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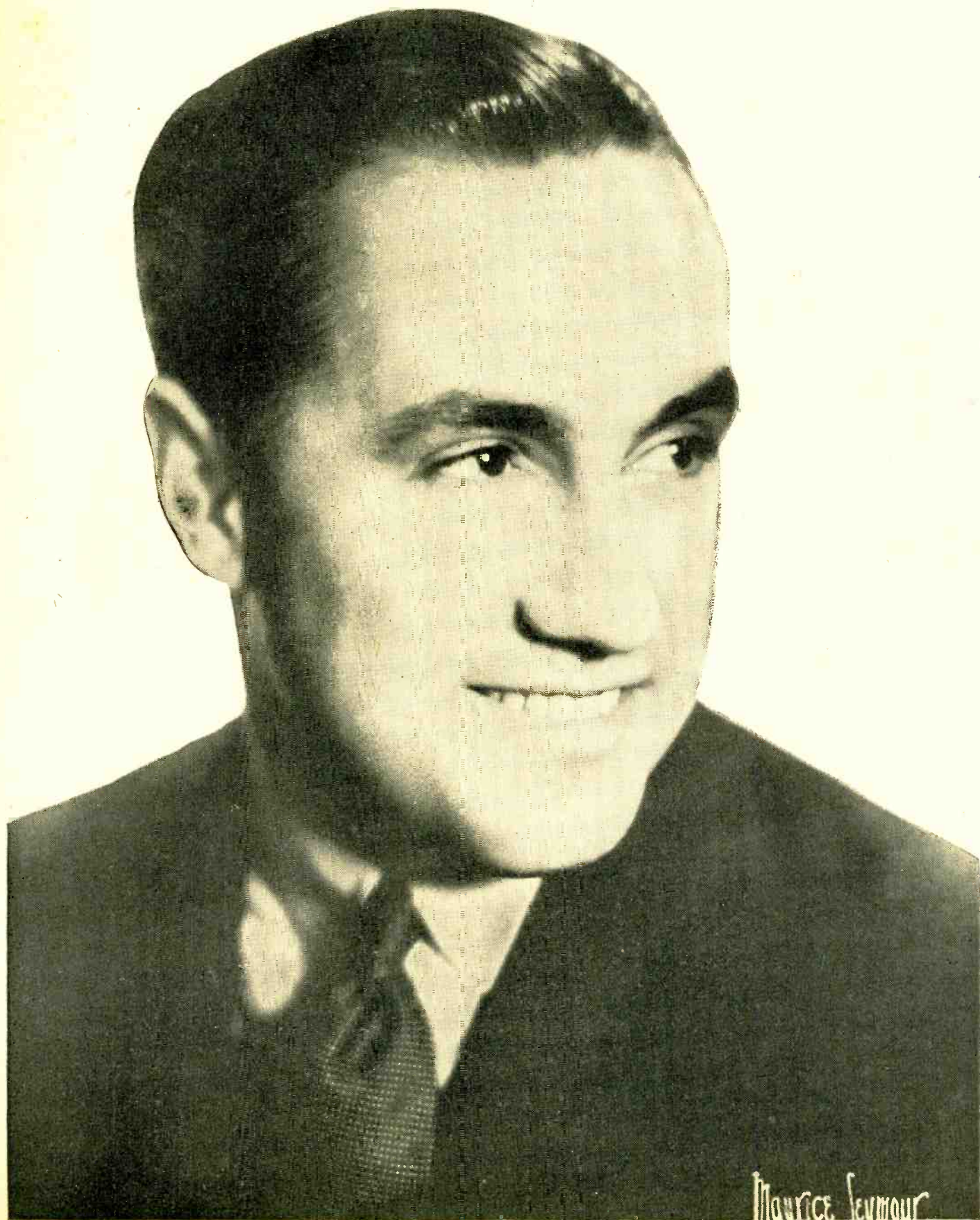
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AUGUST 8, 1936

The **Billboard**

The World's Foremost Amusement Weekly



Maurice Seymour

BEN POLLACK

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The Billboard

Vol. XLVIII
No. 32

August 8,
1936

The World's Foremost Amusement Weekly

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WARNER, ASCAP DICKERING

Regina Gate Goes Up 10%

**Exhibition grand stand and
midway increase 25%—R.
A. S. has many visitors**

REGINA, Sask., Aug. 3.—Dan T. Elderkin, general manager of Regina Exhibition, announced on closing at midnight Saturday that the attendance had been 10 per cent ahead of last year and that grand stand and midway showed about 25 per cent gain during the week. (See REGINA GATE on page 75)

Radio Contest For Pitchmen

NEW YORK, Aug. 1.—Radio program to determine the "King of Pitchmen" will start on WMCA-Intercity at 8:15 p.m., August 14, continuing for three Friday night spots, a quarter hour each thereafter. Winner, besides the title, will be given a \$20 cash prize, and there is a strong likelihood that the station may use the winner as a commercial announcer. Belief in the radio trade, as expressed at the station, is that the sales-talk methods of the pitchmen may work out very well in delivering the commercial spiels on programs.

Each pitchman will be given six minutes in which to deliver his talk. Points (See RADIO CONTEST on page 75)

Split in Music Ranks Probably Will Be Ironed Out This Week

**Bone of contention now appears to be mainly matter
of classification—otherwise coast is clear, since the
ASCAP membership won't accept "conditional" return**

NEW YORK, Aug. 3.—Reliable sources are of the opinion that the Warner Brothers' group of music publishers will again become members of the American Society of Composers, Authors and Publishers by Wednesday of this week. In fact, a special meeting of the board of directors of ASCAP may clinch the return this afternoon. To date much has been accomplished thru conferences held by E. C. Mills, general manager, and Charles Schwartz, of ASCAP counsel, and Joseph Hazen, of Warner counsel. This resulted in a special board meeting Friday at ASCAP offices. No decision was reached and another meet is scheduled for this afternoon.

Crux of the matter now is will ASCAP reinstate the Warner group on the same basis it held when the official break came on December 31, 1935, or will the group be elected as new members in the same way as any new publisher member would be elected, subject later to such classification as the publisher classification committee sees fit to bestow? This means that it is all a question of seniority that is involved.

It is definitely understood that the few points involved in the Warner return to the fold are as follows:

1. ASCAP declines to accept any "conditional" applications for reinstatement.
2. ASCAP, in principle, welcomes Warners back.
3. It is proposed to bury the hatchet completely by all concerned, broadcast. (See SPLIT IN MUSIC on page 7)

La. Has New Truck and Trailer Law Calling for Flags and Flares

NEW ORLEANS, Aug. 1.—Rigid enforcement of provisions of an act recently passed by the Louisiana Legislature requiring that all motor trucks and busses passing thru the State be equipped with flags and flares that are to be used when stopping on the highway was warned of this week by Colonel Roy, superintendent of the State highway patrol. Law became effective at noon Tuesday.

Act requires use of "at least three portable flares which may be plainly visible for a distance of 500 feet" by motor busses, cars for hire, trucks and trailers when operated on highways at

night. Operators when bringing vehicles to a stop must place one flare 100 feet to the rear of vehicle, one 100 feet to the fore and a third near center of road.

Flags in the daytime are to be placed in the same manner as flares at night. Flares must meet approval of the highway commission and shall be marked clearly with the manufacturer's name, model of type and full instructions on use. They must be so constructed that they will burn for at least 12 hours, burn in velocity of 30 miles an hour and in rain when the rate of fall does not exceed three-quarters of an inch per hour.

Carriers Nix Rail Rate Cut

American Carnivals Association application is denied—precedent is seen

ROCHESTER, N. Y., Aug. 3.—An adverse decision has been received on its application for lower rail rates, it was announced by General Counsel Max (See CARRIERS NIX on page 82)

Broadway Biz Steady Altho Remaining at Summer Lows

NEW YORK, Aug. 1.—Broadway business presented no outstanding occurrences during the week. Legit continued steady at nine, with *Dorian Gray* at the Comedy looking shaky. Picture houses on the whole have no really outstanding attractions, the nearest to such a classification being *The Green Pastures* at the Music Hall, which went out last week and was followed by *Mary of Scotland*, which opened terrifically, altho its popu-

lar draw is still unproved. *Roxy*, with *Three Cheers for Love*, is still weak, as is *Paramount* with *Rhythm on the Range* and *Phil Spitalny's Orchestra*, which followed *Spandthrift*, also a flop. *Strand* fared rather badly with *Satan Met a Lady* and seems set for more woe with *Bengal Tiger*. *Rivoli* and *Capitol* hold over *The Return of Sophie Lang* and *Suzy*, neither of great moment. *Loew's* (See BROADWAY BIZ on page 15)

Taxpayers, Via WPA, Biggest Losers in Long Beach Fire

**Two productions, "Tamed and How" and "Post Road,"
ruined in blaze—rush new sets to keep schedule—WPA
gives two units to hospitals—where's Wallace Waite?**

NEW YORK, Aug. 1.—No new Federal Theater shows opened here the past week, and one of last week's two openings, *Lynn Riggs' Cherokee Night*, gives its last performance this evening at the Provincetown Playhouse. Other legit announcements concern the Negro unit's *Macbeth*, one of the more popular WPA plays, which is running into opposition from the elements and other headaches. It received its second setback during the last two weeks a few days ago when the Castle Theater at Long Beach burned to the ground, necessitating cancellation of a five-day date scheduled to begin August 4. Currently in Hartford, Conn., on an extended run owing to the latter misfortune, the company will entrain for Dallas August 13 for an appearance at the Texas Centennial Exposition. The original Dallas booking was scheduled for August 6, but was postponed when a windstorm wrecked the fairgrounds.

The loss by fire of the Castle Theater, however, affected the WPA theater project. (See TAXPAYERS on page 15)

60-Foot Fall Fatal To Mitzi Rellmut

BOSTON, Aug. 3.—Miss Mitzi Rellmut, 23, died in Anna Jaques Hospital, Newburyport, Mass., three hours after she had fallen 60 feet while performing in the motorcycle-trapeze act of the Four Albanis at Salisbury Beach late on Thursday.

A head strap, by which she hung from (See 60-FOOT FALL on page 82)

Private Motor Carriers Slow On Safety Regulation Advice

WASHINGTON, Aug. 1.—Reactions of operators of private commercial motor

carriers to the request of the Motor Bureau, Interstate Commerce Commission, for advices as to how these operators feel with respect to inclusion under carriers subject to safety regulations have been coming in slowly. Up to Thursday they had not, however, been received in sufficient numbers to indicate any particular trend. Information furnished *The Billboard* representative by the Motor Carrier Bureau was to the effect that in view of August 1 having been set as the deadline for such reactions, it was anticipated the last few days would bring in a considerable number of them. When all suggestions are received they will be turned over to examiners for analysis. Replies are being received from both public and contract carriers and private carriers. It is as yet too early to ascertain whether motorized units in the circus and carnival field have availed themselves of the opportunity of presenting their views.

Considerable water is yet to go over the dam before any definite action is taken by the bureau and the commission as to privately operated commercial motor (See PRIVATE MOTOR on page 82)

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League Takes Guild Office

Authors' League gets under way with the national writers' group movement

HOLLYWOOD, Aug. 1.—Following the filing at the State capitol this week for a charter permitting the Authors' League of America to operate in California, a move for dissolution of the Screen Writers' Guild of California was announced by the board of directors. Certificate of dissolution will probably be filed early next week by Lawrence Beilenson, attorney for the Guild. Wind-up of the SWG is in accordance with the by-laws and written assent of majority of the membership.

To dispose of \$5,000 in cash assets, interest in the Guild magazine and other properties, an executive board meeting was to be held late this week. Records and files of the Guild will be taken over by the Authors' League of America, which will occupy the Guild's offices in Hollywood as Coast headquarters and continue the story and material registration department.

From now on the League plan of a national writers' organization will be in full effect, with provision for a Screen Writers' Guild subsidiary group. However, the League SWG is at present merely a skeleton, having no officers or formal organization. All screen writers who have applied for League membership on an individual basis are subject (See LEAGUE TAKES on page 10)

RKO Leads Pix Baseball League

NEW YORK, Aug. 1.—Winning three consecutive games from Loew MGM, Skouras and Columbia, RKO, with a percentage of 1,000, now leads the second half of the Motion Picture Baseball League tournament. Games played during the last week, ending July 31, were: RKO 8, Skouras 3, July 25; Consolidated 9, Loew MGM 0 (forfeited), July 25, and RKO 7, Columbia 5, July 29. League standing with averages and other statistics is appended:

Team	Second Half		Games Played to Date			
	Won	Lost	Pct.	Won	Lost	
RKO	3	0	1.000	8	3	
Consolidated	2	0	1.000	5	5	
Music Hall	1	0	1.000	9	0	
Columbia	0	1	.000	7	2	
Faramount	0	1	.000	3	6	
NBC	0	1	.000	2	7	
Loew MGM	0	2	.000	5	5	
United Artists(out)			0	8	

Public Utility Pix Fold After One Show

NORRIS, Tenn., Aug. 1.—Motion pictures as a public utility had a short career of one performance here in the model town of the Tennessee Valley Authority.

When the town council several weeks ago decided to discontinue operation of its theater William Beard, TVA employee and son of Historian Charles R. Beard, took it over, with rates and quality of service under control of the council. He gave it up after the first night's showing.

The idea may be resumed, according to J. W. Bradner Jr., town manager, if "someone can be found willing to take it over." Meanwhile the town is continuing to operate the movie theater in the community building.

Philly Wants Mardi Gras; Liked Convention Fuss

PHILADELPHIA, Aug. 1.—An annual Philadelphia Mardi Gras in May, featured by the Mummies' parade, was suggested by Mayor S. Davis Wilson to the (See PHILLY WANTS on page 17)

Honesty Pays

GALION, O., Aug. 1.—It pays to tell the truth in advertising, Henry Fickensher contends. Fickensher advertised a double feature at his movie house here last week with the notation, "neither one is any good."

When he checked over his receipts for Saturday night's show he found he had taken in more money than for the previous double feature he offered.

Philly Situation Still Looks Black

PHILADELPHIA, Aug. 1.—With only three legit houses available for the coming season and the housing situation still in a muddled state, no stage attractions are being definitely set and present indications point to a motion picture being called upon to light up the first house. Shuberts have abandoned their plan to convert the Chest- (See PHILLY SITUATION on page 17)

Summer Theater Razed by Fire; Others Continue Merrily Along

NEW YORK, Aug. 1.—Despite a few apparently imminent closings, the main body of the summer theater train continues to exhibit marked manifestations of health and activity, last week's schedule of tryouts consisting of 10 new plays, of which one, *Briefly a Stranger*, a comedy by Marjorie Ralston, was postponed when the stage of the auditorium of the Scarborough School, where the Beechwood Theater Company was to have staged the piece, burned during the night of July 25. According to Robert von Rigel, stage manager, damage amounted to \$10,000, necessitating a delay of one week. Muriel Kirkland and Staats Cotsworth were to have played the leads.

The other fledglings were *Bonfire to Glory*, a drama written by Katherine Roberts, with Helen Zelinskaya in the leading role, at Stony Creek, Conn.; *A Reason for Youth*, a comedy by George Bryant, at the Lake Whalom Theater, Fitchburg, Mass.; *Seen But Not Heard*, a comedy by Marie Baumer and Martin Berkeley, which continued a second week at the Red Barn Theater, Locust Valley, L. I.; *By Persons Unknown*, a mystery by J. C. Williams, with Louis Calhern and Natalie Shafer; *Timber House*, a drama by John Boruff, at Deal

Some Chance Parliament Might Spike G-B Deal

NEW YORK, Aug. 1.—Yesterday Isidore Ostrer, Gaumont-British chief, denied reports that the impending deal between his company and MGM and 20th Century-Fox were not going thru to completion. London reports, however, indicate that the negotiations are taking a political turn in that the House of Commons is very reticent towards even the slightest possibility of control of GB passing into American hands.

It is considered conceivable that Ostrer, in view of the nationalistic interest attached to the case, will run into difficulties in floating the stock necessary for the formation of the holding company which is to replace the Metropolitan and Bradford Trust, an organization intricately involved in the control of GB stock.

In Hollywood and New York reports of grave difficulties were lightly regarded, Joseph M. Schenck saying that he was not cognizant of any obstacles. Meanwhile in England no legal papers have been signed yet, and an announcement is expected any moment from Isidore Ostrer.

Conservatoire, Deal, N. J., with Donald Cameron, Bruce MacFarlane and Frieda Altman; *Abduct Me Tenderly*, by Howard Unkelbach, done by the Farragut Players at Rye Beach, N. H., a satirical farce aimed at the Hollywood kidnaping racket; *Tons of Money*, an English comedy by Will Evans, at the Millbrook Theater, Millbrook, N. Y., with a cast including John W. Stanley, Victor Beecroft and Joaquin Souther; *Concentration*, the Thornton Murdock-Eva Tonigreyll comedy, done by the Harbor Players on Governors Island; *A Statue to Rembrandt*, Karl Lawrence's drama, by the Hollywood Players, Community Building, Bay Shore, L. I., and *Windmills in Manhattan*, a takeoff on advertising by Judith and David Bublick, at the Roadside Theater, near Washington.

New Rochelle's *By Persons Unknown* closes the season for that establishment. It is a properly mysterious murder case, in which the audience attempts during the proceedings to detect the killer of Dr. Cronin, who should have been killed anyway. Supporting Calhern and Miss Shafer are Julie Lawrence, Ruth Hovey, Jay Britten and Alexander Clark Jr.

Bonfire to Glory, at Stony Creek, presented Helen Zelinskaya in her first attempt to enact a character of her own (See SUMMER THEATER on page 19)

Report Claims WPA Shows Help Establish New Audience Groups

NEW YORK, Aug. 1.—With August 2 being the date of the Federal Theater Project's popular-price theater's six-month birthday, the powers that be have issued an official announcement giving significant statistics. Up to and including July 31, the unit crossed the 100,000 attendance mark, gave 118 performances and presented four plays. More than 100 actors and actresses have received employment during this period, together with a proportionate number of stagehands, technicians, directors,

ushers and office personnel, the complete total amounting to 200 people.

More than 6,000 patrons of the popular-price theater have submitted their names for advance information and reservations, and many of these people have attended one of the four shows produced. Thirty-three players have been placed in private employment, outstanding among whom is Harry Irvine, late of *Murder in the Cathedral*, who has been selected for an important role in Robert (See REPORT CLAIMS on page 17)

WPA Minstrel Show Moves to Project's Hoboken Showboat

NEW YORK, Aug. 1.—The Variety Theater of the Federal Theater Project last week moved its *All-American Minstrels*, first seen in Brooklyn as the initial offering of the WPA vaudeville unit, to an anchored barge in Hoboken called the *Buccaneer*. The sailing days of the *Buccaneer* are over—it doesn't even rock

—and the show goes on amid a dangerous proximity to mosquitoes. The audience does, however, hear the sirens blow while the black-faced cast goes thru its song, dance, gag and ensemble routines, and the illusion is a fairly pleasant one.

The show is the original three-part bill first presented at the Majestic Theater in Brooklyn, and consists of a regulation minstrel offering for the first part; four vaudeville acts, including Bert Earle, banjoist; Jimmy Kelo, jester; Lewis and Beasley, a pair of comics with a nutty song and St. Vitus dance routine, and *Four Aces of Rhythm*, instrumental quartet, and a third part called *Evening on the Levee*, a somewhat lavish (See WPA MINSTREL on page 17)

Music Industry Goes Over Top

Chicago convention reveals increased sales in musical instruments—sheet music

CHICAGO, Aug. 1.—Some 1,200 dealers gathered here this week for the 35th annual convention of the National Music Merchants of America, held at the Stevens Hotel July 26 to July 29, inclusive. Attendance this year was the largest of any meet and surpassed all other years by about 800, according to W. A. Mennie, executive secretary.

More than 100 exhibitors used three floors to display their new musical merchandise, among which were three new instruments; a violin-horn, a cello-horn and a double-string bass horn.

Fred Holtz, president of the National Association of Band Instruments, said there had been an increase of from 20 to 30 per cent in the band instrument industry for the first six months of 1936.

The accordion industry has also advanced, with many new improvements in the instruments. According to reports this branch of the industry has shown an increase of 50 per cent in the last three years.

Edward P. Haugen, president of the sheet-music division, said they had been working thru a trade practices committee for two years, educating the dealer in profitable methods of distribution, and a remarkable increase in sheet music sales has been the result of the impetus given by the piano industry and the extensive use of music in the schools.

The most important development in the piano industry has been the vertical or console piano and, according to Frier McCollister, of the piano merchants division, the industry has shown an increase of 37 per cent in the first six months of 1936, and June, usually a (See MUSIC INDUSTRY on page 10)

Two Boothmen For Syracuse

SYRACUSE, N. Y., Aug. 1.—The year-long fight of union operators to force neighborhood houses to keep two men in their booths at all times snapped suddenly out of the doldrums this week when Mayor Marvin ordered the corporation counsel's office to draw up an ordinance forbidding the operation of a movie booth with a single operator.

Neighborhood houses have battled the move with apparent success for a long time, and union men, hailing the mayor's action with glee, are secretly giving credit to the approaching Republican State Convention for their success now. Mayor Marvin is a candidate for the (See TWO BOOTHMEN on page 17)

BEN POLLACK
(This Week's Cover Subject)

FEW names in the dance orchestra field have been established for as long a period as that of Ben Pollack. Now, with the popularity of swing or hot music, he has been given the name of "The Dean of Sophisticated Swing."

Back in 1921 Pollack learned "to go to town" as the ragtime shimmy drummer with the New Orleans Rhythm Kings. Since those days he has gone from Coast to Coast and played in major spot after another, establishing himself as one of the field's best drummers. In the past few seasons he has appeared at such places as the Hotel New Yorker; Lincoln Tavern, Chicago; Chez Paree in the same city; Roosevelt Hotel, New Orleans; the Lowry, St. Paul, and the Blackhawk and Congress in Chicago. Currently he and his orchestra are at the Continental Room of the Hotel Stevens in the Loop and broadcasting over NBC.

The high spots in Pollack's career are many. One of his latest endeavors is to be credited with a considerable hand in the popularity of swing. Graduates from his band include Benny Goodman and Fud Livingston. In 1927 Pollack and his band played one of the first, if not the first, radio commercials out of Chicago, broadcasting as the Henry C. Lytton Collegians. Another first is that of making the first Victor swing record—"He's the Last Word" and "Deed I Do."

Pollack is under the exclusive management of Consolidated Radio Artists, Inc.

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Flanagan Stays As Project Head

Gets new leave from Vassar — more aids named — rumors are scotched

NEW YORK, Aug. 3.—Following reports that President Roosevelt would soon okeh a \$7,000,000 grant for the WPA Federal Theater Project for 1937, it was learned that Hallie Flanagan will continue to head the project, having been granted another year's leave of absence from Vassar College.

Coincident with this news of another lease of life for the Federal Theater is the report of the appointment of several additional aids, among them being Howard Miller, regional director in California, who is now Hallie Flanagan's representative on the West Coast; John McGee, Southeastern director, who has been named special representative in the Southeast, and William Stahl, lately of the experimental unit, who becomes special Eastern representative.

William P. Farnsworth, Mrs. Flanagan's Washington aid, will henceforth have the assistance of Hiram Motherwell, formerly editor of *The Theater Guild Magazine*.

Mrs. Flanagan, questioned as to the possibility of the project's taking on more unemployed, said, in effect, that there was little likelihood of this insofar as the quota was already more than filled. She further scotched rumors that the WPA intended to send out numerous companies in order to revive the road, adding that this practice has proved to be very expensive.

Philly B.-O. Men Start A. C. Theater

PHILADELPHIA, Aug. 1.—The Philadelphia Theater Treasurers' Club has taken over the Garden Pier Theater in Atlantic City, planning the presentation of legitimate successes to restore the resort to its former eminence as a summer theater center. Alexander Carlin, widely known box-office man in this city and for many years treasurer and manager of the Apollo Theater in Atlantic City when it housed musical and dramatic productions, has been appointed managing director of the project.

The opening attraction, beginning Monday (3), will be Lawrence Riley's *Personal Appearance*, starring Dorothy Mackaill. Supporting Miss Mackaill will be Walter Greaza. George Blackwood, Nancy Evans, Dorothy Hinckley, Mabel Montgomery, Don Shelton, Dore Merande and Anne Hunter.

Detroit Firm Gets Papers

DETROIT, Aug. 1.—A new corporation has been formed known as the B. & B. Amusement Corporation, with a capitalization of \$10,000. Incorporators are W. W. Bleakley, assistant manager of the Downtown Theater, and A. A. Bleakley and N. F. Bleakley. The Blue Lantern at Island Lake is now being operated by the three brothers, who plan to extend their activities under the new incorporation. Plans are being made to open another ballroom in Detroit this fall.

Beer Dinner for Canavan

NEW YORK, Aug. 1.—A beer dinner is being thrown for Edward Canavan, president of Local 802, American Federation of Musicians, Thursday (6), occasion being Canavan's departure on the Rex Saturday (8) as a delegate to the British Trades Union Congress. Canavan, who will sail with his wife, is going as a representative of the American labor movement.

British congress starts September 7, with the president of the New York musicians' local due back in his office September 21.

Philly May Get Theater-Cabaret

PHILADELPHIA, Aug. 1.—With stage limitations making the Fox-Locust (See *THEATER-CABARET* on page 84)

N. O. Amusement Places Get Notice of Tax Slash

NEW ORLEANS, Aug. 1.—Notice of a decrease in the city's amusement tax, adopted by an ordinance at Tuesday's meeting of the commission council, was received today by theater owners and operators, night spot managers and other amusement places.

The former tax of 2 per cent on theater admissions starting at 10 cents now is 2 per cent on admissions over 15 cents. Night clubs and prize fights, which formerly paid 5 per cent, will now pay only 2 per cent. It is estimated that the reduced tax means a drop of about \$100,000 a year in revenue from the taxes which go to the city's welfare department for relief work.

About a half dozen downtown theaters here will be aided by the reduced tax, these spots, including the St. Charles Theater, which is owned by Acting Mayor Pratt, charging 10 and 15 admish up to 6 p.m. daily.

Harding Hits Balkans On Five-Month Trip

NEW YORK, Aug. 1.—Alfred Harding, editor of *Equity Magazine*, leaves Monday for a five months' trip to various Balkan countries, where he will do research work on theaters.

His itinerary, made possible by a fellowship from the Kosciusko Foundation and invitations from ministries in Czechoslovakia and Hungary, includes trips to those countries as well as to Austria and Poland.

In addition to collecting information for a series of articles for *The Montreal Daily Star*, *The Motion Picture Herald*, *The New York Herald Tribune* and *The New York Times*, he will serve as the delegate of Equity, the New York Theater League and probably the United States at the Ninth International Theater Congress in Vienna, to be held the first week in September.

Libraries Are Set With Warner Disks

NEW YORK, Aug. 3.—As soon as the Warner Brothers-ASCAP situation is definitely set several manufacturers of electrical transcriptions libraries will release more than 1,000 Warner tunes which have already been made but held up on account of numerous stations not having Warner licenses for performing the works of its subsidiary publishers.

Release of these songs thru library service will mean \$15 a tune to Warners or an immediate \$15,000 on a sustaining basis only. Since a considerable number of the disks may go commercial on the local stations involved, this will mean additional revenue flowing in to Warner coffers.

As stated on page 3 in this issue, the situation between Warner and ASCAP will probably be settled this afternoon. A committee meeting is scheduled for 2 o'clock and an ASCAP board meeting at 4 o'clock.

It remains for the board to vote on the Warner classification upon reinstatement, with Warners, of course, seeking its previous seniority.

Libby To Produce For South America

NEW YORK, Aug. 1.—George Libby's 11-people revue has returned here after 16 weeks at the Cobacabana Club, Rio de Janeiro.

Libby says he will produce a show for a new group operating the Atlantic Casino in Rio, which played an American show staged by another producer last year.

Kay, Katya and Kay, American act which went to Buenos Aires with the Earl Leslie show last season, has remained in South America, altho the rest of the show has returned. Show had been booked by Bob Vernon and the William Morris Agency.

Spectacular Police Raid Closes Atlanta Nightery

ATLANTA, Aug. 1.—Arrest of 27 people and destruction of thousands of dollars' worth of gambling paraphernalia, bar equipment and fine whiskies marked the sudden windup of the Casa Loma (See *SPECTACULAR POLICE* on page 79)

League Appoints Play Committee

NEW YORK, Aug. 1.—Last week the League of New York Theaters named Marcus Helman, Brock Pemberton and Warren Munsell to be its representation in the presentation of amendments to the new minimum basic agreement between the League and the Dramatists' Guild.

Forming a committee, as provided for by section 18 of the new pact, the three men will endeavor to keep up to date the agreement, suggesting to this end whatever changes they think necessary. Amendments advised, however, will depend for ratification upon acceptance by both the League and the Guild.

The managers' immediate business also includes further conferences with the musicians' union and consideration of the Equity contract.

Offer Award to Best Performer of Year

NEW YORK, Aug. 1.—*The Daily Mirror* and its night club editor, Ted Friend, are offering a medal to the outstanding night spot performer of the year.

Already nominated for consideration are Belle Baker, Milton Berle, Luciene Boyer, Benny Fields, Willie and Eugene Howard, Lou Holtz, Beatrice Lillie, Helen Morgan, Harry Richman, John Steel, Sophie Tucker, Cilly Feindt, George Jessel, The Hartmans, Ritz Brothers and George Dewey Washington.

Award committee comprises Grover Whelen, S. Gregory Taylor, Milton Adler, Eddie Davis, Joe Moss, Ann Nichols, Ferde Grofe, Monte Proser and Russell Patterson.

Zugsmith, Inc., Gets Charter

ALBANY, N. Y., Aug. 1.—The organization of bands and orchestras, also other musical features, is the purpose of the Albert Zugsmith Associates, Inc., of New York, a newly formed project which was granted a charter of incorporation today by the secretary of state. The company has a capitalization of \$5,000. The promoters and principal stockholders are Albert Zugsmith, Michael Sukin and Maurice J. Fleischman.

Jane Jarrell Expanding

PITTSBURGH, Aug. 1.—Jane Jarrell, local booker, who recently returned from an extensive trip thru Texas, Kentucky and Ohio, reports that she is enlarging her band circuit this fall, having booked a number of additional spots in the territories she has just covered.

Chorus Equity Contract

NEW YORK, Aug. 1.—Chorus Equity Association has started drafting its first standard contract form for the night spot field. Mrs. Dorothy Bryant, CEA secretary, says she welcomes suggestions from chorus people now working the night spot field.

Salmaggi Op Scheduled

NEW YORK, Aug. 1.—The season at the Hippodrome will be opened August 21 by Maestro Alfredo Salmaggi and his New York Hippodrome Opera Company, *Carmen* being the first scheduled program. *Cavalleria Rusticana* and *Pagliacci* will be presented August 22 and *Aida* August 23. Popular prices will prevail.

Play Syndicate Sells Memberships

NEW YORK, Aug. 1.—Memberships in a new legit outfit, Play Producing Syndicates, are currently being solicited, with Roy E. Jarman apparently chief salesman. Memberships, it is said, (See *PLAY SYNDICATE* on page 79)

IATSE Coast Spots Are Amalgamated

HOLLYWOOD, Aug. 1.—Hollywood executive offices of the IATSE and its studio locals will be brought together under one roof this week when the amusement union takes over the fifth floor of the Taft Building here. Local offices about town will be closed with the exception of the studio mechanics, Local 37, which will be maintained as a daily business office for its 5,000 members.

William Bioff, personal representative to the organization's president, and Harlan Holmden, vice-president, will be spotted permanently here. Bioff is in charge of studio activity, while Holmden supervises office operation, assisted by Steve Newman.

Downtown theater locals, stagehands' No. 33 and projectionists' No. 150, will continue in present quarters, but the latter local will have a contact man in Hollywood in the interests of its members employed at film studios.

MGM Chorines Booked

NEW YORK, Aug. 1.—Mack Millar, night spot press agent, has gone to Hollywood for Joe Moss and arranged with MGM to book 20 of the chorines who appeared in *The Great Ziegfeld* into the Hollywood Restaurant. Gals will be brought here by American Airlines plane in time for the cafe's fall show.

Barter Theater Still Getting Plenty of Grub

ABINGDON, Va., Aug. 1.—The Barter Theater here is experiencing the best (See *BARTER THEATER* on page 79)

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in hotel.

BETTER CLASS

BUSINESS CARDS—1,000 for \$2, 2,000 for \$3.50, 3,000 for \$4.50. Four-line limit composition. Samples, stamped envelope.
ELLS PRINTING CO.,
Charlotte, Mich.

FOR SALE MOTORIZED SHOW suitable for Circus, Dramatic or Minstrel Show—7 Trucks, 2 Light Plants, Tent 60x130, Dramatic End, Marquee, Poles, etc. Cook House, 15 lengths 8-high Seats, 9 lengths 6-high Seats, 300 2-people Benches. Would consider Partner with \$2,000. Now operating as small Circus. Write or wire **BUD HAWKINS**, August 3, Beaver Dam; 4, Leitchfield; 5, Elizabethtown; 6, Glasgow; 7, Scottsville; all Kentucky.

WANTED

Advance Agent with car. Work on percentage basis. Must be able to contact Clubs, Schools and Theaters. If looking for a permanent connection with an old, reliable company, wire; pay your own.
BILL DORA PLAYERS, Rawlins, Wyo.

WANTED

Organized Small Vaudeville Troupe; Singers, Dancers, Comedians, Black, Toby. About 7 people, with Pianist, Sax, or what have you. I furnish new tent, seating capacity 400. Week stands, change show nightly. Long season, 50/50 on door, reserves, candy and Saturday night concert. Would consider three versatile teams that will double music. Wire all, day or night letter; no time to loose; must open Monday, August 10. All this week. **MANAGER TENT SHOW**, Crockett, Wythe County, Va.



CUSTOM MADE WIGS AND TOUPEES AT LOW PRICES
Finest goods in the world, strictly guaranteed. Bambina Toupee Plaster, 50c box, p. p. Illustrated Catalogue Free Write or Call Lombard & Bambina 13 Monroe St., Lynn, Mass



AT LIBERTY VERSATILE MED TEAM

Change strong for two weeks, up in all acts. Can join at once. **BETTY AND BOBBY BEST**, St. Joseph, Mo.

STOCK TICKETS
Rolls of 2,000.
1 Roll \$ 0.50
5 Rolls 2.00
10 Rolls 3.50
50 Rolls 12.50
No C. O. D. Orders.

THEATRES
CIRCUS
CARNIVALS
FOOTBALL
BASEBALL
DRAWINGS
FAIRS

TICKETS

All Toledo Process Tickets.
THE TOLEDO TICKET COMPANY, Toledo, O.

BOOKS STRIPS FOLDED ROLLS CARDS
Ask Us About Other Forms.

FCC CLARIFIES "HEARING"

Seeks To Halt Misunderstanding On Allocations Procedure Oct. 5

Many broadcasters still hold the fear that anything might happen and have requested the info—statement says findings will only serve as basis for further moves

WASHINGTON, Aug. 1.—Seeking to clarify the situation as far as possible so that broadcasters and others interested will have a better picture of what to expect at the October 5 hearing, the Federal Communications Commission has issued an additional statement. Mainly it points out that the findings will only act as the basis for any possible changes to come. The statement follows: "Many inquiries have been made with respect to the proper and ultimate consequences of the proposed broadcast allocation hearing set for October 5. In order that the industry may thoroughly understand the situation, it is believed they should be informed that the evidence given at the October 5 hearing will form a basis for such changes which may be shown to be desirable in the existing regulations of the commission with respect to broadcasting allocations, engineering requirements or standards.

"With respect to the foregoing, the industry may recall that the commission has approved the following procedure as a basis for attacking the solution of the problems confronting the public, the commission and the industry:

"1. In new allocations or in reallocations of radio frequencies to services or to stations within services, proceed on the basis of 'evolution, experimentation and voluntary action' rather than by radical and enforced costly changes. Modifications which do not involve large expenditures or are necessary requirements to keep abreast of the technical art should be accomplished.

"2. Encourage communication development along specific lines as may be indicated from time to time from accumulated data and from evidence secured from such informal engineering meetings as may be necessary to facilitate progress in detail.

"3. Direct engineering and other interested departments to prepare modification of existing regulations pertaining to frequencies for various classes of broadcast stations between 500 and 1,600 kc. in such a manner that they are sufficiently flexible to permit the adaptation of new technical developments and allocation principles which, upon proper showing at hearings, indicate that a needed improvement in service will result.

"At the June 15 hearing, at which was considered the broader aspects of the allocation of the entire spectrum to various services, the commission pursued the policy of co-operation with the industry in solving the basic radio problems confronting the nation. There is no contemplated change in policy in this aspect on the part of the commission with reference to the October 5 broadcast hearing.

"As is well known in the industry, the existing practical allocations depart somewhat from the empirical standards which became the basis of the regulations in 1928, and which have not been changed since that date. It is believed that at least one of the outcomes of the October 5 hearing will be to modify the regulations so that they will conform to the actual practice of today.

"As is also well known to the industry, there are many proponents for high-power stations, as well as many who oppose such increases in power. There are also many who desire horizontal power increases for regional stations, and there are certain uneconomic situations which exist, such as those experienced by stations sharing time. In addition, the repeal of the Davis Amendment has removed certain limitations upon the engineering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system, and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the commission to change or not to change its regulations, the entire industry should have an opportunity to come before the commission in an informal public discussion of the exist-

(See FCC CLARIFIES on page 9)

Ayer Agency Buys U. of P. Football

PHILADELPHIA, Aug. 1.—Altho the deal will not be made public until September 15, when the sale of season tickets will be over, rumor has the exclusive broadcasting rights of the University of Pennsylvania football games going to the N. W. Ayer & Son Agency for the Atlantic Refining Company. Figure is set in the neighborhood of \$15,000, quite a comedown over last season when the college balked at casting by setting the ridic sum of \$10,000 per game with proviso that station or sponsor buy every game in the schedule or forget it.

In former years, the Cornell tiff on Turkey Day was the only game to get an airing. Stadium was always a sellout and the gates were thrown open to all who cared to bring a mike along.

Atlantic Refining is currently bankrolling the baseball broadcasts over WIP and has signified an early interest in grabbing the U. of P. games to follow the sandlot season. However, it is reported that the footballing will go to WCAU and be carried over the CBS. Station has a definite "in" with the sport fans since it is now airing the baseball games for Wheaties.

With Pop Warner at Temple University and "Clipper" Smith coming in as new coach for the Villanova College team, both schools are in a receptive mood for radio coin, but no takers have appeared as yet.

More Political Maneuvering As Broadcasters Fear FCC

NEW YORK, Aug. 1.—Political maneuvering coincidental with self-protective measures at the reallocation hearing scheduled for October before the Federal Communications Commission finds various political groups in the broadcasting industry tightening their lines. National Association of Broadcasters is certain to have a delegation at the hearing, while Powel Crosley's organization of high-powered stations, the ARS, will undoubtedly have its spokesmen, including Sol Rosenblatt, counsel, there. Third group takes in the recently formed National Association of Regional Broadcasters, openly out to fight off chances of larger stations getting power boosts to the 500,000-watt notch.

A meeting of the recently formed NARB will take place next Friday (7) at the Barclay Hotel here. Express purpose of the meeting will be to get a better lineup on what the indie broadcasters want to do in the problem of protecting themselves against larger broadcasters which are moving for 500,000-watt power. Indies figure that if any more stations are given the tremendous lung power now bestowed upon WLW, Cincinnati, they will inevitably be pushed back in the radio picture, with financial loss likewise inevitable.

New group has been organized for that purpose primarily and is not a permanent organization. One of the most impressive factors concerning the association is its inclusion of leading indies with plenty

Another Twist

SAN FRANCISCO, Aug. 1.—What the public thinks while shopping was aired over KJBS this past week, when the Emporium, largest department store in town, staged a series of twice-daily quarter-hour "Inquiring Radio Reporter" broadcasts as a stunt to boost its anniversary sale.

Believed to be the first of its kind ever used by a Pacific Coast department store for promotional work, the broadcasts were handled by Dean Maddox. With a portable transmitter strapped to his back, he wandered thru the store popping questions at shoppers, which dealt with current events, facts about the Emporium, current bargains in the store and other subjects.

MBS Bake Program To Be Roadshowed

NEW YORK, Aug. 1.—Program slated to start next Sunday (9) on WOR-Mutual sponsored by Continental Baking Company will have its initial broadcast come from Carnegie Hall, taken one night for that purpose, with the advertiser also planning to take the show on the road as a free attraction to distributors of the product. In addition to the New York booking, program will be given one time in a Bridgeport, Conn., theater and another time in Chicago. Altho only two Mutual stations, WOR and WGN, Chicago, are carrying the show, WICC, Bridgeport, will relay the performance in that city to WOR.

Another gag the sponsor is using, in connection with the old-time idea of the broadcast, is to involve actors made up as noted people of the old days, to be seated in the audience. This will take in Diamond Jim Brady, Lillian Russell et al.

Talent includes Jack Smart, Adele Ronson, Florence Halop, Ken Christy Orchestra, Scrappy Lambert and Len Stokes. Agency is B. B. D. & O.

Dwight Myer to WBZ

PITTSBURGH, Aug. 1.—Dwight Myer, plant manager of KDKA here, has been named plant manager of Station WBZ, Boston. He will take over his new post August 15 and will be succeeded here by J. E. Baudino, who now holds the Boston position. The transfer is in keeping with the policy of the Westinghouse Corporation of rotating personnel.

Gov. Hoffman Wants Carter To Debate

PHILADELPHIA, Aug. 1.—Altho Governor Hoffman's \$100,000 libel suit against Boake Carter and his sponsors suffered a legal setback July 28 when Supreme Court Justice Heher ordered the New Jersey chief executive to show cause why service upon sponsors should not be set aside, Hoffman has challenged the radio commentator to join him in an air debate on any topic that has been the basis for criticism of his State administration. Same invitation was extended to Arthur Sinnett, managing editor of *Newark Evening News*; James Kearney Jr., of *Trenton Times* newspapers, and John Borg, publisher of *The Bergen Evening Record* at Hackensack, New Jersey newspapers that have criticized his policies editorially.

The records showed that Carter had not been served in the suit and the sponsors seeking the writ, Philco Radio and Television Corporation, the Philadelphia Storage Battery Company and the Columbia Broadcasting Company, contended that they are foreign corporations and not subject to suit in New Jersey. Hoffman charged that Carter's comments on his activities in the Lindbergh case damaged his reputation. Justice Heher stayed proceedings until the rule to show cause is argued at the October term of court.

In his letters of invitation for a radio debate, Hoffman pointed out that he had just passed the half-way mark in his three-year term and, altho he acted as he thought best for the State, editors and publishers of certain newspapers and radio news commentators have criticized his motives as well as the decisions themselves. "The object of this proposed panel discussion before a radio audience," said the governor, "is to bring out the facts in the subjects discussed. Press, radio and government all exist by grace of popular permission and all three should work together for the public interest."

General Shoe To Offer

Different Dance Bands

NEW YORK, Aug. 1.—General Shoe Corporation, which opens a new series on the NBC-WJZ network September 15, will feature a different dance band each week for the first 13 weekly programs. Orchestras will be heard from New York, Chicago and Los Angeles. Balance of the program, while set, is not being announced.

General Shoe is not new to the air, having used local and network campaigns on both NBC and CBS in the past thru the C. P. Clark, Inc., agency. Erroneous report listed General Shoe as making its debut on the ether.

Deal With Dailies by KLZ

DENVER, Aug. 1.—KLZ has just completed a deal with papers, both daily and weekly, belonging to the Colorado Press Association whereby the papers will print the programs of KLZ and KLZ will devote a period each Sunday night to the dramatization of some event connected with one of the papers or its editors. The program will be called *Fighting Editors*. Seventy-one papers are in on the deal and KLZ claims this gives it the most complete program coverage in the country.

Levy Wants Another

PHILADELPHIA, Aug. 1.—With KYW going back to NBC and no other local station on the selling block, Ike Levy applied to the Federal Communications Commission on July 29 for permission to construct a new 100-watt high frequency broadcasting station. It was reported that the Levy brothers, owners of WCAU, even approached WFIL, NBC-Blue and MBS outlet, with a market price. Philadelphia area at present has 10 radio stations, only half of them operating on a full-time schedule.

RCA has issued a 450-page paper-bound book on television, which is, incidentally, its title. Book is mainly technical, with a collection of addresses and papers on the developments to date and future of the "new art."

KGBZ Sells Out; Miller To Build

LINCOLN, Neb., Aug. 3.—Radio Station KGBZ, York, Neb., which was recently denied a license to operate by the Federal Communications Commission, has been sold to the May Seed Company, Shenandoah, Ia., by Dr. George R. Miller, owner and operator of the station. Miller also announced plans for a new station. Miller ordered withdrawn his appeal to the Federal Court of Appeals from FCC's order denying him a license. The towers and building have been sold and will be dismantled.

The May company was successful in obtaining approval of its application for full-time operation on a wave length which it has shared with the York station. Miller plans to make application for a license for a new station which would give full time on the air. He plans to operate a station of from 2,500 to 5,000-watt power. Present plans call for locating the station equal distance from York, Grand Island and Hastings, with studios in each city. A corporation has been formed and if the license application is approved by the FCC it will seek a hookup with a national broadcasting chain.

New WEEI Transmitter

MEDFORD, Mass., Aug. 1.—Plans have been filed at Medford City Hall for the erection of a modern transmitter for WEEI on the marshland north of Wellington. The new broadcasting station will consist of a one and one-half story V-shaped building of modernistic design and of steel and brick construction. Everything possible is being provided to make the building and complete facilities attractive to the public. Landscape gardening will be extensively done around the building and the entire setting will be floodlighted. Two steel towers in the rear of the building, spaced 740 feet apart, are to be the last word in modern antenna construction.

WEEI, which is owned by the Boston Edison Electric Illuminating Company, was leased some months ago to the Columbia Broadcasting System, Inc.

NEW YORK, Aug. 1.—Harold E. Fellows has been named president and general manager of WEEI, Boston, which CBS starts operating August 16. Fellows, with the station since 1932 as commercial manager, was previously in the advertising field.

WDSU Marks 13th Year; May Go NBC in Fall

NEW ORLEANS, Aug. 1.—With special programs arranged for the event, WDSU, the Uhalt Broadcasting unaffiliated station, celebrated its 13th year on the air July 23. Plans for extensive renovations, including installation of the latest transmitter equipment thru contract with Graybar, with completion set for 90 days. While station officials are non-committal in reply to the questioning, the station is expected to become a second local outlet for NBC programs some time this fall. Reports are circulated that WDSU will be given the Blue network, while WSMB, the original NBC New Orleans link, will continue as a member of the Red programs.

The station first went on the air in 1923 as WCBE in the home of Joseph Uhalt, still its sole owner. Operating with five watts, Uhalt erected his first transmitter and studio in an abandoned chicken house. In 1930 a new 1,000-watt transmitter was opened at Gretna, La., and under the new call letters of WDSU station became a link of the CBS. This network connection was severed last fall when Columbia shifted to WWL.

Radio Ed Invites Criticism

TOLEDO, O., Aug. 1.—*The Blade* radio editor, Robert Dailey, yesterday stuck out his literary chin for a fare-thee-well sock from *The Blade's* reading populace. He devoted most of his column to an invitation for criticism, not only of programs but of his own judgment and opinions.

Submitted letters must be 50 words or less, and will be boxed individually on the radio page. Dailey does a good job on radio and cracks at his own work probably will be at a minimum, but what the answer will be on program criticism only the next few days will tell. Stunt never has been tried before in *The Blade* radio section.

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.

Sponsor Desires Sideline Cut-In

NEW YORK, Aug. 1.—Indications are that radio advertisers using programs which might tend to develop side-line incomes for the artists involved want to control those activities. Possible also that the advertisers or their agencies feel entitled to a commission on these earnings, made possible thru the radio plugs given the artists, altho this angle isn't definite.

Tipoff comes in the contract reported signed by A. L. Alexander with J. Walter Thompson Company, agency for Standard Brands on the Chase & Sanborn show Alexander will do, starting in September, with Alexander's *Good Will Court*. Same advertiser and agency, it is presumed, saw the income accruing to Major Bowes thru his side lines with the amateurs, side lines taking in games, units and a magazine. These angles weren't covered in Bowes' contract with SB, altho the company's air programs made them possible. It is stated that Alexander's contract gives the agency and sponsor a hand in such activities, with *Good Will Court* figured good for publication and other rights.

Nothing worked out yet, according to NBC, on the method whereby a rehearsal will be done on *Good Will Court* to comply with the network's ban on ad lib. shows.

WPEN Goes Foreign; Owners Won't Sell

PHILADELPHIA, Aug. 1.—The William Penn Broadcasting Company will operate their WPEN as a foreign-language station starting September 7. WPEN comes on the air at 6:30 p.m., sharing the wavelength with WRAX, foreign-language station operated by the same combine. Only English entertainment will be a two-hour participating show at 8:30 a.m. on WRAX in the keeping of Jack Steck.

Announcement in the change of program policy dispels any chance for the Levy freres or the Hearst interests buying the station. William Penn Broadcasting Company is headed by Clarence Taubel and Paul Harron, vice-president, and in addition to the two Philadelphia outlets, also operates WTNJ in Trenton, WFAB in New York, and has interests in WOV and WEVD, New York.

Radio as a Career Attracting Interest of Many College Men

NEW YORK, Aug. 3.—Radio as a career, apart from the talent angle, is beginning to attract a vast host of undergraduates with the result that school faculties are beginning to think about it seriously. In a few colleges there are summer courses and occasional lectures, sometimes in the school of journalism by prominent announcers or news commentators. On occasion station or network officials are brought in a talk. New York University offers a summer course on some phases of the broadcasting business.

According to sales promotion officials of the networks and large unaffiliated waters, the past several months has shown a flood of invitations and requests for radio men to address the undergraduates. In cases where it is inconvenient for the officials to appear personally, contributions to school papers are asked.

Radio officials point out, however, that the field is not only highly specialized

Split in Music Ranks Probably Will Be Ironed Out This Week

Bone of contention now appears to be mainly matter of classification—otherwise coast is clear, since the ASCAP membership won't accept "conditional" return

(Continued from page 3)

ers agreeing to reinstate the Warner catalog and give it unbiased play.

4. Warners agree to abandon all suits for infringement.

The few details to be ironed out mentioned above are mostly a matter of classification. That ASCAP will not agree to any "conditional" application means that some members are afraid that Warners will demand a certain

classification upon reinstatement. This is to be left to the classification committee. Further, it is understood that there is to be no crowing over the fact that Warners came back. It is taken into consideration that Warners merely exercised its rights when it seceded and had such right to try to obtain more money for its catalog. That the experiment was costly to Warners is not denied, and losses were suffered both in the music field and films, due to the loss of the network plug for each.

Artists and exhibitors are both said to have expressed a desire that Warners return to the fold in order to get a better break on the air by way of having new films publicized. This is apart from the prolonged squawk of the writers whose works are with Warners.

Hazen recently supplanted Herman Starr in charge of the particular activity concerning the Warner publishers. Broadcasters who took out Warner licenses for performing rights will, of course, have them canceled if they are also ASCAP licensees. Over \$200,000 in ASCAP dividends would have been paid to Warners for the first two quarters of 1936 had the music houses in question not seceded. ASCAP members do not plan to hand over any part of this sum to Warners as a condition that they return. It is pointed out that during this period Warners did not contribute to the ASCAP catalog.

West Coast Notes; Dresden Back Home

LOS ANGELES, Aug. 1.—Returning from conferences in the East with Mutual web executives, Owens Dresden, Don Lee key station manager, definitely spiked all reports that the Coast network would affiliate with MBS in September to take advantage of the fall commercial contracts on the new system.

With the changeover slated for December 29, Dresden said that Mutual commercial commitments would tax the peak hour capacity of the Lee stations when the new arrangements become operative. Regarding the post of Eastern representative for the chain, Dresden stated that no appointment had yet been made. At present the Lee outlets are represented by Radio Sales, a subsidiary of Columbia.

MGM is the first film studio to designate an executive to administer its radio policy. Eddie Mannix will handle all okeing of the studio's stars' air appearances, with Ralph Wheelwright assigned to assist him in following thru on material and publicity as well as picture plug angles. Understood that the studio also plans to bring an experienced radio man here from WHN to work with Wheelwright.

Meanwhile, Columbia Broadcasting is expected to dispatch one of its top New York executives to Hollywood within the next month to help smooth over the picture-names situation in regard to the studios and exhibitors. It will be the duty of whoever takes over the post to strengthen out beefs and afford smoother sailing to advertising agencies in securing film stars.

Lindsay MacHarrie, production manager of KHJ, has resigned from the post effective today. MacHarrie has made no announcement of his future affiliation but it is understood he is booked for a Columbia production spot.

Formerly known as an outlet of "good" music, KECA slips into commercial radio channels September 1 and will absorb everything piped in over NBC's Blue web, of which KECA is the local outlet. Classic music, which the station has been serving virtually thruout the day, will be relegated to off hours.

KEHE, Hearst outlet, has started work on a new 475-foot transmitter in Baldwin Hills, for which it was recently given permission by the FCC. Stage and dressing rooms of the Hollywood Music Box, used for the Lux and Camel Caravan shows by CBS, are being re-

(See WEST COAST NOTES on page 10)

Frontier Shows Get Under Way

FORT WORTH, Aug. 1.—The first of a series of national radio programs for the Fort Worth Frontier Centennial was inaugurated July 28 at the Casa Manana on Frontier showgrounds. Programs feature dance music by the Paul White-man and Joe Venuti orchestras and go on entire National Broadcasting Company network from 10 to 11 p.m. (CST) each Tuesday.

Arrangements for these programs, which will be a weekly feature for an indefinite time, were made by Merle H. Tucker, formerly with the radio department of the Dallas show and now director of the Frontier Centennial radio activities, and Harold Hough, general manager and "Hired Hand" of WBAP.

The first radio program for Frontier show was on opening night, when NBC gave the show 45 minutes on the chain. Other broadcasts emanating from the showgrounds and featuring show talent are being arranged for national hook-ups, as well as for local stations WBAP, KTAT and KFJZ and for the Texas Quality group of stations. Station WSM, Nashville, presented a three-hour program July 25 honoring this show. The Hired Hand of WBAP went to Nashville to act as master of ceremonies on the program.

Tobacco Marts Again Figuring on Air Ads

RALEIGH, N. C., Aug. 1.—Tobacco markets and boards of trade are figuring again on a use of radio to reach the tobacco growers and gain their good will. Marts first started using radio last season and the number to take to the air this season is expected to be considerably larger. WBT, WPTF, WIS and WDNC are some of the Southern stations slated to get the biz.

WPTF already has contracts with Fuquay-Varina, Fairmont, Smithfield, Greenville and Danville. Most of the markets are using spot announcements to detail their sales reports, altho others will use quarter-hour periods with prominent officials, news reports, sales reports and entertainment.

but fairly limited. In the entire country the full-time employees number approximately 11,000. These are concerned with the actual broadcasting industry. Artist angle and affiliated fields are something entirely separate. Important item they believe that is apt to be overlooked is that one engineer makes a switchover that affects the entire country and millions of listeners, and that the young hopeful at large may be of the opinion that hundreds of employees are used in such moves.

Otherwise, the road is a hard one, they believe, and to be a practical broadcaster one must serve considerable apprenticeship and willing to sacrifice probably more than other industries ask for in the way of long hours and multiple knowledge, which includes handling of talent, sale of time and dealing with advertising agencies as well as sponsors, have political stand-in and whatnot.

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. CBS
BUCK ROGERS 6:00 p.m. Wed. CBS
Frl. CBS

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

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC. Room 902, 723 Seventh Ave., New York City. BRyant 9-5107.

Alexander GRAY
Baritone
Pers. Mgt. CBS Artists Bureau

WINGY MANNONE
THE NEW ORLEANS SWING KING. Now Touring New England With His New, Full Size Swing Band. Pers. Mgt.—MILLS ARTISTS, INC. 799 Seventh Ave., New York, N. Y.

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

HUGH CROSS AND HIS RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

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

TOMMY AND HIS ORCHESTRA
NOW ON TOUR Management MCA
DORSEY

Station Notes

Address All Communications to the New York Office

WTHT, new station at Hartford, Conn., which will start broadcasting shortly, will include in its personnel: CEDRIC FOSTER, in charge of public relations and programs; WOLCOTT WYLLIE, formerly of WFLA, Tampa, Fla., as assistant; DICK BLACKBURN, formerly of WTIC, Hartford, Conn., as chief engineer; HOWARD WESSONBERG, as assistant, and WARNER MURPHY, as commercial executive. . . . GUY HEDLUND'S Playhousers on WTIC, Hartford, Conn., now have a night spot on Saturdays. . . . HERBERT P. PLANK, news commentator on WELI, New Haven, Conn., will be off the air until September, when he will resume. . . . JOSEPH LOPEZ, manager of WICC, Bridgeport, Conn., is enjoying his annual vacation, and his program, *The Memory Song Man*, is being taken over until his return by LEW WEISS.

International Song Shop, a weekly Wednesday and Thursday quarter-hour stint, is presently being aired by WHDH, Boston, featuring the four-piece ork of GEORGE J. HUGHES, who does songs in dialect. . . . Between Hub radio folk taking vacashes and getting the wanderlust via new affiliations, 'tis a headache for the columnist and even the radio personnel themselves to keep tab on who's who at various stations. This week we have CLAYTON JEFFRIES leaving WMEX and training it back to St. Johns, Newfoundland, to enter another field of endeavor. Prior to his association with WMEX last fall JEFFRIES was practically a one-man staff, so to speak, at VOGY, St. Johns, and then a mikeman at WHN, New York. . . . DAN SEYMOUR, a WNAC, Boston, mikeman since June of 1935, left the JOHN SHEPARD III org Saturday (25) and became a Columbia Broadcasting System, New York, announcer. SEYMOUR was the speller on the GILLETTE *Community Sing* show over the Yank Net. . . . EOIN MACDONALD NYHEN, licensed radio operator and of Harvard, class of 1936 (majored in physics, hence radio), joined the announcing staff of WHDH Saturday (25). . . . SANDY McVARISH, the Yankee Network sales-promotion manager, off on a vacash to everywhere for one week. . . . CATHERINE McDONALD, assistant librarian of the Yankee Network and SANDY'S cousin, to Cape Cod for her annual rest. . . . RUTH MOSS, the Yankee Network's 24-year-old ace commentator, off to Newport, R. I., Land of the Million-Heirs, for a brief respite and to round up some celeb info for her *Social News* stint.

Dad Tucker's Tent Show, scripted by ALLAN MCKEE, of the WMT, Cedar Rapids, staff, is now in rehearsal, with RAY PLAMADORE, local printer, in the role of Dad. MCKEE spent several years in various capacities with tented attractions. PLAMADORE is author and director of the Playbox Theater for WMT and has put over several nifty stunts. Others in the cast are MARY JO FRENCH, ELIZABETH MELLBURG, MAX HAHN and JOHN PALMER, the latter a continuity editor for WMT. . . . SUMMER QUATTON, president of the Cedar Rapids Broadcasting Company, operator of Station WMT, a part of *The Des Moines Register* chain, is erecting a \$25,000 home.

GEORGE WHEELER, tenor soloist who replaced ADRIAN O'BRIEN when he went to WLW, Cincinnati, is on the last leg of his vacash. WHEELER is also a member of the *Yankee Singers*. . . . WALTER HARVEY, new WNAC mikeman, subbing for BILL O'CONNELL, on his annual rest. HARVEY, a WMEX recruit, is doing the *Kentucky Winners* sport-show in collaboration with ROLAND WINTERS. . . . TERRY O'TOOLE, *The Boy From Ireland*, has concluded his commercial for the summer, but is doing a twice-weekly sustainer for the Yankee Network. Goes commercial for the same sponsors, Community Dentists, in the early fall. . . . The Yankee Network Artists' Bureau is booking a weekly dance team for the Provincetown Inn, Provincetown, Mass. Attraction for the week of

July 27 is LADD and GARDE, adagio team, out of New York and playing New England spots. . . . On August 11 and 13 the International Apple Shippers' Association convention, which will convene at the Hotel Statler, will be entertained by GEORGE WHEELER, guest tenor soloist, on August 11.

Crazy Water Crystal Company has taken time under the combined rate recently effected by WIS, Columbia, S. C., and WPTF, Raleigh, N. C. Combination rate went into effect July 20, with Crazy taking six quarter-hour and one hour spot weekly. . . . Roy Furniture Company, of Syracuse, has taken 39 musical variety shows on WFBL, Syracuse, starting September 13, in addition to evening announcements for the same number of weeks. . . . BARNEY HUBBS, A. J. CRAWFORD, JACK HAWKINS and HAROLD MILLER are building a new station at Carlsbad, N. M., on the 1210-kc. mark, 100 watts power, unlimited time. . . . *Magazine of the Air*, sponsored by Heatrola, returns to WLW-WGN August 6. Talent will include WILLIAM STOEISS and his orchestra, a dramatic cast, VICKI CHASE, soprano, and HERBERT SPIEKERMAN, baritone. SYDNEY MASON, legit, radio and picture actor, will produce the show. . . . GEORGE PERKINS, program manager of WFBL, Syracuse, married PHYLLIS PHILLIPS recently. . . . Gulf Oil is using test program on WIS, Columbia, S. C., with MAURICE STEFAN as news commentator, using UP news. . . . As an exploitation item, KTUL, Tulsa, Okla., is mailing out photostat copies of a letter from Campbell Soup Company, complimenting the station on an "outstanding job."

JUNE COLLINS and SELMA HALLMAN, staff artists at WIP, Philadelphia, are television auditioning at the Farnsworth Television Laboratories. . . . MAJOR EDWARD A. DAVIES, radio manager of the John Faulkner Arndt Advertising Agency in Philadelphia, left with MRS. DAVIES for his annual European jaunt. . . . MRS. DAVIES is THELMA MELROSE DAVIES, the first female singer in Philadelphia radio. . . . Don and his uke at WFIL, Philadelphia, is the BON BON of the Three Keys, former network feature. . . . WCAU, Philadelphia, is offering a news commentator giving the humorous slant to the headlines in SAM MOORE doing a daily stint as the Country Editor. . . . MARY CASPE, for some time at KSO and KRNT, has accepted a position with the WILLIAM RANDOLPH HEARST radio station in Los Angeles.

CJLS, Yarmouth, N. S., is suspending transmissions every day from 1 to 5:30 p.m. . . . CFNB, Fredericton, N. B., is offering a five-minute talk on current local and zone sports happenings at 7:15 p.m. by POP DONOVAN, a veteran local athlete and umpire and who is a salesman on sporting goods for the hardware firm owning and operating this station. . . . A 15-minute daily and half-hour Saturday program, sponsored by Wassons, Ltd., a St. John (N. B.) drug store firm, over CHSJ, St. John, is suspended until early in September. The Saturday program was by local children. . . . CHGS, Summerside, P. E. I., is closing down every day at 2 p.m. and resuming transmissions at 4 p.m. CHSJ, St. John, is shutting down at 2:30 and reopening at 4.

New Biz, Renewals

NEW YORK, Aug. 1.—New accounts and renewals on the National Broadcasting Company:
MACFADDEN PUBLICATIONS, thru Arthur Kudner, Inc., starts September 4, Friday, 9:30-10 p.m., on WEAF and 23 stations. *Court of Human Relations*.
SINCLAIR REFINING CO., thru Federal Advertising Agency, Friday, 10:30-10:45 p.m.; Saturday, 7-7:15 p.m., on WEAF and 55 stations. Red Grange.
JOHN MORRELL & CO., thru Henri, Hurst & MacDonald, starts September 3, Thursday, 4-4:30 p.m., on WEAF and 15 stations. *Tea Time*.
REPUBLICAN NATL. COMMITTEE, direct, started July 27, Monday to Friday, inclusive, 7:15-7:30 p.m., rebroadcast for West Coast on WJZ and 39 stations. William Hard, commentator.
WELCH GRAPE JUICE CO., thru

H. W. Kastor & Sons, renews, effective August 21, Friday, 8-8:15 p.m., on WJZ and 30 stations. Irene Rich.

CBS Accounts

DEMOCRATIC NATL. COMMITTEE, thru Loomis & Hall, August 3 only, 10:45-11:15 p.m., on WABC and 43 stations. Address by Secretary Ickes.

KNOX GELATIN CO., thru Federal Adv. Agency, starts September 29, Tuesday and Thursday, 11:15-11:30 a.m., on WABC and 21 stations. Musical program.

New York Area

WESTERN UNION TELEGRAPH CO., direct, time signals and announcements. W2XR.

HARDMAN PECK & CO., thru Federal Adv. Agency, spot announcements after piano programs. W2XR.

CURTIS CO., direct, announcements. W2XR.

Chicago

YALE TIRES, seven half-hour programs, 1-1:30 p.m. CST, Sunday, began July 26 over the seven stations in the Wisconsin group of the ABC and WIBA, Madison.

HAMILTON CARHARTT COTTON MILLS, Inc., thru Aarons, Sill & Co., Detroit, using Tuesday and Thursday, 11:45-12 noon CST, beginning September 8 over the ABC Indiana hookup of stations.

WGN reports the following new business:

MURINE CO., thru Neisser-Meyerhoff, Inc., a program known as *Listen to This*, an MBS commercial, taking Wednesday from 8:30 to 9 p.m. for 52 weeks, beginning November 4.

CONTINENTAL BAKING CORP., thru Batten, Barton, Durstine & Osborn, an MBS commercial originating at WOR, taking Sundays from 8 to 9 p.m., effective August 9, to and including August 1, 1937.

Philadelphia

SEEBASCO LABORATORIES, placed direct, started July 27 for 13 weeks, participation in *Homemaker's Club*. WIP.

BARR'S, placed direct, renewal, starting July 22 for indefinite period, five 15-minute evening shows weekly. Detective story. WIP.

AIRWAY CORPORATION, placed direct (See NEW BIZ on page 10)

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

ROY
Sundays, 2 p.m. and 8 p.m. Now 10th Month.
Mon. to Sat., 5:30 to 6 p.m. EDST.
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
GOBEY

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

Marie Almonte
THE SMART SET'S FAVORITE SONGSTRESS
★
NBC ARTIST

Program Reviews

EDST Unless Otherwise Indicated

Arthur Pryor's Band

Reviewed Wednesday, 8-8-30 p.m. Style—Band music, dramatic sketches. Sponsor—E. I. Du Pont de Nemours & Company, Inc. Station—WABC (CBS network).

With the passing of Sousa, numerous candidates came to light as logical successors. Whether Arthur Pryor ever took the matter seriously as others is not known to this writer. But most certainly it would seem that if there are any logical successors to the spot that Sousa filled then Pryor is among the very first if not the first that should be considered. Band music under the baton of so experienced a musician should never want for an audience. Most any grownup will readily recall if nothing else those old phonograph records of stirring marches that made the kids think being a soldier would be grand.

On this program Pryor offered *El Capitan March*, by Sousa; selections from *Robin Hood*, by DeKoven; a medley of college songs; *In a Clock Store*, by Orth-Fischer, and selections from Wagner's *Siegfried*. Also there were short sketches of episodes or incidents from Pryor's colorful career as a conductor and musician. In the offing, on subsequent programs, are dramatizations of stories behind the band music in question. Needless to say, Pryor has everything in the necessary instrumentation and tempo, yet does not offer too much blare. In evidence is a well-modulated organization that does not sacrifice any of the zest expected of a band.

Du Pont continues its institutional advertising rather than plugging any particular product, leaning toward the part played in American progress by chemical discoveries. Until now the programs held an orchestra and heavily dramatized episodes, fictional and otherwise. M. H. S.

"The New Mail Bag"

Reviewed Wednesday, 2:45-3:15 p.m. Style—Song and chatter. Sustaining over KQV (Pittsburgh).

With some afternoon time to spare, KQV, one of Pittsburgh's smaller stations, thought of a bright idea to take up an average of half hour daily. Staff members are in charge of the affair, with a good many minutes given over to the answering of mail from the audience about radio stars and other information concerning the air waves. Roy Berret and Jack Benkey are in charge of the program.

In addition guest stars, most of them the station's staff members, appear from time to time in song and gag specialties to give the program some comedy relief. S. H.

"Let's Sing"

Reviewed Wednesday, 9:30-10 p.m. Style—Community singing, emcee. Sponsor—Colgate - Palmolive - Peet Company. Station—WABC (CBS network).

This "Come On, Let's Sing" program developed from the idea of the CBS sustaining community sing on Sunday nights, purchased for the fall by Gillette Safety Razor Company. Palmolive, somewhat peeved, decided to take the edge off for the razor-blade manufacturers (sounds like a gag) and stage one of its own. Idea may be comparatively new to the air but certainly is not copyrighted. In England it has been going on for some time. Currently it has spread to local stations across the country as far west as KDYL in Salt Lake City at least. However, it is the type of program that can stand repetition just as surely as a dance orchestra. There's room for everybody.

Jack Arthur started with this show as the emcee but has since given way to Homer Rodeheaver and it's right up the latter's alley. For one thing he is able to easily inject the devotional type of song as a balance against the many ballads and old-time tunes, as well as the glee-club favorites. On occasion w.-k. guests have been heard on the program but not on the one caught. Entertainment, of course, is intimate and for the most part is always easy to listen to. Drawback may be found in

the half hour it bucks the Stoopnagel and Budd combination battling for Fred Allen. Tiny Ruffner is on tap to see that the sponsor gets a break in the way of credits—always ample when and where he is concerned—or is it the Benton & Bowles Agency. To some extent the program took up where the ill-fated *Ziegfeld Follies of the Air* left off on the same web. Results of the contest on the Ziegfeld show were announced on the sing's premiere. M. H. S.

"House of Melody"

Reviewed Tuesday, 9-9:30 p.m. (PST). Style—Orchestra with commentator. Sponsor—Bank of America National Trust and Savings Association. Station—KPO (NBC-Pacific Red network).

With more than 400 branches in all parts of California, the Bank of America has direct contact with home owners and prospective home builders. Thus it is natural for so vast an organization to launch a radio campaign to plug its newly inaugurated drive to interest builders in a time-payment loan plan.

No more ideal combination of talent could be found to advertise a banking service than Meredith Willson's string symphony and commentator John Nesbitt. Willson offered the music that homefolks love. It was played unusually well—a Willson trait. Nesbitt talked about the music, giving interesting highlights on tunes and composers and also delivered the bank's "message." The commercials, by the way, were interesting, in good taste and not too long.

On the first program tonight Willson directed his 24 string instruments thru superbly arranged and flawlessly played program of popular and classical selections. Nesbitt was head in a short talk about old homes and new, in which he told of a booklet on the subject which his sponsor was offering. Music suggestive of the home brought further comment from Nesbitt.

About the entire program there is an air of subdued quality and restfulness which is rare and most acceptable. Music is Willson's finest. Comparable with any on the airlines. Nesbitt's clipped diction and erudite comments are brief, interesting and apropos. As fine a program as any that has been launched from NBC's San Francisco studios in many months. Most dignified for such a sponsor, too. D. H. G.

"Hollywood Harmonies"

Reviewed Monday, 6:45-7 p.m. Style—Movie chatter and music. Sponsor—Freihofer Baking Company. Station—KYW (Philadelphia).

An easy-to-take musical dish with an interspersing of cinema chatter, *Hollywood Harmonies* is one of those programs that never attempts to scale the heights, just aiming to please. With the

Whole Town Campaigns For Better Reception

MONROE, La., Aug. 1.—Figuring that nearly a quarter million dollars has been invested in radio sets in this enterprising city of North Louisiana, local radio technicians have joined hands with the city's daily newspaper to investigate into the chief causes of noises heard on the town's sets.

The papers officially began a campaign against the unnecessary noises this week and promise to expose the trouble makers in their columns. Quoting conditions based on hundreds of letters pouring in, The Monroe Morning World states that "Monroe seems to be about the poorest reception point possible without junking the sets entirely. And set owners want something done about it right away."

production religiously following the run-of-the-mill formula, the tunes are all the same. Only the names vary a bit. And with bread for the product, there is not much of an ax for this daily spot to grind.

Jean Rogers is responsible for the "Hollywood" cognomen, taking about three minutes to condense the ever-so-many canned releases from the movie lots. Same sort of trite one finds in the fan mags, but as long as it helps to sell the bread nothing matters. As Gladys Frazier, the screen spieler is one of the town's better dramatic teachers and this mike stuff is a pipe.

"Harmonies" portion of the fare is in the keeping of the Romantic Tenor and an orchestra, billing going no further than that. Ralph Elsmore must blush unscen as the Romantic Tenor. But regardless of what they call him, the boy can really get under a set of lyrics and give out a pop or semi-classic in big-league fashion. Anthony Candelori has full command of the orchestral podium at all times and is responsible for the striking and vital instrumental selections. When caught, he put them thru the paces of Frankie Trumbauer's *Bouncing Ball*, and Lew Ingber's technical wizardry on the saxophone rated a mention—which wasn't forthcoming. Commercial copy is institutional, coming with a fanfare and the fadeout. Program had just passed its 300th broadcast, caught on the 301st. But the stereotyped pattern keeps it from mellowing. ORO.

Breed Walker

Reviewed Thursday, 12-12:15 p.m. Style—News analyst. Sustaining on WMEX (Boston).

Breed Walker in this daily 15-minute stint not only calls his shots but hits a bull's-eye with remarkable regularity in his rapid-fire analysis of the news of the day. Done in a vitriolic and dynamic vein which keeps the tuner-inner on edge, the talk is designed to correspond to a newspaper's editorial page.

Starts out with a spiel on development in daily politics. Then he hops to a subject dear to his heart—New England, which he talks to the sky. He virtually becomes the radio ambassador and press agent for New England shrines, recreation spots, historical places, etc. Manages also to work in a few humorous gags, which he tells well.

WMEX is possibly the only station in

America, and Walker the only radio news commentator to air news of the Maritime Provinces, in a tie-in with the Hon. Senator Dennis, owner and editor of *The Halifax (Canada) Herald*, and chief of the Nova Scotia Board of Publicity. Be-gan this feature recently.

Walker, on the air for 28 weeks via WMEX, besides air dates with other New England stations, is a lecturer and writer, formerly affiliated with the General Motors publicity department. S. P.

Sunshine Cab Program

Reviewed Friday, 7:30-8 p.m.—Style—Musical show. Sponsor—Sunshine Radio System, Inc. Station—WMCA (New York).

A light summer musical show, pleasantly done and one which should easily please the listeners. It doesn't set out to be the world's greatest, realizes that and winds up as diverting. Talent all down the line is pretty good and with the exception of some of the so-called humor. Where the lines fall down is that they fail to measure up to the standard expected in an attraction that wants to be light. That light kind of kidding is plenty difficult to write—ask any Broadway playwright—and it's even more difficult to turn out on a radio show. Best thing to do, and this applies to the specific case, is not to try to have every word said in the comedy vein. Every time Don Kerr, announcer and m. c., has to announce an artist or a number the script tries to get gay. Better to have every other or every third announcement in that vein. Not only easier to write that way, but it makes the actual comedy stuff stand out more.

Talent includes Jimmy Ray, baritone and crooner; Lorraine Barnett and Miriam Roane, femme warblers; Dalton Brothers Trio, Kerr and Carl Fenton's Orchestra. Daltons seem to stand out with the better arrangements and harmony work they do, with Fenton also doing satisfactory work.

Commercials plug the modern advances of the Sunshine cabs, open-air roof and radio. A dramatization of a radio performer rushing to the studio by way of a cab, tho, wasn't so hot. Listeners can get a desk paper weight, simulating a cab, by writing, with no contest angle involved. J. F.

Calif. Regional Asks FCC for Some Changes

SAN FRANCISCO, Aug. 1.—If the Federal Communications Commission approves the application filed by Ralph R. Brunton, general manager of the Northern California Broadcasting System, KJBS, local outlet for the little web, will be in a new location, have a new antenna system and new broadcast frequency by the first of the year.

Brunton plans to erect a new one-story building at 1476 Pine street, just around the corner from the present studios, and will embody the latest developments in broadcasting engineering and acoustic design in the new setup. New frequency request is 1080 kilocycles instead of 1070. Station will be topped by a vertical radiating antenna which will tower 25 feet high. Work will start as soon as application is granted.

Brunton has also filed two other applications with the FCC. One of them asks that KQW, San Jose, outlet for the NCBS, be moved to Sacramento on its present frequency of 1010 kilocycles and be operated on 5,000 watts daytime and 1,000-watt night power. Other applies for permission to erect a new radio station at San Jose to operate on frequency of 970 kilocycles and 250-watt power. Brunton is also asking for a Fresno station.

Another Studio for WGH

NEWPORT NEWS, Va., Aug. 1.—WGH, with main studio in city and a new studio recently opened in Norfolk, opened a third layout in the city of Portsmouth last week. Two additional announcers and another Transradio News operator have also been added to the WGH staff.

FCC CLARIFIES

(Continued from page 6) ing broadcasting problems, as well as to determine the merits of any proposals for changes in the principles of allocation.

"It is felt that the hearing on October 5, 1936, will afford the commission and the industry the opportunity to cooperate in an open manner toward a logical solution of the existing broadcast problems confronting the nation."

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 24, to Thursday, July 30, both dates inclusive.

These Foolish Things (31).....	47	Is It True What They Say About Dixie? (25).....	18
On the Beach at Bali Bali (29).....	33	You're Not the Kind (18).....	18
Glory of Love (27).....	30	A Star Fell Out of Heaven.....	16
When I'm With You (31).....	30	Hidden Valley.....	15
You Can't Pull the Wool Over My Eyes (38).....	30	I Can't Escape From You (15).....	15
Take My Heart (31).....	29	No Regrets (19).....	15
Crosspatch (29).....	27	Sing, Sing, Sing (17).....	15
Did I Remember? (23).....	25	But Definitely (14).....	13
Would You? (22).....	24	Long Ago and Far Away (12).....	13
Stompin' at the Savoy (21).....	23	Sittin' in the Sand a-Sunnin'.....	12
There's a Small Hotel (29).....	22	Sunshine at Midnight.....	12
Afterglow (20).....	18	Sweet Misery of Love.....	11
I'm an Old Cowhand (13).....	18	Empty Saddles (16).....	9
Rendezvous With a Dream (13).....	18		

SHEET MUSIC best sellers will be found on page 13.

Air Briefs

By JERRY FRANKEN

SUMMER time—summer time for real and a large portion of the local trade on its vacation or planning for the vacation to come within the next fortnight, and with the dreamy eyes that come with those thoughts. . . . Two orchestras reported sold for commercials last week, Vincent Lopez and his group to start for Nash autos and Kay Kyser to go on for Elgin watches out of Chicago. Kyser, not so well known to the East, is very popular in the Midwest, West and South-west. . . . With the various station realignments starting to work thru, CBS promotion men are being kept on the hop. Victor Ratner just got back from KNX, Hollywood, and Lincoln Dellar left last week for the same spot. Ed Reynolds, recently returned from WBT, Charlotte, on the new studios dedication program, took in Boston last week for the WEEI switchover to CBS.

Heinz has bought Reed Kennedy, baritone, and Leith Stevens' Orchestra starting in September with a three-time-a-week schedule. . . . One of the leading ad agencies is said to be planning a shakeup in its radio department, with one of the execs accused of "taking." Another agency is expected to change its main talent buyer for a somewhat similar reason. . . . Young & Rubicam have sold Stoop and Budd to another account, it is said. . . . WMCA has an option on all the sporting events promoted by Mike Jacobs (20th Century Club). . . . WOR has signed the Mullins Sisters, harmony group, to replace the Rhythm Girls. Morton Gould is recording 16 platters for Kelvinator.

Irving Kaufman is back on the Gillette *Community Sing*. Between the time this was written and published, probably umpteen more stations have started similar programs. . . . Just not to be different. . . . Don Ameche, altho continuing his picture work, returns September 4 in Campana's *First Nighter* series. . . . Nat Wolff, who went out to Hollywood to handle the recent Mary Pickford show, has become a Coast devotee. In New York a fortnight ago, he went back last week, more or less permanently. . . . Mildred Hunt, Shirley Howard and Artelle Dickson are among those scheduled for dates on WOR's *Return Engagement* show soon. It's said that one of the singers to go on the program when it first started has landed a commercial out of it. . . . Smiling Ed McConnell resumes on NBC for Acme paints August 30. . . . Preston Pumphrey, formerly with Benton & Bowles' radio department, is now in charge of production for Bruce Chapman-Jesse Butcher. . . . In addition to Hildegarde, American singer, who became a star in Europe, NBC plans to build up Midge Williams and Jean Dickson, latter a coloratura and protegee of Lily Pons.

Jack Roseleigh back from Maine with a coat of tan and big fish stories. . . . resumes his daddy-ing in the *Pepper Young* scripts for Camay soap. . . . Our own Radio Ed back from Maine with pictures to prove his three-pound bass stories. . . . Gar Young, of NBC sales promotion, claims he catches mackerel out of Westport in Long Island Sound. . . . or is that sailboat a sea-going hack. . . . Peggy Lewis is studying the Massachusetts Coast map.

Chi Air Notes

By F. LANGDON MORGAN

John Steel has been appointed European representative of the Mutual Broadcasting System, W. E. Macfarlane, president of the network, announced here this week. Arrangements for the new Mutual association were completed by E. M. Antrim, executive secretary, during his recent trip abroad. . . . When a seven-pound baby girl arrived at the Ned Beckers recently Ned sent out a clever press release on the event, which said that the baby was a 1936 baby model with two-lung power, free squealing, water-cooled base, knee action, cradle mounting, 20-inch wheelbase, changeable seat covers and vacuum feed. . . . Rubinoff has been engaged by James C. Petrillo to appear as violin soloist with the Chicago Philharmonic Orchestra on the evening of August 7 at its Grant Park concert, which is aired by several local stations. . . . Bob Kaufman, former CBS program director here, is now with KMA, Shenandoah, Ia., as manager of operations. . . . Sigmund Spaeth, the tune detective, appeared as guest artist on the National Barn Dance program August 1. . . . Murray Forbes, NBC actor, is a fire fan who dashes to fires at all hours of the day and night. . . . Horace Heidt will take over Wayne King's Tuesday night chain broadcasts while the latter is vacationing. . . . John Van Cronkhite, WBBM news editor, was one of the pioneers of the Transradio Press Service before joining the Chicago CBS staff two months ago.

WLS Notes: Ralph Waldo Emerson, WLS organist, took his son Skippy to see the Ringling Bros.' show move in. After seven hours (4 to 11 a.m.) Ralph gave up and limped home, much to Skippy's disgust. . . . Bill O'Connor, tenor, is vacationing in his native Kansas. . . . Pete Lund, script writer, is loafing in Northern Wisconsin. . . . WLS Engineer Bill Anderson is not the radio engineer whom Indiana papers reported as being sued by a woman who claimed she had sat down on chair wired by him.

Pat Flanagan, WBBM sportscaster, is recovering from a severe influenza attack which forced him to surrender his baseball microphone to John Harrington last Sunday. . . . This is Pat's first long absence from the mike during the last three years. . . . The Pickard Family, heard over WJJD, will vacation in their old home town, Ashland City, Tenn., this month. . . . When WSBC moves its

studio from the Crillon Hotel to the West Side it will inaugurate the use of a new 189-foot vertical radiator antenna. . . . Joan Blaine, NBC dramatic star, is off to New York on a combination business and pleasure trip. . . . Henry Hoople, known on the air as Elmer, the Swede, is appearing in person this week at the State-Lake Theater. . . . *Bachelor's Children*, a serial heard locally over WGN since last September, goes over the MBS network starting September 28. . . . Ben Paley, assistant WBBM-CBS program director, is vacationing on the West Coast. . . . Olive Sherman, WJR's, Detroit, program director, was in town this week looking for a couple of good announcers. . . . Fred Bradna, circus veteran, appeared on the Saturday Jamboree program August 1. . . . Ed Davies, NBC baritone, won the golf tournament at the Tam o'Shanter Club near here the other day with a score of 78. . . . Ted Fio-Rito has taken up badminton and built himself a court on his Bannockburn, Ill., farm.

Charles Newton has resigned from the N. W. Kastor & Son agency and has been succeeded by Ed Aleshire. . . . Red Grange has been signed as football forecaster on a new Sinclair series. . . . Valentine Sherman, veteran Chicago free-lance miker, has joined the WBBM announcing staff. . . . Larry Davidson is leaving WAAF to write continuity for the Wade Advertising agency. . . . Nate Caplow replaces him. . . . Rosalinda Morina, coloratura soprano, leads off the list of birthday celebrants at the ABC during August. . . . Her natal day is August 3. . . . Others are Jane Harvey, organist, on the 11th, and Margaret Doornbos, of the Hilltop Singers, on the 21st. . . . The Morin Sisters departed this week for an appearance at the Great Lakes Exposition, Cleveland.

NEW BIZ

(Continued from page 3)

rect, started July 26 for two days, two spot announcements. WIP.
PENNSYLVANIA - READING SEASHORE LINES, thru Al Paul Lefton Agency, started July 27, ending September 5, 1936, four daily spot announcements. WIP.

Newark

VARLEY MOTOR CORP., direct, five minute announcements. WNEW.

AMERICAN RANGE CO., thru Schillin Adv. Corp., started July 28, 15 minutes daily. WNEW.

BOSTON SHOE EXCHANGE, thru Viola & Furman, started July 28, five minute spots. WNEW.

BILL WASON'S DRIVING RANGE, thru Schillin Adv. Corp., one-minute announcements. WNEW.

WARREN & ARTHUR SMADBECK, thru Ernest Davids, started July 29, news broadcasts. WOR.

NOXZEMA CHEMICAL CO., thru Ruthrauff & Ryan, starts August 18, Tuesday, Thursday, Saturday, 7-7:15 p.m. Stan Lomax, sports. WOR.

R. H. MACY & CO., renews, effective August 15, daily, 8:30-8:45 a.m. Martha Manning, talk. WOR.

JOHN MORRELL & CO., thru Henri, Hurst & MacDonald, participating in Martha Deane program, renewing, effective October 13. WOR.

MBS Accounts

CONTINENTAL BAKING CO., thru B., B. D. & O., New York, starts August 9, Sunday, 9-10 p.m., on WOR and WGN. *The Wonder Show*.

MURINE CO., thru Nelsser-Meyerhoff, starts November 4, Wednesday, 8:30-9 p.m., on WOR and six stations. Musical show.

Dayton

FORD MOTOR CO., thru McCann-Erickson, renewal, 13 15-minute transcriptions. WHIO.

GRAYBAR ELECTRIC CO., announcements and four 15-minute transcriptions. WHIO.

BYRD'S, Inc., announcements. WHIO. CORNELL HEIGHTS REALTY CO., announcements. WHIO.

R. R. MILLER SPORTING GOODS CO., announcements. WHIO.

H. NIKIDES, FURRIER, announcements. WHIO.

Boston

WESTINGHOUSE ELECTRIC CO., 13 15-minute transcription shows, *The Westinghouse Newsweds*, twice weekly, Wednesday and Friday, p.m., from August 5 to September 16, placed thru Fuller, Smith & Ross Agency, Cleveland, O. WNAC.

DELAWARE, LACKAWANNA & WESTERN COAL CO., 52 15-minute transcription programs, twice weekly, Tuesday and Saturday, p.m., from September 29, 1936, to March 25, 1937, placed thru Ruthrauff & Ryan, Inc., New York. WNAC.

LUTHERAN CHURCH, 26 30-minute programs, Sunday, p.m., starting October 4, 1936, and ending March 28, 1937, placed thru the Mutual Broadcasting System. WAAB.

Bridgeport-New Haven

RICHARD OPPEL FURNITURE CO., 301 100-word announcements daily, full week, p.m., starting July 16, 1936, and ending May 12, 1937, placed direct. WICC.

HOWARD JOHNSON'S RESTAURANTS, 308 15-word announcements, four daily, full week, p.m., started July 18, ending October 2, placed direct. WICC.

Providence

NEW ENGLAND STEAMSHIP CO., announcements, daily, full week, p.m., from July 22 to July 28, placed thru Wendall P. Colton, New York. WEAN.

WEST COAST NOTES

(Continued from page 7)

modeled. Chain retains theater until the end of the year with the possibility of taking house over on a long-term deal as Coast emanation spot for important broadcasts.

San Francisco

SAN FRANCISCO, Aug. 1.—Albers Milling Company, which sponsored *Your Program* over the NBC airlines from here a couple months ago, is auditioning another musical show for network airing to start in fall. It will have an orchestra and vocalists. Joe Thompson has been producing the NBC auditions. Erwin, Wasey & Company have the account.

Four King Sisters—Alyce, Yvonne, Louise and Donna—flew to Chicago this week to rejoin the Horace Heidt Brigadiers program, and will be heard over CBS from that city Monday at 4 p.m. (PST). While here Alyce sang with Claude Sweeten's ork on *Feminine Fancies*, *Salon Moderne* and in *The County Fair*, CBS-Don Lee network programs emanating from KFRC. . . . Gals have been appearing at Bal Tabarin, swank night spot, and made a farewell

appearance in the Palace Hotel Rose Room with Sterling Young's ork.

In town at KFRC this past week were Bill Sandiford, announcer, and Ted Cook, assistant production manager of KOIN, Portland, Ore., for a look-see and then to Hollywood for the same purpose. . . . Louise Reecon, script writer and vocalist at KVI, the CBS Tacoma, Wash., outlet, blew into town for a visit with John B. Hughes, KFRC newscaster and special features announcer. . . . Owens Dresden, manager KHJ, Los Angeles, and Willets Brown, also associated with the Don Lee outlet in the South, were here for a conference with Tom Breneman, KFRC's manager.

George Nyklicak, who was Alice Gentle's accompanist in concert, is KYA's new organist and pianist, replacing Leslie Harvey. . . . John Nichols, baritone, with nation-wide experience in concert work, is also new to KYA. . . . Norma Southwell, young contralto, who's to be heard with the San Francisco Opera Company this fall, is KSFO's newest vocalist.

NBC's *Nuts and Bolts* (Leo Cleary and Ken Gillum) fly east in the next couple weeks for a Fleischmann Hour appearance set for the latter part of this month.

Lloyd E. Yoder, NBC's Western division press relations manager, is confined to his apartment recuperating from an attack of flu.

LEAGUE TAKES

(Continued from page 4)

to transfer to the new SWG of the League.

Screen Writers' Guild of California is incorporated under the laws of the State August 10, 1936, and reached a membership of 925 at the peak of its activity a year ago. With the springing of amalgamation plans with the Authors' League and Dramatists' Guild in an effort to gain recognition from producers last May the Guild split wide open, with wholesale resignations and the subsequent launching of Screen Playwrights, Inc., by a group of film scribes who insisted they so acted to avoid domination by Eastern writing groups.

Following the membership split, Guild leaders decided to go ahead on amalgamation plans on an independent basis. Groundwork was laid and about 100 SWG members signed membership applications for the new b. . . . In addition setup of the Guild under League protection provides that all present members of the Dramatists' Guild or Authors' League now working in pictures will be transferred into the fold of the SWG of the Authors' League.

Peculiar twist is that this provision will toss back into the Guild many of those former SWG members who deserted to form the rebel body, Screen Playwrights. Any who object to the membership transfers are liable to suspensions which might prevent them from placing on the market fiction or play material.

Dissolution of the SWG of California legally clears members withdrawing from the organization who might be found guilty of rule violations as in the case of the recent split in ranks which fostered the threat that the \$10,000 penalty clause would be imposed on resigning members.

MUSIC INDUSTRY

(Continued from page 4)

quiet month, was 52 per cent over June, 1935. These increases are said to be due to lower price ranges and heavier advertising.

The meeting closed Wednesday evening with a banquet, followed by a floor show, which included Melville Clark, harpist; Marjorie Livingston, Chicago Opera Company, soprano; Mischa Levitzki, pianist; Doctor Sigmund Spaeth, the "tune detective"; Clair Musser, marimbist; the Osborne Guitar Trio; Warmlins' Reed Quartet; Jerry Shelton, accordionist; Ernest Pechin, cornetist, and Bill Hogan and his band.

The following officers were elected for the coming year: Charles E. Wells, Denver, president; Jerome F. Murphy, Boston, vice-president; S. Ernest Philpitt, Miami, secretary; Carl A. Droop, Washington, treasurer, and W. A. Mennie, New York, executive secretary.

In the sheet music dealers' division, Edgar P. Haugen, of Reading, was elected president; S. Dallas Tucker, Washington, vice-president, and Thomas J. Donlan, New York, secretary-treasurer.

Howard Lyons, Chicago, was made president of the retail musical instrument association; George Byerly, Peoria, vice-president, and Glen Lueck, Ripon, secretary-treasurer.

No decision was made on where the convention will be held next year.

Pitt Bookers Are Organized

Form association to combat unethical practices—
J. N. McGrath Jr. is pres.

PITTSBURGH, Aug. 1.—Making an earnest effort for the first time in several years to fight "curbstone booking" and other unethical practices injurious to the legitimate booker, leading agents here formed the Entertainment Managers' Association of Pittsburgh at an organization meeting held at the William Penn Hotel Thursday evening. Only registered or licensed bookers were invited to attend. Larry Kennith acted as temporary chairman.

The following officers were elected: James N. McGrath Jr., president; Larry Kennith, secretary-treasurer; Clair McLaughlin, of the Liberty Vaudeville Contracting Company, first vice-president; Steve Forrest, second vice-president, and Jack Bowman, Jack Dailey and Eleanor Savage, members of the executive board.

Eighteen bookers attended the opening meeting and enlisted in the organization. Five others notified their intentions of joining, but previous engagements kept them from attending.

The by-laws will be shaped at the next meeting set for August 13. Copies of by-laws in effect by the Philadelphia and Chicago bookers' organizations will be thoroughly studied.

Kennith stated to *The Billboard* that the primary purpose of the newly formed organization is to fight "curbstone bookers" and shape legislation that will benefit the trade. An attempt will be made to file a bill with the legislative session in Harrisburg to permit girl entertainers 18 years of age or over to work in night spots after 9 p.m. The present child labor law prohibits late night working hours for girls under 21. Edward B. McDonough, director of the Child Labor Law office here, previously stated to *The Billboard* that the department will endeavor to co-operate with any organization demanding an amendment to the current age limit bill. He feels certain that such a measure will pass both the House and Senate.

Both the local and Philadelphia organizations will work hand in hand in shaping State-wide legislative measures to be filed in Harrisburg.

Another important topic soon to be tackled by the bookers' association will be the booker's license which, at present, is required of only those agents who do a fee-charging business. Leading agents here point out that no one is against the license provided the State can furnish the legitimate agent ample protection from the chiseling bookers.

Saratoga Springs Resorts Catering to Race Crowds

ALBANY, N. Y., Aug. 1.—With the opening of the racing season at Saratoga Springs this week, the night spots are now in full swing for the season.

At Riley's Lake House an excellent program is offered by Cross and Dunn, Irene Beasley, Jeane Landis, David and Dorothy Fitzgibbons and Vimele in conjunction with Herb Gordon's Orchestra.

At Arrowhead Inn—Don Bestor and his orchestra and Neil Buckley, Sheila Barrett and Maurice and Cordoba are entertaining large crowds nightly.

Sophie Tucker and her Leonard Keller Orchestra, assisted by Ted Shapiro and featuring Peter Higgins and Taggart and Palmer, are the drawing cards at the Piping Rock resort.

A good bill is being presented at the Meadow Brook, with a star cast and the Meadow Brook Orchestra.

Names for Arcadia, Philly

PHILADELPHIA, Aug. 1.—Arcadia International House, swank eatery-nitery spot, resumes its name-band policy August 3, with Larry Funk coming in for a limited engagement. Arcadia is the only local club that bought names and with the possibility of a cabaret-theater entering the night-life picture here policy will be continued this fall with a vengeance.

Mills Artists' Bookings; Plan Three New Units

NEW YORK, Aug. 1.—Current bookings of Mills Artists find Cab Calloway and his orchestra booked solid until his opening September 15 at the new Cotton Club, on Broadway, New York. Dates, in addition to the Stanley and Apollo theaters, Pittsburgh and New York, call for a series of dance dates until a few days before the night spot opening.

Duke Ellington, who just recorded *Exposition Swing*, a new number he wrote for the Cleveland expo, leaves the Palace, Cleveland, for a dance tour that will bring him into Texas. Ina Ray Hutton will also play dance dates to Texas, opening at the Streets of Paris show August 4, swinging back on dance bookings to New York, where the band will take a two-week vacation. Hudson-De Lange Band is going big in New England and is back in that territory on another return booking. Bob Grayson opens August 17 at the Lookout House, Covington, Ky.

Mills is also planning to build about three units this fall for theater dates. One will be a comedy affair with the Frank and Milt Britton bands, another will be built around the Hutton Band and the third is tentatively set for Milton Berle, unless a picture date interferes.

Walker Stages Show

NEW YORK, Aug. 1.—Harry Walker has spotted a complete show into the Broadway Room club here. Opened last week and has Roy Wood's Band, Peggy Rich, Irene Mauseth, Jeane Vickers, Mary Lee King, Betty Arnold, Jack Brown, Bobbie Barnett and a chorus line. Stan Bally staged the dances and Posamonde-Lorraine supplied the costumes.

Night Club Reviews

Empire Room, Chicago

Only the finest of floor shows would fit into the dignified atmosphere of this beautiful dining room of the Palmer House. Consistently good shows have been the rule here and the current bill is no exception. It sparkles with rich talent and variety to which is added the dance novelties of Ozzie Nelson's swell orchestra.

The show opened with the Abbott Girls, a divine dancing dozen, who did a routine that was acrobatic in nature to give the bill a good start. Senor Wincos, last seen here with Dave Apollon's unit, is a unique and clever artist who mixes his ventriloquy with the juggling and spinning of plates. His presentation is different and he got much comedy out of his dialog with the hand puppet. Drew nice applause.

Lathrop Brothers and Virginia Lee were next with their inimitable line of smart tap dancing. Coming out together they did a smooth routine to *Tea for Two* and then Virginia Lee did a solo tap. The boys returned with their distinctive tap strut and were rejoined by Virginia Lee for the closing number. The Lathrops, in this reviewer's estimation, are the tops when it comes to classy hoofing. Were a hit.

The Abbott Girls came back for another routine, this time a ballet in which they were assisted by Bentley Stone with aerial and one leg turns.

Milton Douglas, deep-voiced singer, just about stopped the show in this spot. Possessing a powerful and resonant baritone voice, he socked over *Great Day*, *These Foolish Things*, *Changing of the Guard* and *It Ain't Necessarily So* and left a sensational hit. He has what it takes.

The Abbotts did another sweet ensemble routine called the *Streamline Strut*, making their exit behind a prop streamline railroad train to heavy applause.

Rosita and Fontana closed. This new dance combination, which will improve when they have worked with each other longer, seem to lack a feeling for each other at present. They presented four numbers, a waltz, a tango and two fast numbers, and were well received, drawing one of the biggest rounds of applause of the evening.

Joy Hodges, last seen and heard here

Stuff Smith's Charges Against Charles Green Dubbed "No Case"

Evidence is insufficient — AFM turns matter back to Local 802 without comment—action is interpreted as tantamount to decision favoring orchestra booker

NEW YORK, Aug. 1.—Charges filed by Stuff Smith, Negro orchestra leader, against Charles E. Green, president of Consolidated Radio Artists, failed to produce sufficient evidence against the manager to warrant a case, with the case returned this week by the American Federation of Musicians to Local 802. While the AFM, to which the local turned over the case, actually made no decision, the action of the national body in returning the case in this manner is interpreted in the trade as tantamount to a decision favoring Green. Local 802 no longer has jurisdiction in the case from the standpoint of making a decision, inasmuch as the matter has been handled by the AFM and for 802 to take further action would mean supplanting powers of the national group.

New Associates For N. Carroll

NEW YORK, Aug. 1.—Norman Carroll, who recently combined with James Witteried to exchange European and American night-club talent, has made a tieup with Sara Mildred Strauss, who operates a dance school and girl troupe production office here, and with John Lonergan, who is associated with Miss Strauss.

The new combo is already casting the first of two vaude units to go out this fall, with girls being interviewed in the Strauss studios in the Ziegfeld Theater Building here. Carroll will supervise and Miss Strauss and Lonergan will stage dances for a musical comedy, *Oats*, by Samuel John Park, next season.

Witteried, with offices in Paris, will be the foreign rep for the new firm.

with Abe Lyman's Band, provides the singing with Nelson's Orchestra, and DeSoyos' Argentine Tango Band alternates on the tunes besides playing most of the revue music. *Morgan.*

Arrowhead Inn, Cincinnati

When this popular night spot inaugurated its new season several months back with a crackerjack floor attraction it was generally believed that the management merely splurged for a gala opening and that the shows would soon slip down to average or below. However, such has not been the case. Whoever controls the Arrowhead's pursestrings is not shopping for price but for quality when he makes his flesh purchases, with the result that the Arrowhead patrons are getting the cream of the night club entertainment crop. The current layout is no exception. And the Arrowhead's quality floor attractions are reflected in the spot's healthy business. The popular and swanky club is drawing the town's best trade—the money crowd. Coupled with the club's smash entertainment and tasty surroundings to make the customers happy and content are good service and an excellent brand of cuisine. Drink prices are in line with the rest of the top-notch places hereabouts and the club's \$1.50 dinner can't be beat in these parts. There's no cover, but a small minimum charge prevails. The fact that Arrowhead Inn is a good 18 miles from downtown Cincinnati is no handicap; rather, it's an asset, if you get what we mean.

Cliff Winehill, emcee, an overwhelming favorite at this spot last season, when he remained 25 weeks, makes his return with this show and engineers the layout in his usual effective style. Winehill is an A-1 club worker. He totes good material and a strong set of pipes, which he uses to dispense some corking novelty numbers. His intimate style is such as to put him in solid with any night club crowd. He clicked swell on this occasion.

The Chicagoettes, eight well-drilled lookers, filled two spots with their dance efforts and were well received. Marian Weeks, sweet-voiced and comely prim, pulled a sound hand with a single novelty number, done while going thru the gyrations of a mechanical doll.

Collette and Barry, classy terpsichore team, opened with a novelty dance done to the tune of Duke Ellington's *Black and Tan Fantasy* and encored with a

(See NIGHT CLUB on page 75)

AFA Wins Cafe Disputes

NEW YORK, Aug. 1.—American Federation of Actors reports its Chicago branch has just settled several disputes between performers and managers or agents in Chicago.

Jane Kenneth had filed complaint, claiming she was booked into a Chicago cafe for six days and canceled after the first show. AFA had her report for work each day and induced the manager to pay her salary in full.

Another case involved Charles and Helen Stone, complaining against the Sligh-Salkin Agency of Chicago. Case settled after intervention of the AFA.

Ralph Whitehead, executive secretary of the AFA, is still in Chicago reorganizing the local AFA branch.

Bernardi Showboat Set; Lands Upstate N. Y. Spots

NEW YORK, Aug. 1.—Bernard Bernardi has spotted a floor show into the Showboat "City of New York," which sails nightly from the Battery Park here. Opening show comprises Fred Dale, Ruth Templeton, Hawthorne and Whitney, Noel and Roda, Marion Kay, Pearl Roland, Teddy Ryan, Ethel Palmer, Polly McCann and Diane Holmes. Jack Raymond's Band handling the music. Boat sails to Keansburg, N. J.

Bernardi left today for Saratoga and Lake George, where he is opening two new spots for his shows.

Two Shows for Panama

NEW YORK, Aug. 1.—Harry Walker has just sent two troupes to Panama. One is a 12-girl show going into the Moulin Rouge cabaret and the other a 10-person unit, headed by Frank Dobson, going into the Richman Club.



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DANCE TOURS

Consolidated Signs "Names"

Ben Pollack and Fletcher Henderson to be under exclusive management of CRA

CHICAGO, Aug. 1.—Two name orchestras—Ben Pollack, "dean of swing," currently at the Stevens Hotel, and Fletcher Henderson, popular colored swing leader, now playing at Ed Fox's Grand Terrace—joined the ranks of Consolidated Radio Artists, Inc., orchestras this week when they signed exclusive management contracts with Leo B. Salkin, Consolidated's Chicago manager.

Negotiations to take over the management of the Pollack Orchestra and Henderson's swing band were carried on by Salkin and Charles E. Green, president of Consolidated. During the past week President Green and Salkin conferred with a number of name orchestra leaders and other bands will be added to the CRA roster within the next few weeks.

Pollack and his orchestra go into the Meadowbrook Country Club, St. Louis, August 13 and following a two-week engagement there will begin a one-night stand tour for CRA. The Fletcher Henderson Orchestra, now at the Grand Terrace, will go on tour for CRA in the near future.

During the last two weeks Consolidated's new Chicago office has been booking a one-night stand tour on Don

Redman, Harry Reser, Maurie Sherman and Rita Rio. Gordon Kibbler, of the New York office, and Joe Kayser, formerly of the Chicago NBC Artists' Bureau, are doing the one-night stand booking.

London Night Spots

LONDON, July 25.—London Casino show, in its fourth month here, closes tonight with a fresh company recruited from New York opening July 28.

Savoy Hotel has a grand floor show booked by Eric Wollheim. Darlene Walders, American whirlwind acrobatic dancing star, clicks solidly with new numbers. She is most popular here and sells her act with compelling showmanship. Fourteen Miami! Girls, here via Les Ambassadeurs, Paris, are in their fourth and last week. Caligari Brothers are held over and get laughs with hoke comedy.

Dwight Fiske adds to his admirers at the Carlton Hotel, where his risqué songs and rhymes command attention.

Beatrice Lillie—Lady Peel to you—is a surefire attraction at the Cafe de Paris, where she is retained indefinitely.

Ken Harvey, ace banjoist, and Olive Andree and Erdos, with a cute comedy dance number, make good at the Mayfair.

Toni and Renee De Marco dance their way into favor, and Rawicz and Landeur, piano entertainers, hit at the Grosvenor House.

Usual floor show is retained at the Dorchester House, with hits credited to Russell Swann, dandy magician and compeer; Rudi Grasl, mimic; Jean Carmen, with her exotic and compelling Red Indian dance, and Sethma Williams, smart tapping dancer.

Club Chatter

FLO ASH, dancer, writes from Denver to say that she is the originator of *The Electric Parasol* dance, now being featured by Mile. Corrine at the Chez Corrine in the Streets of All Nations at the Texas Centennial, Dallas, and credited in a recent issue to Mrs. Ernie Young. Miss Ash says she first introduced the dance at Dutch's in Chicago last December. . . . Ted and Ethel Walker, dancing comedians, who have been clicking in fine style at The Cavalier, Virginia Beach, Va., have concluded their engagement there but are slated to return August 26. . . . The Cavalier is booked by Phil Sandler, New York, and features one show a night, with all performers doing only one number per show. . . . Ben and Wanda Woolsey are back in Frisco after a four weeks' stay at the King Theater in Honolulu. They have an offer for an indefinite run at the Club Paramount, Shanghai, China, opening late this month. . . . Sylvia LaRue, torch warbler, has been held for her sixth week at Phil Amigone's Chez Ami, Chicago. Others in the current Chez Ami show are Faye and Wellington, Al Plunkett, the Parisienne Divorcees and Birch and Courtney, with Ange Lombardi's ork furnishing the dance and show tunes. . . . Johnny Cail and Gene Stuart, fem impersonators, are in their fourth week at the Club Laurier, Lowell, Mass. . . . Eileen McCauley has closed her dance studio in Canton, O., and is now on the road with the Bill Church act. Miss McCauley is using the name of Patti O'Dea.

JIMMIE GIVENS and Ann Karol, dance caricaturists, are back at the Wivel Restaurant, New York City, for a four weeks' return engagement. They played the spot three months ago. . . . DeLain and Dunn, dancers, have concluded a six weeks' stay at McVan's Club Padio, Buffalo, and moved on to the Hotel Dudley House, Salamanca, N. Y., for an indefinite run. . . . Dine and dance spots in the East Liverpool, O., area are reported doing well. At Chester, W. Va., across the river from the Pottery City, Lew Platt and Jack Bernhart are operating Virginia Gardens at Rock Springs Park on Thursdays and Saturdays. Recent bands to play there include Jimmy Raschel, the Louisiana Kings, Sammy Kaye, Ed McGraw and Jean Calloway. . . . Club Washington, East Liverpool, has Frank Craven and band and is changing floor shows weekly. . . . Sandy's Cafe, a new spot in the same town, maintains cabaret policy, with music and entertainment nightly, except Sunday. Doris Lodge and Elden White, singing duo, and Bergen Sisters' Orchestra are current there. . . .

The Brodhead Hotel, Beaver Falls, Pa., is now operating a roof garden called The Gun Deck. Open nightly and reported enjoying good business. Harry Hammond and Hal Reed orchestras alternating there. . . . Lou Walters, Boston booker, who now has his *Stop, Look and Listen Revue* playing Canadian night spots, is planning to establish an office in Canada. Featured with *Stop, Look and Listen* are Flo Nickerson, emcee; Henry Therrien, tenor; Wade and Wade, sepia dancers; Bud and Eleanor Coll and a 12-girl line. . . . The Tiffany Sisters and Tom, tappers, and Ginger Lynn and Virginia Gibson, warblers, are third-week holdovers at the Casa Madrid, Hyannis, Mass. . . . Donald Alvin's Revue, five-people flash, is working a four-week contract at the Hotel Essex, Boston.

GENE DANA is set for an indefinite period at Riverside Gardens, San Antonio. Others in the show there are Lena Rivers, Eddie Morton, Francis Davire, Johnny David, Bobby Gordon, Billy Brennan, Georgia Kaye, Billy Herrero and Harvey Lee. . . . Luna Pier, 18 miles north of Toledo, O., on Lake Erie, is booming under the management of Mrs. Chet Marks. Name bands are appearing at regular intervals and crowds have been excellent. Paul Spor opens August 6 as permanent m. c. at the Pier. He takes over Tommy Greene's Rhythm Masters, contracted for the season. Nick Lucas and his band are scheduled for August 11. Ken Hamel is doing publicity for Luna and Jack P. Kennedy is managing director.

LOIS RAVEL makes her night-spot debut at the Versailles, New York, Tuesday, replacing Irene Beasley. . . . Lila Carmen, Jack Powell, Rosini, Miriam Verne and Estelle and LeRoy among the new acts at the Riviera, Fort Lee, N. J. . . . Al Quodach will open Coffee Dan's at the site of the old Delmonico's, New York. . . . Norman Brokenshire, former radio announcer, is being featured at the Village Nut Club, New York.

ROLANDO AND VERDITTA are back in New York after dates in Kingston, Jamaica. . . . California Ramblers, under direction of Ed Kirkeby and Frank Kinsella, are preparing for a New York opening. . . . Ken Casey's Band at the Half Moon Hotel, Coney Island, N. Y., is featuring guest nights. . . . Bill Beasley, connected with the Toronto Exposition, is planning to turn night-club operator when he opens a new Toronto spot on the lake in October.

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Bands and Orchestras

LITTLE JACK LITTLE is scheduled to follow Ozzie Nelson at the Palmer House, Chicago. . . . **Guy Lombardo**, who just closed there, is said to be booked to return next January. . . . **Walt Sears** and his swing unit, now winding up a four weeks' stay at Bertrand Island, Lake Hapatcong, N. J., open August 10 at Lake Manitou, Ind. Combo, originally booked in at Bertrand Island for two weeks, was held an additional fortnight. . . . **Billie Nickles** and her ork, with **Florence Owens** as featured warbler, are current at the new Garden of Allah, Seal Beach, Calif., after concluding a successful 26 weeks' engagement at the Brass Rail, Wilmington, Calif. . . . **Harry Hylan** and his Ambassadors, after a swing thru the East and Middle West, have moved into Banow Brook, near Youngstown, O., for an indefinite stay. . . . **Freddie Bergen** has opened at Sylvan Beach Park, Houston, for an unlimited stay, succeeding **Johnny Long's** bandmen. . . . **Freddy Martin** is the talk of Houston these days as far as the Rice Hotel patrons are concerned.

JOSEF CHERNIAVSKY and his symphonic-jazz orchestra are in their third month in the Tally-Ho Room of the Medinah Club, Chicago. . . . **Johnny Cheaurant** and his 11-piece all-girl combo, the Buckeye Harmony Maids, are set for a string of falls in Ohio. **Virginia Ruthford**, blues singer; **Solon** and **Cheurant**, black-face team, and a trio of tap dancers are highlighted. . . .

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Jimmy Flenniken's swing outfit, cut to seven men for the summer, is current at the Tavern Room, Hotel Dayton, Wildwood, N. J. In the roster are **Sandy Mason**, **Latane Ware**, **Hobie Ney**, **Joe Broderick**, **John Delaney**, **Henry Brownfield** and **Flenniken**. . . . **Jerry Monroe** is in his fifth week at May's Casino, South Beach, S. I., N. Y. . . . **Ralph Bennett** and his tooters, who opened at Northwood Inn, Detroit, July 9, have been contracted to remain there indefinitely. Band etherizes nightly via **WWJ** and features the voices of **Thelma Mitchell**, **Ralph Brewster**, **Whitey Boyd**, the **Three Wise Guys** and **Bennett** himself.

HUGO MARIANI and his orchestra open at the Waldorf-Astoria August 13. He will alternate with **Shep Fields**. . . . **Harry Reser** and his Eskimos are playing dude ranches throught Colorado and Nevada, coming back to New York September 15. First time, it is believed, these spots have been played by a name band. . . . **Frank LaMarr** is on the air from the Arcadia, New York, over **NBC**. . . . It's unusual for the chain to pick up from a ballroom. . . . **Riley and Farley** are at the Hickory House, New York. . . . **Will Osborne** started at the Steel Pier, Atlantic City, August 1. . . . **Richard Mack**, of Mills Artists, is on vacation. He has a new secretary, **Blanche Siegel**, replacing **Hortense Wolf**, resigned. . . . **Frank Dailey** has been booked by Consolidated Radio Artists for a one-nighter tour, starting August 19 in Wheeling, W. Va. . . . **Richard Himber** will play *The New York Daily News* Harvest Moon Ball at Madison Square Garden August 26. . . . **Hugh Wright** is back with the **Ina Ray Hutton** Band after a vacation.

NICK LUCAS, MCA, is playing Eastern Ohio park spots to swell business. At **Chippewa Lake Park**, near Medina, O., July 25 band played to 3,300 paid admissions to the biggest week's gross for the last five years. **Dixie Dee** is the songstress and **Nick** croons several recent hits and revivals. **Lucas' band** is heading westward. . . . **Virginia Dehman**, Pittsburgh musician, has organized her own boys' band and opened last week at the Bedford Springs (Pa.) Hotel for the remainder of the summer. . . . **Glen Gray** and his **Casa Loma** Orchestra opened at the Riverview Park (See Bands and Orchestras on page 75)

Once-Overs

MARK WARNOW'S experiment this past week with a fugue done a la swing didn't quite come off, but since it's just an experiment comment should be withheld until the leader tries again. Otherwise his CBS spot is entertaining. . . . **Mike Brent**, playing at a New Jersey night club, impressed as only fair and at times a little below that. Scant originality in the presentation of his music. . . . **Earl Hardy**, at the Club Morocco, Mountainside, N. J., however, gave a favorable impression, sounding pretty deep in the few minutes the band was heard and judged. . . . That some bands should broadcast when, as musi-

cians, they should know their work is weak is somewhat of a mystery. Leaders know, or should, when their bands fail to produce even second-grade music. The air buildup is okeh, but don't be overanxious. . . . **Eddie Canty** (which is how the name sounded as mumbled by the announcer) is at the Castle, Columbia Amusement Park, North Bergen, N. J. Hardly representative and not up to the mark by any measurements. . . . **Harold Knight** and his orchestra did a program or two on Mutual last week from Philadelphia. Music is well played but by no means distinctive. . . . Prediction is freely made that **Artie Shaw's** Band, recently organized after the swing concert given in New York, would go places. **Shaw**, who was the individual standout at that affair, uses strings, primarily opening legit, then busting into a swell specimen of heat. If given a wire at the Hotel Lexington, New York, where the band opens soon, outfit should go far. **J. F.**

Music News

Flattering reports are heard regarding the new **Isham Jones** number, *Let Me Be the One in Your Heart*, which **Jones** is publishing and **Ben Edwards** is exploiting.

Edgar Leslie, who has had one success after another, is now on the high seas with the missus. **Edgar** is bound for Russia and according to present plans will not return to Tin Pan Alley and its contiguous bylanes until the latter part of this month. He says that the trip is just one of rest and recreation.

George Joy has returned from California with the info that **Manny Cohen**, head of the new Major Production Picture Company, has signed **Arthur Johnson** and **Johnny Burke** to a five-year contract. This means that the pair will write exclusively for the concern with publishing rights reserved by the **Santily-Joy** and **Select** emporiums.

Joe Young and **Fred E. Ahlert**, who as a team have found country-wide indorsement for various collective efforts, have completed the following songs which the **Words & Music** Company will publish: *A Woman Hasn't Got Enough Eyes for a Man That Flies*, *The Color of Her Eyes* and *Two Sides to Every Story*. The same firm, thru **George Plantadosi**, is holding high hopes for a new football ditty, *The All-American Girl*.

According to **Al Lewis**, the recent **Joe Louis-Max Schmeling** fracas inspired the appended composition, *It Was a Sad Night in Harlem*, with an appropriate dirgy melody contributed by **Helma Kresa**. Altho only out something like 10 days or so several of the top-notch orchestras are going for it. The **Irving Berlin** Company has it.

In conjunction with **Allan Flynn** and **Ernest Breuer**, **Gerald Griffin**, who will be remembered as a former highlight when vaudeville was something to conjure with, has provided four Irish songs that should find popularity. They are *Laddie Buck*, *Where Wicklow Looks Down on the Sea*; *The Shamrock*, *The Shannon and You*, and *When It's Springtime in Killarney*. The works are sponsored by the **Standard Music Publications, Inc.**

Sheet-Music Leaders

(Week Ending August 1)

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

1. It's a Sin to Tell a Lie (1)	8. There's a Small Hotel (10)
2. Would You? (3)	9. No Regrets (14)
3. Glory of Love (2)	10. Rendezvous With a Dream (8)
4. These Foolish Things Remind Me of You (5)	11. Is It True What They Say About Dixie? (6)
5. On the Beach at Bali Ball (7)	12. When I'm With You (12)
6. Take My Heart (4)	13. Did I Remember?
7. You Can't Pull the Wood Over My Eyes (9)	14. Let's Sing Again (15)
	15. Crosspatch (13)

PHONOGRAPH RECORD best sellers will be found on page 71.

Norman HARRIS and Sylvia SHORE
A tremendous reception for the wonderful comic artists, **Harris and Shore**. They are irresistible. Their "Bolero" had the entire audience laughing and laughing, until tears streamed from their eyes. Each of **Harris and Shore's** movements is a monument to humor. When they disappeared behind the curtains, tremendous applause echoed thru the whole casino. **M. A. GLOBE**, Rio de Janeiro, Casino da Urca, 3-6-36.

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London Vaude Season Bright

Five West End houses to have vaude in fall — best in years—use U. S. acts

LONDON, July 27.—Two prominent West End theaters will revert to vaude in August, while another will go vaude in September.

First is the London Alhambra, Stoll's ace house, which has been running twice-nightly production and a season of ballet. Reopens August 10 with Dante, much-traveled magician, who has yet to appear in England, presenting an elaborate two-hour magic revue, presented twice nightly.

Palace Theater, home of many a Cochran revue, will have a season of vaude, presented twice nightly by John Southern, who last operated the Pavilion, Victoria Palace and Garrick theaters, all in the West End. Southern will present an international program of 20 acts at cheap prices. Probable opening is August 24.

Victoria Palace sees the initial London venture of Kurt Robitchek, impresario and director of the Alhambra, Paris, who has also operated in Berlin, Vienna and Budapest. Robitchek opens the house on September 18 with a mixture of vaude and operetta, with twice-nightly performances and matinees Thursday and Saturday. Opening show will run four weeks. Lineup is Walter Dare Wahl, Charlotte Arren and Johnny Broderick, Taka Sisters, Jack Holland and June Hart, the Music Hall Boys, and Mary Brian and Company in a sketch, *The Invisible Lover*. All acts hail from America. Second half will be an operetta, *The Beautiful Galatea*, with Darlene Walders, Duke McHale, George Gee, Anne Ziegler, Vera Nargo, Bruce Carfax, Gina Malo and Dolores Dalgarno.

With these three houses playing vaude there will be five theaters in the West End, London's theaterland, playing that fare, with the other two being the Palladium and Holborn Empire. This will be the greatest number of vaude houses operating in the West End the past four years.

Only the Palladium is now playing vaude. Holborn Empire is dark till August 3, while the Alhambra, Palace and Victoria Palace are also dark.

Rumors that the G. T. C. and Moss Empires Concern may take over the Piccadilly Theater for vaude are prevalent but unconfirmed.

Breed Routes 2 Units Thru N. E.

BOSTON, Aug. 1.—Boston RKO office, thru "Doc" Breed, has booked Marie Purl's revue, *Say It With Ladies*, Newport, Vt., August 3; St. Albans, Vt., August 5 and 6; St. Johnsbury, Vt., August 7; Rochester, N. H., August 11; Lebanon, N. H., August 12; Skowhegan, Me., August 13-14; Danielson, Conn., August 15; Putnam, Conn., August 17; Southbridge, Mass., August 17, and Webster, Mass., August 18.

Another unit playing for Breed is Solite Childs' *Parisian Follies*. Consists of a six-man ork, a line of 10 femmes, Ray Hughes, Ruth Graves, Pedro and Louis, the Three Revelers, Elizabeth Graves, Gloria Smiley and Hadock and Hadock. Will play Brattleboro, Vt., today; Claremont, N. H., August 2; Attleboro, Mass., August 3 and 4; Lebanon, August 5; Athol, Mass., August 8; Waterville, Me., August 10-11; Bridgeton, Me., August 12; Bellows Falls, Vt., August 14; St. Johnsbury, Vt., August 15; Portsmouth, N. H., August 16; Newport, Vt., August 17; Rochester, N. H., August 18; Franklin, N. H., August 19; Skowhegan, Me., August 20-21; Danielson, Conn., August 22; Putnam, Conn., August 23; Southbridge, Mass., August 24, and Auburn, Me., August 27-29.

Loew's One-Night Vaude

NEW YORK, Aug. 1.—Irving Barrett is still booking five acts Wednesday nights into the Poli, Waterbury, and four acts into Loew's, Bridgeport, Conn., Monday nights. Waterbury has been running one-night vaude since October 23 and Bridgeport since September 30. Both spots, under supervision of Harry Shaw, may expand vaude in the fall.

Denies He's Amateur

DETROIT, Aug. 1.—Earl W. Hudson, director of publicity for United Detroit Theaters, was caught doubling as an amateur in the Major Bowes Unit at the Michigan Theater last week.

At least that's what some special telephone operators thought when taking calls for the amateur votes in the office. Calls kept racing in for Hudson until Hudson found his name on the list and issued a ukase against the unwitting popularity entry.

Maryland Bookers Must Take License

NEW YORK, Aug. 1.—Department of State Employment and Registration of Maryland is getting after bookers of Maryland in its State, even if the bookers are located in other cities.

Commissioner Harry Young recently notified Eddie Sherman, New York and Philadelphia booker, that his booking the Hippodrome and State in Baltimore required having a Maryland license. Sherman thereupon took out a license, costing \$25, and posted the usual bond.

Maryland's action follows the action of Michigan in demanding all bookers of Michigan spots be licensed, whether operating in another State or not.

If this trend continues bookers will soon have their walls covered with license certificates.

Buchanan With Consolidated

CHICAGO, Aug. 1.—"Babe" Buchanan, for several years secretary of the Billy Diamond office here, has resigned effective today. Severing her long association with Diamond to become office manager of the new Consolidated Radio Artists, Inc., office here. Lena Friedman, formerly with the local RKO office, succeeds her at the Diamond agency.

First Simon Unit Opens; Plan 2d

NEW YORK, Aug. 1.—Simon Agency has launched its first of a series of vaude units for the new season. Unit, headed by Vic Oliver, opened yesterday at the Fox, Detroit, and includes Robbins Family, Alphonse Berg, Gilbert Brothers and 16 Bebe Barri girls.

Second Simon unit will be built around Mells, Kirk and Howard. Will include Gene Sheldon, who is due from Europe August 17, and a 16-girl line.

Lines Up Money Units

SAN FRANCISCO, Aug. 1.—This town, which hasn't had big time vaudeville since the days of the old Orpheum Theater, is set for its share this month. RKO-Golden Gate Theater, where 10 acts have been the chief draw along with films, brings in Eddie Cantor Wednesday for one week. With him will be Bobby Breen, Parkyakarkas and other acts from Southern California. Marx Brothers will head the show August 12 and Major Bowes' Unit No. 1 opens August 19. Marx Brothers will time their gags for their next picture here after a Minneapolis tryout.

Golden Gate is the only house in town with vaude and business the past month outstanding. Averaging \$17,000 weekly, credited not only to acts and films but to tourist trade as well.

\$300,000 for NVA Drive? Rogers Deal Still Pends

NEW YORK, Aug. 1.—Altho NVA Fund and Rogers Memorial Fund officials decline to give official figures on the recent Rogers drive for funds, it is reported reliably that \$300,000 was netted.

This means the five major circuits have more than taken care of their pledge of a minimum of \$100,000 a year for the next five years to the Rogers Fund. The pledge was made when the Rogers Fund accepted the gift of the NVA lodge in Saranac Lake last winter. The drive this year was made under the name of the Rogers Memorial Fund instead of that of the NVA.

Altho the Rogers Fund has accepted the Saranac lodge, the lodge is still being run by the NVA Fund and under direct

Stanley, Pittsburgh, Back To Straight Pix, Maybe

PITTSBURGH, Aug. 1.—Determined not to meet the demands of a \$15-a-week per man increase and a 40-week season guarantee made by the musicians' union here, Warner's Stanley Theater is set to switch to a straight picture policy next month. While it has not been definitely established whether stage shows will be played thruout August, the theater is at liberty to do so at old terms under the present contract.

Shows announced so far include a vaude bill headed by Charlie Chase, beginning Friday, and George Olsen and his orchestra week of August 14. *Suzy* is expected to be the first attraction under the planned picture policy.

F&M Vaude in St. Louis Is Probable

NEW YORK, Aug. 1.—F. & M. is not yet sure it will play vaude in St. Louis. Altho F. & M. has closed a deal with the musicians' union, it is still negotiating with the stagehands.

William E. Raynor is now managing the Fox, St. Louis, for F. & M., with Harry Greenman assisting. Robert Hicks will manage the Ambassador and Homer H. Harmon the Orpheum. Charles Kurtzman will handle advertising and publicity for all F. & M. spots in St. Louis, with Thomas Kearns assisting.

Harry C. Arthur, F. & M. exec, returned yesterday from St. Louis after reorganizing the operating setup in St. Louis.

Rockford's Vaude Success

CHICAGO, Aug. 1.—Mid-week vaude bills have bolstered up business so well at the Palace Theater, Rockford, Ill., this summer that the management is contemplating the installation of three-day stage shows every week, beginning in the fall. House, under supervision of Louis St. Pierre, has been running four-act vaude bills Wednesdays since May 20, booked out of the Sam Herman office here.

Chorus Standard Contract

NEW YORK, Aug. 8.—Chorus Equity is drawing up a new standard contract form for vaude and presentation houses. Several changes will be made on the contract form, out last year after the NRA vaude code had collapsed. Mrs. Dorothy Bryant, secretary of Chorus Equity, says she would like to have suggestions from the vaude field.

Martha Raye Latest To Click in Films

NEW YORK, Aug. 1.—Martha Raye is the latest vaudevillian to make good in pictures. Makes her debut in *Rhythm on the Range* (Paramount), featuring Bing Crosby, now at the Paramount. According to *The New York Times* reviewer, Miss Raye steals the film away from Crosby and seems set as a new comedy star. She is a former Benny Davis protegee and also appeared in the short-lived revue, *Calling All Stars*.

Another film, *Hot Money*, at the Palace Theater last week, had a flock of former vaudevillians, including Frank Orth (Codee and Orth), Charlie Foy, Harry Burns and Eddie Conrad.

N. Y. WPA Unit Route

Claim 4 Long Island houses will take vaude units — Philly units under way

NEW YORK, Aug. 1.—With WPA vaude shows in their seventh week at the Majestic Theater, Brooklyn, the WPA Minstrel and Variety Unit of the Federal Project plans to send units to theaters on Long Island.

Frank Merlin, head of the project, has secured houses in Hempstead, Glen Cove, Cedarhurst and Long Beach. Not set yet just how many days of vaude at each house.

WPA vaude shows are also playing the Showboat Buccaneer, moored off a Hoboken dock, in addition to playing institutions, church halls and recreation centers.

PHILADELPHIA, Aug. 1.—After months and months of rehearsals and more rehearsals, bookings are finally set and WPA vaude units are getting under way. Charles Spink, former manager of Fay's Theater here, will produce the shows, one colored and one white, and arrange dates. Raymond Midgely is handling the production end and direction is by W. J. Hagerty.

Units are doing free shows in the nabe recreation centers and city institutions. Other units include a side show, made up of old carnival and circus folk, and a marionette show.

F. & M. Loses Philly House to Warner

PHILADELPHIA, Aug. 1.—With the Fox Theater flying a Warner banner today, Steve Trilling adds another week to his books, adding it to the Earle here, the Earle in Washington and the Stanley in Pittsburgh. Fox was formerly booked by F. & M.

House was added to the Warner chain on a three-year lease, and the continuance of its present policy of flesh and films will depend on deals made with the stagehands and the musicians' unions after the present agreement expires on September 10.

Final F. & M. show remained an extra day, with the first Warner bill coming in today, first day of new management. Goes back to Friday openings this week. Initial show has the Three X Sisters, Eddie Rio, Duke McHale and Harris, Claire and Shannon.

Montreal Union Again

MONTREAL, Aug. 1.—Loew's Theater here, operated independently, has dropped musicians, stagehands and operators belonging to the All-Canadian Congress unions and has signed again with the American Federation of Musicians and with the International Alliance of Theatrical Stage Employees for the next year, beginning with last Thursday. Contract was negotiated by Bert Henderson, assistant of the president of the AFM, and William Couvert, Canadian rep of the IA.

New Vaude House

LATROBE, Pa., Aug. 1.—Michael Manos, president of the Manos Enterprises Corporation, announces that he completed plans for the erection of a \$175,000 theater here on the site of Ligonier and Weldon streets. He revealed that the house will be ultra-modern in every detail, will include a large stage and a number of dressing rooms. He plans to open with a stage and screen policy.

Resume Warner Vaude in September

NEW YORK, Aug. 1.—Warner will resume vaude at the Astor, Reading, Pa., beginning September 4. First few weeks will probably be full-week stands due to strong picture lineup. Thereafter it will be a split stand.

Warner is also expecting to spot one-day vaude in houses in and around Philadelphia beginning in September.

Vaudeville Notes

AL ALLEN, of the William Morris Agency, is back from a vacation but has been sneaking up to Boston week-ends. The boys around the office suspect a romance. The Lenox Trio (Samuel Heyward, Hiram Jeter and Helyne Jones), assisted by Hazel Sasso, play for the Actors' Kitchen in the Union Church Thursday evenings. Show supplied by WPA. Franklyn Graham has returned to New York from Hollywood, where he had been visiting his family. Still doubling from his office in the Palace Building and his job with *The New York Times*.

ALAN CORELLI has a clipping from *The New York Times* of 32 years ago, in which the Comedy Theater advertises "Amateurs Thursday Nights." And they give Major Bowes credit! Corelli was recently in an auto accident on Long Island, but is okeh now. And Freddie Lightner recently caught a 12-pound bluefish off Freeport, L. I. Among his week-end visitors have been Phil Coscia and Alex Hyde. Freddie has a 36-foot cruiser for fishing.

PHIL REGAN, Nick Kenny and Billy Bruce sponsored a benefit for the parents of Tommy McLaughlin, radio singer who died last week. Benefit was held Monday aboard the Showboat Delaware. Ethel Shepard, daughter of Sam the agent, has joined the Ed Sullivan unit and is broadcasting Sundays over the Tastyeast commercial on WJZ. Morris Agency spotted the Ritz Brothers into the Sullivan unit. Cabin Kids to do two Educational shorts August 24, also handled by the Morris office.

HARRY RICHMAN is still planning to fly the Atlantic with Dick Merrill, commercial plane pilot. Merrill says he is leaving New York for the West Coast to pick up Richman's new Vultee plane, in which the pair hope to cross the Atlantic in 16 hours. Nick Lucas has turned down an Australian tour as a single in order to stick to his band. Paul Duke, at the Mct., Boston, last week, is planning a unit and may open in Philadelphia September 7.

ARTHUR JARRETT, band leader and singer, sailed aboard the Queen Mary last week to join his wife, Eleanor Holm, swimmer who was dropped by the Olympic swimming team for breaking rules. Jarrett and his wife may return to play vaude. John J. Harkins has written a song called *Stand by Your President* and is singing it at political meetings in New York. I. Robert Broder, theatrical attorney, has abandoned the Palace Building for new quarters in the RKO Building, New York.

HILDEGARDE, a former Gus Edwards protegee, returned last week to New York after three years of vaude and cabaret work in Europe. Phil Baker, accompanied by his wife and two children, sailed aboard the Berengaria last week. Will attend the Salzburg Festival. Making no personal appearances, however. Billy Edwards (Irving Sandler) writes he is confined at the Glen Lake Sanitarium, Oak Terrace, Minn., for tuberculosis and would like to hear from friends. The san is near Minneapolis.

FOUR ORTONS send news clippings from the Palace Theater, Blackpool, England, where they are appearing. One reviewer wrote the act "brought down the house last night." Carola Goya, dancer, and her father and manager, S. MacLeary Weller, are among the missing Americans caught in the Spanish revolution. Bernard Zufall, memory expert, was featured in the syndicated cartoon, *Stranger Than Fiction*, last week. Cartoon mentioned he had memorized the 1,174-page New York phone directory.

JOE HILLER, Pittsburgh theatrical booker, returned from his Atlantic City vacation last week.

JOSEF CHERNIAVSKY, former conductor of the Chicago Theater, Chicago, orchestra and now head of his own symphonic-jazz band at the Medinah Club, will probably head a Palace Theater, Chicago, bill in August.

ARTHUR BORAN, mimic comedian, has been booked by the Columbia Artists' Bureau for a personal appearance

at Loew's Fox, Washington, week of August 7. This is his fifth return engagement in the nation's capital. . . . The Three Codonas are current in Goteborg, Sweden. Other Americans on the bill with them are the Whirlwinds, skating act, and the Hazel Mangan Girls.

Cunard Line Resumes Acts

NEW YORK, Aug. 1.—Cunard White Star Line, which had dropped all acts from its West Indian cruises during the month of July when business was capacity, is resuming the use of acts, claim being that the customers got used to the entertainment idea and squawked. First ship so affected is the *Georgic*, sailing to Bermuda.

Holland American Line is returning several of its vessels to the cruise field, taking them off the transatlantic run. *Vollendam* will use about 12 people, plus an orchestra, and the *Rotterdam* about 15 people and an orchestra. All the acts are singles, preferred now by the liners.

Berengaria, of the Cunard Line, on a Labor Day junket will use about 25 acts and a band. Acts are booked by Nat Abramson.

Vaude Showings for Junior Screen Guild

HOLLYWOOD, Aug. 1.—A series of weekly variety shows is being planned here on an experimental basis by the Junior Screen Actors' Guild, backed by the senior guild. Idea of the series is to spotlight talent of lesser guild members during the present scramble of producers for new talent, and in view of the pressure of the Actors' Equity-Guild campaign to make little theaters pay the minimum wage scale.

While it has already forced a number of alleged chiselers to close up shop and has been successful in protecting players from giving their services free to a medium competing with the commercial theater, the little theater campaign is rated a mixed blessing since it also cuts off the opportunity for actors to be seen on local stages by film scouts.

Guild leaders are huddling on the new show idea in the belief that there is much talent in their ranks which is being overlooked. Most likely plan for the vaude series is the Sunday night performance as tried out several years ago at the Wilshire Ebell Theater.

Series will probably start modestly within several weeks, but it is expected that top stars will be brought into line to co-operate. Setup would be operated on a strictly commercial basis, with screen writers probably coming in later in the staging and presentation of new plays.

Trouble for State-Lake Booker

CHICAGO, Aug. 1.—Mells, Kirk and Howard, who were booked to open at the State-Lake Theater here today, were forced to cancel due to the death of Jules Howard's twin sister in New York. They were replaced by the Hickey Brothers. Bernice Stone, booked to appear on the same bill, injured her shoulder during a rehearsal and was also compelled to leave the show. Holly Harris substituted for her.

Jane Thurston, as Successor To Her Father, May Head Unit

NEW YORK, Aug. 1.—Capitalizing on the keen interest in a possible successor to Thurston the Magician, the William Morris Agency, which had arranged Thurston's last tours, is conferring with Jane Thurston on the idea of her heading a road unit this fall.

Miss Thurston, daughter of the late magician, is a legerdemain artist herself. Sam Weisbord, of the Morris Agency, may send her out in a unit, combined with a male magician and a full company of assistants. She is coming in from the

TAXPAYERS

(Continued from page 3)

ect in more important ways than thru the prolongation of the jinx on *Macbeth*. Operating the spot for the last two weeks, the Federal Theater lost two productions thru the conflagration: the *Tamed and How* set and costumes and the production of *Post Road*, the former being used in the theater at the time of the catastrophe and the latter awaiting its next booking. A completely new production was built for *Post Road* in one day at the project's workshop in Hempstead in order to fulfill an engagement at Port Jefferson on Thursday, the evening following the Long Beach blaze. A new production has also been built for *Tamed and How*, which is scheduled to resume activity at Lake Ronkonkoma August 4.

As for variety items, two vaudeville units of the WPA project, including the regular complement of singers, dancers, comedians and novelty acts, have been placed at the disposal of hospitals, churches, schools and charitable institutions. Organizations planning to conduct benefit affairs and desirous of obtaining the services of the WPA vaude performers may contact the booking office at 1991 Broadway, Manhattan. Engagements have already been announced for a half dozen spots.

A special vaude program was arranged for presentation today for the benefit of the inmates at the City Home on Welfare Island. Included in the program were Umberto Brothers, acrobats; Richard Kenny, magician; Angelina, singer; Lillian Brown, Tower and Howard, Sandy Auckland and Anthony Romaine.

Be Seated, the vaudeville unit's musical, recently seen at the Majestic Theater, Brooklyn, will again be done at the Knights of Columbus Auditorium, Brooklyn, August 4, in addition to six regulation vaude acts. Don Gautier will probably make his last appearance on this occasion as a member of the Variety Theater, as he has been set for a Broadway musical.

For the rest, the marionette unit last week entertained 250 mothers and children from New York's East Side with the puppet show *The Magic Box*, presented on the Staten Island ferry. And, incidentally, *Sherlock Holmes*, a popular marionette unit play, will be withdrawn from active service for a 30-day period, beginning August 7, in order that the wooden men may undergo repairs. *The Horse Play*, by Dorothy Hallparn, second production of the Children's Theater unit, will open on the WPA Portable Theater trucks August 3 in various Queens parks, after which a more complete circuit of the metropolitan area will be made. The Federal Play Laboratory is still being held up in its presentation of *Minc Incident*, the play by the lost author, Wallace Waite, whose consent is necessary for production. The summer repertoire of the German White Rats' Union, a Federal Theater project for New York City, announces that *Die Lokalbahn*, now in preparation, will follow *Das Schlossgespenst*, which closed the week of July 31 at the German Theater headquarters, Labor Temple.

On August 6, 7 and 8 the Federal Theater Dance Project will present at the Majestic Theater, Brooklyn, *Young Tramps*, with choreography by Don Oscar Becque and music by Donald Pond, setting by Walter Walden and costumes by Walter Walden and Victor Zanoff.

BRIDGEPORT, Aug. 1.—The Negro unit of the WPA in *Macbeth* played to six days of almost capacity business at the Park Theater here last week. This week the local Civic Repertory Company, which is under the direction of Walter Bradley Klavun, and under WPA auspices, will again resume, the production

being George M. Cohan's comedy *The Tavern*, with Klavun in the leading role.

DETROIT, Aug. 1.—The WPA federal project at the Lafayette Theater, instead of closing last week as planned at the end of the second week of *The Road to Rome*, its third production, remained in operation. Business has been about equal in total attendance to the best summer business seen by any legitimate house in recent years, altho the gross, of course, is much lower due to lower admission prices.

Near-capacity houses nightly have been the rule since the breaking of the heat wave two weeks ago, and the result has been definite decision to hold the play again for a fourth week, with every indication that it will be held for an indefinite run, the first real success achieved by the local WPA Players.

SAN FRANCISCO, Aug. 1.—With a complete sellout for the first three nights, Federal Theater Project's production of *The Farmer's Wife* opens at the Columbia Theater here Monday night. Box-office rush is credited to popularity of the play during its long runs in New York and London and to the fact that the current FTP production, *The First Legion*, which closes tonight, has rated high praise from local critics. Everett Glass directs *Farmer's Wife*, which is scheduled for two weeks only.

BROADWAY BIZ

(Continued from page 3)

State opened its show this week headed by Louis Sobol, columnist, to fair business, following a very good last week with Cab Calloway.

Suburban night spots continue to cut in appreciably on local spots, which are also suffering from the exodus of the moneyed folk to Saratoga, where five or six night clubs have opened for the racing season. However, hotel dining rooms are doing okeh, and some of the local night spots which closed for the summer are already planning reopenings in September.

Showboats and burlesque continue to do well, the former having had a streak of warm and dry weather, which is just the thing needed, and the latter seemingly unaffected by the summer slump, particularly around Times Square, where men are men.

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Loew's State, New York

(Reviewed Friday Afternoon, July 31)

Louis Sobol, Broadway columnist for *The New York Journal*, is making a personal appearance this week, supporting the film, *San Francisco* (MGM).

Figuring the picture will bring them in, the house has kept Sobol's revue of night spot talent down to 50 minutes. This makes for a pretty skimpy show, but the customers didn't seem to mind.

Sobol himself doesn't try to act, which isn't a bad idea for a columnist. He comes on modestly and introduces the talent, gives each act a descriptive phrase and then, at the close, thanking the customers. He has a cold personality on the stage and makes no particular attempt to play up to the audience.

As in similar revues, the band is on the stage, with a few small tables strung in front of the band stand to suggest a night club. This ordinarily makes for monotony, but the show's fast pace prevented that. Opening act is Harry King and the Sinclair Twins. King, a lanky youth, executes some novel acrobatic and tap steps, with the brunet sisters hop-

ping out for fast acro and wiggle dancing. The trio closes with fast rhythm stepping. A snappy combo all the way.

Ruth Terry, a comely brunet singer, held the audience easily with her expert delivery of *I Can Do Everything* and *Robins and Roses*. An above-average warbler of pop tunes. Had to come out for an extra bow.

Ben Blue offered a somewhat cleaned-up version of that old burly bit in which the dance-hall girl dopes her companion's drink. Old stuff, but Blue and Mary Lynn put it over, getting quite a few laughs. Blue returns later for his always-amusing version of the dying duck and of Russian dancing.

Harriet Hayes, pretty brunet acro dancer in striking white costume, came thru with a snappy variety of split, kicks, spins and other fancy styles of acrobatics.

Kenny Baker, coming off the Jack Benny radio program, shapes up like another romantic tenor rage. He is young and handsome and has an appealing sweet voice that the gals ought to go for in a big way. Sang *Carry Me Back to Old Prairie*, *The Rose in Her Hair* and *I Hear You Calling Me*, the latter

for an encore, and clicked each time.

Ruby Zwerling and his pit men are on the stage this time and handle the music job competently. Business good the opening day. PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, July 31)

Major Bowes latest unit, his dance band, is being presented here this week augmented by some of his cleverest amateur discoveries. The backbone of the band is 11 professional musicians padded by eight of the Major's musical winners, making an aggregation of 20, including Ted Mack, the personable director, who also emcees the proceedings. An attractive conservatory setting has been furnished by the theater and the entertainment value of the unit is so far ahead of any others the Major has sent this way that the comparison is odious.

The band opened with *Christopher Columbus* and then swung into *You Can't Pull the Wool Over My Eyes*, which was vocalized by Fritzi Robbins. Homer Lasher, whose top note is G above high C, took a big hand with his freak voice in the singing of *Without a Song*. Frances White followed with the singing of *Breaking in a Pair of Shoes* and some clever tapping. The Hartford String Quartet, two guitars, a bass viol and an electric guitar with vocals, did a swing number to good returns and then the band did a political satire based on *I'd Rather Lead a Band*.

The Three Youman Brothers, a violin, clarinet and accordion combination, chalked up a hit with their imitations of leading dance bands and were one of the highlights of the bill. The Lightning Three, two boys and a girl, put over some fast roller-skate work and the band played *These Foolish Things*, with vocal and clarinet work by Ted Mack. Sid Raymond delighted the audiences with his impressions of Eddie Cantor, Bert Lahr, Al Jolson, Edward G. Robinson and W. C. Fields, the last two being the best. A hit. Three Virginia Hams, colored boys, cleaned up in the next spot with their singing and impressions of Cab Calloway and the Mills Brothers. The youngster who does the tap dancing is great and should go far in the theatrical profession. Another hit. The finale had everyone on for *Everybody's Gonna Sing*. F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Afternoon, July 31)

A short and reasonably pleasant stage show, with nothing approaching a stand-out in it, except possibly the badminton game, which has again been held over. Players are George F. (Jess) Willard and Bill Hurley, and again Jack Megley explains the play and announces. The game at the viewing caught was particularly hard and fast, getting a swell audience response. Hurley did better than usual, finally losing at 9-7.

Next best applause-getter is Jack Gifford, a young mimic, who scored nicely with his impersonations of Jessel, Rockefeller, Langdon, Vallee, Laurel, Hardy, Armetta and Butterworth, the mob giving him a heavy sendoff. Only other regular act on the bill is Stuart and Martin, standard, who furnish the comedy. They do nicely at it, tho the bit with the gal seems more like a burlesque blackout than anything else, and could be cut with profit.

Diane and Duval appear with the Gae Foster Girls in the center-spot flash, doing a highly effective adagio routine which they call *The Dance of the Mist Veil*. The gal wears a long and flowing cloak which greatly enhances the visual effect of their excellent adagio gyrations. The Foster kids, besides providing a nice introduction for the dance team, open with a hot and fast swing number in which four of the youngsters are pulled out to lead, and close with the bathing-suit stair-tap held over from last week.

The week's air amateur winner is Charles Ryan, of Brooklyn, a personable lad with a pleasing enough baritone. He sang *The Last Roundup* and *Take My Heart*, and seemed quite nervous at the showing caught.

Freddy Mack emcees and leads the pit boys. Picture is *Three Cheers for Love* (Para), and the house was weak the second show opening day.

EUGENE BURR.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, July 30)

Mary of Scotland (RKO-Radio) is following a two-week run of *Green Pastures* and there is a possibility that it may

hold over also. Opening day had the customers standing.

Stage show, produced by Russell Markert under Leon Leonidoff's supervision, keeps close to this theater's production style. It runs only 30 minutes and is in five fast scenes. Short stage show leaves more time for the two-hour picture, which is shown five times a day.

Show is *Black and White*, all sets and costumes being in white and black. This affords some sort of continuity. Opening number is the most attractive, having the ballet girls (directed by Florence Rogge) coming off a revolving spiral staircase and doing a scarf-waving routine, while Nicholas Daks and Carlos Peterson contribute fast whirls and affect interesting designs by each waving a long ribbon attached to a stick.

Then the 24 men of the Glee Club (directed by Vin Lindhe) sing a medley of pop tunes, with Wilma Miller lending her good soprano voice for added effect. Then those old stand-bys, the 32 Rockettes, come thru with their stunning precision dancing (arranged by Gene Snyder). Dance routines themselves are not especially original, but the costumes and formations are always effective. Showmanship, rather than dancing talent, does the trick here.

The five Jansleys worked hard in their solo spot, doing their exceptional Risley stunts, sprinkled with comedy bits and acrobatics. In a tough spot, but they came thru all right. The finale has the entire company grouped near a beautiful staircase set. Groupings are harmonious, as is usual, and there is plenty of movement. Being restricted to the monotonous black and white pattern, the show nevertheless has sufficient movement and attention-demanding tricks to get by.

Credits: Settings by Albert Johnson and Bruno Maine. Costumes designed by M. Montedoro and Willa Van, and executed by H. Rogge.

Show preceded by a snatch of overture by the big symphony orchestra conducted by Erno Rapee. Only other item is a brief solo at the grand organ by Richard Leibert. PAUL DENIS.

Earle, Philadelphia

(Reviewed Friday Afternoon, July 31)

(First Show)

Weakish screen offering, *Three Cheers for Love* (Para.), contributes an apt slogan. Dealing with a movie producer, the sign on his lot reads: "If It's a Good Picture—It's a Miracle." Same applies to the flicker faces who combine their vacation with an excursion before the footlights. If it's a good act, it's a miracle. And Charley Chase, Hal Roach cinema comic who headlines the bill this week, is no exception to that rule.

Coming on at the windup, Chase opens with the stock greeting and proceeds on the theorem that his only reason for being here was to give the pewholders a chance to gape at his phiz. More truth to that than one would care to admit. Proceeding on that assumption, Chase poses from different angles giving everybody a good see. Duty done, the smart thing to do is ring down the curtain. Perhaps the stagehand missed his cue and Chase carries on with some very nasal jokes and songs that belong in the same category. A stooge, an English butler make-up with a Hebe accent, comes on but doesn't help matters any.

Case Brothers and Marie open with stock-in-trade wire stunts. Gal member is only a prop and the freres do the tricks. It's a somersault, a black-flip, rope skipping and a jump over four chairs for the finish. Nothing awe-inspiring, but everything is nicely done and gets them away nicely.

Deucer holds Boice and Marsh, femmes, who go in for gagging and foolery. Boice carries the brunt of the burden and fills in with a song. Marsh, a pretty number of the blond variety, makes a sad attempt to do acrobatics while playing the fiddle. Gal doesn't show up as a dancer nor would one call her an accomplished violinist. However, Boice stays on to farce the turn and the duo comes thru with flying colors.

Gaudsmith Brothers and their two pooches are in the troy groove for nitwit activities to a hearty response. It's a toss-up between the kinsmen and the canines for comedy honors. Their attempt to do something intelligible with the trained dogs, who look more like dragged-in-the-rain lion cubs, made for the McCoy abdomen guffaws.

Next-to-shut has Virginia Bacon and Company, five females, in dancing turns that have all the ingredients of a good flash and a little more to boot. As a toe dance exponent, Miss Bacon opens

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with a smart strut and later offers a classical ballet solo. Blanche Lewis taps it out with the pit crew to the tune of *William Tell* overture, and the Falla Sisters are also well received in a choreographical lesson on precision dancing in the modern manner. Fifth member, Neva Chrisman, does the accompaniment at the piano. Earle audiences usually don't give more than a titter for this kind of stuff, and the swell reception was a fine tribute to their interpretative dancing.

Show runs an hour and the first floor was almost full when caught. ORO.

Palace, Chicago

(Reviewed Friday Afternoon, July 31)

There's a real vaudeville bill on tap here this week, headed by Bill Robinson, who is taking a little excursion into the realms of vaudeville, his first love, after making a name for himself in the flickers.

The Honey Family, three men, three women, gave the bill a good start with neat teeter-board work and acrobatic formations. The three highs from the teeterboard to the shoulders of the girls as well as the final high cradle trick drew nice applause. Two bows.

Steve Evans held the deuce spot with some very good impressions, starting with El Brendel. He followed with those of Joe E. Brown, Popeye and John D. Rockefeller; gave his impression of a drunken workman, a caricature of Mussolini and closed with one of Lon Chaney. A hit.

Sylvia Manon and Company, three men and three women, is a sweet dance flash. Curtains open on a set representing Dresden figures on candlesticks and a clock. As two of the women sing classical songs the others go thru some nifty adagio work. Good hand.

Clara Barry and Orval Whitlege wowed them in the next-to-closing spot with their clever dialog and cross-fire stuff. The act is the same as it always has been, but it is one of the few remaining teams that can be classed as real vaudevillians. Their visits here are too infrequent. Took three bows and were a hit.

Bill Robinson came on to applause, the clapping started when his name was flashed on the indicators. After a song and a few stories he did a number of his inimitable soft shoe and tap routines, among which was a tap rhumba. Bill could have stayed on all afternoon and left a big hit. F. LANGDON MORGAN.

Paramount, New York

(Reviewed Wednesday afternoon, July 29)

Every once in a while an act pops up out of obscurity and impresses so well that raves become warranted and predictions can be made as to the future. Paramount has one this week in Marvin Lawler, young tap dancer, making his first Broadway showing. Boy is a masterful hooper, with technique and ability galore. For the prediction, he should go far, probably Hollywood by way of a Broadway musical. Only handicap at the show caught is inexperience, which makes him work too fast and makes it look too easy. Selling his stuff will probably come with a little more work.

Lawler is the only outside act supplementing Phil Spitalny's all-girl orchestra. Latter outfit starts its show with a sock right down the middle, but tapers off from about half way thru. Reason is the complete absence of simplicity in the arrangements, which, after a while, seem to grow increasingly affected and florid. Nevertheless, the customers seemed to like it.

Group runs to about 20 girls, plus Spitalny, with plenty of quality to the music and, with the exception of an occasional "clam," music well played. Trouble is, tho, that the limit on arranging was passed and the impression is given that both the arranger and the girls tried and are trying too hard.

Individual acts include a femme harmony trio, Three Little Words, in some smooth warbling; Evelyn Kaye, violin soloist, and Rochelle and Lola on the keyboards. Maxine, a sort of feminine Bing Crosby, handles the singing chores alone, and with the girls in glee club fashion.

Picture *Rhythm on the Range*, a weak Bing Crosby affair. Business good. JERRY FRANKEN.

Cambria, Johnstown

(Reviewed Thursday Afternoon, July 30) PARISIAN FOLLIES

Solly Childs' enlarged revue, labeled *Parisian Follies*, stopped at Warner's Cambria Theater, Johnstown, Pa., for a two-day engagement. It is a suitable show for a small-town house, boasting

of enough variety entertainment to be appealing thruout its 55 minutes of the way. Unit also has some fresh scenery and a shapely line of girls outfitted in attractive costumes.

Show features four ensemble numbers, opening with a fairly talented modernistic turn displaying the line. The others are a Gypsy scene, a powder puff routine, featuring Elizabeth Graves in a dance in which she substitutes a large powder puff for the usual fan and the closing cowboy spectacle which brings on the entire company.

Outstanding among the specialties are the Three Revelers, two girls and a boy, working in full dress. They do a clever knockout turn that rated well with the customers here. Splendid, too, are Pedro and Luis in their hand-balancing act and their thrilling slide for life. The slide from the balcony to the stage is performed by Don Pedro.

Haydock and Haydock are fast tap dancers; Stan Lawson manages to be an amusing comedian, altho his material isn't, and Bee Southern, Francis Drake and Helen Beard proved themselves capable assistants in several talking and singing bits.

The screen starred Claire Dodd in the independent *Navy Born*. SAM HONIGBERG.

London Bills

(Week of July 27)

Palladium, still playing to capacity business with Gracie Fields (second week here) as headline attraction, has two new American openings. Bud Harris and Bert Howell, with Paul Harris, colored comedians and dancers, follow in the wake of many a similar act but prove to be the best sepien team to appear here in years. Comedy is a succession of hearty belly laughs, topped by hoofing that puts them over for a smash hit. Another major success is registered by Eddie Earle and Myrna Fortune with an outstanding dance novelty, assisted by Virginia Pope, exquisite toe dancer. Act is smartly routined and neatly costumed and shapes okeh for any spot in Europe. Other American hits are Cass, Mack, Owen and Topsy, held over with their splendid comedy, acrobatic and dancing melange, which is of 100 per cent entertainment value, and the Four Ortons, whose peach of a comely wire-walking routine is in a class by itself. Both teams chalk up major successes.

Leonard Barr and Virginia Estes, dandy comedy and dancing team with plenty of original bits, and Chilton and Thomas, Creole dancing stars, are outstanding applause winners at the Troxy, Steptey. A new and successful opening is that of Joe Browning, last seen here four years ago, who gets laughs as an unique monologist at the Empire, Glasgow, where fellow Americans are the Three Swifts, club juggling comedians, who open their 12th British tour here; Ken Harvey, ace banjoist with a swell personality, and Morton Downey.

Jean Carroll and Buddy Howe chalk up another show-stop with their effervescent comedy and brisk dancing at the Empire, Liverpool, where Forsythe, Seamon and Farrell, versatile and ever-popular trio, and Bobby May, juggling humorist, share applause honors.

Arthur (Street Singer) Tracey opens a repeat tour at Manchester Palace, where York and King, with the Trado Twins and True York, add to their laurels with a comedy vehicle built for huge laughs, and Wilson, Keppel and Betty triumph with their unusual and mirth-compelling danceology.

Further American hits are Kafka, Stanley and Gray Five, thrilling aerialists; Billy Costello, of "Popeye, the Sailor" fame; Retta Ray, tap and rhythm dancer, retained at the Prince of Wales for a further period, and Johnny Howard, who makes his debut for Jack Hylton at the Metropolitan.

Paris Programs

(Week of July 20)

Only three picture houses are using acts and not a single vaude house is open this summer, in spite of the continued cool weather. Vaude season will get under way early with reopening of the Petit-Casino August 21, followed by the new Trianon September 4 and by the Alhambra, Empire, AEC, European and Bobino early in September.

The excellent American ballroom dancers, Fowler and Tamara, and the nonchalant Danish equilibrists, Stanley Brothers, are at the Paramount.

George Bastia, cartoonist, and Ray and Reys, jugglers, are at the Cigale.

Dolly Arden, American dancer, is at the Palm Beach Casino in Cannes.

Lillian Ellis, dancer; Stetson, juggler, and Nello and Partner, gabby bike act, are at the Casino in Juan les Pins.

REPORT CLAIMS

(Continued from page 4)

Turney's fall production of *Daughters of Atreus*.

Regarding the selection of plays, the first three were by native Americans, and *American Holiday* and *Class of '29* were both written by little known playwrights. These plays alone were seen by 35,000 people.

Murder in the Cathedral was seen by 48,000, and its director, Halsted Welles, making his New York debut with the piece, was so successful that he has been engaged to stage a play this fall for Gilbert Gabriel.

In addition to developing regular audiences, the popular-price theater and other units are developing a theater-consciousness among a class of people not formerly in the habit of going to commercial shows, and in view of the audience interest exhibited the WPA theater authorities feel that it is possible for such theatrical enterprises to become self-sustaining.

In conclusion the WPA popular-price unit considers that the first six months of operation has proved the existence of a genuine demand among a previously undeveloped audience for a low-price admission legitimate theater.

WPA MINSTREL

(Continued from page 4)

production number featuring a number of black-faced shouting deacons in old-fashioned Southern revival business.

As in its initial performance in Brooklyn, the *All-American Minstrels* clicked very well, most of the numbers being applauded to the echo. Chief among the performers were the two interlocutors, Billy Gould and Harry Beasley; the end men, Frank Du Ball, Al Edwards, Nick Hufford, Harry Mazier, Paul O'Neil and Eddie Nelson, and the songsters, Ward Barton, William Renaud and Jimmy Burns. The vaude acts all were called for encores, and Harry Smith, leader of *Evening on the Levee*, scored tremendously.

Benjamin Roberts conducted the Federal Music Project Orchestra, scenes were by Cleon Throckmorton, costumes by Alexander Jones and staging by Wesley Frazer. Frank Merlin is assistant director in charge of productions of the Variety Theater. PAUL ACKERMAN.

PHILLY SITUATION

(Continued from page 4)

nut Street Theater into a cabaret and the house will open shortly after Labor Day with MGM's *Romeo and Juliet* flicker.

Chestnut and Forrest will be managed again by Lawrence Shubert Lawrence, with bookings coming thru the United Booking Office in New York. Sam Nirdlinger has the Erlanger but nothing definite set.

Meanwhile, since the Garrick came under the spell of a wrecking crew, Mrs. Catherine Arnett, member of the executive board of the Women's International League, which presented the Clare Tree Major Children's Theater of New York at the Garrick during the winter season, is shopping around for a house.

While the situation looks gloomy, theater men argue that the shortage in houses will make for a better season, since there will be a greater concentration of profits and more consistency in the bookings to cut down on the dark weeks.

TWO BOOTHMEN

(Continued from page 4)

gubernatorial nomination and is making a bid for labor support. A week ago he appeared as witness for Remington Rand strikers in an injunction action.

"I am satisfied that it is dangerous to permit pictures to be run with only one operator in the booth due to possible fire hazards," said the mayor. A few weeks ago there was a fire in the booth of Turn Hall Theater, a one-operator booth.

The ordinance will probably go before the Common Council Monday, with a sharp fight certain. Every neighborhood owner is pressing his alderman, asserting that doubling the cost of booth operation would be suicidal for the small houses catering to limited population centers.

PHILLY WANTS

(Continued from page 4)

Philadelphia Mummies and New Year's Shooters' Association. Hizzoner envisioned a carnival week here the equal of the famed New Orleans Mardi Gras.

With favorable publicity on the Democratic meeting and the success of an improvised Mardi Gras celebration for the politicians, over a million people turning out to see the free show put on by some



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16,000 paraders, the Quaker City wants to forget its association with Sleepy Town and prove that the Sesquicentennial Exposition bust in 1924 was only a bad dream.

Mayor Wilson said that the idea was not merely his own, but that he had received similar suggestions from business leaders and hotel managers.

While the Shooters' parade is traditionally on New Year's Day, the mayor believes that a May date would bring thousands more to the city, focus nation-wide attention on Philadelphia and thus be of incalculable advertising value. Further the mayor said that if the Mummies will join him in the plan, which will also include a Schuylkill River regatta and other features, he would give his whole-hearted co-operation in obtaining a larger appropriation from city council for prize money.

Managers and Equity Expect Love Fest in Contract Talk

New Equity contract is foreseen as reducing squabbles between producers and performers—held up by battle with authors—easier on Equity's legalists

NEW YORK, Aug. 1.—Equity and the League of New York Theaters expect no difficulties to arise when the managers meet soon to mull over the terms of the new Equity contract—new in the sense of being a recodification of rules and regulations to reduce to a minimum the possibility of arbitration and misconstruction. Long considered and unavoidably delayed by last winter's dramatists-managers' quarrel and recently by Frank Gillmore's Coast trip, the new form is designed to decrease the burden hitherto placed on Equity's legal staff. Among the more salient features to be considered are: (1) Managers, whenever possible, are to provide lower berths for actors on the road, and actors shall not be required to travel a distance of more than 300 miles by bus or automobile between the hours of 6 a.m. and 10 p.m. Heretofore actors have bought their own Pullmans, the managers paying the fare. (2) In the event of a trip of more than six hours managers are to pay each actor \$1 for meals for each six hours or fraction thereof. If a trip by bus is made between 10 p.m. and 6 a.m. managers are to pay 50 cents for each hour except in the event that Equity decides the travel was necessary. (3) In cases where an understudy replaces an actor an announcement must be made from the stage before the curtain goes up. If this is not done the manager is to pay both the understudy and the original actor a sum equal to one-half their weekly salary. However, if announcement of the change is made in time for inclusion in the program the manager is automatically relieved of such penalty. (4) Salaries of actors begin with the first public performance of the show, regardless of whether it is a dress rehearsal or a benefit. (5) Equity retains the power to deprive managers of the services of actors secured thru unfranchised agents. (6) A false statement by a manager may be deemed sufficient reason for terminating a contract. (7) Actors may not contract with a manager for a show if the agreement is part of another one covering other fields of work. (8) Minimum contracts cannot be converted into run-of-the-play contracts, but a new one must be made. (9) In order to avoid receiverships actors, who have been forbidden to work for a manager who has defaulted, may not play for a manager who is currently bankrupt, or who at any time has become bankrupt, or who is in receivership, or who at any time has had a receiver appointed. (10) Termination of employment for an actor may be conveyed by mail or telephone. (11) Actors must perform to the best of their ability and not, as the old form read, "in a competent and painstaking manner." (12) Contracts are not binding on salacious plays, the classification to be judged solely by Equity, not the American Theater Board. (13) Out-of-town rehearsals oblige the manager to pay actors \$5 per day for living expenses. (14) In the event of an incorporated management an individual must also be responsible.

\$10 Dues for WPAers

NEW YORK, Aug. 1.—Equity council has announced that all Equity members on WPA Federal Theater Project units may wipe out their financial obligations to Equity by a payment of \$10 and \$4.50 dues to November 1, the date until which they are given leeway to adjust the matter.

Theater of Four Seasons Best Biz in Early Spring

ROSLYN, L. I., N. Y., Aug. 1.—The Theater of the Four Seasons here is one of the few stock companies running in the country at this time. Charles Hopkins, manager and director, confesses that at present he can only operate about six months of the year. Located in the wealthy suburban North Shore of Long Island, business, strangely enough, is better during the months of April, May and June than during the summer. Reason is that most of the population migrates to the seashore for the hot months.

The theater is sponsored by a group of local gentry and maintains an acting company of eight plus a small technical staff. At present Byron McGrath, Ruth (See THEATER OF FOUR on page 75)

Chorus Claim Is Met

NEW YORK, Aug. 1.—Chorus Equity has adjusted its claim for rehearsal pay against the Gallo musical stock company at Jones Beach. After filing a claim against the Equity bond posted by Fortune Gallo, who operates the company, chorus members were paid their claims and Chorus Equity withdrew its claim on the bond. Money involved was \$522.

Central City Fest Goes Over Heavily

DENVER, Aug. 1.—Attendance the first week at the fifth annual play festival at the 58-year-old opera house in Central City has topped either of the two preceding years by more than 1,000, and the first performance of the second week was a sellout.

Demand for seats is increasing daily, and large blocks are being ordered by colleges in the Midwest and Rocky Mountain regions to be used by students. Included in the first week's audiences were people from every section of the country and some from England.

Gondoliers is the fifth annual production at the old theater, located in a small mining town 50 miles west of Denver in the mountains. Frank St. Leger is directing. The affairs are being backed by the Central City Opera House Association and are sponsored by the University of Denver.

This year's festival will run three weeks, as against one week for the first and two for the others.

Peepul Get Their Inning

PARIS, July 27.—Paris is having a foretaste of what the coming season will probably have in store for theatergoers if the numerous politico-theatrical groups springing up are encouraged by the Socialist government in the presentation of Romain Rolland's *Quatorze Juillet* (July 14) at the Alhambra.

The production represents the co-operation of theatrical and workers' groups of the Socialist organizations, with members of the Comedie Francaise troupe playing the leading roles. The spectacle vaguely portraying the capture of the Bastille is full of mob scenes and revolutionary bombast.

From Out Front

By EUGENE BURR

Talking about films (as we were last week) and the excellent effect that stage work has had upon such attractive picture players as, say, Miss Jean Arthur, there is the other side of the problem to be considered. What effect do films have upon stage players, if they manage to get 'em young? The answer is a bit of dolorous head-wagging and a casual tho wistful nod in the general direction of Miss Katharine Hepburn, whose latest film, *Mary of Scotland*, opened at the Music Hall in New York this week.

At the outset it had best be admitted that this reporter has not yet seen *Mary of Scotland*; it may be that, therein, Miss Hepburn gloriously justifies the predictions of her early admirers—among whom this reporter was probably the most ardent. Yet such a supposition is open to considerable doubt. The demanding role of Mary proved too much for so generally excellent an actress as Miss Helen Hayes, who foundered rather disastrously in the rolling waves of its rhetoric. It hardly seems likely that Miss Hepburn, in view of her past cinematic performances, has achieved a miracle and done as good a job with the role as was done by Miss Margalo Gillmore, who eventually substituted splendidly for Miss Hayes.

But, leaving *Mary* out of consideration until it is finally viewed, the case of Miss Hepburn is a sad one. She started out as the most promising actress of our generation—tho this corner may be biased, since it was probably the first to proclaim her imminent greatness. On a warm spring afternoon in the Theater Guild offices long ago, when Alla Nazimova was playing a matinee in *A Month in the Country* in the theater downstairs, this reporter rushed into the press department (where he was then engaged in what was euphemistically referred to as "working"), and blurted out the news of a tremendous discovery. It was a young girl who had substituted in a tiny role in the show. She was certainly not pretty; she still needed much training; her voice was nasal and her manner was ungainly. Yet she definitely—how definitely!—possessed the entirely indefinable something or other which is the inevitable concomitant of greatness upon the stage. Your reporter waxed expansively enthusiastic.

Bob Sisk, then chief press representative of the Guild and now a producer at RKO-Radio, the company which holds Miss Hepburn's contract, looked up from *The Baltimore Sun* article which he was writing and, with a few disparaging and well-placed grunts, indicated that your reporter probably had a yen for the gal, and that was all.

But Miss Hepburn had gained what was in all probability her first completely sold fan. She justified the enthusiasm with her work in support of Jane Cowl in *Art and Mrs. Boitell*, and she more than justified it when Harry Moses cast her for the lead in *The Warrior's Husband*. Her performance in that play was one of the most breath-takingly glorious things that this reporter has ever seen in the theater; it was compact of the spirit of tender, golden youth; it had wind and sunshine and starlight hanging all about it.

Miss Hepburn still had much to learn—but there could be no doubt about her potential greatness.

Films, of course, snapped her up immediately. Her first screen job was the role of Sydney in the picturization of *A Bill of Divorcement*, and she became an overnight sensation. Bringing all the beauty and dignity and clarity of her stage performances with her to the screen, she gave as fine a cinematic portrayal as this reporter has ever witnessed. And then, the deluge!

Obviously, it was not Miss Hepburn's fault. Any girl catapulted to the ridiculous heights of Hollywood notoriety in so short a space of time would lose her head. Miss Hepburn evidently lost hers. What she did off the screen of course didn't matter, despite the yowls of the columnists; it was what she did on the screen that hurt. Since that initial triumph (and with the possible exception of the as-yet-unviewed *Mary*), her performances have hit a steady and dispiriting succession of new lows. She has become, in those performances, just another screen poseur, relying upon her unique vocal and physical attributes to create what effect she can. Her brief return to the stage in *The Lake* was deservedly disastrous.

This reporter can still get pleasure from watching her on the screen; the indefinable something or other is still there—but more and more it is being snowed under by the cheap surface affectations of a Hollywood celebrity. Miss Hepburn had still much to learn when she first went to the films; she has infinitely more to learn now.

It may be that her *Mary* performance has lifted her from the rut; it may be that, when she again comes to the stage, in a play for the Guild this fall, she will recover some of her forgotten technique. But meanwhile her case remains one of the greatest crimes of the cinema.

No ICC Rule On RR Rates

Secretary, in letter to Gillmore, says no official action can be taken

WASHINGTON, Aug. 1.—Any action which might be taken looking to the provision of special or reduced fares for theatrical groups en route by rail line would have to be taken by the railroads themselves, as Interstate Commerce Commission has no authority to take such action. However, no objection could be offered to such action by rail carriers by the commission. On the contrary, assumption would seem to be, ICC might welcome the action. This, in effect, is what the commission, thru Secretary George B. McGinty, has advised Frank Gillmore, Equity president, in response to an inquiry by him touching the matter.

In his inquiry Gillmore called attention to the fact that 10 years ago theatrical attractions made possible big business for the railroads. He said that partly because ICC withdrew these concessions the number of theatrical companies had been reduced by around 80 per cent. In his reply Secretary McGinty pointed out that Gillmore was mistaken in the assumption that the commission had withdrawn this concession because it "has never determined that the voluntary issuance by a railroad of group tickets at a rate lower than to individuals is unlawful. In that you are mistaken."

Gillmore's letter, continuing, said that as there is a distinct revival this year in the theater, he felt sure this could be encouraged if the concession could be renewed. Calling attention to a reduction in individual rates for passengers, he wondered why like action might not be taken as to theatrical groups.

The letter to Gillmore from Secretary McGinty, after reciting the facts already referred to, asserted: "The elimination of special group fares for theatrical companies occurred thru the voluntary action of the carriers and not by reason of any action taken by the commission." He pointed out the commission can do nothing voluntarily which it cannot require; that it is very doubtful if a record could be made which would support an order requiring a lower rate of fare for particular groups than for other passengers; that much detail would be called for in such a proceeding.

Proponents of such a movement, the secretary continued, would have to prove the cost per passenger mile was substantially less in the case of such special groups than in the case of other groups of passengers generally. Recog- (See NO ICC RULE on page 75)

Clark Names Seven Top Dramatists

ALBANY, N. Y., Aug. 1.—Barrett H. Clark, director of play service for the Dramatists' Guild, speaking at the Mohawk Drama Festival at Union College, Schenectady, N. Y., last Sunday, declared the seven most original playwrights since 1920 have been Eugene O'Neill, Marc Connelly, Maxwell Anderson, George Kelly, Philip Barry, Sidney Howard and Paul Green.

He also named as the six most promising newer writers in the theater Albert Bein, Leopold Atlas, Virgil Geddes, Emjo Basshe, Lyn Riggs and George O'Neil.

Clark said: "Never before have we had so many promising and talented youngsters, ready to take their places among the important playwrights of tomorrow, but never has it been so hard for them to get a start. Experimenting on Broadway is too costly and precarious, and other channels must be found. The theater in this country need not necessarily be confined to Broadway. Until a few years ago it was not. Simply because circumstances have deprived us of the old stock company and reduced the road to a mere memory, we need not sit back and say that Broadway is the American theater. We know very well it isn't, even tho it is and will long remain the most important producing center, the place we can see the best plays best acted." Clark urged the increasing development of the non-professional theater.

Summer Theater Reviews

"By Persons Unknown"

(New Rochelle)

Louis Calhern and his wife, Natalie Schafer, were starred this week in the last play of the season at the New Rochelle Playhouse, run by Vernon Worsdale and Montgomery Jackson and directed by Julius Evans and Joan Hathaway.

By Persons Unknown was authored by J. C. Williams and proved to be mystery play No. 9,999, wherein everyone on the stage might have been the murderer; wherein cross-examining constitutes half the dialog; wherein the remainder of the talk is neither intelligent nor amusing. When placed all together it spells bromide. The most one can say for the play is that it should have been a revival.

The Evans-Hathaway combination directed in a studied, overcareful and somewhat mysterious fashion that evidently was meant to jibe with the play. The results might be termed unique and placed the actors in positions that reminded one of the old tintype days.

Mr. Calhern lounged gracefully thru his part; he really deserves something better than *By Persons Unknown*. His wife, Miss Schafer, was less successful. Ruth Hovey succeeded in looking noble, which is more than one can say for her acting. Alexander Clark Jr. did rather nicely in a small role.

Walter Ash's set looked nice until the lights were turned on fully.

FRANK L. MOSS.

"Petticoat Fever"

(Point Pleasant)

The non-tropical farce by Mark Reed, staged by S. Iden Thompson at the Point Pleasant Playshop, with settings executed by Chester Cooper, was an astonishing spectacle produced in one of the best equipped theaters money could buy and before one of the emptiest houses as yet seen in the summer theater circuit.

The story of an arctic wireless operator and his past amours might have been in place in the arctic regions, but surely not in Point Pleasant. Although the play moved along nicely, the actors, except for S. Iden Thompson playing the part of Sir James Fenton, the stranded Englishman, and Audrey Pietz (pronounced—and is—a peach), who extravagantly portrayed Clara Wilson, the long-forgotten fiancée of the wireless operator, were carried by the play's momentum.

The cast has possibilities in the near future if and when the posturizing stops and a more serious attitude is adopted for this business of acting. The group included George Hutchinson, as Dascom Dinsmore, operator; Ray Headley, as Kimo, the Eskimo servant; Helen Becker, as Ethel Campion, fiancée to Sir James, who marries Dinsmore; William Borden, as Rev. Arthur Shaphan; Virginia Paul, Jacqueline MacConnell, Hoxie Wright and Philip Tusting.

MICHAEL ROTHMAN.

"Windmills in Manhattan"

(Washington)

Windmills in Manhattan, initial effort of Judith and David Bublick and rumored as a member of the coming crop of Broadway hopes, was premiered last week (July 27, and two weeks) at the Roadside Theater, Washington's solitary summer temple of the Muse.

"Exposing" the viciousness of the advertising biz, authors Bublick, sometime cogs in the machinery they condemn, have an aspiring sculptor, working in his cousin's agency, take the helm when boss has a heart attack (brought on by losing bread and butter account), crusade against false claims,

give vent to vitriolic diatribes with frequency, find press, radio and public authority under the thumb of Advertiser the Omnipotent—and give it up as a bad job. Manufacturer of hair tonic containing arsenic, object of principal castigation, likes sculpting and helps the crusader to a prize. There is marriage with an ad writer, the agency is forsaken, and with ailing heart placated the chief returns and nasty old advertising is triumphant.

Windmills in Manhattan is a sometimes potent dart, slow to gain momentum, blessed with more than a few humorous lines, mostly light, occasionally trenchant. The "makings" are present, with rewriting in order to achieve a more even pace. The Roadside cast extracted practically all of the entertainment potentialities of the piece—a better-than-average first try.

CHRIS MATHISEN.

"Squaring the Circle"

(Atlantic City)

The summer theater season in Atlantic City got under way with considerable success this week with the opening of the Atlantic Repertory Theater, occupying the elaborate former Elks' Club headquarters, which have been fixed up amazingly by the players themselves.

Their first presentation was Valentine Kataev's comedy, *Squaring the Circle*. This production deals with the new Russia of today and provides its cast with many exceptional opportunities for farce when Communistic ideals go haywire as Dan Cupid steps into the picture.

Virginia Thoms, who was seen here last year in several legitimate plays, is a standout in the cast, while David Locke provides most of the comedy as the Poet Laureate of the Russian "new deal." Others in the cast are Julio Licata, Selma Blum, Stanley Gould, Marilyn Baylinson, Richard DiCov and Carlton E. Denning.

Production was directed by David Alexander; settings, Julio Licata; stage manager, Richard DiCov. Hannah Rhoades has been taking a lesson from the high-powered press agents of the pliers and theaters around town to do an exceptional job of press agenting.

W. H. McMAHON.

"What Price Glory?"

(Suffern)

Up at the County Theater at Suffern, where a reviewer has to prove that he's been born under the sign of William Archer before he can get in to see the show, *What Price Glory?* is proving all over again that it is one of the best anti-war plays ever written.

It is almost 12 years since the Anderson-Stallings play arrived in New York. It not only has stood the test of time as a classic of its era; it forces one to think seriously before waxing eloquent about the more recent anti-war efforts, including the over-touted *Bury the Dead* and the hastily defunct *Paths of Glory*. One might say that after *What Price Glory?* and *Journey's End* the writing of all war plays seems rather futile.

The performances of Joshua Logan and Broderick Crawford, as Captain Flagg and Sergeant Quirt, are somewhat dimmed by the memory of the late Louis Wolheim and William Boyd. Even the screen portrayals of Victor McLaglen and Edmund Lowe stand out more sharply. But Logan and Crawford divided honors evenly, playing with sincerity and understanding and giving all they had to their roles. Both of them, in this reviewer's opinion, were right—all right indeed. George Tobias assumed his original part of Lipinski; his reputation in that role speaks for itself. Kent Smith, Jose Ferrer, Charles Weyand, Robert Crane, Richard Courtney, John Harding and William Bishop all contributed admirably to the success of the show. Breaigne Windust directed and the settings were by Barton B. Griffin.

That two playwrights can write a three-act show, the first act comedy, the second tragedy and the third satire, is a feat still to be wondered at. The sight of men in uniforms both on and off the stage is frightening, powerfully significant. To continue to praise *What Price Glory?* at this stage of its history would be redundant. One can only hope that it will be revived so many times that your reviewer would welcome the sight of a new play in a summer theater—and that would make it seem as tho *What Price Glory?* is destined to go on forever.

FRANK L. MOSS.

Summer Theater Razed by Fire; Others Continue Merrily Along

(Continued from page 4)

period on an English stage. What goes on concerns the captain of a zeppelin who takes up an unsafe ship for a trial flight. There is a crash and a general love tangle, the three points of the latter being an admiral, portrayed by Frank Harvey; the aforesaid captain, who is Walter Gilbert, and Alix Kiralyi, who is the winsome Zelinskaya.

According to present indications, next week will witness no appreciable cessation of activity around the circuit. Guy Palmerton will present a revival of Martha Stanley's drama, *My Son*, for one week, beginning August 3, at his Lake Whalom Theater at Fitchburg, Mass., with Nancy Duncan featured in the leading role, supported by Frank Lyon, Robert Perry, Ray Greenleaf and Marlon Grant. Up in Brattleboro, Vt., director Paul Stephenson has had to call in reinforcements for *Yellow Jack*, the third play of the season. The cast calls for 15 men and one woman, the latter role scheduled for Constance Reeve, a permanent member of the repertory company. Others appearing are Del Hughes, Harry Young, John Becker, David Houman, Anthony Ross, William Nichols, Larkin Noble, Don De Jager, Tleson Perry, John Theobald, John Hassberger and Paul Fuller. *Serena Elandish*, with Millicent Green in the lead, opens August 5. Sets for both plays have been designed by Paul Stephenson.

In Newport, R. I., where the Newport Casino Theater is operated by Actor-Managers, Inc., *Berkeley Square* will be given for the fifth bill of the season August 4, with Alexander Kirkland and Doris Dalton playing the leading parts. Support includes Elizabeth Dean Farrar, Philip Tonge, Edgar Kent, Minna Phillips, Elizabeth Cerf, Stiano Braggiotti, Hayden Rorke, Perry Wilson, Charles Trexler, Shirley Osborne, Jane Arrol, Audrey Anderson and Jus Addiss. Miss Dalton, incidentally, has been chosen for a role in a new Shubert production, *Love of Women*, by Aimee and Philip Stuart, scheduled for a New York opening early this fall.

Raymond Moore's Cape Playhouse, Dennis, Mass., offers Gilbert and Sullivan's *Mikado* the week beginning August 3, with a cast including Margaret Daum, John Eaton, Morris Huff, Charles Gaul, Wesley Boynton, Robertson Newbolt and Marcia Hartman. The second of a series of concert attractions will be a piano recital by Jose Iturbi August 5 at the Cape Cinema, to be followed by Walter Hampden, Ted Shawn and his male dancers and Albert Spalding, violinist.

At Skowhegan Jessie Royce Landis will play her first O'Neill character the week of August 3, when she will portray *Anna Christie* with the Lakewood Players. Supporting Miss Landis will be Ben Lackland, as Mat Burke; Jessamine Newcombe, as Marthy Owen; A. H. Van Buren, as Chris, and Keenan Wynn, Gordon Duff, Elmer Hall, Don Dillaway, Stanley Stewart and Stephen Lundquist. Staging will be done by Melville Burke.

Mary Young will play the lead in *Cousin Adelaide Is Psychic*, the second world premiere of the season at the Mary Young Theater, Centerville, Mass., opening August 4. The play, a light comedy, is the work of David Woodbury and is felt by its sponsors to have definite Broadway possibilities. In addition to Miss Young, the cast will include Eric Kalkhurst, Milton Parsons, Margot Stevenson, Richard Heath and Mary Burns. Incidentally, connected with the theater is a town crier who, dressed in a Pilgrim's habit, walks around Centerville and the vicinity ringing a bell and calling attention to items of interest, one of which, of course, is the Mary Young Theater.

In Stockbridge, Mass., Ruth Gordon, last seen on Broadway in *Ethan Frome*, opens at the Berkshire Playhouse August 3 in *A Church Mouse*, a comedy by Ladislaus Fodor. Richard Hale will play opposite her.

Coming down to the New York area, *The County Chairman*, George Ade's comedy of rural politics of the 1880s, will be presented at the Mohawk Drama Festival at Schenectady, N. Y., the week beginning August 4. Charles Coburn, Jay Fasset, James Kirkwood, Arthur Allen, Parker Fennelly and Harold McGee, the latter also directing, will be in the festival production. Others in the cast include James Todd, Curtis Cooksey, John Burke, Henry Buckler, Kirk Ames, Fairfax Burgher, Douglas McMullen, Tommy Turner, Donna Earl, Mrs. Coburn, Dorrit Kelton, Neville Westman and Mary Hutchinson.

Day Tuttle and Richard Skinner bring their production of Maxwell Anderson's *Elizabeth the Queen*, starring Mildred Natwick and Vincent Price, to the Westchester Playhouse, Mt. Kisco, for the week beginning August 3, the piece having played last week at the Ridgeway Theater, White Plains. Others cast are Tuttle, who makes his first appearance of the season as Heming, and Mildred Dunnock, Raymond O'Brien, John Winthrop, Bert Thorn, Fred Carney, Don Stevens, Leslie Gorall, William Chambers, Christy Tiffany, Lucy Land, Bernice Coles and Carl Rodgers. Staged on a series of ramps, the pageantry scenes are under the supervision of Frank Brown.

At the Ridgeway Theater Day & Tuttle on August 3 present George Macready and Viola Roache in Clare Kummer's farce, *Pomero's Past*, with a supporting cast including Florence Keady, John O'Connor, Geraldine Kay, Philippa Bevans, Marcel Dill and Jules Schmidt.

At Pawling, N. Y., Maryverne Jones' Starlight Theater on August 3 presents another new play, *The Crooked Billet*, by the late Dion Tithers, with a cast made up of John Barclay, Starr West, Isobel Rose, Teddy Jones and others of the regular company. This succeeds *Courage*, last week's attraction, and precedes *Little Shot*, a farce comedy by Percival Wilde, slated for August 10.

Bill Goodwin, manager of the New York Harbor Summer Theater on Governors Island, has obtained a lease on the City Theater at Raseville Station, Newark, where he will present a new show each week-end. The shows will have their initial run of three days, Tuesday, Wednesday and Thursday, on the Island, then proceed to Newark for Friday and Saturday. The next bill for both spots is *Racket Number 1*, written by Thornton Murdock, who, together with Eva Tonigrey, authored Goodwin's last production, *Concentratin'*.

So *Proudly We Hall*, the new Joseph M. Viertel play, which will close the season of the Red Barn Theater at Locust Valley, L. I., opens on August 4, with completed cast made up of Richard Cromwell, John Call, Nancy Kelly, John Most, Edward Andrews, Vernon Crane, Gordon Nelson, Alexander Campbell, Mitchell Harris, Jack Davis, Blanche Haring, Eddie Bracken and Charles Walters.

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BROADWAY RUNS

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Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	290
Dead End (Belasco)	Oct. 28	322
Dorian Gray (Comedy)	July 20	16
Muletti (Vanderbilt)	Oct. 24	325
Pre-Honeymoon (Lyceum)	Apr. 30	108
Three Men on a Horse (Playhouse)	Jan. 30	641
Tobacco Road (Forrest)	Dec. 4	1145

Musical Comedy	Opened	Perf.
New Faces (Vanderbilt)	May 19	87
On Your Toes (Imperial)	Apr. 11	129

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FALL TERM BEGINS OCTOBER 26

For Catalog address the Secretary, Room 145 H, Carnegie Hall, N. Y.

News of the Week

Paramount Pictures, Inc., July 30 announced that it had reached an amicable and satisfactory settlement with John E. Otterson, former Para president, regarding the latter's contract with the corporation. No mention was made of the amount paid or to be paid, however, for the remaining unexpired four years of the agreement, but it was understood that Otterson was ready to place the case in the hands of his attorneys in the event no settlement could be reached.

The corporation also announced the authorization of the merger of its wholly owned subsidiary, Paramount Productions, Inc., with the parent company and the election of Henry Herzbrun as vice-president of Paramount Pictures, Inc. Frank Meyer and Jacob H. Karp were also elected assistant secretaries of the corporation.

Upon the completion of the merger on August 1 all contracts with Paramount Productions, Inc., automatically will be assumed and carried out by the parent corporation.

Ed Finney, recently publicity head of Republic before he went over to Grand National, has contracted for eight Westerns for that company. According to E. L. Alpers, president, this lines up six of the nine producers who are to do Grand National's scheduled 52 pictures. The productions which Finney will supervise will be made by an organization called Boots and Saddles Pictures, Inc. Remaining producers under contract are Douglas MacLean, Boris Petroff, Frank Gay, Ray Friedgen and George Hirllman. Finney will continue as publicity chief. Alpers, who left for Quebec last week, from where he will go to England to plan for distribution over there, will return in about one month to go to the Pacific Coast, where he will look over production activities.

Because the national deficit has increased owing to federal emergency relief measures, it is possible that the national government will renew sales and "nuisance" taxes, scheduled to expire the coming June and July. Amusement taxes are included in the "nuisance" category.

Twentieth Century-Fox, in a financial statement last week, reported that its profit for the 26 weeks ending June 27 were double those of the same period last year, the net being \$2,769,190 after deducting the various charges and taxes except the surtax on undistributed profits. Last year's net for the same period was \$1,355,781.

Keith-Albee-Orpheum last week also reported a net profit of \$424,573.46 for the 26 weeks ending June 27 after deducting all charges. For the year ending June 27 the net profit amounts to \$714,238.65, which is equal to \$11 per share on the 7 per cent cumulative stock. For last year's 26 weeks ending June 27 or thereabouts the profit was \$113,408.21.

A net profit of \$683,433.57 for the year ended June 27 is reported for B. F. Keith Corporation.

When representatives of the Performing Rights Society, Ltd., arrive from England, ASCAP will probably set a definite date for its withdrawal from the Canadian Performing Rights Society, according to E. C. Mills, ASCAP general manager. Edwin P. Kilroe, of 20th Century-Fox, said last week that attorneys representing major distributing outfits will come together in September to try to arrange conditions so that pictures containing ASCAP music may be shown in Canada subsequent to the date on which the licensing organization will abolish its Canadian interests.

When W. Ray Johnson's contract as president of Republic runs out at the end of this year it is expected that he will become an important figure in the reorganization of Monogram, of which company he is still president. It is understood that current plans call for (See NEWS OF THE WEEK on 4th col.)

"MARY OF SCOTLAND"

(RKO-RADIO)

TIME—120 minutes.

RELEASE DATE—July 31.

PLOT—Mary Stuart, queen of Scotland, returns to her native land to assume active reign. Her half brother, Morey, had been regent in her absence and plots with the various lords to use her as a figurehead. When she asserts her control they overthrow her after she has dismissed her main backer and lover, the Earl of Bothwell. Elizabeth, queen of England, is jealous of Mary and manages to trap her and cast her in jail in England, eventually having her beheaded for treason. Bothwell, who married Mary and then had to leave when the country revolted, dies in jail.

CAST—Katharine Hepburn is almost great as Mary, while Fredric March steals the show with a vital performance as Bothwell. Florence Eldridge is excellent as the spiteful, jealous and conniving Queen Elizabeth. Others are Douglas Walton, as the effeminate Darnley; John Carradine, as the vivid Rizzio, and Moroni Olsen, Ian Keith, Ralph Forbes, Alan Mowbray, Earle Fox, Gavin Muir.

DIRECTOR—John Ford, director of the prize-winning *The Informer*, directed this one. Altho he has successfully recreated the mood and atmosphere of 16th century Scotland and England, he has turned out a too slow and somewhat tedious film.

AUTHOR—From the play by Maxwell Anderson. Anderson's prose verse is not used, however.

COMMENT—An impressive costume drama that should have great appeal in the big cities, but which will probably be too slow and talky for the neighborhood audiences. In other words, a truly grand picture, artistically, but one not so sure from the b.-o. angle.

APPEAL—For adults and class patronage mostly.

EXPLOITATION—Hepburn, March and historical angles.

"RHYTHM ON THE RANGE"

(PARAMOUNT)

RELEASE DATE—July 31.

TIME—88 minutes.

PRODUCER—Benjamin Glazer.

PLOT—Jeff Larrabee, taking his pet bull back to the Arizona ranch owned by Penelope Ryland on a box car, finds Doris Halloway hidden therein. He doesn't know that she is the daughter of a millionaire and his boss' niece. They fall in love, altho they battle about various minor accidents, such as her causing them to lose the freight train. At the ranch, when the engagement is announced, her father and aunt, who didn't know where she was since she ditched her fiance because she didn't love him, try to spike the marriage. Larrabee skips but she chases him and they clinch.

CAST—Bing Crosby, Frances Farmer, Bob Burns, Martha Raye, Samuel S. Hinds, Warren Hymers, Lucille Gleason, George E. Stone, James Burke, Leonid Kinskey. Crosby's singing as topnotch as ever, but that's where his effectiveness ceases. Farmer swell to look at and Burns, from radio and vaude, pretty funny. Raye should be made by the picture, her comedy and drunk mugging good for laughs in the neighbors and her singing of a scat song okech. Gleason is no worse than anyone else would have been in a part that's ridiculous. She's supposed to be a tough gal from the West, where women ain't led by the nose.

DIRECTOR—Norman Taurog. Okech for the material, but he should have done something to make the story halfway good.

AUTHORS—Original by Mervin Houser, Walter De Leon, Francis Martin. Screen play by Sidney Salkow, John C. Moffitt. Five writers and this the best they can do.

COMMENT—A weakie, to be carried by the Crosby draw.

APPEAL—Family.

EXPLOITATION—Rodeo tieups, when they're playing, and Crosby.

APPEAL.

Film Consensus

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

Name	Favor- able	Unfa- vorable	No Opinion	Comment
Spendthrift (Paramount)	8	6	7	"Fast-moving comedy."—Daily Variety. "Mild program."—N. Y. Exhibitor.
Satan Met a Lady (Warner)	4	8	4	"Misses out."—Post. Disappointing.—News.
The Return of Sophie Lang... (Paramount)	11	2	7	"Clever, entertaining drama."—Film Daily. "Fair program."—Harrison's Reports.
Counterfeit (Columbia)	13	0	3	"Interesting drama."—Box Office. "Exciting."—Harrison's Reports.
Ticket to Paradise (Republic)	4	2	6	"Neighborhood double bills."—Hollywood Reporter. "Program."—N. Y. Exhibitor.
And Sudden Death (Paramount)	4	8	6	"Dubious."—Daily Variety. "Fair program."—N. Y. Exhibitor.
White Fang (20th-Fox)	4	6	9	"Borders upon a travesty."—Hollywood Reporter. "Unpretentious."—M. P. Herald.
August Week-End (Chesterfield)	0	3	5	"Okay supporting."—Variety. "Weak dual material."—The Billboard.
Prison Shadows (Puritan)	2	0	3	"Fairly entertaining."—Film Daily. "Good indie."—N. Y. Exhibitor.
West of Nevada (Colony)	1	1	2	"Weak one."—The Billboard.

Exhibitors' Organizations

ITO of Southern California and Arizona has joined the spreading campaign against the practice of radio appearances by motion picture stars. Last week Connecticut MPTO issued a similar resolution from its headquarters in New Haven, addressed to producers. The Southern California and Arizona unit statement, which has been sent to producers, studios and exhibitors, makes a point of the fact that the drawing power of the various stars is an asset gained thru the box office, and therefore radio appearances cause a decrease in popularity, which is detrimental to both ends of the industry—exhibitors and producers. A further point is aimed at newspaper broadcasts pertaining to screen stars, the argument here being based on the fact that the motion picture industry is a source of revenue to the papers.

The subject is of widespread interest among all indie theater operators, and it is possible that the Producers' Association in New York will be approached on the topic soon.

Harry Brandt, president of ITOA, at a joint meeting of his organization and TOCC at the Hotel Astor, New York, July 29 advocated a 5-cent raise in New York theater admissions. Co-operation between independents and major circuits appears in the offing. Pointing out that New York houses average only 17 1/4 cents on admissions in return for the best entertainment given in the best houses, Brandt labeled the practice as illogical, particularly in view of the fact that theaters in this area show two features. One way to return to the pre-depression scale would be to eliminate the various types of bargain shows such as early-bird matinees. The first circuit to be approached will be Loew's on August 5, on which date Brandt and Leo Brecher will hold a confab with Charles C. Moskowitz in an effort to jack up the admissions.

Other business during the meeting was the presentation by License Commissioner Paul Moss of a book of resolutions to Brandt expressing the appreciation of ITOA for his work.

Nothing further was done regarding the contemplated merger between ITOA and TOCC, the details of which are in the process of being worked out. On July 28, however, committees representing the two organizations met at the Astor and reported that progress was being made. August 6 is the date of the next session, and the completed merger is expected in September.

Northwest Allied Theaters at a recent meeting in Minneapolis indicated that it would combat preferred play-time bookings. Stanley D. Kane, executive secretary, reported on Paramount's accessories service, labeling as excessive the estimate that 85 per cent of Northwest's exhibitors had contracted for the new service. According to Kane, a truer figure is one-third.

NEWS OF THE WEEK

(Continued from 1st col.)

the return of Monogram to the production and distributing fields, with Trem Carr slated for chief position in the former capacity. Carr, however, is bound to Republic for one more year. Monogram still has offices in the RKO Building, Radio City.

Edward Golden, general sales manager for Chesterfield and Invincible pictures, has contracted independent distributors in six areas in preparation for distribution plans for next season. The areas are: New England, Academy Pictures; Northern Ohio, Selected Pictures; Indianapolis, Big Feature Rights; ditto for Southern Ohio and Kentucky; Salt Lake City and Denver, Allied Pictures; Detroit, Excellent Pictures. At the end of last week Golden was expected to leave immediately on a trip in order to complete details relative to the handling of product in Arkansas, Texas, Oklahoma, St. Louis, Kansas City, Omaha, New Orleans, Atlanta and Charlotte.

Wolfe Cohen, until now manager of Vitagraph, Ltd., in Winnipeg, Can., has been raised to the position of general manager of the company for the entire Canadian area. He will have offices in Toronto. Harry Paynter, who has been manager for Toronto and general manager for the Dominion, remains as branch manager.

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MOVIE SUPPLY COMPANY

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"SUZY"

TIME—95 minutes. (MGM) RELEASE DATE—July 24.

PLOT—Suzy, a showgirl in pre-war London, marries an Irish mechanic, but on their wedding night he's shot because he has stumbled on the secrets of a spy ring. Without waiting to find out if he's dead she rushes madly off in all directions (like Stephen Leacock's horse), ending up in Paris married to a French aviation ace. A swell aviator, he turns out to be a washout as a husband, with things further complicated when the Irishman, who wasn't dead at all (surprise! surprise!) turns up as a British test pilot. The spy ring again rears its ugly head, and in the end the French aviator succumbs to the wiles of the same fatal lady who had previously tried to bump off the Irishman, getting buried with the highest military honors. That, of course, leaves the way clear for a re-merger of the mechanical abilities of Suzy and the Irishman.

CAST—Jean Harlow, Franchot Tone, Cary Grant, Lewis Stone, Benita Hume, Reginald Mason, Inez Courtney and others. La Harlow, tossed into an Ann Harding role, looks like a good recruit for Billy Bryant's showboat troupe. Tone at least honest as the Irishman (tho his brogue could be refurbished) and Grant does what he can as the Frenchman. Support excellent.

DIRECTOR—George Fitzmaurice. He took an infernally long time to get nowhere.

AUTHORS—Screen play by Dorothy Parker, Alan Campbell, Horace Jackson and Lenore Coffey from the novel by Herbert Gorman. They say that Suzy, in the novel, wasn't quite so marriage-conscious. There were just enough adapters to get up a nice rubber of bridge.

COMMENT—Next week, *East Lynne*.

APPEAL—Are there any Marie Corelli fans left?

EXPLOITATION—The names.

"EARTHWORM TRACTORS"

(FIRST NATIONAL)

TIME—68 minutes. RELEASE DATE—July 18.

PLOT—Alexander Botts, who thinks he's a born salesman, gets a job selling tractors because Sally, the gal in the old home town, wants him to do something big. Without knowing anything about tractors he demonstrates one to the crusty pa of a pretty lass. He loses his job, gets it again, loses it again; loses the new gal when he tells her about Sally, loses Sally when he goes back and finds she's married someone else, and finally wins both the new gal and the job by outsmarting his own boss and taking the girl's complaining parent on a tractor joyride across a mountain that's being blasted.

CAST—Joe E. Brown, June Travis, Guy Kibbee, Gene Lockhart, Carol Hughes, Dick Foran, Olin Howland and others. Brown and Kibbee give grand comedy performances, tho Brown isn't too well cast. Travis lovely and charming. Hughes would seem more in place in a shop window.

DIRECTOR—Raymond Enright. Okeh, tho he goes overboard on the tractor-slapstick.

AUTHORS—Screen play by Richard Macauley, Joe Traub and Hugh Cummings from the stories by W. H. Upson. Pretty flat.

COMMENT—The performances keep it just over the line.

APPEAL—Duallers.

EXPLOITATION—Brown and the mag stories from which it was taken.

"HEARTS IN BONDAGE"

(REPUBLIC)

TIME—77 minutes. RELEASE DATE not given.

PLOT—Based on the Civil War theme of the epic battle of the first two ironclad battleships, the Monitor and the Merrimac, this rather worn yarn presents the case of two pals in the United States Navy who become friendly enemies when the Civil War breaks out. Kenneth remains with the Union forces and Raymond, a Virginian, joins the Confederacy. The former, in trying to save the Merrimac from falling into Confederate hands, disobeys orders and scuttles her. He is dishonorably discharged but enters the service unofficially when he persuades his uncle, Ericson, to build the Monitor in order to lick the Confederate Navy, which, with the salvaged Merrimac, is sinking every Union ship it meets. In the final battle the Monitor is victorious, and Raymond is killed. Raymond's sister, uttering a few platitudes about wars in general, marries Kenneth nevertheless.

CAST—James Dunn, David Manners, Mae Clarke, Charlotte Henry, Henry B. Walthall, Oscar Apfel, Clay Clement and Frank McGlynn Sr. Clarke the best of the lot.

DIRECTOR—Lew Ayres. A few stirring moments.

AUTHORS—Screen play by Bernard Schubert-Olive Cooper; story, Wallace MacDonald; adaptation, Karl Brown.

COMMENT—Obviously a major effort on Republic's part. Spotty, with Lincoln, Buchanan and other worthies hiding behind trick beards.

APPEAL—Interesting despite its phony photography and old theme. Does not get out of the daults.

EXPLOITATION—Historical angle.

"WE WENT TO COLLEGE"

(MGM)

TIME—69 minutes. RELEASE DATE—June 19.

PLOT—A thoroly amusing and yet occasionally wistful burlesque of that old American custom, the college reunion. A cross-section of an old class is given: the chap who stayed on to become a professor and play bass viol at faculty concerts, the former rah-rah boy doddering toward his middle years, the class bore who's now in the Senate, good old Curly who is now bald as a coot, the man who attends primarily to sell the college a contract for its new building. Also various wives. What there is of story concerns the flighty wife of the professor, who seeks to renew an old campus affair with the determined business man, until at the end his wife tells her off.

CAST—Walter Abel, Charles Butterworth, Hugh Herbert, Una Merkel, Walter Catlett, Edith Atwater, Charles Trowbridge, Tom Ricketts and others. Excellent.

DIRECTOR—Joseph Santley. A fine job as to both comedy and implied pathos.

AUTHORS—Screen play by Richard Malbaum and Maurice Rapf from a story by George Oppenheimer and Finlay Peter Dunne Jr. Good work all around.

COMMENT—A highly amusing, constantly enjoyable and fundamentally wistful exemplification of the reason that this reporter has never attended a college reunion.

APPEAL—Anyone who's been to college, and plenty who haven't.

EXPLOITATION—Reunion stuff.

"EASY MONEY"

(INVINCIBLE)

TIME—61 minutes. RELEASE DATE—July 10.

PRODUCER—Maury M. Cohen.

PLOT—District Attorney Dan Adams, prosecuting a case against a fake-accident ring, resigns when he learns that his brother Eddie is one of the gang. Starting from scratch as an investigating attorney for an insurance company, Adams determines to break the racket. With the aid of a female file clerk he traces questionable cases to the ringleader, Trotti, who, under the guise of a proprietor of an antique shop, negotiates the complexities of the fake-accident racket. Eddie, deciding to go straight at the behest of his brother, is murdered by Trotti's men, who make the crime appear as tho it were an auto accident committed by Adams' girl friend, who, in trying to unearth evidence against Trotti, had obtained a job with him. With the aid of the deceased Eddie's wife, who makes Trotti talk, the gang is cornered.

CAST—Onslow Stevens, assured as the D. A., and good stock performances by Kay Linaker, Noel Madison and Alan Vincent.

DIRECTOR—Phil Rosen. Okeh. Direction much better than in recent Invincible films.

AUTHORS—Story by Paul Perez and Ewart Adamson. Adaptation and screen play by Arthur T. Horman.

COMMENT—Strong upper double billing. In general, a fairly solid job.

EXPLOITATION—Fake-accident ring angle.

"HOT MONEY"

(WARNER)

TIME—68 minutes. RELEASE DATE—July 18.

PLOT—A shady stock manipulator comes across a half-crazy inventor who has discovered a substitute for gasoline—some sort of concentrate a few drops of which, mixed with a gallon of water, will give the family flivver Rolls-Roycean delusions. Instead of selling it to Mr. Rockefeller's outfit, which would probably have given a lot to suppress it, he organizes a bucket-shop outfit and sells shares to the gullible public, including his own pretty secretary. The Better Business Bureau wants to know how come, and, since the nut inventor has by that time disappeared, the promoter is forced to stall for a couple of reels, thus turning *Hot Money* from a short into a feature.

CAST—Ross Alexander, Beverly Roberts, Joseph Cawthorne, Paul Graetz, Andrew Tombs and others. Alexander Breezy as the promoter; Roberts, lovely and very capable, wasted as his secretary. Graetz does a good job as the inventor.

DIRECTOR—William McGann. Routine.

AUTHOR—Story and screen play by William Jacobs. At least you don't have to divide the blame.

COMMENT—What the audience has to take in order to see the top-bracketed picture.

APPEAL—Under spots in catch-as-catch-can nabes.

EXPLOITATION—The substitute for gasoline.

"THE PRIVATE SECRETARY"

(ATLANTIC)

TIME—60 minutes. RELEASE DATE—Not given.

PLOT—Douglas Cattermole, playboy nephew of a wealthy Englishman just returned from India, moves out of his lodgings because he is in debt and is afraid to meet the old boy. Mr. Cattermole finds a clergyman in the Cattermole quarters and takes the old eccentric for his nephew, threatening to have nothing to do with him unless he foregoes his countrified ways and makes a man of himself. Meanwhile Douglas has taken the clergyman's name, Spalding, and has become the private secretary to an old friend of Mr. Cattermole, a job which was intended for the real Spalding. Cattermole visits his friend, finds the supposed Mr. Spalding there, likes him very much and enlists his aid to get rid of the real Spalding when the latter shows up. Some hilarious comedy results, and the plot is untangled when Gibson, young Cattermole's creditor, presents himself and demands money owed him. Old Cattermole is much relieved that his nephew is a rake.

CAST—Edward Everett Horton, Judy Gunn, Oscar Ashe, Sydney Fairbrother, Barry Mackay and Michael Shepley. Horton just fair. Support gives stock performance.

DIRECTOR—Henry Edwards. Material very thin.

AUTHOR—Adapted from the play by Sir Charles Howtrey.

COMMENT—Another for the duals, with plenty of English accents.

APPEAL—General.

EXPLOITATION—Not much to be done except plug Horton, and he's not up to par in this one.

"KELLY OF THE SECRET SERVICE"

(VICTORY)

TIME—64 minutes. RELEASE DATE—June 15.

PLOT—Dr. Marston hires two bodyguards to watch his laboratory so that nobody steals his new bomb, an invention sought by the war department. The day before a demonstration is to be held the apparatus is wrecked and the construction plans stolen. Kelly, of the secret service, arrives and questions all characters who have any possible motives. It develops that one of Marston's helpers, Miss Flynn, holds clandestine meetings with an Oriental. She is traced to a hideaway by Marston, Kelly and others. There one of Marston's bodyguards is mysteriously hypnotized when he seems on the point of discovering something. After endless but feeble entanglements it is ascertained that Miss Flynn's uncle, who lives in the place, is the real inventor of the bomb, which was stolen by Marston, and that Marston had killed a former federal investigator and had made a victim of the inventor by hypnotizing him into believing himself guilty of the murder.

CAST—Lloyd Hughes, Sheila Mannors, Fuzzy Knight, Jack Mulhall and others. Mulhall the least deadly of the lot.

DIRECTOR—Bob Hill. Poor.

AUTHORS—Screen play by Al Martin from Peter B. Kyne story, *On Irish Hill*.

COMMENT—A new low in hopeless boondoggery.

APPEAL—Zero.

EXPLOITATION—Routine.

EBMA Is And Isn't

Gives up office—but Scribner asks copy of BAA agreement—Hirst visits BAA

NEW YORK, Aug. 1.—Eastern Burlesque Managers' Association is and isn't still in existence. Defeated when it opposed the Burlesque Artists' Association in September, the EBMA's activities simmered down since that time and only a month ago its name was scratched off the door of its office in the Brill Building. This office had been used jointly with the Theater Authority, of which Sam Scribner is president. Scribner is director of the EBMA.

However, altho the EBMA is theoretically dormant, Scribner presided over a meeting of managers Thursday, held in the same Brill Building office. It appears as tho the EBMA group just can't make up its mind whether to negotiate with the BAA or to let the managers negotiate individually. The BAA prefers to negotiate with each manager separately, claiming previous manager associations have proved unstable. Altho Scribner asked the BAA for a copy of the agreement for the new season, the BAA says it doesn't even know if the EBMA is still alive. The BAA sent Scribner on Tuesday a copy of the BAA-EBMA agreement, which is supposed to have been in existence ever since the strike ended.

Several local operators, such as Abe Minsky, I. H. Herk and Charlie Schwartz, are not in the EBMA group now and are expected to negotiate individually.

Issy Hirst, head of the Indie Burlesque Circuit, dropped in at the BAA office Tuesday and was given a printed copy of the BAA agreement. If Hirst accepts it, the BAA executive board and, in turn, the BAA membership must then okeh it.

Burlesque People Active In Trenton Night Spots

TRENTON, N. J., Aug. 1.—Burly people are doing okeh here in the nightclub field. Harry (Kid) Morrison, for years a burly agent and manager and more recently district manager for the Comerford company at Wilkes-Barre, Pa., is running the Red Cat Inn here and is also handling Uncle Joshua's Fiddlers thruout New Jersey area. The Red Cat has a floor show with 12 girls, a prim, two comics and a soubret, with principals changed every two weeks.

Clyde Bates, the original tramp with Rube Bernstein's *Follies of Pleasure*, and Spike Hogan, an old-time baseball player, are doing a heavy business with their Cadet Tavern here.

Pat White, Rags Murphy and Frank X. Silk are among the burly people who stopped off a few hours at each spot here last week on their way from New York to Philadelphia.

Morrison runs a large used car exchange here in addition to his theatrical activities.

HELEN NELSON, burlesque principal, night clubbing at Engle's Tavern, Atlantic City. Other burlesquers ditto at this resort are Ming Toya, Club Cadix; Marty and Nancy, Dude's Ranch; Hilda Allison and Estelle Thomas, French Casino; Mae Dix, Banker's Tavern; Bob Carney, House of Moran, and Madge Johnson, Cliquot Club, operated by Max Cohen, ex-burlesque theater operator of Philadelphia.

Beck as Gen. Mgr. For Indie Circuit

NEW YORK, Aug. 1.—Jack Beck, agent, has been appointed general manager for Issy Hirst and the Indie Burlesque Circuit. Will operate out of the new Hirst office in the Bond Building here after August 15. Now vacationing in Atlantic City.

ALLEN GILBERT, expert pro for the Wilner's, New York, was a week-end visitor July 25 to 27 in Atlantic City. Also Jules Arlis, manager of Bijou, Philadelphia; Jimmie Lake, operator of the Gayety, Washington, and Mrs. Lake and Jimmie Jr.; Al Somerby, operator of the Howard, Boston; W. C. Pickens, of St. Louis; Rube Bernstein and Hinda Wausau, Murray Briscoe, Jack and Alma Lewis, Jess Mack and Jean Lee and Eunice Hallo.

Indie Circuit Still Pending

NEW YORK, Aug. 1.—The Indie Circuit is still waiting for BAA negotiations to close before it reveals its plans for the new season. Altho there are reports that the first Indie unit, staged by Benny Bernard, will open August 22 at the Gayety, Baltimore, with the Gayety, Washington, and the Bijou, Philadelphia, to follow, Issy Hirst insists that nothing is definitely set.

However, it appears that Phil Rosenberg will again book for the circuit, with Jack Beck as general manager and Charlie Franklin doing press work.

DOTTIE MAYO, chorine at the Globe, Atlantic City, in mourning over the death of her mother July 24 in Atlantic City Hospital from an appendicitis attack.

U-Notes

By UNO

BONITA, versatile dancer at the Club Nomad, Atlantic City, is to make her debut in burlesque thru her exclusive rep, Stanley Woolf, with a real new sensational patented dance. Other specialty performers at Charlie (Goodelman) and Cy's (Nathanson) Nomad are Madge Carmyle, Margot Lopez, Jean Bodine, Nazarre Hallo, Vera and Gomez, Peggy O'Neill, Emma Jordan, Lee Vaughn; Jack Rich, emcee, and George Sampson, general producer. All booked by Woolf. Charlie and Cy to invade Miami after Labor Day with another nightierie.

SAMMY SMITH and Stanley Simon, now entertaining at Sha-Wan-Ga Lodge, High View, N. Y., where our Joe Orleck is vacationing, have teamed up for 1936-'37 burlesque. Co-workers of Smith and Simon at High View are Sol Burry and Honey May.

FAY TOBY finally stepping out as a strip principal. Leaves show-girl ranks at Republic, New York, August 8 to open at the Bijou, Philadelphia, August 9 for two weeks; thence to Indie circuit in the Irving Selig show.

JEAN CATON returned to her Brooklyn home, recovered from a rundown condition that had her laid up in a camp in Bath, Me., last two months. To join an Indie show the coming season.

PAUL MOROKOFF, general producer at the Globe, Atlantic City, celebrated his moving into the Vermont on the Boardwalk with a housewarming party July 26 and 27. Invited guests included George Glass, Jess and Reggie Myers, Jean Remington, Kay Neville, Stanley Woolf, Happy Hungry Hyatt, Murray Green, Elsa Lang, Nazarre Hallo, Eddie Ryan, Ruby Wallman, Ella Mayfair, Ida Finnegan, Yetta Baskin, Charles Harris, Charles Fay, Victor Pall, R. Costello, Dallas Packer, Terry King, Jerry McKenna and others. Heap much eats, drinks and entertainment. Morokoff, who played generous and attentive host, also to double between the Globe and the Ritz Gardens Club, where he will produce an ultra show with 12 dancers and 6 show girls.

MARGIE HART and Mimi Lynn interviewed and questioned by C. F. Gaylord, free-lance writer, preparing biographies of headline burlesque strip teasers for special articles in *Esquire* and *Collier's*.

JIMMIE LAKE, operator of the Gayety, Washington, and an upstairs nightclub in the theater, to build a restaurant adjoining. Jimmie Jr. is out for a priesthood career.

PEGGY HILL is recuperating from recent breakdown at the Van Ness.

LEONARD RAYMOND, of the Star, Brooklyn, and wife are back from a Montreal tour and spending the rest of the summer with brother Harold and wife and Senior Sam and family at Long Beach, L. I.

VERA WALTON, former Columbia Wheel prim, now emceeing and torch singing in New York night clubs. Returned recently from a night club tour of Michigan, Mexico and Cincinnati.

IDA ROSE and her Six Rosettes, including Dottie Gray, Ruth Freeman, Frenchy, Mickie O'Day, Amy Albert and Mitzie, left Reilly's Tavern, Coney Island, operated by Sam Raynor, burlesque comic, July 19. Due to open in another nightie in New York.

BOWER SISTERS, Marion and Florence, reopened on a return engagement at Chin Lee's, New York, July 27. Just emerged from their Newark home, where Florence recovered from the flu contracted while working at the Commodore Country Club, Swan Lake, N. Y.

THOMAS PELUSO, ork leader of the Globe, Atlantic City, celebrated a birthday July 22 with a party at M. Berman's Atglen Hotel, managed by Fay Tunis, former featured lead in many Columbia, Mutual and stock shows. Special guests included Lillian Law, Elaine Hubert, Natalie Cartier and Dominick Margadonna, musician contractor at the Globe.

Burlesque Reviews

Republic, New York

(Reviewed Tuesday Evening, July 28)

Current show, staged by Freddie O'Brien under Harold Weinstein's supervision, is called *Seein' Red*, with Mae Brown getting feature billing. It's a pretty good show, displaying quite a bit of production effort and bringing out a comely lot of girls.

Show is weak, however, in routing. Not enough specialties or novel bits to break the monotony of the chorus, blackout and strip pattern. Dance numbers, performed by 18 girls, are pleasing mainly because the girls are easy to look at and their costumes don't hide too much. However, the dances and posing don't bring out many new angles in presentation and the girls perform quite listlessly. Girls need more pep, altho this was the last show in a four-a-day schedule and may explain their being tired. However, the customers expect pep at all shows, it must be remembered.

Best group numbers were the opening in verse, the *Chant of the Jungle*, with the girls' tiny costumes illuminated in the dark, and the mirror novelty. Comedy blackouts were fair, most of them being rehashes of older bits. Max Furman was

a favorite with his aggressive mannerisms. Stout Irving Selig and poker-face and clever Bob Ferguson also did okeh with their own particular styles. Russel Trent and Wen Miller were all right as straights, while Danny Morton revealed an above-average tenor voice in leading the group numbers.

Mae Brown, featured, socked over her singing and strip parade specialty. She has a cute figure, a nice smile and a skillful way of stripping her lovely Grecian gown. Lillian Murray's unusual figure put her over, as is usual. Lillian Harrison, pretty red head, did okeh with her skillful teasing. Alma Maiben, slim blonde, did capable straight work and also offered an okeh parade strip. Blond Rose LaRose was a hit with her exotic style of undressing. Mary Murray offered competent straight work. Princess Lyandra, shapely brunet, did solo dancing in a couple of big numbers, impressing with her vivacious style. Jane Dobbins, a Greta Garboish blonde, is different as a personality but needs a stronger specialty.

At 25-55 house was packed when caught. Show ran an hour and 25 minutes. Applause was light, the shows apparently failing to arouse much enthusiasm, even tho it wasn't dull by any means.

PAUL DENIS.

Burly Briefs

JOHNNY COOK goes into the Gayety, New York. Billy Foster closing there. . . . Sonny Lovett, New York Eltinge principal, is studying dancing. . . . Rex Wilton switches from the Republic to the Apollo, New York. . . . Joe Lyons from the Eltinge to the Gayety, New York. . . . Rags Ragland is in from Atlantic City and opened Sunday at the Apollo, New York. . . . John Head is leaving the Gotham, New York, and going on a vacation with his wife, Diane Roland, who is recovering from a recent illness.

PAT KEARNEY'S son, Pat Hayes, and Jimmy Ashley are doing an act at Tony's night club, New York. . . . Charlie McNally is giving the gals a break now that he's cashed his Burlesque Club

check. Getting himself a set of fancy teeth. . . . Eddie Innis came into New York from his mountain resort looking for a straight man last week. . . . Frank Penny was another who came into the city on a brief stay from his vacation spot.

MILTON SCHUSTER was in Detroit last week, where he attended a meeting of managers from Detroit, Buffalo, Toledo, Cleveland and Toronto. . . . Further details on this meeting will appear in an early issue. . . . Marvin Jacobs was a Chicago visitor last week. . . . So was Arthur Clamage, who was there to line up people for the coming season. . . . Georgia Clyne and Mickey Dennis are visiting the latter's home in Battle Creek (See *BURLY BRIEFS* on opposite page)

Managers May Ask for Easier Terms on Hours; BAA's Answer

NEW YORK, Aug. 1.—One of the important issues of the current manager-BAA negotiations will be number and arrangement of hours for performers, it is expected. One local managerial group has already indicated it will seek a relaxing of the Saturday and Sunday hour schedule.

Meanwhile Tom Phillips, president of the BAA, points out that, altho during the strike the managers claimed the new hour schedule would put them out of business, not a single house folded because of this condition.

Before the BAA strike in September most local houses were calling their performers at 11:30 for two shows up to 5 p.m., with a 1½-hour supper period, followed by performances until 11:15 or 11:30. Now performers report 1 p.m., with curtain coming down at 5, with two hours for supper and final curtain at 11 p.m. This change gave performers about 15 hours a week more leisure.

Burly business locally has been the best in years, and Phillips points out the managers still get their four shows a day in.

PROFESSIONAL CARDS

EVELINE DAILEY

Formerly of the Dailey Twins.
Five Feet of Dainty Acro Strip-Tease.

SEE
DAINTY FLORRIE JOYCE
THE TOPS—LIKE A ROLLS-ROYCE.

FAY TOBY

SOMETHING NEW IN STRIP-TEASE.
Season 1936-1937.

DANNY MORTON JUVENILE
TENOR

Formerly Radio Connected. Now on His 8th
Week at the Republic, New York.

Tab Tattles

HY HEATH, still holding forth in the continuity department of Stations KWKH and KTBS, Shreveport, La., typewrites as follows: "Somebody in your column is querying about some of the old-time tabsters. I've about lost track of most of them myself and sure would appreciate a line from them thru the column. However, here are the whereabouts of a few: Johnny Mattise is out of the business and working at something or other in his home town of New Orleans; Walter (Bozo) St. Clair is at the Joy Theater, Dallas; Morris (Hickey) Harding is doing radio work in New Orleans, and Dan White and wife, Tillie Blake, are in Shreveport, where Dan is working at his old trade of auto mechanic." . . . George B. Hill, the well-known funny man, is confined at the Government Hospital, Hot Springs, S. D., with a broken ankle sustained recently at his home in Deadwood, S. D. Bad luck seemingly befalls George every time he goes home and this time was no exception. He expects to be out of the nursing home in another fortnight, when he expects to pack his family into the gas wagon and head for the Coast. . . . Patsy Lee, novelty and character dancer, sneaked away from Cincinnati recently to jump to Denver for a visit with her mother. . . . Charles (Kid) Koster, vet manager and agent, is now vacationing at Nolan's Point, Lake Hopatcong, N. J., and expects to remain there for the balance of the season. . . . Featured with the *Penthouse Follies*, now touring the maritime provinces of Eastern Canada, are Bob and Pam, dancers; Harriet and Elaine, dancers; Buddy Byrnes, juve singer, and Fritz and Murphy Brothers, singing comedians. There are six girls in line.

MEMBERS of the Marie Purl unit had a thrilling experience at Charleston, W. Va., recently when the hotel at which they were stopping burned to the ground. The gang was trapped in the building, but eventually all made good their escape—that is, all but Marie. Just as everybody was about to give up the ship down the stairs dashed Miss Purl, carrying her two Pekingese dogs. Their barking had awakened her just in time to reach the exit safely. Marie lost practically all of her belongings in the fire, but she still has the dogs and, as far as she is concerned, that's all that matters. . . . Mary Miller—address Mickey Franzman, tenor singer, in care *The Billboard*, Cincinnati, O. . . . Connelly and Radcliffe are mourning the loss of their 13-year-old Alredale, Paddy Whack, who died recently at Syracuse, N. Y. Paddy had tramped all her life and was formerly given billing in the act when it was known as Con, Rad and Paddy. . . . Raynor Lehr, who for many years operated his own tabloid attractions and known to all the oldtimers in the game, is now playing a return engagement as emcee at Cclosimo's, popular Chi night club.

HAL CRIDER, one of the tab oldtimers, was a visitor at the desk Thursday of last week to talk over things, old and new, and to mull over a few beers at the spot across the street. Hal was in town to play a club date for Ernie Creech, of the Sun office, with his daughter, Raby, and Texas Peggy, cow-girl singer. Crider and his partner, Otto Paige, are reorganizing their 25-people show to open a long string of fair dates for the Sun agency at Osgood, Ind., August 6. The fairs will keep 'em busy until October 15. . . . Tab picture in Western Pennsylvania for the coming season looks promising, according to reports from bookers and theater operators in those parts. Joe Hiller, Pittsburgh booker, reveals that he has already lined up several accounts for the fall. Most dates are two and three-day stands. Among theaters already penciling in occasional shows are Warner's Cambria, Johnstown; the Columbia, Kittanning; the Rialto, Beaver Falls; the Mishler, Altoona, and the Drake, Oil City.

FEATURED with Chalmers Cullins' *Swing Time Revue*, current this week at the Capitol, Atlanta, are Bitty Till and her Southern Darlings, Bennett and Allen, the Johnson Sisters, Pat Kerwin, Helen McDowell, Marie Norwood, Master Billy Middleton, Burney Lyons, Sue Gee, Mary Duncan and Verne Adams and his swing-time combo. . . . Joe and his Pals, canine turn, and a

line of 12 girls are among the features of Joe Franklin's third edition of his *Fantasy Follies*, now in Pennsy territory. . . . Harry Krivit has a new show labeled *Femme Follies*, which he broke in recently at the Hershey Theater, Hershey, Pa. *Revue* features Sari Frolet, Weist and Stanton, Jacques La-Tour and a line of 16 girls. . . . George D. Bartlett, having concluded his vacation, is now handling all the comedy with the Cotton Watts tab at the Bonita, Chattanooga. Eddie Butler is doing straights; Don Lane is juve and Pop Lane is doing a line of specialties. Montine Vincent is chorus producer, with Wesley Brown in charge of the three-piece pit ork. . . . Cotton Watts is in Little Rock, Ark., visiting his brother and sister-in-law. . . . Att Candler and his brother are handling the laughs with the show at the Rialto, Knoxville.

BURLY BRIEFS

(Continued from opposite page)
for a short vacation. . . . Bert Saunders and Dorothy DeHaven are spending their vacation at Sturgeon Bay, Wis. . . . Charles Fritcher, formerly well known in burlesque, is in a musical stock at Seattle. . . . "SeaBee" Hayworth, formerly with Strouse & Franklin, is featured in a tent show now playing Kentucky. . . . Solly Fields, former burly producer now associated with the Center Theater, Denver, a presentation house, hired William DeShon, Billie Fowler, Goldie Wing and Annabelle Lee thru the Milt Schuster office when he passed thru Chicago.

TAMARA, dancer, and Billie Lee, comic, new principals at the 42d Street Apollo, New York, July 24. . . . Harry (Hello Jake) Fields tendered his notice and left July 23 after one week's stay for a mountain engagement. . . . Peggy Reynolds, Joe Wilton and Rags Ragland, new principals July 31, when Georgia Sothern and Margie Hart returned from week's vacation. . . . Exits were Ceil Von Dell, Harry Seymour, Palmer Coty, Billy Lee and Dawn Dee Lees.

MAX RUDNICK, operator of the Eltinge, New York, and Mrs. (Billie Shaw)

Rudnick left last week to vacation at Fleischmann's in the Catskills. The Castle, Long Beach, L. I., devastated by fire last week, was operated by Rudnick last summer. . . . Eddie Godin, chief clerk of the Peerless Hotel, burlesquer's rendezvous in New York, is now an authorized agent for the United Air Lines. . . . Walter (Boob) McManus, comic, after seven weeks in New York hospitals battling with a stomach ailment, reopened in burlesque at the Eltinge, New York, July 24.

RED MARTIN, veteran burly comic, is back in New York. . . . The BAA office is getting an electric water cooler. . . . Pat White, old-time Irish comic, is recuperating at the Metropolitan Hospital, Welfare Island, New York. . . . Jeryl Farrell just underwent an operation at the Polyclinic Hospital, New York, and is doing okeh. . . . Beatrice Carewe, New York Gotham Theater chorine, is another ill one recovering at the Roosevelt Hospital, New York.

BOB LEONARD, George Kinnear and Patricia Paige replaced Joe Lyons and Loretta Collins at the Eltinge, New York, July 31. Loretta off to Boston home for vacation. . . . Sid Lorraine, former Columbia Wheel show owner and producer, now manager of the Chappell Music Publishing Company in the RKO Building, New York. . . . John Head, straight, left Minsky's Gotham, New York, August 1 to open August 9 in Gurston Allen's Casino, Toronto, playing burlesque and presentations.

JOE KILCH, straight, entirely recovered and unscarred from burns sustained in the Gayety, Louisville, fire three months ago, which laid him up four weeks in a local hospital. Now at the Lakeside Inn, Ferndale, N. Y., and will be okeh to return to regular burlesque shows next season. . . . Gladys Fox returned to the Gayety, New York, July 31, relieving Roxanne. . . . Ginger Sherry and Ginger Britton replaced Kenza Vinton and Dolores Weeks at Minsky's Gotham, New York, August 1.

Pier on opening night. He's headlining at the pier. Shipwreck Kelly is among the contestants. Isaac Resnick, father of late Harry Resnick, marathon p. a., is handling the door.

Eddie (Shadow) Davis Alive

CHICAGO, Aug. 1.—Eddie (Shadow) Davis, former participant in many endurance shows, visited *The Billboard* office here this week to deny that he had been killed in an auto accident as reported in these columns last January, the item having been accepted from what was thought a reliable source. Davis has been doing night-club work for the last 10 months and opens at the Pickford Tavern, Milwaukee, August 4 as emcee.

AL HOWARD, veteran emcee, now retired from the endurance field, is operating a ballroom in the Southwest. Al is anxious to hear from old friends, especially Ray Wray, Mickey Sheehan, Otto Brunette, Roma Terry, Earl Pegan and Budd Anderson. Mail will reach him in care of *The Billboard's* Dallas office.

TILLIE SWEET and George Bernstein emerged as winners of the recent Dilworth (Minn.) show. Clovis Wears and Joe Nalty finished second and Mario Allenandro and Ruth Carroll copped the show money.

MILE MIGNONE, aerialist, well known in the endurance field, sustained internal injuries when she fell from her trapeze while working the Club Plaza, Brooklyn, recently. Mile Mignone had headlined here and in Europe for a number of years and the Plaza engagement was a break-in after several years of inactivity. She is recuperating in Albany.

ROOKIE LEWIS' WALKATHON at the Century Ballroom, Tacoma, Wash., now past the 1,000-hour mark, continues to draw good crowds nightly. Daytime admission is 16 cents, with the ducats being jumped to 27 cents after 5 p.m. Show has three periods daily over Station KVI. Emsees are Rookie Lewis, Bill Owens, Duke Hall and Sam Gore. Goodwin Goldie and his Melody Men are (See *ENDURANCE SHOWS* on page 27)

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

Jersey Press Lauds "Pop" Dunlap's Walkies

CLIFTON, N. J., Aug. 1.—*The Clifton Times* in a recent editorial commented favorably upon the manner in which the walkathon being presented at Wessington Stadium here by Ray E. (Pop) Dunlap under the sponsorship of the Quentin Roosevelt Post of the American Legion is being conducted.

The editorial said, in part: "When the Legion post sought permission to sponsor the walkathon there was a flurry of protest. . . . The city fathers, however, decided to take a chance. All the guarantees have been lived up to, nothing untoward or unwholesome has taken place and thousands of persons daily have enjoyed the entertainment. No stock company of the palmiest days in these parts has won such a welcome as have the members of the troupe engaged in the walkathon business here. Everybody is profiting and the Legion is gathering a comfortable nest egg for its welfare and home funds."

"Pop" Dunlap's "battle of champions" is now in its fifth week, with business still first-class. At this writing there are 10 couples and two solos on the floor. Forty-five-minute European "treadmills" are featured at night in conjunction with the regular entertainment. The platform was augmented last Sunday by the addition of Archie Gayer.

The large tent went thru a severe rain and wind storm recently without a worried person in the show or audience. Credit is due J. W. Murray, veteran tent man, for his tactful handling of the big top. Feature nights are meeting with the approval of the crowds, and the endurance angle under Dick Layer and aired by Bill Stein is being handled in a showmanly manner. Dick Edwards continues to look after the comedy and entertainment, assisted by his two stooges, Hobo and Elmer. "Pop" Dunlap is still at the helm and associated with him is Phil Filloon, of Hollywood.

Dick Edwards is general manager of the Dunlap Enterprises. As a result of the fine manner in which the local marathon is operating, several other Legion posts have signed to use Dunlap shows, beginning in the near future.

Johnnie Ray's Walkie Looks Like a Winner

ATLANTIC CITY, Aug. 1.—After entertaining a couple of foldups the Garden Pier has something that looks like a sure bet for money for the rest of the season in Johnnie Ray's Walk-Around-the-World Show in the ballroom.

Opening big, despite little advertising due to last-minute rush, the show is beginning to draw them and had a 22-team start with plenty of talent to draw from. Ray, a former contestant, knows the ropes and presents a fast affair. Earl Fagin replaced Neil Cahill as emcee after the opening and Alan Trent is going along as second announcer. WPG daily broadcasts are under way and there is \$2,500 in prize money up. "Reds" Skelton, well-known walkathon emcee, stopped up from Million-Dollar

WANTED AT ONCE!!

FLAGPOLE SITTER

For Walk-Around-The-World Show.

Communicate with

JOHNNIE RAY

Garden Pier Ballroom, Atlantic City, N. J.

WANTED

High-class Acts, Entertainers, Stage Band and Girls. Long season and sure salary to reliable people. Must join at once. Send late photo, tell what you can do. Hams, save your stamps. Wire, write or phone OWEN BENNETT, Jolly Jesters Co., Princess Theatre, Nashville, Tenn.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN, 188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

Dorothea Antel

226 West 72d St., New York City. BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS. In Boxed Assortments. 15 Exclusive and Original Cards to the Box, \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

WANTED CONTESTANTS FOR SUPER WALKATHON

Prize Money Assured — Come On Starting August 7. Communicate

FRANK FORD

701 Fourth Avenue, Asbury Park, N. J.

50—COLORED PERFORMERS AND MUSICIANS WANTED—50

FOR F. S. WOLCOTT'S FOLLIES OF 1936, WORLD'S LARGEST

Chorus Girls who can step, Novelty Acts, Comedians, Dancers and Musicians on All Instruments. Aaron Gates wire. Others write at once. Show now going in Rehearsal at Port Gibson, Miss.

HAVE FOR SALE—Title of F. C. Huntington's Mighty Minstrels, Sweet Papa Snow Ball Show, with 20,000 sheets of Paper for same. Address F. S. WOLCOTT, Port Gibson, Miss.

Roy Fox Takes Sadler Outfit

Acquires lease as latter re-enters circus field with combined show

DALLAS, Aug. 1.—Harley Sadler will close his repertoire company next week at Amarillo, Tex., and for the balance of the season will forsake the drama for the circus. The rep show has been leased to Roy E. Fox, who will operate under his familiar title of Roy E. Fox's Popular Players.

The Fox company will not invade the Sadler territory in West Texas, but will play its established territory in North and East Texas.

The Amarillo engagement is the last date under the Sadler title. From there the Sadler motor equipment will be moved to Sweetwater and placed in storage.

Roy Fox is retaining most of the personnel and will continue under the Sadler policy of three-day and week stands.

The Sadler organization Wednesday completed a four-week engagement at the Sportatorium here, where it was followed by the Madcap Players, a popular company with a large Dallas following.

Sadler returns to Dallas next week to organize the Harley Sadler Circus and the Siege of the Alamo Combined, to play the established Sadler territory in West Texas.

"Red Barn" Cast Picked

PITTSBURGH, Aug. 1.—Cast for George Rowland's production of *Murder in the Old Red Barn*, which opens at the Hotel Schenley here Monday, includes Martin Fallon, Dorothy Devlin, Carmelita Jacques, Norman Porter, John Weisbrod, James W. Macfarlane, Chester Adams, James Cochran, Lew Beaman, William Hetzel, Raymond Neyhart and Frances Tiegel. Play opens for an indefinite engagement in a specially constructed open-air theater on the lawn of the hotel.

WANT

Sober, Married Couple, one to cook, other to wait table and wash dishes for Cook House for 28 men. Salary, board and house car furnished. Must drive truck. Join immediately. CAN ALSO PLACE two A-1 Choristers or Sister Team. This is one-night-stand Tent Show. No matinees. No time for letters. WIRE, don't write.

BILLY WEHLE, Mgr. Billroy's Comedians, Hornell, N. Y., August 5; Coudersport, Pa., 6; Bradford, Pa., 7; Kane, Pa., 8; Oil City Pa., 10. P. S.—State age, reference.

WANTED

For Platform Med. Show People in all lines. Straight Man. Join at once. If you double Orchestra say so. State lowest salary.

KAR LACTO MED. CO., Monaca, Pa.

WANTED FOR

ROY E. FOX'S POPULAR PLAYERS
Repertoire people in all lines. Feature Toby, Character Man, Trumpet. Other musicians write. Harry Goldie, Toby Nevius, Angelo Pancho, Ray Ewart and Walter Pruitt wire. Have taken over the Harley Sadler Show. Address
ROY E. FOX, Amarillo, Tex., week August 3d.

WANTED AT ONCE

TEAM AND MUSICIAN.
Don't misrepresent. No ticket; just got stung. Join on wire.

JOHNNIE MACK
Box 4, Williamsburg, O.

WANTED

Young Med. Team that change strong for two weeks and work in Med. Acts. This is a large show and no drunks. P. S.: Want none. Wire, pay yours, I will do the same. Entertaining Musicians write.
R. A. (PETE) THOMAS, Boone, Ia.

WANTED

Experienced Medicine Show People. Also Talking, Singing and Dance Acts.
MANLEY SMITH,
Howes Cave, N. Y.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Rep Ripples Prosperity Reigns In South Georgia

LUCIUS JENKINS, former repertoirean who now operates a tourist park and grocery on the northside city limits of Tifton, Ga., had a visit last week from Al Miller, of Miller's Talkie and Vaudeville Show. Other recent visitors at the Jenkins camp were Sam Berry, of the Wilkins Theater Supply Company, and Billy Wagoner, agent ahead of the Tolbert Show. Jenkins says he has enlarged his playground and camp in preparation for the coming winter.

SALLY HUGHES, making Georgia territory with her vaude and picture layout, reports satisfactory business.

MONROE HOPKINS PLAYERS in Houston last week presented *24 Hours of Truth*, with Red Ford, Mack Long and Bob Totheroh featured.

MADGE AYRES SIMMONS, principal comedienne with the Federal Theater Project in Houston, is entertaining her sister, Grace, who is spending her vacation there.

JAKIE MCKNIGHT, singing and yodeling guitarist with the Rose Bros.' Tent Show, was pleasantly surprised at Saxton, Pa., recently when his two old pals, Van and Roy Horton, of the Rustic Rhythm Trio, dropped in on him for a visit. McKnight and the Hortons were formerly featured for a long stretch over Station WHP, Harrisburg, Pa.

MYRTLE SCOTT (Mrs. A. P. D'Amatothoteaux) has just been dismissed from St. Luke's Hospital, Cleveland, where she recently underwent a major operation, and is reported to be doing very nicely. In the meantime A. Paul is handling the front of the Syrian Temple of Dance in the "Streets of the World" at the Great Lakes Expo in Cleveland. Myrtle and Paul expect to be back Maggie and Jigging in a few weeks.

THE DE-EL-BE PLAYERS, now in their 10th week of rep in Northern Wisconsin, report the best season in years. They are playing three-nighters with a small roster, including Don L. Beran, manager and director; Lynn Carlyle, Dennis Gregory, Esther Beran, Helen Jylland and Don Gene. Troupe is featuring Simpson plays.

VIC FAUST, veteran trouper, who did his Swiss bell-ringing and other out-of-the-ordinary specialties in Detroit night spots this past season, is back with the Bryant Showboat, now playing its eighth summer season in Cincinnati. Vic is a huge favorite with the Cincy showboat fans.

BILLY BRYANT'S new book, *Children of Ol' Man River*, an illustrated narration of the life and experiences of a veteran river trouper, has been enjoying a heavy sale since its release several weeks ago. Lee Furman, Inc., New York, did the publishing, and the book carries a \$3 price tag. Billy is selling autographed copies to the patrons of the showboat in Cincy.

THE DAVIS PLAYERS, under the managership of Clyde Davis, opened their season under canvas at West Union, Ia., August 1. They will head south for the winter.

Clark Show Finds Going Okeh in Miss. Territory

CALHOUN CITY, Miss., Aug. 1.—Clark Show, under the management of Jimmie Clark, is touring this territory to good results. Manager Clark says that prospects look the best in five seasons, owing to bumper crops in this section. He plans to remain in this territory all season. Show is working without sidewalls or top, but seats go for 25 cents per head. Manager Clark has just added 500 new folding chairs, making a total of 1,000 in all, with six sections of blues.

In the Clark roster are the Mills Bros.' five-piece swing band; Happy Jack Croom, dancer comedian; Jimmie Clark, black; Evelyn Clark, ingenues and piano; Dr. Frank Clark, lecturer; Myrtle and Toby Waker, specialties; Charley and Joan Lamont, straight acts and leads; Freddie Newton, yodeling cowboy; Hubert Bellish, characters; Peewee Powell, 10-year-old hooper.

CINCINNATI, Aug. 1.—Southern Georgia is in good shape and should continue in that condition for the next 12 months, according to word received by *The Billboard* this week from Lucius Jenkins, erstwhile repertoire performer, who now operates a grocery and tourist park at Tifton, Ga.

"Tifton, which is Georgia's largest tobacco market, opens its tobacco season August 4," Jenkins reports. "The city has six large warehouses and more than \$650,000 has been expended in new building, machinery and other equipment in anticipation of a flourishing tobacco trade this season."

Tobacco crop has been unusually heavy, Jenkins says, while other crops are very near normal. Weather conditions have been normal and Southern Georgia has not been affected by the drought.

The Armour Packing Company has recently opened a large packing plant in Tifton, employing several hundred people. Tifton has had a building boom for the last year and it is estimated that more than 100 homes have been completed in the last 12 months, with still more under construction. Southern Georgia, particularly Tift County, is looking forward to a banner year.

'Appearance's' Denver Sock

DENVER, Aug. 1.—Topping the grosses of this season by bringing in \$9,500, *Personal Appearance* nearly broke the record gross at the Elitch stock theater. Irene Purcell and Kenneth McKenna, leads, are increasing their popularity week by week. *Invitation to a Murder* is current.

Van Arnam's Barn Dance

CAMDEN, Me., Aug. 1.—This finds us down along the "rockbound coast of Maine," playing to great business at every stand.

Assistant Stage Manager Clarence (Artful Dodger) Reed has been signally honored by our poet laureate, Bob (Lost His Marbles) Driscoll, the latter having dedicated his latest song, *The Plymouth Gent(?)*, to Clarence.

Margaret Reed, of Plymouth, Mass., is a visitor on the show, the guest of her uncle, Manager Roy Roberts, and her brother, Clarence.

Our soft-ball team finally played a game at Calais, Me., last Monday, dropping the game 22 to 14. Dome Williams suggests another "pep meeting."

John R. Van Arnam says that for a long time he has known Charles Sparks, owner of Downie Bros.' Circus, to be a benevolent gentleman, but this year he seems to have outdone himself. His general agent, Jerome Harriman, who lives in Fort Kent, Me., has always wanted his mother to see the Downie show. So this season Uncle Charlie, who always tries to make everybody happy, allowed Jerome to take the circus to Fort Kent as well as five other towns in Aroostook County. We don't believe that Sparks made a great deal of money on this tour, as shows of this size generally play but one stand in the county, but Jerome's mother saw the Downie Circus on her own lot in her own town, Fort Kent.

Kay Bros.' Circus only a few miles from us last Tuesday, so many of our folks went over to pay the circus a visit. We were made welcome at the front door by that genial circus executive, William Ketrow, who bade us make ourselves at home, and everyone with the show entertained us most cordially. The performance was excellent and the outfit from front to back "spick and span." Conspicuous in the performance was charming Mary Ellen Ketrow, talented daughter of the owner. The writer renewed acquaintance with Chickie Wells, former well-known burlesque performer; her husband, Buck Eddy, and young son, Howard, who present the major part of the concert with their trick roping, whip cracking and the presentation of the trained dog, Colonel.

Milt Robbins, side-show manager, flattered us by saying he read and enjoyed these weekly notes.

MACK D. FERGUSON.

HELEN WAYNE and Elizabeth Drake are back in Pittsburgh following a month's work at the Keene, N. H., Playhouse. They will be associated next season with Herbert Gellendre's Pittsburgh Playhouse.

Stock Notes

WARBURTON THEATER, oldest playhouse in Yonkers, N. Y., and for many years the home of stock companies, has been acquired by the Westchester County division of the Federal Theater and will hereafter house the project's attractions in that sector.

ARNOLD PERKE, former Pittsburgh director, is currently staging four new plays at the Cape May, N. J., Playhouse.

S. SYLVAN SIMON, formerly with the Tech Players, Pittsburgh, has left Warners as their talent scout in the East to accept a position with Universal Pictures on the Coast.

NORMAN PORTER reports that the George Sharp-Jerry Floum production of *The Drunkard* closed rather unauuspiciously in Syracuse, Ind., last week. The outfit moved in from Fort Wayne, Ind., to play under the auspices of a creditors' association, but business was very poor. Porter and May Smith, another member of the cast, jumped into Pittsburgh. Others scattered where they thought it best to go. Porter states. The producers and Mabel Sharp, wife of George Sharp, are in Columbus, O.

LOIS BLAINE, who spent the summer with the New York Guilford Players, has been given a contract for a part in a 20th Century-Fox movie. She leaves for the Coast this month.

NIPMUC PARK, Mendon, Mass., is this season housing a stock company for the first time in its 30 years of existence. Louise Galloway is director and the cast includes Susan Powers, Robert Haag, Barbara Jarvis, Edmund G. Dinsmore, Frederic Cornell, Bette Cole, Richard Weir and Maria Marcy. Florence J. Pyne is theater manager and Warren Reid company manager.

CHICAGO GROUP THEATER, under the direction of Dorothee Bates, is now in its sixth week at the Chicago Woman's Club Theater playing *The Old Maid*. Margaret Fuller, who has been playing the title role, has left the company and has been replaced by Marian Reed. Horace Sistare, well-known dramatic stock manager and publicity man, has joined the company as exploitation man and much of the increased business is due to his efforts.

AL GOLDEN, Pittsburgh playwright and director, states that his play formerly tried out in Pittsburgh and known as *Female of the Species* will be produced on Broadway this fall as *Mimi Scheller*.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 1.—Cliff Carl's Comedians, who have been playing Kansas and Missouri all summer, have invaded Iowa.

Billy Terrell's Show is in Eastern Missouri and will start on the fairs in the near future.

Marion Raymond, character woman, left here recently for the West Coast.

Goodie Godbey has closed with the Rosewell-Terhune Show and joined Toby's Comedians.

Al Pyatt was a recent visitor en route to the West Coast.

Walter Isham, of the Musical Ishams, left here recently for Denver on a business trip.

Babe Malcolm is working the clubs in and around Detroit.

Ted North Players closed a two-week engagement in Emporia, Kan., last week. They are now showing Salina, Kan., for a fortnight's stay.

Neale Helvey Show opened recently under the J. Doug Morgan banner at Savannah, Ill.

Fidler's *High-Way Varieties*, after three weeks in Missouri, have jumped back into Illinois.

Chloe Harold, after closing with the Thatcher Players in Nebraska, has gone to Chicago to arrange booking for the coming season.

Reports reaching here are that Walter Silliman, rep comic, is now connected with a girl show on a carnival.

Harry Beck and his orchestra have joined the Morris-Davis Players in Nebraska.

Neale Chastane, juvenile, who has been confined in a Topeka, Kan., hospital with a broken shoulder and arm, has (See KANSAS CITY on page 27)

Thru Sugar's Domino



The Broadway Beat

By M. H. SHAPIRO

George Spelvin, regular skipper of this column, is away on vacation. New York staff members are alternating at column-filling until Mr. Spelvin returns with the issue dated August 22.

OF LATE an ever-increasing number of complaints have been coming to our desk about the alleged injustice, the unfairness and the misrepresentations of Major Bowes and his colleagues promoting his famous Amateur Hour. These squawks issue from amateurs, their friends, crusading newspaper men in localities along the broad sweep of the continent's Main Street—and from disappointed actors who feel personally aggrieved against the redoubtable Major because they feel he is responsible for every tough break they have had since the old bank-roll began twindling.

Major Bowes is not yet a philanthropist, altho they do say that he may turn to philanthropy to brighten his mellowed years after the exploitation of amateurs loses its potency as a revenue-producing medium. Major does not—except thru the medium of coffee ads in nationally circulated magazines—pretend to be a philanthropist or even a Good Samaritan. But he would perhaps get sore as a pup if anybody were to tell him he isn't a good showman or an astute business man. The Major is not helping the show business with his etherizing of amateur offerings, but we have yet to be convinced that he is actually hurting the show business. Time on the air being limited as it is, the argument might stand that if his amateur hour were canceled some other program using professional talent would replace it. Conceded that this is so, we see no definite and widespread injury to the economic structure of show business simply because the Major corrals most of the big money from a certain hour instead of it being shared by two, three or half a dozen names.

* * *

One squawker dares us to print his complaint against Bowes, which is a four-column story in his local newspaper telling of the disillusioned experiences of a local boy as an aspirant to the stage via the Major Bowes route. Space in *The Billboard* is pretty tight and anybody can win his dare who makes as a condition the devoting of two pages of *The Billboard's* news columns to a rehash of the experiences of an Eager Youth striving to Make Good in the Big City and who got the most votes on the Major Bowes stanza but who failed to get a job with one of the units. The story is swell, but it's too goldarned long and it doesn't take into consideration that maybe the Major or one of his attaches didn't like the way the boy wears his hat.

In other words, what most of those after the Major's scalp lose sight of is the fundamental setup of the Amateur Hour. The Major does not guarantee work to those who corral the greatest number of votes. While his choice of unit personnel might be limited to those who appeared on his ether hour, it is not—as we see it—bound in any way directly with winners of the voting contests. It is conceivable that in an organization like the Major's certain aspirants who show up poorly on the air might possess great visual appeal, making them an ideal selection for a unit as against another who draws many votes from an air audience but who possesses no visual appeal whatever.

Personally we dislike Major's manner of handling his amateurs. We think he turns on the sob stuff entirely too much and too often; that his gong business ought to be dropped, because every moron knows by this time that the programs are set to the split second before they are put on, and that sometimes Major's remarks are entirely too biting to permit one to entertain the thought that his approach to his amateurs is as wholesome and kindly as his sponsors would have the world believe. But these are merely personal reactions. They have nothing whatever to do with our attitude toward the Major as a force in the show business. It's just too bad if a certain squawking amateur has to ride the rails 1,000 miles for an audition and has to return six times before getting a hearing. The Major is smart and careful. He isn't inviting all-comers from all over the United States to make pilgrimages to Radio City or Columbia. As we understand it, applicants are not given attention unless they can show residence in New York City.

* * *

Not that he needs any pity (for in this day and age one who has the shekels needs nobody's sympathy) but out of fairness as the Major, who turns everything to gold that he touches, it must be stated that his greatest difficulty in connection with retaining the good will of Mr. and Mrs. Public is the publicity given to his fabulous earnings. Any man in the public eye has mud flung at him by somebody at some time. Most big names are callous and many adopt means (when they aren't) of shielding themselves from these missiles. The Major's worst trouble and his greatest blessing is that he earns too much money for one man and most of the squawkers are eager in their subconscious yearnings to make a corporation out of him with themselves as the principal stockholders. When it is considered how many amateur hours have been started and have almost immediately flopped; when it is also considered that the Major has made out of one of the oldest stunts in the show business a million-dollar proposition giving him international renown, then we must take our hats off to him again (as was done several months ago here) as the wonder boy of the age. We salute his showmanship—the showmanship of a man who enjoys playing hitting homeruns with the world as his diamond.

+

MERELY getting a client's name in the papers is not the true function of a press agent who deserves the title. This, however, seems to be the aim of many Broadway p. a.'s, and it is a pity because it reflects the poor taste and lack of vision of their clients. The ideal press agent is one who succeeds in selling the public on certain virtues of his client that the client wishes, for one reason or another, to be stressed. Perhaps this technic may take the negative form of playing down, thru emphasis on other points, certain undesirable features of a client's personality, background or current deportment. Free agency is a peculiar calling. It embraces in categorizing with one sweep the phony who collects his money every week without turning a stick to land stories, art or gossip mention, the hard-working lad who devotes every minute of his time to selling the public on the client and the bird who makes promises that he never performs, with his unearned reward being space given to his client until they get wise to him.

In our humble opinion the dumbest kind of press agent is he who resorts to the method of writing "pro bono publico" letters to editors in the name of his clients. Editors seeking to give tone to the "Letters" columns use these contributions. And a disgusting performance it is for the editor who gobbles up the stuff, the press agent who plants it and the client who permits the process to be carried on. A real paper prides itself on the character of letters it receives on the assumption that these letters are not solicited and that they represent the sincere opinions of those who write them. How can a paper expect to appeal to its readers as one whose views are to be trusted if its editors fall for obvious press-agent boloney? We don't know the answer.

Recently we received in a plain envelope a letter addressed to the Editor of *The Billboard* and signed in ink by one of our leading orchestra leaders. The letter dealt with a highly controversial subject and slambanged plenty at this, that and the other phase. Fortunately we remembered the signature of the man who allegedly signed the letter. We determined that he hadn't written it. Questioning by one of our colleagues drew the statement, "It's quite all right what you do with it. My press agent is always sending stuff out like that." Shame on the orchestra leader and nerts to his press agent! Several days later one of the more reputable New York dailies carried a letter from this leader on a subject as different from the one touched upon in the letter to us as Eddie Cantor is from (See SUGAR'S DOMINO on page 27)

CHICAGO has its alley of parked trailers housing actors of every description who give impromptu shows here and there. Anything from an escape artist to a medicine man who holds forth in "Bughouse Square." . . . In search of entertainment, passers-by get the spirit and watch for hours. . . . Trailers are now housing hundreds of itinerant artists, particularly the type of small stock company that hits Maine in the summer and works down to Florida and the Southwest in the fall and winter. . . . A six-people troupe in a Maine hamlet did but little billing, depending upon the news of their annual arrival to travel by word of mouth. . . . The acting was inexcusably poor, since sometimes a juvenile is hired for his ability to join the orchestra for the overture and play for the specialties between acts. . . . They have a repertoire that includes the old-time meller favorites and aged Broadway comedies. . . . They also depend upon sale of candy, the boxes containing prizes—and the kids go wild. The kid in the front row grabs a box that holds a pair of jiffy pants and the rest of the hundred patrons rush to buy the candy. This keeps the troupe from going under even if business is not so good otherwise.

And yet, in the midst of these itinerants, there comes a booming voice across the town in the middle of the afternoon. The voice seems to come from an invisible person on high. Tracked down it proves to be none other than Ye Villain, the Esso Cruiser, for instance. This huge sound and movie truck is built as a boat. The folks are invited to make a free inspection and see the "cruiser" and its equipment, which includes living quarters for the crew. The oil and gas salesman on wheels then announces a free movie show at 9 p.m. There is a fireproof projector backed against the driver's seat and portholes in the rear allow the rays to be thrown on a sheet stretched across a couple of trees or an old barn. . . . The stock company charges a quarter but the movie is free. . . . Ofttimes parents and kids settle for a dime and go to the free movie. The parent saves 15 cents, and the kid can still spend his dime for pop corn and ice cream. . . . Whatever the free movie draws does the stock company no good; that's a cinch. It may be only one night during the week but it hurts plenty.

Nevertheless, the live talent did nobly in face of the opposition, and the youngsters shrieked and hissed the villain. Not because they thought it was on the level, but because they have a lot of fun doing it. Radio and movies have educated them and even the so-called hick admonishes the city slicker that he does not exist. . . . The outstanding reaction one receives, however, is that a whole generation is growing up in hundreds of towns that have never in their life seen a live actor of any sort on a stage. They have been starved in this direction—and who knows but what this coming generation will make itself felt and be the means of eventually bringing back the roadshow and vaudeville to a point where a forgotten industry will be completely revived.

Chicago Chat

By NAT GREEN

COOLER weather has upped biz at theaters considerably. . . . Out-of-towners also continue to boost grosses. . . . Fall style shows have brought thousands of people to town and the night spots are profiting. . . . C.A.F.A. planning a midnight cruise on Lake Michigan August 18 on the S. S. Roosevelt. . . . J. C. (Tommy) Thomas in from the Jones show to greet old friends on the Ringling show. . . . Tommy remembers when the lake was where the east half of Grant Park now lies and he could sit at his hotel window on Michigan avenue and wave to his wife, Bird Millman, on the Ringling lot. . . . Frank Burke's son, Bob, here on a visit from California. . . . Bert Wilson, super circus fan, back from his Southwestern trek and will join the Barnes show for a couple of weeks, making the daily jumps by auto. . . . Emma Abplanalp, of Chicago Film Board of Trade, looking over the rialto. . . . George W. Porter, Minneapolis fireworks production man, in town on biz. . . . Leo Semb, of neighboring—but not neighborly—St. Paul, here buying bands. . . . Wille and Eugene Howard, *Scandals* stars, guests at Harry Hepp's New York CaBAREt.

Grant Park free concerts, with famous conductors, drawing thousands nightly, demonstrating that there is a large section of the public that appreciates good music. . . . Al Jolson, stopping here on his way from New York to Hollywood, wanted to see the nags amble at Arlington, but Ruby evidently said nix, as Al, after a phone conversation with his wife, announced he was taking the next train to Hollywood. . . . Harry Atwell, the old photog, fined for being absent three consecutive days from the luncheon club, but fine remitted when he proved to everybody's satisfaction that Roland Butler had him roped and hog-tied on the Ringling lot. . . . E. J. Kely, eastern photog, in town long enough to get a few shots of the show. . . . Charlie Green, head of Consolidated Radio Artists, Inc., and Ann Richardson, his "right hand man," back in New York after launching the new Chicago office with Leo Salkin in charge and Frank Burke handling public relations. . . . Looks as if this outfit is going places, and here's wishing them plenty of luck! . . . Tex Sherman blew in with his usual breeziness. . . . Is going to Toronto, but will be back in the Windy City early in the fall. . . . Two Zephyrs, dusky entertainers who used to grace Marty Bloom's amateur shows in the Sherman's Old Town Room, joining George Olsen and his crew in Washington. . . . Charles Vagabond, who has what he calls a "tone-control" band, has been doing some intensive rehearsing during the last few months and is now auditioning. . . . Has been signed to do radio transcriptions for Famous Dorana.

Jackie Heller returning to the West Coast to make three shorts. . . . Bob Sherman, 18-year-old son of Maurie, band leader, making his professional debut with his dad at Frande De Vista, St. Joseph, Mich. . . . A. W. Ketchum, of Forest Park Highlands, St. Louis, has engaged Rita Rio for some time in September. . . . Agnes Doss, aerialist, now managing beach at Shalain Park, Bloomington, Ill., a rialto visitor. . . . Max Baer opens at the Chicago Theater second week in September. . . . Mrs. Charles Ringling, here with the Ringling-Barnum Circus, is greatly intrigued with the Pongas, midget donkeys, recently added to the show. . . . Mrs. Ringling is a real trouper and an interesting personality.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HYANDI AND COMPANY, illusionists, are at the Mondial in La Courneuve, France.

MISS BLANCHE is presenting her cigarette, ball and flower tricks at the pier in Scheveningen, Holland.

HARLOWE HOYT, of Cleveland, will have charge of the amateur contest, one of the features of the two-day conclave of Central States magicians to be held at Canton, O., August 8 and 9. The contest will be staged at Meyers Lake Park there. The Saturday night private show for magicians and their friends will be held in the ballroom of the Hotel Courtland, where headquarters will be maintained. Those who have already accepted an invitation to participate in the program are Percy Abbott and Company, Harry Cecil, John Davison, Fred Robinson, Al Saal, Jack Gwynne and S. S. Henry. Last year the outing attracted 272 registrations.

HUGH R. RILEY, former Chicago magish, is now located in Des Moines, where he has spent the last three months striving to contact others interested in magic for the purpose of organizing a magic club. To date he has been able to contact only two others in Des Moines interested in the magic art—Messrs. Dietz and Payne. Anyone in the Des Moines territory interested in the forming of a magic club can contact Riley at 403 Eighth street, Des Moines.

GLENN NEWTON has jumped with his mystery show from Kansas to New York State, where he is playing anything that looks good—large and small. Newton is featuring Master Denton, 19-year-old mentalist, who is doing a 20-minute act. Clarence Roger, retired magician of Ogdenburg, N. Y., caught the Newton turn recently in Lisbon, N. Y. Newton expects to head into Vermont in another month. His wife, now at home in Oswego, N. Y., will rejoin the show in September.

VIRGIL THE MAGICIAN jumped 200 miles out of his way the other week to catch Mel-Roy's show in Cody, Wyo. Latter had a packed house and was well received, Virgil reports. "The highlights of the Mel-Roy show," writes Virgil, "are flowers from a paper cone, more cards than I could count from a hat, guillotine, shooting thru a woman, substitution truck, packing case escape and the spirit cabinet, worked with lightning-like rapidity by charming Mrs. Mel-Roy, who serves as the medium in the effect. Jack Beeson, who has been Mel-Roy's stage manager for several years, adds much to the smoothness of the performance." Virgil incloses a snapshot to prove that Mel-Roy is nearly as good a fisherman as he is a magician.

ALL ACTS APPEARING on the program at the Central States Magicians' Carnival and Picnic to be held in Canton, O., Saturday and Sunday, August 8 and 9, will receive a good trick for their efforts. A Spirit Clock Dial, stage size and with automatic pointer, will be the feature prize. There will be a dozen prizes for the amateur contests, with a stack of fish bowls going to the one who presents what the judges decide is the best trick of all. If you have an act or trick, get in touch with Baffles, who has charge of arrangements, at 1518 10th street, N. W., Canton, O.

CARL SHARPE, of Chicago, card and cigarette expert, is again playing night spots in the Chicago area, after a seven-week swing thru the Middle West.

EDWARD C. KALBFLEISCH has just completed a two-hour show labeled *Cavalcade of Mystery* and featuring himself as "Solitaire, America's Master Magician." Full-evening turn comprises an act of magic and illusions, songs by Patty O'Shay, ventriloquism by Edwards and his Dummies, Tom and Jerry; chalk talk and rag pictures by Peggy O'Day and a complete ghost show by Solitaire in which he introduces Edmee the Mystic, mentalist. Show opened at the Gilmore Cherry Lane Theater, Greenwich Village, New York, August 1 and is set there for five consecutive weekends.

EL-WYN (Elwin C. Peck), who invaded Canada with his Spook show July 5, is set in that country for an indefinite

period. It is likely that the show will remain in Canada for the balance of 1936, El-Wyn says. Manager Burk is now in Montreal lining up more dates. Company is currently touring New Brunswick and Nova Scotia. "Almost any kind of act, it seems to me, can make money in Canada," El-Wyn writes. "However, the custom regulations are most strict. We had to store our truck in Sarnia, Ont., and transport the show in a Canadian-made car. One cannot use an American-made car to transport theatrical equipment in Canada. So you see, it does cost money to travel in Canada, which probably accounts for the few acts coming up here, but once you are in and start making money your gross here will offset the added expenses. At least this is true in our case."

MAGIC EDITOR holds an important communication for Sinnott. Please send in your route.

TED HEUBER, secretary of IBM, is now connected with the contract department at Kaufmann's department store, Pittsburgh.

RING 13, IBM, Pittsburgh, postponed its picnic, which was originally scheduled to be held at Weber's Grove, that city, the last Sunday in July. Ted Heuber states that the affair will be held as soon as the picnic grounds are available.

KERN'S, one of Detroit's largest downtown department stores, is presenting the *General Electric House of Magic*, featuring Kazi, the magician, and Butler, the "radio wizard," with Alice Richey, astrologer and author. Extensive newspaper advertising is being used.

LOS ANGELES Society of Magicians entertained Allan Shaw at a farewell party on the eve of his departure for Sydney, Australia, July 21. Shaw sailed on the Mariposa the following day. The affair was held at the home of Frank Fewins, president of the organization. Among those present were Sam Siegel, old-time friend of Shaw and himself a noted amateur coin manipulator. Another visitor and friend of many years was Auntie Val, radio station 2-GB, Sydney, Australia, who arrived on the boat which was to take Shaw back to the antipodes. Auntie Val is the sister of Arthur Valli, secretary of the club, with whom she is staying during her visit in America. Another radio celebrity present was Dede, of Station KFI, and her husband, Carl Winge, music publisher. Others present were Harry Snider, Sid Marlon, Dr. Cunning, Prof. Neleh, Arthur Valli, Bill Bailey, W. J. Van Berkel, Bill Armstrong and Jack Winge.

LEON LONG, colored magish, has just begun a tour of Washington and Oregon. It's his 31st season on the road. Long will head toward Miami in the fall.

PAUL ROSINI, scheduled to have opened July 16 at Ben Marden's Riviera, New York, was forced to postpone his opening there due to the splendid reception being tendered him at the Hotel William Penn, Pittsburgh, where he is entertaining the patrons of the Continental Bar and the Urban Room. Originally booked for two weeks at the Pittsburgh spot, Rosini is being held over indefinitely. He recently concluded 16 weeks at the Cafe Marquery in the Adelphia Hotel, Philadelphia. During his engagement there the Houdini Club went in a body to see his show and on another occasion John Ramsay, of Scotland, and Will Blythe, of London, dropped in on him. Other visitors during his Philly stay included Walter Gibson, James Wobensmith, Keith Clark and Charles Hopkins. Tampa and Ted Heuber caught his offering recently in Pittsburgh. Rosini has had several offers for Europe, but he prefers to remain this side, he says, as he has enough work to keep him busy for the next year.

CLARENCE SLYTER, Tacoma, Wash., mystifier, made a recent issue of *The Tacoma News Tribune* as the subject of an illustrated human-interest story, telling of his prowess as a magician, which enabled him to capture top honors for the best act at the recent convention held by the Pacific Coast Association of Magicians in Seattle. He received



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

JAMES PAUL—new strong man, now appearing at Hudson Terrace Tavern, Coytesville, N. J. Only weighing around 140, he does amazing feats of strength, including lifting a 175-pound man with his teeth and spinning him, and also lifting a girl on a chair with his teeth. Needs polish, but should make a strong opener.

TOMMY RAFT—diminutive comedian now at the Gayety (burlesque) Theater, New York. Does solo specialties (instrumental and comedy pantomime) in addition to excellent handling of lines and situations. Could make a good comedy vaude act.

For LEGIT MUSICAL

MARVIN LAWLER—dancer, a newcomer to New York, who is making his first Broadway stand at the Paramount. Working in full dress clothes, he puts on an exhibition of time tapping that is amazing. Good looking, too, and will unquestionably wind up in pix by way of legit

musicals. Still shows a few signs of inexperience, working too fast and making his artistry look too easy. That, however, can easily be cleared up. Otherwise he's tops.

WOODROW WILSON—not the ghost of the war president, but a colored lad who won an amateur air hour and appeared on the stage of the Roxy, New York, last week. He does excellent tapping, good enough in itself to rate pro recognition, but he tops it by doing a difficult tap routine while wearing roller skates. A distinct novelty and possessed of outstanding ability, he should turn out to be a smash if spotted in a revue.

For FILMS

GEORGINE CLEVELAND—versatile comedienne at present playing the Hilda Spong role in *One Good Year* in near-by summer theaters. Was also caught in *The Night of January 16*. Seeing her in either one might result in typing, but both together prove her a clever and versatile comedienne, with poise, good voice, fine personality and excellent timing. Rates a pix try in Mary Bolandish parts.

lover should drop Charley Sparks a card of thanks for his fine efforts in behalf of minstrelsy."

NEIL O'BRIEN, erstwhile minstrel star now vacationing in the Auusterlitz Mountains of New York, was one of the features of the annual program presented by the Westchester Volunteer Firemen's Association at the State Firemen's Home in Hudson, N. Y., July 26. He regaled the huge throng with old-time minstrel songs and stories.

AL BERNARD, the "Gentleman From the South," is mourning the death of his mother, Katie C. Tuite Bernard, 76, who passed away in New Orleans July 27 after a prolonged illness. Al's address is 4413 South Claiborne avenue, New Orleans.

BUCK LEAHY is this season in clown alley on the Kay Bros.' Circus.

KENNETH (DOC) HAINES, musician, formerly associated with the various Van Arnam attractions, is now on tour with the Tom Mix Circus, currently in New York State.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

ANDERSON-RYAN MINSTRELS, under the management of C. E. Anderson, are at present making the seashore towns in New Jersey. Outfit makes the jumps in a large bus. In the lineup are Clyde (Lazy Foot) Anderson, Frank (Hambone) Ryan, Robert (Senator) Short and Bill (Beer) Collins, endmen; Tom Tony, Dan Boll, Cap Miller, Joe McCabe, Howard (Peanut) Heltrich, Jimmie McClosky, Tom McCrossan, Jim Blonner and James Perins, singers. Abe Spencer is agent and Tom McCarroll, press agent.

DAN HOLT, who has spent nearly 30 years in minstrelsy, including engagements with the Field, Lassess White and J. A. Coburn shows, has just taken a position with the Hotel Southland in his home town, Macon, Ga. Holt's last season on the road was with Lassess White some 10 years ago.

FRANK ELLIOTT'S minstrel troupe of 35 people is the featured attraction at the Casino Theater on the Steel Pier, Atlantic City.

"A VOTE OF THANKS should be tendered Charles Sparks, of the Downie Bros.' Circus, for doing his bit in keeping alive the spark of minstrelsy," writes Prof. Walter Brown Leonard from Glens Falls, N. Y. "In the grand opening Sparks features a full-fledged minstrel street parade—typical long red coats and high hats, not overlooking a single detail. The band is garbed in shell outfits, headed by a drum major who can twirl the baton correctly. There was a section of colored minstrels that executed an old-time cakewalk, bringing back visions of the happy days of Primrose, Field, Dockstader, Willson, O'Brien and those of like ilk. Every minstrel

three trophies for his fine work in Seattle. Slyter is slated to begin a several-month tour in September under the direction of Lloyd W. McDowell, Tacoma publicist. The tour is expected to take them to the East Coast.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Would Have Civil Service Govern Zoos
Salt Lake City. I feel that this letter will be of interest to all interested in zoological parks. I was recently let out as director of Salt Lake City Zoo for political reasons. An excuse was found to ask for my resignation. I firmly believe that every zoo in the country should be placed under civil service for the betterment of zoology as well as for safety of animals in charge. Here is an instance of where I was on the wrong side of politics and was held here only until others found out what they wanted to know and then I was carefully let out. The newspapers are up in arms about it, but the powers-that-be are not interested in what the newspapers say or do. My record is clear, but this zoo apparently has always been a political football. It is a fairly large zoo and they expect it to be run on less than half of what really is required. Is it the duty of a director to take his own car at his own expense and time and "bum" feed for the stock? Is it his duty to haul water in his car for 15 head of stock all winter? Is it his duty to lay out his own money to buy spray for flies? Is it his duty to borrow a mower and cut the lawns and beg a few flowers to make the place look halfway presentable? All this I was forced to do or let the stock suffer. I believe there should be laws to deal with situations of this kind. I hope anyone who is interested will not hesitate to comment.
CAPT. R. D. MCCOLLIN.

Says Benders' History Should Be Given Help
Moline, Ill. I want to tell the older vaudeville generation that I think Burns Kattenberg, of Minneapolis, is doing a fine thing in writing the history of the contortionist. Just think of what value such a book will have 100 years from now! To show that I am vitally interested, I have mailed him some old-time programs and photographs of myself in the form of a loan. But I am sending him for his museum a suit of tights that I wore as a back-bender as far back as 1900. This sort of costume is almost extinct and I feel that Kattenberg should be the one to have them. I hope that every other contortionist will feel the way that I do and will write to this ambitious young man. His work will be appreciated in days to come. I have been a contortionist since 1889. **JAMES J. DASHINGTON.**

Asks About Old Troupes Making Eastern Canada
Fredericton, N. B. What readers of the Forum can furnish information on old-time dramatic stock companies that used to visit the maritime provinces of Canada—H. Price Webster's Famous Boston Comedy Company, Merkel-Harder Company, Klark-Urban Company or Mae Edwards Players? I have seen references to a tour of M. V. Leavitt's Minstrels thru this country in 1866. What other companies presented the half-circle brand of entertainment up this way at that time and since then? The only company of my own recollection is that of John Van Arnam. **FRED H. PHILLIPS.**

Quotes One Origin Story About "Gilly"
Fremont, Neb. In response to the query of Mr. Weller in the Forum of July 25, I am offering my conception of the meaning of the word "gilly," conceived from experience with carnivals and circuses. A gilly show is popularly supposed among outdoor show people to be an outfit which is transferred to baggage cars from the lot by either show-owned or hired trucks and applies only to small carnivals and circuses. The actual meaning of the word gilly, as far as adjectival qualities or place among English words

as either noun, adjective or verb, is indeterminate. The only origin of the word that ever has come to me is vague, indeed, nevertheless worth quoting: "The word gilly, applied to a show, originally came from the revolutionary move of one Mr. Gillipen, old-time medicine showman, who first placed his show on a basis of rail transportation from spot to spot, then carted by wagon the fronts, etc., from car to lot and back again." Quite possibly incorrect, yet the only source of origin ever told me. If of any use to Mr. Weller he is welcome to my slight contribution. **DOC OMEGA.**

Strong for Circus Model Makers' Body
La Fayette, Ind. My attention was drawn to the story in the August 1 issue of *The Billboard* stating that plans are under way for formation of a Circus Model Builders' Association of America. The circus bug bit me about five years ago and since then I have made a number of trips to Peru to study the physical equipment and workings of circuses. What little work I have done with models has been crude, but I have derived an immense amount of pleasure from the pastime and have become acquainted directly or indirectly with 15 builders of miniature circuses. I feel that the steps taken by Messrs. George A. Goff, Bert Bachstein, C. H. Bennett and Ralph H. Miller will be the foundation of a skillful brotherhood of craftsmen. **MARION LEWIS.**

"Gilly" Might Be Contraction Of Galloping
Traverse City, Mich. Reading the letter in the Forum of July 25 inquiring as to origin of the word "gilly," it has always been my contention that it is a derivation of the word "galloping," which referred to the days when the mud shows traveled by wagon and the term was often called "gillipin," which was later contracted to the present term, gilly. I hope this information will be of use to Mr. Weller. **DONALD SETH.**

Recalls 1899 Drivers' Staff, Ringling Show
Dilworth, Minn. At the request of numerous persons I am giving the personnel of Ringling Circus teams and drivers, season of 1899: Spencer Alexander Delavan, boss hostler; Ed Jenkins, assistant; eight-horse drivers, George Stumph, first band team and big top pole wagon; W. J. Heather, second band team; Henry Welsh, bell wagon and stable pole wagon; Jim Hickey, hippo den; Nick Strauss; Fatty Greer, succeeded by Charlie Rooney; Skip Moran, succeeded by Pony Red, last named handling menagerie pole wagon, and Jack, stake and chain wagons. Stumph, Rooney and Welsh later were boss hostlers. Six-horse drivers, Sheeny Laurier, Harry Lewis, Big Ed Delevan, Charlie Woods, Charlie Dairy, Otto Ziegler, Dave Chadwick, Al Myers, Rattlesnake Red, Charlie Burdette, Mustache Whitey and Charlie Linley. Four-horse drivers, Lew Marshall, Charlie Keister, Ed Snow, Pete Collahan, Hugh Corrigan, Swede John, Hip Red, Elmer Riggle, Jack Dalton, Ed Smith, Old Marquette, Buff Kennedy, Kid-Glove Slim, Doc Connors, Shorty Wencell, Ed Sharp and Ed McHugh. Of the train teams John Welsh and Charlie Patingale drove pull-up and Red Reardon and myself drove pull-over. Helpers that I remember were Cabby, Ed Brewster, Bruce Walters and Popcorn. Ed Farley was team watch. Old Cal was the feed man and Bob Meeks had the ring stock. **I. J. HETHERINGTON.**

Saranac Lake
By BETTY HUNTINGTON
Last Sunday was Marshall Day for all the patients at the NVA Lodge. Those who were able to go were invited to a

picnic at Camp Marshall on Rainbow Lake. An outdoor grilled supper was served and boating, bathing and other outdoor sports were indulged in. George Singer and John Cavanagh, of Flushing, and guests at the camp, helped entertain the NVA crowd with harmony tunes on their uke and with witty stories. It was a day to be remembered and we're grateful to both Helen and Jimmy for a wonderful time.

Mina Morsee's husband, Ben, and his friend, Barney Bell, of New York, spent a pleasant week with us and gave their usual jovial laughs with their comedy and dance act, featuring their original *Off to Buffalo* number.

Misses Bernice and Marie Stacy and Olive Garrard, booked as the "Three Sweethearts of the Air," were the attraction at the Floridel last week. The clever trio harmonizes in the Pickens style. Olive plays the piano pleasingly, while Bernice and Marie put over sensational tap routines.

Jack Nicholls, ex-NVAer, who left the lodge last year in A-1 condition, is back in town with a slight setback.

Tom Mix brought part of his big show over to the NVA grounds last week. We sure were proud to have him perform for us and wish to thank him and his company for a splendid performance.

Donna and Darrell, ballroom dancers, now playing an engagement at the Barn, Lake Placid, visited Jack Edwards at the lodge last week.

Alice (Sunshine) Carmen went thru a successful pneumolysis operation at the General Hospital last week. She is now back at the lodge and doing well.

Buster (Blonge) Brown, popular Montreal mistress of ceremonies, has been held over at the Floridel Night Club here for an indefinite stay.

Another pal and trouper has passed out of our midst, Lizzie Rogers. For details please refer to Final Curtain, this issue.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

SUGAR'S DOMINO
(Continued from page 25)
William Gillette. The letter printed in the daily made the orchestra leader look silly because at least five of the words appearing therein he never used in his life simply because he doesn't know what they mean. But he was apparently satisfied because the press agent landed his name in the paper. If press agency is that tough these days we imagine some of the higher caliber boys following this trade ought to work for a vice syndicate so as to enable them to write to the folks back home that they are engaged in a fairly respectable business.

ENDURANCE SHOWS
(Continued from page 23)
furnishing the music. Floor judges are Pete Tripodi and Forrest Bailey, with Porky Joe trainer. Couples still on the floor are Scotty Reed and Mildred Moore, Charles Loeb and Patsy Ryan, Mickey Britton and Margaret Buchholtz, Pop L. Reeder and Barbara Bennett, Ernie and Georgia Blount, Glenn Donnelly and Marian Blake, Enrico D'Elia and Margie Myers, Johnnie Russo and Lady in Green, Frenchie Boisjolie and Chad Alviso, Red Raylor and Ida Reeves. Marty Dore is soloing.

MR. AND MRS. BUDDY ATKINS, tickled pink these days over the arrival of a daughter July 23, are located in Minneapolis, where Buddy is now working. They would like to hear from Billy and Delores and other of their friends via the Letter List.

HELEN STEELE, of Nashua, N. H., former marathon dancer, is now on tour with Sophie and the Girls, fem band, as featured blues singer. Her last marathon engagement was at Mosely's on the Charles, Dedham, Mass.

HAVE HAD AN INQUIRY recently as to the present whereabouts of Jack Reynolds. How about letting your friends know where you are and what you're doing, Jack?

BILLY SIEBLE, now located in Massillon, O., is anxious to learn the whereabouts of his father, Ernie Steele, floor judge, thru this column.

KENNETH GRUWELL pencils in to say that he was stranded recently at Dunsuir, Calif., when a show which was to have opened there failed to jell.

JACK (BLACKIE) KIRBY, head trainer with Josh Kitchen's last show, is now

42d YEAR
The Billboard
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Member Audit Bureau of Circulation
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DISPLAY ADVERTISING—Fifty Cents per Adept Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. AUGUST 8, 1936. No. 32

in charge of training 23 greyhounds at the Mineola, L. I., greyhound track. Jack writes that never has worked for a finer man than Kitchen. He would like to hear from all friends thru the Letter List.

KANSAS CITY
(Continued from page 24)
been released and is now at home in Chanute, Kan.

Dorothea Wilder, of the Rainbo Players, is taking a month's vacation trip, accompanied by her parents.

Burke & Gordon Players are reported to be closing at an early date in Illinois. Farrel and Caprice closed with the Jack Hart Show last week.

Kelly Masters is making tentative arrangements to reopen his circle at an early date to play his regular territory thru Alabama for the fall and winter.

Nona Nutt, character woman, is closing a long season with the Frank Smith Players.

Jay Coggs and Ted Hawkins are said to be closing with the Morris-Davis Players in Nebraska.

Billy Wade, who managed *The Cellophane Scandals* under the J. Doug Morgan banner until recently, is now in Pittsburgh to reorganize the show for the fall season in theaters.

"Everyman" Set for S. F.

SAN FRANCISCO, Aug. 1.—California Festival Association's production of Hugo Von Hofmannsthal's *Everyman* will be brought here by N. H. Sloane, of the State Chamber of Commerce, in September after its Hollywood Bowl showing. Johannes Poulsen, actor-director of the Copenhagen Royal Theater, Denmark, is in California to direct the production, which will be presented for eight nights in the Hollywood Bowl, starting September 8, with the San Francisco showing to follow. Max Reinhart produced *Midsummer Night's Dream* for the California Festival Association two years ago.

Poulsen and his wife, Ulla Poulsen, Copenhagen Royal Opera ballerina, were in town last week-end. She gave a dance recital for the Danish colony.

Mile. Villaray Headed East

SAN FRANCISCO, Aug. 1.—Mile. Mimi Villaray, who has been giving French versions of hula songs at the King's Theater, Honolulu, after several days in town in on her way to New York for a theatrical engagement. Almina Ali, Egyptian dancer, has gone to Hollywood for a try at films after a stopoff here. She made several appearances in the Orient before coming to the United States this week.

ARCHIBALD—H. Teller, 57, who opened the Casino Theater, Chicago, in 1912, at Swampscott, Mass., July 24 of heart disease. Survived by his widow, three brothers and a sister. Interment in Washington.

BARA—Bernard, 80, father of Theda Bara, "vamp" of the silent screen, and Lori Bara, actress, at his summer home in Clementsport, N. S., July 28. Lori and a son, Mark, survive. Interment in Boston.

BARTIK—Ottokar, former ballet master of the Metropolitan Opera Company for 24 years, in Prague, Czechoslovakia, July 24. An authority on classical dance forms, Bartik was a dancer himself, appearing occasionally on the stage of the Metropolitan. He staged spectacles for Ringling Bros.-Barnum & Bailey's Circus and managed singers on concert tours. Survived by his widow, a dancer.

BARTON—Sarah Elizabeth, pianist, in Danbury, Conn., July 22 from shock following an accident.

BATBEDAT—Gerard, manager of the Studio des Champs Elysees Theater in Paris and well-known writer and critic, in Paris July 20.

BERNARD—Mrs. J. A., 76, mother of Al Bernard, veteran minstrel man, songwriter and radio and recording artist, and Joseph Bernard, dramatic artist, of a heart attack at her home in New Orleans July 29. Burial in St. Patrick's Cemetery No. 3, New Orleans.

BLETTNER—Charles H., 40, Pittsburgh member of IATSE, in that city July 23. Funeral services July 27. Survived by mother and sister.

BLUME—Frederico, 73, writer of the libretto for the first Peruvian opera, *Ollanta*, July 24 in Lima, Peru.

BROCA—Raymond, well-known French singer and the founder of the first union of theatrical artists in 1890, recently at Solliès-Pont, France.

BURTON—Howard W., former theatrical man, July 24 at the Delaware Hospital, Wilmington, Del., after an illness of four years. Burton had been cashier at the Playhouse, Philadelphia. He had also been with the Garrick Theater and was employed for many years at the Grand Opera House, that city.

IN FOND MEMORY OF MY DEPARTED FRIEND.

ED F. CARRUTHERS
Who passed away August 7, 1935
SAM J. LEVY.

CLISBEE—Edward M., 57, assistant manager of Liberty Theater, Wenatchee, Wash., of a heart attack July 24 in a Wenatchee hospital. Services July 29 at the Jones & Jones Chapel, Wenatchee. Survived by his widow.

CLOSE—Roy Duncan, 44, pianist and radio broadcaster, in Port Chester, N. Y., July 26.

CUNNINGHAM—Aloystus, veteran actor of stage and screen, of a heart attack at Deer Lake, near Pottsville, Pa., where he had been playing with a summer company, July 28. Cunningham was engaged by Max Gordon for his forthcoming production of *Othello*. He appeared in *The Petrified Forest* with Leslie Howard and in *The Postman Always Rings Twice* with Richard Barthelme. He was a member of the Lambs'

Adolph Phillip

Adolph Phillip, 72, German-American playwright, composer, actor and producer, died July 30 at Beth Israel Hospital, New York. His most sensational run was "Alma, Where Do You Live?," produced at his own theater in Yorkville about 30 years ago.

He was born in Hamburg, Germany, joined a circus when 14 and at 15 made his debut as an actor. Two years later he was leading tenor in "Merry War," produced in Leipzig. Following a tour with Angelo Neumann's Wagnerian opera company he wrote his first piece, "The Street Singer." Engaged by Gustav Amberg for his German operetta company at the Irving Place Theater, Phillip came to New York and soon formed his own company.

Besides "Alma, Where Do You Live?," which played in English on Broadway, he wrote "Auction Pinochle," "The Corner Grocery of Avenue A," "Little Germany" and "Across the Pond." In 1933 he adapted "Kultur," by Theodore Waechter.

Survived by his sister, Augusta Phillip.

The Final Curtain

Club, the Catholic Actors' Guild and Actors' Equity.

DENIVELLE—Paul E., 64, nationally known San Francisco artist, at his summer home on the Truckee River, near Lake Tahoe, Calif., July 29 following a long illness. He was a partner of Arthur Hammerstein, New York theatrical producer, from 1900 to 1913. He was later supervisor of architectural modeling for the 1915 Panama-Pacific International Exposition, San Francisco, and collaborated with Jules Guerin, color director of the fair. Denivelle used his imitation travertine in putting the finishing touches on all the expositions and for this work won a gold medal from the International Jury of Awards. Among his lasting monuments are the heroic figures which decorate the Interstate Commerce and Department of Labor Building in Washington. Surviving are his widow and a daughter. Funeral services July 31 in San Francisco.

DUNN—James Phillip, 52, composer of *We*, in honor of Charles A. Lindbergh's transatlantic flight, July 24 in Jersey City, N. J., as briefly mentioned in last week's *Late Deaths*. Some of his better known songs are *The Bitterness of Love*, *Come Unto Him* and *Weary*. Survived by his widow, formerly Lillian E. Byrne, and a son, Robert Lawrence Dunn.

IN LOVING MEMORY OF OUR DEAR SON,

FRITZ EDWARDS

Who went on ahead two years ago today,
August 7, 1934.

MR. AND MRS. JESSE R. EDWARDS.

FINCH—Marvin, 28, musician, in Methodist Hospital, Indianapolis, July 26. Finch played piano in Larry Price's and Bob McKittrick's orchestras.

FRY—Wilfred Washington, 61, former president of N. W. Ayer & Son, Inc., advertising agency, July 27 at the Jefferson Hospital, Philadelphia, of complications following an attack of influenza. He became associated with the Ayer firm in 1910 and in 1923 became its head. Surviving are two daughters and a son.

GILL—Mrs. Marnette, 36, wife of Roy Gill, amusement operator in Revere Beach, Mass., and Boston, July 22 in Lynn, Mass., after a lingering illness as mentioned briefly under *Late Deaths* of the last issue. She was well known to showfolk, especially on carnivals, her husband having been connected in executive capacities with Miller Bros.' 101 Ranch Wild West and Johnny J. Jones. For several seasons she traveled with Mr. and Mrs. Arch E. Clair on the Brown & Dyer Shows. Her husband has been an extensive promoter and operator of riding devices, shows, ballrooms and other projects at Revere and other New England places for years and is co-owner of the Normandie Ballroom, Boston. He pioneered Bingo and other games in New England. Burial in Salem July 24.

GILLMORE—Doc, privately known as James Dorrance, magician with West Bros. Amusement Company, of a heart attack at Sauk Center, Minn., where the show was playing. Services at Sauk Center Funeral Chapel, with Rev. J. F. Robertson officiating. Burial in Greenwood Cemetery there.

JAY—Dorothy, 28, film extra, was found murdered in her home in Los Angeles July 28.

KENDALL—Harry, 64, actor, July 27 in Coney Island Hospital, Brooklyn, from a paralytic stroke. Kendall made his first stage appearance in vaudeville in London in 1898. He came to the United States about 1910 and played in the original production of *Excuse Me* and two years later with *Tea for Three*. As a result of his experience in the World War he wrote a book called *A New York Actor on the Western Front*. Later plays in which he appeared were *Old English* with George Arliss and *The Trial of Mary Dugan* at the National Theater, New York. Services under the auspices of the Actors' Fund, July 29, at Cooke's Funeral Home, New York.

KIMBALL—Curtis N., 74, manufacturer of pianos, pipe organs and radios, from an operation in a Chicago hospital July 30. Surviving are his widow, two sons and two daughters.

LANDES—Harry K., 74, owner of Harry K. Landes Company, costumer, recently in the Methodist Hospital, Indianapolis, after several days' illness.

Survived by his widow, a son and three grandchildren.

LOWERY—Mose, 114, for 25 years with Walter L. Main Circus, at the Ashtabula County Home, Conneaut, O., July 23. Lowery was a slave for many years before entering the circus field.

MCLAUGHLIN—Maurice E., 69, former theater critic of *The Brooklyn Daily Eagle*, New York, in Becket, Mass., July 23, as briefly mentioned in last week's *Late Deaths*. McLaughlin started his career in the theatrical business, early becoming manager of Proctor's Theater, Montreal. He switched to newspaper work, first going to *The Dramatic Mirror* and in 1909 to *The Eagle*. His widow, one son and two brothers survive.

MCTIMMINS—James, bronk rider and all-round cowboy, in Burbank, Calif., July 10. Interment in Valhalla Memorial Park, that city.

MAHLMAN—Charles R., 50, former vaudevillian, at his home in Utica, N. Y., July 29.

MAYO—Rose, 59, retired actress, formerly well-known on the legitimate stage and in vaudeville, of peritonitis in Atlantic City Hospital, Atlantic City. A one-time leading woman of the Elystium Theater Stock Company, New Orleans, she appeared in *Under Two Flags*, *The Great Northwest* and *Superba*. As a vaude headliner she made a tour of the world in comedy sketches. Two daughters, Dorothy Mayo and Mrs. Louise Demers, of Montreal, and a son, Walter Mayo, survive. Services July 28 in St. Malachy's Church, New York.

MYERS—Howard, 22, musician, in an automobile accident near Camden, N. J., July 26.

NICHOLAS—Bessie, 55, wife of the late Cliff Nicholas, former producer on the Gertrude Avery show, at Cook County Hospital, Chicago, July 22. Burial in Woodlawn Cemetery, Chicago, July 25.

PORETTA—Benny, 18, violinist, drowned in the Monongahela River near Glassport, Pa., July 29. His parents survive.

READ—Ray, 52, burlesque comic, July 26 of a heart attack at his home in Bronson, Mich. He was teamed with Howard Paden in vaude as Paden and Read and toured the major circuits for 18 years. He was featured on the Columbia Burlesque Wheel for several seasons in Ray Read's *Speed Girls*. His last engagement was at Yarrick Theater, St. Louis. Surviving are his widow, his mother, sister and brother. Burial July 28 at Bronson Cemetery, Bronson.

RELLMUT—Mitzl, 23, West Englewood, N. J., in a fall while performing with the Four Albanis at Salisbury Beach, Mass., July 30. Further details elsewhere in this issue.

ROGERS—Lizzie, 48, at the NVA Lodge, Saranac Lake, N. Y., July 27 of a lingering illness. Born in Portland, Me., she was a performer for 22 years and known as the "Girl in Gold." Survived by a sister, Mrs. Halpin, of Portland. Interment at her home in Maine.

SCHEAFER—Simon, 62, who operated the first motion picture in New Albany, Ind., at his home there recently following a lingering illness.

THOMAS—Frank E., father of Dewey Thomas and Bessie Fuller, concessioners, in Kansas City, Mo., July 17.

WEINGARTEN—Milton, 45, founder and owner of the Milton Weingarten Novelty Company, San Francisco, in Mount Zion Hospital, that city, July 21. Survived by his widow and two children, John and Helen. Services July 23 from Halsted Chapel, San Francisco.

WRIGHT—W. A., 61, circus billposter, at Pembroke, Ont., July 23. Interment in United Church Cemetery, Pembroke, July 25. He had been with Johnny J. Jones, Hagenbeck-Wallace, Sparks, Howe's Great London, Barnum & Bailey and Barnett Bros.' shows.

Marriages

BERRY-EASTMAN—Harvey Berry and Madeline Eastman, daughter of Mrs. Betty Williams, all of the Al C. Hansen Shows, July 7 at Algona, Ia.

BRIDGES-WHITE—Dan Bridges, Atlanta business man, and Marguerite White, secretary to Paul M. Conway, show attorney at Macon, Ga., and known to many troupers, in Heflin, Ala., July 24.

DANWILL-ANTHONY—Bundi Danwill, of the Six Danwills, and Charline Anthony, ballet aerialist with the Ringling show, at Chicago July 29.

JONES-HERVEY—Allan Jones and

Irene Hervey, screen players, July 26 at Beverly Hills, Calif.

LAMSON-RANKIN—David Lamson and Ruth Rankin, film magazine writer, at Beverly Hills, Calif., July 28.

LEWIS-BROPHY—Franklin Lewis, playing fairs with his father with cookhouse, and Myra Brophy, nonprofessional, in Freeport, Ill., July 21.

McKEEGON-WESTFALL—G. McKeegon, brother of Mrs. Susie Severns, head booker of Metro-Goldwyn-Mayer Exchange, Detroit, to Merle Westfall, assistant biller in same exchange.

MORAN-TAEADWAY—Sidney Moran, shooting gallery operator at California Pacific Exposition, and Jean Taeadway, nonprofessional, in San Diego July 9.

ORSATTI-CHATBURN—Frank Orsatti, actors' agent, and Jean Chatburn, film player, at Yuma, Ariz., July 29.

PRIMA-ROSS—Louis Prima, musician in Guy Lombardo's Orchestra, and Alma Ross, Hollywood actress, in South Bend, Ind., July 25.

RACHERBAUMER-STRINGER—William (Rocky) Racherbaumer, basso of the WLS Hometowns, Chicago, to Marlon Rae Stringer, nonprofessional, at Geneva, Ill., July 30.

SEGLER-BUCHITE—Oscar Segler, of the McCall Bros.' Show, and Lois M. Buchite, ticket taker on same show, at Wells, Minn., July 26.

WEEMS-WHITING—William (Billy) Weems, violinist with Henry King's Orchestra, San Francisco, and Noweta Whiting, nonprofessional, of Dallas, in Reno July 18.

ZAROODNY-FEKETE—Serge Zaroodny, pianist, and Wilma Fekete, violinist, both of Bridgeport, Conn., at Deep River, Conn., July 26.

Coming Marriages

Batsie Cirimele, saxophonist and arranger with Ran Wilde's Orchestra, San Francisco, and Rose Guaragno, nonprofessional, of Oakland, Calif.

Russell Garcia, trumpeter with Ran Wilde's Orchestra, San Francisco, and Leonore Brougham, nonprofessional, of Richmond, Calif.

G. Harrison Fenner, actor, Sidney, O., and Eleanor H. Gratsch, nonpro, of Dayton, O., soon.

Harold Whitenack, of Los Angeles, to Rosemary Loomis, daughter of Mr. and Mrs. G. C. Loomis, of the Loomis Players, and niece of Mr. and Mrs. C. F. Zeiger, of the C. F. Zeiger United Shows, in November.

Barbara Jason, night club entertainer, and Samuel Ringle in Philadelphia early in December.

Pete Woolery, CBS singer, and Helen Barrett, singer, in Philadelphia September 16.

Births

A daughter to Mr. and Mrs. Jay Norwine July 22 at St. Vincent Hospital, Toledo, O. Mother formerly played Public and RKO circuits as singer and dancer with Eddie Stanley and also appeared with Smith Ballew's Orchestra.

A 7½-pound son to Mr. and Mrs. Roland Douglas at Grace Hospital, Detroit. Mother was formerly with Sells-Floto Circus and father is former press agent for Olsen and Johnson and now manager of Wisconsin Theater, Milwaukee.

To Mr. and Mrs. Manny King Kline an eight-pound boy at Rockaway Beach (N. Y.) Hospital July 31. Parents had an unborn show with Coleman Bros.' Shows last year and now operate a concession at Rockaway Beach. Father is the son of Johnny Kline, publisher.

A son to Mr. and Mrs. Louis Aiken Jr. at Jewish Hospital, Cincinnati, July 27. Father is WCKY announcer.

To Mr. and Mrs. James Winters twin boys July 28. Parents are with the Winters Exposition Shows.

A 7½-pound girl to Mr. and Mrs. Milton (Curly) Bartok at Mt. Sinai Hospital, Cleveland. Father is a well-known pitchman.

To Mr. and Mrs. Aicardi, of the Aicardi Troupe, jugglers, a girl at Aarhus, Denmark.

To Mr. and Mrs. Glenn Newton, magic workers, a daughter July 21 at an Oswego (N. Y.) hospital.

To Mr. and Mrs. Andy Randels a five-pound girl July 25 at Ville Platte, La. Father is with Jimmy Warren's Comedians.

To Mr. and Mrs. Leo Miller a seven-and-one-half-pound daughter July 22 in Norwalk, Conn. Father is radio editor of *The Bridgeport* (Conn.) *Herald* and exploitation manager of Roton Point Park, South Norwalk.

A son, Martin James, eight pounds six (See *BIRTHS* on page 77)

ACTS, UNITS AND ATTRACTIONS

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

A

Aarons, Ruth (Radio City Rainbow Room) NYC, nc.
 ABC Trio (El Chico) NYC, nc.
 Abbott Dancers (Palmer House) Chi, h.
 Abbott & Tanner (Riverside) Milwaukee, t.
 Adams, Gay (Ambassador) NYC, h.
 Adeline, La Petite (Le Mirage) NYC, nc.
 Adreon, Emilee (French Casino) NYC, nc.
 Ah San See (Court) Springfield, Mass., re.
 Ah San & Henri (Court) Springfield, Mass., re.
 Alles, Roscoe (Will Oakland's) East Paterson, N. J., ro.
 Akin Jr., Bill, & Continental Trio (Onesto) Canton, O., h.
 Alden, Elsie (Port Arthur) Providence, R. I., re.
 Alexander, Saki (Pavillon Royal) Valley Stream, L. I., nc.
 Alix, Mae (Panama) Chi, nc.
 Allan & Martin (Bon Air) Wheeling, Ill., nc.
 Allen, Bob (Astor) NYC, h.
 Allen, Jean (Swanee Club) NYC, nc.
 Alpert, Mickey (Yacht Club) Chi, nc.
 Amstel, Felix (Russian Trojka) New York, nc.
 Anderson, Anne (Villa Moderne) Chi, nc.
 Andre & Delphine (El Tivoli) Dallas, Tex., nc.
 Andre, Leah (Silver Cloud) Chi, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Archer, Gene (Weber's Summit) Baltimore, nc.
 Arleys, Four (Steeplechase) Coney Island, N. Y., p.
 Armstrong, Bernice (606 Club) Chi, nc.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arnold, Billy (Babette) Atlantic City, cb.
 Astwood, Norman (Ubangi) NYC, nc.
 Atherton, Dolph (Century) Baltimore 3-6, t.
 Atkinson, Betty (Yacht Club) Chi, nc.
 Austin, Marie (Harbor Inn) Rockaway Beach, N. Y., nc.
 Avalons, Six (Expo.) Rhinelander, Wis.; (Fair) La Crosse 10-15.
 Ayres, Solly (606 Club) Chi, nc.

B

Bacon, Virginia, Co. (Earle) Phila 3-6, t.
 Baer, Betty (Wivel's) NYC, re.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.
 Baker, Kenny (State) NYC 3-6, t.
 Baldwin & Bristol (Riverview) Pennsylvania, N. J., p.
 Bappte & Lamb (New Yorker) NYC, h.
 Baines, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Barnett, Bobby (Broadway Room) NYC, nc.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barrina, Olga (Buckingham) NYC, h.
 Barron, Judith (Adelphia) Phila, h.
 Basini, Mario (Place Elegante) NYC, nc.
 Barth, Ruby (Bear Mountain) NYC, ss.
 Bartholemey, Lillian (Meadowbrook Club) Saratoga Springs, N. Y., nc.
 Beasley, Harry (Mandalay) NYC, s.
 Beaujean, Pierre (Buckingham) NYC, h.
 Beekman, Jack (Sportland) Wildwood, N. J., nc.
 Bessinger, Radio Frank (Congress Hotel) Chi, nc.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell & Grey (Jackson's) Ocean City, Md., nc.
 Bell, Rita (Club Trocadero) West End, N. J., nc.
 Bell & White (Silver Cloud) Chi, nc.
 Bell's Hawaiian Follies (Strand) Rumford, Me., 6; (Cumberland) Brunswick 7; (Capitol) Augusta 8; (Colonial) Portsmouth, N. H., 9; (Flynn) Burlington, Vt., 10-12, t.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Beno, Ben (Celebration) Huntington, Ind., 4-7.
 Benson, Ina (Paradise) NYC, re.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Bergen, Edgar (Chez Paree) Chi, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Eardard, Lil (Alabam') Chi, nc.
 Bernard, Phil (Alameda) Mexico City, Mex., t.
 Bernie, Harry (State-Lake) Chi, t.
 Berry, Robert (Buckingham) NYC, h.
 Eert & Jay (Colonial Village) Peoria, Ill., nc.
 Bickford & Crandall (Arcadia Gardens) Columbus, O., nc.
 Bigelow & Lee (Showboat Casino) City Island, NYC, nc.
 Billy, Milly & Baby (Leon & Eddie's) NYC, nc.
 Blackstone (Lyric) Indianapolis, t.
 Blake, Barbara (Monmouth Beach) Spring Lake, N. J., h.
 Elake, Barbara (Ross Fenton Farms) Deal, N. J., ro.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Jerry (Four Horsemen) Phila., nc.
 Blue, Ben (State) NYC 3-6, t.
 Bo Brummels, Three (Lido) Montreal, nc.
 Boffinger, Hazel (Park Central) NYC, h.
 Boice & Marsh (Earle) Phila 3-6, t.
 Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Booth, Francis (Marine Park Grill) Brooklyn, NYC, nc.
 Botan, Arthur (Fox) Washington, D. C., 7-13, t.
 Booth, Wade (Hi-Hat) Chi, nc.
 Boran, Arthur (Ambassador) Atlantic City, h.
 Borring & Lazar (Cocoanut Grove) Phila, nc.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Bower Sisters (Chin Lee's) NYC, nc.
 Bows, Major, Dance Band (Chicago) Chi, t.
 Bowker, Betty (Governor Clinton) NYC, h.
 Brandt & Fowler (Ross-Fenton Farms) Deal, N. J.
 Branker, Bill (Kit Kat Club) NYC, nc.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brent, Ruth (Roosevelt) New Orleans, h.
 Brants, The (Riverside) Milwaukee, t.
 Brito, Phil (Mount Royal) Montreal, h.
 Brokenshire, Norman (Village Nut Club) NYC, nc.
 Brooks, Howard (Stevens) Chi, h.
 Brooks, Margaret (Jumbo) Fort Worth, Tex., t.
 Brooks Twins (Club Vogue) NYC, nc.
 Broomfield & Greeley (Ubangi) NYC, nc.
 Brown, Ada (Lyric) Indianapolis, t.
 Brown, Arnold (Broadway Room) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Brown, Arthur (Versailles) NYC, nc.
 Brown, El (Black Cat) NYC, nc.
 Brown, Jack (Chin's) NYC, re.
 Brown, Jack, & Irene Mauseth (Broadway Room) NYC, nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Brown, Susaye (Kit Kat Club) NYC, nc.
 Bryant, Betty (Club Ball) NYC, nc.
 Bryson, Clay (Montclair) NYC, h.
 Buckley, Art (Harry's N. Y. CaBarEt) Chi, nc.
 Buckley, Neil (Roosevelt) NYC, h.
 Burke, Peggy (Half Moon) Coney Island, NYC, h.
 Burnett Sisters (Ivan Frank's) NYC, nc.
 Burns, Billie, & Dennis White (Pavillon Royal) Valley Stream, L. I., nc.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Burt, Bennie, & Gladys Kern (Tower) Kansas City, t.
 Byrnes & Farney (Tower) Kansas City, t.
 Bytonettes, The (Lyric) Indianapolis, t.

C

Caldwell, Edith (Waldorf-Astoria) NYC, h.
 Callison, Jim (Von Thenen's) Chi, nc.
 Cameron, Kay (Paradise) NYC, re.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Carlenia, Lena (Club Gaucho) New York, nc.
 Carleton & Juliette (Washington Arms) Marmaroneck, N. Y., nc.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlich, Jack (French Casino) NYC, nc.
 Carmyle, Madge (Leon & Eddie's) NYC, nc.
 Carr, Mary Ann (Park Central) NYC, h.
 Carrion Bros. (Terrace Gardens) Rochester, N. Y., nc.
 Carroll, June (18 Club) NYC, nc.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Carroll Sisters (Steamship Empire State) NYC, s.
 Carson, Jack (Tower) Kansas City, t.
 Cartier, Joan (Pavillon Royal) Valley Stream, L. I., nc.
 Casey, Pat (Lincoln) NYC, h.

D

D'Arcy Girls (Rocky Point Park) Warwick, R. I., 10-15.
 Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Daisy the Horse (Steamship Empire State) NYC, s.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dancing Debutantes (Nut Club) NYC, nc.
 Danders, Bobbie (Colosimo's) Chi, nc.
 Dandies, Four (La Rue's) NYC, nc.
 Dandridge, Putney (Ubangi) NYC, nc.
 Daniels, Billy (Black Cat) NYC, nc.
 Daniels, Mae (Kit Kat Club) NYC, nc.
 Danna & Dahl (Court) Springfield, Mass., re.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dare, Virginia (Devil's Rendezvous) Chi, nc.
 Dario & Diane (Radio City Rainbow Room) NYC, nc.
 Dau, Rilla (Club Gaucho) New York, nc.
 Davis, Benny, Co. (Met.) Boston 3-6, t.
 Davis, Bob (Bear Mountain) NYC, ss.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Rufe (Tower) Kansas City, t.
 Dawn, Dolores (Colosimo's) Chi, nc.
 Defrees, Lois (Dizzy Club) NYC, nc.
 del Gardi, Rita (Le Mirage) NYC, nc.
 Deauville Boys (Ho Ho Casino) Coney Island, N. Y., nc.
 De'vons, The (Astor) NYC, h.
 DeMar & DeAndre (Blossom Heath) Detroit, nc.
 DeMay, Moore & Martin (Will Oakland's) East Paterson, N. J., ro.
 DeSalvi, Emil (L'Algon) Chi, nc.
 Denning, Ruth (Embassy) Phila, nc.
 Deuces, Four (Times Square) NYC, h.
 Dimitri, Karel & Andre (French Casino) NYC, nc.
 Dimitri & Helen (Club Gaucho) New York, nc.
 Dion & Sparkettes (Villa Royale) Pittsburgh, nc.

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

PRINCESS CHIYO

Scala Theatre, Berlin, Germany,
 August 1 to 31.

Christine, Bobette (Chateau Moderne) NYC, nc.
 Cail & Stuart (Club Laurier) Lowell, Mass., nc.
 Calloway, Cab, & Orch. (Stanley) Pittsburgh 3-6, t.
 Campbell's Royalists (Hipp.) Toronto 3-6, t.
 Carmen, Lila (Riviera) Fort Lee, N. J., nc.
 Carr, June (Century) Baltimore 3-6, t.
 Castle, Yvonne (Paradise) NYC, re.
 Catalina, Rose (606 Club) Chi, nc.
 Claudet, Marguerite (Orlando) Decatur, Ill., h.
 Clauson, Charles (Cafe Bali) NYC, nc.
 Clayton, Pat (Vogue Club) NYC, nc.
 Clements, Otis & Eleanor (Club Floridel) Saranac Lake, N. Y., nc.
 Co-Dance Trio (Show Bar) Forest Hills, L. I., nc.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collins & Peterson (Oriental) Chi, t.
 Collins, Rose (Riviera) Fort Lee, N. J., nc.
 Comets, Four (Earle) Washington, D. C., 3-6, t.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conrad, Margaret (Brevort) Chi, nc.
 Conti, Jean (Meurice) NYC, re.
 Conway & Parks (Kit Kat Club) NYC, nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Coral Islanders (Montclair) NYC, h.
 Coral, Tito (Washington Arms) Marmaroneck, N. Y., nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornwell, Frank (Edison) NYC, h.
 Corvino & Yovita (Nixon) Pittsburgh, re.
 Courtney, Alex (Century) Baltimore 3-6, t.
 Courtney, Ann (Montclair) NYC, h.
 Crane, Ford & Gene Stultz (Paradise) NYC, re.
 Crawford & Caskey (Stevens Hotel) Chi, nc.
 Crosby, Ann (Lido) Montreal, nc.
 Crosby, June (Victoria) NYC, h.
 Cross & Dunn (500 Club) Atlantic City, N. J., nc.
 Currie & Naida (Blackhawk) Chi, nc.

Fields, Shep, & Orch. (Michigan) Detroit 27-30, t.
 Fisher, Irving (Chesapeake House) NYC, re.
 Fitzgibbon, Dave & Dorothy (Ross Fenton Farms) Deal, N. J., ro.
 Five o'Clock Boys (Palisades Amusement Park) Palisade, N. J., p.
 Flake, Nancy (Glen Island Casino) New Rochelle, N. Y., nc.
 Flore, Dany (French Casino) NYC, nc.
 Flowerton, Consuelo (St. Regis) NYC, h.
 Fogarty, Alec (Weylin) NYC, h.
 Fonda & St. Clair (Lookout House) Covington, Ky., nc.
 Forq, Ami (French Casino) Atlantic City, nc.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Ford, Nora (Club 606) Chi, nc.
 Fordham, Louise (Number One Bar) NYC, nc.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Shirley Hope (Half Moon) Coney Island, N. Y., h.
 Frankle & Naomi (Leon & Eddie's) NYC, nc.
 Franz & Fuller (Front Street Gardens) Toledo, nc.
 Frazee Sisters (Riviera) Fort Lee, N. J., nc.
 Frazer Bros. (State-Lake) Chi, t.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Frazer, Jack (Playland Park) Rye, N. Y.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredericks, Freddy (Thorp's) St. Louis, nc.
 Fredericks, Chester (Century) Baltimore 3-6, t.
 Fricke Sisters (Terrace Gardens) Rochester, N. Y., nc.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frohman, Bert (Paradise) NYC, re.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gall Gall (Biltmore) NYC, h.
 Gardner, "Polson" (Dizzy Club) NYC, nc.
 Garron & Bennett (500 Club) Atlantic City, N. J., nc.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Gaudsmith Bros. (Earle) Phila 3-6, t.
 Gautier, Arsene (French Casino) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gene, Gory & Roberta (Royal) Columbus, Ga.; (Paramount) Montgomery, Ala., 10-13, t.
 Gentlemen Songsters (Astor) NYC, h.
 George, Eileen (Colosimo's) Chi, nc.
 Gerity, Julia (Bon Air) Wheeling, Ill., nc.
 Gerrits, Paul (St. Regis) NYC, h.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Bobby (Hipp.) Toronto 3-6, t.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Givot, George (College Inn) Chi, nc.
 Glancz, Sandor (Radio City Rainbow Room) NYC, nc.
 Glory, Camille (18 Club) NYC, nc.
 Goff & Kerr (Chateau Ste. Claire) Westbury, L. I., nc.
 Golden, Neil, Trio (Nayerd) Lake George, N. Y., h.
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
 Gore, Earle (Paradise) NYC, re.
 Grace Sisters (The Stables) Chi, nc.
 Graces, Three (Astor) NYC, h.
 Gram, Bobbie (Colony Club) Chi, nc.
 Gray, Maxine (Astor) NYC, h.
 Grayson, Frank (Steamship Empire State) NYC, s.
 Greenwood, Dawn (Paradise) NYC, re.
 Grisha (Leon & Eddie's) NYC, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Gullino, Marie (Brevort) Chi, nc.
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gypsy Lee & Her Three Flashes (Edison) NYC, h.

H

Haggerty, George (Steamship Empire State) NYC, s.
 Haig, Hal (Orph.) Los Angeles, t.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Hamrick, Ruth (Colony Club) Chi, nc.
 Hanley, Eddie (Chez Maurice) Montreal, nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Haines, Mitzi (Hollywood) NYC, re.
 Hall, Frank (Adelphia) Phila, h.
 Hamilton, Kay (Steamship Empire State) NYC, s.
 Harrington, Pat (18 Club) NYC, nc.
 Harris, Marcia (Bear Mountain) NYC, s.
 Harrison, Muriel (Entertainers Club) Atlantic City, N. J., cb.
 Harryettes, The (Harry's New York) Chi, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Silver Cloud) Chi, nc.
 Hartmans, The (Marden's Riviera) Fort Lee, N. J., nc.
 Hass, Sam (Silver Tavern) Chi, nc.
 Haviland, Harry (Old Barn) Norbeck, Md., nc.
 Hawaiians, Benny Hanno's (Monmouth County) Monmouth, N. J., cc.
 Hayward, Billy, & Cliff Allen (Le Mirage) NYC, nc.
 Hayes, Harriett (State) NYC 3-6, t.
 Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h.
 Hearn, Bobby (New Yorker) NYC, h.
 Hector & Pals (Earle) Washington, D. C., 3-6, t.
 Heidelberg Octet (Old Heidelberg) Chi, nc.
 Henrie, Harri (Court) Springfield, Mass., re.
 Henry, Flo (Alabam') Chi, nc.
 Herbert, Grace & Charles (Blossom Heath) Detroit, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hether & Blackstone (Chez Panchard) Masapequa, L. I., nc.
 Hodges, Joy (Palmer House) Chi, nc.
 Hoffman (Hollenden) Cleveland, h.
 Holiday, Byron (Westchester Bath Club) Westchester, N. Y.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Honeyboy & Sassafras (Hipp.) Toronto, 3-6 t.
 Hong Kong Boys, Three (Casino) Arnolds Park, Ia., t.
 Honolulu Islanders (Steamship Empire State) NYC, s.
 Hoople, Henry (State-Lake) Chi, t.
 Hope, Bob (Wivel's) NYC, re.
 Hope, Nick (Wivel's) NYC, re.
 Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.
 Howard, Bob (Kit Kat Club) NYC, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howell, David (Archmont Club) NYC, nc.
 Hunt, Frances (Radio City Rainbow Grill) NYC, nc.
 Hurok, Jemma (Sherry-Netherlands) NYC, h.

F

Farrar, Jean & Jane (1523 Locust) Phila, nc.
 Farrell, Maria (French Casino) New York, nc.
 Fargo, Bill (Parody Club) Chi, nc.
 Farrell, Bunny (Place Elegante) NYC, nc.
 Fay & Parvis (Club Moderne) San Francisco, nc.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & DelRey (Club Avalon) Cleveland, nc.
 Fields, Happy (Place Elegante) NYC, nc.
 Fields, Irving (Buckingham) NYC, h.

Huston, Joan (Parody Club) Chi, nc.
 Huston, Josephine (Hollywood) NYC, re.
 Hyers, Frank (18 Club) NYC, nc.
 I
 Ilders, Three (Le Mirage) NYC, nc.
 International Trio (Victoria) NYC, h.
 Irene & Martha (Blossom Heath) Detroit, nc.
 J
 Jacks, Three (L'Aiglon) Chi, nc.
 Jackson, Lawrence (President) New York, h.
 Jackson, Irving & Reeve (Yacht Club) NYC, nc.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 James, Virginia (Alabama) Chi, nc.
 Janis, Edna (Chez Paree) Chi, nc.
 Jarrett, Lucille (Chateau Moderne) NYC, nc.
 Jay, Theo (Pavillon Royal) Valley Stream, L. I., nc.
 Jeanne & Earle (Nesters) Curwensville, Pa., nc.
 Jeffers, Dorothy (Paradise) NYC, re.
 Jesters, Kings (Bismarck Hotel) Chi, nc.
 Joffe, Clarice (Devil's Rendezvous) Chi, nc.
 Johnny & George (Yacht Club) NYC, nc.
 Johnson, Dorothy (Harry's New York) Chi, nc.
 Johnson, Eleanor (606 Club) Chi, nc.
 Johnson, Haven (Onyx) NYC, nc.
 Johnson, Joyce (Paradise) NYC, re.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Jones, Jonah (Onyx Club) NYC, nc.
 Joyce & Freddie (Kit Kat Club) NYC, nc.
 Joyce, Marion (Leon & Eddie's) NYC, nc.
 Julian, Lewis (Biltmore) NYC, h.

K
 Kaiser & McKenna (Frolies) Niagara Falls, N. Y., c.
 Kales, Joy (Cocoanut Grove) Chi, nc.
 Kane, Patsy (Roosevelt) NYC, h.
 Kator, Grace (Brevort Hotel) Chi, nc.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Sybil (Nassau) Long Beach, L. I., h.
 Kelsen, Lee (Edison) NYC, h.
 Kemper, Charles (Steamship Empire State)
 Kemple, Lettie (Hollywood) NYC, re.
 Kennedy, Billie (Howdy Club) New York, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kennelly, Bob (Beau Rivage) Sheepshead Bay, N. Y., nc.
 Kenny, Phyllis (Feltman's) Coney Island, c.
 Kent, Carl (Vogue Club) NYC, nc.
 Kessler, Erwin (Claremont Inn) NYC, nc.
 Killen, Madeline (Century) Baltimore 3-6, t.
 Kimris (Jumbo Show) Ft. Worth, Tex., t.
 King, Harry, & Sinclair Twins (State) NYC 3-6, t.
 King, Kenn (Jungle Inn) Youngstown, O., nc.
 King, Mary Lou (Broadway Room) NYC, nc.
 King, Mickey (Loew) Montreal 3-6, t.
 Kirby, Joe (Silver Cave) Chi, nc.
 Kirk, Gene (Bon Air) Wheeling, Ill., nc.
 Knight, Eleanor (Pavillon Royal) Valley Stream, L. I., nc.
 Kolb, Harold (Claremont Inn) NYC, nc.
 Korte, Nadia (St. Regis) NYC, h.
 Kramer, Dolly (Midget Circus) Great Lakes Expo., Cleveland.
 Kramer, Ida (Swanee) NYC, nc.
 Kroll, Lottie (Bon Air) Wheeling, Ill., cc.

L
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lambert, Helen (Man About Town) NYC, nc.
 Lamonte, Jean (Jungle Inn) Youngstown, O.
 Lambert, Nellie (Man About Town Club) NYC, nc.
 Lamberton, Charles, & Charlotte (Hollywood) NYC, re.
 Lane, Leota (Number One Bar) NYC, nc.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane, Mildred (500 Club) Atlantic City, N. J., nc.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Edith (18 Club) NYC, nc.
 Langdon, Virginia (Town Casino) NYC, nc.
 Large & Morgner (Fair) Great Falls, Mont.; (Fair) Billings and Dodson 10-15.
 LaFluer, Arthur (Jumbo) Ft. Worth, Tex., t.
 LaFlue & Glover (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., nc.
 LaRue, Bobbie (Jungle Inn) Youngstown, O., nc.
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.
 LaVere, Earl & Co. (Riverside) Milwaukee, t.
 LaViole, Ed & Helen (Jumbo) Fort Worth, Tex., t.
 LaViva, Mlle. (Court) Springfield, Mass., re.
 LaVola, Don: Virginia, Minn.; Crookston 10-15.
 LaVonne, Jane (Minuet) Chi, nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lasher, Homer (Chicago) Chi, t.
 Latate, Frank (Place Elegante) NYC, nc.
 Lathrop Bros. (Palmer House) Chi, nc.
 Latona Troupe (Fair) Mansfield, Mo., 5-8.
 Lavarre, Paul, & Brother (French Casino) NYC, nc.
 Lawler, Terry (Yacht Club) NYC, nc.
 Lawler, Marvin (Paramount) NYC 3-6, t.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lazaro, Leo (Place Elegante) NYC, nc.
 Lazler, Freda (Club Diamond) Wheeling, W. Va., nc.
 Leach, Earl & Josephine (Adelphia) Phila, h.
 Lee, Ah San (Orange Acres) Orange, Conn., nc.
 Lee, Annabelle (Pavillon Royal) Valley Stream, L. I., nc.
 Lee, Arlene (Silver Cloud) Chi, nc.
 Lee, Bob (Wive's) NYC, re.
 Lee, Happy (Steamship Empire State) NYC, s.
 Lee, Linda (Hotel Biltmore) NYC, h.
 Lee, Moe (Von Thenen's) Chi, nc.
 Leed, William (Dizzy Club) New York, nc.
 Lehr, Raymond (Colosimo's) Chi, nc.
 Lenti, Steve (Place Elegante) New York, nc.
 Leonard, Edna (606 Club) Chi, nc.
 Leonard, Lois (Edison) NYC, h.
 Leonard, The (Chez Panchard) Massapequa, L. I., nc.
 LeRoy & Carrol (French Casino) Atlantic City, nc.
 LeRoy & Regina (Devil's Rendezvous) Chi, nc.
 Leslie & Ayres (Club 606) Chi, nc.
 Lester, Buddy (Billboard Club) Chi, nc.
 Lester, Ann (Nassau) Long Beach, L. I., h.
 Lester, the Great (Powatan Club) Detroit, nc.
 Lewis, Ann (Kit Kat Club) NYC, nc.
 Lewis, Betty (Will Oakland's) East Paterson, N. J., ro.
 Lewis, Joe (Chez Paree) Chi, nc.
 Lewis & Dody (Mandelay) NYC, s.
 Lewis, Ted (Panama) Chi, nc.

Lezar & Feodor (Chez Panchard) Massapequa, L. I., nc.
 Liebling, Tod (Jack o' Lantern Lodge) Eagle River, Wis., nc.
 Lightnings, Three (Chicago) Chi, t.
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
 Linden, Harry (Colony Club) Chi, nc.
 Linsey Girls (Palumbo's) Phila., cb.
 Liptova, Schura (St. Regis) NYC, h.
 Little, Jimmy (Nassau) Long Beach, L. I., h.
 Lodiensky, General (Waldorf-Astoria) NYC, h.
 Logan, Marjory (Stork Club) NYC, nc.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lord, Velma (Paradise) NYC, re.
 Lorenzos, Four Aerial (Great Lakes Expo.) Cleveland.
 Lorenzos, Four Aerial (Great Lakes Expo.) Cleveland.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorenzos, Four Aerial (Great Lakes Expo.) Cleveland.
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
 Lorraine & Manners (Cocoanut Grove) Boston, nc.
 Lou, Nyra (Steamship Zee) Chi, nc.
 Louie, Herr & the Weasel (Old Heidelberg) Chi, nc.
 Lowe, Hite & Stanley (Fair) Great Falls, Mont.; (Fair) Billings 10-14.
 Lowell, Alice (Town Casino) NYC, nc.
 Lowery, Fred (Pavillon Royal) Valley Stream, N. Y., nc.
 Lucy, Alice (Palumbo's) Phila., cb.
 Lynch, Louise Dudley (Stork Club) NYC, nc.
 Lyte, Rose & Ray (500 Club) Atlantic City, N. J., nc.

M
 McCabe, Sara Ann (St. Moritz) NYC, h.
 McConnell & Moore (Pioneer Palace) Ft. Worth, Tex., nc.
 McCormick, Frank, & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc.
 McDonald, Grace & Ray (Paramount) NYC 27-30, t.
 McGill, Billie (Wonder Bar) Owasso, Mich., nc.
 McKay, Doreen (Paradise) NYC, nc.
 Mack, Louise (Entertainers) Atlantic City, cb.
 Macks, Four: Hamburg, Germany, Aug. 1-16, t.
 Mae, Edna (Paradise) NYC, re.
 Magelssen, Ralph (Century) Baltimore 3-6, t.
 Magnante, Charlie (Waldorf-Astoria) NYC, h.
 Mail, Paul (Nassau) Long Beach, L. I., h.
 Mandell, Kitty (New Town Bar) New York, nc.
 Mann, Duprey & Lee (Marden's Riviera) Fort Lee, N. J., nc.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners, Grace (1523) Phila, nc.
 Manning & Class (Kristall Palast) Leipzig, Germany, Aug. 1-15, p.
 Manor, Molly (Parody Club) Chi, nc.
 Marcell, Dolores (L'Aiglon) Chi, nc.
 Marguerite & Arthur (Riverview Riding Club) Reading, Pa., nc.
 Marianne (St. Moritz) NYC, h.
 Mario & Floria (Plaza) NYC, h.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marley & Elsa (Ho Ho Casino) Brighton Beach, Brooklyn, N. Y., nc.
 Marlowe, Jerry, & Irma Lyon (Congress Hotel) Chi, nc.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Marshalls, Three (Nassau) Long Beach, L. I., h.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martin, Marion (Hollywood) NYC, re.
 Martin, Muriel (Pavillon Royal) Valley Stream, L. I., nc.
 Martin & Martin (White City) Worcester, Mass., p.
 Marvels, The Three (Yacht Club) Chi, nc.
 Marx Bros. (State) Cleveland 3-6, t.
 Masked Countess, The (Leon & Eddie's) NYC, nc.
 Massey, Tommy, & Joane Miller (Beachcomber Bar) NYC, nc.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Matthews, Lucille (Show Bar) Forest Hills, L. I., nc.
 Maughn, Dora (Loew) Montreal 3-6, t.
 Maye, Edna (Paradise) NYC, re.
 McClellan, George (Riverside) Milwaukee, t.
 McCoy, Frances (18 Club) NYC, nc.
 McKlin, May (Le Mirage) NYC, nc.
 McLean, Ross (Penton Farms) Deal, N. J., ro.
 McLennan, Rodney (Pennsylvania) NYC, h.
 Medardo, Logan (El Toreador) NYC, nc.
 Medisca & Michael (French Casino) Atlantic City, nc.
 Meehan, Stanley (500 Club) Atlantic City, N. J., nc.
 Mells, Kirk & Howard (State-Lake) Chi, t.
 Melzoras, Six Flying (Belmont Park) Montreal, nc.
 Mendez's, Lola, Dancers (Streets of Paris) Luna Park, Coney Island, N. Y.
 Meyer, Billy, & Al Wagner (Harry's New York) Chi, nc.
 Mercer, Mary (Nassau) Long Beach, L. I., h.
 Meyers, Billy (Harry's N. Y.) Chi, nc.
 Mildred & Maurice (Park Central) NYC, h.
 Miller & Lamare (Lexington) NYC, nc.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Miller, Marion (606 Club) Chi, nc.
 Mills, Kirk & Howard (Brown Derby) Boston, nc.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Maurice (Panama) Chi, nc.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Mogul (Paramount) NYC 3-6, t.
 Monahan, Mary (Silver Cloud) Chi, nc.
 Monroe & Adams Sisters (Oriental) Chi, t.
 Monte, Hal (Bon Air) Wheeling, Ill., nc.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monty, Paul (Man About Town Club) NYC, nc.
 Moore, Dickie (Hipp.) Toronto 3-6, t.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Moreno, Consuelo (El Chico) NYC, nc.
 Morgan, Johnny (Half Moon) NYC, nc.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Johnny (Pavillon Royal) Valley Stream, L. I., nc.
 Morris, Will, & Bobby (Roseland Park) Canandaigua, N. Y., 3-8, p.
 Mossman, Earl (Colonial Village) Peoria, Ill., nc.
 Mossman, Gloria (Casino) Jones Beach, nc.
 Munoz & Balan (Club Gaucho) NYC, nc.
 Mura, Corinna (Savoy-Plaza) NYC, h.

Muriel, Mimi (Meurice) NYC, re.
 Murray, Arthur, Dancers (Beachcomber Bar) NYC, nc.
 Murray & King (Edgewater Beach Hotel) Chi, nc.
 Music Hall Boys (Gaugmont Theaters) London Myra (Tillie's Chicken Grill) New York, nc.
 Myrus (Hollywood) NYC, re.
 Mystics, Two (Leon & Eddie's) NYC, nc.
 N
 Nanette (Hi-Hat) Chi, nc.
 Natasha (Steamship Zee) Chi, nc.
 Norton & Kane (Ship Monte Carlo) San Pedro, Calif.
 Nazarenka, Tasha (St. Regis) NYC, h.
 Nazarro Jr., Nat (Lido) Montreal, nc.
 NBC Show (Hipp.) Toronto 3-6, t.
 Nelson Sisters (New Yorker) NYC, h.
 Nelson, Walter (Playland Park) Rye, N. Y.
 Neuton, Martha (Bear Mountain) NYC, ss.
 Neville, Mary (Adelphia) Phila, h.
 New Yorkers, Three (Stork Club) NYC, nc.
 Newdahl, Clifford (St. Regis) NYC, h.
 Newman, Harry (Gabriel's) NYC, re.
 Nice, Florio & Lubow (Arrowhead Inn) Cincinnati, nc.
 Niles, Noma (Swanee) NYC, nc.
 Nilsson, Walter (Villa Moderne) Chi, nc.
 Nogal & Irene (Steamship Bear Mountain) NYC, s.
 Nolan, Mary (Cocoanut Grove) Washington, D. C.
 Nolan, Nancy (Bossert) Brooklyn, N. Y., h.

THE NONCHALANTS
 Exclusive Management Music Corporation of America.
 "A benefit on the Normande we've got booked already."
 Norman, Fay, No. 1 (Ye Olde Tavern) Ft. Wayne, Ind., nc.
 Norman, Fay, No. 2 (Recreation Garden) Benton Harbor, Mich., nc.
 Norris, Harriet (Dutch's) Chi, nc.
 Norton & Kane (Hollywood Roosevelt) Hollywood, Calif., h.
 Nortan & Kane (Bal Tabarin) Gardena, Calif., nc.
 Nova, Yvonne (Paradise) NYC, re.
 Novah, Terah (Trocadero) Lindenhurst, L. I., nc.
 Novak, Wilma (Colosimo's) Chi, nc.

O
 O'Neil, Cackles (Hollywood) NYC, re.
 O'Rourke, Nan (Bally-Hoo) Phila, nc.
 O'Shea, Helen (Pavillon Royal) Valley Stream, L. I., nc.
 Ody, Mel (Curly's Bar) Minneapolis, Minn., nc.
 Ogen, Patsy (500 Club) Atlantic City, N. J., nc.
 Ojedas, Los (El Toreador) NYC, nc.
 Olmstead, "Minto" (Number One Bar) NYC, nc.
 Olsen, George, & Orch. (Fox) Washington, D. C., 3-6, t.
 Original Rhythm Boys (Weylin) NYC, h.
 Orlando & Yolanda (Mandalay) NYC, s.
 Orlins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (Radio City Rainbow Grill) NYC, nc.

P
 Page, Marion (Hollywood) NYC, re.
 Palm, Dorothy (La Casina) Jamaica, L. I., nc.
 Palmer, Bee (Town Casino) NYC, nc.
 Palmer, Kay (Vanderbilt) NYC, h.
 Palmer Trio (Hudson River Day Line) NYC, s.
 Panico, Gloria (Silver Cloud) Chi, nc.
 Panico, Gloria (Silver Cloud) Chi, nc.
 Pape & Conchita (Elks' Circus) Virginia, Minn. 3-8.
 Park & Clifford (Edgewater Beach Hotel) Chi, nc.
 Parker, Bobby (Steel Pier) Atlantic City.
 Parker, LaRue (Grand) Mackinac Island, Mich., h.
 Parker, Lew (Century) Baltimore 3-6, t.
 Parks, Barbara (State-Lake) Chi, t.
 Parks, Bob (Glen Island Casino) New Rochelle, N. Y., nc.
 Parrish, Jimmy (Lyon's Musichall) Seattle, mh.
 Parsons, Kay (Steamship Bear Mountain) NYC, s.
 Pasquale & LaDorr (Port Arthur) Providence, R. I., re.
 Patterson, Trent (Trocadero) Lindenhurst, L. I., nc.
 Patterson's Personettes (New Yorker) NYC, h.
 Paul, Charles (Montclair) NYC, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pedro & Luis (O. H.) Waterville, Me., t.
 Pedulla, Hugo (Larue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, nc.
 Pendleton, Andy (Gabriel's) NYC, nc.
 Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Perez, LaFlor & Co. (Fair) Manchester, Ia., 11-14.
 Perez, LaFlor & Co. (Legion Indoor Circus) Omaha 3-8.
 Perona, Anthony (Gabriel's) NYC, re.
 Peterson, Ivor (McAlpin) NYC, h.
 Philmore, The (Casino) Arnolds Park, Ia., t.
 Pickford, Merry (Ballyhoo Club) Columbus, O., nc.
 Pierce & Harris (Mayfair Casino) Kansas City, nc.
 Pietsch, Betty (Old Heidelberg) Chi, nc.
 Piroksa, (French Casino) NYC, nc.
 Plaza Four (Villegue's) Sheepshead Bay, N. Y., re.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Pontee, Joe (Claremont Inn) NYC, nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Peppy 'n' Peanuts (Harbor Inn) Rockaway Beach, N. Y., nc.
 Powell, Claire (Harry's N. Y. CaBAREt) Chi, nc.
 Powell, Jack (Riviera) Fort Lee, N. J., nc.
 Powers, Happy (Montclair) NYC, h.
 Pringle, Uncle Josh (Hudson River Day Line) NYC, s.
 Pritchard & Lord (Green Gables) Hazleton, Pa., nc.
 Pryme, Alberta (Le Mirage) NYC, nc.
 Purdy, Lee (Hi-Hat) Chi, nc.

Q
 Queens of Rhythm (Torch Club) Atlantic City, nc.

R
 Race, Eddie (Bear Mountain) NYC, s.
 Racketcheers, Three (Ho Ho Casino) Brighton Beach, N. Y., nc.
 Ramon & Celeste (El Toreador) NYC, nc.
 Ramon & Renita (Chez Paree) Chi, nc.
 Rand, Katherine (Yacht Club) Chi, nc.
 Randall, Andre (French Casino) N. Y. C., nc.
 Randall, Peter (Beau Rivage) Sheepshead Bay, Brooklyn, re.
 Randell, Peter (Beau Rivage) Sheepshead Bay, Randolph, Amanda (Black Cat) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasch, Albertina, Ballet (St. Regis) NYC, h. N. Y., nc.
 Raul & Renee (Hilltop Club) Muskegon, Mich., nc.
 Ravel, Lois (Versailles) NYC, nc.
 Ray, Inez (Dutch's) Chi, nc.
 Ray & Trent (Riverside) Milwaukee, t.
 Ray, Vivian (Hollywood) NYC, re.
 Raye, Albert (Victoria) NYC, h.
 Raye, Gilbert & Vicky (Wehonah Beach) Bay City, Mich., c.
 Raye, Prince & Clarke (Park Central) NYC, h.
 Raymond & Celeste (El Toreador) NYC, nc.
 Raymond, Milt (Bonita's) NYC, re.
 Raymond, Sid (Chicago) Chi, t.
 Raymond, Sid (16 Club) Chi, nc.
 Raywins, The (Chez Panchard) Massapequa, L. I., nc.
 Readinger Twins (Chez Paree) Chi, nc.
 Reed, Billy (Dizzy Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Reed, George (Palumbo's) Phila, cb.
 Reed, Jeanne (18 Club) NYC, nc.
 Reed, Jessie (Colony Club) Chi, nc.
 Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Rees, Jack (Normandie) New York, nc.
 Reese, Hale (Park Central) NYC, h.
 Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.
 Renaud, Rita (Bonita's) NYC, re.
 Renay, Dell (Town Casino) NYC, nc.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Rich, Peggy (Broadway Room) NYC, nc.
 Rickard, Earl (Harry's New York) Chi, nc.
 Rickard, Earl (Harry's N. Y. CaBAREt) Chi, nc.
 Ricker, Abby Morrison (Cerutti's) NYC, re.
 Rich, Gloria (Leon & Eddie's) NYC, nc.
 Ringer, Jimmy (Vogue Club) NYC, nc.
 Ripley Unit (Michigan) Detroit 3-6, t.
 Rita & Dunn (Fair) Decatur, Ind.; Byesville, O., 10-15.
 Roark, Edith (Washington Arms) Marmaroneck, N. Y., nc.
 Roan, Mary Kay (Le Mirage) NYC, nc.
 Robbins, Fritzie (Chicago) Chi, t.
 Robinson, Bill (Pal.) Chi 3-6, t.
 Roberts & Gaby (French Casino) NYC, nc.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Rogers, Jimmie (Mon Paris) NYC, nc.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rohckast, Marianne (Club Normandie) NYC, nc.
 Rojier, Nita (Town Casino) NYC, nc.
 Rollins, Mimi (Hollywood) NYC, re.
 Rolph, Wynne (Wive's) NYC, re.
 Romancers, The (Vogue) NYC, nc.
 Romaine & Manning (Cocoanut Grove) Phila, nc.
 Rondell, Gloria (Town Casino) NYC, nc.
 Rosalee & Seville (Arcadia) Phila, re.
 Rosella, Jessie (16 Club) Chi, nc.
 Rosini, Paul (William Penn) Pittsburgh, h.
 Rosini (Riviera) Fort Lee, N. J., nc.
 Rosita & Fontana (Palmer House) Chi, h.
 Ross, Pierre & Schuster (Earle) Washington, D. C., 3-6, t.
 Ross Twins (French Casino) Atlantic City, nc.
 Rousseau, Sue (Dutch's) Chi, nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Roy, Lee & Dunn (Oriental) Chi, t.
 Royal Hawaiians (Dizzy Club) NYC, nc.
 Royalists, Roy Campbell (Astor) NYC, h.
 Rozelle, Mildred (Ye Olde Tap Room) NYC, nc.

S
 Sabie, Mickey (Man About Town) NYC, nc.
 Salazar, Carlos (El Chico) NYC, nc.
 Salvo & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.
 Sanella, Andy (Delaware) NYC, s.
 Sanford, Teddy, & Jack Twain (Villegue's) Sheepshead Bay, Brooklyn, re.
 Sanna & Loomis (Plaza) El Paso, Tex.; (Alamedo) Mexico City, Mex., 15-29, t.
 Santelli, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
 Santry, Ned (Von Thenen's) Chi, nc.
 Santschi & Buckley (Pennsylvania) NYC, h.
 Sarche, Bee (1523) Philadelphia, nc.
 Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
 Saunders, Sylvia (Orchard Inn) Lake Hopatcong, N. J., nc.
 Savage, Jean (Southern) Baltimore, h.
 Savoy, Jack (Villegue's) Sheepshead Bay, N. Y., re.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Schictl's Wonderettes (Marbro) Chi, t.
 Schluth, Frankie (Clementon Inn) Clementon, N. J., ro.
 Scott, Dorothy (Century) Baltimore 3-6, t.
 Scott, Kay (Queen's Terrace) Woodside, L. I., nc.
 Shafer, Eddie (French Casino) Atlantic City, nc.
 Sharps, Three, & A Flat (Steamship Empire State) NYC, s.
 Shaw, Helen (Weber's Summit) Baltimore, nc.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shea, Madeline (Park Central) NYC, h.
 Shelton, James (Club Normandie) NYC, nc.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherr Brothers (Yacht Club) Chi, nc.
 Sickler, Jerry (Century) Baltimore 3-6, t.
 Simpson, Carl (Weber's Casino) Camden, N. J., nc.
 Shalita & Carlton (Edgewater Beach Hotel) Chi, nc.
 Sherman, Hal (Marbro) Chi, t.
 Sherman, Shavo (Pavillon Royal) Valley Stream, L. I., nc.
 Shore, Willie (Cocoanut Grove) Chi, nc.
 Shutta, Ethel (Fox) Washington, D. C., 3-6, t.
 Simmons, Lee (Ubangi) NYC, nc.
 Simon, Arlette (French Casino) NYC, nc.
 Sims & Bailey (Chez Paree) Chi, nc.
 Sisson & Neal (State-Lake) Chi, t.
 Sizemore, Art (Silver Cloud) Chi, nc.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Skinner, Freddie (Kit Kat Club) NYC, nc.
 Slyker, Ken (Plaza) NYC, h.

Small, Ed (Villepigue's) Sheepshead Bay, N. Y., re.
Smith, Alma (Ubangi) NYC, nc.
Smith, Bill (Fifth Avenue Hotel) New York, h.
Smith, Chubby (Swanee Club) NYC, nc.
Smith, Earl (Brevort) Chi. nc.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Sobol, Louis (State) NYC 3-6, t.
Solar, Willie (Le Mirage) NYC, nc.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
Spears, Harry (Yacht Club) NYC, nc.
Spelle, Mary Lou (French Casino) NYC, nc.
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
Spitainy, Phil, & Orch. (Paramount) NYC 3-6, t.
Spring Is Here (Century) Baltimore 3-6, t.
Springtime Revue—Taylor & Martha Trout.
Betty Till, Six Southern Darlings, Lyons & McDowell, Johnson Sisters, Verne Adams Band, Bennett & Allen (Capitol) Atlanta, Ga., 2-8.
St. Clair, June (Colosimo's) Chi. nc.
St. Claire & O'Day (Red Gables Nite Club) Indianapolis; (Fair) Kalamazoo, Mich., 10-15.
St. Claire, Putnam (Ubangi) NYC, nc.
Stam & LaRue (Mayfair Casino) Kansas City, nc.
Standish, Alleen (Caliente) NYC, nc.
Standish, Helen (Yacht Club) NYC, nc.
Stanley, Cantor & Eaton (Bear Mountain) NYC, ss.
Stanley & Eaton (Bear Mountain) NYC, s.
Steel, John (Paradise) NYC, re.
Steele, Bill (Oriental) Chi. t.
Steele, Don (Sardi's) Hollywood, Calif., nc.
Steinke, Jolly Bill (Hudson River Day Line) NYC, s.
Stepsons, Three (Ubangi) NYC, nc.
Stevens, Frances (Claremont Inn) NYC, re.
Stevens, Harry (500 Club) Atlantic City, N. J., nc.
Stewart Sisters (Dizzy Club) NYC, nc.
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
Still, Lois (Stevens Hotel) Chi. nc.
Stone, Bentley (Palmer House) Chi. nc.
Stone, Bernice (State-Lake) Chi. t.
Stone, Dick (Essex House) NYC, h.
Stone, Harold (Chateau Moderne) NYC, nc.
Stone, Mary (Harry's N. Y. Cabaret) Chi. nc.
Stone, Nell (Howdy Club) NYC, nc.
Sue, Lyda (Riviera) Fort Lee, N. J., nc.
Sullivan, Bobby (Swanee Club) New York, nc.
Suter, Ann (American Music Hall) NYC, mh.
Swing String, Five (Chicago) Chi. t.
Swift, Joe, & Barbara Parks (Blackhawk) Chi. nc.
Sykes, Harry (Varsity) Columbia, Mo.; (Fair) Faribault, Minn., 10-12; Rochester 13-15.

Table Tooners (Chateau Moderne) NYC, nc.
Tania & Kirsoff (Sun & Surf Club) Atlantic Beach, L. I., nc.
Tania (Bear Mountain) NYC, ss.
Tappen, Maxine (Essex House) NYC, h.
Tapps, Georgie (Stevens Hotel) Chi. nc.
Taylor, Billie (Bonita's) NYC, nc.
Teague, Tommy (Marine Park)
Tennill, Frank (New Yorker) NYC, h.
Terry, Ruth (State) NYC 3-6, t.
Thais (Hollywood) NYC, re.
Thaw, Evelyn (Steamship Empire State) NYC, s.
Theodore & Denesha (Chez Maurice) Montreal, nc.
Thomas, Estelle (French Casino) Atlantic City, nc.
Thompson, Happy (Pavillon Royal) Valley Stream, L. I., nc.
Thompson, Kay (St. Regis) NYC, h.
Timblin, Charles "Slim" (Bonita's) NYC, nc.
Tomasso, Oria (Place Elegante) NYC, nc.
Topatio, Jarabe (El Toreador) NYC, nc.
Torres, Ralph (Edison) NYC, h.
Towne, Barbara (Century) Baltimore 3-6, t.
Trask, Billy (Number One Bar) NYC, nc.
Travis, Jean (Mourids) St. Louis, nc.
Tripoli Trio (Colosimo's) Chi. nc.
Truex, Ernest (Century) Baltimore 3-6, t.
Tuck, William (Streets of Paris) Luna Park, Coney Island, N. Y.
Tully, Mildred (Colony Club) Chicago, nc.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Tuscher, Sid (LaRue's) NYC, re.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Valencia, Magda (Club Gaucho) New York, nc.
Valera, Lou (Edison) NYC, h.
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.
Valley, Vivian (Club Normandie) NYC, nc.
Vallerie & Armstrong (Radio City Rainbow Grill) NYC, nc.
Van, Gus (Bon Air) Chi. nc.
Variety Boys (Harbor Inn) Rockaway Beach, N. Y., nc.
Variety Co-Eds (Marbro) Chi. t.
Vasilio & Yoanna (Nixon) Pittsburgh, nc.
Velas, Ester (Roosevelt) NYC, h.
Vermillion, Irene (Earle) Washington, D. C., 3-6, t.
Verne, Miriam (Riviera) Fort Lee, N. J., nc.
Vestoff, Floria (Paradise) NYC, re.
Vickers, Jean (Broadway Room) NYC, nc.
Vietro, Tony (Chateau Moderne) NYC, nc.
Vigal, Victoria (Ubangi) NYC, nc.
Villa, Celia (Chateau Moderne) NYC, nc.
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
Virginia & Fanchon (Le Mirage) NYC, nc.
Virginia Hams, Three (Chicago) Chi. t.

Wacker, Bob (Lexington) NYC, h.
Wahl, Dorothy (The Stables) Chi. nc.
Waldron, Jack (Hollywood) NYC, re.
Wallace Sisters (Number One Bar) NYC, nc.
Wallington, Jimmy (Hipp) Toronto 3-6, t.
Walsh, Clara Bell (Ambassador) NYC, nc.
Waltons, The (Chateau Ste. Claire) Westbury, L. I., nc.
Wana, Princess (French Casino) Atlantic City, N. J., nc.
Ward, Diana (Radio City Rainbow Room) NYC, nc.
Ward, Evelyn (Radio City Rainbow Room) NYC, nc.
Ward & Roberts Sisters (Loew) Montreal 3-6, t.
Warwick Sisters (Embassy) Phila. nc.
Weaver, Jeanette (Paradise) NYC, re.
Webb, Elida, & Cotton Club Revue (Washington Arms) Mamaroneck, L. I.

Weicker, Florence (Ambassador) NYC, h.
Werces (Palmer House) Chi. h.
Wencil, Ray (Silver Cloud) Chi. nc.
West, Violet (Bear Mountain) NYC, s.
Weylin Knightcaps (Weylin) New York, h.
Whalens, Jackie, Streamline Steppers (People's) Binghamton, N. Y., nc.
White, Frances (Chicago) Chi. t.
White, Jack (18 Club) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Olive (Trocadero) Lindenhurst, L. I., nc.
White, Teddy (Normandie) New York, nc.
Whitney, Marcia (Westchester Embassy Club) Armonk, N. Y., nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I., nc.
Williams, Francis (Yacht Club) Chi. nc.
Williams, Herb, Show (Loew) Montreal 3-6, t.
Willis, Claire (Radio City Rainbow Grill) NYC, nc.
Wilson, Beth (McAlpin) NYC, h.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Winchill, Cliff (Arrowhead Inn) Cincinnati, nc.
Wittner, Betty (Town Casino) NYC, nc.
Wolandi (Rocky Point Park) Warwick, R. I., 3-8, p.
Wolfe, Lorna (Ramona Casino) Harbor Springs, Mich., nc.
Wolman, Harold (Port Arthur) Providence, R. I., re.
Wonder Girls, Five (Riverside) Milwaukee, t.
Woods, Ann (Paradise) NYC, re.
Woods Sisters (Club De Lisa) Chi. nc.
Worth, Stanley (Pavillon Royal) Valley Stream, L. I., nc.
Wright, Charlie (St. Moritz) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Yeomanettes (Bear Mountain) NYC, ss.
Yontz, Ducky (Roosevelt) NYC, h.
Young, Irwin (Valhalla) NYC, nc.
Yuen, Lily (Kit Kat Club) NYC, nc.

BANDS AND ORCHESTRAS (Routes are for current week when no dates are given.)

Aaron, Lou: (Eagles Nest) White Sulphur Springs, N. Y.
Aaronson, Irving: (Riviera) Englewood, N. J., ro.
Adcock, Jack: (Famous Door Tavern) Phila. nc.
Aguliar, R.: (Native Sons) Crestline, Calif., nc.
Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
Albin, Jack: (Bossert) Brooklyn, N. Y., h.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Apollon, Al: (Trocadero) West End, N. J.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.

Baer, Billy: (Grand Mackinac Island, Mich., h.
Bailey, Bob: (Marquette Club) Chi. nc.
Bannen, Al: (Arcadia) St. Charles, Ill., nc.
Barefield, Eddie: (Sebastian's Cotton Club) Culver City, Calif., nc.
Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., ro.
Barr, Alfred: (Congress) Chi. h.
Bartel, Jean: (Dubonnet) NYC, re.
Bartha, Alex: (Steel Pier) Atlantic City, b.
Bass, Paul: (Anna Held's) NYC, re.
Baste, Bob: (Palais Royal) Dunkirk, N. Y., nc.
Batkin, Alex: (St. Moritz) New York, h.
Beal, Bob: (Pal.) San Francisco, h.
Becker, Bubbles: (Club Forest) Dallas, nc.
Beecher, Keith: (Oriental Gardens) Chi. c.
Bender, Val: (Lodge) Cloudfroft, N. M., re.
Bennett, Dixie: (Scott) Hancock, Mich., h.
Bennett, Ralph: (Northwood Inn) Detroit, nc.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bernie, Ben: (Westwood Gardens) Detroit, b.
Berrigan, Bunny: (18 Club) NYC, nc.
Bestor, Don: (Arrowhead) Saratoga Springs, N. Y., nc.
Bilger, Bill: (Red Hill Inn) Pennsauken, N. J., ro.
Bilger, Ozzie: (Pavillon) St. Marys, O., b.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Bleyer, Archie: (Arnold's Ballroom) Des Moines, b.
Bolling, Arnold: (Town Casino) NYC, nc.
Bonelli, Michael: (Ocean Forest) Myrtle Beach, S. C., h.
Bono, Americo: (Mayfair) Williamsville, N. Y., cc.
Beroff, Mischa: (Morocco) Mountainside, N. J., nc.
Bow, Blanche: (Famous Door) Los Angeles, c.
Brandwynne, Nat: (Essex House) NYC, h.
Breese, Louis: (Weylin) New York, h.
Breinholt, Verdi: (Lagoon) Salt Lake City, Utah.
Brine, Lou: (Rainbow Grill) Radio City, NYC, nc.
Bromberg, Sammy: (Von Thenen's) Chi. nc.
Brooks, Billy: (French Casino) Virginia Beach, Va.
Brooks, Bobby: (Weylin) NYC, h.
Brunesco, Jan: (Dempsey's) NYC, re.
Bulowski, Count Josef: (El Tivoli) Dallas, nc.
Bunchouk, Alex.: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Castle Farm) Cincinnati, O., nc.
Burnside, Dave: (Cataract) Niagara Falls, N. Y., h.
Busse, Henry: (Chez Paree) Chicago, nc.

Calloway, Cab: (Stanley) Pittsburgh, t.
California Ramblers: (Westchester Country Club) Westchester, N. Y., cc.
Campbell, Jimmie: (S. S. Roosevelt) Chi.

Campus Jesters: (Cypress Arms) West Hartford, Conn.
Caney, Eli: (St. Moritz) NYC, h.
Carl, Frankie: (Edgewood Inn) East Greenbush, N. Y., ro.
Carr, Jimmy: (Blossom Heath) Detroit, cc.
Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc.
Casey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h.
Cathrall, Ray: (Dansorium) Oaklyn, N. J., b.
Cathrall, Willard: (Dansorium) Oaklyn, N. J., b.
Chassy, Lon: (Greenberg) White Sulphur Springs, W. Va., b.
Cherniavsky, Josef: (Medinah Club) Chi. c.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clemente: (Versailles) NYC, nc.
Coburn, Jolly: (Claremont) NYC, re.
Codelban, Cornelius: (St. Regis) New York, h.
Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h.
Compare, Paul: (Municipal Beach) Wildwood, N. J., p.
Conn, Irving: (Arrowhead) NYC, ro.
Copeland, Eddie: (Beau Rivage) Sheepshead Bay, Brooklyn, N. Y., re.
Craig, Mel: (Shore Road Barn) Brooklyn, nc.
Crandall, Clair: (Wagner) Bath, N. Y., h.
Crest, Gill: (Bertrand Island) Lake Hopatcong, N. J., p.
Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
Cromwell, Chauncey: (Hotel Sagamore) Lake George, N. Y., h.
Crosby, Bob: (Lexington) NYC, h.

D'Arcy, Phil: (Shelton Corner) NYC, nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Billy: (Anzac Club) NYC.
Davis, Eddie: (LaRue) NYC, re.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Paul: (County Fair) Rushville, Ind.
De Salvo, Emile: (L'Aiglon) Chi. c.
De Torre, Emile: (El Chico) NYC, nc.
Dibert, Sammy: (Webster Hall) Detroit, h.
Dickler, Sid: (Anchorage) Pittsburgh, nc.
Dickerson, Carroll: (Dave's Cave) Chi. c.
Dictators, The: (885 Club) Chicago, nc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Donahue, Al: (Rainbow Room) Radio City, NYC, nc.
Dornberger, Charles: (French Casino) NYC, cb.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Ambassador) Los Angeles, h.
Duerr, Dolph: (Green Derby) Cleveland, nc.

Eckert, Stanley: (Bollinger Pavilion) Mason City, Ill., nc.
Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re.
Edmund, George: (Loyale) NYC, c.
Elkins, Eddie: (Murray's) Tuckahoe, N. Y., ro.
Ellington, Duke: (Pal.) Cleveland, t.
Elliott, Lee: (Seven Gables) Milford, Conn.
Emery, George: (Four Tours) Cedar Grove, N. J., nc.
Engle, Freddy: (Willows Tavern) Albany, N. Y., nc.
Engles, Charles: (Yacht Club) Chi. nc.
Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.
Ernie, Vai: (Riviera) Englewood, N. J., ro.
Evans, Ossie: (Peacock Gardens) King of Prussia, Pa., re.

Fallon, Bob: (Bluff House) Milford, Pa., h.
Farmer, Willie: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.
Ferdi, Don: (Ocean Echo) Salisbury Beach, Mass.
Ferdinando, Angelo: (Garden City) Garden City, N. Y., h.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Fields, Shep: (Michigan) Detroit, t.
Fischer, Art: (Dutch's) Chi. c.
Fisher, Mark: (Vista del Lago) Chi. b.
Flenniken, Jimmy: (Dayton) Wildwood, N. J., h.
Flindt, Emil: (Oh, Henry) Chi. b.
Fomeen, Basil: (Waldorf-Astoria) NYC, h.
Four Aces: (Roxey Club) Chi. nc.
Francisco, Don: (Centennial) Dallas, Tex.
Fray, Jacques: (St. Regis) NYC, h.
Frederic, Marvin: (Sak's) Detroit, nc.
Freeman, Jerry: (Paradise) NYC, cb.
Fretas Hawaiians: (Pine Grove Inn) Klamath Falls, Ore., nc.
Frisco, Sammy: (Golden Spot) Chi. nc.
Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h.
Funk, Freddy: (North Woods Tavern) Eagle River, Wis., nc.

Gabriel, Al: (Montgomery Royal) Brooklyn, cb.
Gale, Windy: (Rustic Villa) Pennsauken, N. J., ro.
Garber, Jan: (Casino) Catalina Island, Calif., nc.
Gasparré, Dick: (Promenade Cafe) Radio City, NYC, c.
Gaylord, Boyd: (Club 500) Virginia Beach, Va., nc.
Gentry, Tom: (Walled Lake) Detroit, b.
Gilbert, Irwin: (Coq Rouge) NYC, nc.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (Lotus Gardens) Cleveland, nc.
Gill, Lester: (Club Carioca) Chi. nc.
Gihoux, Al: (Blossom Heath) Buffalo, N. Y., cc.
Goodman, Benny: (Palomar) Los Angeles, b.
Gonyea, Leonard: (Lake Wissota Club) Chippewa Falls, Wis., nc.
Gordon, Gray: (Lookout House) Covington, Ky., nc.
Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
Gotthelf, Manfred (Jermyn) Soranton, Pa., h.
Graffler, Frenchy: (Roof Garden) Arnold's Park, Ia., nc.
Grant, Douglas: (Angle Pond) Sandown, N. H., b.
Green, Hy: (Villa) Youngsville, N. Y., cc.
Grunau, Harry: (Torch Club) Canton, O., nc.

Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Lou: (Centennial) Dallas, Tex.
Harris, Phil: (Adolphus) Dallas, Tex., h.
Hart, Jack: (Browning Lane Inn) Bellmawr, N. J., ro.
Hart, Ruth: (Spanish Villa) Detroit, nc.
Hartley, Hal: (Meridian Club) Champlain, N. Y., nc.
Hays, Billy: (Willow Grove Park) Phila., p.
Heidt, Horace: (Drake) Chi. h.
Henderson, Fletcher: (Grand Terrace) Chi. h.
Hendrick, Warren: (Bali) NYC, c.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Herbert, Henry: (Toto's) Smith's Ferry, Mass., nc.
Hey, Billy: (Morocco) Phila. nc.
Hill, Teddy: (Ubangi) New York, nc.
Hoagland, Claude: (Biltmore) Dayton, O., h.
Hoefinger, Al: (Clementon Inn) Clementon, N. J., ro.
Holst, Ernie: (Bath) Westchester, N. Y., cc.
Hope, Hal: (Montclair) NYC, h.
Howard, Ben: (Silver Tavern) Chi. nc.
Howard, LeRoy: (Orlando) Decatur, Ill., h.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hylan, Harry: (Youngstown) Youngstown, O., b.

Irwin, Lee: (Takenasse) Fleischmanns, N. Y., h.
Janis, Freddie: (Parody Club) Chicago, nc.
Jelesnick, Eugene: (Ten Eyck) Albany, N. Y., h.
Jenico, Al: (New Kenmore) Albany, N. Y., h.
Johnson, Charlie: (Small's Paradise) New York, nc.
Juele, Frank: (Bellevue-Stratford) Phila., h.
Jurgen, Dick: (Saltair) Salt Lake City, b.

Karas, Jay: (Oakford) Greensburg, Pa., p.
Kassel, Art: (Centennial) Dallas, Tex.
Katz, Al: (Springhurst) Lexington, Ky.
Kavanaugh, George: (The Chalet) East Detroit, nc.
Kavelin, Al: (Blackstone) Chi. h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
Kellm, Manny: (Rafers) Phila. nc.
Kemp, Hal: (Astor) NYC, h.
Kerr, Charlie: (Convention Hall) Cape May, N. J., a.
Ketchin, Ken: (Hollywood at the Beach) Madison, Wis., nc.
King, Henry: (Mark Hopkins) San Francisco, h.
King, Wayne: (Waldorf-Astoria) NYC, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Korbin, Van: (Madison Casino) Chicago, c.
Kress, Andya: (Avon Inn) Asbury Park, N. J.
Krumin, Costya: (Russian Bear) New York, re.
Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Ball) NYC, re.
La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lake, Sol: (606 Club) Chi. nc.
Lande, Jules: (St. Regis) NYC, h.
Lands, Martin: (Roof Cafe) Phila., Pa., nc.
Lang, Lol: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi. nc.
LeBrun, Duke: (Melody Gardens) Dowagiac, Mich., nc.
LeRoy, Howard: (Orlando) Decatur, Ill., h.
Lehmas, Al: (Granada) Chi. b.
Leonardi, M.: (Trommer's) Brooklyn, c.
Lewis, Johnny: (Netherland Plaza) Cincinnati, h.
Lewis, Ted: (Centennial) Dallas, Tex.
Lewis, Victor: (Ontario Beach Pavilion) Rochester, N. Y., c.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Linhardt, "Chuck": (Club Byron) Chi. nc.
Little, Little Jack: (Baker) Dallas, h.
Littlefield, Frankie: (Del-Mar Club) Galveston, Tex., nc.
Littlefield, Jimmy: (Arcadia) Philadelphia, nc.
Livingston, Jummie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Palmer House) Chi. h.
Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.
Lopez, Vincent: (Pavillon Royal) Valley Stream, L. I., N. Y., ro.
Lon, Steve: (El Fonda) Osage Beach, Mo., h.
Lucas, Clyde: (New Yorker) NYC, h.
Luneford, Jimmie: (Casino) Larchmont, N. Y., nc.
Lyle, Lynn: (Chateau) Milwaukee, cc.
Lynden, Ralph: (S. S. Zee) Chi. nc.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.

McCarn, Grace: (Chinese T Gardens) Detroit, h.
McCoy, Clyde: (Iroquois) Louisville, Ky.
McDowell, Adrian: (Wagon Wheel) Nashville, Tenn., nc.
McGowan, Loop: (Exchange Club) Tampa, Fla., nc.
McKenzie, Red: (18 W. 52d St.) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Mack, Ted: (Brighton Beach) Brooklyn, NYC, nc.
Mamman, Steve: (Riviera Club) Averhill Park, NYC, nc.
Mann, Milton: (Village Barn) New York, nc.
Mansfield, Dick: (Governor Clinton) NYC, h.
Manuti, Al: (Man About Town) New York, re.
Manzanares, Jose: (Centennial) Dallas, Tex.
Maples, Nelson: (Ewerly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.
Margraf, Irving: (Old Heidelberg) Chi. re.
Marsala, Joe: (Hickory House) NYC, re.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.

Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin Gordon: (Crescent Club) Boston, nc.
Martin, Johnnie: (16 Club) Chi. nc.
Martin, Ted: (Childs' Paramount) NYC, re.
Mayer, Fred: (Villanova Cabaret) Saratoga, N. Y., nc.
Mayo, Al: (House of Morgan) Atlantic City, N. J., nc.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Bobby: (Chez Maurice) Dallas, nc.
(See ROUTES on page 74)

- Knorr, Dan
Knox, E.
Knox, Wm. I.
Know, Don
Koban, Kaichi
Koch, Edw. H.
Konopka, Frank C.
Korpi, Wilfrid
Kurt, Perry
- McKee, John
McLachlan, A.
McLain, Walter
Madden, F. R.
McManus, Eddie
McNeely & Chapman
McPherson, Eugene
McRoy, Paul
McSpadden, John
- Murphy, W. I.
Murray, Ken
Murray, Sgt. Billy
Murray, Harry F.
Murray, Mal
Myers, Jess
Myers & St. Johns
Nally, Frank
Napoles, Count
- Readmond, Prof.
Rearick, B. R. L.
Redfeather, Chief
Redfield, H. B.
Reeves, G. C.
Reeves, Paul
Regnell, Niles
Reidinger, Thurston
- Simmonds, Aleck
Simmons, Capt. Joe
Simons, D. W.
Simpson, Dr. M. M.
Simpson, E. B.
Simpson, Jas. C.
Simpson, Orville
Simpson, Oscar
Simpson, Wilfrid
- Tipps, Geo. Spot
Tittle, E. E.
Toliver, Sid
Tom, Frank
Tomkins, Geo. S.
Tooth, Buck
Tracer, Tony
Tronson, Tube
Trosky, Joe
Trout, Max Sambo
Trueman, J. W.
Tucker, Wm.
Tucker, Joe K.
Tuckunay, Art
Tudor, Harry E.
Tuffley, Doc
Turner, Joe C.
Twigg, Russell W.
Tymcz, Jack
Tyne, Earl
Tyne, O. D.
Underwood, H. G.
Vail, Frank
Valencia the Great
Valley, Ray
Vallie, Smokey
- Wilson, Bruce
Wilson, C. H.
Wilson, Clyde A.
Wilson, Duke
Wilson, Fred
Wilson, Happy E.
Wilson, Jos.
Wilson, L. E.
Wilson, Wade
Wilson, W. H.
Wilson, Wm. B.
Wilson, Wilburn
Wineburger, Vic
Winkle, C. C.
Wintz, Sigmond
Wintz, Geo. E.
Wise, David A.
Withers, Harry N.
Wisinger, Bill
- Woltz, Earl
Womick, D. W.
Wonder, Tom & Betty
Wood, Frank
Wood, Pat
Woodruff, LeRoy
Woodward, Ernie
Wood, Keld
Woolsey, Keth
Wyoming Duo
Yancey, Beeman
Yates, Ted
Yeager, C. L.
Young, Elmer
Young, Roy
Zabel, O. K.
Zangar
Zaylor, W. T.
Zorda, Frank
- Pollock, Margaret
Richard, Mrs.
Wallace
Rockwell, Mrs. Pat
Rose, Mrs. Dave
Ross, Miss Billie
Shay, Mrs. Bessie
Sherman, Betty J.
- Smiga, Mrs. Phyllis
Smith, Ana
Steck, Aileen
Tint, Mabel
Woods, Mrs.
Virginia
Yurkovic, Ann
- Gentlemen's List**
Alexander, C. V.
Anderson, Cary
Anderson, L. W.
(Bob)
Arnell, Duke
Arnhem, Edward
Barone, Eddie
Barth & Maier
Beckers, Fred'k J.
Borella, Arthur
Breitstein, B. D.
Brennon, James J.
Brennon, Jimmie
Bresnahan, T. J.
Brown, Tom
Calahan, Art
Cambell, Fred & Mabel
Carter, Claud
Casper, Herbert
Charles & Libre
Chevalier, C. G.
Claire, Hans
Clark, E. J.
Malang, Mrs. Wm.
Mallia, Maudie
Martin, Josephine
D. Moore, Mrs. Thos.
Mingus, Maurine
Moore, Rosina
Pasanen, Eleanor
Rae, Margie
Richards, Rachel
Rothmund, Carrie C.
Rowe, Maude D.
Rye, Mildred
Sarno, Mrs. Frank
Shearer, Tereta
Shepherd, Marie
Slane, Sunny
Tibet, Mabel
Wharton, Marian H.
- MAIL ON HAND AT NEW YORK OFFICE**
1564 Broadway.
Ladies' List
Ahn, Lillian
Anderson, Victoria
Anthony, Mrs. W.
Berry, Florence
Moore
Burns, Mrs. Thos.
Carl, Mrs. G.
Carroll, Joan
Connelly, Alice V.
Crawford, Margaret
Dabney Sisters
Dahl, Shirley
Davenport, Rosalie
Fitzgerald, L.
Ford, Billie
Fraser, Billie
Glynn, Mrs. M. A.
Greene, Dolores
Joslin, Charlotte
Kennedy, Estelle
Kirchoff, Mary E.
La Budy, Doris
- Gentlemen's List**
Agnew, H. L.
Agus, C. W.
Andrews, Walter
Angelo, Michael
Banks, Sam J.
Barr, George
Benner, W.
Benson, Dale
Bentum Jr., Harry
Brown, Henry
Buck, Warren
Burke, Daniel
Burns, J. J.
Cantrell, Earl
Chandler, Jack
Charles & Libre
Cooper, Hymie
Corey, Ralph
Cronin, Dennis
Curwell, Clarence
Davis, Jerry
Davison, Jimmy
Dells, Three
Donnelly, Arthur
Donohue, James L.
Duke, Harry J.
DuPont, Bert
Eakin, Jas. Harold
Frans, Ed C.
Foley, Edward
Fox, Edward
Franks, Sam
Frayne, Frank
Fredericks, Henry
Gardner, Sol
Giles, Roy
Gunderman, Chas.
Gunn, Jimmie
Halle, Abe
Hayes, J. H.
Hochberg, Jack
Hoffman, Stanley J.
Hornbrook, Earl C.
Howard, Harry
Irvine, William
James, Phil
Jerome, Frank J.
Johnson, Joe J.
Joy, Leonard
Kack, Edw.
King, N. P.
King, Russell
King, Val
Kuma, K. T.
La Brunn, Freddie
& Jean
La Payne, Jack
La Zin, W. J.
Lake, Ted
La Valle Circus
Leahy, Eddie
Lewis, Irving J.
Lewis, Joe
Lingley, Harry
- MAIL ON HAND AT CHICAGO OFFICE**
600 West Bldg.,
52 West Randolph St.
Parcel Post
Braun, King, 6c
Graber, Betty
Lorraine, 25c
- Ladies' List**
Ahi, Princess
Baird, C.
Sir Victor
Bartholomew, Edna
Bedini, Madame & Benefiel, Mrs. Ben Bennett, Mrs.
Gordon
Bond, Dot
Borders, Florine
Bowen, Merle
Brown, Mrs. E. D.
Chiyo, Princess
Cruin, Mrs. Lula
Daggett, Mrs. Art
Davidson, Ellen
DeLoris, Doris
Ehler, Mrs. Ernest
France, Suzanne
Fraser, Mrs. Jas.
Fultz, Mrs. Nellie
Graham, Mrs.
Frances
- Gentlemen's List**
Hart, Ervil
Hughes, Mrs.
Lucille
Jolley, Mrs. A.
Kama, Mary
Johnson
Kelly, Mrs. W. J.
LaRue, Yvonne
Lee, Mrs. Cecil
Lewis, Jean
McIntyre, Mrs. Frank
McSparrow, Mrs.
Emily M.
Michel, Margaret
Morrice Sisters
(Paquita & Marjorie)
Murphy, Mrs.
Helen
Norris, Harriet
O'Connor, Mrs.
James
Pearson, Madien
- MAIL ON HAND AT ST. LOUIS OFFICE**
390 Arcade Bldg.,
Eighth and Olive Sts.
Ladies' List
Adams, Dob B.
Bozza, Mrs. Thos.
Brooks, Miss Joie
Burns, Corinne
Clay, Madam Rose
Cockrell, Mrs.
Vera
Davis, Mrs. Susie
Demcoe, Mrs. Mary
Dodge, Dorothy
Eaton, Mrs. Babe
Evertson, Mrs.
Emma
Gillies, Bessie
Haun, Mrs. Bessie
Heyden, Mrs.
Evelyn
Wrona, Mrs.
Norma
- Gentlemen's List**
Allen, Harry L.
Baird, Cay
Barr, Frank
Bird, Al
Blackledge, Clifford
Borror, W. L.
Bresnahan, J. O.
Brooks, Dr. O. C.
Brown, C. Edgar
Burns, Twins
Butcher, O. T.
Carlin, Hank
Cartledge, C. R.
Cockrell, Y. A.
Cook, Geon
Curtis, M. O.
Daniels, Oss
Davidson, Geo. E.
Dobson, "Darby"
Duffy, Roy
Easley, Melvin
Englis, Tommie
(Dago)
Ervin, Jack
Frans, Bob
Feagin, Bob
Flannigan, Robert
Fuzell, Tom
Gage, Howard H.
Grant, Sol
Green, Johnny
Hackman, Otis
Harris, Albert
Julian
Haun, Yandall
Hayes, Harold
Hays, Henry
Holmes, Billy
Hopkins, Abner
Howe, Rex
Hunt, Tom & Lola
Huns, Jimmie A.
Kerwin, H. P.
Lamb, Tommy
See LETTER LIST on page 64

Truck Show For Sadler

Will open near Dallas Aug. 20 and play toward West Texas—equipment is new

DALLAS, Aug. 1.—Harley Sadler announced that he is organizing a circus, motorized, to be known as the Harley Sadler Circus and the Siege of the Alamo Combined. The show will open near here August 20 and will immediately play toward West Texas. The equipment is new.

The show will be presented under a 120-foot top with a 50-foot middle. The performance is patterned after Billy Rose's *Jumbo* show, now playing the Fort Worth Frontier Centennial Celebration.

One of the features will be Noble Hamiter's *Beauty and the Beast*, now featured at the Fort Worth Centennial. The performance will consist of a musical extravaganza, featuring a radio star; aerial acts, dogs, ponies and elephants. A larger-than-usual band will be carried, attired in cowboy clothes. From this band the performers for *Siege of the Alamo* will be recruited.

The performance will open with the historical spec *Texas Under Six Flags*. The concert feature will be *The Siege of the Alamo*, which just closed a four weeks' run in Dallas. It is being revised to make the circus engagement possible. The concert is a historical epic of Texas history from the early days under Spain's rule to the Fall of the Alamo, a battle scene that will be spectacularly presented.

Sadler closes with his repertoire company at Amarillo August 9 and will return to Dallas on the 10th to supervise building of the show. The seating arrangement is made up of 1,000 reserved grand-stand chairs in addition to the usual number of seats in the reserve section. The entire seating capacity is 3,000. General admission price will be 25 cents, which will be featured in the billing. Like all Sadler attractions, heavy billing will play a principal part in the advertising campaign.

Al G. Barnes

CHEROKEE, Ia., Aug. 1.—The terrific heat that abated somewhat at Lincoln, Neb., and promised relief was only a false hope, as the temperature soared above 100 for the remainder of the 17th week of the Al G. Barnes Circus.

Drought is the big bugaboo thru Iowa and Nebraska and South Dakota, altho there are certain sections that this show has been in where they have harvested a good grain crop and have every indication of further products.

The week's business starting at Lincoln and ending in Cherokee was all that could be expected, with a very good day at Grand Island and Lincoln, Neb., and light afternoons and fair to good night houses in the other four stands. Despite the fact that the working departments are a little short, each stand was made in quick order and everything in readiness from two to three hours before time for doors.

J. E. Mead, programmer, and Justus Edwards, press agent of Russell Bros.' Circus, visited the show in Cherokee.

Martin Bros.' Show Closes

BINGHAMTON, N. Y., Aug. 1.—The Martin Bros.' Circus closed after seven weeks' tour of up-State New York towns. Continued hot weather and drought was given as cause for early closing. Show is now in quarters at Castle Creek, N. Y. Manager Clayton Hawkes states that he will turn his quarters into a small animal farm and show his animals during remainder of the summer. This unit will play fairs in the fall. Show will take to road again next year.

Bob Morton Returns

CINCINNATI, Aug. 1.—Bob Morton arrived at Washington, D. C., July 30 after a flying trip to Miami, Fla., where he caught the airship clipper *Caribbean* for South America, looking over that country for possibilities of his circus for next year. He had been away from his Philadelphia office for two weeks. He was informed that hundreds of letters are waiting in response to his advertisement for acts. Morton states that he will answer all letters next week.



MICKEY KING, aerialist, who has established a record of 261 arm swings. She has been with Bob Morton's Circus for five consecutive years. Has played many leading theaters in America and Europe and recently appeared at Radio City Music Hall, New York. Several large circuses in Europe are negotiating with Miss King for next year.

Windstorm Hits Mix at Oswego

SYRACUSE, Aug. 1.—Circus fans of Oswego, N. Y., are praising the crew of the Tom Mix Circus for the way it handled a delicate situation when a 35-mile wind unexpectedly swept down upon the grounds there July 25, flattening concession tents and tugging alarmingly at the big top.

Without any disorder, the menagerie tent was quickly cleared of spectators and, despite the crowd on the grounds, there was less excitement than anywhere else in the city, where branches and wires were being blown down everywhere.

Next day the menagerie had another adventure when an elephant and a zebra tangled in a van en route to Watertown. The zebra had the worst of it, winding up in a corner when the bull squatted on top and pressing the zebra's hoof against its own breast painfully. Dr. L. N. Dodge dressed the zebra's wounds and both animals worked the Monday show as usual.

Jordan Troupe in Accident

CINCINNATI, Aug. 1.—The Jordan troupe, which left the Tom Mix Circus after Chicago engagement, was in an accident en route from Chicago to Peoria, Ill., July 19. The car skidded and turned over several times. Al Helwig's right arm was broken and he is in the American Hospital, Chicago. He would like to hear from friends. Others in the car, Johnnie and Vivian Jordan, suffered cuts and bruises; Bennie Bonta and Lawrence Rodriguez were badly bruised. Jim and Ann O'Donnell were not in the car, but in the truck, and were not hurt. The Jordans had been playing a few vaude dates around the Windy City before opening on fairs next month.

Mix Does Well in Cortland

CORTLAND, N. Y., Aug. 1.—The Tom Mix Circus played to good matinee business and almost capacity night house here July 24. The new menagerie tent, an 80 with three 40s, is a beauty and serves not only to house the caged animals, but also all the ring stock, which numbers over 50.

Mix states that business in the East is very good for this time of the year.

Request for Regulations

HARRISBURG, Pa., Aug. 1.—A request for the Pennsylvania regulations on the construction and use of grand stands has been received by Secretary of Labor and Industry Ralph M. Bashore from Prof. A. S. Nikolsky, of the Association of Soviet Architects, Leningrad, U. S. S. R. Professor Nikolsky is in charge of a study of sports buildings for the Soviets. To him was sent a complete set of copies of all regulations dealing not only with stands and grand stands, but of the fire and panic regulations in force in Pennsylvania.

Big CFA Meet In Prospect

Interesting program is being arranged for 11th annual meet at Evansville

CHICAGO, Aug. 1.—According to the tentative plans laid out for the 11th annual national convention of the Circus Fans' Association, the gathering should be one of the most interesting yet held. This will be the first time the Fans have met with the Al G. Barnes Circus and also the first time that the convention has been held in Evansville, Ind., home of Karl K. Knecht, one of the greatest of all fans.

Knecht is general chairman of the convention and he is arranging a program that is replete not only with entertainment but with historical interest. From the circus end S. L. Cronin, manager of the Al G. Barnes Circus, is giving his full co-operation and doing everything in his power to make the Fans' stay with the circus a pleasant one.

Working in close co-operation with Knecht are these chairman: Registration, races, club courtesies, souvenirs and Chamber of Commerce contacts, C. B. Enlow and A. G. Hollander; decorations, banners, etc., Armand Emrich; lawn party and Kuku Klub, Manson Reichert; auto tour and transportation, Walter Lang and Frank Forrest; program, printing, theaters, publicity and banquet, John R. Stanley, Karl Kae Knecht and Harold Van Orman; hotel reservations, Harold Van Orman and Ed Hunt; ladies' parties and entertainment, Mrs. Armand Emrich, Mrs. C. B. Enlow, Mrs. Frank Forrest, Mrs. A. G. Hollander, Mrs. Karl Kae Knecht, Mrs. Walter Lang, Mrs. Manson L. Reichert, Mrs. John R. Stanley and Mrs. Harold Van Orman.

The program of the three days as tentatively arranged (subject to change) is as follows:

August 15: 9 a.m., registration at McCurdy Hotel, convention headquarters; 10 a.m., opening business session in Rose Room; noon recess; 1:30 p.m., races at Dade Park (other entertainment for those who do not wish to attend the races); dinners, as you will, in the Coral Room; evening, business session, theaters, informal entertainment, fanning bees, etc., with special stunts on the McCurdy Hotel fronting on the Ohio River.

August 16: 9 a.m., auto tour of city, (See **BIG CFA MEET** on page 37)

Fire Destroys Thiele Equipment

SOUTH CAIRO, N. Y., Aug. 1.—John H. Thiele Jr., of this city, who deals in animals, suffered a loss recently when fire swept thru two large barns and three smaller ones. The only buildings that remain standing on the 300-acre tract are the office and dwelling house. Cages, circus wagons and some animals and birds were destroyed. Loss is estimated at approximately \$13,000, only partly covered by insurance. Origin of fire is unknown. Fire departments could not save anything as wells and near-by stream were practically dry. Thiele will endeavor to start all over again.

Walter, Kennard Return

HOUSTON, Aug. 1.—Frank J. Walter, proprietor of the circus bearing his name, and A. W. Kennard, one of his lieutenants, are back here after a swing thru the Midwest looking over territory. They visited the Cole-Beatty Circus at Oklahoma City. On the way home they looked over the Dallas and Fort Worth doings.

Walter purchased two more pink-skinned horses and are now in the training barn. The Walter Circus has a few indoor dates scheduled for this fall.

Gard Takes Atterbury Car

FAIRCHILD, Wis., Aug. 1.—J. Atterbury, who took charge of the advance advertising crew of the Atterbury Bros.' Circus after Roy Roberts closed as car manager, has been called back to the show as assistant manager. Cliff Gard is now in charge of the car and has with him Robert and R. H. Allen, Homer Hones and Lester Whitaker. The advance crew is now 10 days ahead, which is the regular schedule, instead of six.

Poster War Staged

CINCINNATI, Aug. 1.—The following appeared in The Hutchinson (Kan.) Herald July 25:

"An old-fashioned circus billposting war raged yesterday in Great Bend and Dodge City. Cole Bros.' Circus will be at Great Bend next Wednesday and at Dodge City Thursday. Ringling Bros. will be at Great Bend September 18 and at Dodge City the 19th. One circus had its posters up. The other circus posted over the first posters. The first circus posted over the second posters. At Great Bend the billposting crews of the two circuses met in the downtown section. Fists were swung. No great damages."

Cole in Storm At Topeka, Kan.

TOPEKA, Kan., Aug. 1.—An elaborate program to honor Governor Alf M. Landon, Republican nominee for the Presidency, U. S. Senator Arthur Capper and other notables at the Monday night performance of Cole Bros.-Clyde Beatty Circus was hastily canceled when a violent electrical and wind storm and rain hit the fairgrounds just as doors were to open at 7 p.m.

The storm was the worst encountered this season by the show. All workmen, as well as performers and executives, rushed into action and prevented any damage to the show or equipment. The menagerie was lowered without a rip in the canvas, but there were several tears of six or seven feet in the big top. The main tent withstood the storm in wonderful fashion and much credit is due Charles Young, boss canvasman, and his assistants for battling the elements. No patrons were allowed in the menagerie or big tent during the storm. Spectators sought refuge under buildings on fairgrounds. There was half a house at night show.

Reservations had been made for Governor Landon, Senator Capper, Arthur Carruth Jr., E. Ross Bartley, Ballard Dunn, Carl Rott, Willard Mayberry and Ross Worthington. The newspaper men included William L. Beale Jr., of the Associated Press; Joe Morris, United Press; William K. Hutchinson and Robert Humphreys, of the International News Service; Arthur Hachten, of the Universal Service; James Hagerty, of *The New York Times*; Ernest K. Lindley, of *The New York Herald-Tribune*; James Wright, of *The Buffalo News*; Philip H. Kinsley, of *The Chicago Tribune*; Duke Shoup, of *The Kansas City Star*; Erwin Canham, of *The Christian Science Monitor*; Milt Taber and Cliff Stratton, of the Capper Publications; Edward Chap- (See **COLE IN STORM** on page 37)

New Poles for Downie

HUDSON, N. Y., Aug. 1.—New poles for all departments of Downie Bros.' Circus were obtained before show left Maine and the big top looks brighter than ever. The bright, catchy wardrobe designed by Mrs. Charles Sparks always receives special comment from the press and public. Joe Gilligan is moving the show on time and Charles Katz is busy as usual.

The Mack South Sea Islanders of radio fame have proved a hit at various stations. A Hoxie program, as well as that of the Hawaiians, is given almost daily. At Norwich, Conn., the South Sea Islanders had the pleasure of meeting A. Rodell, composer, who had written several numbers for the Islanders. Everett Bridgeman, one of front-door boys, left for his home at Spartanburg, S. C., due to an attack of appendicitis.

Fans Honor Fellows

MADISON, Wis., Aug. 1.—Dexter Fellows, on press staff of Ringling-Barnum Circus, was honored Tuesday night at a smoker at the "White Tops," Waubesa Beach, home of Sverre O. Braathen, Madison attorney and Circus Fan. Braathen is president of Wallenda Tent, Madison unit of CFA, which sponsored the get-together. His "White Tops" home, a museum of circus pieces, provided a fitting setting for the smoker.

The occasion marked the observance of Fellows' birthday anniversary. Newspaper men and members of the Wallenda tent gathered to honor the veteran.

Barnett Repeats at Tarentum

TARENTUM, Pa., Aug. 1.—Barnett Eros' Circus played a return engagement here this week, this time under auspices of the Springdale Fire Department. Show played this town in the spring to heavy business.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

August	10—Rockford, Ill.
4—Madison, Wis.	11—Davenport, Ia.
5—Fond du Lac.	12—Cedar Rapids, Ia.
6—Appleton, Wis.	13—Des Moines, Ia.
7—Manitowoc.	14—Waterloo, Ia.
8-9—Milwaukee.	15—Mason City, Ia.

THE GREATEST SHOW ON EARTH



With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill.
 Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Circus Fans and friends attending the first night performance of Ringling-Barnum Circus at Chicago July 25 were Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Burt L. Wilson, Mr. and Mrs. Morris L. Kaplan, Mr. and Mrs. Clint Beery, Gene D. Beery, Mary McCortley, Mr. and Mrs. John R. Madison, Bill Madison, Jack Madison, June Depak, Col. William Sneed, Irving K. Pond, Mr. and Mrs. N. Harry Cancie, Mr. and Mrs. Albert Hodgini, Mr. and Mrs. Harold Van Orman, Evansville, Ind.; W. H. Hohenadel, Rochelle, Ill. All were of the opinion that the show this season is the best ever.

Advice from Karl Kae Knecht, chairman of the convention committee at Evansville, Ind., states that reservations coming in point to one of the largest attendances at a national convention in the history of the Circus Fans' Association. Members who have not made theirs should do so at once.

John R. Shepard, E. L. Williams and Walter Scholl, of Chicago, were on the lot of the Big One July 25 and helped them "put it up."

Mr. and Mrs. George H. Barlow Jr. and friend and George H. Barlow III caught Gorman Bros.' Circus at Monticello, N. Y., July 22. They were on their way home from Norwich, where they attended the CFA celebration on the Downie show. George made Tom Mix Circus at Cortland, N. Y., July 24. Said it was a great show. Renewed acquaintances with Tom Mix and Alfredo Codona.

Plans are being completed for opening of the Pat Valdo Tent Circus Room, located in Barlow Building, Binghamton, N. Y., the last of August. There will be a get-together of Fans in that section and an organization luncheon and meeting will be held. All Fans interested in this gathering are urged to write George Barlow III as soon as possible.

Activities of a Circus Fan when he gets to going. Sverre O. Braathen, Madison, Wis., writes: July 1 Bill Jackman and himself drove to Sparta to catch Barnes, seeing the night show. On Sunday they drove from Sparta to Prairie du Chien to again visit the Barnes show. Mr. and Mrs. Braathen drove to Janesville July 3 to see the Big One and brought friends home with them from there. On the 4th had guests for luncheon at noon and between shows, all Madison fans; entertained about 20 from the show at a dinner at White Tops. Mr. and Mrs. Braathen and Dr. and Mrs. Tormey attended the Barnes show in Portage on the 5th.

Empire State Good For Tom Mix Show

MALONE, N. Y., Aug. 1.—The weather man has been with the Tom Mix Circus since entering New York State and the show has enjoyed bigger business and more consecutively than in any other locality this season.

Tom Mix each day receives more invitations than he can accept. At Oswego the Veterans of Foreign Wars crowned old Tony with a "lucky horse-shoe" of flowers. Mr. Mix visited the local health camp in the morning and invited the camp to attend the matinee. Sunday off in Watertown and many enjoyed a trip to the Thousand Islands. Mr. Mix was guest of friends at a dinner given at the main resort hotel in Alexandria Bay. Monday the show had excellent business. Mr. Mix entertained children from the orphans' home in the afternoon.

At Ogdensburg Harold Frank, from the radio station on the Canadian side, called for Mr. Mix and he gave a 15-minute interview and attended a luncheon given in his honor by the Kiwanis Club. Malone, the mayor and Mr. Morthridge called for Mr. Mix at noon and escorted him to a luncheon given by the Rotary Club, where a group of underprivileged Boy Scouts and their sponsor, Mr. Armstrong, awaited him with camera. Mrs. Baker, press agent, also was a guest.

Dall Turney is receiving many com-

pliments on the general appearance of the show and the precision with which it is run. Denny Helms, superintendent, has been having some of the equipment painted. Charles Warrell is doing a nice job purchasing for the cookhouse, and Chef Nick's cooking is keeping "the big family" on the show happy. Carl Robinson's band, with new and peppy selections, is receiving its share of applause. Mrs. Jack Burslem has been ill for a few days.

Since the weather has turned so cool the employees have abandoned swimming for baseball in the backyard. Rhoda Royal, equestrian director, is receiving much applause on his Liberty horse number. Mrs. Royal's broken leg is coming along and she is able to use it slightly. Harry Baker has been very busy the past week. Mrs. Robert Brown went to New York City to visit her parents for a few days. Doris Weiman, niece of Mrs. Dall Turney, is spending her vacation on the show and will work ladders. Ted Metz's Side Show is doing excellent business. GRACE BAKER.

At Indian Stomp Grounds

WASHINGTON, Aug. 1.—Indians from the River Bend Reservation, the Indian Stomp Grounds, were the guests here morning of July 28 of Madame Ferdinand Veverka, wife of the Minister from Czechoslovakia to the United States. She is a painter of international renown and has just completed a life-size painting of Chief High Star, of the Sioux, and Chief White Eyes, of the Cheyennes, both Indians from the Stomp Grounds. Painting will be a feature of the International Art Exhibition held in Prague this winter. Later in the day party of Indians were presented to Dr. William M. Mann, director of Zoological Park there, and were personally conducted thru the Zoo by William Blackburn, head keeper of the Nation's Zoo.

Malloy Has Circus Unit

CANTON, O., Aug. 1.—Jack Malloy has organized a circus unit and has been working steadily since opening May 16 at Idora Park, Youngstown, O., he informed *The Billboard* representative here. Most of the time the unit played celebrations thru West Virginia. He informs he has bought a dog and pony act, which is billed as Tinker Toy and his Pals. He expects to book the unit for several fairs starting this month, and then indoor events. Malloy and wife, Nancy Darnell, continue to feature their Roman ring act.

Duker Company Sells Biz

VANCOUVER, B. C., Aug. 1.—The Ruddy Duker Company, Ltd., has disposed of its signboard and billposting business here to Neon Products of Western Canada, Ltd.

EDDIE W. LAKE, trombone player, has located in Cleveland, O., with the J. R. Murphy chain of railroad restaurants and is night chef at the B. & O. Restaurant, 2800 W. 3d street.

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A LARGER TENT OR A BETTER TENT

Why Not Trade In the Old One on a New One?

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Write—Wire—Phone

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159 North State Street, 404 Capitol Building, CHICAGO, ILL.

Everything For Theatrical Wardrobe

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Showmen Who Are Interested In

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Write for Our Special Finance Plan.

CHARLES T. GOSS

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TENTS Can You Use

A 50' Round Top with 30' Middle Piece, approx. (50x80). A fine White Tent. Top of 9.93-oz. Double Filling Duck, roped 3rd cloth, 8' Sidewall, used three weeks. Cheap at \$400.00. Will sell for \$350.00, with Rigging.

KERR MANUFACTURING CO. CHICAGO. 1954 Grand.

NEW, UNUSUAL AND EXCEPTIONALLY

ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR

CIRCUS CARNIVAL RODEO AUTO RACES

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And you can have electric current and travel light with Universal Portable Electric Plants. They're designed to take the least possible space, weigh less, handle easier. Models to light from 10 to 5,000 bulbs. Simple, dependable, furnish electrical current at less than city rates. They've been first choice among outdoor shows for more than 30 years.

UNIVERSAL MOTOR CO. BSHKOSH WIS

FOR SALE

One 80-Foot Pullman Railroad Car, six-wheel trucks, steel wheels, standard 5x9 journals, steel platforms, Westinghouse air brakes, sleeps sixty people, two large state rooms. Will pass all M. C. P. Inspections for fast passenger service; \$600.00 takes it. Also One 60-Foot Round Top, white, 8-ounce drill, used four weeks; not a hole or patch on it; 8-foot sidewall, complete with all poles, stakes and rigging and 10 lengths of 7 high blue seats, complete with iron brackets; \$250.00 takes it. Must sell quick to settle an estate. Address P. O. BOX 384, Shreveport, La.

ELEPHANT GROOMS WANTED

Prefer those who drive. Must be sober and reliable. MAX GRUBER, Tom Mix Circus, as per Route.

BOB HUNTING'S 1891 ROUTE BOOK

Bernard's 112-Page CIRCUS REVIEWS. 5x7, Photos Dan Rice, 1865, and Billy Sells, 1876, as "Boy Rider." For \$2.00. Parcel Post, prepaid. CHAS. BERNARD, Savannah, Ga.

WANTED CIRCUS ACTS--ANIMAL FEATURES--NEW SENSATIONS

October 26th to 31st and Following Engagements

WORLD'S LARGEST 3-RING INDOOR CIRCUS.

Acrobats, Male and Female, that can Sing. An Indoor Circus with New Sensations That Will Revolutionize Circus Business.

FOR SALE—37 Sections Circus Seats, Almost New Foot Rests, 10 and 13-Tier High.

BOB MORTON, Director, 1327 Spruce Street, Philadelphia, Pa.

WANTED WANTED WANTED HARLEY SADLER CIRCUS

AND SIEGE OF THE ALAMO COMBINED

OPENING THURSDAY, AUGUST 20.

All New and Beautiful Equipment. Best of Accommodations and Treatment, with Salary Sure. Long Season.

CAN PLACE Elephant Act, Lion Act, other sensational Acts and Novelties. Good Family Act doing three or more turns. You must have ability, nice wardrobe and appearance. CAN ALSO USE six more good Clowns. Jess Myers wire. Boss Canvasman, Electrician, Working Men in all departments. Rehearsals Dallas, August 18.

ACTOR MUSICIANS that can take it on a circus. In answering state all you can and will do. WILL PLACE first-class Lunch Wagon. WILL LEASE Candy and Concession Privileges to same. Must be beautiful equipment. Serve show breakfast. Guarantee plenty of people on lot. Eddie Ruton Alley Dogs wire. Felix Morales wire. PAY YOUR OWN WIRES. HARLEY SADLER, AMARILLO, TEX., week of August 3; after August 10, Billboard, Dallas, Tex. CAN USE one more fast Billboard.

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

Under the Marquee

By CIRCUS SOLLY

RUTH RENO, of Schell Bros.' Circus, was called home to Atlanta, Ga., due to death of her brother, H. B. Wall.

J. T. MEERE, who is in printing business at Chattanooga, Tenn., was a great friend of the late Ernest Haag.

M. J. KUSIC, McKeesport hotel man, visited Barnett Bros.' Circus when it was there and visited with the folks.

JACK WHITE has resigned as secretary of the Circus Fans' Association in Great Britain.

MRS. EARL HUDSON, mother of Alice Hudson, with the Mariette troupe, is seriously ill.

JACK CRIPPEN, of Russell Bros.' Circus, had Kenneth Waite and his troupe as guests when show was at Evanston.

DON TAYLOR has joined Lewis Bros.' Circus, doing Punch and vent. Biz is good in Michigan.

REX de ROSSELLI states that he has fully recovered from his recent illness and is back with Cole Bros.' Circus.

SINON D. J. COLLINS has visited the Kuhn, Tom Mix and Cole Bros.' circuses so far this season. He is now playing Middle Western fairs.

SIG AND OLLIE BONHOMME left the Haag show at Powhattan, O., July 29 and went to their home at Marshall, Tex. Will play some fairs in that State.

CHARLES PERKINS, for many years with the white tops, has opened a beer parlor, the Little Traveler Inn, in Nashville, Tenn.

BILLY S. GARVIE and wife, of Hartford, Conn., caught Downie Bros.' Circus at South Manchester, Conn., and visited with officials.

OAK BRAND HY-TEX BALLOONS

NOVELTY HEADS

The Oak line offers an extensive line of unique novelties. Included are Mickey Mouse, with inflatable ears; Snooty Sam; Clown and a host of others. They offer big opportunities to vendors and concessionors.

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Be sure you get Oak's superior HY-TEX balloons.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

RUSSELL BROS. CIRCUS WANTS

Second Cook, Boss Canvasman, Pole Riggers, Workingmen. Guthrie Center, August 4; Creston, 5; both Iowa; Maryville, Mo., 6; Red Oak, Ia., 7; Glenwood, Ia., 8; Falls City, Neb., 10.

SPECKS CAUTIN WANTS

Butchers for RUSSELL BROS.' CIRCUS. Monty Lovelace, Ralph Allen, Ray Morrison wire. Guthrie Center, 4; Creston, 5; both Iowa; Maryville, Mo., 6; Red Oak, Ia., 7; Glenwood, Ia., 8; Falls City, Neb., 10.

Joe B. Webb Circus

Wants Sober, Reliable Circus People in all departments for balance of this season and next. Positively no racket of any kind. Wire or write as per route in Billboard.

ADAM L. MOORE pens that Walter L. Main Circus, at Lapeer, Mich., July 20, had light business in afternoon, but it was much better at night.

ELDON D'ORIO, xylophonist and drummer, visited his old friend Eddie Woekener with the Barnes show when at Hiawatha, Kan.

THE PARENTS of J. A. (Slim) Milliken are exceedingly anxious to hear from him. Address is R. D. 1, Box 319, Akron, O. Readers knowing of his whereabouts are asked to bring this to his attention.

IRISH JACK LYNCH recently saw the Main and Barnett shows in Pennsylvania and visited with Kokomo Andrews, Ray Rogers and Jimmy Burton. Andrews is with Main and Burton with Barnett.

FRANK BOTELER, formerly with brigade of Walter L. Main Circus, is now located in Binghamton, N. Y. He met Bill Alger, an old trouper, who lives there.

CLIFF O. DOWNING did a bally for the picnic of the Lake County Restaurant and Beverage Association, Gary, Ind., August 2, working with Al (Paddy) West and Al (Charlie Chaplin) Seror.

O. H. BENNETT advises that Dan Rice Circus was at Fairmont, W. Va., July 25, and performance very good. Streets were packed for parade. Downie show is billed at Fairmont August 10 and in Clarksburg the 11th.

E. HARNEY and wife, of Onelda, N. Y., former riders on Sells-Floto and Hagenbeck-Wallace, saw the Tom Mix Circus at Oswego. Harney is of the New York State police.

AL LINDLEY, billposter, last with Christy Bros.' Circus, in 1929, was in a car wreck recently and is in hospital at Elgin, Tex., Dr. Joe Flemings attending him.

HERBERT A. DOUGLAS writes that he is back home at West Chester, Pa., having resigned as general agent of Reo Bros.' Circus at Pocomoke City, Md., due to illness.

WINFIELD SWASSON, formerly with circuses, now living at Lincoln Center, Me., has visited several shows this season, including Bockus & Kilonis and Eddy Bros.

KING CHARLIE, midjet horse, and others were recently saved from fire in the large stable in Atlantic City which stabled the beach riding horses. This horse is on the retired list after being exhibited by its owner, Frank B. Hublin.

CECIL BOYKIN, Negro employee of Downie Bros.' Circus, is at Manchester, N. H., Memorial Hospital with an injury to the pelvis. He was sleeping underneath a truck when a fellow employee started the vehicle and it ran over him.

CLIFF McDOUGALL, while at Saranac Lake, N. Y., visited Wayne Bowers and Victor Gesmundo. Cliff visited Downie Bros.' Circus at Hudson, N. Y., reporting an excellent show. Says that Charles Sparks certainly sets a good table in cookhouse.

W. L. MONTAGUE made the Downie show at South Manchester, Conn., and enjoyed the performance. Says that the Tom Mix Circus will be at New Haven, Conn., August 12, and New London the 13th. It will be first time for show in that territory.

BENNIE WELLS, last five seasons with Barnett Bros.' Circus, has left the show and is now doing scenic work and building a set for special attraction he will use with his own vaude show, opening in September near Charlotte, N. C. Show will have a hookup with two international commercial concerns.

ORRIN DAVENPORT JR. and Ira Millette and son, all well-known circus people, suffered the loss of wardrobe and baggage one day last week when their trailer burned as they were returning to Chicago from Walton, Ind. A scale belonging to Al Meltzer, scale man, who was with them, was damaged.

ALVIN S. CROSBY, Box 285, Wakefield, Mich., states that his father is critically

ill and is anxious to locate his brothers, Theodore Nelson and Robert Nelson Crosby, formerly with Ringling Bros.' Circus. Readers knowing of their where- (See UNDER THE MARQUEE page 65)

Seils - Sterling Has Straw Houses

MUNISING, Mich., Aug. 1.—Wisconsin and Michigan are calling the Seils-Sterling Circus their own, it being composed mostly of Wisconsin and Michigan troupers. Towns have been giving them royal welcomes. At Marquette, Mich., showed to two straw houses and here strawed them in the evening.

Shirley Lindeman added a new cat to her menagerie which will soon be working with Captain Clauder's lion act. Captain Tug Wilson, World War hero, now head of Marquette prison, visited Eck Erdlitz and wife. They are buddies from Menominee, Mich.

Orvil Lindeman caught a nice mess of trout at Munising and Mac Heller brought in a string of perch. Buddy Weden had the time of his life at Marquette with State troopers. Neil Reise was out to renew acquaintances and had a wonderful electrical display on the lot.

Nellie Schrader is back at work in riding act, and Tom Beckman's shoulder is coming along fine. Mart Goodwin has the trucks repainted and decorated. Tresa Morales hurt her back when she landed in her trampoline at Munising. The ropes gave way and she landed pretty hard on the ground, but was able to continue in the evening show.

When the show drove thru Ishpeming, Mich., "Lucy," elephant, knocked over an ornamental lamp post with its trunk. The city fathers made show pay \$100. The city crew was working on the street and had sand piled up seven feet high in the middle. Trucks could just about get thru.

After two full houses at Soo, Mich., show spent Sunday at St. Ignace and there were many parties. The following made the trip to Mackinac Island: Red Rumble, Ray and Milt Herman, Vern Miller, Erickerson, Buddy Weden, Clausen, Joe Segress, Phil Doto and family, Al and Clara Lindeman, Rose and Mac Heller, Betty Heller, Shirley Lindeman, Bill Anderson, Happy Kajiske, Ione Weber, King Baile, Tom Beckman, Janet Withmac and the Erdlitzes.

Pete Lindeman purchased a new trailer at the Soo. Sammy, the famous working dog and pet of the show, died of injuries suffered three weeks ago. Whittie Carrol is recovering from an attack of indigestion. Whittie O'Brien's arm, which was injured in a wreck a month ago, is normal and he is again working, taking care of the riding horses.

Atterbury Show Has Some Sellouts

On July 13 Atterbury Bros.' Circus was at Seymour, Wis., unable to contract the fairgrounds and show played one-half mile out near Catholic Cemetery, on State highway. At 1:15 the doors were closed, complete sellout, and about 400 were turned away. Side and Pit shows did splendid here, and concessions had best day of the season. On July 14 show was at a very small town of 1,000 population, Suring. Half house at matinee and sellout at night. Side Show did big here.

Wabeno, a town of 2,000, was made July 15. Three-fourths house at matinee and straw at night. July 16 show was at Crandon, half house at matinee and half house at night. Here Bill Lindeman, general agent of show, and his local contractor, Arthur Miller, paid the show a visit. On July 17 at Woodruff-Minocqua, a resort spot. Three-fourths house at matinee and sellout at night. Side Show and Pit Show and concessions did big here. At this town the show's general agent, J. C. Admire, paid a visit, first time this year. He has landed many double-page press tieups this year in Wisconsin.

Rib Lake, July 18, a disappointment. A big sawmill town and mills going day and night. Third house at both shows. Sunday, July 19, at Owen, straw to ring banks at matinee and about capacity at night. Biggest Sunday of the season. A few more weeks in Wisconsin.

Shorty Losch, boss canvasman, returned last week after being absent four days. He drove on the lot with a new sedan. Show purchased two trucks to carry new equipment being added for Southern tour starting in September. Show recently added a pygmy elephant and an orang-utan. J. C. Brooks is re-

Dressing Room Gossip

AL G. BARNES—The heat has dried up most of the practical jokers that are usually ready for any labor as long as their victim can be caught. Heat, tho, has not slowed up Hal Silver, wire performer, who thought up some new dandruff cure that was tried on little "Burgundy." "Burgundy" didn't seem to see the humor of it and there are still grumblings emanating from him. "Doodies" DeMarr, diminutive woman clown who at first was not included in the clown band, is now an important member with her dancing violin.

Rink Wright visited at Norfolk, Neb., and "cut it up" with his old friends, Fred and Irene Ledgett, and others. Rink was accompanied by his wife and daughter. Harry Miller and friends from Stanton, Neb., came over to Norfolk for the night show and afterwards gave a little "get-together" until time for the show trains to leave for Cherokee.

Chet Cain, tattooed man in Side Show, comes from Sioux City, Ia., and took advantage of the nearness of his home town to Cherokee on a Saturday and Sioux Falls on a Monday that he was able to spend Sunday at home with his folks. Chet took along his pal, Jack Elkins, to help eat the home cooking.

Fay Avalon, that all-round performer and trouper who has been at it for 28 years now, showed his home town for the first time when he worked both shows at Sioux Falls, S. D. Fay has been to Sioux Falls a couple of times in the past with various shows, but always layed off. Ncw his motto is, "the show must go on," and he will be a part, home town or no.

Kenneth Petters, assistant on ring stock, was "at home" when playing Sioux Falls. Kenneth had expected to see his father, whom he had not seen for years, but found out that he had moved a few years previously. Charlotte Hoffman, Pauline Butters and Helen Wight are all smiles these days and blossoming out with much new finery.

COLE BROS.-CLYDE BEATTY—The main thing here is trying to keep cool these days. Some of the boys are taking two baths daily. Cold drinks are going good. Jimmie Foster has a big jug of lemonade daily. The bunch is flocking to the pie car at night. Nick Carter, to the writer's knowledge, has put in the first air-cooling system in a circus train. Tom Poplin installed it.

Joe Short is keeping cool; had his head shaved. The dressing-room thermometer ran up to 117 at Salina, Kan., melting the putty noses and Crisco. Horace Laird has lost several pounds. Jimmie McCoy and Ernie Clarke have palm-leaf fans. Kinko is now sporting a rubber-tired cart in parade again.

At Atchison, Kan., there were several visitors. Sinon D. Collins and mother, Cleve Williams and Arch Johnstone were there. Luella (Beattie) Parth and husband, Marilyn Parth, were drinking pop to keep cool. Some of the boys have been showing up with watermelons. Just now it seems swimming is the big daily pastime. Hear of some fancy diving on their trips. Baseball is deader than a door nail.

Harry McFarlan looks real spiffy in his all-white outfit. John Smith is leading the parade, white horses, buggy and pants. Nick Carter is planning sight-seeing trips in the mountains with his bus. Passing Beatty's stateroom, smelled fish frying again. Joe Lewis has taken over the ball pool. Puts them on the tab. Just finished raffling off a radio for Clyde Beatty. Didn't hear who got it. Looking down clown alley, see most of the boys washing clothes; Horace Laird patching a Boston bag; Kinko talking fishing to Bill Ward; Jim McCoy asleep; Joe Lewis counting something; Chester Barnett sprinkling water on the dogs, and I am going to make up.

EMMETT KELLY.

painting the show; red and orange predominates.

Mr. and Mrs. Andy Widmer have taken over the privileges. Jack LeBlair, who has been in charge of these, closed last week to play fairs. Side Show, managed by Don Adams, has been doing capacity business for last two weeks. Robert Allen, after rearranging the advance, has returned to show to resume his duties as press representative.

William Hoogowoning and wife, Nellie, also Mr. Caster, of Ottumwa, Ia., were recent visitors. Jack Meyers and wife, who have the hot pop corn, report big biz past week.

The Corral

By ROWDY WADDY

KEN MAYNARD has been touring Pittsburgh territory for the last two weeks, making personal appearances in theaters with his horse Tarzan.

C. F. HAFLEY is recovering from an accident and is off his crutches, able to get around pretty good. He is presenting Miss Francis and her horseback shooting act at the Fort Worth Centennial.

PLANS are being made for the golden wedding of Major Gordon Lillie (Pawnee Bill) and Mrs. Lillie. The scene will be the Indian Pueblo plaza. On August 1, 1886, Mary Emma Manning and Gordon Lillie were married in Philadelphia in the church in which the bride had been christened. They had met during the Eastern tour of the first Buffalo Bill show for which Major Lillie furnished Indians.

FRANK RUSH JR., of Craterville Park, Okla., with Buck Owens will produce the Centennial Celebration Rodeo under auspices of the Chamber of Commerce at Wichita Falls, Tex. The rodeo will be staged in Spudder Park. Fog-Horn Clancy has been engaged to handle the publicity.

AT THE Riding Actors' Association in Hollywood, according to Buck Moulton, there is an increased demand there for riders and ropers and atmosphere. For some time there seemed to be a letdown of the Westerners in the films, but from activities noted at several studios there will be a lot of pictures of this type filmed. The C. B. De Mille film, tabbed *The Plainsman*, is a sort of saga of Wild Bill Hickok and Calamity Jane. To screen a story that would ring true, De Mille engaged Capt. Jim Moore, of San Diego. Gary Cooper is cast as Hickok and Jean Arthur as Calamity Jane. Art Rosson is directing a unit in Wyoming, where the stand-out stunts and battle scenes are being filmed. The unit includes Duke Lee, Spike Spackman, Kenneth Cooper, Frank Cordell and Lloyd Saunders. About 50 members of the Riding Actors' Association have parts. Interiors are being done at Paramount studios with De Mille directing. Jim McTimmons, bronk rider and all-round cowboy, who died July 10, was buried in Valhalla Memorial Park, Burbank, Calif., in the plot where lie "Skeeter" Bill Robbins and Milt Brown. Buck Tatum, working at the Larry Darmour studio with a new Western star, Bob Allen, suffered injuries to limbs. Herb Hunt had a big week during the Elks' national convention.

SHERIDAN, Wyo.—The sixth annual Sheridan, Wyo., Rodeo, July 15-17, attracted many people. Disregarding a department of commerce ban, Capt. F. F. Frakes, air stunter, crashed his plane into the roof of frame building at one end of the arena to thrill second-day crowds. Champions—Bronk Riding: Melvin Tivis, first; Roy Gafford, second; Jackie Cooper, third; Curly Kelly, fourth. Two-Calf Roping (best total time): Jack Sellers, first (37); King Merritt, second (38 4-5); Jim Snively, third (39 1-5); Amye Gamblin, fourth. Bulldogging: Shorty Ricker, first, who last year tied world record of 3 2-5 at Belle Fourche, S. D., 15 1-5 (two steers); Dave Campbell, second, 10 3-5; Slat Jacobs and Gene Ross tied for third and fourth with 21 seconds each. Team Steer Roping (two-day total): Maynard Gayler and Ralph Bennett, first (52 4-5); Buck Sorrels and John Rhodes, second (60 1-5); Lee Jenkins and Glen Mayes, third (64 3-5); Breezy Cox and John Rhodes, fourth (68 3-5). Wild Horse Race: Jack Carrels, first; Roy Hannon, second; Roy Gafford, third; Shorty Creed, fourth. Bill Burham was piled and trampled, suffering a lacerated ear. Lee Moore, Douglas, Wyo., first out of the chutes in the bucking finals, was kicked in back and head by Floating Power. Not seriously hurt. Bethana Peas was proclaimed the crown Indian princess for 1937 and Agnes Deer Nose her lady in waiting.

LUSK, Wyo.—Topnotchers of the rodeo trail took part in the Golden Jubilee three-day show celebrating Lusk's 50th anniversary, July 9-12. Program was rained out the second day but drew large attendance the other two days. Bronk Riding: Rube Nelson, first; Ole Rice, second; Darrell Bushnell, third; Bud Duckett and Al Wilkinson, fourth. Steer Roping: Billy Wilkinson, first; E. Pardee, second; Eddie McCarthy, third. Day money (July 10)—Cow Pony Race: Pat

Patton, first; Joe Carmin, second. Calf Roping: Billy Kingham, first; Bill Wilkinson, second; Jim Wilkinson, third. Free-for-All Race: Bill Wallace, first; Buck Parker, second; Swede Swanson, third. Men's Relay: Jess Howard, first; E. Doty, second. Bronk Riding: Nelson, first; Rice, second; Al Wilkinson, third; Bushnell, fourth. Steer Roping: J. Wilkinson, first; E. Wilkinson, second; E. Pardee, third. Five-Eighths Mile Free-for-All: Bill Wallace, first; Ryan, second; J. Salisbury, third. (July 12) Cow Pony Race: George Carmin, first; Pat Patton, second. Steer Roping: J. Wilkinson, first; Charlie Bennett, second; Jim Lacock, third. Free-for-All: Wallace, first; Salisbury, second; Phillips, third. Men's Relay: Jess Howard, first; Frankie Burns, second; Doty, third. Bronk Riding: Rice, first; Junior Colwell, second; Duckett, third; J. H. Lass, fourth. Half-Mile Consolation: Salisbury, first; Clyde Smith, second; Everett Brooks, third. Steer Roping: McCarthy, first; Pardee, second; E. Wilkinson, third; Elmer Hix, fourth. Niobrara County Derby: Salisbury, first; Bill Madden, second; John Wallace, third.

RESULTS of the Ute Stampede held at Nephel, Utah, July 9-11, are: Bronk Riding—First day, Earl Bascom, Fritz Truan, Eddie Jones; second day, Fritz Truan and Eddie Jones split first and second, Earl Bascom and Lee Edmo split third; third day, Eddie Jones, Ken Hargis and Hughie Long, split second and third, Bill Chick; finals, Eddie Jones, Earl Bascom, Fritz Truan. Bareback Bronk Riding: Day money and a half—First day money, Fritz Truan, Bert Sibbetts, Hughie Long; second day money, Tex Cutler, Ken Hargis; Merlyn Kunz and Hughie Long split third. Calf Roping—First day, Jonas DeArman, Carl Arnold, Red Allen; second day money, Red Allen, Charles Jones, Tom Breeden; third day, Bill Edmo, Red Allen, Charles Jones. Finals—Red Allen, Carl Arnold, Charles Jones. Bulldogging—First day, Tom Hogan, Red Allen, Rusty McGinty; second day, Rusty McGinty, Red Allen, Hugh Clingman; third day, Tom Hogan, Rusty McGinty, Jack Kerscher; finals, Rusty McGinty, Tom Hogan, Red Allen. Steer Riding—Day money and a half—First day money, Terry Lockyer, Duward Yrah, Earl Bascom and Whitie Hoffman split third day money; second day money, Bert Sibbett and Jonas DeArman split first and second, Duward Ryan third. Special events of the show were as follows: Lady Bronk Riders, Rose Davis and Mary Keen; trick and fancy ropers, Louis Tindall, Don Wilcox and Paul Soncrant; clowns, Pinky Gist and Jasbo Fulkerson; Louis Tindall's Famous Roman Auto Jump and his trained wonder horse, "Lad." Secretary and announcer, Pete Kerscher; arena director, Everett E. Colborn; judges, Charles Jones, Jack Kerscher; superintendent of live stock, Rusty McGinty and Stretch Eisele.

YORKTON, SASK., STAMPEDE WINNERS—Bronk Riding With Saddle: First Day—First, Gerald Ambler; second, Doug Bruce; third, Waldo Ross; fourth, Harold Perrin. Second Day—First, Don Perrin; second, Clark Lund; third, Bob Boden; fourth, Gerald Ambler. Third Day—First, Waldo Ross; second, Cecil Bedford; third, Gerald Ambler; fourth, Lloyd Myers. Finals—First, Gerald Ambler; second, Lloyd Myers; third, Clark Lund; fourth, Bob Boden. Calf Roping: First Day—First, Pat Burton, time 22 3-5; second, Toots Burton, 27 3-5; third, Clark Lund, 29 3-5; fourth, D. R. Forsyth, 31. Second Day—First, Tom Three Persons, 21 3-5; second, D. R. Forsyth, 22 2-5; third, Toots Burton, 23; fourth, Jack Streeter, 26 2-5. Third Day—First, Floyd Peters, 19 2-5; second, Cecil Bedford, 19 3-5; third, Tom Three Persons, 27 3-5; fourth, D. R. Forsyth, 29 2-5. Finals: First, D. R. Forsyth; second, Toots Burton; third, Jack Streeter; fourth, Cecil Bedford. Bareback Bronk Riding: First Day—First, Hugh Saunders; second, Waldo Ross; third, Don Perrin; fourth, Bob Boden. Second Day—First, Waldo Ross; second, Bob Boden; third, Doug Bruce; fourth, Johnny Hagen. Third Day—First, Doug Bruce; second, Johnny Hagen; third, Hugh Saunders; fourth, Bob Boden. Finals: First, Waldo Ross; second, Bob Boden; third, Harold Perrin; fourth, Hugh Saunders. Bareback Steer Riding: First Day—First, Herman Linder; second, Harold Lund; third, Gerald Ambler. Second Day—First, Gerald Ambler; second, Harold Perrin; third, Ben Bender. Third Day—First, Waldo Ross; second, Gerald Ambler; third, Doug Bruce. Finals: First, Gerald Ambler; second, Waldo Ross; third, split by Harold Perrin and Ben Bender. Wild Cow Milking Contest: First Day—First, Cecil Bedford, time 24; second, Pat Burton, 24 3-5; third, Toots

Burton, 29 1-5. Second Day—First, Toots Burton, 17 3-5; second, Cecil Bedford, 34 4-5; third, Pat Burton, 47 4-5. Third Day—First, Jack Streeter, 21; second, Tom Three Persons, 37 4-5; third, Toots Burton, 48 1-5. Cecil Bedford won the trophy donated by the Hon. J. G. Gardiner, Dominion Minister of Agriculture, for being the champion all-round Saskatchewan cowboy.

CHEYENNE, Wyo.—Results of the 40th annual Frontier Days Rodeo, held July 25, are as follows: Bronk Riding—1, Turk Greenough; 2, Doff Aber; 3, Bob Askin; 4, Nick Knight. Steer Roping—1, Bob Crosby (28.2 seconds), average three steers; 2, John Bowman (28.3); 3, Fred Lowry (31.3). Calf Roping—1, Richard Merchant (17.6), average three calves; 2, Jack Sellers (18.3); 3, Amye Gamblin (19.5); 4, Crosby (19.8). Bulldogging—1, Dick Truitt (16.6), average three steers; 2, Billy Kingham (27); 3, Mickey McCrorey (28.8). Amateur Bronk Riding—1, Chet McCarty; 2, Ken Hargis; 3, George Conwell; 4, Frank Retzal. Frontier Derby, mile special—1, Sam Miller; 2, E. Rossall; 3, Huey Tann. Reva Grey rode third winner in four starts to take cup as champion cowgirl relay rider. Runners-up were Della Shriver and Donna Owen. Men's Relay—1, John Wallace; 2, Frankie Burns; 3, Cy Grey. Wild Horse Race—1, John Byrne; 2, Bud Krakow; 3, Art Miller. Awards, exclusive of day money: Bronk Riding—Greenough, \$250 and silver mounted saddle (Union Pacific R. R.); Aber, \$125; Askin, \$75; Knight, \$50. Amateur Bucking—McCarty, \$132, saddle (Colorado & Southern-Burlington R. R.), silver belt buckle and bridle (John B. Stetson Company), bridle with silver-mounted bit (Plains Hotel), \$100 (United Air Lines) and Stetson hat (Max J. Meyer). Hargis, \$66, Stetson hat (George W. Daber Company); Conwell, \$39.60 and \$25 from Levi-Strauss & Company; Retzal, \$26.40. Calf Roping—Merchant, \$500, three lariats and silver-mounted bridle (Union Stockyards); Sellers, \$250, two lariats; Gamblin, \$150, one lariat; Crosby, \$100. Steer Roping—Crosby, \$740, 21-jewel gold watch (Plymouth Cordage Company), flower-stamped roping saddle (Fred Mueller Saddle Company); Bowman, \$370, one lariat; Lowry, \$222, one lariat; Merchant, \$148. Bulldogging—Truitt, \$230, suede jacket (Daber Company), silver belt buckle (Rexall stores), one lariat and \$25 (Arthur Piper, Piedmont, Calif.); Kingham, \$115, one lariat; McCrorey, \$69, one lariat; Tex Slocum, Denver, \$46, one lariat.

BIG CFA MEET

(Continued from page 34)

Mesker Zoo, Southern Indiana via Ohio River bridge and Kentucky; 7 p.m., lawn party, Southern barbecue and Kuku Klub session on the lawn at country home of Mr. and Mrs. Manson Reichert (bring your swimming suits). August 17: Early risers to the runs, arrival of Al G. Barnes Circus, Columbia street and C. & E. I. tracks; breakfast in the Al G. Barnes cookhouse; 9 a.m., final business sessions, election, then to the lot; 1:30 p.m., Dade Park races for those who choose; 7 p.m., Al G. Barnes Circus, Fans to attend in body with guests; 10:30 p.m., 11th annual CFA banquet, Rose Room, Hotel McCurdy, with Harry Hertzberg, of San Antonio, as toastmaster; 2 a.m., to the runs.

Joe Cook, who is now in California and who is a native of Evansville, may attend the convention. He has promised to make an effort to at least make the banquet.

The Sunday morning motor trip promises to be especially interesting. It will include a trip to Henderson, Ky., home of William Soaper Sneed, chairman of John Davenport Top, Chicago; Owensboro, Ky., home of Zack Terrell, of the Cole Bros.-Clyde Beatty Circus, and Hawesville, Ky., a town rich in historical lore; ferry to Cannelton, Ind., and dinner at the Sunlight Hotel; on thru Tell City, Ind., and Troy to Santa Claus, Ind., to see the Santa Claus statue (sponsored by Carl Barrett, president of the Illinois Auto Club); to the grave of Lincoln's mother, Nancy Hanks Lincoln; on to Boonville, Ind., and thence back to Evansville.

All indications point to a large attendance. Practically all of the old guard will be on hand, as well as many newer members. Those intending to attend are advised to make their reservations at Hotel McCurdy as early as possible.

Fans going to the convention by way of Chicago can leave on an air-conditioned sleeper via C. & E. I. at 12:30 a.m., arriving at Evansville at 7:30 a.m. Fare from Chicago is \$11 and sleeper \$2.50 additional.

Dexter Fellows

(CSCCA)

Tent Tattles

By F. DARIUS BENHAM

Dear Charlie, Al and Gang:

As this will be the last column I shall write before Fred Pitzer returns, I think it is appropriate to dedicate it to a man who has played a most important part in the success of the Dexter Fellows Tent, none other than that rollicking, fun-busting Jolly Bill Steinke. Jolly Bill, whom we all listen to over the radio every morning, is certainly the man who has put the fun in the luncheons.

Jolly Bill is not only a humorist and comedian, but a cartoonist of some note. He has for years been identified with big Eastern newspapers and with the advent of radio he became one of the first artists. It took little time for him to become established over the air. His morning hour, Jolly Bill and Jane, has brought him millions of unseen friends.

Bill is one of the outstanding characters of New York. He is the same on the streets as he is on the radio, laughing, boisterous, joking, hilarious, creating fun in his familiar way.

At every Saints and Sinners Luncheon, Bill takes the stand and handles the affair in his unique manner. Knowing prominent people as he does, he is able to kid them and get things out of them like no other person could possibly do. He is like Fred Pitzer, the first to get on the scene and last to depart. He is a tireless worker and when the home is established in Florida the old trouper can pay homage to this man Steinke, who has done so much for them.

He is always ready to mention circus things over the radio, always trying to help an old trouper and will go out of his way to take part in benefits for an actor or someone who is in distress, so I would like you, Charlie and Al, and *The Billboard* to know about Bill. So much has been written and said about him, of course it is beyond me to make any additions. I feel at this time that I, who happen to be one of the Saints and Sinners, should give my praise to Jolly Bill. I am sure the entire membership joins me in this praise of him.

In closing I want to thank you for printing my hodge-podge material and permitting me to express my sentiments. I could not conclude this column without saying how much *The Billboard* has played in this work of the Circus Saints and Sinners. Again one million times one million thanks for what you have done. All the Saints and all the Sinners join me, I know, in this appreciation.

COLE IN STORM

(Continued from page 34)

man, *Topeka State Journal*; W. G. Clugston, of *The Kansas City Journal-Post*; Harlow Church, Acme News Pictures; Lewis Phillips, Wide-World Photos; Arthur Sasse, International News Photos; C. L. Hamm, Associated Press Photos; Charles Mack and Thomas Bills, MGM News-Reel, and Thomas B. Stokes, of Scripps-Howard papers.

In Wichita, the Levand Brothers, Louis, Max and John, gave the circus the run of the paper. Every edition carried large cuts of the circus and *The Beacon* pulling power was demonstrated in the two large audiences. Hutchinson also proved to be a very profitable day and R. B. Dear landed plenty of space in the two Hutchinson papers, as well as in all Wichita papers.

One of the hottest days of the season was encountered in Salina, when the temperature went officially to 114 degrees. Manhattan was another scorcher on Saturday and it was also hot Sunday in Atchison. Cole-Beatty was the first circus to appear in Atchison on a Sunday and two good crowds were in attendance. Ora Parks handled the newspaper campaign in Salina, Manhattan and Atchison.

The show will play six towns in Colorado and then move into Utah. Much painting and renovating will be the work plan in Denver on Sunday.

Parades are again being staged. Ray LaChoisser was asked to play *Oh Susanna* and *Three Blind Mice* during the Kansas dates. These seem to be the Landon theme songs. And Ray was able to give them all notes on his steam callope.

Everyone is looking forward to the Denver exhibition and a visit with the former showfolks that now reside there. Bertha Rowland, the Luckeys, Mr. and Mrs. Zack Terrell and others have many friends in the Colorado metropolis.

CALL '36 BIG WINNER

N. E. and East Play Ball, Frolic And Tell of Best Biz in 3 Years

Annual summerriment of Way Downers and allied device association held at Norumbega Park, Manager Arch Clair the host—banquet speakers report season way in van

AUBURNDALE, Mass., Aug. 1.—With business at this point of the season showing its heels to 1935 and at least three years preceding that, cares and worries were given the gate, and merriment was order of the day as the New England Section of the National Association of Amusement Parks, Pools and Beaches returned to Norumbega Park, scene of the organization's frolic early in its existence, to hold its 10th annual summer convention on Tuesday under excellent conditions, in beauty of the Charles River playground

Long Beach Fire Takes Huge Toll

LONG BEACH, L. I., N. Y., Aug. 1.—A million-dollar blaze razed property fronting on the Boardwalk here between National and Jackson boulevards on Tuesday. Conflagration was one of the most spectacular this community has ever known. It broke out at 5 a.m. and raged until nearly noon the same day.

Included in the properties leveled by the blaze were the 12-year-old Castle Theater, which had housed a WPA play; the Arcade Baths, Arcade Restaurant, stores and bungalows, as well as several concessions. Origin is said to have been in the restaurant.

Two people were injured and almost a score overcome during the course of the fire, which drew engines from virtually every near-by community.

Pedonah Realty Company, in which former Mayor Frank Frankel is heavily interested, owns most of the property that went up in flames. Jackson Amusement Park was the object of some damage, with a Carousel and several small rides bearing the brunt. Site of the fire is the same location where Irene Castle opened her famous Castle-by-the-Sea some years ago. Estimates of the damage ranged from \$100,000 to \$500,000, some investigators placing it as high as \$1,000,000, but this is considered much too high. Most of the property damaged is said to be covered by insurance.

Zoo Gets Sea Mammal

CHICAGO, Aug. 1.—An elephant seal, said to be largest sea mammal in captivity and weighing 2,200 pounds, was added to Chicago Zoological Park last week. It was brought from Guadalupe Island, off the coast of California, in a 70-foot express car, which also housed two elephants, 20 sea lions and numerous birds and snakes.

Broad Ripple Offers Show

INDIANAPOLIS, Aug. 1.—In Broad Ripple Park last Sunday Fat Redding, water clown, gave a show in the pool. Feature midway attraction was L. B. Lamb's Oddities, with Jack Huber, armless artist, and Princess Yokomara, human corkscrew. Gentry Bros.' Dog and Monkey Show began a week's engagement on Monday afternoon, showing matinee and evening daily.

No Weather "Fixer"

Proceeding the diamond didos was a buffet luncheon at which Arch E. Clair, Norumbega manager and reformed trumpet player, acted as host with familiar Clairan hospitality. The boys and girls dug into a variety of cold cuts, salads, corn hot off the cob, ice cream, coffee and a few barrels of luscious lager. Clair, immediate past president of the section, outdid himself in preparing the park for the gathering. Luncheon was served under a white canvas top with hundreds of balloons hanging from the poles. The loud reports heard every few minutes were not the guerrilla (See BIG WINNER on page 41)

WOLANDA DUO, wire act, were in Rocky Point Park, Warwick, R. I., week of July 26. The Arontys preceded them and were featured there when Lions' International convention delegates visited on July 23.



TOMMY DE LUCCO, manager of the Roll-o-Racer in Roton Point Park, South Norwalk, Conn., shown reading Billyboy with his young assistant, Arthur Angelo Jr. Tommy has been a leading operator at Neville Bayley's playground for many years.

Blaze Razes Island's Hall

Lake Orion, Mich., dance pavilion burns—damage is heavy, with no insurance

LAKE ORION, Mich., Aug. 1.—Fire early last Saturday night destroyed the dance hall on Park Island here, damage being estimated at between \$15,000 and \$30,000. Don Phillips, orchestra leader, said most of his band's instruments and three pianos were destroyed.

Eddie Eggernam, Lake Orion, trombonist in the dance band, ran into the burning building to save his instrument and was slightly burned and cut by glass from window panes. No one else was injured. Ferris Wheel and other structures near by were saved by fire (See BLAZE RAZES on page 63)

Zoo Permits Needed in Pa.

HARRISBURG, Pa., Aug. 1.—Because of recently enacted legislation, all owners of roadside menageries must obtain permits from the State board of game commissioners before August 15 to continue operation. Wild animals and birds may no longer be chained or exposed to the sun. Inclosures large enough for animals to exercise must be provided. Den and nest boxes must be rainproof and birds and animals must be fed and watered regularly. Rails for protection of the public must be erected around all exhibits.

Dog Racing Bugaboo Again Hangs Over Amusement Interests in A. C.

ATLANTIC CITY, Aug. 1.—Dog racing, one of the principal worries of amusement men in this State a couple of years back, may again flourish this summer and right in Municipal Auditorium here. It all depends upon the venture of Long Branch this week-end.

The Long Branch resort is reopening its old dog track on city property under the State laws permitting the running of the greyhounds on city-owned property as an emergency measure to raise funds. State gambling laws have not gone thru as yet, owing to failure of many up-State municipalities to string

along with the resorts and conditions in general political.

However, Manager P. E. M. Thompson of the Auditorium announced this week he is not definitely booking anything into the big hall that would jam up an August racing program, and he will keep an eye on the Long Branch situation. If the greyhounds run at that resort without interference, they will later run in Atlantic City, as all the equipment of the track of two years ago is still stored here and may be set in motion in one week's time.

Amusement men of the State are again expected to battle the reopening of the track.

In Park 50 Years

CINCINNATI, Aug. 1.—This is called by far the best season since start of depression by W. J. Devore, restaurateur at Coney Island here, with which he has been connected 50 years, having gone there when the spot was known as Parker's Grove. He talks interestingly of the many changes in park amusements during that period. He succeeded his father, the late Capt. W. W. Devore.

Chippewa in A New Setup

Ohio playground in 1937 going to original owners—season is best in years

MEDINA, O., Aug. 1.—Chippewa Lake Park, one of the largest in Eastern Ohio, is having its busiest season since the depression. Operating under personal supervision of Parker Beach, the play spot is fast approaching normal. Patronage has topped that of the past five years. Picnic bookings are heaviest in years and new attendance records have been registered in the dance pavilion.

At conclusion of the season a new operating company will be formed by Mr. Beach and with the opening of the 1937 season the park will be again controlled by its original owners, according to Mr. Beach. Under the new setup first activities will be a reconstruction program to extend over five years.

Additions for Midway

Renovation of all buildings, started last spring, will be continued and all rides and concession buildings will be repainted and several altered. New rides and attractions will go onto the midway and other new features will be added. This season construction was centered on the entrance and buildings about the hotel on the hilltop. Next spring the midway will get more attention.

Manager Beach said the bathing beach is experiencing one of its most profitable seasons, concessions are getting more money and rides are doing much better. Dance-pavilion patronage may set an all-time record. Policy is MCA bands, changing every one and two weeks. Pavilion has been completely (See CHIPPEWA IN on page 63)

Canton Men With Chippewa

CANTON, O., Aug. 1.—John Bast, many years in Meyers Lake Park, who has booked three concessions in Chippewa Lake Park, near Medina, O., shooting gallery, Derby Racer and china and glassware, has gone to Chippewa Lake and will personally supervise his interests. Art Leedham, concessioner in Meyers Lake Park several years, is assisting Mr. Bast in management. Ray Ebert, Canton, has pop corn on the Chippewa midway, and Carl Quale, Canton, is lessee of the grill at the same park.

Record Picnic in Canton, O.

CANTON, O., Aug. 1.—A five-year attendance record was broken in Meyers Lake Park here on July 24 when more than 25,000 jammed the resort at annual outing of Timken Roller Bearing Company. Rides did capacity for many hours. Company is operating at highest peak since depression, employing several hundred more than in former years. This picnic has been in the park several consecutive years.

Poll About Salt Lake Zoo

SALT LAKE CITY, Aug. 1.—Ralph D. McCollin, who was let out as keeper of Hogel Gardens zoo, was given four weeks' pay, two for being dismissed without notice and two for a vacation. He declares he is the "goat" for others, who blame "deplorable conditions" at the zoo onto him. Newspapers have given him defense and one paper is conducting a poll to see if the public wants the zoo moved back to Liberty Park or have the animals sold. In the meantime E. M. (Dutch Shider) Bauer continues as zoo director, succeeding McCollin.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Postman Rings Again

From Forest Park, Dayton, O., comes this from Bee Kyle, popular female high diver: "Will you kindly insert the following in your column, as I have had quite a few inquiries as to why I did not compete in the diving contest in Palisades (N. J.) Amusement Park recently. On May 30, the day the contest was held, we sailed from Kobe, Japan, for San Francisco on the S. S. Tayoi Maru. Naturally, being unable to be there, your statement at the bottom of your column in last week's issue of *The Billboard* is quite out of order in regards to stopping anyone from using the word 'champion'."

"I have never used the word 'champion' in our billing, as there is no such thing among professional divers, but I have the distinction of being the world's highest lady diver. I still claim this and I defy anyone to dispute it. This can be used as a challenge to anyone and at any time. One thing I would like to have explained to me is why Jimmy Jamison and Bud Gordon could not take part in this contest after these people spent valuable time and money to be there."

Keeping Records Straight

In answer to this letter and in fairness to Lucille Anderson, present world's high-diving champion, who was officially crowned in competition, various replies need be given to Miss Kyle's letter. While it is not my intention to discredit Bee's high-diving ability, plenty of opportunity was given to all those in the profession to show their aquatic wares. The only way a real champion can be crowned is in competition, and those who witnessed Miss Anderson's final leap, including the contestants, all agree that hers was the highest they had ever seen made by a woman diver.

In her communication Miss Kyle says she is willing to challenge "anyone and at any time." The "anyones" should have been all those who competed in the tourney on May 30 in Palisades Park. It's very easy to issue challenges. That's what everyone has been doing. It was a case of put up or shut up, and Lucille Anderson, Pauline Black et al. put up and put up swell. Now it's up to the others to play their part.

Regarding Jimmy Jamison and Bud Gordon, both were welcome to compete. However, the former, while he made his entry in plenty of time and while he evinced great interest in the preliminary stages, just couldn't get to the tournament in time to compete. And Gordon failed entirely to send in his entry, and then, arriving after the competition was well under way, wanted to compete. All of which wouldn't have been fair to the others, of course.

If the high-diving contest had been held at the last minute without much warning there would be plenty of reason for excuses at this time. But fully a year's notice was given to all high divers thru this column. Each had the opportunity to adjust his or her schedule so as to be able to compete. If there are any squawks now it seems to be merely personal jealousies on the parts of those who didn't enter, tho in a few cases it was absolutely impossible for some to compete. Those in the latter class, however, are awaiting another opportunity next year at the second annual championships and are spending the time now fixing their bookings so as to be certain to be on hand instead of yelling

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Fun-on-the-Farm, three Kiddy Rides with Band Organ and Hay-Dev (8400.00 in Extra Parts with Hay-Dev). Will sell separate or combined. \$2,200 takes all. Can be seen in operation at Rocky Glen Park, Scranton, Pa.
ROBERT CARDEN, 906 Grove St., Avoca, Pa.

MAKERS OF MECHANICAL SHOOTING GALLERIES W.F. MANGELS CO. CONEY ISLAND, N.Y.

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MRS. B. J. HIXON, Broadway, N. J.

their heads off about something which was their own fault.

Men and Mentions

Lockwood and Van Nostrand, of William A. White offices, now looking after London Terrace indoor pool, New York City, with the former on the ground all the time.—General charge, someone wrote me last week, at the average German swim tanks during the Olympics is 20 pfennigs, which is equivalent to 8 cents in American dough.—Martin Stern, who ran the recent national Swim-for-Health Week, is now hooked up with various bathing-suit manufacturers as publicity director.—Hackensack (N. J.) swimming pool, getting reams of local publicity these days on its boxing show tieups.

Asbury Park, N. J.

By RICHARD T. HOPPER

Things forging ahead for what promises to be the best resort year since the late lamented crash back in '29. No one seems to know just why the crowds keep coming and jamming the 'Walk, especially on week-ends, to set new highs for summer attendance.

Charlie and Abe Ruben won a recent victory in the Court of Chancery over the Monterey Hotel operators, who sought a restraint against their miniature Roller Coaster on the Boardwalk opposite the hostelry. Hotel complained of noise, but Vice-Chancellor Maja Leon Berry, after listening to sound recordings made on sidewalk in front of the Monterey for one day, sprung a surprise and said he spent week-end in an ocean-front room at the Monterey and found the Coaster made no more noise than the passing cars and the booming of the surf.

Don Beebe says "hello" from his scale on the 'Walk at Third avenue. . . . Jerry Johnson's NEC Ork now in the Casino, succeeding Charley Boulanger and his National Network Band. Julian Woodworth made such a hit in the past two weeks he is slated to return August 14 with his Columbia Ork. . . . Tom Burley, beach-front director and local radio czar, has announced the completion of a new 300-foot vertical antenna for WCAP, local radio voice. New setup replaces old type 100-foot horizontal aerial, which was junked as obsolete.

June Bennett, songstress, booked in Steve Brody's Ocean avenue grill, had a surprise last week. She sang with Boulanger in Chicago last winter and joined him for his week at the Casino, singing the vocals for the dancing throngs. . . . City fathers reported perturbed as to wisdom of charging small admission to Louis Betancourt's daily concerts at the Eighth avenue pavilion. Hotel visitors reported complaining because of lack of seats, which are all taken then they arrive. Moguls feel it is only fair to charge a dime and let the late ones have a chance for a seat if they are willing to pay for it. Similar admission to organ concerts by G. Howard (Scotty) Scott at the Convention Hall, featuring *The Landing of the Pilgrims*, has not deterred the audience from attending in customary quantities.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Weather's been spotty, but the good spots have been sufficient to hold biz up satisfactorily. . . . Jones Beach gets foreign visitors who come, in some cases, directly from the boats in New York City. Seems that the spot is acquiring deserved fame abroad, and summer visitors from Europe are more eager to visit the place than to view the Empire State Building. Wouldn't be a bad idea for Park Comish Robert Moses to compile figures on the number of foreigners who visit the spot during the summer.

Night spots, with big overheads, aren't faring any too well from the looks of those around the Island. Many of the places were off to a good start, but slowed up later on. Except for the established name places, such as Pavilion Royal, Panchard's and Roadside Rest, biz seems to be definitely off. Perhaps it's come to a point where folks believe that night clubbing is a city pastime and not one to be indulged in at the shore or in the country.

SHORT SHOTS: Mineola Fair being looked forward to by the gang. . . . Bert Block, ex-local ork leader, around. . . . Abe Lyman giving the local tribe

handball pointers. . . . Long Island Bowl gets the heavyweight championship boxing bout, and concessioners are already dickering for locations in the vicinity for the night.

ROCKAWAY BEACH: Fireworks shows continue to be the hi-spots of local doings. . . . Parking summonses being handed out by cops and right. . . . Jack Casey's party a gay affair. . . . Jac Moorhead's, at Edgemere, one of the newer drinking places, doing a fairly good trade. . . . Hotel Lorraine sponsoring nightly dancing, but catering chiefly to the younger set. . . . Allen's, at Seaside and the Boardwalk, getting by. . . . Art Johnson, long an amusement figure around town, is now editor of Hubert Murray's *Rockaway Wave*, replacing John McFadden, who resigned. . . . Rockaway Point planning its annual pageant and big things to go along with it. . . . Joe Carney's palms itching, which means, he says, that someone is talking about him. We always thought it meant money was coming from somewhere. . . . Frank Agnew managing boxers, with local Nick Masters topping the list. . . . Weight-reducing classes aren't the fad they were in past years hereabouts, and physical instructors are drifting to other points. . . . Annual life guard shindig scheduled for Harbor Inn, Rockaway Park, with the winter affair possibly in the Hotel St. George, Brooklyn. Mike Marcus a groom. . . . All stuff rented-up. . . . Al Margolles running ping-pong spot at 75th street. . . . Saturday and Sunday nights are so crowded on the Boardwalk, promenading is a task.

LONG BEACH: Tense atmosphere following the gambling raids has lifted and things are going along pretty smoothly. . . . Work on the new \$2,000,000 Boardwalk proceeding slowly but surely. Much despair among local biz people over the fact that the promenade wasn't finished for this summer. . . . Police circus should attract plenty of folks, promotion work being what it is.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Aug. 1.—Resort, in midseason form and breaking records every week-end in attendance, is in midst of a great amusement comeback, with crowds surpassing the pre-depression era. All piers for first time in years going full tilt and booking names and spending plenty for other attractions. Ira Ray Hutton, Three Stooges, among Steel Pier names. Rita Rio, Johnny Hamp and Cabin Kids among Million-Dollar Pier names, while Garden Pier is going full tilt again with a walkathon and legit show, latter opening this week, with Gladys Griswold in lead. Georgie Price is starred at a nightery. Fifi D'Orsay and John Fogarty are featured at Ambassador. Frank McCormick is at Continental and Milton Berle at Ritz Gardens.

This is good season for agents also, with Eddie Sherman and Frank Elliott handling the many affairs of Steel Pier, including minstrels and vaudeville; Harry Biben handling Million-Dollar Pier and Hollywood Theater, Billy Arnold handling Babette's, Ralph Wonders installed again at Ambassador, and Jack Pomeroy going into Ritz Gardens with big productions.

Press agents are finding things good also, with Harry Volk heading Steel Pier department, assisted by Sam Stratton and Fred Schwarz; Jules Falk handling Steel Pier Opera, Mark Wilson in town again with Garden Pier, Mall Dodson handling walkathon and Torch Club; Dave Kay, French Casino; Joe Shinn Jr., Ritz Gardens; Lou Cunningham, city press headquarters and yours truly, Atlantic County Fair.

Palisades, N. J.

By MARION CAHN

Cab Calloway came in Saturday night to do a quickie in the ballroom. . . . One of those in-again out-again engagements. . . . Newspaper advertising and

three sheets all over town helped pull one of the biggest crowds the ballroom has seen this year. . . . Leo Cohn spent the evening running back and forth picking up those oh so important last-minute box-office reports.

As a novelty Lucky Millinder and his Mills Blue Rhythm Band free-acted it on the open-air platform. Other act being, of all things, a talking Ford. . . . New plan to keep zoo open till first of next year. . . . Entrance gate will be built at the zoo end of the park. . . . Idea is to keep the park open most of the year, but nothing definite as yet.

Week of September 8 will be Mardi Gras week at the park, with arrangements going on to make it count. . . . Aside to Frank Cushing: I have letter for you, where are you? . . . Aside to Bernie Keesecker: Can't locate your laundry. No one seems to know about it. . . . Marsha Ross new head of gals at Midway Restaurant. . . . Len and Mrs. Traube visited Saturday night. . . . Mitzi Manne's malted stand is probably the neatest looking in the park.

Jean Lyons, of *New York Sun*, came up to do a story on Anna Helpin, who works too hard. . . . Genial Herbert Adler is throwing another of his Adler Shoe Store picnics. . . . Of all the people who come to the park to give picnics, Adler is probably the best host of the lot. . . . The largest (?) elephant in the world arrived at the zoo. . . . It's right outside of this office and my how she snorts! . . . New Jersey Association AAU junior swimming championships to be held here Saturday, with handball championships on those beautiful new courts the following week. . . . Acrobats' convention postponed until the latter part of August because of too heavy bookings right now. . . . After a certain first-aid case they're calling him Dr. Shepherd now and is his face red! . . . Or was it hers? . . . Okeh, Harry, it's nice work if you can get it.

Steel Pier Hits Midsummer Stride With a Varied Bill

ATLANTIC CITY, Aug. 1.—Vaudeville, minstrels, outdoor circus and water carnival, three photoplays, grand opera in English and matinee and night dancing are among major attractions at Steel Pier as it hits midsummer stride.

Ina Ray Hutton and her Melodears are on the stage. Hollywood's Three Stooges, Moe, Larry and Curley, are on the same program, and Eddie White is emcee. Frank Elliott's Minstrels offer *Western Days* in Casino Theater. Two orchestras in ballroom; dancing afternoon and at night until 2 a.m. Alex Bartha and his Steel Pier swing band from midnight until 12:30 Sunday night broadcast and featured Atlantic City's new prize song, *Sittin' in the Sand a Sunnin'*.

Steel Pier Opert Company presented *Carmen* Saturday and Sunday, under direction of Jules Falk.

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American Recreational Equipment Association

By R. S. UZZELL

Summer meeting of New England park men in Norumbega Park, Auburndale, Mass., on July 28, was the usual pleasant and enjoyable affair. Attendance was good and praise of Arch Clair for his hospitality ran high. He put time and effort on preparations and had his employees on the alert to make everything pleasant. He stretched a canvas canopy over an outdoor platform and beneath it put up lantern effects and balloon decorations to make a pleasant and cool place to serve luncheon and refreshments. They were wholesome and in abundance. Greetings of old friends and making new ones is one of the real worth-while features of these annual events.

We cannot be censured for talking shop, as we always do, but here we were unduly agitated about the baseball game which followed luncheon. Two years ago in Holyoke they made it a draw; last year at John T. Benson's Wild Animal Farm he entertained so elaborately with his animal shows and exhibits, there was no time for a ball game to decide the previous year's draw.

Steel Fighting Steel

This year Danny Bauer, with his Mighty Men, did a lot of stalling before weighing in. The great captain talked big money to get the Jones revamped Pink Sox to throw the game. He soon found that Wallace Jones was superseded by Harry C. Baker, who had put into his lineup for the "world series" in amusement baseball some men hard to reach. Leonard Traube was prancing for the fray and so anxious to break the draw game that was put over on us the year of his absence that he openly said he could be reached, but it would take real money. Harry Baker would not listen to offers, but lined up the old Pink Sox, who became dusty sox in the first inning.

It was steel fighting tempered steel. Like Schmeling, they began to slug in the first inning and kept it up until the umpire called the game at end of the fourth inning to prevent a heavy casualty list among the Mighty Men. It was a great and decisive game but the losing team was hardly worthy of the high ethical and moral standards of the amusement profession. They just could not take it, and after the Dusty Sox got a taste of victory nothing could stop them. They had no mercy for that ball and some stars just did not seem to care how hard they were hitting. They fumbled some but the game went on.

Cassidy at the Bat

When that great Leon Cassidy came to bat he made Babe Ruth look like a pygmy. Think of it—a 1,000 per cent batter put in just to show what they could do if the high and mighty should rally and loosen up a punch. Two hits and two runs for Cassidy; no errors and no injuries. He was first put in as umpire, but when Baker saw he could win without the umpire, he put the Pretzel Twister in to show what he had in reserve. This gave new courage to the Dusty Boys and threw consternation into Bauer's camp, and yet it was only a teaser. Had it at any time been necessary, Cassidy would have gone into the pitcher's box and twisted that ball like a pretzel, so the Mighty Men could not have hit it with a six-inch board.

Traube Scoops 'Em In

Baker kept putting in new men. We could not understand it. He did not need them, so he must have shown what he had so the other boys would not have the courage to get started. He put in Wallace Jones in the third when the game was already in the bag. We think it was only to get Wallace out in the boiling sun so he would know how the little doggies feel when they are roasting on his griddles. Bill Rabkin pinned some players at second, showing his pin-game experience profits him much. Maurice Piesen let the flies slide thru his mitt just as the coin goes thru the slot in a Skee-Roll alley. But Leonard Traube, behind the bat, ran true to his training as a writer for *The Billboard*. It was just natural for him to know what was going on. He repeatedly got the ball before the batter knew what was transpiring. Good reporting, Leonard. I always knew you had an instinct for early news. He was all set up with that ball several times before the batter

really knew it had crossed the plate and the scorekeeper had it in print before the player realized he was out. Once he got him going they just could not buy him off, so the issue went to press.

Looking back at the fray on the clear dawn of the morning after and utilizing the experiences gained in the amusement park business, we see it was all a question of close personal supervision. Baker was out on the field with his men, encouraging, advising and personally planning strategic moves. John McGraw gave signals from the dugout for each ball before the pitcher delivered, but he was only manager of the New York Giants. Baker gets right out on the field with his men and takes responsibility for the plays and willing to take the pop bottles himself if his men fell by the way. How could we ask more? He was willing to take the pop, if necessary, and let them have the beer when the game was over.

Bauer Off Training

But Danny Bauer did not run true to training as these other boys did. He sat on a bench under the shade of a tree, clear out of the danger line. He slipped on his long experience. He had forgotten that a park man cannot sit in his comfortable office and ask picnic committees to come and see him. Now, Danny, you know that you must get out among them or let the other fellow get the picnic. Take that first inning. You were all wrong. You sat in the shade while your men got three large goose eggs. Harry stood out there stalwartly among the dusty footgeared boys and held them overtime until nine of them crossed the home plate. He encouraged them, suggesting that it was very hot and there were some more refreshments under the tent. You see, they came back with better spirits for the next inning. He never ceased to call in new men. Had the other fellows not thrown in the sponge at the end of the fourth inning and the game had gone a full nine innings, Baker would have used enough men to start a Spanish revolution.

Danny, you should know that you cannot successfully argue out a ball game under a shade tree on a soft bench. It must be played on the diamond in the sun. We like you and will stick up for you on all occasions, but good as you are on argument you cannot settle a world series by that route. Of course, if C. D. Bond and Fred Fansher had been there you might have saved the day. But why did you let the earth-sprinkled Sox get in their deadly work on these two boys?

Unsettled Questions

We are still confused. Have the rules changed? Did Arch Clair have to carry the bat all the way to first base to make it safe, or did he not have time to drop it? He carries some weight in this great game and should be looked up to as no small coach.

Andrew Casassa sat quietly on the sidelines and refused to umpire the game. He knew that he could never safely make another draw game, as he did in Mountain Park. Why did they really quit at the end of the fourth? No one was poisoned or paralyzed. We may never know. The scorekeeper was running short of paper but we could have marked the rest of them in the dust. The photographer was anxious about the pictures to go to the press, but he could have done some shooting between innings. You will have to search diligently for this answer.

I must ask you to read Leonard Traube for details of the meeting. One year I covered the meeting and the ball game while he was on vacation. But this year it is a two-man job. Since Baker used so many men to play a four-inning game, it is enough to ask one lone man to write the whole of so stupendous a conflict.

Free Acts Boosting Biz in Pennsy Spot

JEANNETTE, Pa., Aug. 1.—Inauguration of free acts in Oakford Park here this season has given it best business in several years, Manager C. A. Pressey reports. In addition to completion of a thoro modernization job, free sensational and radio outdoor acts have been booked for the entire season. This feature also acted as a stimulant for more picnic dates, some of them bringing into the park thousands of patrons. New attractions on Sunday include radio act revue, band concert; the Cowdens, aerialists, and Carr Family, 13 singers and dancers.

Coney Island, N. Y.

By LEONARD TRAUBE

While the season is still at its height it is a good time to take stock of what has been going on in the past, what is going on now and what may be in store for the future. With this in mind, your correspondent chooses to drop the usual chatter of the week and devote himself to comment on conditions and problems at Coney Island, feeling that if he can contribute even a small farthing to the betterment of the resort his efforts will not have been altogether in vain.

In my opinion, Coney showmen do not regard their products very highly. I am talking, of course, of the cheap admission to side shows and rides, a vicious disease which has spread to practically every other amusement and commercial commodity in the resort. Some people will say that I am plugging the subject too much, since only last week I promised to say no more about prices until absolutely necessary. My answer is that I think it is very necessary indeed; so necessary, in fact, that if the boys do not get together and agree on a higher price and maintain a uniform level no one will be in a position to make any real money and few if any people will consider it wise to invest in Coney.

I defy any showman to prove how he can run an attraction of merit on a nickel admission. To be sure cheap price tactics on the part of incompetent would-be impresarios have forced the more skillful ones to meet the competition in kind, but this is doing neither battle front any good and is, in fact, doing untold harm. The situation will never be ironed out probably until a central body steps in and takes over the reins in a general clean-up campaign. This brings us to the utter lack of any leading force.

Unfortunately the Chamber of Commerce is not supplying that need, which it most certainly should. There is talk that the new blood in the chamber is out to do things. So far it has done nothing. It is therefore just about time that a division of the chamber be established which will have jurisdiction over the amusement end and work solely for its own interests. If a division is not practical or if the chamber does not care to have its presumed power or influence hampered by such a subsidiary the amusement interests can and should create a separate organization.

The annual Mardi Gras is not far off, yet not one new feature has been put forward which is aimed to attract more than the usual crowd. About two weeks or so before the annual fete starts a publicity man sends out uninteresting material giving the usual blah in the usual dull manner. The floats and parades, with little or no change, appear and the whole affair is designed to alienate rather than to attract. Here is the largest resort in the whole wide world without a press agent except for a few weeks at the end of the season. Do Coney Island interests think it is wise to lay back and take a chance on the folks streaming in just because they happen to be situated in a spot which has a potential drawing power of 20,000,000 within a radius of 50 miles? Personally I like the crack made by a famous comedian to the effect that a place which doesn't advertise is like a pretty girl in the dark. The bigger the institution the more the money that is budgeted for publicity and advertising.

There is altogether too much spying, squealing, dirty work and distrust among operators themselves. Each tries to outdo the other in noise volume and interference with the natural flow of pedestrian traffic while they stage their ballies, which are often so prolonged that merely standing there becomes uncomfortable. Controversies among showmen are of such an ill-advised nature that outsiders were forced to step in to attend to the work which Coney itself should supervise. For example, the license commissioner's office has cleaned or is in the process of cleaning up the very things which showmen and concessioners have been bickering about for years. Had these showmen and concessioners exercised the least wisdom and judgment they could have smoothed out their affairs in a way that would be calculated to net them more money. Outside agencies, being foreign to the peculiarities of the outdoor show business, must hurt even while they help. In short, if Coney won't do it the license commission or some other agency will.

The subject of idea stealing is too long

to be gone into here, but a note on it may be worth while. No sooner does a game or an attraction take hold than almost the entire fraternity follows suit. This results in flooding a given area with games or attractions of the same type and before long the store or show piece becomes so common that it passes out of the picture long before it reaches maturity. Real showmen are not, of course, guilty of such flagrant thefts. It is only the would-be variety, with not an original thought in their heads, who find it easier to ape than to create. Such a condition could not exist if a "leading force" were functioning.

One of the real refreshing things about Coney today is the presence of young people at many of the games and attractions. Many of them are either in high school or at colleges and universities and are earning their summer's keep. Most of them are clean-cut, full of spirit, energetic. If they do not learn from the wrong people and are careful in their associations they will constitute the fabric which will be the manpower of show business of the future. It is hoped that many of them will remain at Coney Island and make it bigger, better and a real place for the masses, not a resort at which fun is constantly poked, where snobs go slumming and where even stupid people feel superior to their surroundings. Plenty of fortunes have been made in Coney and plenty can be made in the future, but too many of our current purveyors here are not interested in what the future will bring.

Wildwood, N. J.

By ORO

The 27th annual Wildwood Baby Carnival on the Boardwalk on August 21 promises to be most elaborate in its history. Coronation of queen and queen's ball are two big social and entertainment events, coronation to be in Starlite Ballroom on Hunt's Ocean Pier under direction of Charles Burn. Kathryn Miller will direct dances. Queen's ball will be in Hunt's Plaza Ballroom.

Many Boardwalk concessioners plan special features for the Baby Carnival celebration. Ocean Pier will give a special post-matinee, and roller-skating rink in Convention Hall will feature exhibition dances on skates following the parade.

Ramagosa's freak show, concentrating ball on selling Budzha, has had name changed to Mysteries of India and Mysteria. Chief Karzan has been held over a second week. Chief Nugo's glass dance is getting favorable comment. Gilbert and his wife are working magic. Others include Faye O'Day, Jean Russell and Jimmie J. Harrington. Bob Levelette is plugging pads, with George Lee and Dot La Vern at the windows.

Plenty of outings booked each week-end to gladden hearts of game and ride men. . . . Kiddies' days, Tuesdays and Fridays, at Casino Arcade are getting good play. . . . Joe the Turtle Man is hawking his sea-food artistry in front of Ocean Pier. . . . Mike Nidorf, Rockwell-O'Keefe office, visiting his brother, Labe, emir of Sportland Wonder Bar. . . . Sportland is broadcasting over WIP, Philadelphia, by remote control. . . . Movement is on foot to revive concession wheels. . . . Always a crowd around the games at the Skee-Ball alleys. . . . Jake Diamond has opened the Martinique Cafe.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

J. Wilson Cliffe, better known as Jack Cliffe, comes out of his mask, still better known as "The Voice," to write the Playland column under his real name. Cliffe, who has bleated out chatter in this column for a few seasons, is the veteran radio commentator, functioning in the Music Tower of the Westchester County playground.—Editor's Note.

Biz still on increase and everybody happy. . . . New feature, talent night, clicking splendidly. . . . Free auto night luring big crowds from three States. . . . Frank W. Darling and members of committee of New York's 1939 World's Fair were visitors. . . . Current free attractions, Six DeCardos and Osaki and Taki, declared by patrons to be the outstanding of 1936 season. . . . The reason Walter DeLuna is wearing a big smile is (See PLAYLAND, RYE on page 63)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

LYONHURST Rollerway, Lake Williams, Marlboro, Mass., opened on August 1. Rink will be operated daily with Saturday and Sunday matinees.

FRANK VERNON, assisted by Miss Mickey Thomason, Galesburg, Ill., recently played a return engagement at John R. Bursk Rink, Monmouth, Ill., and followed the next night with an exhibition in Mississippi Valley Fair Rink, Davenport, Ia., operated by Mr. and Mrs. Charles E. Jones Jr. Both dates were played to good business.

MR. AND MRS. GEORGE R. KING have opened a portable rink in Rock Falls, Ill.

ROLLER RINK at Knox Cave, Altamont, N. Y., alternating with dancing, accommodates 500 skaters and is operated by F. W. Miller, with Charlie Zwetich as floor man.

FORTY members of Arena Gardens Roller Club, Detroit, led by Mrs. Fred Martin, wife of Arena Gardens Rink manager, and Ann Fivek paid a visit to Manager and Mrs. Wally E. Kiefer in Flint Park (Mich.) Roller Rink on night of July 18. They skated until 1:30 a.m. and then drove back to Detroit, writes Wally. "I must congratulate Fred Martin on the wonderful work he has been doing in Detroit," he remarks. "His club members really do things in a big way. I have been his friend and admirer a good many years, having visited quite a few rinks that he has operated, and I always found things moving at a lively pace. His record in the rink business should speak for itself. The Arena has been in Detroit a long time and the opportunity was there for someone besides Martin to take it over and show Detroit some new ideas in roller skating."

A **ROLLER-SKATING** rink, La Portiniere, has been opened at the French Riviera resort of Cannes.

CULP ROLLER RINK, Canton, O., one of the oldest in Eastern Ohio, has been leased for the coming season by J. C. Maytnier, Akron, operator of Land o' Dance Rink, Canton, O., for the past three years and many years a rink operator in Summit Beach Park, Akron. He plans sessions nightly except Sundays. New equipment will be installed and building renovated. For several years Culp Rink was operated part time during winter seasons.

ARCADIA Roller Rink there has been closed for summer and will reopen in September under management of the champ long-distance skater Joe Laurey, writes Bill Henning from Chicago. He adds that the rink will operate six nights a week with matinees, wrestling to be in on Wednesday nights. Bill, who expects to be back as skate maintenance man, is now on the front of the Palace of Wonders in Chi's Riverview Park and says he meets a lot of skaters there.

"UPON MY return from a 10-day vacation in Northern and Central Michigan I was greatly disappointed to find that Jesse Carey had been in Detroit during my absence. I always like to take Jesse around our city and to see the Tigers play ball. He forgets all about his rinks and yells like an Indian," writes Walter E. Sutphen, Detroit. "The Transcontinental Roller Derby rolls merrily on its way in Arena Gardens and

I dropped in to see Freddy Martin and had a chat with him. By the way, I think that he has been putting on weight again; in fact, I almost mistook him for a heavyweight wrestler. This tireless worker for roller skating is still planning for the good of the game and very shortly will have something entirely new to interest operators and owners of roller-skating rinks. Amid great cheers, the manager took me in to see what the racket was all about. The boys were sprinting to gain points and once more I found myself cheering for the speed boys and girls. Among the much-enthusiased spectators I noticed Lloyd Gunther with the missus and a party; also much noise came from a portly gentleman who turned out to be Art Staff. These ice speed champs are real rooters. Summer skating at Michigan resorts seems to be better than any time since 1932, despite extremely hot spells. Plans are being considered for a new floor in the other Woodward avenue rink in Detroit."

"Altho' not full recovered from a serious auto accident I had in April," writes Armand J. Schaub, former Cincy rink operator, "I, like many other rink men no longer in the business, retain the spirit and I am often tempted to put on the little wheels when paying a friendly visit at one of the near-by rinks. My recent visit to both rinks operated by the Bacon & Gessler interests in Northern Kentucky was greatly enjoyed. I found that even though the daily temperature hovers around 100 mark you can't keep a skater away from a well-conducted rink. Both Bacon rinks were well patronized. The patrons enjoy many special events such as the good old-fashioned grand march, trios, bag-tags, stepups and other musical numbers. Bacon brothers advised they will open another rink in Lebanon, O., soon. This in my opinion is a good skating town. Frank Bacon left recently to place an order with Chicago Skate Company for 200 additional pairs of skates for the new rink. Staff in Lebanon will include Ernest V. Steep, manager; Mrs. Anna Steep, concession and checkroom; Deloris Nordmeir, cashier, and Carl Johanaman, floor manager. A group of Cincinnati and Norwood skaters, including Edward Von Hagen, manager of the new Norwood Roller Rink, will travel to Lebanon for the opening."

HARPER SPENCER is new manager of Brithmoor Roller Rink, Detroit, for Karl Couyoumjian. Spencer was formerly with other rinks in this territory. Brithmoor is drawing Friday night crowds of younger skaters, with weekly Collegiate Nights. Special contests, devoted to a different feature every week, are being held.

Is Roller Speed Skating Internationally Possible?

By CYRIL BEASTALL

My friend Benny Lee is still mighty keen to cross the pond and cross swords with some of the best speed boys in the U. S. Much as one would like to predict an ultimate satisfactory outcome to his ambition, it seems that the present interest in speed skating on rollers on both sides of the Atlantic does not warrant any rink operator taking a chance on the promotion of a contest between Lee and any of the top-notch American boys.

I hope to see the day when we shall again have some races between the pick of American and British speed skaters as we did just prior to the World War, when Harley Davidson and Allie Moore came to London and competed in the world-title events at Olympia with success.

These events took place a decade before I became an active roller skater, but I have heard many accounts of the prowess of those great speed men and have also read much about their deeds. At that time England's best was not good enough, but if we had had the services of Art Eglinton it might have been another story.

I am of the opinion that American rink operators are in a more favorable position than our own to move towards promotion of an international meet, and if they took a chance I feel certain that a return event would come about. A series of races at several of the big rinks in, say, Chicago or New York City, would be some attraction, and if Benny Lee, as European pro champion, was invited over and competed (with whatever result) it could definitely be taken that he represented the finest piece of roller-speed-skating material that can be turned out on this side of the Atlantic today.

When Paddy Harmon passed away the speed boys lost a friend, for we may never

again see his like as a promoter, but that need not mean that there is not justification for some enterprising rink operator to take a chance on running an international meet. It is, of course, difficult to get together all the best men in such a large country as the United States, but it could be done by a competent organizing body. One wonders where such is to be found today.

The NSA of America probably could not do anything and the United States RSA would appear to confine its activities to only one section of the country. One is left to conclude that it must be done by a body to be formed for the purpose in question alone, and if such a body were formed we could only hope that it would carry on the good work of keeping roller speed skating organized and possibly other branches of our sport.

The initial move would be for some widely connected person to call a meeting of a few others of good standing and the rest, which is obvious, should be possible. Maybe these suggestions, if taken as such, sound impracticable. Well, that might be so, but my remarks may set somebody to thinking and then who knows what might happen? Here's hoping!

BIG WINNER

(Continued from page 38)

warfare indulged in by the Bauer-Baker groups engaged in rehearsal, but the bursting of the balloons by Old Sol. It was a warm day, but not abnormally oppressive. Clair said he couldn't "legal adjust" that phase of the convention anyway and was forgiven.

At around 5 o'clock Bryan and Billie Woods, veteran trouper who are furnishing the free act at the park, gave a special convention performance of their Monkey Circus which was attended by about 50 delegates and their guests. The trainers put on one of their best shows for the crowd and were loudly applauded. A few of the simians were dubbed with members' names, one including Billyboy hunting for news. The Woodses also entertained several delegates in their living trailer and proved very popular, new friendships being sealed. Mrs. Clair, lifelong friend of Bryan and Billie, helped them entertain. Those who did not attend the show either motored out to the countryside or got up little parties around the rustic play spot, some taking out canoes, others trying the park launch plying the Charles.

Baker on Betterment

Evening festivities began at 7 o'clock in the Old Venice Restaurant, with music during dining by Ted Brownagle and his band, featuring Kathleen Lane and Virginia Bennett, singers. At the speakers' table were W. St. C. Jones, William B. Berry Company, Boston, toastmaster and well-known wit; Mr. Bauer; Harry Hanson, president Middlesex & Boston bus company, owners of the park; Jack Walsh, State Commander American Legion, superintendent of the road; Andrew A. Casassa, former mayor of Revere Beach and a showman there; Joe Shanley, Waltham political light; Major P. J. Healey, State supervisor of Sunday amusements; Mr. Baker and others.

NAAPB President Baker made the keynote address in which he pointed to improved business conditions. "Operators in New England," he said, "have told me that this season is the best in a number of years. This speaks well for our industry as a whole. It goes to prove that when people are working their first thought is amusement. This improvement, first of all, helps the operator, who in turn, thru added buying power, is enabled to help the manufacturer by purchasing new rides and equipment, thus completing the cycle and bringing prosperity to everyone associated with us."

He also outlined the new public liability insurance plan and commended John Logan Campbell, Baltimore insurance broker, who obtained the carrier. In concluding his address he praised Arch Clair and the arrangements committee for making the meeting a success and extended an invita-

tion to all to attend the annual meet of the national org in Chicago next November.

For Sunday Dancing

Mr. Hanson spoke briefly on amusements and introduced John T. Benson, Benson's Wild Animal Farm, Nashua, N. H., where the 1935 convention was held. Mr. Benson spoke of his career as manager of Norumbega and later was given an anonymous gift, a toy white elephant, presentation being made by Toastmaster Jones, who called Benson "the Barnum of the present day." Commander Walsh, marveling at what he termed the camaraderie, brought felicitations "from the 43,000 war veterans whom I have the honor to represent."

Mr. Shanley urged a more active legislative committee, especially to seek Sunday dancing, which is banned in Massachusetts. Mr. Campbell called results from insurance campaign "most gratifying" and urged even more concerted action than has been given to solve an important problem affecting the industry. Mr. Casassa reviewed the work of the section over the last decade, gave a terrific buildup to Norumbega, "its natural beauty, its upkeep and its splendid clientele," and pointed to "a pillar of strength—honest, square and upright," as reflected in the work of Major Healey, long sympathetic to the interests of the association. R. S. Uzzell spoke on being liberal and progressive in park work, telling how Belmont Park, Montreal, under Rex D. Billings, established a number of special holidays and brought out large attendance. Mr. Jones paid tribute to the late Will White, one of the organizers of the section and pioneer park manager, at one time manager of Norumbega.

Committee on by-laws and constitution proposed an amendment to Section 8, Paragraph A, to be changed to read "Regular annual meetings shall be held at such time and place as may be determined by the executive committee between November 1 and May 1." This means, in effect, that the annual, hitherto held in February, will probably be held a month or so later, when better weather is usually experienced.

Side Shorts

Fred Fansher missed huddle for first time. La grippe trouble. . . Ditto Mrs. E. R. Enegren, Lake Pearl, Wrentham, suffering with erysipelas. Her husband attended. . . Bert Ridgeway, Revere, was the life of the banquet. . . Sam Hamid, brother of George, represented White City, Worcester, and had a swell time. Late arrivals from White City were Russ and Maybelle Henderson. . . Orange-Crush Company was represented by A. W. Carle, N. E. district manager, and Justin Mercuria, of Chi headquarters. . . B. L. Kulick came in from North Tonawanda, N. Y., in the interests of the Wurlitzer Manufacturing Company, of which he's assistant general sales manager. . . Leo M. Wise, of Auto Rest Park, Carmel, Me., says prosperity has turned that corner as far as he is concerned. He came in with the missus and had an active day meeting old and new friends. So did Barney Williams, Pine Island, Manchester, N. H. . . A. V. Ackley, Norumbega concession manager, busy thruout the day helping Archie Clair. . . Frank Fryckstrand and John Campbell, of the park's treasury department, taking in the luncheon. . . Leon Cassidy, Pretzel Amusement Company, Bridgeton, N. J., was made as all get out 'cause he couldn't find a piano. . . Pete Piesen, Skee-Ball Company, New York, and the wife came up by boat but went back by plane. . . Herb Schmeck, Philadelphia Toboggan Company, finally took that shower he talked about for three hours. . . Harold Gilmore, Crescent Park, Providence, R. I., hoofing it at the Totem Pole Ballroom, where the convention wound up in grand style. . . Bill Johnston, Norumbega p. a., taking care of reporters and cameramen from Boston gazettes, with Peg Danforth, chief secretary, doing her office chores and receiving late comers. . . Dave Stone, Paragon Park, Nantasket Beach, telling listeners about the virtues of Andy Casassa.



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EDMONTON HAS BEST

Year To Show Largest Profits

Grand-stand and midway receipts in big rise—mutuels soar, says Abbott

EDMONTON, Alta., Aug. 1.—Marking the biggest and most profitable year in history of Edmonton Exhibition Association, Ltd., the 58th annual exhibition on July 13-18 proved the most successful ever held here, with fine weather and gratifying increase in attendance, said Managing Director Percy W. Abbott.

Grand-stand receipts were highest in many years, he said, Ernie Young's revue, *Passing Parade*, receiving best of comment and bringing much repeat business. Midway receipts showed substantial increase over previous years and Mr. Abbott had much praise for merit and attractiveness of Royal American Shows.

Big Boost in Mutuels

"Game concessions brought an increase of about 25 per cent as against 1935. The entire organization of midway and game concessions was most efficient, and those responsible deserve a great deal of credit," said Mr. Abbott. "Running races were conducted every afternoon on the half-mile track. Each daily program consisted of seven races, with an additional hurdle race on Monday, Wednesday and Saturday. The hurdle race became very popular before the week ended. Amount of money bet showed an increase of \$14,000 over 1935, total bet this year being almost \$254,000.

"Considerable improvements were made in our grounds this year. A new and attractive entrance gate was built. A considerable amount of graveling was carried out. Race track and infield fences were completely rebuilt, pari-mutuel system was cleaned and painted and entire plant presented a very attractive appearance. Race purses paid amounted to \$13,800. There were about 250 race horses on the grounds.

Concessions Do Better

"We had a fine machinery exhibit, which was splendidly displayed and attracted considerable attention. Live-stock entries showed an increase of 27 per cent over previous years and many foremost herds of Canada were represented. Shorthorn and Holstein classes were particularly heavy. Swine entries showed a considerable increase. Poultry Show taxed accommodation. Manufacturers' Building was filled to capacity and outside space was well sold. Concessions generally showed a very large increase in revenue, and the concessioners all report a successful week."

Building Starts in Del Mar

SAN DIEGO, Calif., Aug. 1.—Construction has started on three exhibit buildings on new county fairgrounds at Del Mar, foundations being laid for grand stand and two buildings for industrial and household arts. Grand stand will be of steel and concrete, to seat 3,500. Buildings, of adobe brick, are two of 10 ultimately to constitute a group under WPA projects. For the 1936 fair other departments will be housed in tents having area of 150,000 square feet.

Agency Balks at Demands

DETROIT, Aug. 1.—Michigan Vaudeville Association, managed by Ray Conlin, has canceled contracts for three Michigan fairs and abandoned its fair department for this season, altho keeping a large number of special events, homecomings and special outdoor shows on its books. In every cancellation case the fair management asked for special concessions in the way of an extra day of bookings, increased number of girls in the chorus and daily change of acts, penciling these in on the contract before signing, altho the original agreement did not call for these arrangements, it was stated. The office felt it could not profitably grant the concessions.



THESE ARE THE WORLD'S OLDEST MIDGET MARRIED COUPLES, declares Prince Denis, referring to the group now in Stanley Graham's Midget Circus at Great Lakes Exposition, Cleveland. Left to right: George Laible, Mrs. Laible, M. Clifton, Myrna Clifton, Mrs. Clifton, Prince Denis, Mrs. Ethel Denis, Charles Kelly, Mrs. Jessie Kelly.

Opener in Regina Is 14% Over 1935

REGINA, Sask., Aug. 1.—Attendance on opening day, July 27, at Regina Industrial Exhibition was given as 25,907, a 14 per cent increase over that of 1935. Grand stand and pari-mutuels showed a corresponding increase, it was reported. Royal American Shows, on the midway for the third consecutive year, were said to have exceeded 1935 figures by a slight margin.

With general improvement in crop conditions, exhibition management believed final tabulation would show a big excess over last year's figures. Hon. George Spence officiated at the opening in absence of Lieutenant Governor Dr. H. E. Munroe.

Members of Western Canada Association of Exhibitions, meeting here on Wednesday, set these dates for 1937 exhibitions: Brandon, Man., June 28-July 2; Calgary, Alta., July 5-10; Edmonton, Alta., July 12-17; Saskatoon, Sask., July 19-24; Regina, Sask., July 26-31.

Present were E. J. Richardson, C. N. Baker, J. C. Yule, Calgary; Percy W. Abbott, Edmonton; J. H. Warren, J. P. Hettle, Archie Wilson, George Underwood, Sid W. Johns, Saskatoon; J. E. Rettie, Brandon; Walter M. Innis, Nate Andre, F. Robinson, C. Rink, J. F. Lunney, Tom Heggie, D. T. Elderkin, Regina.

Damage Is Dealt Iowa State

DES MOINES, Ia., Aug. 1.—Work has started clearing debris scattered over Iowa State Fair grounds during a recent storm that unroofed the grand stand. Roof will be replaced as soon as insurance adjustment is made. Damage to grand stand and to Machinery Hall, where a small section of roof collapsed, is estimated at \$30,000. It is said \$240,000 windstorm insurance is carried on fair buildings.

Progress on World's Crossroads Fair in Indianapolis Is Reported

INDIANAPOLIS, Aug. 1.—Plans for a 1939-'40 Crossroads of America World's Fair here are reported moving toward reality with announcement that a 1,400-acre site northwest of the city has been chosen. Report of this progress was by W. C. McCurry, treasurer and general manager, who has opened offices. He said leases for the site are being drawn and that architects have been selected.

Mr. McCurry, who said he had enlisted aid of Rufus Dawes, Chicago, as financial adviser, said articles of incorporation were received on July 18 and that local business men have been contacted for organization of a board of trustees.

Officers are given as Herman J. Kelley, Indianapolis Power and Light Company credit manager, president; William H. Sheaffer, former municipal judge, secre-

Carver-Regnell Team Is Returning to the States

CHICAGO, Aug. 1.—Word from Kobe, Japan, is that Ella Carver and Nils Regnell, American diving team that made a wonderful showing at Yokohama Exposition and in Shanghai, China, last year and was re-engaged for Japan-Manchoukuo Exposition in Toyama last spring, will return to the United States on August 13 to fill some engagements here.

Miss Carver and Regnell are oldtimers in the business. The former for many years rode Dr. Carver's diving horses, and Regnell has for years been known as Hellkivist, high and fire diver, and has played nearly every civilized country.

Besides their high and fire diving, the team has been featuring aerial posing in footloop high up on a ladder.

Conn. Annuals Holding Up

BRIDGEPORT, Conn., Aug. 1.—Thirty-seven fairs are scheduled in Connecticut this fall, according to the department of agriculture. Season starts earlier than ever, with Old Lyme Fair holding forth first. Season will terminate at the usual time with Riverton one-day fair. Major change in the list is omission of Stafford Fair, an annual more than 60 years. The department explains that Stafford Fair failed to apply for State aid last year and indications are that a fair will not be held this year. Total number of fairs remains fairly constant or has even shown a slight increase, accounted for by organization of smaller grange fairs.

C. H. Duffield Back on Job

CHICAGO, Aug. 1.—Charles H. Duffield, of Thearle-Duffield Fireworks Company, has left the Los Angeles hospital where he has been confined for several weeks. He is expected in Chicago this week to resume his duties at Thearle-Duffield offices.

State Fair Parade

INDIANAPOLIS, Aug. 1.—A street parade on Saturday, September 5, was approved by the Safety Board on petition of Indiana State Fair board. Merchants and State and city departments are to have entries in the parade, to be held at 10:30 a.m. William E. Liebold, assistant public safety director, who appeared before the board to ask permission, said prizes would be awarded for best and worst entries. Phil Baker is to appear as star of a show in front of the grand stand that night, according to fair officials, in a program over a national network.

Yorkton Show Is Voted Tops

Weadick's stampede feature of exhibition—innovations pleasing

YORKTON, Sask., Aug. 1.—The 51st annual Yorkton Industrial and Agricultural Exhibition on July 13-15 was voted best in its history. Live stock, machinery and all other departments exceeded in quantity and quality all previous displays. Drought has not affected this section as in others, but it was unusually dry, altho a good crop is assured. Heavy rain Sunday night preceding the opening made roads off gravel highways impassable, with the result that hundreds who wanted to attend were unable to get to exhibition, thereby cutting down attendance, which no doubt would have exceeded all previous records had roads been passable.

W. J. Cowan, secretary-manager, said attractions and exhibits were the finest ever in Yorkton. Patrons praised the attractions. Conklin's All-Canadian Shows on the midway did thriving business. De Waldo grand-stand attractions, augmented by many local participants in a big review under direction of Treasurer Moore of the exhibition board, drew repeated applause from night audiences.

Contestants Traveled

Feature attraction, the Stampede, Rodeo Association of America's official championship contests, was staged under personal direction of Guy Weadick, who was heavily billed as originator of the Calgary Stampede. Press, public and contestants were generous in praise of his show and methods. He furnished (See YORKTON SHOW on page 44)

Norwich Plant Is Revamped

SYRACUSE, Aug. 1.—Norwich fairgrounds, in heart of disastrous spring floods, and which made newspapers everywhere as a badly damaged plant, is being readied for Chenango County Fair. Grand stand, barns, race track and grounds all suffered but final repairs are being rushed. Mayor Frank Zuber, who acquired controlling interest in fair association stock, is pushing plans which will feature free attractions at this 100-year-old annual.

Ludington Is Double First

LUDINGTON, Mich., Aug. 1.—Western Michigan Fair opened here on July 25 as first this season in Michigan and first for Western Michigan Fair Association, which was reorganized from former Mason County Fair Association. Plant has been greatly improved thru a WPA project.

Storm Stops Pennsy Annual

DAWSON, Pa., Aug. 1.—Dawson fairgrounds were directly in the path of a hurricane which swept Southwestern Pennsylvania last Monday night and damage is so great that the board has canceled all plans for a 1936 fair, said Secretary George C. Cochran.

Clinton and Wells Join Up

CHICAGO, Aug. 1.—Bert Clinton, secretary and treasurer of the Performers' Club of America, and Toby Wells, president, have established a booking agency here to handle outdoor attractions exclusively.

\$26,000 Net In Ft. Worth

Profit reported for first week — daily attendance averaging about 20,000

FORT WORTH, Tex., Aug. 1.—Profit of \$26,000 was shown for the first week of Fort Worth Frontier Centennial, according to information given by Billy Rose's staff. It has been figured that average spending per person here the first week was \$2.09, as compared with \$1.18 for Chicago's A Century of Progress.

Board of control for this show, composed of merchants, bankers and other business men, positively refuses to give out attendance figures, even to members of show. It is said Rose is willing to give out these figures, but the board is against it. Showgrounds have been packed nightly, and every show has drawn capacity crowds. Average daily attendance is about 20,000.

Nude Ranch Good Draw

Sally Rand's Nude Ranch is proving best draw of smaller shows, as 52,000 paid admissions were chalked up during the first week. Second Saturday, July 25, with 9,100 admissions, proved better than opening Saturday by several thousands. Miss Rand acts as hostess at certain times during the evening, speaking over a mike to spectators. The "nudies" pitch horseshoes and balls, twirl ropes, try their hands at archery and other outdoor sports, and one is knitting a sweater. Carrying out the ranch theme, they wear cowboy hats, boots, bandana scarves and holsters. Ranch employees wear cowboy garb, too, but much more of it. Painted mountains and lakes form a background and lambs complete the outdoorsy atmosphere.

Personnel is Ike Miller, Chicago; Joe Simon, New York, co-owners, with Simon as manager; Happy Myers, who was at San Diego last year, in charge of front; his wife, Ann Myers, inside lecturer; Jack Ross, assistant to Myers on front; Myers and Ross has been responsible for much of the patronage thru their chatter, one of the high spots of the entire Frontier show. Myers has dubbed this "Cavalcade of Bare Skin." Bill Fierman and Bob Williams, grinders; Florence Stonehouse, "Bird of Paradise," in the anteroom; Jean Martin, Sylvia O'Day, bally girls. Harry B. Martin is Miss Rand's representative.

Hospital Is Equipped

Van Horn has installed his pig races at the local show.

Dick Sterns is in charge of front for Beauty and Beast show; Maxine Sterns, assistant; Jack Thomas, bally attraction. Laurene NeVelle dances in cage of lions trained by Noble Hamiter, one of the youngest lion tamers.

"CooCoo" Dolan is in charge of Gay Paree show, which is taking place of Joe Peanuts and his monkey band that missed boat connections and won't be here until August 8.

Clyde Fox has Neptune's Harem, the other girl show on the grounds.

Tex Corbin, who formerly played circus callopie, and who was brought to add color to the Village Street, plays piano in the Silver Dollar Saloon.

An emergency hospital, with two doctors and one nurse on duty at all times, has been set up in the old-fashioned pool hall. An ambulance is included. No serious injuries have occurred. Children, who are admitted to the show for five cents on Fridays, are finding some attractions and rides giving reduced rates to them also on Friday. A feature on Kids' Day is a free pony rodeo in Pony Express arena, in which children take part.

George White, of Scandals, and Nicky Blair, manager of Paradise Club, New York, came this week to see the Casa Manana Revue. J. Ed Brown came from Dallas to see the finished product of the concessions, which he was instrumental in getting for the local show.

Display Rogers' Trophies

To estimate size of Casa Manana Revue, it takes 21 wardrobe women and one tailor to handle the costumes. Harriet Young is chief wardrobe mistress. Costumes for this revue, *The Last Frontier*, and the show given in Pioneer Palace cost about \$60,000, it is said. Randall Williams, who has been connected with every theater here which has had stage shows in the past 10 years, is head prop-

erty man for Casa Manana, with a crew of 18. Herbert Tuchm and Bill Roberts are assistant stage managers under Carlton Winkler, stage manager at Casa Manana.

One of the most popular free exhibits is the replica of Will Rogers' living room. Furniture, trophies, saddles, pictures and books were loaned by Mrs. Rogers.

Rose has made Vic Leighton general manager for *Jumbo*. Dr. Herman Ostermaier, owner and trainer of the horse Doheos, used in *Jumbo*, flew to New York on July 27 en route to Munich, Germany, where his wife, the former Dora Schuman, well-known high-school rider of Germany, is seriously ill. Exclusive Casa Manana Club has been dissolved, as the balcony space occupied was needed for reservations. This make 500 more seats available, making seating now over 4,000.

Mr. and Mrs. George Keyes are doubling their pistol-shooting act between *The Last Frontier* and Pioneer Palace shows.

New Yorkers Returning

Some New Yorkers who made their homes here while the show was in preparation have left. Bob Alton, dance director, has returned to start rehearsals on a new *Follies* show. Lauretta Jefferson, Alton's assistant, will be in charge of dancers. Raoul Pene DuBois has left for New Orleans, and A. A. Ostrander, assistant to Albert Johnson, has returned. Miss Marion, costume shop director, left on July 23 for New York. Bert Rothe and Denver Thomas, who executed all the Albert Johnson scenery for the show, are on a trip to Yellowstone Park. Dana Suesse, who composed music used in Casa Manana and *Last Frontier*, left for New York. Joseph Nussbaum and Charles Henderson, songwriters and arrangers, who worked on arrangements for local songs, left for Hollywood.

First Construction Is Begun in Frisco

SAN FRANCISCO, Aug. 1.—Construction of two airplane hangars to be used for exhibits during Golden Gate International Exposition in 1939 has been started on Yerba Buena Shoals, site of the World's Fair, and are scheduled to be completed before December 31, according to Leland W. Cutler, exposition company president. A PWA project, the hangars will cost \$805,000 and the expo company has deposited \$442,250 with the city controller as its share.

A. F. Dickerson, manager of the illuminating engineering laboratory of General Electric Company, Schenectady, N. Y., and J. W. Gosling, decorative designer for that company, are conferring with exposition officials and making a comprehensive study for illumination for the entire fair. Work will take several weeks and if their suggestions are accepted more than half a million dollars will be expended for illumination features.

Dickerson and Gosling were associated with the late W. D'Arcy Ryan in development of lighting effects for the 1915 Panama-Pacific Exposition here and also for A Century of Progress, Chicago.

Off-Season Events Making Trenton Plant Busy Scene

TRENTON, N. J., Aug. 1.—Resident Manager Harry E. LaBregue, placed in charge of 1936 Trenton Fair by George A. Hamid, who took over the plant, has been successful in arranging in-between season events, and from now until fair time the calendar shows plenty of activities. At a Seventh Day Adventists' 10-day meeting, opening on July 16, the fairgrounds were a tented city, with about 2,000 people living there and some 2,500 to 3,000 more making daily visits.

On July 29 Trenton Elks held their annual outing and on August 1 New Jersey Italian Field Day was held, with a mammoth fireworks display. Annual outing of Trenton Chamber of Commerce will be held on August 5, with some 2,500 in attendance. Mr. Hamid will provide a program of acts.

This will be followed on August 8 by annual outing of Service Clubs of Trenton, and on July 15 and 16 New Jersey motorcycle championships will be staged on the half-mile track. Trenton unit, League of Social Justice, will hold an outing on August 22 and on August 25 Four-H Clubs of the State will hold eliminations to determine entries at the fair. So many desire to enter animals that it was decided to hold an early exhibition and pick out those that make best appearance, as entry lists are limited. Mercer County Republican Clubs will hold an outing on September 12.

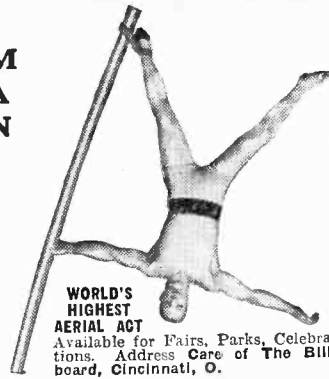
Some Changes Made In Ionia's Schedule

IONIA, Mich., Aug. 1.—Special agricultural programs will be staged during the entire week of Ionia Free Fair. Children's Day, as usual, will open the fair on a Monday, and all 12 years of age or younger will be admitted to concessions and rides for 5 cents. Thrill Day will be presented in the afternoon, said Secretary Fred A. Chapman. Public wedding will be conducted Monday night instead of Saturday, as in the past. Tuesday has been changed from Home-Coming Day to 4-H Club Day and special 4-H Club features will be presented. Champion lightweight horse-pulling contest will be staged at 9:30 a.m.

Wednesday will be Governor's Day and officials of State government at Lansing will be introduced to the grand-stand crowd. Governor Fitzgerald and State officials will be guests of the fair. Champion heavyweight horse-pulling contest will be on Wednesday morning and there will be no charge for seats in the grand stand. Thursday will be Live-Stock Day, with live-stock parade starting at 1:15 p.m. and will consist of one and one-half miles of thorobreds. Friday activities will attract large groups to the fair, farmers and Legionnaires. Entire morning will be devoted to farmers' events. Farm Bureau and Grange will hold their annual program.

Such events as husband-calling contest, dinner-calling, cow-calling, wife-calling, one-half mile bareback and saddle horse race between bona fide farm horses, tug of war between men and team and men and mule teams will be staged Friday morning. Stanley Powell, in charge of arrangements, said Russell Taylor, master of Ionia County Pomona Grange, Saranac, will supervise the sports end. A tug of war between tractors may also be added. Verne Vaniman, nationally known farm speaker, will talk, and Farm Day will conclude with a basket picnic at noon in the grove. American Legion will take the spotlight in the afternoon with a special Legion drum, bugle and band concert and a speaker from national headquarters. Daytime on Saturday, closing day, will be Auto Race Day, with racing cars driven by dare-devil drivers in action. Saturday night will be Joy Night, with added attraction of a golden wedding ceremony for all Ionia County couples married 50 years or more.

STRATOSPHERE



SCHUYLKILL COUNTY FAIR

Always opens Labor Day
Can always place high-class concessions. This year giving away 3 Oldsmobiles.
Big Crowds—Big Business.
Come and get your share.
Addr. CHARLES HAUSSMANN, Pottsville, Pa.

COVINGTON FREE FAIR

COVINGTON, IND., AUGUST 24 TO 29.
WANT SHOWS AND CONCESSIONS.
Gooding's Rides Booked.
On Public Square.
GEO. P. SCHWIN, President.

WANTED

Booking for first-class Dog and Monk Act for Fairs, Picture Shows, Parks, etc.
H. B. GENTRY,
Bloomington, Ind.

CAMBRIDGE FAIR

CAMBRIDGE, N. Y., AUGUST 25 TO 29.
Five Big Days. Five Big Nights.
P. J. HOULTON, Secretary.

STATE FAIR OF RHODE ISLAND

Tercentenary (300) Agricultural and Industrial Celebration Settlement of Rhode Island by Roger Williams.

Dates—September 2-7, Inclusive, Kingston, Rhode Island.
More than 3,000,000 drawing population within 100 miles radius.

WANTED—Concessions, Rides, High Type Shows, etc.
A. N. PECKHAM, Manager, Tercentenary State Fair, Kingston, Rhode Island.

JACKSON COUNTY FAIR

JACKSON, MICH., SEPT. 1st to 5th Inclusive

WANT FROZEN CUSTARD, LUNCH, NOVELTIES. Will Place Legitimate MERCHANDISE WHEELS and GAME CONCESSIONS of all kinds. Exclusive GUESS-WEIGHT SCALES open, also LONG RANGE SHOOTING GALLERY.

MICHIGAN'S BEST COUNTY FAIR

Games Concessions Write FRANK L. MANNIX.
All Others Address T. J. TOWN, Pres.

BARRY COUNTY FAIR

HASTINGS, MICH. — September 8-12 — 5 DAYS

WANTED—Legitimate Concessions of all kinds. No grift. One of Gooding's Units on Midway. 4 Cars given away.

Write MAURICE FOREMAN, Secretary, Hastings, Mich.

Control Your Entrances and Exits Scientifically

Write PEREY TURNSTILES

101 PARK AVE. NEW YORK



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Gates Slump To New Low

Weekly total shows a big drop—storm damage repaired on midway

DALLAS, Aug. 1.—Attendance for the week ending last Tuesday was lowest since opening. Total for the seven days, 232,337, was 9,000 short of the previous low week in latter June. Midway talk furnishes two reasons for the decrease, competition from Fort Worth Centennial and publicity given damage caused by the storm on July 20. All damage was quickly repaired. *Cavalcade of Texas* resumed operations on Friday of last week and Midget City cleared debris and continued the next day, rebuilding torn parts at night after shows. *Cavalcade* continues to play to turn-away crowds.

Midway attractions, with few exceptions, had decreases in gross last week. Streets of Paris, where Ted Lewis is current, was one of the exceptions. The Paris village is packed nightly and is going thru one of its banner weeks. Show Boat is operating to capacity, presenting two shows nightly and extra shows on week-ends and special days. Admission to Show Boat has been increased from 40 to 55 cents. This did not cut attendance but seemed to have created a bigger demand.

Expect 10,000,000 Gate

On entering the eighth week exposition officials said they have accumulated sufficient data to assure a 10,000,000 attendance by closing date, November 29. Daily average attendance is about 43,000. If this is maintained attendance will be slightly in excess of 8,000,000, and with cooler weather the additional 2,000,000 is a certainty, according to consensus.

Ted Lewis and his orchestra, who have been playing a two-hour show and dance in the Cotton Bowl, moved on Sunday to the Court of Honor in front of the Hall of State for a nightly two-hour free show and concert; no dancing. Following the Court of Honor appearance, Lewis plays daily at Streets of Paris from 11 p.m. to 2 a.m. The Lewis contract, held jointly by the exposition and Streets of Paris on a 4/7 and 3/7 basis, respectively, is probably the last

Attendances

Previously reported	2,017,295
July 22, Wednesday	27,879
July 23, Thursday	29,658
July 24, Friday	30,197
July 25, Saturday	39,297
July 26, Sunday	39,433
July 27, Monday	27,864
July 28, Tuesday	38,009
Total	232,337
Total	2,249,632

name the exposition will engage. According to special events execs, all future names will come thru sponsors. Garner Day, August 5, has all indications of drawing a huge crowd, special events department exploiting it heavily. After ceremonies, at which officials will have Mr. Garner as honor guest, the administrative building will be permanently known as John Garner Hall, only structure in the \$24,000,000 exposition named for a personality.

Novel Exhibits Added

Latest addition to entertainment is Days of Real Sport, opening today and operated by Larry Bogart and Bunny Biggs. Real Sports occupies a larger area than any other exhibit. Municipal swimming pool, built in 1926, is included and will be used for water shows, pageants and ballets; high diving, featuring Ray Woods; exhibition diving and other water sports. In center of the pool is a large stage and at the end opposite ladders, a mountainous setting was built, which will be used for the orchestra and a special water-show revue. Deck surrounding the pool is equipped for eating and drinking and includes a section of blues for spectators, seating capacity being 3,500.

Another feature is the Western show, featuring pioneer characters, including Tex Cooper and Colored Hall. It includes a corral and exhibit building housing branding irons, etc. On one side of the front entrance Boy Scouts have an exhibit building in which work of Scouts is exhibited. On opposite side is Buck Horn Inn, a restaurant operated by Joe Hoefel, where Western food is featured. Seating capacity is larger than any other restaurant on the grounds.

Kids' Nickel Day on Tuesday showed a 3,000 increase over the previous week. A new exploitation for that day is bestowing honors on the 1,000th kid to come thru the gates. Result was an early-morning crowd of juveniles. The 1,000th boy or girl is made king or queen and accorded special privileges.

Oldtimers in Cast

The WPA Federal Theater Project *Follow the Parade* opened in the Amphitheater (Band Shell) last Saturday, presenting one show nightly until next Monday. Engagement may be extended two days. It is a musical revue and prolog in two acts, running two hours and 15 minutes, considered too long, as it causes a "spill" during the last hour.

Cast includes George Moran, of Moran and Mack; Jack (Limberlegs) Edwards, Joe Nelmeyer, Grace Adelphi, Patsy King, Walter Bolling, Jack Dale, Fern Dale, Patrice Brooks, Alice Hamilton, James Clarke, Rex Faulkner, Truly Shattuck, Nello, Leland Lambert, Harry Bender, Enid Gray, Andy Dexter, Harry Norman, Lee Leopard, Alice Maison, Robert Simms, Art La Rue, George Vierra, Robert James, Randolph LaFerr, Billy Reed, Honey Hart, Richard Edwards, Lura Howard, Carrie Schneider, Helen Lewis, Violet Velcoff, Sunny Evans, Eleanor Wyman, Virginia Wiseman, George Brindamour and Bimbo. Show is directed by Eda Edson, with 100 in the cast and a 40-piece orchestra and no stars.

Hollywood Nights in John Sirigo's Hollywood Studios, which opened last week, presents its floor show in a unique manner. Locale is studio of a motion picture casting office and in turn the

acts do their routine. After the first show there were some eliminations, with the following acts set to continue for the next couple of weeks: Toy and Wing, Chinese dance duo; Eddie Neumann, 12-year-old singer; Helen Lee, dancer; Helene and Franconi, dance team, and Delia Carroll, highly publicized nude, as the feature of the bill. A line of eight attractive girls comprise the chorus, backed by a 10-piece orchestra. Nat Cordish and Ed Beck represent the management.

Coloradoans Bring Snow

The ice show at Black Forest has been somewhat handicapped by absence of Evelyn Chandler, who sprained an ankle last week. Ray Rice is also on the crippled list, having suffered a broken ankle several weeks ago. Other acts are McGowen and Mack, apache number; Douglas Duffy, drunk routine; Ukslla and Vida, waltzing on ice; Lemaire and Reynolds, Bavarian character skating; Le Verne Busher, girl who learned dancing and applied it to ice skating, and Bruce Mates, skillful skating.

Old Globe Theater in English Village is now luring patrons with *Twelfth Night*, longest production thus far presented. Globe also offers concerts by a special corps of singers and musicians, playing music from the Elizabethan period. "Snow beauties" waged war in a snowball fight, featuring Colorado Day celebrations held today. The 400 Coloradoans brought a carload of snow from mountain peaks.

Losses at Kaplan & Bloom's novelty stands during the storm of July 20 were reported last week as heavy, but in checking damage it was found that out of a \$50,000 stock the firm had less than \$100 loss. Majority of the stock that was drenched by rain were items such as canes and metal souvenirs, which would not suffer damage from water.

YORKTON SHOW

(Continued from page 42)
bronk riders a string of top ponies upon which to test their ability. Herman Linder, popular Canadian cowboy with various championship titles, was among first to buck off. Several other good riders bit the dust, but all agreed it was no disgrace to buck off that kind of stock. That apparently all contestants are glad Weadick is back in the rodeo business and have confidence in him was attested by presence of some of the tops of many shows held at long distances just before the Yorkton show. Many came 600 miles from Calgary, which ended July 11, and were on hand for Monday's opening performance. Exploitation was along different lines, and in introduction of principals and officials spectators were made aware of what everything was all about in a manner instructing as well as entertaining.

C. A. Tyler, well-known rodeo commentator, was brought on from Texas by Weadick to handle the mlke for Yorkton and Lethbridge stampedes. His announcements were witty, never offensive, and his summary of the fast-presented program held interest thruout. Powder River Jack and Kitty Lee, veteran singers of old-time range songs and guitarists, were featured at each performance, in addition to entertaining on many radio programs and in hotels.

Confers With Conklin

Ed and Buster Guelick, Glendale, Calif., took care of fancy and trick riding, and Hugh McAdams, Potlach, Ida., amazed audiences with clever trick and fancy roping, as did Miss Glennis Johnson with fancy rope work. Ben Bender, Trail City (S. D.) cowboy, was clown and kept audiences convulsed, riding steers and horses bareback in every conceivable position. Bender also entered riding competitions, his first bow to Canadian audiences, who voted him 100 per cent. Weadick is featuring his pickup crew, they being announced as the tops in their line. There are five, Ray Bascom and H. K. Lund, Canadian cowboys and contestants; two full-blood Piegian Indians, Pat Plain Eagle and Pat Bad Eagle, referred to as "Weadick's Irish Indians," and Tom Three Persons, Blood Indian, winner of the world's championship bronk riding title at Weadick's first Stampede in Calgary in 1912. Weadick has all the Indian pickup men under special contract.

J. W. (Patty) Conklin and Weadick were in conference several times and it is rumored they are discussing plans for something new in carnival and rodeo line on a big scale for 1936. Weadick left for Lethbridge, Alta., where he presented his second annual Stampede at Lethbridge Exhibition, opening on July 20.

S. D. Registers Record Week

More than 100,000 attend on July 20-26—1936 total amounts to 1,498,619

By FELIX BLEY

SAN DIEGO, Aug. 1.—For the first time since California Pacific International Exposition gates opened for the 1936 season more than 100,000 persons attended in a week. In the July 20-26 week 103,443 persons visited, bringing the year's total to 1,498,619. A week's program, highlighted by daily performances of the Coronado National Horse Show and *Continental Revue*, as a free attraction, featuring Alicia, Careno and Theodore, dancers; Tom Jones, cowboy baritone, and Eddie Gordon, humorist, on the stage in Plaza del Pacifico and in Cafe of the World, started on Monday with Kids' Day. In addition to gaining admission for a nickel to all major concessions children were admitted to the Horse Show for 5 cents.

On Tuesday San Diego Symphony Orchestra, sponsored by Ford Motor Company, under direction of Nino Marcelli, featured violin solos by Concert Master Russell J. Keeney. Musical offerings also included a retreat concert by the Naval Training Station Band. On Wednesday the greatest non-holiday crowd of 1936 jammed the Fun Zone until 1 a.m., estimated by Elwood T. Bailey, executive vice-president, at about 22,000, for the premiere of the Mexican Tipica Orchestra, sent by President Lazaro Cardenas as a good-will gesture. Thursday was Motion Picture Day. On Friday and Sunday former U. S. Senator Reed Smoot, of Utah, was principal speaker and guest of honor in celebration of Latter Day Saints' Day. Programs got under way with a mile-long parade at north gate to organ amphitheater, where entertainment was provided by Jack Rogers, H. J. Christiansen and Edgel Blackham, tenors; Everett Anderson and Harry Christensen, basses, and Cora Thorne Bird, soprano. Earl J. Glade, general manager of KSL, Salt Lake City, was emcee.

On Saturday, Arizona Day, the Old Pueblo Mexican Orchestra from Tucson played in Palace of Transportation Patio, the Sacatone Indian Choir of 40 singing in Ford Bowl, while the Yuma Indian Band appeared at the organ amphitheater. Rico Marcelli, composer and brother of Nino, conductor of San Diego Symphony Orchestra, was guest conductor Sunday night at the concert, when his *Immortal Light*, a cantata dedicated to Thomas Alva Edison, was played the first time.

Fortune Players, in the Old Globe Theater, have added *Romeo and Juliet* to their repertoire, with Michael Farrell and Sarah Selby in leading roles, and *A Comedy of Errors*, with Peter Cookson, Norman Wess, William Franklin and Fred Heider in the cast.

New Plans Put Different Aspect on Pittsburgh Expo

PITTSBURGH, Aug. 1.—Pittsburgh Exposition Society, sponsors of the proposed \$6,250,000 exposition building here, are working on new plans for financing the project. Mayor William N. McNair having refused to have the city make application for a PWA grant and loan of 45 per cent of estimated cost.

Where old plans did not assure the city that the society has the remaining 55 per cent on hand, new plans reveal that the society's cash will be made available on a moment's notice, provided the city make application for the loan. It is expected the mayor will look more favorably on such a proposal.

The building, which would be erected at the Point, site of the present exposition structures, would house an auditorium, to be second largest in the country. It would have a planetarium and be so arranged that three different events could be carried on at the same time. Exposition Society states that upon completion exhibition space will be sold, net profits to pay for erection of the structure.

MUSICAL revue, *Listening In*, will be presented nightly in front of the grand stand at Cortland (N. Y.) County Fair.

82nd ANNIVERSARY STURBRIDGE FAIR STURBRIDGE, MASS.

Sept. 4-5-6-7—4 Days—4 Nights
Headline Attractions

Concession Space now being reserved. Write H. E. HARWOOD, Southbridge, Mass., immediately for space reservations.

WANTED

CARNIVALS OR INDEPENDENT RIDES, CONCESSIONS for Two Real Fairs. MERRICK COUNTY FAIR, Central City, Neb., Sept. 1-4. Vern Hensley, Secy. LABETTE COUNTY FAIR, Oswego, Kan., Sept. 14-18. Dr. F. J. Faulkner, Sec.

MAMMOTH OPEN MIDWAY

SHOWS, RIDES, CONCESSIONS
Good space available. September 7-12.

MAINE STATE FAIR
Lewiston, Me.

Drive Is On To Make N. Y. More Than Sectional Annual

SYRACUSE, Aug. 1.—In the first effort in New York State to spread interest in New York State Fair thruout the State, Dr. A. L. Brown, its director, was host here last week to more than 300 newspaper editors, industrialists and officials from every part of New York.

Governor Lehman, Lieutenant-Governor Bray and a dozen other high officials represented the State. The new fair setup has been convinced during its first year on the job that the fair had settled down into an actual Central New York expo, which wasn't drawing from other sections.

Day of the dinner was given over to conferences with visiting industrialists and newspaper men as to their ideas for improving the fair and widening its appeal. Dozens of newspaper editors went home interested in the fair for the first time in years and likely to give it a far better break.

Big Attendance Reported At Annual in Harrington

HARRINGTON, Del., Aug. 1.—More than 17,000 attended opening of 17th annual Kent and Sussex County Fair here on Tuesday. More than 15,000 came on Wednesday, and on Thursday, Governor's Day, more than 30,000 attended. Monday night more than 4,000 were sent for cover when heavy rain broke up the program. One large tent was damaged. Saturday AAA auto races under direction of Hankinson Speedways bring the fair to a close. Lucky Teter and his Hell Drivers furnished thrills on Tuesday.

George Hamid's *Winter Garden Revue* gave a performance in conjunction with Teter on Tuesday. Cetlin & Wilson Shows were on the midway. Exhibits, commercial and educational, were numerous. Officers are B. I. Shaw, president; State Treasurer Warren T. Moore, vice-president; Ernest Raughley, secretary; Horace E. Quillen, treasurer.

Sackett Goes to Cleveland

CLEVELAND, Aug. 1.—Wallie Sackett, for the past quarter of a century general press representative for Thearle-Duffield Fireworks, Inc., during early summer each year, has just been appointed general press representative of Stanley Graham Enterprises at Great Lakes Exposition, Cleveland. He will concentrate mostly on events and happenings of the Midget Circus in Cleveland, a Graham enterprise. Appointment made to Sackett thru William S. Collins, general manager of the Graham firm.

Northwestern Has Revues

CHICAGO, Aug. 1.—Northwestern Amusement Company, St. Paul, is putting out three revues to play fair dates, said Leo Semb, who visited here this week, *Circus Cavalcade*, opening at La Crosse, Wis., August 9; *Millers' Jewels*, Faribault, Minn., on August 10, and *Millers' Follies*, Lewiston, Mont., on August 11.

Fair Grounds

IRONTON, O.—Saying that the WPA failed to buy material used in improvement of the county fairgrounds, as expected, Lawrence County Fair board finds it has to pay the bills and as a result will not have funds sufficient to conduct a fair this year, it was announced by Roswell Eaton, secretary.

ELKHORN, Wis.—A permanent log cabin, 24 by 30 feet, is to be built on the grounds for the County Centennial to be held at Walworth County Fair this year. A budget of \$2,000 has been prepared to cover provisional expenses of the Centennial, toward which the county board has appropriated \$500.

MT. GILEAD, O.—Contract for construction of a dining hall on Morrow County Fair grounds has been let. It will be of concrete blocks, to replace a

frame building unfit because of recent fire damage.

LANSING, Mich.—Peter Myers, Detroit, was appointed by Governor Fitzgerald to the board of managers of Michigan State Fair to succeed James F. Hopkins, resigned.

LISBON, O.—Parl-mutuel betting will be permitted at Columbiana County Fair here for the first time. Canton, O., interests have been granted the concession. Three races will be run daily under direction of George A. Rogers, and there will be night sessions again, Secretary H. E. Marsden said.

NEWARK, O.—Buckeye Lake Park will be location for 1936 Licking County Fair, said Secretary Keith W. Lowery. The fair lost its former location in 1933, when Moundbuilders State Park was created. Since then it has been held in an open field near here. Because State property on the water front of Buckeye Lake must be fenced temporarily for the fair, application has been made to Director of Agriculture Earl H. Hanefeld, who opened the way thru the division of conservation and bureau of parks and lakes to gain permission.

CANTON, O.—Construction has been started on a 10-foot wire fence with climb-proof guards on Stark County Fair grounds here. It will inclose north side of the grounds and west side as far south as the permanent buildings. All the remainder has a similar fence, according to Secretary Ed S. Wilson.

FOREST CITY, N. C.—T. T. Long, secretary of Rutherford County Fair Association, said there will be no fair this year, because of condition of buildings and grounds and lack of grand stand and other equipment, but expressed the hope that suspension will be only temporary.

ABERDEEN, S. D.—Because organization was effected late and general conditions are not favorable, county commissioners decided there will be no Brown County Fair on the September dates set some time ago, said Manager Lee Truman.

INDIANAPOLIS.—Fifth annual Marion County Fair opened on outskirts of New Bethel on July 28 with large attendance and record entries and a midway. Grounds, which for a day or so appeared would be stranded without public exit or entrance because of paving work on State Road No. 29, opened a few hours after

the State Highway Department ordered workmen to clear enough of the highway for traffic.

FOND DU LAC, Wis.—The WPA has allotted \$15,778 for construction of an athletic field on Fond du Lac County Fair grounds.

Grand-Stand Shows

OPENING 10 weeks of fairs in Lawrenceburg, Ind., on July 28, St. Claire and O'Day, comedy trick bicyclists, will sail for England the third week in October for a tour of Foster houses, they advise.

EWALD'S World's Greatest Goat Show opened the season on July 4 in the Rose Bowl, Pasadena, Calif., with a complete new outfit, carrying eight goats, two dogs and three people.

OTTAWA-KENT Agricultural Society, Marne, Mich., contracted with United Booking Company for two productions for Berlin Fair, to be staged by Henry H. Lueders, *Oriental Fantasies* first two nights and *Fads and Follies of 1936* closing two nights.

SMITH'S Superba Band, Yates D. Smith, director, and Hugh M. Smith, solo cornetist and manager, will open its season of fairs, in the East on August 10, continuing till December 11 in the South. Contract was recently closed for Tusculum, Ala.

VAUTELE'S Dog and Monkey Circus played Christian County Fair, Taylorville, Ill., last week.

FRANK CERVONE, Pittsburgh representative of George Hamid, placed for Stoneboro (Pa.) County Fair Races Sensation; Jean Jackson Troupe, bicyclists; Carlos Comedy Circus, Charles' Leaping Hounds and Four Vespers, among others. A different radio revue furnished by Station KDKA, Pittsburgh, will be staged nightly in addition to Cervone's Band concert.

CLEM SOHN, bat-wing man and parachute jumper with aid of wings, will not perform at Ionia (Mich.) Free Fair as previously announced by Secretary Fred A. Chapman, as Sohn has not recovered from injuries received in Wimbledon, Eng. However, he was billed as a leading attraction and will be present to recount his experiences and assist in the air circus.

Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

DROUGHT IN PICTURE

Farmers have come to grips again with a widespread drought condition. The dry weather has partly ruined spring wheat, shortened winter wheat, left oats to ripen on short straw, has seriously checked potatoes in the early stage of growth, has left for haying a vast area of grass about a foot tall and already has forced the moving of live stock out of some Wyoming and Montana areas. Also showers have helped in certain localities, the universal need thruout the main crop regions of the country is for some good soaking rains.

Already the market has had a taste of what all this means in the way of skyrocketing potato prices. The prospect in several early and mid-season States is for a crop about one-fourth to one-third below average. In general the potato crop outlook is poor in the East but better in Western areas. Thus the mid-summer supply of new potatoes appears distinctly short, altho the late crop still has time to improve.

Wheat harvest is proceeding northward up thru Nebraska. Much grain thru the winter wheat belt proper shows short straw and light, poorly filled heads. It is rather better a little farther east. Taking account of the bad condition in the spring wheat territory, it begins to be apparent that the country is not going to have much surplus wheat from this crop if any.

TREND IS DOWNWARD

Thru the South cotton has made fair progress following rains in the Eastern Cotton Belt. Picking has begun in Southern Texas. As to the broader cotton situation, matters have slowly improved, especially with respect to the

burdensome stocks. Four years ago the world was carrying nearly 13,000,000 bales of American cotton. By the end of this month that will have been reduced to about 7,300,000 bales. Meanwhile the world has stepped up its consumption of American cotton during the last year about a million bales. There is still more than the average amount of American cotton being carried over and world consumption is still under the recent 10-year average. But on the whole the picture of supply and demand in cotton has been an improving one.

The general trend of prices of farm products had been slightly downward since the first of the year but last month turned upward. The export movement of the principal farm products is still very light, altho the May export of cotton was substantially above the same month a year ago. Farmers are hiring more labor this season and paying higher wages.

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 14-15-16-17
W. J. WILLOUGHBY, Vice-President. Address Bogalusa, La.

WANTED

Rides, Shows (Girl Shows), Concessions, Wheels, Novelties, Pitchmen and Demonstrators. Eating and Refreshments Sold.

LATIMORE VALLEY FOURTH ANNUAL AGRICULTURAL FAIR

Route 15, Near York Springs, Adams County, Pa. Seven Days and Nights, August 10-16. Agricultural Exhibits, Automobile, Motorcycle, Horse Racing, State and County Political Speaking and Free Attractions. This is the spot to get money. Everybody come. Write or wire A. W. HOWE, Manager of Concessions. Address Box 68, Mount Holly Springs, Pa.

OAK BRAND HY-TEX BALLOONS

NOISE MAKERS



ROUND AIRSHIP PLAIN STEMS FANCY STEMS

The Oak Line offers a large selection of squawkers. They are excellent money getters at many fairs, celebrations and special events.

Ask your jobber for particulars or write to us.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

Jennings County

FREE FAIR

North Vernon, Indiana
AUGUST 23-28

Can place Shows and Legitimate Concessions. Write S. B. BERKSHIRE, North Vernon, Ind.

WANTED CONCESSIONS

Fond du Lac County Free Fair
AUGUST 17-18-19-20, 1936.

Attendance 50,000 Season 1935.
R. H. CAMERON, Secy., Fond du Lac, Wis.

10 CAR LEAPING LENA

A-1 condition. \$1,500.00 cash. Can be seen now in operation at Suburban Park, Manlius, N. Y., care Edwards Falls Amusement Co., Inc.

WANTED

LEGITIMATE SHOWS AND CONCESSIONS.
FAIRBURY FAIR

SEPTEMBER 1-4.
GEO. H. DECKER, Secretary, Fairbury, Ill.

Correction—

MELVIN COMMUNITY FAIR

Melvin, Illinois.
September 10-11-12.

PENNSYLVANIA'S

LARGEST STREET FAIR.
Biggest Agricultural Show in Lancaster County. No admission. 80,000 people annually.
NOTICE: To our old concessioners: If you want space, write or wire at once.
Dates, October 14-15-16-17.
IRA E. FASNAUGHT, Chairman, Ephrata, Pa.

WANTED

Rides, Concessions, Shows and Free Attractions,
September 16-17-18-19, 1936.

KINGMAN COMMUNITY FAIR

E. P. MOORE, Secretary, Kingman, Ind.

WANTED

Four or Five Good, Clean Shows for
GREAT DARKE COUNTY FAIR
WEEK OF AUG. 23 TO 28, INC., 1936.

Write for particulars explaining type of Show to
W. F. STRAKER, Secy., Greenville, O.

Beckmann & Gerety's Stage League Benefit Performance

Cemetery Fund of showmen organization is richer by \$400 as result of special show after hours in Sheboygan, Wis.—Kangaroo Court helps to swell coffers

SHEBOYGAN, Wis., Aug. 1.—Beckmann & Gerety's World's Best Shows staged a benefit performance—for members only—in Sheboygan Thursday night for the Cemetery Fund of the Showmen's League of America, and it went over with a bang. The entire personnel of the show gathered in Karl Walker's *Gay New Yorkers* show top after the midway was closed for the night. There were no deadheads—each person paid his or her way. Bill Collins and Kent Hosmer were the gentlemanly ticket sellers who dispensed, at so much per, tickets to those who fell heavily for Doc Hartwick's ballyhoo on what was doing or was going to be done. Doc did himself proud! He "cut the mustard and then spread it broadly." His talk was a masterpiece.

Many with the show opened their eyes when they discovered the idle and latent talent hanging around the midway without a peep about the performers' respective abilities.

Candy Pitch Is Sweet

The show opened with the *Gay New Yorkers* revue. Then followed comedy sketches by Happy Bennett and Doc Murphy. They started the ball rolling. Bobby Whalen followed with a lot of songs and was assisted by Walker's chorus. Then the dear old razorbacks stepped in to present a laughable and greatly applauded ballet. Bill Harris, with a comedy ballet sketch, kept things moving. Bill Siros turned in what he knew about magic and Baby Lee was featured in a fan dance. Doc Hartwick staged a clever mental act and Mona Prevaue added an original Hawaiian number. "Tiny," from the cookhouse, did a ballet turn to a nicety.

Sam Brody and his able assistant made a candy pitch that was a sweet one, with real response, candy donated by Lew Keller.

Then K. Hosmer, clerk, called the Kangaroo Court to order, "Hizonner" Fred Beckmann presiding. "Attorney" Sam Gordon for the defendants and "Prosecutor" Doc Murphy put on the slam about those gathered in by the minions of the law. "Officers" Roy Shepard and Perry Larson, who were deputies under Bailiff "Judge" Schultz. Keeping the records of the court furnished plenty of business for Doc Collins and A. J. Weiss.

"Judge" Fines Himself

"Hizonner" Beckmann was lavish in dispensing fines, and finally was caught in his own net. He donated smilingly and helped to swell the proceeds of the affair to something well over \$400. This, in the form of a check, will be sent to the Showmen's League.

Credit for the successful promotion and grand termination of the affair is given all who took part, especially Karl Walker, Doc Hartwick, Bill Collins, Kent Hosmer and A. J. Weiss. George Terry, a very devout member of the Showmen's League of America, made a high pitch all his own about the league and what it stands for. He proved a good salesman, because his spiel resulted in several applications for membership in the organization.

The success of the undertaking is largely due to the whole-hearted spirit with which all the show entered into the occasion and its cause.

M. & F. Report Better Biz

SULPHUR SPRINGS, Tex., Aug. 1.—Marine & Firestone's Circus Side Show on the Bill Hames Shows reports a much bigger season this year than in 1935, the attraction featuring Capt. Heart and his Wild Animals and Fighting Lions; Little Lona Lee, Frog Girl; Baby Jane and other acts that are drawing well. Claude-Claudette is in the annex.

Tracy Emerling at Home

NEW ALBANY, Ind., Aug. 1. — Joe Tracy Emerling, well-known outdoor showman who lately spent some time in hospital in the East, is at his home here resting up. Early this week, accompanied by his daughter, he motored to Lawrenceburg, Ind., and visited with his acquaintances playing the Dearborn County Fair.

Fernandez Reports Success on Islands

LOS ANGELES, Aug. 1.—Eddie K. Fernandez, who arrived here on S. S. Malolo from Honolulu, reports business on the Islands very good. "Week of July 4, he said, business was enormous. He had a girl revue of 24 people; Sugarfoot Johnson's Minstrels, 22 people; Monkey Drome; Dr. Robson's hyp show; Whitey Claire's Circus Side Show; Hula Show; six rides and 24 concessions, and every one got money, he declared.

He opened the first indoor show ever staged in Honolulu, using Pier 15. The affair is sponsored by Healan Boat Club and will close on August 5. He has contracts for fairs and fall doings, he said, and will take back a lot of people, sailing from Los Angeles harbor on September 23 on a tour of seven weeks.

He left here on July 29, stopping in Dallas and Fort Worth, en route to Chicago and Great Lakes Exposition, Cleveland, and his usual summer tour of the East to look over Coney Island, N. Y., and other Eastern amusement spots.

West Is Party Honor Guest

CONNELLSVILLE, Pa., Aug. 1.—Personnel of West's World's Wonder Shows tossed a surprise party on the birthday anniversary of Owner Frank West on night of July 20 after show hours in Jeannette, Pa. Party was held in Garibaldi Hall and attended by more than 200 showmen, ride operators, staff members and concessioners. Refreshments were served and there was a great floor show, with dancing to music of the colored orchestra with the show. Owner West was recipient of an English traveling bag.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

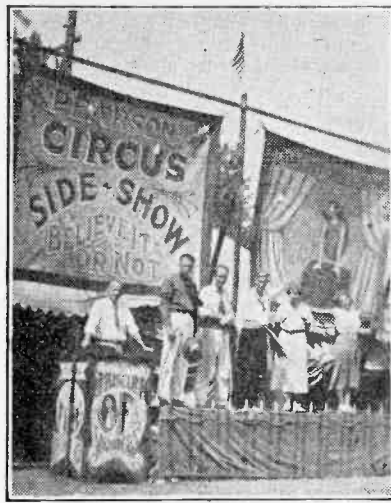
MAJESTIC, Ont., Canada.
Week ended August 1, 1936.

Dear Charlie:

Back to Canada, putting the show on the Erie. It won't be long until we play our long-touted and looked-forward-to big ones, biggest one of the season, Polar Score, now in the offing. Entire show being rebuilt from the ground up for these late summer and early fall dates. Every piece of wood, each piece of iron on our fronts, wagons and shows has been replaced with new material. Not even an original bolt or the iron or timber remains. The old material not wasted; our carpenters and blacksmiths built new shows with it.

Three rows of wire fences down thru the midway is another Ballyhoo Bros.' innovation. This gives the lot a lane or walkway thru the center for the deadheads and sight-seers, leaving two walkways close to the shows and rides for the live ones. All patrons will be shook down and rated as they enter the front gate.

Two hundred more concessions that bought the ex joined here. Quite a bit of wrangling over it at first. As there are no exclusives at celebrations and fairs this was immediately called a special event. Management has decided not to overdo our stock stores, allowing only 15 of a kind to operate. May the best man win!



VIEW OF FRONT of Jack Burton's Side Show with Pearson Shows. Left to right: Harry Howard, tickets; Jack Burton, manager and magic; Red Cunningham, fire and torture act; Louis Powers, Twist; Madame Kartya, mentalist; Blondie Crouse, illusions. Photo taken in Hillsboro, Ill.

Break in Weather Helps Kaus United

LANCASTER, N. Y., Aug. 1.—Kaus United Shows played to excellent crowds here this week, having another good break in weather conditions. For the past six weeks Kaus brothers report that business has been good.

Shows included the following here: Monkey Speedway, owned and operated by Mrs. O. F. Mack; Leo-Lee Snake Show, Mother Lee; Oriental Villa, H. M. Kirby; Peep Show, M. C. Clure; Motor-drome, Bill Brice; Juanita Freak Show, Dick and Bessie Traylor; Ten-in-One, L. H. Harrell; Minstrel Show, Billy McAllister; Fat Man Show, Happy Sam. Ten rides are carried.

Among concessioners are Mr. and Mrs. Roy Vansickle, Mr. and Mrs. Harry DeVore, Mr. and Mrs. W. W. Anthony, Mr. and Mrs. Bud Bowen, Mr. and Mrs. McCoy, Mr. and Mrs. I. K. Wallace, Dot and Mrs. Travis, Benny Abend, Mr. and Mrs. Booth, J. J. Burns, Mr. and Mrs. William McPhillips, Mr. and Mrs. Harry Harrison, Mr. and Mrs. Morris Harrison, Simon Krause, Mrs. Kirby, M. and Mrs. Ray McWelkey, O. F. Mack, Samuel Sisson, Philip Meigs, B. F. Proctor and son, Mr. and Mrs. John Vaday, Mr. and Mrs. I. Rosenbaum and Anthony LaParto. Frank Rose is joining with a cookhouse.

Pennsy Gale Lashes Lots

Shows in territory sustain damage to equipment — celebrations lose night

PITTSBURGH, Aug. 1.—A severe storm that lashed many parts of Western Pennsylvania this week caused damage to carnivals amounting to thousands of dollars. Striking without warning, operators had little opportunity to protect any property. Hardest hit was West's World's Wonder Shows in Connessville, where the blow was at its height Monday night. Gale swept shows and concessions from moorings and caused heavy damage, repair of which was immediately started.

Badly hit also was Elane Exposition Shows, near Waynesburg, with considerable damage reported by John Gecoma, of the show. In Monongahela the Bantly Greater Shows suffered damage amounting to several hundred dollars. At Monongahela Speedway, where the storm was at its worst, the shows were caught unprepared and with some of the tents half erected. Canvas of one concession landed on the Merry-Go-Round, destroying the top. More than half of the board fence inclosing the lot was blown down.

Hard hit were many other ride, concession and show owners who operated in Western Pennsylvania this week. Every street fair or celebration lost Monday night.

Mrs. Krause's Rare Absence From Lot Is Due to Illness

DETROIT, Aug. 1. — Mrs. Mamie Krause, veteran Detroit carnival operator, was forced to remain in bed all last week by illness, first time in memory of her oldest employees that she has been away from the lot during the season.

The No. 1 Krause Show played for Church of the Madonna at Oakman Boulevard and 12th street, while the No. 2 Show was enlarged with the addition of Merry-Go-Round from No. 1 to make a larger midway at Burt and Fenkell roads.

Later engagement was for St. Monica's Church, second year Mrs. Krause has played this date. Business was good. The two Macs have all concessions with the shows.

Baldwin Takes a New Post

CINCINNATI, Aug. 1. — George A. Baldwin writes *The Billboard* from Gordonsville, Va., that he is no longer connected with Smith's Greater Atlantic Shows as assistant manager, but has taken over the management of the Greater Dreamland Shows.

Los Angeles

LOS ANGELES, Aug. 1. — It is not "press agenting" this section when we say that all outdoor amusements are going over in a big way. Beach resorts are attracting thousands of money-spenders. Joe Diehl and Joe Jr. state that they are having the biggest business of their careers. Week-ends have waiting lines of kids and grownups for the rides at the Kiddie Park.

Victor McLaglen offers a diversified line of sports at the McLaglen Sportatorium. Midget Auto Races this week drew heavily. Carl Sonitz, up from Long Beach, says that the Pier and other amusement centers are drawing large paying crowds.

Ocean Park Pier is drawing tremendous crowds and Venice Pier, which did not fare so well during the depression, is rejuvenated and large crowds predominate. Ross Davis' two locations are doing a big business. The new Griffith Park spot is outdrawing Lincoln Park.

Every carnival in the far West reports good business. Yellowstone Shows touring Montana are reported doing well. Hilderbrand United Shows, according to an executive, are having by far the biggest season in its history. Foley & Burk are going along to much better business than for some years past. Crafts 20 Big Shows report very good business. Will Wright says the Golden State Shows are still holding up in a satisfactory manner. (See LOS ANGELES on page 53)

MAJOR PRIVILEGE.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 1.—No recent meeting, but it locks as tho one will be called at an early date.

Applications received this week from Brother Sam Feinberg were for Alex Wilson, Benjamin Pardo, George L. Ames and Mr. Barbee. Letters say there will be quite a few others very soon.

Secretary Streibich made a trip to Sheboygan to be present at the Midnight Cemetery Fund show given by Beckmann & Gerety's Shows. It was a wonderful tribute and proves what can really be accomplished when whole-hearted support is thrown into an affair. Net result to date shows a profit of between \$400 and \$500. President J. W. (Patty) Conklin and Chairman Joe Rogers, as well as his co-chairman, Jack Benjamin, are delighted with the wonderful co-operation. Others making the trip from Chicago were Jimmy Morrissey, S. T. Jessop, George W. Johnson and Joe Pavese. The spirit evidenced in these affairs will never be known until you have tried to put one over.

Dues were received during the week from Neil Webb, Pinkey Blitz, Maxie Herman, Percy Wheeler, John M. Sheesley, Jack Pritchard, A. J. Weiss, Harry Wingfield, Jack Maxwell, R. W. Hood, Mickey Allen and Julius Wagner.

Brother Nat Hirsch and Secretary Streibich spent a day with the Rubin & Cherry Exposition in Rockford, Ill. Brother Rubin Gruberg promises some real support on both Cemetery Fund and membership drives. Says he is going after one of those gold cards and that results of his efforts will show real co-operation. Brother Nat Eagle played host and assured he will be on the job when his aid is needed. He is adding several shows and making general improvements preparatory to Toronto Exhibition. All in all the days were pleasantly spent with the aforementioned, plus the hospitality of Chickie Allen, I. L. Peyser, Joe Redding, Frank Reed, R. W. Rocco, Charles Miles, Joe Ansher and, in fact, the entire personnel.

Brother Harry Siegal, in town for a short time, was a caller at the League rooms. Brother George Fowler in for a call. Nat Hirsch advises he will soon be leaving for the East. Julius Wagner, Irving Malitz and Jack Pritchard also visited the rooms.

Returns in the 1936 Cemetery Fund drive to date include reports from Beckmann & Gerety's Shows, Albert J. Horan, Fizzie Brown, Max Brantman, A. Fakin, Abe Gorman, Ben Levine and Hyla F. Maynes. This is a nice start and augurs a successful drive. Brother Neil Webb wires that President Conklin

has been busy and will soon report a substantial fund from the Canadian division of this drive.

Welcome cards and letters were received from Brothers Neil Webb, J. W. Galligan, Charles S. Taylor and A. R. Cohn.

Better take a look at that membership card and see if dues are paid up; if not, please give it immediate attention.



Pacific Coast Showmen's Assn

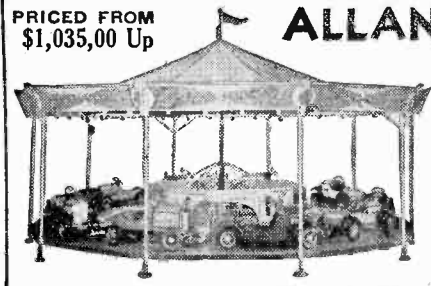
816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Aug. 1.—Hot weather does not deter "Coast Defenders" from attending Monday night meetings judging from the 43 present this week. First Vice-President Dr. Ralph E. Smith presided, with Ross R. Davis, treasurer, and John T. Backman, secretary, other executives present. Acting President Smith handles business routine expeditiously and it is only a matter of less than an hour to do this each Monday. This night honored Frank Downie, of Downie Bros., and Lou Berg, Honolulu, they being donors of an excellent buffet luncheon and liquid refreshments.

Communications: Ross Ogilvie wrote of weather and business of the C. F. Zelger Shows and his mention of goldfish steaks occasioned the remark that he must have been goldfish-minded like Jack Grimes. Dick Wayne Barlow in again with reference to his request some time since that members write him, and the result; no one here knows how the collectors got the address. Dick made the Mix show in Chicago and later made a forced march and took in Mix in Findlay, O., and on to Fostoria, O., making the Walter L. Main Show the same night. Ruby Kirkendall sent note of thanks to PCSA for use of the club for their big party on July 23. Al Onken wrote of vacationing and visiting Clark's Greater Shows and of a pleasant visit with Archie Clark. Al (Big Hat) Fisher, Bill Westlake and gang were with Archie five days and said the show is doing business away ahead of any previous year. Also paid visit to Foley & Burk Shows in Salinas, Calif., and that that show is doing big business; visited with Lee Barnes and F. L. Casey. Johnnie Lamont sent a beautifully framed picture of a special shot of Niagara Falls. Johnnie said there will be a lot of members from the Tom Mix Shows, with which he is associated; plans for membership drive on the Mix show are in the hands of Ted Metz and others of the executive staff. William C. (Red) Lowney and George Surtees are assisting in the drive. Will T. Wright wrote that Golden State Shows are finding a lot of heat and also a lot of good business; reported two new members. Plain Dave Morris, in Veterans' Hospital, Sawtelle, Calif., wrote of his condition in a cheerful vein and wished friends to drop in and trouper friends to write him. Company 13, Veterans' Hospital, Sawtelle, Calif. Jack Grimes wrote that his surprise number that was to be released this week is being held in abeyance because of orders from President Theo Forstall, that putting the news out this far ahead of the next Annual Charity Banquet and Ball might act much like some presidential booms that were launched too soon. But he declared there will be another soon. He calls it an "over-surprise." President Forstall dropped a few lines to say the membership drive on the Barnes show is just getting "het up" and from now on the club had better get an adding machine. A real surprise came in a letter from Walton de Pellaton, of Hilderbrand's United Shows, saying: "I am sending check to cover 27 new memberships and have also collected for eight new memberships in the Ladies' Auxiliary that were turned over to a member of the auxiliary on that show."

The new members credited to Walter De Pellaton are Charles Marshall, Johnnie Gibson, Leon Whitney, Ben H. Martin, Wendell Foss, Harry Golden, James A. Scruggs, Harry Hillman, James Clark, Joseph Disinti, Harry H. Sucher, Fred Webster, Danny Callahan, Jack Barber, Ralph Balcom, Lewis Hammon, Edward James Young, H. H. Wachtmann, Joe Boyce, Earl Stolze, Myles Nelson, Keith James Sutton, Fred Brad, Curly Irwin Tiber, Bill Allman, Art Butler and S. A. Brooks. This Hilderbrand score puts that show in the running for honors of getting most new members, as Walt added, there will be a lot more to come, and that on August 26, the second PCSA

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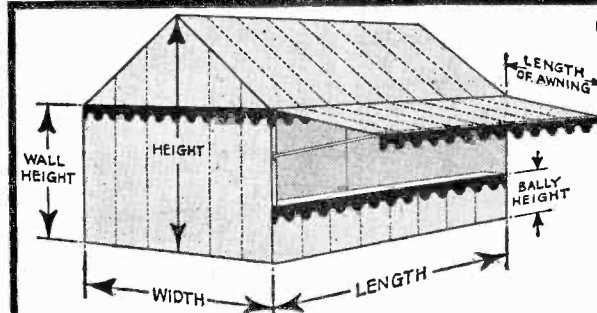
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day on the show, the "show-within-a-show" idea will again be put on and it is expected a nice sum will be raised for the cemetery fund. The show, it is said, is having a banner season. Charley Dodson wrote from San Diego asking for application blanks with which to "bird-dog" a lot of prospects.

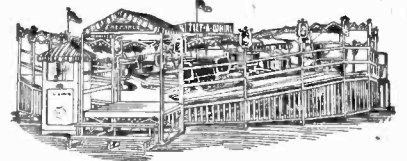
Other new members accepted are Tom Updegrave, credited to Steve Henry and Ben Dobbett; Ross Copeland, credited to Will Wright and William D. Corbett; Victor Peraltas, credited to Ben Dobbett and M. Lee Barnes; Nicholas Wagner, credited to John D. Reilly and Ben Dobbett; John Bussell, credited to Hugh Weir and Ross R. Davis; William E. Bozell, credited to Ben Dobbett and Lee Barnes; J. F. Carnahan, credited to Ben Dobbett and Lee Barnes. Reinstatements: M. Lee Barnes, Dan Meggs and Will Smith.

Diversion period was omitted so that Tom Updegrave might put on his very clever act; he is appearing in a local theater here. Members who were to attend the Jim Jeffries barn outing on Thursday were given time to arrange for tickets; there were 45 taken. Weekly award went to John T. Backman, apparently a consistent winner. After adjournment an excellent buffet luncheon and refreshments were served by Will J. Casey and Chet Bryan. It does not take much time or trouble for any eligible trouper to figure that the very small cost of a membership in PCSA is a sure can't-lose investment. The drive is now on and the welcome sign is out.

Ladies' Auxiliary

Ladies' Auxiliary of Pacific Coast Showmen's Association held its mid-summer party in the men's clubrooms and a good time was enjoyed by all. Lunch was served, after which beano and bridge were played. High score winner, Tillie Palmateer, with Mrs. Malin second. Beano's first award went to Mrs. J. Klein. Joe Metcalf and Minnie Fisher presided at the lunch stand and were busy. A Dutch raffle was held amid much merriment. Cake finally went to Stella Drake. Entertainment program, under the direction of Stella Lynton, presented the following: Virginia Neidlinger, soprano, accompanied by Pauline Cohen, and Anna Smith, accompanied by Ira Swett; Rose Malin, interpretation dances, The Lost Love and Egyptian, accompanied by Pauline Cohen on piano; Romeo and Juliet, by Stella Lynton; Floyd Rathhum, comedy; dance by Floyd Rathhum. Wire from Eddie Peabody at 9 p.m. saying he could not be present with his gang. Those present: Ruby Kirkendall, Mr. and Mrs. J. Klein, Mabella

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Showmen Who Are Interested in MOTORIZING Write for Our Special Finance Plan. CHARLES T. GOSS With Standard Chevrolet Co., East St. Louis, Ill.

WANTED SHOWS

Have 8 Good Fairs Booked in Wisconsin. First Fair Starts at ANTIGO, Aug. 11-12-13-14. JOE SKERBECK ANTIGO, WIS.

Chipman, Mr. and Mrs. E. Walsh, William Casey, Tillie Palmateer, Mr. and Mrs. E. Winslow, William Pickering, Mr. and Mrs. Jack Schaller, Alfred Avalon, Stella Drake, Mr. and Mrs. Claude Barie, Ada Mae Moore, Buff Jones, Regina Malin, Doc Cunningham, Mr. and Mrs. Milt Runkle, Mr. and Mrs. John Nell, Helen and Carl Nell, Stella Lynton, Pearl Jones, Mr. and Mrs. Joe Metcalf, Mr. and Mrs. Frank Downey, Doris Downey, Mrs. R. Cohen, Mrs. L. Heade.

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Send for our new 1936 Catalogue, full of new Games, Dolls, Blinkyets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favars, Confetti, Artificial Flowers, Novelties.

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Want Freaks and Novelty Acts of merit at all times.
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Specially built to engrave pennies with "Lord's Prayer," or any cut you want. Price \$160.00, complete with L. P. Die. Power Machines, complete with Motor and Table, \$400.00. Send 10c for samples and facts to

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2 Cameras, 2 Shutters, Lens, Enlarger over 1,000 Mounts, all sizes; a lot of Chemicals, 8-10 Anchor Top and Frame, new, with Floor, \$200 takes all, or will sell separate. One Talbot Popcorn Trunk, \$10.00. MRS. JOSEPH HOY, R. F. D. No. 1, Franklin, O.

Midway Confab

By THE MIXER

PAINT will work wonders.
NEW canvas is never an eyesore.
THERE'S always the chance to get well at the fairs.
TURNING to *The Billboard's* Letter List is a thoughtful habit.
"THE show must go on"—sometimes on a lot not half big enough.
A FRAMEUP that the owner may think will get by often is a pain in the neck to midway patrons at fairs.

PLAY safe in making jumps by motor. Disastrous show train wrecks almost things of the past—but not auto crashes.

SHOWS that fair secretaries are proud to display to customers seldom want for good dates.

A SPOT touted by one class of show-folks on an organization often is a larry for the other departments.

FLYING FISHERS joined the J. L. Landes Shows in Norfolk, Neb., last week.

SHE is no longer dancer on De Krekos' Arabian Nights Revue, infos Patsy Lee, having left at Mason City, Ia.

tion in St. Mary's Hospital, Green Bay, Wis., having undergone a major operation on July 27.

POSTCARD to the Mixer tells of a junket by Kay Rodgers, Jane Godfrey, Bessie-Bessett and Lawrence LaLonde to Vancouver while the Hilderbrand Shows were in Bellingham, Wash.

LEAVING Olive Hill, Ky., last week, A. G. Lowe will play Legion homecomings and picnics in Ohio and Pennsylvania with his Chairplane, Ferris Wheel and concessions.

HAVING left the Crystal Exposition, Col. M. L. Baker says his Circus Side Show and Animal Land and Pit Show will play Virginia and North Carolina fairs, using tops 20 by 80 and 20 by 90.

WITH the Rubin & Cherry Exposition the last few weeks, Robert F. Wicks advises that he and Eddie Marconi, the other artist on the show, are redecorating show fronts.

WILLIAM (DAYTON) BROWNIE infos that he is again on the road and wishes to thank his friends for the many courtesies accorded him during his confinement in the hospital at Omaha.

LETTERS from friends would be predeclared by H. Earle Wood, Midwestern concessioner, who is in Ward 46, U. S. Veterans' Hospital, Lexington, Ky., says



VAN AULT'S ARCADE on Dee Lang's Shows is tastily framed and billed as "Acres of Fun." In the photo, with one of the transportation trucks, are, left to right: Burr Van Ault, Henry King, Mrs. Kirsey, Mrs. Billy King and Mrs. Edith Van Ault.

MOVING right along is the report from Walter Savidge rides in Iowa, making two spots each week, all two-day stands.

"JUMPED in here from Pittsburgh to catch the first fair of the Cetlin & Wilson Shows in Harrington, Del.," postcards Irish Jack Lynch from Wilmington.

SHORT STORY: "Takes courage to move to Alaska with a show. (Signed) Henry Meyerhoff," is written on a postcard mailed in Juneau on July 18.

ALTHO Ellwood Vaul, formerly with the Royal American Shows, has "settled down" in Sioux City, Ia., he confides that his feet itch at times.

FRED JOBE, former Big State Shows concessioner, is framing two modern tent movie theaters. Will feature talking pictures, starting in early fall.

MAKING fairs and celebrations with his dad and cookhouse, Franklin Lewis infos he became a benedict in Freeport, Ill., on July 21.

WORD is that Chuck Gammon, of Sol's Liberty Shows, is in serious condi-

Mrs. Garnett Kemp Wood, a cashier at Coney Island, Cincinnati.

FOR the first time in 40 years, he declares, Capt. Sidney Himman had to "give up the ship" and close his aquarium and museum in Hook Creek, L. I., where he has been three seasons in one spot and doing good biz the year around. Thinks he will temporarily retire to do battle with rheumatics.

A PARTY of ladies from Max Gruberg's World's Exposition, during St. Albans, Vt., engagement last week, paid a visit to National Vaudeville Artists' Home, near Saranac Lake, N. Y., cards Mrs. F. Percy Morency.

MEL H. VAUGHT is back with his State Fair Shows again after a hospital siege as result of blood poisoning in his right hand and arm. While not entirely recovered he is able to take care of his duties and is on the road to complete recovery.

LATE arrivals on John T. Hutchens' Modern Museum are Mystic Odda and wife with their mental act, to play Pennsy fairs and probably go south with the Hutchens show. John T. reports 22 people now with it and more joining for fairs.

JULIAN T. POOL, police official in Macon, Ga., for nine years, during which he served on numerous committees sponsoring carnival engagements, has resigned from the department and has been appointed a State inspector of

motor carriers, with headquarters in Macon.

WHILE showing in Ironton, O., Miss Bunny Venus, exotic dancer, reports that she was visited by Capt. David Latlip, of the Latlip Shows, and by the Dancing Cowgirls, playing theaters thru that territory. She is recovering from toxic infection of several weeks' standing.

OVERHEARD while Trainmaster Sheppard's crew was loading Johnny J. Jones Exposition in Evansville, Ind.

Dark member from Georgia to equally dusky brother from Alabama—"Boy, is you-all wid it?"

Boy from Alabama—Nope, I'se jus' about half wid it. But Mr. Shep done said next week I'd be all wid it."

WHILE playing Lawrenceburg (Ind.) Fair last week, Mrs. Ed Strassburg and her sister, Miss Jones, ran into Cincinnati and paid *The Billboard* a visit. They are with Gooding Greater Shows No. 1, where Ed has the chimp show and the missus a photo gallery. Reported business for them at the fair as very good. One more fair (Brownstown, Ind., this week) with Gooding and then the Strassburgs will play independently.

HOUSTON PICKUPS—R. W. (Tommy) Stevens, outdoor showman, has been busy all season. His latest is a sports news sheet with which he is doing well. Frank Daley has severed connection with Federal Theater here and is on the midway in Dallas. Official and businessmen acquaintances of the late Billy Streeter were grieved to learn of his death. Billy called Houston home and numbered friends by the hundred here.

DALLAS PICKUPS—Mr. and Mrs. T. Riley Hickman were hosts the past week to Arthur Kincaid, brother of Mrs. Hickman, and his daughter, Imogene, who spent the week in Dallas prior to moving his family to Boston, where another daughter, Patty, will undergo treatment for injuries suffered in an auto accident last fall. Mrs. Earl Ruffner, sister of Mr. Hickman, and her two daughters were also here, coming from their home in Wichita Falls, Tex.

HEAVY winds sideswep Capt. Dan Cherry, high diver, Thursday night of the Mexia (Tex.) engagement of the Big State Shows and he landed at the edge of his net. An inch further to the side, attaches said, and it would have been too bad. His left thigh was badly injured, but he arose quickly in the net with arms up, as usual, to denote, "All is well," and spectators turned away into the midway, little dreaming he was hurt. They did not see him swoon and fall into his wife's arms. "I'll be diving again next week," was his only comment.

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Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

Brighton, Mich., Street Fair
WEEK OF AUGUST 10.
An annual event, auspices Business Men's Assn. CAN PLACE a few Concessions. Reasonable rates. Low percentage to Shows. All Attractions furnished by **NORTHWESTERN SHOWS**, This Week, Jonesville, Mich.

Johnny J. Jones Expo

Evansville, Ind. Week ended July 25. Auspices, American Legion. Location, East Washington avenue circus grounds. Weather, with exception of Monday splendid. Business, great.

Monday was almost totally lost due to a cloudburst that struck about 3 o'clock in afternoon, flooding the grounds to such extent that only thru the co-operation of Assistant Fire Chief George W. Becker, who furnished men and equipment for pumping the lot clear of water for Tuesday night's business, making the grounds more pleasant for the remainder of the week's crowds. So pleased with the shows' appearance were city officials that a contract was signed for the 1937 season. Bob Dent, manager of the Dent & Aranson Crime Exhibit, has added Evelyn Frechette. The Sterling Brewing Company thru its president, Richard Riney, played host to the shows' personnel Thursday evening after closing hours by opening of the brewery's taproom. Food for the occasion was prepared by Walter A. White, the shows' general manager, and Dannie Edenfield, of Joe Stiy's cook-house. Changes and improvements are being carried on by George LaFollete in his "Unbelievables of 1936." LaFollete is assisted by Harry Davis as mentalist. Charlie Siegrist has taken over the Wild West and Circus, adding a lion wrestling act that is being performed by Joe Siegrist. Mrs. D. C. McDaniel is the owner of a new Rocky Road top that she located in storage. The Jessop family were all present and accounted for at this event with their pop-corn and candy wagon. Morris Lipsky and Buddy Paddock report big business on their corn game. The tough luck that has dogged the trail of Max Kimerer struck again Monday afternoon with a blowdown of his snake show front, making a new top necessary. Karl Knecht, Circus Fan and cartoonist for *The Courier-Journal*, afforded the show nice publicity by page-one cartoons of the event as well as editorials. Kids' Day was made a success thru the co-operation of the Sears, Roebuck Company and George Thomas, of the Funkhouser Post. Entertainment was furnished for shows at the big store by Chief Little Red Feather, from Carl Lauther's Side Show, and Eddie Adams, Matty Raia, midgets, and Chaster Cass, giant. An unusual incident was experienced Monday by the Artist and Model Show, when with the remainder of the midway blocked by the high water and without power the show was opened by candle light and enjoyed nice business. Radio Station WGBF and the American Legion's radio commentator, George W. Carr, an old-time showman, furnished the show with daily broadcasts, talent being from the various shows on midway. Eddie Reynolds and Johnny Harrison joined the Funkhouser Post. Starr DeBelle, manager of the Malay Swamp Girl attraction, was joined by his wife. Bill Keyes and Mrs. Pearl Harvey have their Caterpillar overhauled. Director E. Lawrence Phillips and Jimmie Simpson left for Canada on a business trip. Mrs. Walter A. White rejoined here to take charge of her country store.

WALTER DAVIS.

Western States Shows

Deadwood, S. D. Week ended July 25. Auspices, American Legion. Business, bad.

Last year this was one of our best still dates. This year same location, same committee, same town, no biz. Figure that one out. Only alibi is that there were two other carnivals in here this spring. Heard from General Agent Jim Schneck that he has added four more fairs to our fall lineup—Liberal, Kan.; Brady, Tex.; Lamesa, Tex., and Childress (Tex.) Free Fair. Ben Hyman improves with times. He has been laying out the lot for 12 seasons under the management of Jack Ruback.

SOPHIE MULLINS.

Crescent Canadian Shows

Juneau, Alaska. Week ended July 18. No auspices. Location, Ball Park. Weather, very bad.

The show arrived from Ketchikan, Alaska, after two days on the specially chartered boat, the Bellingham. Business the first three days was great, but then the rain came. Business at the end of the Juneau date was only fair and show leaves for Petersburg, Alaska, for a four-day stand. All the personnel took advantage of seeing the glacier located about 15 miles from Juneau. The income and the risk of rain does not warrant the great expense of a trip to Alaska.

HENRY MEYERHOFF.

Pittsburgh

PITTSBURGH, Aug. 1.—Joe Cramer and his local Peerless Exposition open the fair season in Ford City week of August 10, which marks the beginning of the annual Armstrong County Fair.

The A. W. Gooding Company landed the Rocky Grove Firemen's Fair opening Monday. John Gooding's monkey show will play as an added attraction. Rain prevented exhibitions of the Dodson free acts in Punxsutawney on Monday.

Several independent rides, concessions and shows were used on the grounds of the Greentree Borough Firemen's Celebration which opened for a week on Wednesday.

The Morrison-Deets Arena Shows played for the firemen's convention in Tarentum this week.

Frank Cervone, local George Hamid representative, visited the Frank West Shows in Connellsville following the Monday storm.

Reports have it that Richard Mellon, local bank magnate, acquired the Ligonier Fairgrounds in Ligonier, Pa.

Winters Exposition played for the Eagles' Mardi Gras in McKeesport. A number of Pittsburgh carnival men visited the show during its stay there.

The Frank West Shows open their fair season in Cumberland, Md., week of August 24.

The R. H. Work Shows made the Evans City American Legion Fair this week.

The John Robbins Company here supplied the novelties for the Castle Shannon Street Fair held this week.

Marks Shows

Trenton, N. J. Week ended July 25. Auspices, North Trenton Italian American Club. Location, Princeton avenue and Spruce street. Weather, generally fair. Business, poor.

This was another of the old Marks Shows' stands and another "home-coming" celebration, with the natives greeting all the oldtimers and meeting all the newcomers. There was plenty of time for greetings, for business was poorest of the season, altho the Saturday night gate was one of the year's largest. It was also one spot where the concessions had the jump on the other departments, all booths getting a fairly remunerative play, while the shows and rides dawdled thru a week of virtual idleness. That North Trenton was a bloomer was no fault of the committee. Visitors included Mrs. T. A. Boylan and son, Jackie, of New York, who visited with her sister, Mrs. Jean Tisdale; Max Levin, of Brooklyn, who spent several days with his son and daughter-in-law, Mr. and Mrs. Paul Lane. Cash Miller was a recent visitor. The move into Trenton was by truck. A small unit was sent to Landisville for a one-day church celebration, with A. W. (Slim) Cunningham in charge. One Ferris Wheel was erected and led the unit. After a late Sunday night play the unit trucked into Trenton early Monday and was up for the opening. Secretary James Raftery was ill part of the week, under care of a Trenton physician. Mrs. Jerry Weaver was also quite ill for several days. Several others were less seriously affected. Water blamed. Turk Laird, of pop-corn fame, purchased an automobile, as did Slim Cunningham. Mr. and Mrs. W. R. Powers and Eddie LeMay motored to New York and Gene-Eugene drove into the big town and out to Coney Island for a visit with friends. Royston (Napple) Robinson has taken over the front of Monkey Circus. Gene Campbell has temporarily switched from the Lone Star Ranch Wild West Show to Jimmy Zebrleskie's Athletic Arena. A new Ridee-O was delivered here from Spillman Engineering Company. Roy B. Jones joined here and after a day's conference with John H. Marks, president, left for Chambersburg. He will be back with the show part of each week acting as executive assistant to Mr. Marks, the remainder of his time being devoted to the duties of advance publicity and contracting agent's duties.

CARLETON COLLINS.

F. H. Bee Shows

Grayson, Ky. Week ended July 25. Auspices, Fair. Business, fair. Weather, hot.

Hot weather, gate admission of 25 cents, date of fair too early for this section of the country, were elements against the show. The concessions had a fair week. Rides had nice business with three for 10 tickets. Midway as a whole, carrying three major rides and two kiddie rides, had a nice appearance.

BOB DAVIES.

Silver State Shows

Lovell, Wyo. Week ended July 25. Auspices, American Legion. Pioneer Day Celebration. Business, gratifying. Weather, hot but favorable.

The celebration here proved a fair stand for all concessions, rides and shows, the 24th being the feature day, with a record crowd turning out. Tilt-a-Whirl arrived from the factory and was a feature attraction during the three days, taking top money with the rides. "Little Bill" Nelson held his own with plenty of competition. Mug stores lined the streets of Lovell, all doing a fair business. Vince Johns ordered an Anchor top for his new concession to be shipped to Greybull. "Mitch" Freeman returned from a business trip the 25th and reports the country looking fine. Judging from the amount of banners displayed each week, he has been doing a profitable business. Ed Tignor traded for a Studebaker car. Paul Towe received a set of seat covers for the Ferris Wheel. A minor accident with one of the trucks occurred on the move from Powell last week when it went into a ditch, which resulted in damage to the front end. Show has 32 concessions, 8 rides and 9 shows and routed southward.

R. M. MATHEWS.

Strates Shows

Rome, N. Y. Week ended July 25. Weather, fair. Business, poor. Auspices, MWA.

"They came, they looked, but they spent not." Despite fair weather and great crowds on the midway the show's gross on the week was the poorest of the season. Wednesday night the show entertained between 75 and 100 newsboys of *The Rome Sentinel*. The following night 40 members of the Fresh Air Kids Club from New York were entertained as privileged guests. Club is financed and sponsored by *New York Herald Tribune*. Visitors included Mr. and Mrs. Sol Salisbury, Mr. and Mrs. Herb Hartley, Otis L. Smith and Max Cohen. Carol Mortin joined Bobby Mansfield's Hawaiian Serenaders. The painting and lettering of the all-steel train has been completed.

FLORENCE DICKENS.

Majestic Shows

Pennington Gap, Va. Week ended July 18. Location, Ball Park. Auspices, Boy Scouts. Weather, rain for two days. Last four days' business, fair.

Show arrived on time and everything was set for the opening. Band played its opening number at front gate, led by Booker Noble and his old Kentucky Band. Herbert Pass is back in harness again after spending several weeks in hospital at Bristol, Va. The Women's Auxiliary of the Majestic Shows, headed by Vera Steblar and Ruth Sorcee, gave a baby shower for Mrs. Pass and they had quite a little time. Were assisted by Mrs. Stebler, Mrs. McHendrix, Mrs. Hannah Stebler, Libby and several of the women. Mrs. McHendrix was called home for the week-end as there was a death in the family. Went to Cincinnati, O. R. G. McHendrix going away on business for the show. Betty Owing has taken over the Blue Eyes show. Frankie Burns is now business manager and Candy Sabath is in the office. Harry Harris is handling the lot.

EDWARD A. SABATH.

L. J. Heth Shows

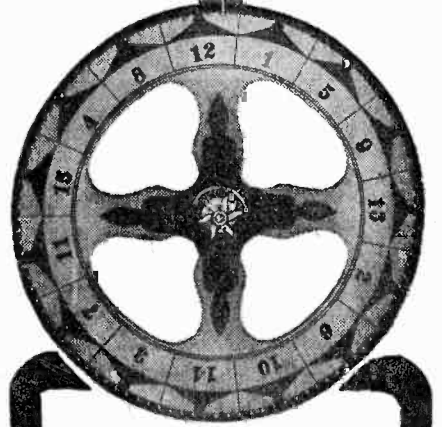
Golconda, Ill. Week ended July 25. Pope County Fair. Weather, clear, hot and dusty. Attendance, good at night. Business, profitable.

This five-day-and-night fair, of which John B. Clark is president, gave every item of co-operation necessary and would doubtless have proved one of the best dates of the Illinois tour had not the extreme heat curtailed the day-light attendance. However, Democrat Day, Thursday, was the exception and brought out a record crowd. Republican Day, Friday, while good was not up to the preceding one. Saturday closed about 10 p.m. and was only fair. The lack of sufficient midway space to set up all the rides cut into the gross of the L. J. Heth Shows, as did the extreme heat and lack of sufficient electric current. It was most noticeable here that the peak crowds at night came at sun-down and remained on the three big days until after midnight. Listed among the visitors were Secretary Norris, of Anna, Ill.; Secretary Gray, of Miami, Ill.; Jack Stump, secretary Pinckneyville, Ill. fairs.

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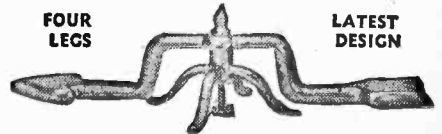
GIRL IN BED The Sensation of the Midway.

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42" to 10'. Also Safety Coin Boxes.

JITNEY ROLL-DOWN
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Experienced Ride Men on all Rides. White Chorus Girls and Musicians. Colored Performers and Musicians and Concession Agents. Lady Ball Game Workers, seasonal. Free Act. Address: J. CRAWFORD FRANCIS, Hammond, Ind. this week; Gary, Ind., week August 10. Sixteen fairs to follow in Mississippi.

WANTED

Single Rides, Merry-Go-Round, Ferris Wheel and two or three small Shows, for Celebration of Township Centennial, August 21 and 22, in locality of approximately 1,000 population. Address: ONSTED NEWS, Onsted, Mich.

SECOND-HAND SHOW PROPERTY — \$1.75
Men's New White Buckskin Skate Shoes. All Sizes. \$2.50 Govt. Spot Light. 10". Fine Condition. \$25.00 Electric State Flasher. Working Order. \$18.75 New Khaki Wall Tents, Waterproof, 10x12 Ft.. Other Sizes. Cheap. \$60.00 Powers Moving Picture Machine, with Stand. Working Order. We buy used 16 MM. Film, any size; Skates, all makes; Concession Tents. WEIL'S CURIOSITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 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.

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LEON CLAXTON'S "RHYTHM" SHOW
 WITH
ROYAL AMERICAN SHOWS
NEEDS One high-class Emcee, several Musicians for special Bally Band, several good-looking brown-skin Chorus Girls. Show being enlarged for Southern engagements. Have finest sleeping car accommodations. Salary certain. Twenty-seven real performers in present organization and show is a great success. Closing middle November with Florida season to follow. Contact me week August 10-15 at Fort William, Ont., Can.
 State everything in first letter.
Must Join Aug. 17 At SUPERIOR, WIS.
WRITE OR WIRE LEON CLAXTON
 Care Royal American Shows, Winnipeg, Can.

SPECIAL INTRODUCTORY OFFER

GRIND STORES, WHEELS, CORN GAMES. Guaranteed New Merchandise. Factory Prices.
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 Assorted in Lots of One Dozen.
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 Cheese Day, August 6, 1936.
STOCKTON, ILL.,
 Mid-Summer Festival, August 7-8, 1936.
JOHNNY TOFFEL SHOWS
 On the Midway.
 Wire or Write
JOHNNY TOFFEL, Chadwick, Ill.

HAPPY DAYS SHOWS, INC.

FOURTEEN CELEBRATIONS AND FAIRS.
 WANT Diggers, Scales, Bowling Alley, String Game, Fish Pond, Cook House, Auction Store, Motordrome, Fun House, Wild West, Penny Arcade, Wax Show and Grind Shows. Scooter, Loop-the-Loop and sensational Free Act. Tubas and Clarinet for Italian Uniformed Band. Salary. Long season South. Huntington, this week; Logansport, next week; Salem, Greenfield, Rensselaer, Fairmount; all Indiana. Bona-fide Fairs, not Promotions. **COL. T. L. DEDRICK, Manager, or JOE J. FONTANA.**

C. R. LEGGETTE SHOWS

WANTS Girl Show, Snake Show. Must have own frame-up and transportation. Any show that does not conflict. Concessions open. Bowling Alley, Fish Pond, Duck Pond, all Stock Wheels open. Grind Stores must grind. Palmist. Frozen Custard, Ice Cream, Musicians and Performers for Colored Minstrel Show. Buck McClanahan wants Feature Acts for Side Show, also capable Party to take over Show to manage. Harrison, Ark., week August 8; Cassville, Mo., Reunion, week August 10. Address **C. R. LEGGETTE.**

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 1.—For a long period we have debated with ourselves the advisability of recommending that each carnival hold a weekly meeting of its personnel to discuss matters of interest to the show and its affiliates. That such a course is of substantial benefit to all concerned was concretely impressed upon us when we visited Strates' Shows Corporation July 22 as the guest of Manager James E. Strates while playing at Rome, N. Y.

Mr. Strates' organization has been conducting a weekly midnight meeting for some years now, and its benefit is reflected clearly in the full attendance at these weekly sessions. On the occasion of our visit about 180 persons attended the meeting, and, frankly, we were somewhat overwhelmed to note the display of keen interest shown on the part of all.

Of course, there is always room at these meetings for proper comedy and entertainment, as well as music and the opportunity for talented persons present to display their wares. We are not so much concerned with this phase of the meetings, but the portion of the meeting which dealt with improvements in and about the show.

It makes one feel that the persons in the carnival industry are taking new heart in their work when from those present will come suggestions, many of them excellent ones, for the improvement of the shows individually and as a whole. And the democratic way in which the meeting was handled appealed strongly. For here is a proper forum for the discussion of mutual and interdependent problems which can be disposed of effectively in no other way. So this sort of a meeting gives an opportunity for the discussion of complaints, if any there be, and an equal chance for the management to indicate its policies in the operation of the enterprise.

We are completely convinced that weekly meetings, handled in the fashion of the one we witnessed, will prove a distinct asset to the carnival which adopts this plan of spreading good will among its personnel.

Of course, a slight admission fee can be charged for welfare fund purposes. This plan is in vogue with the Strates' organization and has proved satisfactory. Incidentally, these shows are somewhat larger than when we saw them last year, and the extra railroad equipment now includes a private car for the use of the Strates family.

Any member show which is interested in the plan for holding weekly meetings of the type described will be furnished additional information upon request.

The Strates' meeting at Rome met with such favorable comment on the part of the local community that the Rome newspapers gave it an unusual amount of space, all very favorable to carnivals in general and the Strates' Shows in particular.

Our visit this week will probably take us to Utica, N. Y., where William Glick Exposition Shows are now exhibiting.

We have received word that a committee to study the co-ordination of railroad facilities in the East has been formed by the Eastern Presidents' Conference. This was in line with a move by the Association of American Railroads to carry on the work undertaken by the federal co-ordinator of railroads, which position recently expired. The committee is headed by the president of the Pennsylvania Railroad and includes representatives of four other Eastern roads. However, we are still awaiting the decision of the Trunk Line Association on the ACA application for rate reduction.

Dee Lang's Famous Shows

Canton, Ill. Week ended July 25. Auspices, Police Department. Location, East Locust street showgrounds. Business, good.

Dee Lang's Shows are now breaking into fair dates. Mr. and Mrs. Forster have taken over the dining room and cookhouse. They formerly managed same for this company. Several attractions have been added. Lew Finch now has a larger long-range gallery. Polard's frozen custard has enjoyed good business, stimulated by the hot weather. John Sweeney's corn game is having satisfactory results. Bill Baker has been affected by the hot weather. He is convalescing. Harry Moore's Caterpillar is going good. **DAD HAHN.**

Volunteer State Exposition

Bucyrus, O. Week ended July 25. Location, fairgrounds. Auspices, Veterans of Foreign Wars. Weather, good. Business, excellent.

This date exceptionally good due to the untiring efforts and co-operation of the committee headed by Mr. McMillan, who acted like a veteran showman and conducted everything without a hitch. Business was divided evenly, with the shows, rides and concessions sharing honors. Abner Kline has placed a Loop-o-Plane with this organization with the management's option of buying same. Joe Ingesser (Monkey Joe) has rebuilt and repainted his monkey drome. Money for the necessary changes came via the bonus route. Minstrel show was enlarged and carries at the present writing a cast and band consisting of 22 people. Bob White, of girl-show note, rejoined this organization after an absence of several weeks in the New England States. There have been numerous changes, departures and arrivals on concession row. Leo Claud, concessioner, has gone to the hospital, where he will undergo a minor operation. Curtis Edwards, cookhouse impresario, is again in action after being on the sick list for some time. Hal Bailey and staff doing an able job in advance of show. The appearance of the midway is a pleasing sight. New marquee, some new lighting devices recently purchased, help to improve the effect. Taylor Brothers' free attractions have been added to the roster, making a total of five free attractions that are now carried. **C. C. PYLE.**

Dodson's World's Fair Shows

Du Bois, Pa. Week ended July 25. Business, fair. Weather, good.

Started slow but ended up with the biggest matinee of the season Saturday and followed with 9,000 persons, on the midway Saturday night. Visitors included Mrs. Mix, mother of Tom Mix, and Harry and Mrs. Copping. Show is slowly getting into its fair appearance, new and novel lighting systems, re-decoration and paint being used in profusion. Concessioners with the show are Mrs. Ray Balzer, Mrs. Jack Baillie, Mrs. Clarence Sherman, Mrs. Jessie Clark, Mrs. Mel Dodson, Mrs. Al Crane, Mrs. Hinman, Mrs. John Gordon, Mr. and Mrs. Sam Kaplan and Mrs. Paul Osborne. Ruby Dodson and her kiddies' revue did a banner business at the kids' matinee Saturday. All receipts go into a fund for the youthful participants. Everybody pays—no gate crashing with Ruby. She is the producer and business manager. **DICK COLLINS.**

Campbell United Shows

Ellenville, N. Y. Week ended July 25. Weather, good. Business, fair.

Everything up and ready Monday night. Attendance increased nightly. Local newspapers gave show some nice front-page stories. Stanley Roberts, general agent, is again with the show. Show has 4 rides, 4 shows with panel fronts and 25 concessions. Billy Harris, high diver, joined here. Nightly visitors were Sergeants of State Police Hopkins and Bill Reynolds, who were with "Hort" Campbell during his rodeo days. Tom Hassen and son, Bob, visited show during the week. Irving Udowitz and his wife left the show for two weeks' vacation to rest up for the fairs. **LOUIS RICE.**

Mighty Sheesley Midway

Muskegon, Mich. Week ended July 25. Location, Laketon avenue showgrounds. Auspices, Veterans of Foreign Wars. Weather, changeable. Business, fair.

What a relief to find a cool spot for a change! Wish to thank the following trouper who were kind enough to co-operate with the writer on broadcasts on the streets when the thermometer registered as high as 125: The Great Lester's troupe who did packing case escapes; Don Phillips, Nite in Paris show; Princess Pat, Joe Hatfield, Victor-Victoria, and Jack Winslow's Monkey Circus. Ben Weiss has built a new corn game for his Rockaway Beach engagement. Mary Henry joined her sister on the Royal Hawaiian Theater. Hell's Dungeon is sporting a brand-new front and blower. Two fires endangered show, one in the Merry-Go-Round wagon; the other a grass fire which was soon put

Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Aug. 1.—Jim Schneck, general agent of Western States Shows, was a week-end visitor, accompanied by a party of business men from West Texas, headed by R. N. Kayal, Lamesa; J. B. Rowe and Bill Stillhammer, Brady; Charles Paddleford, Coleman, and others.

Jack O'Shea, who closed at *Cavalcade of Texas* to open California Nudist Camp in Streets of All Nations, sold out and will reopen with the same type of attraction at Days of Real Sport.

Happy Hanks McGill and Doc King are recent arrivals, McGill connected with a concession at Streets of Paris and King with one in Streets of All Nations.

Ray Brewer was a recent midway visitor, coming from South Texas, where his show is playing.

Jack Rogers and Amos Webb, who closed recently with Hennies Bros.' Shows in Minnesota, were frequent visitors the past week.

Bert Rogers, formerly with Hagenbeck-Wallace Circus, and now with Taylor Amusement Company, Taylor, Tex., last week devoted considerable time to visiting around the free-act stand.

Ned Davis, San Antonio, is spending his vacation at the expo. He is co-owner of Riverside Gardens in the Alamo City.

Prince Nandasan, of Slam, and Count Monte de la Vega, both owning genuine titles, are connected with Nights on the Yukon.

Lew Dufour, of Dufour & Rogers attractions, renewed acquaintances with Bob Burns, bazooka king, on his recent visit. Burns operated a concession for Dufour years ago.

Russell Bradshaw, escape artist, is stunting in the English Village, where he works his act nonchalantly with patrons' assistance.

A dinner at Frank Zambreno's (Ripley's Odditorium) is like dinner at home. The writer was a guest early this week with J. Ed Brown, of special events department.

"Waxo" Williams is working bally for Tony Sarg's Toadstool Theater. Walter Leahman was in from Fort Worth.

Mrs. James Moore and Daisy Hilton (Hilton Sisters) were entertained by Dufour and Rogers at a dinner in the Garden Cafe. Later that night Ted Lewis escorted them thru Streets of Paris.

Rube Curtis and troupe of clowns closed yesterday, completing a seven-week engagement.

Al Hess took over the publicity job at Black Forest.

Ralph (Kentuck) Ray has been on the sick list; strain from overlifting and is expected back on the job end of the week.

Billy Collins, general manager of Graham Enterprises, operators of Midget City and Show Boat in Dallas, left by plane Wednesday night for Wichita, Kan.; Chicago and Cleveland. In Wichita he will confer with the Golden Jubilee committee relative to booking a Graham attraction this fall. In Cleveland he will look over the Graham Midget Circus, returning by way of Chicago to engage people.

Several shows have reduced prices, but Texas Queen Showboat increased prices from 40 to 55 cents, only attraction on the grounds to increase prices successfully.

Gladys Lance, a frequent visitor on the midway, arrived from San Antonio and is visiting Mr. and Mrs. Ralph Ray.

Mr. and Mrs. J. Carl Brown are new additions, with three radio static-eliminator booths, one each in Agriculture, Transportations and Food buildings.

out by over 200 volunteers. Robert Perry has a new angle for a motordrome bally which is clicking, hillbilly entertainers. The new uniforms he has for his employees are neat and pleasing to the eye. Frank Arone was called to White Plains, N. Y., due to death of his mother. Mrs. Minnie Pounds is building a new cookhouse for the fairs. C. W. Cracraft in for a day. C. E. May filled the arch and had to use extra space on the midway for his banners. More cars and trailers—Jack Winslow, W. W. Rowan, Jimmy Hicks, Henry Curtin and Victor-Victoria. The writer had the pleasure of entertaining an old friend, Senator Warren Barbour, of New Jersey. Captain John quietly celebrated his 55th birthday anniversary. **FLOYD NEWELL.**

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Aug. 1.—Starting from a cigaret thrown on a couch, fire in Den of Iniquity show threatened the fun zone on July 22. Firemen confined flames to the frame building.

Ted (Rube) Allen has been elected permanent emcee of Exposition Breakfast Club. Thelma Askren and Happy Johnson were entertainers at last meeting.

Alto Sunshine Cook is on the sick list. Frenchie Durneate has charge of front on Front Page.

Dorothy McCarthy was awarded trophy in the recent shapely legs contest, her rating being 96.4.

Major Tony Tremp reports Arizona Joe is on the road of recovery.

Al Cunningham's amusement machines are topping games on the midway, now employing 10 change girls.

Esther Merkel, pianist and singer, assisted by Max Etkorn, furnish entertainment in Bavarian Garden.

Inez Rhine is dancing in Larry King's Dope Show in Tin Pan Alley.

Ernest Hulick, special activities department, received a silver medal from the League of American Wheelmen, inscribed to himself in appreciation for his efforts in helping to stage the largest bicycle race ever held in this nation, more than 1,000 riders participating.

The Death Ray, designed by Prof. Harry May, is making a hit, demonstration including exploding of gas-filled balloons.

Bob Sandberg is back on front of Girls of All Nations.

Billy McMahon's Key Hole Show in Tin Pan Alley closed.

Charles Dodson returned from Los Angeles and has been engaged as head talker for the Paris Show.

Nita Krens, of Singer Troupe of Midget Circus, presented Sheriff Eugene Biscailus, of Los Angeles County, with the world's largest baseball bat as a highlight of the 20-30 Club Day Celebration.

Joe Lowndes' Loop-o-Plane, running capacity, is top money getter for rides on the midway. Lowndes has booked his rides after the exposition closes until November.

Sidney Moran operating shooting gallery.

Marvis Fiske, who has been vacationing in New Mexico, returned to Stranger Than Fiction Show. Edith Bradshaw, winner of the title, "Prettiest Farmerette," working bally.

Hollywood Doubles, with Ben Black as managing director, and Earl Keats as manager, has Frank Farr as emcee and double for Eddie Cantor, Mary Dees for Jean Harlow, Cynthia Westlake for Delores Del Rio, Harriet Pressman for Mae West; Carlos Aranda, piano, and C. H. Wheeler, electrician.

Streets of Paris personnel: Baldy Miller, owner and manager; Barbara Mayo, Frances Johnson, Babe Estes, Virginia Neil, dancers; Jack Bailey, tickets; Mac Williams, piano; Charles Walker, drums; Leon Miller, leader; T. M. Taylor, bally.

Slim Sauter now has charge of pitch-till-you-win clothes-pin concession at entrance of Tin Pan Alley.

Walter Fulkerson, manager of Days of '49, engaged Ellis Walsh's Creole Serenaders, composed of Ellis Walsh, leader; Frank Dandridge, bass; Joe Liggins, piano; Frank Walton, trumpet; Melvin Phillips, sax; Wee Willie Jackson, William Griffin and Bob White, entertainers.

Rubin & Cherry Expo

Dubuque, Ia. Week ended July 26. *Auspices, Trade and Labor Congress. Location, Municipal Athletic Field. Weather, hot, with rain Wednesday. Business, excellent.*

Dubuque was a good stand for the Rubin-Cherryites. Showgrounds three blocks from main thoroughfare but very small for this size show. A fine opening Monday night and heavy rains Wednesday bringing a relief from the extremely hot temperatures that have followed the shows since leaving cool Michigan three weeks ago. Jake Rosenthal, accompanied by his wife and nephew, Nathan Rosenthal, came over from Waterloo and spent two days on the midway. Physicians at the Mercy Hospital state that Elmer Rhodes, foreman of the Heyday ride, who recently underwent an emergency operation for a ruptured appendix, will recover. Friends can write him at the hospital for the next two weeks. Walter

B. Fox, general agent of the Al C. Hansen Shows, was a recent visitor. Joe Streibich and Nate Hirsch, of the Showmen's League, also visited. Eddie Marconi and assistants have completed the new show front for the *Flaming Youth* revue. Cleo Hoffman added several new people. Senor Del Pozo and his troupe of Cuban performers arrived and are rehearsing the new "Rumba" show which opens next week in a new tent theater, 56x110 feet in size. Senorita Juanita Montanez is the featured dancer. H. C. Lytton, concessioner, arrived this week. S. T. Jessop, Jimmy Morrissey and G. W. Johnson, of the U. S. Tent and Awning Company, visited during the week. Daily broadcasts over Station WKBB during the week. Oscar Curly, of *The Telegraph-Herald* staff, extended all courtesies to the shows in the line of publicity. Bill Carksey, of Universal Candy Company, here on business. Kids' matinees Saturday and Sunday went over big, with a tieup with a local bakery. Bob Edwards added several new posing girls to the "Miss America" revue.

WALTER D. NEALAND.

Crafts 20 Big Shows

Hayward, Calif. Week ended July 25. *Auspices, American Legion Band. Location, downtown show lot. Business, good.*

Harold Perry, in charge of advance billing, did a good job in town and the vicinity. John (Spot) Ragland received a home-baked cake from his admirers here. Joe Duran, foreman Merry-Go-Round, also received a cake on his birthday. Moxie Miller, Jackie Davis and Jim Chloupek in to say hello. O. N. Crafts back with the show now and keeping in flying practice by taking committee members and city officials hops over the bay district. Frankie Desnos acts as an interpreter for many of the stands. Phil Williams, general agent, visited back on the show here. George Bryant, of the Arcade, reports finding an Australian gold piece inserted in one of the machines by error. Joe Krug and Mrs. Roy Ludington's mammoth bingo stand now in operation after a two weeks' vacation in Sacramento account of local ordinances. Roger Warren, superintendent of utilities, received by express his gold-plated banjo and is entertaining the boys in off hours. Edward Murphy Smithson still clicking with advertising banners. Secretary Thomas J. Meyers busy entertaining relatives and host of friends. Tommy once owned a ranch near here and for a number of years managed Pantages theaters in Oakland and San Francisco after his connection with the old Norris & Rowe Circus. Clarence Johnson, head of the American Legion Band committee here, very active and worked like a Trojan to put the event over. Band paraded every evening to the showgrounds and gave concerts and ballys.

ROY SCOTT.

Gold Seal Shows

Richwood, W. Va. Week ended July 25. *Location, Ball Park. Auspices, American Legion. Weather, good. Business, excellent.*

Splendid co-operation of the auspices made the initial stand of the Gold Seal Shows a pleasant and successful engagement. For a number of years Richwood has had one show annually Fourth of July week, and while this year the dates did not include the national holiday, business held up to the usual high standard. Rain Thursday night failed to lower the average weekly gate. The La Venia sisters were held the entire week as a free attraction, with balloon ascensions Wednesday, Friday and Saturday. The following operated concessions: Eddie Cole, two; H. L. Thurston, two; S. F. Schafer, two; Verne Harde-man, two; Frank Elliston, three; Campbell and Higginbotham, three; Andy Rockwell, one, and several locals. Rides and shows did wonderful business.

SAM HARDEMAN.

T. J. Tidwell Shows

Winfield, Kan. Week ended July 25. *Auspices, American Legion. Location, fairgrounds. Weather, very hot. Business, fair.*

This is the only show that has played at fairgrounds in many years. Lot laid out under large shady trees. Have been having lots of visitors from the J. George Loos Shows, now showing Augusta, Kan. Octopus show joined, doing fair business. Owner Doc Sullivan and Captain Leo Simon visited Cole Bros.' Circus at Wichita, Kan., Wednesday. Milo Anthony purchased a bus for transporting his people.

JOHN HALL.

WANTED IMMEDIATELY

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T. J. TIDWELL SHOWS

YALE, OKLA., WEEK AUGUST 3.

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Beckmann & Gerety Shows

Milwaukee, Wis. Week ended July 25. Location, Juneteau Park Lake Front. Auspices, Centennial Celebration Committee. Weather, excellent. Business, same.

A quick teardown in Ravine Saturday night, train loaded in two sections, first unit arriving in Milwaukee 5 a.m., unloaded by time second section arrived, all equipment set up and ready to do business by 4:30 Sunday afternoon. New 20-car Skooter ride arrived from the factory at Philadelphia three days previous and was all set up and ready to operate with the rest of the rides. Chicago visitors during week were Joe Streibich, secretary of the Showmen's League of America, accompanied by Mrs. Streibich, Lucille Pope and Nat Hirsch and Mr. and Mrs. Lew Keller. Other noted visitors were Rubin Gruberg, J. C. McCaffery and Peasey Hoffman, of the Rubin & Cherry Shows, and Otto and Red Hinckey, of the Hinckey Bros.' Attractions, at present playing Milwaukee lots. Much enthusiasm is being shown toward the successful promotion of the special benefit for the League Cemetery Fund, to be staged at midway (Thursday) in Sheboygan. Karl J. Walker, impresario of the Gay New Yorkers, and his front manager, Doc Collins, promise a real show which will be attended by only members of the Beckmann & Gerety organization. During this Centennial celebration engagement, the four Milwaukee dailies, *The Sentinel*, *News*, *Journal* and *Leader*, were very liberal with news stories and art pertaining to the

midway, and Morris Oesterreich, chairman of the carnival committee, was always around or near by to help iron out any little difficulty which arose.

KENT HOSMER.

United Shows of America

Miles City, Mont. Week ended July 18. Auspices, Custer Post No. 5, American Legion. Location, opposite fairgrounds. Weather, hot, especially during the day. Business, very good.

Business was far beyond expectations, especially as Miles City was "enjoying" the heat wave that was playing havoc with all parts of the country. Owing to the heat during the day the shows and rides did not open until night, which gave a majority of the people on the show a chance to swim in the Kiwanis pool, a short distance from the lot. The committee was one of the best that the show ever had, they being ever on alert and rendering splendid services. M. F. Jenkins, who was in charge of ticket takers, formerly lived at Shreveport and spent his idle time in reminiscing about the old town. It was regretted that Secretary Boehler was out of the city. Many visited his beautiful fairgrounds. The show appreciated the splendid co-operation of the city officials. At the close of the engagement several went to Yellowstone Park, joining the show at Butte. Much to the regret of all on the show, Roy B. Jones left for the East. All of which is according to an official of the show.

Big State Shows

Mexia, Tex. Week ended July 25. Location, S. Belknap street. No auspices. Pay gate. Weather, perfect, with rain helpful twice. Business, record breaker.

Aside from two "flats" move from Hearne perfect. Breaks of game: Rain after Monday night's opening, again Wednesday afternoon. Both cooled air, rendering carnival-going glorious. Merchants' tickets filled rides. Tent theaters scored financially. Concessions a shade better than usual Mexia business. Free acts: Flying Valentines and Dan Cherry, high diver, easily hold midway crowds till midnight hour after first two nights. All tent theaters new banners, Gambien painted. Dixon's musical pigs joined. Home of Gail Moore, mother of "Billie," Hennies Bros.' "fan dancer." Guest of midway. Sherman White, new superintendent doors of Frank Goodman's Museum. R. A. McIver now Goodman's head ticket seller. Rena Mae Garner, sword walker, with Goodman. Her husband, Wilmer Garner, lecturer Wrigley's "Exposé." Jack Robinson appointed chief Roy Gray secret service. Back view of him in newspaper tieups creates interest to pick him on midway and in downtown crowds. Prizes to lucky ones. Party for Billie Jobe (wife of Fred Jobe, concessioner) and little daughter. Visiting Ruth Gray Young. Roy Valentine twisted into ugly fall Tuesday night. Former broken arm injured. Nerve displayed in immediately accomplishing somersaulting. Surgeons had him okeh Wednesday night. Writer with Lions and Rotarians, Eastern Stars and Methodist and Baptist churches. He completed draft new secret order, titled Knights of Light and Truth. To be conferred, first time next week. Only prominent friends to shows and showfolk eligible. Hon. Walter Boyd, publisher *Mexia Daily News*, for first time in his special column. The Happenings, praised Big State Shows and show people, weaving story around Big State Shows and writer. His paper and every paper in every near town liberal with space. Secretary-Treasurer Louis Bright took initial ride in his new airplane. Director General Gray and brother-in-law, Jack Brice, honored guests of midway showmen at Dallas Centennial and Fort Worth Frontier Amusements. Gray and Big State manager, Jesse Wrigley, surveyed "spots" in East Texas oil fields. "Wanda," wife Manager Wrigley, back from visit to Waco relatives. Elite events honoring her. Tuesday night genuine Newsboys' Night. "Newsies" of all Dallas, Houston, San Antonio, New York, Chicago and Mexia entertained. Won stories and pictures. Garland Conrad back home. Harold Oakes gone elsewhere. Jack LaMarr and Jerre Scott newcomers to Roy Valentine's concession line. Robert Goodman, brother Frank, and wife, Louise, joined with Living Graveyard. Relatives R. H. (Big) Joplin and W. B. (Little) Joplin, of Bill Hames Shows, guests. Capt. Dan Cherry, in dive Thursday night, side-swept by heavy wind, hit edge of net. Another inch to side would have struck ground and been killed. Left thigh injured. Fred Valentine presented with floral piece following somersaults Thursday night. Charles R. Valentine, brother Flying Valentines, and wife and their sister, Geraldine, Houston trained nurse, given "party" by showfolk. Former en route to California. Miss Valentine to be show guest thru summer.

DOC WADDELL.

Golden State Shows

Redding, Calif. Week ended July 17. Auspices, Chamber of Commerce. Location, Williams' Show Grounds. Weather, exceptionally hot. Business, fair.

There may be hotter spots in the States, but Redding was the hottest spot that the writer has ever struck. It was 8:30 in the evening before any crowd showed up and then, outside of the rides, business was far from good. Many counter open-air attractions during the evening also helped to keep down attendance. The river proved the big attraction for the showfolks and swimming parties were in order all week. On Thursday night after the show closed Franco Fox organized a wliener bake and over 50 folks had an enjoyable time. Carl Tyrell, with his wife, Jollie Nellie, and her sister, motored to Los Angeles after show closed in Dixon to collect his bonus. Motor trouble on way back caused Jollie Nellie to lose a couple of nights. M. Zonneville joined here with a concession, while Hughie Bowen enlarged his cookhouse. Will Wright and Bill Hobday took a hurried trip to San Francisco to appear at a court hearing. The verdict was in their favor. Mr. and Mrs. Radenbaugh left for a trip to Seattle to visit their folks. Mrs. Rees accompanied them. They expect to re-join at the next spot. Mrs. Mills won the women's event for fancy diving at the local regatta.

R. M. SMITH.

Cetlin & Wilson Shows

Wilmington, Del. Week ended July 25. Location, Harlan Field showgrounds. Weather, fair. Business, fair.

Considerable opposition curtailed attendance as well as the gross on the show. Local fire companies held a carnival all local, and gave away an automobile each night, which drew the crowds; also Doc Robinson showing with his Minstrel Show all week took a few more, but still there were quite a few on the midway nightly. Art Parent's Paradise Revue, top money show; Speedy Merrill's Wall of Death second, and Cooper's Moulin Rouge third. Scooter, top ride, Loop-o-Plane second, and Merry-Go-Round third. Wilno, who was injured several weeks ago, worked but was unable to go over the Ferris Wheel. Will return to show at the Reading Fair. Harry Dunkel came on to the show and will remain as he has it completely booked for the season. This the last still date and everyone is putting the finishing touches in readiness for fair season. Jimmie Sakobie purchased a truck, as did Bill Storey.

GEORGE HIRSHBERG.

Pan American Shows

Pekin, Ill. Week ended July 18. Auspices, Jeffersonian Club. Business, fair. Weather, hot.

The weather in Pekin this week broke all records for heat. Nights were hot and dusty and the turnout was small and business only fair. The Lou-Louette show is buying new canvas and lighting effects. Jack Garrison arrived to take over the Side Show. The entire show attended the memorial service for showman Flanagan, who died here five years ago. Rev. Young, of Pekin, delivered the sermon. Manager Strayer bought a large bus, 30 passengers, to transport the colored show personnel. Capt. Hugo had a narrow escape when some of the ropes which guy out his net broke, but he was not hurt. Slim Leesman is getting in some fine stock for his concessions. All in all, the show has had a fair season so far.

BOB GARRISON.

Zimdars Greater Shows

Owatonna, Minn. Week ended July 25. Auspices, none. Location, circus grounds. Weather, rain five days, hot and sultry. Business, total blank.

This was the first total blank of the season. On Monday after all was ready for opening, hailstorm, rain and high wind hit the show. Some of the tents and fronts blew down, but all was in shape for the opening hour. Quite a few concessioners playing near-by picnics were visitors. Tuesday night Hizzie Wells and family and Blackie Miller and family, of Byers Bros.' Show, paid a visit to Henry Smith and family. Saturday night had the poorest attendance this show ever had.

CHARLES SEIP.

Museum and Jake Davis Motordrome topping the midway. Mr. and Mrs. Jack Wright back for a short visit, stating everything is coming along fine ahead of the show. J. J. (IRISH) KELLY.

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WALLACE BROS. SHOW WANTS

For Fairmount, Ill., Free Fair on Main Street of Fairmount—Concessions; no exclusive except Cook House, Bingo. Rate reasonable. Showmen: Want Mechanical City, Mickey Mouse, Wax Show, Motordrome, Big Snake, Hill Billy Show. Will furnish show tops. Complete. What have you? Can place Freak Acts for 10-in-1, Musician for Colored Band. Salary out of office. Tilt-a-Whirl wanted for this date and 10 more Fairs. Will book or buy Kiddie Auto Ride. Attica, Ind., Aug. 3 to 8; Fairmount, Ill., Aug. 10 to 15

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BECKMANN & GERETY SHOWS

Chippewa Falls, Wis., Aug. 4 to 9; Springfield, Ill., Aug. 10 to 22, 1936.

Endy Bros.' Shows

Roseto, Pa. Week ended July 25. Location, church grounds Our Lady of Mt. Carmel 43d Celebration. Attendance, 52,000. Weather, perfect. Business, excellent.

This show has just finished just about the most pleasant and profitable engagement it has ever had here. The celebration ran exactly eight days this year, opening on a Monday night and closing on a Monday night, with a display of fireworks the last three days in conjunction with the Slegrist flying act. The largest single day's crowd was Saturday, when over 17,000 attended the event. Finest co-operation from the entire committee, headed by the Rev. Father Ducci and Michel Facone. Rev. Father Ducci tendered the entire staff a chicken and spaghetti dinner on Thursday evening before the show. Bill Quigley's new cookhouse in operation, also for this engagement had three extra grab stores. Several members on sick list, Mrs. Michel Timmins, in hospital at Easton with a severe case of poisoning; Steve Youchulis, in Burlington County Hospital with a severe back injury, coming along nicely. Top-money rides here the Tilt-a-Whirl, followed by the twin Ferris Wheels; also John Hutchin's Modern

Philadelphia

PHILADELPHIA, Aug. 1.—Storms have played havoc with outdoor amusements in this section during the week, causing some damage and interfering with business.

J. Miller was a visitor during the week, after an absence of a number of years, being connected with various rodeo and other promotions. Expects to leave shortly for California.

Harry Kricheff, of the Kay Amusement Company, having concessions at Rehoboth Beach, Del., was in the city and reported business off from last season. Has had several independent promotions during the summer that were successful. Is now promoting some dates for the fall.

Both parks are doing well with picnics at present, both Willow Grove and Woodside having quite a number booked for the month of August.

Reports coming in from Harrington (Del.) Fair are that business was greatly hampered early in week by rainstorms which flooded the grounds.

Gruberg's World's Expo

Saranac Lake, N. Y. Week ended July 25.

Since entering New York State four weeks ago at Gloversville, N. Y., the show has been clicking weekly. Big crowds in attendance nightly and good spenders as well. Schenectady, N. Y., proved to be the banner spot of the season, under auspices of the Young Republican Club, which gave the show wonderful support. The writer, after spending several months in Detroit in other activities, joined show at Herkimer, N. Y., as assistant manager. Ten rides grace center of midway, while 10 elaborate shows, beautifully illuminated, complete the circle, and 20 well-stocked concessions on either side from the marquee create a perfect balloon-shaped magnificent sight for the townfolks to gaze at. The free act is the Flying Sensations. Jim Hodges, with his big Side Show, as usual, keeps getting them in with his fast-stepping crew on the front. Jack Montague's *Vanities of 1936*, with beautifully gowned girls, is getting his share of patronage. When it comes to letting the natives know what he has to offer, all one has to do is to listen to Jean Nadreau on the front of his *Night in Spain* show. General Manager Max Gruberg is busy these days looking after the final details of the show's first visit to Can-

Crystal Expo Shows

Lexington, Va. Week ended July 25. Weather, good. Business, just fair.

Showed two miles out on highway. Attendance was light Monday night but increased a little every night. Bingo game topped the midway here. Colonel Baker left. He had been handling the Ten-in-One show. Chuck Staunko is back as superintendent of rides and working a concession. Neal Mazaro, who has had the frozen custard for two seasons, left at this stand. Manager Bunts and family took a five-day vacation. Visited the old home in Findlay, O.; also at Detroit. PUNCH ALLEN.

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"Ten Commandments" Dies... 20.00
Others... \$10.00 to 35.00

Our machines are the lightest, easiest to operate, flashiest, most compact, most beautiful machines in the world. Bracelets and Lavalieres made from your souvenirs, 6c Ea. Beadchain Key Rings, 3c Ea.

Write for Illustrated Literature.
MIDWEST NOVELTY MFG. CO.
5511 Euclid Avenue, Cleveland, O.

WANTED
Carnival or Independent Shows, Rides and Concessions for the week of August 10 at Columbia, Ky., and the following week August 17 at Lebanon, Ky. These towns are 40 miles apart. For Columbia write S. M. BURDETTE, Secy.; for Lebanon, Ky., JAMES M. HUBER, Secy. Adair County Fair, Columbia, Ky.; Marion County Fair, Lebanon, Ky.

WANTED
for Bingo Game neat appearing, sober, reliable Caller. Wire.
H. W. JONES, STRATES' SHOWS
ALBION, N. Y.

ada, and, incidentally, in addition to playing St. Hyacinthe, Three Rivers and Valleyfield fairs, the show has been awarded the contract for the big celebration at Verdun, which is part of Montreal. F. PERCY MORENCY.

West Coast Amusement Co.

Corvallis, Ore. Week ended July 25. No auspices. Weather, fine. Business, satisfactory.

Owing to a political battle, with various officers being indicted for this and that in Salem, it was thought best by the management to cancel the Salem engagement the last minute. Manager Jessup stopped the train en route to Salem and had it routed to Corvallis, the move being on way to the Portland date. The move, while being without any publicity, was a good one. Angelo Terrilla, for last four years ride foreman, left show at this spot, going south to join his wife, Mr. Krekos visiting Browning Shows and renewing friendships. The Browning Shows being but 10 miles distant, many visits were exchanged. Manager Jessup visited the George T. Scott Shows at Camas, Wash., also the Smith Carnival at Gresham. Just had a letter from Bill Wright, from the Golden State Shows, who says business is fine. W. T. JESSUP.

Glick Expo Shows

Gloversville, N. Y. Week ended July 25. Auspices, Kolenecka Grange. Location, airport showgrounds. Business, fair. Weather, cloudy nights and rain.

William Glick came on the show for a few days to go over details pertaining to future bookings and fair route with General Manager Milton Morris. The lineup now consists of 12 shows, 10 rides and 36 concessions. In checking over the season's attendance this year has been larger than any other year. Rip Winkle is surely busy with his many stores; Leon Brennon has four attractive ball games; Harry Decker with a double-front cat ball game, and John Moran, legal adjuster, has a nice concession lineup, with 10 other independent concessions on the midway. Charley Kohan has an attractive bingo store. Mrs. Jessie Glick, first concession, is next to main entrance with frozen custard. HARRY BENTUM.

Keystone Shows

Confluence, Pa. Week ended July 25. Auspices, Firemen. Weather, good, except two nights rain. Business, good.

This spot, like Sipersville, is certainly a red one. Manager Hartzberg has purchased a Loop-o-Plane and it's going over big. Jim Fowler Jr. is selling his Kiddie Rides and going to school. Show now includes 7 rides, 4 shows, 30 concessions and 30 trucks. Mr. Washburn bought a new housecar and truck; Hartzberg, a trailer. Jim Fowler Jr. is hauling part of the show and his ride in a Chevrolet truck. Tom Kirk is handling his dad's concession. Earl White purchased a car and trailer. Wakeman bought a trailer. JIM FOWLER JR.

Sante Fe Exposition Show

Limon, Colo. Week ended July 25. Business, fair.

Show's next stop is Brighton, Colo., the first show to play Brighton in four years, due to the untiring efforts of Manager West and Agent Martin. Tony Gaspard is topping midway with his shows and Terry Martin keeps the wheel full. Show is routed straight west to California. The personnel of the show turned out in a body to the funeral of Mrs. Jack McCoy. TONY GASPARD.

LOS ANGELES

(Continued from page 46)

ner. Archie Clark is enjoying one of the best seasons he ever had. Mike Krekos, West Coast Amusement Company, is doing a remarkable business, according to local folks who recently visited the shows. The Moffat & Harvey United Shows are having every spot a winner in territory contiguous to Los Angeles. Show is doing good business this week at the Italian Fiesta on North Broadway. Frank Babcock has his rides setting up for special and sponsored events and reports them as doing fine.

J. R. Stephon, in suburban spots, and C. E. Steffen, setting up in spots in the Los Angeles terrain, doing nicely. There is a great demand from studios for rides and carnival and circus equipment. It is reported that 20th Century-Fox has a big flicker with carnival sequence to be shot soon. Talkers and atmosphere

★ DELUXE SHOWS of AMERICA ★

WANTS FOR FOLLOWING LONG STRING OF FAIRS AND CELEBRATIONS . . .

ELKS' CELEBRATION, Westfield, N. J.	LANCASTER CO. FAIR, Lancaster, S. C.	DAVIDSON CO. FAIR, Lexington, N. C.
FLEMINGTON FAIR, Flemington, N. J.	DARLINGTON CO. FAIR, Darlington, S. C.	UNION CO. FAIR, Monroe, N. C.
DURHAM FAIR, Durham, N. C.	LEGION REUNION, Board Walk, Atlantic City, N. J.	UNION CO. FAIR, Union, S. C.
STANLEY CO. FAIR, Albemarle, N. C.	ROCKINGHAM CO. FAIR, Leaksville, N. C.	ATLANTIC CO. FAIR, Egg Harbor, N. J.

MINSTREL SHOW WITH BAND, ILLUSION SHOW, UNBORN, PLATFORM SHOWS AND MOTORDROME WITH GOOD FLASH.
Will Furnish Outfits for Any Non-Conflicting, Meritorious Shows.

LEGITIMATE CONCESSIONS, Candy Floss, Photo Gallery, Pitch-Till-Win, Scales, Hoop-La, etc.; Kiddie Rides, Tilt-a-Whirl, Loop-the-Loop, Loop-o-Plane, Caterpillar or any Ride that doesn't conflict for both No. 1 and No. 2 Shows. CAN PLACE Lady Trick and Fancy Divers for Sonny Campbell's Diving Sensations. Salary paid out of office.

TALKER and MANAGER for Monkey Speedway. Must be capable of taking entire charge. INSIDE LECTURER for Howell's Crime Show. SIDE SHOW PEOPLE, experienced, wanted by Bobby Hassan. MIND READING Act that can read fortunes. Concession Agents, Show Talkers, Help in all departments. CAN PLACE a first-class Promoter who has had experience in Fair Work. Jack C. Roberts write HARRY RAMISH. All Address

GENERAL OFFICE, 36 GREEN ST., NEWARK, N. J.

BANTLY GREATER SHOWS

WANT FOR PENNSYLVANIA'S BIGGEST CELEBRATIONS

HOLLIDAYSBURG CENTENNIAL, Week August 10. Over \$10,000 being spent by Civic Club. Parades Daily.

JOHNSTOWN, AMERICAN LEGION STATE CONVENTION, Week August 17, in Heart of City, on the Streets. Over 300,000 visitors expected.

WINDBER, OLD HOMECOMING, Week August 24. First Show in 20 Years.

SCOTSDALE FIREMEN'S CELEBRATION, Week August 31. First Show in 25 Years.

The above dates are all positively bona-fide Celebrations. I hold contract for 10 North and South Carolina Fairs, starting September 21. CAN PLACE Loop-o-Plane and one more Flat Ride for balance of season. WANT legitimate Concessions of all kind. Will give liberal proposition to Shows with own outfits. CAN PLACE for No. 2 Unit, in Johnstown, on the Streets, Merry-Co-Round, Ferris Wheel, Flat Ride, also Cook House, Bingo, Custard, Popcorn. Address HERMAN BANTLY, this week Glassport, Pa.; then as per route above.

AL G. HODGE SHOWS, INC., WANT

FOR PIKE COUNTY FAIR, AUGUST 11 TO 14, AND BALANCE OF SEASON.

Good Show to feature. Legitimate Concessions, cheap rate. **FAIR SECRETARIES**—We have few open dates. Get in touch with us. Bill Harrington wants Girls for Girl Show. Agitators, disorganizers, save your time, and do not waste ours. Knockers, we are too busy attending to our own business and making money. Cecil C. Rice no longer connected with this show. All address AL G. HODGE SHOWS, INC., W. M. Tucker, Owner and Manager, Sullivan, Ill., this week; Griggsville, Ill., next week.

people are much in evidence. Ada Mae Moore and Gladys Forrest were filmed in intimate shots with W. C. Fields in the *Poppy* film, and Ada is to make a screen test to determine her fitness to double for one of the real notables of the screen. John T. Backman just finished studio job of one week, doing Punch and knee figures. Harry D. Park back in Los Angeles and associated with C. S. Delano. The Musical Baries (Claude and Leona) with several acts are playing select clubs. Capt. Billy Ament copped two firsts last week at an amateur night performance. Floyd Rathbun and the missus just broke in a new act and are playing vaude and clubs. Dan Dix is in Hollywood supplying studio requirements. M. D. (Doc) Howe has opened offices on Sunset boulevard in Beverly Hills and is handling name acts, units and revues. Waldo Tupper recently completed the exploitation job for Elks' week. Will be associated with the San Francisco Exposition. Dan Meggs back in Los Angeles, undecided between offers at Dallas and Cleveland. Ben Dobbert back from business trip to the North, brings news of much prosperity in evidence at the shows visited. Mr. and Mrs. Ed Walsh, of Hotel Bristol, left for month's vacation. Ed says to the "highest Sierras." Frank and Josephine Foley auto touring to the mountain spots. Dave Morris, at Veterans' Hospital, Sawtelle, Calif., is reported getting along nicely and wants friends to drop him a line. Bill Harvey about ready to get in harness again after recent severe illness. Tom Updegrave with new trailer for the ponies and equipment and booked for vaude and clubs. Lucky Ball and the missus are doing a sword-box and sword-swallowing act at beach clubs. Frank Downie out for first business trip since recent accident. Jack Bigelow has taken concessions at California Zoo. Ed F. King is director in chief of the Independent Merchants' League. Mert Rasmussen left for outing in Glacier National Park and plans to locate at Belton, Mont. Mr. and Mrs. Chet Bryan have disposed of their Florence avenue business and will locate farther down. Art Gruber and Dan Kelly up from San Pedro for short visit. Col. Ed Nagel busy as one of the "political spellbinders." H. F. Priddy in from Auckland, New Zealand, en route to Dallas, Cleveland, New York and a visit home, London, England.

WANTED FOR GRATIOT COUNTY FAIR

ITHACA, MICH.

Independent Shows and legitimate Concessions. Concession Space \$2.00 and \$2.50 per foot. Will sell exclusive on Corn Game. Address **GEORGE WINGET, Ithaca, Mich.**

Bremer Midway Attractions

WANTS FOR STRING OF WISCONSIN FAIRS Shows, Unborn, Snake, Jungle Land, Five-in-One, WANT Acts for Ten-in-One, Man for Fun House, Have Tops and Panel Fronts for any Show. Man that can frame inside. Fairs start August 10. Address per route.

CLEVELAND BAZAAR CO.

WANTS for Rockford, O., Street Celebration, August 10-15, legitimate Concessions of all kinds, two small Shows, one String Show. P. S.—Have other Fairs and Celebrations to follow. Shows, Rides and Concessions write General Delivery, Rockford, O., or **CLEVELAND BAZAAR CO.**, 3907 Prospect Street, Cleveland, O.

SANTA FE EXPOSITION SHOWS

WANTS capable Agent for Blanket Wheel that will put out stock. Man to take charge of Athletic Show. Jean Janet wants capable Side-Show Acts, Magician who can make openings. Eddie Harrison come on. Man or Woman to handle Snakes, naturalist preferred. Write or wire Medicine Bow, Wyo., week of August 3; Saratoga, Wyo., week of August 9; Hanna, Wyo., week of August 16.

CECIL C. RICE

WANTS Dancing Girls, Oriental and Cooch. WANT Ticket Sellers, Grinders, Openers, Canvasmen and Flageolet Player. Guarantee 10 Fairs, starting Columbia, Tenn., County Fair, August 3 to 8, with Rogers Greater Shows. Wire quick; no time to write.

ONE KIDDIE AIRO PLANE

now with Keystone Shows. Can be booked or removed. Reason for selling am going to school.
J. T. FOWLER, JR.
As per route of Keystone Shows or Box 104, Foxboro, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

BARRELS OF FUN CATCHES EASILY

★ ORDER TODAY



TAIL B-HIND

The hit of every Convention and sponsored event. Real fur tail with attractive "Don't Tail Me" card. Pins on coat or trouser seat easily. A fun riot! A profit sensation! Order today. \$6.00 Gro. Sample, 10c.

CHARLES BRAND
208 W. 26th St.
New York, N. Y.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25-27 Opera Place, Cincinnati, O.)

S. L. Rodeo Is Big Draw

Covered Wagon Days feature is success—pageant will have a deficit

SALT LAKE CITY, Aug. 1.—Covered Wagon Days Celebration ended on July 25, after four big days. Attendance eclipsed last years, with capacity houses attending the rodeo each evening and afternoon of July 24, with an estimated gate of 8,000 at each performance. Altho money was made on the rodeo on State Fairgrounds, the outdoor pageant, *Cavalcade*, with John Charles Thomas, baritone, was not a money maker. An estimated 10,000 attended, but over \$10,000 was spent in putting on this event, elaborate costuming and staging.

Monte Young's carnival on Auerbach's field did fair business, with Manager Francis in charge of the Salt Lake unit. Monte Young's other show played Ogden (See S. L. RODEO on page 57)

Walla Walla Whitman Fete Has Historical Background

WALLA WALLA, Wash., Aug. 1.—Much pageantry and historical import will mark the Whitman Centennial Celebration here, produced by Mr. and Mrs. Jack Geller and Walter Boddy, of John B. Rogers Producing Company, reports Claude M. Gray, handling publicity.

W. Earl Somers, Spokane, will bring three rides and some concessions for the Wagon Trail, and it is expected that rides and concessions of Vernon Spallinger, Spokane, also will be booked.

Cost of celebration has been estimated at \$26,000, divided: Administration, financial program, publicity, \$7,800; pageant, parades, special features, \$15,175; miscellaneous, \$3,025. Receipts are estimated: Pageant, \$15,000, based on 50 per cent of seating capacity; \$7,500 from Whitman Centennial, Inc., memberships sold local business and professional men and women church organizations, and an intensive Advance Scout (honorary) membership button sale by the Wagon Wheelers and from other sources, and \$3,500 from concessions and the Wagon Trail.



L. S. (LARRY) HOGAN, general agent of Beckmann & Gerety's Shows, who booked that organization at the Milwaukee Annual Midsummer Festival, which this year, with a big program of varied attractions, is expected to show a profit for the first time, when final figures have been tabulated.

GIBSONBURG VOL. FIRE DEPT.

WANTS CARNIVAL AND FREE ACTS, FOR HOME COMING and OX ROAST

AUGUST 26-27-28-29, ON STREETS.
FRANK OTTNEY, Secy., Gibsonburg, O.

AMERICAN LEGION CONVENTION

DEPT. OF MISSOURI,

AT

SPRINGFIELD, MO., SEPT. 5-6-7-8

Riding and Gaming Concessions. Write to H. C. CRIST, R. F. D. 10.

WANTED

SHOWS (Must Be Clean), CONCESSIONS, RIDES, GAMES OF SKILL, EATS, ETC., FOR

1st ANNUAL CORN FESTIVAL AMBOY, MINN., SEPTEMBER 17 AND 18.

Sponsored by the Commercial Club. Write HAROLD E. OTTERSTEIN, Postmaster, Amboy, Minn.

WANTED

CARNIVAL AND CONCESSIONS, FOR BIG FALL FESTIVAL SEPTEMBER 17-18-19.

Write

RAY A. SNOOK, Secy. Willard Commercial Club, Box 418, Willard, O.

WANTED

CONCESSIONS, RIDES, SHOWS, SEPTEMBER 1, 2, 3, 4, 5.

FIREMEN'S FALL FESTIVAL NEW HAVEN, IND.

Address ELMER URBINE.

WANTED

CARNIVAL IN MARION, O.

Auspices of Jr. O. U. A. M.

During August or September.

Write H. B. PRIOR, 459 Blaine Ave.

HOME COMING

(Street Affair)

JUNCTION CITY, O., SEPTEMBER 8-12.

Concessions wanted. Good Athletic Show wanted.

Write E. G. CLARK, Junction City, O.

(We had to change our dates.)

CARNIVAL WANTED

FOR MAMMOTH

CENTENNIAL CELEBRATION

Week of September 14.

Address GEORGE RIHM, Cambridge City, Ind.

WANTED

Shows, Rides and Concessions of all kinds for Home-Coming.

COLFAX, ILL., AUGUST 20, 21, 22—3 DAYS.

Write FRED W. DALE, Colfax, Ill.

WANTED

Rides, Concessions and Free Acts, for

OLD HOME COMING JUBILEE

September 5, 6, 7 and 8,

REYNOLDSVILLE, PA.

MERRILL R. McENTIRE, Secretary.

9th Annual Event—LAST CALL

LINTON, (IND.) INDEPENDENT COMMUNITY FAIR, AUGUST 12-13-14-15.

Rides booked. WANT Feature Shows, 75/25. All

Concessions who have talked to me wire in at once for your contract. Can't use Girl Show, Lucky Boys, Gypsy Camp or Athletic Show. No heat. Committee

bosses barring. Auspices of Twin Holmes Safety Chapter. LEXIE SMITH, Promoter. Blue Ribbon

furnishes rides.

Cassville, Mo., Is Big Mecca Each Year

CASSVILLE, Mo., Aug. 1.—Old Soldiers and Settlers' Reunion here, now in its 56th year, is biggest event in Southwest Missouri. People attend from miles around and from adjoining States. It is estimated that between 30,000 and 40,000 attended this reunion last year, there being 10,000 on the grounds on Saturday, the last day.

C. R. Leggette Shows have been booked and are bringing shows, riding devices and concessions. Among highlights for the week is a speech by Governor Park of Missouri. There will also be speeches by other prominent State officials and candidates. Numerous other events are scheduled, band concerts and a ball game every day, Cassville being a member of the Arkansas-Missouri League.

This celebration pays for itself and is sponsored by Cassville Commercial Club. Ground space is sold in a beautiful grove. A secretary and three members of a committee are appointed every year. The secretary receives money, attends to correspondence and sells space. All money realized over expenses is placed in the Commercial Club.

"This reunion promises to be the biggest and best ever," said Ben E. Stump, secretary. "I want to express appreciation for the way our ad was set up in *The Billboard* and for the position given it."

Mich. Post Has Good One

DETROIT, Aug. 1.—Ford-Dearborn Post, Veterans of Foreign Wars, closed one of the most successful carnivals in this territory in a long time on Sunday night. Happyland Shows, of Dumas & Reid, played the 10-day engagement, drawing record attendance on Monday and Tuesday, when Ringling-Barnum Circus played on an adjoining lot. Otto Herpich was chairman of the post committee.

Shorts

THREE RICARDOS are among free attractions at Castle Shannon (Pa.) celebration. An automobile will be given away on closing night. Charles Brannan and Postmaster Michael Travis are in charge.

DURING Old Home Week of West Hazleton (Pa.) Fire Company No. 1 there (See SHORTS on page 57)

WANTED CONCESSIONS FOR OLD HOME WEEK

AT TIDIOUTE, PA., Five Days, August 25-29, on Main Street. Concessions with a flash that will pay out stock. No others wanted. CAN PLACE small Merry-Go-Round and Rides. DOC MANSFIELD, Tidouite, Pa.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Arkansas Post in Charge

MAMMOTH SPRING, Ark., Aug. 1.—The 46th Annual Soldiers', Sailors' and Marines' Reunion, sponsored by the American Legion Post, will have shows, rides and concessions on the midway. Other features will be a centennial program, swimming and boating races and baseball. United States Senators Joe T. Robinson and Bennett Clark have been invited.

Badger Centen Is Winner

HEBRON, Wis., Aug. 1.—Receipts from a pageant directed by E. H. Westwick in connection with the three-day Centennial Celebration here totaled \$766.85. Celebration was an outstanding success, with the Legion carnival doing good business each night.

JUNCTION CITY, O.—Home-Coming Celebration here, said Secretary E. G. Clark, will be held on the main streets and there will be four feature nights, with political speakers, band concerts, shows and concessions.

HELP This Department by Telling Committees About It.

BIG CELEBRATION AND CONVENTION

WEEK OF AUGUST 17 TO 22

New York State Firemen's Convention, Tonawanda, N. Y., on the Streets.

WANT INDEPENDENT SHOWS. Want Concessions of all kinds; no exclusive. WANT RIDES THAT DON'T CONFLICT.

Want Promoters.

Address all mail and wires to MATTHEW J. RILEY, Convention Headquarters, Tonawanda, New York.

WANTED FOR WILLIAMSTON, MICH., CENTENNIAL

AUGUST 5 TO 8

Cigarette Gallery, Pitch-Till-U-Win, Frozen Custard, Photo Gallery, Bowling Alley, Guess Weight Scales, Long-Range Shooting Gallery, Ham and Bacon, Blanket, Dogs and Dolls and Grocery Wheels. Also Cook House.

FREE ATTRACTIONS—BAND CONCERTS—RIDES AND CONCESSIONS Are All on U. S. HIGHWAY No. 16. Write or wire J. B. KING, Secy.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

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

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.,** Dept. B, Evansville, Ind. au15x

BE YOUR OWN BOSS—OPERATE QUALITY Used, New Clothing Business from store, home or auto. 200%-300% profit; everything furnished. **PORTNOY, 566-AZ, Roosevelt, Chicago.**

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. **"RALCO,"** 1084 Washington, Boston, Mass. x

CARTOON BOOKLETS—HOT STUFF! THRILLING! Intimate! Samples, 25c. Rare photos, unretouched. Samples, 25c. Wholesale list, 15c. **NOVELTY SALES, Guntersville, Ala.**

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO., Ave. C, Decatur, Ill.** tfx

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING, Dept. H-207, 500 Throop, Chicago.** x

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOFAX, Dept. 131-C, 1956 S. Troy, Chicago.** x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand, New York.** au29x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** x

QUICK SELLING ELECTION NOVELTY—RE-publican Elephants, Democratic Donkeys. Real profit. See our advertisement in Pipes Department. **WESTERN SALES, Dept. B, Lincoln, Neb.**

RARE PHOTOS—100, \$5; CARTOON BOOKS, 100, \$3; Catalog Assorted Novelties, \$1 up. **P. B., 468-B, New Haven, Conn.** au29x

SALESBOARD MEN—NEW PUT AND TAKE Jars, twelve different payouts. A natural. Details, sample free. **TOM THUMB, Dept. BB, Nauvoo, Ill.** se5

TEXIDE, LATEX, SILVERTEX BLADES, ELECTRIC Razors, Perfume, Sundries, Bandages, Novelties, etc. **KEARNY WHOLESALE DRUG CO., 456 Kearny St., San Francisco, Calif.** se5x

JUMPING BEANS, \$1.00 HUNDRED; \$7.50 thousand. Resell this rare curiosity and make money easily. Sample 25c. **NATIONAL PRODUCTS CO., Laredo, Tex.**

WHERE TO BUY AT WHOLESALE 500,000 ART-icles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** se25x

101 PROFITABLE MAIL ORDER AND LOCAL ideas for starting your own business. Free literature. **PRUITT PRESS, Dept. D, Elburn, Ill.** se5x

ANIMALS, BIRDS AND PETS

FOR SALE—2 EDUCATED PONIES, 4 MINI-ature Cages, 2 Trained Rhesus Monkeys and other Show Property, all in A-1 condition. Write for full particulars. **CHIEF ROLLING CLOUD, Highland, Ill.**

FOR SALE—CALF WITH FIVE LEGS, TWELVE Toes, either male or female, six months old, in perfect health. **BERT STEPHENSON AND SON, Box 465, Springfield, O.**

PLENTY SNAKES, ALLIGATORS, ARMADILLOS, Iguanas, Racing Terrapins, Gila Monsters, Dragons, Horned Toads, Monkeys, Capybaras, Woolly Monkeys, Sloths, Coati Mundis, Agoutis, Kinkajous, Ocelots, Lion Cubs, Parakeets, Guinea Pigs, Parrots, Rats. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.**

READY FOR SHIPMENT—DWARF PARROTS for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Dens Snakes, everything for shows. **SNAKE KING, Brownsville, Tex.** au29

SNOOKUM BEAR CUBS, TAME, FINE PETS FOR children, \$12.00. **LAREDO ZOOLOGICAL, Laredo, Tex.** au8x

TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN, Silver Springs, Fla.** au29

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

YOUNG COYOTE, \$5.00; DEN HARMLESS Snakes, \$10; pair Prairie Dogs, \$3.00; dozen Racing Terrapins, \$3.00; cash. **LEM LAIRD, Harper, Kan.**

1 TEN-MONTH-OLD LION, \$80.00; MOTHER and Baby Sloth, \$75.00; Giant African Rats, \$10.00 each; Rhesus Monkeys, acclimated, \$10.00 each; African Monitors, \$10.00 each; Cork Helmets, \$4.50 each; Spears, \$2.00 up. Have winter quarters for animal acts. Full care. **WARREN BUCK, 420 Garden Ave., Camden, N. J.**

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

IMPORTED ART PHOTOS, BOOKS, NOVELTIES, Cartoons, Catalogs, stock, supplied mail dealers wholesale. Catalog, instructions 10c. **BRAUNS, 353 W. 47th, Chicago.** x

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YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE, Oshkosh, Wis.** au22

BUSINESS OPPORTUNITIES

AGENTS AND DISTRIBUTORS WANTED—Need \$3,500 to \$4,500 to finance a new ROL-DRI "wet" Floor Mop, new Patents just out; incorporated, a good position to the one that can finance me or help get this money to buy material and manufacture dies. **CLAUDE C. WATSON, P. O. Box 1194, Oakland, Calif.**

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

DON'T WAIT TILL NEXT YEAR—HAVE A good season now with Tropic-Ice Cake. Send \$2 for right to make and sell. **JENSEN, 1210 Wallace St., Philadelphia.**

NOVELTY MAIL-ORDER BUSINESS—STOCK cost \$400 job, with 1,000 32-page illustrated catalog, all sacrificed for \$180. F. O. B. here. Any part sold. Send stamp for special list. **ED SMITH, 129 N. E. 2d Ave., Miami, Fla.**

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO, 525 South Dearborn, Chicago.** tfrx

COIN-OPERATED MACHINES SECOND-HAND

Notice

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

ACE, \$19.00; PROSPECTOR, \$35.00; DAILY Limit, \$62.50; Gold Rush, \$19.00; De Luxe "46", \$35.00; Ten Grand, \$50.00; Champion, \$12.50, and Traffic "A", \$15.00. 1/3 with order. **MARC COIN MACHINE, 622 E. First, Dayton, O.**

AUTOMATICS WANTED—WRITE US WHAT you have in Payout Pin Games. **WINNIPEG COIN MACHINE EXCHANGE, 265 Dufferin Ave., Winnipeg, Can.** au15

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write **BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.** se12

BARGAINS IN RECONDITIONED MACHINES, all types and makes. Write for list. **AMERICAN SALES CO., 3003 Harrison Street, Davenport, Ia.** au15

BARGAIN PAYOUTS — COMBINATION, \$35.00; DeLuxe 46, \$30.00; Daily Double, small, \$30.00; Eclipse, \$20.00; Fortune, \$35.00; Kings of Turf, \$25.00; Mammoth, \$40.00; Q. T. Table, \$25.00; Repeater, \$45.00; Sportsmen, \$15.00. Write for complete list. **AUTOMATIC COIN MACHINE, 369 Chestnut, Springfield, Mass.**

BARGAINS — ELECTRIC EYES, \$75.00; Alamos, \$70.00; Pinch Hitters, \$50.00; Speedways, \$50.00; Peerless, \$50.00; Trojans, \$30.00; Mammoths, \$30.00; Gold Rush, \$10.00; All machines are guaranteed in perfect condition. One-third deposit, balance C. O. D. **GREEN & PRICE, Italy, Tex.**

CANADIAN OPERATORS—400 USED PINS, Slots, Automatics and Counter Games at close-out prices. Condition guaranteed. **ONTARIO COINOMATICS, Box 362, Ft. Erie, Ontario, Canada.** au22

CRANES—ELECTRO HOISTS, LATEST MODELS; 500 Pin Games, Penny Arcade Equipment. Catalogue on request. **MIKE MUNVES, 145 Park Row, New York.** au15

FOR SALE—MILLS FUTURITIES, LIKE NEW, serials 310 thousand, \$75.00; subject to prior sale. **BILL FREY, INC., Miami, Fla.**

FOR SALE—FOUR MODEL A TRAFFICS, GOOD condition, \$12.00 each; lot \$40.00, and other tables, cash with order. **J. W. CRAWFORD, R. F. D. No. 1, New Concord, O.**

FOR SALE—5 PANAMA DIGGERS WITH 5c slot, completely stocked, \$85.00 for quick sale. **DON TEACH, Richland Center, Wis.**

MADCAPS, \$25.50; ALAMO, TYCOON, \$79; Mills D. J. Pace Fronts, \$18.00; Three Hole Tickets, 60c; Two Hole, 40c. One hundred tables, real bargains. **BUSINESS STIMULATORS, 3868 E. Washington St., Indianapolis, Ind.**

MILLS ESCALATOR AND BLUE FRONTS, \$35.00; Watling 1c Twin Jacks, \$25.00; Mills Single Jackpot with Reserve, \$15.00; Cigarette Machines, \$2.00. Cash with order. **O'BRIEN, 89 Thames St., Newport, R. I.**

MUST SELL—SCREAMO, \$10.00; LIKE NEW, thoroughly reconditioned Pin Table. One-third deposit with order. **BYRON, 2045 Irving Park, Chicago.**

MUTOSCOPE CRANES, \$55.00; MERCHANT-man, \$75.00; Columbus Peanut Venders, \$3.85; Centasmoke Venders, \$4.50; Columbus Globes, 65c. **NATIONAL, 4242 Market, Philadelphia, Pa.**

ONE BALL CLOSE OUTS—2 BALLY BONUS, \$50.00 each; 2 Daily Races, \$65.00 each; 1 Gold Award, \$40.00; 1 Stampede, \$20.00; 1 Multiple, \$85.00; 1 Galloping Plugs, \$80.00; 1 Pamco Parlay, \$50.00. 1/3 deposit. **J. C. VENDING, 1547 Biltmore, Lyndhurst, O.**

OHIO OPERATORS, ATTENTION! AUTO-matics, Phonographs, Salesboards, Vending Machines, Scales and Slots. **STATE COIN MACHINE CORP., 36 Maple, Columbus, O.**

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PIN TABLE BARGAINS—MILLS OFFICIALS, \$2.00; World Series, \$2.50; Golden Gate, Blue Streak, Live Power, Contact Jr., Cannon Fire, Signal Jr., Jig Saw, \$3.50 each; Traffic C, Kelly Pool, Criss-Cross-Lite, \$5.50; Kings, Flying Colors, \$10.00; One Ball Payouts, Carioca, \$15.00; Gold Rush, \$12.50; Wahoo, \$15.00; Put 'N' Take, \$14.00; Pamco Parlay Jr., \$25.00; Red Arrow, \$17.50; 10 Ball Automatic Payouts, Rockets, \$7.00; Champions, \$8.00. One-third cash with order. **HISER SALES COMPANY, INC., 319 W. Fourth St., Ft. Wayne, Ind.** x

PROSPECTORS, \$18; MAMMOTHS, \$22.50; Harmony Bells, \$25; Daily Limits, \$32.50; Red Sails, \$40; Peerless, \$40; Western Races, \$55.00; Double Score, \$45; 5c Reliance, \$60; Bell Boys, \$2.75. 1/2 deposit. **DIXIE VENDING CO., Albemarle, N. C.**

RODEO GATEWAY — WHIRLPOOLS, LIKE new, \$39.50; Inserts, \$9.50; 30 Cailles, \$350.00; Cent-a-Pack, Penny Smokes, special. **COLEMAN NOVELTY, Rockford, Ill.**

SPECIAL SALE — NON PAYOUTS AT \$5.00 each, Autocount, Anglelite, Beamlite, Cannon Fire, Drop Kick, Electro, Esquire, Fire Chief, Small Fleet, Golden Gate, Merry-Go-Round, Rebound, Safety Zone, Score-a-Lite, Signal, Subway, Army & Navy, Beacon. At \$8.00 each, Big Game, Chicago Express, Combination, Criss-Cross-a-Lite, Kings-a-Lite, Par Golf. At \$12.00 each, Fifty-Fifty, Nonact, Rapid Transit. At \$15.00, Hi-Lite. Ticket Tables at \$10.00 each; Autodarts and Tickalites. Write for complete list. **AUTOMATIC COIN MACHINE, 369 Chestnut, Springfield, Mass.** x

WANTED SEEBURG'S HOCKEY GAMES—GIVE full particulars as to price, quantity and condition. **VAN BREE, 3406 Jordan St., Bay-side, Long Island, N. Y.**

WANTED—ANY QUANTITY. BLUE FRONT Mysteries, Extraordinary Mysteries, War Eagle Bells, Jennings Chiefs in 5, 10 and 25c play; 1c Q. T.'s. **BADGER BAY COMPANY, Green Bay, Wis.** au8

WANTED—MILLS 1c PLAY Q. T.'s, PACE ALL-Star Comet Bells Mystery Pay in 5c, 10c and 25c Play. Also want Single and Double Standard Slot Machine Safes. Quote rock-bottom prices and give serial numbers of slots. **GREEN & PRICE, Italy, Tex.** x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY, 1826 East Main St., Rochester, N. Y.** au15

\$50.00 CASH PAID FOR MILLS BLUE FRONTS; will also buy Regular Gold Awards, all types of color machines, Mills Deweys, Caille or Watling. State serials. **ROCKPORT NOVELTY CO., Rockport, Tex.** au29

COSTUMES, UNIFORMS, WARDROBE

BAND CAPS, RED, \$1.50; FLASHY COATS, \$1.50; Ballyhoo Capes, \$1.00; Hawaiian Hulas, \$4.00; Orientals, Tents, Costumes, Velvet Curtain. **WALLACE, 2416 N. Halsted, Chicago.**

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FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Estimates furnished. Newest guaranteed formulas; biggest catalog free; special prices, leads. **GIBSON, Chemist, BH-1142 Sunnyside, Chicago.** x

FAMOUS DOLLAR DOZEN MODERN FORMU-las: Pyroil, Clorox, Solo, Drano, Savanuper, Soberup, Mothpad, Plastowood, Seeclear, Nosaw, Hotpad, Noflats. All \$1.00. Others. **CONRAD, B-186, Altoona, Pa.**

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORD, 4042 N. Keeler, Chicago.** au8

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ICE! ICE! ICE! THREE COMMON, CHEAP chemicals produce it. Cleaner, colder, cheaper. Guaranteed formula, 25c. **A. FRANK-CUM, Hospital, Morgantown, N. C.**

MAKE DUNCAN'S HAMBURGER SPREAD that jams midways. Licks competition. Breaking records at Texas Centennial. \$1.00. **HAMBURGER DUNCAN, Lorenzo, Tex.**

MAKE FAST SELLING PRODUCTS AT HOME without machinery. Easy, interesting, profitable. Guaranteed formulas. Catalog free. **KEMICO LABS., 50, Park Ridge, Ill.** x

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, FEARLESS; GIANT ALUMIN-um Gearing Popping Kettles; Rotary, Electrics, Candy Kettles. Lowest prices. **NORTHSIDE CO., 2117 Harding, Des Moines, Ia.** se26

FROZEN CUSTARD MACHINE ON TRAILER—Complete outfit, \$350. Address P. A., care Billboard, 1564 Broadway, New York City.

NEW "VELVO" FROZEN CUSTARD AND ICE-cream Machines, complete Freezing and Storage Unit, \$159. Write **FROZEN CUSTARD CO., Gastonia, N. C.** au29

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POPCORN CRISPETTE MACHINES, CORN POP-pers, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. **LONG EAKINS, 1976 High St., Springfield, O.** au15x

POPCORN MACHINES, FACTORY REBUILT and warranted electric models. Unusually low priced. Low down payment, easy terms. Big values; act quickly. **ADVANCE MFG. CO., 6326 St. Louis Ave., St. Louis, Mo.** au8x

FOR SALE—SECOND-HAND SHOW PROPERTY

BLEACHER SEATS, SLIGHTLY USED, 4 SEC-tions, foot rests, seating 400 people, cheap. **WECHTER, 1301 Surf Ave., Coney Island, N. Y.**

CIGARETTE SHOOTING GALLERY, 10x10 TENT, Frame, Rack, 30 ft. Back Cloth, 4 Guns, Trunk, Velvet Rack Drops, \$50.00. 2 Evans Bowl-o-Ball Tables, \$20.00; 2 French Airplanes, crated, \$20.00. **EARL C. POWERS, P. O. Box 45, Salisbury Beach, Mass.**

FERRIS WHEEL, CONDERMAN, LARGE SIZE, good working condition, complete, \$600.00. 1259 Lafayette Ave., Terre Haute, Ind. au15x

FOR SALE—LEAD GALLERY, GOOD CONDI-tion, three good guns, moving targets, stationary targets. Low price. **J. B. SPENCER, Coffeyville, Kan.**

FOR SALE—BLANKET STORE, BALTIMORE
Wheel, Tent and Frame, Milk Bottle Ball Game. Cheap, must sell. **ACKLEY BEHAM**, Distant, Pa. x

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. au22

FOR SALE—PORTABLE RINK COMPLETE, excellent business. **EUGENE BOCK**, Attica, Ind.

KIDDIE AUTO RIDE—NEW INVENTION AIRPLANE Spinning Ride, seats 12, carried on a 1933 Chevrolet truck. Booked for 13 fairs. In operation. **A. REMART**, care F. H. Bee Shows, Inc., August 3-8, Russell Springs, Ky.

MOTORIZED CIRCUS—SEVEN TRUCKS, Tent, Seats, Light Plants. Show now on road. **BOX C-78**, care Billboard, Cincinnati, O.

MUST SELL—ELY AEROPLANE, 8-CAR WHIP, complete Penny Arcade, 5 Skee Ball Alleys. Everything good condition; everything can be seen in operation. **GLAZIER**, Orion, Mich.

SONG SHEETS—89 BROADWAY SONG HITS, \$10.00 thousand. Khaki Tent and Frame, 8x12, \$35.00. **EARL C. POWERS**, Box 45, Salisbury Beach, Mass.

HELP WANTED

ATTRACTIVE DANCE PARTNERS, BETWEEN 21 and 25 years, experience unnecessary, year-round work. **DREAMLAND DIME DANCE**, Eureka, Calif.

FEMALE IMPERSONATORS, EXPERIENCED, near future. Send all details, photos first letter. **BALLYHOO NITE CLUB**, 4500 E. Broad St., Columbus, O. au15

MILLERS ODDITIES WANTS—ACTS FOR SIDE SHOW, Front Man. Have fairs and celebrations. **O. J. BACH SHOWS**, Ausable Forks, N. Y.

MUSICIANS WANTED—\$10 A WEEK, ROOM and board furnished. Work all year; no drunks. Write immediately. 513 E. 8th St., Little Rock, Ark.

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PROMOTERS AND ORGANIZERS NEEDED ON million-dollar job; good pay; give qualifications first letter. **D. C. ROBINSON**, Altamont, N. Y.

WANTED—MED PERFORMERS AT ONCE. State all. **CHAS. HILBERT**, General Delivery, Califon, N. J.

WANTED—GUESS-YOUR-WEIGHT SCALES man. Must give good ballyhoo and is temperate, references. Address **MARION MATHER**, Franklinville, N. Y.

WANTED—BOOKER FOR FOURTEEN-PIECE Colored Entertaining Band; must have car. **ROBERT McCELVEY**, 7009 Kinsman, Cleveland, Ohio.

MAGICAL APPARATUS

A NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936-'37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O. au15

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. au22

MISCELLANEOUS

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. au29x

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. au29x

FINEST 4-FOR-10c OUTFIT ON THE MARKET, the Quartermatic. Made of 1/16 in. gauge steel. Direct Positive Roll, 1 1/2"x250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. **MARKS & FULLER, INC.**, Dept. 1, 44 East, Rochester, N. Y.

JUMPING BEANS, NEW CROP, FOR IMMEDIATE SHIPMENT, \$1.00 hundred; \$6.00 thousand. **HILARIO CAVAZOS BROS.**, Laredo, Tex. au8

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PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photastrip Machines either 1 1/2"x2, or 2 1/2"x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. au8

ROLLS DEVELOPED—TWO PRINTS EACH AND two free enlargement coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. au8x

M. P. ACCESORIES & FILMS

BARGAINS—SEND FOR 90-PAGE FREE CATALOGUE on all 16 and 35 mm. Motion Picture Supplies, Ballyhoo Systems. **S. O. S. CORP.**, 1600 Broadway, New York. x

BRAND NEW 9-REEL TALKIE, "ALOHA", Raquel Torres, Ben Lyon, RCA recording, regular \$200 laboratory print for \$60. **E. L. FAWKS**, Grafrod, Tex. x

CINEQUE MOTION PICTURE FILM, 16MM., ideal outdoors, hundred feet, \$2.40; two rolls, \$4.65, processed, Kodak-Color, \$7.25; Rapid Panchromatic, \$4.40 hundred feet, processed; Movie Equipment. **FIFTH AVENUE FILM**, 545 Fifth Ave., New York.

FINEST SELECTION OF NEW AND USED Silent or Sound Projection Equipment, Soundheads and Amplifiers; \$300.00 Silent Projectors only \$15.00. **ZENITH THEATRE SUPPLY**, 308 W. 44th, New York. x

HOLMES, ACME, DE VRY PORTABLE PROJECTORS, new and used, straight lacing only. No money down, no deposits, free trials. Films of all kinds. We allow screening on all films, as we handle only the best. **WESTERN FEATURE FILM & SUPPLY CO.**, 1018 S. Wabash Avenue, Chicago. au15

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OUTDOOR CIRCUIT EXHIBITORS—COMPLETE late 16 mm. Sound Programs (Features and Shorts), \$20.00 week. Perfect prints. **EASTIN PICTURES**, Davenport, Ia. au22

ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. au8x

SILENT WESTERNS, FIFTY CENTS REEL; Comedies, Machines. **H. WAYNE**, St. Gabriel, La. x

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Equipment, films bought and sold. **ZENITH THEATRE SUPPLY**, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. au22

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—WURLITZER ORGAN, 125, perfect condition, reasonable. **LOUIS RABKIN**, Penny Arcade, Keansburg, N. J. au8x

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PARTNERS WANTED

WESTERN KANSAS RANCHER, 52 YEARS, wants carnival connection. Has Dust Bowl exhibit, large pictures. It's hot. Write **CARL ELLIS**, 413 East Ninth, Kansas City, Mo.

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PERSONALS

HEIRS—WE PAY CASH FOR INTERESTS IN estates located here and in England. **PROBATE FINANCE**, 155 N. Clark, Chicago, Ill.

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SALESMEN WANTED

NEW PATENTED ITEM NEEDED BY WOMEN—10c seller; big field. Send 10c for sample with details. **ADVANCE UTILITY**, 925 E. Ontario, Philadelphia, Pa.

SELL NOTHING! \$95.00 WEEKLY. \$500,000 Salesboard firm announces new, no investment plan. Season starting. **K. & S.**, 4346-A Ravenswood, Chicago. x

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SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, SHOW-men duplicating their orders proving the merit of our work. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago. au8

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CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago. au15

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. **SHELL SCENIC STUDIO**, Columbus, O. x

TENTS—2D-HAND

TENTS, TARPULINS, SIDE WALL, USED JULY 4th, now on sale. Real values but no old stuff. Write **KERR CO.**, 1954 Grand Ave., Chicago. au8

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THEATRICAL PRINTING

SAVE MONEY ON YOUR PRINTING—DODGERS, Handbills, Heralds, Tickets, Cards, Labels, Stationery, etc. Send for free price list. **STUMPPRINT**, South Whitley, Ind. au15x

SIGNS—CANDIDATES, CELEBRATIONS. 50 6x24" Auto Bumper or 100 7x22, 9 1/4x22 Pole, \$2.65 cash, delivered. **SOLLIDAYS**, since 1897, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS**, Winton, Pa.

1,000 4x9 DODGERS, \$1.10 POSTPAID; 100 14x22 6-Ply Cards, \$2.60 F. O. B. Blocks engraved to order. **CRESSMAN**, Washington, N. J. au15

WANTED TO BUY, LEASE OR RENT

LOCATION WANTED FOR COMPLETE PENNY Arcade or nice ballroom in thriving city on main street. Also wish to lease with privilege of buying good amusement park. **GLAZIER**, Orion, Mich.

WANTED—CANDY FLOSS MACHINE OR other good money maker. Full particulars, price first letter. **BOX C-35**, Billboard, Cincinnati.

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WANTED—GRAND STAND CIRCUS CHAIRS, must fold flat and in good condition. **THEO. W. OTTO & SON**, Stamford, Conn.

WANTED—TRAMP COMEDY TRICK BICYCLE, come off handlebars, left pedal crank, apart front frame. Old appearance, medium frame sprocket. Also prop duck. **GEORGE TYLER**, 1437 Ford Ave., Tarrant, Birmingham, Ala.

AT LIBERTY ACROBATS

PHILIP PIAANTONE, ACROBAT, EXPERIENCED—152 No. Ashland Blvd., Chicago. Telephone, Seeley 8829.

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AT LIBERTY—Girl Acrobat. Row Flipflops, Kick-over Forwards, Bararries, Tinsieas, also Tap Acrobatic Dances. Age 21, height 5 ft., 104 lbs. **DOROTHY BARNISH**, 16 Barnum Terrace, Stratford, Conn. au16

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—12 years' experience. Can route and book any attraction anywhere in the United States and Canada. Close contractor; salary only; reliable. **BOX 300**, Billboard, Chicago.

EXPERIENCED THEATRE MANAGER—CAN manage any theatre, expert advertiser and business promoter. I do things different and better than many. Make your own proposition. **THEATRE MANAGER**, Box C-87, Billboard, Cincinnati. au15

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AGENT AT LIBERTY—Route, book, post, outdoor or indoor shows. Join at once; go anywhere. **GEORGE CHANDLER**, 120 E. 23d St., Chester, Pa.

MANAGER-PROJECTIONIST wants position small town. Steady, efficiency above par, honest, reliable, young, married, sober. Institute trained. Year's experience, references. **JAMES**, 4445 Clifton Ave., Chicago. au22

THEATRE MANAGER, Publicist, Booker of Stage Talent. Many years valuable professional knowledge. I do things different and better than many. **GEORGE ENGLEBRETH**, Billboard, Cincinnati, Ohio.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY

BANDS AND ORCHESTRAS

5-PIECE ENTERTAINING

Swing Band, now working, also broadcasting, want to change soon and get good location for fall and all winter job. Well organized, uniforms, novelties, good library. Write **ORCHESTRA LEADER**, 311 Tomkins St., Olean, N. Y. au15

FAST TRIO AT LIBERTY—SCOTTY UHL AND His Pals. Dick Doolan, Impersonator, Singer and Imitator, Comedian of seven different instruments, accompanied by Hawaiian and Straight Guitar, Mandolin, Piano, Novelty Musical Water Glasses. Fake, read and compose. We can draw the crowd. Reliable and sober. Have car. Consider fair, park, celebration, any reliable offer. **SCOTT UHL**, Millersburg, O.

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AT LIBERTY—After Labor Day, Don Phillips and His Minute Men, 11-piece Radio Orchestra, featuring Doc Chenoweth, the one-man band, playing 16 different instruments. Featured Vocalist: Glen Curtis. Two other vocalists included in the band. Also feature piano trio, peppy ensemble singing, vocal trio, special arrangements, five saxes, five brass, string trio and novelties galore. Union. A-1 amplifier. Complete library. Several different uniforms. Now playing summer engagement beautiful Lake Orion Ballroom. Interested in reliable location and one-nighters. Address or wire **DON PHILLIPS**, Box 376, Lake Orion, Mich. au8

AT LIBERTY after August 8—Six-Piece Orchestra and Singer doubling M. C. Baud features own compositions and special arrangements. A real swing band. Every man a star. Experience resort, ballroom and night clubs. Address **STEVE JACOBS**, 617 Euclid Ave., Canonsburg, Pa. au15

PIKE BURRITT and His 11-Piece New York Orchestra. Now at Trimble Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers South and West write for photos, etc. Hotel managers write. au22

SIX-PIECE SWING BAND—Two Saxes, Trumpet, three rhythm. Cut to five if necessary. Consider board part salary. Bookers contact. Have transportation. **GOODY GODBEY**, Sedalia, Mo.

AT LIBERTY

CIRCUS AND CARNIVAL

AT LIBERTY—MANAGER, OPERATOR CAR-rousel. Reliable, sober. **WILLIAM KENNEDY**, 109 13th St., Ocean City, N. J.

JOE HARRIS, BOB AND HOPE, WORLD'S Champion Bag Punchers. Go anywhere; have house trailer. 7629 Blue Mound Road, Tourist Camp, Milwaukee, Wis.

TEN-CAR HEYDAY AND TWELVE-CAR LINDY Loop after Labor Day. Wagon show preferred. **JOHN PADLICK**, 62 Park Ave., Wilkes-Barre, Pa.

AT LIBERTY—George Burkhardt, capable of managing any size Side Show, prefer Circus. Many years' experience with R. It. shows, or as Inside Lecturer and furnish acts. Comedist, Magician and King of Coins, a laughing riot. Elaborate Punch, Electric Act, Mind-Reading, Illusions, etc. Address 232 Van Buren St., Brooklyn, N. Y. au15

ELECTRICIAN AT LIBERTY—With new 1936 Chevrolet truck. Twelve years' carnival experience; handle any type plant. Motorized show preferred. Can join immediately. **W. G. FLEMING**, care Billboard, Cincinnati. au15

AT LIBERTY

DRAMATIC ARTISTS

YOUNG MAN, 25, WITH 4 YEARS DRAMATIC experience with Little Theatre, desires to learn acting and will work conscientiously for a livable wage. Quick study. Regularly employed but wish connection with professional stage. Write **MARION C. KANOUR**, 220 S. Richard, Bedford, Pa.

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JACK AND EVELYN BENNETT—Work acts or bits; musical and dancing specialties. Jack doubles orchestra. Rep, med or club work desired. Car and house trailer. Sober, reliable. Salary, your limit. **Billboard**, Dallas, Tex.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal. Will get box-office results for any show. Oriental presentation. Salary, percentage on private readings. **PRINCE YOSE**, Lake Ariel, Pa.

JACKI LAVORE, youngest magician before the American public, 16, which is an asset in publicity. Fast patter and presentation, good appearance and personality, best and latest apparatus, talking table, spiel bell, magic carpet, etc., suitable for any type of show. Write **RAYMOND CUNNEY**, 260 Cleveland Ave., Hartford, Conn.

AT LIBERTY

MISCELLANEOUS

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED AUGUST 29. CLASSIFIED FORMS CLOSE IN CINCINNATI, AUGUST 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

SLOT MACHINE MECHANIC—Will go anywhere with operator. A-1, five years' experience. Write, stating offer. **S. LEVEITON**, 6328 Madison Ave., Hammond, Ind.

AT LIBERTY MUSICIANS

ALTO SAX - CLARINET

Plenty dance experience. Have house trailer. Prefer place near here. GEORGE KLOHR, care Stanley Howard, Towson, Md.

TROMBONE - MODERN

tone in tune, commercial radio, recording. Name bands. Symphony experience. Write J. E. FRESHOUR, Woodhouse Cottage, Ocean View, Va. au8

A-1 DANCE TRUMPET, ALL ESSENTIALS—TRUMPETER, 298 Irwin Ave., Muskegon, Mich.

ALTO SAX DOUBLING CLARINET AND VIOLIN. Reliable, modern, experienced. Location or travel. FRANK KLOPFER, 1708 1/2 Humboldt Blvd., Chicago, Ill.

ALTO SAX DOUBLE CLARINET—GOODMAN phrase; take off if necessary. No Lombard. State all. D. WHITNEY, 732 Fourth St., Jackson, Mich.

AT LIBERTY—A-1 GUITARIST. RADIO AND stage experience, past two years on NBC, swing, read, transpose, vocal, solo or trio. Young, neat and sober, union. Address MUSICIAN, 417 Duane Ave., Schenectady, N. Y. au15

BANDMASTER, PROFESSIONAL, TRUMPETER, go anywhere, experienced. WALTER K. SCHOFIELD, Miller, S. D.

DRUMMER—SWING, AGE 22, SINGLE, EXPERIENCE, UNION. BUDDY STEVENS, Trimble Springs Drum, Durango, Colo.

FAST SHOW DRUMMER, WIDE EXPERIENCE, absolutely guarantee satisfaction playing vaudeville, fab, burly. Neat appearance, strictly sober, dependable, anywhere. MUSICIAN, 307 Glenlake, Toronto, Ontario, Can. au15

GIRL VIOLINIST, EXPERIENCED, POPULAR and classical music. Can sing if desired. Will travel, young, personable and competent. BETTY BARRY, care Billboard, 1564 Broadway, New York.

LEADER FOR BOYS BAND—YOUNG, SOBER, neat, experienced, go anywhere. Library essential. Municipal bands write. DAN MCCARTHY, Wellsboro, Pa. au22

PIANO AND ALTO SAX, PIANO, PLENTY take off, rhythm, good accompanist. Sax double Clarinet, Guitar, Sing. Both experienced, young, reliable. Consider all. Allow short time forwarding. Write BOX C-88, Billboard, Cincinnati.

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ALTO SAX-CLARINET—Have car; prefer unit. Charlie Mack, Billy Stennet, Vanderditch, Jesse Knowles wire or write. JIMMIE WILKINS, Morrisonville, Ill.

AT LIBERTY—A-1 Dixie Tenor and Clarinet. Name experience, fake, read any chair. MUSICIAN, 4365 Barker Ave., Omaha, Neb.

AT LIBERTY—Alto Sax doubling Baritone Sax and Clarinet. Fast reader, transpose, fake. Good tone, modern style, feature man. Play plenty Dixie and Clarinet, sober at all times, union. Small bands or night club job preferred. Reliable managers only answer. PAUL DONNELLY, Anamosa, Ia.

BANDMASTER-TEACHER for permanent location with municipal, institution, Legion, public or military school band and orchestra. Special training, long experience as musician-director. Have large band library. BANDMASTER, 204 Stroup St., Danville, Ill. au8

DIALECTICIAN, all dialects. Harmony baritone and tenor voice. Married, good appearance. Teetotaler. Have car, will go anywhere. FRED AYRES, care Billboard, Cincinnati, O.

FINE TROMBONIST wants job with a good band. All essentials, read, fake, modern, range, tone, take off. Also a fine feature singer. Anybody needing a good man write or wire me; prefer location, but anything considered if it pays off. Will cut it. Absolutely no ham, plenty of experience with fine name bands. S. BURNS, Elms Hotel, Abilene, Kan.

FIRST TRUMPET—Phrasing, tone, modern go. double Violin and Peck Horn. Join immediately. Wire, write MUSICIAN, 118 Sixth St., Fond du Lac, Wis.

PIANIST, union, male, American, single, age 40, desires reliable opening, now or for fall. Musical college training, wide professional experience, all types playing. BOX C-90, Billboard, Cincinnati, O. au15

SAX TEAM—Alto doubles Baritone and Goodman Clarinet. Tenor doubles Clarinet. Have Packard with bus rack, good condition. Have hauled 10 men. GOODY GOBBY, Sedalia, Mo.

SWING TENOR—Modern go Sax doubling ride Trumpet, Peck Horn, Voice. Fast reader and jam. Young, plenty experience. All details BOX C-73, The Billboard, Cincinnati. au15

TRUMPET—Top line and take off. Exceptionally fine musician, fine vocals. Name band experience and references. Strictly professional at all times. Reliable bands write BOX C-82, Billboard, Cincinnati, O. au15

TRUMPET—Available immediately. Plenty experience all lines. Read, fake, swing, good tone and range. Young, single, go anywhere. MUSICIAN, 420 Jefferson Ave., Washington, Pa. au15

WILL PLAY TUBA, Alto, Snare or Bass Drum in factory, fraternal or municipal band or can organize or manage a small band in exchange for dependable employment in a locality with an accredited high school. Eight years' experience as maintenance electrician. Married, age 37. All correspondence answered truthfully. A. L. LONG, 1108 E. 2d St., Muscatine, Ia. au15

XYLOPHONE SPECIALTIES, Drums, Musical Arranger, Transposer and Composer. Experienced all branches musically; M. C. bits, anything reliable considered. Thoroughly competent. XYLOPHONIST, General Delivery, Goff, Kan.

AT LIBERTY

PARKS AND FAIRS

BALLOONIST - PROF.

CHAS. SWARTZ. Committees write. Permanent address, Humboldt, Tenn. au22

AERONAUTS, BALLOON

Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. au22

BALLOON ASCENSIONS

furnished for parks, fairs, celebrations, anywhere. Illuminated night ascensions, trapeze performance. CONTINENTAL BALLOON CO., care The Billboard, Cincinnati, O. au22

BALLOONISTS AND PARA-

chute jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. Cash bond if desired. THOMPSON BROS. BALLOON CO., Aurora, Ill. se5

AMERICA'S FOREMOST AERONAUTS—Parachute Drops from Planes or Balloons. TYRONE BALLOON CO., Toledo, O. au15

BALLOON ASCENSIONS - NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in midair. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. se19

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. au15

BALLOON ASCENSIONS BY EXPERIENCED operators. Three to five drops each ascension. Parks, fairs, celebrations. References furnished. MRS. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. au15

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling; all real acts. Write or wire GEO. BINK, R. 1, Box 112, Cudahy, Wis. au15

EWALD'S WORLD'S GREATEST TRAINED Goats. Six performing goats and two dogs. Team of goats and circus wagon for bally. Several walk-around acts. Best show of its kind on the road. Open for fairs, circuses or vaudeville. Have own transportation. HENRY EWALD, 506 Newell St., Mesa, Ariz.

TEN FOX TERRIERS, 5 SOMERSAULT DOGS, featuring Double Somersault Dogs, Handstand, Table Fall. Write EARL WRIGHT, Billboard, Chicago, Ill. au8

THE SIX CARDOVAS ARE TOPS—Sensational Teeterboard artists and Barrel Jumpers, Whirlwind Ground Tumblers. 2 acts. We have a few dates open. Write for prices and literature. THE SIX CARDOVAS, Montezuma, Ind.

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A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax, spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-81, Billboard, Cincinnati, O. au15

AT LIBERTY not until December—Ed Raymond, Producing Clown, for indoor events. Now with Barnett Circus. Write for photographs. 3786 W. 32d Place, Cleveland, O.

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack Wire Combination Juggling. Indoors or out. CECIL WOODS, P. O. Box 513, Poplar Bluff, Mo.

AT LIBERTY—Rice's Comedy Pigs and Dogs for fairs, parks and celebrations, circus. This is a real novelty act. For information write 1200 Linwood Ave., Jackson, Mich.

AT LIBERTY—Two free attractions, Acrobatic and Physical Culture Acts. One good pay show. For fairs, celebrations, circus. GLENNY AND FORD, Billboard, Cincinnati.

ATTENTION! Higgins Circus Review. Five high-class free acts. Contortion, Acrobatics, Balancing, Aerial and other acts. Three people, one lady, one gent and America's youngest boy contortionist, eight years old. Write for price and pictorial literature. Webberville, Mich. au22

BESSIE HOLLIS & CO.—Three acts, Flying Single Trapeze, Comedy Acrobats, Swinging Ladder, Wardrobe and rigging the best. Fairs, parks and celebrations. Write for price and literature. 3369 Collingwood Ave., Toledo, O. au22

CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform Free Attraction. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price for act reasonable. For full particulars address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

COMEDY SLAP STICK Acrobatic Act—Fast work in comedy. Open for all occasions. Literature. Prices reasonable. LEHMBECK AND LAYMAN, 2025 Lafayette St., Ft. Wayne, Ind. au8

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasika himself. A real attraction for summer resorts or indoor circuses. GEO. E. ROBERTS, Mr. Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

DUAL'S ATTRACTIONS for parks, fairs and celebrations. Three Acts, Double Traps, Iron Jaw and Swinging Ladder. Rigging and wardrobe first class. Write, wire for price and literature. ESTELLE DuVAL, R. R. No. 3, Versailles, O. au22

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DE VIERTER BROTHERS—Two acts. Fast sensational Triple Horizontal Bar Act and European Novelty Balancing Act. Features on any program. 1504 State Road, Menominee, Mich. au15

JO JO, the World's Greatest High Diver. Climbs a 50-foot ladder and dives off. Pal, his son, also dives and both do a number of turns together. Jo Jo walking a one-inch pole five feet high, twelve feet long. Going over big. JOSEPH F. McLAUGHLIN, 1369 E. 13th St., Wilmington, Dela. au15

PAMAHASIKA'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mr. 515 W. Erie, Philadelphia, Pa. Telephone SAGmore 5536.

THE CHRISTYS—Wire Artists, tight and slack. Lady Rolling Globe. Gent Juggler. As good as the best. Write for prices and literature. Keokuk, Ia. au15

THE CLAYTONS—4 High-class acts for the price of one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Address care Billboard, Cincinnati. au8

TRAPEZE RINGS, Comedy or Chink. Have rigging and wardrobe. Fairs, circuses or join recognized act. JOHN T. LANE, 715 5th Ave., N., Lewistown, Mont. au8

VAUTELLE CIRCUS—Dogs, Cats, Monkeys. Act Two, Acrobatic Clown. Real acts; reasonable price; for Southern fairs, circus, theatre. Sound system for street bally. Peoria, Ill. au8

AT LIBERTY

PIANO PLAYERS

AT LIBERTY—Pianist, double Calliope, air or steam. Experience in med show, putting up and taking down. Mail lost, write again. HARRY McKENNEY, General Delivery, Albion, N. Y.

CARL WHYTE—First-class vaudeville accompanist and piano soloist. Experienced all lines. Good entertainer for hotel. Address 136 N. Cedar Lake Road, Minneapolis, Minn.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—Novelty Stevens, side show or review, two acts. Flashy Club Juggling (The Dancing Juggler). Comedy Musical Act, funny. Play Eb Sax in orchestra, do parts. MAX STEVENS, General Delivery, Smithers, W. Va. au15

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TEAM—Lady, A-1 Pianiste, flashy faking, read, parts if necessary. Man, Comedy or as Cast. Does novelty acts. Both sing. Good specialties. All offers considered. MUSICIAN, General Delivery, Goff, Kan.

YOUNG LADY for clubs, taverns, lodges. A-1 Ventriloquist, Puppet Spits, Smokes, Winks, Laughs. Oldtime Accordion, Dancing, Hawaiian, Scotch, Clog, others. Near-by offers only. DOLORES DUSHANE, Paulding, O.

YOUNG LADY for rep., med. Straights or Characters in acts, change two weeks. A-1 Ventriloquist, Oldtime Accordion, Singing, Dancing, Car, horse trailer. Ohio, Indiana or Michigan only. DOLORES DUSHANE, Paulding, O.

S. L. RODEO

(Continued from page 54)

to good success, and had Otto, Flying Dutchman, and his high-diving act as free attraction.

Gross About \$35,000

It is estimated that the gross will reach \$35,000 for celebration, which will not cover all expenses, but a better feeling prevails among those in charge than ever before. Co-operation came from every source freely and Chamber of Commerce gave its time, with Secretary Gus Backman volunteering his services.

Rodeo put on by Colburn and Sorensen on the fairgrounds, with Bruford A. Reynolds as rodeo chairman, had J. C. Sorensen as manager; John Jordan, announcer; Pete Kerscher, secretary; Stretch Fisele, superintendent of live stock; Jack Kerscher, technical director; Everett Colburn, arena director. Garlande and Gloria Tindall, juve trick and fancy ropers, aged 4 and 6, stole the show. Their father, Louis Tindall, labored under difficulties with an injured leg with his trained horse, Lad. The last night he had to go to a hospital because of infection.

Vaude Acts Are Favored

Other acts between rodeo events included Carl Preston and educated horse, Silver Lady; McCune Brothers and their funny auto, and Jazbo Fulkerson and trained mule "Joe Penner." Everett Bowman, former world's champion cowboy, was among prize winners as well as an acting judge. Mr. Thomas, Metropolitan baritone, alone could have packed the Stadium, altho the pageant was a credit to its producers. It was suggested a real singer, such as Mr. Thomas, and outdoor vaudeville acts would bring bigger results, which may be tried next year, as the money made on the rodeo must be used to pay the pageant deficit.

Dance halls, particularly Coconut Grove, had a big Covered Wagon Day dance on Friday, giving free hats as souvenirs. Theaters and resorts claim they suffered from the celebration.

SHORTS

(Continued from page 54)

will be merchandise giveaways every night and Campbell's United Shows have been booked, said Secretary James Szutowicz.

ELKS of Fulton, Ky., will be aided by other fraternal organizations in presenting a National Home Show and Exposition put on by professional directors.

Such a show will also be sponsored by Kiwanis Club in Princeton, Ky.

DECORATED buildings, float parades, rides and concessions are in plans of committee, headed by F. H. Roberts, for Noble County Centennial, Albion, Ind.

KENTUCKY Exposition Company will furnish equipment and direct a National Home Show of Northern Kentucky Real Estate Board in Covington.

HARRY AND LOY ROSE, of Rose Brothers, furnished double trapeze and wire act on the bill at Allitizin (Pa.) American Legion Post Celebration on July 16 and 17.

FIFTIETH Anniversary Celebration in Souderton, Pa., will be held in 1937. Plans are being made to rebuild historical buildings and to stage a historical pageant.

JACK ST. JULIAN'S Troupe appeared at Ladoga (Ind.) Centennial and Homecoming.

ART LEWIS' shows and rides occupied the midway at Veterans of Foreign Wars' Celebration in Woonsocket, R. I., week of July 20.

CONLEY TRIO, aerialists, were at American Legion Mardi Gras in Newport, R. I., week of July 20.

FRUIT and Melon Show and Rodeo in Weatherford, Tex., is under direction of the Chamber of Commerce, F. U. McCutcheon, secretary.

G. U. GATES is finance officer for Waycross (Ga.) American Legion Post, which is to sponsor a Legion Trade Week there.

Providence Events Deferred

PROVIDENCE, Aug. 1.—With Mayor Dunn having appointed a committee to investigate Providence Tercentenary committee as to how fund appropriated for the city's 300th anniversary observance this year resulted in a deficit, all further events calendared have been called off. These include Old Home Week and Carnival, Festival of Racial Groups at Roger Williams Park and several others which were to have been backed by city-appropriated funds.

Waukon, Ia., Rodeo Winner

WAUKON, Ia., Aug. 1.—Texas Rangers' Rodeo on July 3-5 attracted large crowds to the show and made more money than at any of their last three stands, Des Moines, Minneapolis and Darlington, Wis. Rangers' share of receipts amounted to approximately \$2,500, representing 50 per cent of the gate receipts and concessions other than dance and beer permits. The balance goes to the fair association, which made a nice handful of money from the show after paying heavy expenses they had in preparation. The rodeo brought a lot of business to Waukon, especially to eating establishments and beer taverns. Concessions on the grounds did not fare so well, as crowds generally left the grounds quickly after the rodeo show closed each afternoon and evening. Milt Hinkle, producer of the rodeo, presented a good show.

Seek Funds for Equipment

DETROIT, Aug. 1.—Eastwood Amusement Park on Friday will have the annual Midsummer Night Party for employees of the Budd Wheel Company, according to H. T. Walker, chairman. This is sponsored by the Budd Wheel Athletic Association to raise funds for athletic equipment.

Amboy, Minn., To Celebrate

AMBOY, Minn., Aug. 1.—First Annual Corn Festival here will be sponsored by the Commercial Club, composed of about 40 business and professional men, of which T. D. Foster is president. Harold E. Otterstein, of the concessions committee, said that shows, rides, game concessions and refreshment stands will be booked.

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

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Variety and Quality Merchandise Key to Dallas Midway Business

DALLAS, Tex., Aug. 1. — The Texas Centennial in progress here is setting a pace with new items and quality merchandise which should be of interest to the industry over the entire country. Perhaps the most important development is the lighting of the midway. A brilliancy never before achieved on a midway makes an unbelievable difference in the flash and appeal of the merchandise displays.

Most concessioners have followed the previous seasonal trend of new items with a definite leaning toward the quality side. Most every item bears the seal of the Texas Centennial and therefore offers itself as a souvenir as well as a regular prize.

A very noticeable thing on the midway is the great number of complete concessions where merchandise of every

price range is being retailed. These are likewise brilliantly lighted.

Some of the more popular items are Scottie dogs; dolls of all descriptions but mostly those made specially for the Centennial such as cowgirls, cariocas, etc.; cameras; aluminum cocktail sets, etc., with the Centennial seal on them, and the huge "10-gallon" Texas Centennial cowboy hats are without a doubt the hit of the show. These hats may be secured in any price range and it need not be said that the Easterners are going for them almost 100 per cent.

Among the regular game concessions using plenty of merchandise there are three more or less prominent newcomers: Diggers, altho not new in the concession biz, are getting plenty of attention; Screeno could be classed as one of the hit concessions on the midway; while the new bowling machines which are just putting in their appearance from present indications look as tho they will go over here as they have been doing in other sections of the country.

The Centennial is destined to remain until November 29, with the possibility that it may again be reopened next year. Many of the feature spots have been built with the idea of permanance.

Over in Fort Worth, where the Frontier Show is being featured, the same merchandise trends have been followed. One interesting development at Fort Worth is the retailing of furniture and household necessities.

All in all, the Texas Centennial Celebrations have given and will continue to give the merchandise industry plenty of advertising. Hundreds of thousands of visitors taking home every conceivable type of gift will create a demand among their friends and acquaintances that will be felt for a long time in the retail trade.

Cameras Continue as Merchandise Leader

Well past the usual period of mid-summer slump, the camera business has been one of the most consistent sales leaders for wholesalers in the merchandise industry. In practically every section of the country local snapshot contests, with weekly awards to winners in various types of competition, are responsible for a great portion of the unusual demand. Wholesalers, however, were given advance notice of the many contests which were and are still being promoted heavily thru newspapers, and so were able to have unusual supplies on hand in anticipation of the demand. Thus they have had no difficulty in filling orders that ordinarily would have been difficult to meet.

The greatest part of the shipments have been for the inexpensive folding models which give the appearance of being much more costly and which range in retail price from 49 cents to \$3. The box type, too, taking both the snap and time exposure pictures, are much in demand, with the public favoring those which take snaps of a size not over 2 1/4 x 4 1/4. It is believed that the low cost of film for the smaller sizes, and the fact that prints may be enlarged for entry in contests and for personal use, are important reasons for the appeal of the lower-priced models.

The attention focused on picture taking by these contests and also the return of better conditions has stimulated considerable demand for candid cameras — of the type which take action photos and are equipped with different speed lenses to meet varying conditions. It is felt that this intensive promotion and the lower prices on camera merchandise this season will sustain this greater sales volume for several months more.

MAKING THE TEXAS CENTENNIAL CROWDS NOVELTY AND SOUVENIR MINDED

By PHILIP KAPLAN

Watch for This in
The Fall Special
Of The Billboard

Campaign Nov Biz Booming

The power of repetition, of impressing, stamping on the mind of the public the name and physical appearance of candidates will be a vital factor in the outcome of the coming Presidential campaign. Adherents of the various candidates already have manufacturers and wholesalers busy in the creation and distribution of many types of novelties and favors with a political objective. And the novel creations themselves are no less unique than are the methods being devised for placing these novelties in the hands of voters.

The list of items already announced, in addition to the stand-by pins and badges, feature in some way or other the likeness of the candidates or depict the emblem of their respective parties, donkey or elephant. It is interesting to note that many of the items are of a useful nature and the list includes paper weights, cigaret cases, salt and pepper shakers, inkwells, campaign hats, letter openers, match holders and the like.

It is pointed out that by offering useful novelties the maximum amount of good will is created, thus placing novelty and gift merchandise in the position of an influencing factor in the campaign. And because the items are mostly designed for everyday use they will have tremendous value in repeatedly calling attention to the candidates and conveying the desired impression.

All signs indicate that the 1936 political battle will be won by the party utilizing the most effective and extensive means at its command for putting across vote-getting messages.

Business Maintains 6-Year High Levels

Surveys the past week by Associated Press, the United Press and the Department of Commerce were unanimous in reporting that retail trade and industry are continuing to sweep ahead at the highest level since the spring of 1930.

Retail trade throught the country, it is shown, attained considerably higher levels during the week just ended than for the like period last year, due in some measure to the cooler weather in many parts of the country, altho in a few limited areas there were seasonal recessions. Trade channels remained remarkably free from any serious effects of the drought in those sections hardest stricken, according to reports.

Financial reports now being issued for the first half of 1936 also show that American business corporations, large and small, with rare exceptions, are making more money than they have since 1930.

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handing out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

SOME fairs in Wisconsin are trying to make the road rough for merchandise concessioners by jacking up the price for space, according to JOHN D. BUCK. Writing from Moose Lake, Minn., July 22, John says: "I have been playing Wisconsin fairs for several years. People who are not familiar with fairs in this State should look before they leap, as some of the secretaries are going up on the privileges. I don't know why they take this attitude, unless they figure concession people make a lot of money."

K. L. YATES is hopscocting thru Montana, Wyoming and Colorado with his fish pond and reports business fair. He is using plaster, lamps and clocks. His wife, Dorothy, after three years in a ride ticket box, is proving an A-1 agent, he says. H. F. MOLLENKOPF and wife (Gertrude) are making the same spots with Yates, operating a set of diggers, on which they are using clocks, cameras, pencils, knives, etc. Business for the Mollenkopfs, Yates says, is very good.

HARRY F. GILLIAM sounds a note of warning to concessioners going into Iowa, or rather that section of Iowa where he recently had a very unpleasant experience. It was while stopping at a celebration in Swea City July 22 that a bunch of gow-heads (dope fiends, in case you don't know), Harry writes, broke into his car and took everything he had. "They are working out of Omaha and Sioux City," he says. "I am hot upon their tail and won't stop unless all my personal baggage, amplifiers and high-speed tools taken are expressed to Kansas City, Mo., charges collect, and a notification to that effect sent to me at P. O. Box 395, that city. No foolin'. I'll spend my life getting this dirty mob. I've been properly informed. Tell concessioners to beware of this section."

STARR DeBELLE (Major Privilege) has a big laugh for merchandise concessioners in his Ballyhoo Bros. column in the carnival department of this issue. "The management of the show," he announces, "has decided not to overdo stock stores, allowing only 15 of a kind to operate. May the best man win!" Be sure to read the column—and read it every week if you are not already doing so.

GUS ROSASCO owns all the games at Playland Park, Rye, N. Y., and these number 21. He is probably the biggest operator of games in a single park in the country. ANTHONY MACRI is in charge of the horse race game, passing out novelties, lamps, etc. This is Macri's eighth year at Playland. He had made the Danbury (Conn.) Fair for the last four years, hustling pop corn. "COOKS" LAMENTO operates the pinball game and uses Popeyes, Miceys, Tobies and candy. TOMMY ORR works penny pitch with novelties. AL LAISE, with Walking Charlie, on which he handles Popeyes and dogs, says business is the best in four years. MRS. HARRY MARTIN has hoop-la with an assortment of items. She has been at Playland and Rye Beach Park for 10 years. MRS. DICK WILLIAMS, at Playland 10 years, (See OVER THE COUNTER on page 63)

Summer Picnics Aid Mdse. Biz

The season for outdoor church picnics and fraternal bazaars is now in full swing, giving a great stimulus to the merchandise industry at a time when it is fighting off seasonal recession.

Reports from the wholesale trade reveal that the volume of merchandise ordered so far this summer is tremendous and that the number of events to be staged yet this season presage a record volume for the summer.

A pleasing feature of this type of business, they report, is the diversified nature of the goods ordered. A typical outdoor event, for instance, may require house-furnishing items such as lamps, percolators, toasters, appliances as well as novelty hats, canes, parasols, flapper dolls, balloons, squawkers and the like. While some of the wholesalers who have been watching the dwindling orders from this source in recent years did not go strongly after this business this summer, those who did were rewarded with some handsome orders. They even report that many of the events this year are making use of higher priced items for awards, including radios, watches, pen and pencil sets and the like.

Baseball-throwing games, poker drawings, bingo, lotto, fortune wheel and all the favorite picnic concessions are getting better play than in many years past, and it is noted that plenty of quality, colorful merchandise provides the attraction.

Phono and Radio Portables Popular

Sales gains as high as 35 per cent on portable radios and phonographs have been reported in the New York area this summer. Several reasons have been given. It seems that many, altho they dislike very much the sweltering heat and unlimited filth of the big cities during the summer months, are not willing to sever connections entirely even for a short while, nor are some willing to go anywhere without their favorite musical programs, etc.

Prices on portable radios have ranged between \$10 and \$25. In the phonograph field models priced from \$6.95 to \$15 have been showing the way in unit sales. The \$6.95 model is a Japanese product and has been quite active in the New York market.

Many retailers have been surprised at the small amount of servicing which they have had to contend with. There have been a few complaints about the low-priced phonographs, but not enough to seriously hurt sales.

PROFIT-PLUS VALUES



CHROME
FLAT
IRON

6 FT. CORD
Beautifully Carved Handle.

85c Each - \$10 Doz.

VANITY SETS, Doz. . . . \$4.20

TEA SETS (2 Doz. Lots) \$1.40

SCOTTY BOOK ENDS,
Doz. \$7.50

Wood Carved.

CRANE MERCHANDISE
Clocks, Lighters, Banks, etc.

MUTOSCOPES & HOISTS
AS LOW AS \$35.00

SELLING OUT OVER
400 PIN GAMES AT
\$2 to \$10.

ALSO A FULL LINE OF GENERAL
MERCHANDISE—VERY LOW PRICES

I. F. TRADING CO. 18 E. 17th St.
NEW YORK

NEW ITEMS

Pencil Sharpener

The ever-useful pencil sharpener is presented in a new and novel form in the new line handled by E. J. Cadigan, Inc. The two models are cup shaped, one having three little dice in the covered top, the other having a miniature roulette wheel. The cutting blades are of unusual quality and do the work of a large machine. Packed one dozen in a box, assorted colors of both models. The low cost and strong appeal should make it easy for agents to put one or more in every office.

Premium Merchandise

A new type of ink eradicator is being placed on the market by the Blot-Out Manufacturing Company. The new product uses the conventional two types of application and is said to remove ink, fruit, blood or iodine stains from cloth, including silks, as well as ink from paper, without harming the material. It is packaged in a modernistic style of dark brown bottle with a red cap, to which the applicator is attached—the two bottles forming a nice desk combination. They are further ornamented by a brilliant gold label carrying full directions for use.

Special Women's Razor

A new type of razor designed especially for feminine use is being placed on the market by the St. Clair Manufacturing Company. It has been entirely redesigned by engineers for specialized uses and is quite different in construction from any other razor on the market. Consists of only two parts, holder and handle. The usual guard has been eliminated, making it proof against the snagging of hairs, which made the usual razor construction a nuisance for feminine use.

Has a two-way curve, lengthwise and crosswise of the handle, so that it is perfectly adapted to the special curved surfaces of arms, legs and callouses. Retail for 25 cents with two steel blades.

Flashlight Screw Driver

A new flashlight screw driver for auto mechanics, radio testers, battery men, garage owners and motorists is the latest item by the Stanley Works. The "Stanloid" handle holds two standard batteries and a flashlight bulb. Blade is 3/16 inch in diameter and of finest steel, tempered overall. In case of breakage new blade can be driven into handle. Tip is machine cross ground to size and magnetized for picking up small objects. Furnished with batteries or without. Demonstrators and agents will like this item.

Hosiery Run Preventative

Resista-Run is the name of a new scientific preparation for the prevention of runs, snags, tears and rips in women's hosiery and lingerie. Cases have been reported in which this new compound has doubled, tripled and even quadrupled the life of a pair of silk stockings.

An extra added feature of this new run preventative is that it also water-spot proofs the hosiery or lingerie. It is said further to beautify as well as to strengthen merchandise to which it is applied.

Application of Resista-Run is simple. The user merely adds a small quantity of the Resista-Run preparation to warm

water and leaves the hosiery or lingerie to soak in this solution for 30 minutes. This is all that is necessary to make the stockings or lingerie proof against runs, tears, etc.

A pair of silk stockings treated with Resista-Run can be used for a very effective demonstration. For this reason the new compound is as popular with demonstrators as with agents, salesmen and canvassers.

The Raymi Laboratories, manufacturers of the new compound, have on hand a two-color illustrated circular giving complete details, prices, etc., about Resista-Run. Mr. John Kear, president of the Raymi Laboratories, expresses a willingness to send this circular to any canvasser, agent, salesman or saleswoman, demonstrator or pitchman who is interested in the product.

New 400-Page Catalog

The May & Malone Red Book is famous in the retail jewelry and gift trades. To them "Red Book" signifies 400 pages of real quality merchandise. The latest edition just announced to the trade contains beautiful illustrations of their jewelry, electrical ware, silverware, clock, camera and radio lines. Every concessioner and premium user would do well to have a copy.

Sensational Novelty

Drum Ball, a new sensational novelty, is being manufactured and marketed by Goertz Bros., Inc. This clever item affords fun and exercise for old and young and works like punching the bag. It is an unusual novelty and should have an especial appeal to fair workers and demonstrators.

Kleenti Tea Strainer

The Kleenti Tea Strainer, merchandised by Arleigh Products, Inc., is the newest item designed for household use. Made of Bakelite, the Kleenti strains the tea as it is poured into cups and does not drip. A rubber ring is fitted on the end of the strainer. Looks like a winner for agents and pitchmen.

Key Chain Campaign Nov.

One of the smartest campaign novelty ideas yet to be introduced to the market is a key chain with a lucky horseshoe on one end and the Roosevelt Democrat donkey or the Landon GOP elephant on the other.

The Noyes Manufacturing Company, of New York City, makes up this item in (See NEW ITEMS on page 63)

Write to The Billboard, Buyers' Service Department, 25 Opera place, Cincinnati, O., for addresses of companies supplying the items in this department which interests you.

Hot Sellers Now!

PER GROSS 9.00

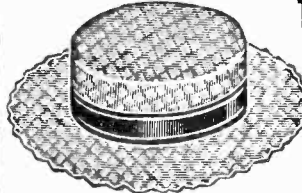
B40N75—Pecking Bird, Made of Metal, 1 3/4 in. over all, with long felt tail. Bright colors. Wind strong spring and Bird will Hop around and Peck.



Here's The Greatest 25 Cent SUN GLASS VALUE

Ever Offered
Per Gross 10.50
Per Dozen .90

B201J99—Heavy Shell Colored Celluloid Frames and Temples and Large Glass Lenses, in Assorted Colors. Each in Glassine Envelope. 1 Dozen in Box.



THE HAT of the Season
Per Gross 8.00
PER DOZEN 70c

B45N013—Miniature Straw Hat, 6" Overall. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.



It's New!
6 1/2 in. Celluloid Carnival Doll

Per Gross 9.25
Per Dozen .80

B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making it an Outstanding Number.

FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

N. SHURE CO.

200 W. Adams St. CHICAGO

SURE FIRE MONEY MAKERS!

- MY PARTY CHARMS—Spinning Campaign Hot Novelty. Dozen. . . . 55c
- LAPEL WATCHES. Each 85c
- MEN'S TIES. Dozen 75c
- RAZOR BLADES—Double Edge, 1st Quality, 1,000. 2.90
- UNITED—Double Edge Blue Steel Blades (Genuine). 100. 40c
- STYPTIC PENCILS. Gross. 45c
- MIRACLE C A N OPENERS—Streetmen's New Sensation. Doz. . . . 75c

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Orders.

BENGOR PRODUCTS CO.

10 E. 17th St., Dept. K, New York City

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES



Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.
A New Deal — Big Buy
Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog.
ROHDE - SPENCER CO.

Wholesale House, Chicago.
223-25 W. Madison St., Chicago.

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.



- 16 Size, Cased In Loco or Engraved:
7 Jewel \$2.75
15 Jewel 3.75
- 12 Size, Cased In Round, Octagon or Engraved:
7 Jewel \$3.25
15 Jewel 3.75
- Men's O Size Waltham or Elgin Wrist Watch with Chromium Bracelet, 7 Jewels, Boxed. . . \$4.75

Deposit required. Send for Free Catalog. New Plan.
THE NEW YORK JOBBERS,
74 BOWERY, New York, N. Y.



SCOTTY LAMP

New, Flashy, 15" High. Art Composition Base. Antique Ivory Finish with Gold Trim. Parchment Shade. Trimmed with Gold. Silk Tassel Cord. Wrapped in Cellophane. Price, \$8.50 PER DOZ. 1/3 Deposit, Balance C. O. D. Samples, \$1.10, Pre-paid.

Send for Complete Circular. New Merchandise—Low Prices.
RAND & CO.,
5336 North Clark St., Chicago, Ill.

FREE YOURS FOR THE ASKING THE 1936 IMPERIAL

Wonder Catalog Listing 5,000 new fast-selling Novelty and Sundry Items. Write for your copy at once. We are swamped with requests.

IMPERIAL MERCHANDISE CO., Inc.
893 Broadway, Dept. M. New York. FREE

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 16 Size, White or Yellow Cases. 7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35. FLASH CARNIVAL WATCHES, 50c Each. Send for Price List.
Your Money Back If Not Satisfied.
CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

TRY and BEAT IT!

1936 Sensational Radio Bargain. 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.

NOW \$5.95 In Lots of 6 Sample \$6.50

LATEST MODEL 5 TUBE RADIO 5 RCA Lic. Tubes Including 1 Metal Tube. Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality. Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in air-cushioned Cartons! Catalog on Request.



PLAYLAND SUPPLY CO.
118 East 28th St., NEW YORK CITY.



WARNING!

Only Genuine United Blades have "Reg. U. S. Pat. Off. Trade Mark No. 271,238" appearing on side of outside carton. If your jobbers cannot supply you with Genuine United Blades bearing No. 271,238 on outside carton, write direct to

UNITED RAZOR BLADE CORPORATION
222 W. Adams Street Chicago, Illinois

Do not accept United Blades without this number on outside carton; any blades without this number are counterfeit blades. Return them where you bought them and get your money back!



There is only One Original
MILLS in New York--Established 1916
For Safety's Sake
Send Your Orders Only to 901 Broadway

Quantity.	Description.	Amount.
	Popular Brands D. E. Razor Blades, 1,000 Blades	\$2.60
	Razor Blades, First Quality, D. E. 1,000 Blades	3.25
	S. E. Blades, Cello, Wrapped, 1,000 Blades	4.90
	Shaving Cream, Attractive Tubes, Large Size, Doz.	.42
	Pocket Combs, Assorted Colors, With Clips, Dozen	.39
	Men's Handkfs., White, 10 Doz. in Bundle, Dozen	.17
	Shoe Laces, White & Colors, 27", Paired & Ind'd, Gr.	.38
	White Shoe Polish, Atty, Labeled in Bottles, Doz.	.40
	Fly Ribbon, Full Length, Best Quality, 100	.68
	Fly Swatters, Fine Wire Mesh, Long Hndls, Gro.	2.15
	Fly Spray, 16 Oz. Attractive Cans, Dozen	.90
	Merchandise for Side Line Salesmen, Gross	.75
	Adhesive Plaster, 1/2 x 5, or 1x2 1/2, Dozen	.45
	Iodine, 15c Size Bottles, Special, Gross	2.40
	Petroleum Jelly, No. 2 Size, Unusual Value, Gross	2.40
	Talcum Powder, Gardenia, Attractive Cans, Dozen	.30
	Creams and Lotions, 25c Value, Dozen	.54
	Soap, Palm & Olive, Castile, Etc, Gro. Lots, Each Cake	.01
	Shav'g Soap, French Milled, Scented, Gr. L'ts, Ea. Cake	.01
	Disinfectant, 4-Oz. Bottles, Gross	3.60
	Army & Navy 25c Needle Books, Gross	1.10
	Sewing Thread, Blk. & Wht., 100 Yds. 60 in Box, Doz.	.12
	Safety Pins, Nickel Steel, 12 on Card, Doz. Cards	.12
	Nov. Ash Trays, Various Shapes, Ast., Cel., Dozen	.30
	Pot Cleaners, Sponge Mesh Steel, Ex Special, Gross	2.50
	Fuses, Porcelain, All Ampers., 100	1.25

25% Deposit on All C. O. D. Orders.
FREE CATALOGS

SHIPPING HEADQUARTERS. NO BRANCHES ANYWHERE.

MILLS SALES CO.
901 Broadway New York, N. Y.

JEWELLED LADIES BAQUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds
SPECIAL—
No. 111—Modelled From a \$300 Article. In 1/2 doz. Lots, Ea. \$5.50
No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Dozen Lots, Each \$2.25
Sample, 50c Extra. 25% Deposit, Bal. C. O. D. Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.
FRANK POLLAK 88 Bowery, NEW YORK CITY

TIES
Large Complete Assortment of First Quality Ties at Unheard-of Prices. All Full Cut, Made for Long Wear. Great Variety of Colors. You ought to See Our New Margin Line No. 600. Startling High Quality. \$1.40 Sample Doz. Order Today. 25% With Order, Balance C. O. D., Plus Postage.
CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

REX HONES 3c Each
Now Less Than
\$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-8, Chicago, Ill.

BB22—NOVELTY OIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00.
Sample, Prepaid, 25c in Stamps.
BAG Inflates and deflates through the tail. Get sent for 15c in stamps. Doz., 80c; Gro., \$9.50. Half cash with order, balance C. O. D.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI

NOTES from SUPPLY HOUSES

United Pressed Products Company has just announced its newest line of paper-mache hats for the carnival, circus, rodeo, fair and picnic trade. It is featuring a Texas Centennial official "10-Gallon Hat" to retail at 25 cents, which is also ideal for premiums with special imprinting. Regular size hats to retail at 10 cents are offered in color in the following paper styles: Mexican, Spanish pancake, shallow derby, Irish Kelly, Chinese mandarin, cowboy, policeman, overseas helmet, fireman, Bowery derby, tropical helmet, gob hat and junior trench helmet. The line of miniature 5-cent retailers, also suitable for premium use, with colorful crepe-paper band and rubber elastic, consists of the following styles: Witch, fireman, derby, plug, ladies' bonnet, fedor, cowboy and straw hats.

The Ben-Mar Company is putting out a new model of the Sav-a-Burn Ash Tray described in *The Billboard* several months ago and designed to allow advertising on the tray itself. The tray has a large base about seven inches in diameter, permanently attached to the small ash tray above. This rests on a piece of furniture and protects the furniture from the heat, as well as preventing matches or ashes from spilling over on the furniture.

The new model has a smooth baked or enameled finish instead of the rough-applied lacquerlike finish of the earlier models, which produce a novelty effect. The new design allows the name or other advertising matter or even pictures and designs to be placed on this large tray base.

It is being used for distribution by several companies, and a large order was shipped recently for the Texas Centennial Exposition.

Ben Miesell, the genial head of Blossom Doll Company, is now in Chicago showing his new line of dolls at the Gift Show being held at the Palmer House. Readers of this department will remember that Blossom Doll was the producer of the now famous Carloca and Miss Belle of the West numbers; both have been hits all over the country but enjoyed the greatest popularity down at the Texas Centennial Celebrations. Miesell claims he and his associates are going to have some real fall numbers ready for *The Billboard* readers, and those of you who are near Chicago would do well to drop in at the Palmer House, where an advance showing is being made.

The RCA licensed A. C. D. C. midget radios featured in a recent *Billboard* announcement are reported by Herman Kleppner, of the Pilgrim Electric Corporation, manufacturer of the set, to be moving rapidly. The set has the new illuminated wrist-watch dial, matched speaker, four licensed RCA tubes and built-in aerial.

It is included in an unbreakable, burlled walnut-finish cabinet and is extremely small and compact, being 8 1/2 x 6 x 3 3/4 inches in size and weighing only five pounds. The tonal quality of the set, its power and its selectivity are truly amazing. It has a standard broadcast band of 170-555 meters.

The Pilgrim Electric Corporation offers the set at an unusually low price and on a special 30-day free trial. All parts in the set are guaranteed for one full year.

Salesboard operators, concessioners, (See *SUPPLY HOUSES* on page 63)

"HOSSLAFF" RUBBER NOVELTY. Plenty of color, plenty of noise. We guarantee this to be the biggest selling campaign and street selling novelty of the year. Made of good grade yellow rubber, about 12" in length, stamped "Hosslaff" for Landon has the same action as the WHOOPEE started today with this new funny toy. Sample \$2.00. Half cash with order, balance C. O. D.

KEY CHAIN with genuine RABBIT'S FOOT
stamped VOTE FOR **ROOSEVELT**
Entire Unit on Self-Selling Card.
ORDER TODAY!
RABBIT'S FOOT
With Name of Your Favorite Candidate or Plain Capped, **\$27.50** Per 1,000.



stamped VOTE FOR **LANDON**
You can clean up with this knock-out combination. Plain Capped also. Specify which you desire.
➔ **\$5.00** PER 100
In Lots of 500.
1/3 on All Orders, Bal. C. O. D. For Sample send 10c in Coin or Stamps
J. E. BREWER
230 W. 26th St., New York City.

FREE 5 DAY TRIAL
5 TUBE GENERAL RADIO
SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)
FAST SALES! BIG PROFITS!
Modern Walnut Cabinet. Powerful dynamic speaker. Superb tone. Large illuminated airplane dial. R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. FREE! NEW 1937 CATALOG Showing 6 new models. Sensational values.

\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET
25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.




GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 4-D) New York, N. Y.

New CHATEAU CADILLAC watch values

Men's CHATEAU CADILLAC Wrist Watch—Swiss 7-Jewel Lever Movement. 3-Piece Chromium Case. Raised Gold Flgured Dial. Genuine Morocco and Pile-skin Straps. (Single Watch, \$2.95) **\$2.75**
Each, in Dozen Lots, (Single Watch, \$3.95) **\$3.75**
Ladies' CHATEAU CADILLAC Wrist Watch—Swiss Jeweled Movement. New Imports of Latest Styles and Designs. Guaranteed Airtight and Dustproof Cases. With Beautiful Bracelets Attached. (Single Watch, \$2.45) **\$2.25**
Each, in Dozen Lots, (Single Watch, \$2.45) **\$2.25**
We also have a complete line of Ladies' and Men's Watches in all Models, Styles and Designs. And our Prices Are Absolutely Unbeatable. Real Value! Real Flash for your Money! Order today. 25% Deposit, Balance C. O. D. Write at once.
Watch for Our Weekly Announcements in The Billboard.

CHATEAU CADILLAC WATCH CO.
93 NASSAU ST. NEW YORK, N. Y.



You Bet We Have Them—And The Best Buys In The Country Too
LEVIN'S HELP YOU MAKE MONEY
HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying BirdsGr. \$1.95
N9099B—54 In. Lash Whips, Dz. .60 Gr. 6.50
N9315B—8 In. Air BalloonsGr. 1.90
W 536B—Pocket WatchesEa. .69
F2967B—"Univex" CamerasEa. .69

N 636B—Imported Jap. CamerasDz. \$0.75
X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses, 250 Pkgs. in Case, Per Case 2.75
Per 1000 Pkgs. 11.00

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

NOW 50 YEARS IN BUSINESS **LEVIN BROTHERS** TERRE HAUTE, INDIANA

Your New **MONEY SAVING GUIDE**

IS NOW READY! Send for it Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



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

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices. IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN 488 Broadway, NEW YORK CITY. Fast Service Sully.

CAMEO RINGS OF DISTINCTION!!! Exclusive patterns, from \$12.00 Gross. Chromes and Gold. Also WHITESTONE RINGS, from \$6.00 Gross. Send \$2.00 for complete sample line. We also carry a full line of Crystal Jewelry at unusually low prices. Free Catalog. OLYMPIC BEAD CO., Dept. R, 307 5th Ave., N. Y. City.

CAMPAIGN TIES 5¢ GET ON THE BAND WAGON NOW! Roosevelt Ties, Landon Ties with picture of candidate imprinted on face. Fast sellers. Shoot in your order Today and Cash In. Immediate Delivery. 25% with order, balance C. O. D. 50-1000 7-100-1. Do. 2 SAMPLES for 15¢ PREPAID. LEGION TIE Co. 701 BROADWAY, N.Y., N.Y.

TRAILER BUILDERS BUYERS OWNERS Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want—Axles, Hitches, Lumps, Showers, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed. TRAILER SUPPLY CO., Box 438-H, Wausau, Wis.

E. Z. WAY AUTOMATIC STROPPER W. M. MFG. COMPANY, Sandwich, Ill.

BANKER PENS—THAT'S ALL JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

DEPARTMENT STORE WORKERS! AN EASY \$5 A DAY Possible Selling the New 20-in-1 KITCHEN NECESSITY Does the work of 20 necessary Kitchen Utensils. Year's fastest seller at 25c. Exclusive territory. Costs you 75c a Doz. or \$6.00 a Gross. Write for proposition. Sample and Sales Plan Free. NEW METHOD MFG. CO., Box MB-8, Bradford, Pa.

PAPER MEN CLEAN PRODUCERS Publications for Sports, Auto and other Shows and Fairs. Write fully, no postcards. NATIONAL CIRCULATION DIRECTOR 489 Fifth Ave., NEW YORK

SIGNS EASILY PAINTED WITH LETTER PATTERNS ANYONE CAN DO IT WRITE FOR FREE SAMPLES JOHN F. RAHN, 8212 NEVA AVE., CHICAGO

VETERANS Your bonus put a kick in business. It has increased our sales. Get your share. WILL ROGERS 1,000 LATEST JOKES. 10,000 Laughs: Humorous Biology of Wiley Post. 3c. calls 15c. Samples, 10c. Veterans' Monthly Magazines, Veterans' Joke Books, Flag Respects Books, Patriotic Calendars, VETERANS' SERVICE MAG., 157 Leonard Street, New York.

PITCHMEN by BILL BAKER

(Cincinnati Office)

Pitchdom Five Years Ago

JOE GOLDSTEIN, "the German Whistler," was still in Europe taking life generally easy and working only a day or two now and then when the spirit moved him. Eastern chain stores were doing all right by CHARLEY COURTEAUX and BARNEY LONDON. The same goes for GEORGE WEBER. The hot one of the week was the complaint made by one CHIEF RED FOXE up in Mount Carmel, Ill., that he was not the CHIEF RED FOXE who was reported to have just married MRS. HOOD, of Deeve, Ark. Enjoyed a visit with JOE STANG in this office. He had just come from Columbus, O. The old polish was turning over pretty fast for EARLE B. WILSON, then working along the south shore of Lake Erie and Central New York. C. W. MEADOWS was laying around Coney Island, N. Y., thinking up a way to lick the depression. It was a tough week for SAMUEL G. LIPPINCOTT, of Lippincott's Entertainers. He was in an auto accident and suffered a rather serious arm injury as well as a broken collarbone. Med shows playing East Texas found the going tougher than ever. Among them were the U-TA-KA Medicine Show and DOC McRAE'S outfit. The fight between HARRY MAIERS and HARRY CORRY as to who were the greatest jam workers was getting hotter and hotter. After almost half a century of steady trouping without a break, TOM B. KELLY, Canada's veteran platform med showman, was forced to lay off due to ill health. Quite a few of the med shows were up in the Hoosier State. Among them were the FULLER HERB COMPANY, NAT HARLEM, DOC CAYTON and the McMURRAY DRAMATIC COMPANY. DOC ANGEL was running a printing business along with his missus and family. No need to say there was plenty of competition between four pitch stores on the boardwalk at Coney Island. MISS INTERNATIONAL, beauty prize winner, by name ZONZETTA WOOD, was making them stop, look and listen at the Natural Health Association store on the boardwalk at Coney Island. RAY HERBERS, of Chicago, spot remover wiz, had just rounded out a tour of Ohio. GEORGE ALEXANDER, who at one time was just a "poor pitchman," was in the money running sight-seeing tours around Cleveland. He also owned an 80-foot passenger boat for sightseers in Miami. It was just a case of getting by for LAWRENCE SALISBURY in West Virginia. According to CHARLES SCULLY, there must have been 100 paper men working around New York State. Among them were LAMPERT and ROBBINS, ALEC BOPP and COATES, MONAHAN and HARRIS, JOE GREENFIELD and TEX BADNEY, ARNHEIM and GRAAM and CASTLE and COWAN. That's all.

"I AM WRITING this pipe while sitting under a big shade tree in the rear of the Callion, N. J., borough hall," shoots Dr. Kreis under date of July 29. "It's one of the coolest spots I've ever hit. We opened here last night to a fair crowd and fair business. Doc Keith, Doc Ward and Bunny Stricker—the natives all say very good things about you. George Sims, Helen I. Rex and I have been on this show for

three weeks. Charles Hillard, a real old-timer, is the owner. Others on the show are Billy (Slick) Russell, Charles Hillard Jr. and wife, Mr. and Mrs. Kenneth Hillard and Carl Banghart. We are looking forward to a prosperous season."

AL ROSS who is still advertising for the Food Mart restaurants in Chicago, welcomes all the pitch lads who stop in for a bite when in the Windy City. He fails to say, tho, whether the check's on him. "Met Bob Roche, the ace pitchman, recently," Al writes. "He was on the way to Cleveland. The boys here are going and coming, mostly going, as it has been pretty hot here. My brother, Duke Wilson, now has a show on Sol's Liberty and doing well, I understand." Ross' wife, Princess Carmelita, will open her new show in Benton Harbor, Mich., this week.

MARTY PEARLSTEIN and Slim Rhodes are working Indiana with watches, razor blades and hones, while Mrs. Rhodes works radio filters.

MANY REQUESTS have been made recently for the addresses of health book publishers. From all indications the books are going over in big style, with the demand particularly heavy at the fairs.

FRANK HALEY and wife, working health books and food-lax, are reported to be doing excellently at the Indiana fairs.

SIDNEY GOODMAN is loading up with novelties and is headed for the American Legion's national convention at Cleveland.

VERNAL TATE familiarly known in pitchdom as Chief White Owl, did well with his med opry at Logansport, Ind. The Chief warns, however, that biz is bad on the whole around Northwestern Indiana.

M. H. BAKER with the Lord's Prayer-on-a-penny machine, and Mel Copeland with novelties got the gelt at the American Legion Fair at Brookville, Ind., last week. Copeland had another novelty concession going well at the Lawrenceburg, Ind., fair at the same time.

JACK AND LADY LEONA HALLIGAN are arranging for some good locations on the various Hoosier State fairs for their astrological outfit.

"LAST MONTH WAS a busy one," pencils Leonard Rosen, "but not much money. Saw that ace of book workers, Mary Ragan, at Hoopston, Ill., on the Fourth and, after cutting up a few with her and listening to her make a pitch, it didn't take me long to see how she gets that money. Boy, she's a champ. Went over to Anderson, Ind., for the free fair, but blew it off after the first night. Down to St. Louis, then in to Belleville, Ill. Met Salem Bedonie at Ashley, Ill., fair and had the pleasure of watching him make a couple of jams. He is a real worker, a clean one, too, and a swell guy. Eddie Gillespie and Jack Westfall, tie form workers, were there with Salem and, boy, the four of

OAK BRAND HY-TEX BALLOONS BRILLIANT TRANSPARENTS



with Marvelous Stand-the-Sun Stamina

Their crystal-clear, beautiful colors catch all eyes and win big business. With Oak's fancy prints they are especially attractive. Be sure to specify Oak when you order

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only



HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (1/2 Ct.), three small stones on each side, filling gear around top and sides and engraved shank. KING No. 93, in 14-Kt. Gold Plate, and No. 92 in Rhodium. OLD CUSTOMERS — NEW CUSTOMERS We not only have the most complete stock of rings in the country but we also carry every kind of jewelry store and demonstration merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00.

HARRY PAKULA & CO. 5 North Wabash Ave. CHICAGO

HEADQUARTERS FOR SPECTACLES and GOGGLES We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere. NEW ERA OPTICAL CO. Write for Catalog BF43. Optical Specialties. 17 N. Wabash Ave., Chicago, Ill.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request. GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

Save 80% Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog. THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

ELGIN—WALTHAM WRIST WATCHES Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country. H. SPARBER & CO., 106 North 7th Street, St. Louis, Mo. 2.95

SOAP PLAIN, PRIVATE LABEL OR STOCK. Write for Prices. NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO, ILL.

Hey Look.. Cartoon Books..Novelties BIG SELLERS AT BIG PROFITS. 16-Page, 40 Numbers, \$1.25. P. C. SIZE, \$2.00; Spicy Mirrors, \$2.00; Red-Hot Shimmies, \$2.00; Special Folders, \$1.00; Feet Cards, \$1.75, etc. All the above prices are per 100. Rush your order or send 25c for 10 Assorted Samples. T. R. PAYNE, 25 Cardinal Place, NEW YORK.

"King of Pitchmen" Radio Contest A radio contest to decide the "King of Pitchmen" is to be staged by WMCA-Intercity. There will be a series of four weekly programs on Friday night, starting August 14. The winner, in addition to the title, is to receive \$20 in cash, and is to be selected by the judges and a vote of the listening audience at the end of the contest. Copies of talks are to be submitted two weeks in advance. Details of the contest and rules will be found on page 3 of this issue.

CELEBRATION NOVELTIES
NEW LOW PRICES—FAST SERVICE

No. 401—
7" Bead Dolls, Gross \$8.00.
No. 403—
7" Hat Doll With Bead and Earrings, Doz., 75c.
Domestic Feather Dresses for Dolls, large size, \$4.20 gross.
Lucky Rabbit Foot Charms, Doz., 40c.
Lucky Rabbit Fur Tails, Doz., 70c.
Large Rubber Dagger In Sheath, Doz., \$4.00.
New Size Radio with Snake, Doz., \$1.85.
No. 114—SMALL SPANISH HAT, Dozen, 80c.
No. 110—REGULATION SPANISH HAT, Dozen, 1.75.
No. 400—DOMESTIC COOLIE, Dozen, 1.75.
POPEYE, MICKEY SLIM JIM BALLOONS, Gross Demonstrators Each 25c.

SEND \$2.00 FOR COMPLETE SAMPLE LINE PREPAID.

25% Deposit With Orders, Bal. C. O. D. NEW PARK, BEACH and CIRCUS BULLETIN FREE GOLDFARB NOVELTY CO. 116 PARK ROW, NEW YORK

us cut up some swell jackpots over those Tom Collinases. Salem has taken over the jam store on the Heth Shows. One of the cleanest fellows I met recently was a med worker named Byers, who has taken a penny-pitch on the Heth Shows. He went to the front for Westfall at Ashley. Both Byers and his wife are swell people. I want to read pipes from Red Hulin and Marty Pearlstein. P. S.—Oh, yeah, thank Blacky Rogers for teaching me the pitch game; only Red O'Brien, known as Floyd Hulin, broke me in and did it right."

THE MIDWAYS . . . at the various fairs this season are packed and jammed with every known concession. From all indications the bonus money played a large part in the backing of a lot of new ones. Wonder if most of them will be on deck next year.

AMONG THE PITCHLADS . . . who made the Columbus, Ind., fair were Morgan, med.; Prof. John Scharding, health books; Bill Danker, peelers, and Harry F. Burton, med.

CHIEF RED FEATHER . . . and his med show are making Rushville, Ind., to good runs. The Chief is known off the platform as John H. Palmer.

AL EISENBERG . . . is working the peelers on fairs and in stores this season.

ANYONE KNOWING . . . the whereabouts of Dean (Slim) Cantrell is asked to notify him that his wife is seriously ill and needs him badly. Her address is 1017 Red River street, Austin, Tex.

E. R. WICHSER . . . is making the fairs thru Indiana and Michigan with a Lord's Prayer-on-a-penny machine and reports business good.

NELLIE E. EWER . . . of Hollywood, joined the Cascade Mineral Amusement Company at Jackson, O., recently. Show is currently playing the Buckeye State to good returns. Also included in the show's roster are George and Edna Taylor, sketch team, and Justice Harper, guitar and hillbilly songs. Mrs. Ewer, owner of the company, is on a trip east. She is visiting with her various representatives en route.

DOC BRUMMETT . . . who worked Northern Indiana early this season, jumped into Louisville recently to pick up his bonus bonds. Writing from the Kentucky city, Doc says that

among the oldtimers out for the summer are Harry Coll, jam, and Dopey Todd, hoops. The three would be pleased to hear from their many friends. Louisville, Brummett says, is as it was last winter—split or no work.

JEFF FARMER . . . jumped into Hanover Court House, Va., recently for the three-day Centennial Celebration with the hopes of writing a little paper. However, he bumped into a long string of oldtimer paper lads there, and so decided to remain on the sidelines and merely look on. Among the boys who made the spot were Red Baker, Curley Drum, A. L. Delesk, H. Mobley, Jimmie Hamilton, A. O. Thomas, R. N. Johnson, Elmer Hastings, E. W. Weems, Raymond Worley and Dick Utter. "Doc Gilbert and I gained experience by watching," Jeff pipes. "Everybody got a little of very little."

JOHNNY McLANE POSTCARDS . . . from Jamestown, N. Y.: "This is truly the City of Factories. It's a good place for the Jimmy Jump-Ups to start their pitching careers, as not enough men come out at noon to get them nervous. However, we are doing okeh by using a little pitcher's strategy—morning glories. The Billboard is very welcome in this neck of the woods, as one is apt to feel that he is the last of the Mohicans. It's not writer's cramps, Bill, me thinks; it's the 3-cent postage that some of these Scotch pitchmen look at."

DOC MILTON (CURLEY) BARTOK . . . and the missus, Betty, at present celebrating the arrival of a seven-and-a-half-pound daughter, born recently at Mt. Sinai Hospital, Cleveland, are making preparations to hit out on the fairs very shortly. Doc is still working Bordex

PLUNGER FILLER VAC

EASY SALES—QUICK PROFITS.
The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 396 B'dway, New York, N. Y.

YOU GET MONEY MAKERS HERE

APEX KNIFE SHARPENER and Glass Cutter, Per. fact. Worker Gross, \$7.00
"LEMONAIDER." The Juice Extractor Which Has Made Big Money for Pitchmen. Gro. 5.00
STONE HONES, for Razor Blades, Bxd. Gro. 3.50
SCISSORS SHARPENER, Special Lot. Gro. 1.15
"CORN GONE," Each Bottle on Card. Gro. 5.50
ARMY & NAVY NEEDLE BOOKS, Special. Gross, 1.25
SELF-THREAD NEEDLES, 100 Papers, 1.50
FINGER NAIL FILES, \$1, \$1.35, \$3, 3.80
Samples at wholesale prices. Add postage. All Quantity Prices F. O. B. N. Y. Deposit to be sent on ALL C. O. D. ORDERS.

CHAS. UBERT, 19 East 17th Street, NEW YORK.
PROMPT RELIABLE SERVICE SINCE 1913.

NEW FOOD Sensation
TAKES CROWDS BY STORM

A CLEAN-UP FOR CARNIVAL AND CONGRESSION MEN
Taste it! It's different! And how they go for it! New appetizing CHEESE CHIPS just melt in the mouth. Crisp, crunchy, delicious chips with real cheese taste. Crowds jam around to watch you make 'em—and then watch how they BUY! Gives a new taste thrill that makes 'em come back for more. Made in a jiffy, sells faster than that. 5c and 10c bags. No costly equipment needed. Pays you marvelous profits, up to 500%, and assures a steady big-pay business wherever there are crowds.
FREE SAMPLE and full details on request. Act quick!
GEO. IRWIN, 3107 Pine Street, St. Louis, Mo.

Pitchmen and Demonstrators

Here is a book for the first time sold at any Fair. You do not have to be a high-powered pitchman to sell this book at Fairs. A booth in a building with a flash will sell this book.
SHEETWRITERS—You don't have to work to men alone, you can work to women and get money with this book. SEND 50c for Sample and Price List and be the first one at the Fairs with a new item.
Everyone is a prospect. Book has been well advertised and is in demand. You can't miss with the book if you are a hustler. Don't forget, it is a new item that gets the money, not the old ones.
M. MALMAN
22 East 12th Street, CINCINNATI, O.

Dealers, Salesmen and Agents

CARTOON BOOKLETS (Snappy Comics), \$1.25 Hundred. Beautiful Girls, Photo Prints, 4x5, 4 to 8 Poses Each Print, \$2.00 Hundred. Joke Sheets, 50c Hundred. Full line of Samples, \$1.00. (None Free.) **OCEANVIEW SPECIALTY CO.**, 370 Beach Street, West Haven, Conn. Dept. B.

FAIR WORKERS. PEELER WORKERS. DEMONSTRATORS

Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

- GARNISHING SETS
- ROTARY MINCERS
- SAFETY GRATERS
- ORANGE JUICERS
- SPIRAL CUTTERS
- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS

and other Kitchenware Items

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

SURE FIRE HIT! QUICK MONEY!

REPUBLICAN AUTO LICENCE TAGS
LANDON-KNOX
A GREAT ELECTION NOVELTY
NEW DEAL AUTO LICENCE TAGS SIZE 7"x10"
ROOSEVELT-GARNER

All metal, one-piece construction—die-cut and colored silver and black. Bolt furnished, ready to attach. Fits any license. Greatest Campaign Novelty this year. Quick sales!
SEND 25c FOR SAMPLE DESIRED AND TERMS
Address **WESTERN SALES, Dept. B, LINCOLN, NEBR.**

Pitchmen I Have Met

By SID SIDENBERG

I surmise that Cashly A. Henry, of Dayton, O., has sold his sure-fire spark intensifiers to every man in the auto accessory branch of Pitchdom at one time or another. Henry has advertised his products extensively in *The Billboard* and told me that when he is ready to come out with a brand new measuring and surveying tool he would notify the boys thru these columns. My advice to anyone looking for a sure-fire new item is to watch these columns for Henry's display advertisement. The item is going to make the demonstrating boys some real cash, for I have seen the tool in the rough on a visit to the Henry plant and I am honest in my opinion when I say that I don't see how the item can miss with the proper demonstration.

Henry is not only a manufacturer and distributor of auto accessories, but is a full-fledged pitchman of the first water. Even now, with his factory making dies and tools for his new product, he sallies forth to towns and fairs to gather in some of the loose shekels.

Henry has been in the business just about half a century, altho he's only 50 years old. He was born under canvas of a one-ring circus, playing the rough and ready Western cow towns of Nebraska. The show was owned and operated by his father, A. H. Henry, and that old showman, Rattlesnake Jack.

He traveled with his parents, making pitches on the show lot until he was 17. One day he took it on the lam with an armload of gummy and since then he has worked and manufactured almost every item that has been sold to the public thru Pitchdom.

For the last 10 years Henry has been making his headquarters in Dayton, where he operates his plant, owns his home, and his two children, Marcelline and Arthur, 17 and 16 years old, respectively, attend high school. The missus joins Henry on some of his trips.

Henry is a vet of the World War and a Shriner.

New Political Emblems

PAY YOU 100% PROFIT
"Cash in" on this new money-maker . . . brightly finished metal "New Deal" Donkeys and G. O. P. Elephants for auto license tags. Big season starting. Autoists, political organizations, etc., buy on sight. You sell for 25 cents each and pocket 100% profit. Rush name and 25 cents (stamps or coin) for set of two samples and full details.
EMBLEMS, INC., Dept. B9, Kokomo, Ind.

AMERICA'S GREATEST PEN SELECTIONS
New Low Prices

For greater profits we give you 17 Improved Lines. Improved in quality and appearance. And radically reduced in price. For years EVERLAST Writing and Pocket Accessories have been famous for High Quality, Appearance and Easy Sales. Today with these new lines and new low prices you have greater sales and profit opportunities than ever before. Everlast offers you a style for every taste and products that are Guaranteed for Life. Build volume sales and steady repeat business.
Write for Illustrated Folder and Price List
EVERLAST PEN & PENCIL CO.
303-4th Ave. Dept. B, New York, N. Y.

SAVE MONEY-TIME FREIGHT - ORDER NOW
from the most centrally located novelty house in the country

BLADES Double Edge, 20 Packs, 5 In. on Display Card, Per Card 40c (include postage)
● House-to-House Canvassers, Agents.
● Wagon Salesmen, Pitchmen-Streetmen.
● Free Catalog. Write.

SPINNERS
My Party Charms, Democratic-Republican.
Hot Novelty, Dozen . . . 45c Express Only.

CHAMPION SPECIALTY CO.
814-W Central St. Kansas City, Mo.

ROOSEVELT OR LANDON LAPEL PINS, 100 \$1.10

SMALL METAL ELEPHANTS OR DONKEYS, with Jeweled Eyes, 100, \$1.50 IMPROVED RUNNING TOY MICE, every one guaranteed to work. Gr. only \$3.25
All above items are manufactured in our own Factory. 25% Deposit With Orders.

Jobbers protected. Balance C. O. D.
SUN NOVELTY CO.
207 Canal St., New York, N. Y.

Water and the books. "Says hello to Mary Ragan, Doc Lund, Ed Mathews, Sid Sidenberg, Tommy Hoy, Blackie Baird, etc." Bartok scribbles.

"MOST TOWNS IN THIS STATE . . . are okeh," C. B. Robinson inks from Nashville, "but this town is hard to work. As soon as you are seen with a tip you are sloughed. I have worked quite a bit of magic but will have to take my hat off to John H. Jones, who is ballying tips for an auction store here. I have seen lots of workers with magic, but he is the best and a swell fellow. Will jump into North Carolina from here."

G. McCLUSKEY . . . is anxious to learn something regarding the life of the late Big-Foot Wallace. He is particularly desirous of learning where Wallace originated from and his given name. Address any information to G. McCluskey, care The Billboard, Cincinnati, O.

STAN (TOBY) DECKER . . . writes in to say that he is no relation whatsoever to Babetta Miller, contrary to the rumors that have been making the rounds to the effect that he is her son or her brother.

GEORGE C. PARTINGTON . . . after a several years' silence, infos from Salt Lake City that he expects to head east in a few days, as he has a few spots to make there this month. George is still working paddles and sharpeners. He reports that he has bumped into very few of the boys-out Salt Lake City way. Partington will stop off at the Dallas Exposition en route eastward to say "hello" to some of the boys there. He is anxious to read a pipe from Johnny McLane and Earl Davis.

OVER THE COUNTER

(Continued from page 58) has chink game with an assortment of items. DICK WILLIAMS, with 20 years' experience at Playland and Rye Beach Park, also has a hoop-la with varied items. Another chink game, with an assortment of items, is handled by DORIS WARD, who has been at Playland for five years. JAHN CAPTELL has a big bell game with a variety of items. John says he has had 20 years' experience in the bigger parks in America and France. FRANK FRANK has poker game, offering candy, hats and novelties.

SUPPLY HOUSES

(Continued from page 60) agents, wholesalers, etc., are invited to write for the Pilgrim free catalog.

"The free trial offer on our Genuine General radios has justified all our original thoughts concerning it," says the manager of General Wireless Laboratories, Inc. "Radio buyers who might have been skeptical because of the exceptionally low prices at which the Genuine General radio is being offered have not only been convinced but not in one single instance have any purchasers asked for a refund. We are giving high quality at low prices, always a sound merchandising plan." General Wireless Laboratories, Inc., is working on a couple of new models which will be announced soon.

NEW ITEMS

(Continued from page 59) either gold or silver plate and both are very striking and attractive numbers.

Mr. Noyes, president of the Noyes Manufacturing Company, has great confidence that the company will sell at least 500,000 of these new key chains between now and the time the Presidential tussle is settled.

Keys can be slipped onto the chains very easily, simply by putting one end of the lucky horseshoe thru the hole in the key and letting it slide down onto the chain.

The practical element of this novelty, however, is only one of the reasons for the huge expected sale of the item. Another and possibly even stronger reason is the unusually low price at which the Noyes campaign key chain is being offered.

An illustrated circular featuring the campaign key chain and showing other items in the Noyes line is now in preparation and will be mailed upon request.

PLAYLAND, RYE

(Continued from page 40) that the missus has returned from a month's visit to the big town.

Edna Lindborg and Muriel Brown are visiting with friends up-State. Paul Morris officiates at the mike on talent nights and does a very good job of it. . . . Peekskill High School Band rendered a concert of classical and pop music the other night and proved very efficient from a musical standpoint.

Funny sights . . . A couple of stylish (very) stouts going thru setting-up drill on the Colonnade 1 a.m. last week. . . . Superintendent George Baker, an ardent admirer of Chicago National baseball team, calling up The Voice of Playland (a rabid Giant fan) and asking, "Say, Jack, how did the Cubs make out?"

Annual Victor Herbert memorial program was presented from tower for the entire week. . . . Playland has again tied up with chain of county dailies for the free kids' day which will be held August 19. . . . Gus Rosasco says he thinks Dowdy Dell, his race horse, could defeat Discovery if they weighed them right. Maybe. . . . New York Daily News Harvest Moon Ball at Casino August 5-6, the second time Playland has been picked for the event. . . . Playland Baseball League: Auto Park 5, Kiddyland 3. Refreshment Stands handed the Exec team a 4-0 shutout. How the mighty have fallen!

It seems to ye scribe that Irving Weismuller is getting to be a young (?) Sancho Panza, as he is kept busy escorting various ladies to their homes. . . . Millie Capers, who has been on the sick list, is reported convalescing. Same goes for desk officer Jimmy Walters, of Sergeant Tewey's Secret Service. . . . Susanne Hazell is handing out entry blanks and information re Harvest Moon Ball. . . . Vincent Tief, of Colonel Kelley's force, is the latest one to be afflicted with midsummer madness. Vincent has been noticed making ovine eyes at a certain young miss of Kiddyland. . . . Frank Kanowsky and Barney Price are the efficient crew of the Custer Cars. . . . Artie Colligan received a letter from the old sage of the Cumberlands, Willis Dean, who is at home in his beloved Clarksburg, W. Va., this season.

A visitor to the park one day last week heard George (Judy) Sennita, chief assistant to Gardener Tiffany Lind, whispering to one of his subordinates. "My word," said the visitor, "what a powerful voice you have. You should be with Joe Humphries." "Oh, no," said Judy, "he's dead." "Yes, I know," replied the visitor and walked on.

Referring back to baseball, ye scribe was asked the other day if the Exec nine was still in the league. Ye scribe answered, "Yes, very still indeed." . . . Carmel Giuliano is filling Willis Dean's shoes at Tumble Bug and doing a very nice job. . . . Arlene Francis and Fred Utal, radio big shots, recent visitors. . . . Time to sign off now. Hasta manana.

BLAZE RAZES

(Continued from page 38) departments from Lake Orion and Oxford.

Island is owned by John Winter, of Pointe Comfort estate, Lake Orion. Douglas Glazier leased the dance hall and amusement park property. Manager Glazier said there was no insurance on the property. Future of Park Island has been uncertain. It is the oldest amusement park in Michigan.

Mr. Glazier's lease expiring this year, he has been planning to build another park in a near-by location and may do so anyway now as result of the fire, altho the park can be operated with remaining attractions.

Park office was in the burned building and records were destroyed. Mr. Glazier has asked that all those who replied to his last advertisement in The Billboard write to him again.

CHIPPEWA IN

(Continued from page 38) overhauled and new decorations installed.

Bookings Are Heavy

W. A. (Doc) Kerr, Wooster, O., in the park many years, is back again, operating pony track, saddle horses, souvenir stand and other concessions. Recent midway additions are rental water bikes and bicycles for hire, both getting heavy play. Personnel is much the same as in former years, altho several new concessioners are in. Max Beach, father of Parker Beach, many years manager of the park, is back in an executive capacity. J. C. Mayntner is handling picnic bookings and promotions.

Original with Chippewa Lake Park is the outdoor theater, where each Sunday

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afternoon at 4:30 a free vaude concert is presented. Band current in the dance pavilion moves over to the theater stage and this is augmented by three or four acts. At night an hour of free movies is shown.

Census of cottage population revealed that more than 3,800 persons were living on the grounds, nucleus for any day's crowd on the midway. Cottage reservations for remainder of the season are practically capacity, and on every day until the season ends on Labor Day there are from one to four picnics booked, Mr. Beach said.

With the Zoos

MILWAUKEE.—Mary Lou, Washington Park Zoo's only chimpanzee and there since 1927, died of bronchial pneumonia. Zoological Society plans purchase of another. A shipment from Christoph Schultz, of Arusha, East Africa, included a pair of dog-faced baboons, three crowned cranes, female zebra, female oribi, African wildcat and Ceylon wanderer monkey. All have been settled in their new homes.

LITTLE ROCK, Ark.—New monkey house in Fair Park Municipal Zoo has been opened, W. R. Sprott, superintendent, and crew having been busy several weeks moving animals from the old house and finding quarters for monkeys donated. One firm gave six white-faced ringtails and another a half dozen cinnamon ringtails. A new arrival is an elk, offspring of Big Boy and Sis.

ERIE, Pa.—Glenwood Zoo here purchased a 5-year-old elephant from Ringling-Barnum Circus, negotiations being completed by Park Director Gale Ross when the show exhibited here.

LAUREL, Miss.—Probability of a permanent zoo here was discussed when a citizen said he was ready to turn over his private zoo of snakes, fish, alligators, rabbits, coons, badgers, wild cat, hawks and other wild animals to the city. A committee, with Delmas Welch as chairman, was appointed to confer with city officials on a permanent site. Checkup revealed that hundreds visit the private zoo each week.

NEW ORLEANS.—An increase of 96 pounds of turtle meat was reported in Audubon Park Zoo following annual weighing of the 10 Galapagos tortoises. Seven belong to New York Zoological Society and were consigned here in 1928. At that time they weighed from 5 to 51 pounds and five have passed the century mark, largest being 181 pounds.

TOLEDO, O.—Toledo Zoo has been made a depository of Ringling-Barnum Circus' surplus rare animals. Sam W. Gumpertz, general manager of the circus, declared he believes the zoo one of the best managed and equipped in the country. Animals will come on loan, subject to recall at any time. Deal was begun thru Ben J. Groenewold, Toledo, when he arranged for loan of two more lions and two female tigers. At request of Toledo Zoological Society there are being shipped two female Bactrian camels, two dromedaries, tapir, axis deer and male African waterbuck.

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Hartmann's Broadcast

INDIANA has been burned up in quite a few spots, and it's not the drought that we have in mind either. It's the girl show that resorts to filth and the game concession that thieves. It's too bad some carnival managers tolerate this stuff instead of building for the future, but the main blame must be placed in the laps of city and town authorities for not taking any action when these practices are going on and which later bring shut-out ordinances—practices which showmen would not permit if the local authorities so ruled and attacked those localities responsible for "fixing," where the root of the evil lies.

Ernie Young's Passing Parade, the big grand-stand production at the Western Canada A Circuit of Fairs this year, received some excellent breaks in the newspapers over there, both during the time that the show was appearing and after it left town. At Edmonton, Alta., even "The Inquiring Reporter" on The Edmonton Bulletin, got busy and gave in his column the opinions of fairgoers who took in the grand-stand show. There were nine of these answers, all ringing with praise, and an important point is that the column was published after the show had left Edmonton.

MOBERLY, Mo., has a reminder that it had a carnival this season. Crowley's United Shows appeared there the week of May 11 and there was a little rain occasionally at that time. Today there are about 20 stalks of corn in the spot where the corn game with the show was located.

We are indebted to Charles H. Liedl, organist of Moberly, for that piece of information, as well as another item that should interest showfolks and circus fans. It is this: In the July issue of the Studebaker motorist magazine there is a three and one-half-page article entitled *Clowning—A Serious Business* from the pen (or typewriter) of Rex de Rosselli, of the Cole Bros. Circus. It is illustrated with eight or nine pictures taken at the Cole show, and the front cover of the magazine contains a circus picture. Incidentally, Liedl feels that Moberly at this time would be good for a large truck circus, as the only circus it has had this season was Sells-Sterling in April. "Altho this locality has been hit by the drought," he says, "business in this city at present is very good, railroad business is at its highest peak in five years and, after all, this is quite a railroad center. Also shoe factory is working fairly good and pays off every Thursday. Ringling Bros. had a very good attendance here last year. Show lot is outside the city limits and county license is based on admission charge. The town is hungry for a circus."

Dick Collins continues to grab off gobs of space in the newspapers for Dodson's World's Fair Shows. For the Du Bois, Pa., engagement Dick planted 21 stories in seven days, six of these in out-of-town papers. The reported call from Mussolini for Vittorio Zaccchini, who is shot from a cannon as a free act with the Dodson show, for service in the Italian army has been capitalized on in these stories. Dick claims tho that the show will have Zaccchini until the end of the season.

WHEN motion picture theater interests protest to city officials that carnivals take business away from them it's another sure sign that the public wants a change of amusement fare and it speaks well of the popularity of carnivals. It's Detroit we now have in mind if you care to know.

Record-Breaking Sales For Chevrolet Trucks

DETROIT, Aug. 1.—Record-breaking sales of motor trucks during the first six months of 1936 are declared by W. E. Fish, manager of the Chevrolet Motor Company's commercial car department, to be an index of higher levels in business, industry and agriculture thruout the country. "Chevrolet's first six months' business in trucks," said Mr. Fish, "set a record

of sales that exceeded any previous first half in the history of the company, with a total of 119,294 new units delivered, as compared with the previous record of 102,321, which has stood since 1929. The increase over the corresponding period of last year is 26,091.

"Actually the pickup in truck sales began late in 1935, and beginning with November every one of the last eight months has exceeded Chevrolet's best previous sales record for the corresponding month in all previous years.

"Every one of the nine regional territories in which Chevrolet has divided its national sales organization has shared in the upturn indicated by the new record of first-half sales. The Eastern region, including many large cities and industrial districts, led with a 62.9 per cent gain, followed closely by the Southwest and the Pacific Coast region, which gained 58.5 and 58.7 per cent, respectively. In the Midwest region a 53 per cent increase was made. The Flint region, covering the Northern Central States and industrial cities such as Cleveland and Detroit, gained 46.1 per cent, and the Atlantic Coast region, which includes New York City and Philadelphia, 45.3 per cent. In none of the nine regions was the gain less than 33.7 per cent."

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Aug. 1.—With a boiling thermometer indicating that all four heat records for Oklahoma City had been broken within as many days, the Cole Bros.-Clyde Beaty Circus arrived here Sunday morning, July 19, for a two-day engagement and "arrived" is about all that can be said of the engagement. They arrived, but the customers did not and who could expect any large number of Oklahoma City's 230,000 folks to view a circus performance when the temperature was 109.7? That is exactly what the U. S. thermometer registered, but that was comparatively balmy to Tulsa's 114 degrees and a Panhandle town's 120! And be it noted that this is the first time Oklahoma ever went "California" and explained the heat as being "so unusual."

The circus people did not believe this statement and politely answered by putting tongue in cheek—whatever that means. Then to make it worse, the "Brothers Jesse and Zackie Cole" wisely decided against a parade and thereby displayed great wisdom. Those great carved band, tableaux and cage wagons would have sunk clear thru the soft pavement and down, down to the domicile of Mephistopheles. 'Tis hard to imagine how two great circus men could smile in the terrific heat but this "Jesse and Zackie" Cole did, but only after shedding much perspiration and suits of underwear while uttering feverish prayers that the skies would open up and shed precipitation. Hot dog, we're progressing despite and this leads us to the highlight of this column of truth—so help me.

And this has to do with one of the busiest of Cole Bros.' executives, the imminent legal adjuster and pill-pusher and my personal friend of the above-named circus. He was formerly known as "Doc" Partello, but now he is dubbed by "Jesse and Zackie" as "Commodore" and I guess he is. He purloined the barometer from his "yat" or yacht a few days before the new big circus took to the road and he also purloined his yachting cap at the same time. Says the Commodore: "Had to have the cap to read the barometer or be dubbed a landlubber by my alumni." And Sunday the Commodore went to work. "Put on the yat-ing cap and gaze at the barometer. We fain would have some relief. 'Tis a rain we want," said the brothers. "She ain't goin' to rain," replied the Commodore. "I looked Sou' by Sou'west and it says we're goin' to have a blow within 24 hours. I s'pect it will come about 6 bells tomorrow night." The brothers were amazed. "We don't want no blow, we want rain because rain

Park Free Acts

BOOKED originally for one week in Steeplechase Park, Coney Island, N. Y., Four Arleys have been held over there for the season, they report.

THREE FLYING ACES is new free act in West View Park, Pittsburgh, succeeding Four Aerial Queens, who opened their fair season on July 27 in Harrington, Del. Racc's Sensation opened in Pittsburgh in Kenwood Park, replacing Red Brady and Joan, who moved to Cleminton Park, N. J.

WHEN ships of the United States fleet visited Gothenburg, Sweden, during engagement of Miss Quincy, American high diver, the park management decorated each section of the diving tank with painted Stars and Stripes in honor of the occasion.

J. HARRISON, of the Harrisons, bicycle act, narrowly escaped death or serious injury last week in Oakford Park, Jeanette, Pa. Rough concrete on which he was performing caused a tire blowout.

WILLIAMS GROVE PARK, Mechanicsburg, Pa., on July 26 attracted hundreds of additional patrons by free presentation of sky dance of Betty and Benny Fox, recently returned from abroad.

RUTON'S Dogs and Betty Thomas, aerialist, closed four weeks in Luna Park, Coney Island, N. Y., on July 23 and opened in Thief River Falls, Minn., on July 28.

CEDORA, "Girl in the Golden Globe," appeared on July 26 before about 20,000 at Pontchartrain Beach, New Orleans. Charles Hadfield and Eleanor Giese also appear in the act. Manager Harry Batt said more free acts are to be booked for the boardwalk, contributing much of the season's success to these attractions.

brings customers after the heat." Just then the Commodore looked heavenward, "The damn barometer ain't no good. I just felt a drop of rain." Again the brothers gasped aghast. "Tain't so. Them was a flock of sparrows a-flyin' overhead which you suspect of bein' rain. Put on the yat-ing cap again and lam over for another look." The Commodore lammed only to return with sad tidings. "Strike me pink if it ain't goin' to blow and blow now," he reported breathlessly. "We'll go you one better and strike the menagerie top and all other canvas right now," cried the brothers.

T-w-e-e-t, t-w-e-e-t, t-w-e-e-t! went the brothers whistles only to be echoed by the boss canvassman's whistle. Down came all canvas with the exception of the big top and—the storm lifted only to settle again at Dallas and damage the Texas Centennial. In the midst of the local storm, hundreds of happy satisfied circus customers sat thru the ordeal without ever knowing what was going on outside the big tent. They liked the show, its people and all, but thoroly disliked the heat.

Oklahoma City apologizes for the heat and wishes Cole Bros. Circus to return again. It's a big show, a good show, and conducted by showmen. Visit Cole Bros. Circus. A smile of greeting awaits you from the front-door superintendent, N. Burkhardt, and it extends right back thru its entire personnel. It is well worth the admission and if you are a circus fan the Commodore will let you gaze at the barometer "without extra charge," and if you tell him that you believe in pink pills for pale people, he might ever let you look at the "yat-ing cap." Truly, you can have a delightful visit with Cole Bros. They even welcome policemen and policemen are their greatest boosters.

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West's World's Wonder Shows
August 3, Firemen's Festival, McKees Rocks; August 10, Western Pennsylvania Firemen's Convention, Monessen; August 17, Eagles' Festival, Uniontown; all Pennsylvania. Our fairs start August 24 at Cumberland, Md. Don't delay. Wire now.

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SEPTEMBER 5, 6, 7
Wanted Concessions, also high-class fast-stepping Program, Banner, Queen Contest and Advance Ticket Salesmen. Can use good Promoter that can get results. Drunks and agitators stay away. Tex Cooper, Vic Blackstone, Lloyd Schemmerhorn, Virgie Stapp, Stock Lee, Jennie Hughes, come on. Other spots to follow this celebration, sponsored by V. F. W. Post 2238 and Central Trades and Labor Council, with 33 affiliated unions. Write, wire or phone Covered Wagon, Shreveport, La.

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We have 12 new and novel Rides, 8 high-class Shows, "all new canvas," 30 well-stocked Merchandise Concessions, Royal Italian uniformed band and Free Acts. A few open weeks until December. A wire from you will bring our representative.
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WEEK STARTING AUGUST 10
Last call for Shows, Rides, Cookhouse, Photo Gallery, Ham and other Stock Wheels, Pop Corn, Candy Boxes, Novelties and Palmist Camp. Will book Free Act, Snake Show, Gek, Jimmie Finn come on. Communicate **JOE HAYNES**, care Fire Department, Yorkville, O.

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Write or wire **W. A. COX**, Secretary, Huntingdon, Tenn.

BLAND, MO.
August 27, 28, 29
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HOMER L. WILLIAMS

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Blacky Jack Hogan and Jack Kildaire wire me. Griddle Man, two fast-stepping Waiters that can stay sober. **RAY E. HIGHSMITH**, Pine Tree State Shows, Belfast, Me.

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Want Athletic Show, Minstrel and others not conflicting. Book Corn Game, Diggers, Photo, Ball Games. Fun on Farm Funhouse sell cheap. Fair secretaries and celebration committees, have open weeks in August and September. All mail Worthington, Minn.

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LETTER LIST

(Continued from page 33)

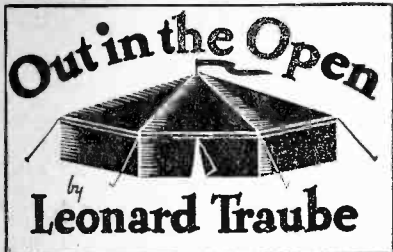
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1416 Commerce St.,
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|--------------------|---------------------|
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| Anthony, Milo F. | Julian, Mrs. Alice |
| Beaver, Mrs. Tuffy | Klingbille, Lareda |
| Calhoun Jr., Mrs. | Luther, Mrs. |
| J. R. | LaVerne |
| Carmelita | Luther, Mrs. Stella |
| Crawford, Mrs. | Norman, Mrs. Ruth |
| Maudie L. | Rogers, Joyce |
| Ellington, Helen | Smith, Armenia |
| Goad, Verra | Welch, Marie |
| Hester, Mrs. Mae | |

Gentlemen's List

- | | |
|--------------------|--------------------|
| Acosta, George | Grant, H. D. |
| Arlen, Jimmy | Grimes, J. T. |
| Barnett, T. C. | (Red) |
| Berkshire, H. L. | Gropman, Harry |
| Breakway, Joe | Grover, Jonie |
| Bryer, Bill | Gunn, Jonie |
| Cedeno, Joe | Hartman, Bill |
| Cluff, Art | Hazen, Walter |
| Crawford, Larkin | Hopkins, Tony |
| T. | Karr, Olan J. |
| Cole, R. B. | Kelly, James B. |
| Dale, D. A. | Kester Trio |
| Dare, Al O. | Kilmoe, Ole |
| Davis-Brunk | Kulikowski, Joseph |
| Players | LeRoy, Prof. W. H. |
| | (Billy) |
| Davis, Bill | Loomas Players |
| Davis, Franklin P. | Manley, Lee |
| Delaport, Claude | McAllister, P. H. |
| Emahizer, A. J. | McCulloch, W. T. |
| Finning, George | Monett, Frankie |
| Gilbert Jr., Wm. | Moore, Claude E. |
| Goff, B. M. | |

- | |
|------------------|
| Moore, Jack |
| Norman, B. W. |
| Palmer, W. F. |
| Patterson, Jack |
| Paulson, Bob |
| Perry, Joe |
| Ramsey, Joe |
| Roberts, B. C. |
| Roby, Jim |
| Shannon, J. C. |
| Sharp, Bert |
| Spor, Paul |
| Stillwell, Lmie |
| Tatum, Lloyd |
| Thomason, Nelson |
| Vann, Mr. and |
| Wm., Mrs. Dan |
| Walker, Duke |
| Wallace, Hi |
| Williams, Buster |
| Young, Bruce |
| Young, Lee J. |
| Zogi, Prince |



Around the Whirl

IT TOOK a lot of old-fashioned courage for Henry Meverhoff, once a leading booker and small banker in the States, to take a carnival to the wilds of Canada, where a season or so ago he experienced the absolute depths of Dominion frigidity. Now he's gone to Alaska with his Crescent Canadian Shows, showing in Juneau, the capital, for a week ending July 22, then to Petersburg and currently in Hyder. Juneau, he reports, brought out plenty of rain, a minimum of money and a maximum of fun. A guy with that kind of what-it-takes certainly deserves the coin of Alaska's realm, and here's hoping he gets some.

Lorraine V. Wallace and Fred Marks, of the Wallace lion act, were still in Woodbridge, N. J., when last heard from trying to collect the greenbacks due them for playing the egg date there recently. The Woodbridge Stadium Commission claims that it is going to settle all debts, but it doesn't say when. Lorraine, incidentally, sent a young male lion to the Staten Island Zoo, a gift to the kids of the island, thus making her more charitable in adversity than some people prefer to be in prosperity.

Josie DeMott Robinson, old-time equestrienne, who appeared in Billy Rose's *Jumbo* in New York, received a whale of a story written by Pauline Naylor in *The Fort Worth Star-Telegram*, in which it was heralded that the Woman's Club will publish a Frontier Centennial edition of her autobiography, *The Circus Lady*. Ambitious plans are under way to give the special issue a rousing send-off. Yes, she's the charming little lady of so many score years old who is repeating her New York success in Fort Worth's counterpart of *Jumbo*. It is a pleasure to recall that when Impresario Rose first started to scout around for oldtimers, including a woman rider who starred way back, hers was the first name which came to our lips.

Art Lewis, head man of the Art Lewis Shows, dropped in between dates to deliver the old handshake, but your correspondent was a few leagues away from the desk, as usual, and asks forgiveness.

By the time this reaches you, boys and girls. Bert Nevins, press agent of Pallsades (N. J.) Park, will be off on his honeymoon, probably along the shores of Atlantic City. The girl who finally made the brilliant publicist concede a point is charming Marion Cahn, who is none other than his assistant, and who, if tradition holds, will be the boss instead of aid-de-camp from now on. His legion of newspaper friends are preparing a fuss for the couple on their return. Your correspondent expects to be the fuss one in line, and even if it did take Bert a long time to impose added worries on his young shoulders, better late than Nevins.

From "Anywhere in Europe," but presumably Holland, Phyllis Werling New Jersey Circus Fan, sends greetings. Pick up a pair of shoes for us, will you, Phyllis—even if they're wooden? We need 'em.

John H. Thiele Jr., got a tough break when his collection of birds in South Cairo, N. Y., perished in a fire last week. Cage wagons and tents were also demolished, Thiele putting the loss at 3 Gs. Sorry to hear about it, Johnny.

Chalmers L. Pancoast, circus author, has been appointed promotion manager of the Montclair and Dixie hotels, New York. "Pan" comes to the two hostilities with an enviable record as promotion man and organizer, in addition to which he has had a long newspaper career, having been manager of the Eastern national department of The Chicago Tribune, national advertising manager of The New York Times and Liberty Magazine and regional ad-

vertising manager for a number of other newspapers and periodicals.

Editor Hartmann will remember that Pan furnished a fairly exhaustive list of synonyms for press agent, published in Hartmann's Broadcast, has written many feature articles for Billyboy and magazines, and once pounded out a creditable dictionary of circus slang.

TALKING of authors, there's Fred H. Phillips, whose pieces on the show business, especially from the historical angle, spring from a well-informed mind. Phillips wields a wicked pen for magazines and dailies, and aside from that he's publicity director of the Fredericton (N. B.) Exhibition. Some time ago a friend of his suggested that he include the exhibition in some of his word manufacture for newspapers during the off season. He gave the subject a lot of thought and then decided that the most promising angle seemed to lie in the fact that the fair's track is the fastest half-mile in the Dominion. He went to work and typed out nine installments, with photos, for *The Saint John Telegraph-Journal*, New Brunswick's largest daily, at not a farthing of cost to the fair association. It's a tip for other p. a.'s at fairs.

TAIL PIECES. . . . Johnny Kline became a granddad last week. His son, Manny, runs a concession in Rockaway Beach, but didn't spend any time there during the last couple of weeks, preferring to park himself at the Rockaway Beach Hospital to await the coming of the young hopeful, and the missus, Shirley, was proud to comply with a beautiful eight-pounder. . . . *The World-Telegram's* series by Joseph Mitchell, titled *It's a Living*, included a great publicity smash about B. Ward Beam, the booker, and his daredevils. Following its appearance, Beam was flooded with inquiries from all over, and it looks like the story will play a big part in his operation at fairs this season.

UNDER THE MARQUEE—

(Continued from page 36)

abouts are asked to bring this to their attention.

IN LAST WEEK'S issue it was stated that the Billetti troupe, high-wire act, had signed with Downie Bros.' Circus for next season. Word comes from the troupe that it has not signed with that show or any one else in the 1937 season. The Billetti's visited the Downie show at Pitchburg, Mass., and had a wonderful time.

PEDRO MORALES, with *Parisian Folies*, had a narrow escape in Clarksburg, W. Va., at Warner Bros.' Theater. While doing his forward slide the jack that holds the rope in the balcony broke and he did a marvelous catch. The jack was immediately replaced and Pedro went up again and performed his act.

A TRUCK of the Tom Mix Circus made a sudden turn to avoid colliding with a train at Mexico, N. Y., and turned over on its side. Five Negro employees, asleep in the truck atop the seats, suffered minor injuries. None required hospital treatment. Workers were unable to move the truck from its overturned position and Tiny, performing elephant, was brought to the scene and the truck was righted.

SILVER DOLLAR BRADY, formerly chief cowboy with 101 Ranch Show and now under a five-year exploitation contract with a well-known distillery, is housed in the penthouse on the Sherman Hotel, Chicago. His horse, Cheyenne, said to be the world's fastest pickup horse, occupies the near-by roof garden. Traveling with Brady is Uncle Dick (known by no other name), who also was on the 101 Ranch as a veterinary. They are traveling in two special-built autos and will cover the entire country.

PROF. WALTER B. LEONARD postcards that Downie Bros.' Circus had two packed houses at Glens Falls, N. Y., on Broad street lot. It was the first circus there this season. On the lot Leonard noticed Charley Harris, old-time circus owner; Frank and Ethel Carmen, vaude performers; Billy O'Neal, old-time circus agent; Frank Stowell, formerly of Sig Sautelle Circus; Frank Miller, veteran slide trombonist. Kid Show was well patronized. George Hanneford and family were given an ovation and stopped the show. It is their home town.

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WANT FOR THE CANADIAN NATIONAL EXHIBITION AT TORONTO AND OUR ROUTE OF SOUTHERN FAIRS:

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WANT TALKERS, GRINDERS AND LECTURERS—Chuck Bedell, Count Lewis D. Napoles, Buck Saunders, Whity Woods wire quick.

RUBIN & CHERRY EXPOSITION, INC.

CHAMPAIGN, ILL., This Week. BATTLE CREEK, MICH., Next Week.

WEST BROS. AMUSEMENT CO. WILL BOOK

Concessions of all kinds for long string of fairs, Ride Help on Ferris Wheel, Tilt-A-Whirl, Loop-O-Plane. Happy Cunningham, Slim Walton, come on. Starky Painter, come on. Want Shows that don't conflict. Morris, this week; Elk River, August 10 to 12; Osseo, August 13 to 16; all Minnesota.

WANTED CARNIVAL

TO PLAY

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KAUS SHOWS, Inc.

WANT FOR LONG SEASON SOUTH:

Tilt-a-Whirl, Ridee-O, Loop-the-Loop, Shows that don't conflict. Eating and Drink Stands, Arcade and legitimate Concessions of all kinds except Bingo. No exclusive. WANT Ride Help in all departments. Colored Musicians and Performers. All address this week, East Aurora, N. Y.; next week, Watertown, N. Y.

Notes From France

PARIS, July 27.—All quiet in Paris the last two weeks, but the local indoor cirks are preparing for early September reopening. Dante Ospiri, booker for the Cirque Medrano, leaving for Denmark, Norway, Sweden and Germany in search of new acts, while Jean Coupain, Medrano press agent, is paying a visit to New York. The Stanley Brothers, Danish equilibrists, held over for second week at the Paramount.

The Cirque Houcke is presenting a new bill at the municipal circus in Amiens with A. Rossi's elephants, Sarah Caryth and her lions; Gilbert, Maurice and Nadia Houcke, with the Houcke horses; King Repp, juggler; Two Soulys, comedians; Manetti and Rhum, clowns; Two Marcolis, eccentrics, and the Delso-Desty dance trio.

The big Cirque Lamy, featuring Trubka and his tigers, is playing the southwest-ern section of France. Cirque Amar tent show is playing English Channel coast towns. The Cirque Dutrieu opens at Tourcoing August 1.

The Circus Krone is playing at Vienna with big bill, including the 10 Leotaris, acrobats; Two Heiwe, aerial; Steffis, Cossack number, and the Four Albanos, clowns. Palermo's seals; the Four Symmeks, acrobats; Cord and Gillette, bike act; the Mongadors, jugglers, and Corelly, antipodist, are at the Harmonie Theater in Leeuwarden, Holland.

Big Features Tax Capacity Of Attractions at Carlin's

BALTIMORE, Aug. 1.—If the business barometer can be gauged by the number of people visiting Carlin's Park this season prosperity has definitely returned. John J. Carlin reports business better than last year, which was good.

When a brewery had its party at Carlin's last week lines half a block long were before all rides. Baltimore Transit Company had a two-day party and the same overflow crowd was experienced.

Carlin's S. S. Showboat, night club, is getting its share of crowded moments. New features are being added at Carlin's and many more outings have been scheduled.

Plan Big Play Center at New Long Beach Boardwalk

LONG BEACH, L. I., Aug. 1.—Work has started on an amusement park that will adjoin Long Beach's new Boardwalk at Jackson and Riverside boulevards. Both projects are scheduled to

WANT BINGO

Cigarette Gallery, Fish Pond, Pitch-Till-Win, Ball Games, Photo, Scales and other Concessions. All Wheels open. Have 14 Fairs.

Wire J. GEORGE LOOS GREATER UNITED SHOWS Week August 3, Cherryvale, Kan.; week August 10, Parsons, Kan.

ADDRESS DESIRED

Present location and employment, FRANK MAURICE WOOD, sought in connection with important business. Any assistance given may benefit party co-operating. Write BOX D-35, care The Billboard, Cincinnati, O.

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be completed by spring, according to present arrangements. Park will be the largest of its kind ever built in Long Island and will rank favorably, it is said, with Playland Park, Rockaway Beach, Island's largest amusement park. Spot is being constructed by a syndicate headed by Albert Trout, of Long Beach, and is to be designed along the lines of Playland, Rye, according to reports. Long Beach city council has given its approval to the plans, which call for harmony in architectural design with the new Boardwalk. According to Mr. Trout, the park will have a capacity of 50,000.

Old-Time Showmen

By CHARLES BERNARD

Before the days of circus combinations, in which the equipment and titles of well-known shows of the past are now an incorporated outfit in which the one-time family fraternal atmosphere is missed to a great extent, there were many events in each circus season which added pleasure and molding of (See OLD-TIME SHOWMEN on page 73)

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"You Ain't Seen Nuthin' Yet" Dallas Is Coin Game Conscious

Business statisticians, looking upon the coin machine industry with the impersonal, cold-blooded attitude which is characteristic of their profession during working hours, refused to join in the general astonishment and excitement at the phenomenal success of pinball games and kindred amusement machines during the pinball boom year 1935.

"Wait another year," they said cautiously. "Novelties have a habit of spurring across the business sky and then sputtering out of existence. True, the games have enjoyed remarkable success for a number of years—but wait until 1936 and then we'll tell you more about the business and its stability."

Nearly eight months of 1936 have become pleasant history and the coin machine industry's leaders are in a position to report back to the business statisticians that previous years were depression years compared to the one now unfolding to maturity.

Every man in any way connected with the coin machine industry has reason to wear a grin from ear to ear as the fall and winter seasons approach, for prospects in Coin-Chute Land were never brighter.

During the late spring months when smart operators were making plans for hot weather pessimists predicted that the summer season would be a dud and advanced the time-worn argument about "summer slumps." Despite a prolonged and almost unprecedented heat wave that covered too much coin machine territory and brought bitter losses to many competent men engaged in other fields of amusement endeavor, most coin-machine operators are agreed that the not-yet-concluded season will wind up on the books as one of the best in the history of a business that has known no hard times.

And while everyone is pleased at the healthy profits of the summer coin-machine operations, what makes the industry most happy is that the popularity of coin-operated amusement devices during the last four months of the present year should make summer business look like a rowboat alongside the Queen Mary. That is no wild hope but a prediction based upon definite, tangible facts.

You may have heard that a national election is going to be held in November. Entirely apart from the election-year influence on other forms of amusement, the effect on pinball games and similar devices should be highly stimulating.

The cigar store, the tavern and the hotel are the spots where voters gather to settle the problems of the national government. Political discussions with "the boys" will lure more men away from more family firesides this fall than you could draw together with a fan dancers' convention. Incidentally, the cigar store, hotel and tavern are the most popular locations of pinball games, and at least the masculine half of the nation's voting population will have plenty of opportunity to watch the balls bounce down the playing boards.

Then, too, there's the matter of money and the public's willingness to part with it. Theatrical impresarios who have never been known to take reckless chances are now planning the best road season in many years, basing their action on surveys which show that men and women thruout the United States are generally in sounder financial condition than heretofore, are hungry for amusement and are eager to pay for it.

Distribution of billions of dollars in bonus money has brought prosperity to a vast army of ex-service men who constitute a large percentage of the coin machine industry's best customers. At least, these men have been potential customers; now that they have some measure of financial security they will discover that pinball is more fun to play than to watch.

The ex-service men are not the only ultimate retail customers who have more money than they've had for a long time. Industrial surveys show that more men are working and receiving a higher average monthly salary than at any time in recent years. Bonus money and industry's pay checks need a little time to get around, but are swiftly making their way into all branches of retail trade, with the full effect of increased circulation of these billions of dollars generally conceded due to be felt by fall.

Add to this bright outlook on potential player resources the indisputable fact that the months from September to the end of the year are the ideal ones for indoor amusements because of weather conditions peculiarly suitable to encouragement of this type of entertainment.

On top of all this impressive array of evidence in favor of the coin machine industry is the encouraging news that the fall season will find a more varied, more novel and more attractive array of games on the market than ever before. Never in the history of the business have there been so many innovations by manufacturers as are now being put into effect. "We'll build games that customers simply won't be able to resist. If the operators don't reap greater profits than ever before it won't be our fault." That seems to be the determination of many progressive manufacturers who are putting the last ounce of player appeal into their products.

It would be too optimistic to hope that all of these new ideas would be entirely successful. Some are certain to be better for specific territories than others. One territory's meat may turn out to be another territory's poison, as has often happened in the past, and the shrewd operator is already investigating every angle of the new machines preparatory to placing orders at the earliest possible date.

Overly cautious operators who held back this last spring with the idea of waiting to see what competitors might manage to accomplish during the early part of the summer season have learned their lesson and will introduce the new games in their territories this fall. They discovered to their sorrow and loss that the first supply of any new game reaps the truly golden harvest.

The man who first acquaints his territory with this fall's new developments in coin machine amusement will be entitled to the profit bonus which invariably goes to the pioneer in any field. That hundreds of jobbers, distributors and operators subscribe to this belief is attested by the fact that numerous factories are working overtime to meet orders already placed for future delivery.

That in itself is forecast enough of the fall and winter season for me. Only those operators whose business judgment has been correct and who have been successful can place huge orders for delivery of the new machines. When these men show their belief in the prosperity of the coming months by putting large piles of dollars on the line, it's a safe bet that the United States citizenry is going to be stuffing nickels into coin chutes at an unprecedented rate.

SILVER SAM.

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Operator Cy Higgins up at Four Corners reports that nobody has yet tried to tilt his new 450-pound Skee-Ball game. Angus McTavish, the Scotch hillbilly, read the Skee-Ball sign, "Nine Balls for Five Cents," put a nickel in the slot and then got mad when Operator Higgins wouldn't let him take the balls home to his children. Mr. Higgins says he expects a big play on the game when the Dean boys come home from St. Louis this winter for their vacation.

Operator Wilbur Wheeney over at Lazy Corners has put legs on his new Bowlette game so that his customers won't have to exert themselves by bending over to play it. He has also converted the nine-ball game to a one-ball machine. "My customers," he says, "have become so used to playing one-shot games that they refuse to let anybody talk 'em into going to the trouble of shooting nine balls."

Operator Oscar Wurfle is trying to get exclusive rights to parking meter locations in the county.

"Pin-Game Makers Big Glass Users." Operator John MacGogging read in last week's *Billboard*. "Most of the operators I've ever run across can take care of a pretty good-sized glass, too," he remarked.

Lem Scroggs, of the Scroggs Cafe, Sewing Machine Agency and Pinball Emporium, says a stranger wandered over to the electric phonograph the other day and asked, "Have you got that record with *Empty Saddles* on one side and *These Foolish Things Remind Me of You* on the bottom?"

Mr. Scroggs reports that a young couple came into his cafe the other evening and the boy walked up to the music machine, put in a nickel and played *Would You?* No sooner than the record was finished, Lem says, then the girl walked over to the phonograph, dropped in a nickel and played *You're Not the Kind of a Boy for a Girl Like Me*.

Location Owner Zeke Smyth says he admires the way the Stoner Corporation makes such a clean breast of things in its trade-mark.

Abe Epstein, kosher hillbilly operator at Gaff Junction, has invented a permanent jackpot for bell machines. It is a false front which slides on over the regular jackpot window and creates the impression that the jackpot is always full.

Location Owner Albert Gimmick at Gaff Junction was found guilty in Municipal Court last week of greasing the claws on his digger machine.

Lucius Null, red-hot pinball fan, reports that he won three skill awards in a row the other day and the location owner did not put an "out of order" sign on the machine.

New Vending Machine Firm

ALBANY, N. Y., Aug. 1.—Paymaster Corporation, a new vending machine organization, located in New York, has been granted a charter of incorporation. The company has a capital consisting of 200 shares of stock of no stated par value. The promoters and shareholders are Abel Elk, Henrietta Vogel and Anne Nacht, 185 Madison avenue, New York. The company will deal generally in vending machines of various kinds.

Atlas Defeats Chicago Coin In 11 to 2 Baseball Game

CHICAGO, Aug. 1.—Atlas Novelty Corporation scored a second straight victory in the coin-machine league by defeating Chicago Coin Corporation's team by a score of 11 to 2. Eddie Ginsberg was behind the bat thruout the game. His peppery tongue kept his team keyed up thruout the battle. In fact, Eddie did such a swell job that he is casting envious eyes on the job held down for the Chicago Cubs team by Gabby Hartnett.

The game was nip and tuck until the fifth inning, when the Atlas team let go with the fireworks. They scored two runs in the fifth, lambasted five in the sixth and four in the seventh. Eddie Ginsberg claims that the baseball games have imbued a greater unified spirit for his firm's employees.

Races Popular in St. John

ST. JOHN, N. B., Aug. 1.—The race-horse games are getting a big play in Eastern Canada. In St. John the horse-racing machines have been topping the list in revenue since being introduced two weeks ago. Players have had to stand by until given opportunities to play the machines. There is no interference with any type of coin games in St. John. The ban on pinboards in Moncton, N. B., also has been released.

Bulgarians Like Amusement Machines

CHICAGO, Aug. 1.—The bureau of foreign and domestic commerce of the U. S. Department of Commerce at Washington sends the following data on coin-operated machines in Bulgaria, from Cavendish W. Cannon, American consul at Sofia:

"The Bulgarian war invalids, who enjoy what amounts to a monopoly in the operation of vending machines thruout the country, have been authorized by the government to purchase 200 new machines. It is understood that the contract will be awarded to a German firm, the value being about 3,900,000 leva (\$47,000).

"Gambling machines are forbidden in Bulgaria, but most of those operated by the veterans' organization have an element of skill. The machines now in use are largely of American origin."

Q. T. in Best Seller Class

Mills counter game, in its third year, has jumped far in lead

CHICAGO, Aug. 1.—The Mills Q. T. is a unique number in that it is the oldest and one of the very few automatic payouts ever to run on the counter. Just entering its third year of success and today a 35,000 seller, its makers say it has jumped far in the lead, not only of machines made for the counter, but far beyond the mark ever set by an automatic table or game that paid out its rewards automatically.

No novelty, Q. T. is still a brand-new number. It takes only one square foot of counter space, weighs only 35 pounds and can be set right up on the cigar counter where it can be played without breaking the glass. It is a complete automatic bell or vender for 1-cent, 5-cent or 10-cent play. The huge double jackpot dominates the front display—the machine looks like it is all jackpot.

The Q. T. spins five times for every three plays on the standard Bells. Its speed isn't just the result of bending the fan or changing the timing. It is in-built. It has what is claimed to be the most perfect stopping mechanism ever put on a coin machine.

The reels being only three inches in diameter, 10 stops, 10 characters, they can whirl much faster. There's a great deal less strain on the clock. All levers are case hardened; designed especially for the work they do. Not only is the mechanism built for speed; the exterior design also invites the same whirlwind pace. The Q. T. is speedy in looks, it suggests rapid-fire action. The reels face right up at you as you play; the coin slot is so easy of access to the player's hand, it's easy to drop coins in the Q. T.

"The Q. T. coin system is a marvel to behold," said a Mills official. "Coin traffic never flowed faster or more freely than thru its keen, positive coin chute. Any slug or object bigger than the proper coin can't get into the chute—that saves a lot of trouble. Anything smaller or thinner than the proper coin is dispatched forthwith to the slug box, a scavenger compartment inside the machine. If a bent or damaged coin is forced into the chute opening, even the location owner isn't necessary to release it. The player can release it by simply turning the knurled knob in the coin head. Steel slugs cannot play the machine, and last two coins played are visible at a good distance. The Q. T. is practically impossible to cheat."

In just one second, the makers say, Q. T. can be changed from coin play to cneck play and back again. "Open up the front door and pull out the mechanism," they tell you. "On the right side of the Jackpot are two levers. The tip of one is painted red; the tip of the other is painted yellow. Leave the yellow

alone. Now if you want coin play just snap red lever up, just as you would switch on the electric light at home; if check play, move red lever down. It's just as simple as that."

The Q. T. cash box is the same that's used in the standard Bells. It holds \$90 in nickels and corresponding sums in the penny and dime models, and it can be emptied without any other part of the machine being touched, or any other door opened. The cash box is sunk into the all-steel back; it can't be pried open.

The burly little Q. T. is said to be a giant for strength; no expense has been spared in favoring this strength, its makers point out. The cabinet is beautiful light golden oak, three-quarters of an inch thick, the toughest, strongest wood that can be obtained for the purpose. The back is all steel; steel plate permanently built into the cabinet. The immense, dominant double jackpot is protected by shatter-proof glass one-quarter of an inch thick. The front is a strong aluminum casting, reinforced in thickness at all points of strain.

More Distribs Added as Roll-a-Ball Sales Mount

NEWARK, Aug. 1.—Roll-a-Ball Sales Company, Inc., is lining up new distributors thruout the country, George Ponsler, president, reports, with I. N. Freedman, of the Freedman Novelty Company, Syracuse, N. Y., the latest to sign up for a large order of Roll-a-Ball machines.

Freedman first ordered four Roll-a-Balls, thoroly tried and tested them on location, saw their tremendous possibilities and the fact that the machines were a sure-shot money earner and acted immediately. He states that he expects great results with Roll-a-Ball in his territory. He is in a position to give immediate deliveries.

I. X. Morris, sales manager of the Roll-a-Ball Sales Company, prides himself on the phenomenal success that local operators are having with Roll-a-Ball. He states that Roll-a-Ball was made by an operator, George Ponsler, to make money for an operator, and it is doing just that. The game is full of life, color and pep, thus creating player appeal and continuous play.

One operator in Newark, Mr. Marzano, who ordered 10 machines, has just come back with another order for 10 more. He runs weekly contests and tournaments and finds that having one machine on location isn't enough, so he intends placing two and three Roll-a-Balls on locations wherever possible.

New Detroit Jobber

DETROIT, Aug. 1. — American Coin Machine Company has been formed here by Frank Healey, veteran Detroit operator and jobber, who is establishing Detroit's newest jobbing house at 14707 Kercheval avenue, on the east side.

Healey has been operating here for the last five years, specializing in the pin-game field. He may extend the jobbing service to the vending machine field as well as some other types of amusement machines.

Chamber of Commerce Membership Aids Ops

By C. H. SHUMANN

One local organization the coin-machine operator should belong to is the local chamber of commerce. The cost is small—tangible benefits large.

Commented to me a successful operator in the Northwest: "What is the most adverse condition an operator can have as he sets about getting new locations? Opinions may differ, but I believe the most discouraging thing is the fact that, approaching the prospects, he is unknown, a stranger to the great majority.

"This means that he must first establish some confidence in himself. The process of lining up a location is made a longer one. Some of the very best locations the operator cannot line up at all.

"It is right here that chamber of commerce membership fits in. The cost is trifling. There are various classifications—down to as little as \$5 in some communities. An active membership costs me \$20 a year. I couldn't possibly spend \$20 that would do more to help me build my business.

"I attend the weekly luncheon meetings, which means that once a week I have on each side me and across the table local business men. This goes on month in and month out. I form acquaintanceships and friendships with a good many important local men—and among these are the owners or managers of a good many choice locations.

"For example, there is a big office building which I control. The real story of that deal is that I got acquainted with the building manager in chamber of commerce activities. I can point to drug stores, restaurants and many other locations the basis for which is a chamber of commerce acquaintanceship.

"You see when I go to a man who has met me at the chamber of commerce he accepts me immediately as a reputable coin-machine operator. He is predisposed in my favor. The task of securing his consent is infinitely less than if I were a stranger.

"Chamber of commerce membership identifies a man as being a part of the community. Much of the antagonism which operators have to overcome here and there about the United States is based on the fact that local business men regard operators as, in a sense, transients. They don't accept them as citizens of the community, a part of the municipal show.

"Of course, belonging to a chamber of commerce, a coin-machine operator should freely serve on committees, participate in drives.

"He has a wonderful opportunity in this way to develop the warm friendship and assistance of the chamber of commerce secretary.

"Before long he will be calling the secretary by his first name. At a later date, if he follows my example, he will feel free to discuss his personal business with the secretary and secure from him definite leads.

"I recall one difficult location which I secured thru the friendly counsel of the chamber of commerce secretary. I told him my problem. He knew the background facts and gave me a straight tip which, followed, brought success."

Chamber of commerce membership is open to all business men. The operator will be welcome. Here is a grand opportunity in promotion.

Reel "21" Making Texas Counter Game History

DALLAS, Aug. 1.—A. S. Douglis, president of Daval Manufacturing Company, Chicago, maker of the Reel "21" counter game, spent a few days here this week and learned that his new game is making Texas coin-machine history.

Electro Ball Company, Inc., with headquarters here, is the distributor of the game, and S. H. Lynch and Ed Furlow, of the firm, report some of the greatest profits which operators have ever enjoyed with counter games. They believe that Reel "21" is the first counter game since Penny Pack to earn such tremendous profits.

Mr. Lynch says "Reel '21' is without doubt the most sensational counter game which has come into Texas since Penny Pack. There is no doubt that the game will appear on every possible counter

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7.50 TOP PAY OFF. FIVE-BALL PLAY With One-Ball Speed. 5 COINS per GAME. Appear. Coins Played Visible. LARGE SIZE CABINET, 44"x22".

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Has been tested on locations and has the personal recommendation of Herb Besser, as one of the Fastest Money-Makers of the Present Day.
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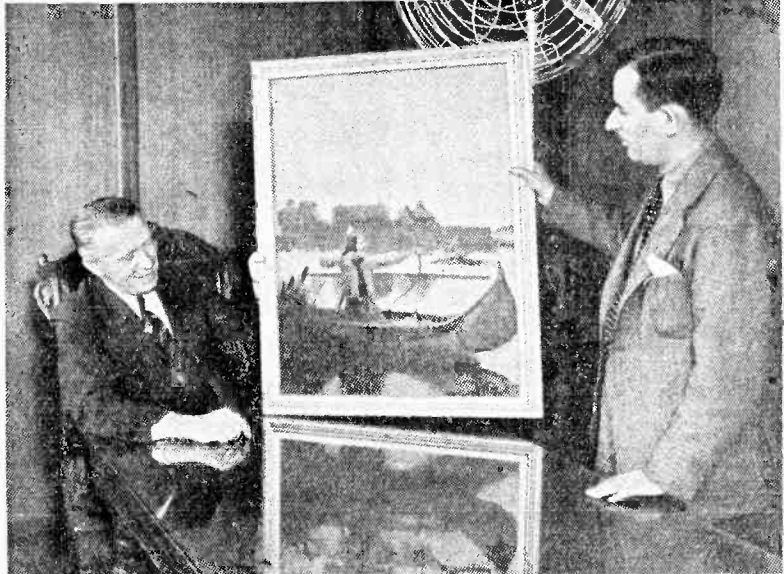
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location in this State. The operators have been seeking a counter game for some time which would give them a good profit return and in Reel '21' they have found that game."

The location reports which have come to Mr. Furlow's desk are said to be truly amazing.

The Auto-Punch, automatic payout salesboard made by Daval Manufacturing Company, is also being well received here. Locations report Auto-Punch to be one of the best ideas they have had in many years.



PORTRAIT OF O'TOOLE INDIAN, presented to Jim Buckley, Bally Manufacturing Company's general sales manager, by Mike Tigerman, well-known Chicago operator and game designer. Mr. Tigerman, who painted the picture, is a gifted artist whose work has hung in leading art museums and who has won prizes in a number of national art competitions.

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 [Next Week's Issue]

DON'T BUY USED GAMES !!! UNTIL YOU READ THESE PRICES:
 All of our Used Machines are thoroughly reconditioned and in perfect working order. Compare our prices with all others offered, and then make your own decision.
ONE-BALL AUTOMATIC PAY TABLES.
 All of these are straight money unless otherwise listed.

Gottlieb's Daily Races, Electropak, Multiple Slot	\$60.00	Bally Derby, Battery	\$55.00
Gottlieb's Sunshine Derby, Battery	45.00	Bally Bonus, Battery	55.00
Gottlieb's Fence Busters, Electropak, Mystery Slot	70.00	Bally Peerless, Battery	55.00
Gottlieb's Fence Busters, Electropak, Mystery Ticket	80.00	Bally Jumbo, Battery	45.00
Gottlieb's Broker's Tip, Electropak, Multiple Slot	55.00	Bally Ace, Battery	25.00
		Keeney's Double Score, Battery	40.00
		Keeney's Ivory Golf, Battery, 2-Ball Pay-out	20.00

NOVELTY PIN GAMES.

SINK OR SWIM	\$2.50	Zooms	\$12.50	Top Hat	\$10.00
BLUE RIBBON	2.50	Ditto	17.50	Domino	8.00
BEACON	2.50	Soccer	15.00	Rapid Transit	7.00
PENNANT	2.50	Line-O	15.00	Tit-for-Tat	7.00
STAR LITE	2.50	Ball Fan	10.00	Kings	7.00
Madcaps, Electropak	\$27.50	Fair Play	10.00	Large Action	5.00
Madcaps, Plain	25.00	Hold & Draw, (Counter Game)	10.00	Large Signal	5.00
Screamo	12.50	Cyclone	10.00	Small Signal	3.00
Torpedo	17.50	Lucky Star	12.50	Tri-O-Lite	3.00
Five & Ten	10.00			Three-in-Line	4.00
Spitfire	8.00				

When ordering Used Machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.
WRITE!! WIRE!! PHONE!!
MORRIS NOVELTY CO., 4505 Manchester Ave., ST. LOUIS, MO. Phone: Franklin 0757.

Los Angeles
 LOS ANGELES, Aug. 1.—Hot weather has apparently had some effect on the indoor play on games, but the crowds that are flocking to beach resorts have stepped up a lot on beach locations. This according to Joe Orcutt and others of the larger operators.

At the California Exhibit Harry Stearns was vacationing for few days, fishing up in the lake country. Here, according to Johnny Rau, the newest exhibit game, Crack Shot, is going big on locations and operators are said to be highly pleased with it. Stearns is chief of the experimental department, with C. Hale and T. C. Bartlam assistants, and it is said there are three new games that are being rushed to completion. A. D. Este is latest addition to the force here.

Mack Mohr, at Mohr Bros., said he is a firm believer in the old saw, "It's an ill wind that blows nobody good," for the sales on Gaylord's fans have been much increased by the torridity that has grasped the whole country.

Wurlitzer phonographs are having fine sale here.

Irving Bromberg seemed much pleased with business conditions. Said the year thus far is much above several former years in volume of business done.

Saw Phil Brown, from Bakersfield, at Paul Laymon's. Said he was just here looking for a cool spot and told a heat story to write home about. Recently standing on the street in Bakersfield, heat intense; he says a box of matches carried in his coat pocket was ignited by the heat. This is not a very strong boost for Bakersfield, but Phil said it is all evened up in the wonderful winter climate at that point. Paul Laymon and the missus say business very satisfactory, with Stoner's Short Sox and Totalite going good and awaiting a shipment of Rock-Ola Credit, many orders for which it was stated had been placed.

Herb McClellan, of the Pacific Amusement Manufacturing Company, just back from tour of the North, visited Jack

Moote, San Francisco distributor, and made the rounds, calling on friends, among them Charley Fey, Joe Ziff and Winnie Denton. Visited Dick Talbert in Fresno, who he says is doing very nicely. Herb motored up the Coast route and back the inland route and made stops at intermediate spots between Los Angeles and San Francisco. Business in territory covered reported good. Leatherneck and Ballot games, he stated, going big, as was Fascination. This game, he stated, was going very good, specially the junior model, that because of construction was popular in drug stores and refreshment parlors. Sales in quantities, he said, had been made in San Francisco and at Southern California beach resorts.

At National Amusement business good, it was said. Rock-Ola Multi-Selector sales much ahead of stock to fill orders. Totalite giving fine results on locations and Bally Challenger game enjoying a fine demand. Henry Stewart, now in business in Sydney, Australia, writes encouragingly of prospects there, and there was just received a cablegram for large order to be sent him at once. Says is about fully recovered and ready for the "grind."

Mrs. Clegg Le Bauve, of New Iberia, La., arrived this week to make her home in Los Angeles. Her husband is in charge of Rock-Ola Multi-Selectors at the National Amusement Company.

Mr. and Mrs. Maurice Delay, in from Encinitas, dodging heat and looking over the local jobbers.

Veech Biz Shows Increase
 DECATUR, Ill., Aug. 1.—L. H. Veech, head of the Veech Scale Company here, states that business in his territory is way ahead of last year. Operators are purchasing in much larger quantities, he says.

The firm distributes all makes and types of coin-operated devices, carrying a complete line of machines to meet all requirements. Company acts as distributor for Rock-Ola, Gottlieb, Pacific, Keeney, Genco and other manufacturers.

Dallas
 DALLAS, Aug. 1.—Mrs. Tom Steed and her sister-in-law, Mrs. Holloway, were in town this week, guests of the Electro Ball Company. They visited the centennial expositions here and in Fort Worth and were high in their praise of the beauties and entertainment features of the two shows. Mrs. Steed's husband is one of the largest phonograph operators in Arkansas and in Pine Bluff alone operates nearly 100 phonographs, including 50 Seeburg Symphonolas, on outstanding locations. Mrs. Steed personally handles the Pine Bluff territory, where she has a record of having the highest average per machine for a group that size. Her enviable record is the talk of the Southwestern coin machine field.

Rock-Ola's Credit machine, a newcomer in this territory, has met instant success. Ed Furlow, of Electro Ball Company, states: "The machine is a hit beyond expectations."

Al Douglas, president of the Daval Manufacturing Company, Chicago, and Bill Gersh, of the Richards, Byrde & Pounds advertising agency, were recent visitors in the Texas territory. They spent considerable time around Electro Ball headquarters, distributors for Daval products.

Les Frankrich, of Frankrich Distributing Company, Fort Worth, was in Dallas for the championship fight July 23.

Jim Boyle, of the Boyle Amusement Company, Oklahoma City, spent a few days here last week.

The meeting of the Dallas local of the Texas Coin Machine Operators' Association had just ended when the storm broke last week. The windows of the meeting room were broken and rain swept the large hall. The weekly session of galloping dominoes was postponed.

Eddie Laird and Joe Morris are recent additions to the operating end of the D. E. House Distributing Company. Both are well-known ops in Texas and Oklahoma.

Betty Jane Chapman, daughter of Martin R. Chapman, Dallas operator and formerly of the vaude team of Chapman and Connelly (Mrs. Chapman), is the newly appointed stenographer in the office of Dave House, manager of the D. E. House Distributing Company. Incidentally, Miss Chapman holds a territorial record for typing.

Bally Adopts New ABT Coin Chute
 CHICAGO, Aug. 1.—The so-called "test" slug, most recent and most vicious of slug perils, is definitely licked by the new A.B.T. No. 400 coin chute, according to officials of Bally Manufacturing Company, said to be the first firm to standardize on the new chute.

Discussing the "test" slug and its defeat, Ray Moloney, Bally's president, revealed how prompt action saved operators thousands of dollars. "This 'test' slug," Ray pointed out, "was the worst machine-milker ever devised and it was being widely distributed. The minute I learned that the new A.B.T. No. 400 chute would stop this slug I phoned Walter Tratsch and placed a large order, stipulating a delivery date considerably in advance of what had been planned. I guess A.B.T. had to step on it and I know we're stuck with a large inventory of old chutes, but my one aim was to protect operators of Bally equipment against loss.

"Standardization on the new No. 400 is one of many developments adopted by Bally to protect operators of payout games. Others are the steel-armored cabinet, pilfer-proof payout tube, super-sensitive electric anti-tilt and, most recently, the 12-coin escalator."

The new A.B.T. No. 400 chute is said to stop not only the so-called test slug, but also cellophane, shims of various kinds, and all slugs in common use. Many operators are now installing the No. 400 on all machines which were not equipped with them at the factory.

McCabe Rock-Ola Rep In Ind., Ky. and W. Va.
 CHICAGO, Aug. 1.—The Rock-Ola Manufacturing Corporation announces the appointment of R. H. (Mac) McCabe as factory representative for Rock-Ola Multi-Selectors thruout Indiana, Kentucky and West Virginia.

McCabe is one of the most experienced phonograph salesmen in the business and well known to operators in almost every State. With his new appointment he is in excellent position to give the finest type of service to music operators in his territory. He is keeping in close touch with the Rock-Ola plant at all times, making regular trips to the factory to check up on deliveries of orders to his customers.

"Mac" expressed himself as being exceedingly enthusiastic about his new appointment.

Gala Crowd Attends Babe Kaufman Party
 NEW YORK, Aug. 1.—A festive crowd of coin-machine celebrities attended the official housewarming of Babe Kaufman's new offices and salesrooms at 250 West 54th street Wednesday. Babe was the recipient of many beautiful floral baskets and telegrams from all parts of the country.

Jack Keeney, of J. H. Keeney & Company, was present and demonstrated the new Keeney Bowlette, bowling type of game, which was highly regarded by the many operators present.

Among others present were Dave Bond, Sam Kresberg, Roy Collett, Bob Grenner, A. B. Chereton, Joe Fishman and many other well-known manufacturers, distributors, jobbers and operators.

Refreshments and drinks were plentiful and a joyous time was had by all, the party disbanding in the wee hours of Thursday morning.



R. H. (MAC) McCABE, appointed factory representative for Rock-Ola Multi-Selectors in Indiana, Kentucky and West Virginia.

Electropaks Are Standard On Automatic Bowling Games
 DETROIT, Aug. 1.—Pioneering as always, the Electrical Products Company is out in front again—this time with special heavy-duty Electropaks for automatic bowling-type games. Always a step ahead in order to render the coin machine industry the kind of service to which it is entitled, the firm has spent a vast amount of money and considerable time in engineering and developing Electropaks capable of satisfactorily operating this type of game.

When interviewed in Detroit recently A. B. Chereton, president of the company, stated: "Continuous experimentation and development resulted in two new lines of Electropaks, the E 5—and the E 7. These Electropaks are capable of delivering as high as 15 amperes at 12 volts. This is the highest voltage yet attained from a powerpak, and, as usual, the Electrical Products Company is the pioneer in this higher voltage field." Manufacturers of the bowling-type games report they are highly pleased with the performance of the new Electropaks.

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

Rock-Ola Manufacturing Corp. Enters Photo Electric Cell Field

CHICAGO, Aug. 1.—The Rock-Ola Manufacturing Corporation has entered a new field of coin-operated machines—the manufacture of equipment utilizing the ingenious results obtainable by the use of the photo electric cell, it is announced by David C. Rockola.

The Rock-Ola Manufacturing Corporation has spent the last year or more in extensive research and development with photo electric cell equipment. During this period it is understood that Rock-Ola engineers have made some important discoveries in connection with the use of the photo electric cell which will greatly strengthen the market for coin-operated equipment utilizing this cell.

It is also stated that the Rock-Ola electric laboratories have made great strides in the way of simplifying the wiring hookups necessary in the operation of photo electric cell machines and have now perfected a hookup that requires only about one-third the amount of wire heretofore necessary to efficiently operate this type of equipment.

The purchase of the Ford Amusement Corporation, with offices and headquarters at 657 to 667 Washington boulevard, by the Rock-Ola Manufacturing Corporation is one of the major coin-machine transactions announced for a long time. The target range manufactured by the Ford Amusement Corporation has been in production for well over a year. Their product—the Magic Ray—is recognized as among the most advanced type of equipment in the photo electric cell field. However, according to statement from the management of the corporation, their facilities, tho efficient and extensive, were not such that they could supply the demand for their product. It is understood that this was one of the reasons why they agreed to enter into a sale whereby it would be possible for the Rock-Ola Manufacturing Corporation to give its strength to a product that has created such a demand.

It is understood that this transaction has been pending for the last 10 months. All the details involved were not disclosed. However, it was announced that all the equipment and resources of the large Ford Amusement Corporation plant have been absorbed, moved over and housed in the Rock-Ola plant at Kedzie and Chicago avenues. The equipment included is all of the machinery assembly lines, the entire Ford Amusement Corporation electric department and all of its engineering departments.

The Rock-Ola firm will house the assembly lines for this new product in plant No. 3, which occupies four and one-half square blocks. The plant has just been equipped to handle this type of assembly and manufacture.

Patents, along with the ones now held

and pending on this type of equipment, are said to have a very broad coverage. In fact, so broad that nowhere in the statement from Rock-Ola Corporation was it disclosed that the corporation would relicense any other manufacturers.

This is the second large and influential company to be purchased and absorbed by the Rock-Ola Manufacturing Corporation in less than 60 days. They recently purchased and absorbed the Decca Disc Phonograph Company, of Waynesboro, Pa., with all the resources, facilities, equipment and patent rights. At this time the entire 800,000 square feet of the 20 buildings comprising the Rock-Ola plant are completely taken up with high-speed mass production, and the Rock-Ola management is laying plans for the construction of additional modern industrial plants.

The statement from the executive offices of the corporation says that the new photo electric cell product is to be released in the very near future. Also that the new product is being designed, developed and built by Rock-Ola artists, designers and engineers. "And from comments made by important coin-machine people who have inspected this new photo electric cell machine, there is no question whatever that it will be every bit as great a success as the now world famous Rock-Ola multi-selector phonographs," said a Rock-Ola official. The statement from the Rock-Ola plant says that with production being increased continually their production figure now is well over 1,000 phonographs a week.

Atlas' Pittsburgh Office Coming To Bat With Short Sox

CHICAGO, Aug. 1.—Every day the Chicago office of the Atlas Novelty Corporation has been receiving a multitude of wires from Phil Greenberg, manager of the Pittsburgh office of that firm, begging for greater shipments of Stoner's Short Sox.

It seems that Phil has been far exceeding his quota of sales on this game and his greatest worry is not in selling, but in filling orders. Phil has made arrangements, however, to see that his shipments from the Stoner plant are doubled so that in the future he will be

able to fill orders received by his office almost immediately.

Phil has been going to town with Western's new games also and claims that he will far exceed his quota for Western's new Thorobred, horse-race machine.

The Pittsburgh branch of the Atlas Novelty Corporation has also been doing a marvelous job for the J. P. Seeburg Corporation in the distribution of the Seeburg Symphonolas in the Pittsburgh territory. Phil has been averaging a carload of Symphonolas every week for the past month and expects to even increase this number when the season gets under way in the fall.

London

LONDON, July 20.—Ants have been introduced as feature of new machine produced by Bryan, well-known manufacturer of hand-operated and electric cranes. Machine is of counter type. Upon insertion of coin interior lights up and patron sees thru aperture a number of ants at work in section of an ant nest. Special type of ants used have to be fed every three months. Machine is cheap and experts consider it a useful tool.

One of biggest legal battles for many years has opened in London. Liquidator of Machine-Made Sales, Ltd.; Auto-Made Sales, Ltd.; Direct Automatic Sales, Ltd., and Autopax, Ltd., sued Viscount Wimborne, Hon. Ivor Guest, Selwyn Davies and Lionel M. Noel, directors of first-named company, to make them liable in damages for capital losses of the companies, stated to amount to \$2,446,675. Statement of claim contained 35,000 words, and six king's counselors with nine juniors engaged. On 10th day of hearing Lord Wimborne was dismissed from suit. Companies were all concerned with selling commodities thru automatic machines.

Daughter of Leslie and Maggie (nee Burrows) Burgess christened Patricia Eleanor at Christ Church, Woburn Square, London, July 15. Godparents included Mrs. Carrie Hardy, who visited Chicago with sister, Maggie, and father, Arthur Burrows. After ceremony party was thrown at Burrows' London residence, those present including the Burrows family; L. V. Hodgson, of Buckley Manufacturing Company; Alf Makin, Solly and Phil Shefras and many well-known British machine folk.

Business Situation Summarized

When comparison is made with the initial six months of 1935 available statistics reveal a broad improvement in economic conditions in the United States during the opening half of 1936. Industrial production has advanced 11 per cent, mainly by reason of the gradual extension of recovery in the durable goods industries; retail sales are estimated to have increased some 10 per cent; freight traffic is up 9 per cent; cash farm income is about 11 per cent larger; the volume of unemployment has been materially reduced, and the construction industry, in which recovery has been slow, has made material progress this year.

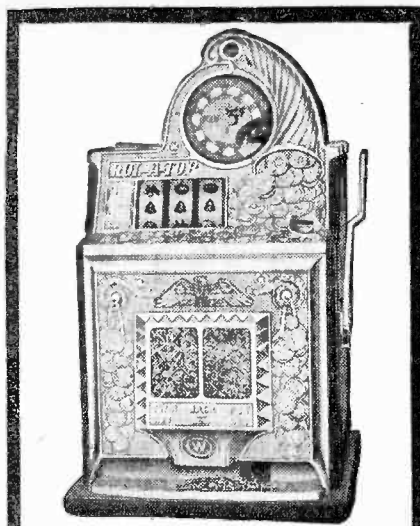
In June business activity was at or very close to the highest point reached in the recovery period. While employment data for the month are not yet available it appears on the basis of returns thru May that the number of persons at work (exclusive of employees on emergency work projects) reached the largest total in more than 4½ years. The contraseasonal rise in factory employment and pay rolls from April to May was accompanied by a further slight rise in the seasonally adjusted index of manufacturing production. The expansion in the iron and steel industry was a major factor to the April-May change. A seasonal slackening has been evident in a number of major industries; in the automobile industry the June recession has apparently exceeded the usual seasonal decline but steel production remained high.

The most pronounced recent gains have been in the field of retail trade. May returns reveal a marked increase in the volume of sales thru retail stores, and preliminary reports for June indicate that these have been maintained or extended during the current month. While possibly influenced by the volume of government expenditures, the sales increases are based largely on the gradual rise in consumer income and the willingness to spend more freely, the latter situation being evidenced particularly by the volume of sales of products of the type which are generally sold on the basis of deferred payments.

Stock prices have moved higher during the month while both corporate and Government bonds have been firm. Private capital financing increased, but it was overshadowed by the huge Treasury operations incident to the June 15 financing. The public debt reached a peak at approximately \$34,000,000,000. The new tax bill, carrying provisions which will result in a large increase in taxes on corporations and inaugurating the taxation of undistributed corporate surpluses, was enacted by Congress just before the close of the session on June 20.—SURVEY OF CURRENT BUSINESS.



"BALLY-ROLL is my kind of game," says Carl Hoelzel, of United Amusement Company, Kansas City, Mo. "I'm from the 'Show-Me' State and I had to be convinced. But I'm here to say Bally-Roll is the greatest hit I've ever had anything to do with." Carl is shown playing Bally-Roll at the plant of Bally Manufacturing Company.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

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Penny Merchandiser . . . 8.75
Penny-Nickel Merchandiser . . . 10.00
1/3 Deposit, Bal. C. O. D.

IDEAL NOVELTY CO.
1518 MARKET ST. ST. LOUIS, MO.

Cohen Enlarging Quarters To Handle New Skee-Ball

CINCINNATI, Aug. 1.—H. H. Cohen, president of the Ohio Specialty Company, is enlarging his headquarters on Central parkway here to take care of the new Wurlitzer bowling-type game, Skee-Ball. Cohen has for some time enjoyed big business with the Wurlitzer coin-operated phonographs in this territory.

Several carloads of the new Skee-Ball game will arrive here early next week. A large shipment of Wurlitzer-Simplex phonographs is due at the same time. Cohen will cover 22 Southern Ohio counties with the two machines.

Weekly MUSIC Notes

Music Machines Booming in Detroit

DETROIT, Aug. 1.—“There is a genuine shortage of music machines in the Detroit territory today,” says Eddie Clemons, manager of the National Coin Machine Corporation. “Location owners are calling for machines and no operator today has enough to put out to suit the demand.”

“The public has fast become music-machine-minded. There are numerous instances of locations that would not think of putting in a machine as recently as a few months ago—and now they are calling us up and begging for a machine because their customers have demanded them.”

“The average patron of almost any beer garden, restaurant or cafe has become accustomed to having a machine there to play while he eats or drinks, and they usually ask the manager, when there is none, why he doesn't get a music box, with the result that he soon realizes he must have this attraction to keep his trade.”

“The result is that local operators cannot keep a machine on hand 24 hours after receiving it—the demand takes it right out on location at once.”

“With our own machines a special sampling device on the Mills Do-Re-Mi models has proved very effective. We set it for 30 minutes and if nobody plays the machine for that length of time it automatically starts to play and gives a full-length sample record without charge. This automatically attracts

the attention of the customers to the machine and usually draws business, because they like to have more music after they realize that it is available.”

The National Coin Machine Corporation now operates six service trucks in order to handle its own machines and has rapidly become one of the largest operators in this field in Detroit. They have just placed their order for a third carload of the Do-Re-Mi's.

Estimates made this week by people familiar with the entire music-machine field indicate that there are about 7,000 machines on location in Detroit now—and that the field is very far from the saturation point.

Wurlitzer Co. Develops Record-Counting Device

CHICAGO, Aug. 1.—In line with the company's policy for doing everything possible to help operators increase their earnings, engineers of the Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y., have developed a record-counting device which is adaptable to all Simplex phonographs manufactured by that company.

The unit is simple in its operation and easy to install. The complete unit may be installed or removed in as little time as one or two minutes.

A music operator is not so much interested in knowing the records that get the play as he is in knowing the records that are not being played—those numbers that are not making a profit—those records which should be removed from the program and replaced with new

records. It is this principle which has been incorporated into Wurlitzer's counting device.

The mechanism fastens on to the back shelf of all Simplex models. The unit is numbered from 1 to 12, corresponding to the records in the program. As each record tray swings out into playing position the spring tension which is released moves one notch on the individual counter for that record. Tabs in units of five up to 70 indicate at a glance how many records have been played; what ones haven't been played. The zero tab is in red so a resetting of the counting device after each checking is easily accomplished by turning all numbers back to the red tab.

The device is of inestimable value to the operator of a large number of units where he personally cannot check his locations. It makes the servicing of instruments easy and a service man does not have to guess what changes to make in the program or does not have to take the word of the location proprietor or a waitress when it comes to changing records.

Cheaters Cheated!

CHICAGO, Aug. 1.—The fight against the slug evil continues to become more pronounced as manufacturers of coin-operated machines work out new ways of circumventing the would-be cheaters.

One of the latest and most successful efforts along this line is the new slug-proof Seeburg Symphonola, which the automatic music machine industry has welcomed as a distinct achievement.

In a test at the Dallas offices of Electro Ball Company, Inc., the Symphonola was put thru a severe test and came thru with flying colors. One hundred slugs were inserted in the machine and of these 92 were rejected. Only eight slugs out of the 100 worked. This gives the operator a 92 per cent guarantee against slugs, as every type of slug was used in the test.

It is believed by the Electro Ball officials that this is the highest average of slug-proof protection yet attained.

Detroit Ditties

DETROIT, Aug. 1.—“Business in records has been growing by leaps and bounds,” says Fred Gersabeck, proprietor of the City Music Company, distributor of Brunswick and other records in this territory. The company has established a number of recording rooms wherein the operators may listen to the records before they buy them. This is believed to be the only company in Detroit which offers this service to machine operators.

Claude McCracken, one of the newer Detroit operators in the music-machine field, has moved to new quarters in the downtown district. McCracken, unlike most other Detroit operators, does not have any machines in this territory. He is operating solely in Waco, Tex., 1,000 miles away, and maintains his headquarters here. He has been buying the new Mills model phonographs thru Frank Oakes, Mills representative, and shipping the machines to Waco, where his daughter is managing the business for him.

Fred Gardella is proving to be one of the steadiest buyers of automatic phonographs in this territory. A veteran operator in this field for many years, he has not missed a week since the first of the year in placing orders for new machines, operating the Mills models exclusively.

Otto J. Edinger, music-machine operator with headquarters in Wyandotte, southern suburb, has withdrawn from the business. The machines have been taken over entirely by his son, John Edinger, who has moved to Honor, Mich.

Frank Oakes, aggressive Detroit salesman for the Mills Novelty Company, sprained his ankle while he was out in Chicago last Tuesday and has been suffering from the results the past week.

Business in the music-machine field has been holding up very well this summer, according to T. E. Gillies, manager

Sheet-Music Leaders

(Week Ending August 1)

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

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

1. It's a Sin To Tell a Lie (1)
2. Would You? (3)
3. Glory of Love (2)
4. These Foolish Things Remind Me of You (5)
5. On the Beach at Bali Bali (7)
6. Take My Heart (4)
7. You Can't Pull the Wool Over My Eyes (9)
8. There's a Small Hotel (10)
9. No Regrets (14)
10. Rendezvous With a Dream (8)
11. Is It True What They Say About Dixie? (6)
12. When I'm With You (12)
13. Did I Remember?
14. Let's Sing Again (15)
15. Crosspatch (13)

Radio Song Census

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

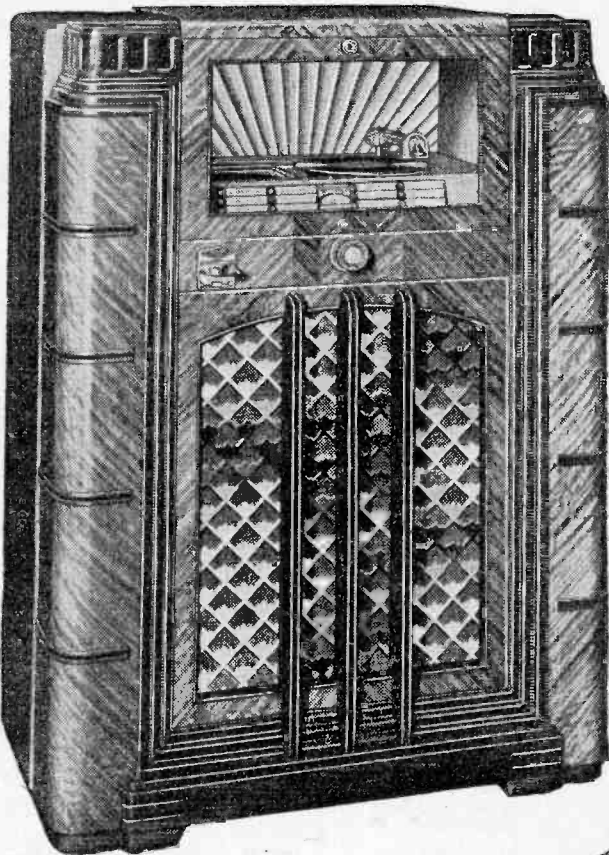
Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 24, to Thursday, July 30, both dates inclusive.

These Foolish Things (31).....	47
On the Beach at Bali Bali (29)....	33
Glory of Love (27).....	30
When I'm With You (31).....	30
You Can't Pull the Wool Over My Eyes (38).....	30
Take My Heart (31).....	29
Crosspatch (29).....	27
Did I Remember? (23).....	25
Would You? (22).....	24
Stompin' at the Savoy (21).....	23
There's a Small Hotel (29).....	22
Afterglow (20).....	18
I'm an Old Cowhand (13).....	18
Is It True What They Say About Dixie? (25).....	18
Rendezvous With a Dream (13)....	18
You're Not the Kind (18).....	18
A Star Fell Out of Heaven.....	16
Hidden Valley.....	15
I Can't Escape From You (15)....	15
No Regrets (19).....	15
Sing, Sing, Sing (17).....	15
But Definitely (14).....	13
Long Ago and Far Away (12)....	13
Sittin' in the Sand a-Sunnin'.....	12
Sunshine at Midnight.....	12
Sweet Misery of Love.....	11
Empty Saddles (16).....	9

of the Better Games Company here. The company is one of the larger Detroit operators. The firm has moved headquarters from the Seward Hotel here to a location on Second boulevard in Highland Park, north-end suburb. The company is owned by Dr. F. D. Clark, and Gillies manages all machine operations.

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PHONO NEEDLES**
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2000 PERFECT PLAYS

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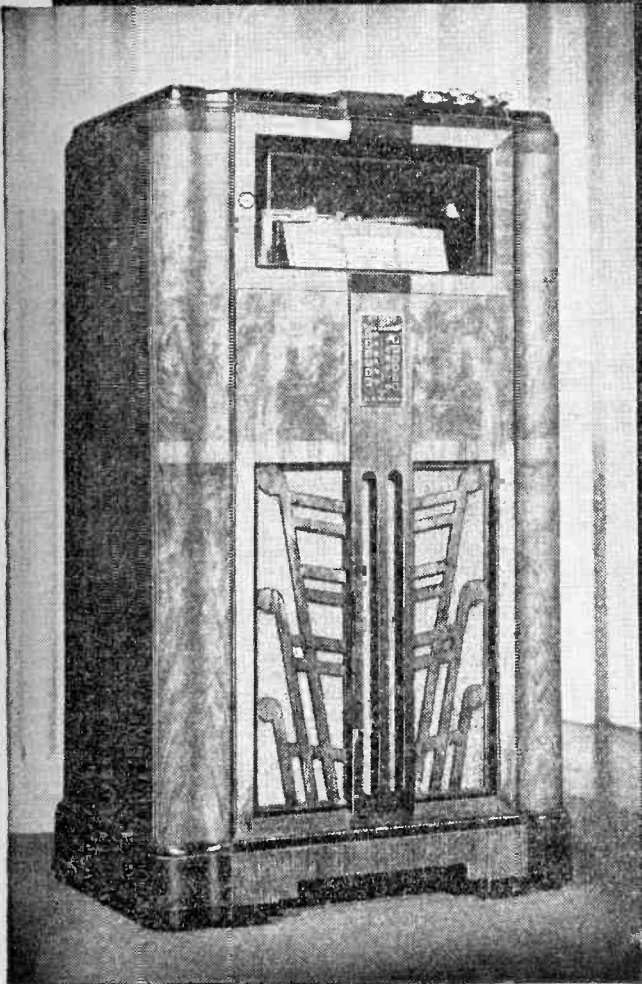
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MULTI-SELECTORS!



*The swing is to
Rock-Ola
Multi-Selectors
by nation-wide
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Ten Best Records for Week Ended Aug. 3

	BLUEBIRD	DECCA	VICTOR	VOCALION
1	B6353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five, with orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.	25342—"It's a Sin To Tell a Lie" and "Big Chief De Sota." Fats Waller and Rhythm Orchestra.	3261—"On the Beach at Bali Bali" and "Take My Heart." Henry Allen and orchestra.
2	B6417—"Do You or Don't You Love Me?" and "On the Beach at Bali Bali." Shep Fields and Rippling Rhythm Orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25353—"You're Not the Kind" and "Why Do I Lie to Myself About You?" Fats Waller and Rhythm Orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
3	B6373—"Would You?" and "It's a Sin To Tell a Lie." George Hall and Hotel Taft Orchestra.	829—"On the Beach at Bali Bali" and "I Met My Waterloo." Connie Boswell, with Bob Crosby Orchestra.	25352—"San Francisco" and "You've Gotta Eat Your Spinach, Baby." Tommy Dorsey and orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.
4	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	835—"Lyn' to Myself" and "Ev'ntide." Louis Armstrong and orchestra.	25343—"Guess Who" and "Take My Heart." Eddie Duchin and orchestra.	3199—"Press My Button" and "Get 'Em from the Peanut Man." Lil Johnson, with piano and bass fiddle.
5	B6435—"Cross Patch" and "Mary Had a Little Lamb." Willie Bryant and orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25349—"On the Beach at Bali Bali" and "No Regrets." Tommy Dorsey and orchestra.	3262—"Chloe" and "You're Not the Kind." Henry Allen and orchestra.
6	B6431—"It's Hard To Laugh or Smile" and "Hot Town." Benjie Moten's Kansas City Orchestra.	842—"On a Coconut Island" and "If I Had My Way." Victor Young and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.	3252—"All My Life" and "It's a Sin To Tell a Lie." Putney Dandridge and orchestra.
7	B6418—"A Rendezvous With a Dream" and "Us on a Bus." Fess Williams and orchestra and Shep Fields and orchestra.	798—"Let's Sing Again" and "It's a Sin To Tell a Lie." Bobby Breen.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and Rhythm Orchestra.	3253—"When I'm With You" and "But Definitely." Bunny Berigan and Boys.
8	B6416—"The State of My Heart" and "You're Toots to Me." Shep Fields and Rippling Rhythm Orchestra.	761—"Melody From the Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Carber and orchestra.	25348—"Let's Sing Again" and "The More I Know You." Fats Waller and Rhythm Orchestra.	3263—"Woe Is Me" and "Dere's Jazz in Dem Dere Horns." The Cotton Pickers.
9	B6432—"These Foolish Things Remind Me of You" and "Big Chief De Sota." Bob Pope and orchestra.	820—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Ted Weems and orchestra.	25320—"Star Dust" and "Star Dust." Benny Goodman and orchestra and Tommy Dorsey and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.
10	B6433—"When I'm With You" and "But Definitely." Charlie Barnet and Glen Island Casino Orchestra.	815—"She Shall Have Music" and "Got to Dance My Way to Heaven." Victor Young and orchestra.	25247—"Stompin' at the Savoy" and "Breakin' in a Pair of Shoes." Benny Goodman and orchestra.	3266—"Was I?" and "Two-Timin' Man." Lil Johnson.

FATS WALLER at the top!



These three Victor Records by Fats Waller have been tops in popularity for several weeks:

- 25342 "It's a Sin to Tell a Lie" "Big Chief De Sota"
- 25348 "Let's Sing Again" "The More I Know You"
- 25315 "Cross Patch" "Cabin in the Sky"

Put these in your machines and watch the nickels roll in! Remember that Victor Records are warp-resisting and last longer.



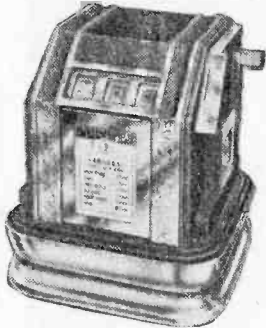
VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

SAVE \$27.00 ON EVERY MACHINE YOU BUY

RELIANCE PAYOUT DICE GAME

FOR LIMITED TIME ONLY we offer extra LOW BARGAIN PRICES on this sensational money-maker that plays regulation "7-11" dice! BUY NOW... BEFORE PRICES GO UP AGAIN!

HERE'S HOW YOU SAVE
 NICKEL MODEL NOW \$92.50 (regular price \$119.50)
 QUARTER MODEL NOW \$95.50 (regular price \$124.50)



1/3 with order, balance C. O. D., f. o. b. Chicago.



BALLY BABY
 3 MACHINES FOR PRICE OF ONE!

World's smallest counter game—only 6 in. by 5 in.—A NEW HIGH in coin machine VALUE! Penny Cigarette Game; 400 to 1 Numbers Game; 5, 10, 25-Cent Trade Game—get all three (interchangeable) for ONLY \$17.50! ACT NOW!

Rush Your Order To Office Nearest You

AUTOMATIC-MARKEPP, INC.

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MARKEPP CO., INC.

3328 CARNEGIE AVE., CLEVELAND, O. • 1410 CENTRAL PARKWAY, CINCINNATI, O.

AUTOMATIC AMUSEMENT CO.

628 MADISON AVE., MEMPHIS, TENN. • 1304 THROCKMORTON ST., FT. WORTH, TEX.

\$2,000,000 Sales Drive Is Launched by Mills Novelty

CHICAGO, Aug. 1.—The management of Mills Novelty Company announces a \$2,000,000 sales drive for the month of August. The Mills brothers plan to garner just about 90 per cent of all the coin-machine business at large during this month, they say, as a feature of celebrating the 48th anniversary of the foundation of the concern.

The Mills company was established in 1889 by Herbert S. Mills, father of the present owners, and has had a brilliant history of success over its long span of life. During the last seven years of the depression six additions have been built to the Mills factory and annual sales have been quadrupled in that time.

Mills sales drives are historic features of the concern and occur at most once a year. During the period of the big August \$2,000,000 push every one of the 2,700 Mills employees—1,800 of the factory hands and 900 others outside salesmen and service men—will know that there's something going on. De luxe salesmanship is used to carry the thrills and excitement of the drive to every one of the Mills employees, who usually take sides in deciding their particular preference among the different departments contesting for honors. And no Mills employee is ever loath to back up his opinion with real cash.

This time the well-known coin-machine division, headed by Vince Shay, is fighting against the freezer-phonograph division, headed personally by Ralph Mills, for top honors in the drive. A great deal of excitement was experienced at a sales meeting last week when Fred Mills, president of the company, bet \$5,000 cash against Ralph and Herbie that the coin-machine division would

come out ahead of the freezer-phonographs. Fred not only laid the money on the line, but he also gave odds of five to four. Special features of former drives were beauty contests, betting books run on actual horse races, circuses, parades of employees, daily radio broadcasts and many other original merchandising stunts that aroused customers and sustained high-pitched enthusiasm of the sales personnel.

The famous Mills month of May \$1,000,000 drive, held in May, 1931, is famous in the annals of the coin-machine industry as the biggest business pushup until this one. At that time Mills cohorts went over the top with sales of a million and a half in a single month. The experts this time predict that the Mills merchandising crew will turn in a record of close to \$3,000,000 for the month of August, 1936.

Thoro-Bred Claims Record

CHICAGO, Aug. 1.—"I want 40 more Thoro-Breds," was the excited and resounding shout that sent Jimmy Johnson, owner of the Western Equipment and Supply Company, running out of his office. There at the entrance to the offices stood an old distributor friend of Mr. Johnson's.

The reason for the boisterous shout was later explained by the distributor as follows:

"The operators in my territory are just about driving me nuts for more Thoro-Breds. Never since I started in this business many years ago have I seen such a strong demand for a machine selling in the upper-price brackets. Naturally I hear a lot of exaggerated stories, so when I heard glowing stories about your Thoro-Bred I decided to check up for myself. I went out with one of my customers on a collection trip. Well, my eyes just about popped when I saw him unhook that Thoro-Bred duck canvas bag and collect \$68.70 for the one day. He told me that with this collection the total was \$200 for the last three days. I tell you, Jimmy, it almost makes me feel sorry I'm a distributor. With a machine like Thoro-Bred I guess it's the operator who basks in the sunshine."

Electropak Available For Spots Using D. C.

DETROIT, Aug. 1.—One of the most troublesome problems confronting Electropak engineers in recent months has been to provide an Electropak capable of operating on direct current as well as on alternating current. Operators in many sections of the country have been loud in their demands that they be provided with the same trouble-free operation which their brother operators in alternating-current sections of the country have been getting from games equipped with regular Electropaks.

Due to the well-known electrical fact that any device employing a transformer principle for power conversion can be used only on alternating current, Electropak engineers found it necessary to follow an entirely new line of thought in developing the new unit, which they have named Adaptopak for ready identification. Altho Adaptopak in its present form is fool-proof and comparatively simple, it will not be hard to understand how difficult this problem was to solve when it is realized that in order to obtain the unit which can now be bought for a few dollars it was necessary to discover a means whereby 115 volts of direct current could first be changed to alternating current and then converted back to direct current of the proper voltage for operating the game.

In a recent interview A. B. Chereton, president of the Electrical Products Company, stated that altho Adaptopaks have been in operation for several months in DC locations thruout the country, his company had refrained from offering this product to the trade until actual life tests made by operators themselves on location proved the Adaptopak to be trouble-free and fool-proof. Operators in the field and tests conducted in the EPCO laboratories have definitely and conclusively proved that all three models of the Adaptopak are now ready for sale to the trade and can be wholeheartedly recommended to operators in DC territories, Chereton says.

The Adaptopak line consists of three models: Model "A," a floor model, capable of operating two Electropak equipped machines simultaneously; model "B 1," a universal model capable of operating either on AC or DC and having the same current output as the model E 2 Electropak, which replaces up to seven batteries; model "B 2," a universal model similar to the B 1 but has the same current output as the model E 33 or E 43 Electropak, which will replace seven or more batteries.

Pamco Distribs Praise Ballot and Leathernecks

CHICAGO, Aug. 1.—Just recently announced, both Pamco Ballot and Pamco Leathernecks have obtained wide jobber and operator distribution, and according to Irv McCarthy, sales manager of Pacific Amusement Manufacturing Company, enthusiastic reports have been received on the way they've performed.

Both Ballot and Leathernecks reflect Pamco's originality of design. They are said to incorporate new catchy ideas which have reawakened player interest wherever these new numbers have replaced earlier games. The humorous element has been injected to attract players, with a varied principle of play designed to hold their interest after it's aroused. Furnished in both payout and ticket models, distributors report both Ballot and Leathernecks enjoying a nice run in their territories, with the changing-odds idea on the backboard just as strong as ever.

Guardian Day August 5

CHICAGO, Aug. 1.—Guardian Electric Manufacturing Company, manufacturer of electrical parts for the coin-machine manufacturing industry, has announced a big invitation golf tournament and program to be held Wednesday, August 5. The day promises to be loaded with the finest kind of entertainment, and it is said that practically everyone has acknowledged his invitation, so it looks as tho every manufacturer and sales factor in the trade will be present.

Motion pictures with sound effects will be made of every player teeing off at the first hole after lunch. From 1 p.m. to 4:30 there'll be golf, bridge, pinochle, poker and various kinds of diversion, including Russ Wildey, the singing accordionist. Dinner at 8 and from then on some of the best talent obtainable, including magic, comedy boxing team, dancers and plenty of hilarity.

A SQUARE DEAL TO ALL

Atamo	\$70.00	Bonus	\$55.00	Electric Eye, Ticket	\$85.00
Red Salls	52.50	Galloping Plugs	72.00	Electric Eye	77.50
Hollywood	37.50	Races, Western	65.50	Grand Slam	60.00
Broker's Tip	50.00	Daily Races	57.50	Coconut	25.00
Put & Take	10.00	Carloca	13.00	Do or Don't	12.00
Rambler, Ticket	42.50				

PIN GAMES

Tackle	\$15.00	Roly Poly	\$20.00	Tricks	\$ 8.00
Zoom	10.00	Gold Medal	10.00	Tri-a-Lite	5.00
Signal, Sr	7.00	Battle	9.00	Cross Road	9.00
Big Five, Jr	22.50	Kings	8.50	Rapid Transit	9.00
Cheer Leader	9.00	Base Hit	13.00	Torpedo	10.00
Rocket	7.00	Champion	9.00		

1/4 Deposit with Order.

WE HAVE ALL THE LATEST MACHINES. GET OUR PRICES BEFORE YOU BUY.

VEECH SCALE CO., Decatur, Ill.

LOOK AHEAD! BUY MONARCH SPECIALS NOW AND SAVE \$ \$

Baffle Ball	\$37.50	Angielite	\$ 8.45
Rocket	9.00	Beamlite	6.45
Put 'N' Take, slide door	12.00	Cross Cross-Lite	7.45
Put 'N' Take, frt. door	14.50	Kings	7.45
Wahoo	12.50	Screamo	12.45
Ivory Golf	17.50	Big Game	9.45
7-11	14.50	Five & Ten	13.45
Traffic A, 5 ball	17.50	Rock-Ola 21	6.45
Rambler, 10 ball	42.50	3 in Line	14.45
Mystery 3	27.50	Kings of Turf	8.45
Pamco Parlay, Jr.	37.50	Globe Trotter	7.45
ABT Big Shot	27.50	Tri-A-Lite	8.45
Exhibit Football, 10 b.	22.50	Par Golf	10.45
Exhibit Rodeo, 10 b.	22.50	Action Jr.	4.45

MONARCH'S SPECIALS
 SPORTSMAN, Visible



ORDER DAVAL'S REEL "21"

REEL "21" is really "BLACK JACK" or the popular OLD ARMY GAME "Strictly According to Hoyle."

and AUTOPUNCH

AUTO-PUNCH is the first Automatic Payout, Changing Odds, Light-Up, Lifetime Sales Board Machine.

ROYAL DISTRIBUTORS, Inc., NEWARK, N. J.

HOME RUN

High Score Baseball Game—BRAND NEW in ORIGINAL CASES, Only \$25.00

RUSH YOUR ORDERS NOW! WRITE OR WIRE FOR COMPLETE PRICE LISTS ON NEW AND USED GAMES. LOWEST PRICES.

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

Bally-Roll Breaks Records

Sales for past two weeks set all-time record—factory space increased

CHICAGO, Aug. 1.—Faced with the problem of immediately filling orders for more than 3,000 Bally-Rolls, Ray Moloney, president of Bally Manufacturing Company, announces that arrangements have been completed for additional factory space. At the same time Moloney revealed that, whether measured in units or total dollars, Bally-Roll sales for the last two weeks have broken all previous records for a similar period of time.



RAY T. MCLONEY, president of Bally Manufacturing Company, is elated over the sensational reception accorded Bally-Roll, which has set a new sales record.

"Even in the hectic days of Ballyhoo," Ray States, "orders did not pour in as they are on Bally-Roll. The sensational reception accorded the new game is proof that operators are alive to the fact that a new era is opening—an amusement boom that will go down in history as the greatest of them all. The most impressive thing about Bally-Roll is its powerful amusement and exercise appeal, which makes prizes of any kind absolutely unnecessary. The \$30 to \$50 per day taken in by the game on location is pure, unadulterated profit to the operator.

"We are keenly conscious of our responsibility to the many operators and distributors who have ordered Bally-Roll and who are anxious to get in on the ground floor of this boom. I want to assure them that we at Bally will continue to work day and night with extra crews of mechanics until all orders are shipped. We are securing additional factory space and doing everything else in our power to speed up delivery. Although we are now making delivery on a comparatively few large volume orders, I want it understood that even the smallest operator is to have a crack at Bally-Roll—and to make this possible we will give sample orders the right of way for a limited time. By that I mean that, while shipping volume orders in rotation as received, we will each day set aside a few machines to fill sample orders—thus enabling every interested operator to see with his own eyes how the new game takes in the money."

Paul Gerber Leaves for Coast

CHICAGO, Aug. 1.—Paul Gerber, of Gerber & Glass, left Wednesday for Hollywood. Paul's mission is Hot-Shot Records, made by the Novelty Recording Company.

Since the recent announcement of Gerber & Glass as Central States distributors for the new-type records the firm has been literally swamped with orders, they state. At the present time the demand is far ahead of the production. It is for this reason that Paul is going to the Coast.

Hot-Shot Records, altho a distinct departure from the regular recording, have already proved popular with the public, Gerber states. New and distinct types of songs never before recorded give the patron a big laugh in addition to beautiful and rhythmic dance music.

Gerber states that, altho many operators have had to wait a short time for their records, the Novelty Record Com-

TO INTRODUCE Profit Boosting "8-PAY" MODEL BALLY ANNOUNCES...

SPECIAL 30-DAY OFFER

NEW PRICE NICKEL MODEL EFFECTIVE AUG. 1 to Sept. 1, 1936

\$92.50 REGULAR PRICE \$119.50

QUARTER MODEL NOW \$95.50 REGULAR PRICE \$124.50
1/2 WITH ORDER, BALANCE C. O. D. K. O. L. CHICAGO

Reliance
PAYOUT DICE GAME

New "8-PAY" MODEL

Earns \$25 to \$50 Daily PROFIT!

PROFITS BOOSTED 50 to 75 per cent with new "8-PAY" RELIANCE, which pays 8-to-1, instead of 4-to-1. Remember—RELIANCE duplicates every play known to regulation "7-11" dice—and is played with GENUINE DICE that spin and whirl as if thrown by hand! \$25.00 GOLD AWARD on Quarter Model, \$5.00 on Nickel Model! Get your share of \$25.00 TO \$50.00 DAILY PROFIT by ordering RELIANCE today!

SPECIFY "4-PAY" OR "8-PAY"
— BOTH SAME PRICE!

BALLY MANUFACTURING CO.

2640 BELMONT AVE.

CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N. Y.

pany is increasing its production and all orders will be shipped immediately.

OLD-TIME SHOWMEN

(Continued from page 65)

close friendships among the people who formed the various organizations.

Among records of the 1874 season there is data of a very interesting event on the Forepaugh aggregation which illustrates the fraternal spirit which prevailed in that organization. Near the end of the season, during a performance, Prof. Tony Frank, leader of the band, was called into the ring, introduced to the audience by Sam Long, the veteran clown. Then in an appropriate speech he presented to the Professor a handsome gold watch and chain valued at \$280, a gift by members of the company. A monogram of Mr. Frank's initials was engraved on the case, together with date of presentation, which was October 10. Forepaugh closed the 1874 season at Fort Wayne, Ind., October 24 and shipped to Philadelphia winter quarters.

P. T. Barnum was that year operating under the title Barnum's World's Fair. He exhibited at Freehold, N. J., October 19. John H. Murray's Circus was also in New Jersey for late October dates; had Long Beach the 19th, Toms River 20, Brickburg 21, Freehold 22, New Brunswick 23, and closed the season at Newark on the 24th. During that same week the Great Eastern Circus was exhibiting in New York and Pennsylvania, then into Ohio for its final week of the 1874 season: Akron, Mansfield, Urbana, Springfield, Dayton, and closed at Hamilton October 31 and wintered in fairgrounds at Lebanon, O. The privileges on Barnum's World's Fair were handled by Parks & Davis. A happy event of the season in their department took place in Alton, Ill. William Leary was one of their employees who had evidently been untiring in his attention to business; as a reward for his earnest

efforts a diamond pin was presented by his employers.

One of the announcements in advertising columns of New York publications near close of the 1874 season was from Charles Fish, claiming to be the best bareback trick rider in the world. His address was given care of Circus Renz, Berlin, Germany. He stated that his return to America would be about February 1, 1875, and that he would perform the "English" or "Bounding Jockey." Another advertisement by the Le Clairs, Shed and John; they called attention of circus owners to their flying trapeze act, which concluded with a double somersault by Shed. John was advertised as the "Antipodean Wonder." They were at liberty for a winter engagement October 26. Prof. S. Gessley was also seeking a winter engagement for himself and his side-show attractions with a menagerie or circus going south. Gessley was known as the "Armless Wonder." He did shooting, drawing and writing with his toes; had a complete outfit and was willing to engage on a salary or percentage basis.

"Bob Stickney's Feat" was the heading of a story sent by Archie Campbell from South Boston, Va., to Frank Queen, of New York Clipper, on October 4, 1874. The story gave details of what was an extraordinary event in a circus performance, in which Bob Stickney, George M. Kelley and Mr. Campbell were featured in the leaps of the John Robinson program. Kelley was noted for his wonderful long leaps, of being the champion in the London contest, and he was given special publicity on Robinson's bills. After the Kelley long leap the Campbell story states that Bob Stickney executed in his leap a double somersault over 20 horses. To confirm the Stickney feat, County Clerk J. D. Clay, Postmaster E. B. Yancey, Dr. C. L. Carrington, E. B. Jeffries, John Price and Alexander Bruce, all citizens of South Boston or the county, had signed the letter which Archie Campbell sent for publication.

New Orleans

NEW ORLEANS, Aug. 1.—Coin-machine men in this section of the country report little letup in play since hot weather has set in. There are a number of ops who say that business is off considerably from the peak of the year, but all agree that the letdown is far less noticeable than last summer. This would indicate, they say, that the outlook for the fall and winter volume is the best in some time.

With free acts on the Boardwalk, plenty of good music and one of the finest beaches in the country, Harry Batt, manager of Pontchartrain Beach, continues to rave about the big income from his coin-machine playland. Harry has been adding to his stock of machines regularly and says that both of his Photomatics are doing a wait-in-line business. Harry is showing a particular fondness toward the Palooka machine, there now being four in his playland at the beach and another on location in his B. & M. Sportland on Canal street.

Louis Boasberg and Roy Bosworth, co-owners of the New Orleans Novelty Company, have reluctantly carried their weary bodies back to the ole home town after a cyclonic sojourn in the ole Windy City, where they were royally entertained. Louis and Roy said that besides plenty of pleasure they managed to see a lot of good ideas in the way of new machines, some of which they have purchased for their rapidly growing business.

Fishing parties and more of them seem the fashion of the day in coin-machine row of New Orleans. And it all seems to center around Frank Alles, operator, who started the ball a-rolling by bringing different groups of ops out to his favorite "catchem" spot. Now hardly a week-end passes that Frank isn't swamped with inquiries as to "what time will he be ready to leave in the morning."

In spite of the hot weather the regular meetings of both the New Orleans Coin Venders' Association and the newly organized United Music Operators' Association are well attended. Of course, much credit must be given to the genial host to both groups, Julius Pace, president of the venders' association. Julius provides the meeting room at his offices and always sees to it that everybody get a good fill after the business end of the gatherings is terminated.

J. Fred Barber, New Orleans branch manager for Electro Ball Company, and his chief assistant, Bob Rodham, are this week making an extensive tour of Southwest and Central Louisiana calling on operators. They write back that they are enjoying every minute of their trip and find the coin-machine business doing very well in all sections of the State, but more particularly in the Southwest, where big new oil wells are being brought in to bring in a new era of prosperity to the ops as well.

Ed Stern, territory agent for J. P. Seeburg Company, is in New Orleans on one of his periodical trips thru his territory in the interest of the Symphonola. With Ed in town your correspondent will diligently conduct a search for Ed's old shadow and sidekick, A. C. Hughes, music-machine department manager for Electro Ball. Every time Ed comes to town A. C. is either here waiting for him or trails in a little later to catch up. Puzzle: Who's following who around?

Ernest M. Oertle, territory manager for Brunswick and Melotone records, finds business up to peak. Ernest stopped in town just long enough this week to tell how fine things are going along and then hop out again for Louisiana and Mississippi.

Burt Trammell, who for several months hit the road out of New Orleans and was recently put in charge of the new Memphis office for Electro Ball, writes that the big Tennessee city is going over big for the firm's long line of coin machines and phonographs.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Latest Model One-Ball Games • Only Used a Few Days

MUST BE SOLD BY AUGUST 10TH

MILLS "TYCOONS", PLUG-IN MODEL	\$49.50
BALLY "PEERLESS", LATEST MODEL	49.50
PAMCO "PALOOKAS", LATEST MODEL	69.50
BALLY "MULTIPLES", LATEST MODEL	59.50
"DE LUXE 46's"	29.50
"DAILY LIMITS"	29.50
BALLY "HIALEAH"	59.50
PAMCO "PINCH HITTERS"	49.50
"MODEL A TRAFFICS", PERFECT CONDITION	7.50

ONE-THIRD DEPOSIT MUST ACCOMPANY ALL ORDERS. ORDERS SHIPPED SAME DAY AS RECEIVED.

MCCORMICK VENDING MACHINE CO.

121-123 WEST FOURTH ST. GREENVILLE, N. C.

DRAW POKER

BY CALIFORNIA GAMES CO., LOS ANGELES.

Play DRAW BALL and you play a realistic game of Draw Poker. You actually discard and draw number of balls desired. A Novelty Game that will endure as long as pin-ball exists. Price \$67.50 is low when quality and long life of game is considered. Jobbers write for special proposition.

Large Assortment Used Games of All Types on hand, including 1-Ball Automatics and Paces Races.

KENTUCKY AMUSEMENT CO., Inc.

226 West Walnut Street,

LOUISVILLE, KY.

Cash Value of Coin Ops' Smiles

By ISAAC WERT

Important business equipment of a first-class operator is a good smile. Every operator should have one.

"I wasn't born that way," complains a sober-faced operator.

Any operator can master a smile just as he can acquire some proficiency at golf or billiards. In show business a performer has what is called a "property smile." It's a smile the performers can turn on at any time and wear thruout an act. Well, a coin-machine operator can acquire a "property smile," too.

Some real-life episodes will illustrate the cash value of a smile.

1. The Bonanza Restaurant had been a mighty good location under Pete Johnson. It was, in fact, close to the top of the list of the operator, whom I'll call Jim Snow.

One of those things happened that will. Pete found it necessary to take a partner, Charlie Smith. And Charlie would have nothing but all the machines must be bounced out forthwith.

The operator attempted to persuade the new partner to change his viewpoint but without success. Then he loaded his truck.

As he said good-by he stuck out his hand to Charlie, turned on his golden smile and said, "Good luck, oldtimer!"

The operator gave a fine demonstration of "taking it" with a smile. And within a month the new partner had changed his mind on machines. The operator, calling around, not only arranged to put in equipment again, but on a much larger scale than before. Yes, it pays to be able to smile when things are going wrong!

2. Baker Brothers had the reputation of being the most hard-boiled merchants in the city. For years no operator ever had been able to get a decent hearing. Then along came an operator with a good smile.

"Good morning, Mr. Baker," he said. "My name is Farrington." Saying which, he extended his hand and turned on a wide, pleasant, confident smile.

The merchant's gruffness melted away. Soon the operator had an attentive listener to his canvass. He trotted out figures. He told of the money his machines were making for other druggists. He ended by signing up the location.

This operator has blasted away the indifference of numerous first-class locations with his friendly smile, turned

on full force after introducing himself.

Something is wrong with the salesmanship of any operator who cannot, opening an interview of any kind, turn on a friendly smile. The smile is fundamental in the skillful approach. Time and again half of the salesmanship of a successful operator will seem to be the initial smile he uses.

3. The operator's smile has high-class value in adjustment cases. For example, the Joyce Resort had real cause for complaint. Certain machines, out of order, were promptly reported, but there was an oversight and several precious days, at the height of the season, elapsed before a service man arrived to make repairs. The management was hot.

It talked of throwing all the machines up and doing business with other parties. The language used was anything but temperate.

The operator made a visit in person. Did he show resentment at hard language leveled at him? Did he attempt to evade responsibility? He did not. He acknowledged his fault, apologized for it and turned on a winning smile.

The smile decided the issue, of course. The Joyce manager cooled off rapidly—soon was smiling himself.

There is a popular verse of a few years ago which declares that the man worth while is the one who can smile when everything goes dead wrong. It takes no special ability to smile when everything is lovely. Humans in a state of happiness smile naturally.

It's contrary to nature, tho, to smile when things are going wrong—just the time when the cash value of a smile is the highest!

An operator noted for his smile once confided to this investigator that early in the business he actually practiced his smile before a mirror. Driving behind the wheel of his automobile, off by himself on long trips, he would practice the smiles by the hour.

It may sound fantastic, but it is true. Practice and self-discipline are behind many of the best business-building smiles.

The important thing is—acquire the smile!

30-Day Sale on Reliance Dice Game

CHICAGO, Aug. 1.—A saving of \$27 per machine is represented in Bally Manufacturing Company's 30-day introductory offer on the new "8-Pay" Reliance automatic payout dice game, according to an announcement recently released.

"Reliance," says Jim Buckley, Bally sales manager, "was one of the stand-out hits of the show last January and ever since that time it has been a real money maker on location. But sensational as Reliance collections have been in the past, operators report 50 to 75 per cent increased profits with the new "8-Pay" model, which pays eight to one instead of four to one. Our 30-day introductory money-saving offer is being made in place of an elaborate advertising campaign and the saving passed on to our customers. Operators can save \$27 per machine by ordering before the special offer expires on September 1."

Besser's New Report Sheets

ST. LOUIS, Aug. 1.—Herb Besser, owner and manager of the Besser Novelty Company, 3020 Olive street, has arranged a new "Agent's Weekly Report" sheet of which he is quite proud. Besser's customers in St. Louis and vicinity are high in their praise of the new printed form and the arrangement of same and most of them are using this new report sheet for their agents. Besser will be glad to send sample sheets to any operators who might be interested in a condensed weekly report sheet without any obligation on their part.

ROUTES

(Continued from page 31)

- Meeker, Paul: (Shawnee) Springfield, O., h.
- Melick, Bill: (Sterling) Mt. Pocono, Pa., nc.
- Meo, Jimmy: (Royale-Frolles) Chicago, nc.
- Meroff, Benny: (Century) Baltimore, t.
- Messner, Dick: (Park Central) NYC, h.
- Meyers, Jack: (Club New Yorker) New York, nc.
- Middleman, Herman: (Nixon) Pittsburgh, c.
- Miller, Joe: (Casa Blanca) Chi, nc.
- Miller, Russ: (Edgewood) Treton, N. J.
- Mills, Jay: (Colony Surf) West End, N. J., cc.
- Minor, Frank: (Barrel of Fun) NYC, nc.
- Mohr, Jack: (Black Cat) Wilmington, Del., nc.
- Monroe, Jerry: (May's) Staten Island, N. Y., h.
- Mooney, Art: (Oasis) Detroit, nc.
- Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
- Moreno, Frank: (Sweeny's) Baltimore, c.
- Morgan, Eddy: (Million-Dollar Pier) Atlantic City, b.
- Morgan, Russ: (Biltmore) New York, h.
- Motherway, Harold: (Pershing) Chi, b.
- Munro, Hal: (Sherman) Chi, h.
- Nagel, Harold: (Rainbow Room) New York, nc.
- Navarra, Leon: (Hollywood) NYC, cb.
- Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
- Navarro, Al: (Belvedere) Baltimore, h.
- Naylor, Oliver: (Anchorage) Philadelphia, nc.
- Center, N. Y., nc.
- Nelson, Ozzir: (Palmer House) Chi, h.
- Nickles, Billie: (Allah) Seal Beach, Calif.
- Niebaur, Eddie: (Casino Moderne) Chicago, nc.
- Nina Rinaldo: (Yacht Club) Chi, nc.
- Nocio, George: (Crystal Ballroom) Tupper Lake, N. Y., b.
- Norris, Stan: (Merry Garden) Chicago, b.
- Norvo, Red: (Commodore) NYC, h.
- O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
- Ohman, Phil: (Troadero) Hollywood.
- Olman, Val: (Hollywood) Galveston, nc.
- Olson, George: (Fox) Washington, D. C., t.
- Olson, Walter: (New Julius) Gardenville, N. Y., re.
- Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
- Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
- Pancho: (Pierre) NYC, h.
- Parker, Johnny: (Stables) Chi, c.
- Peary, Bob: (Graemere) Chi, h.
- Pecoraro, Dick: (Monte Rosa) NYC, re.
- Perry, Ron: (St. Moritz) New York, h.
- Pete, Warner: (Casino Moderne) Chi, nc.
- Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
- Petti, Emil: (Savoy Plaza) NYC, h.
- Platt, Earl: (Broad Street Grill) Harrisburg, Pa., h.
- Podolsky, Murphy: (Villa Moderne) Chi, nc.
- Provost, Ed: (Donahues) Mountain View, N. J., nc.
- Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
- Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
- Ramos, Ramon: (Ambassador) NYC, h.
- Rapp, Barney: (Gibson) Cincinnati, h.
- Ravazza, Carl: (St. Francis) San Francisco, h.
- Read, Kemp: (Tlivoil) Oak Bluffs, Mass., b.
- Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
- Redell, Herbie: (Casino) Chicago, c.
- Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
- Reichman, Joe: (Pennsylvania) NYC, h.
- Resh, Benny: (Times Square) Rochester, N. Y., h.
- Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
- Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
- Richards, Barney: (Lighthouse) Chicago, c.
- Rikks, Jules: (Victor Vienna) Chi, c.

- Rines, Joe: (Mayfair) Boston, nc.
- Ringer, Johnny: (Casino Venezia) NYC, nc.
- Robinson, Gordon: (Hollywood) Tonawanda, N. Y., cc.
- Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
- Rodriguez, Jose: (LaRue's) New York, nc.
- Romano, Phil: (Roseland) NYC, b.
- Rosenthal, Harry: (LaRue's) New York, re.
- Royal Arcadians: (Circle) Newington, Conn., b.
- Ruby: (Biltmore) Dayton, O., h.
- Russell, Jack: (Melody Mill) Chicago, b.
- Rythmeters, The: (Colony Club) Chi, nc.

- Sales, Lew: (Club Minuet) Chicago, nc.
- Sand, Carl: (Chateau) Chicago, b.
- Sanders, Joe: (Blackhawk) Chi, c.
- Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
- Schneider, Sol: (Old Rumanian) New York, re.
- Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
- Schulman, Julius: (Venev Park) St. Petersburg, Fla., h.
- Schuster, Mitchell: (Statler) Cleveland, h.
- Scoggin, Chick: (Ringside) Ft. Worth, nc.
- Shelley, Lee: (Marblehead) Marblehead, Mass., h.
- Shevlin, Pat: (Roof Pierre) Phila, re.
- Sissle, Noble: (Ritz Carlton) Boston, h.
- Smith, Bradford: (Lake Shore Athletic Club) Chi.
- Smith, Earl: (Neil House) Columbus, O., h.
- Smith, Joe: (Copley Plaza) Boston, h.
- Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., h.
- Smith, Stuff: (Onyx) NYC, nc.
- Snyder, Frankie: (Winona Gardens) Chi, nc.
- Spaeth, Karl: (Marco's Grill) Detroit, nc.
- Spitalny, Phil: (Paramount) NYC, t.
- Sprigg, Jack: (Pleasure Isle) Covington, Ky., p.
- Stabile, Dick: (Lincoln) New York, h.
- Steele, Blue: (Centennial) Dallas, Tex.
- Steiner, Herbie: (Pavilion Royal) Valley Stream, N. Y., ro.
- Sterney, George: (Plaza) New York, h.
- Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
- Stoefler, Wally: (Capitol Beach) Lincoln, Neb., b.
- Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
- Stutland, Steve: (Silver Cloud) Chi, nc.
- Sobel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
- Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

- Thompson, Hal: (Belhaven) Rehobeth Beach, Del., h.
- Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
- Tinsley, Bob: (Colosimo's) Chi, nc.
- Todd, Mitch: (Sky Rocket) Chi, nc.
- Topps, Al: (Nut House) Chicago, nc.
- Torney, Bob: (Casa Loma) South Bend, Ind., nc.
- Trace, Al: (College Inn) Chi, nc.
- Travers, Vincent: (French Casino) NYC, nc.
- Tydesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
- Turner's, Hal: (Rudds Beach) Albany-Troy road, nc.
- Turner, Jimmie: (Circle) Dayton, O., b.

- Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
- Veil, Tubby: (Bruns' Palm Garden) Chi, c.

- Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
- Warren, Frank: (Golden Slipper) West Colingswood Heights, N. J., ro.
- Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
- Warren, Arthur: (Hollywood) NYC, cb.
- Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
- Webster, Ralph: (Puritas Springs) Cleveland, b.
- Weeks, Ranny: (Cocoanut Grove) Boston, re.
- Weekly, Wee Willie: (Vogt's) Mountainhouse, Pa., nc.
- Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
- West, Neil: (Pavillon) Bear Lake, Mich., b.
- White, Dave: (Oasis Grill) New York City, re.
- White, Ed: (Club Gourmet) Cleveland, nc.
- Whiteman, Paul: (Casa Manana) Ft. Worth, Tex., nc.
- Wilcox, Howdy: (Flint Amusement Park) Flint, Mich., b.
- Willey, Al: (Graham) Speculator, N. Y., h.
- Wiley, Hod: (Breakers) Cedar Point, O., h.
- Williams, Joe: (Mark Twain) Hannibal, Mo., h.
- Wintz, Julie: (Top Hat) Union City, N. J., nc.
- Woods, Howard: (Robert Treat) Newark, h.

- Yates, Billy: (Grotto) Pittsburgh, br.
- Young, Freddie: (Silver Cloud) Chi, nc.

- Zarin, Michael: (Waldorf-Astoria) New York, Zator, Joseph: (Biltmore) New York, h.
- Zelman, Rubin: (Caravan) NYC, nc.
- Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
- Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

Emperor's New Clothes: (Manhattan) NYC.
White's, George, Scandals: (Grand) Chi.

MISCELLANEOUS

- Almond Jethro, Show: Monroe, N. C., 3-8.
- Daniel, Magician: Cookeville, Ill., 3-8.
- DeCleo, Magician: Niles, Mich., 3-15.
- Delmar, Hypnotist, Escape: (Eastmont) Oakland, Calif., 3-8; (Roseville) Roseville 9-10.
- Fred's Kiddie Circus: Pierce, Neb., 8.
- Harlan Med Show: Belle Vernon, Pa., 3-8.
- Hunsinger, Harry, Magician: Monroe, Mich., 3-8.
- Lewis, H. Kay, Hollywood Varieties: Kellogg, Ida., 5-6; Mullan 7-8; Regis, Mont., 10; Superior 11; Missoula 12-13.
- Marine-Firestone Co.: Alvarado, Tex., 3-8; Corsicana 10-15.
- Malloy, J. R., Circus Revue: Newcomerstown, O., 3-8.
- Mel-Roy, Magician: Denver, Colo., 3-8; Colorado Springs 10-15.
- Original Floating Theater: Colonial Beach, Va., 3-8; Kinsale 10-15.
- Parker, Billie: Booneville, Ind., 3-8.

(See ROUTES on page 76)

Alert Operators Build Good Will

CHICAGO, Aug. 1.—The Rock-Ola plant is proving a focal point for the exchange of ideas among phonograph operators. Some of the recent discussions are worthy of consideration. For example: A well-known Rock-Ola operator buys space in the local paper to advertise something like this: "A new Rock-Ola Phonograph has recently been installed in the well-known establishment of 'John Jones'; then follows a description of the man's place of business, usually copied from his business card, giving the things featured in the establishment.

The cost is only a few dollars and the operator does not say anything about the matter until after the location man has seen the advertisement.

Naturally he is delightfully surprised and when the operator comes around on his next visit the location owner is all smiles and the operator has made a permanent friend.

Another operator has advertising cards printed outlining the features of a location and concluding with the statement: "Come in and see and hear the latest music on our new Rock-Ola Multi-Selector Phonograph." These cards the operator has distributed by high-school boys at a total cost of only \$1 or \$2, and the cards, usually 1,000, only cost about the same amount, but certainly build lasting good will for the operator, who claims that the increased play on new locations right from the start has made the idea self-supporting.

Another operator has made good use of small check-book-size blotters, which he has distributed for him direct to the home. The blotter reads: "Every time you visit a place of amusement (except the theater) ask the proprietor if he has Rock-Ola music. He can get all the latest songs for you on a Rock-Ola Multi-Selector Phonograph. Ask him to call _____." This is followed by the operator's name, address and phone number.

The operators' exchange of ideas thru the Rock-Ola phonograph division is proving mighty profitable, for more and more the live, wide-awake operator must create and keep good locations.

THEATER OF FOUR

(Continued from page 18)

Yorke, Katherine Murphy, Neal Berry, Guy Kingsley, Howard Whitfield, Walter Kapp, James Tracy and Julia Lathrop constitute the acting company. J. C. Nugent, Henry Hull and several other stars who have appeared for Hopkins played here during the year.

Due to a recent subscription campaign business has increased considerably, and it is hoped that eventually the Theater of the Four Seasons may live up to its name and play all thru the year.

Following *Private Lives*, with Rita Johnson, which will open next week, *Kope's End* may be revived, plus a new play to be tried out by Hopkins for New York providing the right script comes along.

NO ICC RULE

(Continued from page 18)

nizing the difficulty of any such action, he said, however, the commission would interpose no objection to the issuing by railroads of special group fares which could be used by theatrical companies.

Recent putting into effect of the 2-cent fare for rail passengers, with an additional 1-cent charged for tickets to be used in Pullmans (this being granted in lieu of doing away with the surcharge for Pullmans), has concededly greatly increased travel by rail lines.

NEW YORK, Aug. 1.—Stating in a letter to Frank Gillmore, Equity president, that the question of granting railroad concessions to traveling theatrical companies was not within its province, but more properly within the jurisdiction of the Trunk Lines, an organization of all railroads with headquarters in New York, the Interstate Commerce Commission referred the matter to that authority. Accordingly, Gillmore yesterday sent a letter to the New York organization, similar to the one he wrote last week, outlining the various benefits to be gained by both railroads and theatrical interests by co-operation in the matter of special fare consideration.

In connection with this move, which is the first manifestation of activity relative to the campaign for a return of the road, predicted in William A. Brady's speech at Equity's last annual election

meeting, May 26, Gillmore has written to other organizations, including the League of Theaters, the Dramatists' Guild and the stagehands' union, apprising them of what is being done.

BANDS AND ORCHESTRAS

(Continued from page 13)

ballroom, Des Moines, July 29. Among the players are Melvin Jenssen, violinist; Anthony Briglia, drummer, and Howard (Joe Horse) Hall, pianist. Kenny Sargent is featured soloist. . . . Cato F. Mann, widely known leader of Cato's Vagabonds, has established a frozen custard plant at 2117 Forest avenue, Des Moines. Mann recently returned to Cleveland to join his band. His wife, Alma Rasmussen Mann, will operate the Des Moines establishment. . . . Jerry Mann has booked Herbert Marsh and his orchestra into the Coconut Grove, Boston, supplanting Larry Fund, who held sway there for a spell. Marsh, whose ticket is indefinite, closed at the Chateau, Nantasket Beach, Mass., July 22. . . . Ed McGraw and his outfit, who recently concluded a six weeks' engagement at Long Point Park, Lake Conesus, N. Y., returned there July 31 and expect to finish the season at that spot. Band has been playing one-nighters thru Western Pennsylvania and Ohio. Combo features Don Gary and Walt Norris, vocalists, and the Manhattan Trio, dancers.

EMILIO CACERES and his ork, now in their 22d week at Club Villa D, Detroit, wind up their stay there September 1. Outfit opens the following day at the Merry-Go-Round, Dayton, O. . . . Willard Schillinger's aggregation is holding forth at the Tennis Club, Buck Hill Falls, Pa. . . . With Lynn Lyle's swing unit at the Chateau Country Club, Milwaukee, are, besides Lyle, Marty Stubel, Rollo (Fats) Roy, Paul Huber, and Delores La Marr, vocalist. . . . Ann Morgan, late of the French Casino, New York, is featured with Howard Brockway's ork in the Colony Club of the Crestwood Hotel, Cresco, Pa. . . . Stuart Tracey's St. Thomas Collegians are current at Craig's Meadows Hotel, Craigs Meadows, Pa. . . . Tom Gentry and his Music Makers, who opened early in April at Walled Lake Casino, Walled Lake, Mich., have been contracted to remain there the balance of the season. . . . Earle Harger and his orchestra have been booked by Mike Falk for Eastwood Park Ballroom, Detroit, opening August 10. They're set there until Labor Day. . . . Leonard Gilleo and his tooters are the Saturday night feature on the steamer Put-in-Bay Showboat, Detroit. Claire Dana is the featured songstress.

TED FIO-RITO and his orchestra will open in the Terrace Room of the Hotel Morrison, Chicago, September 17. . . . Joe Binder, tenor soloist, is back with Mel Snyder's Ork in the Rathskeller of the Gibson Hotel, Cincinnati, after an extended tour with the Johnnie Hamp organization.

NIGHT CLUB

(Continued from page 11)

graceful ballroom routine. They pleased easily and backed off to warm applause. Dorothy Crooker, a gorgeous creature, won the crowd's favor with a bit of better-than-average muscle-control dancing. It's a classy and well-dressed turn.

Occupying the headline position were Nice, Florio and Lubow, two lads and a girl, and they well deserved the spotting. The trio, among the first to make the rough-and-tumble-type dance popular, had the customers perched on the edge of their chairs with their mauling, slam-bang dance efforts in which they all take plenty of punishment. They made the spot a healthy laugh session and left with the crowd clamoring for more.

Dance and show music is furnished by Les Erlenbach and his 11 tooters, prime favorites here, and they hold down their end admirably. *Bilsax.*

McVan's Club Padio, Buffalo

For a strictly conservative and week-end town, as far as night spots are concerned, a great deal of credit is due Mrs. Lillian McVan, who operates McVan's Club Padio, for her success in building up a consistent nightly capacity business, which is unique in Buffalo. A superior floor show, plus excellent food and drinks at moderate prices, definitely accounts for the crowds flocking to this spot.

Don Romaine does a creditable job in production and presentation of the show,

Acts include June John, acrobatic dancer, featured in a clever upside-down tap routine; Gerry Gomez, who presents a colorful Indian dance; Carol Stewart and her horse, Dixie, novelty singing and dancing skit, that is bringing down the house with laughs; Gladys Martin, toe dancer, and Raymond and Anne, ventriloquists, also enthusiastically received. Club Padio chorines are deserving of mention for their effective roller skating and cellophane routines.

Music is furnished by Yo-Yo and his band, a colored aggregation, who deftly handle both the show and plenty of swing tunes for dancing. *Ullman.*

Coconut Grove, Phila.

Fringing what passes off as the local Gold Coast, the Coconut Grove is easily a standout among the nabe niteries. Was no easy matter converting a garage into a palatable dish for night-living without making it look like a barn, but Harry F. Hahn did just that. Carrying out the name in the decors, the fruit shell and bamboo stick are in evidence thruout. A balcony surrounds the huge room, making every table a vantage point in following the floor's activities. Spot has caught on in the local night nebula and its drawing capacity goes beyond the immediate nabe, with no small credit going to Hahn and Harry Rose, his assist on the greeting end.

Floor offering is unusually good and can hold its own against that in the midcity spots. Emsee chores are in the keeping of Frankie Richardson. While his singing is only a shadow of his former picture work, notably the Fox *Movietone Follies*, he still retains that old punch in delivery and sells his pops bullish all the way.

Armand and Juliana offer nothing unusual in nitery ballroomology that seems to have become stereotyped. Their waltz and walk are nicely rou-tined and add the necessary dash of class.

Miller and Edwards, mixed team, click handsomely with their challenge taps on the miniature stairs. Marie Lytell makes the most of the lyrics in warbling the ballads, and Myra Lott, easy on the eyes, makes her acro terps easy to take.

Band shell holds eight, with Frankie Matthews waving the wand. Handle the show music nicely and provide the hot and lively rhythms with plenty of swing and lots of life.

Being away from the main stem makes dinner trade negligible and the band strikes up at 9. Shows are offered before and after the midnight hour.

ORO.

Ritz Gardens, Atlantic City

The Ritz Gardens, popular Boardwalk high spot, has its second smash show of the season, with Bert Gordon and Teddy Bergman as the stars. A line of 20 pretty girls in attractive costumes backs up the show, which also features the Dancing Randalls.

This spot seats 1,000 and has been doing capacity business. Paul Sabin and his Mayfair Orchestra provide the music for the show and dancing. With the town flooded with nudist shows it is a novelty to see a chorus in which special attention is paid to the costuming.

Richard Stutz emceed until Gordon and Berkman came on and they sort of took the whole proceedings into their own hands. They were especially good in spontaneous antics rather than their routine and hit a high spot in introducing the celebrities there Sunday night. Among these were the Three Stooges, who added their bit to the show; Frank Hall, emsee; Bill Brady, Warner Bros.' songster; George Scottie, comedian; Terry Green, featured star of the Adelpia, Philadelphia; Frank McCormick, Bubbles Shelby, Josephine Earl and Jack Pomeroy. Last named is putting in a new show starting next week.

REGINA GATE

(Continued from page 3)

mutuel machines, he said, experienced a remarkable increase of nearly 30 per cent. Sunshine thruout most of the week, with optimistic crop reports in an area otherwise apparently on the verge of crop failure, was believed by officials to be in some degree responsible for the broad upturn in business.

Curtis Velare said that Royal American Shows' concessions had established a record during the week superior in comparison to other engagements on the Western Canadian circuit. Children's Day on Monday and closing day were

GUARANTEED
O.K.
USED
PIN
GAMES



PIN GAMES

PAMCO RED SAILS	\$55.00
PAMCO PARLAYS, SR.	47.50
DE LUXE "46"	30.00
MAMMOTHS	30.00
REPEATERS	37.50
GOTTLIEB ELECTRIC BAFFLES	32.50
ROCK-OLA'S MYSTERY "3's"	35.00

MORE PIN GAMES

ACES	\$20.00
RAPID FIRES	10.00
PUT 'N' TAKES	10.00
RED ARROWS	10.00
GOLD RUSHES	\$12.50 & 15.00
GOTTLIEB LIBERTY BELLS	5.00
JENNINGS SPORTSMEN	10.00

SLOT MACHINES

MILLS F. O. K. ESCALATORS, with Double Jackpots	\$35.00
MILLS F. O. K., Double Jackpots	25.00
MILLS BULL'S-EYE, 1c Jackpot	20.00
JENNINGS 1c DUKES	15.00
JENNINGS TODAY VENDORS	7.50
JENNINGS, with Jackpots	12.00
CAILLE 5c Jackpots	25.00
CAILLE 25c Jackpots	15.00

ALL MACHINES 1/3 DEPOSIT WITH ORDER . . . BALANCE C. O. D.

Twin City Novelty Co.
246 W. Broadway MINNEAPOLIS, MINN.

outstanding in the week's events, attendance on Monday increasing from 22,718 last year to 25,907. Saturday's attendance, Mr. Elderkin said, was cut somewhat by threats of rain, but outstripped the 20,000 of a year ago on Saturday.

Kemp's Lion Motordrome lived up to its name for thrills. Marjorie Kemp was attacked and injured by one of her automobile-riding lions while hundreds of spectators looked on immediately after the grand-stand blowoff Saturday night. A lion, Sultan, turned on her as it was leaving the arena, slashing her right arm and legs with its claws. She is in Regina Hospital and will be unable to open with the Royal American engagement in Winnipeg today. She was rescued by Walter Kemp, who escaped injury.

Henry Dixon, motordrome rider, crashed in flames Thursday night when a gasoline feedline broke during his performance. Speedy action by attendants averted fire, which for a time threatened destruction of the drome.

Mrs. Johnny J. Jones and E. Lawrence Phillips, of the Johnny J. Jones Exposition, and James C. Simpson, general agent of that organization; Max Goodman, concession executive; Robert L. Lohmar, manager of United Shows of America, and a number of other show officials visited the Royal American midway here, Mr. Phillips being liberal in praise of the overhead illumination and neon. Johnny J. Jones Jr. spent most of his time here with young Carl Sedlmayr, who operates the Girl From Mars Show during his school vacation. Both boys are cadet students at Florida Military Institute, Haines City.

E. L. Richardson, James Rettie, Percy W. Abbott and Sid W. Johns visited Mr. Elderkin here for the annual date-setting meeting, together with numerous other executives of the Class A circuit. Carl J. Sedlmayr, general manager, entertained with a party at the Saskatchewan Hotel, and other friendly sessions were held.

RADIO CONTEST

(Continued from page 3)

to determine the winner will be salesmanship, speed and quality of diction, humor and delivery. Talks are to plug the merchandise ordinarily sold by the pitchmen, but without mention of manufacturers.

A. L. Alexander will do the regular announcing on the program for the station, with Dick Fishel, who handles special events for WMCA, in charge of the show.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

This Week's Diamond Specials

- MILLS TYCOON . \$69.50
- BALLY BONUS 57.50
- BALLY PEERLESS . 57.50
- BROKERS TIP 55.00
- PAMCO PARLAY . 55.00
- BALLY DERBY 55.00
- BALLY DERBY (Ticket) . 64.50
- DAILY RACES 59.50
- BIG RICHARD 49.50



- JUMBO DAILY LIMIT
- DAILY DOUBLE
- HOLLYWOOD
- DOUBLE SCORE
- COCKTAIL HOUR
- REPEATER
- MAMMOTH

YOUR CHOICE \$29.50 YOUR CHOICE

1-3 DOWN, BALANCE C. O. D

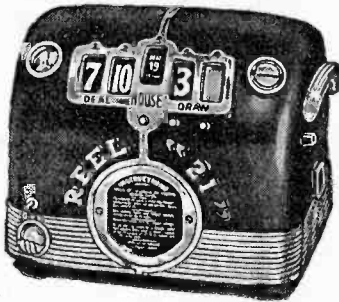
FREE

7 DAY TRIAL REEL "21"

YOUR FULL AMOUNT Refunded if you are not fully satisfied. **IT'S NOT A SALE UNLESS YOU ARE SATISFIED!**

\$23⁷⁵

Tax Paid
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GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



SMART BETS FOR SMART OPERATORS

DID YOU GET OUR LATEST CATALOGUE?

Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties.

WISCONSIN DELUXE CORP.

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"IF IT'S NEW, WE HAVE IT"—One Day Service



CANDY CRUSHED CHERRIES? SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.

100 to carton—Per Carton \$5.00

20% Deposit, Bal. C. O. D. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc. 50 EAST 11th St., NEW YORK CITY

WILLIAM GLICK EXPOSITION SHOWS, Inc. America's Best

Can place Fun House, also two more real Shows. Wanted man to take charge and operate Illusion Show with 120-foot front. Can place Concessions of every description, including Wheels, Grind Stores, Ball Games, American Palmistry. Positively no exclusive, Midway open to all. Workingmen wanted in all departments, including Trainmen, Polers and Chalkers, also Ride Help. Wanted good Talkers, also Grinders and Ticket Sellers for shows. Write or wire WILLIAM GLICK, this week, August 3 to 8; Herkimer, N. Y.; August 10 to 15, Plattsburg, N. Y. All Concessions open at Plattsburg and balance of season.

ROYAL PALM SHOWS CAN PLACE

For Week August 10, Center, Ala., Big Ten-County Centennial. Long advertised. A real one. Followed by American Legion State Convention, Huntsville, Ala., and fourteen Fairs. Booked solid, starting at Calhoun County Fair, Anniston, Ala., August 25; then all winter in Cuba. Want first-class Cook House. All Concessions open. Can place Shows of all kinds; furnish complete outfits for same. Can place Loop-O-Plane or Loop-the-Loop. Talkers, Grinders. Ride Help.

BERNEY SMUCKLER, Fairfield, Ala.

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

Willie Cohen Visits Chi

CHICAGO, Aug. 1.—Willie Cohen, of Silent Sales Company, Minneapolis, was a Chicago visitor this week. He had just returned from a business trip to the West Coast and reports he found things on the Coast in good shape, and excellent prospects for the future.

Cohen stopped off at Minneapolis for a day before coming on to Chicago. His company has taken over an adjoining storeroom, he stated, and it is being combined with their present store. The showrooms are being rebuilt in modernistic style and a stock of the newer games is being put in. The company now has a frontage of 85 feet.

Cohen stated that during the terrific hot weather Silent Sales Company kept open practically all night, as many operators from the surrounding country would drive in at night to escape the heat. Cohen claims he broke some sort of a record by making a sale at 4 a.m. to one of the visiting ops.

ROUTES

(Continued from page 74)

Ricton's Show: Cedar Hill, Tenn., 3-5; Adams 6-8.
Silers Fun Show: Williams, Ia., 3-8.
Wing, Robt. G., Show: Farmville, Ill., 3-6.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Hornell, N. Y., 5; Coudersport, Pa., 6; Bradford 7; Kane 8; Oil City 10; Franklin 11.
Ginnivan, Norma, Dramatic Co.: Three Rivers, Mich., 3-8.
Hale Comedy Show: Quarryville, Pa., 3-8.
Harris Road Show: Menahga, Minn., 3-8.
Roberson Players: Oconomowoc, Wis., 4-11.
Scottie's Comedians: Churdan, Ia., 6-8.
Stone, Hal, Show: Massena, Ia., 3-8.
Sweet Players: Correctionville, Ia., 3-8.
Tolbert, Milt, Players: Rome, Ga., 5; Cedar-town 6; Carrollton 7; Newnan 8.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- All-American: Pauls Valley, Okla.
- All-American Expo.: Lakota, N. D., 3-5; New Rockford 6-8.
- American United: Hamilton, Mont.
- Amerson Attrs.: Zebulon, Ga.
- Bach, O. J.: Ausable Forks, N. Y.; Alexandria Bay 10-15.
- Bantly Greater: Glassport, Pa.; Hollidaysburg 10-15.
- Barfield's Cosmopolitan: Elizabethton, Tenn.; Erwin 10-15.
- Barker: Wenona, Ill.
- Barkoot Bros.: Marion, Mich.
- Beckmann & Gerety: Chippewa Falls, Wis.; Springfield, Ill., 10-22.
- Bee, F. H.: (Fair) Russell Springs, Ky.; (Fair) Vanceburg 10-15.
- Big State: Tyler, Tex.; Quitman 10-15.
- Blue Ribbon: (Fair) Boonville, Ind.; (Fair) Huntingtonburg 10-15.
- Bowen & Lane: Water Valley, Miss.; (Fair) Philadelphia 10-15.
- Bremer Midway Attrs.: Benson, Minn.; (Fair) Glenwood City, Wis., 10-12; (Fair) Colfax 13-15.
- Brown Novelty: Lancaster, Ky.
- Bruce: (Fair) Springfield, Ky.; (Fair) Shelbyville 10-15.
- Byers Bros.: Belmont, Ia.
- Campbell United: Catskill, N. Y.
- Central State: (Fair) Lepta, Kan., 3-5.
- Cetlin & Wilson: (Fair) Lewistown, Pa.; (Fair) Indiana 10-15.
- Christ United: Dover, O.
- Colley, J. J.: (Fair) Byars, Okla.
- Conklin's All-Canadian: Prince Albert, Sask., Can., 3-6; 7-18.
- Corey Greater: Cresson, Pa.
- Cote's Wolverine: Brown City, Mich.
- Crafts 20 Big: Emeryville, Calif.; Modesto 10-15.
- Crowley: Keokuk, Ia.
- Curl's Greater: Arcanum, O.; Hillsboro 10-15.
- Daily Bros.: (Fair) Mansfield, Mo.
- Dennert & Knepp: South Charleston, W. Va.
- Dixie Belle Attrs.: Poseyville, Ind.
- Dixie Expo.: Eldorado, Ill.
- Dixie Model: Narrows, Va.
- Dodson's World's Fair: Warren, O.; Steubenville 10-15.
- Dreamland: Dillwyn, Va.
- Edwards, J. R.: West Alexandria, O.; Byesville 11-15.
- Elane's Expo.: Waynesburg, Pa.
- Ellman: Friendship, Wis.
- Endy Bros.: (Fair) Branchville, N. J.; (Fair) Newton 10-15.
- F. & M. Am. Co.: Milton, Pa.
- Fairway: Plains, Mont.
- Florida Expo.: Pisara Beach, Folly Island, Charleston, S. C., until Aug. 20.
- Frederick Am. Co.: Milligan, Neb.
- Frisk Greater: (Fair) Pequot, Minn.
- Georgia Attrs.: Camden, S. C.
- Glick, Wm.: Herkimer, N. Y.; Plattsburg 10-15.
- Gold Medal: Kaukauna, Wis.; (Fair) West Bend 14-16.
- Golden State: Yuba City, Calif.; Boyes Springs 11-16.
- Golden West: Atwater, Minn., 4-5; Hastings 7-12.
- Gooding Greater: Decatur, Ind.
- Great Olympic: (Fair) Mt. Sterling, Ill.
- Great Sutton: Alton, Ill.
- Greater American: Cedar Rapids, Ia.
- Greater Expo.: Hammond, Ind.; Gary 10-15.
- Greater United: Cherryvale, Kan.; (Fair) Parsons 10-15.
- Gruberg's World's Expo.: (Exhn.) St. Hyacinthe, Que., Can.; (Exhn.) Three Rivers 10-15.

(See ROUTES on page 78)

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COON GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

McMAHON SHOWS

WANT Pit Show. Will furnish Tent and Front to capable people. Any good walk-thru Show that don't conflict. Concessions: Mug Joint, Candy Floss, Scales, Hoop-la, Cigarette Gallery, Bumper Joint. Joe J. Smith wants Cook House and Grab Joint Help. Playing the best Fairs in Nebraska. Get with it. Estherville, Ia., week August 3, auspices Fire Department.

CARNIVAL BOOTHS-RIDES

FOR RENT. Complete Unit—12 Concession Booths, enclosed, size 9x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

TILLEY SHOWS

WANT

Shows with or without own outfit, one Show to feature not conflicting with what we have. Address Princeville, Ill., this week; Cambridge, Ill., Fair next week.

WANT

Clarinet Double Sax, strong Cornet, other musicians write. Show going south. **KAY BROS.' CIRCUS.** Littleton, Friday; Groveton, Saturday; Colebrook, Monday. All New Hampshire.

THE GREAT KALAMAZOO FREE FAIR

Week Commencing August 11 to 16, Inclusive. SIX DAYS AND NIGHTS

Main circus on grounds. August 12 Sloan's Auto Races. Big free attractions, \$500 bank night daily. Wanted high-class Shows and Rides, also Legitimate Concessions. Positively no Grift. Address **HARRY T. CRANDELL**, Secretary, Kalamazoo, Mich.

— ELANE'S —

EXPOSITION SHOWS

Can place Shows, Rides and Concessions of all kinds. R. E. (Doc) Roberson wire. Waynesburg, Pa., this week; Fairbanks, Pa., next week.

FOR SALE AT SACRIFICE MERRY-GO-ROUND

Three-Abreast, Allan Herschell, complete with engine and organ. Ready to operate. Must be sold within 15 days. Stored in New York City. \$500.00 cash takes it. Address **J. TAYLOR**, 2515 Newtown Ave., Astoria, L. I., N. Y.

J. HARRY SIX SHOWS

WANT

for eight weeks of fairs commencing week August 10, Columbia, Ky., Shows and Concessions of all kinds. Can place Stores with flash. Brodhead, Hartford and Russellville, Ky., to follow; then fairs in Tennessee and Mississippi until November. Jeffersonville, Ind., this week.

WANTED

VANDERBURG BROS. CIRCUS

Performers to strengthen show. Family Band. Want to buy Dog and Pony Act, Camel and other animals. Will lease single Elephant Act with transportation. Other useful people write, state lowest. Kasota, Minn., 6; Good Thunder, 7, or write Whitewater, Wis.

SIDE SHOW PEOPLE WANTED

Good Freak to feature, salary all you are worth, also Half and Half for Annex to join at once. Address **WHITEY SUTTON**, care Glick Shows, Herkimer, N. Y.

ELI NO. 5 WHEEL

Wonderful condition for sale for cash. Eight-Car Whip, 50 KVA Maloney Transformer, 500 feet heavy rubber cable. Several Chandler Tents, excellent condition. Don't write, wire **BIG ELI**, care Western Union, Medina, N. Y.

WANTED

Clean Concessions, Amusements and Amateur Talent for **FALL FESTIVAL AND HOME-COMING** August 27, 28 and 29. Apply at once to **CHAIRMAN FALL FESTIVAL**, North Salem, Ind.

WANTED

for good Fairs and Celebrations three Shows, 30/70 per cent.

Harry D. Weydt Amusement Co.
PITTSVILLE, WIS.

WANTED

Rides and Shows for West Warwick, R. I., American Legion, August 17-22. \$10,000 in door prizes. War Memorial to be dedicated. Some Concessions still open. Positively no Grift. Write **GEORGE R. KENSON**, 18 Dartmouth Ave., Providence, R. I.

Pittsburgh

PITTSBURGH, Aug. 1.—John Gables Company, operator of coin-operated phonographs, has opened a branch office on Fifth avenue. The front store-room has been converted into an attractive display room.

Meyer Abelson, of the American Cigaret Machine Company, reports that the firm here has been enjoying tremendous success with its merchandising machines. Nut machines, in particular, have been in heavy demand for the last two months, Mr. Abelson states.

Jack Levin, of the L. & S. Sales Company, has been in Wheeling, W. Va., this week. Headquarters of the newly formed organization have been established there.

The Central Pennsylvania Amusement Machine Association is conducting a drive for funds to cover the costs of a test case which it is planning to file in the near future.

J. D. Lazar, of the B. D. Lazar Company, has recently enjoyed a successful business trip in the tri-State area. Most spots have been reporting brighter conditions.

The reopening of theaters in the downtown and neighboring districts has given N. H. Lazier, of the Berlo Vending Company, several new locations.

BIRTHS

(Continued from page 28)

ounces, to Mr. and Mrs. Joe Kelly July 26 at Frances Willard Hospital, Chicago. Father is staff announcer at WLS, Chicago, and m. c. of National Barn Dance.

A seven-pound four-ounce daughter, Elizabeth Luddington, to Mr. and Mrs. Otho Humphreys at Baker Memorial Hospital, Boston, July 18. Father is salesman with WNAC.

Divorces

S. Marie Griscom White, singer, from George White, nonprofessional, at Macon, Ga., July 20.

Steve F. Cass, theater and circus publicity man, from Madge L. Cass at Waverly, Ia., in June.

Marjorie B. Jones from Allan Jones, singing star of the film *Show Boat*, in Reno July 25.

Helen Shaw Lesser, former *Follies* girl, from Irving M. Lesser, manager of the Roxy Theater, New York, at Reno July 28.

Late Deaths

(The following items were received at press time. More details in the next issue.)

AUDET—Viola Cole, 38, former concert pianist and teacher of piano at the Chicago Musical College, at Chicago July 31. Body was found on swimming beach where she apparently died of a heart attack. She was the wife of F. Emile Audet, professor of French at De Paul University.

Haag Employee Killed; Several Are Injured

CANTON, O., Aug. 3.—John Hart, Negro, of Canton, Miss., is dead and Mr. and Mrs. Louis Walton, also Negroes,

were injured when a truck of the Mighty Haag Circus got beyond control on hill near St. Clairsville last Saturday. Went over 50-foot embankment. Hart, electrician with show, was killed instantly. His neck was broken.

Mrs. Walton was discharged yesterday at Martins Ferry Hospital, while husband will remain several days for treatment. Both suffered cuts and bruises on head and body. Truck and trailer were demolished.

Hart's body was taken to the Beck funeral home, St. Clairsville. Deceased survived by parents, three brothers and two sisters. Body returned yesterday to Mississippi for burial.

Show en route Dillonvale-Barnesville. It is believed Hart used brakes too much, burned them out and could not stop on hill. Due to heavy fog they plunged over the hill and tore down abandoned house. Truck struck a tree or it would have gone down 150 feet more.

R-B Attendance In Chi Very Good

CHICAGO, Aug. 3.—The attendance of the Ringling-Barnum Circus for the nine-day engagement at Soldier Field measured up to about the same as 1935, very good. The weather was ideal throughout. Robert Ringling was a visitor, flying in from Arizona.

Del. Fair Starts East With Click

HARRINGTON, Del., Aug. 1.—Harrington Fair, which for years has inaugurated the Eastern fair season, wound up today with a neat take at gate and grand stand to sweep past 1935's record despite a couple days' rain. George Hamid was in the early days of run to supervise stand program, made up of *Winter Garden Revue*, Juggling Jewels, Pallenberg's Bears, Royal Dobermann Pinschers, Will Morris and Bobby, Four Queens of Air, Mildred O'Done, Joe Basile's Band, Billy Keaton and Lucky Teter's Hell Drivers. Latter opened track events on Monday, proving so successful that they were re-booked for yesterday's layout.

Ernest Raughley, secretary, reported fine grosses at all pay attraction points. Ralph Hankinson's auto races drew well today as fair's concluding daytime attractions. Midway biz was upped too.

A. F. Towle Promoting

DETROIT, Aug. 1.—Albert F. Towle, who was formerly rider and clown with the Buffalo Bill Show (after the European tour in 1906) and other shows, and formerly handled show publicity for the Detroit Police Department, is now promoting the Noah's Ark, a stag cruise of the Great Lakes on the steamer Georgian for next September. William P. Reilly, another old show promoter, is associated with him.

Acclaimed . . .

in every State in the Union

ROLL-A-BALL

America's first completely electrically operated Bowling Machine

ROLL-A-BALL is sweeping the country. Used at thousands of locations for over one year. Operators report tremendous success.

- 100% electrically controlled
- freely automatic and mechanically perfect
- no attendant necessary
- electrically registers every score
- complete with Electropak . . . ready to use

IMMEDIATE DELIVERY REGARDLESS OF QUANTITY



A NEW MONEY MAKER ATTENTION! PREMIUM AND PUNCH-BOARD MEN "LIGHTS THAT NEVER BURN OUT!"

NOW!—America's newest sensation! Everyone buys from the complete line of beautiful useful articles using the sensational new GLOLITES—marvelous lights that never burn out! Think what that means! Everyone excited—everyone interested—from the richest family to the poorest, in the greatest cities to smallest villages—housewives, clerks, storekeepers, professional people, churches. World is your market.

PREMIUM AND PUNCH-BOARD MEN
Here is the opportunity that occurs once in a lifetime. Don't ride a dead horse—get on the band wagon and make some really big money! Write by air mail or wire for full particulars.
Consolidated Service Bureau (Dept. A-3) 140 N. Dearborn, Chicag,

CONCESSIONS ALL OPEN

For Western Pennsylvania Firemen's Convention Week August 10, Monessen, Pa.; Week August 17, Eagles' Celebration, Uniontown, Pa.; Week August 24, Cumberland, Md., Fair, followed by Fairs at Covington, Staunton, Galax and five others. Will book or buy No. 5 Wheel. Will book and furnish wagons for Loop-O-Plane and Drome. Can place Plant Show Musicians.

WEST'S WORLD'S WONDER SHOWS

This week, McKees Rocks; next week, Firemen's Convention, Monessen; both Pennsylvania.

LINCOLN COUNTY FAIR, STANFORD, KY. AUG. 12 to 15

Can use legitimate Stock Concessions, Kiddie Rides, Snake and Illusion Shows. Several openings for competent Ride Help. Knoll wants help for Photo Studio. Can use capable Concession Agents. No grift or sticks.

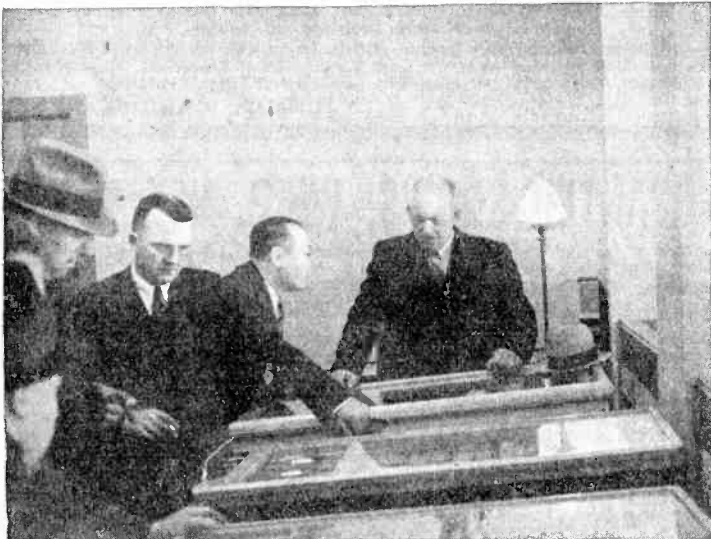
BROWN NOVELTY SHOWS, F. Z. VASCHE, Mgr.
LANCASTER, KY., this week.

WANTED FOR FIREMEN'S OLD-HOME WEEK

HAZLETON, PA., AUGUST 17-22

Independent Shows, Rides, Concessions and Sensational Free Acts. This big event positively on the main street. All address LOUIS RICE, in care Old Home Week Headquarters, Hazleton, Pa.

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



VISITING OPERATORS, JOBBERS AND DISTRIBUTORS playing the new model Tycoon game at the Mills salesroom in Chicago. The game has been meeting with unusual success, Mills officials report.



PACES RACES

We are Distributor. Jobbers write or wire for quantity prices. We are also Distributors for Wurlitzer's Skee Ball, Bally Roll, Pamco Fascination and Keeney's Bowlett and all other leading Marble Games, including Rock-Ola Multiselector. We have 2 Floor Samples, like new. Write for prices.

FLOOR SAMPLE AND SLIGHTLY USED GAMES:

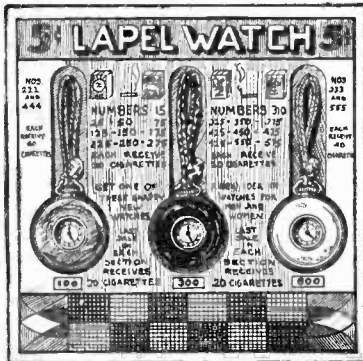
4 HIALEAH CASH PAYOUT, Like new	\$55.00
6 PEERLESS CASH PAYOUT	47.50
3 DOUBLE HEADERS Cash PAYOUT	57.50
7 TYCOONS, Battery Model	47.50
1 TYCOON, Plug in Model	52.50
5 DAILY RACES CASH PAYOUT	52.50
2 SPEEDWAY CASH PAYOUT	40.00
1 PINCH HITTER, Cash Payout	42.50
1 RED SAILS	42.50
2 JUMBOS CASH PAYOUT	37.50
3 MAMMOTH	22.50
1 MAGIC EYE, Floor Sample	35.00
1 PACES RACES, 25c Play	275.00
5 BIG GAMES	4.00
2 PALOOKA SR.	80.00
3 BALLY DERBY	52.50
6 GALLOPING PLUGS, Floor Sample, Like New	70.00
1 BROKERS TIP, Like New	42.50
1 ALAMO, Like New	55.00
2 BALLY BONUS	49.50
1 SUNSHINE DERBY	30.00
1 PAMCO SPEEDWAY	42.50
1 REPEATER, Like New	35.00
1 JENNINGS DERBY	7.50

All orders must be accompanied by one-third deposit in form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Also have about 250 other games. Write us for list.

MOSELEY VENDING MACHINE EX., INC.

80 Broad St., RICHMOND, VA.
Day Phone: 3-4511-12. Night Phone: 5-5328.

THE WORLD'S FASTEST SELLING DEAL TODAY



B280-600 Hole Lapel Watch Salesboard Deal. Lapel Watches are American made and fully guaranteed. Have real leather cords and asst. colored enamel fronts. Takes in \$30.00. Pays out 40 pks, cigarettes.

Per Deal	\$3.95
In Lots of 3	3.75
In Lots of 6	3.45

25% deposit required on C. O. D. orders.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB.
217-225 W. Madison St., CHICAGO, ILL.

GOLD MEDAL SHOWS WANTS

Capable Banner Man, sober and reliable with own car. Long season booked. One hundred per cent co-operation and good setup to the man that can get them without heat. Have complete equipment, top, banners and all to real Side-Show Manager that can put a real Side Show inside. Legitimate Concessions, Walking Privileges, etc. Write or wire Kaukauna, Wis., this week; West Bend Free Fair next week; Fond du Lac Free Fair August 17 to 20.

P. J. SPERONI SHOWS WANT

Minstrel Show. Have complete outfit; People to strengthen Side Show, Agent for Scales, Swinging Ball and Nail Store. "Shorty" Padgett, Scale Man, wire. Grind Stores for string of Fairs, Independent Shows, Rock Island, Ill., this week; Tipton, Ia., Fair, next; Oskaloosa, Ia., Fair; Roseville, Ill.; then Warren Fair.

ROUTES

(Continued from page 76)

- Hansen, Al C.: Dubuque, Ia.; (Fair) Manchester 10-15.
- Happy Days: Huntington, Ind.; (Fair) Logansport 10-15.
- Happyland: Grayling, Mich.; Mt. Pleasant 10-15.
- Happy's Attrs.: Coshocton, O.
- Harris Amusements: New Market, Tenn.
- Hennies Bros.: Rochester, Minn.; (Fair) La Crosse, Wis., 10-15.
- Henke's Attrs.: (North Cass & East Pleasant sts.) Milwaukee, Wis.
- Heth, L. J.: Marion, Ill.; (Fair) Pinckneyville 10-15.
- Hilderbrand's United: Spokane, Wash.; Clarksville 10-15.
- Hodge, Al G.: Sullivan, Ill.; (Fair) Griggsville 10-15.
- Hoffner Am. Co.: Cuba, Ill.; Mlnok 10-15.
- Hughes Bros.: Waverly, Ill.
- Hurst, Bob: DeLeon, Tex.; Hico 10-15.
- Imperial: Plymouth, Wis.
- Intermountain: Park City, Utah.
- Joe's Playland: McCool Junction, Neb., 4-5; Beaver Crossing 6-8; Sutton 10-12; Dorchester 13-15.
- Jones, Johnny J., Expo.: Muncie, Ind.
- Joyland: Montague, Mich., 5.
- Kaus: East Aurora, N. Y.; (Fair) Watertown 10-15.
- Keystone: Burnside, Pa.; California 10-15.
- King's United: Cloverdale, Ind.
- Krause Greater: Harrisonburg, Va.
- Lagasse Am. Co.: Rockville, Conn.
- Landes, J. L.: Grand Island, Neb.; (Fair) McCook 10-15.
- Lang's, Dee, Famous: Carthage, Ill.
- Leggette, C. R.: Harrison, Ark.; Cassville, Mo., 10-15.
- Lewis, Art: (Fair) Boonville, N. Y.; (Fair) Altamont 10-15.
- Liberty Fair & Am. Co.: Hammonton, N. J., 10-15.
- Liberty National: Cadiz, Ky.
- Liberty State: Roanoke, Tex.
- McGregor: Central City, Ia., 4-7.
- Majestic: Kingsport, Tenn.
- Malarkey, W. S., Attrs.: (Fair) Deposit, N. Y.; (Fair) Whitney Point 11-14.
- Marks: Fairmont, W. Va.; Clarksburg 10-15.
- Metropolitan: Tifton, Ga.
- Middleton, Karl: Eldred, Pa.
- Middlewest: (Fair) Pine Ridge, S. D., 5-8.
- Miller Bros.: Granite City, Ill.
- Miner Model: Phillipsburg, N. J.
- Mohawk Valley: Messick, Va.
- Northwestern: Jonesville, Mich.; Brighton 10-15.
- Page, J. J.: Dayton, Tenn.
- Pan-American: Danville, Ill.
- Pearson: (Fair) Charleston, Ill.
- Peerless Expo.: Newcomerstown, O.
- Pollie & Latio: Hudson, Mich.; (Fair) Kalamazoo 10-15.
- Poole & Brewer: Houston, Tex., 3-15.
- Prudents: Southampton, L. I., N. Y.
- Ray's Am. Co.: Lengby, Minn.
- Reading's United: Springfield, Tenn.
- Regal United Am. Co.: Humansville, Mo.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers Greater: Celina, Tenn.
- Rogers & Powell: Morehouse, Mo.; Puxico 10-15.
- Royal American: Winnipeg, Can.; Ft. William 10-15.
- Royal Palm: Fairfield, Ala.; Center 10-15.
- Rubin & Cherry Expo.: Champaign, Ill.; Battle Creek, Mich., 10-15.
- Santa Fe Expo.: Medicine Bow, Wyo.; Saratoga 10-15.
- Savidge, Walter, Rides: Scranton, Ia., 4-5; Audubon 11-12.
- Sheesley Midway: Grand Rapids, Mich.
- Shugart & Walker: Waller, Tex.
- Siebrand Bros.: Harlowton, Mont.
- Silver State: Greer, Colo.
- Six, J. Harry, Attrs.: Jeffersonville, Ind.
- Small & Bullock: Gle, White, W. Va.
- Smith's: Lynchburg, Va.
- Sol's Liberty: (Fair) Plymouth, Wis.; Wisconsin Rapids 10-15.
- Spencer, C. L.: (Fair) Benton, Ill.; (Fair) Greenup 10-15.
- Speroni, P. J.: Rock Island, Ill.; (Fair) Tipton, Ia., 10-14; (Fair) Minden, Neb.
- States Shows Corp.: (Fair) Albion, N. Y.; (Fair) Caledonia 10-15.
- Sunset Am. Co.: Fairfield, Ia.; Kirksville, Mo., 10-15.
- Tidwell, T. J.: (Fair) Yale, Okla.; (Fair) Fond Creek 10-15.
- Tilley: Princeville, Ill.
- Toffel, Johnny: Chadwick, Ill., 6; Stockton 7-8.
- United Shows of America: (Fair) Great Falls, Mont.; (Fair) Billings 10-15.
- Volunteer State Expo.: St. Marys, O.; Richmond, Ind., 10-15.
- Wade, R. H.: New Waterford, O.; Toronto 10-15.
- Wade, W. G.: (Fair) Sandusky, Mich.; (Fair) Ithaca 10-15.
- Wallace Bros.: Pembroke, Ont., Can.
- Wallace Bros.: Attica, Ind.; Fairmount, Ill., 10-15.
- Ward, John R.: (Fair) Kahoka, Mo.; (Fair) Paris 10-15.
- Weer, Mabel R.: Allegan, Mich.
- West Bros. Am. Co.: Morris, Minn.; Elk River 10-12; Osseo 13-15.
- West Coast Am. Co.: (Fair) Centralia, Wash.; Kelso 11-15.
- West, W. E., Motorized: Axtell, Kan., 3-5; Newwaka 3-8.
- Western States: Cheyenne, Wyo.; Cripple Creek, Colo., 10-15.
- West's World's Wonder: McKees Rocks, Pa.; Monessen 10-15.
- Weydt, Harry D., Am. Co.: Pittsville, Wis.
- Wilson, M. Co.: Onarga, Ill.
- Winters Expo.: Cheswick, Pa.
- Wolf: Worthington, Minn.
- Work, R. H.: Beaver Falls, Pa.
- World of Mirth: Kensington, Buffalo, N. Y.
- World of Mirth: Buffalo, N. Y.
- Zeiger, C. F., United: Colorado Springs, Colo.

CIRCUS AND WILD WEST

- Barnes, Al G.: Stevens Point, Wis., 4; Wausau 5; Wisconsin Rapids 6; Portage 7; Watertown 8; Waukegan, Ill., 9; Racine, Wis., 10; Kenosha 11; Elgin, Ill., 12; Aurora 13; Champaign 14; Terre Haute, Ind., 15; Vincennes 16.

Concessionaires CARNIVAL-PARKMEN!

LINE UP WITH the LEADERS
FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

Blankets—Lamps—Clocks—Chromeware—China—Aluminum—
—Radios—Plaster—Games—Slum—Balloons and Novelties.

CONTINENTAL PREMIUM MART
3RD & WELLS STS., MILWAUKEE, WIS.

CATALOG IS NOW READY

Send for Your Copy Today

GARDEN OF EDEN SUGAR ROLLED DATES

Flashy Cellophane Box (8x4x1 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton.

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Fairs now starting. Line up with our new plaster novelties at low prices. Merchandise for Corn Game, Country Store, Fishpond, Pitch-Till-You-Win Ball Game, Scale Men—Cans, Blankets, Tea Sets, Water Sets, Imported Slum, Vases, Penny Items. Only Carnival Supply House in Louisville. Address all correspondence to

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GREENLAND EXPOSITION SHOWS

GEO. A. BALDWIN, MANAGER

WANTS Shows, Rides and Concessions that do not conflict. Write or wire as per route. Grind Stores, \$12.50; Wheels, \$17.50. Only one of kind. Special inducements to 5 or 10-in-1 Show. Want Sound Truck, Banner Man. Pop Eye, wire O'Hara. A. P. Hennant wants Ball Game Agents. Have several Fairs booked. Will be glad to hear from old friends. Our Policy—Live and Let Live. We do not chisel committees or help. We pay off in cash. Address **GEO. A. BALDWIN, Mgr., Dillwyn, Va., Aug. 3-8; Farmville, Va., August 10-15.**

PAN AMERICAN SHOWS WANT

Shows and Show People. Will furnish complete outfits for Hula Show, also complete Ten-in-One Side Show to capable Manager who has something to put inside. Want Colored Musicians and Performers, Office Show. Concessions—Can place legitimate Concessions. Slim Leesman wants Agents for Coupon Store and Wheels, also Girls for Ball Games. This show booked in best spots in South and out till late November. Address Danville, Ill., this week.

DIXIE EXPOSITION SHOWS WANT

For Fairs—Merry-Go-Round, Ferris Wheel, Flat Rides for twelve fairs. Want Musicians and Performers. Salary sure from office. Manager with Boxers and Wrestlers for Athletic, Half and Half. Have new outfits. Shows not conflicting, Concessions. Mound City, Ill., Aug. 10; then Mayfield, Ky., followed by Dyersburg, Tenn.; Covington, Tenn.; then Mississippi, Alabama, Eldorado, Ill., this week.

FOURTEEN STRAIGHT FAIRS

Starting Kahoka, Mo., this week, then Bevier (Mo.) Free Fair next week, ending in Mississippi, then Louisiana all winter.

WANT—High-class Shows, will furnish outfits to capable showmen. Also Concessions, except Cook House, Photos and Corn Game. Want Ride Help. Can place good Aerial Free Act, Performers and Musicians for Minstrel Show. Address

JOHN R. WARD SHOWS

WANTED SHOWS, WHIP, HEY DEY

Or other Flat Rides and Concessions for Hammonton, (N. J.) Celebration week August 10th to 16th; Belvidere, N. J., Farmers' Picnic, August 17th to 19th. **WANTED—Ride Help for Ferris Wheel and Chair-o-Plane.** Address

LIBERTY FAIR AND AMUSEMENT CO.
144 Van Winkle Avenue, JERSEY CITY, N. J.

WEATHERBY, MO., HOMECOMING THIS WEEK

Lamoni, Ia., Harvest Festival on Streets, next week; Mercer County Free Fair, at Princeton, Mo., week August 17; Annual Home Coming and Stock Show, Garden Grove, Ia., week August 24. Six Other Free Fairs To Follow in Missouri and Arkansas.

ABANA BROS. FAMOUS SHOWS

WANTS Foreman for Eli Wheel, Allan Herschell Merry-Go-Round, Chair-o-Plane, Carpenter-Organ Repair Man. Have Tents, Fronts, Banners for Five-in-One, Snake, Illusion, Half-and-Half, Hill Billy, Hawaiian, Athletic, Submarine Shows, 10c Grind. Concessions, \$11.00 weekly. We move in railroad baggage cars.

When Writing to Advertisers Mention The Billboard.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEK'S SPECIAL GRAND SLAM \$68.50 BRAND NEW

BRAND NEW ORIGINAL CRATES
FORTUNE (Rockola) \$25.00
SHIP AHOY (Rockola) 6.00
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BLACK MAGIC . . \$37.50 (Automatic Payout Counter Game)
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DENNER & KNEPP COMBINED EXPOSITION, INC.

WANTS—Freaks and Acts for Side Show. Good proposition for Half-and-Half. Can place Colored Musicians for Minstrel Show. Want Oriental Dancers. Can place Talkers for Side Show, Motordrome and Girl Show. Also Ticket Sellers and Grinders. Will book any show of merit that don't conflict. All "Runout" Paulert, write. Have opening for Cookhouse, Eric Diggers, Photo Gallery, Scales, Cotton Candy, Hoop-La, Pitch-Till-You-Win, Fish Pond and legitimate Concessions of all kinds.

Can place two outstanding Free Acts. Must be spectacular. Want to hear from Promoters capable of handling New Deal Fairs.

FAIR SECRETARIES IN VIRGINIA AND NORTH CAROLINA

We have a few open dates. South Charleston, W. Va., week of August 3; Charleston, W. Va., proper week of August 10. Then all fairs starting with Berryville, Va. All mail and wires as per route. J. F. DENNER, Manager.

FOR SALE OR TRADE

- | | |
|---|---|
| 5c Mystery Extraordinary Golden Vndr. \$55.00 | 1—25c Jennings Sin. Jak. with Reserve. \$17.50 |
| 5c Galile Cadet, Dbl. Jak. 1936 Model. 45.00 | 3—5c Mills Sin. Jak. with Reserve. Ea. 17.50 |
| 2—5c Pace Bantam. Double Jak. Ea. 22.50 | 3—25c Mills Sin. Jak. with Reserve. Ea. 17.50 |
| 1—25c Mills War Eagle, Dbl. Jak. . . 45.00 | 1—1c Pace Bantam Ever-Ful Dbl. Jak. 22.50 |
| 2—5c Mills War Eagle, Dbl. Jak. Ea. 45.00 | 1—5c Jennings Duchess Dbl. Jak. . . . 25.00 |
| 2—5c Mills Coin Head, Dbl. Jak. Ea. 47.50 | 1—10c Jennings Duchess Dbl. Jak. . . . 25.00 |
| 1—25c Jennings Victoria Reserve Jak. . 29.50 | 1—5c Galile Single Jak. with Reserve. 17.50 |
| 1—5c Pace Single Jak. with Reserve. 17.50 | 10—5c Mills Blue Front Mysteries, with or without Gold Award. Each. . . 60.00 |
| 2—5c Jennings Sin. Jak. with Res. Ea. 17.50 | |
| 1—10c Jennings Sin. Jak. with Reserve. 17.50 | |
- Look Like New. Good as New. Repainted and Buffed.
 TRI-STATE NOVELTY CO. 1114 Lawson St., Portsmouth, Ohio

LIBERTY NATIONAL SHOW

Will sell exclusive on Corn Game and Photo Gallery balance season. Will buy or book Big Six. Four Kentucky and Two Tennessee Free Fairs, then into Delta until Christmas. No gate, no coupons. Cadiz, Ky., this week.

J. J. PAGE SHOWS

Want Cookhouse to join at once. Good opening for Frozen Custard, and all other legitimate Concessions. Reasonable rates. Shows with or without own outfits get in touch at once. We have twelve Southern Fairs, starting at Carthage, Tenn., August 25.

Everybody address J. J. PAGE SHOWS, Dayton, Tenn., this week; Murfreesboro, Tenn., next week.

WANTED Drome Talker

Lions. Top salary to good man. West Lake, wire. Ticket if I know you. JOHNNY BRANSON, Great Lakes Exposition, Cleveland, Ohio.

HOLMAN BROS.' CIRCUS
 America's Greatest Fraternal Circus, playing week stands under strong auspices. WANTS Circus Acts, Double Trapeze, Perch, Flying Acts, Riding Acts, Elephant Act and other animal acts. Producing Clowns and Clowns for Clown Alley. Also a 12-piece Uniform All-American Band. State lowest salary in first letter. Also send photos of acts. Same will be returned if not contracted. We pay all except sleeping quarters. We want capable Promoters for contest, exhibits, program and banners (male or female). The following get in touch with us at once. Riding Rooneys and Hannefords, Adele Nelson, H. W. Christy, Al Ackerman, Aerial Solts, Frank Stout, Deenie Curtiss, Kress Troupe, Art Lombard, Ben Voorheis, Jack Fenton, Paul W. Drake, Dick Scatterday, Jack Mills, Buck Reger. Show opens here August 31 for a tour for 24 weeks. All address HOLMAN BROS.' CIRCUS, 167 East Main St., Spartanburg, S. C.

Cole Bros.-Clyde Beatty: Denver, Colo., 4; Colorado Springs 5; Pueblo 6; Salida 7; Grand Junction 8; Helper, Utah, 9; Salt Lake City 10.
 Cooper Bros.: High Prairie, Alta., Can., 4; Camrose 5-6; Daysland 7; Hardisty 8; Wilkie, Sask., 10; Biggar 11.
 International: (City Aud.) Omaha, Neb., 3-9.
 Kay Bros.: Littleton, N. H., 7; Groveton 8; Colebrook 10.
 Mix, Tom: Cohoes, N. Y., 4; Albany 5; Kingston 6; Newburg 7; Middletown 8; Stamford, Conn., 10.
 Polack Bros.: Virginia, Minn., 3-8; Crookston 10-15.
 Ringling Bros. and Barnum & Bailey: Madison, Wis., 4; Fond du Lac 5; Appleton 6; Manitowoc 7; Milwaukee 8-9; Rockford, Ill., 10; Davenport, Ia., 11; Cedar Rapids 12; Des Moines 13; Waterloo 14; Mason City 15.
 Vanderburg Bros.: Kasota, Minn., 6; Good Thunder 7.
 Wiziard, Jack: Lebo, Kan., 5-6; Council Grove 7-8; Florence 9-11; Cottonwood Falls 12; Great Bend 13-14.

Additional Routes

(Received too late for classification)

Ace-Hi Show: Marietta, Ga., 3-6; Elizabeth 7-8; Rose Lane 10-12.
 Arleys, Four: Lewistown, Pa., 3-8.
 Elletti Troupe: Auburn, N. Y., 3-8.
 Brown Family Rides: Vidalia, Ga.
 Colley's Comedians: Kingston, Tenn., 3-8.
 Felton, King, Magician: Vinton, Ia., 3-8.
 Hix, John, Strange as It Seems: Deadwood, S. D., 6-8; Sterling, Colo., 11-15.
 LeVant Show: Bellaire, Mich., 3-8.
 Long, Leon, Magician: Spokane 3-15.
 McVilly Variety Show: Danby, Vt., 3-8.
 Meyers-Oswald Show: Altamont, Kan., 3-8.
 Miller, Al H., Show: Enigma, Ga., 3-8.
 Favan Show: Westhoff, Tex., 3-8.
 Ta-Co Med. Show: Marlin, Tex., 3-8.
 Ward, Arthur, & Rayberta Sisters: (Loew) Montreal 31-Aug. 6; (Hipp.) Toronto 7-13.
 Webb, Capt. George: (N. Commons Park) Minneapolis 3-8; (Fair) Hammond, Wis., 10-12.

PLAY SYNDICATE

(Continued from page 5)

which include stock shares and the pieces of profits they may be worth if the firm does a hit, cost \$500, according to the letter sent by Jarman to one prospective member. So far Max Schling, August Kaltenbach and Mark Rosenthal are said to have invested in the firm.

According to one prospect who was solicited by the company, procedure outlined to him was that business men with paid-up life insurance policies can borrow on these policies, use part of the proceeds to buy another paid-up policy and use the difference to buy stock in the new firm. The prospect outlined this illustration: By borrowing on his \$50,000 policy he might get about \$40,000 cash. With part of this he could buy a paid-up policy for \$25,000, face value of the new policy being about \$40,000.

And buy pieces of legit shows with the rest. PPS threw a dinner at the Waldorf July 30, second such affair given.

BARTER THEATER

(Continued from page 5)

season in its four years of existence, attendance having shown an increase of nearly 50 per cent over the best previous peak year. *Bury the Dead* and *Moonshine and Honeysuckle* have accounted for 1,000 and 1,100 admissions, respectively, for the Abingdon performances, so that three weekly performances instead of two are being given. Coincident with the local success is the expansion of the road circuit to include Bristol, Va.; Johnson City, Kingsport, Jonesboro, Blountsville, Gate City and Erwin, Tenn.; Emory, Wytheville, Blacksburg, Salem and Roanoke, Va., and Linville, N. C. Along the road attendance has increased from an average of 100 per performance to over 250.

Owing to the recent drought the proportion of barter taken in lieu of lucre fell off decidedly, but rains have been restoring the normal basis of exchange, which includes apples, plums, preserves of all kinds, rabbits, hams, cheese and an occasional lamb, dog, rabbit or chicken.

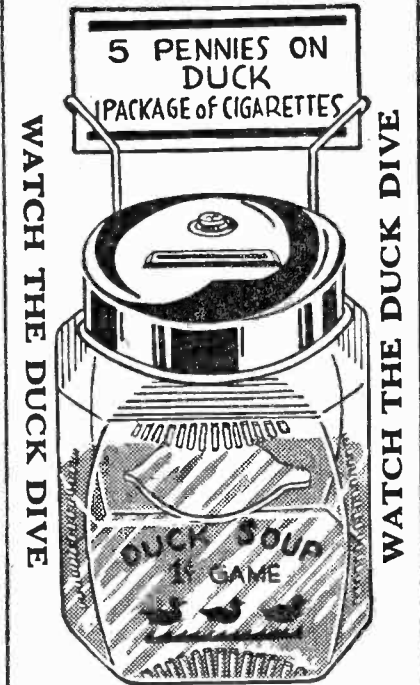
SPECTACULAR POLICE

(Continued from page 5)

Night Club, eight miles from the heart of Atlanta on Highway No. 42 this week. Police of two counties swooped down at 2 a. m., dismissed patrons, arrested all employees who failed to get taru windows, chopped up the ornate bar and made a roaring bonfire of expensive equipment which was summarily hauled outside, smashed up and tossed on the flames.

Taking no chances, police took with them Judge James C. Davis, of the Stone Mountain Circuit, who signed an order granting an injunction placing the night club in charge of a court receiver pending a hearing. At approximately the

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EARN \$2.00 TO \$10.00 EVERY DAY

Every Player Will "Donate" from 5c to \$5.00. The cleverest, most novel, original, amusing interesting and profitable Counter Decoration in many a moon.

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DIXIE MODEL SHOWS

WANTS QUICK

Dual Loop-o-Plane, Long Range Gallery, Monkey Show, Penny Arcade. Long, sure season and very best spots. Vincent Irolli get in touch by wire at once, very important. All address this week Narrows, Va.; next week Lynchburg, Va.; August 17 to 22, Pulaski, Va.; then as per route.

WINTERS EXPOSITION SHOWS

NEW KENSINGTON, PA., WEEK AUGUST 10, ITALIAN CELEBRATION.

All Aluminum paydays fall on Monday. WANT Shooting Gallery, Photo Gallery, Grind Stores, Loop-o-Plane, Chair-o-Plane, Ten-in-One, Snake Show, Pit Show, Motor Drome, Monkey Speedway and Mechanical City. Contact HARRY WINTERS, General Manager, Cheswick, Pa., this week.

same hour Atlanta police raided two rooms of a downtown hotel, described as the "office" of the club, and arrested two men who gave their names as Oscar Johnson and E. E. Earp. In the hotel room membership cards, reserved table placards and revenue records were seized. Bonds for the 25 employees taken at Casa Loma and for the two men arrested downtown ranged from \$5,000 to \$10,000. The question of who owns the night club has been debated since its opening in June, local gamblers claiming that "big-time racketeers" were behind the operators of the club.

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OPERATORS' PRICE **\$59.50** FOB N.Y.

Also available with Ticket Unit. (Write for Price) FULLY TESTED ON LOCATION An Extraordinary Money Maker! QUANTITY SHIPMENTS NOW BEING MADE

Size: 42"x20", Fast Action—10 Balls for 5c. SEE YOUR JOBBER OR ORDER DIRECT. WIRE OR PHONE YOUR ORDER TODAY!



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- BIG FIVE, JR. \$27.50
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- CAPTAIN KIDD 45.00
- DAILY RACES 55.00
- ELECTROPAC TYCOON 67.50
- TRAFFIC, CHAMPION, RED ARROW, SPORTSMAN, \$10 Each; 3 for \$25.

THIS WEEK SPECIAL **CAPTAIN KIDD** \$65.00 BRAND NEW

DAILY LIMIT DAILY DOUBLE BIG FIVE, SR. COMBINATION THREE-IN-A-ROW PROSPECTOR WESTERN PARLAY Your Choice, **\$34.50** 1/3 Down, Balance C. O. D.

PARAMOUNT SPECIALTY COMPANY 23 DAVIS STREET, Phone, 900, BEACON, N. Y.

Western Ready With Policy

CHICAGO, Aug. 1.—Capitalizing on the tremendous popularity of the Policy game, Western Equipment and Supply Company engineers have perfected identically the same game in a beautiful new one-ball automatic payout table.

The new Western payout table includes the Mystery coin chute, which has scored a big hit with the players.

Because of the many new features of Western's Policy the makers say it is almost impossible to do full justice to the machine by word description. The operator must see and play Policy to fully appreciate the marvelous product, they say.

The playing idea is this: The player inserts his coin in the Mystery coin chute, which automatically lights up from two to eight numbers and the three sets of odds on the backboard. Each individual row of numbers that lights up on the backboard contains three numbers. These numbers are matched on the playing field. As an example, let's assume that the first two rows of numbers are lighted on the backboard. The first row has numbers one, two and three. The second row has numbers two, three and four. If the steel ball falls into the No. 1 pocket the player automatically receives the lighted odds for one number. If the ball falls into a pocket labeled two and three he automatically is paid the lighted odds for the two numbers. The steel ball in the one, two and three pocket, the player is likewise automatically paid out the lighted odds. The odds range from 2 to 40.

The makers state that Policy is rigidly constructed and designed along colorful modernistic lines. The cabinet is 24 inches wide and 50 inches long.

LOOK AT THESE BARGAINS!

- PALOOKA \$100.00
- MULTIPLE 85.00
- ELECTRIC EYE 75.00
- TYCOON 65.00
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One-Third Deposit Required.

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IF STONER makes it
TURF \$137.50 SHORT \$49.50
CHAMPS SOX
 Write for Latest Price List of Completely Reconditioned One-Shot Automatic Pay Tables.
ATLAS sells it
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ROBBINS' 2-IN-1 VENDOR
 America's Most Practical Bulk Merchandiser
 SEE NEAREST DISTRIBUTOR
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KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME
 ★ **BOWLETTE** 9 Balls, 12 Coin Escalator, Light-Up Score Board. Perfect Mechanism.
VELVET--1 Ball Payout, proven winner
 All Other New Games in Stock.
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 Write for Territorial Arrangements of Following States—NEW YORK, NEW JERSEY and CONNECTICUT.
 ★★ ★ **BABE KAUFMAN, INC.**

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

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SHORT SOX | **TURF CHAMPS**
 \$49.50 | TICKET MODEL \$137.50

USED PIN GAMES
 Dealer, Signal, Action, Beacon, Pig-skin, Live Power, Electro, Esquire, Scorelite, Turntable, Beamlite.
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 Remit Full Amount. Guaranteed Perfect Condition
 Write for Complete Catalog of Games and Vendors.

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 NUMBERS 100-200 EACH RECEIVE 60 CIGARETTES
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GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDS
 1000 HOLES (Large Holes, 25 Holes to Square Inch)
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What Is This Lure Which the West Holds?

CHICAGO, Aug. 1.—Dave Gottlieb back from his trip to the West, where he and the missus, the children and their governess spent a most enjoyable vacation. While visiting at Fort Worth Mr. and Mrs. Dave Gottlieb, Mr. and Mrs. Morris Gottlieb, Mr. and Mrs. Morris Ablin and Mr. and Mrs. Al Sweet were the guests of Leslie Franklin, of the Franklin Distributing Company, at the opening of the Casa Manana night club, one of the outstanding night spots at the Fort Worth Frontier Centennial.

Being among the favored few with a ringside table, Dave said they were able to enjoy the most spectacular show ever presented. "Without a doubt," said Dave, "it surpassed any show that I have ever had the pleasure of seeing, and I've seen a good many. Any coin-machine operator in the State of Texas that misses this show is missing the finest thing that has ever come to the State. Why it's stupendous, colossal, gigantic, terrific and then some." In fact, Dave was so enthusiastic in his praises that he plans on making another trip to Fort Worth before the end of the year just to see this grand spectacle once more, so it must be worth all the paper he's putting up for it (Dave is a native of Texas you know).

Speaking of business, Dave infers that they have been going along at top speed. The continued demand for Dally Races, Sunshine Derby and Fence Buster makes it necessary to hold off the production on several new games that have been under way for some time now.

Nate Gottlieb, who preceded his brother on a vacation trip out west (where he got his first glimpse of Hollywood), hasn't been the same since. Wouldn't be at all surprised to hear some time in the near future that he goes back to stay. If Dave could spare him, I think he could have been persuaded by his brother, Sol (who has the Western distributorship for Dave), to make his abode in sunny California. Nate was lamenting the fact that he was not aware of Charlie Rose's vacation itinerary, as he had several brand-new ideas that he would like to transmit to him. That's one time when Charlie scored one up on Nate.

At the Groetchen Tool Company Carl Klein is busier than a bee with all the business rolling in for the new Columbia and looking after the plant in the absence of his chief, R. Groetchen, who is "somewhere in the West" on a combined business and pleasure trip. Their new race-horse counter machine, High Stakes, is a beauty and should click big. It's going into production now and will be announced shortly.

Al Douglas, of the Daval Manufacturing Company, away on a "real" vacation leisurely motoring (yep) thru the West, while back at the plant Dave Helfendein is kept constantly on the jump every minute of the day and night, as endless telegrams, long-distance calls and orders keep pouring in for more Reel "21s" and, altho they have stepped the production up to capacity, they are still behind on deliveries, which chalks another winner on the "counter" for Daval.

Lo and behold, almost forgot to men-

SENSATIONAL—FIVE ON—
 For Every Counter . . . Can Be Installed in All Cafes—Lunch Rooms—Bars—Grills—Taverns—Cigar Stores—Drug Stores—Luncheonettes.
IT'S NEW—IT'S DIFFERENT
 100% Skill—Earnings Big
LEGAL EVERYWHERE
 Fascinating Counter Game
 Operators—Single Lot, \$3.50 Each. Lots of 6, \$3.25 Each. Lots of 12 or More, \$2.75 Each.
 Terms—1/3 Cash, Balance C. O. D.
WRITE OR WIRE
ATLAS MFG. CO. 3682 BROADWAY, NEW YORK CITY

tion a postal card just received from Jerry Werthelmer, of the Ad-Lee Company, vacationing with his family (also) in California. Says: "This country is all it's cracked up to be and then some," and we're beginning to think there must be something in that "thar" West to attract so many of the boys to leave their respective businesses, especially when we hear that this has been the busiest summer season in the history of coin machines.

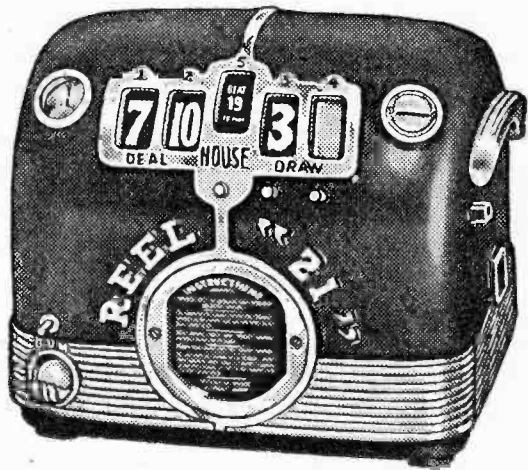
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IN HISTORY-A GAME ON
WHICH WE OFFER EVERY
OPERATOR IN THE WORLD**

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**RETURN OF HIS ORIGINAL
PURCHASE PRICE IN TRADE
IN ALLOWANCE UP TO**

6 MONTHS

**FROM THE DAY YOU BUY THE
GREATEST COUNTER GAME
SENSATION OF ALL TIME !!**



REEL "21"

**REEL "21" IS REAL "BLACK JACK" OR THE
"OLD ARMY GAME" PLAYED STRICTLY "AC-
CORDING TO HOYLE".
THE FIRST COUNTER OPERATOR'S PRICE
GAME IN HISTORY
THAT ALLOWS THE
PLAYER TO CON- \$23⁷⁵
TROL HIS AWARDS!
WRITE, WIRE OR
PHONE YOUR ORDER TAX PAID
NOW!!**

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804 TENTH ST.,
WICHITA FALLS, TEX.

**Keeney No. 2 Factory
Producing Bowlette**

CHICAGO, Aug. 1.—Because of the large demand for their new bowling game, J. H. Keeney & Company have obtained more than 20,000 square feet of additional floor space, and in this Keeney factory No. 2 Bowlette is in full production. The expansion was necessary, they state, to keep pace with the large demand for Bowlette.

In the illustration in this issue is shown a section of the factory, showing men working on the games. "Keeney has made it a practice," said an official of the firm, "to use only skilled mechanics of long experience so that quality materials would not be impaired by unskilled hands. Note that men and not boys are working on the games."

Keeney's factory for the production of Bowlette is under the direct supervision of Fred Steffens, who is ably assisted by Fred Young, M. H. Binks and A. Theelke.

One of the reasons for Bowlette's instant popularity, according to the makers, is the paired meters in the large cash drawer, which record the total play as well as the redemptions or awards made for high scores. Thru this feature not only are collections simplified but all "misunderstandings" with the location are completely avoided, it is claimed.

In Bowlette Keeney has incorporated a super-sized electrically operated scoring mechanism which totalizes scores on each play and indicates the number of balls bowled. This mechanism is mounted on a movable platform easily accessible to the operator. The light-up backboard has an "on and off" flash which draws attention and invites play.

The game has an instant-releasing coin chute which releases all nine balls upon the insertion of a coin. The player cannot be shorted, as the balls cannot remain in the upper ball slide after the coin chute is operated. The 12-coin illuminated escalator shows the last 12 coins played, thus discouraging the use of slugs.

Bowlette is equipped with a specially designed Stancor Univerter which supplies the electrical power. The game is built like a battleship thruout. In order to facilitate the handling of the game it is of three-section portable construction.

CARRIERS NIX

(Continued from page 3)

Cohen from the offices of the American Carnivals Association here. Some months ago the association made application to the freight traffic managers' committee of the Trunk Line Association for elimination of demurrage charges on show cars and for lower transportation rates. At a hearing in New York on May 23 Mr. Cohen, Matthew J. Riley, Strates Shows Corporation, and other showmen, presented arguments to the carriers' representatives.

In his notification of the findings to Mr. Cohen, Chairman N. W. Hawkes, of the committee, said in part: "This matter has been very carefully considered by the Trunk Line carriers and, while we are not unappreciative of your situation, we have concluded that we can not consistently recommend the several reductions which you have endeavored to obtain. In some instances favorable action on your request would at once create demands for like action in other direc-

CORRECTION !

We regret that a mistake was made in our Billboard advertisement of last week. Instead of Bally Derby at \$43.50, it should have been Bally Jumbo at \$43.50.

GERBER & GLASS

tions, which makes it more than ever impossible for us to make the changes for your account. We appreciate the time and effort which you have gone to in presenting the matter so thoroly for our consideration and regret that we cannot see the problem from your point of view."

Mr. Cohen, in commenting upon the decision, remarked: "It seems obvious that our application was turned down, not so much that we were not entitled to it, but that the carriers felt that other groups would use it as a basis for reduction applications."

PRIVATE MOTOR

(Continued from page 3)

carriers. Principal attention just now is being given to the matter of common and contract carriers, which are to be regulated as to safety provisions. Responses from these carriers, at the request of the commission, have to do with possible changes in tentative regulations submitted to the industry by the bureau. To use the language of the commission's representatives, the whole situation just now as to privately operated carriers is whether they shall ultimately be considered as "subject to the act" and largely in the light of their reactions possibly.

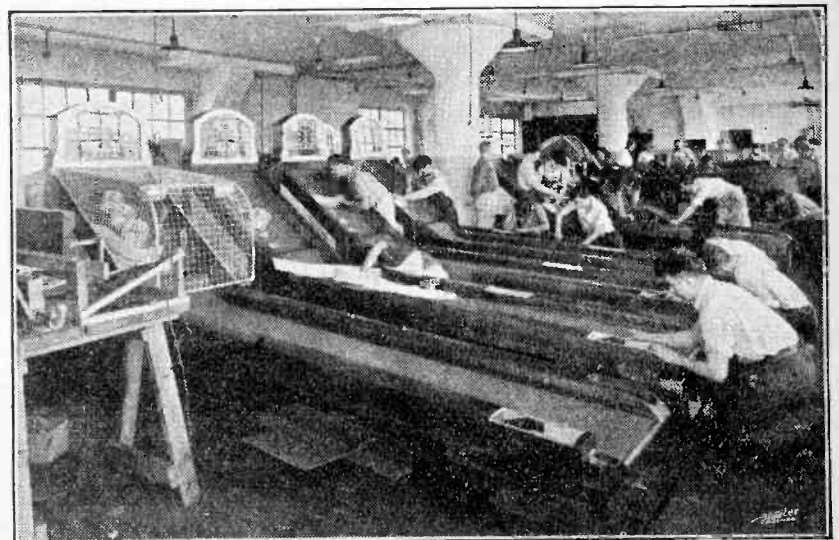
Some exemptions as to common and contract carriers are in prospect, but these have to do principally with details and also with the question of whether once so-called "commercial zones" for cities are decided upon they will be exempted under such zone rulings on the grounds they are not in interstate commerce. Authority exists for the commission to decree "commercial zones" for cities which take in metropolitan territory, even tho it be in some instances across State lines but contiguous to the given center. The whole thing is pretty complicated and guess would be just now that the bureau and the commission will iron out wrinkles having to do with final regulations for the common and contract carriers before taking up for definite action the question of privately operated carriers.

60-FOOT FALL

(Continued from page 3)

a bar, broke and she struck on her head on concrete paving. The act had been engaged by Salisbury Beach Chamber of Commerce and had worked on Tuesday and Wednesday.

The dead girl's family name is Saxenhammer and home said to be in West Englewood, N. J. Friends said her father was seriously hurt several years ago when he fell during an aerial act with a circus. Act was booked at Salisbury Beach thru Paul Denish, of the Boston office of George A. Hamid, Inc.



A SECTION of the J. H. Keeney & Company factory, showing the firm's new game Bowlette in production.

Invest \$6.00 and make \$35.00 !!!

RO-WO-BO

Jar Deal with Jack Pot Card WILL DO THAT FOR YOU!

The \$25 JACK POT does it

Each Card Brings in . . . \$90.00
Average Payout 55.00
PROFIT \$35.00

Complete Sample Deal, \$6.00

and here's another live one!

JUMBO JAR-O-SMILES

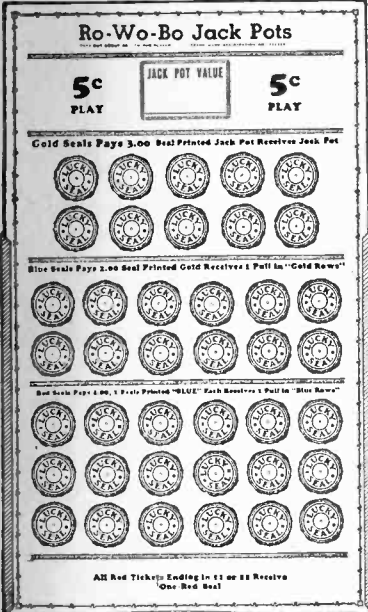
\$4.50 Brings You \$39.50

FASTER THAN A SALESBOARD

SEWED TICKETS

Jobbers, Distributors—Write for Special Prices

WERTS NOVELTY CO., Inc.
MUNCIE, Dept. BB, INDIANA
WE DO NOT SELL LOCATIONS



Nelson Has Another Title

CHICAGO, Aug. 1.—Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation, now has an added position and added duties upon his broad shoulders. He has now taken upon himself the title and position of general passenger agent for the Rock-Ola lines, which has just launched its new one-shot pay table Queen Mary.

"It looks like every pay-table operator in the business is booking passage on Queen Mary," says Nelson, "and from Queen Mary collection reports the boys are sending in they certainly must be enjoying their ride and cleaning up some real grand profits as they go along!"

"The success of Queen Mary," Nelson continued "is a good example of the merits of Rock-Ola's policy of testing and proving all its tables on actual location before releasing them for sale. Before this game was shown to anyone or announced to the industry, it had undergone a severe and conclusive schedule of testing on actual location in several territories. Not only was every detail of the mechanism carefully checked while on test locations, but the play was closely watched to determine accurately the appeal to the players. Players were interviewed right on location while actually playing Queen Mary and asked for the features that appeal to them the most and that influenced them to play the game."

"The resume obtained of the actual players' reaction to the various features will prove interesting to all pay-table operators."

Oriole on the Air

BALTIMORE, Aug. 1.—As mentioned in these columns a few weeks ago, the Oriole Coin Machine Corporation has been telling the public about its machines via the air. Its announcements on the radio are said to have proved very effective. An idea of the

kind of copy used may be gained from the following excerpt from a recent continuity used:

"The Oriole Coin Machine Corporation is distributor of coin-controlled equipment, including music, phonograph, merchandising, vending and amusement machines. Go to your nearest gathering place and play Fifty Grand. It's the best nickel's worth of enjoyment you can buy. For cigarettes, candy and nuts drop your coins and get what you want without waiting."

"You have probably heard the music from the Wurlitzer Simplex . . . all the last numbers by famous orchestras. Merchants can increase their revenue and crowds by installing Oriole Equipment."

Then follow the street number and telephone number of the firm.

Velvet in Demand

CHICAGO, Aug. 1.—Even tho on the market for only 30 days the demand for Keeney's Velvet is reported to be so great that the J. H. Keeney factory No. 1 is concentrating solely on Velvet in order to keep up with the increased demand.

It is quite obvious, according to Jack Keeney's man, Becker, that Velvet with the cash-in or replay feature has the full support of operators everywhere. The play of Velvet, it seems, actually increases on location the longer it is there. Players cannot resist the big tempting \$20 possible award for a nickel play.

Becker says he has many testimonial letters in his file which attest to the enormous earning power of Velvet in typical locations.

Glass on Trip to Wurlitzer

CHICAGO, Aug. 1.—Max Glass, of Gerber & Glass, left Chicago last Thursday evening for North Tonawanda, N. Y. It is presumed by those "on the inside" that this trip will result in real news for the entire automatic business. At the present writing it is understood that one of the biggest deals between a manufacturer and distributor is about to be consummated. Questioned as to "what's going to happen," all Max Glass would say was: "If everything goes as I expect it to you'll find out about it soon enough. Just be patient."

AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE



EARNs MORE MONEY Than a BELL and SALESBOARD COMBINED

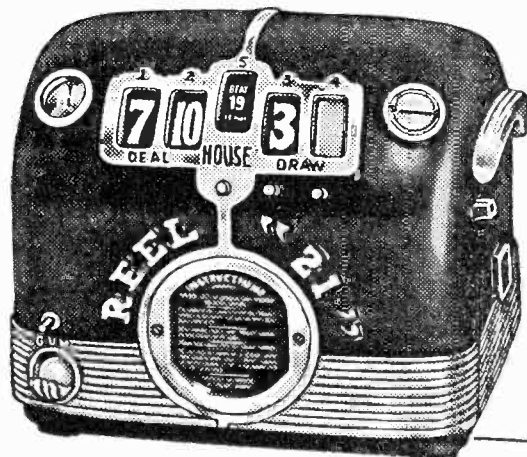
Odds as high as \$7.00 for 5¢! It's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are 50¢ and \$1.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!

69⁵⁰
TAX PAID

GET BUSY—RUSH YOUR ORDER NOW!

DAVAL MFG CO 200 SO PEARL ST CHICAGO

REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"



In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS!

BIGGEST HIT SINCE PENNY PACK

\$23⁷⁵
TAX PAID

RUSH YOUR ORDER NOW!

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

YES! it's PAMCO BALLOT



SIZE
50"
x
24"

1-Nickel
1-Chute
1-Ball
GAME

ELECTROPAK AND CHECK
SEPARATOR EQUIPPED

MOST POPULAR 1-BALL GAME!

Yes—Mr. Operator—Pamco "BALLOT" develops MORE Tantalizing ACTION and SUSPENSE than any-thing else. Imagine! Wig-wag Lites grab ball for "Changing-Odds" on the payout! Order Pamco "BALLOT"!

PAYOUT \$129 TICKET \$139
MODEL MODEL

and PAMCO "LEATHERNECKS"

New ORIGINAL Pamco 1-Ball Game. STACK up YOUR nickels in HEAPS!

\$99 Straight Payout Battery Equipped.
\$104 Straight Payout with Electropak.
\$112 Ticket Unit with Electropak.

Palooka "JUNIOR"
calls for a battery of bell machines to even approach its MONEY POWER!!!
PAYOUT \$159—TICKET \$169

Pamco "CHASE"
a DEPENDABLE 1-Ball Long-Life Game—
BETTER than ever!!!
PAYOUT \$139—TICKET \$149



YOU CAN DEPEND ON PAMCO GAMES


SIZE
50"
x
24"

**SINGLE COIN
VISIBLE CHUTE**
U. S. Patent 2,029,177

PACIFIC AMUSEMENT MFG. CO.

4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

WHO GETS THIS 5 JEWEL MEN'S WATCH NO. 100 WINS



MAKE BIGGER PROFITS WITH OUR DEALS

6 Jewel Lever Wrist Watch and 500-Hole 5c Salesboard. Average Profit, \$15.00. No. B110, Complete, **\$3.65**

Send for Our New CATALOGUE. Many New 1c-2c and 5c

Salesboard Asst's

Send 25% Deposit with Order, Bal. C. O. D.

LEE-MOORE & CO.
180-182 West Adams St. CHICAGO

GUARANTEED Reconditioned GAMES!

GOLD RUSH	\$15.00
PUT 'N' TAKE	15.00
BALLY ACE	16.50
BALLY JUMBO	37.50
BALLY ALL-STARS	59.50
BALLY DERBYS	65.00
MAMMOTH	32.50
GRAND SLAM	79.50
PAMCO PARLAY	49.50
PAMCO RED SAILS	54.50
PAMCO GALLOPING PLUGS	74.50
PAMCO PALOOKA, 6-Slot, Sr., latest	74.50

AMERICAN-SOUTHERN COIN MACHINE CO.
840 Poydras St. New Orleans, La.

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

New Cig Vender

DETROIT, Aug. 1.—Hackett Vending Machine Company, which has been developing a cigaret vending machine for several months, has now completed the machine and placed it in operation in the Detroit territory.

The new machine is finished in a modernistic style, with a tall glass-enclosed top on the cabinet. The entire top revolves and allows the patron to select one of some eight stacks of cigarets to find his favorite brand. The entire quantity in stock is shown at a glance.

THEATER-CABARET
(Continued from page 5)

Theater impracticable for legit productions, house will be altered to provide a

Philadelphia its first theater-cabaret fashioned after the New York niteries. Formerly a first-run pix palace operated by the Fox Film Corporation, house has been dark for a number of years and the Mitten Bank Securities Corporation has taken over the property. With a dearth of legit houses for next season, Fox-Locust was first considered for dramatic fare.

Tentative plans call for the expenditure of \$75,000 to alter the interior, install a kitchen and to replace the seats with tables and chairs. Proposals to lease the house for a cabaret are many and will undoubtedly go to the most tempting bidder.

Shubert interests had planned to convert their Chestnut Street Theater into a cabaret but have definitely decided

to abandon the plan in favor of continuing the legit fare. However, the Fox-Locust is right in keeping with their plans for the Winter Garden, New York, and the house may join their proposed chain of theater restaurants.

Haring & Blumenthal are interested in a French Casino for Philadelphia and will undoubtedly press their bid for the Fox-Locust. There is also the possibility that the former movie house may become a Hollywood Cafe. Joe Moss has been interested in the possibilities of the house since repeal. It was reported earlier in the year that Moss had secured an option on the theater to convert it into a cabaret and send down his New York Hollywood shows intact. Moss was formerly Philly's ace nitery impresario and he has always had a hankering to return here.

Only localite to enter the bidding picture is Sam Stiefel, indie theater operator. Had one fling in the nightclub biz three years back when he opened the dining room of the Stephen Girard Hotel here, employing sepia talent. Should the house come under his banner a Harlem policy will undoubtedly prevail. Its location and physical attributes make the Fox-Locust a natural for nitery purposes.



"IT'S THE BEST PHONOGRAPH WE EVER BUILT," Vince Shay tells Tommy Harrison, popular Pennsylvania operator, who had just bought 75 new Do-Rer-Mi phonographs.

SPECIAL 39¢ A GROSS

No. J66—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, cries and songs of birds. Regular price, 75c a gross.

Doz.	Gross
C209—Rayon Silk Tie	\$.83 \$7.45
C354—Men's Cotton Hose	.58
M243—Octagon Shaped Lighters	3.95
Perfume in Fancy Bottles	1.75
Reproduction Pearl Necklaces	2.85
N297—Clip Combs	.45 5.25
H232—Toothpick Knives	.69
Saxon Plaid Blankets, any quantity	1.05
Face Powder, De Luxe	3.45
Broadway Needle Books	1.09
Double-Edged Razor Blades, Per 1,000	2.48
S157—22-Year Calendar	.57

FREE: Wholesale Catalog of 3,000 Fast Sellers. Send for a copy today.

SPORS CO., 8-36 Erie St. LeCenter, Minn.

KEENEY'S BOWLETTE

Acknowledged...
"the best bowling game of all"

The "metered" game registering total "play" and "payouts" made as awards on high scores.

Super-sized, electrically operated, scoring mechanism mounted on movable panel for easy adjustments, and totalizing scores with each ball played, as well as indicating number of balls as bowled.

Instant ball-release coin chute mechanism releasing all 9 balls without possibility of balls remaining in return runway.

Cheat-proof protection putting game on "tilt" with playing of a 10th or extra ball, etc.

Lightup backboard with "On and Off" flash. 12-coin escalator.

FRED MANN, Pres., Organized Operators of Chicago, after seeing all makes of bowling games being introduced.

Buys Ten BOWLETTES

Illustration actual photograph, and not retouched drawing.

Separate Keeney Factory concentrating sole production on BOWLETTES for IMMEDIATE DELIVERIES



Don't buy "Price" buy "Value" and BOWLETTE is the best value of all.

Phone, Wire, Write for Circular and Prices

KEENEY

2900 S. MICHIGAN, CHICAGO

New York Office: 250 W. 54th

Babe Kaufman, Mgr.

Cabinet size: 14' long, 2' 7" wide and 6' 9" high. Ball: 3 1/4". 3-section, portable construction for quick assembly and easy handling.

LEADING BRANDS

1000 HOLE 1c CIGARETTE BOARD
Takes in \$10.00. Sells 34, 36 or 40 Packs of Cigarettes. The Front of the Board is a Masterpiece of Art, and is a decoration for the counter, besides a wonderful silent salesman.

PRICE 96c Plus 10% Tax.

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Alamo ... \$65.00	Rambler (10 Ball Ticket & Payout) \$34.00
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Daily Races ... 59.00	Aces ... 22.50
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Pamco Parlay ... 52.50	Put 'N' Take ... 14.00
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\$3.90 Each

Fleet, Beacon, Rebound, Register, Lightning, Push-Over, Golden Gate, Radio Station, Merry-Go-Round, Criss Cross, plain.

Terms: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

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COIN OPERATED MACHINES

Novelties—Premiums—Prizes—Salesboards

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KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

OPERATORS!

THE

BAR BOY

MAKES Barrels of PROFITS



Barrels of Player Appeal in BAR BOY and Barrels of Profit for both operators and locations.

It's a brand-new fast action four reel game for taverns and bars. Gets the Best Spots. Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY \$14.95 F. O. B. CHICAGO

7-Day Trial Offer.

GARDEN CITY NOV. MFG. CO. 4329 E. RAVENSWOOD AVE. CHICAGO ILL.



JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

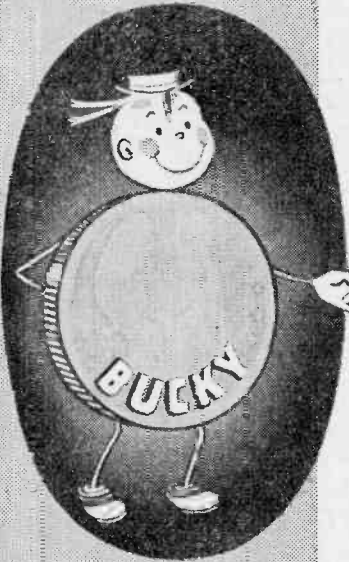
Operator's Special Price \$4.75 for

Sample, \$4.50 In Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY NASHVILLE, TENN.

INTRODUCING BUCKY



THE LITTLE FELLOW
WITH THE MILLION
DOLLAR ADVICE.

I know yuze gize don't know me from Adam . . . but what I say every week will mean turning small change into great big dollar bills . . . and I'm not just blowin' my horn . . . the boss told me to tell you about POLICY . . . huh! as if he had to tell me . . . you know the real game of POLICY . . . well! it's the same swell game put into a great new 1 BALL AUTO-MATIC PAYOUT TABLE . . . and here's how it works . . . as a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard . . . each group lighted contains three individual numbers which are matched on the playin' field . . . if the big bronze ball drops into any of these pockets, starting with the lowest number (for example 1, 1-2, or 1-2-3) the player is automatically paid the lighted odds (from 2 to 40) on the backboard . . . take a look at the picture . . . advertising pictures never do justice to the machine . . . you have to see POLICY to appreciate it . . . so get those orders in fast . . . the boss is making immediate deliveries.

Yours for Bigger Profits
Bucky

POLICY

A REAL "BUY" AT
\$125.00

STANCOR UNIVERSTER-
BATTERIES
OPTIONAL

\$135.00

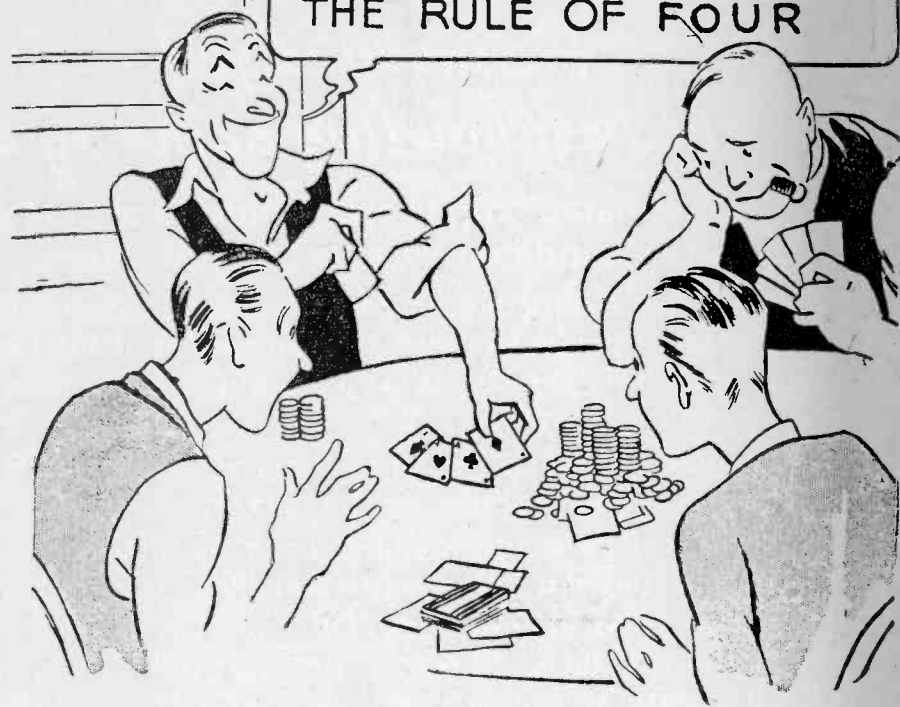
Ticket Model

No Charge for
Check
Separator



COIN
MACHINE
OPERATORS'
ASSN.

PUSH OVER THE CHIPS
GANG, YOU CAN'T BEAT
THE RULE OF FOUR



THE RULE OF FOUR

1. EDITORIAL LEADERSHIP

The Billboard is the only Coin Machine Paper edited, printed and distributed with newspaper-like speed and efficiency. Get the news while it is still fresh and significant.

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The Billboard has been THE pioneer publication in the Coin Machine Business. Thousands of dollars have been invested by The Billboard in surveys, promulgation of favorable court decisions, operator helps, and publicity favorable to the Coin Machine Industry.

The Billboard Publishing Co.,
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Please enter my subscription to
The Billboard, for which I inclose \$. . .

\$1, Eight Issues

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\$4, Thirty-Six Issues

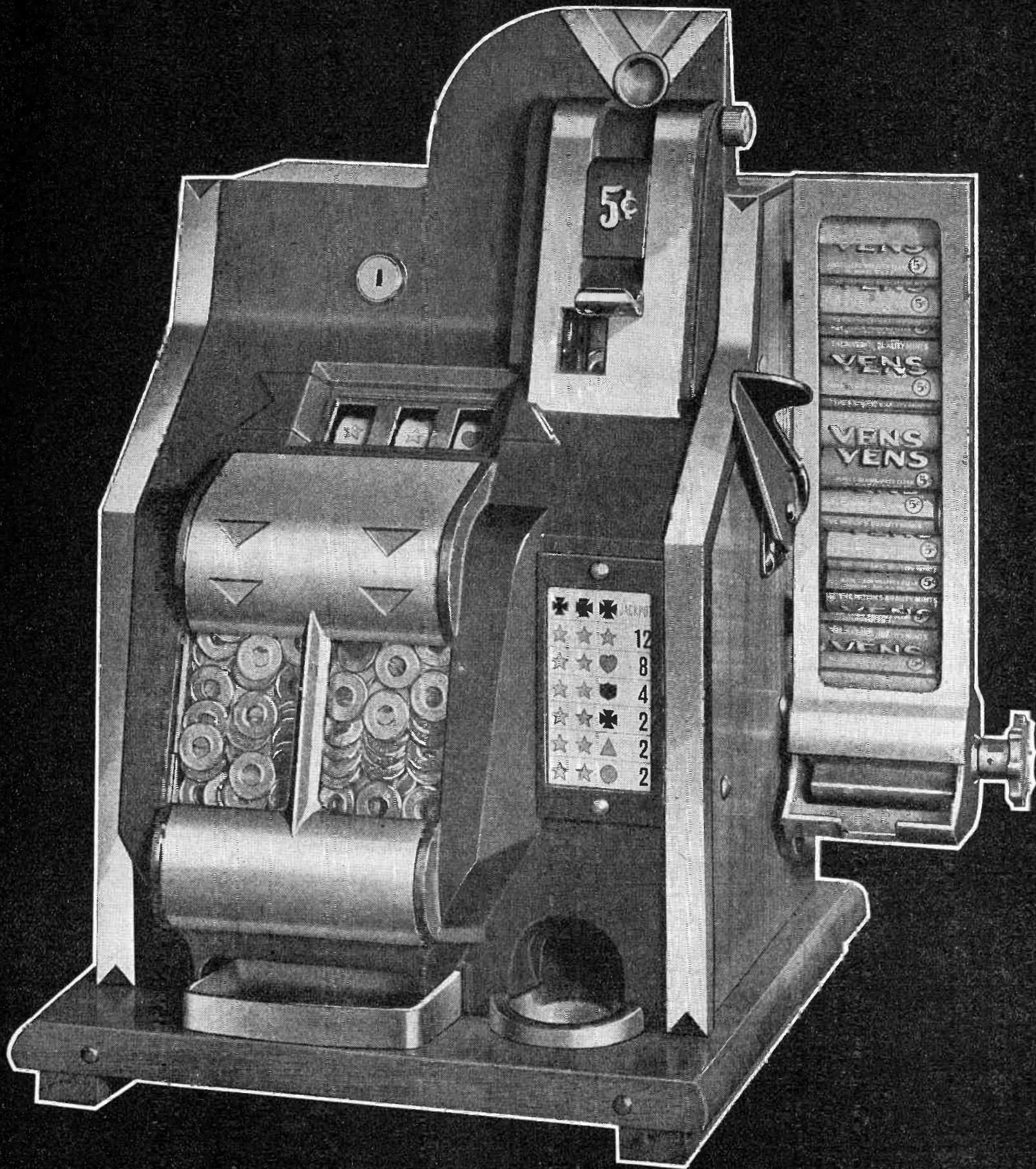
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BELLS

1c . . . \$47.50 Plus Tax
 5c . . . \$52.50 Plus Tax
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 5c . . . \$57.50
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SOUND EFFECTS **LIGHT-UP TOTALIZER**

NEW FLASHING LIGHTS ATTRACTION

WIDE TARGET

3-PIECE PORTABLE CONSTRUCTION

SPECIAL NOISELESS BALL RETURN

GUARANTEED MECHANICALLY PERFECT

ALL BALLS VISIBLE TO PLAYER

VEEDER COUNTER

FULLY AUTOMATIC ELECTRIC CONTROL

SHOWS LAST 5 COINS PLAYED

EARN UP TO \$50.00 DAILY!

WRITE or WIRE FOR PRICES TODAY
Request FULL-COLOR Circular.

COMPARE BALLY-ROLL — feature by feature! See how much more BALLY-ROLL gives you and your patrons! Then you'll understand why BALLY-ROLL is the choice of the industry's keenest Profit-Prophets—men with a reputation for picking winners—and who have ALREADY ORDERED MORE THAN 3,000 BALLY-ROLLS!

Remember — BALLY-ROLL is a STRICTLY LEGAL game of skill that OPENS ALL CLOSED TERRITORY! Yet it earns up to \$50.00 DAILY—and it's ALL PROFIT, as COMPETITIVE SKILL-AMUSEMENT APPEAL makes AWARDS UNNECESSARY! Get in on the ground floor of the greatest boom in history—order BALLY-ROLLS today!

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS
JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

REEL "21"

Is BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle!"

In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.

ALL TYPES OF Mills Bells & Venders AT FACTORY PRICES Write for Complete Catalog

BALL GUM
15c a Box (100 Pieces)
Case Lots 100 Boxes \$12.00
1/3 Deposit With Order.

MILLS BLUE FRONT MYSTERY
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c and 25c Play.

\$23.75 DOUBLE DOOR AND REGISTER \$2.00 EXTRA
Rush Your Order Now

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075
Takes In \$144.00
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Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

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Largest Board & Card House in the World
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COX'S BARGAINS—New and Used Pin Games USED.

FLYING HIGH	NEW.	DAILY RACES	\$65.00
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GALLOPING PLUGS		IVORY GOLF	12.50
ROUND UP		BIG RICHARD	37.50
	Write for Prices.	GRAND PRIZE	30.00
	One-Third Deposit With Order, Bal., C. O. D.	PAMCO PARLAY	40.00

COX VENDING MACHINE COMPANY, 115-117 East Fisher St., SALISBURY, N. C.

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.
"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

WHILE THEY LAST

150 SLOT MACHINES ONLY \$10.00 EACH.

Brand-new WATLINGS—TREASURY AND ROLL A TOP; Reel 21, Half Miles, Horse Shoes, Etc. Pay Tables—all kinds. All Kinds of New and Used Machines. Advance Cigarette Machines, \$17.50 Each. Let us know what you need. We have it!

LEHIGH SPEC. CO., N. W. Cor. 2nd & Green, PHILADELPHIA, PA.

Thank You for Mentioning The Billboard.

WE DO NOT MANUFACTURE SKEE-BALL TYPE MACHINES

OR PHONOGRAPHS

BUT WE DO MAKE

THE FINEST AUTOMATIC PAYOUT TABLES

- DAILY RACES
- BROKERS TIP
- FENCE BUSTER
- SUNSHINE BASEBALL

MOTOR DRIVEN PAYOUT UNIT! PLAYER CONTROLLED CHANGING ODDS!



DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuels! Odds up to 40-1 pay off on Win, Place and Show, Multiple Coin Slot accepts as much as \$1.00 or more on each play. Mystery Coin Slot optional. Get in on this "sure-thing" — place Daily Races today . . . the game that accomplishes more than products selling for as high as \$500.

\$125

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Games, \$10 extra; Electro-pak equipped (Batteries optional), D. C. Adaptopak, \$5 extra.

MYSTERY SINGLE COIN SLOT

Available at no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

Awards Mechanically Adjustable

SUNSHINE BASEBALL

SUNSHINE BASEBALL is a one-ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented. Pays 2-1 for Cellar position and up to 40-1 for League Championship. Pennant Winner and Series Winner, Mystery Payout Holes provide additional thrills. Order Now!



LOW PRICED

\$99.50

Check Separator, no extra cost; 2-ball play, \$2.50 extra; 5-ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. C. Adaptopak, \$10 extra.

Get behind a real game . . . pitch your location right into big money with Sunshine Baseball!

D. GOTTLIEB & CO.,

2736-42 N. PAULINA ST.
CHICAGO, ILL.



1-Shot PAYOUT GAME *Roundup*



PAYOUT
\$99⁵⁰
TICKET, \$109.50
F. O. B. CHICAGO
NO EXTRA CHARGE
FOR CHECK
SEPARATOR

44 in. by 22 in.

Two fiery red LIGHTS FLASH for every coin—and when EITHER light REMAINS LIT, the Mystery Pocket pays out Special Tokens good for 100 to 500 Free Games. Can be adjusted for \$5.00, \$10.00 OR \$25.00 TOP—and any way you operate ROUNDUP the big juicy Jack Pot gets REPEAT PLAY BY THE HOUR! And your profits are protected by the 12-Coin Escalator and NEW A.B.T. 400 COIN-CHUTE, which defeats "Test" Slugs, Cellophane, Shims and all other slugs in common use.

ROUNDUP now producing **BIGGEST PROFITS** in single-chute class! Get your share—**ORDER TODAY**

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521), and Ace Pat. Corp. (Pat. No. 2,010,965).

NATURAL 1-SHOT PAYOUT DICE GAME

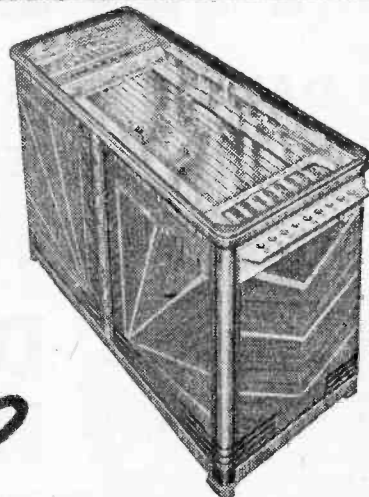
Plays regulation dice game WIN ON 7 OR 11—or WIN WHEN YOU MAKE YOUR POINT! Clever ODDS-CHANGER on LIGHT-UP TOTALIZER attracts up to 10 NICKELS PER GAME. Earn as high as \$50.00 DAILY PROFIT with this LONG-LIFE sensation. Order from your Jobber!

50 in. by 26 in.



\$139.50

F. O. B. CHICAGO
COMPLETE WITH
ELECTRO-PAK
No Extra Charge
for Check
Separator



Earn up to \$500⁰⁰ per week with
RAY'S TRACK

Only race game with big 50-TO-1 DAILY DOUBLE feature! All electric simplified, trouble-proof, mechanism. Positively "chart-proof" and cheat-proof in every way. Write or wire for FULL-COLOR DESCRIPTIVE CIRCULAR and PRICES.



\$137.50

TICKET MODEL
\$155.00
F. O. B. CHICAGO

53 in. by 24 in.

CHALLENGER 1-SHOT PAYOUT • MULTIPLE COIN CHUTE CHANGING ODDS

Still the fastest selling, fastest money-making machine in Multiple-Coin-Chute class! Every pocket a winner. Two MYSTERY POCKETS pay \$6.00 TOP. Most beautiful SEAnic panel ever designed—gets instant attention and plenty of play. See it at your Jobber!

BALLY BABY WORLD'S SMALLEST COUNTER GAME

3 MACHINES FOR PRICE OF ONE
PENNY Cigarette Play—400-TO-1,
ODDS Number Games—5, 10, 25-
Cent Trade Stimulator! Change from
one to another in 5 min-
utes! Get EXTRA **\$17.50**
PROFIT from every pin
game spot—with BALLY BABY!



Complete with
extra reels, etc.



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

RIDE WITH THE TIDE TO PROFITS!

WITH **QUEEN MARY**

Join the crowds of successful pay table operators who are rushing to get aboard **QUEEN MARY**—and ride with the tide to the biggest and the most lasting pay table profits to be made today!

Look at These Features!

- ★ Huge, impressive 50-inch cabinet.
- ★ Beautiful, colorful playing field.
- ★ Mystery coin chute.
- ★ Changing odds—score-increasing switches.
- ★ Equipped with Rock-O-Pac Battery Eliminator and batteries—automatically changes over from one to the other.
- ★ Flashing lights.
- ★ **QUEEN MARY** ship bell sound effects.
- ★ Mint Vendor and Ticket Unit optional.
- ★ **ROCK-OLA** Universal Pay Unit.
- ★ In-a-drawer mechanism.
- ★ Sensational appeal and earning power.

★ **\$145⁵⁰** ★

Including Rock-O-Pac Battery Eliminator and Batteries.

Ticket Unit \$10.00
Mint Vendor \$10.00

GIVE **CREDIT** where Credit is due



ONLY
\$99⁵⁰

Mint Vendor \$10.00
Ticket Unit \$10.00

★ Give **CREDIT** to your pay table spots today and credit yourself with rich, steady profits all Summer and late into the Fall! At only \$99.50 you can place **CREDITS** in every one of your pay table locations. Order more **CREDITS** now!

ROCK-OLA MFG. CORPORATION, 800 N. Kedzie Ave., Chicago, Ill.

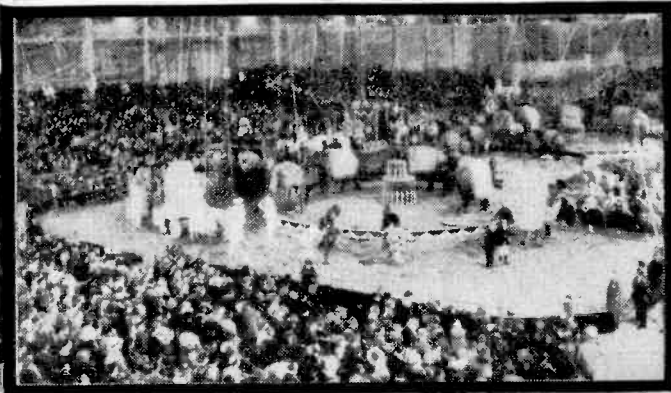
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About 90 organizations ranging in size from dog and pony shows to 100-car shows.



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Almost 300 units, traveling the entire country.



PARKS
More than 750 thruout the country.



AMUSEMENT MACHINES
Estimated 3,000,000 machines on location in U. S. A.



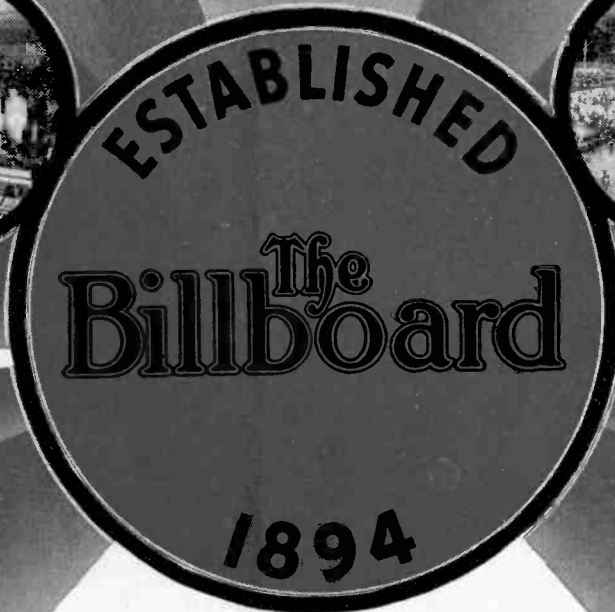
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Approximately 800 go out annually.



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Ticket Unit
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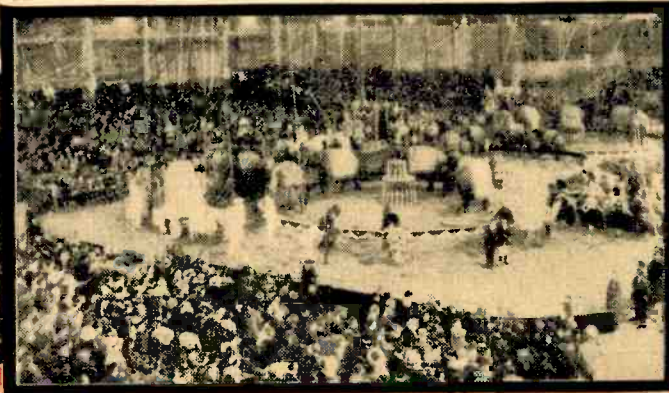
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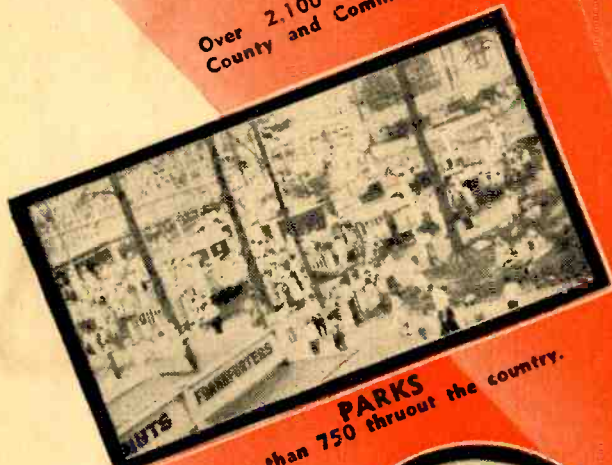
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