands of Westerners will make no Thursday night engagements that will take them out of hearing of a radio. Altho on the ether lanes since 1927, the program is still considered far in advance of most offerings in the modernity of production and the manner of handling the commercials, which at the most do not exceed 30 seconds. D. H. G.

NEW BIZ

(Continued from page 8)

work. Program is musical talent not yet determined.

New York Area

THE ELAN CORP. started four weeks of two 50-word announcements daily on WMCA as of July 20.

NATIONAL PONY EXPRESS Racing Association, three days of two one-minute announcements per day on WMCA.

L. J. FOX (furs), thru Beck Adv. Agency; schedule of 42 announcements weekly to run indefinitely from July 25 on WNEW, Newark, N. J.

WILLARD SULZBERGER & CO., beginning July 24; schedule of three announcements per day for 52 weeks on WNEW. Agency, Bess & Schillin.

AUBURN AUTO SALES CORP.; renews over WOR (Newark) beginning August 4, Tuesdays, Thursdays and Saturdays, 11-11:15 p.m. EDST. Program is *Garnett Marks-Current Events* (Transradio Press Service).

Southwest

Station KTAT, SBS network station, Fort Worth, reports the following new business:

KEMBLE BROS., Fort Worth (furniture), direct; 300 15-minute recorded programs, 8 a.m. daily except Sunday.

DEL MONTE HOTEL, New York City, thru John Blair & Co.; 10 spot announcements.

STEVENS HOTEL, Chicago, thru Carroll Dean Murphy Agency, 12 spot announcements.

THANNISCH CHEVROLET CO., Arlington, direct; 52 five-minute recorded programs.

PIG STANDS, INC., Fort Worth, direct; 300 spot announcements.

J. R. FOSTER (fishing supplies), Lake Worth, direct; 300 spot announcements.

HENINGER-GRAVES (clothing), Fort Worth, direct; 26 spot announcements.

RAY SELLERS (used cars), Fort Worth, direct; 100 spot announcements.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from July 19 to 25, both dates inclusive.

Paris in the Spring	28	Tell Me That You Love Me	15
Chasing Shadows	27	Get Rhythm In Your Feet	14
In a Little Gypsy Tea Room	26	I'm Living in a Great Big Way	14
Lulu's Back in Town	25	She's a Latin From Manhattan	13
You're All I Need	25	Kiss Me Goodnight	12
East of the Sun	20	At Last	10
And Then Some	19	When a Gypsy Makes His Violin Cry	10
I Couldn't Believe My Eyes	19	Stardust	9
You're So Darn Charming	19	Sweet and Slow	8

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion.



Polly Welch, Harp.

HARBOR INN, Rockaway Park, N. Y. Personal Management FRANCIS GORDON.

STATION NOTES

Address All Communications to the New York Office

H. C. CONNETTE, formerly associated with NBC Western Division and later KYA, San Francisco, as continuity writer and producer, has been named production manager of MacGregor & Sollie, Inc., San Francisco transcription producers.

CHARLES FOLL has joined the announcing staff of KJBS, San Francisco, coming over from KROW, Oakland, Calif. He was succeeded at KROW by Herbert Allen, formerly associated with KHJ, Los Angeles. Sterling (Brick) Swegle has also been added to the announcing staff of KROW. G. (Bob) Putnam, publicity director for KROW, has taken on the additional duties of commercial manager in charge of the San Francisco offices. Jim W. Russell, new to radio, has been added to the sales staff.

NORMAN MCGILL, general manager of KGGC, San Francisco, is in Washington, D. C., to apply for unlimited broadcasting time. Station now has only 11 hours daily. McGill will also visit Chicago and New York, inspecting stations, before returning to the Pacific Coast.

MONROE E. LOHR, formerly account executive of KMTR, Hollywood, has joined the commercial department of KPRC, San Francisco, in a similar capacity.

WBT, Charlotte, N. C., is already on the job seeking to break the ice on radio coverage of leading Southern football games. Program Director Charles Crutchfield has been in contact with officials of the Southern conference and also with officials of leading schools, and is trying to convince them that radio broadcasting will prove beneficial if anything, just as it has for the big Eastern colleges.

WHBY, Green Bay, Wis., has purchased one of those new Hammond organs which reproduces every sort of tone familiar to organists plus a few they never imagined. The new programs start this week.

KRLD, Dallas, Southwest Broadcasting System-CBS outlet, was saluted on the SBS network on the opening of the new Adolphus Hotel studios on Sunday of

WGN Has Simplified Sound Effects Lab

CHICAGO, July 27.—One interesting feature of WGN's new \$500,000 studios, which are expected to be in operation within the next 60 days, is the sound-effects laboratory built under the direction of Count G. Mazzaglia Cutelli, long identified with Hollywood studios as a synchronist and sound-effects expert.

Cutelli has simplified the production of sound to practically an exact science and uses only 11 fundamental devices, all so compact that they occupy but a small corner of the studio, for hundreds of everyday sounds. These are a plunger, a tom-tom, a canvas bag, tin box, red rubber balloon, banjo, a train box, pillow, a piece of silk cloth, a handful of cellophane and a rubber bottle. These with supplementary items, such as sheets of plywood, boxes full of shot, coconut shells and a wind machine, produce an amazing diversity of sounds and noises. Gene O'Connor and Donald Pontius, WGN sound-effects experts, have already introduced the new equipment on the station's dramatic presentations.

SOUTH BEND, Ind.—Earl J. Redden will return to the Palais Royale Ballroom here in the fall as lessee and manager after an absence of a year. He has a five-year lease and will open about September 15. Mr. Redden operated the Jefferson Plaza Ballroom here last season, but had operated the Palais Royale the two previous seasons. He also operates two large summer spots, Waco, on Lake Wawasee, Indiana, and Melody Gardens, Playland Park, South Bend. Dancing will be offered Wednesday, Saturday and Sunday.

last week. Sketches depicting highlights of KRLD's history were presented among other items, and stations that took part included KTAT, Fort Worth; K TSA, San Antonio; K NOW, Austin; K TRH, Houston; KOMA, Oklahoma and WACO, Waco.

RUSSELL (BUD) RICHMOND, veteran WHK, Cleveland, announcer, has been made night studio manager. Richmond has been heard assisting Jack Graney with the home Cleveland Indian baseball games.

WSM, Nashville, has christened its second new studio within the past eight months. Known as studio "B," it is really on the site of WSM's first studio and is second in size of the four now being used. The 225 artists on the station's roster now have ample room in which to rehearse as well as broadcast.

Radio Has Best Fall Outlook in History

NEW YORK, July 29.—Optimistic statements are being issued by the sales department heads of both NBC and CBS on the big fall season that has already been booked, indicating that 1935 will probably prove the all-time gross revenue high of the radio broadcasting business. CBS is 20 per cent ahead of the same period last year and already has a gain of 80 per cent over 1933.

The CBS daytime sales, largely representing "low cost" shows, increased 50 per cent the current season over last year, and 80 per cent of these are running thru the summer without interruption. Radio Sales, Inc., a CBS subsidiary, which represents nationally the CBS owned and affiliated stations, also shows a sharp increase in business, and considerable of the spot business for the fall has been signed two months in advance. This also goes for the Don Lee owned stations on the Coast.

National Broadcasting Company, according to Edgar Kobak, vice-president in charge of sales, is already 12 per cent ahead of the same period last year in sale of fall time, and the current summer is proving the best in NBC history. Altho June showed an approximate increase of 10 per cent over the year before, July will reveal a possible 13 per cent increase over the same month in 1934. "The policy of selling advertising first, radio second and NBC third has proved very successful," states Kobak, whose staff is working on the earliest rush of future business in NBC history.

It is understood that both webs are busy trying to clear time and keep clients happy. Those who held on to their spots thruout the summer seem to be sitting comparatively pretty, not only being assured of the exact coverage they want but also the advantage of the discounts that go with consecutive buying of time.

French Organize To Collect Royalty on "Canned Music"

PARIS, July 22.—To take entire charge of the collection and distribution of composers' royalties on all forms of "canned" music the Societe des Droits de Reproduction Mecanique was recently organized in Paris.

Officers chosen were: President, Stephen Chapellier, composer; vice-presidents, Leon Xanrof, author; Rene Dommange, editor; secretary, Albert Chantrier, composer; treasurer, Henri Goublier, composer.

CHI AIR NOTES

(Continued from page 9)
merly a well-known dramatic leading man. . . . Milton Charles, singing organist, plans to visit New York during his vacation in August.

King Bard, promotion and sales manager of Station WOOD-WASH, Grand Rapids, has returned from his vacation spent in New York City. . . . WMBC, Detroit, has subscribed for Trans-Radio service and is releasing news twice daily. . . . Hy Steed, program director of WMBC, is back on the job after six weeks in the hospital with a stomach ailment. . . . Thomson Bartlett, WISN, Mil-

waukee announcer, is a cousin of Michael Bartlett, one of Grace Moore's leading men in her latest picture.

RKO VAUDE

(Continued from page 3)

other spots which will come thru also to play attractions.

Nate Blumberg, theater head for the circuit, said today that the circuit will play attractions when and wherever possible. A conversation with him on Thursday indicated that RKO will have plenty of vaude next season, and he said it is very likely that Howard will take on another assistant in his vaude department.

BASSON ELECTED

(Continued from page 3)

his nearest competitor, Paul Siegman, 329 to 206 for the vice-presidency. James Ambrosio, with 623 votes, beat Arthur J. Costigan, with 233, and four others for the treasurership. Charles Beckman beat Frank Pircher, 455 to 379, for the financial secretaryship. Herman Gelber, with 431 votes, beat Dick Cancellare, with 256, and several others for the recording secretaryship. Jack Kleley is the new New York business agent, getting 307 votes to Jack Tieler's 284. Joe Kelban, with 504, beat James V. Lefante, 385, and others for the Brooklyn business agent job.

Two new members of the board of trustees are Max Horowitz and George Magarian, with Oliver De Freitas and Carl Fingerhut as closest runners-up. Alex Becker won the Sick Committee job, with Isidore Wessler runner-up, and Max I. Linder is the new sergeant at arms, Izzy Schwartz running second. Nine new members of the executive board and their votes are: Edmund Bendheim, 324; Philip Grill, 255; William De Sena, 625; George Edwards, 387; Louis Boritz, 415; Dave Garden, 356; Maxwell Horowitz, 489; Tony Rugino, 346, and Benjamin Morel, 277. Frank Pineau, a Harry Sherman appointee, is serving an unexpired term.

None of the current officers were re-elected, altho several were candidates. Most of the winners, however, are veterans of other administrations.

CHICAGO, July 27.—Harland Holmden, IA vice-president in charge of reorganizing the operators' union here, is due next week and is expected to call an election some time next month. The local has been reorganized and various fat jobs cut out.

LOS ANGELES, July 27.—Local 150 of the IA is picketing the Criterion, owned by T. I. Tally. The local claims the house has gone non-union and cut the pay roll in half.

NAB STARTS

(Continued from page 3)

prospectus outlining the service of the bureau and a subscription blank have been mailed to member stations.

When organized the bureau will work for radio just as other bureaus do for other media. It will collect information on the status of agencies such as financial responsibility, experience, organization and general eligibility. A credit bureau is also part of the plan, which was fully reproduced in a recent issue of *The Billboard*.

Baldwin is reminding broadcasters that the plan will require a minimum of 125 member stations as subscribers, and each of these must pay a minimum of \$125 a year for the upkeep of the bureau.

LEGIT TO GET

(Continued from page 5)

actors and writers would be transferred from the relief rolls to jobs under the Works Administration. This is in line with the prediction made here at the time when the reports had it that the legit relief would take the form of a loan to the industry. Merely means extension of local relief productions to a nation-wide setup.

Hallie Flanagan, of Vassar College, has been named to head the actors' project as predicted. Miss Flanagan's appointment is as technical assistant to direct theater projects of the Works Administration. Also appointed to direct the writers' project is Harry G. Alsberg, a former newspaper man, who directed the Provincetown Players and made the English adaptation of *The Dybbuk*.

Actor and writer relief work will be carried out under the \$300,000,000 fund for white-collar relief, the same fund from which the legit industry endeavored to get a loan. Details of the projects are not yet set, but will be

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drawn up by the technical assistants. It is certain that theatrical troupes will be formed, probably to tour free spots in the same manner as the local relief companies. Also it is possible that they will perform in plays written by the writers' branch.

BILL HITS AT

(Continued from page 3)
Opera Company, as saying that American opera singers are not wanted by the American public. The story aroused the ire of the opera union and of Congressman Dickstein and Hoepfel.

The bill provides that no alien musician, singer or conductor shall be admitted here during the next 10 years except: 1—when the agency importing the artist can show that there is no unemployed American artist of equal ability; and 2—when the agency involved can provide work for an equal number of American artists in the country from which the aliens come.

The bill further provides that alien musicians cannot come here unless they accept the principle of reciprocity as provided in the bill, and that musicians violating this law be "subject to the penalties prescribed by the immigration laws for such offenders."

BANDS and ORCHESTRAS

By BILL SACHS (Cincinnati Office)

RALPH COOPER and his "Amateur Night in Harlem" over WMCA, New York, on Wednesday evenings is auditioning for several commercial bidders. Chances are that Cooper will be commercially sponsored in the fall.

LUIS RUSSELL and his orchestra will open their theater season with an engagement at the Apollo Theater, New York, August 23. Sonny Woods, tenor, is featured.

WALDO MOLIN and his orchestra are filling an extended engagement at Leo C. Hitchcock's Grandview Dance Pavilion, Angola-on-the-Lake, near Buffalo, N. Y. New additions to the band are Red Macelway and King Smith.

B. KRUGER and his band have opened an extended engagement at Rainbow Gardens, Shadgee-on-the-Lake, near Medina, N. Y. Rainbow Gardens is the newest dine-and-dance spot in that territory. Kruger features Mary Joyce, vocalist, and Mickey Moyce and Weldon Zeppel, comedians and entertainers.

CHATEAU DE VOIX ORCHESTRA, under the direction of William Schlosser, is set until Labor Day at the Olcott Beach Hotel Casino, Olcott Beach, N. Y. The band will tour the Middle West and West in the fall and winter. Personnel is: William Schlosser, director; Dak Pellerin, featured vocalist; Bill Hopper, Dixie Austin, "Froggy" Scarborough, "Pee Wee" Ayers, Paul Lupo, Carroll Consett, Aloys Schwesig, Count Downing, Russ Greggs, Red Richardson and Jack Morgan. Hazen K. Ferris is manager.

BOBBY WORTH, whose band has been booked solidly in San Francisco for the last 2½ years, will begin an extended tour of the country at the conclusion of his present engagement. The tour will be in connection with the San Francisco Exposition of 1938. Bobby is also taking an active part in the candidacy of Adolph Uhl for mayor of San Francisco in the coming election. Uhl is a friend of the showmen. Worth says, and promises to put Frisco back on the map as an amusement center if elected.

DORIS ROBBINS, titian-haired songstress with Ben Pollack's Orchestra, heard nightly over WENR from the Lincoln Tavern, Chicago, is spotted to jump to Hollywood soon for a screen test. Miss Robbins attracted the attention of Radio Pictures officials while appearing on the Coast last winter.

CLARK DENNIS, Flint (Mich.) boy, whose tenor voice has made him a favorite with Ben Pollack's Orchestra over the NBC air waves from the Lincoln Tavern, Chicago, is slated for a fall commercial over the network.

DALE ALTHOUSE and his orchestra are playing an extended engagement at The Villa, outside of Flint, Mich.

DON RICARDO and his combo have returned to Chicago from a tour thru Ohio, Indiana and Illinois. Name of the orchestra has been changed from Royal

Cavaliers to the Continentals. Don will continue in and around the Midwest until late in the fall, when he returns to New York.

JIMMY CARRIGAN and his ork are continuing at Radisson Inn, on Christmas Lake, just west of Minneapolis.

ERNE MICHELFELDER and his outfit, playing at the Pocono Manor Inn, Stroudsburg, Pa., includes Les Beau de Coffeur, formerly with the old Benson Orchestra, of Chicago, and Gordon Kibbler's Band; Russ Smith, Bob Bisbing, Lew Tyreman, Sheldon Newell and Bill Diehl.

KENNY FRITZ and his Campus Owls are at Cleo's Ballroom, near the Delaware Water Gap at Minisink Hills, Pa. Personnel includes Kenny Fritz, business manager; Russ Christman, director; Jack Floto, Doyle Holland, Jimmie Cable, Cordes Rehrig, Harold Reinally, Leon Johnson and Elmer Stouidt, vocalist and m. c.

OSCAR MARTINELLI'S five-piece combo, consisting of James and Joseph Cella, Angelo Bruno and Jack Ray, are playing at the Villa Charles, Mt. Pocono, Pa. Honey Burns is the added vocalist.

GEORGE B. REARICK'S Colonial Club Orchestra, seven-piece combo, is now in its 12th week at Noah Beery's Paradise Resort, high in the Sierras, about 100 miles from Los Angeles. Alice Monell, personality girl, is featured at the piano with her modern rhythm.

DON DE FOREST and his unit are playing nightly for dancers at Rockaway Beach, Ore. After Labor Day the band returns to Portland, Ore., to reopen De Honey's Ballroom and to resume its etherizing over KGW and KEX. In the roster are Don De Forest, Dick Sheuerman, Bill Dolley, Gordon Hood, Elmer Little Hales, Bix Huffman, Darrel Layne, Hughie Short, Hal Brown, Roy Wilson, Bob Womach, and Jean Charles, vocalist.

TED WEEMS and his orchestra have returned to Westwood Symphony Gardens, Detroit, following Buddy Rogers. Weems played there earlier in the season.

SAM BENAVIDE, former conductor of the Michigan Theater and Westwood Symphony orchestras, Detroit, is now composing musical scores and recording music for commercial sound pictures for the Jam Handy Studios, Detroit.

BOB GRANT and his orchestra have been renewed until September 1 at the Savoy-Plaza, New York.

DICK BROOME and his orchestra are now at the Brielle Inn, Brielle, N. J., on the Manasquan River. Outfit carries 12 men, with Skippy Mills as vocalist.

FREDDIE BERRENS and his orchestra are at the Traymore Hotel, Atlantic City.

ERNE HOLST and his orchestra are playing the Ross-Fenton Farms in Asbury Park, N. J.

HERB JONES and his band, who recently moved into Pettibone Lodge, Detroit Lake, Minn., for a fortnight's

stay, have been held over for several additional weeks. Combo is slated to play the Minnesota State Fair, St. Paul, August 31 to September 7, after which it will return east. In the outfit are Art Herr, Don Stanton, Ken Sutton, Eddie Dalen, Fobey Treatch, Bun Coan, Jack Peoples, Jack Bowly, George Melinger, Nevin Barclay, Wes Nellermoe and Herb Jones. Suzanne Roberti is vocalist.

GENE MORGAN, master of ceremonies, has been signed by Metro-Goldwyn-Mayer to appear in the forthcoming Ted Lewis film, *Here Comes the Band*.

BENNY RESH and his ork, after 14 months at Bohemia, Detroit, has opened at Brown's Spanish Villa, that city, for an indefinite stay. Voice of John King is thrilling the customers.

ELI DANTZIG is in his fifth year with his orchestra in the Italian Village of the Hotel St. George, Brooklyn.

BUDDY REYNOLDS is appearing for the summer at the Summit Heights Resort, Fenton, Mich. Buddy, who hails from Chicago, is leading a 13-piece combination.

KAY KYSER moved into El Patio Ballroom, Lakeside Park, Denver, July 31, following Harry Sosnik. Kyser is set for two weeks. Sosnik's engagement at the ballroom was interrupted on one of the nights when Eddy Duchin and his orchestra played to the largest crowd of the season at the park's ballroom.

DUKE ELLINGTON has moved out of New Orleans and has been followed in by Louis Armstrong, home-town boy, and his aggregation, holding forth at the Golden Dragon, colored night spot.

BERNIE CUMMINS and his New Yorkers are on an extensive tour of the Gulf Coast area under direction of MCA. Dorothy Drane is featured warbler.

AL STRIEMAN and orchestra have opened the Court of the Two Sisters, a new spot on the Rue Royal, New Orleans.

LEO SALKIN, Chicago agent and member of the firm of Sligh & Salkin, announced to the world the other day that he was going to take a vacation two weeks of rest on a farm in Indiana. In the first three days after Leo reached Indiana he auditioned two orchestras, booked a floor show for Ted Weems over the phone to open in Kansas City, prepared layouts for three units he will produce this fall, wired for the Chicago papers daily and writes that he is unable to sleep nights. Vacation?

MERI BELL, blues singer, left Chicago last week to open with Ted Weems' Orchestra in Kansas City, Mo.

CECIL KRISTAL and his unit, now completing a series of one-nighters thru Florida, Alabama and Georgia, will begin a five weeks' run at the Tower Beach, Fort Walton, Fla., August 3. Ork features a pair of vocalists in Frank Herlong and Pauline Gibson. Outfit now broadcasting over Station WSFA.

JIMMY FERGUSON and his band, featuring Marcella Barnes, are playing the Lewis Bros.' Pavilion at the Yacht Club, Clear Lake, Ind.

MUSIC NEWS

"Tubby" Guerin, formerly with Harms, Inc., on the Pacific Coast, is the new manager of the Famous Music Corporation's Chicago office, succeeding Walter Donovan, who becomes manager of the Chicago Remick office effective August 5. Bobby Mellin, formerly manager of the Remick office, will be in charge of the Harms Chicago office.

Mrs. Harry (Snub) Pollard, wife of the movie comedian and formerly Ruth Bridges, of Wurlitzer's music counter, Chicago, and Mrs. George Stoll, wife of Bing Crosby's musical director, spent several days in Chicago on their way from Los Angeles to New York, where they are motoring.

Edward H. Morris Jr., general manager of M. Witmark & Sons, passed thru Chicago and spent several hours at the local Witmark and Remick offices.

It is officially announced that Harms & Company will move into its new quarters in the RCA Building, New York, August 26. The firm will occupy a suite similar to the other music emporiums now housed in the same edifice only on another floor.

Walter Zamecnik, manager of the Los Angeles branch of the Sam Fox Movie-tone Music Corporation, made a hurried trip to New York last week. His visit, tho brief, gave him plenty of opportunity to see several old friends and associates besides having some sort of vacation. On his return home Zamecnik will stop over at Cleveland and Chicago.

E. H. Morris, general manager of the Music Publishing Holding Company, has gone to California to consult Jack Warner, of Warner Bros., regarding songs for the coming season. While westward Mr. Morris will get in touch with the various staff writers anent the placement of assignments for the musical flickers now in course of preparation. He is expected to be away for at least a month.

A welcome check for \$1,000 was received by Edward Madden, the veteran writer of popular songs. The money was due him as the result of recopywriting some of his former hits and selling the rights to a local publisher who bought old catalogs containing his numbers. These include such outstanding smashes as *Blue Bell*, *Down in Jungle Town*, *Please Come and Play in My Yard*, *By the Light of the Silvery Moon*, *Way Down in My Heart I've a Feeling for You*, *Moonlight Bay* and others.

Remicks will soon release for publication the score of *Little Big Shot*, featuring several excellent tunes and including one promising number, *I'm a Little Big Shot*. Those who have heard the work are making predictions that it will sweep the country and make a bid for great popularity.

Lew Pollack is back east after a sojourn to California, where he was busily engaged in turning out compositions for the new screen musical, *Dressed to Thrill*. The featured numbers, written in collaboration with Paul Webster, are *My Heart Is a Violin* and *My One-Day Woman*.

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Chances on the
Radio . . .

Consult

The Theatrical
Schools Section

in the August 31 Issue of

The
Billboard

Sheet-Music Leaders

(Week Ending July 27)

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.

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; Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company, and Western Book Company, of Chicago.

1. In a Little Gypsy Tea Room
2. In the Middle of a Kiss
3. And Then Some
4. Chasing Shadows
5. I'll Never Say Never Again
6. About a Quarter to Nine
7. East of the Sun, West of the Moon
8. Lady in Red
9. When I Grow Too Old To Dream
10. Life Is a Song
11. Love Me Forever
12. Paris in the Spring

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Gulf Clubs Offer Fine Talent Lineup

NEW ORLEANS, July 27.—Numerous changes in night spot personnel in New Orleans and vicinity are announced this week-end. Bernie Cummins and his New Yorkers, after a stay at Adolphus Hotel in Dallas and three one-day stops in Mississippi towns, move into Bradley's at Pass Christian, Miss., August 1. Charlie Davis, who moves out of the Blue Room at the Roosevelt Hotel same date, will replace Cummins at the Adolphus. Davis will take along with him a New Orleans girl, Maxine Gold, to be put into Rusty Hinge Trio to make a harmony quartet, Sally Gay remaining as featured singer. Davis goes on a vaudeville tour about August 15.

Cummins is expected to remain at Bradley's to the closing of season, Labor Day, and adds to the attractions on the Mississippi Gulf Coast, the best in years. Dick Mackie's ork has replaced York Friedmann's on the Markham Roof, with Margo and Rozika heading a new floor show after a stay in Dallas.

Linda Lee makes her second appearance in the Blue Room when she moves in with Lloyd Huntley's ork August 1, formerly singing here with the Clyde Lucas aggregation last spring. Adra Cooper, the lady who dances with live snakes, opens at the Ringside, Fort Worth, August 2. She not only takes along her snakes this time, but a dozen freshly laid snake eggs to boot. Adra is getting quite a bit of publicity lately via the snake route.

When Louis Armstrong came home this week to play at the Golden Dragon hundreds of whites were turned away as well as Negroes. Louis gave plenty here, playing all favorites of the crowd, screeching out high Cs and Ds with the greatest of ease. Joe Vleagas becomes front man at the West End Roof, where Bert Peck's ork is playing. Velma Schreiber is torching them into heat waves at the Old Absinthe House.

Police To Frown on Spots Using Talent

DETROIT, July 27.—A policy that may result in radical cutting down of the number of cabarets in Detroit, as well as spots merely using orchestras, was adopted this week by the city. Police Commissioner Heinrich Pickert recommended officially to the council that it should discourage all such spots where dancing or entertainment was offered, making no distinction at the time of any class of spots.

The council adopted a resolution that all future permits should be approved first by the police department, which, with the commissioner's avowed views, should mean official indorsement of the policy. The formal approval by the police will be dependent, until further regulations are issued, upon approval of the step by the Liquor Control Commission, which has general jurisdiction over licenses.

802 Seeks Uniform Orchestra Contract

NEW YORK, July 29.—Musicians' union, Local 802, is trying to improve the contract system for orchestras. It's one of the many reforms the new administration is trying to put thru.

In the past practically all musician contracts have been between the musician-contractor and the employer. Of course, whenever the contract was breached by the employer the union backed the musician-contractor, giving him legal advice, often filing suit for him, and even putting the employer on the union's unfair list.

The only music spots that have had contracts direct with the union have been those employing bands more or less permanently, such as theaters and broadcasting studios. Now the union is trying to sign up cafes, halls, night clubs and beer gardens. The contract will establish union conditions for the spot and every incoming band will sign a contract embodying these conditions. This will give the union a double check on each spot.

DANIELS AND DELAINE, a new dance team, have joined the floor show at the Blackhawk Cafe, Chicago.



'ROUND THE TABLES

BILLY VAN, song and dance comedian, recently completed 10 weeks at Lakewood Tavern, Providence, R. I., and for the past two weeks has been working American Legion and Veterans of Foreign Wars conventions. His convention bookings now run solid until well into the fall months.

FREDDIE FREDERICKS, of the team of Wingert and Fredericks, recently jumped from Kansas City to St. Paul, where he will be featured in a series of club engagements until September, when he will again be joined by Wingert.

KARL AND HELEN BENDA, ballroom team, opened at the High-Hat Club, Minneapolis, July 3, for an indefinite engagement. Also on the bill is Leslie Hunt, pantomime magician. Both acts were booked out of Chicago. Clark Snodgrass and his band furnish the music.

ROLLET AND DOROTHEA, versatile dancers, recently completed a second hold-over week at Club Del Mar, Galveston, Tex. This was the act's first date since the serious injury, some time ago, to Louise Dorothea's foot.

JEANNE AND EARLE, dance team, closed at Club Arbor, Charlotte, N. C., recently to open at Lake Eden Inn, Black Mountain, N. C., for the remainder of the summer. The team appeared in Miami last winter.

NEAL LANG is currently presenting his revue at Jack Stites' Club, Madrid, Atlantic City. Featured in his show are Chang Lee, May Dix; Helena Hartell, bubble dancer; Edding Sisters, dance team; Marclina, electric dancer; Ann Kelly and Dorothy Ray. Duke Stewart's Orchestra supplies the music.

GERALDINE ROSS, acrobatic dancer, recently completed an engagement at Northwood Inn and moved into Oriole Terrace, Detroit, July 26 for a two weeks' engagement. Ted and Peggy Mathews, dance team, are also on the bill. Billy Carr is emcee, and the voices of Vaughn Monroe and Muriel Sherman are heard with Larry Funk's Band.

GRACIE BARRIE, vaudeville and radio songstress, is appearing in the floor show at Maryland Club Gardens, Washington, D. C.

THE TORCH CLUB, Cleveland, formerly known as Bamboo Gardens, is being remodeled and will open shortly.

Open Revised Show At Dempsey's Club

NEW YORK, July 27.—A revised show opened Tuesday night at Jack Dempsey's Supper Club here, with additions comprising Selma Marlowe, tap dancer, and Consuelo Flowerton, singer, who augmented the Hartmanns, the Happy-Go-Lucky Boys and the Irving Rose ork. Club does two shows, one at midnight and the other at 2:15 a.m., with the room an intimate one right off the main dining room.

Miss Marlowe, a comely red-head, is a class dancer of unusual talent, going in more for the interpretative and creative than for the usual tricks. Costumed nicely, she does a sock pedestal dance and routines to *Soliloquy*, *Serenade to a Wealthy Widow* and *Rhumba*. Miss Flowerton, another eye-ful, works at a minnie piano to give out with a catchy repertoire of sophisticated specialties.

The Hartmanns are a big hit at this spot, offering their comedy ballroom routines, of which they have many. They work very well and their routines are unusually clever and novel. Happy-Go-Lucky Boys make a nice appearance and their harmony singing is okeh. At the opening they didn't work as a part of the show, but sang for about a half hour before the show.

The Irving Rose ork is a small outfit and does a fair job of playing the show and the dancing. Rose does the announcing and could do better at it. Show could be improved by an emcee.

President Stanley S. Jabin says there will be a seating capacity of over 1,000, and the spot will boast the largest horseshoe bar in the city.

SWISS GARDENS, Cincinnati, is currently featuring Carmell and Mazie, fast dance team; Jored and Margo, dance romancers, and Bush, Henrick and Johnson, tumbling act. Paul Cornelius and his orchestra furnish the music.

FOUR AND ONE-HALF ARLEYS are scheduled to remain at Million-Dollar Pier, Atlantic City, until after Labor Day. They were originally booked for two weeks.

DOTTIE DEE, featured for the last eight months at the Golden Pheasant, Wheeling, W. Va., concluded her engagement there and will open at the Paramount Club, also in Wheeling.

LINGER AND MARGIE, dance team, closed at Club Rendezvous, St. Joseph, Mo., and will open soon at Cafe de la Paix, Galveston, where Peck Kelley and his orchestra are current.

FLORENCE GLOVER, clever brunet warbler and tap artist, has contracted to appear with Bob Clayton and his 10-piece orchestra out of Cincinnati.

PAUL CORNELIUS and his band boys are entering their eighth month at Swiss Gardens, Cincinnati. Featured with the Cornelius combo are Bert Shaman, novelty entertainer; Dick Anthony, tenor singer, and George Zollers, vocalist.

London Night Spots

LONDON, July 18.—New edition of Felix Ferrey's *Monte Carlo Folies* opened successfully tonight at the Grosvenor House. Newcomers are the Four Whirlwinds, American roller skaters, with a smart and speedy act; Bob Robinson and Virginia Martin, classy tap and rhythm dancers, and the Lai Foun Troupe of Chinese entertainers. Holdovers in the show are the American Lovelies in new numbers and Mario Naldi and Mary Raye, smart dance team.

Eddie Garr, Broadway mimic and entertainer, comes back to the Ritz after a two weeks' absence. This boy panics them here and gets a reception seldom heard in a class London night spot. Could stay here indefinitely, but American bookings compel him to return to New York at the end of the week. Reva Reyes, Mexican singer, dancer and guitarist, repeats here successfully.

The Diamond Brothers and Tom and Betty Wonder continue to score sensationally at the Dorchester Hotel and Gertrude Lawrence remains at the Cafe de Paris.

Dwight Fiske, with new songs and stories, is in his fifth and last week at the Carlton, where he has been a big hit.

The Three Cossacks, American roller skaters, with a thrilling and novel act on a miniature platform, are a positive sensation at the Savoy Hotel. Helen Howell and Burt Hargar, American dance team, also score.

Other night spots using talent here are the Trocadero, with Ade Duval, American magician, and Betty Kean, tap dancer; Cafe de Paix, with Phyllis Claire, singer; Piccadilly Hotel, with Bea Hutten, songstress, and Blue Train, with the popular Douglas Byng.

Penn Labor Officials After Cabaret Minors

PITTSBURGH, July 27.—A. P. Huckstein, commissioner of labor in Western Pennsylvania, is cracking down on night spots using minors in their floor bills.

With a number of complaints from sympathizers at hand, Mr. Huckstein late this week made a tour of the spots using flesh and reviewed the child labor law existing in this State. The measure has been horribly abused, with the result that few adult professionals have been able to land work here at a decent wage. Prosecutions will be made if the law is not observed, Mr. Huckstein declared.

Veloz and Yolanda Stay at Palmer House

CHICAGO, July 27.—Veloz and Yolanda, who have been appearing in the Empire Room of the Palmer House here for the past two months, will remain until September 4. It is said that their contract, which was originally scheduled to terminate this month, was extended by courtesy of Columbia Pictures, for whom they are to make a picture at the termination of their engagement here. Their own orchestra, under the direction of Shep Fields, will also remain until September 4.

Night Club Reviews

Vanity Fair, Chicago

Completely remodeled with a beautiful outdoor garden and a smart indoor cafe, this swanky spot was reopened Thursday night under the direction of Al Mann and Dave Branower. Old trees and abundant shrubbery make the garden a place of charm with its gayly striped awnings and colored lanterns. The new owners have provided a lively and talented array of entertainment, which is presented under the name of *Paging All Stars*.

The show opened with the Murray Browne Girls (12) in a fast tap number, which was followed by Darlene Walters with an acrobatic tap, high front and back kicks and aerial somersaults. Irwin Lewis put over two songs, *Life Is a Song* and *When I Grow Too Old To Dream*, in fine voice in the next spot, and then Ruthie Barnes contributed an excellent tap routine. In fairness to all the tap dancers in this show, and particularly Miss Barnes, a dance mat should be provided, as they are all handicapped by having to work on the cement floor.

Coley Worth did a song medley over the p.-a. system that wasn't so forte, but redeemed himself with a crackerjack comedy eccentric dance with some one-leg knee falls that were great. Lucille Ballantine and Paul Pierce added class to the bill with their unusually clever ballroom routine and a rumba that sent them off the floor to good applause.

Leslie, Ayers and Gold, three boisterous young fellows, seemed a little noisier than when caught in vaudeville, but were the applause hit of the show caught with their clowning, comedy antics, radio imitations and nonsense. The "Out West, Where Men Are Men," etc., gag seemed a bit strong even for a cafe crowd. Finale had the Browne Girls on again, who were joined by Corinne for a swell toe number that featured turns.

Al Kvale and his orchestra of 12 provide the show music and dancing tunes and is a sweet band. Ann Rush and Charles Mason are vocalists.

F. LANGDON MORGAN.

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Theaters' Special "Nights" Preventing Vaude Comeback

Giveaways, Screeno, amateur and audition nights seen as dangerous vaude substitutes—Loew taking Screeno viewed with alarm—theaters avoid vaudefilm policy

NEW YORK, July 29.—Special nights, ranging from the latest rage, Screeno, to that old standby, amateur nights, are slowly but surely making it impossible for vaude to get a break in picture houses. Vaude showmen point out that these special "nights" bolster picture features in the same way that vaude has these last 20 years. These special "nights" bring in the business that a straight single feature policy can't. Showmen argue further that most of these special inducements for patronage will ruin theaters because they stress the getting-something-for-nothing angle instead of trying to sell pure entertainment. Bank nights and Screeno, for example, are really forms of gambling. Prize nights, premium nights and other giveaways of cash or merchandise are dangerous, vaude showmen claim, because they satisfy the two or three winners and send the rest of the patrons home feeling disgruntled and gyped.

The Loew Circuit, regarded by some as the hope of vaude, is giving in to the Screeno idea, which is a device showing winning numbers on the screen. The Fox, Brooklyn, begins a weekly Bank Night August 13. The house will give away a \$100 bank account each night.

Instead of relying on vaude to balance a picture program exhibitors are relying on hit-and-run devices, vaude showmen point out. This is dangerous because the theater sells the gambling idea instead of a consistent policy and in this way falls to build up good will and a steady patronage, they point out.

Besides the giveaways theaters are still using such vaude substitutes as amateur nights, plantation nights, Harlem nights, bathing beauty contests and radio audition nights. A consistent vaude policy, instead of these on and off special "nights," would save the picture theaters, vaude bookers claim.

Howard Back From Coast; Handling Film "Names"

NEW YORK, July 27.—Sam B. Howard returned this week from Hollywood and is working on some deals for the Arch Selwyn Office. He is handling John Gilbert, Gloria Swanson and Helen Kane for vaude. Gilbert had some dates but canceled to star on a new picture. Miss Kane had two weeks at the Paramount, Los Angeles, at \$1,500, but also canceled.

The Selwyn recently signed George Jessel and Norma Talmadge to do *The Jazz Singer* in London and just closed a deal to handle all of Simon & Schuster novels for the screen.

LeRoy Suit for Accounting Is Settled Out of Court

CINCINNATI, July 27.—The suit of Hal LeRoy (nee Schotte) for an accounting from his father, George H. Schotte, on LeRoy's earnings for the past four years, resulted, after three days of trial, in a settlement out of court on what was described as "strictly a business basis."

Following LeRoy's marriage to actress Ruth Dodd prior to his 21st birthday and without notifying his father, the father, who had been acting as trustee of his son's earnings, according to testimony brought out in the suit, withdrew funds from the bank and broke off relations with LeRoy and his wife. As soon as he became of age LeRoy filed the suit.

The exact terms of the settlement were not made public, but the statement that affairs were now on a strictly cash basis is taken to mean that the 10 per cent contract which Schotte held over his son's earnings for "as long as he was a dancer" has been set aside. The father and son went their separate ways after the settlement, neither speaking to the other.

Lulu McConnell With MGM

NEW YORK, July 27.—Lulu McConnell left here today for the Coast with an MGM pix contract secured by the Simon Agency. She was set to go on the Rudy Vallee broadcast this Thursday, but her trip to the Coast could not be postponed.

Peak Year in Mich. On Agent Licensing

DETROIT, July 27.—The National Vaudeville Exchange was reorganized last week and granted a license as an authorized booking agency. Jeanette Marie Vernier, former owner, is again the head of the company. Mabel Duggan, former manager, is no longer connected with the organization, it is stated.

A new ruling allowing splitting of licenses for the half-year period was made by Wesson Dickinson, superintendent Private Employment Bureaus, but no prorating of licenses for a few months will be allowed, as was formerly done. Dickinson considers this practice would work a hardship on the year-round bookers.

"There are more licensed agencies now than ever before in the history of the State," Dickinson told *The Billboard*. "We have licensed some agencies which had given trouble before. By getting them licensed and getting a bond posted we have a club over their heads to make them go straight now, and will have less difficulty of enforcement. If an act goes to work and performs its part in good faith it is entitled to its money, and I am here to see that it is paid. All licensed agencies are now co-operating smoothly with this office."

Downtown, Detroit, Reopening Aug. 30

DETROIT, July 27.—The Downtown Theater here, RKO house, will definitely reopen August 30 with a vaudefilm policy now that RKO has canceled its pool with the Fox Theater here, operated by Dave Idzal for Skouras Brothers.

The Downtown will again get its vaude shows from the New York booking office of RKO. The Fox, which got its shows from RKO, will hang on with its combination policy, and it is likely that the shows will be booked by Fanchon & Marco.

Australia Again Lures Acts; 10 Weeks and Plenty Options

NEW YORK, July 27.—Australia is opening up again as a good field for American acts. After four years of sticking to native and English talent, the Tivoli Circuit is leading the way and importing more and more American acts. Frank Neil, Tivoli booker, who left London Monday for Sydney, Australia, is offering American acts 10 weeks playable in 12, with options on the next three sets of 12 weeks each. Options also provide for one week layoff in six. Dick Henry, with the Curtis & Allen Agency here, has lined up a dozen acts, although all of the opening dates are not yet set.

Forsythe, Seamon and Farrell opened this month at the Tivoli, Sydney, and are a big hit, according to Henry, who booked them. Nice, Florio and Lubow have just finished about 30 weeks of Tivoli time and leave soon for this country. Henry has booked Charlotte Ayres and Renee to sail July 29, opening in Sydney August 30. Alfred Latell is

Passes

"Tho they roar, they shall not PASS."—Nahum 1:15.
 "This generation shall not PASS."—Mark 12:30.
 "The wicked shall no more PASS."—Jeremiah 5:22.
 "Suffer not a man to PASS."—Judges 3:28.
 "Thou shalt not PASS."—Numbers 30:18.
 "None shall ever PASS."—Isaiah 35:15.
 "So He PAID His FARE and Went."—Jonah 1:13.

So reads a sign hanging in the office of Charles B. McDonald, RKO division manager.

Rimacs and Paris Agency in Mixup

PARIS, July 22.—The Rimacs, who came over here with a contract with the Lartigue & Fischer Agency to play two weeks at the Paramount Theater here and several weeks at the Casino de Biarritz, controlled by Lartigue, are being threatened with a contract cancellation on a trivial technicality which is not mentioned in the contract.

Lartigue claims to have booked the Rimacs on the assumption that they played in the film, *Cucaracha*, and has put out publicity for their appearance at Biarritz stressing the same. The cables are busy in an effort to straighten out the tangle.

Wallace and Duncans Booked for State-Lake

CHICAGO, July 27.—Frank Wallace, who recently received reams of publicity as Mae West's alleged husband, has been booked to headline the State-Lake Theater bill, starting next Friday. The Duncan Sisters will top the bill opening August 10.

"Gerber's Gaieties" Unit

NEW YORK, July 27.—Alex Gerber will produce another unit, *Gerber's Gaieties*, which goes into rehearsal August 19. Ned Wayburn will stage the show. The unit's title is a revival, taken from an old flash act Gerber had working for five years. Gerber produced two units last season, *Radio City Follies* and *Ned Wayburn's Varieties*.

'Darktown Scandals' on Tour

NEW YORK, July 27.—Jack Schenck's *Darktown Scandals* is now playing Iowa and Wisconsin after touring Nebraska, Kansas, Texas and Oklahoma. Show carries 35 people including Ida Cox, Van and Virgil, Leroy White, Sweetie Walker, Charles Gordon, Shuffle McDonald, Coleman Titus, Jessie Crump at the piano of the band and a line of girls. H. H. Kirk is advance man.

N. Y. Capitol Straight Pix

Drops flesh after 16 years — poor MGM films and lack of "names" blamed

NEW YORK, July 27.—Loew's ace de luxer, the Capitol, goes straight pictures August 9 for the first time since it opened in 1919. A stronghold for big presentation shows and "name" vaude for years, the loss of the house will be felt deeply on the big street. The new policy begins with MGM's *China Seas* (Gable, Harlow and Beery). The new price scale is not yet set, altho it is expected to be similar to that of the Paramount. This will leave the neighborhood with only two presentation spots, the Music Hall and the old Roxy, and two vaude spots, the State and the Palace.

The decision to change the policy comes after three years of wrangling by Loew executives. Last year a pool had been worked out with the Paramount, but it fell thru the last minute. The Capitol, a 5,486-seater and long a famous playhouse, had been dipping into the red regularly the last year. A bad run of MGM pictures had forced the house, key showing spot for MGM first runs here, to pick up outside product. It even tried a revival, *Min and Bill*, last season but it didn't work.

MGM picture stars were called on to put life into the theater, but there weren't enough to keep going. A few times the booking office picked the wrong attractions and the house took a nose dive, notably when Aimee Semple MacPherson played it.

There is talk of the State being next for attack by Loew's picture-minded crowd. Another house under fire is the Paradise, Bronx, which has been losing dough pretty consistently.

With the Capitol out, Loew has 10 weeks: State, Paradise, Boulevard and Orpheum here; the Metropolitan, Brooklyn; Valencia, Jamaica; Baltimore, Jersey City, Newark, Boston and Washington.

As a sort of anti-climax the Capitol is running a huge stage show this week, including Lou Holtz, Belle Baker, Block and Sully and Moore and Revel. Business was the opening day.

NVA Fund Working Out Money Tangle

NEW YORK, July 27.—Altho the NVA Fund has had to borrow money from the circuits, there is no chance that the running of the NVA Lodge in Saranac Lake will be endangered.

Harold Rodner, NVA Fund head, says he is waiting for film and circuit executives, such as John Otterson, Major L. E. Thompson and Spyros Skouras, to return from the West Coast before he approaches them for a solution of the NVA Fund's financial problems.

The Fund has cut its weekly dole list almost completely, the recipients being advised to apply directly to the city's emergency relief administration for aid.

Draper's Auto Accident

PITTSBURGH, July 27.—Paul Draper, driving to Chicago to play an engagement, had an accident early Thursday morning near here when his car overturned three times. He escaped injury, however, and continued his trip by train, opening yesterday at the Chicago Theater.

Leonidoff Honored

NEW YORK, July 27.—Leon Leonidoff, stage producer at the Radio City Music Hall, has been appointed a regent on the board of the Society of Arts and Sciences in recognition of his services in the advancement of art in the theater. Other members of the board include Eva Le Gallienne, Grace Moore, Dr. Lee De Forest, James Montgomery Flagg, Clara Clemens Gabrilowitsch, Lorado Taft, Paul Manship, Reinald Werrenrath and Mrs. Oliver Harriman.

NEW ACTS

Sidney Page

Reviewed at the Orpheum, New York. Style—Comedy, singing and dancing. Setting—In one. Time—Nineteen minutes.

Page is doing a new comedy turn, assisted by two boys and two girls. A strong laugh act, with plenty of talent and good old-fashioned hoke. In next-to-closing spot, it kept the laughs coming right along and closed to liberal applause.

Page dances just enough to show he can do it. The rest of the time he is handling crossfire with his stooges and acting surprised when they run on and off stage. One of the girls is a cute little blonde who is great at dumb dora stooging and also a pip at snappy tap dancing. The other girl is a tall brunet who surprises with a grand eccentric and comedy contortion number.

Of the men, Paul Gannon, tenor, stands out. He sang several pops into the mike and made a fine impression. The other stooge does a bit of singing and comedy hoofing. P. D.

Sarry Saranoff

—And—

SCALA MILAN OPERA SINGERS

Reviewed at Loew's Orpheum, New York. Style—Talk and operatic singing. Setting—In one and full stage (specials). Time—Sixteen minutes.

This is a peculiar act. Four men and four women do three popular scenes from operas. So far, so good. But between numbers, and filling a stage wait, Saranoff is on for talks on opera. Obviously trying to brighten up the straight singing, Saranoff goes haywire and kids opera in Jewish dialect. The dialect and the dignified operatic singing just don't mix, and whoever routinized the act must have been stricken by the heat.

The singers open with a number from *Cavaleria Rusticana*, followed by the prison scene from *Il Trovatore*, with a scene from Gounod's *Faust* closing. Each scene has the singers in appropriate costumes and before a new set. The last set is excellent and provides a flashy closing.

The act is okeh, except for Saranoff's inane spelling. What he needs is light but dignified talk describing the events which led up to the scenes presented. The singing made a fine impression here. P. D.

Don Lee and Louise

WITH THE SINCLAIR SISTERS

Reviewed at the State, New York. Style—Dance flash. Setting—Full stage. Time—Eleven minutes.

Don Lee and Louise, with the Sinclair Sisters and an unbilled young chap as pianist, constitute a good flash act. In

common with others of the same nature, it doesn't seem hard to have the turn lifted out of the more or less routine class, if only the leads will grab off a couple of different numbers. As it is, they do two: First, a regulation ballroomer; second, one of those interpretative affairs. Both are typical ballroom team affairs, with the last-named routine one of those things on a dimly lit stage, with a few overhead and side spots, dancing to umpty-bumpy music. Team is graceful and attractive.

Sinclairs also have a pair of numbers after their opening song which should be eliminated. Both dances are fast acro affairs and got over nicely.

Surprise of the act is a pip of a tap number done by the young pianist. Has plenty of personality and sells his stuff handily. Might be a bet for a legit musical. J. F.

Casting Carons

Reviewed at Loew's Paradise, Bronx. Style—Trampoline novelty. Setting—Full stage. Time—Seven minutes.

Four men doing a first-rate casting trampoline act. Net is set deep in the stage, with two of the men perched on the bars and the other two taking turns at bouncing and flying maneuvers.

One of the flyers, in brown suit, stands out with a few spectacular twist stunts and even a bit of comedy. The other flyer does some neat tricks and then provides the punch closing stunt. Blindfolded, he is thrown and caught in a complete loop by the caster on the right. This brings the act to an applause finish. P. D.

Sen. Long Just Won't Believe It

NEW YORK, July 27.—Senator Huey P. Long of Louisiana blew into town this week and gave out plenty of informal statements to the press. But not one word about his so-called threat to force certain exhibitors to use vaude.

When told by *The Billboard* that E. V. Richards, head of the Saenger Circuit, had said he would rather close up than restore vaude now, a spokesman for the senator said he didn't believe Richards would say that and that Long would not comment until he had checked up on Richards' statement.

NEW ORLEANS, July 27.—At the first meeting of the new film censorship board held at the Roosevelt Hotel this week, it was announced that all houses in the State must adhere to showing or reels bearing the perforated seal of approval effective July 25. Marguerite Clark, third member of the board, was absent but gave public statement approving move for board and declaring herself back of Long in advocating vaude and legit for New Orleans. Miss Clark is Mrs. Harry Williams in private life.

Gets Armstrong Dough

BALTIMORE, July 27.—Johnny Collins, former manager of Louis Armstrong, attached \$1,000 of the receipts of the dance at the New Albert Casino last week for an alleged \$260 indebtedness of the Armstrong Band. Collins got the attachment after exhibiting to the court a contract for \$500 he was to receive July 4. He claimed he had only been able to collect \$240 of this sum. Armstrong's new manager is Joseph Glazer.

VAUDEVILLE NOTES

LOWERY MONTGOMERY and his Oklahoma Cowgirls opened at the American Theater, Atlanta, with a new act booked for picture houses in the South. Eight girls are in the act and they are instrumentalists as well as singers and dancers.

Tommy Martin, young magician, is a successful lad, his record showing that from July 26, 1934, until the same time 1935 he worked 46 weeks and traveled seven. This took in eight weeks for Publix, 17 weeks with the Dave Apollon unit, three weeks for F. & M. on the Coast, 17 weeks at the Palmer House, Chicago, and six weeks of indie time. So don't ever crack to him that business is in a bad way, for he's got damaging evidence to the contrary.

ROBERTO AND MAREE, who recently concluded an engagement at the Bismarck Hotel, Chicago, are appearing currently at the Chicago Theater, where their artistic adagio in bronze is an important part of the "Fantasy of the Plates" presentation.

MIMI CHEVALIER, radio and night club singer, returned to vaude last week when she joined Anton Scibilla's *Folies de Paree* unit at the RKO Capitol, Trenton.

NORMAN AND MYRON ORTON are busy catching muskellunge in Bobcaygeon, Ont. Have caught 23 lunge up to July 11, their largest catch being a 17 and a 15 pounder. Have been fishing more than a month now.

FOUR ROBEYS, who just completed Loew dates, will join Ernie Young's Revue for 11 weeks of falls. Young's Revue has been booked 25 weeks thru the Mandel & Singer office, New York.

TOM LOMAS, who suffered a nervous breakdown a couple of weeks ago, has recovered after treatment at the French Hospital, New York, arranged by the NVA Fund.

HARRY LEE, of the Acme Booking Office, has begun staging amateur shows Saturday afternoons at the Paramount, Newark. Shows are being broadcast over WNEW. Lee has picked up several other new houses for his amateur shows.

BUSTER SHAVER, with Olive and George, joined the *Scandals of the White Way Revue* at Hershey's Community Theater, Hershey, Pa., last week. Featured

with them are Barto and Mann, comedians, and a line of 16 girls.

ALEX AGREENOFF is in Detroit producing five five-people dance acts for the fall season.

ROLLET AND DOROTHEA are in their sixth week as featured dance team at Club Del Mar, Galveston, Tex. Also current at the spot are Frankie Littlefield and ork, with Margery Minick, songstress.

REID JAYNES, former vaude performer in Pittsburgh and ork leader at the old two-a-day Davis Theater in that city, is in Columbia Hospital, Wilkensburg, Pa., with a broken leg.

MATT SAUNDERS, manager of the Loew-Poli house in Bridgeport, Conn., is spending a few days of his vacation in Chicago, which is his home town.

BUDDY ALDA, singer, is playing the Beerkill Hotel, Greenfield Park, N. Y., for the summer.

THREE BOND SISTERS (Angle, Maria and Toula) are a new novelty harmony trio playing around New York. Have been broadcasting over WEVD.

JACKIE HELLER has been booked by RKO for three consecutive weeks at the Fox, Detroit, opening August 2.

PRINCESS CHIYO is current at the Bath and Turf Club, Atlantic City, for Benny Davis, and is already set for Davis' new unit, *International Revue*.

AL MITCHELL, former band leader and emcee, joined the Fred Allen amateur show, sponsored by Fanchon & Marco, in Portsmouth, N. H., last week. Show is current at the Metropolitan, Boston.

A certain member of a well-known agency is acquiring an awful reputation for grabbing acts from under the noses of agents. He wields a lot of power, but the suffering agents are spreading the word around in no uncertain terms. Reminds us of an act-stealing agent who beefed because the other agents weren't developing enough material that he could grab.

SUNNY LEGLAIRE, dancer, has turned blues singer. Playing around New York.

GIL LAMB is back in New York after being featured by the St. Louis Municipal Opera Company in *Mme. Cherie* and (See Vaudeville Notes on page 61)

CARDINI

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THE MOST IMITATED MAGICIAN IN THE WORLD TODAY.

JACK JOYCE

N. Y. Rep., BILLY JACKSON. Chicago Rep., THOMAS BURCHILL. The Monoped Singing, Dancing, Talking Comedian.

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RUMBA LAND MUCHACHOS NOW ON TOUR. Dir. HARRY RQMM, RKO Bldg., Rockefeller Center, N. Y. C.

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ONE HOUR OF MYSTERY

COMEDY THRILLS AND CHILLS



... a conjurer fit to rank with Thurston.—The San Francisco News.

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NOW ON TOUR WITH KIESSEWETTER FOUR with Rudy Vallee

"New King of Syncopation"

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NOW IN 7TH WEEK

JOAQUIN GARAY

ROXY THEATER, New York

Sincere Appreciation to JACK WEINER

Palace, New York

(Reviewed Friday Afternoon, July 26)
(First Show)

Summer or no summer the Palace is still holding its own, and that can be attributed to its consistent policy. Always five good acts and a pix, and not a big stage show with a weak pix or a weak show with a b.-o. film. Current layout is a very entertaining one for a 51-minute stretch. An overabundance of dancing and singing, yet not really harmful to the bill. Pix is *In Caliente*, and at this show biz was fair.

Birdie Dean opens with her flash—a good starter. The shapely and pretty-faced Miss Dean carries the acts well with her outstanding acrobatic dancing,

high-kicking and opening adagio bit. Two boys do the adagio with her—kind of wobbly, tho—and also do a novel fencing and tap number. A young girl is spotted for some good tapping and another lass is piano accompanist. Act fared well.

Sylvia and Clemence follow to do a fair enough job of the deucer. These little ladies are talented at comedy and dancing, but too much noisy horseplay tends to cut in on the act's big time appeal. Toning down on this type of delivery should find the act pleasing most anywhere. The kids work unusually hard and fast, with nary a letup during their six-minute stretch.

Lee Sims and Ilomay Bailey are a big hit with their homey act in which they

entertain with singing and piano playing. A really charming couple, and certainly very talented. Miss Bailey mikes in grand style a cycle of well-chosen pop tunes, with Sims cleverly swinging in to solo with outstanding pianistics. Audience mitted them to a near show-stop.

Harris and Howell, the former being Bud Harris, are a definite walloper in this next-to-closing position, and rate tops among colored acts and the white acts, too. Howell's singing stopped the act cold in mid-portion and for the finish they show-stopped again. Act has grand comedy, expertly administered by Harris, while Howell is great stuff with his corking singing, music and adept clowning with Harris. Paul Harris is out at the finish for a good hoofing display.

Great Gretonas are a thrilling closer, the aerial quintet doing breath-taking stunts atop a high-wire. Balancing with huge poles, the troupe go thru precarious formations. That finisher by the quartet in an ensemble number had the audience breathless, but recovering in time to milt the act heavily on the bowoff.

SIDNEY HARRIS.

Song, and Tiny, a fat miss. Were a hit.

Verne Buck's Stage Revue got going with an excellent precision number by the State-Lake Sweethearts. Ruth Petty, doing a single, did all right by herself, and slammed over *Love and a Dime*, *Rain*, *I Never Slept a Wink Last Night* and encored with *I Ain't Got Nobody*, drawing a heavy hand and leaving a hit. White, Lee and Sue provided a tap dance by White and Sue; comedy talk, some high kicks and acrobatic dancing by Lyda Sue with a one-hand back twister that gave her a big hand; comedy and an eccentric dance by Dave Lee and a dancing finish by the three. A neat act that got a big hand. The State-Lake Sweethearts closed with a combination of waltz steps, fan, toe and acrobatics.

F. LANGDON MORGAN.

Third Successful Week
FOX THEATER,
Brooklyn, N. Y.—Now

BILLY KEATON

A New Personality!!

"SMILING THE BLUES AWAY."
Thanks to FALLY MARKUS and WM. SHILLING.

Now Headlining FOX THEATER, Brooklyn, New York

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MAIN STREETERS

With EZZIE NEWSOM, DONALD BAIN, LUKE STOVER and SIS.
Thanks to NICK AGNETA, Personal Manager.

FLORENCE AND FRANK

M^CCONNEL AND MOORE

Appearing at LOEW'S STATE, New York—Now!

Direction—Phil Cocia
NOTE: All Material Registered and Fully Protected.

Tommy Martin

"A Young Man to be Watched"

Thank You Dave Apollon
For Seventeen Consecutive Weeks In The
"International Varieties"

From the Southern Press—

... delightful magic, humorously and entertainingly presented ...
HOUSTON PRESS

... a new type of magician, Tommy Martin takes from the air more things than can be found at a rummage sale ...
DALLAS TIMES

... a style of pantomime and showmanship rarely found among magicians made Mr. Martin's routine a hit with this audience ...
SAN ANTONIO EVENING NEWS

... this dapper young magician scored with a heavy round of applause marking his act a hit in the show ...
MEMPHIS COMMERCIAL APPEAL

THIS WEEK
JULY 26 - AUG. 2
EARLE THEATER
Washington, D. C.

DIRECTION
LOU WOLFSON
WILLIAM MORRIS OFFICE—NEW YORK

State-Lake, Chicago

(Reviewed Saturday Afternoon, July 27)
(First Show)

King, King and Arena opened with a chain dance and then did a nifty routine to *Sleepyhead*. This was followed by singles, doubles and trio numbers, finishing with some fast challenge stepping. Good hand.

Rich and Adair, in deuce spot, got started with Rich, in an old man characterization, singing *I'm Over 60 But Feel Like 16*. Joined by Miss Adair there was some comedy talk, which for the most part got hearty laughs. Smart acts, however, have long since dropped *Gotta Go* lines. Rich's physical entanglements got lots of laughs too, but his closing speaking-song was hardly audible in the middle of the house. Good hand.

Three St. John Brothers did fine hand-to-hand balancing and feats of balance and strength, with other acrobatic tricks and make hard and unusual tricks look easy by their suave fashion of working. Their closing balancing bit was great and sent them off a hit.

Leavitt and Lockwood did the two hard of hearing people at the ball game and a burlesque impression of Mae West and a gangster, besides a comedy ventriloquial bit and many funny pieces of business. They are assisted by two stooges, Gene Allen, who sang *Life Is a*

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, July 25)

The Music Hall's stage show this week deals with a lighter subject, resulting in a lively show that moves fast for 35 minutes. A couple of repeats in the layout, but they fit nicely into the show. Nothing arty this week at all, for which three cheers. All arty and no life—as it is done here—results in the audience playing a game of shut-eye. Too much noise in this current show for any sleeping. The pix is *She*, taken from the H. Rider Haggard novel. Biz was very good at the windup of this third show opening day.

After Dick Leibert's couple of minutes at the organ, the newsreel and a few minutes of introduction music from the symphony crew, the stage show, labeled *Calliope*, produced by Leon Leonidoff, gets under way. Opening number is a pip, realistically portraying a ferry ride. On a crowded stage Beatrice Joyce sings a couple of "moonlight" tunes in good voice, Arthur Perry plays the accordion well and the choral ensemble chimes in effectively.

The Midway is the next session, with Paul and Nino Ghezzi, as strong men, clicking solidly with their acro routine in which they do a lot of sock hand-to-hand tricks accompanied by expert showmanship. They also do their upside-down *Black Bottom* routine. Could have been given better costumes. Robert Weede follows this up to do an outstanding job of the number seen here before, *Ah Me! I Must Be Going to the Dogs*, in which he portrays a former opera singer now selling hot dogs. A crowded stage prevails in this number also.

Weede's hot-dog tune leads into the

Capitol, New York

(Reviewed Friday Evening, July 26)

This isn't a review; it's the program note on a swan song. The Capitol is dropping stage shows after the next layout and, tho Ed Sullivan's *Dawn Patrol Revue* is penciled in for next week, there's no legitimate reason why the current show shouldn't hold over. Even if it doesn't, this is still the program note on at least the first verse of a swan song.

A swan song (yes, yes, of course you know) is the glorious and unrivaled burst of music popularly supposed to be emitted by the swan on the eve of its death. If the current Capitol stage show doesn't entirely live up to those measurements it at least comes as near as anybody could expect. A glance at the lineup shows that: Belle Baker, Lou Holtz, Block and Sully, Moore and Revel and Tip, Tap and Toe. It almost seemed like the old Palace days, when the same Mr. Holtz was the nucleus of what almost came to be the Palace Stock Company.

It was Miss Baker, however, who walked off with the evening's honors. Fresh from her triumphs—but triumphs—in England, younger-looking and more charming than ever, she socked across with her repertory of songs in a way which might mildly be called sensational. She didn't stop the show; she tied it into intricate knots, and for a while it looked as tho they'd have to call the riot squad to quiet the customers. That, as a matter of fact, is hardly an exaggeration; this reporter has seldom witnessed an ovation such as that accorded La Baker at the supper show opening day.

Mr. Holtz wandered in and out of the proceedings in his usual informal manner, introducing the performers, telling a few gags (including the immortal Maharajah) and horsing around with the performers. He's a grand entertainer—which is hardly news at this late date—and was in nice form when caught, replete with cane but, of course, with no Robert! The cane's end seemed a bit lonely.

Block and Sully went thru their usual Dumb Dora stuff (Lookit heem) and clicked nicely with it, encoring with a number which they did in *Kid Millions*. Moore and Revel got a splendid hand on their comedy dancing, which rated it, and Tip, Tap and Toe, three colored lads whose amazing tapping has sprung them into sudden prominence, clicked heavily as the opener. Miss Baker, Holtz and Block and Sully indulged in a little ensemble foolery in an almost-after-piece.

Picture is Spencer Tracy in *Murder Man* (MGM), but despite that there was an excellent house the supper show opening day. That stage layout can stand on its own.

EUGENE BURR.

R K O THEATRES

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old StrobLite "black magic" number in which Daphne Vane, Nicholas Daks and the corps de ballet work as hot dogs, the rolls and a jar of mustard. It is a very cute number and very cleverly done.

The Barker follows, in which Robert Weede does a spiel for a wax museum, and glee club gets its inning with okeh handling of *Corey Island by the Sea*. Leads right into a wax museum set, a good layout with plaster models of the assassination of Lincoln, coronation of King George and Queen Mary and others. The takeoff of the quintuplets is the McCoy, however, with the Five Wonder Girls stepping out of the character and into an okeh session of acrobatic dancing. The Rockettes get their inning in this session, and, as ever, they click handily when they start the precision kicking in perfect line formation.

Closer calls on another old set, that of a merry-go-round. Entire company is on for this number, with the organ and the ork giving out with callopo music.

SIDNEY HARRIS.

London Bills

(Week of July 22)

London Palladium, only vaude spot in West End, has eight American acts on view with four new to the house. Principal newcomer is Arthur Tracy, *The Steet Singer*, who makes his first appearance here following a week in Manchester. Tracy is a good drawing card and lives up to his advance publicity by proving a hit. Another attraction is that of Junc (Lady Inverclyde), musical comedy "name," and Walter Crisham, American eccentric dancer, who came over here in 1932 with the Marie Macquarrie Harp Ensemble, and who has been steadily making a reputation. Act is not wholly entertaining and has several dull spots, but fares well. The Three Jades, a trio of American boy acro-dancers, click solidly with some remarkable work that brings them up to the top of their class. Gene Sheldon, dead-pan banjo comic, returns with a partner, Loretta Fischer, high-kicking miss and excellent feed. Act is a cinch for any spot and is well liked here. Quick return engagements of the Diamond Brothers, whose rough-house hokum is highly popular, and Vic Oliver, England's favorite "nut" comedian, add considerably to the speed and value of the bill. America is further represented by Wright and Marion, comery team, and Teddy Brown, heavyweight xylophonist, and Tom and Betty Wonder, comedy dance specialty. Only English acts on the bill are Boy Foy, a skillful and personable young juggler on a unicycle, who proves one of the hits of the bill, and George Doonan, okeh comedian. Salary for the entire bill is in the neighborhood of \$8,500, which is pretty high for this time of the year.

Other American acts clicking this side are Ken Harvey, ace banjo player, at the Trocadero, London; Nora Williams, whistling "blues" singer at Chiswick Empire; De Long Sisters, acrobats and

dancers, and the Boswell Sisters, at Glasgow Empire, and the Hollywood Four, club juggling comedians, at Manchester Palace.

Earle, Philadelphia

(Reviewed Friday Afternoon, July 26) (First Show)

Another capacity crowd greeted the opening show at the Earle today, lured by the combination of a W. C. Fields picture on the screen and shapely synopcing Ina Ray Hutton on the stage.

Opener is the good dance act of Falls, Reading and Boyce, two men and a girl, who specialize in taps of the acrobatic variety. The trio opens with a tap dance, followed by a good solo from the girl, in which she does some toe tapping. The men follow with an acrobatic routine, mixing comedy with "straight" feats. For a finale all three do snappy routines.

In the deuce spot are Mason and Yvonne, the latter a clever girl midget, the former her pianist and straight man. The diminutive player does an imp-child act at the expense of the man who is courting her sister. She also sings and dances and Mason joins her in a good tap finale.

Magic, a little different from the usual, is offered by Joe Kelso and Company, the company being two men aids of the stooge variety. Kelso begins with some cigaret tricks and works in the stooges for the comic hat-and-batter trick. For a finale all three exhibit dexterity in juggling Indian clubs.

Ina Ray Hutton and Her Melodeers—a 14-piece girl orchestra—returned with a new repertory of tunes and specialties, mainly of the hot variety. As usual, Miss Hutton conducts with her entire body, mixing good dance steps with her baton waving. She also features several costume changes. Ruth Brown torch-songs with *Night Wind*, the three Norman Sisters harmonize on *Broadway Lullaby* and *How'm I Doin'?* and Ella Roth sings *Rhythm Man*. Miss Hutton has a dance specialty and sings the chorus in a good arrangement of *In My Solitude*, which is the finale.

The film is *The Man on the Flying Trapeze*. H. MURDOCK.

Loew's State, New York

(Reviewed Friday Evening, July 26)

If the current bill at the State cannot drag in the customers, there ought to be a law, for it is one of the most diversified and fastest moving lineups in many moons.

Bennie Ross, acting as m. c., first introduces the Three La Marr Brothers, tap dancers and balancers. The boys have a neat act and put over their stuff with a great deal of showmanship. They open with the trio doing a wow acrobatic tap number. Two boys then do a slow-motion hand-balancing number, which brought a big hand. The act closes with a fast tap by the three. A top act on any bill.

The two prize winners in *The New York Journal Music Festival*, Emily Haberland and Jesse Wolk, were second on the bill. The girl offered *Shalimar* as her introduction to the professional field and handled herself better than most more experienced performers. Wolk has been wasting his time in not getting before the public sooner. He has a baritone voice that should go well in musical comedy or radio. His delivery is perfect and it took four bows to satisfy the customers. The couple closed with a pop number.

Mills and Martin comprise four people,

three men and a gal. They went thru 10 minutes of clowning that pleased the patrons. There is little sense to anything they do, but they do it well. It is purely slapstick, but is clean and proved popular.

Jans and Lynton Revue was tops. Jans and Lynton, ballroom dancers, have grace and their routine, altho difficult, was far above the usual dances of this type. They opened with a modern ballroom waltz and closed with a modernistic version. A platinum blond youngster did a trick tap and tumbling number that brought down the house. The gal works hard and her stuff was great. She was followed by an accordionist who played one pop number. A lad was next with a combination rope-skipping and tap dance. His routine is clever and his closing in which he slides across the stage on his back was decidedly unique.

Benny Ross and Maxine Stone offer 10 minutes of laughter. Bennie opens with a piano solo. He then announces that Miss Stone will give the patrons an idea of speed. The girl looks lazier than Stepin Fetchit. She leans against the piano and is too lazy to respond to Ross' questions. She finally lies on the piano and the act closes with her lying on the floor asleep.

Billie Rose's *Small Time Cavalcade* looks like a three-ring circus with the old-time performers working two or three numbers at the same time. The act includes everything from fire-eaters to a Swiss bell ringer. It has the old clog dancers, barber shop quartet and the beef trust chorus. There is never an idle moment in the revue and the oldtimers enter into the spirit of the occasion with everything they have. They close with a song by the ensemble in which they decry the fact that they have never been able to hit Broadway. The act is decidedly unusual and clicked nicely.

LLEN MORGAN.

Roxy, New York

(Reviewed Friday Afternoon, July 26) (First Show)

The Roxy Stock Company is back together again this week, with Freddy Mack returning to the pit and Joaquin Garay returning to the stage, after the week's break caused by the playing of CBS's microphone maulers. They're aided and abetted by the Three Stooges—"Hollywood's Three Famous Stooges," as they're billed—and that's about all. There's a nice opening act and two (count 'em, two) amateur night winners and nothing else. Also, the center-spot production number is notably weak, and all in all it turns out to be one of the feeblest stage shows at the Roxy in months.

That, however, is not the fault of the Three Stooges—Moe, Larry and Curley, with Eddie Laughton acting as their communal straight man. With their act divided into two sections, coming before and after the production number aforementioned, they create a modified panic with their zany tomfooleries. An hilarious trio, they had the crowd in stitches and the aisles, going off to a big hand.

The opener is the Six Achmeds, whose tumbling, mounting, pyramiding and acrobatics got hands thruout the act and an excellent sendoff at the end. This week's radio amateur winner (billed, so far as these astigmatic eyes can see, as Paul Logan, but announced as George something-or-other that sounded like Fogel) is a nice-appearing lad who plays tunes on a contraption that looks as tho it's made out of a broomstick and an old-fashioned phonograph horn, but which, played fiddle-wise, has a soft, rich tone that is very lovely. Marie Phillips, the other amateur, was announced as last week's winner—the last week the winner was announced as Paul Gerson, who appeared then. Mack blurbs Miss Phillips very heavily in his introduction, predicting a grand opera career. That may be so; her voice seemed lovely as she sang Mascagni's *Romanza*; but you simply can't tell over a public address system. If the gal's really a singer they should let her sing, instead of having her moon into a mike. It's as tough to fill the Met with sound as it is the Roxy.

As for the stock company, Garay sang three numbers in his usual pleasant style, scoring best with *I Can't Give You Anything But Love*, and doing *The Lady in Red* as background for the Gae Foster Girls' closing routine, a gay, colorful and excellent affair. The kids open with an Indian (East, not American) number, beautifully performed, and do as well as they can in the undersea production. Freddy Mack emceed and led the band in the pit.

Picture is Richard Dix in *The Arizona* (RKO-Radio) (Curse you, Jack Dalton!), and the house was packed the first show opening day. EUGENE BURR.

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LEGIT BASIC AGREEMENT?

Time Pact With Equity Sought By League To Stabilize Field

Little chance of getting it—Equity, burned by MPA agreement, would probably want bond — pay-for-rehearsal changes also brought up, but no chance of action

NEW YORK, July 27.—When Marcus Helman, president of the League of New York Theaters, appeared before Equity council Tuesday to argue against Equity's recently passed pay-for-rehearsal ruling he brought up an unscheduled but far more important point. His plea included not only a request to modify the rehearsal-pay legislation, but a request that Equity consider the arrangement of a basic agreement with the League, similar to that with the MPA which was abrogated several years ago when the MPA failed to pay a claim. Helman also submitted a brief on the League's stand, and asked the council to consider it and to meet with a League committee thereafter for further discussion.

With the pay-for-rehearsal rule bringing forcibly to the managers the fact that Equity now has no check, they argue that in the interests of the theater some sort of stable agreement is needed, similar to those now held with the stagehands, musicians and dramatists. Conditions are changed from year to year, the managers argue, and they never know what they will have to face. Among other things, such conditions keep money out of the field. In the interests of stability in the theater they want a time agreement.

There is little likelihood that they will get one. According to the tenor of Equity feeling at present, the actors' organization feels that there is no reason to consider one now, since such a basic agreement, according to Equity sentiments, would react only in favor of the managers, with Equity giving them all the benefits and getting nothing in return. Only chance that an agreement would be considered would be if the League could offer some outstanding inducement or plan, different from anything included in previous agreements since Equity was burned on the MPA pact.

One such possibility—and one that the League will have to consider if it wants the basic agreement—is for the League to guarantee payment of the debts of defaulting members. This was also a feature of the MPA pact, but it is figured that if the managers agreed to put up a bond to cover any such payments Equity would nibble, since that would prevent a repetition of the MPA case. There is little or no chance that the League would get a basic agreement without such a bond. Twenty grand figured sufficient.

As for rehearsal pay, there is no chance of its being reconsidered now. Equity council members point out that the managers were contacted for their opinions before the council went ahead and that now it's too late.

The meeting with the League committee, after consideration of the brief, will undoubtedly be granted. If Equity and the League should get together on basic agreement terms such agreement would have to be passed by Equity membership at a general meeting.

Book To Settle "Jumbo" Status

NEW YORK, July 27.—Equity council wants to read the book of Billy Rose's *Jumbo*, circus musical, before it decides whether or not Equity has jurisdiction over the show. Matter came up because of Rose's announced intention of playing two-a-day at the Hippodrome. If the show comes under Equity rules eight performances a week is tops unless extra salaries are paid for all performances over.

Rose claims the show is a circus. It will play in a ring; there will be acrobats, clowns, animals, etc., and the Hipp seats will be rearranged in a circle to conform with the circus atmosphere. On the road the show will play under canvas, according to plans.

There will, however, also be chorus girls, legit performers and a story. Council wants to read the story before it decides.

Boston Dates Switched

BOSTON, July 27.—That Bee Lillie show is being shoved back toward Christmas. Stated ready to open the season August 19, it will now come in some time early in September. The Shubert's the place and the Shuberts are the producers. Meanwhile the Colonial announces that August 26 the Eddie Dowling show, *Thumbs Up*, will come in.

Wohlgemuth in Chi

CHICAGO, July 27.—Kurt Wohlgemuth, director from the Neues Theater in Frankfurt, has arrived here, intending to go into radio, in which he has had some practical experience abroad. Has also staged a wide range of well-known plays and claims that he knows of at least 25 European plays, as yet undiscovered by American producers, which would have a good chance on this side.

Minnie "Ten Nights" Revival

MINNEAPOLIS, July 27.—Following immediately on the heels of *East Lynne*, which enjoyed a four-week run at the West Hotel here, *Ten Nights in a Bedroom* opened July 20 in the same place. Most of the players in the former show are in this one. Outstanding in the cast are Grace Troy, Eddie Claus, Warren Wandberg and Gerald Seabury. An oleo is included with the show. Glen Cooke rattles the ivories.

Potter-Haight To Goldwyn

Legit firm latest in movie backing drive—both partners under film contract

NEW YORK, July 27.—Influx of pix dough into the legit field continued this week with the announcement that Sam Goldwyn has become owner of Potter & Haight, legit firm, by virtue of long-term contracts with each of the two producers. Firm, which has rung up a good number of hits, produced *Post Road* and *Kind Lady* last season.

Haight has been working for Goldwyn for some time, and Potter's contract was announced this week. The firm is to remain in existence, and the Goldwyn tieup explains and verifies rumors that Miriam Hopkins would appear in the Potter & Haight production of *Rum in the Afternoon* in the fall. Haight wrote the play and Potter will direct it.

Pix concerns' interest in legit is greater than in years, with practically all majors indulging. Figured that need for training and developing ground, not only for plays, but also for actors, has finally been seen and the new moves are a result.

Acquisition of Potter & Haight gives Goldwyn an in on the summer-theater situation, since the firm controls the company at Southampton. Paramount also has a cowbarn in, backing the highly successful season of the Red Barn Theater, Locust Valley, L. I. Paramount, however, has thrown away the ace in the hole of the entire pix legit-backing situation. It owns Charles Frohman, Inc., the name of which is still a guarantee of quality all over the country and a valuable and tangible asset—and it scrapped the firm in the spring of 1934.

Kirkland, "Legion" Set for N. O. Rep

NEW ORLEANS, July 27.—Muriel Kirkland will be a guest star with the New Orleans Repertory Theater for one and possibly two plays during the coming initial season. Albert Lovejoy, producing director, announced today. Lovejoy at the same time stated that hundreds of applications are pouring in daily and that the drive for 3,400 members is well past the halfway mark.

"It begins to look like New Orleans is going to go over the top," Lovejoy told *The Billboard* today. "The dailies are pulling for us and people are beginning to realize that the plan can be put over, especially since several names have already signified their intention of coming down for at least one play."

In addition to Miss Kirkland, the group has received wires or letters of encouragement from Otto Kruger, Bert Lytell and Whitford Kane, as well as others. Lillian Gish is being considered and is to be conferred with upon her return from Greece, Lovejoy hoping to have her play in *The Joyous Season*.

The First Legion, Emmet Lavery's play of the Jesuits which recently closed in San Francisco after a 10-month run in New York and on road, has been definitely booked for presentation by the repertory theater. The author's agents have given the okeh for exclusive rights in Louisiana, Alabama and Mississippi. Whitford Kane will direct the local production and play his original part. It will be one of the first plays to be given by the local group, according to Lovejoy.

Robert Edmond Jones, the scenic designer and producer, is another who this week sent in letters of praise of the repertory's plan. "The plan is excellent," Jones says. "From the actors' standpoint, the idea as planned for New Orleans is a consummation devoutly to be wished, for it assures that economic security that actors dream of but seldom realize, a six or seven months' guaranteed season."

G&S Series Permanent?

NEW YORK, July 27.—Lodewick Vroom, producer of the Civic Light Opera Company's current series of Gilbert and Sullivan revivals at the Adelphi, is laying plans to make the organization a permanent feature here. First move is formation of the "Junior Gilbertians," group of youngsters with a flair for G&S. They will be trained under R. H. Burnside, director of the revivals, and will then be put in the chorus. From there they can graduate to understudies, minor parts and finally principals, much in the manner of the D'Oyle Carte crew.

FROM OUT FRONT

By Eugene Burr

Getting around belatedly to its required reading (if there aren't shows to be reviewed there's the *Index of the Legitimate Stage* to be prepared), this department has just finished Joseph Verner Reed's *The Curtain Falls*. Mr. Reed, as you already know, is the moneyed young gentleman who decided that his place was the theater, who embarked upon a production career in company with Kenneth Macgowan, and who, some years later, decided that perhaps after all his place was somewhere else. Now he's written a book about his theatrical experiences, telling all in no uncertain terms and spattering spleen and prejudice upon the theater's great and near-great. As a matter of fact, Doc Hunt is at present suing him because of a calculatedly casual mention. It all makes pretty interesting reading.

There has been no dearth of drama defenders who have risen up in wrath, damning Mr. Reed with zest and abandon. He is, they say, washing the theater's dirty linen in public, instead of sending it to the appropriate laundry. There are, however, no laundries on Broadway—certainly none large enough to undertake such a task—and this corner fails to see just how the squawks are justified. Such airing of unsavory odors, it is said, does the theater no good, serving to make it disreputable in the eyes of the public.

Similarly, despite the frantic yowls, it can do the theater no harm. Certainly it has done films no harm, and the amount of dirty film linen that has been publicly laundered, if sewn together, would make a bedsheet large enough to cover the United States or even Billy Rose's *Jumbo*. Certainly there have been frequent printed items which unequivocally indicated that this picture actor was a heel or that picture actress a trollop. As a result, this actor or that actress gained added piquancy, no matter how deplorable, in the public mind, and the box-office records of their pictures seldom suffered. There also remains the quaint suspicion that the popularity of an entertainment medium depends primarily upon the amusement the public derives from it and is hardly affected by laundering of linen no matter how dirty.

As a matter of fact, it might be well to let the public in on some of the theater's deep and dark secrets. In the first place, it might be discovered that those secrets are neither so deep nor so dark as enterprising promoters would have one believe—and a bit of common sense from the public domain, injected into the theater's activities, might do a great deal of good. The theater's amount of dirty linen is vast—and, as has been suggested, there is no adequate Broadway laundry. It might materially decrease the dirty-linen output to have all of it displayed on a Times Square washline, and it is doubtful if it would drive a single cash customer away. Also, there is the thought that linen, if it is to emerge fresh, must not only be laundered but also aired. The theater might benefit greatly from a few fresh breezes from the outside world.

All of this is probably being construed as a defense of Mr. Reed and his book. As a matter of fact, it is not. The airing of theatrical defects is one thing, tending as it does eventually to diminish those defects; the airing of snide and valueless, sophomoric and snobbish personal opinions is quite another. Despite his constant and vigorous between-the-lines justification of himself, Mr. Reed emerges as the most unpleasant person in his own book. If justifications can be carried between the lines, so may condemnations—and it must have been heartbreakingly and amazingly hard to work with Mr. Reed. On the basis of his own evidence he seems to have been one of those smitten with the glamour of the theater, possessing all of the manifold traits of the dilettante. Such theatrical participation seldom results in laundering; usually it creates a greater supply of linens ready for the tub.

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Tryouts, Revivals Vie for Summer Theater Spotlights

(Continued from page 4)
ton and Frank Moran. Robert Sinclair directed.

Harlan Ware's *Return to Folly*, which was tried out at the Red Barn Theater, Locust Valley, Long Island, deals with the old problem of career and home making. The lady in this case is a Pulitzer Prize-winning novelist, and her husband, children and home suffer. When the family rebels she starts to tear up her writings, at which the family rebels again. So in the end she goes on writing and living her life, while the family makes the best of it. Leona Powers played the lead and Walter Greaza, Mildred Wall and Philip and James Truex (sons of Ernest Truex) scored nicely in the support. Play received a nice reception. John Root's set continues to draw raves.

Edward De S. Melcher, critic of *The Washington Star*, wrote *Forty-Four Below*, which was tried out at the Lyric Theater, Summit, N. J., sponsored by the Tri-State Theater Corporation. A family hit by the depression is forced to occupy its summer home in Maine as a permanent residence, and various domestic complications ensue, with the daughter falling in love with a local fisherman. Cast included Marie Nordstrom, Chester Clute, Barbara Bannister, Malda Reade, Donald Douglass and others.

The Casino Theater at Deal, N. J., tried out Hadley Waters' *She Cried for the Moon*, a farce. Altho dealing with the time-worn unfaithful husband and the wife who takes matters into her own hands, play was handed a favorable vote for its subtlety in writing. Dorothy Burgess and Josephine Dunn co-starred, and others included Brandon Peters, James Todd, Edmond McDonald and Bruce Warren.

Benjamin M. Kaye's *On Stage* was tried out at the Island Theater, Nantucket, Mass., with Osgood Perkins in the lead. Robert Ross directed.

Jackson's Fifth

Frederick Jackson's one-man season at the Beechwood Theater, Scarborough-Hudson, N. Y., reached its half-way mark this week with the presentation of Jackson's *Beginner's Luck*, Louise Prussing and William Post Jr. featured. A lad goes to the rescue of a lady whose home has been entered by an intruder. The intruder, however, is part of a far-fetched divorce scheme to unshackle her from her unsavory husband, who finds the rescuer instead of the intruder in his wife's room. Thereafter it fringes much on French bedroom farce, and the beginner's luck holds good.

Ivor Novello's *Fresh Fields*, with Margaret Anglin in the lead, played the Cape Playhouse, Dennis, Mass. Is headed for Broadway and was well received at try-out, the reception was attributed rather to performances than to play.

William Blatt's *All in the Family* was tried out by the Stagecrafters at Milton-on-Hudson, N. Y., with Marjorie Cameron, David Howell, Julie May, Austin Huhn, Arthur Bell, Virginia Runyon and George Damroth in the cast, the last named directing.

A new one by John Halloran, writing under the name of Jerry Selkirk, was tried out by the Fortnightly Players at the Washington Theater, Dobbs Ferry, N. Y. Called *Why We Misbehave*, it deals with a society woman deserted by her husband after the crash. He returns when she is about to remarry and various complications ensue. Natalie Schaeffer in the lead.

Plenty Revivals

Effie Shannon played the Grace George role in *Kind Lady* at the Ridgeway Theater, White Plains, N. Y. She leaves for Hollywood next week.

Mildred Natwick played the Lucile Watson role in *Post Road* at the Westchester Playhouse, Mount Kisco, N. Y.

Another *Post Road*, at the Playhouse in Ivoryton, Conn., saw Norma Mitchell, co-author of the play, in the part. She and her co-author husband, Wilbur Daniel Steele, wanted the play presented from their own viewpoint.

Hay Fever was the third presentation of the Forty-Niners at the Chase Barn Playhouse, Whitfield, N. H., directed by Elizabeth Kimball.

Mohawk Festival

The Mohawk Drama Festival at Union College, Schenectady, N. Y., presented Mr. and Mrs. Coburn in *The Merry Wives of Windsor* at the opening performance. Dr. Dixon Ryan Fox, president of Union,

made the opening address, in which he said the project was the beginning of a national movement for the study and appreciation of the drama.

Carlyle Blackwell played the lead in *The Play's the Thing* for the New Rochelle (N. Y.) Playhouse.

The Barnstormers, working out of Tamworth, N. H., will next week try out Francis Bosworth's *The Fields Beyond*, which has already been presented at Columbia University and elsewhere.

The Garrick Players at Kennebunkport, Me., did *The Wren* as their fourth production, with Isabel Hallin in the lead.

Additions to the cast of *All Bow Down*, which tries out at Dennis the week of August 5 with Roland Young in the lead, include Mary Phillips, Cora Witherspoon, Donald Foster, Pauline Moore, John Boruff, Benjamin McQuarry, Wheeler Dryden, Kenneth Tresseder, William Postance and Robert Lowe. Arthur Sircom is directing.

The Silvermoon Showboat tied up at Marmaroneck, N. Y., to play *No Mother To Guide Her*.

Next week *Candlelight* will be seen in two spots, the New Rochelle (N. Y.) Playhouse, with Glenn Hunter in the lead, and the Mahopac (N. Y.) Theater, with Fay Marbe heading the cast.

This week's offering at the Starlight Theater, Pawling, N. Y., is *Lovingly Yours*, with the cast including Sandy Strouse, P. J. Kelly, Willard Dashiell and others.

Warren Proctor is playing the tenor leads in the Gilbert and Sullivan operettas being given by the Rockridge Theater Players at Carmel, N. Y.

Still another new group comes in with a late announcement: Actor-Managers, Inc., announces a four-week season at the Newport Casino Theater, with Helen Arthur as executive director, Clara Alexander Weiss as business manager and Agnes Morgan as stage director. Opens Tuesday, August 6, with Laurette Taylor in her own *At Marian's*. Other bills are *Fresh Fields*, *The Shining Hour* and *Extra! Extra!*

BROADWAY RUNS

Performances to July 27, inclusive.

Dramatic	Opened	Perf.
Awake and Sing!	Feb. 19	184
Waiting for Lefty	Mar. 26	143
Double Bill (Belasco)		
Children's Hour, The		
(Elliott)	Nov. 20	294
Old Maid, The (Empire)	Jan. 7	227
Personal Appearance (Henry Miller's)	Oct. 17	334
Three Men on a Horse (Playhouse)	Jan. 30	211
Tobacco Road (Forrest)	Dec. 4	717
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	287
Earl Carroll's Sketch Book (Winter Garden)	June 4	63
The Pirates of Penzance (one week) (Adelphi)	July 22	8

Local Pitt Tryout

PITTSBURGH, July 27.—A new play, *Room 517*, by James McFarland, local playwright, was opened for a week's engagement by the Freeman Hammond Players on Monday. The cast is headed by Charles Hoyes, Dorothy Scott, William J. Stuerenagle, Florence Ninness, Dolle Hamilton, James Cochran and John Lightfoot.

Plot revolves around the experiences of a young man occupying a room in a medium-sized hotel. Local critics did not consider the fare strong enough for New York. George Seibel, of *The Pittsburgh Sun-Telegraph*, wrote: "The author doesn't know that light comedy is hard work. Tragedy can be tossed off, but laughter is serious business. . . . *Room 517* seems little better than a careless impromptu."

Chicago "Horse" Company Resumes Saturday Matinees

CHICAGO, July 27.—Saturday matinee performances have been restored to the schedule of *Three Men on a Horse*, now in its 18th week at the Harris Theater here.

Drop Six Grand On Central City

CENTRAL CITY, July 27.—The fourth annual play festival at the old Central City Opera House, 47 miles west of Denver in the mountains, grossed \$23,000—\$2,000 more than last year. Expenses, due to large number of costumes and increased cast, came to about \$29,000. An orchestra was also used this year, with Frank St. Leger directing. None last year, when the cost of the production ran to \$26,000.

Business firms and Denver individuals have underwritten the losses, the former charging it to advertising and the latter donating it for the good of the cause.

In spite of the losses some of the backers have ambitious plans for next year. They want to engage Lawrence Tibbett, Lily Pons and other stars for the two weeks. Robert Edmond Jones, who has directed all four of the festivals, and who will return next year, has no idea what will be the form of the revival next year.

Hub Hollis St. Goes

BOSTON, July 27.—Within a month one of Boston's oldest playhouses, the Hollis Street Theater, for years the home of the leading drama of its day, will be destroyed to make way for a more remunerative parking place. Court permission has been granted the trustees, DeBlois and Maddison, who manage the estates involved, all local charities, to break the wills covering the bequests, as the property is now, contrary to the will and wishes of the donors, a liability to the beneficiaries instead of an asset. The Abbey Theater Players of Dublin, Ireland, last played the house.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

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

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Betty Blake, Adele Butler, Peggy Barrow, Charlotte Davis, Betty Field, Liela Gans, Helen Grauer, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Elizabeth Huyler, Fred Holmes, Edward Howell, Dorothy Mellor, Muriel Muth, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Myra Scott and Hazel St. Amant.

On August 1, 1935, all mail held in this office prior to January 1, 1935, will be returned to the post office or to the last address of the member providing we have such address. A portion of the mail held here has been listed alphabetically each week. We have already listed mail from A to R, inclusive. If you do not see the list until your name has been passed alphabetically, write to the office and ask if we have mail for you.

We are holding mail for Jack Saltzman, Carola Schadler, Ruth Sato, T. Sokoloff, Sid Salzer, Isabelle Sherman, Sally Sayre, Harold Ten Brook, Roy Tracy, Mollie Wakefield, Margaret White, Florence Wessels, Evelyn Witt, Camille Weare, Ridifer Wilson, Jean Yoder and John Zak.

Don't forget that the deadline for ballots on both Sunday performances and pay for rehearsals is August 1, 1935. If you have not yet voted do so at once.

DOROTHY BRYANT, Executive Secretary.

THE NEW PLAYS ON BROADWAY

ADELPHI

Beginning Monday Evening, July 22, 1935

THE PIRATES OF PENZANCE

(Revival—One Week)

An operetta written by W. S. Gilbert and composed by Arthur Sullivan. Staged by R. H. Burnside. Musical conductor, Louis Kroll. Scenery by Eugene Dunkel Studio. Costumes designed and executed by Brooks Costume Company, from sketches by Billie Livingston. Presented by Lodewick Vroom.

Richard, a Pirate King. . . . Herbert Waterous
Samuel, His Lieutenant. . . . Bertram Peacock
Frederick, a Pirate Apprentice. . . . Howard Marsh
Major-General Stanley.
of the British Army. . . . Frank Moulan
Edward, a Sergeant of Police. . . .

William Danforth
Mabel, General Stanley's Youngest Daughter

General Stanley's Daughters:

Kate. . . . Nina Dean
Edith. . . . Margaret Daum
Isabel. . . . Frances Baviello
Ruth, a Piratical Maid-of-All-Work. . . . Vera Ross

General Stanley's Daughters, Pirates, Policemen, Etc.:

Emily Marsh, Margaret Walker, Marion Castleray, Marie Valez, Eleanor Gilmore, Frances Baviello, Ione Haals, Madeline de Souter, Gertrude Waldon, Mildred Burke, Alma Tollefsen, Grace Garnet, Elfrida Andabel, Jean Talcott, Vera Muller, Marion Ross, Mildred Mercer, Ruth Manners, Jane Rondthaler, Helene Bush, Jean Matus, Edith Gibson, Joann Boekholtz, Adele Drury, Frederick Rudin, William Ventura, Rudolph Wagner, George Ebert, John Muccio, Roger Ingham, Don Becker, Alfred Drake, Solon West, Serge Ury, John Cosby, Robert Irving, George Rogers, Jay Amiss, John Albert, Siegfried Langer.

ACT I—A Rocky Seashore off Cornwall.

ACT II—A Ruined Abbey (Moonlight).

Advertised curtain time—8:30.
Overture began at showing caught—8:37.

The heartening news from 54th street is that the Civic Light Opera Company's *Pirates of Penzance* is infinitely better than its *Mikado*. Under the sponsorship of Lodewick Vroom and the direction of R. H. Burnside, *The Pirates* was given a bright, sprightly and thoroly enjoyable performance at the Adelphi-Theater, a

performance which, when all the limitations of stock are taken into consideration, can almost be compared with other and more famous performances that have gone before.

According to reports, Frank Moulan, who last week committed unmodified mayhem upon Ko-Ko's lines, started out on opening night to scuttle the Major-General in the same disgusting manner. However that may be, there was no trace of undue liberty in his performance on second night. He made a quiet, dignified and effective Major-General, altho his performance of the patter song was hardly up to his own par.

As for the rest, the familiar cast worked splendidly. Herbert Waterous was in fine voice as the pirate king, Vera Ross (whose performances seem to get better and better, no matter how good they are to start with) was effective and charming as Ruth, Vivian Hart was a delightful and sweet-voiced Mabel, Howard Marsh was excellent in words as well as music as Frederick, Bertram Peacock came thru again as Samuel, and William Danforth's Edward was a delight. Danforth's supermugging of the part was really funny, and he was entirely intelligible—which he wasn't always in the past in *The Pirates*.

The girls' chorus, in new gowns, was lovely, a collection of honeys who can also sing—and their diction was remarkably fine, too. R. H. Burnside injected far more life into the production than is usual with a stock *Pirates*, and the staging of the last act became what it should be (with the aid of hideaway boxes near the wings) for the first time in the history of the Civic troupe. There were fine, bright new costumes, swell whiskers for all the pirates, and all in all it's about the best Civic production to date. Mr. Vroom should be publicly thanked—and a way should be found to make the whole affair a permanent thing. At any rate *The Gondoliers* has been added to the repertory, slipping in after *The Yeomen's* session next week.

Louis Kroll did a good best with the music, tho hampered by a woefully thin orchestra. EUGENE BURR.

Alviene SCHOOL OF THE Theatre

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SAMUEL FRENCH
25 West 45th Street, New York.

TO INVESTIGATE GAMBLING

States and Cities Will Take Action Against All Lotteries

Movement against theater gambling spreading rapidly—no part of country immune from spread of giveaways—Michigan Allied goes on record against practice

NEW YORK, July 27.—Unless there is a quick letup on giveaways thruout the country exhibitors can look for legislative acts in the various States. The movement seems to be entirely out of hand and in several States and many cities the authorities are aroused and making arrests. No part of the country is completely immune from the giveaway stunt and it has reached such proportions that it is attracting too much attention. The investigations are not aimed at the ordinary gift nights of chinaware and cheaper articles, but primarily at the screen and bank nights and other stunts wherein money awards or gambling enters into the gift.

The Middle West and New England seem to be going strongest for giveaways but it is not confined to these sectors. Even the houses in larger cities are beginning to feel the competition of this means of attracting patrons. There seems no limit in the value of prizes, ranging from chinaware to automobiles. One exhibitor plans to give away an auto each week to lucky patrons.

Most States are expected to declare screen and bank nights lotteries which are illegal. Arrests have already been made in many spots and more are expected unless the gambling is stopped.

DETROIT, July 27.—The extent to which premiums have overrun show business was indicated this week following compilation of an estimate of their use in Detroit by Frank Smith, editor of *The Michigan Film Reporter*. According to Smith's figures, over 2,000,000 individual premiums were given away last season by 55 Detroit theaters at a total cost of \$160,000. The number of premium companies has about doubled in the city this year until the town has reached the obvious saturation point.

Chicago claims \$50,000 in premiums were given out in the past six months.

Astor Gets "Crusades"

NEW YORK, July 27.—Paramount's spectacle production, Cecil B. DeMille's *The Crusades*, will have a gala world premiere at the Astor Theater on Wednesday evening, August 21, George Schaefer, Paramount vice-president, announced today. All seats will be reserved. The film will remain at the Astor for an extended reserved seat run with two performances daily.

Castle Theater To Close; Blames 'Booking Monopoly'

CHICAGO, July 27.—The Castle Theater, operated at State and Madison streets here for the past 20 years, will be closed August 11. Clarence E. Beck, head of the C. E. Beck Enterprises and the Castle Amusement Company, said he was forced to close the theater because of the impossibility of getting profitable first-run pictures as "a result of the chain exhibitors' monopoly."

The bulk of the first-runs downtown are controlled by Balaban & Katz and the balance by Jones, Linick & Schaefer. Balaban & Katz operate all of the deluxe houses, and the Jones firm has the State-Lake, Woods and LaSalle theaters, with a booking arrangement with the Clark and Monroe theaters. Beck will continue to operate the Pastime Theater on West Madison street.

Pitt Policy Change

PITTSBURGH, July 27.—Twin-bill policies in first-run theaters here are giving way for single-feature programs. The Warner Theater switched last Thursday with the opening of Bette Davis in *Front Page Woman*, while the Harris-Alvin early next month goes single with Shirley Temple in *Curly Top*, to be followed by Jane Withers in *Ginger*.

Michigan Allied Takes Stand Against Lotteries

DETROIT, July 27.—At a meeting of Allied Theaters of Michigan this week a strong stand was taken against the use of any form of lotteries in theaters. The issue has been brought up by the present prosecution of Jacob Schreiber for alleged operation of a lottery at the Colonial Theater. The case against both Schreiber and the manager of the Colonial Theater was postponed again this week. Schreiber originally obtained a temporary injunction against the prosecuting attorney and police, but this was dissolved.

The meeting of Allied Theaters, after vigorous discussion, passed a resolution strongly condemning all theatrical lotteries. Only one dissenting vote was cast on the resolution.

Schreiber Loses First Round for Product

DETROIT, July 27.—A preliminary decision in the long-drawn-out case of Jacob Schreiber against Co-Operative Theaters of Michigan, Ray Moon, Carl Burmele, the Cohen Circuit and 10 exchanges, including all but one of the national organizations, was handed down last week by William S. Sayres Jr., Standard Master in Chancery. After all testimony and arguments, Sayres ruled that the United States District Court, in which the case was heard, was without jurisdiction, inasmuch as it did not affect any violation of interstate commerce.

Schreiber had alleged that the Co-Operative organization, with the co-defendants, had combined and/or conspired to prevent him from buying suitable product for his Woodward Avenue theaters. The suit was partially the outgrowth of intense commercial rivalry between the Cohen and Schreiber circuits.

RKO Casting Dir. Visits Chi

CHICAGO, July 27.—Freddie Schuessler, casting director of the RKO studios, Hollywood, spent several days here this week. Schuessler has just returned from an extensive scouting trip for new talent, during which he covered all the summer stock companies in the East and interviewed several people here.

Cuts Expected in Para Fees; Senator Nye Calls It Loot

NEW YORK, July 27.—Federal Judge Alfred Cox has taken under advisement the 53 petitions for funds in the reorganization of Paramount Pictures. The petitions asked for \$3,221,383, but the judge indicated that practically every claim will be materially reduced. He did not indicate when he would render his decision in the case.

The largest claim was that of Root, Clark, Buckner & Ballentine, which called for \$700,000 fees in the reorganization of the company. This group has already received \$250,000, which would bring their total demand to \$950,000. This case has attracted national at-

A Career

DETROIT, July 27.—A bid for the title of the oldest manager in point of service in one house in the motion picture industry was made for Edgar E. Kirchner this week. Kirchner recently celebrated his 25th anniversary as manager of the Family Theater, well-known Detroit theater directly across the street from the City Hall. It is a John Harris chain house, established 27 years ago, and always run as a popular price theater.

Fabian Takes Over Four Leading Albany Houses

ALBANY, N. Y., July 27.—Four of Albany's leading motion picture theaters changed ownership today when negotiations were completed and the Fabian Theaters, Inc., secured from the Buckley Theater Enterprises the ownership and management of the RKO Palace, RKO Grand, Harmanus Bleeker Hall and the Leland Theater.

The assessed valuation of the properties involved totals more than \$1,000,000. The documents for the transfer of these houses were signed by Christopher C. Buckley, president and treasurer of the Buckley interests, and Simon Fabian, president of the Fabian Theaters, Inc., of New York City.

City Limits Number of Theaters One to 5,000

STURGEON BAY, Wis., July 27.—Designed to solve the block-booking problem, this city has followed the example set by Baraboo, Wis., and adopted an ordinance which limits the number of theaters to one for each 5,000 population, unless the new company puts up a house costing \$50,000 or more.

Both cities have a population of approximately 5,000 and are one-theater towns. Sturgeon Bay sporting the Door and Baraboo the Al Ringling, both independent houses. They are the only two Wisconsin cities having such ordinances, altho independent exhibitors in Milwaukee sought such an ordinance for that city recently but were advised by the city attorney that it would be unconstitutional.

Fox Strengthens Wis. Position With Four

MILWAUKEE, Wis., July 27.—Fox-Wisconsin Amusement Enterprises will strengthen its hold in the State with the acquisition on September 1 of the Beverly and Myers theaters in Janesville; the Menasha, Menasha; the Van Der Vaart, Sheboygan, and the Strand, Manitowoc. All houses will be operated in co-operation with their present operators.

Janesville, Sheboygan and Manitowoc are new spots for the circuit, while Fox already controls the Brin in Menasha and the Embassy in Neenah, twin cities. The addition will bring the circuit to approximately 50 houses.

In Milwaukee the circuit continues to spot stage shows into its Wisconsin and Palace theaters, with Southern Methodist University Mustangs opening the former house July 26 and Benny Meroff and his band the latter on August 2.

WASHINGTON, July 27.—Senator Nye, of North Dakota, charged in the Senate here yesterday that efforts were being made to loot Paramount and read the schedule of fees.

The senator's submission of the schedule created quite a stir. Senator McAdoo's investigating committee has been following the case, as has been the Sabath Committee for the House.

Pathe Expects To Produce Features

NEW YORK, July 27.—It is reported here that Pathe, at the expiration of its contract with RKO, will re-enter the production field in a big way and will make a tieup with First Division for the distribution of product. Pathe was once one of the largest producers in the world but finally gave way to other producers.

Joe Brandt, formerly with Columbia, has made a study of conditions on the Coast for a New York financial group and it is believed that he will head the Pathe production group, and will have a place on the board of First Division.

Priest Assails Those Who Nag Producers

NEW YORK, July 27.—In an article in *The Catholic Weekly* Father Gerard Donnelly takes exception to the condemnation of producers by the speakers at the recent meeting of the Catholic Daughters of America. He claims that inasmuch as the Catholic Daughters admitted that the pictures are showing a general cleanliness trend, the speakers should not condemn the producers, since they are doing exactly what the Legion of Decency asks.

Father Donnelly pointed out that the producers are doing good work and that if they are going to be continually condemned in spite of their efforts they may revert to the pictures of former years and will feel justified in doing so.

"Catholics," he said, "should be warned that if ever the producers, nagged by the extreme and irrelevant demands of the legion enthusiasts, should reach the state of mind that their efforts are not appreciated, decency will be dead for a decade."

Thomas Will Again Head First Division

NEW YORK, July 27.—It is expected that Robert Atkins, vice-president of Pathe, will be elected chairman of the board of First Division Pictures, and Harry Thomas will be re-elected president at the next meeting of the board.

It is assumed that Pathe will sponsor the new financing of First Division, which company will devote itself exclusively to the distribution end of pictures. It is understood that Pathe may enter the production field in a big way.

There is a report that First Division may be given the distribution rights to British International Pictures, with a reciprocal agreement.

Warden Earns Promotion

CHICAGO, July 27.—Burns Warden, for the past two years in charge of advertising accessories at the Paramount Pictures exchange here, has been promoted to salesman and starts traveling the Northern Indiana and Central Illinois territory next Monday. He has been succeeded by Louis Aurelio from the Milwaukee office. John Kent, formerly Warden's assistant, has been transferred to Milwaukee in charge of advertising there.

Belle Baker Clicks

NEW YORK, July 27.—Belle Baker, American actress, has just received word from London that her picture, *Charing Cross Road*, has been acclaimed by the press. It is her first attempt at pictures. The feature will likely be distributed by First Division in this country. Miss Baker is appearing at the Capitol this week with Lou Holtz and Block and Sully.

Jones Leases Dearborn

CHICAGO, July 27.—The Dearborn Theater, located at Division and Dearborn streets, has been acquired by Jones, Linick & Schaefer, who have obtained a five-year lease and will take possession December 1. The house at present is being operated by Harry Balaban.

Schenck, Kent, Zanuck To Get Seven-Year Tickets With Fox

NEW YORK, July 27.—Under a plan being submitted to the Fox stockholders, Joseph Schenck, Sidney Kent and Darryl Zanuck will sign contracts covering a period of seven years. This is suggested in order to give the company a unified management for a period of years.

The merger of Fox and 20th Century takes the form of an acquisition of all the assets of 20th Century by Fox in exchange for the issuance to 20th of 132,513 shares of new \$1.50 dividend cumulative preferred stock of Fox Films and 613,264 shares of common.

The dividend requirements for the new preferred stock will be approximately \$2,000,000 per year. The net income of 20th Century for the period from June 1, 1934, to May 4, 1935, was \$1,409,277.71, and the net of Fox for the first quarter, 1935, was \$616,800, and the second quarter is estimated at \$700,000.

The charter changes, the issuance of

stock and ratification of the contracts of Schenck, Kent and Zanuck will be submitted to the stockholders at a meeting to be held on August 15.

With the new setup Fox is in a stronger position than in years and it is not expected that there will be any fireworks at the stockholders' meeting. Schenck and Zanuck will handle the production end of the company, with Kent taking care of the New York angle.

Thanks

Editor The Billboard:

Dear Sir—I have been intending for a long time to write you a letter of appreciation for the fair manner in which you have handled Allied activities nationally.

You have done a great job and I want you to know that it has been noticed and appreciated.

If there is anything I can do to assist you, I will be very glad to do it.

Very truly yours,

ALLIED THEATERS OF MICHIGAN,
H. M. RICHEY, General Manager.

Futter Will Fight For Purity Seal

HOLLYWOOD, July 27.—The Hays purity seal is again under fire here, this time by Walter Futter, producer of novelty films. Futter has assembled footage on the Weyerhaeuser kidnaping case under the title \$200,000 Snatch, but the Hays bureau here refused a seal. This is in line with a Hays announcement recently that all kidnaping film would be refused the seal.

Futter sold his picture to the Fox-West Coast chain of houses, but when it was found that the seal was lacking the chain refused to show it. Futter is determined to take the case to court to get a ruling.

Hays recently banned four of Howard Hughes' pictures and Hughes is taking his grievance to court to try to force the Breen boys to grant a permit.

Giveaway Situation Is Worrying N. Y. Exhibs

NEW YORK, July 27.—The giveaway situation is beginning to worry local theater owners who have heretofore thought this section would be practically immune. At present it is confined to the subsequent-run houses in the poorer districts, but there is every indication that it will soon spread.

In the districts adjoining the Metropolitan section the situation is already causing alarm and the exhibitors are discussing ways and means of stemming the tide, but there doesn't seem much they can do in the situation.

More for Brandt

NEW YORK, July 27.—Harry Brandt, in association with Jack Springer and his associates, exclusive of Sam Cocalis, has taken over the Monroe Theater on 76th street and First avenue, a 2,900-seat motion picture theater, and the Eagle Theater, 103d street and Third avenue, a 1,500-seater.

Extensive alterations are planned for these two theaters, bringing them to the modern requirements of today. This gives Brandt 40 theaters for the local territory.

Detroit Looks for Best Fall in Several Years

DETROIT, July 27.—Three new theater companies were incorporated in Detroit this week, with plans to open houses now closed. Added to the eight theaters either under construction or planned for this season in the Detroit area, this should give the city the biggest fall theater boom in several seasons.

New companies are headed by Maxmar, Inc., capitalized at \$50,000, headed by Max Marmorstein, of Cleveland, stated to be a theater owner there, which plans reopening the Shubert-Lafayette Theater, formerly a legitimate house, which has been closed about two years. Lew Wasserman, of Cleveland, and E. W. Cline, of Detroit, are co-incorporators.

Paul J. Osterle, former treasurer of the Cass Theater, legitimate house, heads Europa, Inc., which is to reopen the former Rivoli, Little or Drury Lane Theater with a foreign picture policy. M. J. Kirchner and Lewis Cromwell, the latter treasurer of the Opera Under the Stars, are associated with Osterle.

The north-end house, variously named the Greenfield, Nor-Glo and New Art, is to be reopened by Ray Schreiber and Wilfred D. Fink as the Gem Theater Company, the third new theater firm this week.

Manager Captures Thug

ATLANTA, Ga., July 27.—Jack Harber, assistant manager of the Capitol Theater, ran down and captured an alleged hold-up man after he had forced Jean Gardner, cashier, to hand him \$50 which she was wrapping up. Immediately Miss Gardner gave the burglar alarm and Harber, hearing it, started in pursuit. The man was overtaken four blocks from the theater by Harber, who held him until arrival of the police. The man gave the name of Bert Flemming. He was bound over to the State Court under \$2,000 bond. The money was found in his possession when arrested, according to the police.

Observations

By LEN MORGAN

Giveaways are now flooding the entire country to such an extent that certain States are planning legislation against the gambling side of the competition. Screeno, bank nights and other inducements are getting out of hand. Churches have been watching the growing popularity of the games, with the result that all forms of giveaways will soon come in for investigation.

The code held the competition in check to a certain extent, but with its death there is nothing to stop the practice. The giveaways certainly attract patrons to theaters, but with the value of presents reaching the automobile stage there must be a halt somewhere—and soon.

There is every reason to believe that fall will see a tilt in admission prices, and it's about time. Theater owners are giving their patrons too much entertainment for too little cash. In some instances one may enjoy three hours of show for 15 cents. This is out of all reason and certainly does not help the morale of the business. There will no doubt be some who will refuse to enter into any agreement regarding an upward tilt, and it is these few who have caused prices to drop all along the line.

There is no means of forcing admissions up, but if the vast majority will come to an agreement it will prove beneficial to show business. The place to start the tilting is in the de Luxers, which would enable the neighborhoods to follow the good example.

For the first time since it was built the Capitol, one of Broadway's leading presentation houses, will go over to a straight picture policy. This will leave but two first-run houses in the Times Square belt with stage shows. There is a report that Loew will give up the big house at the expiration of its lease and use the State as its New York showcase.

Some of the world's leading performers have trod the Capitol boards and the change of policy will make this de Luxer seem drab. Many headliners can attribute their rise to fame to the plaudits of the Capitol family.

On August 1 the Motion Picture Code Authority will go the way of all flesh. Every branch has been closed and the Code Authority in New York liquidated. Probably no move ever caused so much excitement and diversified opinion in this business as the code. However, the fact that 9,000 theater owners were willing to cast their lot with it is an indication that it wasn't entirely bad. It offered a great many benefits to exhibitors, and the men who gave their time and brains to its operation deserve great credit. They were forced to take a heap of abuse and no doubt they are glad to give up the reins. It has been a thankless job and one that was not particularly welcomed, but one that had to be done. Charlie O'Reilly and Nathan Yamins are especially to be congratulated for their efforts on behalf of the independent signers of the code.

With its new executive setup Fox Films should enter a cycle of prosperity that it hasn't known in years. It will emerge from its merger with 20th Century as one of the most stable producing companies in the country. The company is in competent hands and the morale of the personnel and the confidence of the stockholders should take a decided spurt upward.

PERSONALS

BEEDLE BROTHERS closed their Strand Theater in Canonsburg last week for an eight-week period to undergo complete modernization.

HERMAN LITTLESTONE, formerly of the Loyola in East Pittsburgh, is going back into the theater business.

THE ALLIED Motion Picture Theater Owners of Western Pennsylvania are holding their annual outing August 18 at Doc Herman's farm in Pittsburgh.

JOHNNY HARRIS closed his Alvin Theater in Pittsburgh for two weeks to install a cooling system.

THE REGENT THEATER in McKee's Rocks, Pa., recently damaged by fire, will be reopened next month by M. Akselrad.

A. & S. STEINBERG, of Pittsburgh, installed a Kooler-Air system in the Palace, Tarentum, Pa.; 600 U-16 chairs in the Rialto, Johnstown, Pa., and booth equipment in the Aris, Erie, Pa.

RUDY NAVARY, of the Liberty Theater in Verona, Pa., and Jack Marks, of the Orpheum in Clarksburg, W. Va., installed new RCA High Fidelity sound systems last week.

GUS GREENING has closed the Mack Theater, east side house in Detroit, which he managed for the Baldwin Theater Company, owned by David Newman.

BERT SILVER, who is rebuilding the Family Theater at Greenville, Mich., is giving regular shows in a tent on a vacant lot next door—the only tent theater reported in Michigan this summer.

MAC AND SOL KRIM, circuit owners, are taking over the Harmony Theater, east side Detroit house, from John O'Dell.

HIGH POINT Amusement Company, High Point, N. C., has been chartered to engage in a general amusement and entertainment business. The authorized capitalization is \$50,000, with \$300 stock subscribed by W. P. Renfrow, Robert

Penny and D. A. Rawley, all of High Point.

MILTON JACOBSON and C. C. Vogel, former owner of the Capitol Theater at Utica, Mich., opened the Gem Theater, formerly the Nor-Glo, Friday.

EDDIE PASCOE, owner of the Wolverine and Campau theaters, Detroit, is reported ready to take over the Amo and the Library, both now closed.

LOUIS WEINBERG, Detroit representative for "Screeno," has closed his office and returned to Chicago.

ARTHUR D. BAEHR has resigned from Junior Aero Association, premium company, Detroit, leaving Raoul Cleaver as sole owner.

L. A. WARREN, manager of the Criterion Theater, Spartanburg, S. C., and Al Rook, manager of the Criterion at Anderson, S. C., both operated by the L. C. Sipe chain, have exchanged positions.

THE WILSON THEATER at Wilson, N. C., operated by North Carolina Theaters, Inc., will be remodeled and new equipment installed at a cost of more than \$20,000, according to announcement by Manager H. S. Orr.

THE STRAND THEATER at Washington, Ga., has reopened after being closed for several weeks while undergoing repairs and remodeling at a cost of several thousand dollars.

THE FAIRFAX THEATER in East Point, Ga., recently remodeled at a cost of approximately \$32,000, including installation of new equipment, has reopened. The seating capacity, formerly 500, has been doubled.

THE NEW GRAY'S THEATER opened to nice business in Enid, Okla. Latest type projection and cooling equipment installed.

H. M. PRATT, of Columbus, Miss., has purchased the 100-foot vacant lot on the north side of Madison, Memphis. (See PERSONALS on page 22)

CA To Close August 1; Refund For Signers in Good Standing

NEW YORK, July 27.—The Code Authority of the Motion Picture Industry is now in the final stages of liquidation and on August 1 the code will have gone the way of all flesh. What money is in the treasury after paying outstanding debts will be returned to the producers, distributors and exhibitors. The amount to be distributed consists of \$7,874.16 in undeposited checks and \$15,999.50 in cash.

During the lifetime of the code the local boards heard 2,431 individual complaints, and the total number of appeals to the Code Authority was 536. The standing committee for extras in Holly-

wood adjusted 981 cases out of a total of 1,065, and the studio labor committee disposed of 258 cases of a total of 262 complaints.

Each day finds less talk concerning a voluntary code in the industry. Most observers agree that there should be some sort of an organization to bring together producers, distributors and exhibitors, but none can see any get-together movement at the moment.

Altho it was first thought that when the code ceased to function there would be a deluge of lawsuits, such has not been the case. There are probably fewer cases pending now than at any time in the past few years.

FROM THE BOX-OFFICE POINT OF VIEW

"Smart Girl"

(WALTER WANGER FOR PARAMOUNT RELEASE)

Previewed at the Alexander, Glendale, Calif.

Time—75 minutes. Release Date—July 26.

Walter Wanger has taken an old worn-out plot, added Joseph Cawthorn, Pinky Tomlin and Ida Lupino, and made a light rollicking comedy, full of laughs furnished for the most part by Cawthorn.

Ida Lupino and Gail Patrick are sisters suddenly made poor when Sidney Blackmer refuses to help Claude King, their father, who then commits suicide. Gail Patrick marries Kent Taylor and they live beyond their means in a borrowed penthouse. Blackmer again causes trouble by luring Miss Patrick to go out frequently with him and gets Mr. Taylor started to selling his fake stock. Miss Lupino sees the true side of things and sets out to right matters, thus causing Cawthorn, her employer, plenty of worry when his dumb son, Pinky Tomlin, buys instead of sells Blackmer's oil stock. Cawthorn, Miss Lupino and Tomlin rush to the office in time to be put in jail along with Blackmer for promoting a fake oil company. However, a gusher does come in and they sell at a big profit. Miss Lupino gets Kent and Miss Patrick runs away with Blackmer.

Miss Patrick is fair in a part not to her liking as evidenced by her slipshod performance. Miss Lupino is excellent as the naive little girl who knows what she wants and gets it. Cawthorn is outstanding as the German hat manufacturer and his antics are responsible for making the picture what it is. All of the laughs thruout are credited to Cawthorn. Blackmer, apparently typed by the producers, is his usual self as the crooked one.

Smart Girl is only a program picture of average rating. Names in the cast will keep it from being a first run. Blackford.

"The Old Homestead"

(LIBERTY)

Previewed at Pantages, Hollywood, Calif.

Time—70 minutes. Release Date—August 10.

Based on a modern version of the novel, this indie is first-rate entertainment made to order for the smaller houses where common, ordinary people and their comings and goings are appreciated. It's loaded with music and serves to introduce the Sons of the Pioneers to the picture crowd. The "Sons" have long been a favorite program over KFWB, the Warner Bros.' station in Hollywood.

In the cast are Mary Carlisle, Lawrence Gray, Dorothy Lee, Willard Robertson, Eddie Nugent, Lillian Miles, Fuzzy Knight, Eddie Kane and Harry Conley.

The Old Homestead is an up-to-date story of a group of farm boys who play right smart music and sing purty songs. Mary Carlisle believes in their possibilities and induces Eddie Kane, manager of a big radio network, to come down on the farm and listen to the lads. He thinks they're swell and trots them off to the big city, where they have one heck of a time adjusting themselves to the new life. Miss Carlisle meets up with a crooner; a gold digger gets her hands on Willard Robertson; Lawrence Gray gets a bad case of self-satisfaction, and the whole mob feel pretty miserable. Everything works out okeh in the end with the gang going back to the sticks

and broadcasting their popular air program direct from the old hayloft "down on the farm."

The Sons of the Pioneers sing an assortment of dandy numbers, including Moonlight in Heaven, Plow Boy, Love Me Ever, Old Age Pension, Harlem Nasty Man and Somehow I Knew.

Picture is a credit to M. H. Hoffman and the boys that make Liberty pictures. William Nigh deserves credit for an excellent job of directing. Blackford.

"Keystone Hotel"

(VITAPHONE SHORT)

Previewed at Warners, Hollywood, Calif.

Time—23 minutes. Release Date—Not set.

All of the old-time survivors of the Keystone cop days have been assembled together by Ralph Staub in a dandy novelty film that will prove an excellent drawing card.

The good old art of throwing pies that warmed the cockles of the hearts of theatergoers in yesteryears will serve to make some of us feel a trifle old. However, it's a grand slapstick film and packs a powerful lot of laughs even though the antics of the oldtimers seem a bit out of place today.

Ford Sterling, Ben Turpin, Chester Conklin, Marie Prevost, Hank Mann, Vivien Oakland and Dewey Robinson comprise the cast. The men, all attired in the old Mack Sennett style makeup with burlesque mustaches and costumes, are enough to provoke a laugh in themselves.

Story is simple, as it should be, and ends up in a grand pie-throwing contest participated in by the entire cast.

Keystone Hotel spells sure profits as a novelty. Blackford.

"Cheers of the Crowd"

(MONOGRAM)

Previewed at the Pantages, Hollywood.

Time—60 minutes. Release Date—August 5.

Monogram has taken the Honest Frank incident that held front-page space in the dailies from Coast to Coast a few months ago when a sandwich man in New York returned a fortune in stocks to a brokerage house and built around it an entertaining story dealing with the promotion of a stage production. Director Vin Moore has turned out a picture ideal for the family trade and sweet music for the neighborhood houses. Lack of names and the ordinary type of story will keep it out of the de luxers.

Russell Hopton is a publicity man who comes to the rescue of Bradley Page and John H. Dilson when the stage show at the 47th Street Theater starts doing a floppo. Hopton engages the services of Harry Holman after locating him thru The Billboard and arranges for him to pick up a black bag in the washroom of a hotel and return it to the police. Bag is identified by the theater manager as containing the week-end receipts of the house. Holman is made famous overnight by a story Irene Ware writes in her column in a metropolitan daily under the caption "Found—an Honest Man." Holman becomes a national hero and the management installs him as head usher so that those desiring to meet him will have to attend the theater. During his career as the honest one Holman succeeds in pairing off John Quillan and Roberta Gale and saving the girl from the clutches of a wolf in sheep's clothing, played by Page, who already was married to Betty Blythe.

Cast is okeh and make the most out of their lines. Picture is smartly paced and will prove satisfactory to the average audience. Blackford.

"Steamboat Round the Bend"

(FOX)

Previewed at the Village, Westwood Village, Calif.

Time—102 minutes. Release Date—Not set.

Fox has given Will Rogers a new and different type of screen role that should prove interesting to his countless legions of admirers. In a dramatic characterization Rogers has a chance to act instead of wisecrack thruout and he proves his ability to do both.

Picture is something entirely new. It will prove a delight to the average picturegoer and his ready reaction to the picture will be a source of great satisfaction to the showman when the cash is counted.

Rogers had the role of a transient patent-medicine doctor who sells his cure-alls on steamboats plying up and down the Mississippi. He buys an old craft along with his nephew, John McGuire, and takes the challenge of another skipper, Irvin S. Cobb, for a race, the winner to have both boats. McGuire gets into trouble and is arrested for murder. Lad is convicted and, unable to get an appeal, asks Rogers to go up the river in search of a witness who will prove his self-defense plea. The race is staged as per schedule and in a thrilling climax Rogers wins the race, gets both boats and gets back to the lad in time to save his neck.

Rogers is outstanding as the captain. Cobb's part is disappointing and the humor most of you fans will expect of him is not there. Francis Ford does capital with the part of a drunken engineer. Berton Churchill, as a holy roller, is a splendid bit of character. Stepin Fetchit adds his usual chatter for a few laughs. Eugene Palette is acceptable as the sheriff. Raymond Hatton and Hobart Bosworth handle their smart parts in suitable fashion. Work of John McGuire should win additional and more important parts for him. Anne Shirley, as the girl interest, is pleasing in her small part.

Direction of John Ford is distinguished. Picture should be a box-office winner wherever played. Blackford.

"Jalna"

(RKO)

Previewed at the Hillstreet, Los Angeles.

Time—75 minutes. Release Date—August 2.

The Atlantic Monthly prize novel by Mazo de la Roche of life among the Canadian farm folks comes to the screen with all the heart interest and vividness of character that made the novel such an outstanding success. Thru a small part RKO introduces its Freddie Bartholomew in the person of Clifford Severn, who scores solidly as the mischievous juvenile. The young lad shows promise of being another Hollywood rave.

Director John Cromwell has combined comedy and pathos and blended them among the bickerings of a proud Canadian family. His fine sense of balance makes this a picture that will have special appeal to the intelligent film fan who occasionally enjoys a cross section in the lives of ordinary humans without too much sensationalism thrown in.

Jessie Ralph heads the list as the 99-year-old mother of a proud but tainted family whose very existence hinges around her. Kay Johnson, Ian Hunter, C. Aubrey Smith, Nigel Bruce, David Manners, Peggy Woods, Theodore Newton, Halliwell Jobbes, George Offerman Jr., Molly Lamont and Forester Harvey complete the cast.

Action takes place in the Canadian home of the family. Manners, a poet, goes to New York to sell his first book of poems and returns with Kay Johnson as his wife. Arriving the same day is an-

other brother, Theodore Newton, with his wife, the daughter of Nigel Bruce, who has been on the outs with the family for 20 years. Complications set in. Wives of the boys take on a fondness for other young men of the family and the story ends with Manners' death and a complete readjustment of the marriage ties of all the married members of the tribe.

Manners' work should serve to set him in solidly with the fans again. Nigel Bruce is wasted in a drunken role. Miss Johnson and balance of the cast offer fine character portrayals. Blackford.

"Bonnie Scotland"

(HAL ROACH FOR MGM RELEASE)

Previewed at the Village, Westwood Village, Calif.

Time—93 minutes. Release Date—August 2.

Laurel and Hardy go to Scotland in this latest feature-length comedy for the MGM fall and winter program. There they get embroiled in one episode after another . . . finally landing in His Majesty's service in far-away India.

Screen play, by Frank Butler and Jeff Moffitt, tries to make this a comedy as well as a romantic love story. Their efforts fail and as previewed Bonnie Scotland is only an average picture that will have to depend on the popularity of Laurel and Hardy to put it over. Story doesn't mean much and the attempt to inject romance thruout becomes annoying.

Laurel and Hardy break jail to dash off to Scotland, where Laurel's grandfather has just died. Arriving there they find that the wealthy one has left only an old bagpipe and snuffbox to his grandson and his million-dollar estate to his granddaughter, June Lang. The two comedians join up with the army when Hardy loses his pants. Attired in kilts they leave for service in India. Also there is June Lang, whom Anne Grey and Vernon Steele have taken in charge until she reaches the age of 21. The two conspire to have Steele marry the girl, which almost becomes a realization until William Janney arrives from Scotland in the same company as the two comedians and love is served.

Laurel and Hardy go thru their usual two-reel comedy pranks and get a few laughs. Janney is only average as the youthful suitor. Miss Lang has a pleasing personality and no doubt a successful future ahead of her in pictures.

Pruning off about 40 minutes would aid this picture considerably. Blackford.

(Hal Roach has put Bonnie Scotland back in production following the above preview and expects to strike off 1,500 feet. Romantic plot will be cut so as not to interfere with the Laurel and Hardy comedy antics.)

PERSONALS

(Continued from page 21)

Tenn., from the Embry estate for \$6,000. It is understood a neighborhood motion picture theater will be erected on the site.

THE MET THEATER at Freeman, S. D., has opened.

THE COZY THEATER, managed by Joe Lenski, Pittsburg, Kan., recently installed new cooling equipment.

LAGRANT & WEMEIER have acquired the Covington Theater at Covington, Okla. The Mecca Theater, Marshall, Okla., has closed.

PLAZA THEATER, Abilene, Kan., has installed new RCA High Fidelity sound equipment. The new Southern Theater, Wichita, Kan., installing new WE Wide-Range sound equipment.

A MODERN MOTION picture theater is being constructed by C. O. Wenholt at Satanta, Kan. Latest type projection equipment being installed.

Joan Marsh for Oriental, Chi

CHICAGO, July 27. — Joan Marsh, petite blonde movie star, will make a week of personal appearances here, commencing August 9, when she opens at the Oriental Theater.

THEATRE EQUIPMENT NEW & USED
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CURRENT BROADWAY FILMS

Issue Reviewed.

Murder Man (MGM)	Capitol	July 20
She (RKO)	Music Hall	July 13
Arizonian (RKO)	Roxy	June 8

Holdovers

Shanghai (Paramount)	Paramount—2d week	July 27
Broadway Gondolier (Warner)	Strand—2d week	July 13

BURLESQUE Conducted by SIDNEY HARRIS
Communications to 1564 Broadway, New York City

TABLOID Conducted by BILL SACHS
Communications to 25 Opera Place, Cincinnati, O.

New BAA By-Laws Being Prepared

NEW YORK, July 27.—The Burlesque Artists' Association held another meeting Tuesday on the matter of the new contract, which operators are eagerly awaiting. Tom Phillips, president of the BAA, said this week that there is still much work to do on the contract and that the organization is busy also on rearranging its constitution and by-laws. The revising of the constitution and by-laws of the organization is due to the need of more teeth in them so that members will be compelled to observe certain rulings which were infringed frequently this last season. Individual meetings are to be held next week with chorus girls and principals. With the BAA contract still in the air operators are declining to make any plans for next season. They contend that the contract might be too drastic for any elaborate plans they might have.

Minsky-Weinstock Plan Additional Coast Burly

LOS ANGELES, July 27.—Highly satisfied with the response given the Minsky burlesque at the Hollywood Playhouse, Joe W. Weinstock, Minsky partner, announced this week that Minsky-produced shows would soon be installed in houses in San Francisco, Portland, Seattle and Vancouver. Hollywood will be the production center for the shows, which will charge weekly and all will be routed out of Hollywood. First week of the Minsky burlesque ended on Wednesday night with every evening performance during the first week a complete sellout. Matinees have been fair and midnight shows standing room only. House is scaled from 50 cents to \$1 matinees and 75 cents to \$2 nights. Hollywood and Los Angeles dramatic critics have been divided on the revues and Weinstock and Minsky have been termed everything from Ziegfeld on down.

Hirst's Look-In On Midwest Time

PHILADELPHIA, July 27.—Issy Hirst, burlesque operator and head of the Independent Burlesk Circuit, will leave here Tuesday or so for a visit to Chicago and other Midwestern cities. He is making the trip on the invitation of operators in that territory with a view to linking their houses with his in the East. Hirst's Trocadero Theater here closes next Saturday to undergo alterations and his Bijou house reopens to take on burly August 5.

National, Det., Cast Changes

DETROIT, July 27.—The National Theater shifted its cast this week and will bring in Billy Diamond, Violet Dickson, Billy Foster and Leonard Kramer this Monday. George Schiller is producing the show. Jimmy Dugan and Gladys Clark, who closed here, have left for Lake St. Clair for a vacation.

Tab Tattles

AFTER three weeks of fishing and loafing at Wolf Lake, Muskegon, Mich., Harry Clark will open his *Rhapsody in Rhythm* at the Royal, Columbus, Ga., August 1. Show will play there three days and on August 4 opens at the Capitol, Atlanta, for a week's run. Following Atlanta *Rhapsody in Rhythm* is set for a week in Birmingham and Nashville and four weeks in the Carolinas before jumping west for another swing around the Cushman Time. Clark is slated to follow in the same spots with his *Penthouse Follies* two weeks later. . . . Leon Harvey and Vivian Foy, after several weeks of club work in Cincinnati, departed last Friday for the Colonial, Detroit. Sol Berns has them set for a string of other dates in the Motor City. . . . Jack Keating and Renee Mahar, who have been holding forth at the Wonder Bar, Cincinnati, for the last several months, joined the Cotton Watts tab at the Bonita, Chattanooga, last week. . . . Woods and Young, warbling hoofers, are working clubs in the Cincinnati area. They came in last week from the Dutch Village, Toledo, O. Their experience in tabdom includes one stranding with the Rube Fulkerson otry in the West several months back. . . . Jack Drayton, vet advance agent, reports that he is feeling fine after a four months' confinement in a Nashville hospital. Jack is now piloting Solly Childs' 25-people unit thru Western Pennsylvania and New York State. . . . Bonnie Austin has switched from Cotton Watts' tab in Chattanooga to his other unit at the Roxy, Knoxville. . . . Cotton Watts and wife, Chick, closed at the Bonita, Chattanooga, last Saturday to take a vacation. Bob Snyder will handle the comedy during his absence. Cotton has been working steadily for the last 45 weeks, doubling between Chattanooga and Knoxville. . . . Maurice E. Berry walked into a theater in Northern Wisconsin recently and introduced himself to the manager as the advance agent for Harry Berry's *Sunkist Vanities*. What?, asked the manager, "Harry Berry's *Sunkist Fannies*? Why I never heard of the show." Neither had Maurice, but he admits the name may be changed next season, as the troupe has been spending several open days recently at the lovely beach at Lake Geneva, Wis. Maurice says he has the troupe lined up for the next four weeks thru Northern Wisconsin and Upper Michigan. . . . Cotton Storey, still confined at St. Francis Hospital, Charleston, W. Va., with a broken leg, was joined last Sunday by his wife, Helen. . . . Bob Greer, well-known tab comedian who recently closed with the Dixieland Minstrels over Station KTBS, Shreveport, La., is at present vacationing in Cisco, Tex., with his brother who operates the Palace and Ideal theaters in that town. He will remain there until September, when he returns to Shreveport to resume his radio work. Bob and his brother recently journeyed to the Don Martino Dam in Old Mexico on a fishing expedition and reports that he brought back more than 500 pounds of fish. And if a snapshot which Bob sent us is the McCoy, his story is no fish tale. . . . Gus Sun, head of the Gus Sun Booking Exchange, returned to his Springfield, O., head-

quarters last week, from an extended fishing trip in Canada. He was accompanied on the trip by Volney Trout, Dan W. Clauer and Ray Wagner. . . . Mrs. Ed Wren, Gus Sun's daughter, underwent an operation at City Hospital, Springfield, O., last week and is now on the road to recovery. . . . His honeymoon trip to Bermuda at an end, Gus Sun Jr. is now affiliated with his dad's booking office in Springfield, O. . . . Roy Wright is now emceeing the Fanchon & Marco *Hello, America*, currently in Mexico. Writing from Cordoba, Mexico, Roy says: "We have played 10 weeks of Mexican cities. Also played two weeks in Havana. We are back in Mexico and have six more weeks in this country and then go home to the United States. Hurray! On the otry, besides myself, are Winnie Mack, Ratliffe and Gibson, Sidney Dell Dees, Ethel Anderson, Madlyn Parmeter, Jackie Gibbs, Micki Cullen, Jo Andrews, Ruth Lockford, Joyce Lockford, Naro Lockford; Jorge Rachini, Mexican emcee, and Josh Davis and his band."

U-NOTES

By UNO

JESS MACK and Jean Lee closed at the Trocadero, Philadelphia, July 20 to vacash in Atlantic City for two weeks and will then reopen for Issy Hirst at the Bijou, Philadelphia, August 5, Mack producing the book.

WINNIE GARRETT stepped out of the showgirl ranks at the Republic, New York, July 20 and became a stripping principal in the same house Sunday.

TAMARA, dancer at the Eltinge, New York, celebrated a birthday July 22. Beverly Carr, assistant number producer, ditto the day before.

CATHERINE RADIN and Betty Brown, showgirls, three years with the Wilners, shifted to Max Rudnick's lineup at the Castle, Long Beach, L. I.

MAUREEN O'DEA and Dorothy Dawn, two of Lester Montgomery's dancing quota of 12 brought to New York from the Michigan Theater, Detroit, opened as specialty dancers at the 42d Street Apollo Sunday.

FRED WILSON, former burlesque straight, is vacationing in New York, away from his Youngstown (O.) home, where he conducts a stage dancing studio under the family name of Kotheimer and where Mrs. Wilson, the former Babe Brennan, assists.

VERA DEANE and Dottie Cline, chorines at the Republic, New York, pocketed \$2.50 each as prizes won last week in Ken Rogers' conceived contest for the neatest girls in dress, deportment and work. The contest is on every week.

ARLANE JUDITH MORRIS, who arrived via the stork route at Mr. and Mrs. Bobby Morris' Bronx, New York, domicile July 5, already contracted for by Joe Quitner. Due to open in 1950. Her first press notice. First salary, \$225.

KARL J. WALKER WANTS FOR THE GAY NEW YORKERS

With Beckmann & Gerety's World's Best Shows, Experienced Chorus Girls, blonde, with long hair, for Fan Dance; young Singing Straight Man or clever M. C.; capable Piano Player, double Ocellone; Sax Player. CAN USE several shapely Girls for "Nudists of the Nations" Posing Show. Kay Parker, Whity George Bishop wire me. Chippewa Falls, Wis., this week; Madison, Wis., next week.

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Burly Briefs

DEWEY MICHAELS, of the Palace, Buffalo, was a visitor to New York last week and then went on to Atlantic City for a few days. . . . William Pickens, of St. Louis, was a New York visitor also. . . . Iris Conrad is just about getting over her six-day bus trip in

going and coming from her vacation to her home in Albuquerque, N. M. . . . Nancy Lane is doing a fan dance at the Cliquot Club, Atlantic City, which is managed by Max Cohen, former burly operator in Philly. . . . Helen Snowden celebrated her birthday in Atlantic City July 24, and Jimmy Baker celebrated his the day before.

HELEN REDDING will open at the Republic, New York, this Sunday. . . . Frank Scannel closed at the Irving Place, New York, Saturday. . . . Get Dave Cohn to tell you how he likes Toms River and also get Max Coleman to tell you about his Hebe jokes. . . . Cohn, incidentally, says he booked Lillian Murray into the Gotham, New York, and not Phil Rosenberg. . . . Cheri Griffith is back in burly, working the Irving Place, New York, after marriage took her away from the biz for a while. . . . Wille Gordon, comic, was injured in a recent accident while autoing to a vaude date in Fulton, Ill.

ROSE LaROSE
THE EXOTIC CHARMER.

PAULA LIND
THE DYNAMIC RED HEAD.

TAMARA
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"Coo Coo" MORRISSEY
Featured Comic. Last Season Indie Circuit. Summer Address, Cresco, Pa.

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FOR SIXTY-PEOPLE UNIT, WEEK AND STOCK STANDS, Thirty-two Chorus Girls—12 Ponies, 12 Mediums, 8 Show Girls. APPEARANCE, YOUTH ABSOLUTE ESSENTIALS. Salary, \$25. Recognized Chorus Producer, Harmony Singers for Male Quartette, FEATURED COMEDIAN, 8 Male Hoofers to double Chorus, OUTSTANDING PRIMA DONNA, Singing-Dancing Soubrette, Sock Specialties, Singles, Doubles, Trio. Write stating height, age, weight, complexion, previous engagements. SOBRIETY, STREET APPEARANCE OFF AND ON DEMANDED. REHEARSALS START AUGUST 22nd All Communications City Hall Square Hotel, 89 West Randolph, Chicago, Ill.

A NEW FACE

ARLANE JUDITH MORRIS

(SEVEN-POUND DAUGHTER OF MR. AND MRS. BOB MORRIS)
First Public Appearance July 5, 1935, in Bronx Hospital, N. Y. City.
OPEN FOR ALL OFFERS.
Pers. Rep.—MOTHER ELMS
BAA MEMBER

Elitch Beating Previous Years

DENVER, July 27.—With 17 sellouts to date and business running steadier than ever in its 43 years of existence, Arnold Gurtler, manager, expects the Elitch Gardens Theater to set a record for the last several years.

Grosses for the first five weeks have been within \$500 of each other and the top business, done by *Post Road* last week, beat the nearest gross by less than \$50. Second place so far was taken by the opening week, *Accent on Youth*.

Last year *Men in White*, fourth week, topped the season, with *No More Ladies*, opening week, a close second. Although no week this year has reached the grosses attained by these, yet the gross to date is 10 per cent over that of last year. The current week, *Ceiling Zero*, is expected to set a new record for this year.

The theater has more season reservations than ever before. Previously Saturday, Sunday and Monday were show nights, but this year it is as hard to get good seats any night. That the theater is offering stiff competition to picture houses is shown in the fact that the cheap seats in the balcony are selling out every night and every Wednesday matinee to date has been a sellout.

Accent on Youth and *Post Road* are tied with four sellouts each. Three each are credited to the others, *Petticoat Fever*, *The Bishop Misbehaves* and *Something Gay*.

In the cast this year are Roy Roberts and Nancy Sheriday, leads; Millicent Hanley, William J. Kelly, Edith Gresham, Adrienne Marden, Harlan Briggs, Romaine Callender, Lucian Self, Glen Langan and Eric Wollencott.

Addison Pitt is back for his third year of directing and Tom Kane is handling publicity. G. Bradford Ashworth is again scenic director. R. B. (Dick) McCoy and F. W. (Josh) Billings preside over the box office.

Break in Weather Gives Princess Stock Better Biz

KANSAS CITY, Mo., July 27.—Princess Stock Company, under the management of Ed C. Ward, after a strenuous season in Texas under canvas, is now playing its regular summer territory in Eastern Missouri. Manager Ward has had no complaint to make on business since the passing of the rainy season.

A full line of royalty plays is being used, with feature comedy parts for Ed C. (Toby) Ward. Roster includes, besides Ward, Mr. and Mrs. Don Null, Jimmy Griffen, Lucille Clemens, Mr. and Mrs. J. Richmond Roy and several other performers. A five-piece orchestra and a crew of workmen are also carried.

WANTED

FOR THE ORIGINAL TOBY'S COMEDIANS. Under Canvas, Musicians to double Parts and Orchestra. WANTED Drummer and Saxophones quick. No booze. Must double. Wire quick. BILLY TOBY YOUNG, Manager, Humansville, Mo.

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Write DAVIS-BRUNK COMEDIANS, Smackover, Ark.

Rep Ripples

CAPT. J. W. MENKE enjoyed his biggest week of the season at his Golden Rod Showboat in Pittsburgh last week with *No Mother To Guide Her* headed by Harry Owens and his company. Play is being held over indefinitely.

SHANKLAND STOCK COMPANY reports a heavy play at all of its Indiana stands. Company is playing under a tent with accommodations for 800 people. Show had its banner week of the season so far in Murphysboro, Ill., a few weeks back. Willard S. Isley, trumpet soloist and banner man with the show, reports that he unloaded no less than 63 banners at that spot and that he was forced to turn down five merchants, due to lack of display space. Bus Wilson, who does the painting, says it reminded him of the old days with Billy Terrell's tent show. Shankland show will shortly begin a string of fair dates thru Southern Illinois.

CHARLEY SPERRY writes that he opened his traveling airdome show at Dresden recently, but fails to say which Dresden, there being more than a half-dozen towns with that name in the postal guide. He is carrying seven people, featuring Henrietta, accordionist, with a five-piece hillbilly band. Charley is doing black.

SAM DAVIS is in his ninth week with Jack Hart's tent show, currently touring the Kansas territory. "Business is fair," Sam writes, "and everything is going fine. Jack has a swell outfit; in fact, one of the best I've ever been on. This is my first show in four years, having been in Los Angeles and out of the business all that time. Do you ever hear about or from Mal Murray, Bob Feagin, Bill Florer, Raynor Lehr, Boots Walter and some of the other old-timers?"

AL S. PITCAITHLEY and wife, Jane Allardt, closed with the Davis-Brunk Comedians at Fordyce, Ark., July 20 and opened July 24 with the Clyde and Bea Davis Players, in stock at Baldwin Park, Quincy, Ill. This is the Davis show's second season in Quincy.

ALLERITA LOOMIS PLAYERS, under the management of Glen Loomis, are currently touring New Mexico.

THE GRAY STOCK COMPANY, after a successful three-week stand under canvas at Ruidoso, N. M., a resort spot, is now in Alamogordo, N. M., for an indefinite engagement.

CLARK CULLAM, formerly of the Cullam & Williams Stock Company, is now settled in Hillsboro, N. M., where he is doing clerical work for the county and tuning pianos on the side.

JIMMIE AND HONEY O'HEARN have closed their outdoor candy show and are now operating the Gold Pan Cafe, Hillsboro, N. M. They report good business, but both are bothered with the old itchy foot and will no doubt hit the road again real soon. Jimmie says that the New Mexico territory has suffered less than any of the other Western States from effects of the duststorms, heat or floods.

ENCOURAGED BY the unusual demand for plays during the late spring and summer, George M. Gatts, of the Unity Play Company, Little Neck, N. Y., announces the acquisition of more than a dozen new plays for autumn and fall release. The first of these plays, *Life Is Like That*, is being released this week. Mr. Gatts advises that Monroe Hopkins, of Houston, and Jimmie Hull, at Dallas, have arranged to produce it immediately.

Kansas City Jottings

KANSAS CITY, Mo., July 27.—Toby Young's Comedians, under the management of Billy Young, showed this week at Cole Camp, Mo., one of its regular towns, and business was okay.

Harry and Agnes Clarke have joined the Regal Tent Show in Tennessee.

Floyd White, formerly with J. Doug Morgan and other well-known rep shows, was seen on the Kansas City Rialto this week. White is now engaged in the music business.

Guy Cauffman's Comedians recently showed for two weeks at Conception, Mo.

Toad and Zanza Thorpe have joined the Davis-Brunk Comedians in Oklahoma.

Walters' Comedians, under the management of Herbert Walters, have invaded Kansas territory after being out all winter in Southern Texas. Manager Walters will play his regular summer towns in Kansas, after which he will work his way south again for his annual trek thru the cotton territory. The show is playing mostly three night stands and Manager Walters says business has been "pretty good" (with the accent on the pretty). Roster includes Herbert Walters, manager; Helen Walters, Ross McKay, Margaret McKay, L. K. McKay, Cliff Malcolm, Mabel Malcolm, Al Martin, Tutor Lacy, Farrel Tolson, Gaynor McCauley, Shirley Walters and Dad and Ma Maxwell. There are three trucks and five housecars.

Ted North Players, after a successful stock run under canvas at Joplin, Mo., will open in Wichita, Kan., July 29 for the balance of the summer and early fall. This will be their third season in Wichita.

Elwin Strong Players encountered a blowdown recently at Gordon, Neb. A night was lost but the working crew quickly repaired the canvas and business was resumed as usual the next day.

B. L. Dickson, manager of the Chicago Players, who are on a circle in North Dakota, reports that business so far this summer has been the best for many seasons.

Harry J. Pamplin, manager of the Cooks Players, now touring Alabama, reports business as very satisfactory.

Jack Ripley has two tent reps in Iowa this season, one in the east and the other in the western part of the State. Both shows doing well.

Jimmie's Comedians, under the management of Jimmie Tucker, are reported to be doing okay in Wisconsin.

Johnny Spaulding has closed his house circle in Western Kansas on account of extremely hot weather. He will reopen in September.

Billroy Show Briefs

SARANAC LAKE, N. Y., July 27.—Lake Placid, the Adirondacks, balsam, pines rustling in the winds, mountain air, so cool, refreshing, invigorating. Saranac Lake—new hope and bodies on the mend.

No doubt, Betty Huntington in her column will give you the dope on the special performance presented by Billroyans at the NVA Lodge last Sunday, so I shall skip over it with a brief mention. Suffice it to say that all vaudeville acts and the Palais Royale Orchestra participated and our little offering was accepted in a grateful manner. And maybe you think there wasn't a lot of genuine pleasure connected with our end of it.

Burlington, Vt., last week gave us the banner night up to date, despite the fact that rain poured steadily until opening time. A radio tieup helped considerably.

Ray and Marie Snedeker, of rep fame, caught our show there and saw much to commend. They are opening a circle in that vicinity in the near future. The local papers also gave us a nice sendoff with follow-up notices.

We have encountered much rain in recent weeks, but the inclement weather has had little or no effect upon our business. Candy sales have shot up phenomenally, too.

Dolly and Albert Crites are now with us on the culinary end, dishing out three squares a day to the members of the crew. JOHN D. FINCH.

Perwinkle Boat in Bridgeport

BRIDGEPORT, Conn., July 27.—The Perwinkle Showboat opened in Bridgeport this week. The plays include *Retribution* or *The Mother's Dying Child* and *Rattlin' the Reeler* or *The Tiger of the Sea*. Elizabeth Langille is leading woman and Carter Blake is leading man and director. Blake appeared in *Page Miss Glory* on Broadway last season.

Stock Notes

THE PETERBOROUGH PLAYERS, Peterborough, N. H., who opened third summer season July 16, from August 6 to 10 will present three short plays by Alfred Kreyborg. They are *The Dead Are Free*, *Monday* and *America, America!*

AINSWORTH ARNOLD, of Fort Wayne, Ind., has joined the summer stock at the Rockridge Theater, Carmel, N. Y.

THE PERUCHI PLAYERS, who recently opened at the Erlanger Theater, Atlanta, for an extended run, will have their play schedule interrupted occasionally with road shows, which are being booked for fall and winter appearances at the house. Under the arrangement the Peruchi organization will lay off on the days the road shows will be in. Company is working on a seven-day schedule, with two matinees weekly.

CLIFFORD EDGE, Pittsburgh stock actor, has joined the Galloway Players in Brookfield, Mass., where he is appearing on the stage as Cledge Roberts.

GEORGE SHARP and Jerry Floum, former producers of *The Drunkard* in Pittsburgh, are readying *Why Girls Leave Home* for a mid-September opening at the Fort Pitt Hotel in that city.

FREEMAN HAMMOND PLAYERS, Pittsburgh, summer stock, presented its second offering of the season at the Experimental Theater there last week. The play, *Room 517*, by James McFarlane, was given for six performances. Heading the cast were Charles Hoyes, William J. Stuerenagle, Dorothy Scott, Florence Ninness, James Cochran, Dolle Hamilton and John Lightfoot.

Norma Ginnivan Reports Successful Tour to Date

WAUSEON, O., July 27.—Norma Ginnivan, of the Norma Ginnivan Dramatic Company, which played here this week, reports that the show is doing a good business over its established territory. Cast includes Helen Sharp, leading woman; Alma Coble, second business; Jeanne Anders, ingenue; Katherine Van Esse, character woman; Ernest Walling, leading man; Tommy Windsor, heavy; George Newman O'Brien, comedian; Chester LeRoy, juvenile, and Edwin Weaver, director and characters.

The Ginnivans are also offering vaudeville between the acts, featuring Little Jeanne Anders, the "tiny dancer"; Ernest Walling, ballad singer; Tommy Windsor, magician; LeRoy and Sharp, ventriloquists; George Newman O'Brien, comedy singing and dancing, and Master Buddy Walker, five-year-old drummer, who also appears with Mr. O'Brien in a comedy, singing, dancing and talking act.

In addition to the above, the Ginnivan personnel includes Norma, Howard and Peggy Ginnivan, owners; Ed and Anna Hicker, Orland and Theresa Walker, Roy and Leta Slater, Bert and Sherm Weir, Margaret Weaver and Robert Stanley.

Cannon Buys New Equipment, Baggage Truck in Smashup

BURLINGTON, W. Va., July 27.—Frank D. Cannon, owner-manager of the tent show bearing his name and currently playing this territory, has just purchased a new cookhouse semi-trailer, a truck and a new house trailer.

On July 21 the canvas and baggage truck, driven by Buddy Cannon, turned completely over and smashed up on a mountain near Moorefield, W. Va. Buddy escaped with a few minor cuts and bruises. No great damage was done to the truck.

Pat Reed has just joined the show to do singing and dancing specialties.

Recent visitors on the show were Art and Euna Gilbert, Mr. and Mrs. Carl Lamond, Dave Crites and Nat Danzig.

AT LIBERTY—"Boob" Brasfield, Feature Comic

Toby, G-string or Light, or line of General Business or Characters. NEVA, General Business or Characters. BONNIE, age 16; 5' 2", 100 Lbs. Young, peppy ingenue. All have plenty modern wardrobe. Single and Double Specialties. 7x14' Baggage Trailer, Scenery, Props, Drapes, Car. Have been in Stock 6 years. Have plenty material. Produce Concerts. Address "BOOB" BRASFIELD, care De Forest Show, Ross Hill, Va. After this week, Smithville, Miss.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

THE LATE HOUDINI'S trick of opening a closed safe by passing his hands over it was exposed last week by Charles Courtney, president of the Master Locksmiths' Association of America. Mrs. Houdini had sent her late husband's private safe to Courtney's shop at 530 West 125th street, New York. There were some papers she needed and Courtney managed to open the safe in the usual way, turning the dial. Later he tried to open it as Houdini did and discovered that a magnet passed over the surface caught a hidden tripper not connected with the dial.

PAUL DUKE played Bobby Sanford's Showboat on the Hudson, New York, last week. Taking it easy for the summer.

BLACKSTONE, now taking his usual summer rest in Michigan, will resume vaude the latter part of September.

MARVELO (Lester Lake) explains his Boiled Alive open-air stunt in the latest issue of John Mulholland's *The Sphinx*.

FRANK LANE, Boston funny man and magish, is now in Buffalo, N. Y., scouting around for a radio hookup and while there is playing theaters, clubs and the radio. Frank sends us a bundle of newspaper clippings to prove that he made every newspaper in Buffalo within three days. Not only did he "guest star" for one of Buffalo leading radio comedians, but he conducted for one night the "This Is Buffalo" column, daily feature of *The Buffalo Times*.

"THINGS HAVE BEEN GOING along okeh." Dr. Frederick Karr, mentalist, writes from Ironwood, Mich., under date of July 22. "Business has been good and since seeing you last spring I have alternated between radio stations and theaters. I have most all of the theaters in this district signed up and start playing them August 2. After I play this string of houses I have another radio station signed for a run. Plans are on foot for a tour this fall with Felix Bley in advance."

HARRY OPEL, Toledo, O., magic worker, sends us his August edition of *The Voice From the Attic*, which, incidentally, is the only home-made, pencil written magic magazine in existence. Harry has been penciling *The Attic* for the last seven years. The first copy was made just in fun and sent to a magic friend. Harry thought it such a success that he now gets out one copy each month and sends it to a different person, whom he feels is a friend of magic, each time. Opel explains that *The Attic's* editor, whose name is I Will Be Great, is a cranky old cuss, smokes big black cigars and knows magic from A to Z. As a matter of fact, we found the eight-page paper an interesting opus.

W. W. DURBIN, popular president of the International Brotherhood of Magicians and Registrar of the U. S. Treasury, so kindly sends us from Washington a program and some bills of Mino the Mystic, of Bombay, India, who is touring South and East Africa with his mammoth magic show. "Mino is a great magician and a wonderful mindreader," Mr. Durbin writes, "and he is one of the leading spirits of the International Brotherhood of Magicians. He tells me they are having big business and you can tell from the price of seats that it is a high-class show. He is assisted by Mashuq Ali, with whom I am not acquainted, but who is recommended to me as a very fine performer from India. He tells me in a letter from Durban, Natal, South Africa, that Charles Carter (the Great Carter) is now in Africa and that he hopes to see him soon."

WILL GOLDSTON, in a letter to Gysel, Toledo, O., magish, denies that the exposes which appeared in connection with his recent series of articles in *The American Weekly* were his own work or idea. Writing from Toledo under date of July 22, Gysel says: "I have just received a letter from Will Goldston, dated July 11, in which he says that the tricks ex-

posed recently under the name of Goldston in *The New York American Weekly* are not his work. He says that he supplied the stories only. The editor, he says, included the exposes without his consent or knowledge. He says further that he feels most annoyed about the liberty taken with his articles. Much matter was added to his own, also without his knowledge. He says that sort of thing does not happen in England. So that's that."

KING FELTON, magician, writes from Pawnee, Okla., under date of July 19: "Today we were invited out to my old friends, Major Gordon W. Lillie and his wife, May, for a swell luncheon at his Buffalo Ranch on top of the big hill overlooking the city of Pawnee. We all (Frances Maloy, Hazel Felton and myself) had a wonderful time. After the luncheon did a few parlor stunts. We were shown the bedroom of the late Buffalo Bill Cody. It is the same as when he left it. We talked of many of the great magicians. The late Harry Keller used to be the Major's favorite mystifier and very good friend. They enjoyed a night of magic while we were showing there. The Major says he is getting the fever again for another try at the head of Wild West Show. We saw 70 head of buffalo on the 600-acre ranch, many beautiful buildings and thousands of curios."

BOB NELSON, of the Nelson Enterprises, Columbus, O., reports that the picnic tossed recently by the Columbus magic boys at Doc Okey's summer home near Westerville, O., was a wow of an affair. The picnic ran from 1 in the afternoon until 10 at night, when most of those present journeyed to downtown Columbus for more partying. Magic, a barrel of beer, a swell lunch, moving pictures and gags galore made for a swell time all around. Among those present were Johnny and Jerry Furman, Dr. John Taylor and Dr. Mason, all of Indianapolis; Howard Strickler, Toledo; R. A. Nelson, S. W. Reilly, Doc Okey, Marvin Jones, Charles Gordon, Jay Ellwood, Claude Bawden, Dr. Holston, Dick Clegg, E. J. Moore, Arthur Martin, Hoyt Wheeland, Dr. Richie, Gus Schell, Dr. Strosnider, Harry Meyers, Hilton Love and Bob Anderson.

BRUNO WARNECKE, illusionist, who has toured in this country and abroad for nearly two decades, played Tipperary Park, St. Croix Falls, Wis., July 28, where he included in his program his latest original effect, *The Captive's Flight*. The effect of his newest fooler is as follows: He produces and passes out for inspection a shallow wooden tray. This is placed upon the stage and upon it the magician places an ordinary chair. A young lady sits in the chair and she and the chair are covered with a large silken cloth thru which the outlines of her figure may be discerned. With girl in this position and with Warnecke surrounded by members of the audience, he whisks off the cloth, which instantly disappears into space, revealing the fact that the lady has vanished, leaving the chair and tray intact. Among the other illusions on his program are the Levitation, the Guillotine, the Golden Butterfly, Le Cocon, the Doll House, the Radiant Light and several others.

ADE DUVAL, the king of silks, after playing the Rex and Gaumont-Palace theaters in Paris, has returned to London for a six weeks' return engagement at the Trocadero Cabaret. Duval will again double into vaudeville from that spot. This is his first return engagement in Europe since invading those parts early this year. He finished his last engagement at the Trocadero April 6. Incidentally, C. B. Cochran, the "Ziegfeld of England," produces the shows for the Trocadero. Writing from London under date of July 10, Ade says: "Wish you could come along. We could manage to put away a bit of ale, which, by the way, is okeh. I have been taking care of my quota religiously. We have not yet been to Germany, so I can't give you any first-hand information on how their brew compares with Hauck's or Moerlein's (two famous Cincinnati brews in pre-prohibition days). At the Paris theaters I did my act in French. The amazing thing is that the customers understood what I was saying. On July 8 we appeared at a garden party at the home



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

VOX POP—program heard Sunday nights from 7:30 to 8 p.m. on WJZ, a series of man-in-the-street interviews handled by Jerry Belcher and Parks Johnson, who have both humor and showmanship. Act could be used on any stage (the larger the better), run in the same way as on the air. In conjunction with broadcasts, commercial spiel could be left out and chance to talk over air network would draw volunteers. It might, in fact, become a heavy drawing card.

chief thing is a real personality which she socks across the footlights. Should click in a revue or even in pix.

THE HARTMANS—ballroom dance team now doubling between Dempsey's and the Music Hall, New York. Their comedy Bolero is a scream. Keen exponents of burlesqued dancing, they should click heavily in a revue spot.

DE VITO AND DENNY—slapstick comedy turn in vaude, which packs laugh wallops with its fast and furious knockabout. If given a production buildup in a revue, its wild comedy would be surefire, coming as a surprise. Act even slams things around in the ork pit.

HARRIS, CLAIRE AND SHANNON—ballroom dance trio playing vaude who should be a cinch for a revue spot. One man and two gals, they do routines which would be tough enough with only one partner. A class trio, possessing novelty, grace and talent.

For LEGIT MUSICAL

ELIZABETH HOUSTON—specialty singer in the above act. Strictly a personality kid, she rates a recommendation of her own. She sings and dances nicely and is an extremely cute youngster. But the



Minstrelsy

By BOB EMMET
(Cincinnati Office)

JOE KATZ, formerly second agent to P. S. Maddox on the Neil O'Brien Minstrels, is now located at his home in Cincinnati recuperating from a gall-bladder operation which he underwent several months ago.

HAPPY GOLDEN, erstwhile minstrel man, has returned to Cincinnati from Springfield, O., where he managed a theater for more than a year. Happy is doing a bit of booking in the Queen City.

J. C. LINCOLN'S Mighty Minstrels, who opened the season the middle of March, are now touring the Virginia country. According to Manager H. S. Palmer, business has been good most of the time. Show recently purchased a 70-foot top with two 30-foot middle pieces, a new proscenium arch and more reserve seats. The Lincoln minstrels will remain in the Eastern country until cotton time and then will swing south. At Johnson City, Tenn., the other week the show put on a complete performance for the disabled veterans at their home and hospital there. The Lincoln minstrels carry a large band and feature a daily street parade. The show is the largest it has been since 1929. "We are doing the best business since 1929," Manager Palmer writes. "If we have no serious break or letdown in business it

will be the best season the tent shows have had since before the panic which got us all."

GUS HILL, veteran New York producer, well known in the minstrel field and for many years prominently identified with cartoon comedy shows, is making plans to launch a mammoth minstrel show in the fall. The new burnt cork opry will be produced along entirely different lines, Hill explains. He is angling for such well-known names as Mrs. George Primrose, Eva Tanguay, McIntyre and Heath and others. "It will be a big and spectacular show," Mr. Hill says, "and at no time will I have less than 18 people on the stage. It will be a mixed show and will have 50 people in the circle. Printing is now being made. Everyone seems to think the time is ripe for a big minstrel show, as we have not had such an attraction in many years."

"I HAVE RECEIVED much favorable comment on the tribute I wrote on the late George Primrose and which was published in *The Billboard* some time ago," writes Prof. Walter Brown Leonard, minstrel authority, from his home in Glens Falls, N. Y. "It was copied in full in *The London (Ont.) Advertiser*," Prof. Leonard continues, "and I received a splendid letter from the editor, Frank Adams, who is part owner of the paper. As London, Ont., was the birthplace of George Primrose, I suppose the article was of special interest there. Mr. Adams was the London correspondent for *The New York Clipper* for 32 years and wrote criticisms for the paper. He is much interested in minstrelsy and has met most of the old-time minstrel men and has a large collection of minstrel programs which he treasures highly."

of the Countess of Mar and Kelle. We feel quite honored at being included in this performance, as there is to be no royal command performance this year." Ade has no idea when he and the wife will return to the States.

TOMMY MARTIN, youthful trickster who leaped from obscurity to one of the top rungs of the magic ladder in a few brief years, during the last 12 months has established an enviable record for magic boys to shoot at. Since last July Tommy has worked 46 weeks, including 12 weeks at the Palmer House, Chicago; 20 weeks with Dave Apollon's show, eight weeks for Paramount and six weeks of independent time. He is current this week at the Earle Theater, Washington.

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**Steinel K. C. Walk
Down to 16 and 3**

KANSAS CITY, Mo., July 27.—The J. B. Steinel Midwest Walkathon Association show opened here at Winnwood Beach July 14, with 48 couples and four solos. Floor has been reduced to 16 couples and three solos. Forrest Bailey is doing a good job of "heat," consisting of a series of five-minute heel and toe Australian derbies. Crowds up to the present have been exceptionally good, with SRO on week-ends. The show is broadcast twice a day on WHB, with a nightly broadcast from WLBF, Kansas City, Kan. Show has received plenty of support from merchants and local papers.

The personnel includes Paul Roscoe, manager; Frank Bodtke, auditor; Ducky Naccarato, chief emcee, and three assistant emsees, including Al Baker, comedian; Chuck Payne and Hal Brown. Trainers: Buddy Allen, Tommy Green—*(See STEINEL K. C. on page 56)*

Contestant Notes

GENE DE KERQUELEN writes of meeting Walter Tebbetts and Johnny Lue in the station at Newark, N. J., recently. The Tebbetts Asbury Park show is coming along in great shape, with Dud Nelson, head emcee, and Joe Purcell, heat man. Others on the staff are practically the same as the staff of the Olympic Park, N. J., show last spring. Gene says he may soon be marathoning again for Dick Edwards or Pop Dunlap.

BUCK ROGERS writes from West Roxbury, Mass., that he is out of marathoning temporarily and is in training for another try at the fight game. If it doesn't click he says the old boards will find him pounding away again in the fall.

LANNY CONNER, from Vancouver, Wash., tells of taking a year's vacation *(See Add Contestant Notes on page 56)*

**Raabe Pueblo Show
Drawing Well at 432**

PUEBLO, Colo., July 27.—The Carl W. Raabe show, which started here July 2 with 30 couples and four solos, was down to 11 teams and one solo at the 432-hour mark. Emsees are Curly Linder, head, with Billy Baldwin, Carl W. Raabe and Les Emerson. Broadcasts are three times daily over KGHF. The draw is increasing steadily and looks like a winner. Contestants still going include Tex Hunt and Grace Grain, Herb Morris and Bobbie Huthman, Buck LaMarr and Billie, Carol Brazzell and Mildred Hudson, Dave Cullins and Rena Gardner, Bob Maxwell and Verna Parsons, Sonny McNeil and Helen Brim, Bob Beer and Cleo Grain, Ray Hahn and Emil Abel, Ken Robbins and Ethel Yates, Curley Conroe and Evelyn Tripp, and solo Cleone Grain.

**Seven and Two Still
Going at Bay City**

BAY CITY, Mich., July 27.—The S. M. Fox show here is down to seven couples and two solos after 1,000 hours. Nightly Australian Dynamite derbies are going strong with the fans. Show got off to a slow start but is picking up steadily, being located in the heart of local picnic activities. Platform is handled by Billy Lang, Ted Mills and Cliff Real. Squirrelly Bradley is taking care of the comedy, assisted by Steve Barr. Jackie Murphy is floor director. Judges are Mickey Brennan and Art Baya; trainers, Bruce Caldwell and Al Soares; nurses, Caroline King and Emilene Caldwell.

The list of contestants includes Doug Mills and Peggy Rickards, Abe Shapiro and Ann Barker, Heinle Rink and Jeannie Marion, Squirrelly Bradley and Bernice Woods, Romaine Fortier and Doris Richards, Bid Jensen and Mary Ann Bloom, Clyde Woods and Cora McCauley, with Evelyn Johnson and Ilda Miller, solos. Broadcast is three times daily over WBCM, with music from the stand by Lew Caskey and his Sleep Busters.

**Attendance Surprises at
Seltzer Kankakee Walkie**

KANKAKEE, Ill., July 27.—Leo A. Seltzer, providing a place for a short summer show and vacation combined, leased Avon Beach near here and started his one-fall show with 26 teams and two solos. The contest has been in progress a little over a week and Seltzer and the staff are wondering where to put them. There are plenty of small towns about here that heard the Chicago broadcasts for the past four years and the people knew every one of the staff the minute they walked in. Place only seats 1,200 and they have to be crammed in at that. There's a bathing beach, rides, etc., to attract them in the daytime and matinee have been good. Eddie Snider, Gor—*(See Attendance Surprises on page 56)*

**Eleven Couples on
Long Branch Floor**

LONG BRANCH, N. J., July 27.—Danny Maher's endurance show in Recreation Pier here, which opened June 15, is going strong. Eleven couples are still on the floor and the show goes on the air three times a day over WCAP. It's the third show held here in the past four years and business has been picking up steadily.

Bernie Marr, just out of the Dedham, Mass., show, has taken over the emcee job. Red Skelton is doing the comedy and Eddie Begley is working the matinees and late shifts.

**7 Teams on Secaucus
Floor at 1,700 Hours**

SECAUCUS, N. J., July 27.—The Mish-kind and Rubin marathon dance derby here is past its 1,700th hour, with seven couples still plodding the boards. Bob Lee and Dick Buckley joined the show about two weeks ago and are pleasing the fans. The nightly feature is Bob Lee's human derby and it has proved a good method of eliminating contestants. Besides Buckley and Lee on the platform there are Chuck Sparks and Smiling Smitty Zatti and his Syncopators. *(See 7 TEAMS ON on page 56)*

Staff Briefs

TINY SCHILLINGER has joined the J. B. Steinel Kansas City walk to put out dope sheets. Mrs. Tiny Schillinger (Joy Sherman) is doing the dope sheets for Harry H. Cowl's Minneapolis show since Tiny's departure for Missouri and is doing a fine job of it.

ARCHIE GAYER has joined the emcee staff at Lansing, Mich. This is the sixth Michigan show in which Archie has worked as emcee. "The Lansing show is doing well," he writes, "and at the end of 900 hours has nine couples still on the floor."

JIMMIE JOHNSON'S walkie at Red Bluff, Calif., ended July 1 with Steve Stevens and Betty Ryan walking in first. Scotty Reed and Mildred Moore finished second. The prize money was paid in full, the show going a little over 800 hours.

DUKE HALL remembered us with a card from Grant, New Mexico. Infos he is en route to join Hal Ross. A little out of the way, isn't it, Duke? What's the lowdown—a vacation?

BLACKIE KIRBY, trainer, and Peggy Carlton, nurse, are vacationing on the outskirts of Coney Island, N. Y.

VIC PUREE is current at the Chez Paree night club, Indianapolis.

**Ross Tacoma Unit
Packing 'Em at 700**

TACOMA, Wash., July 27.—Over 4,000 patrons packed the Century Ballroom, located on the Tacoma-Seattle highway, two and one-half miles from here, to attend the wedding of Gladys Maddox and Bob Turner, contestants in the Hal J. Ross "Battle of the Champions." All credit for the presentation going to Jane Shannon for the way the stadium was transformed into a garden set that made this one of the most beautiful weddings ever presented by the Ross Amusement Company.

The contest is past its 700th hour with nine couples and two solo boys fighting it out for the \$1,750 in prizes. Business has been exceptionally good and the fact that this contest opened in the face of a lumber strike that practically paralyzed other industries speaks well for the way the show has been handled by Monte Hall and Art Wolf. Three daily broadcasts over Station KVI keep the public informed.

Sprints and treadmills will bring the walk to a rapid termination, with Ernie *(See ROSS TACOMA on page 56)*

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Celebrating Our Fourth Anniversary
with **GEO. L. RUTY**

WALKATHONS

and Wishing Him Continued Success

"PHIL" MURPHY

IRV FRIEDBERG
Radio

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WALKATHON

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The Atlantic City of the West,

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This will be a short, fast show. All contestants knowing Uncle Joe Purtell and Dick Buckley come on—no time for correspondence. Contestants will take their showers in Lake Michigan. Everybody report in person to **JOE PURTELL, Big Casino, South Haven, Mich.**



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

San Diego, Calif.
At times heavy circus wagons become mired on soft or muddy lots and many horses are needed to put them on or off. Such instances often cause delay in circus operation and interfere with the daily schedule. I wonder if the circus could make use of a machine somewhat similar to a small-sized caterpillar war tank, with a hoist drum, cable and motor attachment on the rear end. As I see it this would result in a double-power pull on the object to be moved, one from the machine itself and the other from the hoist.

Suggestion for Getting on, Off Lots Quicker

Perhaps such a device and machine would not be of much use on the circus lot. It may be that horses, and horses only, can get the circus off and on bad lots.

WILLIAM F. HEWITT.

New York City.
No doubt performers throughout the States are interested in the "doings" of CWA camp shows and will enjoy this. Ye scribe recently "caught" the very latest CWA free vaudeville unit at Seaman's Institute in Manhattan district (W. 20th and North River). The emcee, after several introductions, warned the audience it would be entertained by artists who had played the leading vaudeville circuits.

Act I—Knockabout team, one heavy-weight and a husky little chap, socked each other plenty, finishing with the "mitts." Fast work and went over.

Act II—A statuesque blonde fem. singer and violinist. Audience joined her in some old-time choruses. Three bows.

Act III—Eccentric comic, with dance ability, assisted by "wop" stooge from audience. They danced off nicely.

Act IV—The emcee said she was an international comedienne. Voice indicated operatic training. Executed Ted Lewis imitations and some rough-house falls. Three bows.

Act V—High-hat comic introducing singing, rope twirling and a handsaw. Worked hard for success and landed.

Act VI—The young emcee, assisted by a girl eccentric dancer, introducing new flashes in "pantomime dawninging." The emcee affecting a Joe Penner "mix-up" is a capable hooper. Many bows.

Act VII—Male team, straight and hick. Straight, singing a light tenor, gave a ballad "prompted" by the hick in wings. Some passable gags and displayed good vocal tactics.

An old-fashioned school act, introducing the entire company, went over in a big way with the SRO house. A very capable pianist never missed a cue. Time, one hour 30 minutes.

ROBERT MACK.

Chicago.
Note Walter L. Main's article regarding Jake Welby and Jim Pearl. I trouped with both in Ed Oakley's Jubilee Minstrel act back in 1916, the year in which Welby died here in Chicago. Hope you will publish this for Walter L. Main's information.

AL TINT.

En Route.
Thru all generations people have been skeptical, more or less, about the plans and ideas of great men. And they probably always will be skeptical. They like to be shown. That brings surprise, and surprise goes hand in hand with joy.

The point I wish to bring out is that tented attractions, universally called "tent

shows," will soon have to modernize. Not necessarily all tent shows, but those that play the smaller communities.

An aspiring young writer once asked his father, who also was a writer, why his works would not sell, and his father told him it was because he said nothing worth saying. So it is with the majority of the smaller shows—they have nothing worth showing.

The show-going people of today know or at least have a good idea of just what they are going to see when they go to a tent show. An orchestra comes out and plays a few numbers. Then up goes the curtain on just a fair three-act comedy-drama, with vaudeville between the acts.

I feel that somewhere in the show world there is a genius who can do something to lengthen the life of this educational entertainment by deviating from the regular routine. It must be something that will surprise the patrons, and when you surprise them you have them pleased.

There are almost as many tent shows today as there ever were and they are here to stay. But so many managers seem to have given up when they should have been fighting all the harder. It is my honest opinion that tent-show business will come back with a bang if

the managers will adopt modern ideas and put pep into their efforts.

C. A. (BOT) SHAFNIT.

Mt. Penn, Pa.

I read *The Billboard* all the time and get a big kick out of it. I am a railroad man and have moved many shows. Here is one thing I saw at a circus that has always been on my mind. While making a trip down south in the fall of 1924 I saw the Sparks Circus at Thomasville, Ga. For some reason there were no horses on the show and it was put on the lot by mules and trucks. There was a very young man as big boss and he certainly was a fast stepper. If any readers can answer this I would appreciate receiving the information thru the Forum.

Railroad Man Wants To Know Why No Horses

FRANK MANNING.

En route, Alabama.
I want to settle for good the question of acrobatic tumbling. In other words, I want some one to reply to the statement I made in the dressing room of the Ringling show in regard to the Tommy Oliver trick of a round off flip double twister and a back, all in one swing, on the stage of the Toronto Opera House, Toronto, Can., some years ago. About 20 witnessed the trick, among them being Gado Castello, the Cuban acrobat—at least I think he was a Cuban. Perhaps some of the veterans will recall him. He was the most efficient tumbler I ever witnessed.

About Oliver's Acrobatic Tumbling Trick

Many have doubted my statement, saying that it cannot be done, but it was done and those of you who have heard of it please confirm my statement. True,

Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Preamble

According to the laws, all States define persons, firms or corporations who transport their property or merchandise "as private carriers," and private carriers are not exempt from any law, ordinance, court decision or court ruling and shall be governed at all times as that of any for hire public carrier. Any motorized show operating vehicles of a commercial type is subject to all penalties likewise and by law.

We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

Illinois-Missouri

This department has received letters from the Illinois Commerce Commission and the Public Service Commission of Missouri making complete denial of any "war" of reciprocity between these States. The Illinois commission has asked that this statement be issued: "We beg to advise that there is no basis for this report. Missouri and Illinois always have been on the friendliest of terms." In the issue of July 20 we published the facts as presented by the Missouri commission.

West Virginia

Letter from O. E. Bradley, of J. J.

Page Shows: "Beg to advise of condition I ran into in this town in regard to trucks with Tennessee license plates. I haul my own equipment (not for hire) and have Tennessee tags. Was arrested by a deputy sheriff for entering the State with these tags. This was the only place I was detained. They claim that there is a new law in this State which does not honor Tennessee license plates on any kind of vehicles. Please warn other showmen either in or coming into the State with Tennessee plates. They fined me \$15 and I had to buy a license in addition or leave the State."

Readers, we have given you a letter concerning the West Virginia slant on Tennessee license. We have published this law in other issues and further advise that these are facts. West Virginia has placed bars on Pennsylvania, Ohio and Kentucky. You will find the same situation with these States' license in West Virginia as those of Tennessee.

Gasoline Savings

Many readers have written in asking about the tax-exempt gasoline and how they can save money in exemptions. We published an article on this recently and named the States which allow exemptions. At that time the number of States was not accurate and where to apply was not given. One would be astonished to know how much money can be saved by obtaining refunds where gasoline is used for stationary engines, light plants and other uses. Large consumers of gasoline have already taken advantage of such exemptions, yet there are many who have never given this a thought. Therefore we give a complete

(See TRANSPORTATION on page 52)

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41st YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Company

R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1584 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5308. Cable Address, "Bilbyboy," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1584 Broadway. Phone, MEDALLION 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor, Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. DALLAS—401 Southland Life Bldg., 1416 Commerce Street. Phone, 2-8202. PHILADELPHIA—B. H. Patrick, 7222 Lamport Road Upper Darby, Pa. Phone, Madison 4895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY. AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.



Vol. XLVII. AUGUST 3, 1935. No. 31

I have never seen the trick duplicated, but have heard that Rice and Prevost did it with the Pastor show; that is, did a double back but not the twister (a round-off flip-flap half twister and a double back all in one swing.) Tommy Oliver is still alive and working with his two talented daughters, doing acrobatic work at every show.

TONY CASTELENNO.

Saranac Lake

By BETTY HUNTINGTON

Billroy's Comedians proved to be a big hit in this town last week, the tent was packed to capacity and did a gross business. Billy Wehle, manager and owner of the show, invited the NVA crowd over to see the full program, which ran about 2½ hours of good entertainment. Those who were unable to attend in town enjoyed an hour of high-class vaudeville, which Billy Wehle brought over to the Lodge to make sure that his fellow performers were taken care of. It sure was a big treat to the natives here and also to the NVA patients, who are still raving about it. We are indeed grateful to Billy Wehle and his troupers for showing us the courtesies they so willingly and gladly gave, and a better bunch of "regular fellows" are hard to find than Billroy's Comedians.

It was nice to receive a word of farewell from Dr. Fischel, which he sent to all the patients prior to his leaving for the Coast last week. We heard that he had had a siege of illness while in New York, but hope that his beloved California proves beneficial to him and that we will have him with us again in a short time. We want him to know that he has the sincerest wishes of all his patients here at the Lodge.

George Wick is our latest arrival. He hails from New York and was sent herethru Warner Bros., having been in their employ for a few years, and he holds the title of being our youngest male patient. "Lay off, girls, and don't rob the cradle."

Jackie Roberts is happy at the thought of going home to her family in Texas and especially in such wonderful condition, which she has earned in a little over a year's time.

Grace Levey has left the Lodge to continue curing at the Santanoni Apartments in town.

Bill Canton had the "phrenic" last week, good old Bill. We hope it does him a lot of good and that some day he will pop right out of bed and surprise us with a little exercise. He sure is about due for it after all these years.

We wish to send thanks and appreciation to Mrs. W. W. Bruce at the Continental Hotel, Ponca City, Okla., for her thoughtful donation of some good books for our library.

Amelia (Johnnie) Johnson left here a few months ago in excellent condition and is now acting as "receptionist" at the Stevens House in Lake Placid.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

BLAIR—Margaret Stuart, 67, mother of Aubrey Blair, secretary of the Junior Screen Actors' Guild, July 17 at her home in Glendale, Calif., after a long illness.

CAULKINS—Rufus Clark, 30, socially prominent Detroit, formerly in motion pictures in Hollywood, was found dead July 16 near Los Angeles, the result of plunging over a cliff in his car. Body was taken to Detroit for burial.

CROUNSE—Amos F., 67, widely known outdoor showman and proprietor of the former A. F. Crouse Shows, at his home in Binghamton, N. Y., recently. Many members of the O. J. Bach Shows were formerly with the Crouse Shows. Survived by a son, Burdette F., Binghamton; two daughters and four sisters.

DUNLOP—Jack Wilson, 65, in Toronto, Ont., where he was carpenter contractor for the Canadian National Exhibition and connected with the Toronto Street Railway. Survived by his widow, the former Jessie Olivia Isbister, and two grandsons. Interment in Mount Pleasant Cemetery, Toronto.

FARB—Gladys, 28, formerly with Ziegfeld Follies and later in a Shubert production with Chic Sale, was fatally injured July 21 in an automobile accident near Indianapolis. Her skull and chest were crushed and she died shortly after being admitted to St. Vincent's Hospital, Indianapolis. Her husband, Lasky Farb, of Indianapolis, and her mother survive.

GERBICH—John G., 89, in Bridgeport, Conn., July 22 after a long illness. He was the father of George Gerbich, of Stamford, Conn., known on the stage and radio as Richard Gordon.

HICKS—Harry H., 49, independent exhibitor, July 22 in Los Angeles of a heart attack. He operated the Arlington and Gem theaters, Los Angeles, and was vice-president of the Independent Theater Owners and also of Associated Exhibitors. His widow and son survive.

HOWARD—Charles A. (Red), balloon ascensionist and steeplejack, July 10 at Cape Girardeau, Mo., as the result of a sunstroke. Burial at Jackson, Mo. Survived by his widow and two children.

HUTCHINS—Samuel S., 59, at his home in Denver recently after several months' illness. He had been employed for more than 30 years in property departments of various theaters there. Before his illness he was stage manager and property man at the Tabor Theater, Denver. Burial July 25 in Crown Hill Cemetery, that city.

JAEGER—Henry, 76, co-founder of the Washington Symphony Orchestra, July 22 in Washington. Survived by widow and four sons.

KELLY—Mrs. Joseph, vaudeville actress, in Philadelphia July 22. She was known on the stage as Trixie Dowling and came to this country from England in 1918. Deceased also appeared in *Have a Heart*.

KRAMER—Walter L., part owner with his brother, Herman Kramer Jr., of the Kramer Theater, Detroit, July 18 at Grosse Isle, Mich., following eight weeks' illness. He also operated the Aragon Gardens, Detroit cabaret. The theater was leased some time ago to other operators. He was a member of Union Lodge No. 3, F. & A. M., Detroit Consistory and Moslem Temple Shrine. Survived by his widow, Cecile Kramer, and brother.

LAMB—Mrs. Nettie M., 73, mother of Edith Younger, well known in the carnival field, in Portland, Me., July 23 after a long illness. Burial at Orange, Mass. Survived by two sons and two daughters.

LEWIS—Charles C., 54, owner of the show bearing his name, on the lot at Westville, Okla., July 24. He had been in poor health for several years and three weeks ago left the hospital at Siloam Springs, Ark. He began trouping at the age of 13 as a juvenile piccolo player. He was nicknamed the Piccolo Kid and the moniker stuck with him for years. He played with the Ringling show band years ago and later directed his own band with various outdoor shows. He was with Sig Sautelle, the Campbell Brothers, Billy Sells, Sells & Downs, the Lemon Brothers, Nat Reese, C. W. Parker and others. Mr. Lewis was one of the first to take a traveling moving picture show on the road. In 1929 he had his own circus and animal show on tour and from then until the time of his death he operated a picture, vaudeville and trained animal show. Burial in Westville Cemetery. Survived by two brothers and three sisters, all residing in Michigan.

LOWER—Mrs. Anna, 49, wife of Fred Lower, motion picture projectionist, July 17 at her home in Milwaukee. Survived by her husband, a son, her father, a brother and two sisters.

LYONS—J. B., 74, musician, recently at Gadsden, Ala., of heart disease. He

THE FINAL CURTAIN

played piccolo and flute with leading circuses during the last 40 years. He was with the Downie Bros. in 1933 and with the 167th Infantry U. S. N. G. Band at the time of his death. Buried in Forest Cemetery, Gadsden, July 24.

MCPHERSON—Mary, in New York July 13 from prolonged illness due to injuries sustained in an auto mishap several years ago. Funeral July 16 from Cook's Parlors, New York. She was known as Wee Mary McPherson, soubrette in burlesque during the old Columbia Wheel days. Later she appeared in vaudeville with her husband, Walter Austin Schultz, who survives.

MAXELLO—Father of the Maxello Brothers, vaudeville team, July 16 at San Diego, Calif.

MEIROWITZ—Isador, 56, of Danbury, Conn., in Bridgeport, Conn., July 22. He was the father of Al Meirowitz, of Bridgeport, orchestra leader and saxophone soloist.

MILFORD—Phyllis, actress and daughter of Sue Milford, of the team of Francis and Milford, at the University Hospital, Syracuse, N. Y., June 29. She had spent her entire life in show business.

and Dan Sullivan, actors, and made his debut as a toe dancer at the age of 5.

NORMAN—Frank (Curly) 47, well-known carnival electrician, of heart trouble July 15. At time of his death he was chief electrician of the William Glick Exposition. Services in Gloversville, N. Y., and final rites in Waterbury, Conn. Survived by his widow, Dolly; two sisters and a brother.

PALMER—Jean, 21, theater cashier and amateur parachute jumper, plunged 3,500 feet to her death in Cleveland July 21 when her chute failed to open.

QUITSOW—Anton A., St. Joseph's Hospital, Chicago, July 24. Musician and teacher.

RANDALL—Mon, 44, motion picture art director, July 21 at Riverside, Calif., of a heart attack. Randall began his career as an art director with the Triangle studios. Later he became art manager of Universal Pictures Corporation. In 1927 he joined Metro-Goldwyn-Mayer as advertising art manager and remained with that company until 1933, when he returned to Universal as a publicist. His widow and mother survive.

GEORGE F. SCHOTT

George F. Schott, 57, president and general manager of Coney Island, Inc., Cincinnati, died of acute dilation of the heart while seated in Moonlite Gardens in the park conferring with an outing committee at 1 a.m. July 25. The man who ran a rundown picnic grove into one of the foremost amusement parks of the nation had a long career in Cincinnati business and politics and was an officer in many social and business organizations, being a director of the National Association of Amusement Parks, Pools and Beaches.

His ability and aggressiveness won him the post of manager of the park when it was purchased about 12 years ago. He was made president in 1926 and under his guidance the institution has expanded, taking in a fleet of pleasure steamers on the Ohio River, of which the present palatial Island Queen is latest acquisition. He was born in Camp Washington, Cincinnati suburb, January 26, 1878. He had been a bank clerk, shoe merchant many years, sheriff of Hamilton County two terms and life insurance company official.

Surviving are his widow, a daughter, Mrs. Ralph Wachs, Cincinnati, and a son, Edward L., park manager of Coney corporation; a brother, William, and two sisters, Mrs. Elizabeth Casey and Louisa Schott, all of Cincinnati.

Masonic funeral services were held July 27 at 2 p.m. in Busse & Borgmann funeral home. Elks held a special service at the funeral home the night before. Honorary pallbearers were named by fraternal orders and from Coney Island directors.

Among floral pieces was one from the NAAPPB. Interment was in Spring Grove Cemetery, Cincinnati.

ness. Survived by her mother, two sisters and two brothers.

MILLER—B. C., 72, former moving picture theater owner in Decatur, Ind., of heart disease recently at his summer home at Lake George, Ind. He had been engaged recently in the wholesale fruit business. His widow survives. Funeral services and burial in Decatur, Ind.

MILLER—James, while doing human cannon ball act at an amusement pier near Los Angeles July 26. Wind deflected his body as he came from a cannon over the water and he crashed heavily into a wave, striking on his face and sinking, apparently unconscious, before life guards could reach him.

MITCHELL—Charles, father of Coala Mitchell, radio singer, suddenly at his home in Atlanta July 22.

MORTIMER—Gus, 59, for 50 years a trouper in stock and vaudeville, at the Edwin Forrest Home, Philadelphia, July 21. Deceased, whose real name was Gustav Sullivan, had been in the home since 1932. He was the son of Josie M.

ROGERS—Edna, wife of H. L. (Whitey) Rogers, carnival man, at Walnut Grove, Miss., July 8. Burial in Walnut Grove July 11. Survived by her husband, two daughters and one son.

SAMUELS—Ruth, daughter of Maurice Samuels, who has appeared in vaudeville for the last 35 years as the Italian immigrant from Ellis Island, in Los Angeles July 21. She had been ill for the last three years.

SCANTON—E. L., 56, musician and only son of William H. Scanton, cornetist, composer and bandmaster, at a sanitarium at Green Springs, O., July 23. Deceased was for years a drummer in Chicago theaters and later trouped with minstrels, dramatic shows, circuses and carnivals. He was also at one time drummer with Jepsersen's Concert Band. Burial in Findlay, O., July 24. Survived by his father and one sister.

SCHIRMER—Martha Barnes, 80, music patron, July 23 in New York. She established the Music School Settle-

ment, New York, and contributed to its support.

SMITH—Nicholas, 60, for many years treasurer of Klaw & Erlanger's Tulane Theater, New Orleans, July 26 in his office in the theater of a heart attack. He began his theatrical career at the age of 9 as an usher in the old Academy of Music, New Orleans. Survived by his widow.

SMITH—Orville, widely known Mickey Mouse showman, in Pontiac, Mich., General Hospital July 5. Survived by his widow, Josephine. Burial in Kalamazoo, Mich.

SNYDER—Samuel W., in Bridgeport, Conn., July 20 after a short illness. He was for many years an employee of Ringling-Barnum Circus in the harness department until the circus moved its winter quarters from Bridgeport to Sarasota, Fla.

STODDARD—Albert Henry, 65, pageant promoter, July 19 at his home in Los Angeles. For 25 years Stoddard was organizer and director of the New Orleans Mardi Gras. Funeral and cremation services July 22 in Los Angeles and the ashes were taken to Whately, Mass. He leaves his wife, a sister and a brother.

STRONG—Maryland Morne, 35, stage and screen actress, in Hollywood July 18. She appeared on Broadway in *In Love With Love* and *Love 'Em and Leave 'Em*. Her last film appearance was with Bert Lytell in *The Last of the Lone Wolf*. In 1922, when she was appearing in pictures under the name of Maryland Morne, her face was chosen in a nationwide contest to adorn a special issue of silver dollars which the government was planning to mint in commemoration of the armistice. As a result she was often referred to as "The Peace Dollar Girl." Funeral services in Hollywood July 19 and the body was cremated. Survived by her husband, Eugene Strong, and a daughter, Barbara.

SUTTON—Charles Wilbour, 79, actor, in Englewood, N. J., July 22. He appeared in *Quo Vadis*, *Midsummer Night's Dream*, *Faust* and *Captain Paul Jones*.

THOMPSON—Floyd, for years an orchestra director in Indianapolis theaters, recently in that city after an illness of three months. His widow, three brothers and three sisters survive.

WEST—Julian Ralph, 49, banjo teacher and orchestra player, July 17 at his home in Milwaukee. Survived by his widow and five children.

WILLIAMS—Mrs. Ben, 49, New York, July 24. Wife of Ben Williams, show operator. Burial in Sidney, Nova Scotia.

MARRIAGES

HAMMERSCHMIDT-CLANCY—Helen Clancy, youngest daughter of Fog-Horn Clancy, well-known rodeo promoter and announcer, and George (Red) Hammerschmidt, rodeo contestant, at Fort Worth, Tex., July 15. They have left Texas to work Eastern rodeos.

JEFFREY-DE BOER—William Harvey Jeffrey, of the Coleman Bros.' Shows, and Mary Lou De Boer, Key West, Fla., in Bristol, Conn., July 19.

LUBITSCH-GAYE—Ernst Lubitsch, motion picture director, and Vivian Gaye, film actress, by Superior Court Judge J. C. Niles at Phoenix, Ariz., July 27.

LULEJIAN-MORGAN—Regina Morgan, secretary to Herschel Stuart when he was general manager of the Radio-Keith-Orpheum Circuit, and James Lulejian in Harrison, N. Y., June 28. The couple are making their home in New York City.

RALEIGH-CARLSON—Glen Raleigh and Hilda Carlson at Coney Island, N. Y., July 17.

RUSSELL-MILLER—Paul Russell, pianist, of Columbia City, Ind., and Annabell Miller, Columbia City, in Detroit recently.

SILOTI-MUELLER—Ledko Siloti and Mary Mueller, pianist, in New York recently.

SIMMONS-BOWMAN—Dolly Bowman, nonprofessional of Cambridge, O., and Russell Simmons, concessioner with Howard Bros.' Shows, at Wellsburg, W. Va., July 18.

VREELAND-HOLLY—Robert Vreeland, film director with Warner Brothers, to Wilma Holly, screen actress, July 18 at Los Angeles.

WRUBEL-WOOD—At Hotel Bond, Hartford, Conn., July 23 by Rabbi A. J. Feldman, Allie Wrubel, Hollywood song

(See MARRIAGES on page 58)

CARD OF THANKS

To the many, many dear friends who by their kind ministrations, letters and wires of condolence, sympathetic aid, and for the beautiful flowers that came in vast profusion, at time of the death and burial of my beloved husband, the late Wm. W. Denny, we wish to express our deep, heartfelt appreciation.

Especially to Mr. and Mrs. S. L. Cronin for expressions of sympathy and beautiful flowers sent; John Beckman, Secretary P. O. S. A.; Steve Henry, Billboard representative; Burr McIntosh for his conducting services at Showman's Rest; Dr. Geo. W. T. Boyd for most thoughtful, sympathetic assistance; To co-workers in every department of A. G. Barnes Circus; Mr. and Mrs. C. B. Clow of Winter Quarters; Mr. and Mrs. Paul Eagles, Mr. and Mrs. O. N. Craft and personnel of Craft's Shows; Mr. and Mrs. Archie S. Clark and personnel of Clark's Shows, and to Pacific Coast Showmen's Association for invaluable aid and the impressive conducting of services at the interment we express sincere gratitude. In this hour of deep sorrow, it is a most comforting thought to feel and know that the many manifestations of sympathy and the thoughtful assistance rendered us came from the hearts of those finest of all people, THE SHOWFOLK.

MRS. WM. W. DENNY AND FAMILY.

VAUDE-PRESENTATIONS

A
 Ails, Roscoe (State) Newark, N. J.
 Allen's, Fred, Amateur Hour (Met.) Boston, R., 1-16.
 Aristocrats, Twelve (Fox) Washington, D. C.
 Aussie & Czech (Schpielhaus) Carlsbad, C. S. Arleys, Four & One-Half (Million-Dollar Pier) Atlantic City.

B
 Baker, Belle (Capitol) New York.
 Barrett, Sheila (Pal.) Chicago.
 Barte, Coner & Brock (Met.) Boston.
 Bartol & Hurst (Fox) Detroit.
 Bates, Peg Leg (Fox) Detroit.
 Bell Bros. & Carmen Revue (Capitol) Trenton, N. J.
 Beno, Ben: Burlington, Vt.; St. Albans 5-10.
 Bestor, Don, & Orch. (Pal.) Chicago.
 Bickford, Edw. K., & Alyce Crandall (Columbia Hotel) Columbia, N. J.
 Billetti Troupe (Fair) Kalamazoo, Mich.; (Fair) Grand Rapids 5-10.
 Block & Sully (Capitol) New York.
 Blue, Ben (Fox) Washington, D. C.
 Boswell Sisters (Pal.) Manchester, Eng., 5-10; (Holborn Empire) London 12-17.
 Bredwins Three (Folies Bergere) Paris 1-31.
 Burns, Harry, & Co. (Pal.) Chicago.

C
 Cabin Kids, Five (State) Newark, N. J.
 California Collegians (Chicago) Chicago.
 Campo, Georges, & Lady: Monte Carlo and Cannes, France, 5-10.
 Casper Sisters, Three (Tower) Kansas City.
 Carrillo, Leo (Mich.) Detroit.
 Casting Carons, Four (Fox) Washington, D. C.
 Cavaliers, The (Fox) Philadelphia.
 Cavillo Bros., Three (Orph.) New York.
 Clifford & Marion (Loew) Jersey City, N. J.
 Cohen, Sammy (Orph.) Boston.
 Collins & Peterson (Oriental) Chicago.
 Compton, Helene, & Orch. (Valencia) Jamaica, N. Y.
 Cooper & Lathrop Bros. (Mich.) Detroit.
 Coral, Tito (Fox) Detroit.
 Cossacks Three (Scala) Berlin, Germany, 1-31.
 Croel & Allen (Paradise) New York.
 Cummings, Don (Fox) Philadelphia.

D
 D'Arcy, Ethel: Concord, N. H.
 Delcos, Four Casting (Steel Pier) Atlantic City.
 DeLong Sisters, Three (Scala) Berlin, Germany, 1-15.
 Diamond Brothers (Dorchester Hotel) London 1-31.
 Douglas, Milton, & Co. (Tower) Kansas City.
 Downing, Harry & Dan (Boulevard) New York.
 Draper, Paul (Chicago) Chicago.
 DuFaye, Grace, Revue (Boulevard) New York.
 Dukes, Three (Pal.) Chicago.
 Duval, Ade (Trocadero) London 5-10.

E
 Eddy, Jack, & Co. (Marbro) Chicago.
 El-Wyn's Midnight Spook Party (Poli) Springfield, Mass.
 Emerald Sisters: Regina, Sask., Can.; Great Falls, Mont., 5-10.
 Enos, Rue, Trio (Grotto Circus) Yakima, Wash., Lewiston, Ida., 5-10.
 Evans, James, & Co. (Paradise) New York.
 Everett & Conway (Grotto Circus) Yakima, Wash.; Lewiston, Ida., 5-10.

F
 Fascinations of 1935: Regina, Sask., Can.; Great Falls, Mont., 5-10.
 Ferry, Frog (Roof Pierre) Philadelphia.
 Foster Girls (Roxy) New York.
 Francesco, Don, & Co. (Valencia) Jamaica, N. Y.
 Franks, Four (Marbro) Chicago.
 Frome, Emmett (Chicago) Chicago.

G
 Garay, Joaquin (Roxy) New York.
 Gautier's Hot Dogs (Marbro) Chicago.
 Gaylene Sisters Revue (Orph.) Boston.
 Gerrits, Paul (Century) Baltimore.
 Girls in Cellophone Revue (Strand) Sydney, N. S. Can.; (Savoy) Glace Bay 5-10.
 Gracella & Theodore (Paradise) New York.
 Granese, Jean, & Co. (Boulevard) New York.
 Greenwood, Charlotte (Coliseum) London 1-31.
 Gretonas, Great (Pal.) New York.
 Gwynne, Jack, & Co. (Colonial) Dayton, O.

H
 Hall & Dennison (State) Newark, N. J.
 Hall & Marian (Century) Baltimore.
 Hall, Wendell (Oriental) Chicago.
 Hanley, Eddie, & Co. (Orph.) New York.
 Harris & Howell (Pal.) New York.
 Havel, Arthur & Morton (Valencia) Jamaica, N. Y.
 Herbert, Lynn & Pearl (Loew) Jersey City, N. J.
 Hibbert, Bird & Ready (Trocadero) London 1-31.
 Hildegard (Chateau Madrid) Cannes, France, Aug. 10-Sept. 8.
 Hollywood Horse (Colorado) Pueblo, Colo., 2-5; (Chief) Colorado Springs 6-8.
 Holtz, Lou (Capitol) New York.
 Howell, Beatrice (Mich.) Detroit.
 Hutton, Ina Ray, & Orch. (Earle) Philadelphia, D. C.

I
 Jackson, Irving & Reeve (Orph.) Boston.
 Jans & Lynton Revue (State) New York.
 Johnson, Great (State) Newark, N. J.
 Journal Contest Winners, Two (State) New York.

K
 Kanes, Three (Earle) Washington, D. C.
 Kean, Betty (Trocadero) London 1-31.
 Kearns, Alan (Hipp.) London 1-31.
 Kelso, Joe, & Co. (Earle) Philadelphia.
 King, King & Arena (State-Lake) Chicago.
 Kirk & Lawrence (Colonial) Dayton, O.
 Kitaro Japs (Boulevard) New York.

L
 LaMotte & Del Ruth (Grandview Inn) Steubenville, O.
 Lasky's Andre, French Revue (Mainstreet) Kansas City, Mo.
 LaMarr Bros., Three (State) New York.
 LaVoia, Don (Grotto Circus) Yakima, Wash.; Lewiston, Ida., 5-10.
 Lavier, Jack, & Co. (Tower) Kansas City.
 Leavitt & Lockwood (State-Lake) Chicago.



ROUTE DEPARTMENT

When no date is given the week of July 27-August 2 is to be supplied. In split week houses the acts below play July 31-August 2.

Lee, Johnny, & Three Lees (Loew) Jersey City, N. J.
 Lee, Finkie (Riverside) Milwaukee.
 Leeds, Thelma (Met.) Brooklyn.
 Lenny, Jack, & Co. (Tilyou) Coney Island, N. Y.
 Le Paul (Tilyou) Coney Island, N. Y.
 Lewis, H. Kay, Hollywood Varieties: Absarokee, Mont., 31-Aug. 1; Red Lodge 2-3.
 Lewis & Moore (Met.) Brooklyn.
 Libonati, Jess, Trio (Colonial) Dayton, O.
 Libuse, Frank, & Co. (Valencia) Jamaica, N. Y.
 Lightner, Fred (Tilyou) Coney Island, N. Y.
 Little, Little Jack, & Orch. (Stanley) Pittsburgh.
 Long Bros. Revue (Met.) Brooklyn.
 Loyal's, Alf, Stallions (Century) Baltimore.
 Luce, Claire (Coliseum) London 1-31.
 Luis & Gaby, with Paul Tisen (Earle) Washington, D. C.
 Lyons, Ruth (Chicago) Chicago.

M
 Mack, Freddy (Roxy) New York.
 Mall, Paul (Loew) Jersey City, N. J.
 Malo, Gina (Coliseum) London 1-31.
 Mangan Girls (Fox) Detroit.
 Mann, Dupree & Lee (State) Newark, N. J.
 Manning & Class (Nojesfaltet) Stockholm, Sweden, Aug. 16-31.
 Manon, Sylvia, & Co. (Loew) Jersey City, N. J.
 Marcus Show (National) Richmond, Va.
 Marietta (Chicago) Chicago.
 Martin, Bernice (Orph.) Boston.
 Martin, Joseph (Valencia) Jamaica, N. Y.
 Martin, Tommy (Earle) Washington, D. C.
 Mason & Yvonne (Earle) Philadelphia.

BOBBY MAY

THE JUGGLER
 BERT WISHNEW (RKO) NAT KALCHEIM (Wm. Morris Office.)

McDonald, Grace & Ray (Tilyou) Coney Island, N. Y.
 McKenna, Joe & Jane (Theater Royal) Edinburgh, Scotland, 5-10.
 Melzoras, Flying (Fair) Flourtown, Pa., 2-10.
 Menken, Hal, Revue (Century) Baltimore.
 Michon Bros. (Met.) Brooklyn.
 Millard & Marlin (Orph.) New York.
 Mills & Martin (State) New York.
 Monroe & Adams Sisters (Riverside) Milwaukee.
 Monroe & Grant (Orph.) Boston.
 Moore & Revel (Capitol) New York.
 Morales, Pedro & Luis (Capitol) Atlanta, Ga.
 Murphy, Senator (Palladium) London.

N
 Nash & Fateley (Colonial) Dayton, O.
 Newberry, Barbara (Hipp.) London 1-31.
 Norman, Duke, & Co. (Oriental) Chicago.

O
 Olsen & Louise: Tunis and Algiers, North Africa, 1-31.
 Olympia Boys: (Grotto Circus) Yakima, Wash.; Lewiston, Ida., 5-10.

P
 Perez, Ernie & Naida (Capitol) Trenton, N. J.
 Petty, Ruth (State-Lake) Chicago.
 Powell, Albert (Shakespeare) Liverpool, Eng., 5-10; (T. R.) Edinburgh, Scotland, 12-17.
 Preisser, Cherry & June (Scala) Berlin, 1-31.
 Purl, Marie, Everything Goes unit (Ottumwa) Ottumwa, Ia.; (Rialto) Newton 4-5; (Capitol) Marshalltown 6-7.

R
 Rambles in Rhythm, with Gene Cobb (Princess) Nashville, Tenn.
 Randall & Banks (Colorado) Pueblo, Colo., 2-5; (Chief) Colorado Springs 6-8.
 Pola, LaBelle (Riverside) Milwaukee.
 Red Dust (Capitol) New York.
 Reed, Jessie (Oriental) Chicago.
 Reed & Meley (Oriental) Chicago.
 Reilly Family (Orph.) New York.
 Reis & Dunn (Riverside) Milwaukee.
 Rich & Adair (State-Lake) Chicago.
 Rich, Larry, & Co. (Paradise) New York.
 Robbins Trio (Pal.) Chicago.
 Roberto & Maree (Chicago) Chicago.
 Robinson & Martin (Grosvenor House) London 1-31.
 Rogers, Buddy, & Band (Lyric) Indianapolis.
 Roisman's Revels (Bell) Belle Fourche, S. D., 1; (Hot Springs) Hot Springs 2.
 Ross & Bennett (Capitol) Trenton, N. J.
 Rose's, Billy, Small Time Cavalcade (State) New York.
 Ross, Benny (State) New York.
 Ross, Pierre & Schuster (Tilyou) Coney Island, N. Y.
 Russell, Marconi & Jerry (Pavilion) Glasgow, Scotland, 5-10.
 Ryan, Babs, & Bros. (Century) Baltimore.

S
 Sanborn, Fred (Palladium) London.
 Savoy, Harry (Fox) Detroit.
 Saxon Sisters (Fox) Washington, D. C.
 Shaw, Carl (Savoy Hotel) London.
 Sims & Bailey (Pal.) New York.
 Sizzlers, The (Capitol) Trenton, N. J.
 Skating Girls, Seven (Mich.) Detroit.
 Speeds, Three (Fox) Philadelphia.
 Spitalny, Phil, & Orch. (Pal.) Cleveland.
 St. John Bros., Three (State-Lake) Chicago.
 Sterling Rose Trio: (Homecoming) Fremont, Ind., 31-Aug. 2; (Legion Ox-Roast) Toledo, O., 3-4.
 Stone & Lee (Marbro) Chicago.
 Sylvia & Clemence (Pal.) New York.

T
 Togo (Colorado) Pueblo, Colo., 2-5; (Chief) Colorado Springs 6-8.
 Tracey, Arthur (Palladium) London.
 Trado Twins (Riverside) Milwaukee.

W
 Wahl, Walter Dare (Chicago) Chicago.
 Walton, Bert (Met.) Brooklyn.
 White, Lee & Sue (State-Lake) Chicago.
 Wong, Joe (Tower) Kansas City.

Wynn, Lee & Norris (Colorado) Pueblo, Colo., 2-5; (Chief) Colorado Springs 6-8.

Y
 Young Ideas (Pal.) New York.
 Young, Worth & Wyle (Paradise) New York.
 Youthful Rhythms (Fox) Philadelphia.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS

b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nc—night club, p—amusement park, ro—roadhouse, re—restaurant, and t—theater.

(Week of July 29)

A
 Adams, John Q.: (Ridge Gardens) Dayton, O., ro.
 Adeock, Jack: (Open Door Cafe) Philadelphia, c.
 Alfonso, Don: (Greenwich Village Inn) New York, nc.
 Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
 Arnheim, Gus: (Miramar) Santa Monica, Calif., h.
 Armstrong, Louis: (Golden Dragon) New Orleans, nc.
 Augustoff, Jan: (Warwick) New York, h.
 Ayers, Agnes: (Oasis Club) New York City, nc.

B
 Bartal, Jenö: (Ambassador) New York, h.
 Baste, Bob: (Club Pariss) Erie, Pa., nc.
 Batkin, Alex: (St. Moritz) New York, h.
 Bechtel, Perry: (Ansley) Atlanta, Ga., h.
 Benci, Chas.: (Zimmerman's) New York, re.
 Berger, Jack: (Astor) New York, h.
 Bestor, Don: (Pal.) Chicago, t.
 Biagini, Henry: (Newport Pavilion) Muskegon, Mich., h.
 Elaine, Jerry: (Sans Souci) Long Beach, L. I., nc.
 Blake, Lou: (Guyon's Paradise) Chicago, b.
 Bragalle, Vincent: (Riviera) Fort Lee, N. J., ro.
 Brito, Alfredo: (Versailles) New York, cb.
 Brown, Rudy: (San Toy) Atlanta, Ga., nc.
 Buccaneers: (Recreation Park) Asheville, N. C., p.
 Bundy, Rudy: (Peabody) Memphis, h.
 Butler, Jack: (Circle) New York, br.

C
 Caceres, Emilio: (Lido Club) Detroit, nc.
 Campbell, Jimmie: (Marquette Club) Chicago, nc.
 Carmen, Charles: (Aux Vignes de Frances) New York, nc.
 Carpenter, Earl: (Nassau) Long Beach, L. I., N. Y., h.
 Carver, Jack: (Recreation Park) Garnerville, N. Y., b.
 Catlan, Len: (Delaware Grill) Tonawanda, N. Y., re.
 Charles, Don: (Pier) Celeron Park, Jamestown, N. Y., b.
 Childs, Reggie: (Sky Club) Pittsburgh, nc.
 Cliff's White Jackets: (Beaumaris) Muskoka, Ont., h.
 Coleman, Emil: (Plaza) New York, h.
 Compton, Helene: (Valencia) Jamaica, N. Y., t.
 Conn, Irving: (Arrowhead Inn) New York, ro.
 Continental Gypsies: (L'Aiglon) Chicago, c.
 Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., b.
 Cornelius, Paul: (Swiss Gardens) Cincinnati, nc.
 Crawford, Al: (Mayfair) New York, nc.
 Cugat, Xavier: (Waldorf-Astoria) New York, h.

D
 Dantzig, Ell: (St. George) Brooklyn, h.
 Davis, Charley: (Roosevelt) New Orleans, h.
 De Barbary, Yoshka: (Dubonet) New York, c.
 Denny, Jack: (Pennsylvania) New York, h.
 Devron, George: (Congress) Chicago, h.
 Dickerson, Carroll: (Grand Terrace) Chicago, nc.
 Diekman, Harry: (Brown) Louisville, Ky., h.
 Dickler, Sid: (Melwood) New Kensington, Pa., nc.
 Dietrich, Roy: (Medinah Club) Chicago, c.
 Dixon, Dick: (Plantation) Niagara Falls, N. Y., c.
 Donahue, Al: (Sands Point Bath Club) Long Island, N. Y., cc.
 Dorsey, Jimmy: (Glen Island Casino) Westchester, N. Y., ro.
 Dubrow, Art: (Chop House) Hartford, Conn., nc.
 Duchin, Eddie: (Ambassador) Los Angeles, h.
 Duffy, George: (Gibson) Cincinnati, h.
 Duncan, Al: (Park Island) Lake Orion, Mich., b.
 Durso, Mike: (Delmonico's) New York, nc.

E
 Elkins, Eddie: (Club Normandie) New York City, nc.
 Everette, Jack: (Kit Kat Club) Des Moines, Ia., nc.

F
 Felton, Happy: (Villa Rose Club) Houston, Tex., nc.
 Fenton, Ray: (Cave) Union, N. J., nc.
 Fernando, Don: (Copeland) Chicago, h.
 Ferdinando, Angelo: (Miramar Pool) New York, nc.

G
 Fields, Al: (Billy Gallagher's) New York, nc.

Fields, Shep: (Palmer House) Chicago, h.
 Flo-Rito, Ted: (Edgewater Beach) Chicago, h.
 Fischer, Charlie: (Grotto) Kalamazoo, Mich., nc.
 Fisher, Buddy: (Muehlebach) Kansas City, Mo., h.
 Freeman, Jerry: (Feltman's) Coney Island, New York, b.
 Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h.
 Funk, Larry: (Oriole Terrace) Detroit, nc.

G
 Garber, Jan: (Casino) Catalina Island, Calif., nc.
 Garron, Don: (Stone's Roof Garden) Akron, O., nc.
 Gasparre, Dick: (Biltmore) New York, h.
 Gaylord, Boyd: (South Mountain Manor) Wernersville, Pa., h.
 Geltman, Robert: (Ringside) Fort Worth, nc.
 Gentry, Tom: (Club Greyhound) Louisville, nc.
 Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
 Gitlin, Irving: (Pierre) New York, h.
 Gleed, Charlie: (Manor-on-the-Lake, Athol Springs, N. Y., b.
 Grant, Bob: (Savoy-Plaza) New York, h.
 Green, Johnny: (St. Regis) New York, h.
 Griet, Jimmy: (Biltmore) Los Angeles, h.

H
 Hall, George: (Taft) New York, h.
 Halstead, Henry: (Park Central) New York, h.
 Hamilton, Hale: (Hollywood) New York City, re.
 Harriss, Eddie: (Stegers) Dunkirk, N. Y., c.
 Hawkins, Erskine: (Ubangi) New York, nc.
 Hawkins, Jess: (Kennedywood) Pittsburgh, p.
 Heidt, Horace: (Drake) Chicago, h.
 Himer, Richard: (Ritz-Carlton) New York, h.
 Hoff, Carl: (French Casino) New York, cb.
 Hogan, Bill: (Cocoanut Grove) Morton Grove, Ill., nc.
 Holst, Ernie: (El Morocco) New York, re.
 Hopkins, Claude: (Cotton Club) New York, nc.
 Hutton, Lloyd: (Elitch Gardens) Denver, p.
 Hutton, Ina Ray: (Earle) Philadelphia, t.

J
 Jahns, Al: (Charlie's Inn) Burden Lake, N. Y., ro.
 Jelesnik, Eugene: (Hollywood) New York, cb.
 Johnson, Charlie: (Small's Paradise) New York, nc.
 Johnson, Johnny: (Monmouth) Spring Lake, N. J., h.

K
 Kane, Allan: (Brevoort) Chicago, h.
 Kardos, Gene: (Loyale) New York, c.
 Kavelin, Albert: (Blossom Heath Inn) Detroit, cc.
 Keller, Leonard: (Bismarck) Chicago, h.
 Kersey, Tommy: (Club Delmar) Galveston, Tex., nc.
 King, Wayne: (Aragon) Chicago, b.
 Knapp, Orville: (Beverly-Wilshire) Los Angeles, h.
 Korbin, Van: (Madison Casino) Chicago, c.
 Kroll, Nathan: (Vanderbilt) New York, h.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuhn, Lee: (Cedar Shore) Sayville, L. I., N. Y., h.
 Kyser, Kay: (Lakeside) Denver, p.

L
 Lamb, Drexel: (Jo-Lo Casino) Kalamazoo, Mich., b.
 Landau, Mike: (Ranch) New York, nc.
 Lande, Jules: (St. Regis) New York, h.
 Lanin, Lester: (Navarro) New York, h.
 LaPorte, Joe: (Old Field Club) Stony Brook, L. I., N. Y., c.
 Larri: (Piccadilly) New York, h.
 Leader, Eddie: (North Shore) Glen Cove, L. I., N. Y., nc.
 Leafer, Allen: (Tavern-on-the-Green) New York, re.
 Lee, Glenn: (Terrace Garden) Chicago, c.
 Light, Enoch: (McAlpin) New York, h.
 Lishon, Henri: (Royale-Frolles) Chicago, nc.
 Little, Little Jack: (Stanley) Pittsburgh, t.
 Littlefield, Frankie: (Club Delmar) Galveston, Tex., nc.
 Lombardo, Guy: (Waldorf Astoria) New York City, h.
 Lopez, Vincent: (Rice) Houston, Tex., h.
 Lucas, Clyde: (New Yorker) New York, h.
 Lyman, Abe: (Pavilion Royal) Valley Stream, L. I., N. Y., nc.
 Lynch, Phil: (Child's) Atlantic City, re.

M
 McDonald's Music Mixers: (Sky Top Club) State College, Pa., nc.
 McGill, Billie: (Rose Terrace) New Baltimore, Mich., b.
 McGrew, Harry: (Broodmoor) Colorado Springs, Colo., h.
 Mack, Austin: (Via Lago) Chicago, nc.
 Makins, Eddie: (Gull Lake) Kalamazoo, Mich., cc.
 Mann, Milton: (Village Barn) New York, nc.
 Manuti, Al: (Man About Town) New York, nc.
 Martell, Paul: (Arcadia) New York, b.
 Martin, Ted: (Savoy-Plaza) New York, h.
 Marton, Don: (French Casino) New York, cb.
 Masters, Frankie: (College Inn) Chicago, nc.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meo, Jimmy: (Royale-Frolles) Chicago, nc.
 Messner, Dick: (Lincoln) New York, h.
 Meyers, Jack: (Club New Yorker) New York, nc.
 Michel, Marti: (Montclair) New York, h.
 Monahan, Tommy: (Paradise) New York, cb.
 Monroe, Jerry: (May's) South Beach, Staten Island, N. Y., h.
 Moss, Joe: (Vanderbilt) New York, h.

N
 Naples, Ernie: (Frank C. White) Dunkirk, N. Y., re.
 Navara, Leon: (St. Moritz) New York, h.
 Niebauer, Eddie: (Wil-Shore) Chicago, b.
 Noble, Ray: (Rainbow Room, Radio City) New York, nc.

O
 O'Hara, Ray Fiske: (Lum's) New York, re.
 Oliver, Fiorello: (Anna Held's) New York, re.
 Olman, Val: (Rainbow Grill, Radio City) New York, nc.
 Osborne, Will: (Lexington) New York, h.

P
 Pablo, Don: (National Roof) Peoria, Ill.
 Pacelli, Bob: (Riverview) Chicago, b.
 Palo, Augie: (Palais Royal) Atlantic City
 Pancho: (Pierre) New York, h.
 Pendarvis, Paul: (Pal.) San Francisco
 (See ROUTES on page 6)

SMALLER TOWNS COME BACK

Now on Routes Of Rail Shows

Have been neglected since depression—very good for Cole Bros.—Clyde Beatty

CLEARFIELD, Pa., July 27.—The small town, the one of around 10,000 population that has been neglected by circus general agents since the 1929 depression, has come back, come back on route of the railroad shows and giving these big institutions very good business. With sharply reduced local expenses, such as licenses, lots, newspaper bills, posting, etc., the big circuses have been able to show very good profit, and next year one will find more towns, that haven't seen a big circus in years, forming an important part of the season's route.

Since leaving Montreal the Cole Bros.—Clyde Beatty Circus has played Plattsburg, Glens Falls, Rutland, Burlington, Ogdensburg, Saranac Lake, Little Falls, Gloversville, Oneida and Geneva, not one being much over 25,000 in population and some considerably less. They were very good.

Due to flood ruining several bridges on New York Central between Geneva and Lock Haven, it was necessary for the show trains to make a long detour Sunday. Three railroads were used from Geneva to Lock Haven, the Lehigh from Geneva to Waverly, then the Erie to Corning, N. Y., and the New York Central from there to Lock Haven. Arrival was late in afternoon, but Trainmaster P. A. McGrath, Boss Canvasman Harvey Beach and Boss Hostler Joe Wallace had the canvas city erected within a few hours.

Three banner men are now ahead and are filling menagerie and big top each day, as well as covering all elephants in parade. Jack (Cyclone) Mills, Loren D. Hall and Jimmy Liverman are the special representatives that call on merchants. Al St. John is the sign painter.

Due to signing contracts for moving pictures, Clyde Beatty works every afternoon between shows on several special animals. Grover McCabe is training a fox terrier for Ray Dean, which Dean intends to use in night clubs next winter.

Altoona and Johnstown are the only cities to be played where Cole-Beatty has followed another big show.

Carbondale Has New Lot

CARBONDALE, Pa., July 27.—This city has a new show lot, Russell Park of approximately 20 acres. It is located eight blocks from railroad switches at city station, from which any show can unload regardless of size.

For last nine years Carbondale has had no large circus or carnival. The World of Mirth Shows opened the new grounds week of July 1-6. Until 1926 Sandy's Field was used for show purposes. Three days after John Robinson Circus played it the lot caved into the mines. Since that time the West Side baseball grounds were used, which was too small for large circuses or carnivals. Carbondale is a good show town under favorable conditions.

Sig Zeno, the boneless wonder of other days, visited the carnival and met Max Linderman and others.

Great Yarmouth Show Opens

LONDON, July 16.—The annual Hippodrome Circus at Great Yarmouth, Eng., opened this week. The lineup, acts booked by Stanley W. Watton, follows: Paul Aharoff's International Band; Harry and Lully Transfield, pas de deux; Aut and Andy, clowns; Four Herzogs, gymnasts and aerialists; Oscar Ver's elephants; Miss Louise and Naitto Troupe, Chinese double-nationalists; Pintoro's Chimpanzee troupe of riders; Frank equestrian director.



DUKE DRUKENBROD (right), side show manager of Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus, and Jack (Doc) Murphy, lecturer. Photo—Bob Cooper.

Substitute Dates For Cole Circus

CINCINNATI, July 27.—Because of the prevalence of infantile paralysis in Virginia, Cole Bros.—Clyde Beatty Circus instead of jumping into that territory from Cumberland, Md., where it is appearing today, will swing into Ohio, playing Marietta July 29, Athens 30, Chillicothe 31, Portsmouth August 1, Springfield 2, Newark 3, Mansfield 5, Sandusky 6 and Lima 7. Stands to follow are yet indefinite.

The canceled cities and dates in Virginia (some of the stands had already been billed) are Harrisonburg July 29, Staunton 30, Charlottesville 31, Richmond August 1, Newport News 2, Portsmouth 3, Norfolk 5, Petersburg 6, Lynchburg 7 and Roanoke 8.

Another Effort by Canton Shrine for Indoor Show

CANTON, O., July 27.—Altho two previous promotions have been financial failures, Canton Shrine Trumdrum will make another effort to hold a successful indoor circus in city auditorium next January, Glenn Harmon, president of Shrine organization, said this week. Orrin Davenport will again serve as director and producer.

Rain and Heat Interfere With Business of Hagenbeck-Wallace

NIAGARA FALLS, N. Y., July 27.—The Hagenbeck-Wallace Circus experienced some of the hottest weather of season the last few days and considerable rain that didn't help business any. Among visitors at Providence were Irene DeKoe, Joe LaFleure and Harold Chapman. At Holyoke Jim Sullivan and wife were busy greetings friends and entertaining their daughters, Rose and Edna. Edna Sullivan remained at home for a few days with a sprained ankle. A very hard rain hit the show there.

At North Adams, Mass., an all-day rain, but business very good. Scheduled baseball games by the show teams were postponed three times. At Albany, N. Y., just two weeks behind the Big Show, good matinee and capacity night house. Jack Joyce busy visiting homefolks while Toby Tyler entertained friends and relatives from Troy. Oscar Cristiani suffered a sprained ankle at matinee. The writer and wife spent last Sunday at the home of F. L. (Toy) Wallace, former clown and now a manufacturing jeweler at Albany.

The third baseball game between the Kinkers and Jesters was won by the Kinkers, score 13 to 5. Jamie Graves is working again after a layoff of several days due to an injury.

At Amsterdam on a new lot, a two-

Cole in Storm At Oneida, N. Y.

ONEIDA, N. Y., July 27.—Cole Bros.' Circus left behind them in Oneida a record for coolness and courage in an emergency that will not soon be forgotten as the aftermath of a storm that whipped up during the evening show here.

The rain, thunder and lightning struck suddenly with about 4,000 people crowded under the canyans and a terrific wind tore at the tent and drove water thru the canvas.

Thru the loudspeakers went shouted orders to attendants, pleas for quiet and, finally, requests for volunteers from audience to help the circus crew. More than 100 men from the crowd fell to and manned poles and ropes with the circus crew for 20 minutes. Not a person was injured, and when the gale subsided show went on.

Tim McCoy To Make Eight Western Features

PITTSBURGH, July 27.—Tim McCoy, while here with Ringling-Barnum Monday and Tuesday, revealed to *The Billboard* representative that he signed a contract with Puritan Pictures to make eight Western features. Work on stories is now progressing in Hollywood, with actual shooting to start around November 1.

Show, despite threatening weather, had a very good opening matinee with a straw house at night. Similar business was repeated on Tuesday.

The newspaper boys were guests of Dexter Fellows and Mr. Gumpertz Sunday afternoon, when iced tea under the tent was served and circus tales were spun. Columns of publicity followed as a result.

Mix Contracted for Ohio

CANTON, O., July 27.—A. H. Oake, contracting agent for Tom Mix Circus, has been granted a permit for show to exhibit here August 13. Youngstown, O., has been contracted for August 10, while Akron and several other Eastern and Central Ohio stands will be played, according to Oake.

Attention of Louis Riley

CINCINNATI, July 27.—Mrs. A. W. Stallworth, of Macon, Ga., advises that she has a death message for Louis Riley, of Gorman Bros.' Circus.

Fellows, Mrs. W. Heacock In Limelight at Syracuse

SYRACUSE, July 27.—Dexter Fellows and Mrs. Walter Heacock, of Tim McCoy's Wild West, held the spotlight here when Ringling-Barnum played Syracuse, but each got the limelight without asking for it.

Fellows was literally dragged into print by the ultra-conservative Post Standard, which seldom publicizes show business heavily. It insisted Fellows must pose for a picture and be interviewed and Fellows finally broke down on condition the circus must not be mentioned. It was a two-column story.

Mrs. Heacock was dug out of obscurity by local newshounds, who discovered she was the granddaughter of a former Syracuse minister, Rev. Henry Lockwood, rector of the local society church, St. Paul's Episcopal. She broke into society with a luncheon and made every paper in town with two and three-column pictures.

Says Vt. License Law Not Violated by Cole

CINCINNATI, July 27.—Clyde M. Coffin, deputy commissioner of taxes, Montpelier, Vt., in a letter to *The Billboard* says that story in last week's issue headed "Warn Vermont Shows Re Tax" is somewhat misleading, adding: "The article states that an important State license question was brought out in connection with the appearance of the Cole Circus in Rutland. The law in question is not a new law, it having been on our statute books since 1915 and every circus in the country is familiar with it.

"There was no violation of the requirements regarding a State license by the Cole Bros.' Circus because it had paid for a State license and had my receipt before it made application for a local license. I do not know what was behind the actions of State's Attorney Bloomer and I have been unable to find out, but I want it understood that there was no violation of the State law by the Cole Circus.

"No circus has violated the law relating to a State license, and that not only goes for this year, but for each year since 1915.

"Previous to this circus visiting Rutland the Barnett Bros.' Circus exhibited there and its officials were taken into court by State's Attorney Bloomer and fined \$40 for placing chalk direction signs on telephone poles. This circus also possessed a State license."

H-W To Make More Pennsylvania Dates

CHICAGO, July 27.—Richmond (August 12) was the only date set for Hagenbeck-Wallace-4-Paw-Sells Bros. Circus in Virginia that had to be canceled on account of prevalence of infantile paralysis in southern part of the State, altho it was contemplated playing other engagements in the State, including Newport News August 13. If the situation clears up the show will probably make that territory later.

In the meantime it is intended to play more time in Pennsylvania than originally planned, then to Baltimore and Washington.

R-B Cancels Terre Haute

CHICAGO, July 27.—Terre Haute, Ind., booked for August 1 by Ringling-Barnum Circus, has been canceled. Show instead will play Vincennes, Ind., where No. 2 car was sent to bill for a week in advance.

Frances Peasley Hurt

STOUGHTON, Wis., July 27.—Frances Peasley, with Seils-Sterling, fell 30 feet to ground Wednesday night when a strap supporting her broke as she performed near top of tent. At Community Hospital she was found to have suffered a brain concussion, severe bruises and two broken teeth.

EARL SHIPLEY.



With the
Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLESS, W. M. BUCKINGHAM,
2030 West Lake Street, Chicago, Ill.
Secretary, THAMES BANK,
Norwich, Conn.
(Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.)

Phyllis Werling, Passaic, N. J., lost an uncle by sudden death on July 6. He had just returned from visit to Hagenbeck show. Joe Minchin had charge of funeral. Miss Werling visited Big Show at Albany and had a spaghetti dinner with Hugo Zucchini and family.

Harry Cangle and Harry Atwell, of Chicago, found W. H. Hohenadel, of Rochelle, Ill., on Tom Mix lot at Sterling, Ill. Report a swell time. Justus Schlotzhauer, of Feoria, another member, also was on lot.

Charles Kitto, of Beloit, writes that he and Mrs. Kitto had a wonderful time on Russell Bros.' Circus when it made their city. Charles praises the show and performance. Other visitors at Beloit stand were Dr. and Mrs. Tom Tormey, of Madison, Wis. The doctor said it was the fourth time he had seen show this season.

W. L. Montague, of W. Hartford, Conn., says that he enjoyed the Ringling-Barnum show when at Hartford.

Past President J. A. Wagner, of Des Moines, visited the Mix show at Mason City, Ia. He states that Tom is very hospitable and Manager Dall Turney is

most untiring in his endeavors to please the public. He praised the equipment and program.

Ed M. Hillary, of Baltimore, while on a business trip to the nation's capital, called at quarters of the James E. Cooper Top and met Melvin D. Hildreth, Harry A. Allen, Col. Jack Beck and the old-time clown, John Lancaster. William J. Conway, contracting agent of the Ringling interests, came in for a visit and made arrangements for visit of H-W Circus to Washington and Baltimore. Hillary hopes to start a movement for a municipal circus lot in Baltimore, emulating the Washington Fans in that respect.

New members recently added: Frederic W. Work, Akron, O.; M. B. Clafin, Akron, O., and Charles D. Collins, Palmer House, Chicago. Charles S. Kitto, Beloit, Wis., now resides at 953 Vine street.

Paul Hoy, Sheldon, Ia., has seen Atterbury show, Orange Bros., Tom Mix and Vanderburg. States that H. M. Carmichael showed his mechanical miniature circus in Sheldon with the McMahon Carnival.

Jacob B. Jones, Bridgeton, N. J., caught the Big One when it was in and near Philadelphia territory nine times. He also saw Hagenbeck-Wallace at Philadelphia, Atlantic City and Camden. He helped locally Kay Bros. and Gorman Bros., obtaining lot at nominal price and arranged with township so that no license fee had to be paid. Mr. and Mrs. Jones sailed for an extended European tour and expect to be back about September 1.

Mr. and Mrs. Frank H. Hartless spent evening of July 16 at Petersburg, Va. Report fine visit with Mr. and Mrs. Charles Lauterbach and Mr. and Mrs. Thomas M. Smith.

William Sneed, Chicago, caught Tom Mix Circus at Gary, Ind., and on following day visited Barnett Bros. at Hammond, Ind. With John Shepard he caught Mix show at Joliet, Ill.

W. B. Hohenadel, son of W. H. Hohenadel, CFA, of Rochelle, Ill., while in Cincinnati last week gave *The Billboard* a call.

Ringling-Barnum Jottings

PITTSBURGH, July 27.—Understand that Frank Morris, of the grease stand, is only getting two tubs of ice cream a day.

The personal coach of Ringling Bros. made a special excursion trip with a party of performers from Pittsburgh on Sunday to visit the Cole show. They discovered, upon arrival, that Cole show had run out of coal, or something, and had not as yet arrived. They waited until 11 p.m., at which time the show pulled in. After some time spent in waking up the sleepy travelers, they said: "Hell! O" and returned, arriving in Pittsburgh at 6 a.m.

While playing Akron the Twin Coach Motor Company notified Johnny Grady that he had been appointed official driver to try for the record Coast-to-Coast trip of the new Diesel engine type of motor-driven bus that the Twin Coach people are trying out. The object is to bring to notice of the public that this type of engine can be operated for three cents a mile. The bus will start in New York and destination will be Los Angeles. The time allotted for the trip is 100 hours. If Johnny can beat this time he will receive a bonus. R. Martin, of the company, was Johnny's guest at the circus that night. It was the remarkable feat of Johnny's of having driven the Ringling Bros. personal coach on its nightly trips without a mishap from Coast to Coast last year that drew the attention of the Twin Coach people. CHARLES F. CLARKE.

Suit Against W. B. Graley

DETROIT, July 27.—Suit has been filed here against Walter B. Graley, operating the Advance Booking Association, and the bonding company which furnished his agency bond for collection of back wage claims for acts in the Fashion Plate Circus, which flopped here two months ago. Fred Behr, representing the Flying Behrs, is attorney for this act. Attorneys hold Graley responsible, altho Wesson Dickinson, State superintendent of private employment bureaus, believes that his bond is not attachable in this case, inasmuch as the contracts were made in good faith.

The case is not expected to come up for trial in Circuit Court for about a year.

R-B for Milwaukee

MILWAUKEE, July 27.—The common council unanimously voted July 22 to permit staging of Ringling-Barnum here August 17 and 18 on harbor land south of Lincoln Memorial Bridge. It marks the first time that the circus will be held so close to center of city.

FREE

JULES E. JACOT
INTERNATIONAL WILD ANIMAL TRAINER
NOTHING TOO BIG
PERM. ADDRESS NEVADA, OHIO.

Mix Night Biz
Good; Mats Light

BAY CITY, Mich., June 27.—The Tom Mix Circus is now playing the Great Lakes area. Well-billed towns by Pierce Williamson and brigade, with generous newspaper space arranged by Dan Pyne, is giving the show its share of business, despite unusually hot weather and the fact that several circuses have played same territory within space of a few weeks. Light matinees, with night business up to expectations. A new canvas truck has been added.

Jack Burslem's cold-drink and ice-cream receipts have soared the last two weeks. Jack's mother-in-law, Minerva Small, and 6-year-old niece, Kathryn, are visiting for a few weeks. New equipment has been added to hamburger stand. Many compliments have been paid Mr. Mix on the fine new tournament wardrobe.

Michigan has received the show with many friendly gestures. Mr. Mix is constantly approached with radio-interview ideas from the different stations and a special program in Lansing with a waiting juvenile audience. Mrs. Harry Baker is landing mostly front-page arrival space. Ted Metz's Side Show continues to be a great attraction and the open-front idea is an ideal setup for the hot weather.

Mr. and Mrs. Jim Turney have a new house trailer. Mrs. Mix returned to show by plane to remain for a while. C. A. (Dud) Lawrence visited show at Grand Rapids. Mr. and Mrs. Dall Turney entertained friends from Detroit in Lansing, also old friends Bill Hart and Mr. and Mrs. Harry Hart. Mr. and Mrs. Albert McCabe and Mrs. Sam B. Dill visited show at Battle Creek, also Ruby Orton, former circus performer, caught show at Lansing.

London Circus Briefs

LONDON, July 17.—Bertram Mills' Circus is now touring Scotland. Show drew record business at Edinburgh, where it stayed for a week.

Southend Annual Carnival will feature an entire circus this year.

English Circus Fans' Association announces an amateur circus performance for this Christmas with the proceeds being donated to a fund for retired circus performers.

Another circus touring South of England with success is that of the Ricardo Bros. Outstanding attraction is Chipperfield's Lions.

Gilbert Brothers, American equilibrists and bar performers, appeared before the King and Queen of England, Duke and Duchess of York and other Royal personages at a special function in London this week.

St. Leon Family Joins
Walter L. Main Show

MARGARETVILLE, N. Y., July 27.—The St. Leon Family of riders joined the Main show at Tupper Lake, N. Y. The show has had its troubles with the weather man. At Saratoga Springs July 7 it started to rain and never ceased on show until July 16.

At Saratoga there was a bad storm. The stakes would not hold and some of them were tied to the trucks; the wind was so strong it moved some of the trucks. Despite this show had very good attendance.

Clyde Willard, opposition agent with Cole Bros., and Ben Holmes, agent of Milliken Bros., saw Main's new spread of canvas on the lot. Mickey King and several agents of Cole show saw Main show struggling in mud at Ticonderoga. Attended afternoon performance.

Walter L. Main saw show for first time at Saratoga since opening in West Virginia and stayed with it three days, then left for the advance and to visit the Cole Circus in Glens Falls.

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Under the Marquee

By CIRCUS SOLLY

KING BAILE, of Sells-Sterling, visited Doc Oyler on Russell Bros. at Winona, Minn.

BILLY MANNING, who suffered injuries to a heel, is back to work on the Hagenbeck show.

GEORGE VALENTINO, of Hagenbeck show, visited with Louis Campbell, of Casting Campbells, at Torrington, Conn.

FREDDIE, the Armless Wonder, has left Doc Oyler's Side Show on Russell Bros. and joined a carnival to play fairs.

COLE BROS. had two capacity houses at Butler, Pa., July 24. Hagenbeck-Wallace did splendid biz there recently.

FRANK B. HUBIN thanks friends for the letters he received while confined to Atlantic City Hospital.

ORA PARKS, one of the press agents with Cole Bros., has been working every day since show opened and is doing splendidly.

W. W. DUNKLE recently spent several hours on the Tom Mix lot in South Bend, Ind., chatting with Mix and Harry Baker and renewing friendships with Johnny Agee.

JULES E. JACOT, animal trainer, is back in the States. He had been playing with a combination circus-carnival in Mexico.

FIRST CIRCUS of season at Elgin, Ill., will be Ringling-Barnum on August 30, under Masonic auspices. Will be known as "Shrine Circus Day."

BILLY SIEGRIST will play fairs with Edythe Siegrist Company, booked by George A. Hamid. Will open at Cumberland, Md., August 19.

J. C. WOODARDS, piano-accordionist in Side Show of Ringling-Barnum, devotes his spare time writing songs. His latest is *Cincinnati Sadie*.

A. V. FULLER, stage manager of Royal Theater, and H. D. Whatley, stage manager of Pastime Theater, Columbus, Ga., are operating a snipe plant in that city.

POWERS' HIPPODROME Elephants opened on July 15 at Winter Garden Circus, Skegness, England, and will be there until October 1.

G. H. BARLOW III, of Binghamton, N. Y., visited Ringling-Barnum at Syracuse, N. Y., and reports good business at both performances.

RUDY HAGENE saw all three performances of Sells-Sterling at Ashland, Wis., July 4 and met a number of the folks. He says that people in that part of the country had not seen a circus since 1931.

LOU WATSON, head ticket seller on Lewis Bros., states that he and Tommy Constock, callope player, and wife left show at Holland and returned to their home at Jackson, Mich.

FRED C. KILGORE, contracting agent of Cole Bros., and Jerome Harriman, general agent of Downie Bros., were in Portsmouth, O., July 23. Harriman was in from a prospecting trip thru Virginia.

PEASLEY TRIO (Bob, Frances and Velma), of Sells-Sterling, en route to Elroy, Wis., stopped off at Tomah fairgrounds for a visit with the Mettler family band on West Bros.' show.

ARTHUR BORELLA is still scoring as emcee and principal comedian with E. K. Fernandez Varieties, touring Hawaiian Islands. Engagement has been extended another three months.

VIRGIL BEASON and Joe Engles, employees of Ringling-Barnum, were injured at Youngstown, O., while engaged in taking down big top. They were treated in Youngstown Hospital and were able to rejoin show in a few days.

MRS. JOLLY LEE HARVEY, fat woman with Tom Mix Circus, had a "big" time at Grand Rapids, Mich., July 21 when she celebrated her birthday anniversary at Oody Cafeteria. Forty of her

associates gave the party. Special guests were Mrs. Lee's daughters, Mrs. Paul Barber and Larine McKinley, of Gilmore, Tex. Musicians and entertainers from the show provided the program, which was featured by a solo dance by Mrs. Lee. She received many nice presents.

F. C. FISHER'S Pit Show did good biz in Michigan. Show has 10 days in Indiana, then will go into Illinois for two fairs. Tim O'Day is on front of show. Narda Rollins, dancer and contortionist, joined at Chlo, Mich.

JULIA PETERSON, aerialist, who was recently injured, is doing nicely, altho she will be laid up for some time. Would be pleased to hear from friends. Her address is Wyandotte General Hospital, Wyandotte, Mich.

THOMAS (SWIFT) McMAHON, formerly with Barnett Bros. and other circuses, underwent an operation at Episcopal Hospital, Washington, D. C., and would appreciate hearing from friends. Is in Ward 250.

A LENGTHY and interesting article concerning Jim Doyle, boss of the Ringling-Barnum "flying squadron," written by James F. Looby, was published in *The Hartford (Conn.) Daily Courant* of July 7.

SLIVERS JOHNSON pens that Jack Wilkinson and wife, of Schlitz Brewing Company, entertained some Ringling folks when show was in Pittsburgh. Among those present were Duke Anderson, Felix Adler, Mr. and Mrs. Roy Palardy and Johnson.

JETHRO ALMOND show made Ashburn, Va., instead of Manassas, Va., last week, due to town being closed on account of prevalence of infantile paralysis. Almond says that the State generally is closed and that he is staying back in small places until told to stop.

MIKE MAXIE recently spent a day on Orange Bros.' Circus. States that Mrs. Happy Loter is back on show after spending two weeks with her brother, Jack Dalton, of radio fame. Mrs. Loter was bitten by a chimp. Loter has the upside-down show.

HERBERT SNYDER, former clown on Ringling Bros., postcards that he is working at San Diego, Calif. George Hudder left there, after working six weeks at fair, to visit his aunts at Orange, Calif. Faye Smiletta has joined the U. S. Army. He is with Company G, Casual Department, Ft. Mt. McDowell, San Francisco.

CARL HATHAWAY, superintendent of Ringling-Barnum during engagement of show at Youngstown, O., viewed a new potential circus lot far removed from traffic congestion at Belmont avenue. He said the show can be spotted comfortably

on proposed new lot and that in all probability lot will be used next year.

JOHN ELLIS, of Kalamazoo, Mich., infos that Barnett Bros. had a big matinee and strayed 'em at night in that city. Played on the Healy grounds, two miles out, instead of regular lot on North Burdick street. In attendance were Jay Hanson, formerly in wagon (See UNDER THE MARQUEE page 52)

Barnes Showing Maritime Provinces

BRIDGEWATER, N. S., Can., July 27.—Last week saw the Al G. Barnes Circus moving into the Maritime Provinces, with Campbellton, N. B., as first town. The run there was from Quebec City and coming as it did on a Wednesday only a night show had been scheduled. Loading conditions are such in Quebec City that only the elephants could be used to get wagons up the runs. It also rained very hard. Consequently, it was quite late before circus trains were ferried over the St. Lawrence.

Campbellton was reached at 7:30 at night and show started at 10:45. The time shows that all departments functioned with speed. A good-sized audience was on hand.

Newcastle, N. B., followed. It was on run from Newcastle to Moncton in 1930 that a serious wreck overtook the show at Canaan. Because of friendly co-operation and ties of friendship that were created at time of disaster with the people of the Maritimes the coming of Barnes Circus to this section is looked upon as a sort of homecoming.

Amherst was first stop in Nova Scotia and train arrived early. Ronald (Scoop) Ross edits *The Amherst Daily News*. "Scoop" is a real circus lover and as it is his custom he spent afternoon on lot renewing old acquaintances.

New Glasgow, N. S., finished out first week in this northeastern part of Canada. Sydney will be played on Monday and there has not been a circus there for many years.

Cook Business Fine In North Dakota

KENMARE, N. D., July 27.—Cook Bros.' Circus has been doing fine business in this State. At St. John did capacity biz at 50 cents admission. Five thousand Canadians came over.

Frank Dill and wife, Peggy, joined at Devils Lake, Peggy doing iron jaw and Frank on banners. Doc Ford and wife joined at St. John. Show is running smoothly and Al Clarkson is placing it in some good spots. Show will soon head south with long jumps. A big line of banners is in big top every day. New cars and tractors are Frank Dill's hobby, one in big top every day. Prize candy is handled by Harry Bray.



Circus Saints and Sinners Club

For the Old Trouper and a Home

In *The New York Times* magazine section of July 17 appeared a fine Barnum article written by M. R. Werner. We enjoyed particularly following two paragraphs:

"In his 80th year Barnum retained his publicity faculty. One day in 1890 he tripped over a rope in Madison Square Garden and was slightly scratched. 'Where's the press agent?' he cried. 'Tell him I've been injured in an accident.' Next day he read with pleasure what the papers had to say about it. He had made the headlines again.

"Near the end of his life he sighed to think that he would not get to see the accounts of his career that would be published after he was gone. *The Sun*, accordingly, after making sure of his approval, printed his obituary, four columns long, while he still lived, and when he had read it his health improved noticeably. He died April 7, 1891, and his last words were a request to hear what the receipts at the circus had been that day."

A letter from Jim Chloupek, CFA, and among other friendly things he mentions: "I visit the Foley & Burk and the Crafts carnivals whenever I can. They are clean carnival shows and I have friends on them who used to be former circus men, Ed Foley, Tommy

Meyer, Roy Ludington and John Brannon. I am anxiously awaiting the publication of the Al G. Barnes biography." Jim asks particularly for some of the new Hagenbeck-Wallace paper, Bert Nelson with animal act, Maria Rasputin and the one with the five heads, Ben Wallace, Carl Hagenbeck, Al and Lew Sells and Adam Forepaugh. If anyone has a quantity of this paper please send it to J. V. Chloupek, 1708 Pleasant Valley avenue, Oakland, Calif.

Members of the Poodles Hanneford Tent, Wheeling, W. Va., are going boat-ish. A fine 38-foot yacht purchased by Gene Hoffman and named Saints and Sinners is one of the biggest pleasure boats on the Ohio. Following this Jack Colvig bought a watercraft big enough to fit his family and now he, too, plows up and down the river. Altho he wears a sailor's suit, he's not fooling anyone. Norman Greig is the pilot and that's no steer. Jack, who, incidentally, is CSSCA vice-president for West Virginia, makes the statement that if any circus plays Wheeling on a Monday and lands in town on a Sunday, the circus folk will receive the quay to the city docks and both boats will be at their disposal for a day's sail. Fine work. Ship ahoy, Jack! Ship ahoy, Gene! Poop-poop decker, Norman! F. P. PITZER, National Secretary.

Gossip of the Dressing Rooms

Items for This Column Must Reach the Cincinnati Office Not Later Than Friday

AL G. BARNES—LaVerne McClain mounted on "Jiggs" and while waiting her turn in backyard "Jiggs" became frightened, reared and fell, carrying LaVerne with him. Mrs. McClain's knee was crushed and she is confined to cars with the leg in a plaster cast. Marguerite Gorman, while standing in the saddle during Wild West performance in Quebec City, slipped and fell to ground. Will be unable to get back on a horse for next four or five weeks.

Bill Kling discovered he had sent a shirt to laundry without first extracting a duky book. The shirt came back but duky book did not. Adjacent to lot in Amherst, N. S., is Christie's trunk and luggage works. Among those that bought trunks and bags there were Roland Simpson, Rido Canestrelli and Fay Avalon. Flo Cunningham and Charlie Frank, of ticket department, also went for two traveling bags apiece.

I. Melcolm, of the CNR, visited in Newcastle. He has many friends in dressing room of the show, which he dates from the wreck in 1930. Hazel Moss still talks of the lucky break she got when it so happened that her mother, Mrs. Paul Desmuke, who with her husband are on Royal American Shows, was able to pay her a day's visit when that carnival was near by the other day.

COLE BROS.—Looking across the baseball diamond see our nine matched against the All-Stars, of Lock Haven (Pa.) Industrial League. Boys are doing good so far. There's Bert Doss, captain; Allen King, on pitcher's mound; Otto Griebing and Bumpy Anthony, in makeup, as umpires, getting a flock of laughs; Red Sleeter, Jimmy Foster, Ralph Clark, Ray Dean, Buddy Miller, Bertie Hodgini and Ramon Esquedo, all working hard to keep the towners from getting a run; Abe Goldstein, keeping score. Bob Hickey on hand—he promoted the game. Boys have the making of a real team.

Fishing has been quite the thing lately. Abe Goldstein and Art Lind hold honors for largest catch—85 minnows. Had them served at clowns' table in cookhouse. The writer ate seven, then had to finish on the regular dinner. Clyde Beatty and Kinko brought in the big ones—bass up to three pounds in size. Lind, Anthony and Goldstein were nabbed for fishing without license. They had a nice ride, paid out something and no fish.

One of the boys fell asleep the other day, missing half the show. He was made up as clown policeman. Recent visitors, Bill Scott, Poodles Hanneford and wife and Tom Barron.

The Nut Club is still going strong. Highlights of last court—Chester Barnett, acting judge, fined all members 10 cents; Ray Dean, attorney, and Red Sleeter, chief gum shoe, put boys thru via the cowboy chaps route, one to five lashes, depending on the charges, then wound up by getting "chapped" themselves. Big picnic has been postponed for another week until suitable spot is found. Ed C. Keltly is around mingling with the boys. Getting set for group picture of entire show.

Suppose by this time you are wondering who won the ball game. Well, it was the town team.—EMMETT KELLY.

RINGLING-BARNUM—This seems to have been visitors' week. The Millillo brothers and wives, who are old Ringling performers and who have now settled in Cleveland, visited friends. Stanley F. Dawson also visited. Joe Gould motored on the lot at a late hour, but not too late to have a jolly time with his many friends.

Harold Boyd and Allen King, from the Cole show, paid a flying visit to see the Big One in Pittsburgh. The Gretonas also visited there. Mohldmed Obelle, in dropping from the "Human Pyramid," five high, strained muscles in his shoulder which has prevented him working the last few days.

Mr. and Mrs. Jimmy Elster (Jimmy, card manipulator and magician and who also does optical illusion with his wife) visited in Akron. The Nelson brothers have been having a time trying to pronounce the names of the Clarke girls, Alethea, Percyna, Catherine, but at last they have solved the difficulty—they number them.—CHARLES F. CLARKE.



The Corral

By Rowdy Waddy

TEX AUSTIN'S World's Champion Cowboy Contest, to be staged at Los Angeles August 3 to 11, has filed its bank guarantee and paid its membership dues with the Rodeo Association of America.

MARY CARTER sustained injuries to her back and shoulder when a bucking horse fell on her at the rodeo at Strawberry Point, Ia., July 14. She is mending nicely and expects to be riding again soon.

FOGHORN CLANCY left his ranch at Smithfield, Tex., July 15 for Cadillac, Mich., to join California Frank Hafley's rodeo troupe. He will be connected with the publicity department and do the announcing for California Frank's series of rodeos at Michigan fairs.

CAPT. S. G. SELINE, of Sitka, Ark., is not trouping this season, due to urgent business which will keep him on his farm all summer. He writes that he and the wife are enjoying the farm life and acquiring a good coat of tan. Captain Seline hopes to be back on the road again next season.

JOHNNIE SCHNEIDER, well-known rider from Livermore, Calif., suffered a broken leg at the recent Salinas, Calif., rodeo. The accident occurred during the steer-decorating event. He was removed to the Salinas Hospital. Frank Alvison, of Salinas, broke an arm in a bad fall, and Alice Mahler, Newhall, Calif., sustained a dislocated shoulder during the trick roping contest.

SECOND ANNUAL Southeast Texas Championship Rodeo held recently at Port Arthur, Tex., panned out successfully in every way, according to a report from J. E. Williamson. The three-day event was sponsored by the Junior Police and was under the supervision of Police Chief H. F. Baker. Next year's rodeo is already being planned, Williamson announces.

PERRY, Ia.—John A. Stryker, secretary of the North Platte Roundup, has arrived here to take up duties connected with staging the Perry Roundup set for August 1 to 4, inclusive. Arrangements call for the bringing the entire North Platte Roundup to Perry. Entries for the various contests will close July 31. An opening uptown parade will be held at 10 a.m. August 1. The daily program is scheduled for 2 p.m. and 7:30 p.m. each day. A cowgirl band will be featured thruout the week.

TEXAS AND NEBRASKA RODEO enjoyed fair business at its recent four-day stand at Springfield, Ill. Opening day, July 4, pulled fair biz; next two days were slim, while the closing day, Sunday, showed the biggest turnout of the engagement. However, the sponsors of the rodeo, Bill Armour and Nic Blackstone, put on a real Western show, with plenty of good stock and experienced hands. Among those who participated were the three Blackstones, Joe, Nic and Doc; Shorty Rutledge, Blackie Rucker, Joe Bissen and wife and a number of local talent. Red Randolph was at the mike.

AL ENDRON writes from Burlington, Vt., under date of July 13: "Caught the Cole Bros.' Circus and visited with the Wild West hands with the show. Concert is the best I have seen in a long time. Lineup is as follows: Jimmy Foster, chief of cowboys, trick and fancy roping and a five-horse catch while standing on his head; Alice Foster, trick and fancy roper; Cell Tatum, trick rider; Al Mann, trick rider, doing the underbelly ride; Irene Mann, trick riding and rope spinning; Nellie Russell, trick rider; Ann Butler, trick rider; Ralf Clark, trick and fancy roper and rider; Marion Stanley, roper-rider; Frank Galbraith, whipcracking; Joe Sweet, trick



HERE YOU SEE a late picture of Tex McLeod, that Gonzales (Tex.) cowboy and fancy roper, with his wife and baby, Jamie Nixon McLeod. Tex has taken on considerable weight since leaving this country several years ago for England, where he is still doing his roping act and during spare moments "showing the ropes" to Jamie Nixon.

rider and rope spinner; Prince Sultan, trick riding and Cossack knife dance, and John Konlack, trick riding and Cossack dance."

RESULTS OF THE RENO RODEO, held July 2 to 4 at Reno, Nev., are as follows: Bronk Riding—Turk Greenough, 600 (RAA points); Cecil Henley, 450; Earvin Collins, 300; Burl Mulkey, 150. Calf Roping—Al Allen, 600; Hugh Bennett, 450; Bill McFarlane, 300; Ike Rude, 150. Bulldogging—Hugh Bennett, 600; Lloyd Saunders, 450; Cliff Gardner, 300; Al Allen, 150. Bareback Horse Riding—Fritz Truan, 300; Felix Cooper, 225; Joe Burrell, 150; Hugh French, 75. Steer Roping—Hugh Bennett, 300; Andy Jauregul, 225; Oscar Warren, 150; Lloyd Saunders, 75. Steer Riding—Pat Woods, 300; Felix Cooper, 225; Joe Burrell, 150; Whitey Hoffman, 75.

WAHOO, Neb.—Judges for the rodeo contests of the second annual Saunders County Rodeo Fair, August 21 to 24, inclusive, have been selected. The judge coming the longest distance is Jim Coffey, of Fort Sumner, N. M., who made a hit here last year with his fast calf roping. He will judge the bronk riding. Coming next farthest is Henry Snively, member of Snively Brothers, Pawhuska, Okla. He will enter the calf roping in addition to judging the bronk busting and Brahma steer riding events. Roy Copp, the other judge, hails from the range country of Northeast Nebraska and is an all-round Western sports contestant. Dan Offutt will be arena director.

PRESCOTT FRONTIER DAYS, staged at Prescott, Ariz., July 2 to 7, brought the following results: Bareback Horse Riding—Frank Schneider, 200 (RAA points); Tom Bride, 150; Harry Logue, 100; Shorty Allard, 50. Bronk Riding—Perry Henderson, 400; Leonard Ward, 300; Lawrence Bunger, 200; Frank Schneider. Calf Roping—Arthur Beloat, 400; Buckshot Sorrels, 300; Jack McClure, 200; Asbury Schell, 100. Bulldogging—Leonard Ward, 400; Shorty Kelso, 300; John Bowman, 200. Steer Riding—Tom Bride, 200; Frankie Schneider, 150; Frank Finley, 100; Shorty Allard, 50. Team Roping—Dick Conley, 100; Tom Rhodes, 100; Arthur Beloat, 75; Lawrence Conley, 75; John Bowman, 37½; Bud Parker, 37½; Arthur Beloat, 37½; Jack McClure, 37½.

"TIN HORN" HANK KEENAN returned to Salinas, Calif., for the rodeo there July 18 to 24. From there he will take his comedy cowboy act to Cheyenne, Wyo.; New Harmony, Ind.; Deadwood, S. D.; Sidney, Ia., and Broken Bow, Neb., with a string of other fair dates to follow. "We are finding business very good and good attendance at all shows," Hank writes. "Have been making some enormous jumps as usual. In the early spring we leaped from Hollywood to Florida, to Georgia, Tennessee, Pennsylvania, Michigan, Kentucky, Ohio, then back to California. Just returned from the Black Hills of South Dakota. The four-day rodeo held at Belle Fourche, S. D., was well attended. They reported

the largest crowd in several years on July 4. Have our new truck broke in and ready to go places."

JOHN HART, who hails from Arizona and who says he has been a movie stunt man at Hollywood and a member of various traveling rodeos, has abandoned an attempt to sail a 15-foot skiff from the Connecticut River around to Chicago, via the St. Lawrence River and Great Lakes. In getting up the Bay of Fundy Coast to St. John from Calais, Me., Hart was almost drowned several times, the unsubstantial craft being in difficulties with the seas. One difficulty was when the boat was tangled in a fish weir and several fishermen had to come out in a motor boat and rescue the paddler and his boat. For the last 50 miles into St. John harbor, Hart had to bale out the water continually, the boat was leaking so badly. He had been exhibiting his boat and himself on the streets at each of his stops and selling pictures of himself.

FINAL RESULTS of the Calgary Exhibition and Stampede, held at Calgary, Alta., July 8 to 13, are as follows:

North American Bucking: 1, Turk Greenough, Red Lodge, Mont., 825 points; 2, Harry Knight, Banff, 820; Chuck Wilson, Tucson, Ariz., 815; 4, Melvin Tivis, Faith, S. D., 803.5. First prize: Rt. Hon. R. B. Bennett trophy and \$1,000.

Canadian Bucking: 1, Harley Walsh, Madden, Alta., 810; 2, Herman Linder, Cardston, 801; 3, C. M. Lund, Raymond, 800; 4, Jackie Cooper, Jasper Park, 797.5. First prize: His Royal Highness the Prince of Wales trophy, the Grant Hall trophy and \$300, and riding boots donated by Bradley's Leather Store, High River.

Bareback Bucking: 1, Don Thompson, Black Diamond, 777.5; 2, Curley Podesky, Calgary, 772.5; 3, Don Perrin, Lloydminster, 750; 4, Frank Sharp, Turner Valley, 747.5. First prize: Henry Birks & Sons, Ltd., trophy and \$100.

Wild Steer Decorating (three steer totals): Warner Linder, Cardston, Alta., 16 seconds; 2, Hub Whiteman, Fort Worth, Tex., 22 3-5 seconds; 3, Jack Streeter, Stavely, 27 4-5 seconds. First prize: Canadian Greyhound Lines trophy and \$200.

Men's Wild Steer Riding: 1, Herman Linder, Cardston, 1,045; 2, C. M. Lund, Raymond, 1,030; 3, Frank Sharp, Turner Valley, 1,025. First prize: Calgary Gas Company trophy and \$50.

Boys' Wild Steer Riding: 1, Bobby Swain, Calgary, 1,035; 2, Tod Christianson, 1,027.5; 3, Pete Boyer, Drumheller, 1,017.5. First prize: the T. Eaton Company trophy and \$20.

North American Calf Roping (four-calf total): 1, Pat Burton, Claresholm, 81 1-5 seconds; 2, Bob Crosby, Roswell. (See CORRAL on page 52)

Roster of Seils Advance

BRAZIL, Ind., July 27.—The roster of advance department of Seils-Sterling includes J. C. Admire, general agent and fair booking representative; Arthur Miller, J. Eddie Holmes, local and contracting press agents; Roy Roberts, manager of advertising cars with 10 men; H. L. Thornton, special opposition truck; Harry Hones, manager of car three days ahead; Dick Scatterday, banner solicitor, and Jack McFarland, 24-hour man. Al C. Beck is press agent back and business manager.

Ten vehicles, trucks, sedans and coupe are ahead. Show is very heavily billed in city and country, latter billing running from 12 to 15 miles out.

H-W Biz at Providence Not Up to Last Year

PROVIDENCE, July 27.—Hagenbeck-Wallace played here July 18, but the weather man shot temperature up to better than 90, with result that business was not up to that of last year.

Jeanette May, a home-town girl, proved the show-stop of night performance, getting big applause with 100 one-arm planges.

Granted 50% Tax Reduction

PARIS, July 22.—Circus operators, menagerie owners and carnival showmen have been granted a 50 per cent reduction in state taxes by the French government. Some will also benefit from a 5 per cent reduction in the 10 per cent "poor tax," but this latter reduction is up to the individual cities and towns.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, July 27.—Uh-h-h-h! Wot's this circus business comin' to any-way and who says that the launchin' of a new circus can't be done in these yere times? Well, she's done, and Little Jessie and Little Zackie's Cole Bros.' Circus is the new circus baby which outgrew its infant days within four months and now is a full-grown tented monster which is meetin' with favor from the entire American Continent. They might as well add a slogan to its already long title of "Cole Bros.' World-Toured Circus and Clyde Beatty's Gigantic Trained Wild Animal Exhibition, with Allen King," and whoop it up as "The New Big Show." I ain't givin' any suggestions, but it's an idea. Of course, I am for givin' ideas (without bein' asked) on the slightest provocation, but I renig on Jessie and Zackie.

Why, these two managerial birds have so many ideas that the late Thomas Edison fades into oblivion in comparison. They give birth to an idea without askin' the actors or workin' men and that ain't right. They even put rubber tires on the chariots and my friend Nero (the bird who ran Rome in the olden days) sent me word that he did not like it. Then they built a mighty van to haul "Jumbo 2d" in from the trains to the "lot," and that compelled a lot of chiselers to pay real money to see a real (and only) African elephant travelin' in America. Now they are talkin' about puttin' in a telephone system from the red wagon to the backyard—which ain't a bad idea. Think of the time and walkin' it will save? Ideas? They have 'em!

Now here is a new problem that Jessie and Zackie are workin' on. It is a well-known fact that Cole Bros., etc., have the seventh wonder when it comes to well-lighted midways and entrances. They have four low-priced automobile motors turn four high-priced electric generators so efficiently that they have loads of surplus electricity to spare and this surplus electric energy is warrin' the boys. Everythin' and everybody must work the maximum with Cole Bros.

Again, I ain't suggesting, but electric motors in place of gas engines on the triple stake drivers would also be new and novel and if they had any surplus electric energy left, they might attach a "hot-wire" to a stick and gently touch any work-shirkin' actor or workin' man on the seat of their panties. Of course, it might blow a fuse, and I don't know how long the actors or workin' men would stay with "The New Big One," but it's an idea. I'm full of 'em. I used to be a press agent. Why, I had an idea once that I was good, but the manager thought different, but then managers don't know everything. I'll leave it to any guy wot got fired. And once a manager told me that all press agents was "nuts," and I says, "nuts to you." After that I heard the birdies singin'. Moral—Never sass the manager. They are strange guys, but I still have my ideas.

Business Satisfactory For Vanderburg Show

LAKOTA, Ia., July 27.—The Vanderburg Circus is in its 11th week, opening at Richmond, Ill., May 11. Show was around Chicago about three weeks, then two stands in Indiana, back to Illinois and is now playing in corn belt of Iowa. Much bad weather was encountered during spring and early summer. However, business has been satisfactory.

Charles R. Hall, one of owners, is in charge of advance; Frank E. Hall is managing show, and Mrs. F. E. Hall is secretary-treasurer. Side Show, under management of George Hopp, is getting its share of biz. Earl Keene is musical director; Emile Keene, in charge of reserved seats; Ted Reynolds, in charge of ring stock; Andrew Fox has the animals; Woodrow Traxler is electrician; Frank Heffel, in charge of props; cookhouse handled by Alta Hansen, assisted by Herman Fries.

Mr. and Mrs. Moon joined at East Dubuque, Ill., and their acts are scoring. Gerald Hansen and David Keene are in clown alley. Among visitors were Bill and Mack Miller, of Miller Show; Mr. and Mrs. Jimmie Parnell, of Boscobel, Wis., all of whom trouped with Mr. and Mrs. Frank Hall on the Campbell two-car circus. Herbert Saier, of Minneapolis, spent several days on show, the guest of Frank Hall. Show will spend most of summer in this section, after which it will go south.

This section of Iowa is having its quota of circuses—Norris, Conroy and Cimijotti, also several dramatic shows.

WANTED

FOR 6 BIG RODEOS AT BROWNSTOWN, IND., STARTING AUGUST 18, Bronc Riders, Calf Ropers and Bulldoggers. HARRY MARCOTT, Brownstown, Ind.

RISK PROBLEM STIRS NAAPPB

Charges for Liability Insurance Arouse Industry To Take Action

Special meeting of conveniently located owners, managers and operators called by President Baker in New York to formulate full plans for coverage in 1936

NEW YORK, July 27.—A special meeting of conveniently situated officers, directors and larger operators of the National Association of Amusement Parks, Pools and Beaches has been called by President Harry C. Baker, New York, in the Hotel New Yorker here on August 15 at 10:30 a.m. President Baker said the call has been issued because of insistent demands from owners, managers and operators of amusement parks, pools and beaches all over the country that steps be taken to relieve them of the burden which they consider is imposed upon them by current board rates for public liability insurance. Purpose of the meeting is to formulate plans for working out a new type of coverage to protect the public and operators as thoroughly as does coverage afforded by first-line companies, but also to bring cost of such coverage to operators far below burdensome rates now being paid, it was said.

The association's office for the last few months has been so flooded with letters on the subject as to prove that the public liability insurance subject is the most burning issue in the association's history and that the entire industry is clamoring for relief.

To Meet Situation

Because of tremendous increases imposed of recent years, many operators have been unable to afford this protection, it is pointed out, and this is a situation which the industry recognizes as a hazard to the entire industry and a situation which must and will be met.

"Just as our predecessor organization, the National Association of Amusement Parks, relieved the industry of the payment of amusement taxes many years back and, together with the American Association of Pools, prevented the imposition of a code in 1934, so will our newly formed organization, the National Association of Amusement Parks, Pools and Beaches, (which is in a sense a combination of the two former organizations) solve our insurance problems," declared President Baker.

"However, concerted action by the entire industry is necessary. Insurance rates dip into the pocketbooks of individuals" (See RISK PROBLEM on page 36)

Galveston's Derby Biz Good; Mrs. Barfield Yacht Hostess

GALVESTON, Tex., July 27.—Barfield's Derby Park had wonderful business on the Fourth, with near-perfect weather. The Racing Derby had almost continuous capacity and all concessions had a good day. Galveston Beach Association put on numerous special events, feature being fireworks, which held the large crowds late.

New in the park are Leo and Juanita Ablin, scales, milk bottles, pitch-till-you-win, penny pitch and new large country store. Elmer Moore opened an attractive malted milk and double dip ice cream parlor which is meeting success. Don McCorvey and Carl Thiem purchased a large all-steel park shooting gallery from Mrs. Barfield and will operate it in the park.

On July 14 Mrs. Barfield gave a midnight supper aboard the cabin cruiser for all connected with the park. Next social event is a formal dance and cruise aboard the yacht the first week in August.

Schott Death Prostrates Son

CINCINNATI, July 27.—Edward L. Schott, park manager of Coney Island, was prostrated by the shock of the sudden death of his father, George F. Schott, Coney Island Company president, on July 25, relatives reported. The only son collapsed at his home and was said to be improved at Good Samaritan Hospital later. During the past year the elder Schott had devoted much time to helping his son, who has been ailing, to regain normal health.

Island Park Tract Is Bid In at Sale

AUBURN, N. Y., July 27.—The old Island Park property, foot of Owasco Lake, was sold at the courthouse on Thursday by a referee in a mortgage foreclosure action brought by Edward F. Brayer against Fitch Bills and others. Property was bid in by Mr. Brayer, plaintiff, whose financial interest in the property is said to be about \$32,000.

Mr. Brayer was the only bidder, offering \$10,000 for the real estate and \$750 for the personal property at Island Park Hotel. Sale marked close of ownership of the Island Park resort by Mr. Bills, who has been in charge of the scenic spot more than 15 years.

Mr. Brayer said he had not decided on future of the property.

Rockaway Mardi Gras Off

ROCKAWAY BEACH, L. I., N. Y., July 27.—Amusement Bureau of Rockaway Chamber of Commerce decided to cancel plans for the annual mardi gras here. Late season, brought on by poor weather, has led the chamber to believe that the event could not be made a paying proposition. Tentative plans for a '36 Mardi Gras were molded at the meeting.

Girl Stunter Hurt in A. C.

ATLANTIC CITY, July 27.—Catapulted from an aquaplane while performing stunts in the ocean at end of Steel Pier Sunday afternoon, Annette French, 22, was admitted to Atlantic City Hospital with severe injuries. Nearly 5,000 in the open-air stadium saw the girl tossed into the ocean when she lost her balance. She was rescued by other performers and is recovering.

SEATTLE—Playland Park is getting a heavy share of outdoor business of Western Washington, with fireworks, special events and a 9-cent gate. Skating rink is one of the heaviest draws.

Eastern Ohio Spots Preparing For a Big Last Half of Season

CANTON, O., July 27.—Eastern Ohio amusement parks are in for a big last half season, judging from conditions. C. Y. Riddle, former manager of Meyers Lake Park here and a concessioner there many years, has the candy floss this season. Casino in Summit Beach Park, Akron, has been reopened as the new Hofbrau with Bavarian music and entertainers along with keno for diversion of patrons.

A 700-seat outdoor theater has been opened in Chippewa Lake Park, near Medina, O., with nightly talking movies. Sunday audiences have been capacity. Jack Gillette is in for an indefinite stay in the big dance pavilion in Idora Park, Youngstown, O.

Charles Siegrist Troupe, widely known



GEORGE F. SCHOTT, president and general manager of Coney Island, Cincinnati, and a director of the National Association of Amusement Parks, Pools and Beaches, whose sudden death in the park on July 25 is reported in the Final Curtain in this issue of The Billboard.

Walled Lake Picnic Drive Nets Ten Times Last Year's

DETROIT, July 27.—Organizational and industrial picnics continue to be big news at Walled Lake Amusement Park. Fourteen are still on the books, with a season total of 35, ten times last year's record. A fleet of 10 sea-cycles immediately proved their popularity, delivery completed this week.

Additions to roster are: George H. Michela, park superintendent; Andy St. Pierre, maintenance man; ballroom, Albert Tollettene, cashier; Hugh Thorburn, doorman; Leon Klutz, floor manager; Walter Keys, porter. Cafe, operated by Louis Tollettene; Mrs. Leona Tollettene, manager; Eddie Snyder, chef; Ada Woodward, Nonda Hilyard, Florence Clema, Betty Clema, Helen Sieler, Margaret Bazin, Marcella Bazin, Laura Tollettene, Louise Fady.

Ballroom is changing bands for the first time in several seasons. C. A. Shepard, vet operator of refreshments in the park, has formed Shepard's, Inc., as new operating company for this concession, but retains personal control.

Paris Holiday Goes Over Big

PARIS, July 22.—On Bastille Day, national holiday of France, on Sunday Luna Park and Jardin d'Acclimatation, as well as zoos and swimming pools, drew record crowds. Luna Park had a Saturday night special event with admission fee jacked up to 10 francs (70 cents), double usual fee. Free fireworks displays along the river seemingly had no effect on crowds which sought the rides and attractions.

aerial act, is due in Rock Springs Park, Chester, W. Va., shortly. Bob Eugene Troupe being current there. Weekly boxing shows are featured in Geauga Lake (O.) Park to stimulate attendance on slow nights. Shows so far have been highly successful. Most of the boxers hail from Cleveland.

W. G. Brookover, vet park executive, is again in charge of Bluebeard's Castle on the midway in Meyers Lake Park here.

Dick Johns, one of the best-known Eastern Ohio park managers, reports business ahead of last year in his Lake Park, near Coshocton, O. He recently installed a concession in Tuscora Park, New Philadelphia, O., a muny-owned resort.

New Mayor For Tourists

A. C. chief executive, C. D. White, favors recreation centers for one-dayers

ATLANTIC CITY, July 27.—City administration this week passed from former Mayor Harry Bacharach into the hands of C. D. White, prominent hotel man, and owner of the Marlborough-Blenheim Hotel, one of the largest on the beach front. He was chosen by city commissioners to succeed Mr. Bacharach, who resigned, owing to his appointment to the State Utility Board. Term will be for 10 months, at end of which time there will be a commission election.

Mayor White explained he would not, while in office, be an advocate of segregation, but that he favored creation of a system of recreation centers to attract one-day tourists. He declared that, owing to tieups in traffic due to parking conditions, which are worse than those of a metropolitan center in summer, he would advocate a large number of parking lots at extremely cheap prices.

Mayor White asserted he expects to serve only the 10 months of the appointment. He was invested with control of Station WPG and city advertising and publicity funds.

Acts Help Excelsior Biz

EXCELSIOR, Minn., July 27.—Officials of Excelsior Park, F. W. Clapp, manager, and Joe Collhan, assistant manager, featured the Great Wilno, human cannon ball, for 15 days, first free act of the season, and it proved a real success. Business was very satisfactory and as other free acts will follow a continuation of a good season is highly anticipated. Fred W. Pearce, Detroit, owner of the park, was a spectator during the evening performance of July 18. Wilno was interviewed over Station WCTN, Minneapolis, on July 17. He will be in New Hampton and Atlantic, Ia., and at Montana and South Dakota fairs.

Capt. Jack Payne's high fire dive and Gould's 60-piece banjo band, Minneapolis, have been booked.

Pier Bills Open-Air Acts

ATLANTIC CITY, July 27.—At Steel Pier the Great Cahill, aerialist, heads a bill of thrill acts at the open-air stadium. Rilly and Comfort, who made a hit with pier minstrels few seasons back, have returned to troupe and star with Slim Timblin and Lester Cole and his soldiers of fortune in a special setup which practically puts the minstrel show on the revue scale. Electric eels have been added to pier's baby zoo and special performances of electric bulb lighting are given in their tank.

Crowds Out in Indianapolis

INDIANAPOLIS, July 27.—Torrid weather and augmented programs in amusement parks drew record crowds last Sunday. Riverside Park had two pyro displays, afternoon program being daylight fireworks. Skating rink was popular and rides did big business. Broad Ripple Park staged the first balloon race of its kind here in 25 years, four hot-air bags taking the air during the afternoon, designated as Stratosphere Day. Chair-o-Plane, Heydey and Lindy-Loop have been added. Pool was crowded.

CINCINNATI — Concession row at Coney Island here this season includes Ben Segal, Mabel Dignan, Harry Levitt, W. R. Rowland, F. W. Frederick, Dave Seitel, Harry Hebenstreit, Billy Edelman, Lufe Resier, Jack Tyree, Joe Baum, Joe Baldwin, Frank Overbeck, Sol Parkin and Florence Smith.

American Recreational Equipment Association

By R. S. UZZELL

It was red hot in New York City. At the time of this writing it was the hottest day of summer and for several summers here. John J. Carlin came in from Baltimore. He was properly dressed for hot weather and ordinarily would have been comfortable but, because of excessive humidity, was perspiring thru his shirt and neatly-fitting white coat.

And what do you think he was doing in such hot weather? No, not buying devices for summer operating in either of his parks. Not him. That was done last winter. On this day, when Old Sol was strutting his stuff, Carlin was hiring hockey players to strengthen his team, the Orioles, and seeking to interest other teams in the hockey league in which his team plays.

Foresight in Buying

He does not wait until a week before the opening to engage players. Opportunity, you say, and as it should be. This is taking time by the forelock. He has been successful with his winter sports because he always works on the job. Now he also is planning some form of winter toboggan. The ice shaved off his ice rink to condition it for his three sessions per day is a good beginning. This is salvaging of by-products with keen foresight.

He led the way in converting a summer dance hall into an ice-skating arena and reconverting for the seasons. He is again in the vanguard on winter toboggan for amusement parks. Before returning home he expects to visit Montreal to see the famous 1 1/4-mile toboggan and to hire players and to date his team.

If only we could get as much foresight into all park men, they would make more money and make it easier for us to deliver for their opening in the spring. "Buy for summer amusement parks in January and for winter sports in July," is not a bad slogan. We are glad Carlin is making the grade. He deserves it.

Billings Peps Belmont

Rex Billings is breathing life into Belmont Park, Montreal. It has heretofore slumped after July 15. He turned the tide and made it advance over the first part of July. The answer is work and then more work. He did not wait for business to come. He went out and found it. The park has never known such activity in the closing days of July.

Horse racing always has been legalized in Maryland. They were racing there when they could not race in other States of the Union. Yet, John Carlin says, horse racing is a detriment to the State of Maryland. He should know, as that State always has been his home. He owned and conducted for some years State Fair Amusement Park on the fairgrounds in Wheeling, W. Va., on an island in the Ohio River.

The race track was a part of the fair and a racing meet was conducted before that of the regular races during the fair. Carlin says the races were a positive detriment to his amusement park and to the people who attended the races.

Carlin expects to attend the meeting of New England park men at John T. Benson's Wild Animal Farm and in Pine Island Park, Manchester, N. H. This organization opposes horse and dog races. Carlin will chime in with their sentiments and can offer useful suggestions.

We always regret the passing of old landmarks. This year is to mark the closing for all time of Chester Park, Cincinnati. We classed it once with River-view Park, Baltimore; Sans Souci, Chicago; Electric Park, Kansas City; the Chutes, San Francisco; Chutes, Los Angeles; White City, New Haven; Chestnut Hill, Philadelphia; Hillside, Newark, N. J.; Ontario Beach, Rochester; Athletic, Buffalo, and Ingersoll's, Des Moines, all of which have folded and become memories.

CINCINNATI.—Pachoud Bros., wreckers, are dismantling buildings, rides and other equipment in Chester Park here for the receiver of the Cincinnati Car Company. Swimming pool and roller-skating rink will be left on the premises.

Coney Island

By DOC BEEBE

Slugging for Leonard Traube, who is on vacation. Doc Beebe is the weight-guessing expert in Feltman's Gameland.

Well, Leonard, you would pick on me to do the sub act for you. I thought I was thru for a while after finishing my chattering at Asbury Park. As long as you ask for it, here goes a little unloading of my mind concerning the World's Playground.

Mr. Chamber of Commerce! Why the dearth in attractions for the visiting public? I trust you worthy gentlemen are not lacking in exploitation ideas to set an example for other beaches and parks to follow. With so much at stake, such as realty values, good will (including leaving out-of-town visitors with a good impression of the place they've heard so much about) and the like, something ought to be done. If you refresh your memory, you will recall that many beaches and parks have gone to the dogs by not following the rules of showmanship. It is most essential to create new ideas to make the public interested.

By all means keep every building occupied, instead of preferring to see them closed rather than renting at a reduction in price. The war is over, landlords, so please bear in mind that half a loaf is better than none. The ramshackle buildings that are vacant on Surf avenue are a disgrace to the resort. They are a haven for the New York Bowery delegates. They just spread themselves out in front of buildings and certainly do not present a satisfying sight. A visitor is led to believe that this is the summer vacation spot for the derelicts of society. The police have enough to do as it is without chasing these gentlemen of the road away from Coney.

Press Agent Needed

There would not be half as many vacancies as there are at present if some of the realty men saw the light. If you think the public must come to Coney, it is interesting to note that this resort suffered its worst business in years following the Fourth of July. The weekend after the holiday should never be mentioned, as business was a disgrace. The weather was beautiful, the concessioners were ready, but what came to the island was not enough to fill a small park in an outlying district.

This is the modern age, gentlemen, so cast aside your ancient thoughts and secure some new blood for your board. Moreover, do not forget to include in your budget an appropriation for a press agent to exploit Coney Island. I am sure that amusement, restaurant and realty interests would listen to reason in the matter of financing a publicity department.

Suggests Clean Stands

Some of the concessions are disgraceful. Landlords might find a way to compel tenants to keep their places clean at all times, as cleanliness certainly adds dignity. Clean-looking attendants and clean-looking stands make things inviting to the extent that potential customers will loosen up and spend some of that long-looked-for do-re-mi.

If suggestions are in order, how about baby shows, amateur tournaments, swimming contests, beauty shows and the like? You say these are old. Well, they are going strong elsewhere. New faces create new interest. Coney could well conduct State contests and obtain various tieups with newspapers and merchants.

Progressive Police

The Coney Island police department, under Capt. Henry Bauer, held a safety parade recently that was the talk of departments all over the State. Patrolman Paul Earl, of the 60th Precinct, is the front man for the campaign over the air as well as on the speaking platform. He is under supervision of Captain Amann, of the 3d Traffic District. Officer Earl will speak at the concerts conducted by Paul Whiteman at Manhattan Beach, thereby taking advantage of the immense audience that will assemble there to put over an important message. The traffic problem has been acute in Coney for years. Men of the Earl type are doing their best to ease it with the result that must necessarily follow—more attendance on the part of the auto public.

Healthy Competition

There is a young war going on among

certain manufacturers of toys for the concession trade. They are threatening to annihilate one another and the store boys just love it, because it means lower prices. It is about time something like this happened. It means more merchandise on stands. Remember those kewpie doll days, boys? Them were the days of competition.

Playing for Breakfast

The Coffee Games are getting a nice play, as they are something new and absolutely on the legit. Plenty of coffee, sugar and crackers are leaving the stands. Stock stores will always get money when the customer is given the breaks. The law of averages will show that it pays to operate that way and that way only.

As a contrast, there are those other stores which do not use discretion in soliciting business from prospects. It seems as tho one can't walk thru one of the thoroughfares, for instance, without being accosted in the middle of the road by various attendants. They should be made to stay at their stands, thus avoiding a lot of hard feeling.

Heppe Recovering

John R. Heppe is out of the hospital after a siege of illness which incapacitated him for a while. We are happy to report that he is on the way to recovery and will be back in a short while at the Candy Meat Market, which is so popular at food shows, auto shows and expositions.

About Feltmans

Correction note is herewith made for the benefit of Charles Feltman Jr., who was mentioned as being the son of Alfred Feltman. His father is Charles Feltman Sr. . . . It's a little man in a big job in the case of Eddie Hanna, head bartender at Feltman's, who is 3 feet 6 inches short. . . . Jerry Freeman's 15-piece orchestra features Olga Vernon, vocalist. Ork broadcasts over WOR and on Mondays has a Coast-to-Coast hook-up. Jerry was the youngest musical conductor with the old Keith organization. . . . New policy—For the first time in its existence the restaurant permits patrons to enter the arcade and various cafes sans the well-known coat. This is a surprise to the public and they are coming thru the arcade in droves. . . . Clare Spencer, silhouette artist, has improved 100 per cent since moving forward toward the arcade.

Attorney Felton

In our midst is Murray Felton, a lawyer, who conducts the handwriting analysis stands in Luna Park. He was successful recently in a lawsuit involving alleged infringement in which he was made defendant. Thanks, Leonard, for permitting me to bore your two readers.

Ocean City, Md.

By HOWARD STANLEY

Because of heat bathing proved popular with thousands of city sweaters, and huge crowds also turned out at night. . . . Altho money wasn't spent as freely as anticipated, most of the Boardwalk boys received their share. . . . We'll be satisfied if August weekends are as good as were July's. Chamber of Commerce will not encourage conventions this month, as resort will have all it can take care of with vacation crowds. . . . Mal Hallett and his orchestra played to a good crowd in Garden Pier dance hall. . . . Al Shub rates a pat on the back for working his way thru college with receipts from the Mouse game. . . . Everyone along the stem is glad to see Izzy Shub around again. . . . The ice-cream bar proprietor wants all you lads and lassies to know that he carries *The Billboard*.

CELINA, O.—Edgewater Amusement Park has been doing good business with frequent attractions, filling the dance pavilion and drawing for rides and concessions. Tourist biz has increased with hot weather.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, July 27. — Resort passed its first week-end under the new administration and amusement people breathed a little easier when anticipated clamping down on some customs failed to materialize. New city ruler has been classified as a conservative and a new amusement setup was anticipated. However, the only change to date is quieting ballyhoo on lower Boardwalk.

Bus companies Sunday night were dispatching capacity loads every 10 minutes, as they reported the week-end well ahead of same of '34. . . . Restaurants got their biggest play, but sales tax on food is hurting large purchases and 'walk merchants are joining moves for recall of tax.

Crowd estimate was 500,000. . . . Steel Pier played to capacity until 2 a.m. on all week-end days. . . . President and Ambassador pools reported biz above usual for this time. . . . Million-Dollar Pier forced to put on extra shows. . . . Princess Yvonne holds record at this spot in playing nine shows on Sunday. . . . Dr. Bossert, head of beach patrol, reported peak bathing crowd at about 400,000. . . . Unofficial report from Irving household is that Doc lost 12 pounds running from front to back of Million-Dollar Pier this season. . . . Mary Harris back again after doing full month in Wildwood. . . . Al Lynder back on beach with health exercises, being put on air by WPG. . . . Vaughn Comfort Sr., well-known minstrel, doing a WPG radio program. . . . Charley Boyden, Steel Pier minstrel, informs he was radioing over a Philly station all winter.

Earl, Jack and Betty have been clicking so well at Million-Dollar Pier they won second extension of contract. . . . Capt. John C. Guilfoyle coming in for his share of glory in connection with Manuel King lion act, as animals are getting restless enough to demand his constant attention going to and while in the big cage. . . . Hardeen's overboard act this year has additional dangers in that currents at end of pier have habit of taking him dangerously close to fish nets. . . . Al Baker, who had scale setup at pier, brought in another for front of Garden Pier and is doing it himself. . . . Ray Gordon substituting at pier. . . . Madame Wacker now handling handwriting booth at pier. . . . High pole act at ocean end stadium of Steel Pier is made very interesting in that performer is a woman, billed as Miss Camille. Performance is at top of 180-foot pole and she has been clicking every show.

Paragon, Boston


By ARTHUR L. GAULIN

NANTASKET BEACH, Mass. — For two weeks Paragon Park featured Billy Ritchey's Water Circus. Billy sure did pack 'em in with his high-diving act at every performance.

New Palm Garden Grill, with capacity of 1,500, is celebrating its third anniversary by playing to fine biz, with two floor shows nightly and dancing until 2 a.m. Sunday dancing begins after midnight. Features are Edith Bellam, radio's shadow singer; Gertrude Hayes, belle of the south shore; Phil Bayon, lyric tenor; Patsy Ruth Clark, the gal with the million-dollar personality; Paul Zara, baritone; Ray Richards, comedian. Ray's Melody Masters, New England's comedy rhythm boys, entertain in the grill afternoon and evening. Enlarged Palm Garden this year offers a 110-foot bar and Kitter Brides and Herbert Stingel, singing bartenders, Brides being a lyric tenor and Stingel a deep basso.

Fireworks displays are staged Wednesdays, Saturdays and holidays under supervision of Joseph Messere. There's a treasure hunt every Sunday with 380 cash awards to lucky finders. Monday is Mothers' and Children's days sponsored by a local newspaper and the park.

New giant Coaster is being kept quite busy these warm summer evenings. . . . Hilarity Hall, house of fun, is also new this year. . . . Concession owners have the biggest smiles in years. . . . Here's hoping for a record-breaking season.



1935


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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Enter Diving Contest

High divers concerned with this department's proposed competition to decide once and for all the high-diving champion of the world and at the same time the rightful claimant to Peejay Ringens' \$500 challenge money will be interested to know of a very important change in the preliminary rules. It isn't necessary to post \$100 to show good faith in accepting the challenge. I understand that point has kept many from answering. Those who have forwarded \$100 will have their money returned immediately.

All divers interested in competing for Ringens' challenge prize must communicate with this column at once. Merely drop me a line, letting me know that you would like to dive in the competition, which will be held the latter part of August. The exact date hasn't as yet been decided. That is up to you divers, as is also the site for the competition.

As previously announced, first Norris Stauffer, Sandy Beach, Wichita, Kan., indicated that he would like to stage the event at his place. Then Jack Rosenthal, general manager of Palisades (N. J.) Amusement Park, told the writer that he would be more than delighted to co-operate with the column and run the affair, and this past week Ray Steck, manager of Lake Hellums, Enid, Okla., filed application to hold the diving contest at his establishment.

Two cablegrams have been sent Peejay Ringens requesting that he wire his \$500 to The Billboard office in New York so that definite plans can get under way. If in 10 days his money is not received it will be announced here, and while competition plans for his \$500 will cease, arrangements for a grand contest to determine the world's high-diving titleholder will still be held, with cash prizes for the winners.

Now please don't misunderstand. Peejay thru this column has challenged high divers everywhere, offering \$500 to the first who could dive 100 feet six consecutive times. At the same time this department is in receipt of a carload of letters from divers, each claiming the world's highest dive, and so it was decided to run some competition, with as many divers as possible entered, to determine, first, the rightful holder of the world's high-diving crown, and second, the winner, if any, of Ringens' challenge money, details of which were recently published in this column in full.

Peejay Ringens is in Kobe, Japan, and telegraph companies are trying to locate him to deliver the two cablegrams sent. If no answer is received from him within 10 days his challenge will be declared off, altho I, personally, have every indication to believe that his \$500 will be forwarded within a few days. In the meantime high divers everywhere, and many have written me, are urged to file their intentions of competing in the proposed contest. Whether you've written before or not, drop me a card, letting me know whether you want to compete in this meet, what week in August you'd like it to be run and, most important of all, whether you'd like it to be held at Sandy Beach, Wichita, Kan.; Palisades (N. J.) Amusement Park or Lake Hellums, Enid, Okla. Whichever site appeals to the majority will be selected.

Okeh, what say, divers? Hurry up and send a letter letting me know you're interested, first, in Peejay Ringens' challenge and/or the regular contest to determine who can dive from the highest point. You can enter both or either. Also let me know what week late in August or even early in September would be suitable for you; which pool or beach is nearest to you, and also one last point: Mention whether you'd like competition to be held in a pool or in a tank. That's all you have to do. It is no longer necessary to post \$100 to show good faith in Ringens' challenge.

No entry fee is necessary. It's all free. Whatever traveling expense you have, however, is your own. The majority will decide date and site. If the location is near you, so much the better, but if

you have to travel a bit to the contest it will be worth your while, as there will be cash prizes and a percentage of the gate and, then, too, Peejay Ringens' \$500 for which to compete. As it's getting late, all letters must be sent at once.

Revere Beach

By BEACHCOMBER

If you remember, we were generous to Dan Parker of *The New York Daily Mirror* last season. Dan was worrying over the whereabouts of Big Boy Peterson, the ex-heavyweight contender, when we found him on the staff of the Metropolitan Police force here directing traffic and looking resplendent in the gray uniform of that august body. Now we are generous to Walter Winchell of the same rag by breaking the news that Oddi, the Mystic, has no respect for tough conditions and will soon pappy another little Oddi.

Ralph Stevens, new front man at European Museum, alternating with Julius Kuehnell and Joseph (Cole Bros.' Circus) Murphy, and Jack Clifford replaced by Al Welsh as inside lecturer, Clifford off to Atlantic City to visit his mother and to Eastern Shore of Maryland to visit his wife. Marvo the Great, genuine Ripley attraction from Chicago's 1933 show, added to bill, doing his human blockhead act and mechano on bally. No other changes on this show.

The Suffolk Downs horse-race plant, a corner of which laps over into Revere from East Boston, now open, but it hardly helps the beach. The dogs running at Wonderland Park greyhound track, two blocks behind the beach front, until midnight, have "cleaned" the beach and will continue to do so. The take of the dog mutuel machines runs from \$90,000 to \$110,000 each night.

Your correspondent thinks that on some week nights hardly \$1,000 is spent along the entire beach front, and only the high-powered attractions and juice and grab joints cut in on this. Very few concessions will get off the nut this season. . . . We'll try to gather lists of attraction personnel one of these issues, so that their friends may know they're here.

Add picturesque figures along the water front. . . . Shepherd from the Holy Land doing his act again for Fred LaReine. . . . Edward C. Cann, formerly of Atlantic City's Steel Pier and entrepreneur extraordinary in the Boston Arena, now has Hal Ring's 15-people tabloid booked into the Marathon Building. Principals: Marie Pirie, leads, bits, tap and singing; Roland Rousse, straight man; Hal Ring, first comic and producer; Earl Gaudet, second comic. Girls—Peggy Wood, acrobatic and spins; Ann Rogers, toe dancer; Irene Elliott, hula; Eva Jackson, tap and bits; Chickie Dale (Daly), female impersonator, doing the shim sham shimmy specialty, the same Chickie so very well known to outdoor showdom. Chick has done his stuff with Johnny Jones and other large caravans. A good show, ably presented, talented personnel and we hope a clicker.

Mary Ahern's new frozen custard machine, a \$1,500 setup, is tops.

Playland, Rye, N. Y.

By THE VOICE

Should there be anything amiss with this week's column, blame it on the weather. It reminds one of Kipling's *Mandalay* . . . "heat that makes the eyeballs crawl." The continued heat wave is surely driving people from the cities to the beaches.

Congrats to Julia Tucker, who makes a young-looking grandma. . . . Every night the Music Tower is broadcasting the tunes of Avalon Orchestra under direction of Joe Cox in the Playland Casino Ballroom. . . . Sorry to note that Millie La Capera, one of the veteran collectors, resigned on account of ill health. . . . Tommy Orr is keeping his eyes on the Claw machines. He will most likely invent one himself. . . . Heard on the Boardwalk, and this is authentic: "Well, this is a fine park, but they haven't got any ocean." Chief Painter Frank Henle, a real old-time park man, is seen daily driving around in his go-cart. . . . Annual Victor Herbert Memorial program was broadcast from Tower for one week. . . . Booking department has surpassed itself this season. Every day brings several picnics and excursions to park.

Little Davie Feuer, who brings *Billboards* around every Wednesday, had a

birthday recently. . . . Donald Seavey, of accounting forces, will trot in double harness very soon. . . . Walter Gildersleeve, Edgar Klais and Bob Brown are kept busy loading the Winchesters at the shooting gallery.

Here's the lineup of Westchester Refreshments, Inc.: Peter Panousis, manager; Genevieve and Julia De Berti, head girls; William Martin, Richard Fust, Tony Mallica, John Vita, Peter Manos, Joseph Cecilia, Arthur Linden, Ralph Puncas, Dorothy Fine, Mildred Taylor, Mary Massinello, Frances Pangallo, Margaret Amello, Carliline Burell, Tiillie Marano, May Lynn and Shirley Spiegel. . . . Hasta manana.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Coney Island-sized crowds at Island beaches now.

Paul (Lawrence) Webster regards flowing in via post cards from Hollywood. . . . Oceanside Roller Skating Rink admitted, defeat. . . . More animals at Frank Buck Zoo in Amityville. . . . The Leo (Lynbrook) Masseys champ Island hosts. . . . Successful operation of Broad Channel swimming pool by Bob Biersdorfer rates return mention. . . . There may or may not be motor-boat races in Jamaica Bay this summer, all depending upon who'll supply the coin. . . . Louis Saltzman, formerly police commiss of Long Beach, is making the Grove Club (Far Rockaway) a going proposition.

Eddie (Moonglow) De Lange a tune-maker at Roadside Rest, which is doing so much biz that there's talk about enlarging the spot. . . . Talk about a Long Island life guards' association. . . . Riis Park, Neponsit, life-saving crew using surf boards instead of catamarans gives the spot real Hawaiian complexion. . . . George Wolpert is ace Island park press agent. . . . Long Island State Park officials computing figures on number of patrons to date. Despite bad weather, there's still hope of topping last year's 5,050,000 mark.

ROCKAWAY BEACH: Fireworks shows by Rockaway Chamber of Commerce tops for local attractions, with neighboring communities peeping in on the pyrotechnics without charge. . . . Talk about a monorail system to cart summerers to the beaches from Long Island. . . . Fred Marsell, Chamber of Commerce prez and owner of much local amusement property, a speaker over WINS on scantily attired bathers. . . . Seaside Board of Trade plotting a publicity campaign to lure biz, with Ed Feeney taking a big part.

Rockaway Beach Hospital preparing for its pageant and baby show. . . . Life guards hauled in 300 persons from the surf on a recent Sunday, setting a new record. . . . Airplanes hauling signs over beaches daily, advertising everything from pumpernickel to tire pumps. . . . Amusement gang prepping for Bayonne (N. J.) annual outing, which brings up to 10,000 Jerseyites to town. . . . Bank execs say receipts are bigger from concessioners this year than they were during a corresponding time last season.

LONG BEACH: Billy La Hanna around and it's hard to suppress his cheery smile. . . . Eddie's, on the Walk, is packed nightly. . . . After parties at swanky Southampton and Atlantic Beach the celebrators take in the games on the Boardwalk at Long Beach. . . . Local sands are packed by burly people, who include the company holding out at the Castle, as well as visitors. . . . They want the return of a radio station for Long Beach. . . . Plenty of rescues in local surf.

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Park Free Acts

BILL FOR last week in Broad Ripple Park, Indianapolis, which is playing acts again after several seasons' lapse, was Latham's Monkey Circus, Aerial Soits and Steiner Trio.

MRS. HARRY ANDERSON, of Anderson's Comedy Circus, sustained a broken arm on July 12 when she was accidentally struck by a colored mule rider with such force as to knock her off the platform.

GREAT BRAVA, who, in his "Play with Death" act, is doing a high headstand,

opened a month's stay in Kennywood Park, Pittsburgh, doing two performances daily.

SWAN RINGENS, American high diver, is presenting her act in Liseberg Park, Oslo, Norway.

FIVE FLYING LAVANS opened in West View Park, Pittsburgh, with Bones, clown aerialist, featured.

FINK'S COMEDY MULES were booked in Playland Park, South Bend, Ind.

With the Zoos

DETROIT—Three young giraffes and a dozen baby gnus have arrived at Detroit Zoo, coming by express from Boston.

HOUSTON—Hans Nagel, Houston zoo-keeper, is making a series of lectures on snake life, carrying several specimens to illustrate his talks.

BROOKFIELD, Ill.—The 1-cent Chic-L Maid ball-gum vending machines owned by Chicago Zoological Park here are having a good play. Gum is made by American Chewing Products Corporation.

RISK PROBLEM

(Continued from page 34)

vidual operators throuout the United States, and there are no exemptions.

"The plan under consideration will, quite naturally, effect savings for only active members of the association and, unlike the work previously done on amusement taxes and NRA, the benefits cannot be enjoyed by any except active association members.

Would Serve All

"We, however, are anxious to serve the entire industry in this public liability insurance matter. We want everyone to have a voice. We desire the constructive opinions of all, but to qualify they must join with us at once. I therefore suggest that every member of the industry write immediately to the office of the secretary, A. R. Hodge, Suite 2410, 100 North LaSalle street, Chicago, requesting membership application blanks. We want not only owners and managers of all amusement establishments in the country, but we want their individual concessioners as well, as our new organization is far more democratic in its setup than were either of the original groups.

"Do not be misled, Mr. Operator, into thinking you can slip under the wire at the last minute and be saved. This situation must be handled now and if you are to enjoy the benefits later, you must join this association now. Many weeks of hard work and considerable expense have already gone into the formulation of a plan meant for your protection. If you desire to avail yourself of it, it is time that you start to do your part now.

No Quarrel Now

"In compiling the list of those to attend the forthcoming gathering, we have selected only such officers, directors and larger operators as we believed could attend without too much sacrifice of time and money. The meeting, however, is open to all who carry public liability insurance and who are active members of the NAAPPB in good standing. If, therefore, you do not receive an invitation and desire to come, please do not hesitate to do so.

"I do not want to convey the idea that I personally or our association has any quarrel with any of the insurance carriers, as we have none. We feel, however, that more savings can be made for the benefit of operators thru the plan which we have in mind and this without any loss of protection to themselves or the public."

The insurance committee, N. S. Alexander, chairman; Richard F. Lusse and Edward L. Schott, are putting finishing touches on a comprehensive plan to be submitted. It is suggested that all attending this meeting, other than New Yorkers, reserve their accommodations at the Hotel New Yorker to provide that same intimate contact always enjoyed at annual conventions.

BIRMINGHAM — Pineview Beach is having its biggest season and special low rates are in effect for swimming, dancing and dining. Yarbrough, only amusement park in this area, is open. East Lake Park is now a city playground.

TEXAS EXPO SPACE SOUGHT

Jubilee Set In Pittsburgh

Exposition, sponsored by city and civic bodies, to provide big show of acts

PITTSBURGH, July 27.—Pittsburgh Jubilee and Exposition, now definitely set, will be held on Forbes Field here for a week, beginning on August 19. Sponsored by the city and civic organizations, it will boost Pittsburgh with one of the biggest shows ever held here, under direction of James N. McGrath Jr., veteran showman. Several acts will be supplied by George A. Hamid thru his local representative, Frank Cervone, who will serve as musical director.

Show will run for five matinees and six nights to seating capacity of more than 35,000, with admission 60 cents for reserves and 35 cents general. A carnival will be located in the street outside Forbes Field. Celebration committee includes Mayor William N. McNair, chairman; Robert Garland, president city council, vice-chairman; Thomas A. Dunn, director of public safety, chairman of executive committee, and Burke F. Read, secretary.

Profits will go to the Police and Firemen's Fund and, according to plans, a similar affair will be held annually, replacing the usual police show. At the opening a huge parade will have co-operation of department stores and commercial organizations, going from downtown to Forbes Field.

Pittsburgh Expo Seeks Loan

PITTSBURGH, July 27.—Greater Pittsburgh Exposition Society has asked PWA for a loan and grant of \$6,250,000 to erect an exposition building at the Point. City council has already given the exposition society a 50-year lease on the grounds of the old exposition building as a site for the new project. In return the city would receive a percentage of gross revenue which would house huge entertainment events.

New Personnel in Charge Of '35 Cook County Show

CHICAGO, July 27.—Reorganization of Cook County Fair, Maywood, August 10 to 18, calls for extensive improvements for accommodation of live stock and exhibits and a number of new buildings.

Promoters appointed Henry A. Erlinger general manager, who was in charge of the Horticultural Building at A Century of Progress in 1933. Perry V. Ewing, Chicago, agricultural publisher, is president of Cook County Fair Association. W. R. Hayes, Duquoin, Ill., will supervise live-stock and agricultural divisions, with J. H. Metten, Springfield; Fred Shallenberger, Caledonia; J. B. Clark, Golconda; J. S. Hartford and Chalmer Rinehart, Chicago, as his associates.

Flood Reports Encourage

NEW YORK, July 27.—George A. Hamid said that reports from New York fairs following the disastrous flood are satisfactory. Harry G. Horton, secretary Afton Fair, was quoted as saying that "even the flood can't stop us," and bought an extra act, Esma Wilson, aerialist, to prove it. Elmira, Whitney Point and Bath fairgrounds received the worst deal from the flood waters, but events will be held, with societies awaiting federal and State aid for reconstruction work. With calamity considered in its most realistic light, fairs in question will be better off than before as far as modern reconstruction is concerned. More money will be available and more people put to work locally, counties benefiting considerably. In one town it is estimated that 2,500 laborers received jobs on flood repairs.



EDWARD W. VANCURA, secretary-manager of Wells County Free Fair, Fessenden, N. D., first annual in the State to announce a free gate several years ago, and who reports the most successful event this year in history of the institution. Revue and attractions, he says, displayed great draw-in power.

Arizona Board In; Stand for Phoenix

PHOENIX, Ariz., July 27.—Governor Moeur appointed to the new State fair commission M. H. McCalla, Col. J. E. Thompson, Harry Fennemore, Phoenix; Mose Drachman, Tucson, and E. C. Grasty, Casa Grande. All are business men.

Work on a new State fair grand stand has begun, to occupy site of the stand destroyed by fire some months ago. It will run north and south, facing east, will seat 10,000, and there will be 62 private boxes and governor's box. Seating area will not be covered. Project is financed by federal aid and by insurance on the old structure, total cost to be about \$100,000.

Altho Legislature licensed pari-mutuel betting, it has not been fully decided as to whether there will be a State fair next November, as no appropriation was made by the Legislature. Veterans of Foreign Wars and civic bodies may sponsor a show with exhibits and horse racing. New stand is to be finished by middle of October.

Atlanta To Have Cotton Expo.

ATLANTA, July 27.—Season at Lakewood Park, now in full swing, will terminate with the Cotton States Exposition as part of Southeastern Fair, according to President Mike Benton of the fair association. Atlanta is celebrating the 40th anniversary of the Cotton exposition held here in 1895. Pageants and coronation of King and Queen Cotton will be features.

Settlement With Midwest Company Is Reached for Acts by Whitehead

CHICAGO, July 27.—Ralph Whitehead, executive secretary of the American Federation of Actors, effected a settlement this week of several alleged breaches of contracts by the Midwest Fair and Exposition Company.

The AFA represented 24 well-known outdoor performers who had complained that the remainder of their seven-week fair contracts were canceled after playing the Paris (Ill.) Fair on June 23-29 and Danville (Ill.) Fair on June 30-July 6. At Whitehead's advice the acts had reported for work every day during week of July 7 in Fairbury, Ill., followed by Peoria, Ill.

Whitehead was in constant conference with W. R. Hayes, who is president of the fair and also of the Midwest Dairy

Dallas Centennial Event for '36 Drawing Visits and Applications

Concessions wanted by many who were at Chi's A Century of Progress and are now in San Diego—Bartlett is to put in Rocket ride—night club may be featured

DALLAS, July 27.—The concession department of Texas Centennial Exposition, under direction of Nat D. Rodgers, shows much activity, many personal visits and applications being made, with numerous applications coming thru correspondence. Norman Bartlett, inventor of the Rocket ride, has applied for this concession at the exposition, which opens in Dallas on June 6, 1936. He would put up a \$35,000 plant on the midway, now being in England where he installed the ride in Blackpool Amusement Park. Bill Barrie, operating concessions at San Diego Exposition, has applied for penny crusher and candied apples concessions in Dallas.

Saskatoon Opens Big; Yorkton Has Its Best

SASKATOON, Sask., July 27.—Opening day of Saskatoon Industrial Exhibition here this week featured Children's Day and registered attendance of 14,696, an increase over the corresponding day last year of 2,365; 8,090 witnessed the night grand-stand performance.

Pari-mutuels for the day totaled \$15,400 as against \$14,976 for the same day last year. Royal American Shows on the midway showed a corresponding increase.

Hon. J. G. McTaggart, minister of agriculture for Saskatchewan, officiated at the opening.

Stampede Big Pull

YORKTON, Sask., July 27.—Celebrating its Golden Jubilee, the exhibition of 1935 on July 15-17 under auspices of the Yorkton Agricultural and Industrial Association was the most successful ever held.

John E. Hartwig presented his Stampede and drew huge grand-stand crowds. Live-stock entries and industrial exhibits were in excess of last year.

Midway was furnished by Crescent Canadian Shows and this stand was said to have proved best so far on the Class B Circuit. Featuring the "Golden Jubilee Revue," grand-stand acts were well received and consisted of Harold Arias and Company, comedians; De Waldo Duo, wife and bicycle acts; Wade and Wade, acrobats; Gus and Al Sjolins, tumblers; Henderson's Dogs, and Four Flying Fishers.

These executives of other fairs were present thruout the week: J. E. Rettie, manager Brandon Exhibition; Charles Meay, director Weyburn Exhibition; Dr. McGuick, secretary Dauphin, and James Kedey, director Melfort Fair.

RALEIGH, N. C.—Norman Y. Chambliss announces appointment of Harvey Walker, of Raleigh, as resident manager of Williamston Fair. Agricultural premiums will amount to \$2,500, while racing purses will total \$1,000, it was stated.

Mr. Rodgers has heard from Frank P. Duffield, who will visit Dallas to discuss staging *The Last Days of Pompeii* at the Centennial. Application for rolling chair concession on the grounds has been made by L. W. Elias, Daggett Roller Chair Company, Chicago. "Ex" on pop corn has been asked by the Evans Company, Chicago. J. S. Madill, now in San Diego, has contacted Director Rodgers and will seek a number of concessions in Dallas.

Pawnee Bill Applies

A duplicate of the Black Forest at A Century of Progress, Chicago, seems likely here, as R. J. Sipchen, builder and operator of the Black Forest, has written that he will come here to negotiate for this. Rollin W. Van Horn, president of Van Horn & Sons, visited last week with a view of arranging to stage historical pageants. Florence Youngblood, designer of costumes for "Wings of the Century," the big Chicago pageant, has applied for the costuming of historical pageants contemplated. Dr. M. A. Couney has been assigned a midway location for baby incubators. Roe Wells, vice-president of Doughnuts Corporation of America, will have several locations. Joe R. Hoeffel, now in San Diego, wrote that he will visit Dallas soon to arrange for concessions.

Major Gordon W. Lillie (Pawnee Bill) has applied for a Frontier concession. J. Gilbert Noon made application for a shooting gallery. In a letter Luigi Ranieri, of the Venetian Glass Blowers, of Chicago and San Diego, asked for space. S. W. Thompson, Chicago, applied for the "ex" on root beer.

Ernie Young Interested

"A Trip Around the World," high-class night club, probably will be a feature of the centennial show. Ernie Young, producer, has applied for the concession. Bisch Rocco Amusement Company, Chicago, is interested in placing its Flying Scooter ride. E. M. Bullock, Venice, Calif., associated with Harry Hargrave, is planning to place a Niagara Barrel attraction, such as is now operating at Venice Pier. Jack Ruback, Western States Shows, applied for space for four Loop-o-Plane rides.

Old Heidelberg may be a feature of the exposition, as Robert Eitel is interested in having it installed. Dr. Pepper Manufacturing Company applied for 20 locations in Texas Centennial Park. Charles J. Mueller, California, and Otto H. Mueller, Chicago, have written that they are interested in restaurant concessions. J. D. Wolken, Turf Catering Company, Chicago, applied for exclusive on orange crush.

Auto Polo a Feature At Ionia (Mich.) Fair

IONIA, Mich., July 27.—Auto polo will be one of the features of B. Ward Beam's International Congress of Dare-Devs at the Ionia Free Fair the afternoon of August 12. The games will be between the well-known Canadian and American teams that played sensational matches at the Canadian National Exhibition last year and will be one of 15 features.

Five stock motorcycles with chariots attached behind each machine will race around the half-mile track, with dare-devils riding the dangerous chariots at a mile-a-minute pace. Another thriller will be the head-on collision between two speeding stock automobiles.

Fairs, Parks, Celebrations, Etc.

THE "G H" MAN

The "G H" Man is the George Hamid man, who offers you the finest in free acts—acts that assure big crowds. That's why smart fair secretaries, park owners, etc., call the Hamid man when they are planning a show.

GEORGE A. HAMID Inc.
General Amusement
1560 Broadway, New York

Shows, Rides and Concessions
WANTED FOR
Soldiers, Sailors and Marines Reunion
AUGUST 18-24, MAMMOTH SPRING, ARK.
E. E. STERLING, Secretary.

WANTED
Aerial Performers. Long engagement. Send Photos, Particulars First Letter.
JACK SCHALLER
3108 Glenhurst Ave., Los Angeles, Calif.

CARNIVAL WANTED
Aspires Modern Woodmen of America, FOR THIRD OR FOURTH WEEK IN AUGUST.
Address
HAROLD MITCHELL,
41 South Third Street, Niles, Mich.

CARNIVAL WANTED
August 31 to September 7.
Drum Corps Competition on Labor Day.
Write L. V. WARD, Newark, N. Y.

CARNIVAL WANTED
In connection with the Thirtieth Annual Picnic, beginning August 15, 16, 17, at Beaver Crossing, Neb. Write J. L. WINSOR, Beaver Crossing, Neb.

ATTENTION FAIR SECRETARIES!
Now booking our three Outstanding Acts: Act No. 1—Maggie, Jiggs and Skippy, Comedy Acrobatic, Hoop Throwing and High Perch, America's best. No. 2—Slank Wire Act. No. 3—Girl Trapeze Act.
MAGGIE—JIGGS—SKIPPY
1417 Belt Avenue, St. Louis, Mo.

WOULD LIKE 3 OR 4 RIDES and SOME CONCESSIONS
For Two Fairs and Rodeo:
HARRISON, NEB., FAIR, August 22-23-24.
EDGEMONT, S. D., FAIR, August 29-30-31.
ARDMORE, S. D., Rodeo, Sept. 2, Labor Day.
For further information write
C. F. LARIVIERE, Box 272, Ardmore, S. D.

Would Like To Contract
Rides and Concessions, for
OLD SETTLERS, Aug. 10th
Write JOHN HAMLING, Delphi, Ind.

CARNIVAL WANTED
August 28-29-30-31. Free Gate.
RUSK COUNTY COLORED FAIR
OVERTON, TEX.
Small Carnival with Shows, Rides and Concessions.
W. H. CASS, Secretary.

STREET ATTRACTIONS WANTED FREE ACTS
For the West End Jubilee, Sept. 18-19-20-21, Portsmouth, O.
Communicate J. W. CARROLL, 540 Second St.

WANTED FREE ACTS
CAN USE two outstanding Free Acts. State price.
August 28 to 30, Inc., The Anna Fair.
J. F. NORRIS, Secy., Anna, Ill.

WANTED
Independent Rides and Concessions. **FRANKLIN COUNTY FAIR, AUGUST 28-29.**
MARTIN NORBERG, Secy., Franklin, Neb.
WANTED COMPLETE CARNIVAL
FOR COUNTY FAIR AT LOUISA, LAWRENCE COUNTY, KY.
Full Week, September 2 to 7, Inclusive.
Sponsored by American Legion.

NEWS NOTES

CALIFORNIA PACIFIC
International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, 2546 C Street, San Diego.

Gilbert Made Expo Manager

Director General Belcher appoints managing head—special bid for children

SAN DIEGO, July 27.—Resignations of Zack T. Farmer, managing director; J. David Larson, executive manager; Waldo T. Tupper, director of exhibits; Harold W. Roberts, director of music, and Eyre Powell, publicity director, put President Frank G. Belcher in full charge and reduced the exposition pay roll, Farmer having been paid \$25,000 a year; Larson, \$12,000; Tupper, \$600 a month and commissions; Roberts, \$900 a month, and Powell, \$600 a month. Director General Belcher appointed Hal G. Hotchkiss and Douglas Young directors.

He also named Phillip L. Gilbert managing director and he entered upon his duties at once. Mr. Gilbert came to San Diego from South America eight years ago and has made San Diego his residence. He is president of the Gilbert Building Company, which has large interests here and in Peru. He is also a director of the San Diego Trust and Savings Bank and was elected a director of the exposition at the recent annual meeting.

Director General Belcher announced that on each Monday thruout summer the management will admit all children up to and including 15 years old for 5 cents and to any show for 5 cents.

Events for Kiddies

Concession Manager J. Ed Brown is planning special events to interest children, among them a field day and parade thru the grounds, with prizes for best costumes. All prize winners will be awarded "hum-a-tunes" by Teddy Goldstein.

Attendance on Sunday, July 21, was third largest, only opening day and July 4 exceeding it. Week-end attendance totaled 116,806 and all concessioners reported good business.

Amelia Earhart, accompanied by her husband, George Palmer Putnam, publisher, visited the exposition. Shiro Otsuji, known as the "Will Rogers of the Orient," was honored guest of the House of Japan in the Court of Pacific Relations. He commented humorously on many attractions.

Intended as a gift to President Roosevelt on the occasion of his projected visit here, a pigeon-blood ruby cloisonne vase, valued in excess of \$1,000, was placed in custody of the House of Japan and is on display. Vase is 28 inches high and required a year to manufacture.

Magicians Have Day

The exposition set aside July 28 as Magicians' Day and will give Pacific Coast Association of Magicians an opportunity to "show their stuff." Scheduled to appear are L. A. Gunn, offering "Magic With a Bang"; Roland Hamblen, in "Modern Magic"; Charles Hoffman, "Doctor of Deception"; Gloria Metzner, in "The Mysteries of India"; Tommy Coogan, "A Young Man To Be Watched," and Lyle Laughlin, "The Man With 1,001 Tricks." Caryl S. Fleming, Beverly Hills, is president. Fred Wolfe has been put in charge of the Spanish Village.

Aimee Semple McPherson came on July 18, attended by thousands of her followers, and featuring a day that drew one of the largest midweek crowds since the opening.

Madame Ernestine Schumann-Heink, recently appointed godmother of the exposition by San Diego city council, sang *The Star-Spangled Banner* to tremendous crowds prior to afternoon and evening performances on July 21 of the oratorio *Eljah*.

R. E. Callahan, widely known Indian authority, who has been head of the

Expo Attendance

July 15, Monday	22,674
July 16, Tuesday	23,539
July 17, Wednesday	23,230
July 18, Thursday	32,960
July 19, Friday	25,336
July 20, Saturday	41,262
July 21, Sunday	50,208
Total attendance to July 22	1,567,539.

Indian show "The End of the Trail," has resigned and John Sirigo, manager, has assumed full control.

Saturday, July 20, was the great day of the exposition with seven special events, Standard Oil Company, Swedish Societies, Harvard Alumni, American Bar Association, radio experts, Postmasters' Association and a large delegation from San Joaquin Valley, brought 41,262 visitors. Concessioners reported good business.

Chief After Gamblers

Chief of Police George Sears is making a complete investigation of all games operating on the midway. He is determined to clean up gambling and closed two concessions in the Gold Gulch and arrested three men, who were released on \$100 bail each.

Harry Seber is now sole owner of the "Streets of Paris" show, having bought the interest of all partners.

Special events for the week of July 28: Sunday, Gamma Eta Kappa Day, Ohio Day, Pacific Coast Association of Magicians, Business and Professional Women's Clubs, German Day; Monday, Christian Church; Wednesday, Michigan Day; Thursday, Colorado Day; Friday, Yeoman Mutual Day; Saturday, Chiropractors' Day, National Association of Power Engineers, Universities of the Northwest, Girl Reserves of the YWCA, Peace Officers' Day.

That attendance at musical features has been steadily increasing has been announced by the music committee. During 53 days since opening of the exposition 249,854 persons heard the symphonic or choral selections given in the bowl. Each succeeding orchestra to appear has played to larger audiences than the preceding one. Seating capacity of the bowl is 3,000.

N. D.'s Oldest Is Better

HAMILTON, N. D., July 27.—Oldest in North Dakota, Pembina County Fair here marked its 42d year on July 18-20 with a three-day program called one of the most successful in its history. Attendance was estimated by Franklin Page, secretary, at more than 15,000. There were horse racing, Lew Rosenthal's *Continental Revue* for the grand stand each night and Hennies Bros.' Shows on the midway.

Badger Beer Bill Approved

MADISON, Wis., July 27.—The Krueger bill, providing that the State fair and any State-aid fair may permit beer sales at concession stands under one general Class B retailer's license for the whole grounds was signed on July 12 by Governor Phil La Follette. Measure also directs that a beer license issued for six months must carry a fee equal to three-fourths of the annual charge. Such a license cannot be renewed for a similar period.

Milwaukee Fete Permanent

MILWAUKEE, July 27.—Milwaukee's Midsummer Centennial Festival, held on July 17-21, will yield a surplus of \$5,000 or more, Otto Hauser, secretary of the committee, predicted as audits were being completed. City revenue reached \$11,400, of which \$8,295 represented the city's portion of carnival income, \$2,035 from park concession stands and over \$1,000 from charges for reserved seats. City council has voted to establish the celebration as a permanent institution designed to become nationally recognized.

Grand-Stand Shows

KURTZO AND KURTZE, aerialists, head a bill for Greensburg (Pa.) Whoopie Week, July 29-August 3.

FIVE LEES, Capt. Hugo and other acts have been booked by Williams & Lee for Wadena County (Minn.) Fair.

DIVING GORDONS are playing in Waterbury, Conn., after a week's American Legion engagement in Jamaica Plain, Mass.

BEST season in several years is reported by Summer-Schaller Attractions, with all acts working and many calls for the Four Sensational Jacks, high act. No. 2 company played to a record crowd in Pasadena Rose Bowl on July 4. No. 3 company will sail for China and other Far East bookings.

STERLING ROSE TRIO are playing early celebrations with their aerial and comedy acrobatic acts and have eight fairs booked.

TAYLOR TROUT infos that his Maggie, Jiggs and Skippy and other acts had two weeks canceled in Central North Carolina because of spread of infantile paralysis. Their fairs start last week in August.

LUDY BROS.' midget racing cars have been going successfully under various auspices and will stay out until late in September, after which Charles S. Ludy returns to his Indianapolis business and Roger Ludy will return to management of the Hines Theater, Portland, Ind.

SEVEN ACTS will be shown in Lewistown, Pa., at 16th annual Mifflin County Fair, including Gertrude Avery's *Diamond Revue*.

SOUTHEASTERN FAIR, Atlanta, September 29-October 6, according to M. M. (Mike) Benton, president, will have George Hamid's *Wintergarden Revue* and California Frank's Wild West and Rodeo as grand-stand attractions, with music by Cervone's Madison Square Garden Band. Hamid acts in addition to the revue will be Katherine Behney's Quaker Maid Dancers; Rose and Feeding, adagio team; Dementi's Arabs, Aerial Queens, Cortello's Hollywood Dogs, and Cuby and Smith, acrobats.

FISHER AND GRAHAM, aerial act, which played the Elks' convention in Columbus, O., last week, will play fairs until September, having closed with R. H. Work Shows after 11 weeks. In the fall they will join Krause Greater Shows for 13 weeks in the South.

WILLIAMS AND BERNICE played at Newton (Ill.) Fair, their third return engagement there.

FLYING MELZORAS ended 10 weeks of celebrations in Pennsylvania in Washington on July 13, return engagements being in Huntingdon, Franklin and Washington. They played Bellaire, O., and after Clarksburg, W. Va., last week, they will play fairs.

RED BRADY AND JOAN were at Saxonburg (Pa.) celebration and played six performances to more than 30,000.

AMONG acts at the Cleveland Summer Festival on July 22-27 was Slayman Ben All and his Original Troupe of Blue Devils. He returned to show business after an absence of three years and was formerly a member of the Hassan Ben All Troupe. Pennington County Agricultural Show, Thief River Falls, Minn.; Mankato (Minn.) Fair and Cook County (Ill.) Fair will be played.

Gate Up in Langdon, N. D.

LANGDON, N. D., July 27.—Cavalier County Fair here, July 15-17, drew attendance estimated at 15,000, best in five years, said B. E. Groom, veteran secretary. *The Continental Revue*, produced by Lou Rosenthal, played to big grand stands each night. Hennies Bros.' Shows won praise as the best ever seen here. Mrs. Roy M. Wells, Langdon, a fair director, had charge of a public wedding.

MARION, Va. — For Smyth County Fair, August 19-24, entries are in for several classes and work on grounds and buildings is under way.

Bay State Fairs

By L. B. BOSTON, Director Division of Reclamation, Soil Survey and Fairs, Massachusetts Dept. of Agriculture. A. W. LOMBARD, Asst. Director. EDGAR L. GILLET, Commissioner of Agriculture. 136 State House, Boston.

We record with the deepest regret the passing of Joseph H. Maloney, Great Barrington, who for the past quarter of a century held the position of secretary of the Housatonic Agricultural Society.

Mr. Maloney was deeply interested in agricultural fairs and in all the activities of fair management and operation. His pleasing smile and friendly greeting made him a host of friends among all of those with whom he came in contact. The fair has lost a staunch supporter and the community an able and worthy citizen.

This will be the fourth year in which the work of State governmental activities will be on exhibition in the Massachusetts Building at the Brockton Fair, September 8-14. It is the intent of the Department of Agriculture, under whose jurisdiction this building is managed, that the exhibits therein shall be varied from year (See BAY STATE FAIR on page 53)

Fessenden, N. D., Given Biggest Gross in History

FESSENDEN, N. D., July 27.—Wells County Free Fair, July 9-12, after being rained out the first two days, had a larger gross than at any time in its history. Grand stands on the last two days were completely sold out, afternoon and evening. About 16,000 passed thru the turnstiles on the last day.

Society horse show, running horse races with circus acts and a revue, *Miller's Jewels of 1935*, had big drawing power. Jule Miller has furnished the revue the past three seasons.

Hennies Bros.' Shows, on the midway, reported satisfactory business. Nothing but the best of comment was heard regarding the midway. Edward W. Vancura, manager of the fair, said he was entirely satisfied with the showing made.

Houston Chamber Backs Show

HOUSTON, July 27.—Affirming action of the executive committee, the Chamber of Commerce has taken over financial responsibilities of Houston Fat Stock Show and Live-Stock Exhibition. Dates for the next event are February 29-March 8, and it has backing on a much wider scale than heretofore. Criticism of city commissioners for not having applied for federal aid was followed by decision to name a committee for that purpose. A deficit of some \$3,000 is not assumed by the Chamber, but it is expected it can be paid out of future show profits.

Western Loop's Purses Big

POMONA, Calif., July 27.—More than \$100,000 will be paid out in purses in three race-horse meets on Western Fairs Circuit, San Joaquin County Fair, Stockton; California State Fair, Sacramento, and Los Angeles County Fair, Pomona, said Frank Lieginger, racing secretary of the association. In Stockton races will be on August 17-25; Sacramento, August 31-September 9; Pomona, September 13-29. Because of the longer time, the Los Angeles County event will account for more than half of purse money. Legalized pari-mutuel betting will be operated again over the circuit and special facilities have been added.

May Revive London Exhibition

LONDON, July 17.—Earl's Court Exhibition, well known as a pre-war London attraction, may be revived as a permanent project, with grounds and buildings modernized, and it is hoped to hold important annual expositions. Before the World War Earl's Court was London's most famous exhibition center and among attractions there was Buffalo Bill's Wild West. The Great Wheel of Earl's Court, abolished in 1904, was almost as famous as the Eiffel Tower and was London's most prominent landmark, a journey round the wheel taking 20 minutes.

DETROIT.—John Philip Sousa Post, No. 203, Veterans of Foreign Wars, Memorial Home Association, Inc., will hold a celebration early in August to raise funds for benefit of veterans, widows and children. Free acts and attractions has been arranged, with rides and concessions. A feature will be a baby contest, pageant and a ladies' popularity contest, with Lola E. Painter in charge. Promotion is under the personal direction of Terry Martin, with Bob Catlin as general chairman and Adjutant Vic Peters treasurer.

Fair Elections

MULLINS, S. C.—J. G. Freeland has been named secretary-manager of Marlboro County Fair, succeeding T. S. Mullikin, who moved to another location.

ELLENBORO, N. C.—Colfax Free Fair, to be held here on September 19-21, elected A. B. Bushong, president; Claude Blanton, vice-president; Curtis Price, secretary; Bettie Greene, treasurer; Fred Harrill, business manager.

BURNSVILLE, N. C.—Yancey County Fair Association, organized here, elected R. Y. Tilson, Burnsville, president; Bruce Tomberlin, Bald Creek, vice-presi-

GOVERNOR HENRY HORNER

Invites You To Visit and Exhibit at the

ILLINOIS STATE FAIR

AUGUST 17 - 24

August 17—Afternoon—Running Races and Gasoline Rodeo. Night—Entire WLS Broadcast, 6 p.m. to 11 p.m.

August 18—Veterans' Day.

All Week—Afternoon—Grand Circuit Races.

Evening—Society Horse Show in Coliseum. Big Show and Fireworks in Front of Grand Stand Every Night.

NATIONAL SWINE SHOW

Beckmann & Gerety's Carnival on Midway.

4-H Club and Vocational Agricultural Exhibits.

A. K. C. Dog Show—August 20 and 21.

Illinois Hound Show—August 20 and 21.

August 24—100-Mile National Championship AAA Auto Race.

Approximately \$140,000 in cash prizes and many beautiful Governor Horner Trophies will be given our exhibitors at 1935 Illinois State Fair.

For Information or Premium List write BOX 546, Springfield, Ill.

WALTER W. McLAUGHLIN
Director of Agriculture

E. E. IRWIN
General Manager

WANTED RIDING DEVICES for GRAHAM FARMS FAIR

Washington, Indiana. Day and Night—August 27, 28, 29. Address GRAHAM FARMS, Washington, Ind.

WANTED FOR Petrolia Fall Festival and New Deal Fair, August 26 - 31

Sponsored by Petrolia Vol. Fire Dept. 75,000 People To Draw From. INDEPENDENT SHOWS AND RIDES OF MERIT. All Concessions Open Except Bingo. Free Acts Wanted. Answer to F. E. LEEGER, Chairman, Box 202, Petrolia, Pa.

EASTERN KENTUCKY FAIR

10 COUNTIES FREE FAIR, September 23, 24, 25, 26, 27, 28. WANTED!!! COMPLETE CARNIVAL CO. Must be good, as this event should have attendance of 75,000. PAINTSVILLE, KY. President Kiwanis Club.

WANTED Merry-Go-Round and Rides ST. LOUIS COUNTY FAIR

Hibbing, Minnesota AUGUST 23-24-25 Minnesota's Largest County. 1934 Attendance 25,000. Address SECRETARY.

AT LIBERTY STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT. Available for Fairs, Parks and Celebrations. Address The Billboard, Cincinnati, O.

Wanted Free Acts

High Flying Acts, Contortionist, Girl Revues, etc. THOMAS COUNTY FREE FAIR, August 20-23. Address J. B. KUSKA, Secretary, Colby, Kan.

WANTED Shows, Acts and Concessions, for GILMER COUNTY FAIR, September 5-7. Address GUY B. YOUNG, Secretary, Glenville, W. Va.

WANTED

Ottawa, Ill., SEPT. 9 to 15 — SHOWS—RIDES—CONCESSIONS —

La Salle County Homecoming under auspices of Law Enforcement Officers of La Salle County. All funds go towards purchasing county-wide radio system. The biggest party in Illinois since the CENTURY OF PROGRESS. Wire or Write RALPH H. DESPER, Ottawa, Ill.

WANTED ACTS

ANIMAL ACTS, NOVELTY ACTS AND SENSATIONAL ACTS FOR FREE ATTRACTIONS. Send Literature, Full Description of Acts, Salary, Etc. WASHINGTON PARISH FREE FAIR Free Gate, Free Supervised Parking Space, Free Grand Stand. FRANKLINTON, LA., OCTOBER 16-17-18-19 H. E. HOPPEN, Vice-President and Manager. Address Bogalusa, La.

LICKING COUNTY FAIR WANTS

Good, clean, strong Shows, Concessions, Games. No junk. Open for Big Top with X on Popcorn, Peanuts, Candy, Ice Cream, etc. Rides, Penny Arcade and Novelties sold. Electric Current furnished. Featuring 9 Big Free Acts on Midway at Hourly Intervals. Auto Given Last Night. Free Gate. DATES: Thursday, Friday and Saturday, September 19, 20 and 21. KEITH W. LOWERY, Secretary, Newark, O.

MINIER, ILL., ANNUAL HOMECOMING

Auspices American Legion AUGUST 30-31 Want Rides, Concessions and Shows.

COWETA COUNTY FAIR

NEWNAN, GA., SEPT. 23-24-25-26-27-28. WANT Independent Rides, Shows, Outstanding Free Acts. F. PAISLEY DAVIS, Manager.

STAMPING GROUND COMMUNITY FAIR

SEPTEMBER 26-27. Free Gate. WANT RIDES AND CONCESSIONS. Write IVAN JETT, Stamping Ground, Ky.

LINCOLN COUNTY FREE 4H FAIR, August 14 to 17, CAN USE a Chairplane or similar Ride, also a few more Shows and Concessions, with Independent Carnival and Midway. Grandstand program three afternoons and nights. Only clean, high-class stuff wanted. Address HULDA VON-DERHEID, Secy., Merrill, Wis.

NODAWAY FALL FAIR

MARYVILLE, MO., September 25, 26, 27, 28. Concessions, Free Acts and Shows wanted. Free Street Fair. Write HARRY L. McDANIEL, Secy.

WANTED Free Acts, Concessions, Rides for the PIATT COUNTY FAIR, September 4-5-6-7, to be held in Monticello, Ill., the county seat. Under State supervision. Low gate admission. Want to rent Bleachers to seat 2,000 to 3,000 people. Address F. E. BOWMAN, Chairman.

WANTED

Carnival or Independent Rides and Shows, for Lawrence Co. Fair, Bridgeport, Ill., Sept. 2-7.

dent, and Fred Brumitt, secretary-treasurer. The fair will be held in Burnsville some time in October, the exact date to be announced later.

COLUMBIA, Tenn.—Maury County Fair Association elected John A. Stephenson, president; J. R. Baker, vice-president, and re-elected T. S. Wade secretary-treasurer.

MARFA, Tex.—Highland Fair Association elected F. A. Mitchell president; Kenneth Smith, vice-president; A. M. McCabe, secretary-treasurer; Jack Edwards, manager. This year's fair will be held October 17 to 19.

DILLON, S. C.—Dillon County Fair Association elected James McLellan president; C. G. McLaurin, vice-president; Joe Cabell Davis, secretary-manager; A. B. Jordan, B. M. Hamer, Joe Cabell Davis, executive committee; A. B. Jordan, G. G. McLaurin, B. M. Hamer, R. M. Oliver, John W. McKay, James McLellan, Joe Cabell Davis, W. J. Adams, directors.

ASHEVILLE, N. C.—Red Oak Community Fair elected Mrs. Clarence Crowder president; E. S. DeBruhl, vice-president; C. M. Crowder, secretary; Mary Jo Hughey, treasurer.

LUFKIN, Tex.—The following officers have been selected by Angellina County Fair Association: C. L. DuPuy, president; N. D. Shands, vice-president, and E. C. Burris, secretary. Directors are K. W. Denman, C. L. DuPuy, D. A. Campbell, C. W. Fenley, W. M. Gibbs, J. W. Hawkins, S. W. Henderson, Frank (See FAIR ELECTIONS on page 53)

ROUTINGS CHANGED BY I. P.

Spread of Disease in Virginia Causes Managers To Alter Plans

Prevalence of paralysis makes carnival operators consider future still dates and fairs in affected area—late ruling puts public gatherings up to communities

CINCINNATI, July 27.—Continued spread of infantile paralysis in Virginia and Central North Carolina this week caused carnival managers with dates in affected territory to begin rerouting their shows. Several organizations had intended to go into that area soon for still dates preliminary to fairs which they have contracted. Now they have begun to figure on spots in other States, and several that have Virginia and North Carolina fall fairs on their schedule not only are wondering what the outcome will be, but are considering dates to replace those fairs in the event that later developments in spread of the disease might make it impossible to play the fairs.

While there is no ban against shows or public gatherings as yet issued by State authorities, State Health Commissioner Dr. I. C. Riggin, Richmond, having said that communities for the present will be allowed to judge for themselves as to restrictions on public gatherings, local bans on circuses in Richmond, Newport News and Petersburg, Va., have caused showmen to become chary regarding future dates.

Hansen Shows Jumps

Still maintaining that the malady has not reached epidemic proportions, State health authorities, however, do not hesitate to declare that the situation is not yet under control. Latest report gives 232 cases since June 1 and are said now to be quite general over Virginia and concentrated in the Charlottesville area. Delaware authorities have issued notice that residents of Virginia intending to stay in Delaware 12 hours or more must register in Dover, the capital.

Al C. Hansen Shows, according to a wire from Walter E. Fox, canceled East Bradford, Pulaski and Bristol, Va., and will show Rogersville, Tenn., next week, jumping 320 miles from Oak Hill, W. Va. It was said Bristol contemplated closing all theaters.

Krause Will Switch

Ben Krause, Krause Greater Shows, a Cincinnati visitor yesterday from Clarksburg, W. Va., said that he had changed plans to go into Virginia soon for still dates prior to fairs he has contracted there and in North Carolina and will change his route to keep him out of the Old Dominion until further developments. At present there apparently is no way of judging what the outcome will be regarding fall fairs in the sections affected.

Some theaters in Central North Carolina have canceled acts that were booked, Taylor Trout, for one, making changes in a route which had been laid out for acts under his management.

Terrills Resign Advance Of Great Superior Shows

CINCINNATI, July 27.—Tom and Janette Terrill, who have been general and special agents with Col. O. J. Beatty's Great Superior Shows, announced their resignations today.

Terrill, 30 years a general agent, states that his association with Beatty was one of the most pleasant of his career. Co-operation and support from management, staff and personnel was stressed by Terrill.

Plans for the future for the Terrills are the promoting of annual new deal fairs in Athens and Cleveland, Tenn., and Dalton, Statesboro and Waynesboro, Ga.

Gordon Resumes His Duties

COTTAGE GROVE, Ore., July 27.—Harry L. Gordon, general agent of Stefens Superior Shows, has about recovered from injuries sustained in Ashland, Ore., and has returned to his duties, getting about with aid of a cane. A celebration in Marshfield, Ore., August 22-24, has been contracted, Labor Day Celebration in Klamath Falls, Ore., September 2-7, and fairs and celebrations to follow.

Aha! Discovered!

Carnival Editor The Billboard:

It is natural for me to have followed the activities in show biz, particularly in the carnival field, coming, as I do, from a long line of showfolks. I wish to comment on the show letters of one alleged "J. Gaff," of the possible, but not probable 80-81-82 Big Shows Combined, traveling, as routed, via air, land and water. I have, thru my research, discovered that the author of this fiction has never in all his life spent a full day on a carnival or circus, with the exception of 1904, when he was a cage cleaner with the Bostock-Ferari Carnival Company, which, when burned out in Baltimore, moved to the Horse Show Building in Richmond, Va., where "J. Gaff alias Old Hickory" bought a surcingle from a harness maker for Big Liz, featured bull, and in this way he shilled in. So adios, hasta la vista.

JOSEPHINE HEPP,
(Nec Josephine Ghost).

Canton Mayor Is Favorable

CANTON, O., July 27.—License of \$100 a day for carnivals, in effect here several years and giving the city classification as a "closed town," may be revoked and a

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Berlin, Germany.

Week ended July 27, 1935.

Dear Charlie:

With callopes playing, lions roaring, elephants trumpeting and show dogs barking out of stateroom windows, the Ballyhoo Bros.' Gold Leaf Special pulled into Berlin. Ten thousand cheering Germans at the loading crossing to greet us. Five hundred of our 1,000 people that didn't have berths or staterooms grabbed their paper suitcases, bags, bundles, boxes, dogs, cats and pet monkeys, making a mad scramble from door to door, looking for rooms in private houses. Groups of troupers standing on the street corners discussing the room situation with such remarks as, "It's a walkup, bowl and pitcher, four fights; the hype is on and must lay it on the line." Glad the natives couldn't understand them.

The show gave Berlin preference to two other spots that were open and wanted the show, Frankfurt and Hamburg. Both sounded like good cookhouse and grab-stand towns. But Berlin was given the show on account of the government allowing us to show three miles from the city limits. The management finally rented a lot six miles out and two miles off the main highway. This location gave those sleeping in living tops an opportunity to slumber, getting them away from the noisy street cars, busses and automobile traffic. With the aid of Graf Zeppelins, the lot was soon located by our auspices.



ZILLA, psychologist, and her manager, Tom Rankina Jr., are having their best season in years with Dick Best's Side Show of "World's Fair Freaks" on the midway of the Royal American Shows.

new ordinance passed making license fees in keeping with many other cities in the district. Mayor A. R. Turnbull favors a change in the ordinance which would permit shows of merit to play here. Administration's attitude was altered somewhat recently when Gooding Greater Shows played here two weeks in city-owned parks and not a complaint was filed.

Connecticut Spot Reopened

WATERFORD, Conn., July 27.—Lagassie Shows have been successful in opening Ridgewood Park, Ocean Beach, New London, Conn., which has been closed eight years, playing under the Waterford Fire Company. The shows moved in from Manchester, Conn., where they played for the Red Men.

Dodson's Offers Pay Midway at Free Fair

CRAWFORDSVILLE, Ind., July 27.—Mel Dodson booked Dodson's World's Fair Shows at Montgomery County Fair here, July 29-August 3. Altho this has always been a paid fair, it will operate this year with a free gate. A nominal charge will be made for the midway, as all acts will take place in the center of the midway. Among acts will be Mills and Mills, high wire; Capt. Dan Cherry, high diver; Great Fussner, spiral tower; Dare-Devil Daniels, high perch. Finale will be fireworks.

Mrs. Conklin Is Hostess

MONCTON, N. B., July 27.—En route from Rouyn, P. Q., to Ottawa with Conklin's All-Canadian Shows, Mrs. J. W. Conklin was host to a large party in her private car on her birthday anniversary. She was recipient of many presents, including a silver turkey platter from the ladies on the show, many bouquets and a basket of three dozen red roses. A first-class orchestra supplied music during dinner and afterwards played dance music, with all the ladies doing the light fantastic. During intervals a bridge contest was held, with prizes for winners. Among guests of Mrs. Conklin were Mrs. J. E. Ogden, Mrs. Harry Friedman, Mrs. F. R. Conklin, Mrs. Dr. Fisher, Mrs. Max Herman, Mrs. Art Radke, Mrs. William Mattheson, Mrs. G. Weeks, Mrs. J. Palmer, Mrs. Frank De-fort, Mrs. Joe Lawless, Mrs. Charles Taylor and Mrs. Sauve.

Jones Biz Big at Reunion For Soldiers and Sailors

SALEM, Ill., July 27.—Johnny J. Jones Exposition had a big gross at the 52d annual Soldiers and Sailors' Reunion here this week, marked by some of the largest crowds that ever attended an outdoor event in Southern Illinois. Show's business was 20 per cent over that of the midway last year, it was said. Jones organization was here in 1932.

General Smedley D. Butler, retired chief of U. S. Marine Corps, was a big draw on Veterans' Day on Monday. Ethel Robinson-Camille La Villa musical revue, featuring Bayes and Speck and others, played a return engagement as a free attraction. Earl W. Merritt was again general chairman. Parades were staged.


Why All of It?

A GLARING example of ill-considered legislation is that proposed by certain city councilmen in Minneapolis. Not all of the city fathers, it appears, are opposed to carnivals, but those that are apparently see a big opportunity to squelch the fun of multitudes, satisfy their yen to "prohibit" something more and at the same time probably pacify the "business interests" that generally hide in the background of such situations and egg on their "champions."

It seems that at a carnival there recently some complaints of gambling were made and "that one man lost \$18." So what? So a move to bar all carnival organizations from the city is being talked. Execution! But how about a little surgery? They don't kill people any more because of a minor ailment or leg or arm injury. They operate, lop off the offending part if necessary. One doesn't destroy a beautiful tree because of a dead branch.

Why not try a little well-regulated pruning in Minneapolis? Why deal a blow in these times to an industry with investment of millions and the livelihood of thousands? Why bar the carnival as a whole when only some alleged gambling devices are concerned?

MAJOR PRIVILEGE.



**Showmen's
League
of America**

CHICAGO, July 27.—Made a flying visit to the Blue Ribbon Shows. Had a pleasant day and met a fine bunch of showfolks. Owner L. E. Roth has a fine outfit and is going along satisfactorily. While there visited with Brothers John W. Galligan, Sol Grant and Mike Rosen. Met our old friend Walter Siade also. Mike Rosen got into action and as result returned with Mr. Roth's application for membership in the League.

The boys are all interested in the Cemetery Fund Drive and action is forthcoming from this source. Brother Galligan has sold one book and asks that another be sent. Also took time to call on Doc Dodson, father of Mel and Guy, of Dodson's World's Fair Shows. Mel dropped in for a call on dad, so we had a nice powwow.

Membership drive is going along fine; morning mail brought applications of Fred Reckless, Harry Wingfield, Ben Levine, Howard Cleaver, Herbert Ireland and Joseph Bula. These thru efforts of Brothers Ben Beno, Sam Feinberg, Lew Keller and Harry Ross.

Brother John O'Shea left for a trip down St. Louis way. Brother Larry Hogan in for a call. Brothers L. C. Kelley and Abner Kline in for a visit during the week.

More welcome cards from Brother and Mrs. Frank D. Shean. Mrs. Rogers and Mrs. Shean are touring Germany. Report a fine time.

New applicants. If your card for 1936 has not been received, just bear with us for a short time. A meeting will be called soon to take action on all applications now on hand.

Decorators have started and in a few weeks the rooms will be finished and ready to welcome the brothers in the fall.

A letter from President Conklin says results in the Cemetery Fund Drive on his show will come up to his highest expectations. Let's all have the same kind of report. Letters reminding you of the drive will be arriving at regular intervals. Let's all give it full co-operation.

Chairman Brother Frank P. Duffield advises that he will soon start on his mail for the annual banquet and ball. Date is Tuesday, December 3, in the Hotel Sherman. Better start making your plans early.

A letter from Brother Ben Beno, with the Curtis L. Bockus Shows, says it has been a nice season for him.

Philadelphia Pickups

PHILADELPHIA, July 27.—Heat, humidity and thunderstorms still giving carnivals in this section plenty to worry about.

Harry Ramish was a visitor, coming from the Gruberg Shows.

Curley Ingram has two concessions with the Exhibit Producing Company, pitch-till-you-win and snowball ice.

Visited Cetlin & Wilson Show this week in Eddystone, a suburb. A beautiful show, with no sparing of illumination; several new fronts have been added lately and others are in course of construction to be used at fairs, first of which is in Harrington, Del., next week.

This is another show with some real showmen of the old school making good. Harry Dunkel, 50 years in show business, is general representative and has the show all booked up. They have played some real still dates and have a good route of fairs. Louis (Duke) Jeanette, 30 years in the business, is making good with his side show and others of smaller type. Baby Lillian, the missus, the feature. Jack Reinhart, with Wild West Rodeo, has had many years of experience. Leo Carrell and the missus have two rides and the monkey show. Floyd Mellen's cookhouse spotless.

Fat Lorraine, in winter with Philadelphia museums, is handling front of Jeanette's Side Show with Cetlin & Wilson.

Exhibit Producing Company, Tassell and Keeler, are showing at 69th street and Marshall road, Upper Darby, first on this location in four years. This is a unit and auspices operate all concessions, Tassell and Keeler furnish rides and booths.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 27.—Upon invitation of General Manager Max Linderman, on July 17 we visited the World of Mirth Shows, an ACA member, playing on the circus lot in Rome, N. Y., under auspices of Rome Post, American Legion, and had a fine opportunity to observe Mr. Linderman's show, which appeared to be larger than last year. We noticed a number of things which appeared to us as novel, including the banners in front of "Slim" Kelly's Odditorium, which get away from the customary pictorial banners, and instead utilize mammoth cartoons in black and white on canvas. Noted also on this attraction were uniformed attaches.

Midget Show front is also considerably different than those we have seen elsewhere. It is a miniature city hall made of building materials, and entrance into the city hall is entrance to the show.

Something we have not seen elsewhere was a strictly illusion show as one attraction, comprising 10 separate illusions.

Joe Caspar's Revue is deserving of mention for the costuming and high-class presentation, stage setting employing cut-out figures at each end to good advantage.

Judy's Minstrels and Prof. E. Stack Hubbard's Physiology show attracted our attention as being unusual in their fields.

We were informed that sit-down shows are becoming popular this year, particularly with longer performances in revues, minstrel shows and the like.

When seen the shows were operating with a 10-cent gate and Zacchini cannon act. In addition to different rides the shows have four "Loop-the-Loops" and a new Rocket ride.

Altho Mr. Linderman and L. Harvey (Doc) Cann, general agent, were unavoidably out of the city during our visit, we were pleasantly entertained by Ralph Smith, secretary-treasurer, and Carleton Collins, press agent. In addition the executive staff includes Frank Bergen assistant manager; Gerald Snellings, contracting agent; E. B. Walker, advertising agent; Don Montgomery, trainmaster; Edward Edwards, electrician; Nate Worman, lot superintendent, and Norman Selby, superintendent of mail.

Bulletin No. 7 has gone forward to our members, containing important information, and each member should have a copy. If you have not received such bulletin please communicate with us at once.

In the column of July 20 we mentioned a decision of importance by the Third Department Appellate Division in Albany, N. Y., holding a showman free from blame for injuries to a patron. Since that time we have received the concurring and dissenting opinions in this case and they are available. It is our judgment that this case will be appealed to the Court of Appeals, highest court in the State, because the Appellate Division was not unanimous in its decision, and it is also our opinion that the Court of Appeals will sustain the decision in favor of the showman. This will be an interesting case to observe in that the decision of the Court of Appeals should settle the law in this State for all time.

The ACA office is in receipt of a communication from Waldon Fawcett, magazine writer, Nantucket, Mass., who informs that he has in preparation an article dealing with the carnival industry. At this time we do not know in what publication this article will appear.

Los Angeles

LOS ANGELES, July 27.—Felix Burk left for the North; has two units and will spring first in Sacramento. Doc Hall left for Sacramento on prospecting tour. John Miller, downtown again, looks it and says is again in excellent health. Thru error it was stated that the late Thomas M. Burk, notice of whose death appeared in the issue of July 20, was injured while with Crafts 20 Big Shows. Accident occurred while he was with the Steffen Shows. Roland Stephen is setting the rides in suburban Los Angeles. Frank Babcock has part of rides at Huntington Beach and is making special events with others. George Moffat has rides at Ocean Side and is also supplying equipment for the movie studios.

Distinguished visitors last week were Mr. and Mrs. Leonard, Blackpool Park,

JUICE JOINTS

If You Haven't Tried GOLD MEDAL FRUIT CONCENTRATES You Are Overlooking a Good Bet. They Have the Natural Fruit Flavor, the Kind That Brings 'Em Back for "Seconds."

The flavors are ORANGE, GRAPE, CHERRY, ROOT-BEER, LEMON and LEMON-LIME. Price, \$2.00 per Quart, which makes 48 gallons of drink. If you want to sell more drinks and make more money change to GOLD MEDAL CONCENTRATES today. You take no risk whatever, for we guarantee satisfaction. If our product does not please YOU return the unused portion and full purchase price will be refunded.

Send Us Your Order Now Before You Forget It.

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AMERICAN LEGION CONVENTION

DEPARTMENT OF MASSACHUSETTS, SOUTH COMMON, LOWELL,
WEEK OF AUG. 19th THRU AUG. 24th
MIDWAY LOTS FOR SALE—CONCESSIONS—RIDES AND SHOWS WANTED—ABSOLUTELY NO GRIFT.

50,000 Legionnaires Will Camp in Lowell. Lowell Will Entertain 200,000 People During Week. \$1,000.00 FIREWORKS—FREE ACTS. 100 Bands and Drum Corps Will Compete for State Honors. ALL ACTIVITIES ON SOUTH COMMON.
Apply CARNIVAL HEADQUARTERS, Strand Building, Lowell, Mass.

LOOP -- O -- PLANE \$ \$ CALLING ALL SHOWMEN \$ \$ **LOOP -- O -- PLANE**

Attention, Parks, Beaches, Carnivals, Independent Ride Owners. I am Distributor for the EYERLY LOOP-O-PLANE My Trucks Will Make Delivery to Any Part of the United States and Canada on Short Notice. A wire or letter will bring one of my experienced demonstrators. You are under no obligation. Let me show you the possibilities and earning power of the EYERLY LOOP-O-PLANE — "King of the Midway" ABNER K. KLINE, Distributor, 3024 Olive Street, Kansas City, Mo.

WANT—Capable Operator For No. 16 FERRIS WHEEL
Can place High-Class Talker for Midget Show to join at Springfield, Ill., by August 15.
Would like to hear from one or two Novel, Interesting Shows for our fair route. Address
BECKMANN & GERETY SHOWS
Chippewa Falls, Wis., Week July 29; Madison, Wis., Week August 5; Springfield, Ill., August 12 to 24.

J. R. EDWARDS SHOWS WANTED
FOR THE FOLLOWING CELEBRATIONS AND FAIRS:
CAN PLACE Allan Herschell Kiddie Ride, Corn Game and legitimate Concessions, Shows with good canvas capable of getting money. MANSFIELD, O., this week; then FREMONT, O.; NORTH BALTIMORE, American Legion, on Streets; HICKSVILLE FAIR; BURTON, O., FAIR; ANDOVER STREET FAIR, Mercer, Pa. Others to follow. Address all mail to
J. R. EDWARDS, Mansfield, O.

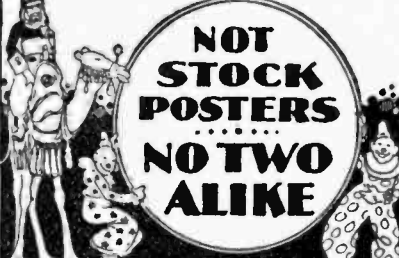
Blackpool, Eng. Said it is doing wonderful business, with arrival of 150 trains per day; rides get money even in rain, and Mr. Leonard said he spent over \$15,000 in 1929 introducing ice cream to patrons, and that it was a slow, painstaking job. They are here to do the San Diego show. Louis Gabard, former partner of Ross R. Davis, visiting in Los Angeles, now lives in Vichy, France, and is here to look over realty holdings in the Arcadia district. Richard Lusse and wife, Lusse Bros., Philadelphia, were visitors, with Ross Davis doing the San Diego show.

Frank (Overland) Murphy located on Foley & Burk Shows. Hap Young and the rolling cafeteria at Santa Maria this week. Pismo Beach celebration drew largest crowds in its history, all concessioners reporting a good week. George Wiler and J. W. Lynn had an especially big business at Salinas Rodeo and left for Santa Maria. Charley Rising, much improved in health, had the eats at Salinas Rodeo and biggest biz in years. Jim Madison, up from Mission Beach with rabbit race, at Santa Maria this week. Pat Casey now general utility man on Foley & Burk Shows. Fearless Greggs, free act at Ocean Park. With Mexican government closing Caliente and Tijuana, there's an exodus of concessioners to San Diego and Los Angeles.

Wallace Bros'. Shows

Mayfield, Ky. Week ended July 20. No auspices. Location, in town. Weather, good. Business, good.

All paraphernalia being repaired and painted, preparing for fairs. Mrs. Madge McCauley was taken to Fuller Clinic Hospital, but was feeling a little better when show left Mayfield. She is expected to remain in hospital for at least two weeks. Sid Crane reporting very good success from Southern territory. Among recent visitors, Bill Coley, Mr. and Mrs. Jess Rice and others from the Rogers Shows. MARGARET MILLER.



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WANTED EXPERIENCED BALL GAME OPERATOR on percentage basis for new Donkey Ball Game. Tell all first letter. A. W. MILLARD, 2894 West 8th St., Coney Island, N. Y.

FREAK TO FEATURE
Useful Side Show Acts, thru arrangements with Mike Golden. Acts joining now guaranteed winter work. State lowest.
ANNA-JOHN BUDD,
Crafts 20 Big Shows, week July 29, Merced, Calif.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 234. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB

By THE MIXER

DON'T take your vacation now. RAIN and heat are hard to beat.

COOKHOUSE, to the public, often is the show window to the lot.

LET'S see more uniformly dressed ticket sellers and other show attaches.

DOC R. GARFIELD now has his Hall of Science on William Glick Exposition.

GET the ol' b. r. now and do your vacationing when the opry's in the barn.

LEAVING towns good is a better way to open closed ones than expensive coniving and mouthpieces.

EVEN most carnivals don't profit when they are about the only things behind pay gates of so-called fairs.

AFTER three weeks' illness from poisoning, Mother Cushing has reopened her Reptile Show.

ELMER BROWN, general agent, closed Cass County Free Fair, Logansport, Ind., for D. D. Murphy Shows.

HE HAS joined Bramel & Redding's Side Show with Coleman Bros.' Shows as front man, infos Red Nagle.

MOVING on trucks, Walter Savidge Company's rides have not missed a day or date this season, say attaches.

JOHNNY J. Jones Exposition in Salem, Ill., to be in annex of Paul Sprague's Side Show.

MANAGEMENTS which have not kept and do not keep abreast of the times generally have gone and will go out the hard way.

KEEPING a proper balance between press and radio and maintaining good will of both is a man-sized job for carnival publicity men.

Crafts 20 Big Shows this season carry a special officer in uniform, whose duty is to patrol the lot from 7 p.m. until 6 a.m., the post being held by Ralph Algier, many years on Stockton (Calif.) police force. Officer is bonded and sworn in in each county where the Crafts Shows exhibit.

working week of July 4 with L. J. Heth Shows. Will present all free attractions, both for grand stands and the shows.

THAT will be some jump that "Paddy" makes with his Conklin's All-Canadian Shows when he leaves the Eastern Provinces. From Edmuntun, N. B., to Cornwall, Ont., about 700 miles.

"HOPE the snapshot published in *The Billboard* of July 27 will start some more guessing," remarks "J. Gaff" (Old Hickory). "Long-distance call this morning from Wheeling, W. Va., identified me."

BIG difference between a nickel or dime carnival gate and a two-bit gate at an alleged fair which has little to offer except the midway. Folks will go for the former and shy off from the latter.

RECENTLY seen on L. J. Heth Shows' midway in Bowling Green, Ky.: Al and Pauline Van Meter, Harry Whitefield and Arthur Reading, Reading Shows, and Ray Shoemaker and Ellis Winton, Cumberland Valley Shows, advises Doc Howell.

MUCH fraternizing last week when Gruberg's World's Exposition played Parkersburg, W. Va., and J. Lacy Smith Attractions in Beipre, O., just across the river. Norman Ketchell says Tommy Hughes served a goose dinner that was a classic.

PRINCE NELSON, high-wire act, joined Gooding Greater Shows No. 2 during the engagement at the Jr. O. U. A. M. Jubilee in Akron, O. He has been playing celebrations in Eastern Ohio for several weeks and will be at several major Midwest fairs.

W. A. COBB, who has not been on the road for three years, is returning to Dodson's World's Fair Shows as trainmaster and general superintendent. Mrs. Cobb will also join the show, operating a candy-apple concession for J. L. Duke.

NOTES from Traver Shows—Frank Lee figuring on buying a new car. Steve Geatas' cookhouse going big. De Phil, free act, put on a Ten-in-One to keep busy. Mickey Vogel still popping corn. Charlie Hutton still Whip manager. Mrs. Bancroft doing well with bottle ball game.

OUGHT to be a good test of drawing power of a carnival this week at Montgomery County Fair, Crawfordsville, Ind., where Dodson's World's Fair Shows will make a nominal charge to the midway, where the acts will be presented, altho the fair's gates will be free.

ASTRO FORECASTS AND ANALYSES

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Samples of the 4 Readings, Four for 25c.

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Costs 1/2¢ A Glass!

Talco Laclede Imitation Fruit Drink powders are best testing, strongest and biggest profit paying powders made. Fine flavor and cloudy color. Only best ingredients used. Guaranteed to comply with all pure food laws.

Most economical made. Imitation Orangeade, Lemonade, Grape, Strawberry, Loganberry. All kinds juice glassware and equipment, best quality, lowest prices. Immediate shipment.

TALBOT MFG. CO., 4518 Lexington St., CHICAGO, ILL.



PART OF THE STAFF of Gray's Greater Canadian Midway Shows, photographed in its "farthest North" town, Kapuskasing, Ont., week of June 24. Left to right: Len Hull, Hortense Grentier, Mrs. Gray and Samuel (Con) Gray, owner.

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Regular Swagger

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FOR CANE RACKS

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50% deposit — 24 hour service

EARL F. REBMAN - LANCASTER, PENNA.
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100 CARD BINGO GAME, \$3.00

200 CARD SET, \$6.50
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NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue. Sample Scope, 30c. None free.

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ELGIN WATCHES, \$1.65 EACH

(7-Jewel, 18 Size, New Yellow Cases.)
J-JEWEL, 18 SIZE ELGINS & WALTH, \$2.95.
FLASH CARNIVAL WATCHES, 500 Each.
Send for Price List.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

SHOOTING GALLERIES AND SUPPLIES.

Write for Circulars, Real Targets. G. W. TERPENDING, 116 Marine St., Ocean Park, Calif.

THE McWETHEYS, on Kaus United Shows, have built a new corn game and bought a new Buick car.

MIDWAY at Cook County Fair, Maywood, Ill., August 10-18, will be furnished by Johnny J. Jones Exposition.

DOC HALL and Ben Dobbert, Downey Bros.' Tent and Awning Company, seen recently in Northern California.

ABNER K. KLINE, who represents the Loop-o-Plane, recently spent several days in Chicago and was a visitor to *The Billboard* offices there.

CONTRACTS for midways at Gouverneur (N. Y.) Fair and Boonville (N. Y.) Fair give the Art Lewis Shows seven fairs.

BLANCHE DUTTON, who has been with Johnny J. Jones Exposition and Rubin & Cherry Exposition, is back in Jackson Memorial Hospital, Miami, Fla.

BILLIE BURKE (Jo-Ann) joined

HOWDY, HONEST MAN! Homer Kilburn, genial agent for *The Billboard* on the L. J. Heth Shows, lost his poke with \$100 in crisp bills on the Heth midway in Milan, Tenn. Anxiety was dispelled by surprise and pleasure when young Johnnie Lawrence ran up with the welcome announcement, "Here it is, Homer! You worked for it to provide for the wife and kids. I'm glad I found it." Johnnie's new suit of clothes evidences only to a small degree the Kilburn family's appreciation.

The Billboard in Crawfordsville, Ind., reported rain Wednesday afternoon and Thursday morning.

ELSIE VON RITTER (Georgie Spears Jr.), double-bodied, is featured in Charles Zerm's Ten-in-One on Sol's Liberty Shows, with Homer Poirier handling front to good biz.

DORAL DINA DESHON, of Mighty Sheesley Midway, was guest of Mr. and Mrs. John Wayne, of Minsky burlesque unit, at their summer home when the shows played Pontiac, Mich.

HAPPY and Bobby Hooper are mourning loss of Patsy, their toy bulldog, which died in Muncie, Ind., during their engagement with Gooding Greater Shows.

ALL-AMERICAN FLYERS, six people in four acts, joined the New Deal Shows in Kokomo, Ind. Also C. C. Rice with his Girl Show. A Loop-o-Plane from Abner Kline has been added.

DOUGLAS WADE infos that Michigan Greater Shows apparently have hit money territory after oodles of rain. Had a grand Fourth and look forward to 20 homecomings and celebrations.

KAUS UNITED SHOWS stayed a second week on its Johnson City (N. Y.) lot because of the recent floods, having canceled Stowe Park, Binghamton, which had 15 feet of water in it.

FLYING BEHEES joined C. L. Spencer Shows for remainder of the season after

PRIZE WINNERS

We report the Six Prize-Winning BIG ELI WHEELS in our 23d Annual Contest on July 4, 1935.

Rank.	Owner.	Model Wheel.	Receipts.
1st	Art Thomas,	10	\$427.40
2nd	Byers Bros.,	5	426.20
3rd	Mrs. Browning,	12	382.90
4th	R. O. Couch,	5	325.40
5th	Walter Savidge,	5	317.40
6th	C. S. Borggaard,	5	304.00
Total			\$2,183.30
Average Receipts per Wheel			\$63.88

These average receipts per wheel exceed the 1934 report \$7.23.

Ride Men get July-August BIG ELI NEWS for complete returns in both Contests. Ready for mailing August 15.

ELI BRIDGE COMPANY
Builders of BIG ELI Products,
800 Case Avenue, JACKSONVILLE, ILL.

USED SHOW PROPERTY FOR SALE.
\$ 1.85 High Hats, Second-Hand, All Sizes. Liberty Root Beer Barrel, Carbonator, Cheap. \$25.00 Khaki Wall Tent, 16x20'. Others, \$17.50 Fifteen Number Portable Trunk Flasher, \$12.50 Electric Greaseless Doughnut Machine. WE BUY CANDY FLOSS MACHINES, GUESS-YOUR-WEIGHT SCALES, CONFESSION TESTS. Pay cash. **WEI'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.**

SUNSET AMUSEMENT COMPANY
WANT for CHARITON, IA., and KNOXVILLE, IA.: FAIR, Geek, Mechanical, Mickey Mouse Shows, 25¢. Legitimate Grind Stores. Centerville, Ia., this week.

WHALES—10 FT. LONG
With 8x10 Banner, \$60.00; Petrified Man, \$15.00; Ubana Big Lip Woman, \$15.00. Lots of others. **NELSON SUPPLY HOUSE, 514 E. 4th St., South Boston, Mass.**

JOHN CHARLES McCORMACK
Get in touch with me, care *The Billboard*, Cincinnati, immediately. Condition very critical; almost blind. Avoid Cammer.
MRS. JOHN CHARLES McCORMACK.

Gaff Bros.' 80, 81 or 82 Big Shows Combined

Via Rail, Motor and Air

By J. GAFF (Old Hickory)

Stump Puller, S. C. Week ended July 27, 1935. Weather, fair; short haul and dry lot. Dear Mixer:

From time to time all large traveling shows have unpleasant incidents; Gaff Bros. are no exception. We have been bothered with ticket speculators. Our reputation, high-class shows, splendid type personnel and friendly treatment of patrons have crowded our midways all season. We found it necessary to install new style seats in all tents and to reserve them. This, naturally, brought along the specs. We now bill ahead the request that tickets be ordered in advance direct from our office. This saves the customer the premium asked and also prevents possible embarrassment, as we reserve the right to refuse tickets purchased from speculators. City officials and newspapers are co-operating.

Starting our fair dates and using the permanent buildings for the shows, we have utilized the space between attractions and fitted up restrooms for women, children and elderly men. There will be found comfortable chairs, magazines, iced distilled water and buffet lunch. Just a gesture of good will. We prefer to spend money in this and other thoughtful ways and have no need for stunt publicity men. We keep them on the pay roll but they have nothing to do. Proved by our net.

Nona, our Philippine Island Wild Girl, has completed her book on botany. Illustrations are by Sailor Kanal, who is cleaning up by removing tattoo marks and emblems from the local sleeve roller-uppers. Book has been accepted for use in the primary grades of schools in Orchid, O.

Lovely, Lonely, Little Lillie, one of our fat girls (654 pounds and 8 ounces at birth), has finished her romantic novel, but is torn between titles suggested, some of which are *The Bull Gal and Her Guy*, *The Show Gal and Her Guy*, *The Cat Gal and Her Guy*. Any such title, mentioning her connections with this outfit or even identifying these shows, will cause her instant promotion.

Serpento, our Ural Mountain Boa Boy, born in an avalanche, has bought a book on tap dancing.

Have doubled the number of ladies on our Temple of Torrid Terpsichore. Each girl will give only two performances daily, Folk Dances of All Nations being a great strain on the customers.

Lizzie Smith rejoined the shows. Says these highway chicken dinners aren't.

Wherever cooking is done on our shows we have installed electrically operated exhaust fans. Keeps things clean and sweet.

E. Z. Gaff (Old Diogenes), who took Egypt, Little Egypt and our other boats to quarters, where they are drydocked, reports a vibration at high speed which rattles the silverware setup in dining salon. All present machinery will be torn down, removed and replaced with recently perfected electric motors.

Last week conferred with locomotive company engineers outside of Philadelphia. Have in mind new-type streamlined high-powered shifting engines for use in quarters.

Learn that two towns claim Drawhead Sisters' booking. Each town claims the other town booked the girls.

The forthcoming contest to be held by the Ladies' Sewing Circle will be of great interest. Knitting class will be judged by Sailor Kanal, now doubling as sailmaker.

Our baggage stock, all perfectly matched, has been entered in all State and county fair classes. As has been our custom in the past, we will turn back all prizes as consolation to losers.

For our free attractions in front of grand stands we have arranged to shoot our aerialists out of cannon up to their rigging. Range elevation has been figured to an inch.

All members of our Real Wild West Show are eligible for contesting in the rodeo to be staged on the track as an additional free attraction. Daily winners will get real money prizes. All on the level and Gaff Bros. pay. All saddles will be Hamley regulation. Spot cotton, Maguey, Tom Horn, Black Jack and Yacht Line Manila ropes will be used for plain, trick, fancy and calf roping. In the ladies' bronk riding event the stir-

rups of the girls will not be hobbled. No amateur nights will be promoted nor dollar-a-minute local bronk mounters engaged for clowning.

TWO LOCALS were cutting it up at a soda fountain near Crafts Shows' lot about the Four Jacks, aerial act carried by the shows. "Good act but, pshaw, you'should a seen 'em when they were Eight Jacks; four of 'em fell off'n' got killed and now they call 'em the Four Jacks."

W. W. (SHORTY) ROBERTS, writes Bingo Randolph, was stricken with paralysis in Havana, Ill., on July 8 with the Great Olympic Shows and taken to St. Francis Hospital, Peoria, Ill. His condition has not improved and the hospital would like information regarding his relatives.

PRESS clipping tells of how Johnny L. Jones, now with Woodland Park Zoo, Seattle, and who formerly trouped with F. H. Bee Shows, Bill H. Hames, Siebrand Bros., Beckmann & Gerety's Shows, Bob Strayer and others, has trained for the zoo a high-diving monkey, going from a 50-foot ladder and being coached to go still higher.

STATEMENT that Johnny Enright designed and built the new front entrance to Gooding Greater Shows' midway was in error, declares Manager F. E. Gooding, who gives the credit to William (Dutch) Crowley, widely known builder of fronts and wagons. Dutch is known for his modesty and Floyd wants him to have full credit.

CONCESSIONS now with Kaus United Shows—Mr. and Mrs. William Nuss, cookhouse, grab and juice; Steve Thomas, one; Mr. and Mrs. Fred Neuman, one; Mr. and Mrs. James Gray, one; Mr. and Mrs. Ray McWethy, two; Mr. and Mrs. George Thompson, two; Rush Proctor, one; Ike Wallace, Dan Leslie, one; J. Burns, two; Roy Eckert, one; Sam Torres, one; Earl Tilghman, one; Benny Abend, two. Mrs. Abend is nursing a broken ankle. Leonard Dunlap says shows now carry 13 rides, 12 shows, move in 8 baggage cars, 15 trucks and trailers.

ROSTER of "Nancy Miller's Scandals," revue on Dodson's World's Fair Shows: Elsie Dalbert, ingenue; Bozo Bob, comic; George Thomas, straight; Tom Neely, emcee, tap dancer; specialty dancers, Viola Hayes, hula; Evelyn James, Egyptian jewel; Gene Schelmidt, shim sham shimmy; Vivienne Paige, college rhythm; Elenora Duncan, bolero; Billie Blevins, Tabo, jungle dance; Lois Hankinson, La Cucharacha; Yvonne La Vera, Carioca; Jean Del Rio, fan; chorus, Patsy Pavey, Oline Ray, Jackie Brown, Edna Waters, Peggy Dean, Mildred Stark; orchestra, Carter Blevins, Bill Trout, drummers; George Paige, trombone; Leonard Wilson, trumpet; Wallace Johnson, sax.

JOTTINGS from W. A. Gibbs Golden Eagle Shows—Russell Fann, pappy of the hillbillies, has been married only a short time. Earl McIlvain (Willie) and the missus were married on the Saturday before joining. Elizabeth makes a fair ornament for any ticket box. . . . Only single girl on the hillbilly outfit is Lula Groom and if they raise all the girls like here in the Flinthills crops must be wonderful. . . . Roy Clark has a new agent in his bumper store, Nellie Russell, who calls Joplin, Mo., home. . . . Evelyn White is doing the tinting on Clarence Watson's mug joint. . . . Happy Woodman has taken over the cookhouse and says he feels at home for the first time in several moons. Hap has had the cookhouse on this show before.

Zimdars Greater Shows

Hector, Minn. Week ended July 20. Street celebration. Auspices, Commercial Club. Business, good.

Artie Zimdars, brother of Harry Zimdars, joined to take over banners. The following shows and concessions joined here: E. A. Wilson, Life and one concession; A. L. Fitchett, two concessions; Peter Richards, two concessions; F. R. McLean, two concessions; Oscar Culbertson, novelties; O. L. Sickles, penny pitch.

The show now has 6 rides, 7 shows and 27 concessions. Manager Zimdars has show booked until November 16 in the Southland. Ferris Wheel foreman Al Crow is sporting new shoes and cook Vivian Bazient a new permanent. Sailor Bryan is now selling *The Billboard* on the show. SAILOR BRYAN.

Chop Suey

By W. H. (BILL) RICE

COLORADO SPRINGS, Colo., July 27. —In promoting the Shrine Country Fair here for Al Kaly Shrine Temple Uniform Bodies, I will say it's the best auspices I've had in a long time. Fifty-eight in the queen contest and they started selling tickets in 24 hours. Babies were the best I've ever seen for a start; 77 the first day. The second day we had 156 entries and the clinic had examined 68.

Of course, there is a reason for this—the tremendous activity in gold mining in the Cripple Creek district just on top of the mountains back of this city. The largest ore mill in Colorado is here (Golden Cycle) and is working 24 hours a day.

Then heat has driven tourists here in great numbers. This is the best season to date since 1929. Fifteen applicants for promoters gave Bob Morton and Irv Polack as reference. Dolly Rogers is secretary; Harry C. Taylor, space and advertising; Ivy C. Rice, clinic matron.

C. G. Gray, formerly with Irv Polack and now with Dennie Curtis, reports big business for Curtis in Deadwood.

Red Onion—I am reading your stuff with interest. I thought you were the Gaff Bros.' "Major Privilege."

Harry J. Burke left Veterans' Hospital, Jefferson Barracks, Mo., joining Barrett & Edwards in Ft. Wayne, Ind.

Joey Donlin is in New York City for the summer and Hazel Gillis in Tampa, Fla., on a promotion.

Can't figure out why shows don't send in two weeks' route, as it's impossible to catch some of them by the time *The Billboard* is received. Out west you get it Thursday and many times not until Friday. Of course, there could be a good reason like not having a town booked that far ahead. Just look at the big route list and you won't find more than four or five with a route more than five days ahead of the day of publication, which is Tuesday, and dated the following Saturday. Even air mail can't catch the show.

Rose Murphy joined the staff here to help out with the milking, churning, auto pulling and soap-box derby contests.

Altho three head men of San Diego Exposition resigned, I am glad to know that James Edward Brown is still director of shows and concessions.

Nate Eagle is battling the same as ever, "top" at California Pacific Exposition, holding his record on that score even with a Century of Progress record.

Billie Owens, now a resident of Caruthersville, Mo., and in wholesale liquor business, is on a month's vacation.

Harry Hargrave—Send me your address. Have some information for you.

Some people don't care about patents, but many are sorry afterwards. Ask Hennies Bros. They will tell some of the doubters.

Knepp & Dehnert Expo

Lockport, N. Y. Week ended July 13. Auspices, BPOE. Location, the old circus grounds. Business, bad. Weather, variable.

The show made the run from Dunkirk, N. Y., to Lockport and was up and ready to operate by noon Monday, but the rain made the lot a little wet and slippery for the opening.

Showfolks, at different times during week, made trip to Niagara Falls, the first Mr. and Mrs. Wood and son, accompanied by Mr. and Mrs. George Goffas and Mr. and Mrs. Frank Ayote. On Thursday a party was planned by Col. and Mrs. Dehnert to go there. They had as their guests Mrs. Goffas, Mrs. Creml, Mrs. Al Gorden and a number of others, too numerous to mention.

Ruth Maddix and Jack Barry, who have the cookhouse, traded their car in on a new truck, it being a GMC two-ton.

Bradford, Pa. Week ended July 20. Auspices, Red Men. Business, fair. Weather, fair.

The show played a return engagement in Bradford, on account of the flood in Hornell, where show was scheduled to play. The caterpillar was all dressed up with a new tunnel when show reached Bradford. The show has taken on a lot of paint and everything looks wonderful. Charles House, who was in an auto accident a few weeks ago, is progressing nicely and expects to be out of hospital in a few weeks. A colt was born during week to one of ponies belonging to Lloyd Meverdeene. Named Ajax. MRS. F. WOOD.

EVANS
Counter
HORSE RACE WHEEL

WEIGHT, 40 POUNDS. HEIGHT, 36 INCHES.

Put your concession in the lead with this money-making winner. EVANS' COUNTER HORSE RACE WHEEL is small, compact and beautifully painted in colors. Front of wheel glass covered. The Paramount Device with changing odds makes it the favorite on any spot. Write for details today.

FREE
Bulletin of Latest Game Hits and Big Catalog of Park and Carnival Equipment. FREE. Write Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

1000 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, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

1500 KENO (LOTTO)

Made in 15 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Pet set of 100 cards with markers, \$5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS
Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 600 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real class. . . . \$12.50
Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
Bingo Record Sheets, 24x36, 20 for 1.00
Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS
NOW is the time to get your Candy Floss Machine. The biggest money-maker of all times. We make Only the Original Guaranteed Machine. Get a NASHVILLE Machine and be SURE. Write today.
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., S., Nashville, Tenn.

WILL BOOK
On Percentage Basis with Reliable Carnival, Celebration, Feast, Etc. in New England, New Jersey or Pennsylvania.
NEW SENSATIONAL MECHANICAL DONKEY BALL GAME
Consists of 3 Kicking Donkeys, Clown and Ring Master, with Scenic Circus Background. Occupies space of 20x20 feet.
Write Today for Further Information and Full Particulars.
A. W. MILLARD
2894 West 8th St., Coney Island, N. Y.



Pacific Coast Showmen's Assn.

LOS ANGELES, July 27. — Monday night, despite favorable weather and prospect of one of the finest refreshment spreads, there were only 19 members present, a new low for some time. Not a member of the main executives attended. John Backman called the meeting to order and upon a motion to substitute a pinch hitter for the absentees, Col. Ed Nagel drew that honor and proved familiar with parliamentary law.

Financial statement got a big hand. Card from Dick Wayne Barlow from Ohio, where he has two housecars and is doing okeh, complimented *The Billboard* for keeping him in touch with home affairs. From Thomas J. Hughes came a letter to Steve Henry inclosing money order for reinstatement. He has been one of the worth-while members.

Letter from Brother Theo Forstall told of the Barnes show doing nicely, despite blowdown and accidents to members, and there came a check covering new memberships to be credited to Brother Mark Kirkendall, new members being Elmer C. Myers, Sparta, Ky.; James Walter Parker, Hot Springs, Ark.; and Jack S. Evans, Baldwin Park, Calif. Note expressing thanks to the PCSA came from Mrs. Thomas M. Burke.

Dr. Ralph E. Smith arrived and took the chair, and a few minutes later came First Vice-President Frank Downie, who explained that he had been detained near Santa Barbara handling an abscess on one of his tires and he waived opportunity to preside. When Dr. Smith asked for suggestions as to diversion for the evening it was decided that each one might choose his subject. It developed into what Capt. Billy Ament said was a later edition of Andersen's Fairy Tales. Harry Levine said it should be called "big and little men at play." Harry Rawlings promised, as chairman of the entertainment committee, to provide a surprise at the next meeting.

Matter of new quarters was held up for further consideration. Ed Mozart made one of his not-frequent-enough visits and held a "Do you remember session?" with Felix Burk, John Miller, John Backman, Will A. Smith and Capt. Ament. Besides Ed's qualifying as the man with most retentive memory, he made good on Harry Fink's claim, made a long time since, that Ed was world's champion unpaid clown.

Charley Walpert, West Coast Amusement Company, and Mike Krekos write of very satisfactory business being done and also inform that they will surprise some of the hustlers in the membership contest. The meeting adjourned, after which a fine lunch was served thru courtesy of Harry Levine, this being the third time this season.

Past President Archie Clark is keeping in close touch with affairs of PCSA even if, as he says, it is by remote control. Brothers again ask, "How come Brother J. Ed Brown doesn't take time off to drop just a line or two." It is getting near the deadline for the opportunity to get in the PCSA on present cut-rate basis; this organization is having remarkable growth and establishing showfolk as a considerable portion of the civic life of Los Angeles and Southern California.

World of Mirth Shows

Rome, N. Y. Week ended July 20. *Auspices, American Legion. Location, Coonrad Circus Grounds, East Bloomfield street. Weather, rain three nights and Saturday matinee. Business, fair when weather permitted.*

Victor Zacchini had a narrow escape Thursday night when stakes holding one side of his net pulled out of ground. Tuesday night the "Pleasure Trail" attracted hundreds of Romans, led by newboys of *The Daily Sentinel*, who were guests of Mr. Linderman. Wednesday afternoon entertainers were taken to the Rome State School and an hour's show was staged for the 1,600 inmates.

Elaine Owens, of Follies Bergere, celebrated her 17th birthday anniversary Friday, receiving many beautiful presents. Peggy Noon, daughter of Mr. and Mrs. Lester Noon, celebrated her seventh birthday anniversary Saturday. Ike and Mike and the midget troupe were guests Thursday night of Eddie Weiber, man-

ager of Commander Hotel, and good friend of showfolks. They took part in floor show in the Commander's cabaret with Mervin Rogers acting as emcee. The writer was also a guest of Mr. Weiber, who entertained some of the show personnel almost every evening. Flo and Dot Carlson were guests at a party given in their honor by manager of Romeo Cafe on Wednesday night.

Trainmaster Don Montgomery reports that he is almost thru repainting the flats. They are being done in aluminum with black letters trimmed in red. Mrs. Otis L. Smith, Jean Smith, Otis Smith Jr., and Phil O'Neil Jr., grandson of the Otis L. Smiths, were visitors several nights, the Smith homestead being near by, and James Stephenson, Buck Yeager, Nate Worman and Frank Bergen were guests for lunch. Mike and Dot Reed and Carl Nold, from motordrome with Strates Shows, visited Friday afternoon. Mrs. H. W. Jones and baby, Gloria Ann, daughter and granddaughter of James Strates, drove from Watertown to visit with Jones, who operates "Bingo" on the World of Mirth.

Mr. and Mrs. D. Stack Hubbard, Mr. and Mrs. R. F. Judy, Mr. and Mrs. Mervin Rogers, Ike and Mike and the midget troupe and the writer visited Cole Bros.' Circus in Oneda. The writer negotiated with Allen King for purchase of two young male lions to be added to Earl Purtle's Lion Motordrome. Grace Marion has returned from Rochester, where she was called by serious illness of her mother. She reported her well on road to recovery under nursing of Jacqueline DeLouzon, former Bernard Greater trouper.

Anna Press was guest in Rome of Mrs. Max Linderman. Edward Jones and Loretta Ryan were Saturday night guests of General Agent Cann. *The Rome Sentinel* gave World of Mirth unstinted support and co-operation, using many stories and news mats. Fritz Updike, managing editor, and John M. Jackson, circulation manager, were guests with their families of the writer, and Mr. Doyle, business manager, proved to be a real friend during the engagement. CARLETON COLLINS.

Christ United Shows

St. Marys, O. Week ended July 20. *Auspices, American Legion. Weather, fair. Business, fair.*

Tore down in Urbana night of July 13, opened in St. Marys July 14, making a 60-mile overland move in record time. Everything up and in operation at 6 p.m. except the Merry-Go-Round, which was held up by a large semi-trailer owned by show, breaking a rear wheel and putting the entire load in the ditch. Luckily no one was hurt, altho several of the boys were bruised. Much credit must be given Special Agent Davis for the fast moving of the show.

One of the features of show is the dog show and parade each morning at 9 a.m., parade starting at cookhouse and ending at lake front. About the only members so far not entering are Business Manager Harry Lamon and Superintendent Ted Tidball. P. AGNEW.

Hennies Bros.' Shows

Three weeks, July 1 to 20, Jamestown, N. D., Fair; Fessenden, N. D., Fair; Langdon and Hamilton (split week), N. D. *Weather, a bit rainy at Fessenden and Langdon; rain at noon and 11 p.m. on the Fourth of July, at Jamestown. Business, very good, regardless.*

Reviewing last three weeks, playing four fairs during that period, gave the shows three real weeks, and shows, rides and concessions had a most remunerative engagement in all four Class "B" North Dakota fairs. Great co-operation at hands of circus and showmen's friend, E. W. Mueller, cashier of a large bank in Jamestown, and treasurer of Stutsman County Fair.

A great Fourth of July at Jamestown, notwithstanding a slight storm at noon and a downpour with wind at 11 o'clock that night. At Fessenden much rain but not during showing hours, and much work keeping the midway in shape for the customers the following day after each night rain. At Langdon plenty folks and spenders. At Hamilton many people came and stayed late.

A long jump out of here, Hamilton, to International Falls, Minn., under auspices of American Legion, and then starts more fairs — Thief River Falls, Minn., first of Minnesota circuit. Mr. and Mrs. Bill Bartlett visitors at Langdon; George Reinhardt at Hamilton.

Beckmann & Gerety Shows

Racine, Wis. Week ended July 20. *Location, South Racine. Weather, ideal. Business, good.*

Broke in a new lot opposite the Case plant in the county which proved best week of season since leaving San Antonio. While a greater portion of the business was derived from people with automobiles, a large bus was chartered from street car company which met each street car at end of line each evening, giving street car patrons a free ride from car line to lot, a distance of about seven blocks. Ample parking space was arranged. Ten attendants were used to park cars and assist the six county officers with the heavy traffic.

Een Voorhels scored Friday night with his public wedding, bringing out banner crowd of week. Newspaper space, radio and billboards were generously used. Peasy Hoffman, agent America's Model Shows, playing Milwaukee, was a visitor during week, also Cash Miller, side-show impresario of same show. Mrs. Aerial Marquette, daughter of the veteran aerialist, Harry Potter, spent several days on show visiting her father, who is manager and director of the Peerless Potters, the show's big free attraction.

Neiman Elsmann, of the Nieman Studios, Inc., Chicago, accompanied by his business associates, Louis Claver and Francis L. Deane, were on lot one evening. The surprise of the week was a visit from Charles Jameson, circus and carnival band leader, now owner and manager of Lamar Hotel, San Antonio. Charles left for the south by auto with Larry Hogan, who drove him as far as St. Louis, from where he will board a train for San Antonio.

KENT HOSMER.

Western States Shows

Rapid City, S. D. Week ended July 20. *Auspices, VFW. Location, one and one-half miles from the post office. Business, good.*

Local newspaper liberal with space. Jim Schneck had town billed for 50 miles around and the result was that show opened with a bang. Mrs. Ivy Rice left to join hubby, Bill Rice, who is putting on Shrine Country Fair at Colorado Springs, Colo., for the Western States Shows, sponsored by the Shrine. Lovey and Warren Rice put on their first public wedding Thursday night. Lot was packed and jammed.

Albert Wright made a successful comeback by defeating Kenneth Blake and Ben Hyman for the Coon Can championship of the show. The Tilt-a-Whirl and Merry Mix-Up were sent to Gering, Neb., for Oregon Trail Days' Celebration. Norval Miller and Tony Pelligrini operating the rides. Mrs. Marion Earler has charge of the rides.

The stork was good to Lucille and Johnnie Delaporte, daughter and son-in-law of Evelyn and Whitle Archer. Presented them with a seven-pound boy. Mac McCurdy's flashy platform show was ruined when the driver of his truck tried to dodge a car driven by an alleged drunken man and ran into a pole Sunday. McCurdy will have show ready for operation at next spot, Deadwood, S. D.

Brownie Bishop, who has been on sick list for last couple of months, has recovered and will be back of his concession in near future. A birthday party was given to the twin boys of Mr. and Mrs. Whitle Reed. Manager Jack Ruback presented them with refreshments and cookhouse presented them with birthday cakes, baked by Red.

The whole show troupe joined in giving Lucille Archer-Delaporte one of most gorgeous showers that has ever been known in show business.

MURRELL WOOD.

Conklin's All-Canadian

St. John, N. B. Week ended July 13. *Auspices, Canadian Legion. Location, East End Ball Park. Weather, occasional rain. Business, good.*

This spot, the first of show's maritime dates, which it is playing for first time, was a good date. The local branch of the Canadian Legion provided one of the finest committees it has ever been the show's privilege to work with and the co-operation was 100 per cent.

Kiddies' Day was second largest of season, and shows and rides did good business. This was first appearance of the Life Show in this territory. Maxie Herman and Doc Fisher, manager and lecturer of show, were surprised at

amount of business, and for first time this season headed the midway receipts.

Halifax, N. S. Week ended July 20. *Auspices, Halifax Tourist Bureau sponsoring Deep Sea Rcade and Aquatic Carnival. Location, North Common. Weather, fair. Business, shows and rides very good, concessions fair.*

The first visit of the shows to Halifax was very successful, notwithstanding rain on opening night. Shows, rides and front gate were biggest of season. Concessions had a fair play but not to be compared to other end of the business. Monday afternoon saw biggest kiddies' day of season. Wednesday was biggest day, with over 11,000 paid admissions at gate.

Harry Ross did not hold title of champion fisherman of show for long, as Paddy Conklin brought home two pollock, each weighing over 20 pounds, and a 10-pound cod after a two-hour trip on ocean. Several of Barnes Circus billing crew were visitors during week.

Frank Conklin entertained the press at train as a tribute to wonderful co-operation it extended to show. In conjunction with *The Herald and Mail*, 450 orphans were entertained, as were over 500 newsboys. Frank Lordley, manager of Halifax Exhibition, and several directors were visitors.

Hilderbrand's United Shows

Burns, Ore. Week ended July 13. *Location, Main street. Auspices, American Legion. Business, excellent. Weather, hot.*

Mr. and Mrs. O. H. Hilderbrand left for a two-week fishing trip thru Idaho. Mr. and Mrs. Richard Johnstone completed building their housecar. Gordon Pickard is building a love nest to house his future bride, Viola Czudek. J. O. Wells purchased a new sedan. Jack Elhart and Gordon Pickard purchased new trucks. Lucille King entertained showfolks at an Italian dinner at Welcome House. Mrs. Jack Elhart and son, Tommy, returned from their visit to Pondosa. Lou Drescher celebrated his birthday anniversary.

Pendleton, Ore. Five days ended July 20. *Location, Webb street. Auspices, Veterans of Foreign Wars. Business, poor. Weather, sweltering.*

Regardless of the crowded midways business was nil. The long journey from Burns over dirt roads covered with shale rock blew out tire after tire and disabled many of the trucks. Among cars and trucks that had to be towed in were William Groff, Charles Youngman, J. E. Foss, Mrs. E. Schutes, Curly Cummins and Mrs. William Groff.

Hazel Fisher and Verna Seeborg entertained their mothers who were en route to Spokane. Robert Brockman entertained his relatives and several showfolk at dinner at Kent Cafe. Pat Hill and Alice Menahan, fan dancers, gave special performances at local clubs all week. Mrs. Richard Johnstone again won first honors at Ladies' Bridge Club. Dolly Martin's Bing topped midway. Mrs. Red Patrick was a nightly visitor. Benny Drescher opened a concession; Jack Morris also added one. E. Pickles Pickard left for Spokane.

WALTON DE PELLATON.

Al C. Hansen Shows

Portsmouth, O. Week ended July 13. *Location, new Boston showgrounds. Auspices, American Legion. Weather, perfect. Business, satisfactory.*

Portsmouth, home town of Ben H. Voorhels, produced best business of the Ohio tour. Midway jammed every night, with increasing business each night. Ridding devices had best Saturday of season. E. E. McFarland, post commander of the Legion, and committee live wires. Mr. and Mrs. A. B. Jones came over from Huntington several times to visit friends. Mary Kline arrived from Pennsylvania for visit with friend husband, Danny.

Logan, W. Va. Week ended July 20. *Location, Ellis Ball Park. Weather, some rain. Business, fair. No auspices.*

At Logan: Grounds packed every night but spenders not greatly in evidence. Rain interfered with Saturday's business. State embargo on concessions took effect here. Another case of no show representation at State capitol. Motion picture interests now hold the whip hand. Dan Mahoney, representing Bistany Shows, a visitor. Upon arrival here the Hansen organization had entered the seventh State to be played and had approached the 2,000-mile mark in travel since opening in March.

WALTER B. FOX.

Wm. Glick Exposition Shows

Gloversville, N. Y. Week ended July 20. Auspices, Loyal Order of Moose. Weather, some rain. Business, fair.

Gloversville, one of the best show towns in the East, would have been one of banner spots of season had show had a break in the weather. Monday rained out, rain on Friday, threatening weather all day Saturday with showers at 7 p.m. But even then crowds came out on both days, giving show fair business. No scarcity of money there.

A gloom was cast over the midway by sudden death of Frank (Curly) Norman, show's chief electrician. Passed away Monday night at 12 p.m. Funeral services held here, then a military burial at his home, Waterbury, Conn.

Dr. Garfield's show, "The Hall of Science," now in full sway. New banners, a new top, all new from ground up. The show registering a nice gross and in top-money class. Capt. Bob Perry's new silodrome a flash. General Manager William Glick decided the old drome too small. The new silo, with walls 18 feet high and the drome 30 feet in diameter. The old drome left behind.

The writer's new show held up for two weeks on account of delay in arrival of banners, but opens next week. Mrs. Vera DeBelle joined her husband, the writer, here. Will handle inside of the new show. Hector Garbours adding another show to his string, making three in all. Promises to have "Revelation" ready for the show's string of fairs. The repainting of all the show's equipment started. Wagons, flats and show fronts will glisten with a new coat of paint when fairs start August 5.

Mrs. Glick's frozen custard booth sporting a new top. Carl (Hunky) Kalansky now manager of the show's cookhouse. Sam Beatty new manager of recreation department. Harry Nelson joined with his Bingo booth. Max Pinsic handling the show's new grab stand. Edna Purchase managing the Fun Shoppe and topping her father's other show the Shanghai Monster. Mrs. Leo Brenner expects her husband next week with new truck and ball games. Mystic Zoraida joined the writer's show here. Day and date with Cole Bros.' Circus Thursday. Visitors back and forth.

STARR DE BELLE.

Gruberg's World's Expo

Ironton, O. Week ended July 20. Auspices, Modern Woodmen. Location, Foster Field, Third street. Weather, good. Business, fair.

The weather was all that could be expected here, the location was excellent, the committee co-operated splendidly and the papers, *The Ironton Morning News* and *The Ironton Daily Tribune*, gave the show splendid support with daily stories. Gate receipts were good, but folks just wouldn't turn loose after they got inside.

The writer promoted a public wedding here, which drew largest crowd of week. This was first spot of present season where two children's matinees were tried out. Results, back to former policy of "Children's Day Friday." The show entertained the carrier boys from *Daily Tribune* Tuesday night.

Visitors included Dewey Clark, wife and baby, Joan, down from Huntington, where Dewey has the Fifth Avenue Hotel; Pete (A. B.) Jones and wife, Naloma, also from Huntington, visiting their many friends on show. Pete and Naloma entertained a number of friends from show at dinner at their residence, including Mr. and Mrs. E. B. Braden, Jim and Emma Braden and others. Tex Stuart is painting and getting show fronts and banners dressed up in their best in anticipation of first fair date of season, New York State Fair at Syracuse.

PERCY MARTIN.

Crafts 20 Big Shows

Sacramento, Calif. Week ended July 21. Location, Alhambra and L streets. Auspices, United Spanish War Veterans. Business, good.

Second location in Sacramento, haul being one mile and a quarter from last week's location. Couple of the Crafts rides and Bernard's concessions played a two-day picnic last week to gratifying results.

Jibs and Jibes—Louis Wald has a bally concession now with his trained pup, Sonny. Mr. and Mrs. John Ragland called to San Bernardino account of death of Mrs. Ragland's sister. Philip Stopeck, bowling alley operator, taken

to Mercy Hospital in Sacramento from insect bite, causing an infected arm.

Mr. and Mrs. O. N. Crafts made a quick airplane trip to San Diego in their cabin plane, returning by the way of Hollywood. Sudden early-morning fire occurred in front of Side Show Sunday, burning entire bally platform and two ticket boxes before fire department put out the blaze.

Jake Dyems is back again with a red-hot minstrel show, with plenty of brass and drums on the bally. Polack Kitchner now on front of Jazzer; Frenchy Lamar on Minstrel Show again. Charles F. Curran, general agent, fully recovered from his recent illness. Bill Irwin, special agent, getting results with advance publicity, and Ed Smithson is keeping the Ferris Wheel covered with banners.

ROY SCOTT.

Cetlin & Wilson Shows

Lebanon, Pa. Week ended July 20. Auspices, Fire Police. Location, Maple street showgrounds. Weather, fair and three days rain. Business, good.

Showed this town at last minute without any advance advertising. Opened Monday night, but a storm at 8 o'clock killed the evening. Tuesday, kiddies' matinee, had a nice crowd, as well as at night. Good crowds every night until Friday, when threatening storms kept crowds away. Saturday matinee, one of best of season, was spoiled by a severe windstorm at 4:30 immediately after Sol Solomon had done his high dive, then threatening rain dampened the spirits of a few, but an attendance of 5,000 on Saturday night made a very successful engagement.

Tuesday and Wednesday nights newsies of local papers were guests of show. Something out of the ordinary—on Wednesday night committee from previous week, VFW Drum and Bugle Corps of Harrisburg, Pa., 58 strong in full uniform, came to Lebanon and paraded streets and then to showgrounds, after which they were entertained by the show. On Friday night the Ladies' Drum and Bugle Corps of the Lebanon VFW marched to showgrounds and were guests of show. Station WHP in Harrisburg had so many requests for repeats of show's broadcast while there that show had to send talent back to them for programs during week.

Local newspapers were 100 per cent for show, as was the committee. This being Mrs. I. Cetlin's home town, she had a busy week entertaining friends. J. W. Wilson has been confined to his bed the past week, ill of bronchitis and pneumonia, but at present writing is doing very nicely. One more still date, then the fairs.

GEORGE HIRSHBERG.

L. J. Heth Shows

Bowling Green, Ky. Week ended July 20. Auspices, American Legion. Inclosed midway. Location, L. and N. lot. Weather, fair. Business, fair.

Having the third carnival here this year was not discouraging to Manager Heth when he okehed the contract made with the American Legion.

Lineup here augmented by arrival of Dakota Red's Rodeo and Wild West, making a total of 10 shows.

J. S. Lively, post commander of American Legion here, held the reins in directing his comrades whose co-operation was 100 per cent. The vivacity of this Mr. Lively conforms with his name. Altho associated in practice of law with Judge Max Harlan, he fills many outside capacities and can safely be counted as the showman's friend.

Al and Pauline Vanmeter, visitors from the Reading Shows. Other visitors during week were Harry Whitefield, Arthur Reading, Ray Shoemaker and Ellis Winton.

DOC HOWELL.

Howard Bros.' Shows

Parkersburg, W. Va. Week ended July 20. Location, Porcelain lot. Weather, good. Business, fair.

Show played return engagement here, breaking long jump back into Ohio. Midget Show, featuring Dolletta (Mrs. Dolly Buck), joined here. Russell Simmons and Dolly Bowman were married. On Friday night showfolk gave party. On Saturday Mrs. Alice Mason, wife of Brooks Mason, was operated on at City Hospital, Parkersburg, and is doing as well as can be expected. Letters from friends will be appreciated.

EDDIE EDINGTON.

NEWPORT (Ky.) CENTENNIAL

August 12-13-14-15-16-17-18

3 Blocks From Down-Town Cincinnati, on the Streets and River Front.

WANTED

High-Class Concessions \$2.50 Front Foot.

Wheels Permitted. No Exclusive.

Address

H. REED, 6th and York Streets, Newport, Ky.

LARGE YELLOW POPCORN

NEW CROP—12c lb. in 100-lb. Lots.

LARGE JUMBO ROASTED PEANUTS

(IN SHELL) 11c lb. in 100-lb. Lots

F. O. B. DALLAS

We also carry complete line Paper Bags, Popcorn Glassine Cones, Ice Cream Cones, Extracts and Cups for Snow Ice. Also complete line Premium Merchandise.

SOUTHERN PREMIUM MFG. CO., DALLAS, TEXAS

AMERICAN LEGION SUMMER FESTIVAL

ECORSE, MICH.

Great Lakes Athletic Field—Seven Days, Commencing August 5

First Carnival in ten years. Can place attractive money-getting Shows and a few more legitimate Concessions, including Cook House. Exceptional opportunity for a Ten-in-One with a long circuit of Fairs and Celebrations. Address

W. G. WADE, 289 Elmhurst, Detroit, Mich.

WANTED FOR SOUTHWESTERN FIREMEN'S CONVENTION AND OLD HOME WEEK

GOWANDA, N. Y., AUGUST 5th to 10th, INCLUSIVE. Positively the largest event in New York State. Loop-o-Plane, Loop the Loop, Crime, Pit, Mickey Mouse or any new money-getting shows. Palmistry, Long Range Shooting Gallery, Eating and Drinking Stands. Legitimate Concessions of all kinds. No exclusive at our Convention and Fairs. Address this week

KAUS SHOWS, INC.

TONAWANDA, N. Y., THEN GOWANDA, N. Y.

WANTED SHOWS AND CONCESSIONS

FOR 45TH ANNUAL REUNION AT CASSVILLE, MO., WEEK AUGUST 12. CAN PLACE Immediately Circus Blacksmith, Carpenter, Ride Foremen, Concession Agents. People joining now will have preference of the following Fairs and all winter's work in Louisiana. This show holds contracts for West Monroe, Mansfield, Eunice, Franklinton, Leesville, Covington and Jennings, Louisiana Parish Fairs.

HAVE FOR SALE 10 Lerol Ride Motors, good running condition, \$50.00 Each; 1 59 KBA Generator, AC current; 1 like new Two-Abreast Allan Herschell Carousel. All correspondence GREAT CONEY ISLAND SHOWS, Diggins, Mo., This Week.

R. H. Work Shows

Cheswick, Pa. Week ended July 20.

Weather, showers, rain Saturday night.

Business, poor.

Between rain and local celebrations, business was very light. Mr. and Mrs. Harry Reeves joined here with three concessions; Mr. William C. Butler with one; Mr. Mench with one. Manager R. H. Work was gone most most of week on a business trip to points south.

Elmer Cohan still packing them into Mickey Mouse show while the missus holds the tip. Helen Baker has front of new Snake Show. Mrs. Branham is selling tickets on her Loop-a-Planc. The older members of Hampton family spent Monday in Jeannette, Pa., attending colored American Day there.

General Agent Harry Dunkle, of Cetlin & Wilson Show, was a visitor Friday night. Mr. and Mrs. McGee, of Cheswick, were visitors during week. Mr. and Mrs. Sherman Hawley are awaiting arrival of new trailer. Thad Work handling the business while his father was away.

HAZEL REDMOND.

WANTED

Clean Shows and Legitimate Concessions of all kinds, for August 5 to 10,

GARY, IND.

Auspices Gary Police Department, 13th and Broadway.

Steel Mills Payday, every day during that week.

MILLER AMUSEMENT ENTERPRISES, Inc. 530 W. 59th Street, Chicago, Ill.

JOE'S PLAYLAND SHOWS

WILL BOOK OR BUY a Chairplane. CAN PLACE a good Snake Show. Elliott wire. Concessions open except Corn Game. WANT Show People, Talkers, Grinders. Have for sale Penny Arcade, 60 machines. Burrton, Kan., week July 29.

WILL BOOK Loop-o-Plane Ride on good help in Cookhouse to join at Harrodsburg, Ky. JAMES PHILLION, F. M. Bee Shows, Harrodsburg, Ky., this week.

WANTED Middle aged woman to travel and help in Cookhouse to join at Harrodsburg, Ky. JAMES PHILLION, F. M. Bee Shows, Harrodsburg, Ky., this week.



By CLAUDE R. ELLIS
(Cincinnati Office)

ED (IGGIE) RAU, Allentown (Pa.) endurance skater and connected with the N. & J. Roller Rinks in Pennsylvania, who claims a new endurance record of 261 hours of roller skating, has received a congratulatory letter from Arnold Binns, Hebdon Bridge, English endurance champ, who now signs himself "ex-champion." "My hat off to you, Iggie," writes Binns, "and my heartiest congratulations on your superhuman feat. I believe I am the only man who can make you go out to win." Binns wants to meet Rau for three world's titles, non-stop, marathon and 500-mile race, either on rink or road. Binns will be 52 years old in October. Chicago Roller Skate Company presented Iggie with a racing suit and pair of shoe skates. It is said several promoters are angling to bring off matches between Rau and Binns.

NORTHERN Ohio championship was won by Victor Emanuel, Cleveland, in Coliseum Rink, Cedar Point, O., on July 21, reports Manager Harold H. Keetle. Loy Studer, Dover, O., won the ladies' cup and Art Emanuel won the race for boys under 16 before a full house, with music by the Ohio Band of 75 pieces. A roller skater won against a bicyclist in a novelty race. Exhibition of trick and fancy skating was given by Ruth Graber and John Ubel, Dover, O. Peter J. Shea, Detroit; Cecil Milan, manager of Hanover (Pa.) Rink, and William Scholle, manager of Springfield Lake (O.) Rink, have been recent visitors to Coliseum.

THEY are having success with a free outdoor roller rink in Chicago, writes Bill Henning regarding activities of Joe Laurey and himself. The outdoor rink occupies a square block, he says. Joe has formed the Chicago Roller Skating Association and is its president. There is talk of putting on a series of races, which may run from 5 to 1,000 miles, and of promoting a Coast-to-Coast skate.

A RACE meet for amateurs will be held by Manager William Scholle in Springfield Lake (O.) ballroom, which he is operating as a roller rink this summer. Track is 15 laps to a mile and the meet will be on the night of August 6. Rink is having good attendance. Manager Scholle also has conducted a roller rink at Brady Lake Park, O., the past eight seasons, and the hockey team there has yet to lose a game this season.

FOLLOWING their success at the London Palladium, the Three Cossacks, Johnny Gaynor, Jean Ferguson and Will-ton Ferguson, American roller skaters, were at the Savoy Hotel, London. The Three Whirlwinds, American roller skaters, were to open in London on July 19. Act has been in Europe four years but has not been seen in England for nearly two years. Eddie Windsor, English roller-skating comedian, who played in America as Ted Marcel, was featured at the Theater Royal, Hanley. The Desardos, English skaters, are in their 10th week at the Prince of Wales Thea-

ter. Mary and Erik Company, presenting a ballet on wheels, is featured in Scandinavia and will return to England in September. The Skating Jewels were on the July program at the Wintergarten, Berlin. Hits in English variety are the skating acts of the Lucerne Skaters and Handby and Celeine.

WORLD'S 24-hour two-man team championship race, contemplated by Malcolm Carey, Carsonia Park Rink, Reading, Pa., he says, will be held about the middle of August, exact dates to be announced soon.

England's Oldest Skater

By CYRIL BEASTALL

My seventh personality sketch relates to John B. Eley, of Derby, great all-round sportsman and grand old man of English skating, on rollers and ice. England's oldest active skater first made contact with the pastime way back in '74, when he visited Drill Hall, Derby, as a spectator, at introduction of roller skating to his native town. In 1876, at the age of 16, John Eley first donned rollers and a few months later took to the ice.

For 59 years Eley has taken close interest in skating, both roller and ice, and his claim to distinction is not merely that of age. He has been rink manager and organizer and has done much to further the pastime which he loves. One of his most creditable achievements was to revive roller skating in Leicester, about 25 years ago, when he took over the Empress (now known as Granby Halls) Rink at a most critical time. The owners had given up hope of continuing to make their rink pay its way and John Eley was asked to take control. He proved himself to be a rink manager of exceptional caliber and his efforts produced wonderful results in short time.

As an actual performer on skates John B. has confined his activities mainly to fancy and dance work on rollers, while on ice he specialized in figures and is still a brilliant figure skater on the blades. Chief characteristic of the G. O. M. is his gracefulness in action, which has been the envy of many, young and old alike, and has been source of much favorable comment in the press for many years.

Today at the age of 75 he remains an active skater on rollers and ice. Last season he regularly patronized one of the local roller rinks at least twice a week and appeared on the ice when possible. As recently as two years ago this gifted veteran won an open barn dance and graceful skating contest in one evening.

For many years Eley has been called upon by rink managers in all parts of the country to officiate as judge for dance and figure competitions and carnival fancy dress events, in which capacity he was ever impartial. The now too old to take part in the more strenuous branches of the sport, such as hockey and racing, he is always an enthusiastic spectator, encouraging the younger ones to better efforts.

I have known John Eley for quite a few years and a finer sportsman I shall never wish to meet. May this tall, bearded and erect figure, who is so rightly popular on English rinks and a living testimony to the health-giving properties of our pastime, remain with us for many a long day.

BAY STATE FAIRS

(Continued from page 39)

to year and so far as possible different State departments will be invited to put on an exhibition of their work.

The exhibit by the Department of Agriculture in the State Building at the Eastern States Exposition will consist of an elaborate modernistic display depicting the agricultural products of the commonwealth. Not only will the leading agricultural industries of Massachusetts be shown by transparencies, pleasing color schemes, silhouettes, action and real products, but certain phases of the work of the department will also be presented.

Here and There

4-H Dairy Show at Sturbridge this year. More than 40 boys and girls will be quartered on the fairgrounds during the entire week. Ralph Gaskill says that Topsisfield Fair this year will be way out in front. Everything is shaping up nicely and interest greater than ever. Marshfield's planning board has been working overtime and President

Sparrell, with his superintendents and committee chairmen all appointed, is bearing down on the accelerator with the result that a bang-up fair is already assured.

Great Sportmen's Show and Guides' Tournament at Brockton Fair this year. Contestants will be present not only from New England but Nova Scotia as well. The guides' camp and sportsmen's village will also add greatly to the interest of this department of the fair. Greenfield will be starting its annual advance ticket sale drive shortly. This is one of the events of the year so far as the Franklin County Agricultural Society is concerned and has proved to be of great financial benefit to the society as well as creating local interest in the Live-Wire Fair. . . . One of the State Grange Elimination Horseshoe Pitching Contests will be held at the Middlefield Fair on August 31. The contestants will come from the three Berkshire County Pomona Granges and the winners will be among those to compete at the Eastern States Exposition in the final and championship contest.

FAIR ELECTIONS

(Continued from page 39)

Perry, N. D. Shands, Jean Shotwell and W. C. Trout.

AT A MEETING of the Murray County Agriculture Society, Slayton, Minn., on July 5, W. M. Leebens, of Fulda, Minn., was elected secretary of the board. He is filling the vacancy caused by death of C. J. McKenny, of Iona, Minn.



EL PASO, Tex. — Southwestern Sun Carnival Association, Inc., has been chartered to conduct fairs, with Harris Walthall, Jack Chaney and Harvey Gamble, incorporators.

MIDLAND, Tex.—Midland Fair, Inc., has been chartered by the secretary of state, with authorized capital stock of \$30,000. Incorporators are Clarence Scharbauer, E. H. Barron and H. G. Bedford.

SEDALIA, Mo.—Thru efforts of the local postmaster and prominent stamp collectors in Missouri notification has been received from Washington that at least one frame of rare stamps will be released from the government museum for exhibition at Missouri State Fair, August 10-17.

DETROIT — Sum of \$136,653.25 was turned over to State fair funds from Detroit Racing Association, lessee of the State fair tracks, for the spring meet just closed. There is a further indebtedness of \$140,000 from the association to the State, which will be liquidated in five annual payments, James F. Thompson, commissioner of agriculture, said.

EL CENTRO, Calif.—Imperial County supervisors appropriated \$8,000 to be placed with a fund of \$40,000 from the State for improvements to county fairgrounds and structures. It is proposed to roof the grand stand, now open, and to erect additional buildings.

HUNTSVILLE, Ala.—Dates for Madison County Fair, which has never missed an exhibition in 16 years, are September 24-28, according to official announcement by General Manager D. C. Finney.

SPRINGFIELD, Mass.—Poultry judges for Eastern States Exposition, September 15-21, will be L. C. Bonfoey, East Lyme, Conn.; D. D. Cavanaugh, North Windham, Conn.; George A. Chapin, East Longmeadow; W. H. Congdon, Providence, R. I.; John C. Kriner, Stettlersville, Pa.; John Payne, Portland, Conn.;

Fred Rogers, Brockton; D. D. Warner, Storrs, Conn.; R. G. Williams, Barre, Vt. Rabbits will be judged by E. D. Billings, Meriden, Conn.

CHARLOTTE, Mich. — Improvements are being made to former Eaton County fairgrounds here. Workmen are repairing and fixing the barns, fences, race track and other buildings.

CHIPPEWA FALLS, Wis. — Improvements under way on Northern Wisconsin District Fair grounds here include razing several buildings along the midway to provide more room for concessions, new agricultural building, remodeling of merchants' hall and repairing of grand stand.

ANTIGO, Wis.—Erection of an exposition building on the fairgrounds here at a cost not to exceed \$2,000 to replace the present one, which has been condemned, was voted by the county board. The new building will be one story and will measure 120 by 40 feet.

JUST CARNIVAL

(Continued from page 46)

carnival which is furnishing them their living: The subject is ex-carnival owners and managers who demanded and expected loyalty when they were "executives." Now they are not men nor sportsmen enough to accord loyalty to the managements that now shelter them as assistants, concessioners and in other positions, since they have been demoted from their former standing for various and sundry reasons peculiar to the carnival business. If this class cannot respect those over them and be loyal to them, the best thing they can do is to get out of the business. No carnival can survive an overplus of "managers," either active or as uninvited advisers. For those managers who are so afflicted with this type of ex-managers we would say the best thing to do would be to invite them to leave or keep their tongues out of your business. The situation is very grave in many instances.

L. B. Holtkamp, of carnival and minstrel show fame, is on the verge of launching a unique and original idea in outdoor shows. He has revealed the entire plan to the writer, but it will not be divulged, as premature publicity has killed many promising propositions.

Soft ball games at night and donkey baseball have been some opposition to carnivals in various parts of the country, but not serious. Donkey baseball is supposed to have been originated at the Fort Worth live-stock show some years ago. The origin of soft ball games is not known to this writer. However, the best soft ball teams this scribe ever saw were girls at North Bay (Ont.) Exhibition some years ago with the former Boyd & Sullivan Shows on the midway.

The carnival manager who conceived the idea of "brass" for paying off help may have invented something "great," but fear is felt that the opposite is the case. The manager has to have "white money" and so does the working man. There are some carnivals that never had "brass" and have no idea of adopting the system.

Banners cannot be painted with a hatchet; neither can canvas be sewed with a marlin spike. Ask the leading banner painters and tent makers. But around a carnival it seems that everyone can butcher lumber and bend nails into every conceivable shape except straight.

Many times the question is asked: "Why is Ben Williams reputed to be the richest individual in the carnival business?" Few details are required to answer this question. First, he knows his business and attends to it; second, he buys for cash and sells for cash; third, he keeps his promises; fourth, he works when he has work to do and plays when the work is done. Never mixes the two, and pays off his help in hard cash on each and every pay day. Does not let ambition overpower his ability or resources.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

WANTED 10,000 Pairs Rink Skates, any Make. Pay highest cash prices for immediate delivery. WELLS' CURIOSITY SHOP, 20 South Second St., Philadelphia, Pa.

Rink Men Who Use "CHICAGO" Skates

ARE SUCCESSFUL

There's a Reason!!

CHICAGO ROLLER SKATE CO.

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OAK BY-TEX BALLOONS

Always offering the brightest flash, greatest value and best money makers.

Buy your Balloons in the famous Blue Box at **LEADING JOBBERS.**

The Oak Rubber Company
Ravenna, O.

SENSATIONAL PRICE REDUCTION ON CAMEO RINGS

Now available in Men's and Ladies' Sizes. 12 distinct Patterns. Chrome or Gold. **CASH IN ON THIS RED-HOT SELLER.**

NEW PRICE \$22.50 gr. \$2.00 dz.

Send \$2.00 for 12 Samples No. 71 and Free Catalog.

HARRY PAKULA & CO.
Largest Distributors of Rings of All Descriptions.
5 North Wabash Avenue, Chicago, Ill.

It's a JIFFY Tie

Sell Ready Tied Ties. No tin knots or pins to tear small end of tie. Cord-pad filler hand tailored in knot—makes cleaning easy. Start now! Have a trained sales organization ready for Fall and Christmas season. Exclusive territory. Insist on a Jiffy Label.

JIFFY PATENT TIE CO.
Dept. BB, 17 S. Wells, Chicago.

A REAL BARGAIN

SPORT SUN GLASSES

No. BB800—SPORT GOGGLES—White metal non-tarnishable frame. Fibre covered temples. Large Deep Curve Lenses. Amber, Smoke, Fiuzal and Blue.

Per Doz. \$1.50. Per Gro. \$17.50

NEW ERA OPTICAL CO.,
Write for Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

MY 2-PIECE PEN & PENCIL COMBINATION
(Onyx, Black & Star Dust) Find It One of My Best Sellers—It's All in My Two-Tone Point.

NEW DEAL NOW GETTING THE MONEY. PARK PENS AND PARKER BLADES.
Everything in Fountain Pens and Pencils. Price List now ready. Not Sold in Chain Stores.

JAS. KELLEY, The Fountain Pen King
487 B'way, N. Y. C.; CHICAGO, 189 W. Adams St.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY,
Sandwich, Ill.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

2.95

IT'S NEW—IT'S HOT
Goodrich Shear Hone

Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor's edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., 80c; 18 for \$1.00. Postpaid.

GOODRICH CO., Est.
1864, 1502 W. Madison, Dept. SB-8, Chicago.

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STREETMEN • NOVELTY SALESMEN
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By **GASOLINE BILL BAKER**
(Cincinnati Office)

D. J. LAMBERT pens the following from Toledo: "It seems the time of year is again here when the knockers have their say about johnny-come-latelles, lefthanders and bum steers hurting their business. I am afraid Dave Rose and others who have always wanted an organization will have to wait until this class is finally starved out, for I am sure no regular would care to be classed with this sort. Would really like to see a pipe from one of them telling what they think about pipes that are sent in containing real news of interest such as those from Hightower, Kahntroff and Frank Libby in last issue. When I shoot in a pipe saying I worked a certain town you can rest assured that thru my own personal efforts I saw the proper authorities, got the permission and paid the reader, if there was one. While working Kalamazoo week before last I met Jack McGill working flukem and watches, also Simmons with intensifiers. In Jackson the following week I couldn't get a location. Dropped down to Adrian and worked thru the Fourth. Out of the money on week days but a winner on Saturday. Have been in Toledo three days and so far haven't met a pitchman. Money is very hard to get here. Here's for a bigger and better Pipes Department."

"HAVE A TATE-LAX unit in the last of the Texas oil fields," pipes Buster Williams, from Old London, Tex. "Have been doing nicely while waiting for the early cotton in Southern Texas. Have a five-people show with two housecars and two of the best black-face comics in the State. I am the lecturer and straight man and don't have to do black any more. My dad, Doc Less Williams, is in Missouri. Would like to read a pipe from him, also George Sanders."

"SO HOT HERE YOU can't sleep, so guess it's a good time to shoot a pipe," writes Madaline E. Ragan from Lebanon, Pa. "Now working farm sales. There is only a living to make here, but the ganging up hurts everybody. Mary (nee Ragan) and Chet Wedge are here with me. Some of the others here include Pat Dana, Lady Harcourt, Curly Hightower, Chief Lone Tree, Doc Lytel, Doc Chesterfield, the Floyds (working tire patch as only they can). Jim Ferdon has his med opera in Lancaster. Doc Evans is lecturing with him. Doc Ross Dyar has his show at Honeybrook. Chief Lone Tree, Princess Dew Drop, Thunder Cloud and Chief Little Bear are riding rodeo in Coleman Bros.' Circus and pitching med in front of the big top. I expect to work here another week, then into Michigan. The hotel between the courthouse and the post office is the place to get spots. We all sit in the lobby in the evening and shoot pipes. Take a tip from me and stay away from New York City and Upper New York State. Too hot in New York and the floods have ruined Upper New York. Too hot here to sleep, so guess it's beer and pretzels for me."

PAUL E. DENVERS former pitchman and now police chief of Gardner, Me., pipes in: "Walker Hamilton, erstwhile pitchman and sheet writer, is now permanently located here in the auto accessory biz. His place is always open to the boys of the pitch and paper fraternity. Moulton and his partner worked the shoe factories here to very good biz. Both are fine fellows and clean workers. Gipsy Jack Dillon worked here about two weeks ago to good biz, putting out liniment. Jack Cleary, former farm-paper man has teamed up with Paul Stevens. They have a great joint at Crescent Beach, near Jefferson, Me. William McDonough, the trade journal man, left for Michigan with his wife. He will stop at the Elks' convention at Columbus, O., en route. His nephew, Charles Hamilton, went along as chauffeur and handy man. Marie Peachey was recently here demonstrating run menders. She's a 100 per cent trouper and worker. Said she expected to be with a circus next season

as a performer. Every time I see a pitchman, sheetwriter or circus I get itchy feet, but will have to hold off a while, as I have a 24-hour job here."

JIMMIE L. BELL pipes in from Glen Lake Sanatorium, Oak Terrace, Minn.: "Was out of here for 54 days, but broke down again. Found conditions in the Northwest fair on the sheet and made a few pitches at picnics in Iowa and Minnesota. The old jam is getting harder day by day, or so it seems to me. Maybe I'm not so capable after all. The black rust in this section will curtail a bumper wheat crop and still conditions are the best in three years. Had a long list of fairs booked, but will be bedfast now for another year. This t. b. is murder. Would like to read 'em from Fido Kerr, Gene Golin, Ray Martz, Clyde Flander, Jimmie Osborne, Jimmie Miller, Jack Curran and others."

"HAPPY" O'CURRAN piping from down Alabama way (Jasper) writes: "Now in my fourth week with Doc Coy D. Hammack's med opry. I am enjoying one of the pleasantest engagements I have had in many years. Doc Hammack is carrying one of the most complete of all-white shows on the road. Everything is arranged to give the utmost in comfort and convenience to the performers. A new piano arrived on the lot this week, together with a new public-address system, which really informs the natives that something is going on in town. Leon Smith has just completed the building of Doc Hammack's new housecar, hardwood floors, 'inside plumbing,' 'n' everything. Eddie and Tillie Paoli left last week, after 18 weeks with the show. They were replaced immediately by the Nortons. Talent is as follows: myself, straights, stage manager and second lecturer; Leon Norton, black; Marie Norton, characters and featured ballads; Ignatz Lafayette has gone back into his original eccentric line of comedy since the arrival of the Nortons. He keeps the crowds laughing and me on the verge of a nervous breakdown with his flying leaps into my arms from wherever he happens to be standing. Our musical team, Two Bits o' Rhythm, is really going over with their novelty numbers. The new piano is capably handled by Nellie Eaton. Business continues to be good and everyone is happy."

A CARD FROM Jack and Fern Beard, the old minstrel team, written from Lawton, Okla., reads: "Just left Doc Less Williams in California, Mo. The show is doing okeh. We have met six different med outfits recently. We expect to go back into night clubs soon. Will open in New Orleans, and then on to Havana, Cuba. They need acts over there. Still read Pipes, as always."

STREET WORKERS will not be permitted to work on the streets of New Orleans during the national encampment of the Veterans of Foreign Wars of U. S., September 15-20, E. H. Schill, general chairman Veterans of Foreign Wars Encampment Association, advises. That's "taking the life out of a party," so to speak.

SAM ALTER AND LASHER recently seen around New York spots, are working intensifiers with their new water demonstration. They say the intensifier biz has revived tremendously.

KATZ AND GOLDIE working Rochester, N. Y., with gaps, were reported doing well. They are now heading for the fairs.

HAV-A-LAF WALKER and Cozy, with Happy Doc Barnes and wife, Irene, are playing in and around Fort Smith, Ark., with their 10-people

med show. They play from one to three weeks in a town and report fair biz. John writes: "I am producing and doing principal comedy and claim to be the only med show comic in the business to do principal comedy in all the afterpieces with no makeup on. Happy Doc Barnes does the lecturing, using charts, skull, etc. He and his wife are also putting over some nice musical numbers, string instruments and harmony singing. Jack Walker, my son, is visiting the show. He is quite a trumpet player. Recently closed with the Davis-Brunk show. We expect to keep our show in Oklahoma and Arkansas territory."

BILL WESTFALL pipes from South Bend, Ind.: "Art Cox and I closed here Saturday to two weeks' good business in a chain store. We made the Anderson, Ind., fair on opening day, but did not set up. Irish Davidson and partner, Burnett, looking pretty prosperous, left here with a new joint to work Illinois. Also Guy Warner and the missus. Guy has been working around here for a few weeks. We hear that Tom Kennedy is still getting folding money on the Diamond in Pittsburgh. One more store and then we start working the Northern fairs. Pipe in, Jimmy Miller. We wonder if they're all red ones on the circus these days."

"JACK SHARDING'S PIPE hit the nail on the head," cards I. W. Hightower, Nashville. "Let's have a pipe from the celebrated Doc Jack and other big shots."

R. WOOLEY cowboy oil worker, writes from Olney, Ill.: "Raining today as usual. Have seen but six days out of the last three weeks in which it hasn't rained. There seems to be a convention of jam men in this territory, as I have seen five in three weeks. Had the pleasure of working on a lot with George Bedoni recently. Have followed him in here and find the natives all satisfied with their purchases. If some of these jam men would take a few lessons from George they wouldn't create so much heat. This is my last pipe from Southern Illinois. Visited Coleman's Od-

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dities at Annapolis, Ill., recently and found the cleanest and classiest little three-people show I have ever seen. Dave Coleman, lecturer and straights; Tom Cody, blackface comedian, and Pauline Coleman, accordion and bits. They put out a surprising amount of tonic for the first night. Passed the Eddie Griffret Comedy Company at Rosamond. They reported business very satisfactory when it forgets to rain. Eddie has a very nice five-people show. Has Johnnie (Chief) Vogt lost himself in North Dakota? And where's Doc Bennett? Pipe up, boys, and tell us how the world's treating you, or do you have to buy your own, ha, ha?"

A. C. SELLS . . . shoots from Waynesville, N. C.: "Eddie Rentz and Bill Harper, two former mag subscriptionists now pitching puzzles and tricks, recently enjoyed a fine Saturday at Charlotte. The boys were born in Winston-Salem and both successfully sold farm publications for years. Last October Eddie tried pitching peelers, high, and since that time the boys have been working the pitch to nice results. They have a new car and are contemplating a trip to the Coast."

RED ROGERS . . . and his Indian Gift Med Company pipe from Corydon, Ind.: "We are in our fifth week playing the Little Big Horn Valley. Business is not the best but good enough. Will move out of the sticks and hit a few big towns beginning next week. Lineup with the show includes Doc Red Rogers, lecturing; Mrs. Rogers, pop corn, snowballs and 'Little Big Boss'; Doc Noonan, featured magician and blackface, with the missus on

straights, and little June, bits; Happy Jack, tattoo artist, guitar and hillbilly songs; James Adam, scenery and electrician; Kid Bob Byms, seats. Would like to see a pipe from Happy Phillipson."

LEROY C. CRANDALL . . . pipes from Breckenridge, Minn.: "Here I am at the champion non-attendance fair of the world. The big day (July 16) actually had 15 paid admissions. The county sheriff was very generous, sloughing everything in sight, even though there were no people to work to. The Merry-Go-Round got top money the big day, 30 cents. Ballyboo Bros. couldn't have made a worse one. Weather is fine. Got a card from Morris Kahntroff today."

"THE EAST SEEMED terrible to me," tells Harman A. Dobson from Newport, Ark. "Have never seen it worse in any part of the country. Baltimore is closed to doorways in the money. York, Pa., is open to a fairly reasonable daily reader after you have established your spot. A parking lot is available there for some money. Cincinnati is wide open providing you get a written permit from the building owner (but try and get it.) One parking lot can be had on a fairly reasonable daily basis. Columbus is open, but over-worked to the extent that you have to get about 10 tips in order to make a sale. Frank Libby was getting a little money there with combination glass cutters and sharpeners. Dayton, O., is poor, with two pitchers to every spot. Met Doc Yoder there with a flashy bus and two lecturers. My home is near here so I will be around for a couple of weeks enjoying some real living. Mother's cooking is too much of a temptation to ignore. Will go from here to make some Northern fairs and then work south. Would greatly appreciate some information on Texas. Haven't been there in three years. Would also like to read a pipe from D. J. Lambert. Haven't heard from him in a long time."

JOE MORRIS . . . with tie forms, and Lee Cole, rad, were working factory spots in and around Cincinnati last week. The boys stopped in for a long visit at the Pipes desk. They make a good working team. Joe says Lee is "the Old Master" when it comes to working rad demonstrations—and Lee tells us that Joe is a real king among the tie-form gentlemen. So there you are, boys, you lays it on the line and takes your choice. Both dandy fellows and clean workers. And both strong for organization. From Cincy they are heading for Cleveland, to be followed by a long list of fairs.

DOC A. M. JOHANSON . . . scribes from Omaha: "Thought I would pipe in my compliments of the article in a recent issue titled *The Knockers Are at It Again*. Who wrote it? (The article was written by G. B. B.) A secret? Why? It sure was a pip. The time will soon be here when honest pitchmen can't 'lamp' anywhere. Wake up, boys, before it is too late and pitchmen become extinct. What a pity. A country without pitchmen. Imagine an issue of *The Billboard* without Pipes. And no more jackpots to cut up. My best compliments to Dave Neuman. He sure hit the nail on the head. But what do the pitchmen of today know about ethics? But at that guess we have a few left. So now is the time to come to the aid of the party. Who will help clean up the pitchmen? Any volunteers? Sorry to hear of the passing of Tom Rogers' father. Nebraska and the Dakotas are fair, but Iowa and Missouri are not worth a darn."

"**NOLAN AND FEAGAN'S** . . . Comedians are in their 14th week in Oklahoma," pipes Doc Larry Nolan from Manchester. "We are enjoying good business after the worst spring in history. Lost an average of three nights a week on account of rain. But all is well now. Crops are fine in this section. Bob (Slats) Feagan is doing the producing."

"**RECENTLY SPENT A** . . . few days in New York demonstrating my health oil," pipes the Great (Spike) Howard from Philadelphia. "All I could hear was pitchmen knocking other people's products. That is something I have always objected to, because if you have a good product you can boost your own goods. That is the best selling ar-

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gument. Stop being a knocker. By the way, I recently underwent my 333d blood transfusion. See page two of the July 19th issue of *The Philadelphia Daily News*."

"SINCE LEAVING LOUISIANA three weeks ago I have not hit a single red one," tells Ray Herbers from Rolla, Mo. "Lost a keister full of clothes coming over the desert. Will make St. Louis for a week, then Indianapolis and Cincinnati. Here's to the boys on Maxwell street in good old Chi. If you are broke I'll take less."

AL T. JOHNSON . . . writes from Lovell, Okla.: "Am back here working the wheat district. Business is fair. Prospects are good for the fall. Visited around in several States lately and Indiana and Oklahoma look about as good as any. So guess I'll be here a while yet."

HARRY CORRY PIPES . . . from Fargo, N. D.: "Am week-ending here after playing the Jamestown, Fessenden, Langdon and Hamilton fairs in North Dakota and got money in all four spots. George Bedoni, do you remember the seven rugs I bought from you this spring? Well, I found a customer in Jamestown for one of the rugs for plenty. Leon, my working boy, got plenty hot because I sold his bed clothes. I received a letter from Andy Stenson and would like to answer it, but the show he is with isn't listed in *The Billboard's* route columns. George Bedoni, please pipe up. Here's to all the boys who are keeping up their payments."


"WELL, TOM . . ." scribes Al Decker from Pittsburgh. "I can't work here. Have been here three days, but it's no go. Made the following spots in Ohio and found them good: Chillicothe, New Boston, Athens, Ironton and Logan. They are all open to the soldier reader. Had a little trouble in working Logan. Some jammer had been there and left lots of heat, so had to show I did not do tricks. When you pipe in, boys, why not tell what you are selling? I believe this would be of great help to all of us, as we could then switch to some other article and probably have a much bigger sale than if we used the same item as you sold. Have been getting mine lately with paste and strops and am in the folding money."

"AM ONE OF THE . . ." shoots Harold Case from Rushville, Ind., "alho I have neglected piping in before. Have given up the road for the present to break in a pair of high-diving dogs. The puppies are only nine weeks old but are working fine, diving as much as 30 feet. Biz looks rosy here. At present it is better than at any time during the last three years. Would like to see pipes from Charles A. Polly, also from Smilin' Ray Kendall. Saw Cardiel yesterday and had a long talk with him. Says biz is just fair. Let's give him a boost. I think he deserves it."

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New Deal Shows
Lebanon, Ind. Week ended July 20. *Auspices, Eagles' Boosters' Club. Location, one block from Square; no gate.*
Joe J. Fontana, general agent, deserves much credit for this engagement as this is first carnival in city for six years. Tom Beal and Barney Sisson taking care of all the folks. Keeps Buzzy, Midget and Buttons busy deciding their place to dine. Superintendent of Rides Fred Bolis painting and building. Tom Parker working fine on all special events and publicity. **FLOYD R. HETH.**

French Tax Is Cut 50%
PARIS, July 22.—French government approved new regulations reducing state tax on amusements. Taxes on street fair rides, shows and attractions are reduced 50 per cent, a welcome aid to carnival showmen. Big street fair in Pontarlier has 50 rides, shows and concessions, including Auto Scooters, Caterpillar, Pretzel ride, two Museums of Anatomy, glass blowers, wrestling show and dance hall. Also street fair in Carpentras with 40 rides and attractions. Lausanne, Switzerland, is running a big street fair with large number of attractions, including a menagerie and two illusion shows.

Pitchmen I Have Met

By SID SIDENBERG

Talk about beating the depression. I claim William N. Griffith, Southern Illinois medicine worker, has anything skinned I have ever run into in this business for making old man depression retreat to the backwoods and stay there. From all appearances Griffith doesn't worry about a thing. The last time I saw him he was purchasing plenty of groceries to take out to the old homestead at West Frankfort, Ill., and just waiting for the sun to start shining earlier in the day, preparing the platform and the housecar for the summer's campaign with his well-advertised remedies.

The way this boy beats the depression is with immediate members of his own family. His wife and two sons, Thornton, 18, and Walter, 16 assist him with his show, thereby eliminating all outside help, and the shekels that are taken in remain in the family exchequer to stay, outside of meeting necessary every-day expenses.

The missus does soubret, Thornton, blackface, and Walter the toby parts, while Bill does the straights and lecturing.

Griffith got into Pitchdom via the carnival route. Bill always did have the ambition and inclination to become a front man on one of the carnivals that played the old home town of Central City, Ky. Time and again he would practice on some of the store fronts of the town when the sales were on. He soon became adept at getting people in any establishment he worked for, and when given a trial on the plantation show of the C. W. Parker carnival, when that outfit was playing the town about 19 years ago, he was immediately hired, for he sure packed them in.

From the Parker outfit he went to the Dalton & Anderson Shows, C. A. Wortham, C. M. Nigro's Great White Way and the L. J. Heth shows. While on the latter he watched one of the boys lifting off and selling corn punk and when a disagreement on the show came up it automatically put William in the corn-punk game. Soon after he purchased a 40 by 60 top and went in for the med opry. The Griffiths own their own home and conduct their mail-order business from the old fireside. Bill is 42 and claims that he has many more years to put forth in Pitchdom.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

RALSTON F. RICE, distributor of Loop-o-Planes, has recently sold and delivered the second Loop-o-Plane to Auer & Krauz...

THE MAGIC FLOTE Novelty Company has found it necessary to move into larger quarters to take care of the increasing demands for the Magic Flote, which is proving an attractive and profitable agents' proposition.

THE FACTORY of the Spillman Engineering Corporation is still very busy despite the fact that August is about here. This is the first time in years that the plant has been operating to capacity at such a late date.

WE ARE SORRY!!

We have been so rushed with orders that we just had to stop sending out catalogs, couldn't take care of any more new customers, actually had to stop advertising in Billboard.

Arrangements for more room and additional help have been made and we now hope to render our speedy service to a few hundred more customers that appreciate price and immediate service.

Right now we offer America's greatest blanket "buy". Real FLASH, full size and plenty of patterns in a carton of 25. Price is \$1.10 Each.

If you haven't our Catalog, now's the time to get one. It means better merchandise at lowest possible prices. It means immediate service, as we carry loads of stock.

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WANT—To join at once, two money-getting shows. No Girl Show. Legitimate Concessions, \$10 each.

J. HARRY SIX ATTRACTIONS.

CARMICHAELS, PA., FAIR

DATES CHANGED TO

AUG. 13 to 17

5 Days and Nights, 5.

WANTED—Concessions and Shows of all kinds. GEO. BURNETT, Secretary.

P. J. Speroni Shows

WANT Ride Help. Whip Foreman. Must be capable. Agents for Scales, legitimate Concessions. This week Barrington, Ill. ESTHER SPERONI.

Corporation has not only enjoyed an unusually large volume of business on its new Loop-the-Loop ride, but in addition has sold and delivered a great many Kiddie Auto Rides, Lindy-Loops and Merry-Go-Rounds.

Visiting Two Circuses

ALBANY, N. Y., July 27.—Motored to Gloversville to pay my respects to Messrs. Adkins and Terrell and witness the Cole Bros. and Clyde Beatty Circus, which showed there on July 18.

Jess Adkins was waiting for us at the end of the performance to give us that iron grip of the hand that bespeaks cordial sincerity. I will try to quote the modest words he used in talking of his organization.

had been born in Madrid and she insisted that her baptismal name should be Spanish. Another of the brothers, Ernesto, limped in with a bleeding foot as his horse had trodden on it.

I wish I might record the pleasant meetings I had with Fred De Wolfe, who is doing double duty as auditor and treasurer; with Manager Clawson, William Cronin, Dusty Rhoades, George Davis and Mr. Farrell, the new legal adjuster.

Rumors are rife on the show that the street parade will soon be restored. If so, Capt. Charles Carroll will again manipulate the calliope keys.

Eddie Woekener's Band caused perspiring humanity to forget the torrid temperature, while the cool and natty attire of Alfredo Codomo, who is the perfect model of an equestrian director, refreshed the feminine eye.

ROSS TACOMA

(Continued from page 26)

Bernard and Walter Gafsky as floor judges, training quarters in charge of Lois Marks, Margie Van Raam and Tommy Hermanson, while Red Long and Joe Van Laam are in charge of the boys' quarters.

Remaining contestants are Johnny Crowder, Vina Walker, Cecil Bezley, Irene Hubbard, "Pee Wee" Collins, Pauline Boyd, Jimmy Passo, Helen Tyne, Joe Ricco, Kitty Potter, Jerry Whalen, Gladys Turner, Gordon Bezley, Nellie Tucker, Bob and Dorothy Blizeth, Bill McDaniels, Opal Ferdig, Tommy Loring and Cecil Johnson are solos.

ATTENDANCE SURPRISES

(Continued from page 26)

don Whitney, Rajah Bergman and Skipper Spiegle are working the platform between dips in the river.

Contestants still going are Edna Gowane and Kay Wilson, Bett Kuper and Ralph Lloyd, Anita O'Day and Wayne Dooley, Mary Grammatico and Tony Riccardo, Babe Harland and Don Martin, June Davis and Joe Mathies, Marie and Tony Berus, Marion Bach and Al Auskan, Ginger Stevens and Lou Jarvis, Jean Abshier and Lazy Ryan, Jeanne Stevens and Billy Donaldson, Sally Gross and Charlie Cook, Helen Posing and Bob Carpenter, Helen Oszvath and Gus Simmons, Virginia Absahier and Case Miller, Helen Troesch and Leo Kirby, Sally Smith and Ray McDermid, with solos Mike Barrio and Jack Reid.

CONTESTANT NOTES

(Continued from page 26)

from the boards but says he reads The Billboard every week to keep in touch with friends he met on Fox, Tebbetts,

Slusky, Mitchell and Cowl shows. Says he would appreciate reading notes in the column from friends he has lost sleep with, including Popeye and Maxine, Skippie and Lucille, Artie and Estelle, Audrey Kines, Ducky Costello, Jean and Lou, Jimmie Slater, Johnny Morgan, Jack Negel, Billy Lang and Buella Cappo.

RUBBER LEGS MARTIN and Sonny Kines, on the Swartz Kalamazoo, Michigan, would like to hear from Doug Isitt, Pat O'Day, Stew Allen, Pop Miller, Johnny Agrella and Al Smith.

HELEN BLAZE, Cleveland, wants to learn of the whereabouts of Popeye Thomasson, who finished the Bay City, Mich., show with her; Stewart Rose and Denny Beckner. Letters via the Letter List or notes in this column will be appreciated.

JUNIOR JACK KELLEY, doing comedy with the Charles F. Noltimier Enid, Okla., show, wants 'em from Dimples O'Neil, Bernice Snyder, Nick Winrick, Joe Kelly, Jerry Martore and Doug Mills, via The Billboard.

7 TEAMS ON

(Continued from page 26)

Smitty's music is really pleasing the customers, and the floor is crowded for the public dancing sessions. Bob Cole and Jack Marion are handling the floor, with both doing a fine job. Trainers are Joe West, Andy Speller and Emil Dering; nurses, Margaret Smith and Mickey Shean.

The remaining couples are Joe Garry and Thelma Birdsall, Billy Smith and Fuzzy Thoms, Bob Daniels and Virginia Alexander, Johnny Reid and Frenchie Lehman, Eddie Reilly and Mildred Cramer, Chick Atwell and Cella Anderson, Pat Kenrey and Evelyn Burnett.

Felix's Scaucus Diner is handling the concession and feeding the contestants.

The rest of the staff includes H. K. Clark, marathon news and dope sheets; John R. Herdman, photographer; Beatrice Demartino, Doris Silver and Mary Marsnick, cashiers; Joe Temple, Bill Dippel and Emil Ebeling, tickets. Charles Bildstein, Fred Echkoft and John Eggers are members of the local police who are detailed for duty on the premises each evening. Mrs. Jay Nitzberg is in charge of the office. Houses have been on the increase steadily and everything points towards a good finish.

STEINEL K. C.

(Continued from page 26)

house, Wilcey Preston; nurses: BeB McKay and Jackie Yocum. The kitchen is supervised by Popeye White and four assistants. Tiny Schillinger has charge of the dope sheets. Chauncey Downs' Orchestra furnishes the music, a seven-piece unit. The matinee pianist is Merle Gibson and the after-midnight pianist is George Newell.

The contestants are Darlene Farrel, Jimmie Farrel, Billy Rhodes, Jack Curley, Dot Mayberry, Bud Collins, Connie Browning, Eddie Browning, Pat Green, Bob Wilkins, Wilma Harriman, Steve Keller, Jaunita Sutton, Warren Cole, Maxine Merritt, Jimmie Zimmerman, Jackie Andrews, L. D. McGahey, Mina Jeffries, Paul Holman, Lou Williams, Jean Williams, Lois Brown, Charles Loeb (who was buried for 32 days last year at Fairmont Park, this city), Ginger Shanty, Tex Langford, Alma Amaleny, Earnie, Downing, Judy Kines, Dale Thorpe, Viola Thompson, Bob Adams. The solos are Bobby Stewart, Clifford Wilson and Bob Ginn.

LETTER LIST

(Continued from page 49)

Gentlemen's List

- Allison, John B. Irving, S. L. Anderson, F. A. King, Charles (Andy) Koons, Jack Kyle, Floyd Leeman, Walter R. Bacon, Russell Lennan, R. J. Bell, Jack W. Marwin, Robert Bissasar, S. B. McNiff, J. J. Brewer, Ray Mellon, A. J. Chaney, Charles Merl, Chief Coleman, Winfield Miller, Fred Miller, Ray Mitchell, H. H. Moon, Herbert Moore, Lionel Morrison, Fred Nelson, H. E. Hackman, Otis O'Brien, Don O'Neil, H. L. Holcombe, Roy Parker, Paul Hooper, W. E. Pierce, Howard Hopson, B. W. Pool, Edy Hopson, Tex Ray, R. V. Howard, Johnnie Sewell, Arthur Hudson, H. Allen Shure, Arthur

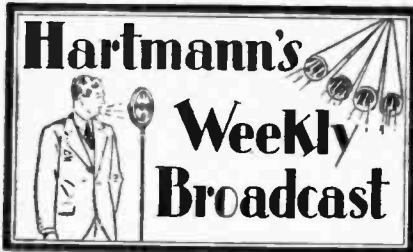
- Sisler, Louis Vernon, C. A. Smith, Howard Wagner, Robert L. Spicer, Earl Williams, Henry Stanton, William (Legs) Stober, Tex Winters, William Stroud, Bill Wood, Blackie & Swanner, R. L. Frankie Thompson, C. C. Wyatt, Buster Turner, Ray Zarrington, Howard

MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bldg. 1418 Commerce St.

Ladies' List

- Adams, Mrs. J. C. Henry, Miss Billie Allen, Mrs. Ima Hughes, Mrs. Helen Bailey, Mrs. W. C. Hutcheson, Grace Bishop, Mrs. Klingbille, Laredo Burdick, Mrs. Al Phillips, Pearl Caskie, May Riggins, Ann Lyna, Bob Miller, Cole O'Brien, Jack O'Hara, Russell O'Malley, Jim Rodgers, Tex Sante Fe Expo. Shows Shugart, Doc Splaun, Herbert Stone, Henri Vann, Dan Vincent, Jack West, Buster



THE AMUSEMENT PARK industry last week lost one of its greatest leaders in the death of George F. Schott. It was he who remade Coney Island, Cincinnati, of which he was president and general manager, and with such success that today it is reputed to be one of the best laid out and most beautiful amusement parks in the country. And this is all the more marvelous when one considers that his park experience dates back not more than 12 years, when he became associated with Coney, his only park connection.

George F. Schott was one of the dozens of park men who started in the banking business, and from what we have been told, success never failed to crown his efforts in anything he ever undertook. It is interesting to note that Ernest Anderson, well-known builder of shows for parks, in his "All-Time Favorites" in "Out in the Open" of our issue of July 27, chose Schott as one of these.

All the Cincinnati newspapers carried tributes to the memory of him, but none made as great an impression on us as

did the one by Lew Heck, columnist and promotion manager of *The Times-Star*, in that paper dated July 26, the day before Schott was laid to rest. It read, in part:

Coney Island's great commander-in-chief and Cincinnati's splendid citizen lies lifeless on his shield, as it were, for he died in action and as swiftly as any general struck down in the field of combat. This soldierly figure which we draw up of the tireless, sleepless man of action and genius that George F. Schott was, is not an exaggeration. His vision, his unswerving, dauntless courage, his ability to see around a corner, his genius of command would have made Schott an outstanding military leader if fate had cast him into that role. However when we, who were the confidante as well as friend of George F. Schott thru many years, recall his great and humane heart, his countenance that was shadowed with pain at the sight of pain in another human being; his love of his fellowman even to the humblest in his care, we cannot think of George F. Schott as a military general in slaughterous profession. Under his gift of leadership and direction Coney Island bloomed and prospered to a degree never before witnessed there. He was a most active commander and the "he-who-must-be-obeyed" among the army of people in his employ and yet he was the kindest of chiefs. Early in his career he trained his only son, Edward L. Schott, in the commandship of parks, for, being the sort of man who anticipates what may be "around the corner," he knew that the clock strikes for the last time for all men, including the George F. Schotts of this world.

Not only as an amusement park chief was George F. Schott of great value to the people of Cincinnati and its environs. His genius as a park maker and park commander was a precious asset to Cincinnati business. Thousands of out-of-town folk were attracted to this most beautiful of the nation's summer parks and the various businesses of the city itself were benefited thereby. Altho the master's hand is cold and still, Coney Island, under the impetus he gave it, will go on in quite the same successful manner.

↑ ↑ ↑
IN OUR last issue we told you about Mrs. C. M. Kindel, president of the Michigan Federation of Humane Societies, of Grand Rapids, writing us that Michigan is no place for carnivals featuring "geeks" who bite off the heads of live chickens.

Our opinion is there shouldn't be a place anywhere for such "attractions" as they are a disgrace to the carnival profession.

↑ ↑ ↑
LEON HEWITT, of Henderson, N. C., brother of William Judkins Hewitt, is endeavoring to have North Carolina hold an exposition in 1937. In *The News and Observer*, Raleigh, dated July 22, appeared a letter to the editor from Leon, reading as follows:

California is holding an exposition at San Diego. Texas will stage one at Dallas next year. Why cannot North Carolina have one in 1937? We can. I now suggest the Hon. O. Max Gardner as the one to promote the event and Norman Y. Chambliss as the one to direct the exhibits and amusements of "The Greater North Carolina Industrial, Agricultural, Historical and Scenic Exposition" to be held at Greensboro, Durham, Winston-Salem, Charlotte, Raleigh, Wilmington or Asheville from June 15 to November 30, 1937.

Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

TOO MUCH RAIN

Crops are late, especially in the Corn Belt. Where last year's drought had burned everything brown, water stood on the fields a good part of this June. Winter wheat harvest is going forward in the Southwest, but in the Central States bad weather and wet soil have held it up. Total supply of major goods to be produced in 1935 is likely to be approximately the same as in 1934.

Corn Belt farmers have had a hard time to get their corn planted between rains. In parts of Iowa corn had its second cultivation by the middle of June and was coming fine, but in the southern sections the rains delayed things until apparently 10 to 20 per cent of the crop has not been planted. In Southern Indiana and Illinois and in Missouri also quite a percentage of corn failed to get planted; everything is very backward except grass. Rains have helped meadows and pastures.

Rains have threatened both yield and quality of winter wheat in Southern Illinois and Indiana, Eastern Kansas

WANTED FOR WANTED
NATIONAL CONVENTION I. B. P. O. E. W.—ELKS.—AUG. 16th to 31st
INCLUDING SUNDAYS. WASHINGTON, D. C.
THIS WILL BE THE LARGEST CONVENTION IN THE HISTORY OF COLORED ELKS. LOCATION, GEORGIA AVE., IN THE CENTER OF COLORED BUSINESS DISTRICTS. WANTED—Rides, Shows of all kinds with own outfits. Concessions of all kinds. Will sell Exclusive Corn Game, Frozen Custard, Walking Privileges, Novelties, Picture Machines. WANTED—A few more high-class Free Acts. Have good opening for real Cookhouse and Grab Stands. All privileges reasonable. Write or wire
JACK V. LYLES,
COLORED ELKS' CONVENTION HDQTS.,
10th and U STS., N. W.
Night Address: Hotel Houston, Washington, D. C.
Ed. Edgar, Phone. Potomac 2524.
Wire.

GRUBERG'S WORLD'S EXPOSITION SHOWS WANT

FOR HARFORD COUNTY FAIR, BEL AIR, MD., COMMENCING AUGUST 26. FOLLOWED BY THE MARYLAND STATE FAIR, TIMONIUM, MD., LABOR DAY WEEK, SEPTEMBER 1 TO 7.

Shows, Rides and Concessions of all Kinds. Will make special inducements to Showmen with their own outfits for these two big Fairs. WILL BOOK Kiddie Auto Ride. Have opening for Whip, Lindy-Loop, Loop-the-Loop, or any other Rides.

Concessions come on. No exclusive. You all know what these two Fairs are for Concessions. If you don't know, ask those who played them last year. E. B. BRADEN, Concession Manager.

Mrs. Ramish wants experienced Ball Game Workers.

Everybody Write
MAX GRUBERG, Gruberg's World's Exposition Shows,
Week July 29, Clarksburg, W. Va.; Week August 5, Morgantown, W. Va.

WANTED for 19 More Weeks of Bona Fide Fairs

IN KENTUCKY—TENNESSEE—ALABAMA—GEORGIA—FLORIDA
A GREAT ROUTE IN PROSPEROUS INDUSTRIAL AND AGRICULTURAL CENTERS. DAY AND NIGHT EVENTS. CONSECUTIVE BOOKINGS. JOIN NOW!

SOMERSET, KY. (Pulaski County Fair), July 29-August 3.

RUSSELL SPRINGS, KY. (Russell County Fair), August 5-10.

COLUMBIA, KY. (Great Columbia Annual Fair), August 12-17.

LEBANON, KY. (Marion County Fair), August 19-24.

HARTFORD, KY. (Ohio County Fair), August 26-31.

BARBOURVILLE, KY. (Knox County Fair), September 2-7.

CLINTON, TENN. (Anderson County Fair), September 9-14.

The ROYAL PALM SHOWS have booked and will play SECH OUTSTANDING FAIRS at Lawrenceburg, Tenn.; Sandersville, Covington, Monroe, Moultrie, Cordele, Ga., and Alexander City, Ala. Then into Florida for a full winter tour following the Holiday Season. Now carry 9 Rides and 7 Shows. One of the best equipped Shows on the road.

CAN PLACE SHOWS—Monkey Circus, Fat and Lean People and Midgets, Fun House, Glass Blowers, Flea Circus. If you have a novel Show write or wire. CAN PLACE ALL KINDS OF CONCESSIONS (positively no graft). GOOD OPENING FOR STOCK WHEELS.

HIGH SENSATIONAL FREE ACTS WANTED—Straight and Comedy. WILL BUY good Calliope on truck. Would consider booking "Swooper" Ride.

Write or wire ROYAL PALM SHOWS,
BERNEY SMUCKLER, General Manager, Somerset, Ky., This Week, then as per Above Route.

KLAMATH FALLS OREGON MARSHFIELD

TWO BIGGEST CELEBRATIONS IN THE NORTHWEST

NATIONAL CONVENTION AND LABOR DAY CELEBRATION. PAUL BUNYAN CELEBRATION AND ELKS' CIRCUS.

August 28-September 2—Six Big Days, Down Town, KLAMATH FALLS.

WANT FREE ACTS.

Sponsored by Fourteen Local Organizations.

August 22-23-24—3 Big Days, IN THE HEART OF MARSHFIELD.

WANT for balance of season, small Cook House, Frozen Custard, Candy Floss, Hi-Striker, Cigarette Shooting Gallery, Legitimate Stock Concessions and Shows. No Shows or Novelties for Marshfield. No exclusives for these two celebrations. WANT Motordrome, Loop-o-Plane, live Biding Poultry, Scales. WILL BOOK any Ride except Merry-Go-Round, Ferris Wheel, Whip, Mix-Up, Kiddie Air-planes and Kiddie Autos. WANT experienced Ride Help. Nina Rogers wants Concession Agents. ROUTE—Week starting July 29, Corvallis; Aug. 5, Springfield; Aug. 12, Eugene; Aug. 19, Marshfield; Aug. 26, Klamath Falls; all Oregon. STEFFENS SUPERIOR SHOWS

ST. MARY'S CHURCH, WINDGAP, PA.

19th ANNUAL FEAST OF ST. MARY AND FIREWORKS CELEBRATION

AUGUST 12 TO SUNDAY, 18, INCLUSIVE.

WANTS Rides, Concessions, Rodeo or Small Circus, Refreshment and Eating Stands, Ice Cream Machine, Photo Gallery, Popcorn, Candy Apples, Diggers. Free Acts with Concessions. Scales, Novelties. All reasonable rates. STEWART WACHTER, P. O. Box 1181, Bethel, Pa. No collect wires.

World shipments since last August 1 have been only slightly above the very light movement of the previous season.

The live-stock situation has been marked by continued strong hog and cattle markets. The slaughter supply of lambs, however, has been fairly large. Milk production per cow last month was nearly 9 per cent above a year ago, tho the 5 per cent fewer cows left total milk production up only 4 per cent. Egg production likewise was up, but the 6 per cent fewer hens in the country offset it.

EVANSVILLE, Ind.—Pneumonia which developed after an operation for treatment of tuberculosis caused the death of Georgia, 9-year-old chimpanzee, at Mesker Park Zoo. Dr. Paul D. Crimm, superintendent of Boehne Tuberculosis Hospital, performed the operation, which involved removal of several ribs. A post-mortem disclosed both lungs of the chimpanzee were infected.

MILWAUKEE—Charles A. Stanke, veteran keeper at Washington Park Zoo, has been placed temporarily in charge to succeed Edmund Heller, resigned. Stanke has served since 1909. Merger of the zoo with the public museum, under supervision of Dr. Samuel A. Barrett, now museum director, is under consideration.

OPENING BALTIMORE BRANCH HOT SPECIALS

ELASTIC—3-Yard Hanks. Doz. 30c
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Seller. Doz. 26c
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S. A. Doz. 20c
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10 New Double-Edge Blue Steel Blades.
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1 Jumbo Styptic Pencil.
1 Large Stone Razor Stone.
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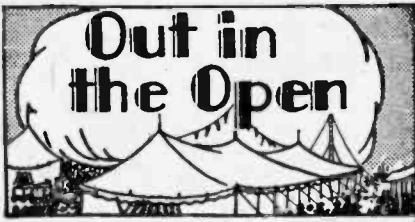
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WANTED—For Celebration at FAIRPLAY, MO., August 8, 9, 10. Auspices Young Men's Business Club. Address H. J. PAYNTER, Fairplay, Mo.

WM. R. DYER WANTS
Weight Guesser for Scales, Corn Game Help, Legitimate Wheel Worker, Grinder for Fun Show. Platterville, Wis., Fair, August 4-4; Rushford, Minn., 5-7; Rochester, Minn., Fair, 8-10, and continuous Fairs, Wisconsin and Louisiana. Mr. Dudley, Iola.

FOR SALE
64' Round Top with three 30' Middles and one 20' Middle, 9' Walls, built circus style, water-proof circus tent. Priced right.
NORFOLK TENT & AWNING MFG. CO.,
Norfolk, Va.

GOLDEN WEST SHOWS
WANT Cook House, Show People, with or without equipment, for Big Fair and Celebration, Rochester, Minn. Ten Wisconsin Fairs following. Wire en route. **WM. BARNHART,** Golden West Shows.



By MILTON DANZIGER

Milton Danziger, assistant general manager Eastern States Exposition and long a keen student of fairs and expositions, pinch hits for Leonard Traube, who is on vacation. Mr. Danziger's opening paragraph reveals that he is the dog-writing expert for *The Springfield Republican*, but he is first president of the newly formed Dog Writers' Association of the United States as well. He is an authority on government relations pertaining to fairs.

"GUEST conducting" is a swell idea for a columnist. I think I will try it myself for my weekly "Dog Barks" column in *The Springfield Republican*. To show my generosity I will select as my first "guest conductor" one Leonard Traube. I know he knows a great deal about dogs. Did he not at one time discourse on the merits of "Ayrshire" terriers? "You don't mean Airedales?" I asked. "What difference does it make?" barked the genial Leonard. "Czechoslovakian words are often mispronounced."

"Guest conducting" has another advantage. It gives the guest an oppor-

tunity to spread the mayonnaise and to tell the world what a swell guy his host is. We in New England like Leonard. We like him for his cheerfulness and helpfulness. We like him for his sincerity and his ability. A fair meeting in New England would not be complete without his presence. We like him because he never hits below the belt, never dishes the dirt, never conveys a hidden meaning to what he writes. He is what New Englanders term a gentleman.

I can say these things because I was advised that "guest conductors always choose their own subjects; in fact, write about anything they please, and they may even commit verbal mayhem in the process."

While on the subject of verbal mayhem I have an idea to offer. I would like to induce some philanthropic soul to endow a course on "lively English." For the textbooks I would recommend the weekly issues of *The Billboard*. This might sound like a lot of Indian wapooch or journalistic fertilizer, but careful consideration will show its merit. Hundreds of good ideas and good stories go into the editorial garbage can every day because of lack of readability. Too many of our writers have been trained in old-fashioned "English composition" and reader book style. There is no aim toward freshness and individuality.

Study the pages of *The Billboard*. Observe the liveliness and vivacity of the words. Some of them fairly jingle and dance. English purists might object to some of the slang expressions and the abbreviated form which some of the words take. "Exhibs" for exhibitors and "congrats" for congratulations may blur sensitive eyes, but *Billboardians* are writing for a profession which breathes with the joys, likes and gayety of the world. Some purists object to the dot-and-dash method of writing. I would call it telegraphic writing. It is more difficult to be brief and concise than wordy and expansive. To the type of writers that "take their pen in hand" *The Billboard* would have no appeal. I like *The Billboard* because I learn new words, new expressions, and when I am finished reading its pages feel refreshed.

Heritage of World's Fairs

"WHAT is the heritage of world's fairs and large commemorative exhibitions?" ponders the average fair man. When he contemplates the assortment of big exhibitions past and present and those projected he is interested to know what they have to offer to posterity. It has been facetiously stated that the World's Columbian Exposition (Chicago, 1894) gave the modern fair the midway and A Century of Progress (Chicago, 1933-'34) the fan dance.

There is no question that many of the large fairs of the past left their impress on the annual State and interstate fairs. Undoubtedly the one large American exhibition which gave us the greatest heritage was the great Panama-Pacific International Exposition, held in San Francisco in 1915. The California exposition presented new forms of beauty which have been unsurpassed during exhibition history in the last two decades.

Recent large commemorative exhibitions have been deficient in physical and outward appearances of beauty. The California Pacific International Exposition (San Diego, 1935), altho on a smaller scale of commemorative exhibitions held during the last 20 years, is destined for success. Already visitors are returning extolling its beauty. Little is said of its scope, its exhibits and other essential exhibition features, but much of its attractiveness.

The Lesson of Art

A PROPOS the Panama-Pacific International Exposition (San Francisco, 1915), Eugen Neuhaus, distinguished American architect and lecturer on art, said:

It is generally conceded that the essential lesson of the exposition is the lesson of art. However strongly the industrial element may have asserted itself in the many interesting exhibits, no matter how extensive the appeal of the applied sciences may be, the final and lasting effect will be found in the great and enduring lesson of beauty which the exposition so unforgettably teaches.

The visitor is at once stirred by the many manifestations of art, presented so harmoniously by the architect, the sculptor, the landscape architect and the

painter-decorator, and his attention is kept thro' by artistic appeals at every turn. It must be said in the very start that few will realize what is the simple truth—that artistically this is probably the most successful exposition ever created. It may prove the last. Large international expositions are becoming a thing of the past on account of the tremendous cost for relatively temporary purposes.

"One Directing Mind"

SIR LAURENCE WEAVER, director United Kingdom Exhibits at the British Empire Exhibition (1924), author of *Exhibition and the Arts of Display* and a noted authority on exhibitions, states:

There is one point which must be plainly dealt with, the disturbance of existing practices of exhibition equipment, if art is to be the dominant factor in the future shaping of exhibitors' displays. Hitherto it has been the custom (with a few striking exceptions) for an exhibitor to take his space and to put both the design and building of the stand in the hands of a stand-fitter, with such suggestions and supervision from himself as his own interest in publicity methods and art might suggest. I have great admiration for the skill and resource with which stand-fitters juggle with their stocks of columns and fretwork brackets, but their business is building, and it would be unreasonable to expect them all to be artists. Moreover, if co-ordination of design in a group of stands is to be accepted as a reasonable and economical course to be followed in the future, there must be one directing mind to furnish the design, however many stand-fitters may be employed in the necessary and honorable task of giving it shape.

Lack in Appeal

MANY international exhibitions fail in their pre-exhibition claims because they lack, to use Sir Laurence Weaver's expression, "one directing mind." The function of an international exhibition is to present art in significant form. As someone has said: "The motive and end of any art whatever is to make a pattern." If there have been patterns at our recent large exhibitions they were not evident. No new forms of beauty were created. Most of them had no continuity in the building plan; no beautiful avenues, entrancing courts, compelling sculpture or alluring mural decorations brought together in a harmonious whole. What has been their heritage? I would like to know.

Circus and Other Features Drawing Big for Luna Park

LUNA PARK, Coney Island, N. Y., July 27.—Charlie Miller, general manager of Luna Park, tops the list of optimists for a decided uplift in general business conditions. He has been associated with Luna Park 26 years and has seen many changes. During the past two years, however, since Mr. Miller has been in the managerial post, the park has made great strides toward business recovery.

Luna has a circus, made up of outstanding acts. It bills such acts as Unoff Family, teeter-board acrobatic act; Sidney, Wonder Horse; Radke's Chinese Dogs; Hazel Williams, cloud swing; Dr. Pierre Bernard's Famous Elephants; Dobas Troupe, perch act; Elsie, Loop-the-Loop; Victor's Band and Conley's Circus. Circus, Victor's Band and dance orchestra are booked thru agency of James F. Victor Attractions, Inc.

On August 10 Mr. Victor will appear as guest artist with Uncle Don over Station WOR, and on August 22 Uncle Don will bring 30,000 children to the park on an outing. On the same date Goodman's department store, Brooklyn, will be guest of the park. The park shows a better box-office figure this season than has been experienced since 1929, it is said.

Pearson Shows

Roadhouse, Ill. Week ended July 20. Location, around Square, in business section. Business, good.

Show plays two more still spots, then fairs. Fifty-three people are on show. Rides are receiving second painting. Mrs. Pearson has show booked solid and is back. N. STAFF.

MARRIAGES

(Continued from page 28)

composer, and Wanda Marie Wood, of Hollywood.

ZIEGLER-GRESHAM—Paul Ziegler to Velma Gresham, stage and screen actress, July 18 at Los Angeles.

COMING MARRIAGES

Doris Mac Mahon, stage and screen actress, and Hallam Cooley, theatrical agent and former film player.

Helen Keeler, actress and sister of Ruby Keeler, stage and screen star, to Michael Francis Newman.

Pauline Starr, dancer, and Pat O'Shea, radio and club entertainer.

Virginia Whalen, film dancer, and Maurice Kline, motion picture writer.

Ruth Allen Dayton and Harry Oliver, motion picture art director and creator of *Gold Gulch* at the exposition in San Diego, Calif.

Margaret Joy, daughter of Jason Joy, screen producer, to James Shelby Farra.

Helen Vinson, screen star, to Fred Perry, English tennis player. Wedding will take place in London at an early date.

Albert Reineck, manager of the Buchanan Theater, Detroit, August 10 to Dorothy Schultz, bookkeeper for the Krim Theater Circuit, Detroit.

BIRTHS

To Mr. and Mrs. John Cary a daughter July 21 at the Methodist Episcopal Hospital, Brooklyn. The name is Yvonne Maud; weight, eight pounds. Mr. Cary is service manager for National Broadcasting Company, New York.

Arlane Judith, seven pounds, on July 5 in the Bronx Hospital, New York. First child of Bobby Morris, comedian in burlesque, and Florence Fawn, soubrette of vaudeville and burlesque. Residence, 1416 Walton avenue, Bronx, New York.

To Mr. and Mrs. Deaf Scott on the Bar C Ranch, Smithfield, Tex., July 14 a 7½-pound girl, Dorothy Jeanne. Mother is the eldest daughter of Fog-Horn Clancy, well-known rodeo promoter and announcer. Father is a cowboy artist and contest hand.

A 9½-pound boy to Mr. and Mrs. Roy Quick at St. Joseph's Hospital, Fort Worth, Tex., July 19. Father is former rodeo performer and mother was featured vocalist at Fort Worth night spots until her marriage. Child has been named Charles Edward.

An eight-pound son July 17 at the Cedars of Lebanon Hospital, Hollywood, to Mrs. Harry Green, wife of the motion picture comedian.

A daughter July 17 to Mr. and Mrs. Noland S. Walker at Aultman Hospital, Canton, O. Father is chief engineer of Station WHBC, Canton.

DIVORCES

Mary Pauline Jones filed suit against Allen Charles Jones, film cameraman, July 19 in Los Angeles.

Marion Sayers, screen actress, from James Murray, film player, at Los Angeles July 18.

Lillian Parver, motion picture actress, filed suit July 22 at Los Angeles against Jacob J. Parver.

Winifred Shaw, stage and screen actress known as Wini Shaw, from Leo L. Cummins, orchestra leader, July 22 in Detroit.

Cleve Palmer Morrison, brother of Colleen Moore, former screen star, from Ruth Abbott Morrison, stage actress, at Los Angeles July 16.

Elizabeth Martin July 19 at Los Angeles from Charles G. Martin, screen actor.

Gizo Szanti, pianist and radio entertainer, in Detroit July 19 from A. Paul Osius.

Dorothy Dickson, American actress, filed suit in London July 25 against Carl Hysön, American theatrical producer and her former dancing partner.

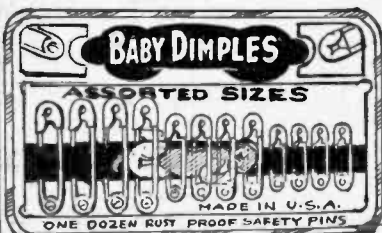
Adrienne Ames, screen actress, from Bruce Cabot, screen player, in Reno July 24.

Nancy Carroll, screen actress, filed suit in Reno July 24 against Bolton Mallory, editor.

Jean Winrick, known as Jean Andrews and formerly with the A. B. Marcus revue, filed suit against Nick Winrick June 13 in Minneapolis.

Beatrice Thomson, actress and playwright, filed suit against Claude

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FIREMEN'S DISTRICT JUBILEE

On the Streets,

CONVERSE, IND., WEEK OF AUGUST 5.

WANT Independent Shows, Rides and legitimate Concessions. Advertised in four counties. Answer DGN MILLER, Secy., Converse, Ind.

STEADY MONEY MAKER Winter and Summer ORIGINAL Heart-Action Machine from World's Fair. Good for State Fairs, Parks and Dept. Stores. Price \$250.00 cash; no more. JOHN P. HOONING, 7th Ave. Hotel, Cincinnati, O.

WANTED SILVER BROS.' SHOWS

Trombone, Cornet and Trap Drummer to join at once. Saxton, Pa., August 1; Markleysburg, August 2. James Creek, August 3.

MOHAWK VALLEY SHOWS

SPECIAL: Owing to epidemic of infantile paralysis and cancelling all my Virginia Fairs and routing to Tennessee, Georgia and Florida Fairs. **QUIT ALL WINTER. WILL BOOK POUY RIDE, KIDDE RIDE and any Flat Ride not conflicting. Liberal terms to worth-while Shows with own outfits that want money-making route. PLACE Concessions. Grift stay away. WANT QUICK GOOD FREE ACT. Long season. State lowest salary. Must open August 5. One more week in West Virginia, then directly to territory stated above. LEO M. BISTANY, Mgr., Madison, W. Va., July 29-August 3.**

WANTED

Christ United Shows Wants

Ten-in-One, Hill Billy Show or any Show that does not conflict. Will furnish outfit for any except Ten-in-One. **CONCESSIONS**—Any legitimate Concessions open except Cook House, Corn Game, Photos and Popcorn. Blackey Bowser write or wire, Xenia, O., this week. Christ United Shows not going South at present, playing Celebrations in Ohio and Indiana. **FRED CHRIST, Manager.**

J. J. PAGE SHOWS WANT

Concessions and Money-Getting Shows, Musicians and Girls for Girl Show. Also Taiker for Side Show. Address this week, Prestonsburg, Ky.; next week, Jenkins, Ky.; then Tri-State Fair, Middlesboro, Ky. Fourteen more Day and Night Fairs to follow. No still dates.

WEST BROTHERS AMUSEMENT CO.

WANTS Ride Help for Tilt, Caterpillar, Loop-a-Plane Merry-Go-Round, Concessions all kinds. **WILL BOOK** any money-getting Show. Ride Help come on: Baraboo, Wis., this week.

WANTED

Circus Acts of all kinds, Side Show People, Musicians, Boss Canvasman, Aerial Acts. Orton Troupe wire.

C. BRENT

210 South Main, Tulsa, Okla.

CARNIVAL BOOTHS--RIDES

FOR RENT. Complete Unit—12 Concession Booths, enclosed, size 8x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. **JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa.** Phone, Pennypacker 2177.

WANTED FOR

12TH ANNUAL COMMUNITY STREET FAIR, Sept. 5-8-7, 1935, Medaryville, Ind. Four good FREE ACTS, Good Shows, Merry-Go-Round, Ferris Wheel, Kidde Ride and Concessions. Write **FRANK ROWE, President.**

ROYAL PALM SHOWS

CAN PLACE AT ONCE Ferris Wheel Foreman and Working Men on Tilt-a-Whirl. Must be sober, and those driving trucks given preference. Write or wire **BERNEY SMUCKLER, Somerset, Ky.,** this week; Russell Springs to follow.

WANTED

Cowboys, Cowgirls, Bronk Riders, Trick Riders, Bulldoggers. People with own tough stock given preference. Long season. Mary Droffte come on. **BAR U RANCH RODEO, Norristown, Pa.**

Hughey Brothers Shows WANT

MAN to take charge of Turn-Over Crazy House. Must in at once. Also have Top for Side Show. Address Sheldon, Ill., this week.

WANTED 7-Piece Circus Band

Must have own transportation. **CAN USE** few more Circus Acts. Sixteen weeks' work. Wire **COOK BROS. CIRCUS, Forman, N. D., Saturday;** Vebler, S. D., Monday.

COOK BROS. CIRCUS

WANTED

SHOWS, CARNIVAL, CONCESSIONS, For Large Annual Italian Religious Celebration, Hamonton, N. J., Week of August 12. Celebration Day, August 15. Everything open. Apply to **RALPH SANTILLE, 221 French Street, Hamonton, N. J.**

WANTED

Concessions and clean Sideshows, for New Carlele Annual Fall Festival. Rides, Fats and Free Entertainment booked. **G. P. TROSTEL, Chairman, New Carlisle, O.**

WANTED MUSICIANS

Sousaphone, Trombone. Salary \$20.00. Eighteen weeks Fairs booked. Join on wire quick. **SMITH'S BAND, Gastonia, N. O.**

Rains, stage and screen star, July 16 in London. Rains recently secured a divorce in America from Miss Thomson.

Chicagoans at Schott Rites

CINCINNATI, July 27.—De Arv G. Barton, Chicago, former field secretary of the National Association of Amusement Parks, and Charles H. Duffield, Thearle-Duffield Fireworks Company, Chicago, were among out-of-town men who attended the funeral of George F. Schott, president of Coney Island, Inc., here today. Edward L. Schott, park manager of Coney and only son of the deceased, who collapsed following news of his father's death, was able to leave the hospital to attend the last rites.

R-B Will Play Terre Haute

CINCINNATI, July 29.—In the circus department, page 30, it is stated that Terre Haute, Ind., booked for August 1 by Ringling-Barnum, has been canceled and that show instead will play Vincennes. It has since been learned that the show will make Terre Haute on that date, as originally planned.

Leroy Bassler in Hospital

CINCINNATI, July 29.—Leroy Bassler, in property department of Ringling-Barnum, is in Good Samaritan Hospital recovering from a stomach ailment. He will be able to rejoin the show at an early date, doctors believe.

WANT FOR BALANCE OF SEASON

Cook House. Also want Corn Game, Fishpond, Bowling Alley, Cigarette Gallery, Diggers or any other Concession. All open. Want to sell Corn Game, Frozen Custard exclusive, Goshen, Ind., Fair. Also want Concessions for Marshall, Mich., Fair. We have nine Fairs **WANT** good money-getting Shows for our Fairs. Bryan, O., this week; Angola, Ind., next week.

J. C. WEER SHOWS

WANTED

Auto Kiddie Ride, Chair O Plane and Tilt. Also Shows and Concessions. Ten Fairs and Celebrations, all in Illinois, starting at Newnan, Ill., week of August 12, on streets. Right in heart of Corn Belt, banner crops, lots of money. Come on. Get Winter B.-R. Homer, Ill., this week.

KING'S UNITED SHOWS

? WHY HESITATE ?

Nineteen more Street Celebrations to go. Two this week—Fremont, Mich., July 29 to August 1, and Howard City, Mich., August 2 and 3. **CAN USE** two small Shows and legitimate Concessions of all kinds. **WANT** Decorator that's not afraid of work and one that has something to put up.

ROSCOE T. WADE, Manager, Michigan Greater Shows

BRANCHVILLE FAIR

Week August 12.

6—BIG DAYS and NITES—6

WANT—Good Shows, Legitimate Concessions, Photos, Novelties, Pop Corn, Demonstrators. Apply **SECRETARY, Branchville, N. J.**

HARFORD COUNTY FAIR

New Dates: August 28 - 31, 1935

Bigger and Better Than Ever. **DAY AND NIGHT FAIR.** Cash Prizes Given Each Day. Address all applications for Concessions to **HAMILTON AMOSS, President, Fallston, Md.;** Week Before Timonium. **GLADDEN DAVIS, Secretary, Bel Air, Md.**

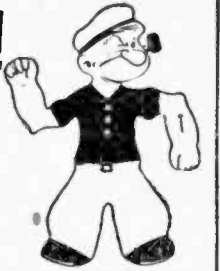
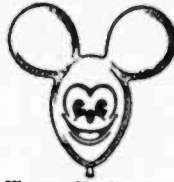
WANTED RIDES

FOR

LACKAWANNA COUNTY FIREMEN'S CONVENTION

Dickson City, Pa., Aug. 27-Sept. 3. Write **F. P. KELLY, Dickson City, Pa.**

FAIR WORKERS, ATTENTION!



We are Headquarters for all kinds of Novelties for Concessions. Buy the HOT numbers for the Fairs. Inflated Toys, Mickey Mouse, Tom Mix, Pluto the Pup and Popeye, \$8.00 Gross; Mickey Mouse Toss-Ups, 70c Dozen, \$8.00 Gross; Mickey Mouse Balloons, \$3.50, \$3.75 and \$4.00 Gross; No. 10 Streetmen Special Printed Balloons, \$3.25 Gross; Straight and Lash Whips with Loop or Whistle Handle, 80c Dozen, \$6.50 Gross; Swagger Canes, \$5.50 Gross; Maple Wood Canes, \$1.50 Dozen, \$14.40 Gross; Bamboo Canes, \$8.40 Gross; Cloth and Silk Parasols, \$9.00 and \$21.00 Gross; Celluloid Dolls and Feathers, \$9.00 Gross; Fur Monkeys, \$4.20, \$7.00 and \$18.00 Gross; Small German Saxophones, \$3.75 Gross; Flying Birds with Inside Whistle, \$2.25 and \$2.50 Gross; Miniature Straw Hats, \$4.50 Gross; Miniature Cowboy Felt Hats, \$8.40 Gross; Large Size Cowboy Hats, \$16.50 Gross; Sailor Hats, \$7.80 Gross. Price guaranteed until August 13th only. No Catalogues. 25% deposit required on all C. O. D. orders. Balloon samples mailed upon receipt of \$1.00.

NASELLA BROS., 46 Hanover Street, Boston, Mass.

William Glick Exposition Shows, Inc.

AMERICA'S BEST

Can place experienced Electrician, also Trainmaster for all-steel train. Can place Loop-the-Loop Ride. Will book Concessions, including Wheels, Grind Stores, Ball Games, Lunch Stands and Grab, Popcorn, Scales, Candy Apples, Corn Game and Concessions of every description for Ithaca, New York, Fair, commencing August 6; followed by fourteen weeks State and County Fairs. Write or wire **WILLIAM GLICK, Manager, Little Falls, New York,** this week, or **LARRY NATHAN, at Tompkins House, Ithaca, New York,** for space reservations.

CLARK'S GREATER SHOWS CAN PLACE

Cook House, legitimate Concessions, two more Grind Shows, Ride Help. Plenty fairs and celebrations; out until Armistice Week. Susanville, Calif., week July 29; Placerville, Calif., week August 5. Wire **A. S. CLARK.**

FLEMINGTON FAIR

Flemington, N. J. August 27-September 2 DAY AND NIGHT

ATLANTIC CO. FAIR

Egg Harbor, N. J. September 4-7 DAY AND NIGHT

SHOWS WANTED — 10-in-1—Fun House—Minstrel—Motor Drome—Monkey Drome, etc., with or without equipment. **CONCESSIONS WANTED**—Will place legitimate Wheels and Grind Stores. All Address **JAS. BELL COMPANY** 36 Green Street, Newark, N. J. Foreman Wanted for Eli Wheel and Venetian Swings.

GREAT SUPERIOR SHOWS WANT

General Agent. Also second man with cars. Must know the South. One more Show with or without outfits. Want Flat Ride. Concessions all open, reasonable rates. Ohio Celebration and Fair Committees, have one open week in August. Southern Fair Secretaries, we have a few open dates. Wire or write. **O. J. BEATY, Great Superior Shows, Chillicothe, O.**

TAZEVELL COUNTY FAIR, Aug. 5th, Tazewell, Va.

BIGGER THAN EVER THIS YEAR.

AND FOURTEEN BONA-FIDE FAIRS TO FOLLOW.

Want. Legitimate Concessions of all kinds. No exclusive except Cookhouse and Corn Game. Grind Shows, will furnish complete outfits to reliable parties; also any Shows capable of getting money. Will Buy Monkey Speedway Cars with or without Motor. Eddie Le-May wants Griddle Man. Join Charleston, W. Va.

MARKS SHOWS, Inc., South Charleston, W. Va., July 29-August 3.

BANTLY GREATER SHOWS

Wanted—One Show to bill and feature. Colored Musicians and Performers. Whitig Usher wants Jig Fire Eater and Working Side Show Acts. Concessions, write or wire Western Union, especially Custard, Devil's Bowling Alley, String Game, Grind Stores. Nanty Glo, Pa., this week.

WANTED FOR RODEO SHOW

Cowboys, Cowgirls, Russian Cossacks, Arabs, Indians, Trick Ropers and Spinners, Bucking Bronk, Steer and Trick Riders, Ex-Cavalry Troopers, Mounted Police, Cowboy or Cowgirl Band, Bulldoggers, Bucking Steers, Mustangs and Mules, Buffalos, High School Horses, Jumpers, and other Ring Stock. Prefer people with own stock. Will consider a complete Rodeo Show if price is right, for a stupendous Rodeo and Equestrian Display, to be held in the heart of the New Jersey textile section, September 11-12-13-14. Will lease out Cook House or Grab Joint, Program, Novelties and other Concessions. Will rent Stock Tent. Pay your own wires. Address **RODEO MANAGER, Room 1, Clifton Hotel, Clifton, N. J.** This Show is under Police auspices.



CANDY GIVE-AWAY PACKAGES

SMILES

Packed 200 to a Carton, Per Carton, **\$2.25**
PER 1,000, **\$11.25**

ORIENTAL SWEETS

Large Size Pkg. 100 to Carton, 100 Pkgs., **\$2.25**
500 Pkgs., **\$11.25**
1,000 Pkgs., **\$22.50**



These packages contain Nut Chocolate Caramels, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line.

20% Deposit with Order, Balance O. O. D.

DELIGHT SWEETS, Inc.
50 East 11th St., New York City

ROUTES

(Continued from page 29)

Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Pollack, Ben: (Lincoln Tavern) Morton Grove, Ill., re.
Prima, Louis: (Famous Door) New York, nc.
Provost, Ed: (Casino) Larchmont, N. Y.
R
Rainbow Ramblers: (Plaza) Haverhill, Mass., h.
Raphael, Don: (Cubanacan) New York, nc.
Rapp, Barney: (Iroquois Gardens) Louisville, Ky., b.
Raye, Linda: (Westborough) St. Louis, cc.
Read, Kemp: (Tivoli) Oak Bluffs, Mass., b.
Reed, Carlton: (Palais Royal) Lansing, Mich., nc.
Reisman, Leo: (Central Park Casino) New York, nc.
Resh, Benny: (Brown's Spanish Villa) Detroit, re.
Ricci, Al: (Cocoanut Grove) Lansing, Mich., b.
Richards, Don: (Vivian Johnson's) Deal, N. J.
Robinson, Gordon: (Glen Park Casino) Buffalo, re.
Rodrigo, Nano: (El Morocco) New York, h.
Rodriguez: (Versailles) New York, cb.
Rose, Irving: (Jack Dempsey's) New York, re.
Roth, Eddie: (Club Alabam) Chicago, nc.
Royal Arcadians: (Circle Ballroom) Newington, Conn., b.
Rutherford, Al: (Beaver) York, Pa., h.

S
Sanders, Joe: (Blackhawk) Chicago, c.
Schreiber, Carl: (Canton Tea Gardens) Chicago, c.
Schuster, Mitchell: (Park Lane) New York, h.
Sears, Walt: (West View) Pittsburgh, p.
Selzer, Irving: (Dlxie) New York, h.
Sheridan, Phil: (Natorium Park) Spokane, Wash., b.
Skeets, Charlie: (Florida) New York, nc.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, LeRoy: (Connie's Inn) New York, cb.
Spitainy, Phil: (Pal.) Cleveland, t.
Staffon, Bill: (Terrace Garden) Pittsburgh, re.
Stanley, Stan: (Avalon Beach) Niles, Mich., b.
Stanton, Maury: (Club Minuet) Chicago, nc.
Starr, Fred: (Claremont) New York City, ro.
Stein, Maurie: (Paramount Club) Chicago, nc.
Stern, Harold: (Brighton Beach) Brooklyn, N. Y., b.
Sterney, George: (Plaza) New York, h.
Straight, Charley: (St. Clair) Chicago, h.
Strammello, Don: (Berkshire Country Club) Wingdale, N. Y., cc.
Stuart, Nick: (Pier) Venice, Calif.

T
Thompson, Paul: (Eldorado) Fairmont, W. Va., re.
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tree, Michael: (Edison) New York, h.
Tucker, Tommy: (Coney Island) Cincinnati, p.
Tyler, Ted: (Club Del Rio) South River, Md., re.
V
Vance, Johnny: (Joyland Park Casino) Lexington, Ky., b.
Velas, Esther: (Roosevelt) New York, h.
Venuti, Joe: (Dan Healy's) New York, nc.
Vincent, Jimmy: (Stork) New York, nc.
Vozen, Nick: (Edison) New York, h.

W
Wardlaw, Jack: (Isle of Palms) Charleston, S. C., b.
Wedell, Jack: (Pere Marquette) Peoria, Ill., h.
Weeks, Anson: (Trianon) Chicago, b.
Weems, Ted: (Westwood Symphony Gardens) Detroit, re.
Wesley, Al: (Four Trees) New York, nc.
Whiteman, Paul: (Manhattan Beach) Brooklyn, Mich., re.
Wiley, Hod: (College Inn) Dayton, O., nc.
Williams, Griff: (Palomar) Los Angeles, b.
Winegar, Frank: (Stearns) Ludington, Mich., h.
Winton, Barney: (Bear Mountain Inn) Bear Mountain, N. Y., re.
Wintz, Julie: (Palisades) Palisades, N. J., p.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Carthage, N. Y., 30; Lovville 31; Watertown Aug. 1; Oswego 2; Fulton 3; Auburn 5; Seneca Falls 6.
Blythe Players: Warren, Vt., 29-Aug. 3.
Borgen Players: Bagley, Minn., 29-Aug. 3.
Bush-Byrne Players: Ceres, N. Y., 29-Aug. 3.
Chase-Lister Co.: Onawa, Ia., 29-Aug. 3.
Choates Comedians: Carterville, Ill., 29-Aug. 3.
Ginnivan, Frank, Dramatic Co.: Angola, Ind., 29-Aug. 3.
Ginnivan, Norma, Dramatic Co.: Centerville, Mich., 29-Aug. 3.
Jennings-Porter Show: Weed, Calif., 29-Aug. 1.
Princess Stock Co.: Knobnoster, Mo., 29-Aug. 3.
Roberson Show: Oconomowoc, Wis., 29-Aug. 3.
Sadler's Own Co.: Pampa, Tex., 29-Aug. 3.
Slout Players: St. Louis, Mich., 29-Aug. 1.
Strong, Elwin, Players: Winner, S. D., 29-Aug. 3.

MISCELLANEOUS

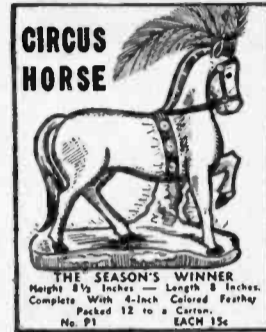
Baker Bros.' Vaude Circus: Smithfield, Va., 29-Aug. 3.
Becker, Magician: Fostoria, O., 29-Aug. 3; Sandusky 5; Fremont 6; Adrian, Mich., 7; Ann Arbor 8.
Birch, Magician: Port Henry, N. Y., 31; Ticonderoga Aug. 1-2; (General Stark) Bennington, Vt., 3-6; Amherst, Mass., 7; (Victoria) Greenfield, Mass., 8-10.
Brage Bros.' Show: Sherburne, Vt., 29-Aug. 3; Hancock 5-10.
Coleman's Oddities: Patricksburg, Ind., 29-Aug. 3.
Decleo, Magician: Battle Creek, Mich., 29-Aug. 9.
Delmar, Hypnotist: Des Moines, Ia., 29-Aug. 6.
Engomar & Val-Rey, Illusionists: Paducah, Ky., 29-Aug. 3.
Fletcher's, Harry, Purple Sage Riders: (Empress) Medicine Hat, Alta., 1-3; Macleod 5; Bellevue 6-7; Michel 8; Cardston 9; Raymond 10.
Johnson, Judith, Mentalist: (Victoria) Greenfield, Mass., 1-3.
King, Nellie M. H.: (Bantly Shows) Nanty Glo, Pa., 29-Aug. 3.
Lofstrom & St. Eloi Monkeys: Shakopee, Minn., 1-3; Elk River 6-10.
Lucy, Thos. Elmore: Clarksville, Ark., 1-3; West Fork 4; Prairie Grove 5.
Marine-Firestone Co.: Sulphur Springs, Tex., 29-Aug. 3.
Original Floating Theater: Kinsale, Va., 29-Aug. 3; Solomons, Md., 5-10.
Ricton's Show: Clarkesville, Ga., 29-31; Clayton Aug. 1-3.
Rogers, Sunshine, Co.: (Grand) Newark, O., 31-Aug. 1; (O. H.) Ashland 3-4; (Madrid) Port Clinton 5-6; (Royal) Oak Harbor 7; (State) Napoleon 8-9.
Wright, C. A., Dog Show: Graniteville, Vt., 30-Aug. 1.

DRAMATIC AND MUSICAL

Three Men on a Horse: (Harris) Chicago July 29-Aug. 3.
Three Men on a Horse: (Geary) San Francisco July 29-Aug. 3.

CARNIVAL COMPANIES

All-American: Odessa, Tex., 29-Aug. 3.
America's Model: La Crosse, Wis., 29-Aug. 3.
B. & B.: Narrows, Va., 29-Aug. 3.
Bach, O. J.: Port Henry, N. Y., 29-Aug. 3.
Bantly Greater: Nanty Glo, Pa., 29-Aug. 3.
Bar-Brown: McMinnville, Tenn., 29-Aug. 3.
Barker, J. L.: Macomb, Ill., 29-Aug. 3.
Barkoot Bros.: Edmore, Mich., 29-31.
Beckmann & Gerety: (Fair) Chippewa Falls, Wis., 29-Aug. 3; (Fair) Madison 5-10.
Bee, F. H.: (Fair) Harrodsburg, Ky., 29-Aug. 3; (Fair) Springfield 5-10.
Big State: Gladewater, Tex., 29-Aug. 3.
Blue Ribbon: Martinsville, Ind., 29-Aug. 3.
Bockus, Curtis L.: Burlington, Vt., 29-Aug. 3.
Bremer Attrs.: Frazee, Minn., 31-Aug. 3; Atkin 5-10.
Bruce Greater: Stanford, Ky., 29-Aug. 3.
Buck, O. C.: Northampton, Mass., 29-Aug. 3.
Bunts: McColl, S. C., 29-Aug. 3.
Central State: (Rodeo) Hinton, Okla., 29-Aug. 3.
Cetlin & Wilson: (Fair) Harrington, Del., 29-Aug. 3.
Christ United: Xenia, O., 29-Aug. 3.
Coleman Bros.: Rockville, Conn., 29-Aug. 3; Hartford 5-10.
Coney Island: (Fair) Mountain Home, Ark., 29-Aug. 3.
Conklin's All-Canadian: Edmundston, N. B., Can., 1-3; Campbellton 5-10.
Corey Greater, No. 1: Burnside, Pa., 29-Aug. 3; Berlin 5-10.
Corey Greater, No. 2: Hollidaysburg, Pa., 29-Aug. 3.
Crafts 20 Big: Merced, Calif., 29-Aug. 3; Fresno 5-10.
Crescent Canadian: Vermillion, Alta., Can., 1-3; Lloydminster 5-7; North Battleford, Sask., 8-10.
Crowley United: Boone, Ia., 29-Aug. 3.
Curl Greater: Kingston, O., 29-Aug. 3.
Dalley Bros.: (Fair) Yale, Okla., 29-Aug. 3.
Dixie Expo.: Morehead, Ky., 29-Aug. 3; (Fair) Owingsville 5-10.
Dixieland: (Fair) Diggins, Mo., 29-Aug. 3.
Dodson's World's Fair: Crawfordsville, Ind., 29-Aug. 3; Richmond 5-10.
Dudley, D. S.: O'Donnell, Tex., 29-Aug. 3; Dimmitt 5-10.
Edmonds & Keyes: Hollidaysburg, Pa., 29-Aug. 3.
Edwards, J. R.: Mansfield, O., 29-Aug. 3.
Endy Bros.: Upper Darby, Pa., 29-Aug. 8.
Enterprise: (Fair) Bedford, Ia., 29-Aug. 3; (Fair) Corning 5-8.
Evangeline: McCrory, Ark., 29-Aug. 3; De Witt 5-10.
F. & M. Am. Co.: Phillipsburg, Pa., 29-Aug. 3.
Georgia Attrs.: Ridgeway, S. C., 29-Aug. 3.
Gold Medal: (Fair) Plattville, Wis., 1-3; (Fair) Portage 5-8; (Fair) Darlington 9-11.
Golden Eagle: (Fair) Auburn, Neb., 29-Aug. 3; Clarinda, Ia., 5-10.
Golden West: Harmony, Minn., 29-Aug. 3; Rushford 5-7.
Gooding Greater: (Fair) Arcola, Ill., 29-Aug. 3; (Street Fair) Decatur, Ind., 5-10.
Great Northern: Glenwood, Ark., 29-Aug. 3.
Great Olympic: Bushnell, Ill., 29-Aug. 3.
Great Superior: Chillicothe, O., 29-Aug. 3.
Great Sutton: Alton, Ill., 29-Aug. 3.
Greater Expo.: Ottumwa, Ia., 29-Aug. 3; Burlington 5-10.
Greater United: Waco, Tex., 29-Aug. 3; Hico 5-10.
Gruberg's World's Expo.: Clarksburg, W. Va., 29-Aug. 3; Morgantown 5-10.
Hamlett, J. C.: (18th & Cockrill Sts.) Nashville, Tenn., 29-Aug. 3.
Hansen, Al C.: Rogersville, Tenn., 29-Aug. 3.
Happyland: Pontiac, Mich., 29-Aug. 3.
Hennies Bros.: (Fair) Thief River Falls, Minn., 29-Aug. 3; (Fair) Mankato 4-7; (Fair) St. Cloud 8-10.
Heth, L. J.: Paducah, Ky., 29-Aug. 3.
Hilderbrand United: Nampa, Ida., 29-Aug. 3; Boise 5-10.
Howard Bros.: Zanesville, O., 29-Aug. 3.
Hughes Bros.: Sheldon, Ill., 29-Aug. 3.
Hurst, Bob: Iredell, Tex., 29-Aug. 3; De Leon 5-10.
Island Exhn.: Greenport, L. I., N. Y., 29-Aug. 3.
Joe's Playland: Burrton, Kan., 29-Aug. 3.
Jones, Johnny J., Expo.: Beardstown, Ill., 29-Aug. 3; (Fair) Muncie, Ind., 5-10.
Kaus United: Tonawanda, N. Y., 29-Aug. 3; Gowanda 5-10.
Keystone: Girard, O., 29-Aug. 3; Ashtabula 5-10.
Kilonis, John D.: Lowell, Mass., 29-Aug. 3.
Krepp & Dehnert: Sayre, Pa., 29-Aug. 3; Williamsport 5-10.
Krause Greater: Grafton, W. Va., 29-Aug. 3.
Landes, J. L.: Grand Island, Neb., 29-Aug. 3; (Fair) Burwell 5-10.
Lang, Dee: (Fair) Taylorville, Ill., 29-Aug. 3; Ottumwa, Ia., 5-10.
Latlip: Salem, W. Va., 29-Aug. 3.
McClellan: (Fair) Mt. Pleasant, Ia., 29-Aug. 3.



Concessionaires CARNIVAL-PARKMEN!
BALLGAMES — SCALEMEN
Latest Popular Items in Plaster at Lowest Prices.

NOVELTY MEN
A Complete Selection of **BALLOONS—PARASOLS—FEATHER DOLLS—FLYING BIRDS—COWBOY AND STRAW HATS.**
Write for Latest Catalogue.

CONTINENTAL PREMIUM MART

1108 NORTH 3RD ST - MILWAUKEE WIS

MIGHTY ARGYLE SHOWS

AT OLD SETTLERS' REUNION, WASHINGTON, ILL., JULY 29 TO AUGUST 3; AMERICAN LEGION FALL FESTIVAL, ON STREETS, WENONA, ILL., AUGUST 5 TO 10; FULTON COUNTY FAIR, LEWISTOWN, ILL., AUGUST 12 TO 17; WARREN COUNTY FAIR, ROSEVILLE, ILL., AUGUST 19 TO 24; WOODFORD COUNTY FREE AGRICULTURAL FAIR, EL PASO, ILL., AUGUST 26 TO 30; NATIONAL ENCAMPMENT MODERN WOODMEN OF AMERICA, PEKIN, ILL., AUGUST 31 TO SEPTEMBER 2. THEN EIGHT BONA-FIDE COUNTY FAIRS IN MISSISSIPPI.

WANTED for the above Circuit of Fairs and Celebrations, one more Flat Ride, Kiddle Auto Ride, Have outfits open for Athletic Side Show, Hill Billies, Illusion, Submarine Girl, CAN PLACE Hawaiian Dancers and Musicians. WANT experienced Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane, Butterfly, etc. Concessions all open, including Corn Game, Custard, Diggers, Penny Arcade. CAN PLACE All-Day Grinders, Talkers. WANT Cook House and Grab Joint Help. WANTED—One or two Pin-Heads and some outstanding Freaks. WANTED—Talkers and Grinders. WILL BOOK any up-to-date Grind Shows that will pass censorship.

NOTE—A season's bank roll at the New York State Fair for Showmen and Ride Men. Write or wire MAX GRUBERG, Gruberg's World's Exposition Shows, Week July 29, Clarksburg, W. Va.; Week August 5, Morgantown, W. Va.

GRUBERG'S WORLD'S EXPOSITION WANT SHOWS

FOR NEW YORK STATE FAIR, SYRACUSE, N. Y., COMMENCING AUGUST 25, FOR 9 DAYS.

A few more Rides and Shows—Tilt-a-Whirl, Caterpillar, Spillman Loop-the-Loop, "Drive Yourself" Kiddie Autos. WANT four Midgots for Midcet Village, real entertainers. No Dwarfs. Salary guaranteed from office. WANT for "Night in Havana," high-class Instrumentalists, Singers and Dancers. Must be real entertainers with good wardrobe, Mexicans, Cubans, South Americans, Hawaiians. Top salary. Wm. Benbow wants for his "Hot Chocolate Colored Revue," Bright or Brown-Skin Girls that can cut it. Guarantee week summer and winter. WANTED—One or two Pin-Heads and some outstanding Freaks. WANTED—Talkers and Grinders. WILL BOOK any up-to-date Grind Shows that will pass censorship.

WANTED FOR SIDE SHOW

Any Outstanding Freaks. Also Sword Swallower, Girl with Big Snakes, Midgets, Giants, Fat People. Top salary to right people. Also want Trained Chimpanzee. This is an office attraction and money is sure every week. Crawfordsville, Indiana, this week; Richmond, next. Wire quick, as you must join here or Richmond.

DODSON'S WORLD'S FAIR SHOWS

PAN-AMERICAN SHOWS

— WANT —

Shows and Rides that don't conflict. CAN PLACE Acts for Circus Side Show. WANT good Magician and Mental Act, also Girls for Illusion Show. CAN PLACE Colored Performers and Musicians for Minstrel Show. WANT Talkers for Minstrel and Oriental Shows. CAN PLACE good Promoter. WANT Ride Help for Tilt-a-Whirl and Loop-o-Plane. CAN PLACE sober, experienced Help for Cook House. WANT legitimate Concessions of all kinds for following free street fairs and on the streets: Week August 5, Mexico, Mo.; Week August 12, Chillicothe, Mo.; Week August 19, Columbia, Mo.; Week August 26, Jackson, Mo. Address this week J. R. STRAYER, Manager, Moberly, Mo.

WESTERN PA. FIREMEN'S CONVENTION

Fifty Thousand People Expected, Vandergriff, Pa., August 12 to 17. First Show in Vandergriff in 12 years. Wanted Shows of all kinds. Can use Girl Show with own outfits. Rides placed, all kind of Rides. Concessions, all kinds come on. No exclusives of any kind. Good opening for Frozen Custard, Photos, Cockhouses of all kinds. Notice! Over 150 Fire Companies in line. All steel mills working. All concessions open here.

Wire **MORRIS MILLER, Fort Pitt Hotel, Pittsburgh, Pa.**

McMahon: Remsen, Ia., 29-Aug. 3.
 M. B. Am. Co.: Shelbyville, Mo., 29-Aug. 3.
 Mack & Arthur: (Nine Mile and Vandike) Detroit, Mich., 29-Aug. 5; Stockbridge 7-12.
 Malarkey, W. S., Attrs.: (Fair) Deposit, N. Y., 31-Aug. 3; (Fair) Whitney Point 6-9.
 Marks: South Charleston, W. Va., 29-Aug. 3.
 Martin Bros.: Greensburg, Ky., 29-Aug. 3.
 Mid-West Expo.: (Fair) Montezuma, Ind., 29-Aug. 3.
 Mighty Argyle: Washington, Ill., 29-Aug. 3; Wenona 5-10.
 Miller Bros.: Washington, D. C., 29-Aug. 3.
 Miner Model: Paoli, Pa., 29-Aug. 3; Hereford 5-9.
 Mohawk Valley: Madison, W. Va., 29-Aug. 3.
 Murphy, D. D.: Pontiac, Ill., 29-Aug. 3; (Street Fair) Mt. Pulaski 5-10.
 New Deal: Martinsville, Ind., 29-Aug. 3.
 Oliver Am. Co.: Nebo, Ill., 29-Aug. 3; Elsberry, Mo., 5-10.
 Page J. J.: Prestonsburg, Ky., 29-Aug. 3.
 Pan-American: Moberly, Mo., 29-Aug. 3; Mexico 5-10.
 Pearson: Hillsboro, Ill., 29-Aug. 3.
 Peerless: Webster, Pa., 29-Aug. 3.
 Pottle & Berger Expo.: Port Huron, Mich., 29-Aug. 3; (Fair) Ithaca 5-10.
 Ray's Am. Co.: Karlstad, Minn., 29-Aug. 3.
 Reading United: Brownsville, Ky., 29-Aug. 3; Morgantown 5-10.
 Reid Greater: Tifton, Ga., 29-Aug. 3.
 Rogers & Powell: Heber Springs, Ark., 29-Aug. 3; Austin 5-10.
 Rogers & Reading: Cookeville, Tenn., 29-Aug. 3.
 Royal American: Regina, Sask., Can., 29-Aug. 3.
 Royal Palm: (Fair) Somerset, Ky., 29-Aug. 3; Russell Springs 5-10.
 Rubin & Cherry Expo.: Rockford, Ill., 29-Aug. 3; Muskegon, Mich., 5-10.
 Savidge, Walter, Rides: Moorehead, Ia., 1-3; Charter Oak 6-8.
 Sheesley Midway: (Fair) Kalamazoo, Mich., 29-Aug. 3; (Fair) Grand Rapids 5-10.
 Shugart, Dr.: Charleston, Ark., 1-2; (Fair) Hatfield 8-9.
 Siebrand Bros.: Spokane, Wash., 29-Aug. 3.
 Six J. Harry, Attrs.: Eminence, Ky., 29-Aug. 3.
 Small & Bullock: Whitesville, W. Va., 29-Aug. 3.
 Smith Great Atlantic: Johnstown, Pa., 29-Aug. 3.
 Snapp Greater: Oconto, Wis., 29-Aug. 3; (Fair) De Pere 5-10.
 Sol's Liberty: Wisconsin Rapids, Wis., 29-Aug. 3; Waukesha 5-10.
 Spencer, C. L.: Franklin, Ky., 29-Aug. 3.
 Speroni, P. J.: Barrington, Ill., 29-Aug. 3; Amboy 6-8; New Bedford 9-11.
 Standard American: Colonial Beach, Va., 29-Aug. 3.
 State Fair: Hutchinson, Kan., 29-Aug. 3.
 Steffens Superior: Corvallis, Ore., 30-Aug. 3; Springfield 5-10.
 Strates Shows Corp.: (Fair) Albion, N. Y., 29-Aug. 3; (Fair) Caledonia 5-10.
 Sunset Am. Co.: Centerville, Ia., 29-Aug. 3; Charlton 5-10.
 Sunshine: Williamsport, Pa., 29-Aug. 3; Watertown 5-10.
 Tidwell, T. J.: (Fair) Eureka, Kan., 29-Aug. 3; (Fair) Chanute 5-10.
 Tilley: Kawanee, Ill., 29-Aug. 3.
 Traver: West New York, N. J., 29-Aug. 3.
 United Shows of America: Glasgow, Mont., 29-Aug. 3.
 Valley: McGregor, Tex., 5-10.
 Virginia Am. Co.: Duluth, Ga., 29-Aug. 3.
 Wade, Rescoe T.: Fremont, Mich., 29-Aug. 3.
 Wallace Bros.: (Fair) Harrisburg, Ill., 29-Aug. 3; (Fair) Benton 5-10.
 Ward, John R.: (Fair) Philadelphia, Miss., 29-Aug. 3; (Fair) Water Valley 5-10.
 Weer, J. C.: Bryan, O., 29-Aug. 3; Angola, Ind., 5-10.
 Western, J. N.: Mt. Airy, N. C., 29-Aug. 3; Boone 5-10.
 Western States: Casper, Wyo., 29-Aug. 3.
 West's World's Wonder: Berwick, Pa., 29-Aug. 3.
 Wilson: Bay City, Mich., 29-Aug. 3.
 Winters Expo.: McKeesport, Pa., 29-Aug. 3.
 Work, R. H.: Penn. Pa., 29-Aug. 3.
 World of Mirth: Plattsburg, N. Y., 29-Aug. 7.
 Yellowstone: Gillette, Wyo., 29-Aug. 3.

Burk & Gordon Show: Savoy, Ill., 29-Aug. 3.
 Dale Show: Chatsworth, Ga., 29-Aug. 3.
 Daniel, 2-10, Magician: Champaign, Ill., 29-Aug. 3.
 Dixie Fun Show: Alpharetta, Ga., 29-Aug. 3.
 Gessley Bros.' Show: West Hamburg, Pa., 29-Aug. 3.
 Harris Road Show: McIntosh, Minn., 29-Aug. 3.
 Hawkins, Jess: (Pier Ballroom) Geneva-on-the-Lake, O., 29-Aug. 2; (Kennywood Park) Pittsburgh, Pa., 5-10.
 Ludy Bros.' Miniature Race Cars: New Bremen, O., 31; Lakeview Aug. 1-2; Willsboro 3; Portland, Ind., 4; Geneva 5.
 McNally Tent Show: Richmondville, N. Y., 29-Aug. 3.
 Miller, Al H., Show: Ray City, Ga., 29-Aug. 3.
 Phillipson Comedy Co.: Versailles, Ind., 29-Aug. 3.
 Sharpsteen Show: Walled Lake, Mich., 29-Aug. 3.
 Simpson Movie Show: Twining, Mich., 29-Aug. 3.
 Water Queen Showboat: Vanceburg, Ky., 31.
 Williams Show: Rome, N. Y., 29-Aug. 3.

LOCAL OPTION

(Continued from page 3)
 have voluntarily agreed not to sell children tickets.

Reports show that the disease is State-wide and not confined to any single locality or geographical division.

The attendance at Shields Lake, a bathing resort near Richmond, has in one week fallen off from 32,000 to 2,761.

A dozen or more excursions from Richmond to Virginia seaside resorts have been canceled within the past few days.

SLASHES TAX

(Continued from page 5)
 regulations granting important tax reductions to several categories of amusements. Full details are not yet available, but it is stated that music halls (vaude, revues, etc.), circuses, concert halls and street fair attractions will receive a 50 per cent reduction of state taxes, while the picture houses will get a reduction of 25 per cent. Legitimate theaters apparently receive no reduction, it being asserted that they were granted a similar reduction some years ago.

In addition, the government grants all municipalities the right to reduce the "poor tax" from its present rate of 10 per cent to a rate of 5 per cent. It is quite certain that the municipal authorities here will reduce the "poor tax," but it is doubtful that many other cities will follow suit. The "poor tax" provides the municipalities with funds for hospital upkeep and social relief, and the city fathers will either be obliged to maintain the present rate or replace the 5 per cent reduction by a tax of some other sort.

In any case, vaude and circus groups are getting ready to benefit from the gift thrown their way and a vaude and circus boom may be looked for here this coming season. Already hardy promoters are announcing plans for opening new vaude houses and some are already announcing their opening bills for September. Apparently several American name acts have already been booked for Paris appearances, but the government has several times played "April Fool" jokes on the theater moguls.

Edouard Herriott, mayor of Lyons, has decided to reduce the city taxes on theatrical performances and picture shows in Lyons during the slack summer months. A 50 per cent reduction is effective in that city from July 15 to September 15.

PAIN CALLED

(Continued from page 5)
 for motion picture use of copyrighted music, as well as electrical transcription license fees.

Mac Asbill has been definitely assigned to carry on the prosecution of the government's anti-trust action, in which the MPPA is one of the defendants along with American Society of Composers, Authors and Publishers. The trial is still scheduled to be resumed the first Monday in November.

Reorganization of the MPPA is going along nicely and the members will hold a general meeting on Thursday of this week, when certain modifications will be talked over and probably adopted. These include the request that at least four members each of the standard and the popular publishers will always be members of the board of directors and the remaining four, which makes 12 in all, may be either kind of publisher. Also the directorship will be arranged so that representation will result in five publishers from the Class A members; three from Class B; two from Class C, and one each from Classes D and E. It is expected that nearly all of the publishers will have

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MIDWEST MERCHANDISE CO.

formerly MIDWEST NOVELTY CO. 1026 BROADWAY, KANSAS CITY, MISSOURI.

HELLER'S ACME SHOWS

WANTED FOR KUTZTOWN, PA., FAIR, Day and Night, August 12th to 17th; WEST HAV- ERSTRAW, N. Y., July 29th to August 3d; HAMBURG, N. J., August 5th to 10th. Concessions of all kinds. A few choice Wheels open. WANT Corn Game, Candy Apples, Bowling Alley, Popcorn. Shows with own outfits, 70/30. All address as per route. HARRY HELLER, General Manager.

SPRINGFIELD KY., FAIR, A REAL BLUEGRASS FAIR

Followed by a Solid String of Fairs Until November 4.

WANT Stock Concessions of all kinds. Shows with own outfits. Ride Man; Texas Jack Allison, wire us quick. Address F. H. BEE SHOWS, Inc., Harrodsburg, Ky., This Week: Then Springfield, Ky., Fair

WANTED FOR THE SOUTH GEORGIA TOBACCO MARKET OPENING, TIFTON, GA., AUGUST THE FIRST, FOLLOWED BY A CIRCUIT OF THE BEST COUNTY FAIRS IN THE SOUTH.

CAN PLACE Shows that do not conflict. Especially want String Show, Fun House or Walk-through Show. Small Wild West Trained Mule Show. Mable Mack, let us hear from you. ALSO WANT Musicians and Performers for Plantation Show. Would consider organized Company with Band. Have opening for several legitimate Concessions. ALSO WANT First-class Cook House to join at once. Possibility no Stores or Traps. We hold contracts for the following Georgia Fairs, with several more pending, starting September 23: Cook County Fair, Adel, Ga.; Worth County Fair, Sylvester, Ga.; Baker County Fair, Newton, Ga.; Decatur County Fair, Bainbridge, Ga.; Early County Fair, Damascus, Ga.; Seminole County Fair, Donaldsonville, Ga.; Grady County Fair, Cairo, Ga. We are making ten days in Tifton, opening with the opening of the Market in the heart of the city. If interested write, wire or phone. Harry Davine wants experienced Man for Strip Photo Gallery. REID'S GREATER SHOWS.

EARL A. REID, Manager; JOHN B. DAVIS, General Agent, Tifton, Ga.

their contracts, which run for two years, in the hands of the MPPA soon after the Thursday meet.

VAUDEVILLE NOTES

(Continued from page 15)

Whoopee. Doing Vitaphone shorts and vaude now, returning to St. Louis in about three weeks.

SIX LUCKY GIRLS have been booked into the Lido Club, Paris, until the first of next year, and then go on to Madrid, Spain; Cannes, France; Italy and Berlin.

EVELYN DALL sailed from New York Saturday on the Champlain on a return visit to England to open with the Bert Ambrose ork in vaude.

LOU WOLFSON, head of the foreign dept. of the William Morris Agency, will sail from New York this Wednesday on the Normandie. He'll remain in Europe for two months.

ELLA LOGAN has been signed to an NBC sustaining, working twice weekly from 10 to 10:30 p.m. To work with the Joe Venudi ork.

ARCHIE TYSON, associated with Alex Gerber for years, was removed from the St. Joseph's Hospital, Reading, Pa., Saturday by Gerber after he had been there since February 13 suffering from an accident which broke both his legs.

MITCHELL SISTERS (Mary and Rita) are doing their own singing act. Formerly with the Four Jewels Revue.

ARTHUR KAY, mimic appearing over WMCA in New York, opened Monday at The Arcadia night club, Philadelphia.

PHIL REGAN completed several Warner vaude dates and left New York last week for Hollywood to resume picture work.

STEVE TRILLING is polishing up his golf and almost ready to challenge all comers.

SALLY RAND has copyrighted her brand new dance, *Lida the Swan*, in which she uses a huge prop swan. Louis Handin, New York attorney, handled the copyright details.

DOLLY DIMPLES

GIVE-AWAY PACKAGE



★ Very Glossy, Contains Nut Chocolate Caramels. Packed 100 Pkgs. to Carton. Per Carton \$2.00. 500 Packages 10.00. 25% Deposit with All Orders. Balance C. O. D. Send for FREE ILLUSTRATED 1935 CATALOG.

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NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices. THE TIPP NOVELTY COMPANY TIPPICANOE CITY, OHIO

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Write for Our Finance Plan. CHAS. G086, Standard Chevrolet Co., East St. Louis, Ill.

WANTED Southern Exposition Shows

For Virginia, North Carolina, Southern Fairs, Miami Beach Million Dollar Pier. Shows with Own Outfit, Rides, Concessions that are clean and work for stock opening near Washington, Labor Day. Address L. E. STALEY, Manager, 515 6th St., N. W., Washington, D. C.

COMMITTEE MEN NOTICE

I can furnish complete Carnival Unit. Some open dates in August and September. July 31-September 3, Fostoria, O.; August 5-10, Rockford, O.; Street Celebration. WILLIAM B. JACOBS, 432 Walbridge Ave., Toledo, O., or per Route.

SHOWS WANTED—Good, clean, for No. Chicago. this week. Beloit next and others following. GUERTIN AMUSEMENT CO., Belvidere, Ill., or as per Route.

It Helps You, the Paper and Advertiser to Mention The Billboard.

Additional Routes

(Received too late for classification)

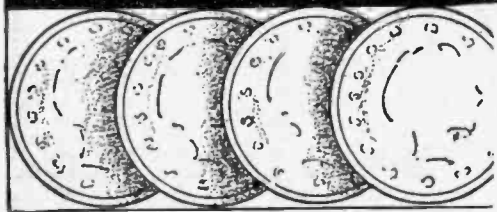
Baker Bros.' Vaude. Circus: Smithfield, Va., 29-Aug. 3; Rushmere 5-10.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

ST. LOUIS CONVENTION

In St. Louis August 5 and 6 an important meeting of delegates from various organizations will be held to form some kind of a national representation of operators. The meeting will be composed of officially appointed delegates from various local and State associations and hence attendance is not the objective in this meeting.

It is another attempt to meet that long-existing need for some kind of a center or medium thru which the sentiment of the operators of the nation can be crystallized and given expression. That is the idea, regardless of how far short an organization may come in reaching the objective.

The inspiration for this present move took shape during the 1935 Coin-Machine Exposition in Chicago last February. The St. Louis meeting has been called by the Organization Committee which was appointed at that time. As in all other cases, *The Billboard* will co-operate fully with this effort to form a national representation of operators. We have supported the general idea of organization, altho it is a well-known fact that many organizations become nothing more nor less than a racket.

We have given the fullest co-operation to the national manufacturers' organization, altho there were cases in which attempts were made to use this organization against our policies. Full co-operation is promised to any organization in any way representative of the operators of the country even tho that organization may work at cross purposes to some of the policies which we support.

The idea is the need of organization to establish and promote a more settled condition of the industry as a whole.

The hope has been expressed that legislative troubles should be over for a while since most State legislatures have adjourned. Political observers are now calling attention to the fact that there is very likely to be a wave of special sessions this fall and winter in all the States to pass laws to take advantage of many federal appropriations. It is pointed out that only about six States, for example, now have laws to take advantage of the Federal old-age pension act. All the others will need to pass appropriate State acts, which means that there will be much pressure for special sessions this fall and winter. If the recent sessions of State legislatures are any indication of trends, we may expect a repetition of the flood of bills affecting the coin-machine industry. Organization will be needed to meet this possibility.

Some of the issues within the trade are now more keenly drawn than ever and active operators' organizations are needed in every trade center to represent the operators' cause. Not only are good local and State organizations needed in readiness for what may happen this fall and winter, but the

political turmoil of 1936 is practically sure to bring disturbing conditions in many sections. Progressive organizations of amusement games operators may be able to prevent much of this trouble by being prepared to make their appeal to the public.

The chairman of the Organization Committee, in announcing the St. Louis meeting, has recommended a National Council as the type of organization which should be formed to represent the operators nationally. This is an interesting suggestion and is likely to be the type of organization formed. The meeting in St. Louis will be largely devoted to ways and means of forming and maintaining a national agency for operators. But with representatives of so many associations together many questions of trade and public policy will come up for discussion.

Not only the tentative national organization, but every trade group in the industry should be prepared to forestall a wave of public reaction that may follow the close of the tourist and vacation season this year. The summer of 1935

has been the "payout game summer," with reports of their widespread use in resort and tourist spots. If operators should come dragging these games wholesale back into the towns and cities after the close of the tourist season violent public reaction may be expected in many places. Whether local and State organizations of operators can do anything to promote reason and common sense in this situa-

tion remains to be seen. It is almost certain that the manufacturers will do nothing to forestall trouble or to prevent damage to the reputation of pinball games generally.

It is important that progressive elements in the trade recognize a destructive trend in the trade at the present time. There are firms that have been seized with a fear the business won't last long, so they have decided to "get what they can while they can," without regard to methods or what may be done to the future reputation of the amusement games business. If the organization formed at St. Louis is to represent those operators who want to make a livelihood of the operating business it will be necessary to take bold steps to protect the public reputation of the industry.

Here's a wish that the national agency taking shape at the St. Louis meeting may truly represent those operators who want a settled business for a livelihood and who want to be recognized in their home community as any other professional or business man would be recognized.

SILVER SAM.

SEE IT THRU

In calling this convention to meet in St. Louis August 5 and 6 the Organization Committee hopes most sincerely that the operators who started this organization movement will see it thru to a successful conclusion.

I doubt that the industry has ever seen a more intensive organization effort than that put forth by the committee charged with the responsibility of this movement.

We are sure that if after the time and effort put forth we are not successful we will forevermore have to accept the words of a manufacturer who said: "The operators can never be organized; they are too busy cutting each other's throats."

We of the committee have a right to feel that our work is well done and we, as well as the rest of the industry, await the answer. It's up to you. What shall it be?

—RALPH T. YOUNG, Chairman.

Market Prospects in Holland

By WILLIAM RABKIN, president International Mutoscope Reel Company, Inc. Reported by Bill Gersh.

This is the second of a series of articles on markets for coin machines in European countries. France was considered in the first article. Mr. Rabkin recently returned from a visit of two months in Europe in which he visited seven countries. Other articles will follow.

There are only three cities of prime commercial importance in Holland. These are The Hague, Amsterdam and Rotterdam. There is also a summer-resort city which is said to be more beautiful and to contain more entertainment than America's own famous Atlantic City. That is Scheveningen.

In Holland, as in France, the important games are those as we know them in this country, mainly diggers, moving picture machines and pin games. The population of the country being staid and easy going, there is only a slight turn toward automatic machines. The pin games are usually of the second-hand variety brought over from this country. Because of the small coins used and the high tariffs the operators cannot afford to buy the new games. The play is not as popular as it is in this country and therefore take is much smaller. Yet the games survive and the play goes on. The Hollander more or less plays the games when in a holiday mood and not for the instinctive spirit to gain.

Laws in Rotterdam

For some reason or other the city fathers in Rotterdam have decided that coin machines are an evil influence when placed on various cafe, restaurant, coffee shop and general store locations. They feel that the only way that coin machines can operate so as not to offend the morals of the populace are entirely by themselves, grouped together in some store.

Because of this ruling there are very, very few coin machines of any type in Rotterdam. So small in number as not to be noted at all. And therefore this important Dutch city is discounted from the coin-machine empire.

Amsterdam and The Hague

In these two cities the ruling forces have shown greater liberality and everywhere one finds the coin games. Large numbers of pin games, diggers and other automatic devices can be seen in restaurants, cafes and public houses (saloons). Here the games receive what American operators would term a very fair play. Not the type of crowds about the machines as we see them in our popular spots, but every so often during the day some venturesome Dutchman will play the game, with a small crowd quickly gathering about him and offering the usual kibitzer advice.

Cigaret Machines

Most noticeable all over Holland are the cigar and cigaret machines. Here is a phenomenon that is worth deep consideration. The high development of the cigar and cigaret machines in Holland overshadows that of any other country in world. Our American machines may be much more beautiful and certainly more efficient, but the preponderating number of machines in small Holland over those in our own country, the efficient manner in which they are operated and also the sales which are made thru them greatly overshadows anything which has yet been accomplished in America.

Because of a national law in Holland that all business places must close by 8 p.m. excepting drug stores, which, by the way, only sell drugs in Holland (not having yet become Americanized), there is a tremendous call for cigars and cigarets after this hour. Therefore the popularity of the cigar and cigaret machines.

The machines are massive affairs. They are hung from the top front window in a very ingenious arrangement: like a window shade. During the day, while the store is open for business, the machines are pushed up and are hidden away by the top part of the window. The stores being higher than the stores in this country, this is easily accomplished. When the storekeeper closes

his doors for the evening he pulls the machines down to the level of the lower window. The machines therefore act as an effective barricade against anyone getting to the window and also as a safe steel wall guarding the interior of the store. The interiors of the machines are lighted. They accept as high as a gulden (about 70 cents in our money), and some as high as two gulden. The change is wrapped with the package which the purchaser receives.

Feature All Merchandise

These same machines feature candy, hot sandwiches, pastries and other eatables and necessities. Altho this merchandising feature was unsuccessfully attempted in this country for a time, it is a highly developed art in Holland. It has become natural to the populace to purchase merchandise or eatables from the machines. The machines are common and seen everywhere in the country. Stores with larger windows feature a larger number of the machines, smaller windows in proportion. Almost every storekeeper in Holland features the machines.

Sandwiches

One of the most interesting and yet one of the most humorous of the articles vended from these massive merchandisers is the "Sandwich Americaine." This is raw meat between two slices of bread. It is tremendously popular all over Holland, as well as Switzerland and Belgium. (Mr. Rabkin questioned many of the leading men in Amsterdam as to what the reason for naming a raw-meat sandwich after Americans could be. It seems that there is no definite derivation, but that for some reason or other someone first named this raw-meat sandwich "American Sandwich" and the name has stuck.)

Thruout Holland there are a tremendous number of sandwich machines. They are extremely popular. They are all of the massive variety as described, far behind in beauty of design and modern constructive efficiency. Most of the machines have been manufactured in Vienna.

The Automats

One of the newest and most thriving of all automatic businesses in Holland are the Automat restaurants which have opened everywhere. The greater majority are about 15 feet wide by 25 feet deep. They are actually small stores completely lined with machines along the walls. These Automats, in contrast to the cigar and cigaret merchandisers, are extremely modernistic in design.

They are very popular. Workingmen will come in to purchase coffee and eat their noon-day lunch. They are the meeting places of many business men, who for a few nominal coins obtain a very satisfying and nourishing meal.

The only attendants that can be seen are at the coffee and change counters. These Automats are run somewhat alike to those in New York and Philadelphia. It is necessary to purchase a token from the change counter for use in the machines. Usually the token is sold for either 6 cents or 8 cents (value in American coin), and for this nominal coin one can obtain anything in the Automat.

Large signs decorate each one of the

Automat buildings, reading "Automatic." They are springing up by the dozens and have a very large clientele. At present this is the most popular of all coin-machine developments in Holland.

Summary

As a market for American products Holland is not very lucrative. The few games that are seen in the country are of an old or second-hand variety. The tariff is unusually high. The customs of the people tend more to the serious side of life. The only coin-machine development of any importance whatsoever have been the Automats.

Michigan AMA Has Delegates

DETROIT, July 27.—Automatic Merchandisers' Association of Michigan elected Warren R. Zerby, of Freeman Specialty Company, and L. V. Rohr, of Rohr Sales Company, representing both operators and jobbers, to act as delegates to the organization convention for a national association to be held at St. Louis August 5 and 6. The Skill Game Operators' Association, pin-game unit of the AMA, will elect its delegate later.

Michigan is wholeheartedly back of the move for a national association, but insists rigidly that it will join only if a majority of the State associations come into the movement, in order to prevent the new group from being a possible minority or merely regional association.

Turf Flash To Furnish Everything in Races

CHICAGO, July 27. — Production is now in full swing on Turf Flash, the new counter type of reel machine recently announced by Groetchen Tool Company. The machine was developed to capitalize on the great interest in racing, and demand for the machine has been growing steadily, according to Karl Klein, sales manager.

The machine apparently has been constructed to offer about all that could be included in a mechanical device for "playing the races" and also offers many ingenious safeguards against "cheating." The mechanism has also been kept very simple and is built according to the standards which have marked the Groetchen firm for years.

The machine offers an entire field of the most popular horses known to fans. It easily permits of playing to win, place and show on any horse, or the bets may be varied just as on a regular race course. The device accepts the various coins, and any number of bets may be made on any race. It accurately shows the player's choice so that the location can easily tell the bets that have been made. It is not possible for the player to change his choice after the machine has been played. A clocklike mechanism gives the machine a silent action that appeals to operators and players alike.

The makers affirm that the new Turf Flash will add to the enviable reputation in the mechanical field which Groetchen has built up for many years in the coin-machine industry.



READY TO DELIVER GAMES. Delivery equipment of the Sparks Specialty Company, Macon, Ga., distributor of Bally machines. Left to right: H. L. Elder, W. J. Clark, J. V. Smith and R. M. Sparks.

LOOK at YOUR INVESTMENT in EXHIBIT TICKET TABLES — this way

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Your investment per unit is less than the cost of the cheapest kind of pin table. EXHIBIT TICKET TABLES always get top money. They hold locations constantly because the ticket eliminates arguments and dissatisfaction. It saves you money—never any doubts about collections—absolute protection at all times. The money you are now losing operating ordinary games quickly pays for your EXHIBIT TICKET TABLES.

Considered from every angle, EXHIBIT TICKET TABLES are the lowest priced and the greatest money makers on the market. See your Jobber today.

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. · CHICAGO

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Retain Galgano For Sportlands

NEW YORK, July 27.—Murray Goldstein, secretary and director of the Amusement Men's Association of New York City, announced this week that Frank Galgano has been retained as additional counsel to serve the interests of the sportland owners in the metropolitan area.

According to the committee who retained Mr. Galgano, he is an attorney of considerable experience in the amusement machine business, having served the interests of the industry on many occasions in the past as special counsel. Mr. Galgano was also for 10 years in the State Legislature at Albany and has a wide knowledge of all phases of legislative and legal work, and in the opinion of the legal committee of the association will greatly strengthen the legal work of the organization in co-operation with Theodore Blatt, the present counsel.

Murray Goldstein also stated that under the new legal committee's activities complete preparations are being made for an appeal case to be carried thru immediately when the appellate divisions of the Supreme Court reconvene early in the fall. It is the wish of the legal committee to settle the question in regard to the legality of operating sportlands as amusement center gift shops.

Australians Object to Being Cheated on Games

To the Editor: "Being a regular subscriber to *The Billboard*, I would esteem it a favor to have the book on sportlands by William Rabkin. I have converted a part—90 by 30 feet—of my

building here at St. Kilda Beach into an arcade and have installed a number of games and other coin-operated machines.

"I want to get in touch with a reliable dealer who sells good reconditioned machines and games. I would be very grateful if you would ask some such firm to communicate with me. I have written to many advertisers, some with high-sounding claims, and in many cases their goods on arrival have been most disappointing, with the result that they never get a repeat order.

"I mention good reconditioned games, etc., because the customs duty and exchange is very high. The duty on amusement games is 65 per cent, plus 10 per cent ad valorem, and the exchange is 25 per cent. Of course, the freight and other charges is the same on new or used machines.

"All coin chutes must be for penny operation. Are there any coin-operated scientific or personality games or devices that you could suggest as suitable for my location?"

—W. O. J. PHILLIPS,
Victoria, Australia.

Sportland Proprietor Gives Facts on Trade

MOOSIC, Pa., July 27.—Some idea of the premium merchandise used in sportlands was given by Benjamin Sterling Jr., who owns the sportland at Rocky Glen Park here. Mr. Sterling also explained the many other lines of business that profited from the operation of his sportland.

"We have a combination sportland and penny arcade in one building. In merchandise items for premiums in the sportland, such as radio, china, dolls, novelties, etc., we use between \$3,000 and \$5,000 worth every summer. The

arcade section probably has about \$2,000 in it every summer. We use a ton of candy alone to fill the 73 diggers used.

"But our sportland business goes farther and helps many lines of business. We use an average of \$125 per month in electrical energy. Our pay roll at the present time is \$310 per week. This includes our entire business here, with the shooting gallery and road force. We use four late-model sedan delivery trucks and then two extra cars for special purposes. We have a 550-gallon gas tank which it is necessary to have filled every 10 to 12 days. Our average freight bill to the railroad is \$40 to \$60 per week. Last week we purchased from the Pittsburgh Plate Glass Company \$54 in glass alone. From the National Carbon Company we bought \$45 worth of batteries. This gives some idea of how the sportland business branches out to help other lines of business."

Letter-Writing Contests

By LEO J. KELLY, sales manager,
Exhibit Supply Company, Chicago.)

(Continued from last week)

15. When the operator delivers the entry blank to his location the location owner will then stamp his name and address on these blanks. Merchandise prize winners must return to the store from which they obtained the entry blank and use the merchandise gift certificate in the location owner's place of business. Inasmuch as the merchant participates in these prizes it is readily understood that he will be eager to pass out as many of these blanks to his customers as he possibly can, because the more blanks his store passes out and more of his customers have entered the contest, the greater will be his opportunity of having one of his customers a winner. Thus the plan is arranged so

that the greatest possible co-operation from the merchants can be realized.

16. Inasmuch as the newspapers will benefit by receiving two display ads—one announcing the contest and one announcing the winners—they will feel more favorably toward the operation of pinball games and they can do much towards creating additional good will.

17. Operators themselves will derive larger cash box receipts due to increased play of machines which is bound to come from this promotion. New locations will be secured as a result of the contest. Locations which for some reason or other have never permitted pinball games in their stores will be eager to have them in view of this good publicity. The location which in the past has been opposing the operator will now begin to feel that he is a part of the business and will co-operate with the operator fully, and, of course, the greatest help to the operator is the fact that this contest will create a better understanding with local officials and enable him to conduct his business with a feeling of greater security.

18. The Operators' Association, if deemed necessary and advisable, can furnish stickers for all members of the association. The members could place these stickers on their machines, stickers to read as follows:

"Five hundred dollars in prizes for the best 50-word letter telling 'Why I Like To Play Pinball Games'—get entry blank from clerk." This sticker naturally would only appear on co-operating operators' machines.

19. All letters that would be received in the contest would be preserved by the Operators' Association. Operators' Association agreeing, however, to send the names and addresses of all those who entered the contest to the Manufacturers' Association.

20. No operator, jobber, distributor, manufacturer or their families or employees should be allowed to participate in the contest.

This is the plan in outline form. In publishing the list of prize winners in the local papers it is suggested that favorable mention be given a long list of people and it might be a good plan to send them all a certificate entitling

A Good Time on a Quarter

By HENRY BECKETT

Reprinted From New York Post, July 18, 1935

In the basement of the Broadway Sports Palace at 52d street is a machine carrying the sign, "Human Oscillations." In further explanation there is this notice: "Express your personality by lifting up the magnetic handle and inserting a nickel."

On reading that I smiled condescendingly at the machine. Absurd, I thought, that this machine should perform for a nickel the service for which psychoanalysts, astrologists and psychic experts and soothsayers have been charging heavily since the first fortune teller set up in business.

But out of duty to my public, in this series of pieces about inexpensive enjoyment, I inserted a nickel, gripping the handle the while, and in a few seconds a small white card jerked its way from an opening at the bottom of the machine. It carried this information:

"Your analysis . . . your eager concentration and determined grip of the magnetic handle prove that you are a person of great ability and will power . . . you are also a very lovable person and capable of deep affection . . . exercise caution and think a little more before making decisions of importance . . . your powers of attraction for the other sex are unusual."

Now that was amazing. It suited me exactly. If I had to outline in a couple of sentences my chief characteristics I couldn't do better. And I agree with Professor Renerb, who it seems copyrighted that information in 1932, that it

might be well if I took more time in making important decisions.

My purpose here, however, is to recommend the patronage of this machine as a bargain, a large nickel's worth in enjoyment. It is worth a nickel any day to have one's self-appraisal supported in such an uncanny fashion. There are other fortune-telling and personality-reading machines at the palace, but none that I tried was so satisfactory to me.

How To Get Rich

"How will I get rich?" is a question that one machine professes to answer for a penny. "By being square with everyone," was the answer in my case.

"In investing money consider any project where ground is concerned as best for undertakings," I was informed by "The Mystic Ray that reads you like a book." Sounded plausible, but what of it? "Avoid dissipation and your life will be prolonged," said the Chinese novelty pointer for a penny, which is just what I paid for the same information in Sunday school years ago.

Other things purchasable for a nickel or penny in the palace, which is open from 9 a.m. to 3 a.m. thru the week and from 1 to 3 p.m. Sundays, are these:

Your name and address on a medal; your name in print; a pencil with your name printed on it . . . Kinetoscope movies, titles including *For Men Only*, *Gold Coast Rose*, *Little French Girl*, *What the Book Agent Saw*, *Sal of Singapore*, *Beauty's Awakening* and *Impatient Maiden* . . . table ball games played with levers and the like and affording a great range of prizes.

Admission to the palace is free. You can watch shooting, ping-pong, chess, checkers, jig-saw puzzle addicts, show-your-strength exhibitionists.

MY EXPENSE: Subway fare, 10 cents. Gadgets, 15 cents.

The 2 BIGGEST MONEY MAKERS OF THE YEAR

THE MUTOSCOPE CRANE

THE MAGIC FINGER

WRITE FOR DETAILS TODAY

Mills 5, 10, 25c. Each . . . \$10.00
Mills Escalators . . . 35.00
Eric Diggers . . . 17.50
Inter. Mutoscope . . . 95.00

Mills Double Jak . . . \$25.00
Mills Gold Award . . . 45.00
Iron Claws . . . 45.00
Pay Off Sweepstakes . . . 45.00

Advance Cigarette Machines, \$32.50; Used, \$22.50.

All of the Latest in New and Used Games in Stock. Also **PREMIUMS**
LEHIGH SPEC. CO. N. W. Cor. 2nd & Green, Phila., Pa.

EMES URN LAMP

A Guaranteed Struhl Lamp
Especially Made for Operators



This specially constructed, beautifully Squat, Urn Type Base Lamp with 16" Fluted Shade at this Low, Remarkable Price. Height Overall 18". Colors: White, Apricot, Green. RUSH YOUR ORDER TODAY!

WRITE FOR FREE BRAND-NEW CATALOG. Just Off the Press. **\$1.25 EACH** CASH with Sample

MORRIS STRUHL

114 PARK ROW, NEW YORK

them to 10 free games at the location where they received the entry blank.

It should be recognized that a lot of work will be required to conduct a contest such as this. But the trade is waiting for some live association to demonstrate that it can be done. Co-operation by the National Association of Coin-Operated Machine Manufacturers and *The Billboard* is assured.

Pacific Continues To Improve Baseball Games

CHICAGO, July 27.—After more than a year of careful planning and research Pacific Amusement Manufacturing Company announces Big Leaguer. It is said to be baseball in its fullest mechanical sense. It is a 10-ball machine furnished with or without an automatic payout. The game is offered in an attractive cabinet designed in the modern trend. Fred McClellan, president, states that Big Leaguer is drastically different from any other baseball game ever produced, especially from the standpoint of mechanical and electrical design.

"Activated by batteries, it is equipped with individual kickers at each base, so that balls move from home to first, second, third and home again with perfect co-ordination. Unlike Major League, Big Leaguer has abolished the inside ball runways completely. Then, too, there are no roll-over contacts or drop pockets to complicate its construction or hinder its performance. An added feature is noted in the large composition balls, used to enhance its player appeal."

McClellan stated that Pacific had pioneered baseball games, and "while many difficulties had to be mastered in the building of baseball games during 1934, the principle of balls actually running the bases, with a pitcher shooting them over the plate, has been so well received that we set aside a special fund to perfect an entirely new baseball game that would reflect credit upon this organization and bring good incomes to operators and jobbers. Pacific engineers have tirelessly worked toward that end, and we have the final result of endless experiments and ingenious efforts."

Heavy Demand for 7-11; Game Catches on Fast

CHICAGO, July 27.—Following early deliveries on the new 7-11 automatic payout games, Jack Keeney, of J. H. Keeney & Company, states that the demand has reached greater proportions within a shorter period of time than on any other game he has ever produced.

The game involves shooting a ball into one of 16 numbered holes, then a follow-up shot in another pocket, so that their combined values total either 7 or 11. There are 20 winning combinations to make the play most versatile and interesting. It is built in two separate models, one a straight automatic payout, while the other includes Keeney's free-game mechanism. This device permits players to replay their awards without inserting another coin as long as awards are indicated on the free-game register. It offers a decided advantage in that players re-insert approximately 80 per cent of their accumulated winnings, yet they may cash in at any time for the amount remaining on the dial by merely touching an electric button. Then, too, the payout box may be locked and operated as a recording machine only. The merchant pays out awards and receives his payouts from the invisible container to balance his register.

Keeney, like many other manufacturers of coin-operated equipment, has come from the operator ranks. His study of past and present-day operating conditions and requirements is well exemplified in the free-game unit.

St. Louis Coin Men Make Plans for Convention

ST. LOUIS, July 29.—Missouri Amusement Machine Association is making plans to entertain the delegates to the convention of operators to be held here August 5 and 6.

Walter F. Koch, president of the St. Louis operators' association, will appoint an entertainment committee at a meeting to be held here Thursday night, when final plans for the entertainment of the delegates will be made.

Arrangements have already been completed for the banquet to be held at the Jefferson Hotel on the opening night of the convention.



JACK RIPPITS
Night manager of the Broadway Sports Palace (sportland), New York.

Michigan AMA Opposes Coins

DETROIT, July 27.—A movement to oppose the proposal of Secretary of the Treasury Morgenthau for fractional coins was begun July 23 by the Automatic Merchandisers' Association of Michigan. Following discussion, a resolution, drafted by Assistant Secretary Warren R. Zerby, was adopted unanimously, as follows:

"Members of the Automatic Merchandisers' Association of Michigan unambiguously oppose any coinage by the government of different size coins or values than those now in circulation.

"We do not believe there is any general urgent demand or necessity for one-half cent, one mill or any other fractional coins and we believe that the use of such coins would cause far greater inconvenience than any possible benefits to be derived therefrom. The circulation of such coins would not only interfere with the operation of the majority of all coin-operated merchandising and service machines now in use throughout the country, but in many instances would make present equipment useless."

In an effort to arouse support for the resolution, copies were sent to other State officers and to the coin-machine trade press. The resolution itself was sent to Secretary Morgenthau and copies to Senators Vandenberg and Couzens and to all 17 Michigan Congressmen. The co-operation of other trade organizations is being sought, specifically of the Detroit Retail Druggists' Association, the Federation of Retail Merchants and the Detroit Board of Commerce.

Commenting on the attitude of operators, Frederick E. Turner, president of the AMA, told *The Billboard* correspondent:

"It's about the worst thing that can happen to us. It would mean a lot more slugs to clean out of the machines, is the typical attitude of the operators.

"The real danger of the small fractional coin is that it will be close enough to the diameter of the current nickel, dime or penny to work the machine. There are thousands of small vending machines still in operation without any modern slug detectors. The tolerance of 75/1000 of the diameter of any coin is considered sufficient—this gives a margin of safety if there are no other coins available within this fraction of the size of any existing coin on machines with the detectors.

"There are only 22 States that have a State sales tax and some of the rest are not in favor of it at all. Our Michigan sales tax administrators say that the fractional coins are not necessary

"Forgetting the vending machine angle of interest altogether, I am against the small coins. The whole idea would be a nuisance. Think of walking around with a pocket full of coins for a 10th of a cent each."

Send Cheerup Hankies

CHICAGO, July 27.—A novel way of passing out good news was recently mailed to coin-machine jobbers by Bally Manufacturing Company in the form of a linen handkerchief on which was printed a large number of favorable reports on Ace, new one-shot payout game. The handkerchief was headed "Dry

Claim Petitions To Stop License

OKLAHOMA CITY, July 29.—Altho the church campaign against the slot machine licensing law reported enough petitioners last Friday to put the measure to a popular vote, a final heavy drive for more signers was made in the State yesterday. It was generally conceded that enough names had been secured to call for a popular vote. Governor Merland has announced that the election would not be called until July, 1936, on account of other more pressing matters to be voted on this fall. The slot machine law will be held in abeyance until the popular vote. If called it will probably be the first time a law concerning coin machines has been put to a popular vote and will be of national interest.

The law provides for licensing slot machines and includes pinball games and other types of machines. The State association of operators joined with the churches in opposing the law because of the high fee on pinball games. A question of technicality arose Saturday as to the exact date for final petitions. Supporters of the law said midnight Sunday was the final date, while opponents of the bill said midnight, July 29, and filed final petitions today. The attorney-general may be called upon to rule on this point.

Cohns Enjoying Cruise

NEW YORK, July 27.—Mr. and Mrs. Nat Cohn, with the terrific hot weather seemingly here to stay, hid themselves away on a cruise for a tour of northern waters. They boarded the S. S. Franconia July 20 and will be away for about two weeks, cruising northern waters around Halifax, Nova Scotia, and places further north, where the icebergs loom.

Nat said that he was happy to get away from the office for a while and that all business would be in the capable hands of Irving Sommer. Tho the Box Score games are on the way from the Daval Manufacturing Company, Nat said he has so many advance orders that he doesn't know how he will be able to divide the first small number of the machines among all those that want them. He is leaving this worry to Irving.

Many radiograms were received by Mr. and Mrs. Cohn aboard ship from friends in both New York and Chicago. Many of them were complete surprises.

New Counter Game Shows Good Results on Tests

CHICAGO, July 27.—Altho the ideas involved in Make or Break provide means to play "21" in a smaller size game, Pacific Amusement Manufacturing Company reports splendid results on this new game in test locations. It is said to earn more than larger types of games. Like other Pacific products, this machine was engineered by F. J. Marco and produced under the direction of E. J. Glennon, plant superintendent. These men have a background of experience in the radio field and electrical specialty field which is well reflected in the coin machines they build.

This counter game includes the principles of three roving balls in a separate inclosure which establish the "house" score automatically. There are five more balls that travel the plunger route to make or break the established score. The outlook for domestic and foreign demand on this game has been termed most favorable by Fred McClellan, head of the Pacific firm.

Your Tears" and went on to say "If operators are singing the blues, let them dry their tears with this hanky full of good news." This was followed by collection reports sent in by operators in different parts of the country.

Discussing this mailing stunt, Ray Moloney, Bally's president, stated that "Ace collections are running so sensationally high, particularly for this time of the year, that we wanted some really striking way to bring the good news to the attention of the trade. If operators will take our message to heart and get this game, they won't have any tears to wipe away. They can then use the hanky to wipe the sweat from their brows as they spend long hours counting collections."

ROL-A-TOP BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By **WATLING MFG. CO.**
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

"DINGY"

OFFERS SOMETHING VERY SPECIAL FOR MONTH OF AUGUST Be Sure and Inquire "DINGY" CHICAGO AMUSEMENT GAMES CO. 1215 Diversey Blvd., Chicago

SELLING OUT 533 PIN GAMES

All Guaranteed Good Condition and Look Like New.

Star Lite...\$21.00	Signal...\$10.00
Golden Gate... 7.00	Drop Kick... 9.00
Winner (A.B.T.)... 25.00	Score-A-Lite... 20.50
Cross Cross-A-Lite... 21.00	Lightning... 6.00
Big Bertha... 10.00	Subway... 11.00
Kelly Pool... 17.00	Checkers... 18.00
MILLS JACK POT CHINE 5c Play... \$19.50	Action... 12.00

Novelty Merchantmen and Microscope Diggers, Latest Models, at Bargain Prices. Terms Are 1/3 Deposit With Order, Balance Shipped C. O. D. **OHIO SPECIALTY COMPANY** 129 W. Central Parkway, Cincinnati, O.

DO YOU WANT GOOD REBUILT MACHINES CHEAP? Send for our Big New and Used List. Bargains Aplenty! GREAT STATES MFG. CO., 1605-07-09 East 39th Street, Kansas City, Mo.

P. C. PARI-MUTUAL WHEELS — Vest Pocket size, with oilcloth layout of 8 horses. Sample, \$1.00 prepaid. **AMERICAN NOVELTY CO.**, 15 Snow Street, Providence, R. I.

Carter Blades, \$3.98 a 1000

Made of first quality blue Swedish Steel. Packed 5 Blades in Package, 20 Packages in a Carton. An exceptional bargain on a Quality Blade.

Octagon Shaped Lighter...\$0.64	Doz.	Gross.
15" Im'l'n Pearl Necklace... .30		\$4.60
Needle Threader... .07		.43
Perfume in Vials... .21		1.75
League of 75 Needle Books... .39		3.45
Men's Ties... .29		2.75
Dental Cream... .55		5.98
Airship Needle Book... .17		1.75
Pon Pon Boat... .35		3.90
Guaranteed Wrist Watch... 1.83		
Dependable Pocket Watches, Ea... .62		

SPORS COMPANY
8-35 Erie Street, Le Center, Minn.

If You Feel Like This Fellow on the Right—Mr. Operator—Just Place Five "HIT or MISS" and Five "MAKE or BREAK" Games in Mediocre Locations - YOU'LL BE PLEASANTLY SURPRISED!



"HIT OR MISS" is a game where Players load up Right and Left Scoring Lanes—then shoot for a "HIT" to Unload them into the 1,000 Area. A "MISS" and they all run "Out". It's a FAST CASH-GETTING Game—a REAL BUY at \$24.75

"MAKE OR BREAK" is another Smart Operators' Game. It's "21" with a Principle of Action that Makes MONEY FAST—that BREAKS All Records wherever you place it. You can buy 5 "MAKE or BREAKS" at what you'd pay for 3 average-priced games! Take "MAKE or BREAK". Price \$24.75



SIZE 14 3/8" x 25 1/4" Legs \$1.50 Extra



WRITE, WIRE, ORDER THESE WINNERS TODAY!

PACIFIC AMUSEMENT MFG. CO.
4223 W. Lake St., 1320 S. Hope St.
Chicago, Ill. Los Angeles, Calif.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE..

We challenge any Chicago Indoor Baseball Club for one hundred dollars a side Stop Old Man Jones—what a hitter Stop Come one, come all; bring your dough if you want to bet.

Lee D. Jones.

P. S.—Call Lakeview 9400 for the bad news.

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Claim Enough Signatures

Two groups claim signatures for vote as limit draws near

TULSA, Okla., July 27.—Oklahoma churches were co-operating with pinball operators as the deadline neared for filing a petition which, if filed by midnight July 29 with 33,000 signatures, will void the recently enacted slot-machine legalization law.

The ministers started the petitions which would submit the law to the people for acceptance or rejection after Jack Foster, representing a group of pinball machine operators, had filed with the State auditor his intentions to ask for an election on the question.

Oklahoma and especially Tulsa, Oklahoma City, Ponca City, Muskogee, Enid, Bartlesville and Okmulgee have proved lucrative fields for the pinball games, and at first the owners of locations had looked with favor on the advent of the slot machine.

However, it developed that the available territories for the slot machines had been contracted by representatives of an outside firm which had taken advantage of the situation to place an estimated 5,000 machines in storage. Should the machines become legal August 1, the effective date of the legalization bill, the pinball operators, who are following the new-model craze of the players, would have hundreds of new machines on hand which had not had an opportunity to pay themselves out.

The Tulsa ministerial alliance, headed by Rev. Guy B. Tetrick, agreed to take the Foster petition, but because of their delay in starting work Foster placed his petition with W. R. McIlvaine, who, as a representative of the Oklahoma Anti-Slot Machine Association, is said also to represent the pinball interests.

Today all traces of rivalry between the

ministers, who later filed an original referendum petition, and McIlvaine's association has vanished as pleas come from both camps: "Don't be particular about which petition you sign, but sign now!"

Rev. Tetrick estimated that his group only needed 4,000 signatures to keep the law from becoming effective August 1. McIlvaine was confident that his association was well over the needed 33,000 names, but said that he would continue work until the last minute.

Should the law be held for a vote and later repealed by the people, it would mean the continued popularity of the pinball machines with no interloper endangering choice locations, which no doubt would be closed to home-owned pinball devices in favor of the possibly more lucrative gaming machines.

Newspapers Say State Law Hurts Small Ops

OKLAHOMA CITY, July 27.—In widespread newspaper comment and attack on the State law licensing slot machines and other devices, it is being emphasized that the law, if it takes effect, will create a big fellow's game and the small operator will be forced out of business. Gambling interests from outside the State are also shipping machines and sending agents, opponents of the law also contend.

The law is due to take effect July 29 unless it is held up pending a popular referendum on the law. Churches and other interests are seeking 34,500 signatures to a petition calling for a popular vote on the law. If the required number of signatures are obtained the law cannot take effect until after the people have voted in favor of it.

The Oklahoma Coin Machine Operators' Association joined forces with the churches recently and will aid in getting petitioners against the bill. These operators claim that 97 per cent of their machines are pinball games and that they do not feel their games should be taxed excessively in conjunction with slot machines.

HERE'S HOW Gets Tavern & Inn LOCATIONS

Strictly a Merchandising Game That Enjoys a Long Run of Play. . . .

Five Reeler. All Aluminum. Visible Coins. Introductory Price **\$12.50** 5-10-25c Play. 13 1/2" x 14 1/2" x 8 1/2" 18 Pounds. F. O. B. Chicago.

A trade stimulating game—recognized by everybody as such. Stays put on every bar—anywhere—as long as you care to leave it.

The object of the game is to spell the word "BEER". Number reel tells awards. New novel—plenty of suspense—plenty of play—big fat collections. Thousands of taverns waiting for this winner.



PIERCE TOOL & MFG. CO. 4324 E. BAYVIEW AVE. CHICAGO, ILLINOIS

"TEXAS LEAGUER" ONE SHOT

AUTOMATIC PAY-OUT PIN GAME

Legal Free Play Fortune Tickets in 7 Different Colors. 1c Play. Long Life. Money Maker. Every Hit, Every Run

PAYS OUT BIG WINNERS—50 TO 1 INSURES LASTING PLAY

You Regulate Pay Out, 20% to 80%.

Best of All, Every 60 Days We Will Furnish You a New Playing Field and Name Plate at Low Cost of \$4.50 Each. Order Your TEXAS LEAGUER Now. You Will Say It Is the Best

\$24.50

You Ever Invested.

100% Guarantee. 1/3 Cash With Order, Balance C. O. D., F. O. B. Our Factory.

AUTOMAT GAMES CO. 3214 N. California Ave. CHICAGO

Association Attorneys Advise Ops On Meaning of Texas License Law

Having been requested to advise as to the legality of pin games or marble games, we beg to advise the following: Our opinion is that neither Article 654 of the Penal Code nor the Constitutional provision against lotteries has application to these machines in view of the fact that skill is a dominating factor in the operation of the machines.

In our opinion, Article 619 of the Penal Code, which prohibits the operation of gaming tables, banks, slot machines, etc., is not applicable to marble machines for the following reasons:

(a) That none of the devices specifically mentioned in Article 619 partake of the same or similar characteristics of marble machines.

(b) That marble games are commonly known as games of skill, whereas the games specifically mentioned in the Penal Code in Article 619 and 624 are games of chance.

(c) That marble machines are further classified differently from the other

games specifically mentioned in the above articles for the reason that the Legislature has taxed marble machines, whereas the other games therein are not taxed.

(d) That the Legislature did not intend to prohibit the giving of prizes or rewards for skill, for the reason that the Legislature refused to amend House Bill 223 so as to make it a misdemeanor to give such prizes or rewards.

(e) That nothing is bet or wagered on the outcome of said games.

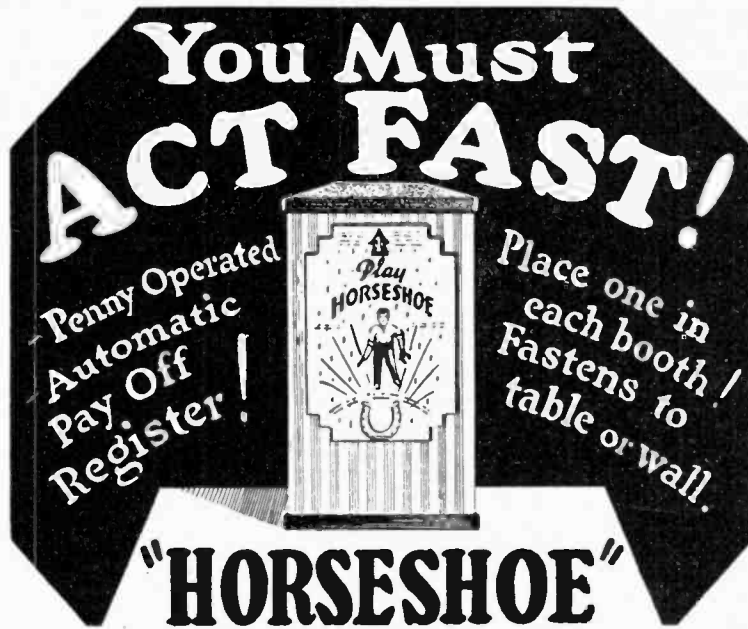
(f) Marble machines, being a distinct and well-known game, different from all the other games mentioned in the above articles, the Legislature having had the opportunity to amend Article 619 so as to specifically name marble machines, did not do so.

(g) Article 619 and Article 624, being penal in nature, must be strictly construed by the courts, and there being no specific enumeration of marble machines or an enumeration of any ma-

A \$2 Bill Tells the Story!!

Two Dollars with Coupon Brings You Sample Horseshoe Game

Here is the most liberal and sensational machine offer ever made. It is necessary that you actually see "HORSESHOE" to appreciate its stupendous possibilities — consequently this sample offer. A string of "HORSESHOES" in the booths of your present locations will pay greater returns than anything in the coin machine industry. New and basic ideas do not come very often. It is therefore necessary that you take advantage of this unusual offer and be convinced. Smart operators will ACT FAST. "HORSESHOE" is a tried and tested proved money maker and we are in position to make immediate delivery.



OPERATOR'S PRICE LIST
SAMPLE \$4.75

- Lots of 6 \$4.50 Each
 - Lots of 12 \$4.25 Each
 - Lots of 24 \$4.00 Each
 - Lots of 48 or More \$3.75 Each
- F.O.B. Mpls.

This Sample Machine offer will be limited to 1,000 machines. "HORSESHOE" is a basic new invention for the booth. It is fully protected under United States Patent Law.

A. M. WALZER COMPANY
316 Eighth Ave. So. Minneapolis, Minn.

A. M. WALZER CO.,
316 8th Ave. So., Minneapolis, Minn.

Enclosed is \$2.00 for which please send sample "HORSESHOE" Game. I will either pay \$2.75 balance due within ten days, or return the machine.

Name

Address

City, State

(Print Plainly)

chine similar in characteristics to marble machines, these statutes do not apply.

(h) House Bill 223, having specifically taxed only amusement games and skill games, showed that the Legislature did not intend to recognize games of chance, and that where license receipts appear on any such machines, that the same are prima facie legal.

(i) That the clause in House Bill 223 reading as follows, "However, all games of skill taxed herein not prohibited by the Penal Code of this State or the Constitution of the State of Texas shall be authorized," was included in said law so as not to legalize those skill games that are specifically prohibited by law, such as betting at billiards, football, baseball, pool halls or horse racing, etc.

In view of the foregoing, our recommendation to the operators of machines throuth the State is as follows:

(a) Immediately pay the State, county and city occupation taxes under the terms of House Bill 223, following the regulations as set out by the comptroller in particular this regard.

(b) Attempt to convince your local law enforcement officers, by personal contacts, that the games are legal.

(c) If you are unable to convince the local law enforcement officers of the legality of these machines report the matter to your local organization for the attention of your local attorney. Have your local attorney take the matter up by personal contact with the local law enforcement officers.

(d) If the desired results cannot be obtained in the foregoing manner have your local attorney immediately communicate with either A. L. Lewis, Houston, Tex.; Leonard Brown, San Antonio, Tex., or ourselves, who will advise with your local attorney with respect to the proper procedure.

We believe that if the above plan is literally followed with the information that we have at hand and the investigation of the law that has been made in most instances counties can be opened without resort to court action. We cannot too strongly urge the co-operation suggested above, and we hold ourselves in readiness at all times to co-operate to the fullest extent with all local attorneys. ROSENFELD & BERWALD.

Counsel Answers Judge, Assn. Proposes License

ST. PAUL, July 27.—In answer to the ruling made by Judge Clayton Parks on a test case in Municipal Court Monday that "any device where a reward is offered violates the statutes," Eugene M. O'Neill, attorney for the Ramsey County Amusement Operators' Association, Inc., issued the following statement to the press:

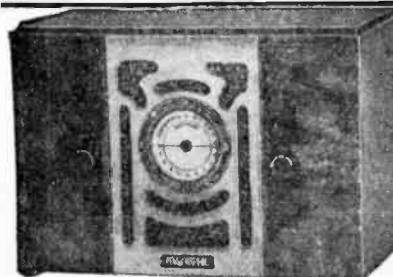
"It's a good deal like the St. Paul open golf tournament," he said. "You pay an entry fee and if you're good enough you get something back. Where the playing fee is not out of proportion to the amusement offered, then it is not a gambling device. None of the evils of the slot machine are apparent in the pinball machine. The player does not lose without receiving some amusement." The Daily News published his statement on its front page as part of its story on Judge Parks' ruling.

Meanwhile operators so far have avoided seizure of their machines by handing out chips marked: "No cash value—good for play only" to proprietors of places in which the machines are set. The chips are given to customers who win on the machines.

The association, thru Mr. O'Neill, is proposing that the city license all machines for a reasonable annual fee. O'Neill, since Wednesday, has been attending conferences with City Attorney Connolly and Public Safety Commissioner H. E. Warren regarding drawing up of a tentative ordinance for introduction into the city council.

Arthur J. LaBeau, president of the county ops' association, said that the association considers \$2 a year for a penny machine and \$5 for a nickel machine to be a fair license fee.

"We are anxious for a license," he said. "We believe that it would eliminate nearly all the objections to the pinball machine. With the licensing in the hands of a duly appointed fair committee a careful check easily could be kept upon the machines, operators and the places in which the devices are installed. Playing by minors and gambling with the machines could be eliminated. We want to keep them merely devices of amusement, with fair prizes offered for high scores as an added incentive to play."



LATEST AIRPLANE DIAL RADIO

1936 Sensational Airplane Dial Radio. Amazes all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it.

5 TUBE RADIO

WITH DYNAMIC SPEAKER
5 R C A Lic. Tubes
Beautiful 2-Tone Walnut Cabinet, 10" wide 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

NOW \$6.25
IN LOTS OF 6 \$6.75
SAMPLE \$6.75
F. O. B. N. Y.
25% Deposit

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118 EAST 28th ST. NEW YORK CITY

METROPOLITAN DISTRIBUTORS FOR
PACE'S RACES
KEENEY'S
7-11
NOW READY

USED PIN GAMES
I. O. U., REBOUND, BEACON, MAJOR LEAGUE, SR.; SIGNAL, \$14.90
CRISS CROSS-A-LITE, BEAM-A-LITE, SCORE-A-LITE \$19.90
MILLS CANNON FIRE, SR. \$24.90
DROP KICK, SIGNAL, JR. \$12.90
ELECTRO, GOLDEN GATE, CONTACT MASTER, CRISS CROSS \$9.90
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MILLS
Single J. P. with Reserve — White They Last!
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ALL NEW GAMES READY FOR IMMEDIATE DELIVERY. WRITE FOR COMPLETE LIST OF GOOD RECONDITIONED GAMES.
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NEW DIGGER CANDY NOW AVAILABLE
HARD SHELL CANDIES FOR VENDING MACHINES. All Popular Colors and Flavors. BREATH PELLETS and Many Other Confections Suitable for Packing in Cellophane or Glassine Bags. WRITE FOR PRICES.
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345 West Erie Street, CHICAGO.

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KINGS of the TURF

The Double Action Horse Race Pin Game

THE ONLY REAL SKILL PIN GAME IN AMERICA
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MONEY REFUNDED IF THIS GAME IS NOT MECHANICALLY PERFECT

OPERATOR'S PRICE **\$43.50** F.O.B. FACTORY

» » USED MACHINE SELL-AWAY « «

Star-Lite \$18.95	Beacon \$13.95	Flying Trapeze Sr. \$12.95
Beam-Lite 15.95	Rebound Jr. . . . 10.95	Flying Trapeze Jr. 7.95
Score-a-Lite 16.95	Travel 24.95	Whirlpool (Ticket) 64.95
Chicago Express . . . 19.95	Traffic (Model A) 47.95	Gateway (Ticket) 64.95
Live Power 6.95		Checkers 11.95

1/3 Deposit, Balance C. O. D. Write for Complete List.

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USED CLOSE-OUT BARGAINS

ROCKET	\$27.50
GLOBE TROTTER	29.50
MILLS CANNON FIRE, JR.	20.00
MILLS CANNON FIRE, Standard	18.60

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
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SLOT MACHINES WANTED

We will trade even a limited number of brand new, latest type MILLS EQUITY Pin Tables for

Mills Blue Front Mystery Pay Slot Machines.

If you want to trade your slots for a fine skill game, write or wire us on or before August 10.

ELECTRO-BALL COMPANY, Inc.

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Note this Mr. Traveler



NO. 6008 — LEATHER GLADSTONE BAG. Full cut, 24 in. Genuine Cowhide, in Baby Elephant Grain. Black. Steel Frame. Two Over Straps, Center Leaf with Pockets. Specially priced. **BIG BARGAIN. Ea. 4.65**

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RCA VICTOR (5c Play) AUTOMATIC PHONOGRAPHS. "Brand New." Never Unpacked. Cost \$247.50 Each. Limited Quantity remain at \$95.00 for CLOSEOUT. 50% Dep., Bal. C. O. D. THE P. K. SALES CO., 600 Hyatt, Cambridge, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

U. S. Mint May Use New Coins

WASHINGTON, July 27.—Secretary of the Treasury Morgenthau, with the approval of President Roosevelt, will ask Congress within the next few days for authority to mint half cent and one mill coins in order to meet the needs of Illinois and other States with sales taxes.

This announcement was made by Secretary Morgenthau recently after he had discussed the proposal with the President at luncheon and had submitted to Mr. Roosevelt a memorandum favoring the new coinage. The President is "enthusiastic" over the idea and instructed him to lay the necessary legislation before Congress, Morgenthau said.

The new coins, also created to meet situations caused by the Illinois and 16 other State sales taxes, will circulate generally as money of the United States and may come to be used in the purchase of gasoline, groceries, drugs and other articles for which prices are quoted in fractions of one cent.

The new half cent piece will be made from copper and will be slightly smaller than a penny; it will be the first coin of its kind minted in the United States since 1857. The one mill piece, unique in the monetary history of the country, will be the same size as the half penny piece, but will be made of an aluminum alloy.

Designs for the coins, the amounts to be issued and the time they will be ready for circulation have not yet been decided upon, according to the treasury department.

The new coins are necessary because of the difficulty of making exact payments for sales taxes in States where the tax is on a percentage basis, Morgenthau explained. A person making a 50-cent purchase under the Illinois 3 per cent tax, for instance, owes 1 1/2 cents; he will be able to pay the tax with a penny and the new half-penny piece.

Secretary Morgenthau said he would make a formal request for the legislation in letters addressed to the coinage committees of the House and Senate later this week. He said he expected action at this session.

Twenty-two States and New York City have sales taxes, 16 of them on a flat percentage basis, the treasury says. States such as Illinois which have issued or sought to issue tokens for payment of the taxes have been informed by the treasury that they are flirting with violation of the constitutional provision restricting the power of coinage to the federal government.

The treasury will make a profit on the new coins, as the actual value of the copper and aluminum which goes into them will be much less than the face value at which the treasury will issue the coins.

Manufacturers Will Not Support District Shows

CHICAGO, July 27.—Members of the National Association of Coin-Operated Machine Manufacturers, looking forward to the 1936 annual show and exhibition

to be held at the Hotel Sherman, Chicago, next January, have decreed that for them one show a year in the coin-machine industry is enough.

The question arose at a recent meeting of the association in connection with the show to be held this year on the Pacific Coast. The ruling of one show per year was not applied to this year's Pacific Coast show because of the lateness of the action taken and because of tentative commitments of a few members of NACOMM.

However, as to the future, the manufacturers will look with disfavor on any attempt to hold any show except the one conducted under the auspices of NACOMM.

Keeney's 7-11 in East

NEW YORK, July 27.—Babe Kaufman, Eastern distributor for J. H. Keeney & Company, this week received two carloads of Keeney's new two-shot 7-11 pin table. Two samples have been on the floor for a week, and both operators and jobbers have placed orders, looking favorably at both the simple construction and the appealing play. Babe Kaufman thinks the games will enjoy a good run along the Atlantic Coast.

Genco Announces Game Which Uses Fewer Pins

CHICAGO, July 27.—Official of Genco, Inc., announces a new pin table, Spit Fire, which is in production and ready for delivery. Spit Fire, according to the Genco firm, is different from any other game on the market. In the game many innovations are introduced.

"The playing field is absolutely void of any obstructing pins. There are merely two guide pins at the top of the playing field and two small rows of pins at the bottom which act as guide lines. This feature not only dresses up the appearance of the game but it causes the game to look easier to play. The player feels that he has more of a chance to win a skill reward, as he has greater control over the balls shot.

"At the top left and right-hand sides of the playing field are kickers which shoot the balls in the respective pockets into higher scoring pockets. Balls lying in these kicker pockets do not drop under the playing field when a coin is inserted and are set all ready for the next play. This is an added inducement for more continuous play.

"Balls that drop into the 'fire' holes at the top of the playing field are shot out of a tunnel with a flash of 'fire' and are cleverly conveyed along an elevated runway to high score holes." The Genco firm states that the distributors and jobbers who have seen Spit Fire have been highly enthusiastic about the merits of the game. Orders of entire carload shipments have been booked and a great run is anticipated on the game.

Texas operators are passing up some sweet spots in the many Texas zoos. These places offer profitable locations for a number of various types of equipment. It would be well for some op to give the zoos some real consideration.

Business Reports

Further testimony to industry's recovery was contained in second quarter and six months' reports from 26 corporations representing practically every branch of business in the United States.

The predominance of reports showed growing income, some of them having profits against net losses, others new record highs. Of the group only four reported losses, and eight, while having net incomes, ranged varying amounts below the comparable 1934 period.

Those to report balance sheet position reflected a more liquid position, cash and current assets increasing. Automobiles, chemicals, building materials, explosives, commercial credit, metals, oils, coal and even shirts were represented, along with movies and mail-order firms. Aggregate improvement shown by all companies in the second quarter of this year over the second 1934 quarter was approximately 12 per cent.—Chicago Journal of Commerce.

Gottlieb Says Calendar Cannot Stay Good Games

CHICAGO, July 27.—Dave Gottlieb, president of D. Gottlieb & Company, announces production on a new type of machine called Plus and Minus. "The demand for a new game is not dependent upon the calendar," stated Mr. Gottlieb. "Hot or cold weather, if a game's good and has the necessary appeal it will receive generous play regardless of the temperature. We have only to look back to the last few summers and recall the many successes introduced at the peak of hot weather and the overwhelming response they received.

"Plus and Minus is a novel departure from the type of machines produced by the Gottlieb Company. It is a one-ball machine with free-play award mechanism that pays out 2 to 20 free-play tokens. A free-play hole is also used which frequently gives players another chance to play.

"A mint vender is included with Plus and Minus at no extra charge. This vender automatically vends a package of mints with each play and locks playing mechanism automatically when supply of mints is exhausted. Mints are vended only when nickels are played, not when tokens are used.

"Recently an injunction was issued by Judge Joseph Sabath, of the Superior Court, restraining interference with Plus and Minus, as well as Liberty Bell. The contention is that Plus and Minus is an absolutely legal game, since merchandise is awarded players with every nickel played into the game."



"Now, Henry, remember it's only a game."—Courtesy of Tips and Topics.

LOW PRICES — ORDER NOW!
ASPIRIN TABLETS—Genuine 5-Grain, 12 Tablets to Two Colored Litho. Tin. Best Quality. Made By Bengor Aspirin Co. Gross. **\$1.95**
GILLETTE TYPE RAZORS—Metal. Long Handle. Each. **6c**
ASPIRIN—Carded, 20 Pkgs. on Display Card. Each Card. **8 1/2c**
WHITE SHOE POLISH—Large Bottle. Individ. Boxed. Dozen. **50c**
 25% Deposit, Balance C. O. D.
Send For NEW 1935 CATALOGUE
1000 MONEY MAKERS

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REMOVAL NOTICE!
 Due to the continuous growth of our business, we are moving into larger quarters, more conveniently located, where we can better serve our many customers.
ON AND AFTER AUGUST 1 We Will BE LOCATED AT
3020 OLIVE ST., ST. LOUIS, MO.
 (Local and Long Distance Phone: Franklin 3480.)
WATCH FOR OUR SPECIAL ANNOUNCEMENTS DURING AUGUST.
 If you want to save money, and get real service, it will pay you to get on our Mailing List.
BESSER NOVELTY CO.
 "Specialists in Coin-Operated Machines"

- RUMBA DANCERS in Metal Frames. Gr. ... \$3.75**
POCKET KNIFE SHARPENERS. Gr. ... \$ 2.75
NEW SCISSORS SHARPENER. Gr. ... 2.50
 Hand Manipulating EYES, complete. Gr. ... 2.75
WHITE STONE RINGS. Gr. ... 1.40
TIE & COLLAR HOLDER SETS. Gr. ... 2.40
COLORLED EYES SKULL RINGS. Gr. ... 1.40
Novelty Sugar Daddy ARM BANDS. Gr. ... 2.75
NEW CHAIN KEY HOLDER. Gr. ... 6.50
NEW FOUNTAIN PEN & PENCIL SETS.
 In Display Boxes. Gr. ... 21.00
 Deposit with Order, Shipped Same Day.
AMERICAN NOVELTY COMPANY
 15 Snow Street, Providence, R. I.

PERFECT CONDITION
 Full refund if not satisfied. Gridrons, Subways, Dropkicks, \$8.00 ea. Castletites, Rockelites, Rebounds, Radio Stations, C. O. D.s, \$12.50 ea. Deposit. **ELI S. HARRIS, 98 N. Kanawha St., Beckley, W. Va.**
 ● **WRITE FOR COMPLETE LIST OF USED MACHINES**
OUR PRICES ARE THE LOWEST!
OCEANCREST NOVELTY CO.
 1489 Coney Island Ave., BROOKLYN, N. Y.

Kentucky Jobber Plans Big Opener

LOUISVILLE, July 27.—The Kentucky Springless Scale Company, Inc., will move into new quarters August 1. The new location includes three large stores across the street from the present location. The new address will be 514-516-518 South Second street. The firm is a well-known distributing agency in the coin-operated machine field and is also recognized as an established business here, having handled coin-operated machines of various kinds for many years.
 J. E. Cobb, proprietor, says that the plans are to have one of the most complete showrooms and display arrangements for this industry in the South and "we are sparing neither time nor expense in equipping same. For the past nine months we have been handicapped on account of our crowded condition at the old location. We are mighty proud of the co-operation shown us by the operators, and it is their support which has enabled us to grow into larger quarters."
 A "grand opening" celebration is planned for August 16 and 17, at which time an offer of \$5 credit for any old pin game toward a new game will be made as a special inducement to get operators to part with their old games. Representatives of a number of manufacturers are expected to attend the official opening and big entertainment for operators will also be given. A very complete display of the newest games will be made especially for the occasion.

Dollar Levy for City

PITTSBURGH, July 27.—A dollar levy on each cigaret, peanut and pin game machine went into effect here July 15. The new measure is in accord with local jobbers and operators who have always been willing to help in city finances.

Sam Strahl, of the American Cigaret Machine Company, is busy rearranging his offices on the fourth floor of the American Bank Building. A reception room, among others, is being arranged. Mr. Strahl is leaving next week on a month's business trip that will take him thru the East. This time he will be busy selling the American Vender, modernized cigaret machine made by Andrew Gorretta & Company, for which Mr. Strahl is a six-State distributor. Machine has a 203-pack capacity and multiple slug ejectors.

BOTTOMS-UP
THE NEWEST ACTION PIN GAME SENSATION

The Newest...
 Action Pin Game of 1935. The high score game you have been waiting for to once again revive big money play. Different, better, newer—and more reasonably priced than any pin game in America. Be **FIRST** in your territory with **BOTTOMS-UP**—the greatest action high score pin game of 1935.



The Most Reasonably Priced Quality Pin Game in America. **JOBBER**s write for details of new Proposition.
OPERATOR'S PRICE
\$36.50
 TAX PAID—F. O. B. FACTORY

THE FIRST DIFFERENT GAME OF 1935

» JOBBERS — OPERATORS «
 Here are the superior features of **BOTTOMS-UP**: Finest High Score Game Ever Built. New, Thrilling Skill-Shot Holes. Novel Electric Lights and Kicker Action. Double-Scoring-Chance Playing Field. Flashy Attractive Playing Board. New Style Decorated Cabinet—40" by 20". Shining, High Polished Aluminum Castings. New Action Spring and Nicked Ralls. **AND**—The Most Reasonable **PRICE** in the World for a Super-Quality—Better Action—Beautiful High Score Pin Game. **WIRE YOUR ORDERS IMMEDIATELY!!**

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 All Phones: Blgelow 3-2335

GREATEST USED MACHINE SALE IN COIN MACHINE HISTORY

EVERY MACHINE GUARANTEED PERFECT CONDITION

American Beauty ... \$ 4.90	Golden Gate ... \$ 4.90	Relay Sr. ... \$ 7.90
Army & Navy ... 9.90	Gridron ... 5.90	Safety Zone ... 8.90
Action Jr. ... 9.90	Lightning ... 4.90	Score-A-Lite ... 16.90
Action Sr. ... 19.90	Live Power ... 6.90	Signal Jr. ... 5.90
Beacon ... 13.90	Major League Jr. ... 9.90	Signal Sr. ... 10.90
Beam Lite ... 15.90	Major League Sr. ... 12.90	Skyscraper ... 8.90
Cavalcade ... 21.90	Master Contact ... 4.90	Subway Special ... 6.90
Checkers ... 12.90	Merry-Go-Round ... 5.90	Subway, Gray Cabinet ... 4.90
Chicago Express ... 15.90	Mills Cannon Fire Jr. ... 9.90	Skill Circle ... 16.90
Criss Cross A-Lite ... 18.90	Mills Cannon Fire Sr. ... 12.90	Super "8" ... 4.90
Drop Kick ... 6.90	Pennant ... 4.90	Time ... 10.90
Electros ... 4.90	Rebound Jr. ... 10.90	Travel ... 22.90
Fleet ... 4.90	Rebound Sr. ... 15.90	Turn Table ... 8.90
Flying Trapeze Jr. ... 6.90	Relay Jr. ... 4.90	A. B. T. Winner ... 31.90
Flying Trapeze Sr. ... 8.90	Rockelite ... 10.90	World Series ... 4.90

1/3 Cash With Order, Balance C. O. D., f. o. b. New York.

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SPECIAL CLEARANCE SALE

GOLDEN GATES	10. U.S. GRID IRONS	CHECKERS
DROP KICKS	ARMY & NAVY	BEACONS
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FLEETS	SKYSCRAPER	REBOUNDS
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\$5.00 **\$9.00** **\$12.50**

CRISS CROSS LIGHTS | **CHICAGO EXPRESS** | **SCORE LIGHT** | **BEAM LITES**
CAVALCADES | **KELLY POGL** | **AUTO BANK** | **ROCKELITES**
 The Above Games \$17.50

200 Counter Games. 1. O. U., Selectems, Horse Shoes, Chicago Club House, \$8.50. Also King's Checkers, \$26.50. 1/3 Deposit, Balance F. O. B., New Haven, Conn.
YALE AMUSEMENT CO., 947 Grand Ave., New Haven, Conn.



"That makes two bits you owe me!"—New York Post.

GENERAL USED BUYS PROVE SENSATIONAL

EVERY USED MACHINE GUARANTEED

Sensation (Latest Model) ... \$18.00	Pipeye (Used only 3 weeks) ... \$ 9.00	Box Score ... \$79.50
American Beauty (Latest Model) ... 6.00	Quick Silver (Latest Model) ... 33.00	Penny Pack (F. O. B. Factory) ... 17.50
Action Jr. (Used 3 Weeks) ... 12.00	Mills Tockette (New) ... 12.00	Cross County ... 49.50
Flying Trapeze Jr. ... 6.00	Traffic (Model C) ... 15.00	Fire Chief ... 39.50
Beacon ... 15.00	Spark Plug (Latest Model Payout) ... 18.00	Tit for Tat ... 39.50
Gridron ... 9.00	Skyscraper (Latest Model) ... 9.00	Tri-a-Lite ... 39.50
Army and Navy (Latest Gold Top Model) ... 15.00	Natural (Used only 1 week) ... 9.00	Spelling Bee ... 39.50
		Cross Roads ... 44.50

1/3 Deposit with Order, Balance C. O. D.
GENERAL AMUSEMENT GAME CO., 637 Albany Avenue, HARTFORD, CONN. Tel. 5-0808.

OPERATORS *Your* **7-11** **2 SHOT AUTOMATIC PAYOUTS**
JOBBER *Are on the way to you* **NOW!**



"7-11"
BOTH
MODELS
SIZE
20"x40"

CHECK
SEPARATOR
\$5.00 EXTRA

Write - Wire
for
Full
Details
without
Obligation
TODAY!

-A WINNER!

"It's The **GREATEST RESPONSE** on Any Game in My 20 Years as a Coin Machine Maker"—
Jack Keeney

Model "A"- STRAIGHT AUTOMATIC PAYOUT-

Two Shots to ADD up 7 or 11—Sixteen Numbered Holes impanelled within a Masterful Layout of Twenty Distinct Scoring Combinations—Twenty Ways to WIN 2 to 20 Coins with "7-11". The First Ball shows what's needed next—it GETS the PLAY 100% and HOLDS it INDEFINITELY! Everybody UNDERSTANDS it and LIKES it. If Early Reports of \$100 to \$150 NET per WEEK is what you're after—Order your GUARANTEED Sample "7-11" Today! The Eyes of the Industry are Focused on "7-11"—Don't Delay! Model "A"—"7-11" Priced **\$67.50** Low at

Model B- "AUTOMATIC PAYOUT" 7-11" WITH KEENEY'S FREE GAMES MECHANISM-

The same FAST "7-11" Automatic Payout Game—PLUS Keeney's Patented FREE GAME Unit. ADDS and SUBTRACTS Awards on the FREE GAME Dial. Players "Cash-In" by touching Electric Button—then Dial returns to "O". Lock Payout Box—and "7-11" becomes a Free Game Recording Amusement Device. It's a Big "OUT" for Operators—and a Big "IN" to the BIGGEST KIND of MONEY. Act QUICK! Get your GUARANTEED Sample At Once!, Model B— **\$69.50** Price

Write - Wire - Order NOW For
IMMEDIATE "7-11" DELIVERIES !!

Here Are LEADING DISTRIBUTORS Who Have "7-11" READY for DELIVERY Today!

TRIMOUNT COIN MACHINE CO.
1292 Washington
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BABE KAUFMAN, INC.
455 W. 42d St.
New York City

VENDING MACHINE CO.
Fayetteville, N. C.

MARKEPP CO.
3906 Carnegie Ave.
Cleveland, Ohio

SICKING MFG. CO.
1922 Freeman Ave.
Cincinnati, Ohio

AUTOMATIC AMUSEMENT CO.
683 Linden Ave.
Memphis, Tenn.

BIRMINGHAM NOVELTY CO.
107 N. 18th St.
Birmingham, Ala.

KEN C. WILLIS DISTR. CO.
Sanger Hotel
Dallas, Tex.

ATLAS NOVELTY CO.
2159 No. California
Chicago

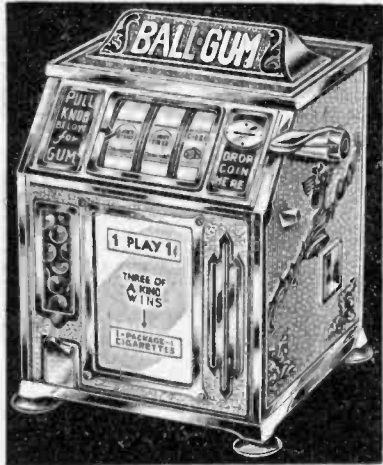
BESSER NOVELTY CO.
3977 Delmar Blvd.
St. Louis, Mo.

IRVING BROMBERG CO.
2922 W. Pico
Los Angeles, Calif.

J. H. KEENEY AND COMPANY

2900 South Michigan Blvd.,
CHICAGO ILLINOIS

DO YOU WANT TO MAKE \$7.00 PROFIT PER WEEK ON A \$12.50 INVESTMENT ?



Then put one of our Penny Cigarette Venders next to the Cash Register on each of your locations. Watch it catch those odd Sales Tax Pennies—you will be surprised how quickly there are \$30.00 in the Cash Box.

This is the famous Groetchen-Bullt PENNY CIGARETTE VENDER

about which everyone is talking. Thousands on location—has proven its earning capacity—based on awarding one Package of Cigarettes whenever three symbols of one kind are lined up. There is a reason for awarding only one package of Cigarettes. The Moment you give 4, 6 or 10 Packages, winners come so far apart that players become discouraged.

Groetchen's Machines gives the player frequent winners—one package keeps him satisfied—yet it gives the operator a break—protects him against excessive payouts on any locations. Large colorful Cigarette Symbols, Shakeproof Reels, Silent Operation—Legal Gum Vender—Last coin always visible. Housed in brilliant Aluminum Cabinet.

Price Only **\$12.50** One or 100
Vender Counter \$2.00 Extra.

WHY PAY MORE?

GROETCHEN TOOL CO., 130 N. UNION ST., CHICAGO, ILL.

SENSATIONAL BARGAINS IN A-1 USED MACHINES

We Offer Subject to Prior Sale the Following at Unheard-of Prices

Beam Lite	\$17.50	Large 44" Contact	\$ 8.00	Cavalcade	\$17.50
Cross A-Lite	18.00	Jigsaw (1c)	2.50	Large Signal	17.50
Traffic	15.00	Beacon	15.00	Crack Shot (1c)	7.50
Large Action	20.00	Star Lite	20.00	Castle-Lite	12.50
Small Major League	12.50	Plain Cross	10.00	Marbl-Jax (1c)	5.00
Small Signal	11.50	Score-A-Lite	15.00	World's Series (1c)	3.00
Rebound	15.00	Subway	8.00	Blue Ribbon (1c)	5.00
Large Majik Keys	5.00	Small Action	12.50		

When ordering kindly specify method of shipment preferred and whether 1c or 5c play is desired. One-third deposit in cash, money order or cashier's check must accompany orders, balance C. O. D.

MORRIS NOVELTY CO., 4505 MANCHESTER AVE. ST. LOUIS, MO.

USED MACHINE BARGAINS

Beam Lite	\$15.00	Kings	\$22.50	Travel	\$22.50
Builder Upper	16.50	Rebound, Jr.	11.00	Turntable	11.00
Cavalcade	18.50	Rockelite	12.00	"21"	24.50
Checkers	12.00	Score-A-Lite	16.95	Match Play (Payoff Game)	35.00
Chicago Express	17.50	Starlite	18.50	Traffic (Model B)	40.00
Cyclone	35.00	Time	9.00	Rocket	22.50

1/3 Deposit, Balance C. O. D. **AMERICAN VENDING COMPANY**

773 Coney Island Ave., BROOKLYN, N. Y. 45 Elizabeth Ave., NEWARK, N. J. 208 Essex St., HACKENSACK, N. J.

Vote Labels For Members

Iowa AMA adopts official labels to identify machines of members

DES MOINES, July 27.—Delegates to attend the St. Louis convention were elected at the regular meeting of the Automatic Merchandisers' Association of Iowa, held July 22. The St. Louis convention will be held in St. Louis August 5 and 6 and is for the purpose of completing the organization of a national agency representing the operators of coin machines. The Iowa organization has given hearty support to the movement. At the recent meeting C. H. Robinson and Fred K. Chandler, president and secretary, were elected as delegates to the St. Louis convention. Aubrey Gibson and W. I. Collings were chosen as alternates.

The meeting July 22 was well attended and a very interesting session was held. Use of the metal tags and stickers officially adopted at a previous meeting was explained and approximately 1,000 were sold to members. Forest R. Rook, who was not present at the previous meeting, was installed as second vice-president.

Committees for the year were appointed by the president. They are: Legislative committee—Fred K. Chandler, Des Moines; C. P. Harrison, Ft. Madison; H. Z. Smith, Mason City; F. A. Wittern, Des Moines; C. G. Scholle, Davenport; L. H. Arnold, Boone.

Auditing committee—George Adams, Des Moines; I. E. Hoogner and Aubrey Gibson, Des Moines. Grievance committee—V. T. Meagher, W. I. Collings, Paul Nelson, Des Moines, and Forest R. Rook, of Marshalltown. Publicity committee—Mrs. Fred K. Chandler, Mrs. B. D. Blom, Des Moines.

Fred K. Chandler, secretary, led a discussion on differentiating between plumball games and slot machines and also

offered some constructive suggestions on favorable publicity in the newspapers. He spoke briefly of the letter-writing contest which had been originated by Leo J. Kelly, of Chicago, and suggested that this might be a good plan to try in the fall. A round-table discussion followed while refreshments were being served.

The association also held an important meeting June 11, at which time the newly elected officers present were installed. These were C. H. Robinson, president; F. A. Wittern, first vice-president; Fred K. Chandler, secretary; Lee H. Arnold, treasurer; W. I. Collings, director.

The members at this meeting voted to use an official metal tag for amusement games and stickers for small merchandise machines. The metal tags will be sold at \$1 per machine per year, issued semi-annually, while the stickers for small machines will be sold at 5 cents per year. It was also decided to copyright the tags used.

Cigaret Machines Will Absorb Increased Tax

PITTSBURGH, July 27.—Local cigaret machine venders are not increasing the price of cigarets, even tho a new State tax levied an additional 2 cents on each package. The price will remain at 15 cents, venders agreed, a move that will mean more sales than at any time before.

Before the tax went into effect peddlers sold cigarets at lower than machine prices and were always on hand in buildings where machines were installed. As a consequence, smokers were constantly supplied and the machines suffered.

Now, however, the price of all cigarets has been raised to 15 cents due to the new tax. Machine venders have decided not to pass on the levy to their customers, and instead will share the expense between themselves and the location owner. With prices on an equal basis, cigaret machine sales have soared to new highs in the last two weeks.

Leon Paschales, of the Pennsylvania Novelty and Cigaret Vending Company, among others, is increasing his route and installing a more attractive type of machine that is expected to do a capacity business.

TENNIS RACKETS



B310—IMPORTED Premier Tennis Racket. A Full Size Beginner's Racket at an Unbelievable low price. A Good Quality Frame with Brown Finish Throat, White Combed Handle, Strung with Oriental Gut, Red and White Binding. Each 55c Per Dozen \$6.00

BANJO CLOCKS



B311—Gilbert Electric Banjo Clock—Mahogany Finished Case, 5" Metal Dial. Length, 23 1/2". Each \$2.40
 B312—8-Day Gilbert Banjo Clock. Same Case as Above. Lots of 6, Each \$2.40
 B313—Gilbert Electric Tambour Clock, Mahogany Finish Case, with Panel Front. 5" Metal Dial. Length 17 1/2". Height, 7 3/4". Lots of 6, Each \$1.65
 B314—8-Day Tambour Clock. Same as Above, with 8-Day Gilbert Lever Movement. Lots of 6, Each \$1.75

TIE CLIP SETS IN BOXES \$5.45 GROSS

B2621—Flashy Collar Holder and Tie Clip Set, complete in box, with \$1.00 price tag. Less than 1 Gross, Dozen, 50c
 B2622—Tie Clip Set, on Cards, Gro. \$2.75. Big 164 page wholesale catalog of merchandise for Concessioners, Pitchmen, Sportlands, Claw Operators, free on request.
 Ask for your copy today! State your business 25% deposit required on C. O. D. orders.
JOSEPH HAGN CO.,
 "The World's Bargain House," Dept. BB.,
 223 W. Madison St., Chicago, Ill.

Mickie Besser Is Copy Writer

ST. LOUIS, July 27.—A new advertising manager recently showed up at the offices of the Besser Novelty Company, coin-machine distributing firm. Mickie Besser, 8-year-old daughter of Herbert Besser, came to the office one day and said she wanted to be advertising manager for the firm. He gave her several sheets of paper and soon three of them were filled with smashing copy for an advertisement. Here is some of the work of this young copy writer:

"Besser Novelty Company announces the arrival of six new machines in its store. The machines are new and have never been out before. The whole company is proud of them. Mr. Besser asks you to co-operate with him in his business. He deals with such firms as the following: (Here a list of well-known firms was given.)

"List of new machines: Sink or Swim, Jungle Hunt, Rodeo, Beam-Lite, Turf Flash, Silver Streak. Read *The Billboard*, for Mr. Besser advertises in it. There you will find more startling values.

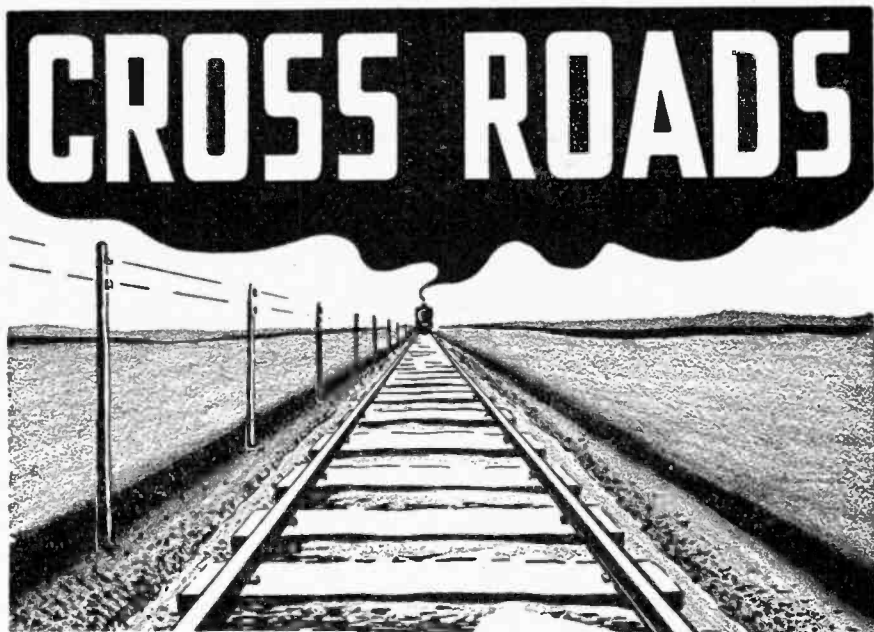
"Rodeo, our newest machine, is making a hit. Why don't you come in and see us some time?"

Not bad for an 8-year-old copy writer!

Organize Jobbing Biz

NEW YORK, July 27.—Two of the younger men among the New York fraternity have stepped out and opened a branch in Providence, R. I. They are J. A. Faria and Martin S. Roth, who have opened spacious jobbing quarters to handle a complete line of amusement, vending and service machines as well as supplies.

Coinmen in New York predict that they will make good because of their pleasing personalities and aggressiveness. They have both had long experience in the business.



Crossroads has what it takes to make a location pay. Plenty of action. Progressive scoring. Flashing lights. Fascinating mechanical features, such as elevated tracks, switches, etc. A real game of SKILL. Players never tire of Crossroads. See it at your dealers and arrange a test on your own locations.

SIZE 21"x41"



\$44.50

STONER Corp.

328 GALE ST. • AURORA, ILL.

CLEARANCE SALE OF ALL USED PAY TABLES

- ROCKET \$19.50
- CHAMPION 29.50
- RED ARROW 32.50
- MATCH PLAY 42.50
- TRAFFIC A 49.50
- TRAFFIC B 46.50
- GOLD RUSH 42.50
- PUT-N-TAKE 35.00
- SKYWAY 57.50
- SPORTSMAN 47.50
- EQUITY 43.00
- TICKETTE (New) 12.50

TERMS: One-Third Deposit, Balance C. O. D.

IMPORTANT SQUARE AMUSEMENT COMPANY

All machines have been thoroughly reconditioned and are ready to put on location.

"Doing Business on the SQUARE since 1919"

335 MILL ST. " " " " " POUGHKEEPSIE, N. Y.

ACCLAIMED AMERICA'S BEST PIN GAME!
CROSS ROADS Operator's Price \$44.50 Immediate Delivery
 Write for Our Complete Catalog of New and Used Pin Games, Peanut and Gum Vendors, Cigarette Vendors, Weighing Scales, Counter Games, Etc.
 Eastern Distrib. **D. ROBBINS & CO.** 1141-B DEKALB AVE. Est. 1916. Brooklyn, N.Y.
 1c Gum Vendor. 1c or 5c Peanut Vendor.

SALESBOARD OPERATORS Takes in \$24.00 Costs You \$2.90
 2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.
 WRITE FOR SAMPLES AND PRICES.
General Sales Company One-Third Cash with Order, Balance C. O. D.
 121 4th Avenue, South, NASHVILLE, TENN.

RECONDITIONED MACHINES AT REAL BARGAINS

BEAMLITE \$20.00	CHAMPIONS \$27.50	C. O. D. or I. O. U. \$12.00
STARLITE 20.00	GLOBE TROTTER 27.50	REBOUND 15.00
TRAFFIC Model C 20.00	GENCO BASEBALL 27.50	CASTLE LITE 12.00
CRISS CROSS LITES 20.00	SCORE-A-LITE 16.00	DROP KICK 10.00
SPORTSMAN, JR. (No Payout) 20.00	BEACON 15.00	GOLDEN GATE 7.00
ROCKETS 22.50	SIGNAL, SR 15.00	CONTACT, JR 9.00
	ACTION, JR 12.00	MAJ. LGE., SR. or JR. 12.00

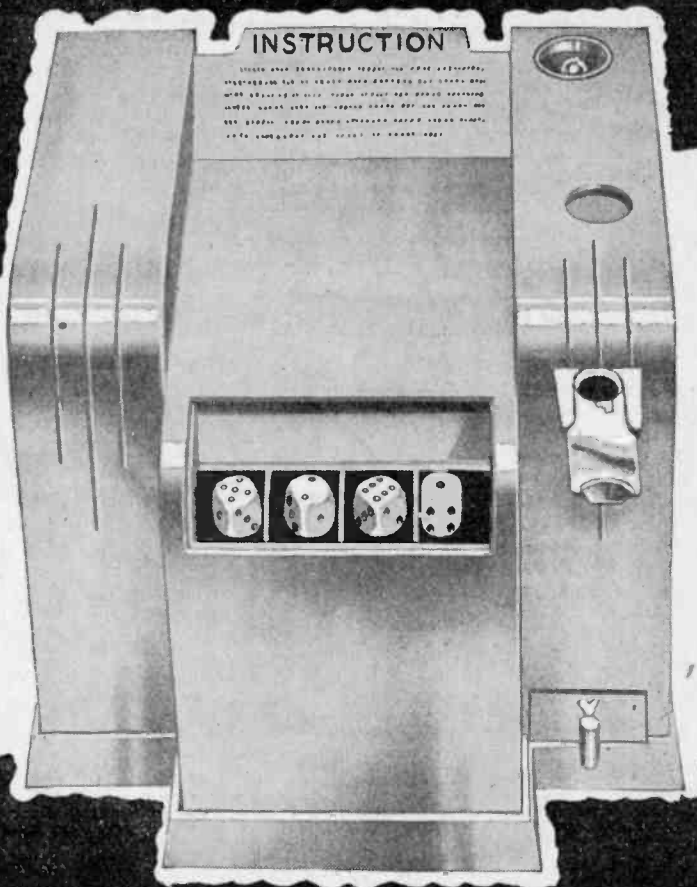
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. OPERATORS—When in Chicago See Us. It Will Pay You. Write for Real Bargains. Let us Know What You Want and We Will Quote Prices.
MONARCH COIN MACHINE CO., 2752 Southport Avenue, CHICAGO, ILL.

THE UNITED BLADE CO. of CHICAGO, ILLINOIS, ANNOUNCES OPENING OF **NEW YORK OFFICE**
 67 IRVING PLACE NEW YORK CITY

OPERATORS JOBBERS New York • New Jersey • Connecticut
TICKETTE A Brand New Counter Machine. The Fastest Money Maker Today!
 NOW MAKING IMMEDIATE DELIVERY. WRITE, WIRE OR PHONE FOR INFORMATION.
UNITED AUTOMATIC SALES CO., Inc. MILLS EASTERN DISTRIBUTORS
 688 BROADWAY, (Tel. Gremery 7-7072) NEW YORK, N. Y.

THE MIRACLE GAME!

The MYSTERIOUS EYE



Baffling Action Counter Game With 4 Dice that FLIP FLOP JUMP JIGGLE and Automatically Pay Out

It's the miracle game of the coin-machine industry! The MYSTERIOUS EYE is so revolutionary in idea and action that players can hardly believe their eyes. Operators—don't let the grass grow under your feet! Start making BIG money—cash in on the greatest money maker ever conceived!

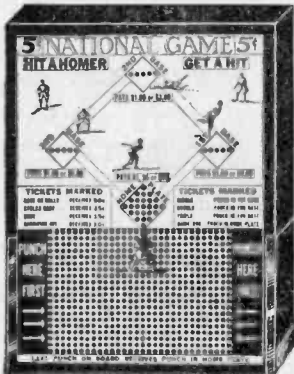
\$67.50

62 possible winning combinations. When the 4 dice hit one of these combinations the MYSTERIOUS EYE swiftly pays out with a smooth, absolutely positive action. Hurry, hurry—rush your order, big profits are waiting for you!

MECHANICALLY PERFECT! ORDER TODAY—WE ARE MAKING QUICK DELIVERIES

Western Equipment & Supply Co. 850 W. Blackhawk St. Chicago Ill.

OPERATORS — N. Y. Business Perks Up Again



New Sales-Board Idea
 • Flashy Colors
 • Small Punching Section
 • A Jumbo Board
 • Large Tickets
 • Price \$2.84 Plus Tax

NEW YORK, July 27.—This city, after a decided slump in sales, attributed more or less to the hot weather, legal difficulties and the fact that no unusual game has appeared on the market, is suddenly reviving due to the influence which the redistribution of licenses has had on the operators.

Buying was reported brisk the last few weeks. Many jobbers and distributors have been surprised at the sudden activity and are begging manufacturers for games that will meet the popular demand here.

Most important is the fact that many operators are seeking machines to cover locations for which they have obtained licenses during the rush the first few days after the announcement of licensing by their associations.

Many new games are expected in town soon. The record 31 days of heat which this city has endured has not greatly affected the take of the machines. The drop has been normal and in many cases much less than was expected.

Many distributors already have advance orders for the new games which they expect to be shipped to them within the next 10 days. Some of these games have been sold far in advance. Operators are desperately in need of different games that will help revive play so that their many locations can be thoroughly satisfied.

The fall season will soon be under way with but one short month intervening. The month of August usually shows a decided rise over that of July. Especially the last two weeks in August are more or less in preparation for the September opening of the fall season and the play becomes heavier as the cool months come on.

"NATIONAL GAME"
 5c Play—600 Holes
 A sensational profit-maker on all locations, \$10.00 possible top. Fraud-proof winners. Takes in \$30.00 Pays out (aver.) \$14.96.
 Profit (Aver.) \$15.04

Write, stating your line or business, and get our complete salesboard and push card catalog FREE.

HARLICH MANUFACTURING COMPANY
 1417 W. JACKSON BLVD. - CHICAGO

SALESMEN, PIN GAME OPERATORS
 are doubling collections with Salesboards. Write for free catalog featuring Eleven Big Hits.
SUPERIOR PRODUCTS, INC.
 2900 South Mich'gan, Chicago.

SPICY.. FUNNY.. RED HOT.. SELLERS
 We carry the most complete line of FUNNY Jokes, Clever Tricks and Perplexing Puzzles in the World. 6c brings our Catalogue, or for \$2.00 we send 50 of our BEST SELLERS. **MAGNATRIX NOV. CORP.**, 136 Park Row, New York.

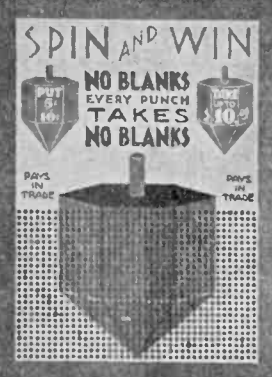
HEY LOO K!
PIN GAMES, \$1.95 AND UP
 Many Good Bargains. Write **VENDING CO., INC.**, 239-B Canal St., N. Y. C.
CASH for Mills Single Jack Pot Side Venders and Phonographs. Give full details. **HOKE**, 3115 Adams Mill Rd., N. W., Washington, D. C.

BUY YOUR NOVELTIES AND CONCESSION GOODS AT PRICES THAT ARE RIGHT

SEND FOR A COPY OF OUR NEW 1935 CATALOG!

<p>BEACON BLANKETS AND SHAWLS AT LOWEST PRICES.</p> <p>B1765—Jap 3-Blade Toothpick Knives. Per Gross, 75c. B1787 — Czecho 3-Blade Toothpick Knives. Gro., \$1.40. B1768 — Czecho 5-Blade Toothpick Knives. Gro., \$1.65 B1759 — The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.</p>	<p>Royal Crest BLADE</p> <p>B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00. B135—Master Edge Blue Steel Blades, 5 in Cellophane Wrapped Pkg. 1,000, \$5.75 B4910—25 Gram Zingo Pot Cleaners. Per Gross, \$2.75. B3011—Rayon Silk Parasols. Ass't Colors. Gro. \$19.50. B2459—Movable Hand Wrist Watch. Each in Box. Per Gross, \$4.00.</p>	<p>GENUINE SHIRLEY TEMPLE DOLLS. IMMEDIATE DELIVERY</p> <p>B2151—Large 3-Color Humming Flying Birds. Per Gross, \$1.90. B3706 — Ladies' Swagger Canes. Heavy Quality. Per Gross, \$6.50. B3709 — One-Piece Maple Walking Canes. Finest Quality. Per Gross, \$16.00. B2615—Nested Colored Straw Hats with Feathers. Per Gross, \$5.00.</p>
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GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



AUGUST SPECIAL A NOVEL BOARD SPIN AND WIN NO BLANKS

A 1,000-Hole Board with every Punch a Winner. The First of Its Kind on the Market. A Fast-Playing Board with a \$10.00 Prize.

Takes In \$87.50.
 Pays Out \$52.80.
 Profit \$34.70
Price, \$1.71
 Plus 10% Tax.

GLOBE PRINTING CO.
 MAIN OFFICE AND FACTORY
 1023-25-27 RACE ST. PHILA., PENN.
 16-18 WEST 22ND STREET, NEW YORK N.Y.
 418 SOUTH WELLS STREET CHICAGO, ILLINOIS.
 441 THIRD STREET SAN FRANCISCO, CALIF.
 920 EAST 34TH STREET TACOMA, WASH.
 123 KLEIN STREET SAN ANTONIO, TEXAS.
 1356 N.E. 1ST AVE. MIAMI, FLORIDA
 272-274 MARIETTA STREET ATLANTA, GEORGIA.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone: Wabash 3444
 540-542 SOUTH 2ND ST., LOUISVILLE, KY.
 USED MACHINES, GUARANTEED LIKE NEW:
 CRISS CROSS, \$16.00 | CRISS CROSS A LITES, \$24.00 | DROP KICKS, \$13.00
FREE FOR A LIMITED TIME ONLY ON EACH NEW MACHINE PURCHASED. We Will Give Absolutely Free One First-Class Used Machine of Up to \$10.00 Value. This Offer is for Pin Games Only. **FREE**
 We Have the Largest Stock of Assorted Used Machines in the Country. Write for Complete List.

Here are the Outstanding
SALES "HITS"
of the Season!

- B1 —Flag Bows, Gro. 50c
- B2 —Spear Hd Flagg (8x12") Gro. \$3.60
- B3 —Whistling Flying Birds, Gro. 2.00
- B4 —Decorated Balloons, Gro. 2.65
- B5 —Parade Canes (Light Finish Hardwood), Doz. 1.50
- B6 —Parade Canes (Lacquered Mahogany), Doz. 2.00
- B7 —Jap Canes, Per 100 75c
- B8 —Svauager Sticks, Gro. 6.75
- B9 —Celluloid Dolls for "Doll in Bottle" Workers (1" Size), Gross 1.25
- B10 —High Hat Fur Monkeys, Gro. 5.00
- B11 —Novelty Straw Hats, Gro. 5.00
- B12 —Tropical Helmets, Doz. 2.00

SEND FOR 1935 CATALOG

—It Lists Thousands of Money-Making Specialties for Corn Games, Wheels, Ball Games and Other Concessions. When writing for Catalog be sure to mention your "line," or kind of business.

A Deposit Must Accompany All C. O. D. Orders.

LEVIN BROTHERS

(49 Years in Business)
TERRE HAUTE, IND.

SPECIAL!
BASEBALL
TICKETS

120 Two-Way Combinations

\$10.00 Per Gross

Tips, Jack Pots and Breakers at
Lowest Price on Market

20% Deposit, Balance C. O. D.
Samples 25c Each.

HOME TALLY CARD COMPANY
BOX 586, MUNCIE, IND.

Going to St. Louis?
New Stop at
Hotel Jefferson
800 ROOMS
\$3 to \$5
The Aristocrat of St. Louis

POOR MAN'S CHANCE!



Own your own business! Small investment can pay big weekly profit with Tom Thumb Little P-Nut, Candy or Gum Vendors. Hundreds of fine locations near you—taverns, cigar counters, confectioneries, waiting rooms, etc. Many men, even boys start with one, own profitable chain of a hundred or more in a year. A successful operator says: "Have used all kinds of miniature machines, Tom Thumb is best." Ask for full particulars, price list and inside story in booklet, "How To Build a Vendor Business."

WALKER-FREEMAN, Inc., Jackson, Mich.

ALL GOOD AS NEW—Traffic, Model A, \$45.00; Traffic, Model C, \$17.00; Rockette, \$20.00; Beacon, \$15.00; Kings of the Turf, \$25.00; Beam-ite, \$22.50; Action, Sr., \$20.00; Action, Jr., \$12.00; Mills Q. T. Pay Table, \$45.00; Champion, \$30.00; Rocket, \$20.00; Red Arrow, \$30.00; Flash, \$30.00; SEEBURG HOCKEY, \$17.50; Match Play, \$37.50; Cannon Fire, Sr., \$15.00; Hit Me, Original Carton, \$25.00; King Six, \$15.00. One-third deposit. UNITED AMUSEMENT CO., 3411-15 Main St., Kansas City, Mo.

Iowa AMA
Independent

Official explains types of coin machines which are being supported

DES MOINES, July 27.—An Associated Press news story quotes Fred K. Chandler, secretary of the Iowa Automatic Merchandisers' Association, as saying that the association has nothing to do with what are commonly thought of as slot machines.

Since the Sioux City graft investigation began Chandler has received a number of letters from persons who questioned the validity of the association's business.

The association is a non-profit organization composed of about 200 members who operate coin machines, Chandler said. He estimated there are about 1,000 such operators and assistant operators in Iowa who do business with approximately 20,000 business dealers.

Chandler said members of the association operate three general types of coin machines: Service machines, such as weighing scales, phonographs, grip machines and pianos; merchandise machines in which you put a nickel and get a bag of peanuts, a handkerchief or a candy bar; and amusement machines on which such games as football and baseball are played by operating a lever.

The association's secretary said the distinction between an amusement machine and a slot machine is that the operation of an amusement machine depends upon skill, while "the operation of a slot machine depends wholly upon chance."

He declared that service, merchandise and amusement machines have been held legal in Iowa and other States.

Coin machine operators organized here a year ago to "promote and protect" their interests. The association convened here again May 25 and named the following officers:

C. H. Robinson, of Des Moines, president; F. A. Wittern, of Des Moines, vice-president; Chandler, Des Moines, secretary, and Lee Arnold, Boone, treasurer.

Chandler said there are now automatic merchandisers' associations in 36 States, and others are being organized. He said the Iowa organization is a branch of the national movement started a year ago to gain public recognition of the coin machine operator as a bona fide business man.

The first national convention will be held in St. Louis in August.

Chandler declared that the reasons coin machine men organized were "lack of public understanding because of the comparative newness of the industry, and to correct the general impression of the public that coin machine operators come under the erroneous classification of slot machine operators."

Pontiac Opens in Baltimore

BALTIMORE, July 27.—Pontiac Merchandise Company, wholesale distributor of notions, drug items and cosmetics, has opened a branch at 676 West Baltimore street, where it plans to display an extensive line of premium merchandise for sportlands, pin-game and claw operators.

Morris Tolkin, general manager, states that he has clocked this territory carefully and his findings lead him to believe that a premium merchandise distributing headquarters here will render a service to operators in this locality and the States adjoining Maryland.

Officers of the company are Morris Tolkin, Morris H. Capustin and Birdie Koppelman, the latter acting in the capacity of office manager.

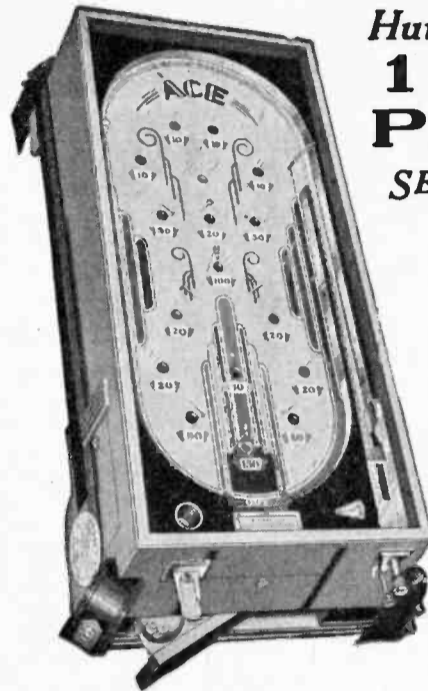
FOR MEN

The articles they are sure to buy. Hot and Funny. Also Blades, etc. Send 25c for 7 SPECIAL SAMPLES, Lists, etc.
T. R. PAYNE, 25 Cardinal Place, New York.

NOVELTIES

FOR CARNIVALS, PARKS, BEACHES, SPORTLANDS, STORES and BAZAARS. ALSO TRICKS and JOKES—PARTY SUPPLIES—SOUVENIRS—PREMIUMS.
WRITE FOR NEW 1935 CATALOG.
GORDON NOVELTY CO., 933 BROADWAY, NEW YORK CITY

ACE



Hurry! Order This
1-SHOT
PAYOUT
SENSATION TODAY

It's taking the country by storm—breaking all records for earning power — and orders are piling up fast. Don't miss out on this chance of a lifetime to clean up some real money. Rush your order today. See your jobber!

\$67.50
F. O. B. CHICAGO

FRISKY 3-IN-LINE
See them at your jobber!

RANGER
Write for beautiful full-color circular.

BALLY MANUFACTURING CO.

2642 Belmont Ave. Chicago, Ill.

All Bally Machines Licensed by Consolidated Patents Corp., Patent No. 1,602,521.

JOHN A. FITZGIBBONS, INC., Eastern Factory Representative, 714 General Motors Bldg., New York, N. Y.

MAGIC FLOTE
MAKES BIG MONEY
Having Barrels of Fun
Magic Flote Craze Proving
GOLD MINE TO AGENTS
DISTRIBUTORS—
Given Marvellous Proposition

Richard Dix Uses Magic Flote in His Picture.

It's a wonderful gold mine for distributors. Sells for 15c. Write for full details. Send 15c for Sample. Don't wait.

MAGIC FLOTE NOVELTY CORP.,
5619 BROADWAY, Dept. B. B.
CHICAGO, ILL.

NEW GAMES	USED MACHINES (REBUILT)
Ready for Immediate Delivery.	Guaranteed To Be in A-1 Condition.
Cross Roads \$44.50	Traffic (Model C) . . . \$17.00
Ball Fan 39.50	Blue Ribbon 6.00
Triple Bank (One Shot Pay Table) . . . 69.50	Signal, Jr. 10.00
Cross Country 49.50	Signal, Sr. 16.00
Hunter 79.50	Major League (Large) . 13.50
Grand Champion 30.00	Cannon Fire (Large) . 15.00
Turf Flash 32.50	Cross Cross (Plain) . . 12.50
Tickette 17.50	SEEBURG PHONO-
TERMS: 1/3 Deposit with Order, Bal. C. O. D.	GRAPH (Model E) . . . 99.00
	Little Duke 17.50
	Tickette 9.50
	World Series \$ 5.00
	Winnie (ABT) 29.50
	Drop Kick 8.50
	Jennings Football . . . 12.50
	Lite-A-Line 42.50
	Radio Station 11.00
	Auto Dart 45.00
	Beacon 16.00
	Skyscraper (Bally) . . . 12.50
	Quicksilver 35.00
	Big Bertha (Large) . . . 14.00
	Blue Streak 10.50
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