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JULY 11, 1936

# The Billboard

The World's Foremost Amusement Weekly



Niles and Edythe  
GARRON and BENNETT

"Amazing Interpreters of Modern Ballroom Dancing"  
Now Featured at "500" Club, Atlantic City, N. J.

*singers of sophisticated  
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of smart dances " " "*

# JEAN *and* JANE FARRAR



*" . . . two lovely girls"  
" . . . sweet and beautiful"  
" . . . bright spot in a show  
of stars"*

**PHILADELPHIA RECORD, Feb. 20, 1936**

There are a pair of ladies at 1523 Locust these days (and in the evening, too) who'll knock your eye out.

**BOSTON TRAVELER, May 4, 1936**

The Farrar Sisters, favorites at New York's leading night clubs, and seen in numerous motion picture "shorts," are another bright spot in the show of stars.

**HIGHLIGHTS  
FROM THESE  
CRITICAL  
RAVES**



**ATRAVEL WITH KEELER — PACIFIC HOTEL REVIEW**

Two lovely girls, Jean and Jane Farrar, are appearing in one of the most popular dining places of Philadelphia. They are English stars who have been before some of the most brilliant audiences in that and this country. In England they were child proteges and appeared for several years with the famed Carrie Laurie's Juveniles in songs and clog dances, imitations and monologues. They are sweet and beautiful—and what is more pointed—utterly unspoiled. In this country they have been on the entertainment programs of many great hotels, among them Shoreham, Washington; Drake, Chicago; on the Gene Buck List; in Philadelphia, the Adelphi, the Bellevue-Stratford and the Walton. In the many cafes they have appeared are memories of their cheerful countenances and charming endearments, particularly the Casino de Paris. They also appeared at the popular Trouville Cafe on 52nd Street. Jean is the younger by a couple of years—demure, piquant, lovely, her dimples and her blond curls make of her a sonnet of poetry in the flesh. Jane is more of the comedienne—and possessed of a natural sense of humor—a comical mimic and portrayer of the old English folk songs—and the modern versions. Both are particularly gifted artists and would be an asset in any hotel, cafe or on any program. If some of the movie studios do not contract them they are losing a good bet. (Note: Darryl Zanuck.)

*" . . . particularly gifted artists"  
" . . . an asset in any hotel, cafe or  
on any program!"*

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*Permanent Address*

**MRS. F. FARRAR, 355 W. 51st St., New York, N. Y.**

# The Billboard

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## GENIAL FEELING AT NAB MEET

### S. C. Auto License Fees as Low As \$1; Truck Charges Also Down

COLUMBIA, S. C., July 4.—Under an act passed by the South Carolina Legislature, which recently adjourned, auto license fees will be reduced November 1, 1936, to the lowest level in any State. Truck fees for vehicles in the lighter classes were also reduced.

Starting at \$1 for a passenger vehicle weighing not more than 2,000 pounds, the new scale of prices goes up \$1 for each additional 500 pounds of weight or fraction thereof.

For each truck of a capacity not exceeding one ton, \$4 will be charged, and for each truck of a capacity of more than one ton but not more than one

and one-half tons \$7.50. Heavier trucks will pay the present rate.

For truck trailers of a capacity of (See S. C. AUTO on page 71)

### Monster Museum Planned in N. Y. C.

NEW YORK, July 4.—Most elaborate museum New York City has had in years is being planned by Dan Christophano for the building at 120 East 14th street, where Dan, with his brother Johnny, operated until recently a Craneland. Entire building of six stories is now being remodeled and will be devoted to the museum.

Last year there was a small museum in the same building, operated by the Wagner Brothers, who have a similar show at Coney Island. It is estimated that the cost to Christophano for the remodeling, equipment and other necessary materials will range between \$40,000 and \$50,000.

Dan Christophano is undertaking the project alone, his brother having sailed for Italy recently.

### New Snake Show Record

CLEVELAND, July 6.—Cliff Wilson's Snake Show broke its Century of Progress top-day record at the Cleveland exposition Saturday by \$250. Record was established at Chicago July 8, 1933.

### Fire Sweeps Thru Williamsville Park

WILLIAMSVILLE, N. Y., July 4.—Fire swept thru Glen Park here shortly before 7 a. m. Wednesday, destroying the dance pavilion and three concessions, also all musical instruments owned by the Allan Brooks Band, including a new piano.

Damage was placed between \$12,000 and \$20,000, altho Harry Altman, owner of the park, stated that it was impossible to estimate the loss definitely. Wednesday evening business was resumed in the park, with dancing transferred to the skating rink. Altman announced that he intended to rebuild immediately.

## Legit Hopes Look Good, With Big Shows Lined Up

"White Horse Inn" and insisted-upon production of "The Eternal Road" lead jumbo-fest list—others also scheduled—most promising outlook since boom days

NEW YORK, July 4.—The outlook for Broadway's next legit season is compounded of paradoxes, possibilities, nebulous plans, speculations as to where the money bags will come from, etc., but above the tangled mass of doubts and fears one thing is certain: that the so-called dying legitimate theater will let go with one of the most tremendous wheezes since the good old days preceding 1929. The uprising will be contributed to by two major quakes, one of which, *The Eternal Road*, has been smoldering for a long time and will have accumulated enough of what it takes by next season to burst into spontaneous combustion. The other, *White Horse Inn*, for which Kitty Carlisle has already been engaged, is scheduled for rehearsal July 15 preparatory to its installation at the Center Theater under the combined auspices of Rowland Stebbins, Warners and certain Rockefeller Center interests, who will change the interior of the theater's architecture to build a cozy Swiss village with a complement of milkmaids, swains, Alpine peaks and what not. These two, Reinhardt's spectacle and the Continental extravaganza which has pulled plenty of shekels out of a number of European legit centers, will lead but will not be the only elements in what may be one of the greatest of seasons.

Add to these *Buf Millions*, for which the Messrs. Vinton and Freedley have signed Ethel Merman, and *Wild Vollets*, the staging of which calls for a cast of jumboesque proportions and a management with the combined instincts of Billy Rose and Joseph P. Day, and you have a sample of what the top layer

(See LEGIT HOPES on page 15)

## Copyright, Research Bureau Main Problems Before Group

Sentiment of networks and affiliates against Managing Director Baldwin grows less, but fireworks may come later—Mayor Kelly welcomes delegates

CHICAGO, July 6.—With a record-breaking registration still in progress and which is expected to pass the 600 mark, the 14th annual convention of the National Association of Broadcasters, being held in the Hotel Stevens July 5 to 8, inclusive, went into its opening session this morning, nearly two hours later than scheduled, due to the scores of late arrivals and registrants. Contrary to what was generally expected, general feeling appears to be genial, with the important matters of copyright and the Research Bureau considered as the main business to be transacted.

The expected showdown between Managing Director James W. Baldwin and the networks, particularly NBC, may or may not materialize to the extent predicted, while network leaders and affiliates are supposed to take a stand against Baldwin where policies are proclaimed as being in favor of the non-affiliated outlets. The tirades against the managing director appear to be lined up in the talks on copyright. Opening gun in this direction is, naturally, in the hands of Ike Levy, of WCAU, the NAB treasurer. Sentiment is not so much against Baldwin now, however, and it seems that the different viewpoints on copyright will be ironed out amicably. The networks probably will not lend financial support to the recently established Copyright Bureau, but Baldwin followers claim they can put up more than enough money without the networks.

Apart from the copyright question, which looms larger than ever, there is some talk here and there against Baldwin's handling of the Research Bureau planned as a definite yardstick for measuring station "circulation." Baldwin appears to be working this out to the satisfaction of the Association of National Advertisers and the American Association of Advertising Agencies.

This morning's session, which got under way around 11 o'clock instead of 9:30, was brief. The address of welcome by Mayor Edward J. Kelly of Chicago was followed by an address by Leo J. Fitzpatrick, of WJR and president of NAB. Judge Eugene Octave Sykes, chairman of the broadcast division of the Federal Communications Commission, spoke of the developments of radio the past few years and got in the re-allocation angle. Speech was originally written some time ago, before the question of allocation came up before the FCC, and Chairman Sykes made some

(See NAB MEET on page 17)

## Carroll Wins Actor Dispute

Equity council upholds his charges against Liebert—counterclaim is disallowed

NEW YORK, July 4.—Actors' Equity Association, at its council meeting Tuesday, settled the Carroll-Liebert fracas, which reached its high mark last season when Sam Liebert, during a performance of the road company of *Vanities* at the Carolina Theater in Charlotte, N. C., November 18, took the stage and, after attempting to persuade the performers to quit, went on to address the audience with an account of the financial difficulties existing between the cast and the management. Equity, feeling that Liebert was going too far in taking the matter in his own hands, despite the fact that he was acting in the capacity of a deputy of the cast and despite the

(See CARROLL WINS on page 15)

## New York Fair Will Be Union

NEW YORK, July 4.—A pro-union policy is looked to as a result of the formation of Amusement Committee of the Labor Advisory Board, which the World Fair of 1939 here has just set up. The committee held its first meeting last week under chairmanship of Matthew Woll and was told that the policy of the fair will be co-operation with union labor in the construction of the fairgrounds and the exhibitions.

This policy would apply almost entirely to the building construction unions. However, theatrical union leaders express confidence that the fair shows will operate union and point to their being on the advisory board as proof the fair will follow a union policy. Joseph N. Weber, president of the American Federation of Musicians, has been appointed to the executive committee of the labor advisory board.

The amusement committee now comprises James Brennan, stagehands' union; Joseph Berson, movie operators' union; Tom Murtha, Brooklyn stagehands' union; Edward Canavan, musicians' union; Mrs. Augusta Ocker, wardrobe attendants' union; Frank Gillmore, Actors' Equity; Ralph Whitehead, American Federation of Actors; Theodore Mitchell, agents and managers' association; and Fred Marshall, scenic artists' union.

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# Balaban New Para Prexy

### Zukor remains chairman of the board — Kennedy thanked for advice

NEW YORK, July 4. — Paramount's board of directors yesterday elected Barney Balaban, of Balaban & Katz Corporation, president of Paramount Pictures Corporation, succeeding John E. Otterson; Adolph Zukor, founder of Paramount, was re-elected chairman of the board. Balaban, who as president of Balaban & Katz controls one of the largest theater chains in the world, is one of the oldest and largest security holders of Paramount Pictures, Inc. The present setup also includes Stanton Griffiths, associated with Hemphill, Noyes & Company, who will remain chairman of the executive committee. The disposition of Otterson's contract, which still has four years to run at a salary of \$150,000 for one year and three years at \$100,000, has not been decided upon.

Other officers elected by the board are the five following vice-presidents: Neil F. Agnew, R. Earle Anderson, Y. Frank Freeman, John J. Hicks Jr. and Austin C. Keough, and Walter B. Cokell, treasurer; Austin C. Keough, secretary; Fred Mohrhardt, comptroller, and Norman Collier, assistant treasurer.

Paramount, thru its board of directors, expressed its gratitude to Joseph P. Kennedy for his study, begun a few months ago, of the affairs of the company. His report, it is said, was to be effect that the organization's profits were being over-balanced by the unprofitable operation of the corporation's production units.

## Shubert's Coast Plans

SAN FRANCISCO, July 4. — Fifth Broadway producer to cultivate the San Francisco field since November will be Lee Shubert. His brother, Jake, was first, followed by Al Woods, Herman Shumlin and Brook Pemberton, all but the latter making Coast productions.

Lee Shubert proposes to stage a series of new plays in San Francisco and Los Angeles and then take them to New York, reversing the usual procedure. His first effort will be George Kelly's *Reflected Glory*, starring Tallulah Bankhead, and the world premiere is set for July 20 at the Curran Theater here.

Reason for adopting the "go west" slogan is the increasingly difficult problem of casting plays in New York as compared with the availability of talent in Hollywood, it was explained. Shubert's first Coast production is planned for a Broadway opening in the early fall.

## Pope Orders Film O. O.

NEW YORK, July 4.—An encyclical letter by Pope Pius, sent to Catholic bishops thruout the world, ordered them to obtain from their parishioners promises "to abstain from witnessing bad films." Addressed primarily to churchmen in America, because this country leads the world in motion picture production, the move is linked with the activities of the Legion of Decency which claimed at its inception two years ago that it would clean up films.

## Gillmore at SAG Meet

HOLLYWOOD, July 4.—Frank Gillmore, president of Actors' Equity, sat in this week at a meeting of Screen Actors' Guild board, discussing routine affairs and a general interchange of ideas for a closer working arrangement between the two bodies.

## Pierce Milwaukee Fox Mgr.

CHICAGO, July 4.—Ray Pierce, formerly with RKO, has been appointed city manager in Milwaukee for Fox Theaters. There are 14 Fox houses in Milwaukee.

# B'way Legit Loses Three Hits As Cowbarn Boom Continues

NEW YORK, July 4. — The greatest slump in the various categories of show business occurs in legit tonight, when three of the season's hits, *Idiot's Delight*, *Call It a Day* and *The Children's Hour* fold up. *Call It a Day* may reopen in the fall; *Idiot's Delight* certainly will, but the finale of the tremendous run of *Children's Hour* seems definite. In the face of mass desertions from Broadway legit ranks to the cowbarns, the Federal Theater Project seems to be the only active producer in town.

As for movies, which seem to take the summer season better than other indoor show business classifications, Music Hall

holds over a second week, with Shirley Temple drawing well. Paramount went into its third week with *Poppy*, but booked Shep Fields and his ark in place of Ozzie Nelson, owing to the latter having a contract to appear elsewhere. Loew's State had a very big week with the combined Ed Sullivan-Ritz Brothers-Fury show, and offers the Rooney family this week. *San Francisco*, at the Capitol, continues to draw terrific grosses, and *Roxy*, after a fair last week, opens today with *Harvester* and the Three Stooges on the stage.

For the rest, night spots show no change and burlesque continues weak.

# WPA Mystery Thriller Clicks In Good Coast Presentation

HOLLYWOOD, July 4.—One of the more effective of the Federal Theater Project productions opened a local run this week at the Hollywood Playhouse. It is Dr. Cecil E. Reynolds' thrill piece, *The Mystery of the Broadwalk Asylum*, which had been previously done here by the Pasadena Community Theater in March, 1935.

In spite of a rather fantastic story, the play boasts a more or less scientific background and is described in a program note as based on the hypnotic experiments of Col. Albert de Rochas as set forth in his book, *Le Vies Suggestives*, and upon the researches of J. W. Dunne as detailed in the latter's tome, *An Experiment With Time*. It is further described as based upon the metaphysical experiences of the author, a local physician and experimenter in mental sciences.

Done in three acts under the direction of Charles King, the play concerns the activities of one Dr. Emil Julius, a psychological genius who is the proprietor of the Broadwalk asylum. Coming to his realm, his various patients are subjected to the doctor's diabolical hypnotic influence. He has discovered, the piece relates, that thru hypnosis he can send his subjects back thru the phases of their lives, back into oblivion prior to their births, and back and back thru retrogressive reincarnations. Thus the asylum is

peopled with hapless folk who believe themselves persons of other worlds and other ages. One of them slipped too far, the good doctor observes, and he believes himself a "lizard man" kept captive in a mud puddle.

It is the purpose of Dr. Julius to project his subjects forward in time, into the future until the doctor can envision history and so become dictator of the world. For those of us who wished a glimpse into the future the introduction of a pretty girl patient and a budding love between her and the doctor's honest assistant was all too much like the movies, for Julius' experiments are knocked into a cocked hat.

The piece is fairly well written, packed with honest thrills and suspense. Served by a capable drama doctor, it should excite the box-office pulse of Broadway and the film studios. Even as it stands, however, the play proved engrossing to a well-filled house on opening. For this success much credit goes to Joseph de Stefano, who does a striking job of Dr. Julius. There are other expert portrayals by Hugh Kidder, Karen Williams, Rudolph Steinbock, Judith Alden, Roland Woodruff and Del Stone Lawrence. Other players include Roy Winborn, as the honest assistant; Eleanor Drisko, Sharley Simpson, Jack Basto, Frank Brownless and Bruce Booth. *Petser.*

# Summer Theater Season Gets Going With Flood of Openings

NEW YORK, July 4.—The week of June 29, and not the Night of January 10, was the most publicized date last week around the summer legit circuit. In addition to numerous revivals presented along the line of playhouses from New England to Virginia, the following new plays came into being, most of them on June 29 and a few shortly thereafter: Frederick Herendeen's *Home, Sweet Home*, at the Greenwich Theater, with a cast including Herbert Yost, Gertrude Coghlan and Shering Oliver; *Happy Valley, Limited*, by Ewing Raftery, at the Deal Conservatoire, Deal, N. J., with a cast headed by Bruce McFarlane; *Commuting Distance*, Bruce Fletcher's comedy, at the Beechwood Theater at Scarborough, N. Y., with a cast including Marie Kennedy, Jackson Halliday and Jerome Thor; *Off His Chest*, by Richard Enback, at Woodstock, Ill., and Lynn Riggs' *The Lonesome West*, at Jasper Deeter's Hedgerow Theater at Moylan, Pa., with a cast including Deeter, Jay Davis and Harry Sheppard; *Congreve's Love for Love*, at the Country Playhouse, introduced the Restoration playwright to the Westportians with the aid of a distinguished performance by Era Le Gallienne, excellent staging by Richard Whort and admirable settings by Joseph DeLuca. It was quite an auspicious occasion for Manager Lawrence Langner.

The premiere at Deal related the do-

ings of a railroad magnate's son who, among other things, purchases a supposedly worthless railroad property which later turns out to be of strategic importance. Presented by the Fliske Hammond Players, directed by Paul Hammond, the piece featured Bruce McFarlane, Mrs. Landon, Richard Barrows and others. *The Lonesome West* premiere by the Hedgerow Players told a simple yarn of Oklahoma rural folk centering around the efforts of Bill Bingham's wife, played by Adrienne Banker, to better the condition of her husband.

Guy Palmerton, whose company of professional players at the Lake Whalom Theater opened June 22 with Nancy Duncan in *Personal Appearance*, offered *Riddle Me This*, the John Golden success of a few seasons ago, last week. The company, which includes only professional players and is divorced from any student body arrangement, was headed by Frank Lyon in the lead role created by Thomas Mitchell, and introduced by Thomas Mitchell, and introduced by Thomas Mitchell, and introduced by Thomas Mitchell. *(See SUMMER THEATER on page 19)*

# Basy in Moscow Festival Tieup

NEW YORK, July 4.—Alexander Basy, head of Amsov Agency which booked some American and Continental talent into Soviet Russia last year, will conduct tourist tours of the Soviet this summer.

Tourist groups will view the Moscow Theater Festival September 1 to 10. First group sails August 12, with Edu-travel managing travel arrangements.

Basy is the Soviet's contact for American talent desiring to play the Soviet country.

# Coast Fires Prompt Laws

### San Francisco authorities pass ordinances to prevent repetition of disasters

SAN FRANCISCO, July 4.—Two recent disastrous fires, which caused a total of 11 deaths, have made this town safety-conscious, with the result that numerous measures are being proposed and others passed.

Mayor Rossi Thursday voted a theater fire-prevention ordinance which the board of supervisors passed Monday as an emergency measure, giving police power to regulate lobby and foyer standees. Altho the measure was passed by the board virtually without discussion, Mayor Rossi in vetoing it stated that "it would give police unlimited power in a matter which is really a fire problem." He said he would approve an ordinance vesting such authority in the fire department and authorizing the police to enforce regulations that may be made. The measure turned down substituted the police for the fire department as enforcement officers. Theodor J. Roche, president of the police commission, said it seemed to him outside the proper sphere of the police to make regulations for fire prevention. Such regulations, he said, should either be in the ordinance or established by the fire department and enforced by the police.

Emergency upon which supervisors acted was caused by Fire Chief Brennan starting and then abandoning enforcement of an old ordinance which required lobbies and foyers to be kept clear. Chief Brennan joined theater men in asking *(See COAST FIRES on page 15)*

## WSB Campaign Brings Editorial Page Award

ATLANTA, Ga., July 4.—Backed by a seasonally successful program on WSB, *The Atlanta Journal's* editorial page has been voted the outstanding editorial page in the State by the Georgia Press Association.

Attention was focused on *The Journal's* editorial page by the Atlanta Journal's Editorial Hour, a Friday night WSB feature, which has been on the air for several months. Idea of *The Editorial Hour* originated with Iambdin Kuy, general manager of WSB, and has brought to the microphone William Cole Jones, chief editorial writer of the paper; John Paschall, associate editor and managing editor, and leaders in the life of Atlanta and Georgia. *The Journal*, thru radio programs, news columns and editorial page, has been campaigning against local police department and otherwise pursuing a vigorous policy. Consensus is that, altho *Journal's* editorial page has been readable and aggressive, radio promotion spotlighted it.

## NILES GARRON and EDYTHE BENNETT (This Week's Cover Subjects)

NILES GARRON and Edythe Bennett are both from Hartford, Conn., but their Hartford background hides a more romantic origin. Carron had immigrated from Russia when still a youth. Altho he had studied ballet, it was not until he came to this country that he studied dancing seriously. Miss Bennett, a vivid brunette, combining high cheek bones and 5 charming Irish nose, comes from a family that includes American Indian, Irish and French ancestors.

After teaming, they were soon playing amateur and semi-pro dates, specializing in character work. Later they developed into a modern ballroom duo.

They are bringing to modern night spots and the vaudeville stage a new technic in ballroom dancing adapted to classic music. In this connection they point to their "visualization" of Rachmaninoff's "Prelude in G Minor." As one newspaper critic said, when they appeared at the Hotel Stevens, Chicago, recently: "They have succeeded in developing individuality."

They are now a feature of the "500 Club in Atlantic City, N. J., where they are set for a summer run.

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# WPA's 1,839 N. Y. Concerts

**Played to 1,094,642 people last season—other news of federal theater projects**

NEW YORK, July 4.—The Federal Music Project reports it gave 1,839 concerts before 1,094,642 people this past season, ended June 7. The concerts, given by orchestral and band units, were either free or charged a nominal fee, usually 45 cents top.

The project operated three full-size symphony orchestras, symphonic and concert bands, two little symphonies and several chamber ensembles. Band concerts drew 483,301 people, as compared with 285,533 for orchestral concerts and 71,788 by chamber music.

The project's audition board has selected L. Leslie Loth's *Granada* as the first symphonic composition to be given a hearing in its series of New Talent concerts.

WASHINGTON, July 4.—Financial aid for the carrying out of the Federal Theater Project during the new fiscal year is assured thru the releasing by the Treasury Department to WPA of \$350,000. (See WPA'S 1,839 on page 17.)

## Harry Sherman Loses Court Plea

NEW YORK, July 4.—Harry Sherman, former president of picture operators' union, Local 308, here, lost his motion last week to inspect the minutes of the grand jury which indicted him last month on a grand larceny charge. Judge Wallace, in General Sessions, denied the motion.

Counsel for Sherman insisted that Sherman was not guilty of the alleged theft of \$150,961.75 of the local's funds. In an affidavit Sherman asserted the evidence upon which he was indicted was based on "a grudge" held against him by the Sam Kaplan clique.

## Colo. Network Being Formed; To Be Affiliated With MBS

CHICAGO, July 6.—Formation of a Colorado regional radio network is expected to be announced this week, three stations already being in the fold. They are KFEL, Denver; KOHF, Pueblo, and KPXJ in Grand Junction. These outlets claim a coverage of 80 per cent of the State. An affiliation with the Mutual Broadcasting System is being worked out.

## WPA Competish Out in Frisco

SAN FRANCISCO, July 4.—Musicians and actors on WPA Federal Theater projects in San Francisco and Bay region communities will no longer be permitted to compete against entertainers not on relief. The order was issued here following a conference between George Gerwing, assistant regional director for the Federal Theater projects, and Charles Dreyfus, deputy labor commissioner representing Commissioner Edward L. Nolan. Conference was called after Nolan had wired President Roosevelt several days ago, charging the booking of relief acts was interfering with private employment and forcing regular actors out of jobs and on the relief rolls.

## Ziegfeld A. C. Ghost

ATLANTIC CITY, July 4.—There was a note of sadness—at least as far as the profession was concerned—in the opening of the road-show run of "The Great Ziegfeld" at the Apollo Theater here, as this was the theater in which Ziegfeld opened his first big hit "Follies," and he considered it good luck to open every later show at this house, which at that time was one of the best known trial run houses in the country. Today it is turned into a movie palace and ghosts of the stage great hang around the canned film.

## Detroit Ams Band In One Big Group

DETROIT, July 4.—Some 8,000 amateurs have been invited to a tryout at the headquarters of the Artisan Guild, sponsored by Henry Ford, 14310 Woodward avenue. The Guild is endeavoring to combine all the scattered Detroit dramatic groups into one enterprise worthy the name of Detroit Community Theater.

It has been estimated that some 8,000 persons in the Greater Detroit area have at some time or other taken part in amateur productions. Last March Nina Clemens, secretary of the Artisan Guild Players, sent a letter to every known amateur actor with an invitation to come to the casting offices of the Artisan Guild.

The auditions were under the supervision of Charles Benson, who has been prominent in New York theatrical world for 25 years and recently managed the Poll Players (stock) in Hartford, Conn. Ten rehearsal rooms were made available. Five plays were then double cast, employing a total of 220 persons. Twelve judges watched the presentation of plays in the Artisan Guild Theater during more than a week of tryouts. The reward offered the contestants was a contract. (See DETROIT AMS on page 17.)

## Scenic Artists Elect

NEW YORK, July 4.—United Scenic Artists of America, Local 829, elected the following officers at its recent meeting: Walter S. Percival, president; George Williams, vice-president; George Everett, treasurer; Charles Roman, finance secretary; Joseph Tolano, recording secretary; R. Graham, trustee; Fred Marshall, business representative, and Fred Marshall and Manuel Esman, Central Trades delegates. Marshall has been appointed by Grover Whalen to serve on the Advisory Labor Board of the New York World's Fair of 1939.

## SAG Queries Gov. On Tax Rulings

LOS ANGELES, July 4.—In an effort to protect its members against changing regulations on income tax deductions, Laurence Bellenson, attorney for the Screen Actors' Guild, has contacted the internal revenue department with a view of adjusting the matter. Feeling that the revenue department was taking an arbitrary and unjust stand in installing new regulations for the 1934 returns several weeks ago which resulted in hanging additional charges on film players, the board of directors of the Guild ordered Bellenson to look into the situation.

The attorney already has had a number of conferences with the new corps of field agents who installed the new requirements for 1934 returns and is endeavoring to convince local revenue heads that permanent allowances for wardrobe, automobiles and other necessary items are justifiable, with necessity of maintaining detailed records in order to secure just deductions.

If no satisfaction can be obtained the Guild is ready to take the matter directly to Washington. SAG wants light for 50 per cent depreciation for wardrobe, car allowance and other expenditures necessary in securing or maintaining earnings. It is also asking that ruling be made permanent so that actors will not be approached with questions or disallowances years after returns are filed.

## Best Play for Chi

CHICAGO, July 4.—Word comes from New York that Morris Gest, on the eve of a business trip to Europe, announced that he has completed plans for sending on tour next season his production of the first Chinese play on the American stage, *Lady Precious Stream*, which had a Broadway run last winter and spring.

Three weeks in Chicago, beginning early in October, will be the first major engagement of the comedy, which will be presented under the auspices of the American Theater Society, Guild affiliate.

## Music Teachers Convene

LOS ANGELES, July 4.—Twenty-sixth annual State convention of the Music Teachers' Association will be held here at the Ambassador Hotel for four days, beginning July 6. Thirty-one counties will send delegates. Mrs. Gladys Littal and Mrs. Marguerite O'Leary, of the local and Glendale chapters, respectively, will act as hostesses.

## Latin American Film Shown; One of Few S. A. Up-and-Ups

NEW YORK, July 4.—Argentine Films Rio de la Plata Company, of Buenos Aires, the largest picture-producing organization in South America, recently gave a preview of *Por Buen Camino*, an engaging comedy centering around the efforts of a high-minded athletic young fellow to wean his rake of a brother from evil habits, particularly women. The reformation of Carlos, played by Jose Gola, begins when his brother, Eduardo, played by Armando de Vincente, beats him in a boxing match because he attempted to seduce a young innocent, Dina, portrayed by Ana Lang.

Carlos, brought to a realization of his villainous attempt, hereafter leads a life of ascetic purity and athleticism, and finally wins the girl in the approved fashion.

With two beautiful melodies by the eminent Latin composer Francisco Canaro and a few good comedy sequences played by Olinda Bazan, Paquito Busto and Blanca de Gastejon, this picture, which has not yet received its finishing touches in the film laboratory, should prove good box office in theaters in all Latin-speaking localities in the United States.

The Rio de la Plata Company is one of the few legitimate Latin American production companies, most of which are fly-by-night affairs, existing hesitantly on the vanity of men who try to put their girl friends into the movies. Films attempted under these conditions rarely are finished, attain a length in direct proportion to the angel's bank

roll and are with few exceptions useless. *Por Buen Camino*, the lacking English titles, may be shown to an American audience with a short, appended synopsis of the plot, because the action is such that the significance of the story and comic horseplay is easily grasped. PAUL ACKERMAN.

**GIVEN AWAY!**  
 You get one—Your friends get one—without cost. Let us give you the details of this amazing Time Teller. Also it can pay you big money giving it away free. Nothing to buy or sell. Write for details.  
 HALL, GARDEN CITY NOVELTY CO., CHICAGO, ILL.  
 4387 Ravenswood Ave.

**HOTEL RALEIGH**  
 Where You Can Sleep Anytime—DAY OR NIGHT  
 618 NO. OARBORN ST., CHICAGO.  
 Single Rooms, \$5.00—Double, \$7.00 per Week.  
 Unit Headquarters. 5 minute walk to Loop.  
 Theatrical Booking Agencies located in hotel.

**AGENT! AT LIBERTY LINTON DE'WOLFE**  
 Theater or Out-of-door Attractions. Route, Contract. Bill if necessary. An efficient, sober, dependable. Have car. Address Gen. Del., or Western Union, High Point, N. C. P. O. Box 100—Best Rosenbergs, Kid Loop, Chicago. Clifford, Doc Spangler, Tommy Atkins contact me.

**Wanted Quick**  
 Piano Player; preference man that can double stage, do stunts or work in acts. State age and salary. If you are here and steady work to right party. THE NO-DAK MEDICINE CO., Olay City, Ind.

**Rosalie Nash Players WANT**  
 To join on wire. General Business Team. Woman for Income or Leads, useful people in all lines. Communicate, we pay all. Name lowest. Address Roscommon, Mich.

**TENT THEATRE WANTED FOR JIMMIE HULL PLAYERS.**  
 Feature Toby and G-String Comedian. Other useful people write. State lowest, sure salary. Show has not closed for nine years. Permanent job, but no home. State if double orchestra or Specialists. Write JIMMIE HULL, General Delivery, Port Arthur, Tex.

**WANTED**  
 Organized Colored Show with Band. Have complete tent outfit. Good proposition for good Colored Show. Address H. C. LANSING, Tulsa, Okla.

**WANTED QUICK!**  
 COMPLETE DRAMATIC TENT OUTFIT. State price and full details, where same can be seen. BOX O 32, care Billboard, Cincinnati, O.

**WANT**  
 Inquire with good Yearly Number, Dancing, etc.; Gen. Bus. Team with good, others write, state fully. Join at once. NOTE: We run year round. J. C. WALKER, Mgr., Stephenville, Tex.

**WANTED COLORED PERFORMERS AND MUSICIANS**  
 on all instruments, Trombone, Trumpet, Bass Drumming Comedian, A-I Blues Singer. Feed two meals a day. Make salary low if expect answer. Must join on wire. No advance money until joining. Tickets only. JOHN G. JENKINS, TRUCKING REVUE, Emporia, Va.

**For SPEED and ACCURACY**  
 Lower Intrastate Rate in All But a Few States  
 TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS  
**USE**  
**Postal Telegraph**  
 Phone your telegrams. They will be charged on your bill.

**SEND US YOUR INQUIRY**  
 Stock Tickets C W O  
 Rolls of 2,000, A I R  
 One Roll, \$ 5 S T D  
 Five Rolls, 2.00 M H E  
 Ten Rolls, 3.50  
 Fifty Rolls, 12.00  
**TICKETS**  
 WE GET THE ORDER  
 Use Toledo Ticket Process for Printed to Order Tickets. Any Kind of Ticket Under the Sun.  
**THE TOLEDO TICKET COMPANY. TOLEDO, OHIO**

**For NEWS of**  
 Dance, Vocal, Music, Radio, Picture or Drama Schools and their teachers, courses and star pupils...  
**Read the**  
 Theatrical Schools Section in the last dated issue of The Billboard each month.  
 Next issue containing Theatrical School Section is July 25.

## Eight Air Stars Sue Stations On Phonograph Record Claims

*Whiteman, Tibbett, Crumit, Black, O'Keefe are the plaintiffs—WNEW, WEVD and WHN among defendants—based on similar suit lost by WDAS, Philadelphia*

NEW YORK, July 4.—Suits against three radio stations, a recording firm and Teleflash, which operates a news and music service into bars and hotels, are to be filed Monday by eight leading radio performers, all of the suits seeking injunctions against the defendants whereby the latter will be forced to cease broadcasting recordings made by the performers. All of the actions are being brought thru Maurice Speiser, attorney for the National Association of Performing Artists, which successfully prosecuted a similar case against WDAS, Philadelphia. That case is being used as a precedent for these actions.

Paul Whiteman, as one of the litigants, is suing the WBO Broadcasting Company, operator of WNEW, Newark, and Elton, Inc., home appliance firm, for an injunction, alleging that various recordings by Whiteman were played on several Elton sponsored programs. Elton is a large WNEW account, with its own spot on the *Make Believe Ballroom* program, which uses all recordings. Whiteman's suit is in the United States District Court, Southern District and Speiser has asked for an early trial.

Lewis James, Frank Black and the Revelers, NBC quartet, are suing Teleflash Loudspeaker Corporation. They charge that Teleflash broadcast thru its direct wires, records made by the Revelers. Walter O'Keefe is suing Teleflash on a similar charge.

Don Voorhees, orchestra leader, is alleging that Audio-Scriptions, recording outfit, took his first Jello program off the air June 28 and offered it to other stations for use commercially.

Frank Crumit is taking his action against the Marcus Loew Booking Agency, operator of WHN, New York, and the Goldenrod Brewery Company, Inc. The charge is similar to that made by Whiteman against WNEW, with the program involved being the recording session conducted by Bud Rainey. This show runs for four hours starting at 11:30 p.m. and was formerly sponsored by Adam Hata.

Last suit is against the Debs Memorial Fund, Inc., operating WEVD, New York, with a similar charge brought by Lawrence Tibbett. All of the suits except that started by Whiteman are in the New York Supreme Court and seek permanent injunctions, but first ask for preliminary injunctions so as to afford the performers immediate relief. This means that immediate action will be forthcoming.

Maurice J. Speiser, counsel for the plaintiffs and also for NAPA, said: "We are filing legal complaint against evils which seem to have steadily increased. The condition of these artists has become intolerable insofar as it has compelled them to compete with themselves. Unfair competition has made it imperative for the various plaintiffs to wage a campaign to stamp out these evils. They are not seeking the complete elimination of commercial records, but the regulation of their use. They have the support of the American Federation of Musicians in these efforts. The purpose is to control the commercial use of records which were made for home consumption and not for commercial exploitation, thus creating an opportunity to further employment of musicians and relieving unemployment in that profession."

NAPA does not figure as a party in the suits, each performer acting individually in the actions.

## Runyon Moves Up; Is Now CBS V.P.

NEW YORK, July 4.—Columbia Broadcasting System this week elected Melford Runyon, treasurer, to a vice-presidency, new position shifting Runyon into the executive setup of CBS as assistant to Edward Klauber. Paul Kesten, former sales promotion manager of CBS, is also assistant to Klauber and is due back from Europe momentarily. He was expected back a month ago.

CBS also took on Wilfred H. Sigerson as senior assistant treasurer, with James Seward continuing as another assistant of the exchequer and F. Dean continuing as comptroller. Runyon will gradually relinquish his duties as treasurer.

CBS recently named Herbert Akerberg, head of station relations, to a vice-presidency.

## 15 Texas Stations Pay State Org Dues

SAN ANTONIO, July 4.—Of the 38 Texas stations, 27 stations have applied for membership in the State organization under the National Association of Broadcasters, and as of June 29, 13 of these outlets had paid their dues. Frank Smith is president of the group and James R. Curtis, secretary and treasurer.

Stations paid up so far include KGNO, Amarillo; WOAI, San Antonio; KTSM, El Paso; KTRH, Houston; KPYO, Lubbock; WBAP, Fort Worth; WRR, Dallas; KGRV, Waco; KXYZ, Houston; KQEB, Tyler; KONO, San Antonio; KFJZ, Fort Worth; KPRO, Longview; KPRC, Houston, and KCKL, San Angelo. Association has asked all Texas broadcasters to go to the NAB convention and wear ten-pallon hats, so as to make the delegation outstanding.

In a letter signed by Harold Hough, of WBAF, S. H. Bennett, of KTAT, and R. S. Bishop, of KFJZ, the Fort Worth stations are asking broadcasters throughout the country to approve their request to have Fort Worth named for the 1937 convention.

## Wanted: A Disinterested Party

Before the convention is over it is possible that the Warner Brothers situation may be solved. Of this there is little definite assurance.

ASCAP states it is not in a position to embrace the Warner publishers and welcome them back with open arms. It cannot promise Warners more money by saying that it will ask the broadcasters to pay the ASCAP fee plus the Warner money because it already has five-year contracts in effect, and besides, it would look like a prearranged affair, arranged before Warners seceded.

Warners have to save their face and if they do it will be at the expense of radio; ASCAP is not in favor of this and the broadcasters most certainly are far from it.

The second quarter of 1936 gives ASCAP the largest dividend in its history, over \$1,000,000, exceeding the previous high by \$100,000. Most of the dough comes from radio and it is higher than ever despite no Warner catalog. ASCAP publisher-members are getting more money without Warners in the fold. The writers to some extent, whose works are with the Warner subsidiaries, are suffering in lower ASCAP dividends. To date, the chief sufferer (but he really doesn't need the money) is Jerome Kern. Nearly all of his works are in either of the two Harms concerns. Albert and Jack Warner have been talking to Kern, and Kern in turn has been writing to ASCAP officials. This is not a sure method of progress. But it is really the so-called extent of the negotiations to get back with ASCAP.

Perhaps Warners would like to buy into the Mutual Broadcasting System and throw its music houses in for the collateral. They'd love it. It would be a swell way to unload a troublesome sideline of a profitable motion picture business. Mutual says perhaps something will happen soon that will make them hope ASCAP doesn't take Warners back. At the same time Mutual intimates that Warners will be left on the shelf. Powell Crosley is also reported as not wanting a proposition to buy Warners out.

As it happens, Warner tunes are reported as being let down by the stations that have a license to play them. The licenses, then, are being regarded as a sort of nuisance purchase, to avoid infringement suits. The possible \$2,000,000 in suits pending against broadcasters does not interest Warners from a monetary standpoint, but rather as a hammer over the heads of the broadcasters, especially the networks, of course.

Possibly there is a change of heart somewhere. Warners is beginning to repudiate its non-plug attitude and signs of activity to get a plug are noticeable by the professional departments.

What is plainly needed, if the situation is to be adjudicated, is a disinterested party or an arbitration group, to be selected by the interested parties, and equal representation of course, but the judges will have to be neither broadcasters, publisher nor performing rights organization.

Right now the best ball being dangled before Warners is the increased dividends being paid by ASCAP. But as mentioned above, that part of the ASCAP board holding publisher members is not anxious to have Warners back, much less on a proposition that gives the Warners any concessions.

The average broadcaster should not allow the copyright situation to distract him to the point of neglecting other important phases of his business. At the same time it cannot be minimized too easily. The position taken by Mr. Baldwin is a long-pull proposition but a hope nevertheless. He realizes that the broadcasters have so far fought their battles on copyright in No Man's Land. By setting up the Bureau of Copyright, eventually there may be enough music license to enable the broadcaster to bargain while standing on so-called neutral territory. It has been pointed out that a vast catalog is not absolutely necessary, even the music is the life of the radio station. But for those who can't wait, want action and even more music without fear of infringement suits, the problem might be worked out by one whose nose is not too near the grindstone. So far the best minds in radio have failed to forestall something that was inevitable on the way for years. At least it was not forestalled in a way to benefit the average broadcaster.

## Amateur Actor Survey

CHARLOTTE, N. C., July 4.—Martha Dulin, combination hostess and member of the program department of WBT, will spend part of her summer making a survey of all amateur actors in the vicinity available for mike work. Bill Schudt, manager of the station, wants to have Miss Dulin mold a group of these tyros into a stock company to do shows on the station during the fall and winter seasons.

## Memphis Ad Agency Partnership Split

MEMPHIS, Tenn., July 6.—Bernard L. Cohn, for the past six years president of the local advertising firm of Lake-Spiro-Cohn, Inc., has withdrawn from partnership to enter business for himself. The announcement of Cohn's withdrawal was made by Executive Vice-President Avron Spiro, who becomes the new head thru acquisition of Cohn's interest along with Milton Shurman, secretary-treasurer.

Lake-Spiro-Cohn, Inc., is one of the largest advertising agencies of the South and maintains a radio branch in the RCA Building Radio City. Many large Northern and Eastern manufacturers, as well as an extensive number of Southern firms, are included in the list of clients served.

## Schaad Biz To Continue

NEW YORK, July 4.—Leading Attractions, Inc., representative firm, of which the late Hermann Schaad was president, will be continued, with Schaad's widow becoming president. Acts handled by the company, including Edwin C. Hill and John Charles Thomas, have signified their intention of continuing under the same management.

Aaron Steiner, who was a sales associate of Schaad, has been elevated to the post of vice-president in the company and now holds an interest therein.

## Doctor Sues WIP, Philly

*Time cancellation suit for \$65,500 by Philly Medical Group may affect outlets*

PHILADELPHIA, July 4.—A suit for \$61,500 against the Pennsylvania Broadcasting Company, operating WIP, was begun Monday, June 29, before President Judge Frank Smith in Common Pleas Court, No. 5, by Dr. Henry Laughlin, trading as the Philadelphia Medical Group. Medicos charge that the station canceled their other contract without just cause.

Repercussions following the adjudication, should the court decide in favor of the advertising-minded doctors, will not only hit WIP, but every station in Philadelphia which some time or other has abrogated similar contracts for air time held by medical groups. Ramifications involved would mean cluttering the courts with suits against radio stations by medical groups throughout the country.

Dr. Laughlin bought 52 weeks on WIP in July, 1934, using his spot for a medical talk, the commercial copy giving a doctor's name and address selling a non-surgical treatment for varicose veins and hernia. The contract was handled by Bart McHugh Jr., who was then operating the station for Dr. Leon and Ike Levy. It was then that the Levys left WIP, selling out their 50 per cent interest to Benedict Gimbel Jr. Gimbel, assuming the management of the station, canceled the Philadelphia Medical Group's contract after it had been in force three weeks.

The \$61,500 asked covers the potential profits lost by the Medical Group for the balance of the 52-week contract held. Altho Gimbel received no official warning from the Federal Communications Commission, he reserved the right to cancel the obligation on the basis of the clause in the contract which held it void if the continuity was not in accord with the ethical standards of the station. Gimbel felt this particular program did not conform to the station's policies.

James J. O'Brien, of the Charles Edwin Fox legal office, who is handling the case for WIP, will probably ask the Medical Group, thru their attorney, Nathan I. Miller, for more specific information on their claims before he files an answer to the charges. He will be interested in more definite details on the professional business activities of the medicos. Secondly, in claiming reimbursement for lost potential profits, the Group failed to state exactly why they did lose their business. And finally, with eight broadcasting outlets in Philadelphia, WIP wants to know why they failed to turn to these other air facilities.

The Winslow Medical Group were formerly heavy buyers of radio time until the stations began worrying about the allegedly dangerous ground they might be treading, with the result that, contract or no contract, Winslow was shut off the local airwaves.

Case further recalls the FCC investigations into the activities of the Modern Medical Group, following the death of a patient. Modern Group maintained offices in Newark, N. J., having sponsored time on WNEV for exploitation. The knife-less doctors also had a Philadelphia office, WPEN being their radio mouthpiece.

## New WAAF Antenna

CHICAGO, July 4.—WAAF's new vertical radiator antenna will be ready for operation within two weeks, according to the engineers who are supervising its erection on the roof of the Exchange Building in the Union Stock Yards. The new tower, which is the first of its kind to be erected within the city limits, is 231 feet high and will be used in conjunction with WAAF's increase in power from 500 to 1,000 watts.

Upon request of an eastern advertising agency, Irvin S. Cobb is being lined up for an hour show. Period, to be known as *Irvin Cobb's Front Porch*, will be piped to New York for an audition and will contain an orchestra with Negro atmosphere and headline characters emceed by Cobb.

## Coast Ad Men Meet; Ether Is Featured

SAN FRANCISCO, July 4.—Radio will play an important part in the 33d annual convention of the Pacific Coast Advertising Clubs' Association in Seattle, Wash., July 5 to 9, inclusive. C. P. MacGregor, president of MacGregor & Sollie, Inc., Hollywood transcription concern, stated today when he passed thru San Francisco on his way to the conclave.

MacGregor, who is chairman of the radio departmental session to be held as a feature of the convention on July 7, stated that radio executives from all parts of the Pacific Coast will join those in advertising and participate in the deliberations.

Lou F. Townsend, advertising manager here for the Bank of America, is scheduled to be nominated for president of the association. He's to be one of the general session speakers.

Sydney Dixon, NBC sales manager in Hollywood, is to be the principal speaker at the radio departmental meeting, having for his subjects, *Radio Advertisers' Guest List*, Nathan Danziger, general sales production and advertising manager of the Golden State Company, Ltd. (dairy products), who is also San Francisco Advertising Club president, will speak on *The Golden State of the Morning Air*. Radio departmental speakers from Seattle and their subjects include H. J. Quilliam, manager, KIRO, *Independent Radio Stations' Picture*; Ben Tipp, *My Experiences in Selling Diamonds With Radio*, and Herbert Poole, *Selling Radios by Radio*. The radio departmental meeting activities will be broadcast over KOMO.

Radio executives active on MacGregor's committee include Tom Schafer, manager, KVOS, Bellingham, Wash.; Harvey Wilson, manager, KHQ, Spokane; T. W. Symons, manager, KFPY, Spokane; Norman Storm, commercial manager, KOL, Seattle; H. M. Fritts, commercial manager, KOMO, and H. J. Quilliam, manager, KIRO, Seattle.

## AFA Confab Elects McReynolds Pres.

BOSTON, July 4.—American Federation of Advertisers ended its convention here with a new group of officers elected. New president is E. H. McReynolds, a vice-president of the Missouri Pacific Railroad, who succeeded Chester H. Lang. Lang in turn was elected chairman of the board of directors, replacing Edgar Kobak. H. B. LeQuatte, Edith Ellsworth, George M. Slocum, Norman S. Rose and Walter W. R. May being chosen as vice-presidents. In previous years the AFA has had but three vice-presidents, this year two more being elected.

Frank A. Black was re-elected treasurer and Louise C. Grace was named secretary. New directors named are J. J. Hartigan, Ken R. Dyke, Kirk Rankin. Re-elected as directors were Lang, John Benson and C. C. Younggreen.

Numerous speeches touching on radio were delivered. Some of the speakers were David Sarnoff; Dr. Herman S. Hettlinger, of the University of Pennsylvania, who spoke on effective retail advertising; Henry Obermeyer, of Consolidated Edison Company of New York; Arthur P. Kelly, of the Rochester Gas & Electric Company, and R. S. McCarty, of the Philadelphia public utilities group. These last three discussed radio as it effected utilities and experiences in radio with their own companies. Charles Person told of the radio plans of the American Gas Association. Another utility speaker was Clarence Davis, of B. E. D. & O., who handles the Niagara Hudson Power Corporation account.

## Gamble Joins Burnett Agency

CHICAGO, July 4.—E. Ross Gamble, for 10 years space buyer and vice-president of the Erwin Wasey Company, resigned this week to assume the same post with the Leo Burnett Company, Inc., here. He joins the Burnett organization July 15. Previous to his association with the Erwin Wasey Company Gamble was space buyer for H. W. Kastor & Sons in St. Louis and Chicago.

Edward Lasker, son of Albert Davis Lasker, of Lord & Thomas, is in town for several weeks looking over the radio outlet situation.

## 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.

## Pittsburgh Artists Shying at Benefits

PITTSBURGH, July 4.—Staff artists on local stations are planning to do something about the demands of organizations in this territory which invite their talent for various affairs and pay nothing for their services. While no action has been taken, the subject has reached the stage where many have decided to refuse invitations which bring little more than an applauding hand. Darrell V. Martin, radio editor of *The Post-Gazette*, has taken a firm stand for the radio performer and in one of his columns sharply criticized the unfair demands of organizations.

While all the artists are freely donating their talents for charity, they feel that they cannot work gratis at different social affairs arranged by various groups. As Mr. Martin writes: "An artist spends hundreds of dollars for his musical education or other training just as a dentist or a physician spends hundreds of dollars going thru medical school and is entitled just as much to be paid for his services."

## Coast Artists' Reps Really Going for Radio in Big Way

HOLLYWOOD, July 4. — With radio moving closer to the heart of Hollywood and sponsors grabbing not only acting names but producers and writers as well to sell their wares, the representation of film names for other periods has grown from a by-product of the film agency business to a position of importance.

Latest top agencies to add special radio departments are Lyons, McCormick & Lyons and Feldman-Blum-Young. Charles Morrison has joined the latter firm as special partner to handle angles for their clients, while Ken Dolan, Frances Langford's manager, has aligned with Lyons, McCormick & Lyons, who have been active in radio since it reached its first import showmanship proportions but has not had a special radio department.

Looking past the immediate rush of star names for spotting on guest appearances, local agents eventually intend to move in on radio and offer complete program ideas, from starts to writers and directors, to the advertising people and sponsors. M. G. Levee, current-

## Washington Broadcasters Talk To ASCAP About "New" Licenses

NEW YORK, July 4.—Group of broadcasters from the State of Washington called on E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, on Thursday morning for the purpose of discussing a new method of handling performing rights licenses. Talk was an informal one, with Mills acting on his own, with the possibility that he will bring the matter to the attention of the board of directors.

Broadcasters offered some new ideas relative to licenses and both sides sounded each other out by way of further working out the proposition. They hoped that the new plan would be found feasible not only for the Washington broadcasters but for all others.

Following the recent straightening out of the ASCAP affairs in Washington which had been thrown into receivership

## Britain Again Bans Ads; Luxemburg Expects Boom

LONDON, July 4.—A considerable increase in revenue accruing to Radio Luxemburg, as well as a boost in rates, is expected by the fall season, due to the announcement this week that the government has again decided to ban all advertising in British broadcasting. The new ban is for 10 years, and the government also said it would take whatever steps possible to prevent foreign stations from broadcasting advertising programs aimed at the British audiences. The annual tax of 10 shillings paid by set owners is expected to run about £1,050,000 for the year. Latest figures are that as of June 30 there were believed to be nearly 7,500,000 sets owned in the country.

Obviously Luxemburg stands to benefit. Believing that the advertising ban might be lifted, many advertisers, both British and American, held off placing orders on Luxemburg. Another factor that caused them to hold off on Luxemburg was the current upset concerning the British representation of that station and the rate differences between prices quoted by Wireless Limited, present Luxemburg British representatives and Conquest Alliance Company, American sales agents for the station.

World rights to Luxemburg representation are controlled by Information et Publicity, Paris, which, in turn assigned the local rights to the firm mentioned, with Wireless Limited superseding International Broadcasting Corporation. A court battle upheld the Wireless Limited rights. Conquest Alliance, in handling commission and advertising agency commissions, does as all American firms do, deducting these percentages from the station rate. The other companies do otherwise, with the commissions added to the station rate, sometimes resulting

in a difference of 50 per cent between the prices cited by Conquest Alliance and the French and British companies. Final settlement of this difference is now up to the station.

Favorable times are difficult to buy on the station, but programs are being built so that afternoon periods and spots after 10:30 p.m. will register more favorably with advertisers.

Sunday, its best advertising day, now nets Luxemburg \$625 per quarter hour; \$2,000 per hour. A tremendous amount of the station's programs are commercial, with English and French, in the order named, the two leading languages.

## Papers Squawk on Political Airing

NEW YORK, July 4.—There has been considerable adverse newspaper criticism leveled against radio announcers and reporters and their treatment in describing the recently concluded political conventions of the country's two major political parties. Most of the criticism is against the accuracy of the mikes' reportorial work and that they "imagined" too much, especially excitement.

Week of the convention, according to radio executives coming back to New York, most of the Philadelphia papers panned the handling of the Democratic convention by the three networks. They took the same attitude as did Mark Sullivan, political columnist on *The New York Herald-Tribune*, who Wednesday (1) gave the radio speakers a terrific airing. This was at least in part discounted, since Sullivan and *The Tribune* are ardent Republican and considerable of Sullivan's comments were made against the New Dealers.

Last week an editorial writer signing himself "C. E." on *The New York Post* also rapped radio, taking a fall out of Graham McNamee, who was charged with partiality, favoring the Republicans and of telling the air listeners that "they weren't interested in these people." Last two words referred to various Democrat bigwigs.

Radio men answer the newspaper squawks by saying that the dailies are burning because both conventions were definitely planned for radio handling as against newspaper treatment. All the important actions and speeches were timed so that they could go on the air at times adjudged most suitable for the largest possible listening audience.

## Mutual Adds 2 More Stations

NEW YORK, July 4.—After the NAB convention week it is expected that arrangements will be completed, or at least will be well under way, which will add two or more stations to the Mutual Broadcasting System lineup. Both stations concerned are in the West and will not only increase the MBS coverage but break up the hop between Chicago (WGN) and the Don Lee network. Meanwhile Mutual was assured this week of coverage in New England after January of next year when on Wednesday (1) John Shepard advised MBS executives that he was continuing as a member of the co-operative network and that his stations would again be affiliated with Mutual.

Just what definite form this Shepard station affiliation will take can't be said now. This is because Yankee Network itself is indeterminate after this year, since Shepard has switched WNAC, Boston, to the National Broadcasting Company from Columbia, together with several other Yankee stations. CBS has WEEI, Boston, as its replacement there. Shepard, in addition to WNAC, owns WAAB, Boston; WEAN, Providence, and (See MUTUAL ADDS 2 on page 9)

## Fifty Sponsors at Once

SALT LAKE CITY, July 4.—KDYL has lined up a half-hour commercial sponsored by the Utah Automotive Trades Association. Station had to get the check from about 50 local garages and accessory stores. Program plugs value of having work done by reliable dealers.

# HUGH CROSS AND HIS RADIO GANG

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

# TED JENNINGS AND HIS ORCHESTRA

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

## ROY GOBEY

★★★★  
Dramatic Baritone  
SALLY'S MOVIELAND REVIEW  
W.M.C.A.  
Sundays, 2 p.m. and 8 p.m. Now 10th Month.  
Mag. to Sat. 5:30 to 8 p.m. COST.

## LEITH STEVENS

Conductor  
Exclusive management  
COLUMBIA BROADCASTING CO.

## WALTER TETLEY

Radio's Outstanding Boy Actor  
FRED ALLEN 9:00 p.m. Wed. NBO  
SHOW BOAT 9:00 p.m. Thur. NBO  
PAUL WHITEMAN 9:30 p.m. Sun. NBO  
BOBBY BENSON 9:15 p.m. Mon. WED. 688  
Wed. Phil. Mon. Wed. 688  
BUCK ROGERS 9:00 p.m. Wed. 688  
Fri.

## JAYSNOFF SISTERS

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

## ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA  
ON TOUR  
VARADY OF VIENNA, SUNDAYS, MBS.  
JOHNSON'S WAX, MONDAYS, NBC.

## DONALD BAIN

(IMITATOR-COMEDIAN)  
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.  
Room 602, 723 Seventh Ave., New York City.  
BYrant 9-8107.

## WINGY MANNONE

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

## TOMMY AND HIS ORCHESTRA

AND HIS ORCHESTRA  
DORSEY  
NOW ON TOUR  
Management MCA

# Station Notes

Address All Communications to the New York Office

PHILIP DANIELSON has started a new series on WTAQ, Green Bay, Wis., as have the Ave Sisters. . . . WBT, Charlotte, N. C., will have a special CBS network program on the night it dedicates its new studios, with part of the show coming from New York and the rest from the station itself. To show the improvement in radio technically the station will use a 1921 mike and then switch to present-day mikes to enable listeners to make their own comparisons. . . . NORMAN SWAYNE has been named assistant chief engineer of WDNC, Durham, N. C. Chief is RED DALTON. BEN THAXTON, who sings on the station, is now also overseeing various office duties. . . . Truesdell Fur Coat Company, of Berlin, Wis., is running a new commercial series on WTAQ, Green Bay. . . . NBC has added a daily hillbilly feature to its Thesaurus service, with FIELDS and Hall and their commentator, HOWARD O'BRIEN, the first actors to go on. . . . ELWYN QUINN has joined KDYL, Salt Lake City, as an announcer. . . . JOHN LONG JR., chief engineer of WHAM, Rochester, advises that the frequency of Stromberg-Carlson's short-wave station shifts to 41 megacycles some time in August.

network WILLIS reads poetry in a *Half Hour Prelude to Sleep*. . . . HECTOR CHARLESWORTH, chairman of the Canadian Radio Commission, says it is a hard and fast rule of the CRC that attacks on religions of all kinds are forbidden and punishable with expulsion from the air, hence his refusal to resignate REV. HENRI LANCTIN, of Grand Ligne, N. B., a radio preacher from CKCW, Moncton, N. B. CHARLESWORTH has disclosed that the complaint of the REV. LANCTIN radio sermons offending Catholics was filed with the CRC by A. T. LeBLANC, of Moncton, a judge of the King's Bench. The LANCTIN suspension from the air is for six months, and at the expiration of that period he must give assurance to the CRC that he will make no additional offensive statements from CKCW in future before he is reinstated.

HELEN NUGENT and CHAUNCEY PARSONS, of WLW, Cincinnati, are being sponsored by the General Pharmaceutical Company. . . . WBT, Charlotte, N. C., is plugging a new summer show called the Two Dixie Dudes. It's a black-face comedy affair. . . . BILL BROWN, formerly agent with the Rubin & Cherry Shows, is now with WMT, Waterloo, Ia., as sports analyst and m. c. on several shows.

PAUL FIELD'S RENEGADES, playing for the past several months on WJBK, Detroit, have proved so popular with a unique style variety program that they moved from three to five days a week, starting this past week. . . . ED KRUG, WCAU announcer in Philadelphia, furnished the commentary for Paramount Newsreel during the Democratic convention. . . . MARY CARSON (MRS. RUSSELL WALKER) resigns from her assistant program director post at WIP, Philadelphia, anticipating an infant. . . . CHUBBY KANE, juve entertainer on WFIL, Philadelphia, drops his air spot for the Great Lakes Exposition. . . . ENID HAGER called back for her program job at WFIL, Philadelphia. . . . CARLOTTA DALE, songstress on WCAU, Philadelphia, dismissed from hospital after a serious auto mishap, will not return to the air until the fall. . . . JAN SAVITT, WQAO-CBS musical director, takes his Top-Hatters on tour for July, two weeks on the road and another fortnight at the seashore.

FREDA LAZIER, Pittsburgh radio artist and recent winner on Paul Whiteman's audition program, joined the Ted Lewis unit while it played the Stanley Theater in that city and left with the show on the road. She will be a featured songstress. . . . DR. ELMER C. MILLER is now conducting the *Lest We Forget* program mornings on WWSW, Pittsburgh, replacing JACK MUNYON, who has gone to Denver.

WALTER (ROCKY) CLARK, radio editor of *The Bridgeport* (Conn.) Post, became the father of a girl last week. . . . BOB PARKER, announcer at WIOC, Bridgeport, Conn., is vacationing in the Catskill Mountains. . . . The Four Jacks, a male quartet, who do spirituals, ballads and novelty songs, are a new feature over WELI, New Haven, Conn.

New Orleans radio stations are finding the summer letup in commercials comparatively mild. A. J. CUMMINGS, auditor for WWL, CBS outlet, says that station has had a 30 per cent less falling off for summer commercials than during the same period in 1935. He added that commercials are less than 40 per cent down from the winter peak against the past year drop of almost 75 per cent. . . . A. S. POSTER, commercial manager of WWL, is on a business tour of the East and North, contacting possible commercial accounts. . . . HENRY DUPRE, chief announcer for WWL, New Orleans, will leave within a few days for a vacation tour in the tropics. Station is planning to commercialize his departing program at shipside.

DAN HORNSBY has joined the announcing and continuity staff of WGST. Besides two commercial programs over the station, sponsored by Clare & Company and Atlanta Baking Company, HORNSBY is doing an early-morning shared sponsorship show called *The Eye Opener*. . . . WATL, formerly located in Volunteer Life Building, Atlanta, is occupying much larger and better appointed new quarters in the Henry Orndy Hotel Building. . . . WSB has just completed promotion of "Hole-in-One" golf tournament sponsored by parent paper, *The Atlanta Journal*. Hundreds participated in the test on the No. 3 hole at Capital City Country Club. Not a hole in one was made, but prizes were awarded by *The Journal* to those closest to the pin.

## New Biz, Renewals

### Chicago

KEYSTONE STEEL & WIRE CO., thru Mace Adv. Agency, continuation order for 52 30-minute programs during WLS National Barn Dance.

MORTON SALT CO., thru Wade Adv. Agency, 18 15-minute programs during WLS National Barn Dance.

PINEX CO., thru Sellers Service, Inc., 22 30-minute and 110 15-minute daytime programs, National Barn Dance participation.

### Philadelphia

FEINSTEIN'S (furniture store), placed direct, renewal started June 22, for

indefinite period, 24 spot announcements weekly. WDAS.

RISLEY'S LAUNDRY, placed direct; started June 29, for one week, daily participation in *8 Bells* program. WIP.

GIBSON'S (furniture store), placed direct; renewal started June 22, for indefinite period, 13 spot announcements weekly. WDAS.

AMERICAN BIBLE CONFERENCE ASSOCIATION (religious), placed direct; starts October 4, 1936, ending April 25, 1937, Sundays, 4:30-5 p.m. Rev. Donald Gray Barnhouse. WIP.

CARTER MEDICINE CO. (liver pills), thru Spot Broadcasting, Inc.; starts July 6, ending July 5, 1937, five spot announcements weekly. WIP.

STEEL PIER CO. (amusement pier), placed direct; started June 26, ending September 5, 1936, participation in *Eight Bells* program, Monday thru Saturday, and two evening spot announcements on Fridays. WIP.

### Dayton

LEVER BROS. CO., thru Ruthrauff & Ryan, announcements. WHIO. (Spry.)

FOOT ANALYSIS SHOE STORE, announcements. WHIO.

QUICK CLEANERS, announcements. WHIO.

LEVER BROS. CO., thru Ruthrauff & Ryan, five-minute transmissions. WHIO. (Lifebuoy soap).

SALEM GRAND FURNITURE CO., announcements. WHIO.

### South

GEORGE MUSE CLOTHING CO., local department store, undetermined series of 100-word spots. WSB.

OLYMPIC REFRIGERATORS, two 15-minute transmissions. WSB.

LIFEBOUY SOAP, five five-minute transmissions until 53 or more have been broadcast. WSB. Ruthrauff & Ryan.

PENNSYLVANIA SALT CO., Philadelphia, placed thru Fletcher & Ellis, Inc., Chicago, three two-minute spot transmissions. (See NEW BIZ on page 10)

# Alexander GRAY

## Baritone

Pers. Mgt. CBS Artists Bureau



Marie Almonte  
THE SMART SET'S FAVORITE SONGSTRESS  
NBC ARTIST  
Currently Atlantic City, N. J.

## Russ MORGAN

and His Orchestra  
"Music in the Morgan Manner"  
HOTEL BILTMORE  
NEW YORK

RINSO-LIFEBOUY  
TUES. 8:30-9 P.M.  
rebroadcast 11:30 to 12 P.M.

## the RUSTIC RHYTHM trio

Featuring PAUL ROBINSON  
The Ultra Modern Harmonists and the HORTON BROTHERS  
RADIO • PICTURES • RECORDS



# Program Reviews

EDST Unless Otherwise Indicated

## "The Dog House"

Reviewed Wednesday, 9:30-10 p.m. (PST). Style—Music, song and novelties. Sustaining, on KGO (NBC Pacific Blue network).

Someone at NBC was struck with an original idea and *The Dog House* came into being. Because it is an original idea it should have more than an even chance of being a better-than-average program, but such is decidedly not the case. Show presents half a dozen or so staff artists, technicians and other NBC personalities, who, during the preceding week, had been guilty of some error or oversight and have therefore been designated to appear in the *Dog House*, bow to the Keeper of the *Dog House*, who is Cliff Engle, and speak a piece. Each act is followed by a bit of recorded program signature—the barking of hound dogs.

Show is unrehearsed, informal and impromptu. There is a constant striving for ease and smoothness which is never attained. Engle is over-evident and over-anxious. Tonight's lineup included Johnny Toffoli, accordion-playing member of Charlie Marshall's Mavericks. Accused of yipping too loud on a program, he atoned by soloing *Cardas* and very, very good. Don Stewart, sound-effects man, and Engle indulged in several moments of unintelligible banter, after which Tommy Harris glowned, gagged and attempted to sing *Sing Me a Lullaby*. He was followed by Frank Nelson, of the mail department, accused of misplacing some of the inter-office mail. Frank made a few interesting remarks about audience mail, after which Engle talked—talked and talked.

Next came Ralph Richards, pianist, accused of falling off a stool during a program. To compensate he played *I Saw Stars* and in fine fashion. Last on the list was Earl Lee, from the network's dramatic staff, who was cut short because Engle used up so much time earlier in the program trying to justify his methods of presenting those in the *Dog House*. Lee, guilty of poor timing in a dramatic reading, had little time to explain why. Program closed with an appeal to listeners for mail, disguised, but obviously enough. A bit of rehearsing (which isn't done), better timing and less clowning, not to mention less talking on the part of Engle, who is otherwise an excellent emcee, might combine to make this a good show and for sponsorship, too. D. H. G.

## Rustic Rhythm Trio

Reviewed Tuesday, 12-12:15 p.m. Style—Instrumentalists. Sustaining—on WABC (CBS network).

This is a sock act from the word go; an act that with the proper backing and buildup from CBS by way of ample time and press work should go far in its class. With that same backing, if it's right, there's no reason why the act can't go to the top. It has the stuff. The present name, Rustic Rhythm Trio, is a change from Burke's County Boys, and the new name, if the program caught can be taken as a specimen, doesn't shape up as the proper tag either. It stamps them as hillbillies, which they aren't. Only one number they did might be construed as even partly in that field and that a Western tune.

Act consists of Paul Robinson and the Horton Brothers. Between them, it is announced, they play 24 instruments. Robinson impresses as one of the greatest harmonica breathers-inners to be heard in ages. In his straight playing he is masterful; when he goes to town with a flock of trills and scales or uses a bass harmonica it is truly amazing. What comes out sounds more like a saxophone, or even a small organ, than a harmonica. The brothers play guitar, banjo, etc., but their work is somewhat in the background. Yet when the numbers allow the excellence of their playing is equally to be noticed. Frequently they sound like a six-piece dance band. J. P.

## "20th Century Highlights"

Reviewed Wednesday, 7:15-7:30 p.m. Style—News shots and music. Sponsor—Chevrolet Dealers of Philadelphia. Station—WFIL (Philadelphia).

This new slant on newscasting is the brainchild of Harold Simonds, who introduced the feature for an oil-heating

concern last year. Simonds hawks the headlines of today and then goes back to the early part of the century, spelling the highlights of that day's news in 1926, then back 10 more years to 1916, and finally to the screamers of that day in 1906. Time marches on for most news conferencers, but Simonds takes it for a tramp backwards.

Rubinfoff platters air that period on Tuesday, Thursday and Saturday, and the local Chevy dealers are backing the one on their own for the other three days to give them a daily plug. Each spot is dedicated to a different dealer, getting a straight commercial plug on the opening and allotted one minute on the tail end to bark his own bit personally.

Simonds, former station announcer, is ushered in as the "Voice of Chevrolet." Handles the copy and utters the dealer, his news biz coming in for only five minutes at the midmark. Canned pops consume the rest of the time. Altho it is all deftly balanced, the entertainment spark is lost among the rest of the gabble. Dramatizing the highlights and canning the canned stuff, and minimizing on the Chevy chatter would make this one an outlander. Idea is a pipe for any station wandering about its fast-accumulating "morgue." ORO.

## "Juvenile Roundup"

Reviewed Monday, 3-3:30 p.m. Style—Singing and dancing. Sustaining on WWSW (Pittsburgh).

Pittsburgh and neighboring town kiddies possessing any singing or dancing talent are getting a break on this program, which is ably conducted by Betty Dugan. It has developed into a popular feature, parents eager to hear their offspring on the air. Many tots only 4 and 3 years of age are invited to take part in this program, with the better talent retained for subsequent shows. Many kiddies are veterans over the air, getting fan mail like the grownups and receiving requests for certain song and dance numbers. It is good experience for the young talent and a feather in the cap of the civic-minded station. S. H.

## "Three Naturals"

Reviewed Saturday, 4:30-4:45 p.m. Style—Vocal and instrumental trio. Sustaining on KYW, Philadelphia (NBC Red network).

Three lads who nicely blend the keys, warbling to their own strumming accompaniment—Al Cecca at the piano; John Fortis, guitar, and Vito Palmieri, violinist. Boys have been heard frequently over the station and net, but this is their first solo spot.

Mainstay of their vocalizing is their sense of lightness in their singing, easy flow of special arrangements and lyrics. Gamut of pops covered ran from *Let's Have a Party*, *That's the Time You Got Fooled*, *Panic Is On to Wa-Iloo*. Instrumental ump-ahs fill the bill for the back-up, but when the fiddler starts to rick his corny choruses make the trio sound like so much wheeze. And since the scratch-box tone doesn't lend to schmaltzy stuff, Three Nats should concentrate on the vocal end and let the instrumental be.

While the trio did nicely by their

assignment of harmony mixing, the warbling punch of the period came from Bonnie Stewart, femme guestar. Gal is currently working the local night spots and proved a distinct find for radio. Offered *Glory of Love*, displaying a flair for getting under a lyric and giving it the right flavor. Wouldn't go wrong on any other stanza, and if she looks as pretty as she sings would be an asset to any dance band.

Nice varied program that will offset the heat waves and grab dial attention. ORO.

## Truman Bradley

Reviewed Monday, 11:30-11:45 a.m. Sponsor—Procter & Gamble. Style—News comments. Station—WBBM (Chicago) and CBS network.

Truman Bradley, ace CBS announcer, joins the ranks of news commentators with this program called *News on Review for the American Family*, the last two words, incidentally, being the name of a soap manufactured by the sponsor.

In joining the coterie of air columnists Bradley brings a voice and delivery not unlike that of Edwin C. Hill, to whom he probably will be compared. No attempt is made to imitate Hill at any time, but his voice and some of its inflections naturally resemble those of Hill. Items on the initial broadcast ranged from news of the Dionne family to Hollywood information and farm and drought subjects. They are not of the news-flash nature, but editorialized along newspaper lines, some of them being terse and others running much too long.

Advertising plugs are down to a minimum, there being but two short ones in the middle and at the end of the program. Bradley is on five times weekly. F. L. M.

## Dr. Allen Roy Dafoe

Reviewed Monday, 10-10:30 p.m. Style—Talk. Sponsor—Carnation Company. Station—WEAF (NBC network).

Dr. Dafoe, physician to the Dionne quintuplets, is doing a few broadcasts for the Carnation Milk Company, a two-week break coming between his programs, which are, it is understood, to total about a half or dozen. After Carnation he shifts to *Lycol* on a buster schedule for several weekly shots.

Obviously there can be no doubt that the Canadian medico will command, deservedly, a large audience. Any parent or parents will want to listen, and it is safe to imagine that his words, advice and opinion will command considerable respect. From the commercial angle it should help Carnation considerably.

In his first talk Dr. Dafoe was quite interesting. Naturally all his comments stem from the quintuplets and from the parental angle, his most important comment was in the handling of children to break them of minor bad habits—such as eating, kicking off blankets, etc. J. F.

## Stoopnagle and Budd

Reviewed Wednesday, 9-10 p.m. Style—Comedians, amateurs and orchestra. Sponsor—Bristol-Myers Company. Station—WEAF (NBC network).

Young & Rubicam Agency, which also handles the Jello account, is adopting a similar policy on the Sal-Ispatica-Ipana show, following a comedy show with a comedy show for the summer recess. Tim and Irene are subbing for Jack Benny and Stoop and Budd for Fred Allen. Looks like Stoop and Budd will do better, judging from the first shows

of both teams, and that the male pair will have less trouble to overcome, by the comparison route, than Tim and Irene. Not that Allen is easier to follow than Benny. If anything lately that is just the reverse, but Stoop and Budd dug out more laughs, which is the only measure.

Stoopnagle and Budd were plenty funny on their first Ipana session. Their nonsense still remains one of the air's more enjoyable offerings, and if they keep it going as they did on this occasion they should have no trouble. Especially in handling the amateurs in the latter half of the program, where Allen has made himself so outstanding, did Stoop (F. Chase Taylor) knock off a set of laurels. His gag when a tyro said his tune was to be *But Where Are You?*, saying "Behind the eight ball handling amateurs," is as good as some of Allen's classics.

Rest of the show, with Peter Van Steeden and his orchestra and the Songsmiths, excellent as ever. J. F.

## Tim and Irene

Reviewed Sunday, 7-7:30 p.m. Style—Comedy, orchestra and soloist. Sponsor—General Foods Corporation. Station—WJZ (NBC network).

Tim Ryan and Irene Nobilette are subbing on the Jello show during Jack Benny's summer layoff, with Don Voorhees and his orchestra; Morton Bows, tenor, and Don Wilson, announcer and emcee, rounding out the program. Following one of radio's leading comedies with another comedy show is debatable programming. Undoubtedly comparisons will be made, not only in the trade but by the listening audience that has helped Benny in establishing his place in program rankings. Two things can happen. People will either get enough laughs from the new show to continue listening and hear the Jello message or they will dial out. With another type of show, of course, the same thing might have happened, but there wouldn't have been the comparison with Benny as an obstacle to overcome.

The first show was a combination of sprightly laughs and ancient wheezes. Ryan has forsaken his familiar tagline "H'ya boys" and it is mostly gagging, built around, in this case, Irene's family, the Wackys. Invited to their house, Tim has to pay hat-check charges, for whatever he eats and drinks, and finally the house blows up when an invention the old man is working on "works."

Voorhees plays in his usual full-bodied and heavily accented manner. Bows, announced on the program in the guise of a new comer, is only a new-comer in that he is featured on the program. He has been in radio for a comparatively long time, this his first major break. He's a good singer. Don Wilson is one of the air's best announcers, but not counting the commercials, the lines assigned him on the first show were sappy. J. F.

## MUTUAL ADDS 2

(Continued from page 7)

WICC, Bridgeport. WAAB is figured definite for MBS, with WNAC a maybe as yet anyhow. Shepard's deal with NBO for WNAC, it is authoritatively said, is not exclusive and the station may continue with Mutual after joining in with NBC. However, Shepard's declaration that he would remain with Mutual clears up one doubtful point.

Numerous Western stations are mentioned as possible Mutual affiliates. These include WHO, Des Moines; KDYL, Salt Lake City; WHB, Kansas City; Mo. Fred Weber, general manager of Mutual, stated this week that WHO and WHB might take occasional Mutual programs, indicating that affiliation of one sort or another is more than a definite likelihood. Weber said that insofar as KDYL is concerned there had been no conversations yet. Indication, however, is that there will be plenty of talking with these and other stations at the NAB convention.

Belief is that Shepard may get a settled alignment on his regional network plans after conferring with various station execs at the Chicago meeting.

## Shouse Heads KMOX, St. L.

CHICAGO, July 4.—James D. Shouse, former member of the Chicago CBS sales staff and more recently with the Stack-Goble Advertising Agency here, has been appointed president of Station KMOX, St. Louis. Shouse succeeds Jack Van Volkenburg, recently named executive assistant to H. Leslie Atlas, Chicago CBS chief.

# Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figures in parentheses indicate number of times song was played according to last week's listing. Period covered is from Friday, June 26, to Thursday, July 2, both dates inclusive.

Take My Heart (28) .....	32	She Shall Have Music (17) .....	22
These Foolish Things (31) .....	31	You .....	19
There's a Small Hotel (25) .....	28	Cross Patch .....	17
Would You? (20) .....	28	When I'm With You .....	17
Is It True What They Say About Dixie? .....	26	Christopher Columbus .....	12
Stompin' at the Savoy .....	23	Little Bit Later On .....	12
		You're Not the Kind .....	10

SHEET MUSIC best sellers will be found on page 33.

# Air Briefs

By JERRY FRANKEN

**COLUMBIA** Broadcasting System has canceled its proposed series called *Night Court*, slated to start July 4 as a weekly affair. Although not definitely so stated, inside reason is said to be that Ruthrauff & Ryan, agency for Macfadden Publications, which has *Good Will Court* on WMCA, Interlady and Mutual, squawked to the network. Since this agency was also involved in the mixup and the "feud" started over the *Community Sing* program, the network, apparently, didn't hesitate long in killing the new series. Nevertheless, it's somewhat difficult to see just how there would have been a confliction. Also a report, not verified, that *Good Will Court* might shift to CBS in the fall.

Fred Waring takes that vacation for two months starting July 31, the date of his last NBC broadcast until fall. B. A. Rolfe will replace him on this network, starting August 7, and broadcasts coming from New York. On CBS Tommy Dorsey will fill in for Waring, these programs coming from the Ford exhibit at the Dallas Centennial. Dorsey starts August 4.

Notes made before 'most everybody left New York, either for the NAB convention or the Fourth week-end. . . . Rubinoff has just been renewed for Chevrolet and by the end of the new 13 weeks he will have been heard on a claimed 30,000 programs. The leader is now in Europe on a vacation. His show is recorded. . . . Joe Creamer was finally given his title as sales promotion manager of WOR last week. His promotion piece, *To Market, To Market*, has brought about considerable favorable comment. . . . Episc Kinard has joined the Bob Taplinger office. And Lou Mindling, of the same firm, had his new car not too gently caressed by a truck last week. About a month ago Taplinger came out second in a tussle

with a mail truck. It runs in the family. . . . Referee Daniel Gohalan has recommended that Carl Bixby's suit against Nick Dawdon, NBC, be dismissed on the grounds of not having proved a case. Bixby claimed that *Dangerous Paradise* was his idea and show, with the defense adducing contrary evidence. . . . Bob Carly, who handled Esso news at NBC, has shifted to the Press Radio Bureau. Hugh Branner is his successor at the network. . . . Lester Gottlieb and Henrietta Weston will wed July 12. Gottlieb is of the Mutual press department and Miss Weston is with Simon & Schuster. . . . John Loneragan leaves *News-Week* as radio editor in a fortnight. He's doing some work for *Today*, instead. . . . Martha Deane is en route to Europe on the Graf Zeppelin. Various other femme program me's will pinch hit on her two-week vacation. . . . Paul Adler left the WMCA sales department. . . . Leo Erdody is now musical director for World Broadcasting System. . . . Esther Velas returns to CBS with an all-male band. . . . Dr. Allen Dafee starts soon for Lycol, when he is finished doing his series for Carnation milk. . . . Harold Levy, B. A. Rolfe and Werner Janssen auditioned at NBC for General Electric last week. Sponsor is planning a large institutional campaign for the fall. . . . Frank Cornwall and his orchestra and Ray Giersdorf started on Mutual last week for Squibb. . . . Great Lakes Exposition admirals now include Ed Wynn, Bob Hope and Uncle Don. Just like Kentucky colonels. . . . Bob Redd, NBC Coast producer, has left to go with the William Estly agency. . . . Gene Lester is now handling *Behind the Lens* on WHN. It's a camera fan program. . . . Ted Malone's *Between the Bookends* series returns to the full CBS network July 13. . . . Program hasn't been coming west of Chicago for several weeks. . . . Fran and Frances (Benson) shift from WINS to WMCA.

rival AFL union, the International Brotherhood of Electrical Workers, to claim jurisdiction if and when telly becomes a job source.

At its next executive board meeting the IA will consider making a formal announcement claiming television jurisdiction. At its bi-annual convention last month in Kansas City, a petition signed by 35 members of the movie operators' union, Local 306, asking the IA to issue a charter for a separate local of telly workers was submitted. Matter was left to the executive board.

A group of Local 306 members are now attending a television school and this is interpreted as meaning the IA is encouraging members to prepare for telly jobs. On the other hand, stagehands' union, Local 1, also an IA organization, is still trying to win recognition in the radio studios. Although it has men working in the three local radio playhouses, it can't get into the radio studios, which would put it into position to make demands when telly arrives.

The IBEW, on the other hand, has already entrenched itself in quite a few indie radio stations, although it, too, can't crash the network studios. CBS and NBC have contracts with their engineers thru independent inside unions, which are being attacked as company unions by the IBEW and the IA.

**NEW YORK, July 4.**—Radio Corporation of America is keeping practically all details of its television tests now going on secret. No information is being made available as to where the receiving sets, picking up the broadcasts sent out from the transmitter on the Empire State Building, are located or as to the greatest distance from the transmitter. However, this last is believed to be about 40 or 50 miles. On July 7 RCA will give a demonstration, most likely in the NBC studios in Radio City, for its licensees. Engineers are quoted saying that no report can be expected detailing the results of the experiments for six months.

## NEW BIZ

(Continued from page 8)  
scriptions weekly, June 20 to September 16. WWL, New Orleans.

**CARTER'S LITTLE LIVER PILLS**, placed thru Spot Broadcasting Company, renewal, increasing one-minute spot transcriptions from three to five weekly, effective July 6. WWL.

**PETERS' FUNERAL HOME**, Monroe, La., direct, 15-minute organ program Sundays, featuring Don Breitenmoser at console; started 12:30 p.m. June 28. KMLB, Monroe.

## West Coast

**SAYLOR'S CHOCOLATES, INC.**, Alameda, Calif. (chocolate candy), thru Doremus & Co., San Francisco; started June 30 for 13 weeks. Tuesday and Thursday, 7:45-8 a.m. (PST). NBC-KGO. Program, *Sailing With Saylor's*. Talent, Clarence Hayes and John Wolfe, song and patter duo.

**PACIFIC GREYHOUND LINES, INC.**, San Francisco (transportation), thru Beaumont & Hohman, Inc., San Francisco, renewed July 18 for 52 weeks. Thursday, 5:25-5:30 p.m. KFRC. Program, *Romance of the Highway*, travelog. Talent, Commander A. W. Scott, narrator.

**CHAMBERLAIN LABORATORIES**, Des Moines, Ia. (hand lotion), thru Coolidge Adv. Co., Des Moines; started June 26 for 52 weeks. Monday, Wednesday and Friday, 7:45-8 p.m. KYA. Program, *Padres, Gringos and Gold*, early California history. Talent, Francesca Vallejo McGettigan, narrator.

## Bridgeport, New Haven

**THE RICHARD OPPEL CO.**, Bridgeport, seven 100-word announcements daily including Sunday, p.m.; from June 16 to June 21. WICC.

**FEIGENSPAN CHRISTIAN BREWING CO.**, Newark, N. J., 91 100-word announcements, daily including Sundays; starting July 6 and ending October 4, thru Scheck Adv. Agency, Newark, N. J. WICC.

**DAWSON'S BREWERY CO.**, New Bedford, 52 participations in the Yankee Network News Service, three times weekly; started June 22 and ending September 20, thru Dowd Ostreicher, Boston. WICC.

## Newark

**PROCTOR & SCHWARTZ ELETRIC CO.**, thru John Falkner Arndt Co.; starts July 7, participating in Martha Deane program. WOR.

**SKOL PRODUCTS CO.**, thru Kimball, Hubbard & Powell; renews, news broadcasts. WOR.

**CUSHMAN'S SONS, INC.**, direct; starts August 17, participating in Martha Deane program. WOR.

**ORANGEBURG DOG TRACK**, thru

## West Coast Notes; CBS Men in KNX

**LOS ANGELES, July 4.**—Vacating its downtown offices in the Signal Oil Company, Columbia Broadcasting moved into KNX this week. The matter of okehing the sale of the Guy Earl spot to the network is the only formality remaining to ratify the change in ownership. Moving into the new quarters were Charles Vanda and Paul Rickenbacker, chain representatives; Harry Spears, chief engineer, and a staff of stenogs and secretaries.

Marvin Young has been promoted to assistant to Cecil Underwood at NBC, succeeding Bob Reed, who left to produce the Camel Caravan for the William Estly Agency. NBC local staff has also taken on Ted Shadrman, of the Chicago office, to handle Young's duties.

Owens V. Dresden, manager of KHJ, key station of the Don Lee web, left for the East Thursday with two purposes in mind. One is to attend the annual National Association of Broadcasters' convention in Chicago and the other is to personally contact the various stations of the Mutual chain, with which the Lee hookup will become affiliated at the end of the year.

Danny Danker, Hollywood chief for the J. Walter Thompson radio department, left this week on a vacation motor trip with his wife thru the Northwest. Cal Swanson, recently arrived from the New York office to be Danker's aide, takes over his duties in okehing star guest deals on the Lux, Kraft and Shell periods.

## San Francisco

**SAN FRANCISCO, July 4.**—Recognizing that radio is a boon to the gate instead of a detriment, boxing officials here have relented, and for the first time in six months permitted boxing matches to be broadcast last Wednesday night, with Ernie Smith, KYA sports announcer, at the mike. Smith, one of the most popular sportscasters in this neck of the woods, has been airing daily baseball games over KYA this season, urging attendance at the game. To top it, the station has also been airing a series of skits plugging games at Seals' Stadium, with the result that bleachers have been nearly full, whereas in the past they were half empty, proving that radio is a definite help to sports instead of a detriment—an argument which finally won the boxing officials over.

Boxing officials six months ago yanked broadcasts of local matches at the last minute, leaving KYA holding the bag. As a result, the station was forced to recreate that evening's bouts, causing considerable hurn on the part of executives, although dialers weren't the wiser. Charles White, KJBS engineer, is supervising a boys' camp at Mt. Herman while on his two weeks' vacation. . . . Robert Edger Jr. is dramatizing *Miracles of Sports* on that station Sunday nights. . . . Lois Lavers, in KFRC's continuity department for the past 18 months, has resigned, effective July 15. . . . Eleanor McPadden, formerly of KOMO, Seattle, and KNX, Hollywood, is NBC's newest hostess here. . . . Frank Hodek, violinist and conductor at NBC's Hollywood studios, blew into town to give the local studios a once over, en route home after vacationing in Omaha.

Bess & Schillin, announcements. WNEW. CHRISTIAN SCHMIDT FURNITURE CO., thru Bess & Schillin, announcements. WNEW.

SACHS FURNITURE CO., thru William Scheer Agency, 15 minutes daily; started June 22. WNEW.

WILSON CYCLE STORE, thru Bess & Schillin, announcements. WNEW.

## Boston

**DAWSON'S BREWERY CO.**, New Bedford, 52 participations in the Yankee Network News Service PM, three times weekly; started June 22 and ending September 26, thru Dowd Ostreicher, Boston, WNAO (also WEAN, WORC, WMAS, WNBH, WLLH, WFEA, WLBB, WATR).

MUELLER'S MACARONI, 78 30-word announcements daily except Sunday, 1 p.m.; started June 18 and ending September 16, thru E. W. Hollwig, New York. WNAC.

FEIGENSPAN CHRISTIAN BREWING CO., Newark, N. J., announcements daily including Sunday; starting July 6 and ending October 4, thru Scheck Adv. Agency, Newark, N. J. WNAO.

SCOTT FURRIERS, Boston, announcements, thru Continental Adv., Boston. WNAC.

# Chi Air Notes

By NAT GREEN

Americans are becoming "radio deaf." . . . Tired of the radio, they turn it on but never listen to it, and all this, according to Ernest Ansermet, Swiss musical director, who is here as guest conductor of the Chicago Symphony Orchestra at Ravinia Park, has a bad effect on music. . . . In his hotel suite here he said: "Radio listeners have become passive, and passivity in listening to music is detrimental to the art." . . . Mr. Ansermet believes that in time the people will use the radio with more discrimination. . . . Its chief value today, he says, lies in keeping the rural population in touch with city life.

Now that the air is clear again from the political boloney broadcast from both recent conventions we can again tune in our favorite programs without fear that they will be taken off the air suddenly for some long-winded politician. . . . The National Broadcasting Company reports that it cost it \$265,457 in cancellations of commercial programs already booked and in other expenses to broadcast the Republican and Democratic conventions, which is a lot of money in any man's language.

Lum and Abner have turned down the chance to work in the *Big Broadcast of 1937* film, as switching to the Coast involved too many difficulties. . . . They will probably play a theater date in Cleveland some time this month. . . . A few minutes after Ethel Campbell, of Horace Heidt's singing Campbell sisters, became the bride of J. W. Lockhart here June 28 she received word telling of the grave illness of her father near Toronto. . . . The sisters sped to Canada, but he died before they reached him. . . . Buddy Rogers will probably become the leader of the crackerjack Chicago band that Jack Hilton left behind him when he went back to England. . . . Nellybells Reardon, ABC songstress, and Dave Edelson, who conducts a Vox Pop program for the same chain, both celebrated birthdays on July 4. . . . Two more audition winners have bit the dust. . . . Philip Crane and Alida Stur-

man were released at the expiration of their 13-week CBS program. . . . Bill Jones, of the WLS National Barn Dance, has a reputation as a costume designer off the air. . . . The show known as *Morning at McNeill's* will be sponsored by an Iowa packer and go over an NBC Coast-to-Coast network the last of August. . . . The Dan Harding's *Wife* show also goes commercial, starting July 6. . . . Vivian Fridell, NBC actress, will live in Milwaukee after her marriage in August but will commute to Chicago five days a week for her broadcasts.

The Cumberland Ridge Runners, rural harmony experts of WJJD, have just completed a movie short dramatizing Ted Weems' feud song, *The Martins and the Coys*. . . . Weems' swell band is making personal appearances at the Chicago Theater this week. . . . One of the reasons Amos 'n' Andy moved to the West Coast is because they now have their evenings to themselves, broadcasting at 3 and 7 p.m. (Pacific time) instead of 6 and 8 o'clock as they did here. . . . Carl Schreiber and his orchestra will make their WBBM debut July 13 from the Ivanhoe Gardens. . . . Harold Isbell, comedy foil for Eddie and Fannie Cavanaugh, heads the radio division of the Northwestern University Summer School of Speech in Evanston. . . . Franklyn McCormack, whose poems are heard nightly over WBBM, has received several bids for screen tests during the past week. . . . Wendell Hall returned to the air after a brief vacation July 6 over the NBC Red network. . . . Vin Heworth (Jack Arnold, of the "Myrt and Marge" cast) left July 4 with Mrs. Haworth and young Vin Jr. for a trip to the West Coast via a de luxe trailer.

## Unions Prepare For Telly Jobs

**NEW YORK, July 4.**—The International Alliance of Theatrical Stage Employees has its eye on television and will undoubtedly contest attempts by the

## Vallee Starts on Southern Tour

NEW YORK, July 4.—Rudy Vallee left here last week with his band on a tour of the South and will return here in time to open at Manhattan Beach July 18 for a nine-day engagement.

Opened at the Mounds Country Club, East St. Louis, Mo., June 26, followed by Pla-Mor Ballroom, Kansas City, 27; Spring Lake Ballroom, Oklahoma City, 28; Municipal Auditorium and National Dance Palace, Amarillo, Tex., 29, and Lido Club, Tulsa, Okla., 30.

He played Palm Island Club, Longview, Tex., Wednesday, doing his Thursday broadcast in Dallas, after which he appeared at the Centennial grounds there. Followed into the Crystal Gardens, Dallas, yesterday; the Cotton Bowl Stadium, also Dallas, today and tomorrow; Alamos Club, San Antonio, Monday; the Casino, Fort Worth, Tuesday, and Sylvan Beach, LaPorte, Tex., Wednesday to Sunday. He will pick up other dates to fill in July 13 to 15 on his way back.

## Plans for Big French Casino Pop Up Again in Detroit

DETROIT, July 4.—Plans are again under consideration for reopening the Broadway Theater, 3,500-seat house, as the French Casino night club. Bert Moss is the promoter of the enterprise, altho it is understood other parties are financially interested. Architect's plans have been prepared calling for an expenditure estimated at \$200,000.

Nils T. Granlund visited Moss last week in connection with the plans. No final decision has been reached upon the venture, and the name may run into a snag because there already is a French Casino in the city.

## New Band Agency in Chicago

CHICAGO, July 4.—Ray O'Hara, well known in orchestra circles here, has become head of a newly established booking organization known as the Allied Music Service, which will handle the Midwest tours for artists and orchestras under contract to Mills Artists, Inc., of New York. It is O'Hara's intention to form a regional circuit as one of his first acts in his new capacity.

## Dell-Lee Book Band

NEW YORK, July 4.—Harry Dell and Dorothy Lee office has booked Lee Elliott and All-Girl Band into the Seven Gables club, Milford, Conn., for a summer run. Al Picus managing the band, Jayne Raye Gayle the vocalist.

## Dancer in Accident

NEW YORK, July 4.—Eileen O'Driscoll, dancer appearing in the Park Central Hotel floor show, is in New Rochelle Hospital recovering from an auto accident Wednesday in Pelham Manor.

## Rochester Booker Hurt

ROCHESTER, N. Y., July 4.—Arthur Argyles, head of the Mutual Entertainment Exchange here, was injured when his car overturned five times while driving to Buffalo last week. He is recuperating in Strong Memorial Hospital.

## 1,500-Seater Opening

NEW YORK, July 4.—Site of a cafeteria on 182 West 42d street here will reopen next month as Philip's Rumanian Rendezvous. Will seat 1,500 and will feature a floor-show and dance music.

## Detroit Spot Stays Union; Promises To Pay Meroff

DETROIT, July 4.—Sophie Tucker's cancellation of a \$4,000 contract was regarded by local showmen as a genuine personal sacrifice, as she surrendered all claims against the Terrace in order that the previous debt of Meroff could be settled. If she had pressed her contract the Oriole Terrace would now be dark.

BOY FOY, at the Hotel Biltmore, New York, now on a repeat date, sails for Europe July 29 aboard the Queen Mary.

## New Night Club Column

NEW YORK, July 4.—Another indication of the growing importance of the night-spot field, The Brooklyn Daily Eagle has begun running the first local column devoted exclusively to night club personalities. Column is called Night Club Newsreel and is written by Hy Gardner.

## Burke Joins Chicago Consolidated Office

CHICAGO, July 4.—Frank Burke, publicity man and personal representative of several orchestras, has been appointed press relations director and assistant manager of the Chicago offices of the Consolidated Radio Artists, Inc., it is announced by Leo Salkin, former president of Sligh & Salkin, who resigned last week to become executive head of the Consolidated offices in Chicago.

Burke formerly was publicity director for Music Corporation of America and at one time was personal representative of Olsen and Johnson, stage and screen comics.

## Cotton Club Moves

NEW YORK, July 4.—Harlem's Cotton Club is moving downtown into the site of the current Connie's Inn this fall. Cab Calloway will be the name band. This leaves the Ubangi Club the only major Harlem night spot catering to white trade.

## Lerner Wins A. C. Song Prize

ATLANTIC CITY, July 4.—The \$1,000 prize for a song to be used to publicize Atlantic City in much the same manner as the hit, *Moon Over Miami*, did for the Florida metropolis, was awarded at Steel Pier finals to Sammy Lerner, writer of *Is It True What They Say About Dixie*. His prize-winning number is entitled *Sittin' in the Sand a Swainin'*, a lively fox-trot.

More than 2,500 persons jammed the Marine Ballroom for the final contest. The judges were Harry Link, general manager for Irving Berlin; Dorothy Dick and Carl Zoehrens. The song will immediately go in for a nation-wide plug, Berlin publishing it.

# Suburban and Town Spots of Chicago Keen Competitors

Big shows and good bands continue to draw plenty of people downtown—suburban spots, offering lots of entertainment, are enjoying the best business in years

CHICAGO, July 4.—Unusually keen competition between Chicago night spots and suburban dine and dance places is in evidence this season. The cool weather that has prevailed during June has favored the town spots, but with July bringing hot weather the trend is veering to the suburbs. Nevertheless, the Loop and near-Loop brighteries are making a strong bid for continued patronage with shows of more-than-average merit and music by well-known orchestras. A trip about town this week revealed that the better spots are still well patronized. In the Empire Room of the Palmer House Guy Lombardo and a swell show are drawing excellent crowds. Lombardo leaves July 24, to be succeeded by Ozzie Nelson and his orchestra, with Harriet Hillard, Modrano and Donna, dancers, with their own Argentine tango orchestra; Milton Douglas, baritone, and Charles Carrer, clever juggler, will continue at the Empire Room thru the summer.

At the Silver Forest of the Drake Hotel Horace Heidt and his Brigadiers, with a lineup of fine entertainers, are attracting the more discriminating night-lifers, and the younger set is going strong for the music of Bernie Cummins and the *Moonlight Follies* presented on the Beach Walk at the Edgewater Beach Hotel. The young folks likewise are giving the Walnut Room of the Bismarck a play since the King's Jesters opened there. Ben Pollack, at the Stevens, and George Givot, at College Inn, are doing okay, the Ice Carnival at the latter spot continuing to be the feature attraction.

Of the suburban spots the most elaborate show is being presented by Albert Bouche at Villa Venice. Show includes Sara Mildred Straus Dancers; Frances Wills, a wonderful control dancer; John (See *SUBURBAN* on page 13)

## Snyder on Tour of Hotels; Hale Signed by International

NEW YORK, July 6.—Carl Snyder, of the International Theatrical Corporation, headed by Miles Ingalls, left here last week on a 10-day trip into Midwestern cities to line up hotel bookings. He is in charge of hotel bookings for the office.

Ingalls signed George Hale last week to produce several hotel units for the office.

## Dancer Turns Heroine

ATLANTIC CITY, July 4.—Madelline Denesha, of the ballroom team of Theodore and Denesha, landed on the front pages here Tuesday when she saved a drowning man off the beach here. Team now at Beaux Arts Club here.

## Wanger Joins Agency

NEW YORK, July 4.—Wally Wanger has joined the Will Weber and Bob Gordon Office here, booking night spot talent.

LA NOVA AND DE MASI, dancers, who recently returned to this country after a two-year European tour, are now heading the floor show at the Casino, Atlantic City.

# Night Club Reviews

## Hotel Astor Roof, New York

Following a three-week run of Rudy Vallee, the Astor brought in Hal Kemp and ork. together with a small floor show, three acts running 21 minutes. Yet the spot isn't prepared for a floor show, spending about 50 grand to fix up the room and forgetting all about overhead lights and traveling spots to light up the floor show. That worked against the show opening night, but the heavy dinner patronage went big for it anyway and it looks like floor shows are there to stay.

Hal Kemp's Ork has a big following among the younger set, and it's an outfit that is tops among the dishers of dance music. You'd leave a filet mignon or a lobster a la Newburgh any time to trip the light fantastic to Kemp's music. And the band works overtime in obliging the dancers. Work in swell novelty numbers also, led by Bob Allen and Saxie Dowell. In addition, there is the nice mike singing of Maxine Gray. During the novelties the dancers hug the band platform to gape at the musicians.

Floor show, altho it could have been presented a whole lot better, is glove fit for the spot. There are Selma Marlowe, a tap dancer of class and merit, who does two cleverly conceived numbers to earn a heavy hand; Bartel and Hurst, adagio quartet, contributing a waltz adagio and then a thrilling pitching and catching routine for the finale, and the Roy Campbell singers, seven of 'em, who warble a couple of numbers in effective style.

Relief band for Kemp works on a balcony over the band platform, and is Rea's five-piece outfit in Latin dress. Nice music, the combo using a piano, trumpet, bass, guitar and violin.

Room is attractive, the somewhat gaudy, in its summer finery. Too long

and narrow, which also works against a floor show. A fairly inexpensive spot, dinners scaling from \$2 up to \$2.50, and after 10 p.m. a covert of 75 cents and a buck on the week-end. Harris.

## Walnut Room, Chicago

Summer regime at the Bismarck Hotel's popular Walnut Room got under way last week when the King's Jesters and their queen, Marjorie Whitney, replaced Phil Levant, who is going on tour. Levant, who has gained an enviable name for his organization, was given a rousing farewell Thursday and he was on hand to help welcome the Jesters, who are one of the finest and most popular small musical outfits extant. They're "workin' fools" who put everything they've got into their job, and they've got plenty! They're a show in themselves with their clever song numbers, all special arrangements, and Marjorie Whitney has both looks and talent.

Augmenting the Jesters are Clarissa Ellis, in picturesque character dances, and the Detrieks, brother and sister team of graceful tap dancers. They gave a fine performance. In the Jesters' lineup are John Ravencroft, George Howard, Ray McDermott, Fritz Dastow, Bob Casey and Jennette Awad, and the queen, Marjorie Whitney. Green.

## Continental Room, Chicago

A new summer show opened at the Continental Room of the Stevens Hotel recently, with Ben Pollack and his orchestra furnishing the music. Pollack, who is being billed as "Dean of Sweet Swing Music," was given a great sendoff and the opening night crowd liked his swingy, melodious tunes.

Floor show has George Tappas, rhythmic and acrobatic tap dancer, who flew

in from New York; Countess Emily Von Lozen, talented and beautiful ballerina; comely Doris Robbins, titian-haired torch singer, and the three "Hawaiian Hillbillies," members of Pollack's band, who do several hillbilly numbers.

Continental Room an attractive summer spot and cuisine, as usual, excellent. Green.

## Chez Corinne, Dallas

The Chez Corinne, in the Streets of All Nations at the Texas Centennial, named after Mile. Corinne, the original apple dancer, has had 62,000 patrons in 20 days. The show is an Ernie Young Revue, built around the charming and graceful dances of Corinne, a shapely youngster possessing looks and a routine that surpasses anything so far seen in these parts. The show is presented in three sections, with Corinne featured in each stanza, doing her famed apple dance and a clever paraxol number with the ensemble. The latter number is on a par with the apple routine or even surpasses it from the standpoint of uniqueness and flash. While Corinne's dances have nudity, personality and talent place her among the most talented artists on the exposition grounds. The 50-people revue opens with Florence Tennyson singing Spanish-American songs and featuring the *Italian Street Song* from *Naughty Marietta*.

Roberto and Maree, an adagio team, offer perfectly arranged numbers with grace and exciting movements. They come on twice, the second time in an Indian number with the Ernie Young Ensemble's Indian Ceremonial Dance. Diane and De Campo contribute straight and ultra-modernistic ballroom numbers, the latter a swift tango rumba type. Diane also solos in the Modernistic number.

The 16 girls in line are on for four numbers, Spanish, Modernistic, Puraol and Indian—all beautifully costumed and away from the ordinary run of ensemble routines. The Modernistic number, a creation by Mrs. Ernie Young, is spicy, fast and the most effective for applause. The Paraxol is another origination by Mrs. Young that is beautifully done. The paraxols are equipped with a light bulb at the end of each rib. The number closes to *Lights Out* sung by Miss Tennyson.

Joe Rio is a capable emcee and offers a comedy turn in pantomime and a few songs, one with Miss Tennyson. Lou Harris and his ork furnish the musical scores. Weilinghoff.

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**2 More Big Spots Open Near N. Y.**

NEW YORK, July 4.—The Ho-Ho Casino, on the site of the old Brighton Beach Reimsenber's, opened last night, with Harold Stern's Band featured. Opening was preceded by a heavy advertising campaign.

Another big opening last night was the Sun and Surf Club, Atlantic Beach, L. I., with Mack Pepper and band heading a big floor show. Harry S. Feinberg managing the spot.

**Richards-Golforb Bookings**

NEW YORK, July 4.—Richards & Golforb Agency has just signed for three years a new hillbilly quartet, Jimmie, Earl, Gordon and Irving, all from Greenville, N. C. Agency also booking the Club Miami, Newark, where it recently placed the Bower Sisters, Marcia Knell, Loretta Walker and Lee Herman.

**Weber-Gordon Bookings**

NEW YORK, July 4.—Weber-Gordon Agency has spotted Helene Mack, who was Miss America of 1934, into the 20th Century Club, Philadelphia, and Gall-Gall into the Blossom Heath Inn here. Other Weber-Gordon talent includes Jackson, Irving and Reeve, hold over again at the Yacht Club; Cahn and Chaplin, songwriters, signed for five years by Warner; and Eddie Hanley, held the fourth week at the Ochs Maurice, Montreal.

**Paul Small Books Names Into Hazleton, Pa., Spot**

NEW YORK, July 4.—Paul Small has booked Irene Bordoni, the Freeman Twins and Pritchard and Lord into the Green Gables, Hazleton, Pa. Joe Lewis goes in next week, to be followed by Bolle Baker and Fifi D'Orsay.

Also booked Jean Travis into the Mounds Club, St. Louis; Virginia Crane into the Hit Hat Club, Chicago; Joe Lewis into the Bob Air Country Club, Chicago; Murray and Allan, Bobby Gillette, Shirley Richards and eight girls into Tom Williams' Club Bagdad, Miami, Fla., opening a six-month run in October.

Jack Miller now associated with the Small Office.

**Bertell Books New Marden Riviera Show**

NEW YORK, July 4.—Jack Bertell spotted Estelle and LeRoy to replace Gomez and Winona Thursday at the Riviera, Fort Lee, N. J. He has also booked Bob Dupont, Frazee Slaters and Mann, Duprey and Lee to open July 9. The Hartmans are again held over. They have been lined up for the new Freedley show in the fall by Bertell.

Gino, DeQuincey and Lewis and the Enrique Mardiguera and Val Ernie bands continue.

**Club Chatter**

**WOODS AND BRAY**, unusual ballroom dancers, have been held over for an additional two weeks at Northwood Inn, Detroit. This clever duo continues to get plenty of free advertising in the dailies. They deserve it. Charles (Chuck) Payne, emcee, has closed a four-week engagement at the New Vanity Fair Supper Club, Cleveland, and moved immediately to the Clover Club, Sharon, Pa. Being booked by MOA.

Dorothy Zane and Georgene Gordon, an extensive night club tour at an end, have been signed to appear for the summer at the Delancy Club in Philadelphia, with an orchestra of their own.

Bill Green's Terraced Gardens, near Pittsburgh, is reported to be doing big business this season. Spot opened with Dick Barrie's Band, with Sammy Kaye, Will Roland, Sid Dickler and possibly Bobby Meeker set to follow.

The Club Arbor because of her mother's illness. Sandra, under the personal management of Anthony J. Romeo, has been playing Southern clubs for several months.

The Michigan and Wisconsin resort sections are going in for dance teams in a big way this summer. Ballroom dancers are in great demand.

**FLORENCE AND ALVAREZ** and Kay Picture opened last week at the Hotel Astor, New York. Gene McCullough, emcee at the Castle in Columbia Park, has closed a 10-week run there and opened last week at the Rendezvous, Binghamton, N. Y. Jack White has left Dan Henly's to open Wednesday at the 18 Club, New York. Homer Nelson is the new head waiter at Healy's. Edith McGuire, hat-check girl at the Rainbow Grill, New York, is so pretty that she has been asked many times by patrons to join the floor show. Patricia and Don Loper have split. Don may again lead a band. His former vocalist, June Havoc, has gone to St. Louis to play in Laurence Schwab's musical stock. Eva Ortega, now at the Rainbow Room, New York, is a former Bowes amateur winner. George Oberland, of Pancho & Marco Agency, has booked Edith Drake, singer, into the Hotel Edison, New York, Green Room. Mario and Floria, dancers, recently at the Biltmore Hotel, New York, opened Wednesday at the Plaza Hotel, New York, hooked thru the William Morris Agency. The Great Maurice, magician, opened last week at Dempsey's Restaurant, New York.

One of the problems the AFA will have to tackle when it is powerful enough in the night-spot field concerns contract forms. Hundreds of night-spot agents are still handing out scraps of paper that would never be recognized as contracts in courts. Worse than that, many agents don't even give an act a written memo. They just tell the act where to work. In case of trouble (and there usually is trouble) the act cannot prove anything in court, as the agent will probably deny everything and anything.

**BILLY AND BEVERLY BEMIS** have had their engagement extended at Howard's Cafe, San Diego. Henry Haviland, magician, is in his third week at Brooke Johns' Old Barn, Norbeck, Md. Of late Haviland has been concentrating on night clubs and theaters in the vicinity of Washington. Those clever comedy dancers, Jimmy Givens and Ann Karol, are currently appearing in the Surf Room of the Hotel Hildebrecht, Trenton, N. J. Gwynne and Celeste opened June 28 at Martin's Tavern in Lima, O. Booked by Jack Middleton of Cincinnati. Sandra Lane had to break her engagement at

**THE VIA LAGO**, on Chicago's north side, reopened a few days ago under the direction of Harry Eager and Bob Straus. Jack Silver's Club 429, Chicago, is being remodeled. The outdoor garden of Vanity Fair, Chicago, opened Saturday with a musical revue featuring Edith Murray.

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# Bands and Orchestras

**DON BESTOR** is playing aboard the S. S. Moses Cleveland and broadcasts twice weekly on CBS. . . . Mark Warnow is taking a four-week vacation from his work at the Columbia Broadcasting System. Johnny Augustine is replacing him on the *Blue Velvet* sustaining series, other spots being filled by Leith Stevens. . . . Bob Sylvester and his orchestra, with Olga Vernon as vocalist, booked originally for two weeks at the Cavalier Hotel, Virginia Beach, Va., have clicked and are being held over indefinitely.

**BARNEY RAPP**, who has been holding forth at the Hotel Gibson in Cincinnati for several weeks, left that spot Thursday (2) to fill a couple of weeks of previously contracted one-night dates before returning to the Gibson for the balance of the summer. When he returns July 17 he will resume his Mutual wire via WLW. . . . Ray Noble has been held over at Sam Maceo's Hollywood Dinner Club in Galveston, Tex., until July 21. Val Olman, late of the Sul Jen Cafe, another Maceo dine

and dancer in the same city, is playing in the Wine Lounge of the Hollywood. Noble is on the air thrice weekly over the Texas Quality Network. . . . Carl Lofner has replaced Anson Weeks at the Rice Hotel in Houston. Little Jack Little and Freddie Martin are slated for the Rice later in the summer. . . . Irving Rose and band will play indefinitely on the Rainbow Terrace of the St. Anthony Hotel in San Antonio. . . . Ditto for Ken Moyer at the Gunter in the Alamo City. . . . Chic Scoggin and band last week moved from the Olmos Club in San Antonio to the Ringside Club in Ft. Worth, where they will be for an indefinite engagement.

**JACK ADCOCK** and band recently closed a 35-week stay at the Yorktown Tavern, near Philadelphia; are current at the Venice Grill, downtown, and on July 6 open the new Famous Door Tavern. . . . Heinle and his Grenadiers, German band from WTMJ, Milwaukee, furnished practically all the music for the Sutton Bay (Mich.) annual home-coming celebration. . . . Dee Peterson and his 12-piece combo are in their fifth week of an indefinite engagement at the Colonial Hotel in Rochester, Ind. . . . John Gilbert and his wildcat swing section are being featured with Don Ricardo's hot bunch at the Starlight Gardens in Quincy, Ill. . . . Hi Henry and his Aristocrats opened their second summer season June 27 at Intermann's Inn in the Catskill Mountains of New York. . . . Al Sanders and band have returned to Chicago for the first time since playing for A Cen-

music, an excellent show and good food at popular prices. . . . Swinging back downtown, a stop at the Three Deuces reveals Art Tatum, noted "swing" pianist, doing his stuff to the applause of a big crowd, while "Slim" Green, colored song comic, puts over his ditties in great style. In the cocktail lounge Gladys Palmer entertains with her singing and piano playing. Then into the "deep south" where Carroll Dickerson and his orchestra, with Zutty, "king of the drums," are furnishing the music for a lively all-colored revue at Dave's Cafe. . . . Look-ins at various other places indicate that the cafes are getting a heavier summer play than for some years past.

# Once-Overs

**IRVING AARONSON** and his Company manders are at the Plaza, Pittsburgh, and are broadcasting over NBC. Broadcast heard delivered clean and bright music, opening very effectively but tapering off a little. Aaronson, as usual, can be relied upon for a thorough workmanlike musical job. . . . Another Irving, **IRVING CONN**, picked up on the dial out of his stand-by spot, Ben Riley's Arrowhead Inn, in upper New York City, Conn was slightly disappointing, not evidencing any too great care in shaping up the presentation of the period caught. Music lacked the clarity of style to be expected from as established a leader as Conn. . . . At the Biltmore once again after his theater dates, **RUBEN MORGAN** is delivering one of the finest brands of music now around New York City. And on his commercial broadcast on CBS Morgan is similarly doing neat work. Public should go aplenty for his tricky trombone stuff. . . . **FLETCHER HENDERSON**, out of Chicago and sending plenty deep. That theme song Colombo is the tipoff on good rhythm, razzling and is meat for the swing fans. . . . **ENOCH LIGHT** sounded much better on the air this week than when caught personally at the McAlpin Hotel recently. On the last-named occasion the music was flat and uninteresting, possibly because of a skimpy house that night. Air program shaped up nicely, altho nothing to write home about or notably "different." . . . Just as an off comment, it's seldom that real swing or jam bands, with but four to six pieces, ever sound like anything when caught thru a loud-speaker. In a club or other spot they're aces up, but it just sounds like a lot of incoherent spraddling when the mike gets it. . . . **RED NORVO**, at the Commodore, is another New York band on the air. Announcements stress the swing angle of Red's music, but the music itself doesn't most of the time, and that's more important. Otherwise Norvo has a good band, highlighted, of course, by his excellent but somewhat too obvious wood-pile hammering. By too obvious is meant that it's too much in the forefront for a radio balance and also that it comes in too often. J. F.

# Music News

Following a seven weeks' trip abroad, Herbert Marks, of E. B. Marks Music Corporation, has returned to the United States. While originally vacation bound, young Marks made several important trips abroad. These were in connection with the accession of the American publishing rights of foreign compositions, besides taking over representation of firms that have no outlet in this country.

M. A. Jerome and Jack Scholl, composer and lyricist, respectively, have checked up an enviable record in the interest of Warner Bros. Both are under contract to that company and within the past few months have completed words and music for no less than 10 Westerns. Some of their works include *Underneath a Western Sky*, *Vengeance, Ridin' Home*, *Leather and Steel*, *Little Star of the Night*, *Look Out for Love*, *Moonlight Valley*, *Drums of Glory*, *When*

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# Sheet-Music Leaders

(Week Ending July 3)

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

- |   |   |
|---|---|
| 1. It's a Sin To Tell a Lie (11)            | 6. On the Beach at Ball Ball (9)              |
| 2. Is It True What They Say About Dixie (2) | 9. These Foolish Things Remind Me of You (11) |
| 3. Glory of Love (3)                        | 10. She Shall Have Music (7)                  |
| 4. Robins and Roses (4)                     | 11. Take My Heart (3)                         |
| 5. There's a Small Hotel (6)                | 12. Melody From the Sky (10)                  |
| 6. Would You? (5)                           | 13. Sho-Shine Boy                             |
| 7. You Can't Pull the Wool Over My Eyes (8) | 14. Twilight on the Trail (15)                |
|   | 15. All My Life (12)                          |

PHONOGRAPH RECORD best sellers will be found on page 65.

tury of Progress two years ago. They are slated for an indefinite engagement at Sam Amado's Gayety Inn. Combo consists of Ken and Don Barrie, Bill Balasty, Joe Roman and Sanders. Johnnie Adams, Dayton (O.) bandman, has taken over Ed Mack's ork playing at the Merry-Go-Round. Personnel has Hadyn Snyder, Norman Thurman, Jack McDonald, Harold Cody, Bill Tracy, Don Quartel, Burdette Sprunger, Ed Mack (conductor) and Adams.

## SUBURBAN

(Continued from page 11)

Giovanna, tenor; Betty Lavonne, nudistic dancer; Sonia and Romero, comedy dance team; Ruth Quinn, presenting a novel "boy and girl" number; the Townsends, graceful ballroom dance team, and the Mazzone Troupe of adagio and acrobatic dancers, with Henri Lischon and orchestra, furnishing excellent music.

The new Espana, on Lake Shore Drive, had its grand opening Thursday night. It is a Spanish-type cafe offering excellent music, food and drink. Don Castellano and his Troubadours play for patrons of the Cafollie Bar on the main floor. Second floor is a beautiful dining room and there also is a canopied patio, as well as a "Profane Room" for men only.

The Wil-Shore open-air dance pavilion is drawing good patronage since the return of hot weather. A few blocks away Sam Hare's Vanity Fair outdoor cafe is making a bid for popularity. Via Lago, in the same section, has reopened under the management of Harry Eager and Bob Strauss and is offering good dance

the Cowboy Takes a Wife, *The Prairie Is My Home*, *Love Begins at Evening* and *Ridin' the Mail*.

Among the visitors in town right now is Harold Lee, Chicago representative of Witmarks. Lee, New York born, is spending his vacation here as guest of Sam Serwer. Lee will remain hereabouts for about two weeks.

Louis Bernstein, of Shapiro, Bernstein & Company, will leave on his annual European trip this month. He will be accompanied by Mrs. Bernstein. As has been his custom in the past, will look over the foreign field to see what he can glean in the way of songs that are in demand abroad. On his last ramble he was fortunate in picking up numbers that swept the length and breadth of this country in a wave of profitable popularity.

The Mayer Music nine, captained by Norris Gunderson, remains undefeated and leads the Independent Music Dealers' League. Team won a 14-3 victory over Ashley Music recently at the Central Park diamond and last week downed

Music Dealers' Service 3-1 at Chelsea Park. Captain Gunderson now challenges all comers in the music biz.

As a theme song for his new series of sponsored programs from the Great Lakes Exposition in Cleveland, O., over WTAM and WLW, Ray Perkins has written a lively number. It bears the appropriate caption *When Ohio Says Hi Ho*.

Julius S. Hage, of East Cedar Rapids, Ia., has two new songs which he is sponsoring. He is the author of the words, with Anton Lassich supplying the tune. One is called *Dreamer of Dreams* and the other is known as *Baby's Spring*.

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# Tour of Sticks Again Beckons to Attractions

**Morris Agency resuming last season's activity in this direction—Ken Maynard and Cabin Kids now on tour—operators in hinterlands still show keen interest**

NEW YORK, July 6.—Last season's success with road-showing attractions thru the hinterlands, pioneered then by Sally Rand, is prompting acts to take up the idea for this coming season also, taking the lead. The office already has two acts on the road, but its major activity in this direction will start in September, when the pickings are better. Feeters, in the form of letters, sent out to the operators in the sticks is note for the flesh field at a time when interest on the part of the key cities is lacking. According to figures compiled by the Morris office, a tour of the sticks affords attractions upwards of two months' steady work.

The office already lined up extensive bookings for Ken Maynard, Western films "name" and his horse, Tarzan, and the Cabin Kids. They are touring right now, both attractions suitable for summer bookings inasmuch as they cater to the kid trade. Maynard is now in the West heading East on bookings that will carry him thru the entire summer. The Cabin Kids, colored youngsters, are touring the East.

In sending out letters to operators in all parts of the country, the Morris Agency received about 80 per cent in favorable replies to some 200 letters querying them on their interest in attractions. Maynard is working his dates on guarantees and percentages, while the Cabin Kids are working on flat buys. Only hitch this season in the routing of attractions thru the hinterlands is the interference caused by special nights in theaters, such as bank nights, screenos, etc. Consecutive routing is upset in view of the fact that the operators refuse to ditch a special night to make way for a flesh attraction.

The smaller-priced attraction finds a tour of the hinterlands very profitable, more time being open to them. However, "names" also derive a healthy revenue out of this source when playing on straight percentage deals, this being proven last season by attractions such as Sally Rand and Amos 'n' Andy. Aside from Sally Rand and Amos 'n' Andy touring last year, other attractions working that territory were Lum and Abner, Ted Lewis, A. B. Marcus show, Thurston, Joe Penner and Johnny Marvin, Martin Wagner and Sam Weisbord are handling these bookings for the Morris office.

## Harris and Shore Return

NEW YORK, July 6.—Norman Harris and Sylvia Shore, comedy dancers, returned here Wednesday on the American Legion from South America after being there since January. They intend taking an auto vacation trip to the Coast and to return here in the fall.

## Harding Vaude Sat. and Sun.

CHICAGO, July 4.—Effective today, for the balance of the summer, Balaban & Katz's Harding Theater will run vaudeville Saturday and Sunday only, the same show remaining for the two days. The house has played both full and split weeks heretofore.

## Warner Angles for Fox, Philadelphia

PHILADELPHIA, July 4.—For the last month or so the fate of the Fox Theater here has been hanging in balance, with Warner Brothers trying to get it and Frank Buhler and Al Boyd, present operators, trying to hold on to it. Several weeks ago it appeared that Buhler and Boyd would lose it, but this week their hopes were brightened by indications that they might be able to hold on.

Warner has been making a lot of plans for getting control of the house. If the circuit gets the Fox, it is likely that it will be put into a straight picture policy, while the Stanley would go into de luxe stage shows and the Earle would shift to second-run films and continue with flesh.

F. & M. Stageshows now books the Fox stage shows from New York.

success with road-showing attractions Sally Rand, is prompting acts to take up the idea for this coming season also, taking the lead. The office already has two acts on the road, but its major activity in this direction will start in September, when the pickings are better. Feeters, in the form of letters, sent out to the operators in the sticks is note for the flesh field at a time when interest on the part of the key cities is lacking. According to figures compiled by the Morris office, a tour of the sticks affords attractions upwards of two months' steady work.

## Jack Davies Joins Miles Ingalls Office

NEW YORK, July 6.—Continuing its expansion policy, the International Theatrical Corporation, headed by Miles Ingalls, has taken on Jack Davies to look after all the vaude booking activities of the office. He joined the office today. For several months Davies has been agenting on his own after leaving the Al Grossman office.

The office has sold the *Folies de Femmes* show to RKO, opening September 3 at the RKO Boston, for two weeks and then into the Palace, Cleveland, September 18, for another two weeks. Chicago is also booked to follow, but no definite date has been determined as yet. *Folies Parisienne* unit is also being worked on, with dates to be set later.

## AFA Gets Salary Payoff

PITTSBURGH, July 4.—The American Federation of Actors, thru its local representative, William (Jeff) Jeffries, won a case against Eleanor Savage, theatrical agent, and Von Headman, operator of Longview Farms, charged with nonpayment of salary to an act. The hearing was held before Squire Frank Halloran here, who ruled that the defendants pay \$45 to the Peka Trio, AFA act, which worked in Von Headman's spot New Year's Eve.

## RKO Boston's 50 Grand

BOSTON, July 6.—An expenditure of \$50,000 for alterations on the RKO Boston Theater here has been approved by the circuit's home office. The alterations will start this week, with the entire house scheduled to be reconditioned. New seats and drapes and other furnishings will be installed, and the stage and dressing rooms will also come in for an overhauling. The theater will resume with stage shows September 3, the *Folies de Femmes* unit coming in for two weeks.

## Acts Back From South America With a Peeve for Buenos Aires

NEW YORK, July 6.—Returning from more than four months in South America, where they appeared in Rio de Janeiro and Buenos Aires, American acts brought back some interesting stories this week on conditions there, revealing that an engagement in that country is not any bed of roses. With nothing but praise for Rio de Janeiro, members of the troupe spoke very distastefully of existing conditions in Buenos Aires. This company was the first of two shows this season to go into that territory for the Lombartour, which guaranteed 16 weeks.

The troupe returned Wednesday on the American Legion, having closed June 11 in Buenos Aires after playing about 18 weeks. On the show were Harris, Chirs and Shannon, Birdie Dean, Harris and Shore, Ena and Erna, Robert's Five Danish Beauties and Bobby Vernon's Ballet (eight girls). Ena and Erna and Robert's girls are European acts. The engagement in South America entailed appearances at the Casino de Urea, Rio de Janeiro, and doubling between the Teatro Casino with either the Novelty or Casanova Club in Buenos Aires.

Members of the company tell of excellent conditions in Janeiro, where townfolk treated them royally, both

## F&M Ready With Mickey Mouse, Leon Errol Units

NEW YORK, July 6.—The Coast office of Fanchon & Marco has notified its local office to submit two units to the booking offices here. One unit is now in preparation and expects to be ready by the end of this month. It is the Walt Disney Mickey Mouse show, which will feature Singer's Midgets.

The other unit is that headed by Leon Errol, which also includes Sunny O'Dea, Graham and Blake, Gardner and Kane, Ruth Petty, Eric Stanton and the 12 Fanchonettes.

## Loew To Book Negro Shows Into Nixon Grand, Philly

PHILADELPHIA, July 4.—The Nixon Grand Theater here, now dark, will be reopened September 4 by Harry Slatko with a combo policy, the stage shows to comprise colored performers. Loew office in New York will book the shows for Slatko, Sidney Piermont doing the booking.

The colored shows will take in a house producer, line of girls, a band to work on stage and specialty acts, with the shows to be changed weekly.

## Earle, Philly, July Lineup

PHILADELPHIA, July 4.—Earle Theater, Warner's only combo house in town, has lined up headliners for its stage shows during this month. Lucky Mulliner and his Mills Blue Rhythm Band are current, and next week has the Three Stooges. Edgar Kennedy is set for the week of July 17, Benny Davis and revues July 24 and Charlie Chase July 31.

## Cushman Lands 9 Weeks in Mexico

LINCOLN, Neb., July 6.—Branching out into Mexico, Wilbur Cushman last week signed for a string of Mexico theaters after Emilio Azcarraga, manager of the Alameda, Mexico City, spotted him in his ace house, where each of the Cushman units will play two weeks opening the time. First two shows in the spot are Ed Gardner's *Passing Parade* and *Sirens in Satin*. Time opens in August.

Route, according to a communication from Cushman, starts in Mexico City and then goes thru Monterey, Saltillo, Puebla, Jilopa, Vera Cruz, Cordova, Orizaba, Celaya, San Luis, Tampico, Victoria, Torreon, Parra and Chihuahua. Figures at about nine weeks. Cushman's Mexico City branch office is to be operated by Federico Rodriguez.

After routing thru the Mexican time the units jump from Chihuahua to Tucson, Ariz., and follow the trail of California and Pacific Coast time already established. Cushman's Canadian time is still in, so he's now servicing three countries.

# Unfair Booking Denied by WPA

**Asks proof of unfair competition—14 vaude units working New York area**

NEW YORK, July 4.—Complaints of some vaude and club bookers that the WPA was cutting in were answered this week by WPA officials, who point out that altho there have been rumors of squawks, not one booker has taken the trouble to prove his point. WPA officials again repeat that their idea is not to compete with private booking, but to supply talent only to spots that are non-commercial, such as churches, or to spots that have never used shows before. The WPA Booking Department, under Violet Brookhouse, is located at 701 Eighth avenue. Practically all its booking is non-commercial, but it frequently spots shows for which admission is charged. In pay job bookings, the WPA gets either a percentage or a flat fee, and this money goes into a special fund to take care of WPA production expense not provided for in the regular government appropriation.

A checkup on the Variety Theater Unit, located at 1991 Broadway, reveals 776 are employed. Of this figure, 206 are in the circus, including 107 performers, and 70 are on the supervising staff, the rest being variety performers. Frank Merlin is head of the Variety Unit, with Vladimir Koudray, assisted by Betty Wheeler, in charge of vaude production, and Walter Diggs in charge of the circus. A staff of vaude supervisors includes Wesley Frazer, Harry S. Miller, Harry Green and Matt Shelyer.

There are seven six-act vaude units and seven revues working now. The revues include a miniature musical comedy, a stage presentation, an old-time variety unit, a "history of vaude" show, a mixed minstrel show, a dancing unit and the big 60-people *All-American Minstrels*. A colored show written by Eubie Blake, Reddie and Cecil Mack and directed by Harry Green is in preparation. Edward Joyce Hooney is preparing another new revue, *Doing the Town*. One of the vaude units working currently is a "suitcase unit," which plays without scenery.

The vaude shows running at the Majestic Theater, Brooklyn, have been averaging 2,500 paid admissions for the six performances a week. Scale is 15 and 25 cents, which means a gross of from \$500 to \$600 a week. It is reported the gross has been increasing \$50 a week since the theater opened with vaude three weeks ago. Fourth vaude show, opening Monday, comprises the acts of Arthur Shaw, Howard and Andree, Keelo and Bronson, Mack and Colton, Lew Wilson and Stan Stanley and Company, with a musical, *Taking the Air*, filling the last half of the all-flesh show.

The *All-American Minstrels* are slated to open the WPA Showboat Buccanear next week. Aside from the Majestic and the showboat, the variety shows play only halls, auditoriums, institutions.

Merlin, vaude project chief, says the booking department has been careful not to compete with private enterprises and reveals many offers from exhibitors have been turned down after routine investigations by the WPA. One offer included a guarantee of 20 weeks' work, but the WPA refused it because it was obvious exhibitors were trying to avoid going to a regular booking office. Merlin says he will cancel any WPA vaude bookings if private bookers submit proof of unfair competition.

## Neil Kirk Sending Flock Of Acts Over to Europe

NEW YORK, July 4.—Neil Kirk, of the William J. Sullivan office here, has just booked McDonald and Paradise to open July 20 at the Tivoli, Aberdeen, Scotland, and has also lined up for Europe the Five Crackerjacks, Boll Brothers and Carmen and Three Dukes.

Kirk has been sending many acts over for the Stoll and Montague-Collins houses. Among recent bookings have been Nina Mae McKinney, Radcliffe and Rogers, Kirk and Lawrence, Roy Tracy and Dave Seed. Jack (Screw) Douglas and Bob Howard are among those who completed Kirk-booked tours and returned here.



**Loew's State, New York**

(Reviewed Friday Evening, July 3)

The State is off to a bad start this week and the b. o. isn't going to have the happy hunting it had the last couple of weeks. Pix is Grace Moore in *The King Steps Out*, while the vaude show is headed by Pat Rooney and Donald Novis. At this third show opening day the attendance was way off. The vaude runs an even hour, and while it is a good enough show it is nothing uproarious like last week's session with the Ritz boys and the week before with Milton Berle. Still the State can't be the wonder house all the time, and this is one of the off weeks.

Five Juggling Jewels, ladies, are the opener, and it's a grand novelty for getting this show under way. Novel in that these femmes juggle all sorts of objects in a way that would put many a man to shame and they work at it showmanly and with an eye to speed. Applause dotted their turn frequently and there was a big hand awaiting their bow-off.

Fred Sanborn, at a little disadvantage in so early a spot, nevertheless managed to put his familiar act across to good laughs and applause. Aided by a personable young chap, a girl and a heavily cloaked stooge, Sanborn makes this a nice inning with a lot of hilarious side-plays, his expert pantomime and work at the xylophone, clowning and straight.

Donald Novis, a fave here, as seen by his nice entrance band, started the parade of white suits, the Rooneys following also sporting the ice-cream outfits. Novis is a showmanly fellow, the boyish type, winning over the audience in this way but also with his outstanding tenoring. He sang a brace of numbers in grand style and even took time out to give himself a terrific plug for his air program starting this Wednesday night.

Pat Rooney, Junior and Marion Bent, the latter on only at the finish, found a huge welcome from this very friendly audience. They haven't much of an act, but their intimate chattering and general clowning around seemed satisfactory enough to the audience. Pop and Junior do a lot of dancing, with the *Rosie O'Grady* number, of course, winning the greatest returns. They were on 16 minutes and were liked.

The Dare-Devils, a flash act, probably a catchy title for a Danny Dare troupe, closes and it's nice. A mixed ensemble of 12 youngsters is the feature, these kids doing two routines in A-1 style, one a rumba tap and the other a waltz leading into adagio. Latter is the closer and an applause getter. Standout of the act, tho. is a lad, Ray Royce, who does amaz-

**Alden, Jamaica**

(Reviewed Sunday Afternoon, June 28)

From reports, and the evidence of a good house for the first show on the Sunday caught, vaude has been doing all right at the Alden. House, previously running double features for RKO, has been leased for legit week days to Leventhal & Payton, the vaude running on Sundays only. Eight acts, plus a line or girls, and shorts. Admission scale is a quarter up to 2 p.m.; 30 cents and 40 cents thereafter. Acts do three shows a day.

This show was good, a mixture leaning heavily towards comedy, moving along briskly and amply satisfying to the local vaude fans. Apparently from the applause each act got the customers are flesh hungry, which ought to mean that word of mouth should play an important part in building trade. And if this clicks there are any number of spots thruout the city where similar shows can start.

Balabanow Five opened well, four girls and a man. Mixture of dancing and accordion playing, closing by playing midget squeeze boxes and dancing at the same time. They started off with the first of the sock receptions, following the Tony Mendez girls in one of several satisfactory routines they do. Wenees, the Spanish juggler and acrobat, second and supplied one of the outstanding spots on the bill. His hand-dummy and chatter drew a million laughs and he could have stayed on an hour.

Another comedy act following, Bob Easton, with his girl foil and the midget in the baby carriage. Some of the stuff was decidedly too "blue" for this audience. There were plenty of kids in the house. The comedy with the girl and the midget, followed by the dance routine with the midget, tho. did okeh.

Pat Rooney, next, led the house in some community singing, with the screen dropped and the lyrics flashed on. Anything Rooney could have done would have been well received. The Edmonds, a comedy dance trio, burlesquing ballroom terping, have the usual in that type work, good stuff, but too long. Nevertheless, they too fitted in the category of their predecessors, and more than satisfied the house.

More comedy, with Eddie Rio and his brothers. If anything hit the spot it was Rio's business of a lady taking a bath, and taking off the stockings, girdle and the payoff, the corset. Act is the same as ever, with the two brothers heckling from the boxes and hooding for the close.

Belle Baker, as the star, couldn't get off the stage. She delivered an old-fashioned whameroo sock and probably when she sang *Little Man* every woman in the house was howling. In her curtain speech Miss Baker spoke from the heart in asking these Long Islanders to support vaude, and from the volume of applause received she gained a lot of vaude boosters.

Henny Youngman, a tall and lanky chap, m. c.'s the show excellently. He gets plenty of laughs with his material and in his own spot, about 10 minutes, does a grand burlesque of the usual male single singing *Brother, Can You Spare a Dime?* Rooney and Youngman are both holdovers, and the latter, who doesn't appear in the new act files, definitely impresses as being a good bet for the future.

At the end of the first show there were just a few empties in the back of the house.

JERRY FRANKEN.

**Roxy, New York**

(Reviewed Friday Afternoon, July 3)  
(First Show)

The Three Stooges (Moe, Larry and Curley) headline a short and snappy stage show at the Roxy this week, a show that depends entirely upon comedy and dancing, with its only novelty contained in Bob Hall's verse-making and a harmonica session contributed by the week's amateur. There's not a note of serious singing, which fact isn't necessarily a drawback.

The stooges work as hard and as effectively as ever, assisted by Eddie Loughton, who does a commendable straight. The trio of zanies had the customers rocking with their nitwities, some of which aren't too clean, but all of which are funny. Hall also clicked solidly on the comedy angles with his extemporaneous versifying, getting heavy hands thruout his act. As for dancing, it's offered by the Robins Family, a girl and two boys who do outstanding aerobic work, and by the Readinger Twins, a couple of girls who appear briefly in the opening flash, and return in center spot to do a splendid Oriental routine.

Dancing, of course, is also featured by the Gae Foster Girls, house troupe, who have held over their amazing moth number from the previous week. They open the show with a stunning military rhythm tap and serve as background for the Readinger kids by silhouetting Oriental poses against a lighted eye in mid-section. It's a simple but immensely effective production.

The radio amateur this week is Mickey Kapral, a lad who is announced as coming from California, who plays *Softie* and a popular melange on his harmonica.

Freddy Mack, back as band leader and emcee after a four weeks' vacation, got a nice hand when he first appeared in the pit. Picture is *The Harvester* (Republic), and the house was weak the first show opening day.

EUGENE BURR.

**Chicago, Chicago**

(Reviewed Friday Afternoon, July 3)  
(First Show)

Current bill is a stage-band presentation entirely and is headed by Ted Weems and his orchestra, who are big favorites here. With the exception of two acts the complete entertainment is furnished by the various members of the band.

The band opened with the familiar Weems theme song and then swung into *She Shall Have Music*. Parker Gibbs vocalized on *Where There's You There's Me* and was followed by Al Botoroff, youthful marimba player, who rendered *Qzardas* and *Flapperette* in a very satisfactory manner. The band then did *Ida, Sweet as Appie Cider* and *Sweet Sue*, featuring several novelty instruments, among which was the bazooka.

Abbott and Tanner took the spotlight next and handed out as clever a line of dancing as you'll see anywhere. They opened with a song, *Shake Your Head*, and did an eccentric tap routine. Jean Tanner soloed with a nifty fast tap number; Hal Abbott did a Hal LeRoy type loose-leg eccentric and they closed with a musical comedy soft-shoe tap that sent them off to heavy applause. The act has glass written all over it.

The band then played *Twilight on the Trail*, which featured the singing of Perry Como and the whistling of Elmo Tanner. Como sang *It's a Sin To Tell a Lie* and a chorus of *Glory of Love* and revealed a voice and delivery not unlike that of Bing Crosby. Drew heavy applause for his efforts.

Margo and Libby Robbins did a line of characterizations that included George Arliss, Katharine Hepburn, Mae West, Greta Garbo and an English girl in a burlesque booking office that pleased the customers. Big hand.

Elmo Tanner made a hit with his whistling; Red Ingle got plenty of laughs with his brand of comedy and the show closed with a projection of a short subject based on Weems' feud song, *The Martins and the Coys*, on the scrim as the band played the tune and Elmo Tanner sang it. The short features the Cumberland Ridge Runners, local hill-billy group, and William Forest Crouch caught the spirit of the song in his di-

F. LANGDON MORGAN.

ing floor acrobatics while working as a drunk. He came in for four bows. Martha Boyer rounds out the act, a girl mostly doing unseen mike singing but spotted for one solo. A nice soprano voice and gets by. Act is costumed and routined well.

SIDNEY HARRIS.

**Oriental, Chicago**

(Reviewed Friday Afternoon, July 3)  
After a long absence, too long for their many admirers here, the Duncan

Sisters have returned and are heading the present bill. An enthusiastic holiday crowd greeted the performers this afternoon and every act seemed to go over with a bang.

After a military tap by the Dorothy Hild Girls, Burns, Morlarity and Dell, two men and a woman, came on for a tap number, with acrobatics by the girl. The two men followed with an off-time tap to *Tea for Two* and the girl joined them for some fast and clever challenge stuff that garnered loud applause.

Ernest Illatt, an oldtimer who hasn't played a Loop house for ages, deuced. He is still opening with the singing of *Cain Chin Chinaman* and then goes into his monolog, most of which is the same he has been doing for years but is still getting the laughs. The whole thing smacks of old-time vaudeville and was a change that the audience relished. Big hand.

The Hild Girls returned, attired in costumes of red, yellow and blue, and did an interesting hoop routine that was colorful.

Three Reddingtons were next. Formerly Hat and Herman until they added their daughter and changed the name of the act. A standard trampoline act of merit, they had no trouble in chalking up a hit. Highlight is the comedy work of the man and the back somersaults by the young woman. Big hand.

Dave Monahan played the *Tiger Rag* in the regular manner and then sat on a high stool and played *Roses of Picardy* with his feet, the mallets being attached to his shoes. Played *Gypsy Sweetheart* both with his feet and four mallets in his hands and left to heavy applause.

The Duncan Sisters closed, as no act could follow them. They opened with *Glory of Love* and donned thimble characters to sing a comedy song about a cuspidor. A modernized *Red Riding Hood* sketch was next and then a new song called *Doughnuts* in which they threw real doughnuts to the audience. What the audience was waiting for was Rosetta's Topsy character in a scene from *Topsy and Eva*, which closed the act and in which the girls sang *I Never Had a Mammy* and *Remembering*. The girls are in a class by themselves and were the hit of the show.

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rection. The novelty was an excellent finale to a darn good show.

F. LANODON MORGAN.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, July 3)  
(First Show)

Harlem in Quakerstown knows no geographical limitations, and with Lucky Millinder lending his feel and flair to the Earle stage this week, the spirit rests there. And it's a swingy one. Lucky promised the half-filled house that swing will dominate, and his Mills Blue Rhythm Band proves him a man of his word.

With a Stardust Intro, boys forget the schmaltz and ride into an off-center arrangement of *Keep the Rhythm Going* that has the rocking-chair brigade holding hands with the choirs. The plumbing section (three trumpets and two trombones) go heavy on the artillery and one of the boys rides apently on the hot fountain-pen (a bass saxophone for those uninitiated in swing jargon).

Chuck Richards follows with a top tenoring of *Lost*. Millinder providing sterling ork accomp. House is sold on it and encores with a bounce interpretation of *Lucky Star*, style reminiscent of Don Redman's mad arrangement of the *Object of My Affection* ditty.

Band goes *Stompin' at the Savoy* and corpulent Edith Wilson comes on to sing about her need for a rough and ready man, the drummer man pulling the cross-fire punches. Is strictly Harlem hot spirit, but they kept the words on the right side of the ledger.

Millinder next sends the boys into a barrel house on *Ride, Ride, Ride*; the clarinetist riding the floorice stick and the trumpeter goes satchel mouth with plenty balloons in the bags and leather on the uppers.

Mabel Whitman's Pops and Louie ring down the curtain with some close harmony and torrid tapping that places them on top of the map.

In toto, a fast and furious bit of Harlemania that stamps Lucky Millinder a master showman. Makes every wave of the wand count and could have overstayed the 27 minutes.

Two turns, preceding the septa setup, complete the bill. Carlton Emmy opens with his trained pups, a melange of apt jumpers well versed in their master's ways. An ace opener that pleases kiddies and adults alike. Sue Ryan and Company on next, the male accompanist at the piano being the "company" part of the act. But it's a clever turn that shows Miss Ryan in different moods as a warbler. Her first impression is of a honkey-tonk prima donna doing an indigo dirge; then a French canary at her biz, the Beatrice Lillie flavor in evidence throat; an opera songbird, whose best coloratura goes stop-raney, and canning the comics, closes with a sock piping of *Let Yourself Go*. Gal gives plenty and gets off to a nice applause.

Entire show runs less than 80 minutes, plenty short for this house. *Pin is Early to Bed* (Paramount). **ORO.**

**Paramount, New York**

(Reviewed Wednesday Afternoon, July 1)

Holding *Poppy* a third week, the Paramount had to substitute its stage attraction for Ozzie Nelson due to previous bookings. Shep Fields and his orchestra replaced. Third week of the picture, with Fields on the stage, doesn't look as the headed for much impression at the box office, not only because of the July Fourth week-end but because the picture seems to have exhausted its pull, and Shep Fields, not yet a very powerful "name," is similarly weak as a stage band.

Current show, besides Fields and his "rippling rhythm" type of music, takes in Katherine (Sugar) Kane, Melissa Mason and Jerry Cooper. Show lacks sparkle and showmanship, and when caught had nothing even approximating a sock. Fields' music is stylistic and adheres to his rippling formula, achieved by staccato style of playing and relying mainly on sixteenths. It's okeh for a dance floor rather than a theater. With more of an air building Fields will probably mean more at the till.

Miss Kane is a run-of-the-mill songstress, pleasant enough as to voice but lacking distinction. Did three numbers, as did Jerry Cooper, CBS baritone, who closed the show. Cooper has a nice voice, semi-crooner in type, doing *Goody Goody*, *Sin To Tell a Lie* and *Stardust*. That middle song ought to be ditched as one of the prime pop lemons in years. Opening with the fast *Goody Goody* was also a good idea. Cooper, strictly a radio product, shows it in his stage polse or

rather lack thereof. In this respect Miss Mason stood out. She sings a comedy number and then does a comedy contortion dance, throwing herself out of joint into a flock of right angle triangles. Well received, the best reception of the lot.

Business bad at the 5:20 stage show. **JERRY FRANKEN.**

**Mishler, Altoona, Pa.**

(Reviewed Thursday Afternoon, July 2)

The Mishler Theater, a leading house here, is meeting with success in playing stage shows Wednesday and Thursday of each week. The management hikes its regular matinee and evening admission scale by 10 cents and cleans its books of all the cheaper pictures it signed to play. The vaudeville show during its two-day run is given most of the billing and always manages to attract better-than-average biz regardless of its screen partner.

Flesh bills run from small units to the better attractions which, in passing thru, have a couple of open days to fill. This week's attraction has been *Parisian Folies*, a revue flavored with the usual French spice. A company of over 20 performers offering some clever if not unusual numbers. Notable are the Dancing Coquettes, the girl chorus which pleases with several well-routined and colorfully costumed turns. The line's work is about the only feature that has any connection with the title of the show.

Pentured acts include the Three Revelers, a talented knockabout trio who mix in some difficult acrobatic feats, and Ken Chamberlin, a smooth-voiced tenor who scores in the delivery of pop tunes.

Picture with this unit was *The Old Homestead*, an independent flicker, featuring Mary Carlisle and Fuzzy Knight, and house at first show today was satisfactory. **SAM HONIGBERO.**

**Paris Bills**

(Week of June 22)

The principal event of the week is the return to flesh ranks of the Alhambra with a revue. In reality the revue is intended for a road tour and in the sticks it should do well, but it is far from the usual standard of Alhambra shows. Has an excellent cast and several good vaude numbers, but lacks speed and punch.

Outstanding hit of the show are the American ballroom dancers, June Hart and Jack Holland, who score a smash show-stop. Adrien Adrius also scores in his whistling, singing and instrumental act, and with Monique Varny and Jean Fred Mele forms a trio that carries the show. Varny is new to Paris, but clicks nicely as singer, dancer and comedienne. Mele, son of the Alhambra ork director, is an excellent leading man with good stage presence and ability to put across lines and songs.

Maurice Lambert does a hilarious *Carmen* impersonation and Rene Lefourcade and Andre Daxal and their burlesque "Cossack Choir" pull real laughs with their near-Russian singing. Spadollni gets heavy billing, but is really quite overshadowed by three good classic dancers, Kokie, Tabeau and Ristic.

Good stage show at the Mogador, with Billy Bourbon, clever comedy tumbler and dancer; the Plattler Brothers, amusing musical clowns; the Katia Lilliputians; Mel and Melma, acro dance duo; the Okabe Trio, acrobats, and Andy Flor, dancer. Maurice Rostand, emotional poet, heads the bill at the European, supported by a bevy of warblers including Bordas, the Mome Piaf and Rosemonde Gerard.

The Newton Trio, burlesque acrobatic turn, is at the Petit Casino. Paramount has reopened, with stage show featuring the Bobby Delso adagio trio. Jean, Jac and Joe, piano and songs, are at the Romy. Firzel, comedian, and the Mickey adagio quartet are at the Cigale.

**London Bills**

(Week of June 29)

Palladium again relies on American talent, with seven such acts in the current lineup. Worthy headliners are Bebe Daniels and Ben Lyon, flicker stars, who have a neat vehicle in which both display to advantage. Mob went for them solidly at the opening show and they had to beg off with speeches. Vic Oliver, who has played every vaude house of note plus night clubs and production this side, comes back to the Palladium after a year's absence. Reception on entry proves him to be a big favorite and he registers solidly with a dandy routine that carries plenty of

laughs. Lowe, Burnoff and Wensley score freely in the laughs and applause divisions with their travesty of ballroom and adagio dancing. Powell and Nedra are holdovers with their appealing and original multi-colored sand pictures. Geraldine and Joe are plenty versatile and hit solidly. Max and his Gang are another favorite American act here and the pooches go thru a swell routine that is thoroughly liked.

Hoborn Empire has a strong bill headed by Morton Downey, whose voice lacks the quality of his previous visits here. What is lacking in more than made up for in showmanship, which puts him over for a hit. Outstanding here are two American acts, Forsyth, Seamon and Farrell, whose corking comedy, singing and dancing never fails, and Gene Sheldon, whose pantomimery and banjo comedy, with the assistance of Loretta Fischer, constitute one of the best things in town this week.

Retta Ray, billed as a "protégée of Eleanor Powell," showstops with a fast tapping routine that is commendably precise and speedy at the Prince of Wales. Girl has looks and knows how to sell her act, too.

Jenn Carroll and Buddy Howe make their European debut at Glasgow Empire with a peach of a comedy talk and dancing turn that is both original and snappy. Act, which scores solidly here, should prove a major hit anywhere in the British Isles.

Tom Barry, singing star of Earl Carroll's *Sketch Book*, is a show-stop at the Piccadilly Hotel here, where he does seven numbers at each showing. Complete on showmanship and has a grand voice.

Dublin has three American acts at the local Theater Royal—Barr and Estes, hitting solidly with their comedy dance novelty; Three Biltmorettes, whirlwind acrobatic dancing girls, and Pat Henning and Betty, with an amazingly versatile contribution that hasn't a dull moment. All register heavily.

Other American turns in England this week include Chilton and Thomas and Sylvia and Clemence at Finsbury Park Empire; Wilson, Keppel and Betty at Hackney Empire; Frank Melino and Gang and Radcliffe and Rogers at Chiswick Empire and Hildegarde at the Trocadero.

**WPA Jobs Help Stagehand Local**

NEW YORK, July 4.—More than 200 local union stagehands are now on WPA projects. In addition to the 400 out-of-town stagehands also in WPA jobs. This compares with less than 50 local stagehands on relief projects a year ago. If it wasn't for the WPA stagehands' union, Local 1, would have suffered even more this past season than the one before, according to James J. Brennan, union president.

A checkup on stagehand jobs reveals there were fewer musicals this past season, and even the dramatic shows called for smaller crews. Not only that, but the season before had *The Great Waltz* running, and this gave work to 85 stagehands. There were still a few vaude spots left. Now the vaude spots are fast disappearing and the only factor balancing this loss somewhat are the few night club jobs secured by the union.

The road showed much improvement, Brennan reveals, saying, "Indications for the coming season are good."

The union has 1,100 men unemployed. Those employed give up two shows a week to jobless members, this system of work-spreading being in effect the last six years. Total membership is 1,500.

**NAB MEET**

(Continued from page 3)  
last-minute changes. Ike Levy, treasurer, was scheduled to follow Bykes. It is possible his main copyright talk will be heard later during the general discussion when the battle is being waged more heatedly. With the report of Managing Director Baldwin today's session will come to a close, there being no other session scheduled, altho several committees will meet.

Presidential timber is narrowing down to at least three who are prominently mentioned. These are C. W. Myers, of KOIN, Portland; Edwin W. Craig, of WSM, Nashville, and Gardner Cowles Jr., of KSO, Des Moines.

**WPA'S 1,839**

(Continued from page 5)  
\$100,000 to carry out non-federal projects approved under the Emergency Relief Act of 1935. Just to what extent, bow-

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ever, funds will be available for the Theater Project is not yet known.

DETROIT, July 4.—The third production of the Federal Theater here will open shortly at the Lafayette Theater, presenting *The Road to Rome*. William Beyer is directing the play. Stephen Nastogel is designer.

CLEARFIELD, Pa., July 4.—A WPA orchestra has been organized here under direction of S. S. Skinner. Will be featured in the coming Clearfield WPA Festival.

SAN FRANCISCO, July 4.—Federal Theater Project has two productions playing here. At the Columbia Theater is *Orchid Dust*, which starts its fourth successful week Monday. Project's small playhouse at 960 Bush street starts its second week in a quartet of one-act plays which are *The Purple Door Knob*, by Walter Prichard Eaton; *The House of Juke*, by Valentine Davies; *A Happy Journey to Trenton and Camden*, by Thornton Wilder, and *Minute Fields*, by Elsworth P. Conkle. Plays are directed by Everett Glass.

BRIDGEPORT, July 4.—Charles Blaney, supervisor of the Federal Theater Project here, has resigned. Succeeded by Walter Bradley Klarva, former director of the New Haven project. James Conroy, former house manager, has been promoted to supervising manager. J. Gilmore Carroll, former publicity director at New Haven, has been transferred here as assistant to Maude Hill Banerman. Charles Atkin has been made technical director, Josephine Tyler, stage manager, and Hal Brown musical director.

DETROIT AMS  
(Continued from page 5)  
for a 10-week season with the Artisan Guild Players' Caravan touring company or eight weeks of stock in a Northern Michigan resort town.

The following 12 were chosen for the caravan company: Nina Clemens, Violet Cushman, Anne Seeley, Eleanor Campsall, Letitia Thurman, Charles McGaw, George Habib, Victor Finney, Eric Toelle, Jack Wyatt, Elwood Hoffman and Jack Kessler.

For the summer stock company the following were selected: Margaret Telford, Julie d'Arnoldy, Jean Stewart, Hope Tear, Elizabeth Pike, Helen Clausen, Allison Haw, Marston Souther, Robert Bryson, Bob Standart, Katherine Fields, Catherine Carson, Walter Pruehwald, David Rennie, Toby David and Don Baker.

# Philly Looks Forward to Plenty Plays Next Season

Current semester ends with record-breaking run of "Three Men on a Horse"—prospects bright, with many shows expected—American Theater Society announces

PHILADELPHIA, July 4.—The local 1935-'36 theater season officially ended May 31, but actually came to a lingering close on June 27, when the curtain rang down on the 17th week, a record-breaker, for *Three Men on a Horse* at the Broad Street Theater. During the last few days the talk of further arrivals on local stages dwindled to a whisper and finally died. However, the new theatrical firm of Gottlieb, Rudow & Bernes is promising revivals of musical comedy successes for early August at pop prices, carrying the footlights into the regular fall season.

For next season prospects are unusually rosy-hued. Before the first curtain rises the American Theater Society was able to announce definitely its series of six subscription plays, a promise it hasn't been able to give in the last three years. Their season is usually made up of three Theater Guild plays and three plays from allied producers. The American Theater subscribers have voted by a slight majority against revivals of former seasons as part of the next Guild subscription series, and the Guild has indicated it will definitely bring three current hits which are ready to be sent out on the road.

The three Guild plays which seem sure for Philadelphia are *Ittrot's Delight*, the Robert E. Sherwood Pulitzer Prize play, with Alfred Lunt and Lynn Fontanne; the S. N. Behrman comedy, *End of Summer*, with Ina Claire and Osgood Perkins, and *Call It a Day*, the Dodie Smith comedy, with Philip Merivale and Gladys Cooper. Single performances of these three successes are also included in the Philadelphia Forum's subscription series.

Besides the Guild offerings, the American Theater Society will have other Broadway hits to depend on. *The Children's Hour* planning to tour it in the fall, Philadelphia will be one of the first stops. The English hit, *Love on the Dole*, and the revived *Pagell*, with Dennis King and Edith Barrett, will probably find its way here for the American Theater Society.

The it is not likely to play in the subscription series, Philadelphia will undoubtedly see *Victoria Regina*, after Helen Hayes resumes its run late in August. And now that Katharine Hepburn has definitely signed to appear on the Broadway stage next season in the Theater Guild's production of *Jane Eyre*, local theatergoers are assured its opening, the Guild planning to play it in Philadelphia and keep it at least six weeks on the road before New York sees it.

Another prospect for the society's season cropped up when Morris Gest announced his plans to tour *Lady Precious Stream*, Dr. S. I. Halung's theatrical novelty. In the fall, Gest has completed negotiations with the society for the Chinese drama to start its road tour in Chicago and then move eastward, its local engagement tentatively scheduled for November. Nothing definite has been mentioned about the cast. Helen Chandler and Bramwell Fletcher, who played it in New York, are in the London company of *Boy Meets Girl* and apparently unavailable for the tour.

When *First Lady* and *Bury the Dead* reopen to tour in the fall, a stopover in Philadelphia is a distinct possibility. Nazimova will occupy a local stage for a revival of either Chekov's *The Cherry Orchard* or Ibsen's *Hedda Gabler*, with the Ibsen play the more probable. Sam H. Harris is almost certain to send some of his offerings in this direction, and Max Gordon is expected to continue his custom of picking Philadelphia for his tryouts, which next season will include *St. Helena*, possibly with Paul Muni. In addition to the Hepburn vehicle the Theater Guild will have five other new productions, any of which may see the light of day in Philadelphia.

In *The Dog House*, product of two Philadelphia writers, Robert Allen and David Levy, dealing with the antics of a newspaper columnist, was promised for last month and may have its premiere early in September. In addition to the musical comedy revivals, Gottlieb, Rudow & Bernes plan to bring here the WPA hit, *Murder in the Cathedral*. Not so certain, but more or less probable, are *Bury the Dead*, *Boy Meets Girl*, *Dead End*, *Pre-Honeycomb* and the initial showing of *They Liked It* in Philadelphia, a satire on show business by Abner Kroll, a radio scenarist.

While there was a dearth of musical

fare last season, the new year seems more promising. After Earl Carroll opens his new musical comedy, *The World's Fairfest*, in Providence, Philadelphia is sure to be included on its pre-Broadway tour. The English musical comedy hit, *Yes, Madam?* with Mitzel Green, one-time child-prodigy of the movies, as an American addition to the cast, is scheduled for a local showing. As was the case with his *The Band Wagon*, *Three's a Crowd* and *Flying Colors*, Max Gordon will premiere his new musical show before a Philadelphia audience. Howard Dietz and Arthur Schwartz collaborating, the title is *Between the Devil*, and England's Jack Buchanan is mentioned for the lead. Others to be reasonably anticipated are *New Faces* and *On Your Toes*.

When the D'Oyly Carte Opera Company makes its return American tour, beginning late this summer, it is expected to appear in Philadelphia late in the fall, probably at the Forrest in November or December for three weeks.

## Arch St., Philly, Goes

PHILADELPHIA, July 4. — Historic Arch Street Theater, on whose stage

## Nirdlinger Finds Out

PHILADELPHIA, July 4.—Movies and the one legit theater open during the Democratic convention didn't fare so well on the money grab. Urge to bend elbows and the free shows offered stiff competition to box-office grosses.

Sam Nirdlinger, of the Broad Street Theater, said he held "Three Men on a Horse" over for its 17th and final week to see if it was true that people didn't go to the theater during a national convention. It was.

## Tulane, Crescent Doomed

NEW ORLEANS, La., July 4.—The property leased over 30 years ago by the Kinw & Erlanger Circuit comprising the Tulane and Crescent theaters, once the leading legit playhouses of the South, was this week surrendered back to the owners of the land on which the houses were built on payment of \$112,500 for the unused part of the lease that still had many years to run.

With the surrender of these theaters New Orleans loses its remaining legit spots that once drew SRO crowds. Colonel Tom Campbell, manager of the theaters since their erection here, is at present on his vacation in Connecticut. No definite decision has been reached by the Tulane University Board of Administration, owner of the land, as to what will be done with the property in the future, but there are strong indications that both theaters will be razed for departmental buildings of the college.

many of America's most famous players have acted, is being torn down to make way for a parking lot. Made famous by Mrs. John Drew and her family, house dates back to October 1, 1828, running the gamut of Theatris from Shakespeare to burlesque.

## Summer Theater Review

### "The Book of Charm"

WHITE PLAINS, N. Y., July 4.—Competency, saneness and a general excellence when found all together living happily in one summer theater may definitely be termed a news item.

Day Tuttle and Richard Skinner, entrepreneurs from Mount Kisco, have turned the white elephant of White Plains into a successful show-shop. Budding summer theater operators should visit the Tuttle-Skinner factories and learn how to do the trick.

The Ridgeway Theater has been greatly enhanced by the building of a raised floor which permits everyone to see what's going on. The scenery is designed sensibly by John Keogis.

This week's bill was an oddtimer, *The Book of Charm*, a comedy by John Kirkpatrick, which failed on Broadway but has proved a tremendous stock favorite. Mildred Natwick and Harry Ellerbe were starred, with Carol Stone, Florence Tompkins and Mildred Dunnook contributing nobly to their support. Miss Stone has improved considerably since the days of *Jayhawker*, when she appeared with her father, Miss Dunnook, who has been at Mount Kisco the past few seasons, has been neglected too long by Broadway producers.

Business at this viewing was almost capacity, which at \$1.65 top in a summer theater seating well over 500, with an old play, is okeh in any man's language. The policy of no new plays evidently seems to have its points. Next week Peggy Wood and Rollo Peters will appear in *The Taming of the Shrew*, to be followed by *What Every Woman Knows*, with Miss Natwick and Vincent Price. Day Tuttle directs; Richard Skinner manages, and both receive this correspondent's congratulations for proving that summer theaters need not be madhouses—particularly White Plains, which spot this reviewer has a particular reason to remember with sadness.

P. L. M.

# From Out Front

By EUGENE BURR

This corner solemnly swears that it will not indulge in another harangue upon censorship. Just about two years ago, when the Legion of Decency swooped down upon an unsuspecting Gold Coast, your reporter was worked up to a lather of indignation—indignation that the reformers should attack, as is their wont, the effect rather than the cause. For, it was contended here, salacious films are simply the result of a desire for them; the thing to reform is not the films but the public mind.

It was gently suggested that reformation of the public mind is a task not too easily accomplished and that reformers have always been prone to attack only those things which will conceivably capitulate before their onslaughts. Thus, it was felt, the business men in Hollywood who were satisfying a profitable public demand (no matter how base that demand happened to be) were made the scapegoats in a sensational attack which determinedly ignored the real objects of its own obloquy.

It is reiterated that this corner will not indulge in another anti-censorship campaign. But it must be noted that the movement started by the Legion of Decency has now become both world-wide and dishearteningly official. Films can probably weather the blow—if blow it is. But films are only the starting point. If the campaign is successful in pictures it will extend to other fields. For centuries it has included books; soon now it will include the stage. That would be, to put it mildly, unfortunate.

Films, with a blue nose wiping itself upon the screen, were forced to wry such a play as *The Children's Hour* beyond recognition. Since *The Children's Hour* is only one of countless examples, it would profit little to go into the whys and wherefores—but it is to be remarked that *The Children's Hour* received a fine, understanding and altogether honest review from the courageous critic of the finest magazine among the Legion of Decency's primary supporters.

If such censorship ever does extend to the stage. . . . But why go on? A promise is a promise. There'll be no more harangues on censorship.

Soon now the managers and the stagehands will get together for their annual conferences leading to the extension of the basic agreement between the two groups. So the time seems as appropriate as any for a refresh of the question of a basic agreement between the League of New York Theaters and Equity.

There have been manifold objections on the part of Equity to such an arrangement; if a falling memory serves, it was one of the few points on which the administration and opposition in the actors' organization saw eye to eye. Yet at the time it was argued here that not one objection had been raised that could not be answered satisfactorily.

The manager-stagehand agreement is a good model. It is a year-to-year affair, thus taking care of the objection that changing conditions might distort the values of a long-term contract. A date is set in the spring, by which time either party or both may present objections and suggested changes. Then, since the agreement expires on Labor Day, there is the entire summer in which to iron out any difficulties. If no objections are presented by the date set the agreement is automatically renewed on Labor Day for the following season.

It is an excellent arrangement. The theater, now on the verge of a projected comeback, needs stability as it has never needed it before. The managers argue that it is difficult to produce when, at any time they feel like it, the actors may change the conditions under which production may be made. That seems logical. A basic agreement between Equity and the League of New York Theaters, it appears to this corner, would be one of the first moves in putting the legitimate theater back on its feet.

## "Please Do Not Disturb"

(Locust Valley)

The Red Barn Theater opened its third season this past week under the auspices of D. A. Doran, with Arthur Hanna as general manager. This year, as in the past, all the tryouts are pointed in the general direction of Broadway, with each play running two weeks instead of one; the purpose being to test and rectify mistakes more thoroly.

The opening bill was a farce melodrama entitled *Please Do Not Disturb*, by Charles O. Locke. It was staged by Arthur Sircom; settings by John Root, the latter a permanent fixture at the Barn.

Jim, a young man visiting New York from the West, stops at the Hotel Telfair and, being bored, calls an old girl friend, Lola, to stop up and have a few drinks. Actually she is a gangster's moll who has been selling her comrades short down the river to Sing Sing, and therefore is on the spot. Jim goes out to buy some cointreau in an attempt to get rid of her, and while he is gone his best friend, Bob, who is supposed to be married the following day, comes to his room. Bob arrives in time to see Lola shot by Mosey, an illiterate, supposedly ineffectual gunman. Bob's fiancée, Marjorie, follows him to the room and together they are stuck in the hotel with Lola's corpse in the bathroom.

Jim visits Lola's friend May to try to explain the circumstances and do a little sleuthing, but only succeeds in becoming mixed up with a crooked cop, a saxophone player and, eventually, Mosey, the murderer, himself. Mosey cannot collect the \$10,000 promised him for the job until he proves Lola is dead. In the end, due to a fusa-pot in the hotel which finds Lola stuffed in his bureau drawer, everyone is cleared. Mosey gets his money; Bob goes off to marry his fiancée, who for three acts has been trying to go to the bathroom and can't because the body is in there, and May goes off with the cop and saxophone player.

Altogether this sounds complicated and loosely tied together, and unquestionably the play is a jumble. Allowing for the difficulties of staging a farce in two weeks, the sparse audience and apparently hasty and constant rewriting, there still is much that is conspicuously absent. The play is not completely a

farce because the melodrama involved consistently prevents the audience from forgetting the fact that a girl has been shot brutally. And unfortunately the play isn't a melodrama because the people in it are permitted to roam about madly, shout and digress into a thousand and one crazy antics, speeches, gags and impossible situations.

It takes two full acts to tie the plot together; the characterizations, designed for farce, run smack up against melodrama and fall to pieces; and the direction that paced the play at a feverish and hysterical note only seems to heighten the inadequacy of the script. Furthermore, the constant use of gags, bawdy and otherwise, and a rather coarse Runyanesque quality of dialog that many times wandered far from the play to secure a laugh hindered rather than helped.

Percy Kilbride as Mosey, the murderer; Ruth Holden as May, the smart girl friend of Lola; and Martha Scott, as Marjorie, the nice ingenue, gave their all for the sake of the script. Joseph Cotten, Don Terry, Frank McCormack, Gerald Kent and John McCauley also worked hard, although not as competently as the first three people mentioned. John Root's four settings were excellent. As you may have gathered, the play needs a very hearty and complete rewrite job before casting its spell over Broadway.

The following plays are scheduled to follow *Please Do Not Disturb*: *White Christmas*, with Gladys Cooper and Philip Merivale, authored by the latter and staged by Harry Wagstaff Gribble; *Seen But Not Heard*, by Martin Berkeley and Marie Baumer, staged by Arthur Sircorn; *Between Covers*, by Lowell Brentano and William Jordan Rapp, with Ruth Weston and Louis Calhern, and staged by Stuart Walker; and *My Wife's Left Me*, written and staged by Gribble, with Josephine Hutchinson. F. L. M.

**"Co-Respondent Unknown"**

JAMAICA, L. I., July 4.—*Co-Respondent Unknown* is the bill at the Alden Theater here this week, opened as a legit house a short time ago by Jules Leventhal. James Rennie and Josephine Dunn are starred, but as in the case of Peggy Conklin in the New York production, Ruth Gilbert, as Hattie, proceeded to pick up a very gassy script and do just about what she pleased with it.

Fortunately for Mr. Leventhal, Miss Gilbert does well, very well indeed, and why she isn't at least featured is a mystery to this reporter. Her characterization is decidedly fresh, bubbling 10th avenue Irish, and altogether delightful. Hattie is a rich little part, the kind ingenue dream about. Aided by the sympathetic and competent playing of Mr. Rennie, Miss Gilbert makes the most of her moments. Once or twice one feared that she would become too coy, too studied, but happily she managed to glide over the thin ice successfully.

As for Josephine Dunn, she played adequately, but apparently was handicapped by a weak, insignificant part and perhaps too little rehearsal. Rennie and Marietta Ganty are both members of the original company. B. D. Krantz did a fairly nice job with Murray Carson,

**BROADWAY RUNS**

Performances to July 4, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cont) . . . . . Nov.	27	268
Bury the Dead (Patton) . . . . . Arr.	18	89
Call It a Day (Morocco) . . . . . Jan.	28	187
Children's Hour, The . . . . . Nov.	20	689
(Fillard) . . . . . Nov.	28	240
Dead End (Belasco) . . . . . Oct.	24	119
Light's Delight (Shubert) . . . . . Mar.	22	16
Kick Back, The (Ritz) . . . . . June	24	293
Mulatto (Vanderbilt) . . . . . Oct.	24	78
The-Horsemou (Legg) . . . . . Jan.	30	609
Three Men on a Horse . . . . . Dec.	31	1114
(Playhouse) . . . . . Dec.	31	1114
Tobacco Road (Forrest) . . . . . Jan.	10	55
Musical Comedy		
New Faces (Vanderbilt) . . . . . May	10	55
On Your Toes (Imperial) . . . . . Apr.	11	97

the lawyer in the piece. The sets were also part of the New York production. Next week Lenore Ulric in *Road to Paradise*, by the ubiquitous Frederick Jackson, who certainly manages to be prolific. A dollar top found the 2,000-seat theater half full, which sounds like good business in any stock company. F. L. M.

**OUT-OF-TOWN OPENINGS**

**"The Lonesome West"**

(Rose Valley, Pa.)

By Lynn Riggs. Directed by Jasper Deeter. Produced and presented by the Hedgerow Players at Rose alley, Pa., on June 29 and 30. Scenery designed by Adrienne Bancker.

Harry Sheppard, Adrienne Bancker, Hugh Graham, Cele McLaughlin, Jay Davis, Walter Williams, David Metcalf, Helen Laird, Jasper Deeter, Mabel Sheppard and Robert Welch in the cast.

The title comes from that line in J. M. Synge's *Playboy of the Western World*—"there is a saluted glory in the lonesome West." As a tale of doings on the 80 acres of the Bingham in Blackmore, Okla., the story involves the strife in his household brought on by the wife, Kate. As Bill Bingham's second wife, she resents his failure and his children by an earlier marriage. She maddens Ed, the oldest son, by suggesting his wife is unfaithful, the wife finally driven into that position. Marthy, the daughter, escapes the nagging by getting married, only to have her man die. And with Bill driven off the soil, Marthy is left the dismal home, a lonesome farm and the custody of wifeless Ed and half-wit Sherman, the visionary younger brother.

Altho *Lonesome West* is not a new play, it was given its world premiere by the Rose Valley troupe. The play was not received too favorably by local critics, contention being that the author "plunged into a battle for escape from something that never seems clear" and that the characters are "too vague to be realistic and yet they are too human to suggest a definite theme." Altho the author calls upon the half-wit Sherman to express the platitudes of Nature, never pacified or appeased, the action is directed by Kate, the city girl who becomes the second wife of the head clansman, Bill Bingham. And with these two forces in contrast the thought of the play becomes jumbled and the action retarded within its own words. ORO.

**Chi WPA Play To Be Shown Twice Nightly**

CHICAGO, July 4.—An innovation in legitimate theater-going will be presented here when *Triple A Plowed Under*, a WPA theater production, opens for a run at the Great Northern Theater, beginning July 6.

With the exception of the opening night, performance will be given twice nightly at 8:30 and 9:40 p.m., with no matinees during the week. Seats will be reserved for the first show only. Mrs. Hallie Flanagan, director of the Federal Theater, is expected to be present at the Loop premiere of this play, which is being directed by H. Gordon Graham.

*Broken Dishes*, the other Federal Theater project here at the Blackstone Theater, has been playing to capacity and has been extended for at least four more weeks.

**Summer Theater Season Gets Going With Flood of Openings**

Continued from page 4

cluded Robert Perry, Nancy Duncan, Marian Grant, Erford Gage, John Gordon, Byrd Bruce, Adrienne Earle, Raymond Greenleaf and others. Future plays, scheduled for presentation every evening and at Wednesday and Saturday matinees, include *Cradle Snatchers*, *A Reason for Youth* (new), *Co-Respondent Unknown*, *The Old Maid*, *Night of January 16*, *Blind Alley*, *Among the Great* and others.

Other important revivals were *Springtime for Henry*, which opened the County Theater at Suffern, N. Y., with a cast including Cynthia Rodgers, Anita Kerry and Derek Fairman; *The Swan*, at the Starlight Theater, Pawling, N. Y., with Rosamund Pinchot in the leading role; *Merrily We Roll Along*, at Stony Creek, Conn., with Richard Bender, Audrey Davis and Sarah Floyd; *Remember the Day*, at the Bronxville Auditorium, with Margalo Gillmore, Arthur Pierson and Walter Elliott; *The Book of Charm*, with Harry Elberbe and Mildred Natwick, at the Ridgeway Theater in White Plains; *The Bride the Sun Shines On*, with Muriel Kirkland, at the New Rochelle Playhouse; *It's a Wise Child*, at the Robin Hood Theater, Arden, Del.; *Fly Away Home*, at Governor's Island, N. Y.; *The Bishop Misbehaves*, at Matanuck, R. I., with William J. Kelly, Dortha Duckworth, Harold Moffet and Eric Wollen-cott; *Phillip Barry's Holiday*, presented by the Farragut Players at Rye Beach, N. H.; *Song and Dance Man*, Cape Playhouse, Dennis, Mass.; *Art and Mrs. Bottle*, Gloucester, Mass.; *Night of January 16*, Oak Bluffs, Martha's Vineyard; *It's a Wise Child*, Niantic, Conn.; *The Petrified Forest*, Post Road Players, Madison, Conn.; *Co-Respondent Unknown*, Ivoryton, Conn.; *Three Wise Fools*, Ogunquit; *Little Jessie James*, Skowhegan; *The Crime at Blossoms*, Tamworth; *Tomorrow and Tomorrow*, Keene, Mass.; *One Good Year*, Boulevard Theater, Jackson Heights; *Co-Respondent Unknown*, Alden Theater, Jamaica; *Fresh Fields*, Westchester Playhouse, Mount Kisco; *Three Men on a Horse*, Saugerties; *Skidding*, Milton-on-Hudson; *The Sea of Ice*, Periwinkle Showboat, Cold Spring Harbor, L. I.; *Meet the Wife*, Urban Playhouse, Yonkers; *Personal Appearance*, Maverick Theater, Woodstock; *Hier Master's Voice*, Lake Placid; *Love on the Dole*, Nungola, Pa.; *Fresh Fields*, Deer Lake; *Under the Gaslight*, Bethesda, Md., and *The First Year*, Abingdon, Va.

From the office of Raymond Moore, manager of the Cape Playhouse at Dennis, Mass., comes word that *Spring Dance*, Phillip Barry's long-delayed-titled play, will be staged by Jed Harris at Dennis July 6, preparatory to its being presented in New York late in August. Imogene Coca, currently appearing in *New Faces* at the Vanderbilt, will appear in it, supported by Louise Platt, Peggy O'Donnell, Phillip O'Donnell, Phillip Ober, Ruth Matteson, Martha Hodge, Mary Wickes, Lillie Brayton, Joe Ferrer, Harold Johnrud and others. The same management has engaged Marjorie Lytell, who played Audrey Trowbridge in the Chicago company of *Three Men on a Horse*, to appear in that role at Dennis the week of July 13.

From Clara Weiss, publicity manager for the Newport Casino Theater, Newport, R. I., comes news that *When Ladies Meet*, to be presented July 7, will be the first offering of the 10th season of Actors-Managers, Inc. Doris Dalton will play the lead, and the production will be staged by Agnes Morgan, with sets by Emeline Clark Roche. Dennis King in *Petticoat Fever* follows *The Bride the Sun Shines On* beginning July 7 at the New Rochelle Playhouse, according to Sylvia Greene, p. a. The fifth week will be given over to *Saturday's Children* with Ruth Gordon, at Pawling, N. Y. Maryverne Jones on July 6 will revive *The Bat* with a cast headed by Rosamund Pinchot, including George Pembroke, Richard Edward Bowler, Leobel Rose and Paula MacLean.

Fritz Scheff, Margalo Gillmore, Effo Shannon, Muriel Starr, Charles Collins and Ethel Wilson are scheduled to appear, beginning July 6, in a revival of *The Distaff Side* by the L. Chamberlain Brown Players in the Bronxville Auditorium, Bronxville, N. Y. Adele Blood Hope, general manager for the Players, has lined up the following for future presentation at Bronxville: Libby Holman in *Russel Mantle*, July 13-18; Margaret Curtis and Brandon Peters, members of the Broadway cast of *Love on the Dole*, July 20-25, and *Children of*

*Destiny*, a new play by Miss Hope for July 27-August 1.

Messrs. Day and Tuttle, beginning July 6, will offer Peggy Wood and Rollo Peters in *Taming of the Shrew* at the Ridgeway Theater, White Plains. This, the first Shakespearean revival presented by the two managers, is interesting from their point of view in that both the gentlemen acted in the piece when it was presented at the Klaw Theater during the winter of 1925.

Madame Triana Daykarhanova, in association with Day and Tuttle, opens the Summer Dramatic Workshop, associated with the Westchester Playhouse, July 6. Thirty students are already enrolled, and the faculty includes Andrew Jilinsky, of the Moscow Art Theater; his wife, Vera Soloviova; Viola Roache, Anne Schmidt, Marian Rich, and, of course, Madame Daykarhanova herself.

Luther Greene, who will manage two summer spots, one at Nantucket and the other at West Falmouth, Mass., opens at Nantucket July 6 and 7 with Dorothy Mackaill in *Personal Appearance*, and at West Falmouth July 8 with the same play. Others in the cast will be Edmonia Nolley, Scott Koik, Eugenia Woodward, Janet Leland, Charles Scott and Arthur Utrey. Horace Sinclair directs, and future programs will be *Arms and the Man*, *Russel Mantle*, *They Knew What They Wanted*, and a new play, *Lover's Meeting*, by Gladys Hurlbut, which will be tried out for Theron Bamberger August 3. Greene has already engaged for appearances at his theaters the following: Beatrice De Neorgard, Hortense Alden, Alexander Kirkland, Horace Sinclair, Margaret Douglass, Ben Smith, Ona Munson, Jay Fassett, Josephine Victor, John Williams, Stanley Harrison, Robert Bentley, Charles Powers, William Post Jr. and Charlotte McAleer. Other Massachusetts items concern the Wharf Theater at Provincetown, opening tonight with Jack Sheehan guest-starring in *Three Men on a Horse*, supported by the permanent company, which includes Eileen Graves, Lex Lindsay, Douglas Gregory, Almy Alba, Ada Elliott, George Howard and Bernard Jacoby. At Williamstown, *Gold in the Hills*, directed by Frank Davis, opens July 9.

At Stony Creek, *First Spring*, which follows *Merrily We Roll Along*, will be in turn followed by *Winterset*, July 13. For the week of July 20, Stony Creek will witness a new play, *I Take Care of My Friends*, dealing, as you may gather, with politicians. At the Westport Country Playhouse July 13 will usher in *Dr. Knock*, with Richard Whorf and Claudia Morgan in the leads. At Niantic, Mary Morris will head the cast in *Invitation to Murder*, which will be presented in a few days. The Pine Brook Theater at Nichols, Conn., on July 5 will present Estelle Taylor in a new musical called *Shine, Mister Shine*.

One of the interesting bits of theater news affecting the summer circuit is the fact that the Federal Theater Project, which already has its hand in show-boats, will operate two summer spots, the Playhouse at Cedarhurst, L. I., and the Glen, at Glen Cove, L. I. *Tamed and How* will be the first bill, July 6. Also, down east in Tudor City, N. Y., the Police Gazette Players, semi-pros, open July 7 with *Wife of Two Husbands* or *The Sole Survivors*, a good old-fashioned meller which will be followed by others of like ilk. Richard Saunders directs, and the place is the Tudor City Open-Air Theater at 42d street east of Second avenue. *The Road to Paradise*, with Lenore Ulric, originally scheduled for the Boulevard, Jackson Heights, N. Y., will be seen instead at the Alden, Jamaica, in a few days. *Laughing Lantern*, July 10, follows *Skidding* at the Elvorhof Theater, Milton-on-Hudson.

The Deer Lake Stock Company, of Deer Lake, Pa., will have Marie Paves, the original Jo of *Little Women*, as a member of the company this summer. She has already appeared in *Night of January 16* and will play the Anglia role in *Fresh Fields* as well as other featured parts.

Down in Abingdon, Va., Robert Porterfield's Barter Theater will offer the first summer stock production of *Bury the Dead* July 9-11. Porterfield, who will head the cast, will be supported by Doris Rich, Alice Buchanan, Daphne Bayne, Dorothy Dubel, Priscilla Egas, Helen Foster, Barbara Fulton, Nell Harrison, Monica Muller, Kay O'Quinn and others. Owen Phillips has aided Porterfield in staging the play.

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## News of the Week

While the majority of film companies will not be affected by the new revenue tax measure as regards earnings during the major part of 1936, and while the tax on undistributed earnings will not become effective until next year, there is a stipulation that income tax will be applicable to taxable years beginning with December 31, 1935. This classification includes Technicolor, Keith-Albee-Orpheum and RCA. The dates when major firms end their fiscal years are: Columbia, June 29; RKO, May 25; Loew's and Warner's, August 31; Twentieth Century-Fox, September 28; Universal, October; Pathe, Eastman and Balaban & Katz, December 29.

The cut in Erpi's royalty fees, effective beginning with July 1, brings the company's price level down to that of RCA. At the time the announcement was released Erpi also advised licensees regarding a plan whereby modifications of current studio equipment might be obtained without additional investment. The new plan calls for a single royalty fee for recording and distribution. All parts of the world are included except Canada. Fees for features will depend on the purchase price of the film and on running time, and fees for serials will be dependent on the latter item. If the negative cost is in excess of \$50,000 the fee will be \$54 per minute. In cases where the feature is less expensive the cost will be one-half this figure or \$27, which will also be the royalty for shorts. The charge for serials will be \$13.50 per minute. Regarding foreign product, original versions will have to pay one-half the royalty charge applicable to films in English.

Canada will be granted a separate royalty arrangement, considerably less than the old Canadian rates.

According to an announcement by George J. Schaefer, United Artists' vice-president in charge of sales, made July 1 at UA's annual sales convention at the Hotel Ambassador in Los Angeles, the company will release 34 features and 18 Walt Disney shorts during the 1936-'37 season. Ten producers figure in this production schedule and include Charles Chaplin, who will make two pictures, altho not appearing in either of them, one of which will star Paulette Goddard; Samuel Goldwyn, who will make seven; Pickford-Lasky, one; Alexander Korda, six; Walter Wanger, seven; Reliance, one; Selznick, seven; Bergner, one, and Criterion, two. Three of the films, and possibly more, will be done in technicolor.

Actors and actresses who are slated to appear include Eddie Cantor, Edward Arnold, Walter Huston, Miriam Hopkins, Merle Oberon, Ronald Colman, Ronald Young, Charles Laughton, Elizabeth Bergner, Charles Boyer and Douglas Fairbanks Jr.

Directors scheduled for definite assignments thus far include Dr. Paul Czinner, Richard Boleslawski, Thornton Freeland, Howard Hawks, Alexander Korda, Rouben Mamoulian, William Wyler and George B. Seitz.

Writers are Sinclair Lewis, Edna Ferber, Jane Murnin, Jules Furthman, Sidney Howard, Kubec Glasmon, Sam and Bella Spewack, Martin Mooney, Joseph F. Dineen, W. P. Lipscomb, H. G. Wells, James Hilton, Zoe Akins, George Barrand, Adela Rogers St. John, Richard Fisher, John Balderston, Frances Towne, Graham Baker, Alfred Batson, Ben Hecht and Charles MacArthur, Frances Marion, Leo Birniski, Wallace Smith and Gene Towne.

Warners have shut four of their theaters for the summer in the Pittsburgh territory, according to Harry Kalmine, zone manager. Theaters are the Columbia, Warren; Prince, Ambridge; Liberty, Donora, and Columbia, Erie.

Chicago theater circuits continue to acquire theaters and spend great sums in rebuilding and remodeling. Balaban & Katz have acquired the Main Theater in Evanston under a long-term lease, and they will completely rehabilitate the theater at an estimated cost of \$100,000. Plans by Pereira & Pereira (See News of the Week on 4th col.)

## "I STAND CONDEMNED"

(LONDON-UA)

TIME—76 minutes.

RELEASE DATE—July 10.

**PLOT**—A wounded Russian lieutenant, Ignatoff, falls in love with his nurse, but she's engaged to marry Brioukov, largest (and probably fattest) of the Russian war profiteers. When Brioukov suspects that maybe his fiancée is falling for the lieutenant, who's been promoted to an important headquarters post, he gets the lad to gamble with him. The lad loses and only avoids suicide because the gal says she loves him. So he goes to a kindly old lady who is really a spy (tee! tee!) and she gives him money in order to get him in her power. But she's caught and he's caught, and things look black at his court-martial, particularly since he's been further framed by Brioukov. The latter, however, in the midst of an orgy gets religion and comes to his victim's rescue, thereafter dropping a tear on his lady-love's muff and returning to his orgy, where he spends himself in manifestations of frustrated near-Eastern passion.

**CAST**—Harry Baur, Laurence Olivier, Penelope Dudley Ward, Athene Seyler, Hay Petrie and others. Baur, billed as Europe's greatest actor, divides his time between ominous toly-polyism and inarticulate animal noises. Olivier pleasant when he's not called on to act. Ward determinedly wistful in the approved emaciated manner.

**DIRECTOR**—Anthony Asquith. Did his best to get Hitchcock-like effects—but his best isn't good enough.

**AUTHORS**—Uncredited on the press sheet—which is just as well.

**COMMENT**—Europe's greatest actor stubs his toe on a droshky.

**APPEAL**—Button, button, who's got the button?

**EXPLOITATION**—Love and spies under both the Czar and the average.

## "THE RECKLESS WAY"

(PURITAN)

TIME—72 minutes.

RELEASE DATE not given.

**PLOT**—A clerk in a Hollywood hotel is in love with the public stenographer of the place, but she has ambition. So he gets together with an advertising man to further her plans and gets a photo of her legs used in an ad. When the advertiser's wife sues for divorce the gal is named prominently and the resultant publicity gives her boy friend a chance to help get her in pictures. She becomes a star, of course, and the lad is given a chance on a script. When he's successful she marries him.

**CAST**—Marion Nixon, Kane Richmond, Inez Courtney, Malcolm MacGregor, Gloria Gordon, William Strauss and others. Fair.

**DIRECTOR**—Raymond K. Johnson. Routine job.

**AUTHORS**—Screen play by Philip Dunham from an original by C. E. Roberts. Poppycock.

**COMMENT**—A weak indie which may get by, tho chances are against it. Little or nothing to sell.

**APPEAL**—Lower brackets in nabes.

**EXPLOITATION**—Hollywood angles.

# 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, Picture Business, Box Office, Harrison's Reports, Daily Variety, New York State Exhibitor, Film Curb, Showman's Round Table, 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
The White Angel ..... (1st National)	16	2	3	"Stirring and strong."—Showmen's Trade Review. "Tops."—Film Curb.
The Poor Little Rich Girl... (20th-Fox)	12	1	6	"Strong box-office musical."—Film Daily. "Sure to delight."—Mirror.
San Francisco ..... (MGM)	16	0	0	"Packed with selling angles."—Daily Variety. "Whooping good blood-and-thunder."—Sun.
Nine Days a Queen ..... (Paramount)	9	0	0	"Scores high."—Daily Variety. "First-rate job."—The Billboard.
Educating Father ..... (20th-Fox)	10	3	5	"Desirable entertainment."—M. P. Herald. "Good clean fun."—Box Office.
Red Wagon ..... (Alliance)	0	6	3	"There isn't much to recommend."—American. "No merit."—The Billboard.
Border Flight ..... (Paramount)	3	6	8	"Average entertainment."—Box Office. "Fast-moving script."—Variety.
Navy Born ..... (Republic)	3	0	10	"Fair program."—Showmen's Trade Review. "Fair program."—N. Y. Exhibitor.
Guns and Guitars ..... (Republic)	2	1	1	"Average alfalfa opus."—The Billboard.
Lightnin' Bill Carson ..... (Puritan)	0	2	3	"Zero."—The Billboard.

## Exhibitors' Organizations

When ITOA's board of directors holds a confab July 8 the chief point of discussion will be product buying. Regarding the various distributor abuses, about which protests have been received, the matter remains in status quo in that the committee appointed to take up the matter in Washington has not decided yet upon a definite line of action.

John Stapel, of Rockport, Mo.; E. B. Danielson, Russell, Kan., and R. R. Blechele, Kansas City, were elected president, vice-president and secretary-treasurer, respectively, at the annual meeting of the KMTA at Kansas City July 1. The board of directors includes Frank Cassil, George Hartmann, Tom Edwards, Emanuel Bolsky, Clarence Schultz, R. R. Blechele, Homer F. Strowig, E. A. Briles and E. B. Danielson.

Among the resolutions passed at the meeting was one protesting the appearance of screen stars on the radio. It was claimed that such publicity resulted in damaging the popularity of actors and actresses.

Chief among the speakers was Ed Kuykendall, MPTOA president, who said that the present tendency toward bank nights, screeno and similar games was an unfavorable aspect of the exhibitor end of the industry today.

To combat unfavorable legislation by the Missouri Legislature during its coming gatherings would be held the coming month.

The meeting of the ITOA July 1 at the Astor Hotel, New York, was the occasion of a discussion of the newly passed Stand Bill providing for the admission of minors to theaters under certain conditions.

At Allied of New Jersey's last meeting the discussion centered around the recent judicial decision of the Appellate Division regarding the fact that the New York City 2 per cent tax levy is not applicable to New Jersey areas and other points beyond the city proper. The next meeting will be held July 7 at the Hotel Lincoln, New York.

After a period of inactivity extending back some months, ITOA of Kansas City may become active again now that Emanuel Bolsky, president, has called a confab of indies for July 8 in order to talk over the subject of clearance for the next season.

ITOA of Kansas City has not been very unified lately owing to quarrels within the organization, one of the chief being the suit of Bolsky, in association with several others, against Fox Midwest on a conspiracy charge regarding the 1935-'36 season. The question of the advisability of giveaways also created a split.

Speaking before the Iowa-Nebraska MPTOA last week, Ed Kuykendall, MPTOA president, said that a reasonably fair amount of the 10 points stipulated in MPTOA's exhibitor program might be expected to be accepted by the major companies. During the course of his speech he outlined the results of recent conferences between MPTOA representatives and the various sales managers. Other chief speaker was Dave Paifreyman, who had accompanied Kuykendall to the meeting from Chicago. The campaign for distributor acceptance of the 10-point program, incidentally, is scheduled to be resumed shortly, and if distributors prove unwilling to co-operate the MPTOA committee appointed to handle the affair will once more negotiate with sales managers.

## NEWS OF THE WEEK

(Continued from 1st col.)

provides practically a new building and the seating capacity will be increased from 800 to 1,000.

Warner Brothers are just completing the remodeling of their Hamilton Theater. The entire structure, both inside and out, is being rebuilt at a cost of \$45,000.

A \$100,000 house is being erected on West 107th street, between Wood street and Hale avenue in the Beverly Hills district, by George Arquilla, who owns and operates the Rainbow Theater in West Pullman. House will seat 800 and be called the Academy.

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**MOVIE SUPPLY COMPANY**  
211 S. WABASH AVE. CHICAGO, ILL.

**"PAROLE"**

(UNIVERSAL)

TIME—73 minutes.

RELEASE DATE—June 14.

**PLOT**—A nice lad jailed for manslaughter in an auto accident gets out on parole—and then finds out how and why. He's immediately thrown into the gang of the town's mob-boss. Refusing to go thru with it, he finds things tough. With all honest men steering clear because of his prison record. With the aid of one of his jail pals (an older man whose daughter he loves) he manages to get investigations started, and after much heavy melodrama the gang leader is run to earth. All of which leads to much-needed reforms in the parole system.

**CAST**—Henry Hunter, Grant Mitchell, Alan Dinehart, Alan Baxter, Alan Hale, Ann Preston, Bernadene Hayes, Berton Churchill, Charles Richman and others. Pretty much routine, with the exception of standout work from Dinehart and an excellent bit from Hayes. Hunter and Preston, youngsters in the leads, fail to impress.

**DIRECTOR**—Louis Friedlander. A good routine job, but more could have been done.

**AUTHORS**—Screen play by Kubec Glasmon, Joel Sayre and Horace McCoy. A good idea, but very obviously treated. Attempts at "light" dialog are the most woeful yet encountered.

**COMMENT**—Timely and occasionally stirring. Lack of names will hurt, with not enough strength in film to make up for it. But better than average none the less.

**APPEAL**—General.

**EXPLOITATION**—Play up the timeliness and the needed reforms in our parole systems.

**"PALM SPRINGS"**

(PARAMOUNT)

TIME—72 minutes.

RELEASE DATE—June 5.

**PLOT**—A weak musical comedy affair in which Joan Smyth, in order to snare a husband with enough money bags to bolster the declining family fortunes, tries to play the part of a member of royalty. Of course, Joan falls heavy for a commoner distinguished by a minimum of money and riles her father, who had hoped she would marry a millionaire. Smith Ballew, the orchestra leader, is the male sex interest and he sings a couple of engaging songs, aided by Frances Langford, who plays Joan Smyth. True love triumphs and Ballew and Langford take the fatal plunge.

**CAST**—Frances Langford, Smith Ballew, Sir Guy Standing, Ernest Cossart, Spring Byington, David Niven, E. E. Clive, Sterling Holloway, Grady Sutton and Mabel Turner.

**DIRECTOR**—Aubrey Scotto. Material too fragmentary.

**AUTHORS**—Myles Connolly story, adapted by Joseph Fields.

**COMMENT**—Very weak, with the exception of the tunes *Will I Ever Know?*, *Hills of Wyoming* and *I Don't Want To Make History*.

**APPEAL**—Under spot on duels.

**EXPLOITATION**—Introducing Smith Ballew, ork leader.

**"BORDER PATROLMEN"**

(20TH CENTURY-FOX)

TIME—82 minutes.

RELEASE DATE—July 3.

**PRODUCER**—Sol Lesser.

**PLOT**—Bob Wallace, United States border patrolman, resigns when Patricia Huntley, unruly heiress, lies to his superior when he arrested her for smoking in a restricted forest area and Wallace is forced to apologize to her. Her grandfather likes him and hires him to try to tame his granddaughter, who is strictly a brat. She rebels and runs to Mexico to marry Courtney Maybrook, a gem smuggler. Wallace chases them to Mexico, stops the marriage and captures Maybrook and his co-workers.

**CAST**—George O'Brien, starred, Polly Ann Young, Roy Mason, Smiley Burnette, Mary Doran, William P. Carleton, Al Hill, Tom London, George MacQuarrie, Cyril Ring, John St. Polis. Routine performing.

**DIRECTOR**—David Howard. Good job for this type show, with the photography and scenery better than average.

**AUTHORS**—Dan Jarrett and Ben Cohn, Formula.

**COMMENT**—Different from the run-of-the-mill O'Brien operas in that it isn't a hoax opus. May be open to a larger market than usual, because of this, but the difficulty in selling that fact will be tough to overcome, and, most likely, not worth the effort.

**APPEAL**—O'Brien fans.

**EXPLOITATION**—O'Brien and capturing smugglers.

**"THE LAST OF THE WARRENS"**

(SUPREME)

TIME—57 minutes.

RELEASE DATE not given.

**PLOT**—Ted Warren, soldier in the World War, surprises the folks at home by coming back alive. Kent, a villain from Kentucky, where his folks had been a- feudin' with the Warrens, has gained control of Ted's father's ranch by the simple expedient of rustling the cattle so that the old man could not pay off his mortgage and has been amorously pursuing Ted's girl friend, Mary. She says a thousand times no, and Kent, to get even with the Warren clan, shoots the old man and leaves him under a pile of leaves. Later turns up alive also to plague Kent, who finally gets his just deserts in a terrific fist fight with Ted. A sheriff, a G man and a raft of deputies finally clear the prairies again, and the Warren homestead is peaceful with lots of cattle and love.

**CAST**—Bob Steele, Margaret Marquis, Charles King and Horace Murphy. Regulation performance.

**DIRECTOR**—Robert N. Bradbury. Tedious during the first half.

**AUTHOR**—Story and adaptation by Robert N. Bradbury.

**COMMENT**—A study in naivete.

**APPEAL**—Alfalfa circuit.

**EXPLOITATION**—Cowboy hero from the wars fights for love, life, etc.

**"THE SHADOW"**

(GLOBE)

TIME—68 minutes.

RELEASE DATE not given.

**PLOT**—A hevy of Scotland Yard detectives are shot while tracing a criminal known as The Shadow. Later wears a mask, operates stealthily on foggy nights and specializes in blackmail as well as murder. A gathering of people at the home of Scotland Yard's chief inspector dodges bullets a while, acts in ways calculated to be mysterious and hampers the ultimate solution. Criminal is finally found to be a supposedly foolish and idiotic young man.

**CAST**—Elisabeth Allen, Henry Kendall, Felix Aylmer, Jeanne Stuart and James Raglan. Most of them wear trench coats, seem rather damp and have English accents.

**DIRECTOR**—George A. Cooper. Tedious.

**AUTHORS**—Terence Egan, screen play; adaptation, J. Fowler Mear; Donald Stuart, novel.

**COMMENT**—Weak murder-mystery compounded of masks and bad weather.

**APPEAL**—Lower duels.

**EXPLOITATION**—Routine.

**"THE CRIME OF HELEN STANLEY"**

(COLUMBIA)

TIME—56 minutes.

RELEASE DATE not given.

**PLOT**—Helen Stanley, a temperamental actress, is shot on a Hollywood set during the filming of a sequence calling for a bit of gun play. Inspector Trent arrives, rounds up a crowd of people ranging from the cameraman to the actress' ex-husband, and finds they all have possible motives. What complicates the matter is the fact that the ex-husband, playing the part of a gangster, tried to shoot the gal and committed suicide in the belief he was successful. But this doesn't fool Trent, who goes thru the customary rigmarole and fixes the guilt on the most unlikely of prospects, a studio worker whose brother's career had been ruined thru an affair with La Stanley.

**CAST**—Ralph Bellamy, Gail Patrick, Eric Von Stroheim and Shirley Grey. Thoroughly routinized.

**DIRECTOR**—D. Ross Lederman. All in the day's work.

**AUTHORS**—Screen play by Harold Shumate; story by Charles Condon.

**COMMENT**—Strictly a pattern job without distinction of any sort.

**APPEAL**—Limited to under spots on duels.

**EXPLOITATION**—Movie lot angle.

**"LA PORTEUSE DE PAIN"**

(LENAUER)

TIME—69 minutes.

RELEASE DATE not given.

**PLOT**—A rather morbid mixture of murder, a suffering mother, etc., occasionally relieved by comedy. Tells the story of Jacques Garaud, who some years ago murdered the father of Lucien Labroue, for which crime the police authorities condemned innocent Jeanne Portier to 21 years in jail. Jeanne escapes from prison and tries to find her children. Starving, she is befriended by Louise, who manages to give the poor woman a job delivering bread. Garaud, fearing that Jeanne might reveal him as the true murderer, attempts to kill her also, thus leading to a revelation of his guilt as the murderer of Labroue. The story, which is familiar to French audiences, seems incoherent and lacking in the proper disposal of many skeins of the plot. The complications are never satisfactorily unwound.

**CAST**—Germaine Dermoz, Jacques Grellat, Francois Rozet, Simone Bourday, Samson Fainsilber, Mona Goya, Fernandel and Madeleine Guitty. Acting is emotional, but lacking in subtlety.

**DIRECTOR**—A. Rene St. Spotty.

**AUTHORS**—Story by Xavier de Montepin and Jules Dornay.

**COMMENT**—Plot not very clear.

**APPEAL**—Specialized audiences.

**EXPLOITATION**—Based on true story.

**"CLUB DES FEMMES"**

(S. E. L. F.)

TIME—85 minutes.

RELEASE DATE not given.

**PLOT**—A description of the lives led by a group of young girls ensconced in the Cite-Femina, a pension or boarding house whose articles of foundation include a set of tight rules and regulations calculated to circumvent Eros. Rather a thin affair at best, with no men, except one, seen entirely on the screen, but others much in evidence by voices, showing of feet, etc.

**CAST**—Danielle Darrieux, Josette Day, Valentine Tessier, Eve Francis, Elai Argal, Junie Astor, Betty Stockfield and Raymond Gail.

**DIRECTOR**—Jacques Deval. Not particularly coherent. Also hampered by mediocre script which does not carry situations to proper development.

**COMMENT**—Typical foreign piece with the virtues and faults inherent in such productions. Technique is fair as regards sound and photography; actors are necessarily limited by lack of worth-while material, altho Danielle Darrieux, a dancer; Josette Day, Valentine Tessier and Eve Francis put over some fair acting.

**APPEAL**—Limited to arty spots, but limited.

**EXPLOITATION**—A tough one, but its audience here lies definitely in certain grooves anyway.

## Indie Circuit Approaches BAA

PHILADELPHIA, July 4.—The Independent Burlesque Circuit has made a bid to the Burlesque Artists' Association to start negotiations on the new season's contract, the first to make the move and apparently disassociating itself from the Eastern Burlesque Managers' Association. Up until now it appeared that the Eastern managers would deal with the BAA on contract matters, as a group, but the Indie Circuit's move shows this to be otherwise.

In Philadelphia a week ago at the Bijou Theater the executive board of the Indie Circuit held a meeting, the board comprising Issy Hirst, Jimmy Lake, Hon. Nicholas, Al Somerby and Harry Brock. In view of the strained relations between Hirst and Tom Phillips, head of the BAA, it was decided that Lake should be the negotiator for the circuit in the contract dealings with the BAA.

It is reported from authoritative sources that Lake contacted the BAA already, with the latter organization informing him that the executive board will meet with him at any time he desires provided he gives 24 hours' notice so that the board could be gathered together.

## Star, Brooklyn, Folds

NEW YORK, July 4.—The Star Theater, Brooklyn, stock burlesque house, folded Thursday night for the summer after a successful season, the best in several years. Sam and Harold Raymond, together with Jerry Adler, operating the theater, intend to reopen the latter part of August. After the last show Thursday the management sponsored a huge party for the performers, musicians, stagehands and house attaches.

## Police Raid Show At Eltinge, N. Y.

NEW YORK, July 4.—The Eltinge Theater here, burlesque house, was raided by police Wednesday night, the show continuing after a slight wait while several arrests were made. Basing the arrest on an alleged indecent dance, the police took in Morris Rudnick, Eddie Madden and Kenneth Rogers. The first two are operators of the theater, while Rogers is the producer.

The trio drove with the police officers in Rudnick's car to the 30th street police station and then were taken to Night Court. They were held in \$500 bail each for a hearing this Wednesday.

## BAA Records Show Amazing Transition

NEW YORK, July 4.—In an audit of the books of the Burlesque Artists' Association prior to the annual meeting and election of officers last Sunday an amazing fact was noted as regards membership during the period of October, 1933, to July, 1935. During that period the books reveal that 340 principals and 640 chorus girls ceased to be active in burlesque, although the organization held on to their membership cards. These 980 members were in the field at the time when performer benefits were first established by the BAA, whereas those performers who succeeded these missing members came in at a time after the benefits were derived.

An early meeting of the newly elected executive board is scheduled, with the principal subject to be that of the contracts and relations with the employers for the coming season.

## Razing Gayety, Louisville

LOUISVILLE, July 4.—The Gayety Theater, home of burlesque shows for many years and damaged by fire April 4, will be razed and the ground it occupies converted into a parking lot. The theater has been operated by Fred Hurley for the last five years. The fire caused damage estimated at \$40,000 and injured two players and four spectators.

VERA COLEMAN was one of the old-timers among a host of others, including Dick Bauer, Jean Cloonan, John Johnson, Mary Hoolihan, Nellie Lytton and James F. Gilley, to entertain the guests at the wedding reception of Eugenia Dailey and Eugene Huber, June 28, at K. of C. Hall, New York. The bride and her twin sister, Eveline, also entertained as did Ma Violet, another old-time pro. Helen Costaino, still another ex-performer, smoozed. And Mack Rogers and his ork from the Fifth Avenue Theater, New York, played for the dances and the turns. For the first time since they were five years old the Dailey Twins are split, with Eveline to remain on stage as principal and Eugenie to retire to her Bronx home after an Atlantic City honeymoon.

## U-Notes

By UNO

IDA ROSE returned to New York from Chicago after putting finishing touches to the Colosimo revue. No more a Fred Clark co-pro, deciding to produce revues for night clubs and shows for burlesque on her own hook in the East.

PATRICIA PAIGE, new stripping-talking-singing principal, arrived in New York June 26, first time in eight years, when she chorined with Carrie Finnell's *Red-Headed Blondes*. Opened at Bijou, Philadelphia, Monday as per Phil Rosenberg's booking. Last engagement at George Young's Roxy, Cleveland. No more red-headed, but back to natural brunet.

MARGARET HASTINGS, now nightclubbing at the Golden City Park Cafe, Canarsie, L. I., N. Y.

MOE AND JOE comprise a new and likely permanent comedy team for burlesque at the Gaiety, New York, for a run and sponsored by George Broadhurst and Tommy Raft.

KEN ROGERS, pro, left the Eltinge, New York, Friday to start number arranging for Dave King at the National, Detroit, via a six months' contract. With him went Johnny Kane, former manager of Minsky's, Brooklyn, as assistant number pro and six Rogerettes, including Joan Arnold, Winnie Garrett, Ruth Jacquard and Clare Gaisert and two dancing mediums. Beverly Carr returned from three weeks' vacation to again take up pro duties following Rogers.

MIMI LYNN was offered an engagement at Colosimo's, Chicago, but turned it down, preferring to remain in New York burlesque houses and near ma.

ROLAND FRANCIS now emcee at the Club Holland, New York, where Minnie Mae Moore is part of the revue managed by Jack Weinberg, another ex-burlesker and carnival promoter.

JEANNE WADE, after the Star, Brooklyn, closed for the season Thursday, opened the next day at the Gaiety, New York. Ditto Gus Schilling, transferred from a stage director into an eccentric comic to comedie opposite Tommy Raft.

ALLEN GILBERT, expert pro at the Apollo, New York, after more showgirls and dancers to strengthen the ensembles, always with an eye to live up to his reputation to have the best there can be mustered in the way of a crack chorus lineup. An intended motor trip vacation to Maine has been postponed until duties will permit.

MARIAN BELL, dancer at the Gaiety, New York, teaching all the females in the cast all kinds of crochet and knit problems. Now all hands are busy turning out hats, gloves and bags.

PAUL NILES and Joe Rose are summer straightening and comiking at the Swan Lake Inn, Swan Lake, N. Y.

JERYL DEAN, of the Eltinge, New York, had a full-page picture in the May Vogue mag.

MANNY KAY and George Rose, now at the Olympic Hotel, Fallsburg, N. Y., remaining in the Catskills until September 2, when they are due to return to Europe under Agent Frank Belmont's direction and to open at the Hackney Empire Theater, London.

JIMMIE LEWIS, baritone-straight of the Apollo, New York, and Diane Ray (Mrs. Lewis), showgirl, invited entire Apollo staff and backstage personnel to (See U-NOTES on opposite page)

## Burly Briefs

BENNY MOORE left Minsky's Gotham, New York, last week for a vacation trip to Peoria, Ill., planning to return in time to open this Friday at the Gaiety, New York. . . . Max Rudnick changed almost the entire cast at the Eltinge, New York, Friday. . . . Exits were Zonia Duval, Helen Greene, Betty Rowland, Jay Leta, Charles Kane, Lew Denny and Finto and Della. . . . Only holdovers were Billy Fields, Milt Bronson and Louise Phelps, while newcomers were Bert Grant, Steve Mills, Joe Lyons, Sunny Lovett, Mimi Lynn, Jeryl Dean and Billie Holmes. . . . Latter returns to the footlights after a year's absence due to illness. . . . Frank X. Silk moved from the Apollo, New York, a couple of blocks uptown to the Gaiety, relieving George Broadhurst, who must go under medical treatment for stomach trouble. . . . Marie Voe also shifted from the Apollo, going up to the Gotham.

TOM PHILLIPS' daughter is again ill, this time with sinus trouble and confined to the Graduates Hospital, Philadelphia. . . . The Orpheum, Reading, Pa., which played Indie shows last season under a lease by William Heckman and David Broadstein, opened Wednesday with a film policy, with Heckman again house managing. . . . With the Star, Brooklyn, folding, Peanut: Bohn bled himself over to the Apollo, New York, while Jeanne Wade went into the Gaiety for a week before going to her home for a vacation. . . . Jessie McDonald was married again recently in New York. . . . Her daughter, Dorothy, is appearing at the Pavilion Royal, Long Island, while her son is g. m. of Loft's in Red Bank, N. J.

DOROTHY AHEARN switched from blond to brunet and is now a new face at the Republic, New York. . . . Nat Morton staged a show Thursday for the Commodity Club at the North Hills Golf Club, Douglaston, L. I., doubling as emcee. . . . Phil Rosenberg is now sporting a new car, which he bought in Detroit recently while vacationing with his wife, Mildred Adair. . . . Max Coleman is currently in Los Angeles, making the trip to erect a headstone on the grave of his wife.

INA THOMAS injured her ankle up at her Lake Hiawatha home, with medicos giving it the o. o. to determine the exact injury. . . . Incidentally, she and Lou Petel have the house right

next door to that of Joe Csida, a *Billboard* employee, new to the Hiawatha ranks. . . . Abe Minsky, his wife and daughter sailed Wednesday on the Normandie for a European vacation, with daughter, Sylvia, getting a lot of newspaper mention.

MORRIE ZALDINS, formerly manager of the Gaiety, Milwaukee, and Empire, Toledo, is now connected with Flanagan, Irons & Young in one of their enterprises at the Great Lakes Exposition, Cleveland. . . . Warren B. Irons was formerly owner and operator of the (See BURLY BRIEFS on opposite page)

## Burlesque Reviews

### Republic, New York

(Reviewed Tuesday Afternoon, June 30)

*Blue Heat* is an apt title for this hour and a half burly show at Minsky's Republic on West 42d street, where the Weinstocks hold sway. Plenty blue in dialog and lots of heat with a sextet of hotcha strippers. No summer ailing here on principals, with a large cast holding forth, but there has been a trimming of production background, which is missed. Better attention to that phase of the show would give it much value and tie in the loose ends.

Comic staff is swell, the trio comprising Irving Sellg, Bob Ferguson and Mike Sachs. They represent belly-laughers, and while they dip deeply into the blue the laughs still remain. Ferguson, a newcomer, is welcome to this town, a deadpan type of funmaker who's an artist in his line. Sellg and Sachs are tried and true trouper.

Feeding trio help considerably in swelling the laugh score, the boys being Brownie Sick, Floyd Halley and Joe Wilton. First two get the major assignments, and they even get laughs on their own, as seen in that auto pickup bit. Femme aid in bits is contributed by Mary Murray and Alice Kennedy, a clever pair, in addition to help from some of the strip lassies.

For production value there are the 11 chorines and the five showgirls. A clever

troupe, girls who work hard and make attempts at precision. One of the chorines, a brunet, steps out early for a tap solo and it's okeh. Miss Murray does a singing bit, while the show's chief singer is Jack Tarris, a nice-looking lad with neat pipes. In addition there are nice dance specialties from Pat Parez and Rose LaRose, doubling from stripping.

The strippers are six in number, and they're a money crew. The lineup is Pat Parez, Rose LaRose, Lillian Harrison, Lillian Murray, Dorothy Ahearn and Toots Brawner. And in lambing the girls the customers can't say they've been gypped of nudity and fem beauty. These girls have what it takes, looks, clothes and an artful way of teasing when undressed. Audience was for calling them back frequently, but the house cleverly wove in production numbers to prevent too frequent callbacks.

SIDNEY HARRIS.

### Globe, Atlantic City

(Reviewed Friday Evening, June 26)

Glorified burlesque opened its season on the Boardwalk here under the wing of Joseph Quitner, who has rounded together a very pleasing revue for the initial offering. Returning to its old home, the Globe, the summer burlesque is more musical comedy than burly—or is there a difference any more? The show is well dressed, with unique settings, and many of the scenes are considerably more elaborate than the well-known musical which recently played here at triple the Globe admissions. The chorus line is pleasing to the eye and exceptionally well trained for this type show.

Show is entitled *Brevities of 1936* and consists of two acts and 23 scenes. The entire production was conceived and staged by Paul Morokoff, starring Diane Logan, Al Golden, Red Marshall, Jack Rozen, Jean Lee and Happy Hyatt. With very little effort Marshall stole (See Burlesque Review on opposite page)

## IDA ROSE

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# Tab Tattles

**G**EORGE S. OTT, former manager of Pitt, Pittsburgh combo house, is now managing the new Bradford Theater, Bradford, Pa., and playing an occasional tab. . . . Jack (Ted) Hamilton and Mickey Wall have the girly-girly attraction with the Greater American Shows, carnival company. Unit comprises a six-piece orchestra and a six-girl chorus, with "Snooky" Allen and Lois (Red) Scott featured. . . . Dot Crawford is producing the line. . . . Jack Knight writes that the *King of Comedy Revue* is currently touring thru Nebraska to fair business that continues to improve. The show is an open-air sidewalk outfit using six people. Roster includes Honey O'Hearn, Peggy O'Day, Jack Knight, Rose O'Day, "Pling" True, and Jimmie O'Hearn, manager. . . . Pedro and Luis, who have been with the *45 Minutes of Broadway* unit for several months, are now doing hand-to-hand, head-to-head and a fast tumbling routine with *Parisian Follies*. . . . Contrary to the statement in a recent issue of *The Billboard* that the Columbia Theater in Alliance, O., would close for the summer July 4, the house will remain open until July 24. Colonel Ray Wallace, general manager, made the statement last week that the Columbia will remain dark for a month or more in order to make extensive repairs. According to reports, new stage equipment will be installed, besides modern draperies and lighting effects. Stage attractions booked up to the closing date include *Musie Fox Varieties*, *Broadway Vanities* and *Fantasy Follies*, as well as a return engagement of Marie Purl's unit, which played the house recently to record-breaking biz. Bob Shaw, of the Gus Sun office, handles all bookings.

**TOM HUTCHISON** says: "I missed my guess when I said it looked like we would be in Pennsylvania for quite some time. The new route card shows West Virginia spots on the list beginning next week. We are hoping that the Southland is getting as much rain as we are. Business has been off, however, because of the timely arrival of rain about show time on so many recent evenings. News from Wayne Bartlett declines Kitty Watkins with another ailment. Come on Kitty, wise up! A letter from my son reveals much about his Navy experiences. He wants to hear from some of the gang—U. S. S. Chicago, San Pedro, Calif., will reach him. Little Billy Mack and PeeWee Boggs have been doing some high-class pitching lately. Will shoot some more in next week from West Virginia. . . . The O-Sag-A No. 1 Medicine Show closed a six-week stand last Sunday in Adrian, Mich., because of a sharp drop in biz. Mystic De Cleo, escape artist; the King and Queen of Vaudeville, and Leo Coleman, blackface, headed the show when it moved to Reading, Mich. The No. 2 O-Sag-A Show did exceptionally well last week in Littleford, Mich., moving into Pittsford this week. Chet Littlefox and W. M. Madison carry brunt of the talent. . . . The Livingston Comedy Company, selling Invigor, has moved from Morenci, Mich., to Swanton for a short stand.

**H**ELEN DUOY closed with Jack Kane six weeks ago and is now vacationing at Kooztz Lake, Indiana, with her mother and future hubby, William Evenburg, nonpro. Plans to remain at the lake for several more weeks before driving to New York in a recently purchased Plymouth sedan. She would like to hear from Paul Reno and gang and from Eddie and Babe Mason. . . . Virginia Carr is sipping spring water and working her hand-writing analysis charts at Saratoga Springs, N. Y. Virginia infos that she is in good health again. . . . Ted North realized that there were too many local attractions booked during July around Wichita, Kan., his home town, so he is taking his company on a road jaunt for the first time in three years. Has gone into Newton for a 10-day stand to be followed by weekly engagements thru that section of the country. Business has been good in

**WANTED CHORUS GIRLS**  
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Show booked until December. Open soon.  
REORGANIZING.  
**FANTASY FOLLIES**  
Morgantown, Ind.

Wichita, but with encouraging agricultural predictions he expects to do better on the road.

**BURLY BRIEFS**  
(Continued from opposite page)  
Haymarket Theater, Chicago. . . . Buster Lorenzo and Marion Morgan postcard from Las Vegas, on their way to California, stating the thermometer registered 115 degrees the day they went thru. . . . Joe Miller closed the National, Detroit, and is making a trip to California. . . . Megg Lexing closed at the Avenue, Detroit, and was succeeded by Lew Fine, booked by Milt Schuster. Lexing will vacation at a lake resort near Milwaukee. . . . Chique Rhone did not open at the Roxy, Cleveland, as reported. . . . Her place was taken by Ruth Willson. . . . Gay Labarr closed at the Rialto, Chicago, and is being booked into the Roxy, Cleveland, by Milt Schuster. . . . Lester Mack replaced Gene Darby at the Roxy, Cleveland. . . . Florine Manner was forced to leave the cast at the Rialto, Chicago, when she hurt her ankle while entering a taxicab. . . . Harry Hilmas, manager of the Rialto, Chicago, has been confined to his home for several days due to illness. . . . Ray Parsons, straight man at the Rialto, Chicago, is closing there July 9. . . . Dorothy DeHaven and Bert Saunders are vacationing at their home in Newport for the summer.

**BURLESQUE REVIEWS**  
(Continued from opposite page)  
the comedy honors, the other comics showing up poor beside him. The piece contained one stripper, Diane Logan, squeezed in before the finale of the first act.  
Show opened with *Broadway on Parade*,

featuring Ralph Morgan, Nelson Goodman, Alice Kosta, Moromanics, Land and Green, Joy Zelle and the girls of the chorus. First real laughs come with the appearance of Marshall in a dentist office setting. Usually these comedy pieces go to a certain extent and drop without any rhythm or reason, but this was one of the exceptions. Carleton and Miller do a swell dance routine with a comedy finish in this act and clicked well. Morokoff has staged a setting and routine in Cariooca, featuring Ralph Morgan, Catherine Grim, Nelson Goodman, Natalie Cartier and the girls, that could well grace a big-time revue, the Cariooca taps being the first this reviewer has ever seen accompanied by a grouped chorus. Costuming is a gorgeous splash of color.

And if this is not enough for one act Morokoff followed up with what is billed as a "ballet in gold," the eight members taking part being entirely sprayed in a gold paint, and excellent working of spots gives the setting a very startling appearance.  
Marshall, Leonard, Golden and Dale put on one of the high bits of comedy in "The Great Lover," working with an aise stogee and at this catching plenty of ab libbing. Diane Logan does a clever strip, interrupting for a song before a mike, revealing a pretty voice as well as figure, and continuing for a fadeout into the finale. The high spot of the second act is a "Fish Story" comedy sequence, with Marshall taking the lead and plenty of bathing girls. This leads up to the finale, *Rhythm Is Our Business*, with the entire cast.  
Morokoff is credited with the staging; Al Gordon, the comedy; Thomas Peluso, the musical direction. Front of the house crew is as last year: Lex Carlin, treasurer; Edna Swaving, assistant treas-

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urer: Charles Locke, press manager; Dave Levy, manager; McQuire on the door. W. H. McMAHON.

**Rialto, Chicago**  
(Reviewed Friday Evening, July 3)  
Business was off tonight due no doubt to it being the day before a holiday. The show this week didn't seem to click as well as some we have seen and the reason can probably be laid to most of the comedy scenes having been repeated too soon and they were still fresh in the minds of the regulars in the audience. The scenes were well enough done but the audience knew the answers and the edge was taken off the laughter.  
The opening number was laid aboard a battoship and employed the talents of Ray Parsons, George Kaye, Jack Richards and Ethel Devaux, besides the chorus as sallowettes. This was followed by *Handcuffs*, done by Jack Diamond, Ray Parsons, Joey Faye and Ethel Devaux.  
Ethel Devaux, a poppy little soubret, led the chorus in a number preceding the appearance of Mickie Dennis with her specialty.  
Mickie Dennis was the first of the strip numbers. She talked a song and then went into a series of wiggles and gyrations that weren't very effective, ending with a strip. Other disrobing specialties were done by Gloria Gayle, who also talked her song, walked around and discarded her garments with grace and ease, and June St. Clair, platinum blond beauty, who stood out among the cuticle displays and whose *Jungle* build-up number was the most colorful thing in the whole show.  
Among the chorus numbers was the *Scarf Ballet*, featuring Florine Manners in a street cleaner number. Comedy scenes included *The Battery Box*, with Diamond and Faye, Parsons, Gale and Dennis; *How Did You Get the Medal*, with Faye, Kaye, Dennis, Devaux and Richards, and *Ten Cents a Dance*, with Parsons, Diamond, Dennis, Gayle and Devaux. Jack Diamond and Joey Faye are well liked by the audiences here, but Faye's stuttering stuff is nerve wracking when drawn out too much.  
Ione O'Donnell, a prima donna whose singing can be heard without the benefit of a microphone, worked in the *Scarf Ballet* and the finale, and Young and Arthur were spotted in the middle of the bill for some good tapping and challenge dancing.  
F. LANGDON MORGAN.

**U-NOTES**  
(Continued from opposite page)  
a house-warming party Monday to celebrate the opening of the new Lewis-Ray domicile on West 7th street, Manhattan.  
MARGIE HART, of the Apollo, New York, taking up piano playing at her new Brooklyn home.  
MARGIE BERRY, picked by Jimmie Allatin, pro, to double as strip principal and in the chorus at the Peoples, New York, last week.

# Endurance Shows

Conducted by ROGER LITTLEFORD JR.

## Rock Isle Hits 600 With 15 Hanging On

**ROCK ISLAND, Ill., July 4.**—Seven couples and one solo were still going strong when the S. P. Miller Derby show here reached the 600-hour mark.  
Contestants remaining are: Heinle Rink and Juanita Jarrett, Kenny Laux and Evelyn Thompson, Jimmy McParland and Jackie Anderson, Joe Blake and Bea Green, Johnny Williams and Gene Betherd, Charles Smalley and Vivian Branch, Jack Glenn and Margie Bright, and one solo, Jesse (Pop-Eye) Neely.  
The scene of the show shifted to the courtroom for a few days' interlude when Ell Langert, counsel for the Miller Company, won an important decision that derby show did not come under the classification of a carnival and was therefore not required to obtain a carnival license.  
King Brady, Hal Brown and Eddie Leonard are doing their stuff in great fashion as emcees and Lew Caskey and his Melody Boys are furnishing the musical background. John Agrella is head floor judge.

went over to near-by Wildwood, where he planned to open a show this week-end.

With every passing day the popularity of Jane Shannon (Ross), charming wife of Hal Ross, is increasing. Known as the "Blue Flame of Song," she has charmed many hundreds of thousands of people from Coast to Coast. Her divine sense of harmony and rhythm, coupled with her naturally beautiful voice, has captivated all who have heard her. Currently she is charming the large numbers who daily attend the Peoria, Ill., show.

Answering the numerous letters that have come to my office during the past two weeks commenting on the sudden announcement of new show openings and asking for an analysis of the same, it is my honest opinion that this present favorable situation has no bearing whatever on the future. Unless the operators decide to combat the insidious influences that have fought honest efforts to conduct honest shows, this game will be a thing of the past within a very short time.  
I've said that time and again and I repeat it now. Fight bigotry, narrow-mindedness, greed and opposition interests that cannot stand honest competition and the endurance field will enjoy a rebirth of success and prosperity (meanwhile cleaning the field of those who have no business in the field).

Ambition is not dead. Witness the (See *ENDURANCE SHOWS* on page 27)

## Louisiana Repealing Anti-Endurance Law

**BATON ROUGE, La., July 4.**—The Louisiana House of Representatives, by vote of 54 to 22, this week favored repeal of the legislative act of 1934 prohibiting endurance contests in the State. Tho the Legislature has only two more weeks in which to consider over 1,000 bills, it is thought that the endurance law will be repealed by the Senate.

## Colored Show Opens in A. C.

**ATLANTIC CITY, July 4.**—A colored walkathon, the first of its kind ever staged in this resort, got under way last week with Johnny Ray in the manager's seat. The Waltz Dream Arena has been done over for the affair.

## Youngblood Show Folds, Moves

**ATLANTIC CITY, July 4.**—The Pitman Park Walkathon, opened a few weeks ago by Zeke Youngblood, folded up last week due to lack of patronage, so Zeke packed up the duds and dancers and

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## Ontario Stock Co. Opens 3d Season

CINCINNATI, July 4.—The Actors' Colony Theater opened its third season of summer stock at Bala, Muskoka, Canada, on July 2, with Avery Hopwood's comedy, *The Best People*. The colony will continue with *Petticoat Fever*, *The Patsy*, *Blind Alley*, *Dangerous Corner*, *Personal Appearance*, *Elizabeth Sleeps Out*, *Uncle Tom's Cabin*, *The Show-Off* and *Young Woodley*. Plays will be presented Thursday, Friday and Saturday nights at Bala and Monday nights at Bigwin Inn, a large summer hotel on the Lake of Bays.

John Holden, manager, director and leading actor of the colony, obtained most of his early stage experience touring the country with O. D. Woodward, the National Players and other well-known stock companies. He was born in Toronto and returned there in 1929 to play leads for the Empire Company. In founding the Actors' Colony Theater his object was to build up a good repertory company, train and give opportunity to Canadian actors and actresses and so revive and develop the legitimate theater in Canada.

The company has been considerably enlarged this year. There are at present 18 members working at Bala and others will join later. Besides Holden, there are Jane Mallett, Grace Matthews, Robert Christie, Isabel Price, Babe Hitchman, Richard Ponger, Harry Boatright, Donald Stewart, Ross Lumsden, Alex McKee, Betty Boylen, Kathleen Kidd, Bob McRae, Josephine Barrington, Bertram Stanley, Howard Legrow, George Hall and Kay Gibbons.

## Van Arnam's Barn Dance

DEXTER, Me., July 4.—Boss John R. Van Arnam back on the show after a visit "up front" to confer with General Agent Roy Lee. Mr. Van Arnam reports conditions good in Maine and the show booked for an extended tour thru the State.

Donald Whitehouse joined the show at Lacombe, N. H., to augment Rudy Hoff's musical organization as bass player. This now gives us an eight-piece orchestra and an 11-piece street band.

Earl Martin had to make a trip to Louisville, Ky., his home, to sign for his bonus bonds, but is expected back any day now. No doubt Earl is making things hum down Louisville way, around the vicinity of Third and Jefferson streets.

President Carl Babcock and Vice-President Rudy Hoff presented Dome Williams with his membership card in the B. A. G. Association recently. Other Van Arnams take notice. Dome is now a member in good standing, having passed the supreme test at Farmington, N. H.

Mrs. Barbara LaToy, of Natick, Mass., was on to visit her son Harry the past week. Harry finally had to "spring" for a new suit and complete outfit.

The Flying Driscolls (Maddy-Patty and Bobbie-Wobbie) made an overnight trip to Springfield, Mass., to visit with the homefolks. Back to the opra all in one piece.

Observations around the lot: Jim Miller "putting out the paper" and counting the days until he can make the trip to Bangor. Billy Hall busy painting his banners. MACK D. FERGOUSON.

AL GOLDEN, director of the Y Playhouse in Pittsburgh, finished a new play labeled *It's a Cliché*, which will be tried out in a couple of summer theaters this season.

## WANTED

Owing to sickness, young General Business Man and Woman with Specialties. Could use good team. Five correct ads, height and weight. Send photos. State lowest salary. Others write: tell all first letter. Week stands. RICE PERCY PLAYERS, Farmer City, Ill.

## The "Ted" North Players

America's Finest Tent Theatre. WANTS QUICK, A-1 Boss Con-man who can handle pen and keep real outfit in shape. If you THINK, DO NOT ANSWER THIS AD. Please state your correct age. Write "TED" NORTH, Newton, Kan., until July 12.

## Wanted Quick

A-1 Boss Con-man that can and will work. Knows how to handle pen. Must be able to drive truck. Tent Men, three-day stands. Salary, \$12.00 per week and sleeping quarters. BISBEER'S COMEDIANS, Dawson Springs, Ky.

## Rep Ripples

HERBERT THAYER, for 10 years director and character man with Norda's Comedians in the Northwest, is now doing characters with *The Cavalcade of Texas* at the Texas Centennial Exposition, Dallas.

THE SCHINE THEATRICAL Company recently bought the Seneca Theater, Seneca Falls, N. Y., from the Seneca Falls Savings Bank. The house was closed July 1 for alterations. New equipment, including projection, sound devices, seats, stage settings, decorations and lighting effects will be installed.

DON TEETERS, formerly with the Federal Drama in Toledo, O., is currently presenting his unit, *Don Teeter's Song Revue*, in Northern Ohio night clubs and theaters.

MAXINE KILBY, 270 Park street, Akron, O., writes: "My father, Charles Kilby, was last heard of about eight years ago when he was with the Pauline McClain Players in this city. I would sincerely appreciate receiving any additional data on his activities."

CHARLES (KID) KOSTER has been engaged to handle the big French *Cosmo Revue* when it goes on the road in two or three weeks. The show, now at the French Casino in New York, will carry two 70-foot cars of equipment. Koster will be with the Max Gordon office again in the fall.

FRANK (RED) NOXON, veteran technician, visited the rep desk last week on his way to New England for a visit with relatives. Red was with the Ed Ward show this spring.

RICE-PERCY PLAYERS returned to winter quarters in Farmer City, Ill., last week when Marion Sexton, leading lady with the outfit, fell ill and had to be confined to bed in a hospital. Jack Percy, manager, has announced, however, that as soon as he can obtain a substitute for Marion the show will go out again. According to reports, Mrs. Sexton is not seriously ill, but will be forced to take it easy for a while.

## Robin Hood Opens Season

ARDEN, Del., July 4.—The Robin Hood Theater opened its sixth season here last Wednesday evening with the famous comedy, *It's a Wise Child*. The play was written by Laurence E. Johnson, author of many Broadway successes.

The resident cast of professional actors is headed by Miss Dulcy Cooper. Other members of the troupe have appeared in Arden in previous summers. The roster includes: Bigelow Sayre, Herbert W. Fisher, Virginia Reilly, Edwin Ross, Laura Barrett and Robert C. Schnitzer.

The Robin Hood will continue to present recent Broadway successes and the season's schedule includes *Fresh Fields*, *Laburnum Grove*, *Kind Lady*, *On Stage*, *Her Master's Voice*, *Biography* and *Personal Appearance*. Edwin O. Ross and Robert Schnitzer are again managing the enterprise. Plays are staged and directed by Thelma Chandler, for the past 10 years stage manager and director for Eva Le Gallienne's Civic Repertory Theater.

## Barretts Sign Indian Ballers

LINCOLN, Neb., July 4.—Doc and Art Barrett, tent rep men of other days, have finally completed their deal with the Winnebago reservation here for the champion Indian soft-ball team, which they'll tour thru the East. The Barrett boys have salted away some nice money in the last three seasons monkeying with all sorts of novelty ball games, most frequently using the donkey ball idea. The Winnebagos will be hauled directly into Ohio and Pennsylvania, with opening dates in the vicinity of Youngstown, O., about July 4. Paul Schroeder is ahead of the show. After previously announcing intention to do this stunt the Barretts ran into a cold shoulder on the reservation and just now completed the arrangements.

PAULA BAUERSMITH, formerly with the Carnegie Tech Players in Pittsburgh, sails for Europe this week in search of acting material for the Actors' Repertory Theater, of New York, with which she is now associated.

## Cooke Players Playing Theater in Alabama

MOBILE, Ala., July 4.—The Cooke Players, who usually play under canvas, concluded a week's engagement here June 27 at the Little Theater. The opening on Monday night was fair, but the remainder of the week was poor. Harry J. Pamplin, manager, said that he would try a second week. The show, organized 32 years ago at Thorby, Ala., is now in its 147th consecutive week.

The company cast includes Mabel Rhodes, Katherine Bane, Al Fox, Leola Fox, Jack Johnson, Earl Larue, Al Russell, Kirven and Watson Wilson, Emmett Veva and Elsie Johnson. The orchestra is under the direction of Al Fox.

Sam Jones, formerly assistant manager of the show and now selling road machinery in Alabama, was a visitor this past week.

## Kansas City Jottings

KANSAS CITY, Mo., July 4.—Joe and Georgia Hoffman, formerly with the Big Ole Company, have joined Jimmy Murphy's merry-go-round in Montana.

George Temple, many years with Dunbar's Comedians and who has been confined in the Elks' Hospital, Edgewater, Colo., for many weeks, is scheduled to leave the institution at an early date. Jack O. Bell left here recently to join the Burke-Gordon Players in Illinois.

Betty Zano, after spending a few days in the city, left here this week to join Denny's Comedians in Colorado.

Bob and Jean Bieber, well-known rep team, are now connected with the Reno Theater in Oklahoma City.

Harry Dale, veteran character man, now director of a federal entertainment project in Kansas City, Kan., was spotted on the main stem this week-end.

Jimmy and Edith Erickson recently closed a long engagement with Danny's Comedians to join the Neal Players in Colorado.

Myron Calvin recently joined the Jack Daul Stock in Wassau, Wis.

The Rice-Percy Players, management Jack Percy, has closed for reorganization purposes. The company is scheduled to reopen at an early date to play Illinois under canvas.

B. M. Goff, former manager of the Goff Players, is now recreational director in Dallas. The unit, a WPA project, is giving outdoor performances, using a dramatic end and stage.

The Frida McOwen Stock Company, playing a permanent engagement under canvas at the fairgrounds in Topeka, is doing good business.

John Wray Young, formerly with Midwest stock and rep shows, is now director of the Little Theater in Duluth, Minn.

Connelly and Radcliffe, well-known Midwest rep team, are now playing dates in the East.

Judy Magraine, formerly with the Cauffman Players, has opened a dancing school in Holton, Kan.

Ned Wright, now a patient at Leeda' Sanitarium here, will soon undergo his third operation since January.

Rosalie Coburn, of the Todd Players, is a recent arrival and will undergo a tonsil operation before resuming her work.

Roster of the Morris-Davis Players circling in Northern Nebraska includes W. L. Davis, Adele Carr, Jimmy Miller, P. Agar Lyons, Dorothy Ray and Goldie Morris.

The La Salle Show, management Eddie Deloy, closed recently in Oklahoma.

Henderson Stock Company is making tentative arrangements to play a circle in Michigan.

Dodd Bros.' Players have returned to their regular Iowa territory and are said to be doing good business.

Leo and Dollie Conn sojourned briefly in city this week en route to Kansas after visiting relatives in Iowa. They will reopen their show in Kansas this week.

The Wilson-Feagin Players opened the tent season last week in Kansas. Opening week's business was big.

L. Raymond Cox, former Midwest actor, is now doing a magic act in Eastern resort towns.

Reports reaching here are that Bob Lewis, advance man with Henry Brunk's Comedians, is ill in a hospital at Las Animas, Colo.

Nell Schaffner's Players are reported to be doing good business at Ottumwa, Ia., where they are playing an indefinite engagement.

Roster of Eddie and Mona Hart Players includes Eddie Hart, manager; Mona Hart, Lulu Nethaway, Dess Henderson, Mr. and Mrs. E. J. Bickford, George Henderson and Jack Henderson.

## Stock Notes

ALEX KANN, formerly with the Guild Playhouse in Pittsburgh, is now working at the Versailles Club in New York and writing material for radio and night club performers. Kann reports that he expects to go to the Coast this fall to write scenarios for a major studio.

DON MERRIFIELD, veteran character actor, is teaching makeup at the Columbia College of Acting, Chicago, besides doing radio work. He is also in the cast of *The Old Maid*, put on by Dorothea Bates, playing at the Woman's Club Theater, Chicago.

THE KILBUCK THEATER Players, only summer theater group active in Pittsburgh at present, was forced to present its current vehicle, *Contracts*, by candlelight one night last week. A faulty street line cut off the electric power. The Kilbuck company includes Eula Mae Jackson, Mary Jo Rodriguez, Kay Harmon, Mary Hopper, Margaret Hortenstine, Charles Kerns, Leonard Talenfeld, Clayton Gearhart and Stanley Russ.

GUY PALMERTON'S Manhattan Players, now in their third season at the Lake Whalom Theater, Fitchburg, Mass., are this week offering *Riddle Me This*, with Frank Lyon starred in the role of McKinley, supported by Robert Perry, Adrienne Earle, Nancy Duncan, Byrd Bruce, Raymond Greenleaf, John Gordon, Erford Gage, Marian Grant and others. Plays scheduled to follow include *Cradle Snatchers*, *A Reason for Youth*, *Co-Respondent Unknown*, *The Night of January 16* and *The Old Maid*.

CONNECTICUT PLAYERS opened at the Plymouth Theater, Milford, Conn., June 29. They will present eight plays during the summer, and among the guest stars will be Mabel Tallafiero, Lee Patrick, Olive Olsen, Leona Roberts, Walter Slezak and Earl Larrimore. In the first production, *The Old Maid*, Mabel Tallafiero and Lee Patrick are the co-stars. Plymouth Theater, formerly a church, has been undergoing extensive repairs and alterations to make it suitable for shows.

WILLARD S. ISLEY and Mrs. Isley are with the Ben Wilkes Stock Company, playing thru Indiana. Mrs. Isley is featuring a new toe dance, while Willard handles the business end of the show, besides doubling into the show with trumpet solos. He is also responsible for merchants' advertising.

THE POCONO PLAYERS are opening an eight-week summer stock engagement at the Lutherland Casino in the Pocono Mountains of Pennsylvania July 8. Company is managed by G. Ernest Robyns and is under the direction of Nat Burns. Cast members include Ross Morshon, Kenton Warne, Eileen Coyne, Peggy Rourke, Thelma Gyath, Polly Ann Daly, Helen Travers and Helen Howe.

THE EIGHTH summer season of the Michigan Repertory Players at the Lydia Mendelssohn Theater, Ann Arbor, opened last week with a production of Ibsen's *John Gabriel Borkman*, followed by the first production in that territory of Valentin Katayev's *Squaring the Circle*. Leads in the first production were taken by Claribel Baird, Sarah Pierce and Frederic O. Grandall, who was assistant director for the production. Principal roles in the second play were taken by Edward Jurist, Virginia Frink, Mary Pray and Charles T. Harrill. The season program calls for nine weekly productions, running four and five nights a week.

## Harley Sadler's Big Meller To Dallas for Four Weeks

PAMPA, Tex., July 4.—Harley Sadler announced here last week that he has been contracted to present his spectacular four-act melodrama, *The Seize of the Alamo*, for four weeks or longer at the Sportatorium, downtown amusement center in Dallas.

According to Sadler, who will operate his show on a percentage plus guarantee basis, a regular stage band and vaudeville acts will be used in conjunction with his show. The Sportatorium, a 4,000-seat house, will be done over in Alamo style. Henry Santrey, orchestra leader, is in charge of exploitation and is billing the show "like a circus."



# Thru Sugar's Domino

# The Broadway Beat

By PAUL DENIS

George Spelvin, regular skipper of this column, is away on vacation. New York staff members will alternate at column-filling until Mr. Spelvin returns. He will resume with the issue dated August 22.

ONE of the most colorful characters in the show business is Joe Weber, who several weeks ago was elected president of the American Federation of Musicians for the 38th time. Weber is a power in our business; a phenomenon of wondrous construction in the labor movement. Save for one year—when he was forced to take a vacation due to poor health—Weber has served his term consecutively. He has ruled with an iron hand, tempered by a heart and mind that know and understand men in general and the genus known as musician in particular. Our careful observers at the recent annual meeting of the AFM in Detroit have reported to us that Weber presided over the discussions, which were at times turbulent and threatening to the best interests of the organization, with the skill of a skipper guiding an old tub of a ship thru a storm that could rage only in Herman Melville's feverish imagination.

Weber commands respect. He wields power. He is denounced at times as a dictator. There have been whispering campaigns carried on about him; about his alleged affiliation with powerful orchestra booking offices and broadcasting companies. Brought out into the blinding light of challenge none of these charges, innuendos and insinuations have survived. In short, Weber has had to face the same type of criticism and treachery as most every man in a high place and possessing a plenitude of power. The AFM has survived perilous times. It is today a strong organization and seems to be still pointing its head to undiscovered lands of conquest.

It can be shown—as Weber has capably done on many occasions—that his alleged dictatorship is a constructive factor—a necessity in a movement that is constantly beset with antagonism and meeting the resistance of forces that would take advantage of every possible opportunity to legislate it out of existence. It has been clearly established in our mind and in the minds of all who make a sincere effort to judge impartially that Weber is honest, wise and possessed of marvelous foresight. Yet Weber is human and subject to the ills, missteps and decline of humans. He cannot go on forever. We doubt that he would enjoy the prospect if assured that such would be the case if he so willed. For that matter a changing world makes it impossible to conceive that the AFM can go on forever. Yet as a constructive force in the amusement industry—a constructive and vitally necessary force—its life must be insured within the limits of human ingenuity. Which brings us to the matter of building up manpower to guard against the sorrow and panic of the day when Weber will be forced to relinquish the reins.

We realize that the AFM has capable men in the headquarters office and in the more important locals. The organization need not go beyond its own ranks to find a man who can with profit to the group be groomed as Weber's successor. This is a matter that is highly important. It cannot be neglected. Weber should be permitted as much power as he feels is needed while he functions. But at the same time there must be fostered a process of education in an understudy; preferably a man who has Weber's confidence and in whom Weber can—as the days, weeks and months pass—place more and more responsibility and on whom he might concentrate the inspiration of a man devoted to a high ideal and adopting practical means to achieve it.

The AFM has many vexing problems to solve, but the matter of an understudy to Weber is by far the most important. It should be done without delay as a gesture of assurance to all those who count on the AFM to keep show business from chaos.

TIME SQUARE'S Hotel Astor recently spent a huge sum to revamp its roof night spot, but either thru foolish economy or somebody's boner neglected to install a lighting system for floor shows. The Astor Roof's dilemma is by no means as isolated as it might seem. We can point to many hotels and class night spots built in recent years with apparently complete ignorance of adequate lighting, dressing room, designing, acoustics and location of band stands. Particularly in the department of acoustics and sound equipment are many of the better spots sadly equipped.

There are spots that spend thousands of dollars in refinements of decoration that seem to be wasted on their clientele. These spots, for an undetermined reason, use sound equipment as antiquated as a rope-operated elevator. Not only do these spots fail to provide their acts with the best the market can provide in p. a. systems, but they delegate operation of their antiquated equipment to waiters and bus boys who do a mighty poor job of doubling between a rheostat and attention to dining patrons. A good p. a. system and consistently good acoustics are a vital factor in putting a show over. Poor acoustics and antiquated sound-reproduction equipment can combine beautifully to kill the best show in the larger spots where amplification is an absolute necessity. This condition is one of the many factors of negligence on the part of night-spot operators. It is one of their consistent inconsistencies—and maybe the best way to understand the whole proposition is to become a night-club operator and go crazy with the rest of them.

A BAND without one or two girl vocalists is the exception these days. Those who hire bands are getting to the stage where they demand the feminine adornment—and what the man who buys wants he gets. The vocalist usually sings a chorus or two while the customers take over the floor for dancing. The bands usually play loudly and the girl can scarcely be heard. This seems to us a rather unbusinesslike procedure. We realize the girls are employed principally to give the bands a flash. Nevertheless, as long as they sing (and many of them sing well) showmanship would dictate that the girl be given an occasional spot in which she might show that she is something more than a gesture to the public's demand for a sexy touch in an all-male aggregation. Properly encouraged, a girl vocalist with a band can work up her own following; provided that she has the talent. But she must be given a chance and the average band can give her that break without conflicting in any way with its functions as a dance unit. Girls have emerged from the vocalist's spot in a band to name rating. This happened only when the girls were given a fair chance to exhibit their warbling wares. The bands that made their success possible have profited invariably as a result. Pushing a girl vocalist to the fore is good showmanship—and good business.

THE film papers are telling their readers that vaudeville is washed up. And they plaster it on with that fortissimo touch that only the picture business can give. They point out to our esteemed contemporaries along film row, that vaudeville has been tried and found wanting. They point out, too, that vaudeville cannot possibly be revived, because the talent needed is not available. In the first place we can't quite understand why the film papers should make such a fuss about vaudeville being dead. As we learned in the newspaper business the usual attitude of a paper toward something that is passe, except for the purpose of retrospection, is to quietly ignore it. The New York Times doesn't run headlines every day about the horse and buggy having been supplanted by gas wagons.

We aren't so keen about vaudeville's future either, but we don't go out of our way to mourn about it in print. We aren't so sure that even the old-fashioned vaudeville is dead—and even if we were we wouldn't consider it smart for a trade (See SUGAR'S DOMINO on page 27)

WITH our regular column conductor, George Spelvin, taking an early vacation, your pinch-hitting columnist hastens to keep you informed and entertained—we hope. . . . "The waltz is a hundred years old; it will never die," says Fred Le Quorne, adding, "Not only that, but mixed dance teams will always be popular. It's the boy-meets-girl angle." Patricia Bowman made her ballet debut Friday at Jones Beach. The girl who danced before more persons than any other dancer in the world recalls that when she was playing the Radio City Music Hall, trying to find the center of the stage was a puzzling and tiring problem. . . . And Vanessa, who has been in the perfume business this past year, confides: "If you think show business is full of chisellers, try some commercial line and then you'll feel show business is Utopia." . . . Clive Graham (Bernhardt and Graham) says he's worried. "When I was in Los Angeles, all the fellows thought male ballroom dancers were sissies. Now I'm a ballroom dancer myself. I'm afraid to go back to the old home town!"

Peggy V. Taylor, the concert dancer, acknowledged authority on use of hands in dancing, is excited over the new game "What's This," which uses the fingers. "It's popularizing the idea of pantomime and hand expression," she says. . . . The WPA is preparing a marionette adaptation of *Uncle Tom's Cabin*. Their only worry now is getting Simon Legree to curl his mustache with the proper flick of the wrist. . . . The Weber-Gordon agency is bragging that Jackson, Irving and Reeve have made the Yacht Club so hot that it has had to install a new \$10,000 cooling system. . . . "Cu estas vera kiu oni duras pri Dixie?" You guessed it. It's *Is It True What They Say About Dixie?* In Esperanto, the international language. . . . The first touring show to play the camps this summer will be called *Murder in the CCC Camp*. Instead of slaying 'em, they're going to murder the customers (pug intended). . . . A local Red paper last week attacked Philip Barber, local WPA theater head, as favoring the Shuberts, pointing to the appointment of Otto Metzger as a supervisor. . . . You can't Lindy Hop in the Central Park Mall when public dancing is held. Too hot.

Major Bowes again opened the portals of his Capitol Theater apartment to friends and the press, the visitors ambling around gazing at the high-class paintings while downing drinks and turkey sandwiches. . . . Fellow Sleuth Meyer Shapiro tells us he spotted a drunk at 47th and Broadway who decided to take a seat on the running board of a taxi as it waited for the green light. The driver was helpless, and it wasn't until a cop came along and led the drunk off that the crowd dispersed. . . . Imagine a crowd being interested in a drunk on Broadway. . . . A delegation from the Dancers' Association promises to teach your columnist the why and wherefore of modern concert dancing. "You are molder of opinion," they say, "and it's terrible that you should have such an incorrect opinion of modern dancers." . . . All right, when do the lessons start? "I'm thru with hot hands," says Russ Morgan, the Biltmore band leader. "Too much temperament. When your star trumpet doesn't feel like getting hot what can you do?"

Alan Corelli invited Gladys Cooper to attend a benefit show last week. "But I'm not dressed," she protested. "Come on over in your pajamas," kidded Corelli. Sure 'nough, Miss Cooper arrived later in flaming pajamas, while the formal-dress crowd gaped.

# Chicago Chat

By NAT GREEN

STEPPING out of Chi territory briefly for a respite from the too familiar grind, we sped over to Cleveland the day after the opening of the Great Lakes Exposition and when we walked up to the entrance it almost seemed as if we were entering the now departed Century of Progress, so similar are the architecture and decorations. . . . Once inside the illusion persisted, for who was at the press courtesies desk but "Bill" Hays, who served so capably at the Davea fair of '33 and '34. . . . And right down thru the grounds it continued—familiar faces everywhere. . . . From the big shots down they have drawn heavily upon the personnel that did such a successful job on Lake Michigan's shores.

Naturally, the Great Lakes Exposition on Lake Erie is not as large or elaborate as was the Century of Progress on Lake Michigan. . . . Nevertheless, they have done a grand and impressive job and the setup looks like a winner. . . . The idea for the exposition was conceived less than 10 months ago. . . . Many of the details were worked out in Frank Duffield's office in Chicago and the fair was actually built in 80 days—a remarkable accomplishment. . . . Lincoln O. Diekey, general manager; Albert N. Gonsior, chief of construction, and Almon R. Shaffer, in charge of amusements and concessions, deserve a lot of credit for the work they have done. . . . When they started the site was a mountainous rubbish heap. . . . Today it has been transformed into a spot of entrancing beauty. . . . Diekey has had years of experience with expositions; Gonsior proved his worth at the Chi fair, and Shaffer is an experienced showman who incubates ideas with the greatest of ease and then proceeds to turn them into reality. . . . "Al" has a great little helper, too, in the misbegotten, who used to be known as Dorothy Moore when she was in the show biz. . . . Frank (Doc) Shean, Shaffer's capable assistant, is a C of P grad. . . . In the publicity department are men whose names are well known in that field—Beltier, Johnny Miscal, Ben Atwell, Spearman Lewis and others.

Hot spot of the fair is going to be the French Casino, in the Streets of the World. . . . There Mike Special has produced a show that is a veritable heat wave, and Gardner Wilson is dishing out publicity that will keep the temperature away up. . . . Century of Progress had nothing to surpass the French Casino show. . . . Other C of P reminders include the fireworks specs which Frank Duffield is putting on; the *Parade of Years*, which is a revamped *Wings of a Century*; the Marino Theater, where Feejay Ringens is the feature attraction; the Florida exhibit, in charge of Earl W. Brown; Cliff Wilson's snake show; the Alpine Village, reminiscent of Old Heidelberg, and dozens of others. . . . Along the midway one sees such familiar figures as Floyd Gooding, the Four Lorenzos, Mrs. John R. Castle, Charlie Neal, Ben Ackerman, Warren B. Irons, Rene Zouary, the Kempfs, Stanley Graham, "Dolly" Lyons—all well knowns in the outdoor show game. . . . The expo management profited by the lessons learned at Chicago and has produced most beautiful lighting and landscaping thruout the grounds. . . . And there are exhibits that compare most favorably with anything Century of Progress boasted. . . . It's a great setup that should not only pay out but prove of incalculable future value to Cleveland and the surrounding territory.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**THE SPOKANE (Wash.)** Mystic Club again made the front page of *The Sunday Spokesman Review* in the form of a cartoon concerning the club's 22d annual election of officers. Those two old record-breakers, C. W. Talbot and E. V. Klein, were unanimously re-elected president and vice-president, respectively. They have been at the helm of the organization since its conception.

**LEROY AND PEARL**, who have been concentrating their efforts on the Pacific Coast recently, are working Eastern clubs and hotels this summer. Played the Cat and Fiddle Club in Cincinnati last week and move on for Toledo and Lima, O., dates for the Gus Sum Detroit office.

**IT LOOKS LIKE** Russell Swann is set for the entire summer at the swanky Dorchester Hotel in London. He has had his contract twice renewed as emcee for the big revue playing a long engagement at the hotel. Swann has been snooping around Londontown for new effects and believes he has found an idea that will mean plenty on this side of the pond.

**LESTER LAKE**, Marvel, made a flying trip to Colon, Mich., last week to inspect the new illusions under construction by Abbott.

**LORING CAMPBELL** continues to play club dates in and around Wichita, Kan.

**JARVIS**, at present playing Buffalo and Rochester, N. Y., clubs, will go into Canada shortly for a series of theater and club dates.

**ALLAN HOWARD**, of Fairville, N. B., one of the youngest magicians to attend the recent Batavia, N. Y., IBM convention, is organizing a magic show to go on the road thru the maritime provinces. His act, with his sister Lillian, age 17, as his assistant, will be the feature. Howard, who has originated several new tricks, is a son of Ed Howard, a veteran Fairville magician who retired several years ago.

**GORDON** the Great is filling a seven-day engagement at the Paramount Theater in Ashland, Ky. According to reports, he did exceptionally good business last week at the Keith-Albee in Huntington despite heavy opposition.

**PELIX HERMAN**, nephew of Herman the Great, is working steadily on WPA vaudeville projects in New Orleans and surrounding territory. He is now serving his fourth term as president of the magicians' local.

**FRANK G. NELSON**, "tooth magician," recently entertained a group of children at Camp Christmas Seal, near Harrisburg, Pa., with a series of tricks designed to interest the kiddies in the proper care of their teeth.

**MYSTIC DE CLEO**, doing handcuff and other escape routines, is playing with the O-Sage-A Medicine Show thru Michigan this summer and was caught by a representative of *The Billboard* in a capable performance at Adrian this past week.

**ASSEMBLY 18**, Pittsburgh branch of BAM, held its annual election of officers at the Y. M. O. A. in that city June 25. Jean Foley was elected president; William H. McCaffrey, vice-president; Ted Heuber, secretary, and William Houghton, treasurer. Mr. Heuber entertained the turnout with a number of new magic tricks imported from the recent

Batavia, N. Y., convention. Assembly 18 holds regular bi-monthly meetings on the second and fourth Thursdays of each month.

**THE ANNUAL PICNIC** of Ring 13, Pittsburgh, IBM, will be held at Weber's Grove near that city July 26. A number of entertaining features have been arranged by the picnic committee, including a magic show by members who attended the recent international convention.

**THE VERNONS**, mentalists, are playing "The Streets of All Nations" at the Texas Centennial Exposition, Dallas, with their "Guess Your Name" act, and doing nicely. Vernon, who has been ill, has fully recovered his health.

**LEONARD KINGSTON** closed last week at Bob's Premier Club in Columbus, O., and is now at the Hi-Hat Club in Parkerburg, W. Va., for the C. M. Galloway Agency of that city.

**MONTAGUE**, the magician, is finding biz not s'good this year in the State of Utah, and will head for more fertile fields after July 4. Charles Amnussen has been added to the roster, handling props.

**JOHN PLATT** opened an indefinite engagement last week at the Villa Moderne, swanky Chicago cafe. He is working tables exclusively.

**SPOKANE (WASH.) MYSTIC CLUB**, at its monthly meeting June 22, elected C. W. Talbot president for the 22d consecutive time; Carl Shuff, vice-president; E. Vaughn Klein, secretary and treasurer, and Lee Hoagland, sergeant at arms. Arthur Fry, Quinton Corey and Dr. H. H. McLemore passed the requirements for membership and were admitted to the ranks. Seven delegates and seven alternates were appointed to attend the annual convention of the Pacific Coast Magicians' Association to be held in Seattle on July 9, 10 and 11. Twenty-one of the club's 32 members are planning to attend the convention.

**MYSTERIOUS HOWARD**, who has been working Texas and the Central States for the past two years, is now vacationing at his home in Chattanooga, Tenn. September will see him out again, this time working schools thru Texas with Paul Smith, known as "Elmer, the Comedy Magician." Howard recently caught Le Cardo's act in Chattanooga and describes it as a "wow."

**KARMOX**, magician, and Princess Zama, mentalist, are with the Cirque Poutrier in Nancy, France.

**MYSTERIOUS INGRAM** reports that he is booked solid thru New England until September 15.

**MENITO**, cigaret and card manipulator, is at the Corso in Zurich, Switzerland.

**BLACAMAN**, fakir and hypnotist, is with the Circo Price at the Coliseo dos Recreos in Lisbon, Portugal.

## Saranac Lake

By BETTY HUNTINGTON

Mother Morris has arrived in town to spend the summer at her Camp Intermision, on Lake Colby. We, the patients of the NVA Lodge, wish to send her greetings and hope to see a lot of her this season.

Ethel (leather-craft) Clouds spent a delightful Sunday afternoon fishing with her friend Vernon Lawrence, ex-NVA patient. Ethel made the first real catch of a lifetime, believe it or not. It was a 7-inch trout, which she had for breakfast next day.

Mollie Mantel is our latest arrival. She hails from New York, where her father has an interest in the Randforce Amusement Corporation and her brother is assistant manager of the Waldorf Theater, Brooklyn.

Once again we are able to see more of Dr. Wilson as he continues to make his daily rounds. He has complete charge

EDITORIAL  
DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

### For RADIO

**DICK KENNEDY**—amateur who won in a recent Town Hall Night contest, later caught on the stage of the Roxy, New York. A nice-looking lad whose voice (tenor) is a natural for the air. In addition he can sell a number well, getting plenty of oomph into it. Should go over on a commercial.

**LEAH ZINNA**—Wayburn pupil caught at the recent recital. A sparkingly vivacious brunet, she can do a grand job on a hotcha tune, selling it for all it's worth. Has also appearance, verve and stage presence, which makes her a possibility for vaude, too.

### For VAUDE

**RUTHERFORD AND NORTON**—young dance team caught at the Wayburn recital. Went thru one number with youth, vivacity and ability. Have both the personality

and ability to rate them a try in a vaude flash.

### For FILMS

**MAURICE BURKE**—legit leading man, now appearing in *The Kiebs Back* at the Ritz Theater, New York. A personable actor who has more than enough talent to make a mark in pix. Fine personality, enhanced by excellent looks. Should screen very well and if properly played up should prove a heavy femme-trade draw.

**VIRGINIA McNAUGHTON**—blond and lovely ballet dancer caught recently at a recital of students of the Ned Wayburn School. Is not a student, however, having graduated some years ago; later, according to announcement, having served as understudy to Harriet Hctor. A beautiful girl, she should screen well—and her dancing is the tops. Has grace, beauty of movement and the technique to indulge in spectacular flourishes. Rates a film try.

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**JACK SWEETMAN**, flash minstrel drummer who has been with Earl Taylor's *Ou Ou La Revue* for 55 consecutive weeks, closed at Burlington, Ia., recently and is now headed for Circleville, O., to receive his bonus. En route to Circleville he stopped off in Chataworth, Ill., to say hello to friends and visited with Doc Sampson in Richmond.

While Dr. Fischel is on a vacation. As usual, things are running smoothly. Replacing Dr. Weil, whom we were sorry to lose, is Dr. Cornell, of New York.

Harry Gordon is sporting a smart-looking robe presented to him by some of his buddies.

Maurice Pearson and Jack Nicolls blew into town for a checkup. Jack has just returned from a very successful season at Miami, Fla., and Maurice will spend the summer here in Saranac Lake.

Freddie Rith is already showing improvement after a short visit in town. He seems to have built up both mentally and physically. Here's hoping that he will continue the good work and that he returns with added weight much in his favor.

Marion (Sunshine) Cannon, wife of Jimmie Cannon (curing at Northwoods), enjoyed a visit with their children over the week-end.

Oscar Davis, ex-NVA patient who left here some months ago, has been working in and around New York night spots as emcee.

Sylvia Abbott gave a party last week for some of her friends. By the time this appears in print Sylvia will have had a second rib operation and we feel sure she will be well on the way to recovery.

The over-faithful Capitol Theater boys drove up to see their pals at the NVA Lodge last week. While visiting here the boys were inveigled into monopoly and various card games by some of the fair sex and were taken over in a big way. Those who indulged in this amusing pastime were Manager Bill Mulligan, Harry (Palsy) Livingston, Frank (Senator) Finn, Big Bob (Real Estate) Thompson and Jack (Brother) Cohan.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

Ind. According to Sweetman, the time is here for a real minstrel of old-time proportions to go on the road again.

**JOSEPH BROOKS**, former comedian and business manager of the Happy Days Minstrel outfit, is now in the band and floor-show booking business in Norfolk, Va. Would like to hear from his old buddies in care of the Voice of Service Booking Office, 1325 Church street, Norfolk.

**AL BERNARD**, writer of more than 200 minstrel songs, went on the air over WWL, New Orleans, last Tuesday night with a real swing band. He'll be on regular each Tuesday and Thursday at 9 p.m. Al hopes to build up a rep for his new band that will make big time. Response for the debut was encouraging enough.

**ALGY LANCASTER**, former publicity head for several of the big minstrel troupes of a decade ago, wants to convey to his many old minstrel friends of the country a great big Howdy Do, Boys." Algy is at present assistant manager of the Klaw & Erlanger theaters in New Orleans, the Crescent and the Tulane. "But, boys, I don't think I'll have my job much longer," he says, "because they are going to tear down these two old famous pleasure spots of New Orleans."



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## THE FILM WEEKLY AUSTRALIA

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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.

Fargo, N. D.  
I want to add a brief line to statements of Kellman Houston in the Forum June 13. He mentioned, with good reason, as possible successors to Thurston Blackstone, Dante, Tampa and Birch. I wish to add the name of one other and state my reasons. The name is Virgil. Virgil is an originator of new, beautiful and spectacular illusions and a clever manipulator of magical equipment. He is ethical and for the past 20 years, since leaving school, has earned his livelihood entirely by professional magic. The West and Pacific Coast know Virgil best, shortly the nation and the world will know him, and when they do his standing will be definitely ascertained. After all it is the public that decides a public man's supremacy.  
CLARK A. NOBLE.

## He Nominates A Successor to Thurston Name

Dilworth, Minn.  
Referring to C. E. Duble's letter in the issue of June 20, the Dode Fisk Show of 1910 had 24 head of baggage stock as follows: Eight grays, driven by Bert Rowley, a former eight-horse driver with the Ringling show, who later drove eight for Tom Lynch on Ringling Bros. and Barnum & Bailey Shows; six bays, two four-horse gray teams and one train team, doing both pull-up and pull-over work. Boss hostler was Billy Delevean, son of Spencer Alexander Delevean, who was boss hostler of the Ringling show. Billy was the picture of his father and has his ways of talking. Would like to hear from him, also Harry Malson, who used to be with the 4-Paw show.  
J. J. HETHERINGTON.

## Says Dode Fisk Had 24 Head Baggage Stock

Hollywood.  
Inasmuch as your Rajah Rabold article in Magic and Magicians has flared up because of fuel being placed upon the coals—this not unexpected following my recent contribution—I feel called upon to augment my previous outburst, which came not thru a desire to engage in controversy, but merely to express a viewpoint; and in this I believe I made myself clear if not very concise. Let me reiterate that I don't dispute the abilities or talents of persons whose names I may mention or upon whom I may focus attention's spotlight. I don't question this, for what I may not favor doesn't necessarily mean that it is not good. That's why we have horse races.

## Magi Augments His Outburst About Thurston

With regard to Will L. Lindhorst and his alleged claim to being "successor to Thurston"—should he desire to don the mantle of the late magician—there is insufficient ground for him to enter the race as a claimant to magic's throne in the mere expression of H. T. that he would like Mr. Lindhorst to head one of the deceased's magic units. So, in my opinion, I'll dismiss further discourse upon the subject by granting Mr. Lindhorst the same right I have. . . . he is entitled to his personal beliefs and opinions.

As George La Follette and I are of practically the same mental trend, I'll not engage in controversial word warfare about the merits of Rajah Rabold as a performer, magician or mentalist. This is not questioned. I did not overlook that which Mr. La Follette alludes to, for the simple reason that some subject matter of his comment is of the past and so unimportant today.

Presuming that I inferred correctly, I feel that additional light is forthcoming on the contracts of Thurston before we accept them as having shut-out clauses. I mean that they carried broader provisions than the regular protective limits which specified that no similar attraction could appear on the circuit immediately previous to Thurston's appearance at a respective theater or closely following it. While such may have existed in the Kellman agreements and the

earlier Thurston contracts. I do know that such did not exist during the last 15 years of playing legitimate theaters. Because had they contained a shut-out provision, Blackstone could never have played the K. & E. houses nor Houdini later when he presented his all-evening attraction in certain Shubert theaters which also played H. T., since the latter was booked by the Erlanger office. Whether or not generally known, nevertheless the fact obtains that George Nicolai was responsible for much of the Thurston success in securing favorable dates and the best sharing terms. It was due to the former's activities that H. T. received the breaks from the K. & E. Circuit bookers, and for the same reason various Shubert bookings were opened to him. Thus the very fact that "the big three of magic" appeared in the same theaters during the same season tends to advance substantial argument contrary to the expression of Mr. La Follette in which he holds that H. T. had the exclusive right to play certain houses. Please correct me if I have misunderstood this phase of the statement. I happen to know that K. & E. made offers to Houdini at the time Thurston's attraction was being handled on their route books. This would further stress my point. And so we are back to my previous assertion, that the title of successor to Thurston is largely honorary; also, that while it carries some advertising value, can that be capitalized upon by anyone other than Blackstone? Particularly so when one realizes the full import of Mr. La Follette's words—and these cannot be disputed by any—relative to the Thurston program, which, but for a few noted exceptions, has not varied in years and naturally is well known to magic audiences. Then, is Rajah Rabold getting much after all should he fall heir to H. T.'s outstanding equipment of magical effects and devices? I fear not, because the former cannot come into what I term H. T.'s outstanding asset—his personal magnetism before an audience. This unknown quality, personality, passed out with the demise of the magician; hence it cannot be assumed by another. Furthermore, will the Thurston fans accept Rabold performing the program of their former favorite? No, I am not backing water. My previous statement regarding the value of the name holds, but not as an important asset to the Rajah; whereas with Blackstone it is unquestionably worthwhile. The latter has his own following, which is something in itself and, possibly, the disputed title used in connection with his own would attract countless Thurston fans who desired to compare their champion's work with that of a magician of reputed ability and equal talents.

Oh, I know some will say that by the same token Rajah Rabold has his own fans. True, but are they of sufficient numbers and capable enough to accept him as a magician now—regardless of his former activities in this special field—performing the deceptions of one as prominent as the late mystifier? I believe in this particular instance a boom-rang will be created that will prove harmful rather than beneficial; the change of time has brought a transmutation in audiences that must not be overlooked or taken too lightly. Houdini's passing is concrete evidence of my contentions. It made no difference that Hardeen had previously appeared before the public, or that he had the Houdini name and obvious relationship to bolster up his entrance into the amusement realm. These were not tangible assets, even with the performance of his famous brother's program added. Bookings were not forthcoming to a worthwhile degree because "the boat had departed," so to speak. The entertainment value of the Hardeen presentation is not questioned, nor are the showmanship and ability of the performer disputed. It wasn't in the cards. The public would not accept him as his brother's successor despite previous activities and blood ties. One can be away too long.  
KELLMAN HOUSTON.

Milwaukee.

Having read Kellman Houston's letter to The Forum relative to a successor to Howard Thurston, I was tempted to

reply but did not get to it at the time. And so it was with much pleasure that I read the Great La Follette's reply in *The Billboard* of June 20. His letter leaves little if anything more to be said. He has covered the subject so thoroughly, concisely and clearly that he deserves to be complimented. La Follette's letter should be an answer to any and all questions that have arisen or might arise on this subject.  
GUY STANLEY.

Saint Helena, Calif.  
An item that may be of some interest is herein submitted for your consideration. In a myrtle-covered nook of the Saint Helena Cemetery is a faded and weather-worn wooden monument, which on account of its age could hardly be deciphered. The redwood slab was sent to the laboratory of the University of California and they brought out the following inscription: "To the memory of Joseph W. Brewer. Died April 25, 1860. Erected by the members of the Dan Rice Circus Company."

The Saint Helena Cemetery Association will have the old monument renewed and repainted to perpetuate the memory of the deceased as well as the Dan Rice Circus for the future generations.

One of our old pioneers remembers the incident leading up to the death of Brewer. He was a trick rider and was thrown and killed during a performance.  
JOSEPH OALEWSKY (Postmaster).

St. Louis.  
Self-praise is the height of nincompoopery. Almost everyone in the black art profession knows that the magician must first be an interesting talker to protect the skill of his hands. If the hands are not skillful and he is an interesting talker, he can get by at stage. Some magics would not make good "barkers" on a kid show, but are okeh for stage and parties. Two of Thurston's aids could take his place if they chose to do so. Long live magic!  
JAMES BROADBRIDGE.

Ripon, Wis.  
I believe it would be a good plan for ALL circuses to publish their routes in *The Billboard*, just as they did in the good old days. This would enable circus fans thruout the country to "catch" their favorite show when playing a territory. I am writing generally of truck shows, since the rail shows are having their routes printed weekly. I visited one circus this season and wanted to catch another in this vicinity, but, after motoring to three different towns, I gave up because I had business appointments on other days when I happened to know where it would be. But had I known its previous dates I should have managed to visit that circus. Now, shows, get busy and publish your routes.  
JOHN H. WILSON.

Another Fan Wants To See Circus Routes

## ENDURANCE SHOWS

(Continued from page 23)  
case of Mike Kelly, he of the Pyle Bunton Derby fame, who for many years has been a very capable trainer on endurance shows. He dropped out of this field for a few months and took a special quasi-medical course at a well-known Chicago college. Now he is a full-fledged masseur, chiropractor and master of kindred arts. Good luck to you, Mike. You'll make a valuable addition to some good show.

BERNIE MARR, Tex Falk, Eddie Ware and Jack (Dead Pan) Kelly are emceeing the Derby Show now entering its third week at Valley Junction, Ia.

The bonus proved a blessing to many of those in the endurance field. "Chick" Franklin, popular emcee, splurged with

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DISPLAY ADVERTISING—Fifty Cents per Adept Line. Whole Page, \$85.00; Half Page, \$47.50; Quarter Page, \$27.50. No display advertisement measuring less than 10 lines accepted. Last advertising term goes to press upon 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. JULY 11, 1936. No. 28

several new suits of clothes and hurried the rest; Doug Iaitt, well-known emcee, put the bonus money away for his coming business venture, while others made good use of their coin.

Have you noted the influx of shows in Illinois and New Jersey? Well, the saturation point in those States has about been reached in spite of the fact that the populace in those States have enjoyed the shows very much. But—a few operators make good in a State and the others hop in. Well, you can't blame them for trying.

ED GOLDEN, former chief trainer and floor judge in California and Washington endurance shows, is doing emcee work in Chicago at present. Would like to hear from Kid Chissell, Eddie Cotton, Bill Owens and Lois Ray.

TILLIE SWEET would like to hear from Lois Guyton, via the Letter List, as soon as possible.

BERNIE SHAPOFF, who is currently working with George W. Pugh's Dilworth, Minn., show, is anxious to hear from Forrest Bailey, Tommy Greenhouse, Bob Robertson, Chuck Payton and Al Crosby.

WE WONDER what has happened to Johnny Hartman, Mac and Billie McGrevy, Hupp Griffith, Elsie Downey, Myron Reed and Arthur Harman.

NICK DE MARCO left the Springfield show recently and is now connected with the Belleville, Ill. walk. Wants to read something from Jean Bajo, Inez Davis, Chick Atwell, Jackie Luck and Billy Curtis.

MRS. DORIS ALLEN, of McAllen, Tex., is anxious to get in touch with Bruce Monson, sax player with Clarence Schenck's Rio Grandians.

## SUGAR'S DOMINO

(Continued from page 25)

paper to put ideas into the heads of men who are as susceptible to suggestion as a charming lady under hypnosis. There's something queer about the insistence on the theme on the part of film papers that vaudeville is dead. We aren't making any wild guesses when we state that this proves that vaudeville is more alive than ever; that somebody in the film business is worried and wants to rock himself to sleep with the lullaby, "Sleep, My Baby, Vaudeville will disturb you no more."

# The Final Curtain

**ANSON**—Albert Edward, 55, veteran British stage and screen character actor, in Monrovia, Calif., June 29 after a long illness. His last appearance on the stage was in the leading role of *That's the Woman* in New York City in 1930. About a year later he appeared as the German doctor, Max Gottlieb, in the film *Arrowsmith*. He began his stage career in London in 1895 and was also a member of Sir Herbert Tree's repertory company. Plays in which he appeared in principal roles were *The Witness for the Defense*, *The Lady of Dreams*, *The Man Inside*, *Children of Earth*, *Carnival* and others.

**BOYNTON**—Irene Goddard, wife of the late Walter Boynton, at one time musical editor of *The Detroit Free Press*, at her home in Detroit June 24. Mrs. Boynton was widely known as a patroness of Detroit's musical arts. Survived by a daughter, Mrs. Sidney Corbett, of Detroit. Burial in Mt. Olivet Cemetery, that city.

**BUGG**—Madeline, brilliant opera singer until 1925, at which time she toured European capitals, in Paris recently.

**BURGANE**—Ketty, French musical comedy singer, in Paris June 21.

**BUTLER**—Mary Lee, 20, night club employee, June 28 in Daytona Beach, Fla., when an airplane in which she was a passenger fell in the surf.

**CASTLE**—Florence Thompson, 26, night club entertainer, murdered June 29 in her north side hotel room, Chicago.

**CLARK**—Eddy A., 62, well-known Madison, Wis., musician, June 29 at Hines Veterans' facility, Maywood, Ill. He was an honorary member of the Madison Federation of Musicians and is survived by his widow and brother.

**CLAYTON**—Eleanor, 24, night club hostess, June 23 in Albany, N. Y., of injuries suffered from a fall.

**CLEAR**—Charles B., musician and ticket man, in Union City, Ind., June 24 of locomotor ataxia. Survived by his widow, Emma.

## Frank McIntyre

The circus world suffered a great loss by the death of Frank McIntyre, of the Ringling-Barnum Circus, at Ashabula, O., July 1 at 11:40 p.m. He died a victim of coronary thrombosis. He was suddenly stricken as he sat with his wife in a hotel room following the evening performance and passed away before a doctor could be summoned.

Mr. McIntyre was connected with circuses for many years, starting with Martin Downs, who at the time had the Cole Bros.' Circus. He has been with Barnum & Bailey and Ringling-Barnum for 27 years, being press agent back and front-door superintendent for the greater part of this time with the exception of about three years when he was with Con T. Kennedy in the carnival business. He also had charge of numerous winter circuses under auspices. Last winter he sponsored the Federal Housing show in Miami, Fla., where he has made his home for the last 10 years, and was in line for the same type of work this coming winter.

He was born in Marlon, Va., in 1886 and reared in Bradford, Pa. He has four brothers, all in show business. His first wife, Jane Snyder, died in 1927. In 1934 he married Barbara Kaesman, who survives him. Also surviving him are three brothers, one in Dayton, one in Bradford and one now connected with Barnett Bros.' Circus. He also leaves a sister in Tulsa, Okla.

Mr. McIntyre was an Elk and a Shriner, being a member of TTT Mahl Temple. No one in show business enjoyed a wider circle of friends. He was well liked by all who came in contact with him. He was known from Coast to Coast for his wonderful character and outstanding personality. His death marks the passing of a great showman.

"When Frank J. McIntyre was suddenly called to join the army of show-folk who have gone up ahead," said Roland Butler, "the amusement world lost a prince of good fellows and a man of which it was proud. The admiration and profound respect in which Frank was held by all who knew him cannot be heightened by honeyed tributes or adjectival eloquence. For Frank was as nearly 100 per cent right as men are made and his passing marks an irreparable loss to the press department as well as to the management of the Ringling Bros. and Barnum & Bailey Combined Circus."

**DRAKE**—Bernard (Red) in Syracuse, N. Y., June 26. He was an usher with the Ringling-Barnum Circus.

**DARROW**—Eleanor Kissell, 33, circus performer, in Mercy Hospital, Benton Harbor, Mich., June 28. She did a sword ladder act on Hagenbeck-Wallace Circus Side Show for several years and prior to that had been with Sells-Floto, Christy Bros., Ringling Bros. and other circuses. Survived by husband, father, two brothers and a sister. Her father works under name of Hadji Lessik and had a gun-spinning act with the H-W show in 1935 and was on Al G. Barnes Circus for some years prior to that. Burial in Crystal Springs Cemetery.

**DELTOEN**—Manila, known to club entertainers of the past decade as the "Girl with the Blue Uke," June 18 at General Hospital, Milwaukee. A member of the Rockwood Entertainers for three years, she also worked with various Hawaiian acts and tab shows, and in 1933 appeared for a full season with Duke Drukenbrod's Side Show on Hagenbeck-Wallace Circus. She had recently been doing cabaret work at Jean's Cafe in Milwaukee. Burial in that city June 20.

**DIAMOND**—Hugh J., 74, widely known Scotch humorist, at the home of a daughter in Gallon, O., June 24. His talks on the philosophy of good living and worth-while deeds were delivered before hundreds of audiences in the State and nation. Born in Scotland, he came to America in 1882. His widow, a daughter and son and two brothers survive. Funeral services and burial at Gallon.

**DODGE**—Burdette L., 83, at the home of a daughter in Orange, N. J., June 22 after two years' illness. He was associated with many of Akron's enterprises and assisted in originating Summit Beach Park. Survived by his widow, one daughter and a son. The body was returned to Akron for funeral services at Billow's Chapel and interment in Glendale Cemetery.

**DONAHUE**—Joseph, 71, known as Joseph Depona, of the vaudeville act Joe and May Depona, at his home in Corning, N. Y., June 18. Funeral services were held from St. Vincent de Paul's Church. Interment in St. Mary's Cemetery, Corning.

**EASTO**—G. C., for years a showman, with Michigan Greater Shows in 1930, June 23 of a heart ailment. Survived by a son, Howard, of Detroit.

**HARRISON**—Hella, daughter of the late Gabriel Harrison, actor and theater manager, June 27 in Flushing, N. Y. Survived by three nieces. Burial in Greenwood Cemetery June 29.

**HIGGINS**—David, 78, retired actor and dramatist, known for *His Last Dollar*, which he wrote about 30 years ago and in which he played the lead, June 29, Brooklyn, N. Y., of heart trouble. Higgins, who last appeared in New York in *A Widow in Green* in 1931, supported Elsie Ferguson in *Scarlet Pages*, 1929. Two years previous to this he played the title role in his own play *The Scandal*.

**HOFFMAN**—Harry, 51, agent for Fred Miller concessions with W. G. Wade Shows, suddenly downtown in Detroit on June 24 from a heart attack. Was a concessioner and agent for about 25 years, being well known in the East and Middle West with many shows. Survived by his brother Bobby, of Philadelphia, concessioner. Burial was by Showmen's League of America in Showmen's Rest, Woodlawn Cemetery, Chicago.

**HURSFORD**—George H., 81, at Milford, Conn., June 27. Was proprietor of Idlewood Hotel at Walnut Beach Amusement Park, Milford, for many years.

**JENNINGS**—Margaret, wife of John Jennings, of Jennings Bros.' Tent Show, in Sisters' Hospital, Red Bluff, Calif., June 26.

**LA BERTA**—Robert, 55, veteran medicine showman, at his wife's home in Newman, Ga., June 29. He entered the show business 40 years ago, joining Doc Lockley's old Lugi Wagon Show. His widow, baby daughter and a brother, Otis, survive. Burial in Newman July 1.

**LORD**—Jim, former sax and clarinet player in Benny Meroff's Band, at his home in New York City June 20 of a lingering illness. Burial in New York City.

**LOTEPIO**—Frank, 38, night-club operator, at Buffalo, N. Y., June 27.

**McGEE**—Thomas D. (Red), 57, former showman, including with Johnny J. Jones Exposition, later of the fire department and also deputy sheriff at Tampa, Fla., and of late years operated

a cafe at that city, June 28 at a hospital in Tampa after an illness of several months. Survived by his widow, Katherine, and a sister, a nun, at Harrisburg, Pa.

**PETROLINI**—Ettore, 50, popular Italian actor, at Rome, Italy, June 28 of heart disease.

**ROHLFS**—Charles, furniture manufacturer who began his career as an actor, in which capacity he supported Barrett, Booth and other theatrical luminaries as well as starring in his wife's dramatized novel, *The Leavenworth Mystery*, June 29 in Buffalo, N. Y. A son, Roland Rohlf, survives.

Just Another Trouper Gone

## JAMES C. SHELLEY

Who Passed on June 3, 1936

**SEARCH THE ENEMY**—John, 73, Sioux Indian performer with the Leaf Frontier at Fort Worth, Tex., Frontier Centennial, at the showgrounds June 27 from a gastro-intestinal disorder. Body was sent to Valentine, Neb., for burial.

## Herman B. Schaad

Herman Bismarck Schaad, radio agent, president of Leading Attractions, Inc., and formerly secretary of the Aeolian Company and manager of Aeolian Hall, died June 27 of a cerebral hemorrhage at Bald Head Farm, Lenox, Mass., the summer residence of Miss Kate S. Buckingham, whom he had been visiting. He was 57.

Schaad, who was born in Little Rock, Ark., was Paderewsky's press representative for 17 years. He was also associated with NBC's Artists' Bureau and had managed such well-known figures as Edwin C. Hill, John Charles Thomas, Anna Kaskas, Miss Willy Norris, Arthur Carron and Joseph Bentonell. His activity in the radio field extended back to the pioneer days of the industry.

Surviving are his widow, Leontine Sanders Schaad, and a brother, Benjamin, of New York and Little Rock, respectively.

**STANLEY**—Al, 20, band leader, drowned June 28 in Daytona Beach, Fla., when an airplane in which he was a passenger fell in the surf.

**TARNEY**—Charlotte, 52, formerly music critic of *The Detroit Free Press*, June 28 at the Metropolitan Hospital in Windsor, Ont. Miss Tarney was fatally injured when struck by a suburban street car near Riverside, Ont. Several years ago she went to New York as associate editor of a publication on music. For the past two years she has been director of publicity for the Detroit Symphony Orchestra. Burial in Detroit.

**VELOISE**—Harry, 69, at his home in Oklahoma City, Okla., June 16 of heart failure. Veloise played the S. & C. and Pantages vaudeville circuit for many years and was with Radio Station KMCB for 30 months. He also appeared with Mary Pickford in the silent picture *The Hoodlum*. For the past two years he had been associated with *The Women's Jeffersonian Democrat*, a political monthly. Survived by his widow, Mayme. Interment in Rose Hill Cemetery, Oklahoma City.

**WELLS**—Charles R., 62, treasurer of the Theatrical Mutual Association and treasurer of the Motion Picture Operators' Local 219, at Fairview Hospital, Minneapolis, June 24. He was an operator on the Orpheum Circuit for 31 years and worked for the Hennepin Orpheum Theater, Minneapolis, at the time of death. Funeral services June 26 at Lakewood Cemetery chapel, Minneapolis. Survived by two brothers and two sisters.

**YOUNG**—Thomas F., 27, in New Milford, Conn., June 25 after a short illness. He was well known to theatrical people, having become proprietor of Young's Hotel upon the death of his father some time ago.

## Marriages

**BARFIELD-McKENZIE**—Emmett Barfield and Fionnie McKenzie, both con-

cessioners with Volunteer State Shows, at St. Marys, Va., June 29.

**BEAU-BURLETON**—Henry John Beau, member of Wally Beau's Orchestra, and Thelma Grace Burleton in Fond du Lac, Wis., June 23.

**BERKELEY-VIEAGES**—Hal Berkeley, musician, and Margaret Vieages, New Orleans radio star known as Loretta Lee, in New Orleans the middle of June.

**DUVALL - DUFFER**—George Duvall, agent of the Joe B. Webb Circus, and Gertrude Duffer, performer with show, at Rushville, Ind., May 16.

**FISCHER-HARDY**—Charlie Fischer, sax player on "The Strollers," Pittsburgh radio program, and Aletta Hardy in Pittsburgh July 1.

**HATOFF-SOFSKY**—Allen Hatoff, head of the Roxy Theater staff, and Betty Sofsky, nonprofessional, June 27 in New York.

**HORNBLow-LOY**—Arthur Hornblow Jr., producer, and Myrna Loy, screen star, June 27 in Escondido, N. M.

**LEDERER-BUSH**—Ralph Lederer, composer and former pianist at WCAE in Pittsburgh, and Florence Bush in Morgantown, W. Va., June 27.

**LOCKHART-CAMPBELL**—J. W. Lockhart, of Chicago, and Ethel Campbell, one of the singing Campbell Sisters heard with Horace Heidt's Orchestra, in Chicago June 28.

**MARGOLIES-GRUBERG**—Dr. Alexander Margolies, nonprofessional, and Edith Hill Gruberg, daughter of Mr. and Mrs. Rubin Gruberg, of Rubin & Cherry Exposition, aboard ship at Hoboken, N. J., June 29.

**MARKS - KRITCHEVAR**—Herman Marks, salesman for Filmach Trailer Company and a familiar figure along Chicago's Film Row, to Ida Kritchewar June 28 at the Parkway Hotel, Chicago.

**MARSHALL-GRIFFITH**—George Preston Marshall, Washington, chain laundry owner, and Corinne Griffith, 36, silent screen star, in Armonk, N. Y., June 27.

**SAMUELS - NYBERG**—Bernard V. Samuels, manager of the Loop Theater, Detroit, and Billie Nyberg, cashier of the theater, last week.

**TETZLAFF - HENRY**—Raymond A. Tetzlaff and Velma V. Henry, daughter of Steve Henry, *The Billboard* representative in Los Angeles, in that city June 30.

**TROTT-MITCHELL**—Jimmy E. Trott, violinist, formerly with Jimmy Hodge, and Anne Mitchell, dancer, formerly with Eddie Murray, at Harrison, N. Y., July 1.

**WEYDT-PROKASH**—Charles H. Weydt, scales concessioner with Harry Weydt Amusement Company, and Eleanor Prokash, of Kewaunee, Wis., June 22.

**WINDHAM - ROTHCHILD**—Gordon Windham, chief engineer with WHN since 1928 and formerly with Loew's, Inc., and Irene Rothchild, connected with MGM for the past eight years, at Armonk, N. Y., recently.

## Coming Marriages

Kerry Conway, New York radio executive, and Marjorie Oatason, stage and screen player, soon.

Ben Feldman, Homestead, Pa., and Lois Broudy, daughter of Dave Broudy, leader of the Stanley Theater orchestra in Pittsburgh, in that city in August.

Bernard Windt, son of Herman Windt, Pittsburgh movie exhibitor, and Sarabel Browsarsky, related to the Browsarsky Brothers, theater operators in Western Pennsylvania, this summer.

Vivian Fridal, Chicago NBC actress, to Gerrit James de Gelleke, business man, at Milwaukee August 29.

Georgie Dallin, orchestra leader, and Marion Sapria in Philadelphia in September.

## Births

To Mr. and Mrs. Lester Lee, a 7½-pound boy July 2 at Harbor Hospital, New York. Father is a producer of radio shows and former vaude producer. Mother was formerly a radio script writer, known as E. A. Allington.

A 8-pound daughter to Mr. and Mrs. Lee Roth in Milwaukee June 23. Father is director of the Riverside Theater orchestra.

To Mr. and Mrs. Philip Gildred June 27 a son at Mercy Hospital, San Diego, Calif. Father was former manager of the California Pacific International Exposition.

To Mr. and Mrs. George H. Worl a son, George Francis, at Oil City, Pa. (See BIRTHS on page 69)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
AHO Trio (El Chico) NYC, nc.
Abbott, Danzer (Palmer House) Chi, h.
Adler & Richards (Met.) Boston 6-9, t.
Adams, Gay (Ambassador) NYC, nc.
Adler, Larry (Fox) Detroit 6-9, t.
Adler & Taubman (Ambassador) NYC, h.
Adreon, Eugene (French Casino) NYC, nc.
Ains (Nivel's) NYC, re.
Alfaro & Chiquita (San Diego) Detroit, nc.
Allen, Bob (Astor) NYC, h.
Allen, Cliff (Vogue Club) NYC, nc.
Allen, Jean (Swane Club) NYC, nc.
Allen, Martin (Fifth Avenue) NYC, h.
Altan, Ruth (St. Moritz) NYC, h.
Alvin, James (Leon & Eddie's) NYC, nc.
Amstel, Felix (Russian Troika) New York, re.
Andrews, Ted & Catherine (Barbison Plaza) New York, h.
Anie & Aland (Connie's Inn) NYC, nc.
Archer, Gene (Weber's Summit) Baltimore, nc.
Arnaut, Nellie, & Bros. (Earle) Washington, D. C., 6-9, t.
Arnold, Billy (Babetta) Atlantic City, ch.
Armstrong, Bernice (606 Club) Chi, nc.
Arche, Muriel, Girls (Palumbo's) Phila, ca.
Ash, Paul (Fox) Phila 6-9, t.
Ashton, Norman (Ubangi) NYC, nc.
Austin, Gene (Blue Heaven) Los Angeles, nc.
Austin, Marie (Harbor Inn) Rockaway Beach, N. Y., nc.

B
Ames & Arno (Earle) Phila 6-9, t.
Bacon, Faith (Paradise) NYC, re.
Badminton Game (Michigan) Detroit 6-9, t.
Bader, Ray (New Yorker) NYC, h.
Baer, Betty (Wivel's) NYC, re.
Baker, Babo (Howdy Club) NYC, nc.
Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.
Balassi & Skaren (Americana) NYC, a.
Baldwin & Bristol (Riverview) Pennsville, N. J., p.
Baptist & Lamb (New Yorker) NYC, h.
Barnes, Eddie, & Fred Steyer (Yacht Club) NYC, nc.
Brennecke Von Brennecke (Club Normandy) NYC, nc.
Barrett, Sibelia (Chez Paree) Chi, nc.
Barri, Bebe, Girls (Earle) Phila 6-9, t.
Barrie, Graefo (Michigan) Detroit 6-9, t.
Barris Sisters (Hipp.) Toronto 6-9, t.
Barrino, Orla (Buckingham) NYC, h.
Bartel & Huret (Astor) NYC, h.
Bartn & Mann (Pal.) Chi 6-9, t.
Beaujean, Pierre (Buckingham) NYC, h.
Beauval & Tova (Waldorf-Astoria) NYC, h.
Beck, Danny (Club Minuet) Chicago, nc.
Beck, Connie (Broadway) New York, nc.
Behm, Arthur (Gay Nineties) NYC, nc.
Bell & Gray (Concodo Club) Trenton, N. J., nc.
Bell, Rita (Club Trocadero) West End, N. J., nc.

Bell's Hawaiian Polices (Strand) Ogdenburg, N. Y., 8-9; (Avon) Watertown 10-11; (Geneva) Geneva 14-15; (Strand) Oswego 16-17, t.
Belmont, Bros. (New Casino) Toronto, Ont., Can., nc.
Belostozky, Boris (St. Regis) NYC, h.
Bemis, Billy & Beverly (Howard's Cafe) San Diego, Calif., c.
Bennett, Eddie (Place Elegante) NYC, nc.
Bent, Ben (Kitt Kat Club) NYC, re.
Benson, Ina (Paradise) NYC, re.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Bergers Sisters (Le Mirage) NYC, nc.
Bernard, Mike (Gay Nineties) NYC, nc.
Bernhardt & Graham (Pennsylvania) NYC, h.
Berry, Robert (Buckingham) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Bickford & Crandall (Lake Shore Alpine Village) Cleveland, nc.
Biglow, Bob & Larry Lee (Show Boat Casino) NYC, nc.
Billy, Milly & Baby (Leon & Eddie's) NYC, nc.
Blake, Barbara (Ross Fenton Farms) Deal, N. J., re.
Blake, Harry (Radio City Rainbow Room) NYC, nc.
Blakstone, Nan (Yacht Club) Chi, nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Jerry (Four Horsemen) Phila, nc.
Blanchard & Deane (Jay's Dempsey) NYC, re.
Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., nc.
Booth, Frank (Marine Park Grill) Brooklyn, NYC, nc.
Borner, Arthur (Ambassador) Atlantic City, h.
Bordon, Irene (Green Gables) Hazleton, Pa., nc.
Boston Sisters, Three (L'Escargot D'Or Pent-house) NYC, nc.
Bower Sisters (Chin Lee's) NYC, nc.
Bowers, Major, Amateurs (Century) Baltimore 6-9, t.
Buckner, Betty (Governor Clinton) NYC, h.
Buey, Roy (Biltmore) NYC, h.
Brantz, Mickey (Met.) Boston 6-9, t.
Brantz & Fowler (Ross-Fenton Farms) Deal, N. J.
Branker, Bill (Kitt Kat Club) NYC, nc.
Branker, Ray (Town Casino) NYC, nc.
Bredwin, Three (French Casino) NYC, nc.
Brill, Jerry (Bar Intime) New York, nc.
Brill, Phil (Metropolitan) NYC, re.
Brooks, Howard (Sul Jen) Galveston, Tex., c.
Brooks, Twins (Club Vogue) NYC, nc.
Broomfield & Greeley (Ubangi) NYC, nc.
Brown, Arthur (Hector's Club New York) New York, nc.
Brown, Evans (Old Vienna) Indianapolis, nc.
Brown, Ralph (Ubangi) NYC, nc.
Brown, Suddays (Town Casino) NYC, nc.
Brown, Susaye (Kitt Kat Club) NYC, nc.
Brudner, Betty (Club Ball) NYC, nc.
Brydon, Tom (Buckley House) N. Y. C., na.
Buckley, Art (Harry's N. Y. CaBaret) Chi, nc.
Buckley, Nell (Roosevelt) NYC, h.
Budds, Three (Town Casino) NYC, nc.
Burger, Peggy (Half Moon) Coney Island, N. Y., c.
Burns, Billie, & Dennis White (Favillon Royal) Valley Stream, L. I., nc.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Byrnes & Farney (Michigan) Detroit 6-9, t.

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; r-road house; re-restaurant; s-showboat; t-theater.

C
Caldwell, Edith (Waldorf-Astoria) NYC, h.
Calloway, Jim (Von Threnen's) Chi, nc.
Campbell's Royalists (Michigan) Detroit 6-9, t.
Oan & Campbell (Deau Rivage) Sheepshead Bay, Brooklyn, nc.
Caperton & Columbus (Pierre) NYC, h.
Cardini (Chez Paree) Chi, nc.
Cardona, Kay (Dixie Club) NYC, nc.
Carolina, Lena (Club Caoucho) New York, nc.
Carlisle, Una (Dixie Club) NYC, nc.
Carlson, Jack (French Casino) NYC, nc.
Carlyle, Meta (Met.) Boston 6-9, t.
Carmen, Billy & Grace, with Naomi Bell (Peony Park) Omaha, nc.
Carmen, Lila (Sul Jen) Galveston, Tex., c.
Carmyle, Madge (Leon & Eddie's) NYC, nc.
Carrer, Charles (Palmer House) Chi, h.
Carrino Bros. (Terrace Gardens) Rochester, N. Y., nc.
Carrol, Nita (Wivel's) NYC, re.
Carroll, Nita (Shelton Hotel) NYC, h.
Carroll Sisters (Steamship Empire State) NYC, c.
Case, Charlie (Pal.) Cleveland 6-9, t.
Casey, Pat (Lincoln) NYC, h.
Castaine & Barry (St. Moritz) NYC, h.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Catalina, Rose (606 Club) Chi, nc.
Cazan, Millicent (Silver Slipper) Reno, Nev., nc.
Celia & Renella (Bon Air) Wheeling, Ill., cc.
Celinda (El Chico) NYC, nc.
Candler, Joyce (Bway, Hofbrau) NYC, nc.
Charles, Ernest (Normandy) New York, nc.
Cheric & Joe (French Casino) NYC, nc.
Christine, Bobette (Chateau Moderne) NYC, nc.
Clay, Margie (Harry's N. Y. CaBaret) Chi, nc.
Clayton, Pat (Vogue Club) NYC, nc.
Clements, Olla & Eleanor (Floridel) Saranac Lake, N. Y., nc.

Dion & Sparkettes (Dutch Village) Toledo, O., nc.
Donahue, Walter (Pennsylvania) Phila, nc.
Donatella Bros. & Carmen (Pal.) Cleveland 6-9, t.
Donn, Berta (Broadway Room) NYC, nc.
Donna, Kay (Club Minuet) Chi, nc.
Donna & Darrel (Sun & Surf Club) Atlantic Beach, L. I., nc.
Dorsho, Ruth (606 Club) Chi, nc.
Dorothy & King (Meadowbrook) St. Louis, cc.
Douglas, Milton (Palmer House) Chicago, h.
Dowell, Saele (Astor) NYC, h.
Downing, May (Club Minuet) Chi, nc.
Doyle, Adis (Golden Spot) Chi, nc.
Doyle & Donnelly (Met.) Boston 6-9, t.
Drake, Condie (Deauville) New York, nc.
Drake, Edith (Edison) NYC, h.
Draper, Paul (Chez Paree) Chi, nc.
Drew, Oholly (Number One Bar) NYC, nc.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Duncan, Midget Jackie (Rhinco) Canton, O., nc.
Duncan, Scotty (Bway, Hofbrau) NYC, no.
Dunn Bros. & Doty (Plaza Villa) Pittsburgh, Pa., nc.
Dupont, Bob (Riviera) Fort Lee, N. J., nc.
Duran, Adellina (El Chico) NYC, no.
Duval, Shellia (New Town Bar) New York, nc.
Earlton, Vic (Half Moon) NYC, nc.
Ebony Rascals, Four (Club Gallente) NYC, nc.
Eberhard Sisters (Club Oasis) San Francisco, nc.
Eiel, Eugenia (Petersburg) Norristown, Pa., re.
Elgins, Five (Hipp.) Toronto 6-9, t.
Ellman, Bernorita (Nini's French Cabaret) New York, nc.
Emerald, Gene (Silver Club) Chi, nc.
Empire Sisters (Fair) Fargo, N. D., 6-11.
Ender & Farrell (Savoy-Plaza) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

E
Edos, Rue, Trio (Celebration) Vancouver, Can., 6-18.
Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Estelle & LeRoy (Marden's Riviera) Fort Lee, N. J., nc.
Eugene, Bob, Troupe (Clemontia Lake) Clementon, N. J., 6-11, p.
Evans, Rex (Beachcomber Bar) NYC, nc.
Evans, Steve (Earle) Washington, D. C., 6-9, t.
Everett, Ruth (Town Casino) NYC, nc.
Farrell, Frances (Town Casino) NYC, nc.
Farrar, Jean & Jane (1523 Locust) Phila, nc.
Farrell, Marita (French Casino) New York, nc.
Farrell, Bunny (Place Elegante) NYC, nc.
Fay, Paul (428 Club) Chi, nc.
Fay & Farvis (Club Moderne) San Francisco, nc.
Feindt, Cilly (French Casino) New York, nc.
Felsola & DelRey (Club Avalon) Cleveland, nc.
Felder, Ralph (Silver Tavern) Chicago, nc.
Fields, Happy (Place Elegante) NYC, re.
Fields, Shep, & Orch. (Paramount) NYC 6-8, t.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fink, Lew (Arenia) Phila, re.
Finer, Irving (Chesapeake House) NYC, re.
Flake, Emily (Colony Club) Chi, nc.
Fitzgibbon, Dave & Dorothy (Ross Fenton Farms) Deal, N. J., re.
Five o'Clock Boys (Palisades Amusement Park) Palisade, N. J., re.
Flake, Nancy (Old Island Casino) New Rochelle, N. Y., nc.
Flah, Serge (Pennsylvania) NYC, h.
Flors, David (French Casino) NYC, nc.
Flowers, Consuelo (St. Regis) NYC, h.
Fogarty, Alec (Wellin) NYC, h.
Follies Comique (Stanley) Pittsburgh 6-9, t.
Ford, Virde (Benny the Bun) Phila, nc.
Fordham, Louise (Number One Bar) NYC, nc.
Fortune, Earle & Pope (Earle) Washington, D. C., 6-9, t.
Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Frank, Shirley Hope (Half Moon) Coney Island, N. Y., h.
Frankie & Naomi (Leon & Eddie's) NYC, nc.
Franz & Fuller (Front Street Gardens) Toledo, nc.
Fraser Sisters (Riviera) Fort Lee, N. J., nc.
Fraser, Harry (Von Threnen's) Chi, nc.
Fraser, Jack (Playland Park) Rye, N. Y.
Freddy & His Dogs (French Casino) New York, nc.
Friedricks, Chester, Co. (Pal.) Cleveland 6-9, t.
Freeman Twins (Green Gables) Hazleton, Pa., nc.
Fricke Sisters (Terrace Gardens) Rochester, N. Y., nc.
Froeba, Frank (Onyx Club) NYC, nc.

G
Gall Gall (Blossom Heath) Detroit, nc.
Gannon, Leo, & Co-Eds (Riviera) Burden Lake, N. Y., nc.
Gardner, "Poison" (Dixie Club) NYC, nc.
Garron & Bennett (606 Club) Atlantic City, re.
Gath, Tanya (Peterburg) Norristown, Pa., re.
Gaston & Edouard (Monte Carlo) NYC, c.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gene, DeQuinche & Lewis (Marden's Riviera) Fort Lee, N. J., nc.
Gentlemen Songsters (Astor) NYC, h.
Gibson, Billy (Oranada Inn) Atlanta, nc.
Gilbert, Ethel (Gay Nineties) NYC, nc.
Gilbert & Vicky & Raye (Como Club) Buffalo, nc.
Gillford, Jack (Fox) Phila 6-9, t.
Gilmore, Patricia (Marden's Riviera) Fort Lee, N. J., nc.
Gina & Giaco (Gloria Palace) NYC, nc.
Gine, DeQuinche & Lewis (Riviera) Fort Lee, N. J., nc.
Givens & Carol (Hildebrecht) Trenton, N. J., nc.
Goler, Alice, & Walter Le Nay (Park Central) NYC, h.
Goif, Jerry, & Jack Kerf (Versailles) NYC, nc.
Gonan, Inez (Silver Club) Chi, nc.
Gonzales & Rancel (Barbison-Plaza) NYC, h.
Gore, Salsy (Town Casino) NYC, no.
Gore, Marie (Paradise) NYC, re.
Gracer, Three (Astor) NYC, h.
Grauman, Frank (Hipp.) Toronto 6-9, t.
Gray, Paul (428 Club) Chi, nc.
Gray, Maxine (Astor) NYC, h.
Green, Jackie (Yacht Club) Chi, nc.
Greenwood, Dawn (Paradise) NYC, re.
Green, Eddie (Connie's Inn) NYC, nc.
Greene, Alan (Bway Hofbrau) NYC, nc.
Greer, Sister (Chez Paree) Chi, nc.
Grish, Leon & Eddie's NYC, nc.
Growler, Man, The (Gang Gang) NYC, nc.
Guido & Eva (Jurvin's Rumanian Rendezvous) NYC, nc.
Gylenman, Ron Ebe (Wivel's) NYC, re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.
Gypsy Lee (Dixie Club) NYC, nc.
Gypsy Nina (St. Moritz) NYC, h.

H
Haskoo, Paul (Pal.) Chi 6-9, t.
Hager, Clyde (Michigan) Detroit 6-9, t.
Hagerty, George (Steamship Empire State) NYC, c.
Haig, Hal; Seattle, Wash., 8-14, t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Haines, Mital (Hollywood) NYC, re.
Hall, Vivian (Queen's Terrace) Woodside, N. Y., re.
Hamilton, Kay (Steamship Empire State) NYC, c.
Hansen, Eddie (Chez Maurice) Montreal, nc.
Hardy, Moore (Gabriel's) NYC, nc.
Hargraves, Bobby (Kitt Kat Club) NYC, nc.
Harrington, Pat (Gang Plank) NYC, nc.
Harris, Claire & Shannon (Earle) Washington, D. C., 6-9, t.
Hart, Carl (Number One Bar) NYC, nc.
Hart, June (Arcadia Club) St. Charles, Ill., nc.
Hartmans, The (Marden's Riviera) Fort Lee, N. J., nc.
Hatch, Frances (Ritz-Carlton) Atlantic City, h.
Haviland, Harry (Old Bar) Norbeck, Md., nc.
Hawaiians, Benny Hanro's (Monmouth County) Monmouth, N. J., cc.
Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h.
Haywood, Billy (Vogue Club) NYC, nc.
Healy, Dan (Broadway Room) New York, nc.
Heard, Bobby (New Yorker) NYC, h.
Hector & Pals (Met.) Boston 6-9, t.
Heller, Jackie (Pal.) Cleveland 6-9, t.
Herman, Irving (Man About Town Club) NYC, nc.
Hillard, Harriet (Fox) Washington, D. C., 6-9, t.
Hires, Frank (20th Century) Phila, nc.
Hirsch, Dr. Charles (Mayfair Casino) Kansas City, Mo., nc.
Holmes, Harry (Hipp.) Toronto 6-9, t.
Holly, Edna Mae (Ubangi Club) New York, nc.
Honolulu Islanders (Steamship Empire State) NYC, h.
Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.
Howard, Joseph E. (Gay '90s) NYC, nc.
Howard, Kathleen (Deauville) New York, nc.
Howard, Kathleen (Number One Bar) NYC, nc.
Howard, David (Paramount Club) NYC, nc.
Hughes, Dick (Marquette Club) Chicago, nc.
Hunt, Frances (Radio City Rainbow Grill) NYC, nc.
Hunt, Fee Wee (Radio City Rainbow Room) NYC, nc.
Hurok, Jamma (Sherry-Netherland) NYC, h.
Huston, Joan (Parody Club) Chi, nc.
Huston, Josephine (Hollywood) NYC, re.

I
Jackson, Lawrence (President) New York, h.
Jackson, Irving & Reeve (Yacht Club) NYC, nc.
Jacobs, Peggy (Torre) Jamestown, N. Y., h.
Jameson, Dixie (Club Silhouette) Chi, nc.
Jarrett, Luellie (Chateau Moderne) NYC, nc.
Jeanne & Gloria (Leon & Eddie's) NYC, nc.
Jeffers, Dorothy (Paradise) NYC, re.
Jewell, Five Juggling (State) NYC 6-9, t.
Johny & George (Yacht Club) NYC, nc.
Johnson, Eleanor (606 Club) Chi, nc.
Johnson, Joyce (Paradise) NYC, re.
Johnson, Mae (Kitt Kat Club) NYC, nc.
Jones, Jonah (Onyx Club) NYC, nc.
Jones, "Marblehead" (Town Casino) NYC, no.
Joyce & Freddie (Kitt Kat Club) NYC, nc.
Joyce, Marion (Leon & Eddie's) NYC, nc.
Julian, Lewis (Biltmore) NYC, h.
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kalah (Connie's Inn) NYC, nc.
Kane, Paty (Roosevelt) NYC, h.
Kane, Sugar (Paramount) NYC 6-9, t.
Kane, Three (Met.) Boston 6-9, t.
Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
Kay, Beatrice (Tony's) NYC, nc.
Kaye, Phil (Parody Club) Chi, nc.
Keane, Betty (Fox) Phila 6-9, t.

Byrnes & Farney (Michigan) Detroit 6-9, t.

Kedrova, LHM (St. Moritz) NYC, bc.  
 Keller Sisters & Lynch (Loew) Montreal  
 6-8 t.  
 Kemper, Charles (Steamship Empire State)  
 NYC, s.  
 Kempie, Lettie (Hollywood) NYC, bc.  
 Kennedy, Billie (Howdy Club) New York, bc.  
 Kent, Carl (Vogue Club) NYC, bc.  
 King, Bert (Arlington) NYC, h.  
 King, Blanche (Brill's) Newark, N. Y., bc.  
 King, Mary Lou (Broadway Room) NYC, bc.  
 Kingston, Leonard (Chase Tavern) Columbus,  
 O., bc.  
 Kish, Harold (Claremont Inn) NYC, bc.  
 Lacombe, Jean (Jungle Inn) Youngstown, O.  
 Korica, Nadia (St. Regis) NYC, h.  
 Koster, Dolly (Midget Circus) Great Lakes  
 Expo., Cleveland.  
 Kramer, Ida (Swanee) NYC, bc.  
 Kroll, Lottie (Bob Ayr) Wheeling, Ill., bc.  
 L  
 La Palomas (Deauville) New York, bc.  
 Labate, Paddy (Barton's Paradise Club)  
 Youngstown, O., bc.  
 Lambert, Helen (Man About Town) NYC, bc.  
 Lane, Nellie (Man About Town Club)  
 NYC, bc.  
 Lambertson, Charles & Charlotte (Hollywood)  
 NYC, bc.  
 Lane, Emily (Flora) NYC, h.  
 Lane, Lotie (Number One Bar) NYC, bc.  
 Lane, Lillian (Dixie Club) New York, bc.  
 Lane, Ted (Hickory House) New York, bc.  
 Larne, Bobbie (Gay Paree) San Antonio, bc.  
 Large & Morgan (Fair) Calgary, Can., 6-11.  
 Larson, Al (Top Hat) Union City, N. J., bc.  
 Lawrence, Lucille (Arlington) NYC, bc.  
 Lazaro, Leo (Pines Elegante) NYC, bc.  
 LeZellia, Aerial (Fair) Madison, N. D., 6-11;  
 (Celebration) Newell, B. D., 12-18.  
 Lester, Freda (Club Diamond) Wheeling, W.  
 Va., bc.  
 Leuch, Earl & Josephine (Adephia) Phila., h.  
 Lee, Anabelle (Pavilion Royal) Valley  
 Stream, L. I., bc.  
 Lee, Betty (Fox) Phila. 6-9, t.  
 Lee, Bob (Wives) NYC, bc.  
 Lee, Evelyn (Club Minerva) Chi., bc.  
 Lee, Happy (Steamship Empire State) NYC, bc.  
 Lee, Joe & Betty (Stanley) Pittsburgh 6-9, L.  
 Lee, Linda (Hotel Baltimore) NYC, h.  
 Lee, Moe (Von Thren's) Chi., bc.  
 Lead, William (Dixie Club) New York, bc.  
 Lead, Ruth (Pines Elegante) New York, bc.  
 Leonard, Edna (474 Club) Chicago, bc.  
 Leonard, The (Ches Panchard) Massapequa,  
 L. I., bc.  
 Lester, the Great (Fountain Club) Detroit, bc.  
 Lewis, Ann (Kit Kat Club) NYC, bc.  
 Light, Rose & Ray (Cocoanut Grove) Boston,  
 bc.  
 Lilley, Joe & Harold Woodall (Number One  
 Bar) NYC, bc.  
 Lipove, Schura (St. Regis) NYC, h.  
 Litchner & Adams (Lookout House) Covington,  
 Ky., bc.  
 Liodensky, General (Waldorf-Astoria) NYC, h.  
 Logan, Ed (Ches Paree) Chi., bc.  
 Logan, Marjory (Star Club) NYC, bc.  
 Lopes & Anita (Brill's) Newark, N. Y., bc.  
 Lord, Velma (Paradise) NYC, bc.  
 Lora & Carl (Cappy) Lawrence, Mass., bc.  
 Lorraine, Bill & Ed Firman (Gay Nineties)  
 NYC, bc.  
 Lorraine & Manners (Cocoanut Grove) Boston,  
 bc.  
 Louis & Gony (Versailles) NYC, bc.  
 Love, Ruth (Club Minerva) Chi., bc.  
 Love, Rita & Stanley (Fair) Calgary, Can.;  
 (Fair) Edmonton 12-18.  
 Lowry, Fred (Pavilion Royal) Valley Stream,  
 N. Y., bc.  
 Lucas Sisters (Silver Cloud) Chi., bc.  
 Lucas, Mary (Broadway Room) NYC, bc.  
 Luman, Thomas (Lo Minerva) NYC, bc.  
 Lynch, Louise Dudley (Star Club) NYC, bc.  
 Lynch, Walter (Cafe Ball) NYC, bc.  
 M  
 McCabe, Sara Ann (St. Moritz) NYC, h.  
 McEneaney, Rodney (Arcadia) Phila., bc.  
 McCormick, Frank & Ruth Kidd (Cocoanut  
 Grove) Washington, D. C., bc.  
 McCully, Jeanne (Pines Cafe) Pittsburgh, Pa.,  
 bc.  
 McFarlane, George (Marine Park Grill)  
 Brooklyn, bc.  
 McMill, Billie (Wonder Bar) Owassa, Mich.,  
 bc.  
 McO'Brien Sisters (Broadway Room) NYC, bc.  
 Mac, Edna (Gold Star) Chi., bc.  
 McNeil, Duke (Earle) Washington, D. C.,  
 6-9, t.  
 McKay, Doreen (Paradise) NYC, bc.  
 McLean, Ross (Ross Fenton Farms) Deal,  
 N. J., bc.  
 McManis, Larry (Village Barn) NYC, bc.  
 Mac, Ernie (Jack Dempsey's) NYC, bc.  
 Mac, Four: Copenhagen, Denmark, July 1-31.  
 Mack, Helene (20th Century) Phila., bc.  
 Mack, Louise (Entertainers) Atlantic City, bc.  
 Mae, Edna (Paradise) NYC, bc.  
 Macneale, Christie (Waldorf-Astoria) NYC, h.  
 Mandell, Kitty (New Town Bar) New York, bc.  
 Mangan Troupe (Pal. Chi) 6-9, t.  
 Mann, Duprey & Lee (Marden's Riviera) Fort  
 Lee, N. J., bc.  
 Mann, Sid (Mon Paris) NYC, bc.  
 Mann, Gene & Bernice Lee (Paradise)  
 NYC, bc.  
 Manners, Grace (1823) Phila., bc.  
 Manning & Class (Polka) Malmo, Sweden,  
 10-14, p.  
 Manners, Molly (Parody Club) Chi., bc.  
 Marco & Pals (West View Park) Pittsburgh, Pa.  
 Marguerite & Arthur (Embassy Club) Toronto,  
 bc.  
 Marianne (St. Moritz) NYC, h.  
 Mario & Floria (Flora) NYC, h.  
 Markoff, Maeha (Russian Fair) Milton-on-  
 Hudson, N. Y., bc.  
 Marley & Elva (Steamship Empire State)  
 NYC, s.  
 Marlin, Elmer (29 Club) Chi., bc.  
 Marlow, Selma (Astor) NYC, h.  
 Marlowe, Peggy (Town Casino) NYC, bc.  
 Marsh, Andrea (Arrowhead Inn) Cincinnati,  
 bc.  
 Marsh, Howard (Mayfair Club) West Orange,  
 N. J., bc.  
 Martha, Joan (Club Diamond) Wheeling, W.  
 Va., bc.  
 Martin, George (Adelphia) Phila., h.  
 Martin, Marion (Hollywood) NYC, bc.  
 Martin, Muriel (Pavilion Royal) Valley  
 Stream, L. I., bc.  
 Masked Countess, The (Leon & Eddie's) NYC,  
 bc.

Mason, Melissa (Paramount) NYC 6-9, t.  
 Massey, Louise, Co. (Earle) Washington,  
 D. C., 6-9, t.  
 Mauser, Tommy, & Joana Miller (Beachcomb-  
 er Bar) NYC, bc.  
 Mathews, Babe (Ubangi Club) NYC, bc.  
 Maurice & Corbado (Radio City Rainbow  
 Room) NYC, bc.  
 Maurice, The Great (Jack Dempsey's) NYC, bc.  
 Mavelly, Jackie (Kit Kat Club) NYC, bc.  
 Mayfield, Kay (Herau Rivage) Sheepshead Bay,  
 Brooklyn, bc.  
 Mayo, Perry (Sway Hofbrau) NYC, bc.  
 Medrano & Donna (Palmer House) Chi., h.  
 Mercer, Mary (Hickory House) New York, bc.  
 Meyers, Billy (Harry's N. Y. Cabaret) Chi.,  
 bc.  
 Michael (Beau Rivage) Sheepshead Bay,  
 Brooklyn, bc.  
 Miller & Lamare (Lexington) NYC, bc.  
 Miller, Marion (886 Club) Chi., bc.  
 Miller, Mary (Turk Club) Pittsburgh, bc.  
 Millinder, Lucky, & Mills' Orch. (Earle) Phila.  
 12, t.  
 Mills, Kirk & Howard (Brown Derby) Boston,  
 bc.  
 Mitchell, Charlie (Man About Town Club)  
 NYC, bc.  
 Mitchell, Viviano (Cocoanut Palms) East De-  
 troit, bc.  
 Mittle & Freddie (Sway Hofbrau) NYC, bc.  
 Mogel (Paramount) NYC 6-9, t.  
 Montgomery, Anne (Brill's) Newark, N. Y., bc.  
 Mooky, Paul (Man About Town Club) NYC,  
 bc.  
 Moore, Dickie (Fox) Detroit 6-9, t.  
 Moore, Nellie (Little Daisy) Euclid) Ray  
 City, Mich., bc.  
 Moreno, Conchita (Chesapeake House) NYC,  
 bc.  
 Moreno, Consuelo (El Chico) NYC, bc.  
 Morris, Dwight (Gabriela) NYC, bc.  
 Morrison, Earl (Colonial Village) Peoria, Ill.,  
 bc.  
 Mosman, Gloria (Casino) Jones Beach, bc.  
 Munoz & Balan (Club Gaius) NYC, bc.  
 Muta, Corinna (Savoy-Plaza) NYC, h.  
 Murtel, Mimi (Maurice) NYC, bc.  
 Murray, Arthur, Dancers (Beachcomber Bar)  
 NYC, bc.  
 Music Hall Boys (Osumont Theater) London  
 Musical Rogues, Three (Essex House) NYC, h.  
 Myra (Tillie's Chicken Grill) New York, bc.  
 Mystics, Two (Leon & Eddie's) NYC, bc.  
 N  
 Naylor, Marjorie (Hickory House) NYC, bc.  
 Nazarenka, Tasha (St. Regis) NYC, h.  
 Nelson, Orlis & Orch. (Fox) Washington,  
 D. C., 6-9, t.  
 Nelson Sisters (New Yorker) NYC, h.  
 Nelson, Walter (Playland Park) Nye, N. Y.,  
 New Yorkers, Three (Star Club) NYC, bc.  
 Newhall, Clifford (St. Regis) NYC, h.  
 Newman, Harry (Gabriela) NYC, bc.  
 Niles, Norma (Swanee) NYC, bc.  
 Nira, Vira (Book Cadillac) Detroit, h.  
 Noble, Leighton (Waldorf-Astoria) NYC, bc.  
 Nolan, Nancy (Governor Clinton) NYC, h.  
 Norman, Fay, All-Boy Borne (To One Town)  
 Baltimore, bc.  
 Norton, Kay (Harbor Inn) Rockaway  
 Beach, N. Y., bc.  
 Norris, Harriet (Dutch's) Chi., bc.  
 Norton & Kane (Alexander Young) Honolulu,  
 T. H., h.  
 Novela, Three (Connie's Inn) NYC, bc.  
 Novak, Donald (State) NYC 6-9, t.  
 Novak, Fantasia (El Toreador) NYC, bc.  
 O  
 O'Neill, Maeha (Silver Tavern) NYC, bc.  
 O'Rourke, Maeha (Holly-Hop) Phila., bc.  
 O'Rourke, "Minnie" (Number One Bar) NYC,  
 bc.  
 Original Rhythm Boys (Weylin) NYC, h.  
 Orins, Teddy (Nut Club) NYC, bc.  
 Ortega, Eva (Radio City Rainbow Grill) NYC,  
 bc.  
 P  
 Page, Marion (Hollywood) NYC, bc.  
 Page, Powell & Nona (Circus Schuzman)  
 Perthburgh, Denmark, July 1-31.  
 Palmer, Kay (Vanderbilt) NYC, h.  
 Palmer & Doreen (Torch Club) Canton, O.,  
 bc.  
 Palmer & Peaches (Connie's Inn) NYC, bc.  
 Palmer Trio (Hudson River Day Line) NYC, bc.  
 Papp, Conchita (Elks Circus) Ironwood,  
 Wis., 6-11.  
 Parker, Lorus (Orand) Mackinac Island,  
 Mich., h.  
 Parks, Bob (Olen Island Casino) New Roch-  
 elle, N. Y., bc.  
 Parra, Emilie (Starland) Winslow, Can., bc.  
 Parsons, Kay (Steamship Bear Mountain)  
 NYC, bc.  
 Patterson's Personalities (New Yorker) NYC, h.  
 Payne, Chas. (Vanity Fair) Cleveland, O., bc.  
 Peacock, Melvin (Linger Bar) Sheboygan,  
 Wis., bc.  
 Pearl, Lorus (Adelphia) Phila., h.  
 Pfeindler, Andy (Gabriela) NYC, bc.  
 Pegg, Paul (Gloria Palace) NYC, bc.  
 Perkins, Johnny (Earle) Phila. 6-9, t.  
 Perona, Anthony (Gabriela) NYC, bc.  
 Peterson, Iron (McAlpin) NYC, h.  
 Peterson, Paul (Club Silhouette) Chi., bc.  
 Phelps Twins (Colony Club) Chi., bc.  
 Phillips, Kay (Palace Garden) Chi., bc.  
 Pierce & Harris (Mayfair Casino) Kansas  
 City, bc.  
 Pirots (French Casino) NYC, bc.  
 Plaza Four (Villegue's) Sheepshead Bay,  
 N. Y., bc.  
 Platt, Jerry (Dixie Club) NYC, bc.  
 Ploze, Evelyn (Armadillo) Phila., bc.  
 Pontie, Joe (Claremont Inn) NYC, bc.  
 Pope & Thompson (American Music Hall)  
 NYC, bc.  
 Popp, N. Y., bc.  
 Pops & Lucia (Earle) Phila. 6-9, t.  
 Porell, Claire (Harry's N. Y. Cabaret) Chi.,  
 bc.  
 Powers, William (Club Dawn) San Francisco,  
 bc.  
 Prince Hassan (Merry-Go-Round Bar) Atlan-  
 tic City, N. J.  
 Prince & Princesses Orilla (Connie's Inn) NYC,  
 bc.  
 Pringle, Uncle John (Hudson River Day Line)  
 NYC, bc.  
 Fitchard & Lord (Green Gables) Hazleton,  
 Pa., bc.  
 Prosper & Marat (Earle) Phila. 6-9, L.  
 Pryma, Alberta (Kit Kat Club) NYC, bc.

Purif, Marie, Say B With Ladies (Mishler)  
 Alton, Pa. (State) Harrisonburg,  
 Va., 12-16 (Beckley) Beckley, W. Va., 12-  
 18, t.  
 R  
 Raeh, Mildred (Lookout House) Covington,  
 Ky., bc.  
 Ramondel Dancng Girls (Club LaBelle) Los  
 Angeles, bc.  
 Ramon & Celeste (El Toreador) NYC, bc.  
 Randall, Andre (French Casino) N. Y. C., bc.  
 Ranson, Glenda (Broadway Room) NYC, bc.  
 Reed & Blane (Waldorf-Astoria) NYC, h.  
 Reed, Albertina, Belle (St. Regis) NYC, h.  
 Rees, Ruth & Tommy Hayden (Jack Demp-  
 sey's) NYC, bc.  
 Rees, Vivian (Hollywood) NYC, bc.  
 Rees, Gilbert & Vicky (Cabanos) Springfield,  
 O., bc.  
 Rees, Prince & Clarke (Park Central) NYC, h.  
 Rees, Ruth (Herau Rivage) Sheepshead Bay,  
 Brooklyn, bc.  
 Raymond, Sid (18 Club) Chicago, bc.  
 Read, Jimmy (Silver Cloud) Chi., bc.  
 Reddinger Twins (Hox) NYC 6-9, t.  
 Reed, Billy (Dixie Club) NYC, bc.  
 Reed & Blane (Waldorf-Astoria) NYC, h.  
 Rees, Jack (Normandie) New York, bc.  
 Rees & Moran (Jack Dempsey's) NYC, bc.  
 Reese, Gail (Park Central) NYC, h.  
 Regan, Jimmy & Mileen (Beverly Gardens)  
 Beverly Park, Mich., bc.  
 Reichen, Francis (Air Port Tavern) Clevel-  
 and, O.  
 Renay, Doll (Town Casino) NYC, bc.  
 Reynolds, Al (Marquette Club) Chicago, bc.  
 Reynolds, Helen & Champions (Pal.) Akron,  
 O., 6-9 (Pal.) Chi. 10-16, t.  
 Rhodes, Doris (Earle) Phila. 6-9, t.  
 Rhodes, Dorothy (Kit Kat Club) NYC, bc.  
 Rhythm Boys (Weylin Hotel) NYC, h.  
 Rhythm Debs, Three (Connie's Inn) NYC, bc.  
 Richard, Earl (Harry's N. Y. Cabaret) Chi.,  
 bc.  
 Richards, Chuck (Earle) Phila. 6-9, t.  
 Ricker, Abby (Morrison) NYC, bc.  
 Rich, Gloria (Leon & Eddie's) NYC, bc.  
 Ring, Jack (Club Silhouette) Chi. bc.  
 Ringler, Jimmy (Vogue Club) NYC, bc.  
 Rita & Dunn (Fairland Park) Kansas City;  
 (Lake Country) St. Joseph, Mo.  
 Roberts & Gaby (French Casino) NYC, bc.  
 Robinson, Evelyn (Ubangi) NYC, bc.  
 Robinson Twins (Yacht Club) Chi., bc.  
 Rogers, Jimmie (Mon Paris) NYC, bc.  
 Rogers, Muriel (Chateau Moderne) NYC, bc.  
 Rohaska, Marianne (Club Normandie) NYC,  
 bc.  
 Roland, Mms. (Beau Rivage) Sheepshead  
 Bay, Brooklyn, bc.  
 Rollins, Mimi (Hollywood) NYC, bc.  
 Rolph, Wynne (Wives) NYC, bc.  
 Romala, Homen (Hipp) Toronto 6-9, t.  
 Romeroff & Nana (Petersburg) Marlton,  
 Pa., bc.  
 Root, Isabella (Denny the Bum) Philadel-  
 phia, bc.  
 Rooney, Pat & Pat III (State) NYC 6-9, t.  
 Rooney & Beulah (Versailles) Phila., bc.  
 Rosini, Paul (Adelphi) Phila., bc.  
 Rosita & Fontana (Versailles) NYC, bc.  
 Roseau, Sue (Dutch's) Chicago, bc.  
 Rossella, Jessie (18 Club) Chicago, bc.  
 Rossi, Pat (Cafe Loyale) NYC, bc.  
 Rowe, Dorothy (Harbor) Brooklyn, h.  
 Roy, Virginia (Club Plantation) New Orleans,  
 bc.  
 Royal Hawaiians (Dixie Club) NYC, bc.  
 Royallate, Roy Campbell (Astor) NYC, h.  
 Royce, Ray (State) NYC 6-9, t.  
 Ruhl, Rina (Colony Club) Chi., bc.  
 Russell, Fredrick (Earle) NYC, bc.  
 Ruth & Buddy (Golden Spot) Chi., bc.  
 Ryan, Sue (Earle) Phila. 6-9, t.  
 S  
 Seblie, Mickey (Man About Town) NYC, bc.  
 Salazar, Carlos (El Chico) NYC, bc.  
 Sanborn, Fred (State) NYC 6-9, t.  
 Sanding, a Fairchild (Pirene Restaurant)  
 NYC, bc.  
 Sanford, Teddy, & Jack Twain (Villegue's)  
 Sheepshead Bay, Brooklyn, bc.  
 Santelli, George (Hotel St. Regis) NYC, h.  
 Santos & Extra (Jimmy Kelly's) N. Y. C., bc.  
 Sauer, Fredrick (Earle) NYC, bc.  
 Sautchi & Buckler (Pennsylvania) NYC, h.  
 Sarche, Bee (1523) Philadelphia, bc.  
 Sargent, Kenny (Radio City Rainbow Room)  
 NYC, bc.  
 Savage, Jean (Southern) Baltimore, h.  
 Sayer, Jack (Villegue's) Sheepshead Bay,  
 N. Y., bc.  
 Sawyer, Bobby (Gabriela) NYC, bc.  
 Scheep, B.C. (Palace Gardens) Chi., bc.  
 Schult, Frankie (Clement Inn) Clementon,  
 N. J., bc.  
 Secor, Catherine (Town Casino) NYC, bc.  
 Scott, Kay (Queen's Terrace) Woodside, L. I.,  
 bc.  
 Scrippy & Pale (Town Casino) NYC, bc.  
 Serenaders, Three (Sway Hofbrau) NYC, bc.  
 Sforzina & Melia (Bruna Palm Garden)  
 NYC, bc.  
 Shaef, Lillian (Fox) Phila. 6-9, t.  
 Sharpe, Three, & A Flax (Steamship Empire  
 State) NYC, s.  
 Shaw, Helen (Weber's Summit) Baltimore, bc.  
 Shaw, Jack (Club Royal) McAllen, Tex., bc.  
 Shays & Armstrong (Silver Lake Inn)  
 Canton, O., bc.  
 Shelton, James (Club Normandie) NYC, bc.  
 Sheridan, Eleanor (Star Club) NYC, bc.  
 Sherwin, Filly (Gay Paree) Chicago, bc.  
 Shore, Willie (904 Club) Chi., bc.  
 Silver, Esther (Club Oasis) San Francisco, bc.  
 Silver, Fredrick (Earle) NYC, bc.  
 Simon, Arlette (French Casino) NYC, bc.  
 Skidmore, Kay (Hotel Pileadilly) NYC, h.  
 Skinner, Freddie (Kit Kat Club) NYC, bc.  
 Skippy & Marie (Palace Gardens) Chi., bc.  
 Sliker, Ken (Flax) NYC, h.  
 Small, E. (Villegue's) Sheepshead Bay,  
 N. Y., bc.  
 Smek, Roy (Met) Boston 6-9, t.  
 Smith, Aima (Ubangi) NYC, bc.  
 Smith, Bill (15th Avenue Hotel) New York, h.  
 Smith, Chubby (Swanee Club) NYC, bc.  
 Smith & Sully (Dixie Club) NYC, bc.  
 Snyder, Margaret (Hotel Statler) NYC, h.  
 Socha, Gertrude & Andre (French Casino)  
 NYC, bc.  
 Spears, Harry (Yacht Club) NYC, bc.  
 Spella, Mary Lou (French Casino) NYC, bc.  
 Springer, Chet (Wooder Bar) Grand Rapids,  
 Mich., bc.  
 St. Claire, Fulton (Ubangi) NYC, bc.  
 St. & LeRue (Mayfair Casino) Kansas City,  
 bc.

Standish, Aileen (Caliente) NYC, bc.  
 Steel, John (Paradise) NYC, bc.  
 Steiner, Don (Earle) Hollywood, Calif., bc.  
 Steink, Jolly Bill (Hudson River Day Line)  
 NYC, t.  
 Step Broc, Four (Earle) Phila. 6-9, t.  
 Stephens, Three (Ubangi) NYC, bc.  
 Stevens, Harry (Brown Derby) Boston, bc.  
 Stevens, Frances (Claremont Inn) NYC, bc.  
 Stewart Sisters (Dixie Club) NYC, bc.  
 Stiles, Hebe (Show Bar) Forest Hills, L. I.,  
 bc.  
 Stone, Harold (Chateau Moderne) NYC, bc.  
 Stone, Mary (Harry's N. Y. Cabaret) Chi.,  
 bc.  
 Stone, Nell (Howdy Club) NYC, bc.  
 Stoores, Three (Hox) NYC 6-9, t.  
 Sullivan, Bobby (Swanee Club) New York, bc.  
 Suter, Ann (American Music Hall) NYC, bc.  
 Swan, Asta (Loew) Montreal 6-9, t.  
 Swann, Evelyn (Weber's Summit) Baltimore,  
 bc.  
 T  
 Tank Tooners (Chateau Moderne) NYC, bc.  
 Taper, Mairie (Pavilion Royal) Valley  
 Stream, L. I., bc.  
 Taylor, Billie (Bonita's) NYC, bc.  
 Taylor, Berge (Radio City Rainbow Room)  
 NYC, bc.  
 Tenhill, Frank (New Yorker) NYC, h.  
 Tenora, Schura (St. Regis) NYC, h.  
 Thais (Hollywood) NYC, bc.  
 Travis, Jean (Mounds) St. Louis, bc.  
 Trawl, Evelyn (Steamship Empire State)  
 NYC, bc.  
 Thompson, Kay (St. Regis) NYC, h.  
 Thorne, Old (Hudson) NYC, bc.  
 Tiffany, Charles & Virginia (88 Club) Kansas  
 City, bc.  
 Timblin, Charles "BHM" (Bonita's) NYC, bc.  
 Tonya, Myra Lou (St. Zee) Chi., bc.  
 Tools & Al (Connie's Inn) NYC, bc.  
 Torres, Ralph (Earle) NYC, h.  
 Trask, Billy (Number One Bar) NYC, bc.  
 Trent, Tommy (Earle) Washington, D. C.,  
 6-8, t.  
 Tripp, Phyllis (Palace Gardens) Chi., bc.  
 Tully, Mildred (Colony Club) Chicago, bc.  
 Turner, Dorothy (Chateau Moderne) NYC, bc.  
 Teedy Broc (Webster Club) Springfield, O.,  
 bc.  
 Tyner, Evelyn (Radio City Rainbow Room)  
 NYC, bc.  
 V  
 Valencia, Magda (Club Gaius) New York, bc.  
 Valerie, Armand (Town Casino) NYC, bc.  
 Valley, Vivian (Club Normandie) NYC, bc.  
 Valaida (Connie's Inn) NYC, bc.  
 Valaris & Armstrong (Radio City Rainbow  
 Grill) NYC, bc.  
 Variety Boys (Harbor Inn) Rockaway Beach,  
 N. Y., bc.  
 Vastio & Yoanna (Nixon) Pittsburgh, bc.  
 Vela, Ester (Hooeyville) NYC, h.  
 Verne, Mylan (Cocoanut Grove) Boston, bc.  
 Verter, Florio (Earle) NYC, bc.  
 Veto & Peri (Rabelle) Atlantic City, bc.  
 Vickers, Jean (Broadway Room) NYC, bc.  
 Viero, Tony (Chateau Moderne) NYC, bc.  
 Villa, Celia (Chateau Moderne) NYC, bc.  
 Vincent, Romo (Lookout House) Covington,  
 bc.  
 Vind, Billy (Town Casino) NYC, bc.  
 Virginia & Fanchon (Le Mirage) NYC, bc.  
 W  
 Walker, Bob (Lexington) NYC, h.  
 Wages, Johnny (Oakland Beach) Connetquot  
 Lake, Pa., h.  
 Wagner, Al (Harry's N. Y. Cabaret) Chi., bc.  
 Ward, Dorothy (88 Club) Chi., bc.  
 Waldron, Jack (Hollywood) NYC, bc.  
 Walker, Kirby (Earle) NYC, bc.  
 Wallace Sisters (Number One Bar) NYC, bc.  
 Walsh, Clara Bell (Ambassador) NYC, bc.  
 Walsh, Mary Jean (Pierre) NYC, h.  
 Walsh, Sammy (Arrowhead Inn) Cincinnati,  
 bc.  
 Warner Sisters (Embassy) Phila., bc.  
 Washington, George Dewey (Kit Kat Club)  
 NYC, bc.  
 Wayne, Wanita (Town Casino) NYC, bc.  
 Weaver, Jeanette (Paradise) NYC, bc.  
 Webb, Capt. George (Celebration) Chaska,  
 Minn., 11-12.  
 Webb, Ella, & Cotton Club Revue (Washing-  
 ton Arms) Mamaroneck, L. I.  
 Weicher, Florence (Ambassador) NYC, h.  
 Wells, Billy, & Four Paps (Loew) Montreal  
 6-9, t.  
 Weylin Knights (Weylin) New York, h.  
 Wheeler, Jackie (Minnequa) Dubolstown, Pa.,  
 bc.  
 White, Ann (Town Casino) NYC, bc.  
 White, Belba (Fountain Club) Detroit, bc.  
 White, Eddie (Pal. Chi) 6-9, t.  
 White, Jack (18 Club) NYC, bc.  
 White, Jerry (Dixie Club) NYC, bc.  
 White, Jerry (Gay Inn) NYC, bc.  
 White, Olive (Harbor Inn) Rockaway Beach,  
 N. Y., bc.  
 White, Pierre (Howard's) San Diego, Calif., bc.  
 White, Peggy (Normandie) New York, bc.  
 Williams, Flo (St. Zee) Chi., bc.  
 Whitney, Nina (Pal. Chi) 6-9, t.  
 Wicks, Gus (Gay Nineties) NYC, bc.  
 Wilda Three (Stanley) Pittsburgh, t.  
 Williams, Jerry (Man About Town Club) New  
 York, bc.  
 Williams, Robert (London Casino) London, bc.  
 Willis, Claire (Radio City Rainbow Grill)  
 NYC, bc.  
 Wilson, Beth (McAlpin) NYC, h.  
 Wilson Broc. (Ocean Beach) Clark Lake, Mich.  
 Wilson, Browning & Mitchell (Leon & Eddie's)  
 NYC, bc.  
 Wilson, Edith (Earle) Phila. 6-9, t.  
 Wina, Chia (Silver Cloud) Chi., bc.  
 Withers, Chas., Oprey House (Fox) Washing-  
 ton, D. C., 6-9, t.  
 Wood, Oinger (Marquette Club) Chi., bc.  
 Wood, Ann (Paradise) NYC, bc.  
 Wood & Barry (Northwood Inn) Detroit, bc.  
 Woods, Johnny (Baltimore) NYC, h.  
 Worth, Stanley (Pavilion Royal) Valley  
 Stream, L. I., bc.  
 Wray, Raymond (Spring Wheel) Seattle, bc.  
 Wright, Charlie (Weylin) NYC, h.  
 Wynn, Natalie (Circus) NYC, bc.  
 Wynn, Ruth (Queen's Terrace) Woodside,  
 L. I., bc.  
 Wypion, Victoria (Dixie Club) NYC, bc.  
 Y  
 Yacht Club Boys (Earle) Washington, D. C.,  
 6-9, t.  
 Yonta, Ducky (Roosevelt) NYC, h.

Young, Irwin (Valhalla) NYC, no.
Yuen, Lily (Kit Kat Club) NYC, no.

BANDS AND ORCHESTRAS
(Routes are for current week when no dates are given.)

Astron, Irving: (Plaza) Pittsburgh, a.
Adams, Johnnie: (Merry-Go-Round) Dayton, O., no.

Accock, Jack: (Famous Door) Los Angeles, a.
Agular, R.: (Palm Room) San Bernardino, Calif., b.

Albin, Jack: (Bossett) Brooklyn, N. Y., b.
Allen, Dick: (Riviera) Burden Lake, N. Y., no.

Apollon, Al: (Trocadero) West End, N. J.
Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.

Armstrong, Mrs. Lou: (Silver Grill) Buffalo, N. Y., no.

Batley, Bob: (Marquette Club) Chi., no.
Barnes, Al: (Arcada) St. Charles, Ill., no.

Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., no.
Barron, Blue: (Colvin's Gables) Buffalo, N. Y., no.

Bartel, Jean: (Dubonnet) NYC, re.
Bass, Paul: (Alma Hotel) NYC, re.

Batkin, Al: (St. Moritz) New York, b.
Beck, Bob: (Pal.) San Francisco, b.

Fallon, Bob: (Bluff House) Milford, Pa., h.
Farmer, Willie: (Leon and Eddie's) New York, no.

Fernando, Angelo: (Garden City) Garden City, N. Y., b.
Fiddler, Max: (Towne Club) Pittsburgh, no.

Fields, Shep: (Pierre) NYC, b.
Fischer, Art: (Eulens) Chi., a.

Fisher, Mark: (Roosevelt) New Orleans, h.
Fodor, Jerry: (Miami Club) Toledo, no.

Fodick, Gene: (Ross Fenton Farms) Asbury Park, N. J.
Fomen, Basil: (Waldorf-Astoria) NYC, h.

Fox, Ace: (Rox) Chi., no.
Francisco, Don: (Bal Tabarin) San Francisco, no.

Franklin, Sid: (French Casino) NYC, eb.
Fray, Jacques: (St. Regis) NYC, h.

Frederic, Marvin: (Sak's) Detroit, no.
Friedman, Jerry: (Paradise) NYC, eb.

Frisco, Sammy: (Tulia & Dean's) Chi., c.
Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h.

Funk, Freddy: (North Weeds Tavern) Eagle River, Wis., no.

Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., no.

Lojner, Carol: (Rice) Houston, h.
Lombardo, Guy: (Palmer House) Chi., h.

Lombardo, Ralph: (Sherman's Pavilion) Caroga Lake, N. Y., b.

Lopez, Vincent: (Pavilion Royal) Valley Stream, L. I., N. Y., re.

Love, Steve: (El Pongo) Onaga Beach, Mo., h.
Lucas, Clyde: (New Yorker) NYC, h.

Luncheon, Jimmie: (Casino) Larchmont, N. Y., no.

Lynden, Ralph: (S. S. Zee) Chi., no.
Lyons, Bob: (Commodore) Vancouver, B. C., Can. eb.

Lyons, Russ: (Northwood Inn) Detroit, no.

McCarr, Grace: (Chinese T Gardens) Detroit, re.

McGoy, Clyde: (Roseland) NYC, h.
McKenzie, Red: (16 W. 52 St.) NYC, no.

Romano, Phil: (Roseland) NYC, b.
Rose, Irving: (St. Anthony) San Antonio, no.

Rosenthal, Harry: (LaRue's) New York, re.
Rosa, Nick: (Glen) Phila., no.

Royal Arcadians: (Circle) Newington, Conn., b.
Ruby: (Biltmore) Dayton, O., h.

Russell, Jack: (Melody Mill) Chicago, b.
Rythmeters, The: (Colony Club) Chi., no.

Sabin, Paul: (Ritz-Carlton) Atlantic City, h.
Sales, Lew: (Club Minnet) Chicago, no.

Sand, Carl: (Chateau) Chicago, b.
Sandra, Joe: (Glen) Phila., no.

Sawyers, Will: (Rafter's) Phila., no.
Schneider, Sol: (Old Rumanian) New York, re.

Schell, Jack: (Coronado) St. Louis, h.
Schulman, Julius: (Venez Park) St. Petersburg, Fla., b.

Schuster, Mitchell: (Stetler) Cleveland, h.
Scoggin, Chick: (Ringside) Ft. Worth, no.

Smith, Earl: (Hollenden) Cleveland, h.
Smith, Joe: (Copley Plaza) Boston, h.

DRAMATIC AND MUSICAL

Cornell, Katharine: (Carran) San Francisco 6-11.
Emperor's New Clothes: Yehiva Field 8.

MISCELLANEOUS

Becker, Magician: Austin, Minn., 6-11; Du-luth 13-18.
Delmar, Hypnotist, Escape: (State) Hollister, Calif., 5-11.
Dresser & Purcell Circus: Sully, Ia., 8; New Sharon, B., Knoxville 10; Pleasantville 11; Tredwells 12; Martensdale 12; Winterset 14; Adel 15; De Soto 15.

(See ROUTES on page 68)

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post
Bowen, F. G., 60
Burr, J. W., 130
Calkins, C. H., 50

Ladies' List

- Abbott, Mrs. Myrtle
Addison, Mrs. Hazel
Allen, Praline
Ally, Ethel

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Proper, Mrs. Betty
Raffel, Mrs. Arline
Rauhl, Dean
Ray, Madam Eva

Gentlemen's List

- Abbott, C. A.
Abrams, Noah
Adams, Sig

- Acropolis, The
Ade, J. H.
Adkins, J. H.
Adkins, J. H.
Adkins, J. H.

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





# Heat Wave Hits Barnes

**Thermometer goes over 100 degrees at Watertown and Aberdeen, S. D.**

GLENDIVE, Mont., July 4.—The first real heat wave of the season struck the A. O. Barnes Circus in the initial town played in South Dakota. Watertown, where the thermometer registered 110 degrees. Arrival here was delayed until 10 a. m. Two shows were given to very fair trade. Aberdeen, second of the two South Dakota towns to be shown on this westward swing after leaving Minneapolis, was reached early. The heat here was not quite so severe, altho it never got below a hundred.

The run from Aberdeen, S. D., to Mandan, N. D., is not only a long one but necessitates the use of the Milwaukee into Linton and the Northern Pacific from there. Most of the way is over branch lines, which means slow travel, but Mandan, on west side of the Missouri River, was reached at 11 a. m. Two shows were given, afternoon show being only slightly delayed. A good wide crossing only two blocks from showgrounds facilitated matters quite a bit. A Pioneer Days festival lasting three days was about to begin in Bismarck, which was the reason for going the six miles farther west for this date. This was the first visit of the Barnes Circus to Mandan in a great many years and, considering that this section of the country is suffering from a drought, business has been good. Gaylord Conrad, associate editor of *The Bismarck Capital* and *The Billboard* representative, took in night show at Mandan.

The fifth Sunday of the season for which no performance was scheduled was spent in Dickinson, N. D. The lot here is a railroad one and with an early arrival everything was soon laid out. The elements were grumbling and lightning was shooting, and from shortly after noon until after nightfall a real dust-storm took place. Nothing was damaged on the lot. Dust, of course, got into everything, but it was fortunate after all that the storm was on Sunday with no shows in progress. Monday was clear and fairly quiet and trade was more than had been anticipated, with an especially good attendance that night.

Glendive, Mont., followed, with an afternoon only scheduled. This is a return visit to the State since leaving it a little less than three weeks ago. Arrival was shortly after 4 a. m., the run of 106 miles being made in short time when one of the N. P. "5,000s" was hooked on. With only a block haul, the one performance was given to a fair crowd in afternoon and the train again loaded and on its way to Billings, some 225 miles away, at 7 o'clock that night.

## Cole Showfolk in League

CHICAGO, July 4.—Joseph L. Streibich, secretary, and Whitey Lehrter, of the Showmen's League, visited the Cole-Beatty Circus at Hammond, Ind., had a most pleasant day and met many of the showfolk. They returned here with several applications for membership in the League, among them being those of Jess Adkins, Zack Terrell, Earl Lindsay, J. H. Murden, Frank Orman, Eddie Allen and Arthur B. Palmer.

## Tom Mix Aerialist Falls

CHICAGO, July 4.—Joy Myer, aerial performer with the Tom Mix Circus, fell from her rigging at the Coliseum Monday afternoon, the opening performance of the 10-day stay here. Several men in the ring saw the tackle of her swinging ladder give away and were able to break her fall. Her injuries were reported as not serious.

## McIntyre Drops Dead

CINCINNATI, July 4.—Frank McIntyre, in charge of the front door of Ringling-Barnum Circus, dropped dead in Ashtabula, O., late Wednesday night. Further details appear in the Final Curtain page.

## Mixing With Tom Mix-ers

Advertising Solicitor Tells the Boss All About 'Em

Chicago, July 2, 1936.

Dear Boss:

Never having had the pleasure of visiting the Tom Mix Circus, took time out between calls this week to "mix" around a little at the Coliseum. Knowing that I couldn't remain long enough to take in the show, I just slipped over to the employees' entrance, made myself known, and the smiling attendant cordially invited me to come in and make myself at home. I soon learned that these words were not spoken at random, for the same feeling "make yourself at home" prevailed among them all. What a grand bunch they have on this show—everyone so cordial—never have felt more welcome anywhere—real "honestagoodness" folks, all of 'em. Soon spied gracious little Mabel (Mrs. Tom Mix) looking just as petite and pretty as ever, all wrapped up in the loveliest ensemble of dark gray antelope, with hat, shoes and purse to match, that blended very becomingly with her sun-kissed California complexion, and it was grand renewing old acquaintances.

In the midst of our gabfest we were silenced by a sudden thunderous applause that echoed from the crowd witnessing the show and I knew that Tom had made his grand "ontra." Gosh, what a popular figure this fellow is! Don't know of another person that has been so popular over such a long period of years and is still the idol of millions of kiddies. Had a most pleasant chat with Tom, and to watch the many kiddies that crowded around besieging him for autographs was something to remember. Caught a glimpse of Rhoda Royal (equestrian director), that grand oldtimer of the big tops, looking finer than fine. Visited a bit with Erma Ward in her pretty little "home on wheels," and you should see all of them—just wish I could find time to go rambling thru each and every one. What a delight that would be! A very pretty setting they must make, all on one lot in the great open spaces, and they've got all the comforts of a little home. Is it any wonder that one finds the occupants all so happy and contented? I tell you it's just like one big family. Some time I'm gonna pay

(See MIXING WITH on page 37)

## Cole Has Fine Biz in Indiana

DANVILLE, Ill., July 4.—The tour of the Cole Bros.-Clyde Beatty Circus is being distinguished by wonderful business and many visitors.

The week thru Indiana was a big one. At Hammond executives and performers from Tom Mix Circus and Fans from Chicago were present. In Marion, Fort Wayne, La Fayette and Crawfordsville many old friends visited.

Some of those on hand at Hammond were Mr. and Mrs. Dall Turney, Homer and Juanita Hobson, Mr. and Mrs. Harry Baker, Rhoda Royal, Cliff McDougall, Ed Conroy, Denver Kline, Denny Nelms and Abe Goldstein. Circus Fans included Harry Cance, William Soaper Sneed, Harry Atwell, Irving K. Pond, Walter Scholl, Jackson Hickey, William (Bill) Chickering, Mr. and Mrs. James Tinney, Jack Beach, Jane Sparks, Kathryn Cance, Lewis (Luke) Hunt, of *Chicago Daily News*, and family; Angelo Lynch and family, Adeline Cantwell, Mr. and Mrs. Fred Wagner, Whitey Lehrter and Harry Coddington.

At La Fayette A. C. Bradley, of Rochester; Leo Kennedy, of Peru; W. O. Tarkington and John Grace, of Bloomington, and Louis Berghoff, of Rochester, were on hand. A. B. (Am) Jones, of Crawfordsville, and Ralph Woodward, of Bloomington, were visitors at three stands. Henry Marshall Sr. and Henry Marshall Jr., editors of *The La Fayette Journal and Courier*, attended the La Fayette performance, also Ward (Piggy) Lambert, coach of the Purdue basketball champions.

A. B. Jones was host to plenty of showfolks at his hotel, the Crawford House, when circus was in Crawfordsville. Thru the efforts of Jones and other prominent business men circus was granted free lot, license and water. (See COLE HAS FINE on page 37)

## Graham, Godsoe Film Cole Bros.-Clyde Beatty

BUTLER, Pa., July 4.—Attorney John C. Graham has returned from a five weeks' trip with the Cole Bros.-Clyde Beatty Circus, assisting Dr. Partello in the adjustment of legal matters.

While on the show he obtained the consent of Jess Adkins and Zack Terrell, owners of circus, to have his son, John C. Graham Jr., and his associate, Harold Godsoe, of New York, produce a picture of the entire workings of a circus.

This picture begins at dawn with the circus train entering the yards, unloading, the first man on the lot, building up of the entire circus, showing the horse tents, cookhouse, Side Show, managerie and big top. Then the street parade, opening of "doors" of the circus, the throngs entering it, the beginning of performance with the spec and following thru with all of the feature acts, including flashes from Clyde Beatty's act, a visit to Side Show, showing the attractions, and later tearing down of the tents, transportation of show back to the railroad yards, loading on the runs, the last wagon and train pulling out.

The picture will be released after 11,000 feet have been trimmed down to make a complete educational film.

## Party for Ringling Folk

BINGHAMTON, N. Y., July 4.—Mr. and Mrs. George H. Scholderer, members of the CPA, gave a party for Circus Fans and performers from Ringling-Barnum Circus when it played here. It was held at their rustic summer home, about 19 miles from city. From the show were the Bradnas, the Evanses, the Concellos, the Valdos, Tim McCoy, Mr. and Mrs. Frank Cook; Mr. and Mrs. Bertram Mills, from London. Among Fans were Will Bisson, Mr. and Mrs. G. H. Barlow Jr., Mr. and Mrs. Stuart English, Capt. Dan E. Fox and George H. Barlow III.

## Valdo Greeted in Home Town

BINGHAMTON, N. Y., July 4.—Pat Valdo, director of personnel for Ringling-Barnum, was greeted by many friends, relatives and members of the Pat Valdo Tent, CPA, when show played here. A special article telling of his rise to circus fame appeared in *The Binghamton Press*. A picture accompanied the article, showing Valdo and E. W. Gumpertz. Valdo was born here and has been connected with the Ringling interests for more than 30 years. The Valdo Tent was founded the past year by G. H. Barlow III, State chairman of the CPA.

## Bertram Mills Operator Of Show at Olympia, London

CINCINNATI, July 4.—Cyril B. Mills, on behalf of Bertram Mills, who presents the circus at Olympia, London, states that he has received information from the States that certain artists have been approached with offers of a winter engagement at Olympia next Christmas, also that it appears that whoever is making these offers is representing that he or the firm he represents holds a tenancy of Olympia.

Continuing, Mills states: "Bertram Mills, who has run the circus at Olympia since 1920, has an agreement with Olympia, Ltd., the owner of the building, whereby he and he alone has the right to run a circus at Olympia at any time of year. Bernard Mills is at present in the States booking acts and he alone in the States is authorized to make offers to and sign contracts with artists for the circus at Olympia."

## Eddy Show Celebrates Fourth at Monticello

MONTICELLO, Me., July 4.—Eddy Bros.' Circus celebrated the Fourth in this prosperous town. After a special program of sports and other entertainment, the following menu was served by Chief Steward Robert Dickman: Sliced tomatoes, lettuce, celery, Maine roast chicken, mashed potatoes, creamed carrots, green peas, corn, Dickman salad, broiled lobster, cole slaw, potato salad, strawberry shortcake, ice cream, cake fruit, lemonade and coffee.

## Bray with Martin Bros.

BINGHAMTON, N. Y., July 4.—George W. Bray, formerly with Ringling and other circuses advance departments, is now contracting agent for Martin Bros.' Circus.

# Main Business Is Very Good

**Three performances given at many New York stands—weather in show's favor**

PITTSBURGH, July 4.—The Walter L. Main Circus has been doing splendid business since opening nearly three months ago in South Carolina. General Manager William E. Newton reported to *The Billboard* representative here. The show recently played around the city and in two stands. Sharpsburg and Sewickley, was almost within boundary of the city. The show did very good business in this territory, playing to many straw houses at night. While playing New York territory three shows a day were given in many towns to take care of overflow crowds, the management stated. Following its stay in Western Pennsylvania show went into Ohio and will remain there for some time. The weather man has been unusually kind to the show.

Felix Patty and his "Tarzan" act has been out of show since early last month, Iran Watkins and his "Mickey McGuire" chimp now getting featured billing.

Gly Newton, manager of Side Show, reports excellent business at Sharpsburg; kid show was filled to capacity. A new Side Show tent and marquee have been purchased. Mr. Newton revealed that the Scot Troupe, with Dodson's World's Fair Shows this season, will join.

Big show program, presented in three rings, follows: Spectacle, *Awake America*, featuring Omaha Indian Village and Soloist Jean Williams; Kirk Adams, dogs and ponies; clowns; dog jumps; Betty Waters, aerial spin; Watkins and his chimp; Harry LaPearl, long-shoe dance; dog high jumps; Joe Hodgins and family, riders; clowns; Newton's elephant, followed by a free ride offered to three kiddies in audience; aerial swing, featuring Betty Waters and Jean Williams; clowns; ponies; Lillian St. Leon, riding act; clowns; kids riding St. Leon horse; clown band; Adams' dogs and ponies and Watkins' dogs; Ernie Griewell and his Funny Ford; Tom and Betty Waters. (See MAIN BUSINESS on page 37)

## Around the Lot With Ringling-Barnum

OIL CITY, Pa., July 4.—Few know that Lew Woodruff, who is in charge of the yellow ticket wagon, was a graduate of Yale in 1914. Fewer know that one of his classmates was Dave Sholtz, now governor of Florida. Today they still remain in close contact with each other.

The Side Show did an unusually large business in Rochester. Willis Harris, graduate of the University of Florida June 8, is spending his vacation months on the show as usher prior to taking up a medical course at Duke University next fall.

The show did very good business the past week. Played to two capacity houses in Rochester, followed by a very good matinee in Buffalo, with a straw house at evening performance. "Buddy" Cameau visited his sister, Antoinette Concello, and other friends on the lot in Rochester. He was in the usher department last season. Pat Valdo renewed many old acquaintances when show played his home town, Binghamton.

Merle Evans received much publicity in *The Boston Sunday Post* June 28, when it devoted an entire page to Evans and circus music. The article was given largely to Evan's explanation of how, under canvas, music covers up fatal accidents. He has been in the show world with his cornet for 27 years.

Lawrence Cornell, of Sarasota, Fla., and Chautauqua, N. Y., visited S. W. Gumpertz and other officials of the show in Erie, Pa. After about two months of profitable business in the East the show is about to bid good-bye to that section, as its trek now begins to move westward.

Johnny Grady promises to outdo any of his past Fourth of July celebrations. Entertainment will be held in the big top between performances. Theol Nelson assures something new and entertaining in the way of a girl revue for this show. Harry Cramer will announce the acts and Merle Evans will furnish the music.

HUGH HART and SMILEY CARLTON.



With the  
Circus Fans

By THE RINGMASTER

President, CFA. Secretary, FRANK H. HARTLESS, W. M. BECKINGHAM, 2040 West Lake Street, Chicago, Ill. (Conducted by WALTER HOEHNDEL, Editor The White Tops, care Hohensadel Printing Company, Rochelle, Ill.)

Irving K. Pond, Chicago, charter member of CFA, writes that on a trip east he visited the Big One in Brooklyn, its first stand under canvas. With him were some of his New York friends, Col. Crasto; Mrs. Vanamie, librarian and secretary of the American Academy of Arts and Letters, and Mr. and Mrs. Archer M. Huntington. Mrs. Huntington is a noted animal sculptor, and she found much to interest her in the menagerie. Fred Bradna gave them the run of the lot. After the performance the party met Clyde Ingalls and were his guests in the Side Show.

F. E. Loxley, of Cranston, R. I., caught the Big One at Providence and Card Bros' Circus at Norwood.

Lorabel Richardson, of Marshalltown, Ia., and her mother, Mrs. Belle Richardson, had as house guests Mr. and Mrs. Alfredo Codona June 24 when the Tom Mix Circus was there.

Dr. and Mrs. E. J. Butterfield, of Dallas Center, Ia., drove to Carroll for a visit with the Tom Mix Circus. Dr. Butterfield is the newly elected vice-chairman of Ringling Top No. 1 and is well known for his many kindnesses to the circus folk.

Fred A. Schmagor, of Sterling, Ill., called at the White Tops office July 1.

George and Helen Scholderer, of Binghamton, N. Y., gave a circus party for friends and performers of the Ringling-Barnum Circus when it played Binghamton. Among Fans present were Mr.

and Mrs. Stuart English, Captain and Mrs. Stuart English, Captain and Mrs. Dan Fox, Mr. and Mrs. George H. Barlow Jr., Will Sisson and George H. Barlow III.

Fred Kilgore, on advance of Cole Bros' Circus, fortunately chose the home town of Circus Fan No. 1 to be taken ill and spend a few days in the hospital. Jacob A. Wagner extended as much aid as he possibly could, assisting with the arrangements of contracts, etc. Dr. Charles Ryan, former chairman of Ringling Top, looked after Kilgore and soon had the infection in his foot under control so that he could leave in good condition for his future dates.

Mix Circus Giving Good Show in Chi

CHICAGO, July 4.—The Tom Mix Circus, playing a 10-day engagement at the Coliseum under auspices of Goldblatt's, large department store firm, is giving an excellent show. Business early in the week was light but built up after the first few days. A downpour early Monday evening probably cut attendance.

Show is nicely dressed and well paced. No waits or stalling and something doing all the time. Tom Mix is, of course, featured. His shooting exhibition, horse acts and roping all receive heavy applause. Irma Ward gives a pleasing exhibition of aerial gymnastics. The Hobsons have an excellent riding act. Homer Jr., Herbert and Juanita are all accomplished riders, and Juanita does some crupper jumps that are unexcelled. The Arhaughs, in which Vera Bruce and Irma Ward, among others, appear, give an entertaining exhibition of the flying art.

Augmenting the show are Albert Powell in his very fine trapeze act and Kenneth Waite and troupe, whose clown numbers are up to Kenneth's usual standard.

Finest of the comedy numbers is the bull fight, staged in the center ring, with three "bulls" participating and creating gales of laughter.

Max Gruber, with his elephant and zebra, presents a novel and entertaining act. Various other features are nicely presented, and as a whole the show deserves praise.

All ticket arrangements are in the hands of Goldblatt's. There has been very little box-office sale, most of the tickets being purchased at Goldblatt's stores, which are located in all parts of the city. Ticket sale was purposely arranged in this manner in order to attract people to the stores, where tickets are sold at half the regular price.

Goldblatt's introduced something new to circuses here by practically turning the Coliseum into a department store. A score or more stands were located around the Coliseum walls and everything from ties to fresh meats was on sale.

The house trailers of the show's performers are located inside the Coliseum and are used as dressing rooms, and in some instances sleeping quarters.

Russell Headed for Iowa; Big Day at Monmouth, Ill.

PITTSFIELD, Ill., July 4.—Russell Bros' Circus is the big Fourth of July event here today. Pittsfield is the smallest city on the show's itinerary this season.

The show played a successful two-day engagement in Peoria last week-end and probably marked the farewell of old Lakeview Park as a circus lot. Steady expansion of a manufacturing plant is reducing the acreage of this tract beside the Illinois River to such an extent that circuses playing Peoria in the future will have to seek a lot elsewhere. The Peoria newspapers gave the show much favorable publicity and praised the performance.

After a Sunday stand in Quincy tomorrow show will head into Eastern Iowa, making the sixth State visited so far this season.

The show had a big day in Monmouth, Ill., June 30, where employees of the Illinois Bankers' Life Assurance Company occupied a block of 400 seats at night performance. A. T. Sawyer, CFA and secretary of the insurance company, entertained a party of circus folk after the night show at his lodge, Reywastra, on banks of Mississippi River at Oquawka.

Bertie Hodgini is drawing much applause with his somersault from one horse to another. The camel born May

2 at Paris, Ill., is now appearing in the tournament.

Ralph Clark has joined Reb Russell's rodeo troupe and is making a hit with his trick riding and roping. Rubo Egan also recently came on and is furnishing comedy relief in the after-show.

Gene Eros, equestrian director, and Bob Fisher's Five Fearless Flyers had many visitors from Bloomington during the two-day stand in Peoria, and Mr. and Mrs. Harold Van Orman came up from Decatur to visit Bertie Hodgini. John B. Tellow, CFA; E. W. Ritchey, W. B. Hedges and A. J. Ruch also spent much time on the lot. Earl Shipley and party caught show at Streator and visited Roy Barrett.

Mr. and Mrs. J. E. Mead, of Advance Car No. 2, caught their first glimpse of the show this season at Monmouth and spent a busy day visiting friends. Mr. and Mrs. S. H. Shultz Jr., CFA, of Galesburg, spent the day on the lot at Monmouth.

Letter From Stanley Dawson

NEW YORK, July 4.—The writer, since leaving the West Coast, had been hibernating at Columbus, O. Went from an engagement at Santa Anita Race Track to a month's meeting at Beulah Park Jockey Club, Grove City, O.

During Ohio tour of Russell Bros' Circus the writer contacted it many times. Found Harry Seymour, R. M. Harvey, Mr. and Mrs. Webb wonderful hosts. Visited with Frank Miller and said hello to Bobby Warner. Had a visit with Glenn Booth and family, Mrs. O'Brien, Harry Doran, Ray Blankenship and Roy Barrett. Russell Miller visited show on its Ohio tour.

Recently left Columbus in company with Russell Miller and visited with the Hon. Tom Muir, dean of the Assembly of New Jersey, at Cleveland. Tom was there as part of Governor Hoffman's entourage. Leaving Cleveland, made it by easy stages to New York City, and passing thru the Blue Ridge Mountains ran across Barnes & Bears Circus. Show had a fine new top. Arriving at New York, learned that many of oldtimers, including Charley Braggs, Al Pinard, Milton Hammer, Charley Lawrence, Arthur Diggs, Fred Smythe and Joe Allen were sitting pretty with Federal circus and theatrical units, six shows a week.

Motoring to Raritan, N. J., learned that Joe Trocay and his wife, formerly Edna Price, had gone to Rye Beach for the summer. Met Buddie Prell and learned that Harry Bloom was holding a good job with the Mike Jacobs organization; also that Fred De Wolfe was occupying a key position with Jacobs. Frankie Morris is seen daily around Eighth avenue, having recently left the Big Show.

Returning from Raritan, via New Brunswick, stopped off long enough to visit Tom Gorman and his fine circus. After shaking hands with Mr. Gorman, Foodies Hanneford, Snuffy Getty, Leo Dunn, Johnny Judge, Charles Clarke and his three daughters, Mrs. Hanneford, Tom, Gabby and Mrs. DeKoe and Adele Nelson, ran into Al Massey, who has the band. Lineup includes Sandy Anderson, air calliope; F. Rodgers, F. Franklin, Bill Platt, Lew Randall, Bob Immonen, Bruce Eaton and Lebourg, all former big show musicians. Ed O. Kelly took some shots on the show.

Leaving New Brunswick motored to Staten Island and ran into Bert Cole at his beautiful estate, Cole Villa. He has about 16,000 pictures of circus people and scenes.

Cannady Named White Top Recruiting Officer

MARIANNA, Fla., July 4.—Barney Cannady, assistant side-show manager of the Mighty Hag Shows, has been named White Top recruiting officer for Major William Henry Milton Post, Veterans of Foreign Wars, in this city. The post will specialize in members of the circus profession who winter in Florida.

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In addition to his duties as recruiting officer, Cannady is the post's band leader and is organizing an all-trouper band to play at Governor Come's inauguration next January. Florida's new governor is reputed to be friendly to the white tops and it is said that he received the majority of the troupers' votes. Florida's absentee voter law now gives every trouper who winters here a chance to vote.

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# Under the Marquee

By CIRCUS SOLLY

**HOMER KEIFER** was recently discharged from the Episcopal Hospital, Philadelphia.

**F. D. GARDNER**, of Maywood, Ill., spent a week with Howard Ingram on the Sheesley Shows in Flint, Mich.

**RINGLINO-BARNUM** had a fine matinee and almost a capacity night house at Binghamton, N. Y.

**PEDRO AND LUIS** are now with the *Parisian Folies*, playing Ohio and Pennsylvania.

**RAY MARSH BRYDON** spent several hours in Cincinnati last week on business.

**K. E. SIMMONS** visited with Jess Adkins, Bob Courtney, N. D. Burkhardt and Emmett Kelly when Cole Bros. was at Crawfordsville, Ind.

**PROF. WALTER B. LEONARD** states that Glens Falls, N. Y., with 50,000 drawing population, has not had a circus this year.

**JOHN LANDES**, bass player, this season with Robbins Famous Shows, is back in Washington, D. C. living with his old friends, Rex and Mildred Ingham.

**JAMES LIVINGSTON** saw Walter L. Main show at Olean, N. Y., and Barnes & Beers' Circus at Cuba, N. Y. Good attendance at both.

**ROBERT DENMEAD**, formerly with Sparks Circus, has accepted a position with Melvin D. Hildreth, circus enthusiast of Washington.

**HAROLD FEATHERSTONE** and wife were guests of Mr. and Mrs. Mel Smith, of the Barnes show, at Pergus Falls, Minn. Show had two good houses.

**REX AND MILDRED INGHAM** and Bill Macy enjoyed several visits with the Flying Melzoras during their engagement at Alexandria, Va.

**CHUCK O'CONNOR**, of Philadelphia, recently met Otto (Dutch) Hoffman, who told him that Art Eldredge was lot superintendent with Max Gruber's Shows.

**FRED TORRENCE**, of Ringling-Barnum Circus, is at St. Joseph Hospital, Ft. Wayne, Ind., recovering from a major operation and would like to hear from his pals.

**MARION LEWIS** and Harold J. Willis, former troupers, saw both performances of Cole Bros. at La Fayette, Ind. Show had two full houses. Day was hot and lot dusty.

**BILL MACY** and Walter Scott, veteran outdoor showmen, are framing a grease stand in Washington, D. C. Will book with a circus until fall and then head south.

**DRESSEN & PURCELL CIRCUS** is in its third week in Iowa, biz being very good. Show is booked in that State for month of July, playing celebrations, homecomings and fairs.

**CHARLES (KID) KOSTER**, after closing with *Boy Meets Girl* company as publicity director, is now in advance of the *French Casino Revue* from the French Casino, New York.

**FLYING FLEMINGS** are scoring at the Shoreham Hotel, Washington, D. C. In the act are Mr. and Mrs. Herb Fleming, Elmo Rankin and Mr. and Mrs. Jess Detwiler.

**CHARLES L. HOLLOWELL** visited Russell Bros. at Manistee, Mich., and was extended every courtesy by the Webbs. Fair house in afternoon and capacity at night.

**H. H. NIEMEYER** states that Seife-Sterling played at Portage, Wis., recently to packed afternoon and night shows and had big business at Watertown and Sheboygan.

**J. BEN AUSTIN**, veteran general agent, was in Cincinnati last week for several days in the interest of the Texas Centennial Exposition at Dallas. While in the

city he visited the offices of *The Bullboard*.

**DONALD ROCKWOOD** caught Downie Bros. at Waterville and Bangor, Me. At Waterville, fair audiences both shows due to rain. New lot at fairgrounds was used. At Bangor, good crowds at both performances.

**HERB GILMAN** and Dave Strait, former troupers, saw Ringling-Barnum at Utica, N. Y. They visited Lou Sherwood at Unadilla, N. Y., formerly with the Silver show. Sherwood is in a wheel chair.

**RUDY HAGENE**, of Ashland, Wis., saw Atterbury Bros. at Bayfield, Wis., where it had very good business, and the Barnes show at Duluth, Minn., playing to two full houses. He enjoyed both performances.

**ENGINEER J. MURPHY**, Harry Logan and H. C. Taylor, connected with National Home Show to be held in Schenectady, N. Y., this month, saw Ringling-Barnum there and visited with Frank McIntyre and Eddie Vaughan.

**CRAWFORD DROEGE** and Frank Center, former troupers, and John Harris motored from Dunkirk, N. Y., to Erie, Pa., to visit Ringling-Barnum. Droege had a nice visit with Pat Valdo and Merle Evans.

**FRANK PORTILLO**, Washington's own clown, was a feature of parade of Roosevelt nominators held prior to big rally in Griffith Stadium. He entertained thousands at the park. Other troupers in parade were Johnny Roh and Paul Oliver.

**GEORGE H. SEWELL** saw Eddy Bros.' Circus at the Shrine date in Bangor, Me., and enjoyed it. Art Borella and his clowns and Capt. William Schulz were added attractions. Stanley Reed, 24-hour agent and bannerman, had a nice line of banners.

**JIMMIE MARTIN** toured with Ringling-Barnum in the East for a week with Steve Finn and Charles Haley. Denver Curley, Bill Bindell and Curley Schuitz have attractive six and eight-horse hitchers. Finn, boss hostler, has baggage atock in fine condition.

**CONLEY TRIO** opened outdoor season at Clementon Lake, Clementon, N. J., May 30 for George A. Hamid office and act is booked until September 30. Fred Conley presented his wife with a new "covered wagon" trailer on her birthday anniversary.

**ROBERT E. HICKEY**, of Cole-Beatty Circus, along in May contacted *The State Farmer Section*, with editorial headquarters in Asheville, N. C. for publicity in nine Southeastern States. The magazine's July issue carries a front-page picture of Clyde Beatty working the lions.

**BARNETT BROS.** Circus made two almost last-minute lot changes in Western Pennsylvania in one week, switching from the Lowry Avenue Grounds to

the Athletic Field in Jeannette June 27 and from the Showalter Flats lot to the East Depot Street Grounds in Latrobe the previous day.

**THE YORK (PA.) DISPATCH** stated that the Cole-Beatty Circus had fair attendance when it played there. The paper gave the show very favorable mention. Following the afternoon show, H. J. McFarlan, equestrian director, called at Wizard ranch to see the fine oil painting of the famous race horse, Joy Boy, in Waddy George's curioosum. George has two museums there allied with circus material—programs, pictures and other relics of early shows. No admission is charged at the ranch or museums.

## Wisconsin Dates Good For Bud Hawkins Show

**CINCINNATI, July 4.**—Bud Hawkins has one of the fastest moving little circuses on the road, writes Russ Howe, who caught the show at Horicon, Wis. Dates in Wisconsin have been good, with matinees only fair but crowded at night. New 80-foot big top with two 40s will soon be put into use.

The roster: Bud Hawkins, sole owner; Mrs. Hawkins, treasurer; Harry Haag, equestrian director; S. W. Floyd, bandmaster, with 12-piece band; Bud Hawkins' animals; Fred Outhrie and wife, double traps; Fischer troupe of acrobats; Obert Miller's trained ponies, dogs and monks; Mlle. Ruby, single traps and human fly; Dextero, bounding wire; Ray Duke, producing clown, with eight jocks; trained dog troupe in three rings; Nime Dupree, swinging ladder; Mons. Frederick, single traps and balancing; Mlle. Emeline, breakaway; Belentti Brothers, horizontal bars; Jack Herbes, trampolines; Ray Duke and Company, in "Jargo," James Beck is boss canvasman, with 12 assistants; S. B. Floyd has the stands; Cliff Malcolm, novelties; M. Thurston, candy; Bill Keeno, reserves; George Silverlake is on front door.

Show is moved on 10 trucks and semi-trailers. Cookhouse is under direction of Mrs. Hawkins. Sid Crane joins July 6 with his Ten-in-One Side Show, using new semi-trailers and light plant.

## Middle Pieces Added To Atterbury Side Show

**RHINELANDER, Wis., July 4.**—The truck bearing the pygmy elephant arrived on Atterbury Bros.' Show from Dallas at Mt. Horeb, Wis. A 40-foot middle piece has been added to Side Show, as business last three weeks has been splendid.

Week of June 22 dropped off some as to business, altho four good days were registered. Loyal was the biggest day. At Stratford, in ball park, half house at matinee and third house at night. Neillsville, in City Park, capacity matinee and better than two-thirds at night in rainstorm. Loyal, at ball park, packed matinee and two-thirds at night. Adams, downtown main street lot, third house at matinee and two-thirds at night. Pittsville, two-thirds at matinee and capacity at night. Sauk City was the worst spot of the season. Spring Green, three-fourths at matinee and half house at night; some friction with churchgoers, as churches hold services in evenings instead of during the day. Six Sundays have been played this season, all winners.

## Circus Saints and Sinners Club

For the Troupers—and a Home



**RICHMOND, Va., July 4.**—The W. W. Workman Tent held its monthly meeting June 26. About 100 were present, among them being the national president, John C. Goode, commissioner of revenue here. Arrangements were made for outdoor meetings for remainder of the summer. After business session the meeting was adjourned for refreshments.

Colonel Consolvo, who is head of the Consolvo Tent in Norfolk, has been an ardent circus fan for many years. He owns the Belvedere Hotel in Baltimore, the Monticello in Norfolk and the Jefferson in Richmond. Dexter Fellows refers to him in his book *This Way to the Big Show*; also refers to incidents in Richmond.

Gene Hoffman and Jack Colvig, of the Poodles Hanneford Tent in Wheeling,

W. Va., have boats. Jack's is named "Poodles" and Gene's, "Circus Saints and Sinners," with two clown heads on the bow. They again plan to take a number of the showfolk, between shows, for a sail, sandwich, beer and swimming party down the Ohio River.

Frank Baldwin spent June 6 on the Big Show at Paterson, N. J. Felix Adler, clown, and many others are looking forward to showing Richmond. Felix said he missed last season's party and went down Broad street looking for familiar faces. Fred Bradna and several others are planning to accompany Frank Baldwin on a hunting trip at Poplar Grove, Va. Joseph Minchin, Circus Fan, who has attended all the principal Saints and Sinners' parties, gave a supper dance to the showfolk June 6 in Paterson.

## Dressing Room Gossip

**AL O. BARNES**—Mankato was the scene of several visitors from near-by town of St. Peter, Minn., which happens to be the home of George Engesser, George's mother, Mrs. John Engesser, her two daughters, Zola and Viola, and one of her sons, Harold, came over for the afternoon show. Milton Herriott, who for years tramped with various circuses and is now employed at the Hospital for the Criminal Insane at St. Peter, was an interested spectator. Milton married in to the Engesser family (Viola) and they have two children.

Ralph and Al Welsederber, owners of *The St. Peter Herald*, came over for afternoon performance. The brothers are real circus fans and will travel many a mile to take in a tent show.

Leon Darrow, who played a trumpet in Eddie Woekener's Band until he left in Fargo to hurry to the bedside of his wife (the former Eleanor Kissell) at Benton Harbor, Mich., has notified his friends on the show that Eleanor has passed on. She was for many years on Hagenbeck-Wallace Circus.

Bert Nelson, who thrills them with his big wild animal act, has become quite a radio personality. Bert, who is introduced and questioned by Mel Smith over the ether waves, has proved quite an attraction for "tuners-in." The team of Nelson and Smith never fail to click and are being sought by radio stations.

Harry Bert and Milt Taylor are seen with their heads together quite often now. It is a custom over here to have a show for showfolks on the Fourth and these two are always the moving spirits to see that all the preparations are made.

**COLE BROS.-CLYDE BEATTY**—Hammond, Ind., day of big visit. With Tom Mix Circus in Chicago and other folks who are there, many were the handshakes. Rhoda Royal was out visiting and looking over the horses. Ab Johnson, as spry as ever. Then there were Hank Linton and wife, Homer Hobson Sr., Dave Eddison, Col. Bill Sneed, Mrs. Ray Dean and son, Harry Atwell, Dall Turney, Jack Hickey, Alice Schae, Felix Morales and wife, Billy Pape and wife, Ira Millette and wife, Chickie Powell. It was a reunion for clown alley, Jimmie Davison, Earl Shipley and wife, Joe Coyle and wife and Abe Goldstein were there—Davison with his big car; Shipley as salesman; Coyle meeting old buddy, Joe Short. Then there were Homer Hobson Jr. and wife, Juanita, with a beautiful tan; Albert Hodgini and wife and Vera Odona.

At Marion, Ind., the Outehalls had relatives from Peru. Table spread at the stake and chain wagon and loaded with fried chicken. Also visiting there were Fred Young and wife, Eliene Tinkom; Alma Hands, Helen Adkins, Carl and Babe Sols. At Port Wayne, Betty Stephenson entertained her parents; at La Fayette the writer entertained his sister and mother.

The party sponsored by Mrs. Harry McFarlan was a big hit among the Wild West people. Seems they have tagged the new girls in lineup as Cheyenne girls, for whom Mrs. Mack gave the party, entertaining the regular Wild West. Cako, ice cream and flowers on a long table. And, of course, there were chappings. Lizzie Hanneford was first for donning cowgirl outfit to get in. Harry McFarlan was late.

Joe Lewis now has a mule for parade, a white one this time. Frank Shepard joined and will soon be working. I presume. It's quite a sight to see Chester Barnett give Joe Short a bath. Kinko guess wrong on the ball games lately—all of the boys have been smoking his cigars. He hid in a stateroom one night, but the bunch went in and got him for collections. Paul Nelson is going big with the Roman standing jump over fire hurdles.

The baseball schedule was interrupted by the ticket sellers blowing up. Joe Lewis finally rearranged the schedule. Can't get heads or tails as to the Rebel team as yet. Can't find out who is boss.

—EMMETT KELLY.

N. J. About 50 from the show attended. In addition to the supper there was an orchestra and a Paul Jones dance. There were talks by Bluch Landoff, uncle of the late Lillian Letzler; Adler, Bradna, Dorothy Herbert, Babe Snellen, the Wallendas, Naitto, Troupe the Rudynoffs and many others. The show people say they like Wheeling, Bradford, Richmond and now look forward to showing in Norfolk, since Colonel Consolvo heads the Circus Saints and Sinners there.

CHES GOLDSTON, National Secy.

# The Corral

By ROWDY WADDY

THIS WEEK (Wednesday, Thursday and Friday) M. F. McLean stages his 15th annual Roundup at Sun City, Kan. Has a new concrete grand stand, with 3,000 seating capacity, for the show this year.

HAPPY Pily and family, who were to be with Major G. W. Scott's Wild West, will not troupe for a while, probably later in the season, due to illness. A. P. Pily infers that Happy was confined to U. S. Veterans Hospital, Newington, Conn., following a heart attack.

MABEL BUTLER was accorded a nifty advance announcement in connection with her appearance, in steer riding and bulldogging, at the Pro Department's Rodeo at Hope, Ark. (July 3-4), in *The Arkansas Daily Citizen*, De Queen, Ark. Mabel has been spending time between engagements with her uncle, H. C. Pletcher, at De Queen.

FORT WORTH, Tex.—Mabel Strickland, featured in *The Last Frontier*, one of the major attractions at Fort Worth Frontier Centennial, was injured June 27 during show rehearsals when a horse kicked and trampled her. She was taken to St. Joseph's Hospital where it was found she had an elbow laceration and severe bruise. . . . Chester Byers, Bob Calen, Buck Lucas, Chuck Williams, Mable Francis and Greta and Verne Elliott, all connected with the Frontier Centennial, appear in a recent issue of "March of Time," which is shown in many movie theaters. The pictures were made at the grounds here.

LOS ANGELES—Impressive services were held in Christ Church, Episcopalian, West Los Angeles, June 21 in memory of Edith Tantlinger, who passed on June 19, 1935. There was dedicated to her memory a beautiful walnut lectern. Rev. John Sattig, in his sermon, paid a high tribute to the deceased and to showfolks, saying that she was one of those lovable characters not too frequently met with in any walk in life and that it was true of trouper that beneath apparently rough exteriors were hearts of gold. It was in 1927 that Edith suggested the plan to Buck Jones to stage a Wild West show. Thus was provided the nucleus from which has grown this church, and during the years there were always the contributions of her and show friends. Attending the services were Vern Tantlinger, Helen Gibson, Dolly Mullina, Nora Goodrich and Buck Noulton.

BLACKFOOT, Ida. — Results of the Fifth Rodeo tryouts held at River Park, June 14-15: Bareback Bronk Riding—First day, Bert Sibbetts, Terry Lockyer, Darrell Fox; second day, Bill Butler, Dan Bales, Lynn Mangum. Calf Roping—First day, Harry Hart, Jim Kinney, Cecil Owsley; second day, Jim Kinney, Lonnie Allen, Lee Edmo; finals, Jim Kinney, Cecil Owsley, Lonnie Allen. Bronk Riding—First day, Bert Sibbetts, Floyd Stillings, Willie and Lee Edmo split third; second day, Floyd Stillings, Art Jones, Lee Edmo; finals, F. Stillings, Art Jones, Lee Edmo. Bulldogging—First day, Harry Hart, Jack Kerscher, Art Jones; second day, Jack Kerscher, Harry Hart, Art Jones. Steer Riding—First day, Bert Sibbetts, Terry Lockyer, Andy Gibson; second day, Bert Sibbetts, Andy Gibson, Wesley Walls; finals, Bert Sibbetts, Andy Gibson, Terry Lockyer. Among contracted acts: Ted Elder, Roman jump over flaming automobile, Pinkey Oist, clown, with his mules. Paul Boncrant and Buck Regan, trick and fancy ropers and riders. Mary Keen, trick rider and exhibition bronk ride. The timing was done by Frank Turner. The secretary and announcer was Pete Kerscher.

DALLAS—Contentant winners last few days of Col. W. T. Johnson's Rodeo (ending June 21) at the Centennial Exposition here (other day-money winners announced in previous issues): Bareback Bronk Riding—Seventh day money (Thursday, Saturday and Sunday nights), Jonas De Arman (878), Joe Orr (845), Paul Luffman (830). Cowgirls' Bronk Riding—Ninth day money (Wednesday and Thursday nights), Claire Thompson (850), Alice Greenough (830), Vivian White (820), Rose Davis (810); tenth day money (Saturday and Sunday nights), Alice Greenough, Iva

Del Walker, Rose Davis, Grace White, Calf Roping—Eighth day money (Saturday and Sunday nights), Jess Goodspeed (8100), Jake McClure (860), Jim Salvely (840), Everett Bowman (820). Cowboys' Bronk Riding—Tenth day money (Saturday and Sunday nights), Leo Murray (870), Grafton Nickols (860), Walter Heacock (840), Vick Schwartz (830), Mill Moore (820), Bill Chlek and Slat Jacobs split sixth (85 each). Steer Wrestling—Eighth day money (Saturday and Sunday nights), Rusty McGinty (8100), Howard McCrory and Jimmy Nesbitt split second and third (850 each), Bill McMacken (820). Steer Riding—Tenth day money (Saturday and Sunday nights), Jim Whiteman (860), Weldon Bascom (840), Junior Caldwell (830), Slat Jacobs (820). Wild Cow Milking—Saturday night, Gene Ross (825), Jake McClure (815), Clyde Burk (810); Sunday night, E. Pardee, Charles Jones, Bill McBride. Finals: Calf Roping—Jess Goodspeed (8300), Clyde Burk (8200), Dick Truitt (8100). Steer Wrestling—Andy Curtis (8300), Gene Ross (8200), Rusty McGinty (8100). Bareback Bronk Riding—Shorty Hill. Cowgirls' Bronk Riding—Claire Thompson and Frankie Nielson split. Cowboys' Bronk Riding—Eddie Curtis. Steer Riding—Eddie Curtis.

SAN DIEGO, Calif.—The Lakeside Rodeo (June 28-29) staged on the athletic field at California Pacific International Exposition attracted large crowds. Among the participants were Clay Carr, Lawrence Conley, E. Delre, Joe Edwards, Bob Folkerson, Bill McFarland, Carl Arnold, Blaine Brussell, John Bowman, Andrew Barr, Joe Burrell, Wayne Cutler, Sage Cornett, Slim Mackey, Jack Molinari, Joe Mendoz, King Morrill, Bud Owens, Walter Ogan, A. Ordway, Charles Ponchetti, Ben Ponchetti, Earl Poole, Lon Phillips, Charles Puntonny, Holloway Grace, Bill Goodman, Al Hays, Clove Helm, Noah Henry, Jess Hill, Richard Jones, Bill Lawrence, Richard Merchant, Ernest Rano, Louis Reeder, Ike Rude, Hugh Strickland, Hans Starr, Aubrey Sheil, Johnny Schneider, Smoky Snyder, Carl Sheppard, Fritz Trahan, John Taylor, Bill Taylor, Andy Jauregui, Leonard Ward, Pat and Eddie Woods. Contest and winners: Bareback Bronk Riding—Eddie Woods, Al Hays, Louis Reeder. Calf Roping—Ike Rude, Carl Sheppard, Bill McFarland. Relay Race—Carl Arnold, Joe Burrell, Slim Mackey. Team Roping—John Bowman and Asbury Schell, Dick Merchant and Bill Taylor, Oscar Warren and Willie Clay. Steer Wrestling—Leonard Ward, Erwin Collins, Clay Carr. Women's Relay—Betty Lawrence, Ruth Buckingham, Yvonne Richlieu. Wild-Cow Milking—Carl Sheppard, John Bowman, Carl Arnold. Bronk Riding—Pat Woods, Fritz Trahan, Eddie Ward. Brahma Bull Riding—Smoky Snyder, Frank Schneider; bull riding, Smoky Snyder, Frank Schneider, Al Hays. Top-money winners were John Bowman and Hugh Strickland, who held the highest number of points for team roping in the finals. The only serious accident when Lee Ferris was thrown by a Brahma bull and suffered a fractured nose. Tom LaMadrid, manager the rodeo; Abe Lefton was announcer and Homer Holcomb clown with his mule between events.

## MAIN BUSINESS

(Continued from page 34)

wire; clowns; Indian spec, Harry LaPearl is producing clown and other joys are Ernie Griswell, Glenn Purdy, Albert Powell, Charles Wall and Mrs. LaPearl. In band are Jack Erwin, leader, who plays euphonium; Delbert Byrd, Bruce Thompson, trumpets; R. D. Knight, R. R. Banky, clarinets; H. F. McEvoy, "Spooka" Berkett, Frank Hill, trombones; Knute Olsen, sousaphone; Harry Belisle, snare drums, and Ted Girard, bass drum. Wild West concert has Jerry Burrell, Charlie Doakes, Viola Downs, Chick Couette, Capt. Claude Cunningham, Johnny Wall and Ted Burgess. Side Show attractions: Mary Miles, sword act; Doc Cyrus Young and "Cupid," educated pony; Omaha Indian VJLage; Charles Bennett, smokes; Madame Karma, mentalist; James Walker, fire and torture act; the Manafields, sharpshooters, and minstrel show and band, which includes E. H. Alexander,

## Dexter Fellows (CSCCA) Tent Tattler

By FRED PITZER

NEW YORK, July 4.—Kasiska Koment: Have you ever heard of Baraboo? Nearly every trouper of the last 25 years knows Charles Hampton of our town by that nickname. For that length of time he was one of the bull men with the Big Show. He worked under Deafy Denman. I have had several chats with Baraboo and he can tell many interesting stories. Why did he discontinue trouping? A male bull got Baraboo, plowed him down, laid him up for 10 weeks in the hospital. Which proves that elephants do forget—for Baraboo always treated his bulls in the kindest way. After that Charley did duty at the Al Ringling Theater. Recently he presented me with a fine elephant hook. Here's some circus news: Russell Bros. has applied for a Madison (Wis.) license for July 7. Ringling-Barnum expects to make Madison August 4.

We have just seen a proof of the new Application for Membership blank, and while it is not gaudy or circusy, it is complete. As chairman of the membership committee, the writer is hopeful of doubling the membership of the Tent before the year is out. Hear that Tony Sarg's Marionette Theater at the Texas exposition is a wow. Did you ever hear Tex O'Rourke tell about his wild and woolly Western days? He's hobnobbed with the worst of the bad boys, including Wild Bill Hickok, with whom he used to play mumble-the-peg; Bat Masterson, with whom he used to play marbles; the James Boys and the Younger Brothers. Tex has had a varied experience and it would pay Andy Freedman to get hold of him and make him write a book. Last Friday Frank V. Baldwin Jr., in his palmit beach suit, almost lost the Representative Special by half a sandwich. He was on his way to Baltimore to attend a family conclave. Whatever became of Viv Redford? Last we heard of him he was painting black spots on the ends of fallen trees so that rabbits would mistake them for hollows and dash their brains out. Now Al Selko, the gag builder of the Tent, is getting the fever for accumulating circuisiana. We wish Clyde Pangborn all sorts of luck in his stratosphere flight. We have a pleasant letter from Billie Garvie, in which he goes wild about the new paper being used by the Big Show, particularly the one-sheet that shows that bundle of heads, now including Barnum and Bailey. Congrats, Roland. Well, we're off for a month's vacation and unless someone pinch-hits for us this space for a few weeks will be for sale. We hope everyone will enjoy himself as we know we will and our address for July will be Saugerties, N. Y. If we're not too tired from resting we will resume our column the first Wednesday in August, with Al Hartmann's permission.

Chick Edwards, James Franklin, Harry Ramey, LeRoy Holt, Frank Johnson, A. R. Roy, Sanel Mason, Alfred Banks and Thomas Righter. Alexander is leader. Asisting Manager Newton are Mrs. Cly Newton, ticket taker; Sandy Salu, superintendent; Wingly Saunders, boss canvasman, with a crew of 10; Leon Bennett and Tom Johnson, ticket sellers. Big show staff: Walter L. Main, general agent and in charge of advance; Louis Stone, secretary; William E. Newton, general manager; James McCee, ticket superintendent and announcer; George St. Leonard, equestrian director; Mrs. William Newton, front door; Ben Holmes, in charge of opposition brigades; F. J. Frink, contracting agent. Concessioners include Horace Newton, candy butcher; Mr. and Mrs. Earl Bennett, cookhouse; Jimmy Moran, novelties and pop corn, and Rex Cole, candy floss. Cole also has the light plant. Edward M. Harris is manager of pit show, in which William Boyd MacDonald is working snakes.

MAC MACDONALD postcards that the Kling Bros., who were forced to leave the Barnes show in Bakersfield, Calif., recently received a break at the Hal Roch Studios with their miniature dog sled and four terriers in an Alaskan comedy. With permission of Cash and Carry, Barnes' clowns, they are building a clown band piano, bass viol, etc., for Eddie Cantor's new picture.

## OAK BRAND - HY-TEX BALLOONS



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## COLE HAS FINE

(Continued from page 34)

Cole Bros. was the first big railroad circus to appear here in six years and business was capacity.

Fort Wayne and Marion turned in wonderful business, and Ora Parks was given much credit for his press work. He not only covered the dailies but also made about 25 neighboring daily papers. Business in Fort Wayne was double what the show attained in 1935. Mrs. Harry Harold celebrated her birthday anniversary in Marion.

R. B. Dean joined at La Fayette and jumped west to handle the press in several Iowa towns. He replaces Rex de Roselli, who took a leave of absence due to illness. There are now three Deans on the circus, so Jimmy McCoy better watch where he delivers the mail. Al Dean wants his at the cookhouse; Ray Dean, announcer, wants his "fan" mail delivered to his dressing tent, and no doubt E. B. will want his at the hotel or the front door.

Al Hoffman and John Corey are doing excellent work as 24-hour agents. John James Washburn took a day or two off from his duties as side-show boss canvasman and visited his folks in Cincinnati.

When show finishes in Illinois July 5 and crosses the Mississippi River it will have played 28 days in Illinois. It played 14 stands in Indiana and every one turned in a handsome profit.

## MIXING WITH

(Continued from page 34)

hooky and drop around when they are playing out in these great open spaces, and what a treat that will be. Am afraid I'd forget that I am a walking gill and wanna troupe along with the family.

Sacheting around the way yours truly did, I couldn't help noting the many prominent people sprinkled among the audiences, so I corralled Tom's right-hand man (what a personality!), Dall Turney, to help me out with some of the names, and here they are: P. K. Wrigley; H. T. Hollingshead, president Nash Motor Car Company; Eugene F. McDonald, president Zenith Radio Company; F. M. Moses, vice-president Sears, Roebuck & Company, and family; Dr. Herman Bundason, Chicago health commissioner; Will and Gladys Ahearn, prominent vaudeville team, who have been playing around Chicago for the past few weeks; Charles Hull, former secretary of state; Irving Pond, 79-year-old circus fan, guest of Mr. and Mrs. Alfredo Codona; Mr. and Mrs. Charles Bradna (Charles is a brother of Fred Bradna, Ringling show); Jake Newman, Cole Bros.; Al Butler, Ringling; Irving J. Polack, Polack Circus; Rosa Woodhall, chief of sanitary department, Chicago; editor of *The Milwaukee News* (can't remember his name) and many others (pardon to those I skipped). Haven't seen the show yet—been too busy lookin' and wusutin' aroun'—but will sure take it in before they pull away. I tell you it's a swell organization, 100 per cent all the way. Honest, even the elephants seemed happy. Gee, why didn't I ask you to assign me to writin' things about 'em instead of sellin' ads.

HELENE PALMER.

# A. C. PIERS ADD FEATURES

## Steel Tops Its Last-Year Start

Many entertainment additions—3 decks utilized—modernistic front lobby

ATLANTIC CITY, July 4.—Continuing many of its old features and adding a host of new ones, Atlantic City Steel Pier opened its summer season Monday. Although opening-day numbers were not revealed, it was stated that crowd surpassed same date last season. Pier policy this season continues same as last—featuring "names" in all departments. This amusement structure, playing everything from circus to opera, consists of three theaters—a minstrel hall, vaudeville house, straight picture house—a Little Theater, three decks, mechanical display department on lower deck, exhibits on upper; ballroom, boat docks and open-air stadium.

### Modernistic Lobby

A new modernistic lobby with indirect lighting is the first thing that greets the eye, while Aldrich's Imperial Hawaiians occupy their familiar spot with trick background of moving water. A model of the Normandie occupies a prominent spot in the lobby as center of French Line Exhibit. An old-fashioned Punch and Judy Show and magic are used for front bally. James Locke occupies his familiar place as head front man with a uniformed crew.

To better handle summer crowds two large halls empty into the back part of the pier from the lobby, and along one is J. Burlington Jarrett's greatest movie prop collection—this year's exhibit far outshines any of the past three years, and among big numbers are the eating machine and tools of *Modern Times*; bunk, props, uniforms and models of *Mutiny* and the gypsy wagon of *Bohemian Girl*. About 15 cases are devoted to other smaller movie props.

As a fitting introduction to the lower deck, there is a gigantic figure of a whale. A good deal of change has taken place below, with room enlarged, almost triple last year. Several new mechanical walk-thrus have been installed, including F. L. Larkin's Land of the Midnight Sun and Congo Land. Several improvements have been made to the Haunted Castle, while Davey Jones' Locker is of special interest to the visitor from inland with its many tropical fish, octopus and dragon under changing lights. A pirate illusion is also included here, while several species of stuffed fish and turtles are under glass.

### Minstrels Still Clicking

Upstairs in Casino Hall, playing its same house since 1898, is Frank Elliott's Steel Pier Minstrels. Elliott this season has surrounded himself with several "names," a good put-together bill and plenty of comedy. He outdoes his last season's effort. As a background singing unit he has returned Lester Cole and his Soldiers of Fortune, Tommy Reilly and Vaughn Comfort Jr. are returned as the ace songsters of the unit, while Abbott and Costello, standard vaude act, handle a number of comic situations with ease and good reception from audience. Ed Kaplan, Pinkie Lee and the Perry Twins add much merriment in comedy and trick dancing. Charley Boyden, of the Joe E. Brown-like mouth, returns to the minstrels on the pier for the 14th year—12 years were spent with another minstrel, making his service record 26 years in blackface. The Perry Twins were caught by Elliott in one of the units playing the pier last winter and their unique style of dancing drew rounds of applause from the audience and Elliott to the stage door with a contract. The Mack Brothers, Al Sadire and Chick Peters round out the 1936 pier minstrels, with Jimmy Jones and his orchestra furnishing music. At the show *The Billboard* man caught the house was packed and standing room

(See STEEL TOPS on page 54)

## Rides To Fill Gap At Capitol Beach

LINCOLN, Neb., July 4.—R. L. Ferguson, owner of Capitol Beach here, is planning to have some portable rides fill the hole in the park's midway as result of last week's destructive fire. The Scooter, biggest pay ride on the grounds, was one of the first concessions burned. With it went the theater and arcade. The Fun House, previously reported burned, was saved without serious damage.

Ralph Beechner, pool manager at Capitol Beach, is still making the regular Sunday afternoon water show pay dividends in increased attendance. Beechner lines up several of the city champs in various swimming and diving events each Sunday and at 4 p. m. puts on a 15-minute water carnival which attracts regularly 1,000 to 1,500 people. Between each event he plugs some park highlight for the coming week. Some pools have occasional shows of this type, but by having an established policy Beechner has a real exploitation idea which seems to work out to everybody's satisfaction.

## Biz Records Soar At Pontchartrain

NEW ORLEANS, July 4.—Attendance at Pontchartrain Beach continues to set new record high marks for this rejuvenated Southern resort. Manager Harry Batt reported all rides showing the biggest earnings since he started beach operations over six years ago and believes all-time marks for New Orleans beach resorts broken.

Batt announces the signing of CeDora and Bee Kyle in their Loop of Death and high dive into a flaming tank for a late July attraction. The Reilims-Blondin air wire-cycle troupe and the Six Avalons have completed their third week, playing to jammed crowds.

Twenty-five entrants have already qualified for the "Miss New Orleans" contest of July 16 under direction of Al Durning, agent for the Atlantic City Pageant. The New Orleans Midwinter Sports Association plans to furnish local floats for the Atlantic City event.

## Supreme Court To Rule on Four-Man Beach Commission

ASBURY PARK, July 4.—State Supreme Court has been asked to rule on the constitutionality of a new law, passed in the closing minutes of the 1935 New Jersey Legislature, creating a four-man beach commission to handle all beach front affairs for those cities under control of the State municipal finance commission which have beaches.

Gag in the act is that Asbury Park is the only municipality in the State which possesses a beach and is under control of the State financial wizards.

Governor Harold G. Hoffman named James S. Forsyth, local banker; Carlton H. Roberts and Samuel H. Galvert, realtors, and George Smock II, to the beach commission and city fathers, headed by Mayor Clarence E. F. Hetrick, procured a show cause order from Supreme Court Justice Joseph B. Perskie, Atlantic City, as to why the law should not be voided because of its unconstitutionality. Write arguable July 15.

The new commission, under a restraining order issued by Justice Perskie, is unable to even organize and name counsel to defend the city's action. Odd situation may be ironed out if attorney general's department steps in along with legalities of the finance commission.

Under the act the commission would take complete control of the Boardwalk and beach from the city council, operate all departments, employ all help, make and break leases, build up and tear down at its pleasure, with no one to check it. All bills incurred would be paid by council.

Mayor Hetrick has branded the bill "sneak legislation" and a violation of the Home Rule Act, which guarantees no State interference with municipally operated properties.

## Concessions Buildings Filled at Summit Beach

AKRON, O., July 4.—H. W. Perry, manager of Summit Beach Park here, advises that for the first time in many years the midway concession buildings are all occupied and some temporary tents and stands have been installed. Two well-known Canton concessioners, Tommy Williamson and Art Hill, the latter with his mouse game, leased space and are now operating. Perry also has opened a beer garden in the park.

## New Attractions At Chi Riverview

CHICAGO, July 4.—Riverview Park's new thriller, Pair-o-Chutes, has quickly developed popularity in the couple of weeks that it has been in operation. Built around a high tower that has stood in the park for years, this new feature is unlike any other that has had a place in Chicago amusement parks. Parachutes are suspended from the top of the tower on long arms and when released they drop at a rate of speed that gives the rider a real thrill.

Following closely on the opening of Pair-o-Chutes, Riverview introduced Over the Waves, an attraction described as neither a ride nor a show but having thrills and excitement of both. It, too, is getting a big play.

Ed Hill, who had quite a stage of sickness early in the spring, has fully recovered and is on the job superintending the operation of the park's multitudinous attractions.

The new Casino-Bar restaurant has become a popular rendezvous of park patrons. Good food and reasonably priced drinks, along with the peppy dance music of Joe Nitti and his orchestra, are attracting large attendance.

Bank Night continues to draw record crowds to the park on Saturday nights, with resultant increased business for the rides, shows and concessions.

## Meyers Lake Biz Climbing

Season's first half best in five years—executive reports 65 outings listed

CANTON, O., July 4.—Meyers Lake Park here is enjoying the best first-half season business in more than five years, with even better prospects ahead for the last half, executives said this week. Earl J. Frye, business manager, reports more than 65 outings listed.

C. Y. Riddle, former manager of the park, is again conspicuous on the midway this year with his candy floss.

Harry Shirk is again manager of concessions. He came here three years ago after many years at Summit Beach Park, Akron, in same capacity.

W. D. Brookover, former manager of Moxhala Park, Zanesville, is back at the park here managing the Blueboard Castle, one of the major midway attractions.

A new committee headquarters building has been erected in the center of the midway, accessible to all parts of the park and is available for all committees the days their outings are scheduled.

The new El Wheel, erected near the main entrance, is a beauty and has been getting heavy play. George Sinclair, head of the park operating company, purchased the ride shortly after the park opened the season.

Bert Sinclair, several years in charge of the frozen custard and who was stricken ill recently, is out of hospital and able to resume his duties.

## Million Dollar Vastly Improved

Dancing returns—radio tieup—Hipp has vaude—Midget Village a novelty

ATLANTIC CITY, July 4.—Young's Million-Dollar Pier, which swung into its summer season last week-end, is vastly improved and redecorated, carrying one of its greatest shows since the old days. It started with an opening crowd of approximately 26,000. That the management did the proper thing in discarding its policies of the last few years, and reopened the star-lit ballroom to dancing, was proved by the big jam of dancers on the floor, which is one of the largest in the city. As always at an opening, one of the principal figures at the front of the pier, greeting old friends and making new ones, was Atlantic City's veteran amusement man, Captain John L. Young, who spent a million dollars on the building of his pier, and was thought crazy in those days of 200-seat houses.

### NBC Broadcast

A special radio tieup has been made with NBC and for the first time the pier goes over a national hookup—also additional time on the resort's station, WPG. Joe Venuti and his swing band occupy the main band stand, which has been rehung in red plush and golden spangle curtains, while Eddy Morgan has been re-signed for the second year and a second band stand was especially erected for his music. Dance music is continuous from 8 to 2 a. m. Incidentally, this is the first time in its history the pier ever kept open after 12:30. Thousands of colored lights dot the ceiling of the redecorated ballroom. Special colored lights are played on aquariums—incidentally, the only ones in the city—making a strand marine background.

Bofill and his string band are used as a bally outfit in an especially constructed stand. Two national exhibits open with free admission from Boardwalk, Colliers with unique library setup and American Radiator, with miniature homes and rooms exhibit.

Another novel feature of the front of the pier is "Giggle Alley," an assortment of twisted mirrors. Big neon signs calling attention to attractions considerably light up the front of this half-block-long spot. A new box office has been erected outside, almost directly on the Boardwalk.

### Hipp Has Vaude

The old Hippodrome, which has had many of the greatest acts and former home of Emmett Welch's Minstrels, after an absence of more than three years is back with vaudeville, Block and Sully featuring the opening bill. The wide apron of the Hipp was not entirely satisfactory for such an act, but like good troupers they made the best of it and scored a big hit with the audience. Eva Sully was a former Atlantic City girl which many in the audience seemed to remember. Mary Bowers duplicated her hit with the Headliners last week, and returned to the resort to give a good account of herself in a series of songs with a combination Sophie Tucker voice and Belle Baker expression, clicking nicely with *Take It a Fake*. This is the fourth spot she has been featured in AC this year. The Variety Gambols found the stage exactly to their liking, with plenty of room to put over a fast tumbling act. The bill was filled out with Herman Hyde and Sally Burrill and a fast skating act, Three Robbins.

Two special structures were erected to house a golf driving range with Ernie Fannotto, a Pine Valley pro, in charge and giving instructions and exhibitions. (See MILLION DOLLAR on page 54)

NEW PHILADELPHIA, O., July 4.—Newest additions to the municipally owned zoo at Tuscora Park here are three wolf cubs, the gift of Jess Aeschlimann, New Philadelphia oil man, who obtained them recently while at Tulsa, Okla.

# American Recreational Equipment Association

By R. S. UZZELL

**BELMONT PARK, Montreal.** — The Thrift Stores, a chain-store organization selling foods, principally groceries, has this city well covered with its stores. To make a picnic hookup with them is no small accomplishment and to have it continue for over a week at an amusement park is a decided accomplishment. The same principles that have built up this large and successful organization surely draw the crowd to a park. They know that these French-Canadian families with large numbers of children must of necessity practice thrift. To visit here a while one concludes that 10 children constitute a small family. We know of one family of 20 children by one father and mother and all living.

## Useful Prizes

As prizes to draw them to the picnic at Belmont the Thrift Stores gave away a cow, a pig, chickens and articles from the store that could be put into immediate use. It worked. The games in the States made the discovery long ago and used useful, everyday-demand articles but here it was done in a large way. They put up a large tent in the park in which to display their specialties. It was an attraction in itself. The stores had a special ticket which they had sold to patrons before coming to the park, or rather issued them on purchases. This is the second year of the event. Needless to say that with accumulated experience they put it very much above the previous year and have made it the best week of the park.

Dominion Day is July 1. It equals our Fourth of July and is good. It once accounted for the best week of the park before Thrift Week was organized. It is a national holiday long established and of great consequence to an amusement park. It is one of those events ready made for our industry and will abide. But enterprising men can make a better week. They can be and usually are spaced so as not to interfere with national holidays or established events. First efforts are often discouraging and sometimes entail a loss, but persistency does the trick. Canada is no different from other countries. You can get it if you go out after it and go hard enough.

## Irish Day Big Event

The big event of the year here may be the Irish Day, scheduled for July 5. A square of sod from each county of Ireland is coming here for the celebration. The squares will become the component parts of a map of Ireland at Belmont Park. Regardless of the county of an Irishman's origin, he can put his feet on the "old sod." Ask any Irishman from Ireland if this has any appeal! There will be an Irish beauty contest, a fleeked by contest, Irish dances, songs and an address from a prominent Irishman. Irish linen and Irish baked potatoes would sell readily. The Irish will assemble on July 5 at Belmont Park. Some event I should say. They did not work this out unsolicited. The seeds were sown last February and have been carefully nursed and cultivated since that time. Oh, yes, it can be done. This park once had the reputation of being a French park. Their patronage is large, much appreciated and always welcome, but other nationalities are also finding the way. They also are always welcome.

Other valuable tricks are in the bag. All designed to sustain interest and keep the park on the upgrade. This is just what our association advocates. "Not drifting but directed" makes a good slogan. Little touches over the park show thought and planning and bring appreciation and favorable comment. It is going to be easily possible to detect the touch of an association member who has drunk in the accumulated experience of park men from all points of the compass.

THE LOOPING NIXES, motorcycle dare-devils, opened an engagement in West View Park, Pittsburgh, last week.

## CUDDLE UP - FOR SALE

### CHEAP

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# Long Island

By ALFRED FRIEDMAN

**FROM ALL AROUND:** Were there more great showmen, such as the late Barnum or Billy Rose—present-day copy of the great P. T.—perhaps there would be fewer darkened stadiums.

Like, for instance, Madison Square Garden Bowl at Long Island City, which from a number of logical standpoints should be a smash success, but, sorry enough for its sponsors, things are just the other way around.

When the moguls of Madison Square Garden bunched their craniums a few years ago and then came out of the huddle with the decision to erect a huge stadium within a stone's throw of Manhattan and with a capacity for some 75,000 persons, the idea was considered so good that the sponsors lost little time in pendulating anticipated dividends.

Since Madison Square Garden Bowl has come into being a handful of events have taken place there, mostly under the heading of boxing. Some events have been mildly successful, others flopped with an ill-sounding thud.

With ideal location, seating capacity and affiliation with Madison Square Garden (and the latter really does mean something) puzzled show people around Long Island ask each other curiously: "Why doesn't it go?" Within proximity of virtually 10,000,000 people, a spot of its kind should have varied events listed several nights each week.

**ROCKAWAY BEACH:** Harbor Inn open. . . American Legion convention set for Rockaway July 31-August 1, and Queensboro war vets will gather. Concessioners hope that there is still something left of their bonuses by that time. . . Willie Morrison running the Point at Jarris Lane, Far Rockaway, and in a right smart manner, too. . . Billy Meyers making a go of a driving range for golfers at Far Rockaway. . . Arverne Boulevard Theater announcing a year-round policy. . . Stanley Hoss' Ork at the Traymore Grill. . . Roller skating will be the big feature at the new Edgemere Arena, operated by the Sneiderman brothers. . . Jerry Gilbert Ork here from the Coast for a summer. . . Leo Rossi, a life guard here, was a candidate for city alderman in the Bronx, New York, a few years ago. . . Playland Park is featuring its bathing facilities this year, and one must admit that the pool is as fine an affair as one would wish to run into around the Atlantic seaboard.

**LONG BEACH:** The flannel-attired crowd is beginning to bring itself into evidence. . . Among the biggies who will put up within these confines for the summer months is Vincent Lopez, the ork pilot. Long Beach coppers'll take the Miami attitude toward vags, of whom there have been too many in past seasons. . . Unless someone springs a sudden and unexpected surprise there'll be no burlesque here this summer.

# Playland, Rye, N. Y.

By THE VOICE

Biz is still on the increase, and bids fair to reach all-time high level. . . Resort has not been exactly favored by the weather, which has been a little spotty. . . Walter Gilderaleeve is back at the shooting gallery after a winter in Florida. . . George, the Brakeman, of the auditing staff, is spending his seventh season at the park. . . During winter season, George is chief figure skating instructor at Playland, Rye, Ice Casino, has many friends in Westchester County and is also a national figure skating champion, having a large case filled with cups and trophies to show for his efforts. . . George Slocum, Walter Sears, John Scinto and Tom and Bill Orr are also back. . . Terry Campbell, chief painter, is a very busy man, as are also Thad Bell, electrician, and Fred Merrit, refreshment manager. . . Tony Izzo is at his old stand at the boat-house. . . Artie Colligen is manager at the "1001 Troubles"—and is glad that is all his troubles. . . Bruno Li Grigni, maintenance superintendent, is also busy these summer days. . . Edna Mallette paid a visit to the park and was warmly received. . . Gertie Woodward was much in evidence one night last week.

The Voice wishes to hand a pat on the back to Dave Asta, parking space manager, for the excellent showing of his force in white uniforms. . . Mique Wallace, veteran weight guesser, says *The Billboard* is a great advertising medium. He recently inscribed an ad and

received a flock of replicas. According to Mique, he got one from Old Mexico and one from China. . . Mrs. Vaughn, of the hospital, is not here this summer, a very deplorable fact. . . Different actions of the Playland personnel have formed a baseball league and are playing each morning. . . In the opening game the Executive Staff overwhelmed the Parking Space when they came out on the long end of a 20 to 7 score. . . Milton Johnson is an addition to the boat-house crew. . . Tony (Shaw Brothers) Gloffre is here again.

Funny sights at Playland: Nick (Rudy Valle) Marino hurrying down the Boardwalk to his place of business. . . Mary Capeel, on a chilly night, "by gosh! I gotta get more sweeders." . . Don (Doc) Davis looking like a hospital intern.

Patrolman Tucker, of Sergeant Towey's Playland constabulary, is getting a wonderful coat of tan taking Dan Keenan's place at the entrance. . . Patrolman Bell reports he has walked off 20 pounds this season. . . Patrolman Wimpy Egan is also here again, as is Jim Walters, desk sergeant. . . Davy Black, beau brummel of the north Boardwalk (since Ed Bogart abdicated), always looks self-conscious whenever a group of femmes come into view. . . We think we have written plenty for this week so will sign off now. Hasta manana.

# Wildwood, N. J.

By ORO

Rides, concessions and other amusements all got off to a good start when the full-time schedule of operation started on June 26. Hunt's Ocean Pier, heretofore open for only the week-ends, is running daily. Starting July 7 "Uncle Wip" favorite juve entertainer on WIP, Philadelphia, will make weekly personal appearances with his kiddie performers, making his broadcast the pier.

On Friday night (26) Zeke Youngblood's endurance "derby show" opened to a capacity crowd in Hunt's Auditorium on the Boardwalk. WPG, Atlantic City, is broadcasting the show daily at 5:30 p.m.

Wildwood folks are flocking to the Casino Arcade to inspect S. B. Ramagosa's new game. Merchandise on display is evaluated at \$10,000 and includes an exhibit of three modern furnished rooms—bedroom, parlor and kitchen—complete in detail.

Ramagosa's combination of Crystal Palace, Mystery of India and Life in Africa in the Casino Arcade succeeded in packing them in on the opening night, June 27. The show is attractively paneled and is a masterpiece in itself, front and picture panels being executed by Harry Terry, celebrated Russian art decorator. Bob Lavalette is managing the show, with George Lee Jr. in front.

Treblich, Masked Magician, and his wife started a 12 weeks' engagement with the "Mysteries" show, working magic and illusions, consisting of neck pillow and escape cabinet, sword box, torture spike cabinet, "Mysteria" and the "Four-Legged Girl." A smooth-working act that pleased the capacity crowds.

The feature attraction is Mary Morris, coming here from the Eighth Street Museum, Philadelphia. The opening offerings included Kazil, the Wild Girl, and several African pit attractions; the Misses Sherman, Thelma and Sonny, working stage and illusions, and Rita Clecantell, the little "Mystery Girl." Dot Laverne is at the box office and Gardiner Moore, formerly connected with the dance marathon field, is at the door.

ERIC THE GREAT, aerialist, opened a stay at Kennywood Park, Pittsburgh, last week, where he is appearing twice daily.

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Over a hundred owners of single units made excellent profits. Over 75 parks and shows available for bookings.

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WILL BE ACCEPTED AT PAR VALUE AS PAYMENT ON OR IN FULL.

PARK OWNERS AND SHOWMEN Desiring one or two weeks' demonstration of our dual or single Loop-O-Plane write or wire ROBIN REED, Salem, Ore., for dates.

Sales of dual units this year are double those of 1935 season. Special Low Terms to Parks and Permanent Locations.

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# WANTED FOR CRYSTAL PALACE

NEW PLAYGROUND, REVERE BEACH, MASS.  
All Summer, Seven Days a Week.

We Have 100,000 People on the Beach Sundays.  
Rides of All Kinds and Concessions, legitimate Grand. Must Be First Class.  
FRED O'HARA, 34 Beaver Street, Revere Beach, Mass.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## Weather, You're Wrong

The very last sentence in last week's column mentioned about Eastern pool owners still crying about the bad break in weather. And this week a discussion of the weather seems to deserve top mention in the department.

For while I've always preached that those who cry about the weather are foolish pool operators, I must admit that since the outdoor season began not very many things could have been done that could have coped with the oustly cold and rain. All of the open-air natatoriums in the East, that is, are running way behind June on record. But it's just one of those things that couldn't have been helped. And so while I agree with pool men that Ol' Man Pluvius scored a real Schmeling kayo in June, I still urge them not to sit back and take the licking.

There is still two good months of swimming and if you would get back that June loss you've got to go out and battle for all the mere business in July and August. As one pool man put it, it could have been much worse and then too, rain and cold in June are not as bad as if they came in July or August. And there may be a possibility that because of all the cold we are due in the East for a real series of hot spells in July. So be prepared. Stop crying about bad biz and get ready for good turnouts.

## Sauce for the Goose

While Eastern outdoor pool men lost in June the indoor tanks experienced one of their busiest seasons. First of all, the schools closed earlier this summer than before and so the few days between the time school closed and the kids went to camp found the indoor plunges taxed to capacity. Made an inspection tour of the Park Central, St. George, London Terrace and Shelton tanks last week and was delighted to find each swim pool crowded with happy, smiling kids who were forced indoors for their swimming because of inclement weather.

## It's Prof. Nat Now

Gordon M. Mullen, treasurer of the International Swimming Clinic, writes: "We are again endeavoring to get together the very best faculty for our third annual free swimming clinic, which will be held for six consecutive days, Monday to Saturday, September 14 to 19. The Penn Athletic Club will donate the use of all necessary facilities such as swimming pool, lecture hall, dressing accommodations, etc. Spectators, which includes the general public as well as those actively interested in swimming in all its various phases, are admitted to all sessions free of charge.

"We are asking the 1936 faculty to donate its knowledge, time and travel expenses for the good of the course" as the 1934 and 1935 faculty, which included the following: R. J. Kiphus and Karl Michaels, of Yale University; Samuel Ingram, of Colgate University; Prof. Frederick Leuchring and William Merriam, of the University of Pennsylvania; W. E. Longfellow, of American Red Cross; John M. Miller, of Mercersburg Academy, and A. L. Wanamaker, of Philadelphia Officials' Club; Thomas Kirk Cureton, of Springfield College; Edward T. Zobel, of Columbia University; Victor J. Kennedy, of Jones Beach; Rugerio Flocco and Dr. J. K. Shroyock, of the Penn Athletic Club; Paul Heudepohl, of the Jantzen Swimming Association; Earl K. Collins; Wally Clausen and John J. Komp, of the Wilderling Y.

"The swimming committee of the Penn A. C., as well as all those who have signified their intention of attending our 1936 clinic, would greatly appreciate it

if you would volunteer as a member of our 1936 faculty."

## Aquatic Opry

The eyes of all pool men should be focused on Jones Beach, L. I. a State proposition where they are trying outdoor operas and classical entertainment this summer. First opry last week met with tremendous approval and looks like a good bet for that spot. Performances are run on floats and barges, and idea might be practical for operators of artificial lakes and mammoth pools where the facilities exist for big crowds. At any rate, it's a tip worth looking into.

## Intra-Reader Memos

To Gordon M. Mullen, treasurer of the International Swimming Clinic: If I get the time I shall be more than delighted to act on the faculty of the clinic this September. Appreciate the honor bestowed upon me.

To Bill Goll: Thanks loads for taking the trouble of making a special trip to the office to inquire about my health. Feeling fine now and sorry to have misled you. Keep up the good work with the water show. Have been hearing fine reports about you.

To Len Schloss, of the Crystal pool, Glen Echo Park, Washington, D. C. Thanks loads for the entry and info on the forthcoming AAU swim meet that you're going to run, featuring the national junior outdoor diving championships for men. Know it will be a big success if you have anything to do with it.

To Mack Rose, Cascades twin tanks, New York: Many thanks, too, for your entry blank and data on your swim champs. Glad to see you're going in for exploitation once again.

To "Pool Owner," Walla Walla, Wash.: The municipal pools in New York are opening as this goes to press. Most recent one is the pool at Sunset Park in Brooklyn, which will have a 4,700 bather capacity. The pool will be 163 by 256 feet with a semi-circular deep-water area 150 feet across for divers and a wading pool of equal size. Sorry to hear about your trouble with city officials.

## Palisades, N. Y.

By MARION CAHN

Picnics drawing 'em in, thanks to "Doc" Morris, vet picnic man. . . Hudson County retail druggists and grocery merchants threw big rackets at park with concessioners happy at terrific turnouts. . . Con Gas affair, one of the biggest of Doc Morris' parties, postponed because of rain to later this month. . . Fred Ferguson, who was in charge of picnics last summer, back working for park on special ticket plan in no way conflicting with "Doc's" work. . . Jack Rosenthal still taking Tuesdays off, with frere Iry subbing at the managerial reins for the day. . . Anna Halpin working harder than ever in the executive offices. . . Have mail for Ray Rieharda and thanks to Helen Osborne for kind regards and for sending for her letter. . . Since high diving competitish we seem to be main past office for aquatic performers. . . Torrelli's Circus and the Original Atenos Brothers, two of George Hamid's best, current free act attraction. . . Five monks in new monkey island at zoo escaped 't'other day with all but two rescued. . . Much activity in press office plugging Duke Ellington's one-night appearance in Mardi Gras Ballroom. . . Swell yarn Gardner Bridge did for the Associated Press on original Central Park Casino bar now in park. . . Five o'clock Boys, who were features at Palm Beach last winter, entertaining at Casino Bar and going over big, what I mean. . . Recent visitors to park included Peggy Phillips and Lorraine Klansen, who work or rather give the appearance of work in Bert Nevins' New York office. . . Plenty much crowds at opening of new water scooter, with attendants wearing the duckiest sailor suits. . . Which reminds me that all cashiers and ticket

takers will wear uniforms soon, all the better to point out the restrooms, if you please. . . Johnny Greenwald, former manager of the park, heard from Hollywood. . . Shorty Ehrlich having loads of fun playing the new carbon spotlight on the New York skyline nightly. . . And wait'll yuh see what the Rosenthal boys have up their sleeve in the way of a new sign on the Palisades cliffs fronting the Hudson. . . Lou Strauss now press agent for the Mardi Gras Ballroom, with Irv Mills, operator of the dance emporium, West Coast bound on band biz. . . Barbara Shephardson resigned her post as night telephone operator to go to camp for the summer, and is Clem White, park announcer, sad? . . . All right, I'll tell you—he is sad. . . Second annual acrobats' convention will soon be held at the park with Bert Nevins busy lining up the men and ladies of the flying trapeze. . . And now that I've mentioned my boss' name, I suppose I can close. . . Until next week.

## Coney Island, N. Y.

By BERT GOODMAN

Veteran Coney showman, subbing for Leonard Traube, who is on his vacation

It has generally been the custom in starting this column to give a report of week-end business at Coney Island. Well, there isn't much one can say about business when there isn't much business to say anything about. It rained all day Saturday and part of the morning on Sunday, or just enough to keep out-of-towners away. However, the day was saved when Old Sol started to poop out about noon. I should imagine that Coney Island has already had its quota of rain and should it continue much longer I'm afraid you're going to see a lot of shutters going up when that July 5th payment becomes due.

For quite some time showmen and concessioners have prayed for the veterans' bonus to come thru, figuring it may improve business at amusement parks. Now that it has come thru I see that it doesn't mean a thing. Either they've used the dough to pay up old debts or they've got it and just won't spend.

One of the outstanding shows on Coney Island today is, I think, the Motordrome on the Bowery and West 16th street, which is owned and operated by Morris Kraut, who thru his many years of experience has been a success in this particular line of business. The riders consist of the Mack family, under the supervision of Johnny Mack, one of the pioneer drome riders, who is responsible for the marvelous performance they give, featuring a pursuit race with three riders on the wall at the same time. With him are Peggy, who receives tremendous applause for her nerve and courage every time she takes to the straight wall to do her trick and fancy riding, and brother, Niel Mack, featuring the "Dips of Death," who is a recent protege of Johnny's. I credit Pop Mack for keeping the dough in the family and socking a little away for his old age, as old man Mack says he is going to retire shortly and then sit back and have the rest of the family bring home the bacon. On the bally are the two boxing dwarfs, Colonel Casper, known as sawed-off Carnera, and Jerry Sullivan, alias the Irish Terror, with Ann Schmetz acting as referee. Keno is in the ticket box and Morris Kraut makes his own openings.

Some people are of the opinion that girl shows have been barred on Coney Island by the License Department, but such is not the case. It is just that no one has cared to invest in a show of this nature since S. B. Wiesburger and Saleem Abbott stepped out of the business. And speaking of Saleem, Abbott, the Egyptian Sheik and oldest of all girl-show operators, he can still be found carrying on in his favorite line of business at Hubert's Museum, on Manhattan's West 42d street. He has four dancing girls in the annex and packs them (See CONEY ISLAND on page 54)

DETROIT, July 4.—Paul Heinze, manager of Edgewater Amusement Park, is pinch hitting these days for Tashmoo Park on Harsen's Island. The steamer Tashmoo sank in the Detroit River last week and will not be available for service again this season. As a result the principal source of access to the park is no longer available, and while the management will keep the resort open, only relatively small groups will be able to use the existing ferry service. The Joseph Zeyer Post, VFW, will hold an outing at Edgewater Park on July 12 instead of at Tashmoo as a result, the same tickets to be honored.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

JUANITA LA BENTEN advises that two changes have been made in the La Benten Trio, all-girl roller-skating act, Vera Cartledge, of Philadelphia, and Vera Bozer having been replaced by Nettie Perry and Alva Darnel. The act is now working for Streets of Paris at the Texas Centennial, Dallas, but will close there in time to open for Billy Rose at the Frontier Days shows at Fort Worth July 7.

A COMMUNITY campaign aimed at the erection of a community rink in Sydney, N. S., is reported as progressing satisfactorily. About \$60,000 has been subscribed in stock by citizens of Sydney since the drive was started. The rink will be used as a general indoor sports center and rink, and roller skating and hockey will be promoted as well as ice skating and hockey. Sydney has been without an indoor rink since the one in use for years was acquired as a silent film studio and then destroyed by fire about eight years ago.

THE LOWES have just opened a large summer skating pavilion at 20th and State streets, East St. Louis, Ill. Sessions are held twice daily, 3:30 to 5 and 7:45 to 10:15.

CECIL MILAM reopened his roller rink on the fairgrounds in Wheeling, W. Va., last week, following the completion of extensive repairs. The building was severely damaged by the recent flood. A new maplewood floor has been erected and a number of cooling fans installed among other improvements. Sessions are held nightly except Monday, with matinees added Saturdays and Sundays.

FOR THE FIRST time in St. John, N. B., softball at an admission is being played in a local rink—the Forum.

ART LAUNAY has located at Lake Spofford, N. H., where he is running a rink at Water Grove Resort. He says business has been very good.

THE DIAMOND SQUARE Rink in Pittsburgh will continue to operate all summer. Management increased its advertising budget and is retaining the Cervone Band for night sessions. Arrangements have been made to care for youngsters while their parents do their shopping in downtown stores.

DONALD R. MUNRO, who died recently at his home in Wolfville, N. S., at the age of 83, established, built and operated at Wolfville the first rink there and one of the first in Canada. The venture was in partnership with the late D. A. Munro, father of D. R. Under the management of the father and son the rink for many years ran ice skating and hockey in the winter and traveling attractions, bands, fairs, roller skating, etc., the remainder of the year.

ARENA GARDENS Rink, Detroit, has some plans in mind, which, when developed, says General Manager Fred Martin, will really be something to talk about. The Arena is now featuring Leo Seltzer's Transcontinental Roller Derby. It is improving each day and Martin believes that it will go over and end very nicely. "It brings to our city something a little bit different," says Martin, "and also introduces a new sport which has proved a sensation so far. The crowds like it and are thrilled by the wonderful ex- (See RINK on page 54)



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# Enlarging S. C. State

67th annual will have a new, clean policy—attractions have been lined up

COLUMBIA, S. C., July 4.—Principal preparations for South Carolina's 67th State fair, to be held on an enlarged scale here, have been completed, according to Paul V. Moore, veteran secretary of the fair association.

He predicted that record-breaking crowds would attend events at the fair, saying that the new "clean" policy undoubtedly would bring out many spectators. Promising a clean concession department, eliminating "flagrant abuses," Mr. Moore said: "We are going to stage a fair we're not ashamed of."

The program mapping is six weeks ahead of schedule and probably will be completed by midsummer.

"Lucky" Teter and his Hell Divers will perform on Wednesday of fair week. The World of Mirth will be on the midway. Vaudeville acts will be staged in the afternoons by the Gus Sun troupe and the Transcontinental Revue, which is to come here from the Pacific Coast.

Special arrangements have been made with the International Harvester Company to bring to the fair one of the largest farm machinery exhibits ever displayed in the State. For the first time in many years the football classic of South Carolina, played between the State university and Clemson College, will begin at 2 o'clock instead of at noon.

Another marked change already effected for the fair will be the addition of a milk goat and killing hogs or barrow department. Exhibit space is already selling rapidly in the huge steel building, with George W. Collins in charge.

## Combined Tri-Parish Event

JONESBORO, La., July 4.—Pooling their resources to bring about the building up of a much bigger and better event for each parish respectively, three of North Louisiana's parishes will hold a combined tri-parish event this fall. Using the old Jackson Parish Fair Association as the nucleus around which to build the new project, all civic organizations of Jackson, Winn and Bienville parishes promised their whole-hearted support at a barbecue held on the Jackson ground this week. Representatives of the three divisions will administer the affairs of the association on a non-profit basis.

## Campaign Under Way To Revive Indiana, Pa., Fair

INDIANA, Pa., July 4.—A campaign is under way here to revive the Indiana County fair, which was established in 1835 and continued successfully until a few years ago. Discontinuance of the event was caused by lack of interest by the older stockholders of the Indiana County Agricultural Association, sponsor of the fair, and the lack of activity by the younger people. Both the association and the local papers are behind the move to revive the fair.

## J. L. Isenberg Named Director of Ky. State Fair

FRANKFORT, Ky., July 4.—James L. Isenberg, prominent business and civic leader in Harrodsburg for many years and organizer of the Onward Kentucky Exposition held here early last month, will be named to the post of director of Kentucky State fair, it was learned last week. The post, now vacant, was formerly held by Garth K. Ferguson, State Commissioner of Agriculture.

WACO, Tex.—For Brazos Valley Proo Fair here, W. V. Crawford, general manager of the Chamber of Commerce, sponsoring the fair, said additional buildings will be utilized to care for largely increased exhibits. Some attractions of the Centennial Exposition in Dallas may be brought here.



ALMON R. SHAFFER, associate director in charge of amusements and concessions of the Great Lakes Exposition at Cleveland.

## New Grand-Stand Stage At Missouri State Fair

SEDALIA, Mo., July 4.—A new stage structure, with English basement dressing rooms and showers for performers in the grand-stand presentation at Missouri State Fair, went under construction last week on the State Fair grounds. The stage will be 50 feet wide by 80 feet long, four feet above ground and four feet below the surface.

The lower part of the structure will form a reinforced concrete building, with two shower bathrooms, 11 dressing rooms of various sizes for use of featured performers, one large dressing room for the dancing chorus and much storage space for trunks and stage equipment.

A concrete ramp from the ground level to the stage is being installed, wide and substantial enough to permit driving equipment trucks directly onto the stage.

## Coffeyville Fair Later

COFFEYVILLE, Kan., July 4.—The Montgomery County Fair will be held later than for several years. The purpose is to make possible greater cooperation of the schools in this section. Four full days of entertainment are planned. Opening day will be Rural School Day; next two days, harness races; last day, City School Day. Albert R. Roter is secretary.

ROCKY MOUNT, Va.—Franklin Fair Association elected G. M. Young, president; E. L. Angie, H. N. Fralin, A. G. Fralin, vice-presidents; H. F. Fralin, secretary-treasurer.

# Ft. Worth Office Force Moves To Grounds; Showfolk Arrivals

FORT WORTH, Tex., July 4.—The office force of the Fort Worth Frontier Centennial, which has been located in Sinclair Building, downtown, moved June 27 to the showgrounds. Billy Rose and staff will occupy one of the two blockhouses at the grounds, while John B. Davis and his staff will occupy the other one.

An electric organ has been installed in the Jumbo building. This, and a 24-piece orchestra, under direction of Hyman Maurice, will furnish music for the circus spec.

Lighting effects for Casa Manana, Jumbo and Last Frontier are being arranged and cued nightly until show opening. A preview of entire lighting system was given this week, prior to the leaving June 29 of Ed Kook, lighting contractor, for New York.

The Black Horse Troop from Fort Riley, Kan., has moved into the army quarters at showgrounds.

Charles Henderson, song arranger with Fred Waring's Orchestra, has joined show staff to work out melodies for *The Last Frontier*.

The Eight Californians, male octet, signed to appear in the Casa Manana, arrived for rehearsals. Oomez and Wynona, dance team, have been engaged for Casa Manana stage show.

## Iowa State Exhibits Ahead of Last Year

DES MOINES, Ia., July 4.—The Iowa State Fair has already broken all records of recent years for early reservations of exhibit space and farm entries, exposition officials reported. Exhibits in the Varied Industries Show are 140 per cent ahead of last season, and in the open-air section 136 per cent ahead.

In the agricultural department exhibit space in four branches of the show is already completely exhausted. The farm show will be the largest the fair has held in a decade, Secretary A. R. Corey said.

Premium offerings will top \$104,000. This is the largest sum the fair has offered since 1930. The greatest increases have been made in premiums for the National Live-Stock Show and for the Iowa boys and girls' 4-H club congress.

Over \$283,000 worth of improvements are being made on the grounds.

## Forty Nations Signed For Paris Exposition

PARIS, June 29.—Forty foreign countries have officially agreed to participate in the Paris International Exposition of 1937. Countries already signed are Argentina, Austria, Belgium, Brazil, Canada, Chile, Cuba, Czechoslovakia, Denmark, Egypt, Estonia, Ecuador, Finland, Germany, Great Britain, Greece, Haiti, Holland, Hungary, Iran, Italy, Japan, Jugoslavia, Latvia, Lithuania, Luxembourg, Monaco, Nicaragua, Norway, Peru, Poland, Roumania, Siam, Soviet Russia, Spain, Sweden, Switzerland, Turkey, United States and Uruguay.

Negotiations are under way with 10 other countries, all of which will probably decide to participate in the exposition.

## Board of Agriculture To Operate Ky. State

FRANKFORT, Ky., July 4.—Affirming in full judgment of the Franklin Circuit Court, the Court of Appeals has decided that the State Board of Agriculture and not Garth K. Ferguson, Commissioner of Agriculture, has full jurisdiction of operation of the Kentucky State Fair.

Appellate Court held that Ferguson has exclusive control of policing the State fairgrounds and handling of premiums for the fair, but that the personnel of fair employees was under control of the board.

BUTLER, Pa.—President J. R. Ferguson of the Butler Fair Association reports that this year's show will feature Howard Fuller and Sister, the Gladstones and the Three Skating Whirlwinds. The Cetlin & Wilson Shows have been booked for the midway.

Free attractions at local show will include the monkey mountain, square dance pavilion, Indian Village and the authentic Frontier Village buildings, which will house antiques collected by the women's division of show board.

Showfolk arrivals this week include Everet Marshall, Walter Dave Wahl, the Lime Trio, who are to appear in Casa Manana; Eddie Poy Jr., who is to have main part in Jumbo; Bob Lawrence and Wynn Cahoon, singers; Arthur La Fleur, acrobat; Captain Rudy, elephant trainer; Tiny Kline, slide-for-life girl; George Watts, "sheriff"; Charles DeCamo, who has trained dog act; J. D. Ballard, clown; Margaret Brooks, who is shot out of a cannon; A. P. Kaye; Helen and Ed LaNolle, revolving ladder; Barbetto, trap-eze and high wire; Millie LaPell and husband, pole balancers; Harry Jackson Sr. and family, Australian whipcrackers; Jim and Anna Mandy; Olivetto, punching bag act; John Pickford, Barbetto Tyana; Perry, Frog Man; the Nagfys, fire-eaters; Alexander Leftwich, stage director for Jumbo.

Polly Rose, Billy Rose's sister, is a dancer in Jumbo. Laurene Nevell, who is to dance with Honk in W. K. Sibley's show here, is rehearsing with Nobel Hamiter, lion tamer, in Dallas.

## Speed!

CLEVELAND, July 4.—Showfolk at the Great Lakes exposition were able to purchase The Billboard within 30 minutes after its arrival at the Terminal Station Tuesday morning. Distribution Manager Karp, of the Cleveland News Company personally rushed the copies to the expo grounds, and Harry Hameroff, expo newsstand concessioner, was right on the job with boys to deliver copies thru the grounds.

It's service with promptness and a smile that counts with showfolk. Hameroff stated. Showmen greeted the early delivery with "open arms."

## Two Additional Buildings For Ft. Worth Centennial

FT. WORTH, Tex., July 4.—A PWA application for a \$350,000 loan and grant to construct two additional buildings at the Arlington Heights site of the Fort Worth Frontier Centennial was authorized this week by the local City Council.

The two proposed buildings are a \$169,400 merchants' exhibit building and a \$160,000 Casino and Agricultural exhibit building. Loan repayments would be guaranteed by revenue from the buildings, which would be rented during shows and for conventions.

## Ind. State Boosters on Tour

INDIANAPOLIS, July 4.—Indiana State Fair Boosters met in six cities between June 29 and July 9—Newcastle, Madison, Petersburg, Greencastle, Rensselaer and Columbia City.

C. H. Taylor, board president, presided at the meetings, and Lieutenant-Governor M. Clifford Townsend, agriculture commissioner, and T. A. Coleman, of Purdue University, made addresses. Mr. Townsend's subject was *Your Fair*, and Mr. Coleman's *Our County Visited the Fair*.

## Missouri Fair Organized

LOUISIANA, Mo., July 4.—The Louisiana Fair Association was organized this week with the following officers: Abo Vogel, president; Frank M. Sheppard, treasurer; J. R. Morrison, secretary. The first annual fair will be held in September. Will include night horse show, agricultural exhibits and entertainment features. Is being financed by club of 100 business firms and individuals and sponsored by Chamber of Commerce and other organizations.

## Laurel Adds Auto Races

LAUREL, Miss., July 4.—E. P. Ford, of the South Mississippi Fair Association, announced this week plans for the staging of automobile races at this year's event. Ford says that the association has signed J. Alex Sloan and his troupe of drivers. This is the first time in several years that auto racing has been added. Workmen began replanning of midway grounds calling for horse-show formation.

## Attractions at Albion, N. Y.

ALBION, N. Y., July 4.—The grand stand at the Orleans County Fair (roof caved in with snow last winter) has been rebuilt. Fences also rebuilt and painted. The Strates Shows will be at the fair again. The association has been showing a small profit. Attractions will include B. Ward Beam, horse races, Polly Jenkins and her Flowboys, and former U. S. champion horse-pulling team.

## More for Entertainment

NEW AUGUSTA, Miss., July 4.—In keeping with prospects of one of the best agricultural seasons in several years, officials of the Parish County Fair Association are raising the ante this year to bring about bigger exhibits thru offering more money for premiums. Officials also say they are intending to increase expenses for high-class entertainment.

DES MOINES, Ia.—An auto race meet under lights on Iowa State Fair grounds on night of June 17, promoted by J. Alex Sloan, was successful, reports Aut Swenson, who was in charge of entries and exploitation. Having become an annual event, it was witnessed by members of numerous Iowa fair boards and of Minnesota State Fair board.



# Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

## Centennial Is Drawing

Is well on way to second million attendance — extensive plans for July

DALLAS, July 4.—The exposition is now well on the way to its second million attendance.

Extensive plans have been made for the early part of July. Today Rudy Vallee arrives for a two-day Dance-Queen contest, sponsored by The Dallas News and Journal, Radio Station WFAA, Hollywood Electrical Pageant Company and Chrysler Motors. Robert Taylor, film star, is also present for the Queen Crowning, a substitute for Jean Harlow, who was unable to attend. The Vallee-Taylor appearance in all probability will draw an attendance near the record figure of 117,625 set on opening day.

July 4 and 5 will also be observed as Dallas Days, days set aside for the entertainment of visitors from other cities around the country bearing Dallas' name. Vice-President Garner and Senator Connally, of Texas, are scheduled to stop here for speeches on those days.

Later in July, a definite date not yet set, Clyde E. Pangborn and Monty G. Mason will complete their international subtransatlantic flight from Paris to Dallas at the Expo. Tentative plans call for a hop from Dallas to New York and from New York to Paris. The return trip will be a non-stop trip from Paris to Dallas.

Florida Day, July 9, and Western Railroad week, July 13-18, are expected to draw heavy attendance.

Attendance during the past week fell slightly below the figure of the previous

Previously reported	943,306
Wednesday, June 24	31,101
Thursday, June 25	32,303
Friday, June 26	31,641
Saturday, June 27	42,722
Sunday, June 28	42,152
Monday, June 29	26,067
Tuesday, June 30	35,485
<b>Total</b>	<b>1,185,277</b>

week, but the average still remains slightly over 50,000. Rain fell Tuesday afternoon, bringing relief from the heat wave that reigned here since the expo opened. Wednesday intermittent showers thruout the day held the attendance down considerably.

The Gainesville Community three-ring circus exhibited in the Cotton Bowl June 25-27, two performances daily. This unique enterprise, made up of the citizens of Gainesville, presented two hours of fast-moving circus acts that would envy the professionals. The show features aerial acts, but also includes a neatly presented spec, web, iron jaw, bareback riding, high bicycle-wire act and a full routine for three rings. The show was a tremendous success and drew heavy crowds. A large delegation of Gainesville townspeople accompanied the show to the centennial.

The Streets of Paris, similar to the "Streets" at the Century of Progress, is under the management of Johnny McMahon. From the preview showing, the night before the exposition opening, the "Streets" elicited. Day crowds are slim, but the night attendances fill the streets of the village, also the dine and drink places.

### Ten Revues in Village

The streets of the village are lined with 10 revues, all stressing nudity. They're always crowded, which indicates the entertainment offered is pleasing to the patrons. The shows and roster of

each are as follows: Venus on the Half Shell, Dick Stern, manager; Leo Pradat, Jack Montgomery, Louis Pohme, outside men; Maxine Thomas and Rito Lonergan, dancers.

Olympia, managed by "Paris Peggy" Kahn, with Geneva Stewart and Julia Wright doing the modeling, and Bob Dumas and Herbert Tonn as grinders.

Life Class—Marjorie Robison and Shirley Berry, co-managers. Fritz Wick, Dale Crawford and Vera Barton, models; Jack Terrell and "Puffessor" Frank Faberty on the front.

La Puffee—Harry Lee Johnson, manager; Mitzel Fittz, Rose Green, Joan Ann Glenn and Phyllis DeRita, dancers; Al Fisher, emcee.

Polles Bergere — Tommy McMahan, manager; Ruth Hubbard, Beulah Cocha and Julia Harp, dancers; Roy Bowen, on the front; Benny Baker and Steve Kosuth, grinders.

Nudist Colony—George Calas, owner and manager; Clarice Thompson, Evelyn Bradley and Doris Cooley, models; Jack Weinberg and Roy Eaton, talkers.

Chamber of Horrors — Also a Calas show; Evelyn Carr, Etta McMillan and Buddy Carmisear, dancers; LeRoy Gauge and Joe Kossie, talkers, and Gully Sam, grinder.

Madam Pou Pou—Another Calas show; Pearl Porterfield, Pat and Doris Lowry, models; Cliff Lowe and Jack Shawne, talkers.

Charmaine — Jack Arnett, manager; Jonnie Benitez and Elsie Watson, dancers; Jack Fannell, Pete Millin and J. Mason, talkers and lecturers.

Ti Tee—Guido Vogel, manager; Mid Dawn, Mary Wagner and Dorothy Burgin, dancers; Billy Pitzer, Jack Ross and Selwyn Savage, talkers and grinders.

The streets contain four bars, linen shops, novelties, portrait artists, games and a Crystal Palace.

The entrance building represents a ship, has two decks, the lower containing shops and serves as the entrance to the streets. The upper deck houses the exclusive Centennial Club, where membership cards are required for admission.

The Centennial Club clientele is far different from that seen around the streets. The membership fee of \$25 keeps the club in the exclusive class. The club overlooks the streets and the stage, where Andre Lasky's French Revue is presented nightly.

Harry C. Ford's Law West of the Pecos, an exact reproduction of Judge Roy Bean's Court, is a popular amusement place for those seeking Western atmosphere. The court is held in typical Judge Bean fashion, where the fines are usually paid off with drinks on the house and where prominent visitors to the expo are given a taste of Judge Bean law decisions. Ross Hoyt characterizes Judge Bean perfectly because of Hoyt's close resemblance to the character of old West Texas.

### Mlle. Corinne Starred

The Streets of All Nations, featuring Ernie Young's 50-people revue in which Mlle. Corinne, petite apple dancer, is starred, has increased its attendance daily since the opening. The Nations village contains a number of shops and concessions and three revues, better known to the expo-goers as "peek shows."

The Young revue is presented on a mammoth outdoor stage with the orchestra "pit" located on top of the dressing rooms in the rear of the stage. "Nations" start was a bit slow, but after Nat Rodgers, managing director of the village, once started the ball rolling the village continued to increase its daily business until it's now running around 25,000 attendance weekly.

Work started this week on The Days of the Yukon. Manager Rodgers states the "Yukon" will enter to the dance crowds and will be a typical Western dance hall, along the lines of the "Gay Nineties."

Robert L. Ripley, of "Believe It or Not" fame, was a two-day visitor to the latter part of the week, coming here as guest star on the Rudy Vallee "Queen's Night" program. While here Ripley spent considerable time with Frank Zambreno, manager of the Ripley Odditorium, one of the top attractions at the expo.

Fred S. Millican, a pioneer in the carnival business, has the "Miss X" show in the heart of the midway. He uses the blackout model system to present a series of posing, which represents famous paintings. The show is getting top money for that type of show. Connected with the "X" show are Mildred Fitch, Bee Adams, Teddie Barton, Ellen Markey, Mary Wilson and Joan Trent, models. Herb Shelley is on the front, assisted by Chuck Porter. Fred J. Millican is inside lecturer. Nelle McCorn (See CENTENNIAL on opposite page)

# June Is Big Month at S. D.

Attendance totaled 258,467—many events on program—free acts presented

By FELIX BLEY

SAN DIEGO, July 4.—June attendance totaled 258,467, it was announced, making it the greatest month of the season and added zest to the exposition's ambition to proceed onward toward "the second million of 1936." The week-end brought 13,602 persons thru the gates Saturday, topped that Sunday with 17,237. The last week's admission totals reached 63,208. Elwood T. Bailey, executive vice-president, said it's only an omen of the two months to come and that the programs of free entertainment and the national publicity which the exposition has obtained are bearing fruit.

The exposition swung into full summer season last week as thousands passed thru the turnstiles to participate in a schedule of events marking army, navy and marine week. Monday, Children's Day, brought out a large crowd, with Kids' Rodeo as leading feature, with cash awards in all events. The U. S. Naval Training Station Band, under direction of C. E. Dudrow, gave a concert in the organ amphitheater. The first of the professional wrestling matches was featured Wednesday. The card included Red Lyons, former light-heavyweight champion, who met Frank Taylor in a no-limit main event. Lord Landsdowne met Billy Hassan in a semi-final bout. The matches will be a regular Wednesday feature in the Athletic Field as free attraction.

On Thursday General Custer Day was celebrated, with members of Indian War Veterans, led by their commander, Col. Ralph Donath, participating. The 30th Infantry Band, under the baton of Warrent Officer Arthur Jason, gave a concert in the organ amphitheater, and the Beatrice Johnson School of Dance gave a colorful dance pageant featuring 75 pupils.

On Friday the Lakeside Rodeo opened a three-day show. Preceding the opening was a parade, starting downtown, led by Lieutenant Governor George Hatfield and Frank G. Belcher, president. Exposition trophies were awarded to Fanny Croon for best woman's mount and outfit; Harry Merrill, men's division winner; Ted Keene, youths' division, and Warren's Riding Academy, group division. Judges were Mrs. Frank G. Belcher, Capt. Lara P. Good and Dr. George Cruikshank. Rodeo officials include Larry Belger, director; Tom Lamadrid, arena director; Abe Lefton, announcer; George Sawday, Hugh Strickland and William Dalley, judges, and George Kettle, George Frankhandle and William Phillips, timekeepers.

American Legionnaires had programs Saturday and Sunday to celebrate Legion Days. An illuminated parade, staged by members of the 40-8 organization Saturday, was a colorful spectacle. Other features included dinner at the Days of '49 and a mammoth pageant, Women of War, in the organ amphitheater, and midnight caucuses. On Sunday the American Legion started things with a political breakfast at 9 a.m. in the Granada Cafe. The drum and bugle corps, band and drill-team competition began at 10 in the organ amphitheater. Women Legionnaires had luncheon in the Casa del Rey Moro. What probably was the biggest parade staged at the exposition took place at 1 p.m. when American Legion units marched from Avenida de Espana to the organ amphitheater, where a program was held.

Thousands of Italians celebrated Italian Day Sunday, featuring a concert in Ford Bowl by the Los Angeles Italian Symphony Orchestra of 60 pieces under direction of Fioravante Perno and Pietro Cimini. Soloists included Enrico Martinelli, tenor; Alfredo Gondolfi, baritone, and Nina Canapa, soprano, accompanied by Meriam Morrison at the piano. Nettie Schipillitti played a harp cadenza.

Slots of California pyramids held a program in the organ amphitheater in the afternoon, which included concert (See PUNE IS BIG on opposite page)

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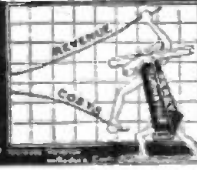
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# Great Lakes Exposition

CLEVELAND

By BOB REED, 1679 East 82d Street, Cleveland

## 2 Days' Rain Out of Four

Daily average attendance over 37,000 — few bare spots are being dressed up

CLEVELAND, July 4.—Despite two days of almost continuous rainfall, the daily average attendance for the first four days of the Great Lakes Exposition show has registered over 37,000.

Very little remains to be done before the construction program will have been entirely completed. A few bare spots are being dressed up and additional huge floodlights are being installed at the midway area. Edward Hungerford's colorful "Parade of the Years" is being presented thrice daily at this writing and will be increased on Sundays, special days and holidays. John Webber, press agent for the unit, has obtained plenty of news and art space in local and distant point dailies.

Of the larger exhibits not completed at this writing is the National Florida exhibits. Earl W. Brown, general manager of the exhibits, will have one of the finest attractions in the exhibit area. The Sherwin-Williams Plaza, with huge orchestral shell housing the Cleveland orchestra and Great Lakes Exposition band, is one of the bright spots near the main entrance. Band concerts are given each afternoon and evening; seating capacity is well over 3,000.

Marine Theater, under direction of Frank Hinea, offers unusual water ballet in addition to glorified Fashion Show presented by the May Company, of Cleveland. Featured attraction is Peegay Ringen, doing a 125-foot high dive. The S. S. Moses Cleveland, million-dollar showboat housing the exclusive Admiralty Club members, is a sure-fire winner. The floor show presented on the lower deck is open to the public, minimum charge \$1 up to 6 p.m., after which time it is \$2. Theo De Witt is operating chief.

The Court of Presidents or avenue of flags and eagles is dotted with numerous concession booths and all are playing to fair biz. Incidentally, the Harry Hamer-off news stand handling *The Billboard* is located at the south end of the Court of Presidents, and newsboys deliver *The Billboard* to all points on the expo grounds.

### Offering Plays

Globe Theater is offering six Shakespearean plays under direction of Thomas Woods Stevens. Free performances, including the Old English Morris dances and the appearance of Queen Elizabeth, are presented on the village green prior to each inside show. George Fuller officiates as Ye Olde Towne Orier during this unique bally, which also lists a Punch and Judy show. Personnel of show unit: Marc T. Nielsen, president Old Globe Productions, Ltd.; Harry P. Harrison, president; Major O. J. F. Keatinge, managing director English Concessions, Ltd.; Roy Harvey, general manager Globe Theater.

Messmore & Damon's "World a Million Years Ago" is clicking and the show outfit has several miniature front displays spotted in department-store windows uptown. Stanley Graham's midget circus has attractive front and boasts a beautiful red, white and blue top. Big feature is midgets working the John Robinson Military Elephant; props furnished by H. E. Wooding, who also presents the grand entry.

John Hix's Strange as It Seems show got away to late start but is steadily climbing. Personnel includes George McCarthy, general manager; Joe Glacy, assistant manager; Dave La Mont, inside lecturer; Ed Gross, Charles Greenwald and Frank Baldwin, front door. Inside features include Cal Lips, Copenhagen flea circus; Paul Laswell, one-man band;

### Attendances

Saturday, June 27	61,276
Sunday, June 28	54,407
Monday, June 29	15,143
Tuesday, June 30	18,271
Total	149,097

Elma Von Lynne, three-legged girl; Flexible Freddie, rubber man; Al Tomaine, boy giant; Santella, strong man; Queenie, shooting thru woman illusion; Clarence Kehr Jr., 11-year-old boy wonder; Francis O'Connor, armless wonder; Jeanie Weeks, half lady; Hodgi Lessick, gun spinner; Arena, sword swallower; Westinghouse Robot and Ituri Pygmies. A thousand and one animated objects are housed in the many show cases scattered throught the building.

Walter Chilo's two shows, Creations on the midway and Nudist Colony in the Streets of the World, are getting a good play. Al Hall and I. B. McCoy are handling bally at both spots. Mike Special's French Casino is fast becoming the lead gay spot of the area. Grant Wilson, press agent for the spot, is doing a sweet job and the spot is almost certain of top money. Outside of the Streets of the World an almost continuous bally is being presented by Hughie Mack. Mrs. John Castle's Front Page Show has not struck the pace yet, but with a little revamping and bally addition it should come thru. Personnel lists Mrs. John Castle, general manager; Mrs. Zelma La Mar, tickets; Hal Sharp and Johnny Catalini, inside lecturers. Bouquet of Life show requires plenty of polishing before it will click. A show that would appear doomed is Television — long waits and hokum.

Kempf Bros.' Gulliverland, featuring Kempf's Model City, the famous P. T. Branum Swiss Village and Miniature Wonderland, got away to a late start, but with additional illumination in the southeast corner should ascend speedily. Captain Christensen's decommissioned Submarine, Monkeyland; kiddie rides, including the Merry-Go-Round, Flying Scooter, Loop-a-Plane, Pony Rides, Paddle About Boats, have played to only fair business due possibly to the rainfall on two days of opening week.

### Wilson's Show Tops Midway

Cliff Wilson's bamboo-front Snake Show continues to lead the top biz parade along the midway. Murray Goldberg's "guess weight" scales crew is perking things up with lively chatter and friendliness.

Completion of Servas & Ecker's Sports shows and Outdoor Life Expo has been retarded during the wet-weather period but should be going by tonight. 13 Spook Street, the George Young-Warren B. Irons show, continues to rate among the top-money winners of the midway. Skee-Roll and World War Exhibit are coming thru in good style and the same goes for the Penny Arcade.

Hot spots are going strong with Mammy's Cabin, under direction of Commodore Harry Karr, setting the pace by serving 7,000 chicken dinners during the first three days of the show run. Herman Pirehner's Alpine Cafe is the runner-up. The former has an all-sepia entertainment unit, in addition to waitresses and chefs, while the latter has genuine old-world Bavarian entertainers and musicians.

Norman Kestner and Frank (Doc) Shean, assistants to Almon R. Shaffer, amusement zone director, are both doing a fine job for themselves and the exposition management.

Strolling musicians now roam the midway area adding color, merriment and bally prestige. Within the next week Al Shaffer will have the entire midway area clicking with exacting precision, nightly fireworks display and the Four Lorenzos, high trapeze free act, have attracted favorable comment and attention.

All in all it is a great show with plenty of color and splendor and a show that will positively merit worthy commendation.

## Fair Grounds

PORT ROYAL, Pa.—The George Hamid office landed the bookings for the local fair. Thru the Pittsburgh representative, Frank Corvone, Secretary J. H. Book lined up a show featuring the Conley Trio, Red Brady and Joan and Osaki Taki. Fireworks and a band concert will be included on each program.

SHELBYVILLE, Tenn.—The Bedford-County Fair Association will not sponsor a fair this year, but will have a horse show in August, officials announced last week.

DANVILLE, Ala.—The Danville Fair Association, newly organized, elected J. C. Mattox, secretary, and J. B. Lee, treasurer.

CARROLLTON, O.—A horse barn of frame construction, 160x32 feet, steel roofed, with 40 stalls, will be erected immediately at Carroll County Fairgrounds as a WPA project.

OKLAHOMA CITY, Okla.—Improved agricultural and live-stock conditions will bring an increase of \$1,239 in premiums for the junior division at the State Fair here.

SUMMERVILLE, Ga.—Chattooga County Fair elected J. P. Baker, president; J. N. Young, vice-president; O. J. Espey, secretary; B. W. Farrar, treasurer.

DELAWARE, O.—George Knauber, residing near Ashley, O., has been elected president of board of directors of the Junior Fair in Ashley, where the junior fair idea originated.

## Grand-Stand Shows

FEARLESS GREGGS (Autos That Pass in the Air) arrived in this country June 26 following a successful tour of the Orient and will play parks and fairs. Six people and 10 tons of baggage are carried.

EUGENE RANDOW, clown, and his Aunt Jemima and her Pancakers, tumbling act, opened an engagement in Rye, N. Y., park following their appearance at Pittsburgh Jubilee Circus. Randow reports that he will work George Hamid fair dates for remainder of summer.

### JUNE IS BIG

(Continued from opposite page) by the Long Beach Band and Egyptian Band.

Free attractions presented last week included the Picchianis Troupe, acrobats; Royal Samoans, and Rosita Royce, dove dancer, in the Palace of Entertainment at 3 p.m.; on stage in the Plaza del Pacifico at 8 p.m. and in the Cafe of the World at 9:15 p.m. Tommy and his Wonder Horse in the Palisades area and Evers and Oreta, wire artists, in the Spanish Village at 2, 4, 6 and 9:30 p.m. Helene Regina Rice, soprano, and Arnold Knight, tenor, in concert in the House of Hospitality. Jay Warde Hutton's Exposition Orchestra contributes several numbers, including an accordion solo by Eleanor Roof. Sunday also was the first of a series of three half-hour concerts weekly to be given in the Glass House in the Federal Housing Building.

### CENTENNIAL

(Continued from opposite page) nell and Marco Terry, cashier and tickets, respectively.

### Tony Sarg Arrives

Tony Sarg, a national figure and pioneer in the field of marionette drama, arrived last week to devote several days to his Toadstool Theater, one of the unique attractions at the expo. The theater is not on the midway but sits on a location surrounded by art and museum buildings and one block from the Old Globe Theater, a Shakespearean enterprise. Toadstool has had an excellent run and eager audiences return often to witness the shows performed daily by a group of 20 miniature artists.

The WPA Building, now entering its final stages of construction, will be ready for the public within the next few days. The project includes a federal theater, where government-financed drama will be presented during the exposition. Headquarters of the Texas district will be established at the exposition, as well as the regional offices. The Federal Theater will produce

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## LINCOLN COUNTY FREE FAIR

Chandler, Okla., September 8-9-10 Clean shows, concessions, other entertainment wanted. GASTON FRANKS, Secy.

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## WANTED CONCESSIONS

LINCOLN COUNTY FREE FAIR SEPTEMBER 17-18-19 E. J. BLADES, Secretary, Hugo, Okla.

Triple A Plowed Under, one of the "Living Newspaper" scripts. Other scripts will be announced later.

The theater has a twofold purpose—one to relieve distress among unemployed theater people and the other to foment the theater as an organic part of life.

The City of China opened, in part, the early part of last week. The Poppy Room, a night club division of the City, postponed its opening until July 10 because of difficulties encountered in the construction of an air-cooling plant. The Poppy Room will offer dining and dancing and will present nightly a floor show, headed by Carol Dean.

This week's Kid's Day on Tuesday drew 35,485 attendance. Special prices prevailed at the gate and at most of the concessions on the grounds. A special program for the kiddies was staged by the Army, Navy and Marines at Camp Stephen Austin, which included musical drills and rough riding and free drinks on Uncle Sam.

Paul Bachelor is producing a new show for the Streets of Paris to open next week. The new show will increase its chorines to 30 and will feature Mona Leslie, head over from the current show, Lady Godiva on the white steed has also been held over.

The Cavalcade of Texas, mammoth centennial pageant, went daylight last Sunday, presenting its first matinee as a trial to determine whether the show can establish a permanent matinee schedule. The lighting effects were lost completely. A definite decision on the part of the management when the show will go "matinee" has not been reached.

The "Cavalcade's" Saturdays and Sundays are turnarounds and the remainder of the week is being played to full houses. The pageant met with instant success and has indications of becoming the "hit" of the Dallas Exposition. It has already taken away from some of the more sensational expo attractions the publicity spotlight.

# RAS STARTS CANADA DATES

## Dominion Day Ups Last Year

Route to Brandon delays first-day showings — good week at Grand Forks

BRANDON, Man., July 4. — Royal American Shows, providing amusements for the Brandon Provincial Exhibition, this week, their third consecutive year, have had a most promising start of their Class-A Canadian fair engagements. Dominion Day, Wednesday, for the organization was reported so far ahead of last year that record-breaking gross receipts seemed probable when compiled at the close of the event.

Monday, "Children's Day," was listed as being barely on par with last year, because while en route here the show had to route via Winnipeg from its last-week engagement at Grand Forks, N. D., and arrived so late many of the attractions did not get into operation before night. Tuesday, however, topped the second day of the exhibition last year by a wide margin. On Dominion Day (akin to the Fourth of July in the United States), nearly all the amusements were operating in the forenoon at 10 o'clock.

The show is making a week-end (Saturday and Sunday) movement from here to Calgary for the Calgary Exhibition and Stampede.

An executive of Royal American Shows advised that the Sedlmayr-Velare Bros.' organization had a very good week at Grand Forks during the North Dakota State Fair for Grand Forks, which, incidentally, was the start of their summer and fall fairs for this year. According to a report, there were 871 persons listed on the personnel manifest when prepared for the coming to Canada.

Among the many visitors to the show here were Dan Ederkin, manager of the Regina (Sask.) Exhibition, and Jack Roe, manager Winnipeg Exhibition, both of whom were on the midway Wednesday.

## Cunningham in Storm At Marietta, O.

MARIETTA, O., July 4. — A severe windstorm struck the midway of Cunningham's Exposition Shows here Monday and caused considerable damage. The Merry-Go-Round top and sidewalk and canvas of three shows were badly damaged. Prior to the storm there was indication that the show would have a good opening night, with a large crowd in attendance. Replacements are in order.

Among concessioners with the show here are Frank Burkert, cookhouse and two other concessions; Harry Huffman, 4; Mr. and Mrs. Jack Lee, 2; Mr. and Mrs. White, 4; C. Heatty, 2; Joe Humphrey, Mr. and Mrs. Paul Gouldsberry, Ralph Wall, Clinton Baker, Jack Brown, Walter Morris, Carl Reynolds, I. W. Spicer, H. J. Baumgard and E. Davis, one each.

## Flood of Applicants For Expo Midway Job

CLEVELAND, July 4.—Mrs. John B. Castle, wife of one of the owners of United Shows of America and who has midway attractions at the Great Lakes Exposition here, early this week placed a newspaper ad for "several attractive young women," giving her local address.

Wednesday the crowd of applicants was so great—estimated at about 600—gathered in front of the apartment building—a squad of police was called to disperse them after the required number had been selected by Mrs. Castle.

Local newsmen found the incident good copy, and The Cleveland News ran a three-column-wide cut of the young women in front of the building.

## Around New York

NEW YORK, July 4.—Heller's Acme Shows playing New Jersey territory with six rides, five shows, a neat line of concessions and a large Arcade, owned by Jack Shafer. Louie Candy has four stands, Eddie Rockefeller, four; Harvey Zarrow, two. Jack Shafer in general manager of the show.

George Traver's Fair at Home Shows doing good business in New York State, carrying 12 rides, several shows, 20 concessions and a four-people high-dive free attraction.

O. O. Buck Exposition is another metropolitan outfit enjoying nice grosses. Four Aces the free act.

Hell Corpany has several units play. (See AROUND NEW YORK on page 47)

CLEVELAND, July 4.—The F. E. Gooding Amusement Company has been buying more new rides. The latest is a portable Skooter. It is 35 by 69 feet, with modernistic decorations—no blocking required to assemble it, also a special three-abreast Carousel. These will all be featured at the Great Lakes Exposition, and are built by the Spillman Engineering Corporation, which firm has installed its new Ridee-O at the exposition.

## Concessioner Dillon Hits Snag at Canton

CANTON, O., July 4.—After allegedly agreeing to permit Richard Dillon, of East Liverpool, to spot a string of concessions south of the public square, Mayor James Becombe refused to allow them to operate after the tents were up and everything in readiness to operate Monday. Presence of the tents in the downtown business district brought a flood of protests from local objectors.

Mayor Becombe is said to have given Dillon a permit to operate the dozen concessions on the public square location for five days this week if he would bring them into the Stark County Fairgrounds for the July 4 Home-Coming Celebration. The mayor heads a citizens' committee of more than 100 for the celebration. After heated controversy, which lasted all day, the mayor, in a statement to the press, said there had been a misunderstanding and that he had ordered the tents removed from the square. Dillon planned to move onto the fairgrounds and remain until Saturday, losing practically the entire week.

Becombe three weeks ago, after granting a permit to the Cole Bros.-Clyde Bently Circus to exhibit in Canton on Sunday, because of protests by several churches refused to grant the show a license and enticed it to make an eleventh hour shift to a lot just outside the city.

## Much New Canvas For R. & C. Shows

CHICAGO, July 4.—The Rubin & Cherry Exposition is due for a general sprucing up in the matter of canvas before its main fair season starts. Rubin Gruberger has placed an order with the O. Henry Tent and Awning Company for new tops made of green vivatex treated fabric. The entire Rubin & Cherry midway is to be dressed up with the new green tents.

The vivatex treatment is touted as one of the finest water and mildew repellent treatments on the market today.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Week ended July 4, 1936.

Dear Charlie:  
The Ballyhoo Bros.' Shows backtracked from Canada to Vermont to catch a Fourth of July spot. Our advance men had forgotten all about it, but they finally did remember booking it by mail last winter. The show canceled a Canadian date which it will play in the near future. The city located on the Canada-United States boundary line. Part of the town on one side and part on the other. This gave the midway two different countries to draw from. The bosses said, "If two countries can't support the show it's time to fold up."

Auspices here, the combined Dominion Day and Fourth of July Whoopee Week. A large platform was erected in the center of the midway to accommodate the patriotic speakers. These were drowned out by our sirens, ride noises and amplifiers. The only time there was a lull on the lot was when Pete Ballyhoo made his political speech. Then full blast again when his opponents opened up.

One of the free features of the week was the organ recital. This was heavily billed and advertised. The program was presented by our Merry-Go-Round organ, both afternoon and night. It also (See BALLYHOO on page 47)

## Conklins at Canada Fairs

Biz oked at Moose Jaw — Estevan start two a week for seven weeks

MOOSE JAW, Sask., July 4.—Conklin's All-Canadian Shows started their swing over the Class B Circuit here last week at the Moose Jaw Exhibition—Thursday, Friday and Saturday. The show arrived Wednesday from Melville, Sask., and immediately erected its attractions. At night, with lights aglow, several thousand people visited the midway. Thursday, "Children's Day," the midway was packed with kiddies and adults and the shows and rides played to heavy business. The latter two days also provided very good receipts. One of the show's free acts, Four Queens of the Air, was included in the fair's grand-stand program.

This week Conklin Shows are playing Estevan and Weyburn, starting their seven weeks' grind of two exhibitions (fairs) each week.

Members of the show company informed that business at Melville was a surprise. It had been booked as a jump-breaker between Port William and Moose Jaw, but it provided two of the best days' gross receipts of the season so far. The location was in the baseball park, no auspices.

## Lane & Bowen New Title in Field

MANDEVILLE, La., July 4.—A new-titled organization has sprung into the amusement field and is exhibiting here this week. It is captioned the Lane & Bowen Shows, operating under a co-partnership of C. E. Lane and W. E. (Billy) Bowen, both well known in show circles. Among the attractions are seven riding devices, in addition to a number of shows and concessions.

According to the management, the show will play a couple of celebration engagements in this territory, then move toward Northern Mississippi, later to play fairs in several States of the Central South. Plans are to keep showing thru-out the coming winter.

## Dedrick With His Ill Wife at Indianapolis

CINCINNATI, July 4. — A telegram from Col. T. L. Dedrick, manager Happy Days Shows, Wednesday stated that the condition of his wife, who suffered a stroke a few weeks ago, was such that it would be necessary for him to remain for an indefinite time at Indianapolis, where Mrs. Dedrick is receiving treatment at St. Vincent's Hospital. Further advised that while he is at Indianapolis Happy Days Shows continue their tour under management of Joe J. Fontana.



A GROUP OF MEMBERS of Royal American Shows at Cedar Rapids, Ia., two weeks prior to starting their Canadian Fair engagements.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 4.—Have received a number of inquiries as to when the League will start its annual Cemetery Fund Drive. Let it be known that preliminary work is completed and the first mailing will take place next week. So be on the lookout and get busy on it as soon as yours arrives. President J. W. (Patty) Conklin has advised that he is making extensive plans to carry on this campaign among both members and friends in Canada, and feels that this will top all previous efforts. All know that Patty will give it every minute of time he can spare from his business. Chairman Joe Rogers and Co-Chairman Jack Benjamin are making preparations to put it over in a big way.

Brother H. A. (Whitey) Lehrt and Secretary Streibich spent Sunday with Cole Bros.-Clyde Beatty Circus and reported nice results, bringing back applications for membership from Jess H. Adkins, Zack Terrell, Earl Lindsay, A. B. Palmer, Frank Orman, J. H. Murden and Eddie Allen. They had a wonderful day and were royally received. Looks like this show is out after that beautiful plaque offered by Brother Harry Coddington. Secretary Streibich says it sure seemed like a home-coming, as visitors were many; in fact, it would have been almost impossible to catch the names of all they saw while there. Among the showfolks to whom they feel indebted for a pleasant visit are Jess Adkins, Zack Terrell, Ernest H. Tucker, Lou DeMore, Frank Orman, J. H. Murden, Bob Hickey, Eddie Allen, Rox Fiber, Dr. E. P. Partello, Burkhardt Brothers, Mr. Manning and many others.

The sick list includes William (Sheik) Chaire, who reports he is resting nicely and expects to soon come to Chicago for treatment. Brothers Lou Keller, H. J. Patty Ernst and Jack Arenz, each of whom is showing marked improvement and hopes to be up and about soon, and Brother Warren C. Clark, who is confined to his home, totally blind.

The remains of Brother Harry Hoffman were interred in Showmen's Rest on Monday, members of the league participating. Rabbi I. M. Lesser officiating. Brother John Lorman back in town. Says he will stay here for a while on business. Mrs. Lorman will leave for Gooding Greater Shows to take charge on their concessions.

Brother Lou Leonard writes a welcome letter and advises that he is doing a little missionary work, collecting dues in addition to looking for new members. Nice work, Lou.

Brothers E. H. Parker and Irving Maltz are leaving to join Gold Medal Shows with their concessions.

Harry Price was the guest of Brother Joe Murphy at the league rooms during the week. Both left to work a July 4 date.

Brother Jack Pritchard is still in Chicago and drops in for an occasional call.

The membership drive goes merrily on and is starting to show real action. Brother Lorman advises that Gooding Greater Shows will be heard from soon. Says he has a real league booster in Brother J. F. Murphy.

The standing to date: Harry Ross, 15 new members; Maxie Herman, 8; Sol's Liberty Shows, 9; Cole Bros.-Clyde Beatty Circus, 7; Dumas & Reid Happy-

land Shows, 4; Frank R. Conklin, 4; Frank B. Joerling, 2; Harry Lewiston, 2; Nate Miller, 1; Rube Liebman, 2; J. Streibich, 1; Max Linderman, 1; J. C. Simpson, 1; Royal American Shows, 1. This is just a starter. Will see plenty of action from now on.

## American Carnivals Association, Inc.

By MAX COHEN

CHICAGO, July 4.—This column is being written while we are away from the ACA office at Rochester on a brief business trip.

Considerable interest has been shown in the decision handed down a few days ago by the Appellate Division of the Supreme Court, for the Fourth Department of New York State, which clarifies the law as to the validity of municipal ordinances governing the conduct of business.

This matter is of considerable importance to the carnival industry, as on many occasions ordinances are invoked against shows to curtail their activity.

The case referred to is Cowen vs. the City of Buffalo and arose from the following state of facts: Plaintiff was engaged in the operation of an open-air fruit stand, the bulk of his business being done in the evening. This stand was located outside the city market. Subsequently the City of Buffalo adopted an ordinance prohibiting the operation of such a fruit stand, except in the city market, after 7 p.m. and imposed certain penalties for violation of the ordinance. The plaintiff brought action for an injunction to restrain the enforcement of the ordinance and was granted an injunction order by the trial court. The defendant appeals. In affirming the injunction order the Appellate Court held that the right to use and enjoy one's property is safeguarded by both the federal and State constitutions, and any law that interferes therewith deprives the owner of its enjoyment and is as much a violation of the fundamental law of the land as the actual taking of his property should be.

The court further held that, altho all property is held subject to regulation in the interest of the public health, safety and morals, such regulation must bear a relationship to the community at large as to charge it with a public use, but ordinances which are arbitrary and interfere with private business merely under the guise of promoting public welfare will not be sustained.

The law in New York State now becomes sufficiently clear so that this principle can be deduced: To sustain an ordinance as valid and in the interest of public health, safety and morals, the court must find that the subject matter is charged with the interest of the public as a whole.

In our judgment this is a far step forward and will greatly benefit the carnival industry, particularly in such places where city councils have adopted so-called "regulatory" ordinances at the behest of local interests.

## Pittsburgh

PITTSBURGH, July 4.—This year is finding a number of spots around this territory opened to carnivals for the first time in years. The Etane Exposition Shows, at Avella next week, will be the first outfit in that town in over 12 years. Similar "first in years" invasions have been made by Winters Exposition and the Krause Greater Shows in Western Pennsylvania spots.

Tarentum had one show following on the heels of another. Arena Shows played last week under the auspices of the Hilltop Hose Company, with the West Shows there this week under the auspices of the Tarentum Fire Department.

Gooding Greater Shows No. 2, which played the Jubilee here, will hold on to Pennsylvania spots for the next few weeks. Manager Dave Tennyson reported, State that outfit is now operating with 12 rides, 8 shows and some 25 concessions.

William Dell, former concession operator on carnivals, is now operating picnic grounds and an outdoor club near here.

Demand for wheels and concession merchandise from picnic committees

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Special 20-Car Model for \$2,450.00 furnished on special order.

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## RIDE-O RIDE — THE SURE-PROFIT BET IN RIDES

A Proven Money-Maker. Ask Present Owners. LOOP-THE-LOOP—CAROUSSELLES Portable or Permanent Models.

**SPILLMAN ENGINEERING CORP.,** North Tonawanda, N. Y.

here has been the best in years, a check-up among local distributors reveals. Butch Blumenthal, operator of the Blumenthal Amusement Company, was a visitor here. His brother operates a paint store downtown. The Cetlin & Wilson Shows landed the Butler (Pa.) Fair in August.

### Crafts 20 Big Shows

Richmond, Calif. Week ended June 28. Location, 20th and McDonald. Auspices, Eagles' Drum Corps. Business, very good.

The 18th week of the season. This week finished the engagements in the Bay District towns for the mid-summer season, and now for the San Joaquin Valley towns. Most everyone enjoyed the four stands played around the Bay, account of the cool ocean breezes and ideal show weather encountered. Harry Jocky Bernard busy man these days. Harry has five concessions on the show and finds time to book an additional five at near-by picnics and celebrations that he has played for 18 years. Mr. and Mrs. O. N. Crafts flew to Sacramento to visit Golden State Shows and brought back Mrs. Will Wright and Joe DeMouchelle as passengers. The party left for Los Angeles the following day for a short stay. Many visitors from Clark's Greater Shows, exhibiting only a short distance away during the same dates. Mr. and Mrs. Charles Miller, of shooting gallery note, enjoying nice business the past month. Louis (Speedy) Habbs received a new high-powered loud-speaker for his Sidrome. Gene Blakesley has completed his new kitchen arrangement on the cookhouse. New cookhouse will now have 30-foot frontage, both table and counter service, washable floor and copper-wire screens. Johnny Gilliland has about finished his house trailer and Jake Boyd's is near completion, excepting installing a circulating ice-water system. Prof. Ed Kanthe has been really "going to town" past few weeks with his string of wrestlers and boxers in the Athletic Show. Karl Miller's Scandals of 1936, Francisco Lentini's Circus Side Show also been in real money at the Bay District dates played. **ROY SCOTT.**

### Ladies' Auxiliary, PCSA

LOS ANGELES, July 4.—At last week's meeting plans for staging a party in August were discussed.

The following members were present: Pearl Jones, Ruby Kirkendall, Minnie Fisher, Marie Chipman, Esther Coulie, Stella Lynton, Pearl Runkle, Vera Downie, Stella Brake, Mrs. Kline, Tillie Palmateer, Martha Lavine.

Sandwiches, cake and coffee were served by Ruby Kirkendall and Marie Chipman. Door prize went to Marie Chipman, Bingo prize to Pearl Jones and cash award to Tillie Palmateer. After the lunch bridge playing held sway until "lights out," with Ruby Kirkendall carrying away the honors.

## "Going To Town"

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**Sol's Liberty Shows**

Plymouth, Wis. Week ended June 28. Auspices, Plymouth Fire Department. Pay gate. Weather, cold first two nights. Business, good.

After a good week at Madison the show moved to Plymouth early Sunday, and every show and ride up and doing business before 4 o'clock. First show in, people hungry for amusements and Sunday evening found the midway crowded, shows reporting one of their biggest days. Rest of week good due to 5,000 firemen in attendance at the Wisconsin State Firemen's Convention. Since opening the season the show has run into chilly weather at various spots but not a loser has been played to date. This year finds much new equipment, including the 50 Chevrolet trucks, new rides and a fine new spread of canvas for the 10 shows. Concessions are attractive and courteously manned. Dixie Mason, former WGM announcer, of Chicago, is making a hit with the sound wagon in front of main entrance and the battery of searchlights is creating much interest in all towns. The action of the Wisconsin Class-A Fair secretaries in awarding Mr. Solomon contracts for their fairs denotes a fine reputation left by this organization in past years. Just a few more weeks and fair season starts. Roster of executive staff, shows, concessioners, etc., will appear in a later issue.

**R. B. DEAN.**

THERE ARE "SCORES" OF REASONS  
**Why YOU SHOULD  
BE A MEMBER OF**

### Showmen's League of America

165 W. Madison St., Chicago

Its initiation and dues are the lowest of any institution of its kind in the world; so small in fact that every reputable outdoor showman should be a member out of respect for his pride in his business.

# Midway Confab

By THE MIXER

HERE'S HOPIN' "Old Man Drought" gets rained out!

REPORT has it that Foley & Burk enjoyed a good week's business at Santa Rosa, Calif.

Congratulations in order to the former Edith Gruber, on her recent marriage.

WHILE IN Cincinnati recently, L. J. Heth stated that his show has been having a very satisfactory season.

A VETERAN SHOWMAN and still functioning, Capt. David J. Barnett—ho's 73 years "young."

MRS. ROY LUDINGTON and Joe Krug have a nicely framed and flashy corn game on Crafts 20 Big Shows this season.

STARR DE BELLE is framing another show (of illusions kind), which he will place in the attractions lineup of Johnny J. Jones Exposition.

LEWIS THOMPSON and Pat Murphy, concessioners, were in Cincinnati early last week from Maysville, Ky., where they spent last winter.

good week at Osceola, Mo. Small lot, which was packed with people on Saturday night. Jack Carroll joined with Athletic Show, bringing the lineup to 5 shows, 3 rides and 20 concessions.

George H. Worl will feel better after his acquaintances read the Births column in this issue. The missus presented him with a boy, not a girl, as was reported recently. Besides the new arrival arrived on George's birthday.

DEWEY STEIN writes that he is up and around again after his recent confinement at St. Joseph's Hospital, Parkersburg, W. Va. Expresses deep appreciation for the kind and generous support given him by friends.

HARRY DUNKEL, the Cetlin & Wilson agent, was a visitor in Pittsburgh last week, spent part of his leisure time confabbing with showfolk acquaintances.

Ben Krause, manager Krause Greater Shows, had a novelty for show fans when his show played Ambridge, Pa. The small lot crowded the free act and it had to set up in near-by grounds. Gate payers had to leave the midway to see it.

(Duke) Golden, now with the U. S. Forestation Service, spent a couple of days in Cincinnati last week while on a short vacation from his service point in Indiana.

BILLIE WINGERT postcards that Bill Chalkley's Side Show, with Snapp Greater Shows, has been doing a wonderful business in and around Illinois. Frank Clayton, owner and trainer of "Snookie," trained chimpanzee, bought a new seven- and is Frank proud of it," says Billie.

REPORT of better business than last season came from Leslie B. Lucas and Doc Edwards' Side Show, with Carl Greater Shows, in second year with that company. Three people working in pit and producing seven acts.

LEONE BARRIE, a member of Ladies' Auxiliary, FCSA, and her Hawaiian Maids' Orchestra have been working night clubs in and around Hollywood. Act has seven girls, besides Leone, who is featured with her steel guitar. After fulfilling a picture contract probably will return to the East.

JOE DOBBISH'S Motordrome got off to a good start for the season at Cedar Point Park, Sandusky, O. His roster includes, besides himself (manager), Irene Dare (Mrs. Dobbish), Sammy Lowery and Mike Matty, riders; Gladys Parsons and Pat Trent, tickets. Joe recently made a trip to Cleveland and confabbed with acquaintances at the Great Lakes Exposition.

SOME "FOURTH" spots played on the West Coast by various shows: Santa Clara, Calif., Foley & Burk; Watsonville, Calif., Clark's Greater Shows; Raymond, Wash., Hilderbrand's United; Klamath Falls, Ore., Krokos West Coast; Weeds, Calif., Krokos West Coast No. 2; Roseville, Calif., Crafts Golden State; Stockton, Calif., Crafts 20 Big.

Regardless of the many times writers of show letters have been informed (in print and by letter) that the "letters" should be regarding completed engagements (the "last week" stands), several of the writers have continued writing them on current weeks.

Sort of looks like they want to "slip one over" on other shows. No one, or more, shows—large or small—will be so specially favored!

Three current-week show letters were received by the carnival editor for this issue—and do not appear in the columns. By the way, one of them stated, "Weather, fine; business, fine" (for the week), and it was mailed on Tuesday—some guessing on the remainder of the week, eh?

P. W. SPARKS, whose hobby (periodically) — sometimes sideline — is large snakes, last season with Max Kimerer on Rubin & Cherry Exposition, of late with the government's Resettlement Administration as pay-roll instructor, spent a day in Cincinnati last week while en route by plane from Dallas back to headquarters in Washington. Was formerly in other work for the government. Was a visitor, for about an hour, at *The Billboard*.

PICKUPS from Cunningham's Exposition Shows, while at McConnelville, O.—Had good business here, located at Main and 10th streets. . . . Manager Cunningham has a Pony Ride to the list of attractions. . . . Nice grassy lot, shaded by trees—a picturesque layout. . . . Frank A. Burkett, artist, finished redecorating the show. . . . Earl Burkert completed his trailer. . . . Others on the show have remodeled their "homes on wheels."

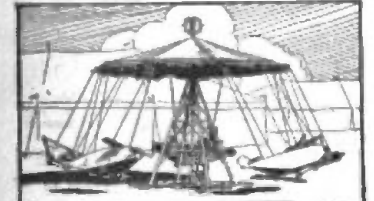
RUBIN & CHERRY'S week at Negaunee, Mich., was notable for birthday parties. On Monday Capt. Frank J. Lee, of the advance, tendered a party in honor of his wife, Leona, manager Chick Allen's ball game. It was held in the local Firemen's Hall and was largely attended by showfolks. The wives of Simplicio and Lucio Godino had birthdays the same week and on Wednesday a joint affair was staged, also in Firemen's Hall. After a sumptuous repast there was

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RIDE MEN—YOUR CERTIFIED REPORT FOR THE BIG ELLI FOURTH OF JULY CONTEST MUST BE IN OUR OFFICE BY FIFTEEN MIDDAY JULY 15th. MAIL YOUR REPORT NOW!  
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SMITH & SMITH, Greenville, Erie Co., N. Y.

### WHEELS Park Special

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76-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fanora, Confections, Artificial Flowers, Novelties.

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FEW MORE SHOWS WITH OWN OUTFITS.

Corn Game, American Paintings, High Sinker, Diggers, Case Back, Knife Back, or any other kind of clean Concessions, as we are now playing for real commission, in and around Philadelphia, Pa. Address all mail to:  
R. H. MINER, Haverstown, Pa.



EMERGENCY HOSPITAL carried by United Shows of America. The attendants in the photo: Dr. Samuel Friedman, kneeling; standing, Mrs. Charles (Boston) Towne, nurse; William R. Hirsch, president the show (also secretary-manager Louisiana State Fair); Joyce Reynolds, nurse at "Life" exhibit.

PAUL-PAULINE (LaParc) has joined Austin & Kuntz Palace of Wonders at Cedar Point, Sandusky, O., as annex attraction for the summer season.

STANLEY REED, formerly with carnivals, has returned to the white tops, now 24-hour man for Eddy Bros.' Circus playing in Maine.

JOHN GABLE and "Bone-Crusher" Skeene report that their Athletic Arena with Greater Exposition Shows is going over in a big way.

MR. AND MRS. Lowell Fargould, of Monticello, Ind., who have been of the road the last several years, were recent visitors to Pearson Shows.

JAMES O'BRIEN and Harry Stables and their wives recently joined Col. M. L. Baker's Side Show with Crystal Exposition. Men on ticket boxes, the womenfolks holding forth inside.

J. O. (JIMMIE) SIMPSON took a few days off his general agent work last week and sort of vacationed back on the midway of Johnny J. Jones Exposition, at Springfield, O.

EXPENSES of the recent funeral and burial for Clarence Sheridan, high diver, fatally injured at Worland, Wyo., were borne by the management of Silver State Shows and floral tributes were contributed by the entire troupe.

S. S. AMUSEMENT CO. reported a

including Frank Cervone, of band note and the George Hamid office.

L. MCKAY OLENDON, accompanied by Patrick Torora and Joe Paikobic, all of concession row on Johnny J. Jones Exposition, motored to Cincinnati this week from Springfield, O., to get his (Glendon's) bonus bonds.

AMONG old O. A. Wortham Shows boys now on the West Coast with various carnivals are Billy Bozzell, Roy E. Ludington, Harry Gillman and Harry Clark, and it's worth a pretty penny to hear them when together, cutting up anecdotes of the "Little Giant."

William Dearmin, of Big State Shows, in barber shop at Shiner, Tex., where a brand of beer is brewed, and much one hears discussed and gossiped is "beer," "beer," "beer." Two Dutchmen waiting for haircuts. "Been to the fair?" Adolph asked Henri. "Yah, one and two times," answered Henri. "Any goat?" queried Dolph. "Very fair all abouts," replied Henri, "but the only two dingy vots amounts to a whole lot is the fellow who jumps from a ladder like a frog and the fat man—mine got, Dolph, he must drink a lot of beer."  
(Note—Charge that one to Doc Wad-dell.)

CHARLES MARTIN, formerly ride foreman for Hugh McPhillips on Cetlin & Wilson Shows, also for the late M. B.

## HUBERT'S MUSEUM Inc.

228 W. 42d Street. NEW YORK CITY.  
Open All Year Round.  
Want Frocks and Novelty Acts of merit at all times.  
SCHORK & SCHAFER.

dancing until daylight. Rubin Gruber and Joe Redding made the arrangements and Nate T. Eagle was master of ceremonies.

T. J. APPLE'S attractions, late of F. H. Bee Shows, joined Roger's Greater Shows. Motordrome has George Gregg, front; T. J. Apple and Jimmie Carter, tickets; Mickey Apple, Kid Apple and Douglas Thompson, riders; Kiddie Rides, Eddie Hanley, foreman; Tom Gray, operator; Kittie Thompson, tickets. Harry Dunbar in charge of the grab and juice concession. T. J. advised that he had two pleasant seasons with F. H. Bee, but wanted a change of territory.

MR. AND MRS. JACK MONTAGUE, producers of the "Vanities" with Max Gruber's World's Exposition Shows, recently gave a party in honor of the birthday of Miss "Pancakes" Montanaro, who received many presents. A Dutch lunch was served and dancing followed until the wee sma' hours of morning. Among the guests were Mr. and Mrs. Max Gruber, H. Van, Mr. and Mrs. Bill Wright, Mr. and Mrs. J. C. Rodgers, Mr. and Mrs. Bill Helm, Mr. and Mrs. Bob Holmes, Mr. and Mrs. Earl Morris, Mr. and Mrs. Happy Dawley, Jackie and Freddie Mason, Dot Parsons, Lester Clark, Earl Ward, Charley (Joy) Gramlich, H. Baker, Mary Tomal, Joe Ross, Mr. and Mrs. Ryan, Carl Neator, Whitey Hewitt, J. C. Campbell, Slim Roland and Al Grant.

Paul Herold, German giant with Pete Korte's Circus Side Show with Beckmann & Gerety Shows, called attention (inclosed a clipping) to a long article that recently appeared in St. Louis Post-Dispatch on "Uncle Billy" Turner, who was re-elected for his 38th year as Justice of the Peace at Lebanon, Mo., to soon celebrate his 92d birthday and many years ago was in side show and medicine show business—also did sword swallowing and other stunts. The article stated that "Uncle Billy" has been a resident of Lebanon 53 years, and in his official capacity has performed more than 214 marriages in the last two years. His wife, who was deaf and who appeared with him when he was in show business, died about three years ago. The article was accompanied by a two-column reproduction of "Uncle Billy," the caption above it reading, "Lebanon's Sword-Swallowing Justice."

**Rubin & Cherry Exposition**

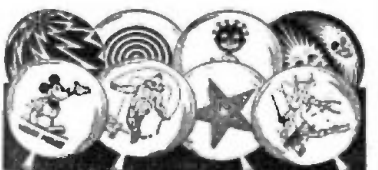
Negaunee, Mich. Week ended June 27. Auspices, Negaunee Fire Department. Location, Lonsdorf Field, Highway 41, between Negaunee and Ishpeming. Weather, cold. Business, very good. The smallest town on the route so far gave the show the largest Saturday's business, the kids' matinee bringing out a wonderful throng and the night business wonderful. Not a taxicab in town (See RUBIN & CHERRY on page 51)

**OAK BRAND Hy-TEX BALLOONS**

**STREETMEN'S SPECIAL ASSORTMENT**

The colorful variety of eight different series of prints to be in this gorgeous assortment. With this variety you can command attention at any stand, and be sure of big business.

For Sale by the Leading Jobbers.



**The OAK RUBBER CO**  
RAVENNA, OHIO.  
Selling Through Jobbers Only

**L. B. (Barney) LAMB**

To enlarge Side Show for long string of fairs and all winter's work. CAN PLACE one outstanding Fresh to feature. Also one good Working Act. Wire care

**F. E. GOODING SHOWS**  
Muncie, Ind., This Week.



**Pacific Coast Showmen's Assn**

LOS ANGELES, July 4.—Much interest being manifested by members in plans for the coming fall social activities and everyone is keeping in mind the slogan "Every member get a member." Western carnivals write of efforts being made to interest all nonmembers with the several shows and a club plan is being used—members of the club pay sum each week and each week one member of the club receives membership ticket subject to the approval of PCSA membership committee and action by the body as a whole. Will Wright, Charley Walpert and Ted Le Fors come in for special mention for this accomplishment. Theo Forstall again writes the "surprises" that he will spring at the next annual charity banquet and ball.

Dr. Ralph E. Smith, who presides at the summer meetings, gets the business thru expeditiously. There were 27 present at the week's meeting.

Communications: Ted Le Fors writes of efforts on new members and method used. Two wires from persons asking about reported injury to Cal Lipes—no knowledge here of his having been injured. Joe Diehl writes and sends in new member and adds that he is to get busy on the drive. Will Wright cuts in with what is getting to be a regular habit, the sending of check to cover new members. From Sid Grauman an acknowledgment of PCSA's remembrance of his venerable mother, who passed on recently. Dick Wayne Barlow postcards that he is going strong in the Midwest. And one for the book, request of S. Amaranian, home address Beirut, Syria; business address Singapore, Straits Settlement, asking for requirements for membership in PCSA. Says he heard of the organization in India and Java. Expects to come to the States in October. Frank Murphy writes of receiving his bonus check and going to join Spike Huggins.

New members accepted: Fred Shafer, credited to John Beckman and Steve Henry; A. A. Anderson, credited to Will Wright and W. D. Corbett; Stanley Kuhns, credited to Joe Diehl.

Reports of sick committee: Henry Emgard's condition unchanged. Will E. Harvey, operated on last week for appendectomy, doing nicely. John S. Lyons improving rapidly. Charles H. Dumfeld in local hospital and reported to have 50-50 chance for recovery.

Ed Walsh resigns management of PCSA soft-ball team to become business manager of the Ladies' Auxiliary team.

Meeting this week was designated as George Silver night, he being the provider of the liquid refreshments. To stimulate interest in providing lunch, etc., for the Monday night meetings, it was ordered that the donor have the night named for him and so recorded in the minutes of the meeting.

The "Safari Club" will stage the next Beach Night at Hermosa Beach. Ed Walsh, Eddie Gamble and Mrs. Claude Barie the committee in charge.

Visitors: Phil Whiting, Major Tony Trampe, Mrs. C. C. Huse; Lorin Taylor, former trouper, now private secretary to Councilman Jim Hyde, of the Hollywood sector; A. E. Bauvert, Jersey City, N. J., touring the West Coast; M. Sellinger, New York novelty man.

The weekly award went to Felix Burk, his first score. C. E. Cooke and Chet Bryant served the after-adjournment refreshments.

**AROUND NEW YORK**

(Continued from page 44)

ing New York State and New Jersey... Mike Centanni reports good biz... Mrs. Emma Van Cleet arrived from Puerto Rico, where she had been playing her musical revue... Happy Voigt will have charge of shows at fairs, also the outside talking... Steinberg's wax show has been booked on Boardwalk at Long Branch, N. J... Jack Daverin's outfit doing Long Island spots with four rides, two shows... Ben Williams exhibiting to okeh biz in same territory and readying for New England and Maritime Fair Circuit, which he plays annually... Phil Isler in Long Island and other territory with 4 rides, 2 shows and 12 concessions... Mike Prudent also in Long Island area... Charlie Gerard playing Manhattan stands. Mrs. Frank J. Murphy on upper Broadway and doing fine.

**Merchandise Concession Operators and Helpers**

Here is an opportunity to break into print in a column all your own. "ACROSS THE COUNTER" will be the name of it, and it will be inaugurated in the Wholesale Merchandise Department of the July 18 issue of The Billboard. And we want you to be represented.

Are you on? Then all you have to do is drop us a card telling where you are, what kind of merchandise game you are operating and what type of merchandise you are handing out. Also changes made in staffs of helpers and any brief accounts of humorous or other interesting incidents will be appreciated.

But don't let your first be your last contribution. Keep them coming. Your friends all over the country will be doing the same thing. They want to know where you are and what you are doing just as much as you want to know where they are and what they are doing.

REMEMBER JULY 18 IS THE DATE OF THE FIRST ISSUE.

BETTER DROP US A POST-CARD TODAY BEFORE YOU FORGET IT.

**BALLYHOO**

(Continued from page 44)

turned out to be a grand opening. The first new rolls bought by the show in 10 years were played. The entire personnel of the show turned out to hear, marvel at and enjoy them.

Thursday, Public Wedding Night, turned out to be a flop. Four local shotgun weddings downtown day-and-dated it. This kept the bulk of curiously-filled natives off the lot. The office immediately called the wedding off, dismissed the minister and ordered the gifts donated by the localities stored in the stock wagon, the show standing the \$150 loss on the license as well as 70 cents for having the groom's suit cleaned and pressed.

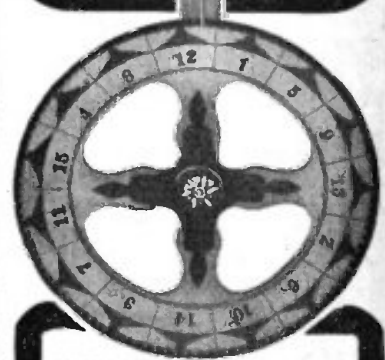
Both Dominion Day and the Fourth turned out to be the big days that they usually are. All the amusement seekers went to parks, pools, picnics and beer gardens; came home late and too tired to walk.

The show advertised fireworks. Started on the midway Monday night and lasted all week. Banging and blasting on all sides. MAJOR PRIVILEGE.

P. S.—Run the following ad (use about a \$4 space—want large type and the best location available): Ballyhoo Bros.' Shows can place for Long Canadian Tour, Scotch cowboys and cowgirls; riders, ropers and bulldozers. All must be able to work in kilts.

(Fill in the rest of the \$4 space with a list and dates of our 24 fairs.)—M. P.

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



**PADDLE WHEELS \$7.50 up**  
of All Kinds...  
**GIRL IN BED** The Sensation of the Midway.  
**COUNTRY STORE WHEEL**  
42" to 10". Also Safety Coin Boxes.  
**JITNEY ROLL-OVER**  
The Rage in Europe. New in America  
**SHOOTING GALLERY SUPPLIES**  
for All Makes of Galleries.



**CAMEL BACK SKILLO**  
**FREE CATALOG**  
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for PARKS, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. A 11 kinds of Wheels, Shooting Galleries, Seta, Crespers, Grind Stores, P. O. and Onase, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.  
Write for It Today!  
**H. C. EVANS & CO.**  
1522-28 W. Adams St., Chicago, Ill.

**Concession Tents**  
Give Measurements as Indicated BUY from Factory SAVE Money  
**POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.**

**★NOTICE-CUSTARD OPERATORS-NOTICE★**  
All Electric Frozen Custard Machines. The spring rush over we can now supply your wants. Saves purchase price in first season, in labor, salt and ice. Have Used Jobs for sale. One New Kohr, 1 Old Kohr, 2 Yorks, 1 Exo-Freeze, 1 Nu-Way. Be glad to give all particulars on application on new Electric and old Jobs.  
**GENERAL EQUIPMENT CO.**  
432 W. South St., Indianapolis, Indiana, U S A.

# Along the Expo Midway at Dallas

By GRECC WELLINGHOFF

DALLAS, July 4.—Francis Benton has been in Dallas the past week negotiating with an attraction now at the centennial. Benton was with United Shows of America last season. . . . Denny Pugh left the city last Saturday night for San Antonio, where he was called because of the serious illness of Paul Hunter. . . . Fred Wells, of Wells Bros. Shows, spent several days around the exposition during the past week, coming from Fredericksburg, Tex., where his show was exhibiting.

John Wender, of the Allen Horschell Company, has been here since into last week. He brought with him the Blue Goose and kiddie auto rides for Kiddieland at the exposition. . . . A. Morton Smith, city editor The Daily and Weekly Register, Gainesville, Tex., took in the midway during the engagement of the Gainesville Community Circus at the exposition June 25-27. Smith is publicity director of the circus and managed to tie up everything around here in the way of publicity, including a release of a film short of the circus at all theaters in the territory. . . . Rodell Huffines, formerly of Side Show on the Johnny J. Jones Exposition, is visiting the centennial. Miss Huffines says the "Dallas Expo is beautiful, but there's no place like the Jones show." . . . Lester Montgomery arrived last Friday from Chicago to resume his duties as director of Ernie Young's Revue at Streets of All Nations. . . . Capt. William Polk and his two lions closed at Hollywood studios to return to Gay's Lion Farm at El Monte, Calif.

In this column in a recent issue we stated that Jack O'Shea was playing the Judge Roy Bean part at Harry Ford's Law West of the Pecos. O'Shea is playing that character in the Cavalcade of Texas and Ross Hoyt is at the Harry Ford-Judge Bean Court. . . . Dick Hood is back at his office in Stroots of Paris after a week in Chicago. . . . Mike Shaell came in Monday from the California Pacific Exposition at San Diego, where he was connected with one of the concessions. Expects to work at the exposition here. . . . Dallas had a slight shower on Tuesday and intermittent showers on Wednesday, the first since the opening of the exposition. Instead of dreading rain, the midway folks are wishing for it—to break the heat wave and to furnish water for the drought in the territory. . . . As a publicity stunt, one of the press men had Mile Corinne's feet photographed and pronounced "the most perfect feet in the world" by a doctor attending the chiropodist convention. This press agent probably forgot that toe dancers usually do not have cute tootsies. . . . Tox Cooper, veteran troupier of circuses and Wild West shows, is a guest of Harry C. Ford and Ross Hoyt at Judge Roy Bean's Law West of the Pecos. While here Cooper is acting as guest sheriff at Judge Roy Bean's Court.

## 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following sets and prices: 25 cards, \$8.25; 50 cards, \$9.75; 75 cards, \$9.50; 100 cards, \$10.00; 150 cards, \$12.50; 200 cards, \$14.25; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Light weight 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 1/2 x 7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, 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 24x30 (Rolls 2.00 up). Bingo Bonus Sheet, 24x36, 20 cards, \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

## MIGHTY SHEESLEY SHOWS, INC.

Wants one more strong Feature Freak Attraction for Ten-in-One. CAN USE a few more Strong Acts. Mechanical Man writes. State all in firm. Address AL BENTON, at Per Route.

## Hilderbrand's United Shows

Kelso, Wash. Week ended June 27. Location, Longview Highway. Auspices, Kelso Fire Department. Weather, fair. Business, good.

The first show of this size to play Kelso for some years, and free acts were a novelty. En route from Astoria a car driven by Kanton Hogue collided with one of the large trucks, turned over and crashed thru a fence. Charles Collier, driver of the show truck, escaped uninjured. A rather difficult proposition was encountered upon entering the State thru its various taxes imposed upon every show, ride and concession, and merchandise disposed of on the show. Each taxed individually, some three times. Mr. and Mrs. O. H. Hilderbrand celebrated their first anniversary. Mr. and Mrs. Lester Howell left to join Inter-Mountain Shows. Ernest Herndon left for Portland. Mr. and Mrs. Harry (Polish) Fisher and Eddie Travers joined the William Groff concessions. Mrs. Johanne Gibson holding down three positions while awaiting her term of convalescence. Lawrence In London took over front of Jane Godfrey's Ten-in-One. Fred Webster presented a floor show at Elks' Club, using talent from his shows. Mrs. Tommie Lee returned from her visit to her folks in Mollalla. Ore. Speedy Ladd, William Groff and Danny Callahan added concessions. The Jacoby Family, featuring Major John, the Frog Boy, had a very good week. New electric panel front on the Artist Models Show, owned by Fred Webster, presents a nifty appearance. O. H. Hilderbrand bought a Buick. A new free act, Martin and Klein. Mrs. Charles Soderberg convalescing from her recent operation in Los Angeles. Artis Sussman and John Travitt were visitors. Robert Brockman visited from Portland. Joe White's grand concessions worked overtime. Doreene Peterson received slight injuries during a fall in one of her dances. Thomas O'Connell took over front of the Artist Models.

WALTON DE PELLATON.

## Republ. Mo. Week ended June 20

Auspices, Fire Department. Weather, hot. Business, fair. Cole Camp, Mo. Week ended June 27. Weather, hot. Business, fair.

At Republic: Owing to the extreme dry weather the people were not generous with their spending money, altho everyone was satisfied at the end of the week with the receipts. Mrs. Lillian Cudney made a business trip to Mendon, La. At Cole Camp: Everybody got a little money during the week. All concessions and show fronts were treated to fresh coats of paint. Mr. Jones joined with his scales and S. O. L. Johnson with his photo machine. Austin Newland, Robert Mix and Bill Calloway drove to Mendon, La., and brought back Charles Cudney's Merry-Go-Round. Mr. and Mrs. Newland spent the last four days in St. John's Hospital, Springfield, with Mrs. Newland's brother, who underwent an operation on Wednesday. Erney Newland spent the week at his home in Bolivar. MRS. ART NEWLAND.

## W. A. Gibbs Shows

Harlan, Ia. First six days of nine-day engagement ended June 27. Weather, windstorm on Tuesday. Business, averaged fair for the week.

Mrs. W. A. Gibbs, accompanied by her son, Clarence, has gone to South Dakota to visit her sister. Forrest Runner, manager the Athletic Show, is back on the job and rapidly recovering from three cracked ribs received about three weeks ago in an accident. Danny O'Shea and Bill Lutz are still "meeting comers" and doing a good job of it at that attraction. The Fan Dance Show and the Hula Show are both being redecorated. BILL COY.

## Capitol City Shows

Liberty, Ky. Week ended June 20. Auspices, Business Men's Club. Business, fair.

Good co-operation from the auspices. Eddie Farrell added two concessions and is satisfied with results. Besaman's Chairplane got top money of the rides. Manager Phil Rocco away most of the week on business. Visits exchanged during week with the J. Harry Six Shows, which were near by. The personnel of the show enjoyed a dinner given by local business men's club Thursday night. ROBERT L. FRAZIER.

## Philadelphia

PHILADELPHIA, July 4.—The carnival situation has slowed down to the condition it had been the last four years. Outside shows are barred, but home carnivals and block parties hold forth in various sections.

Jerre Shaw attractions, with Mike Zeigler rides, had a very good week at Maple Shade, N. J., last week; in fact, the first real week of the season. Rides did especially well, the Ferris Wheel being top money.

Endy Bros.' Shows are playing a Fourth of July celebration at Stroudsburg this week, a return date for them from last season, when they played the same celebration.

With the museums closed and carnivals barred, show people in the city are scarce. Nearly all have left for various shows and beaches they booked for the summer season.

Eddie Lipman, manager of the Endy Bros.' Shows, is always busy looking after the interest of the show. He had many years' experience and lays out a good lot.

Eddie Lewis, who operates the girl show with Endy Bros., has a much better show than in previous years, consequently is getting more money, being far ahead of last season to date.

## Christ United Shows

Bucyrus, O. Week ended June 20. Auspices, American Legion. Weather, good. Business, fair. Kenton, O. Week ended June 27. Location, two blocks from heart of town. Weather, cool. Business, good.

At Bucyrus: Lots of people all week but a seemingly lack of money. Miniature hurricane hit show Wednesday evening but no damage reported. Committee very active. At Kenton: It was in this town that Graydon Jones, known professionally as Prof. Sanderson, was killed while repairing his high dive ladder last year. Friday afternoon the entire personnel of the show gathered to place a beautiful floral wreath on his grave. Rev. Pastor delivered one of the most touching orations this writer has ever heard. The mayor and chief of police both attended and paid glowing tributes to the deceased showman as well as those of us more fortunate who remain. HARRY CHANDLER.

## T. J. Tidwell Shows

Ada, Okla. Week ended June 20. Location, downtown. Auspices, American Legion. Weather, perfect. Business, good.

Midway packed every night. Tilt-a-Whirl top-money ride, double Ferris Wheels close second. All shows doing good. Milo Anthony's Side Show topping all, followed by "Broadway Steppers." Minstrel Show and Athletic Show. Show moves on 26 Chevrolet semi-trucks and trailers. There are 10 shows, 10 rides and 25 concessions. Capt. Leo Simons' sensational high-fire dive bringing 'em in nightly. Everyone busy fixing up for the "Fourth" and fairs soon to follow. Mr. and Mrs. T. J. Tidwell enjoyed a week-end vacation in Dallas, visiting the centennial. The executive staff includes T. J. Tidwell, owner-manager; H. G. Buchanan, general representative; Roy Edsall, secretary; C. R. White, assistant manager; J. Turner, advance. TOM GASPAR.

## Wallace Bros.' Shows, Canada

Cobalt, Ont. Week ended June 20. No auspices. Location, Miner's Field. Weather, poor; business worse.

Cobalt took a tremendous drop from the previous year. Business conditions practically nil. Silver mines at a standstill. Haylebury and Liskeard within driving distance. Plenty of paper in both towns didn't seem to help. However, J. P. Sullivan, owner, is still cheerful, looking for the "red one." Mrs. William Stone has added a new machine to her Arcade. Big Murphy purchased a Buick. An unfortunate accident occurred while unloading a truck with Whip platform plates. Got out of control while making a steep grade. No one was injured, altho considerable damage was done. Mrs. Mollie Lavoie recently purchased 500 pounds of candy for her niece, flashy concession. Joe McCluskey building a new ball game for his wife. Mrs. J. P. Sullivan and Mrs. W. Stone are inseparable companions. Professor Baldwin is to be congratulated on his fine work around the show this year. WALTER McCLUSKY.

## L. J. Heth Shows

Richmond, Ind. Week ended June 27. Auspices, Veterans of Foreign Wars. Weather, hot. Business, good.

Monday was lost entirely on account of having a Sunday showing in Muncie, but the five days' gross topped the season so far, with Saturday doubling any single day's gross. Frank Taggart, chairman of the entertainment committee, and his lieutenants co-operated with the management in every respect, with the result that the organization derived a desirable sum, which was needed for repairs on its clubhouse. Visitors during the week were Fred Christ and Mike Rosen, of Christ United Shows, and Paul Job, secretary Wabash Valley Fair, Terra Haute, who went into details with Mr. Heth relative to the show's engagement at that fair in August. Clifton (Specs) Grocurch joined at Princeton, Ind., as second agent and publicity. Did a swell job in both Muncie and Richmond. The show's Fourth of July spot is Taylorville, Ill. Out of 20 weeks two have been losers—Pulaski and Humboldt, Tenn. All in all this season has been the best since 1928. Show will start its fairs with eight riding devices, 11 shows, band and two free acts. AL KUNZ JR.

## Dixie Exposition Shows

Dawson Springs, Ky. Week ended June 20. Auspices, American Legion. Business, fair.

Concessioners: Cookhouse, Mr. and Mrs. E. D. Kaw; cigar shooting gallery, Mrs. Martin. Mr. Gilligan, one concession; Mrs. Hank Spellman, one; Murphy & Gilligan, four; Mrs. Babe Scott, four; Mr. and Mrs. Hampton, two; Ernest Hampton, one; Jack Dugan, one; Arthur Scott, one; Mr. and Mrs. Doran, one; Roy Bean, one; Buddy Braden, one; the office, four. The show's Minstrel Show, under direction of "Diamond Tooth" Billy Arnte and clicking "Athletic Show" in charge of "One-Round" Knox. Snake Show under Cherokee Bill, the free-not man. Girl Show, Hank Spellman and Ione Henderson. The rides: Ferris Wheel, Mrs. Martin, owner; the other four owned and operated by the show. The "Squeakers' Club" off to a wonderful start—every one with a membership card—why not, as it enables one to first ride at all times, and who is immune? The "rummy fiends" still are Nita Gilligan, Jo Spellman and Babe Scott—morning, noon and night. Mrs. Charlie Robinson returned to show, making Charlie all smiles. Show played Moranfield, Ky., week ended June 27. Business, fair. Ben Mottie joined with a flashy cookhouse. With him are Mr. and Mrs. Bill Boyce, Jim Shaw and Roy Bailey. The general agent and banner man, Bob Page and Jack Devoe, are keeping the show booked and the El Wheel full of banners. The staff includes Mrs. Katherine Scott, secretary; Buddy Braden, legal adjuster; Ernest Hampton, 24-hour man; Joe Hampton and C. D. Scott, owners. BOB MACKERIAL.

## Golden State Shows

Sacramento, Calif. Week ended June 28. Auspices, Camp No. 1, Spanish War Veterans. Location, 15th and O streets. Weather, very hot. Business, good.

Fast move made from Reno, Nev., to this spot, with intention of opening Monday night, but owing to extreme heat waited until evening to set up and opened Tuesday. Business exceptionally good on Saturday. Side Show best money getter of shows. Bill Hobday, manager of same, mighty proud of enlarged top and new banners. All rides were repainted in this spot in readiness for the "Fourth." Mrs. Will Wright and Joe DeMouchelle, special agent, flew down to Los Angeles with Mr. and Mrs. O. N. Crafts, Joe to get his bonus and Mrs. Wright on a pleasure trip. Quite an "epidemic" of weddings. The latest to get married being Clarence Bowen, this being the fourth wedding in a period of 10 days. Clarence is handling the cookhouse for his brother, Hughie. Among the many visitors to the show this week were Captain Boucher, old-time showman who has a ranch in the vicinity; Red Farrell, for many years with Foley & Burk Shows; Ben Bobbert, of Downie Bros.; Mr. and Mrs. Jackie Davis, of San Francisco, and Phil Lewis, Manager Will Wright paid a visit to the No. 1 show at Richmond and also visited Clark's Greater Shows at El Corrito. Reported having a nice time. Carl Tyrell has his new Funhouse completed and opens it at Roseville. Tommy Callahan, opens it at Roseville. Tommy still in wrestler, who was hurt in Reno, still in hospital there and reports will not be out for a couple of weeks. R. M. SMITH.



# The Great Lakes Exposition Midway

By BOB REED

CLEVELAND, July 4.—Harry Dutton arrived recently and took up duties in front of Hargreaves and Reicker's World War exhibit. . . . Recent visitors included Mrs. Johnny J. Jones, Mr. and Mrs. Max Kimerer, L. Lawrence Phillips, Lillian Murray Sheppard, Charles Gross and John R. Castle, who visited with his wife, who has the "Front Page" show. . . . The Four Lorenzos, high trapeze act, and Feejay Ringens' high dive are the only free acts now being presented. . . . Frank Duffield, the fireworks man, went to Chicago during the week but will return at a later period. . . . No amplification is permitted on the midway and the child labor laws are being rigidly enforced. . . . Tex Madson, giant, blew in town Tuesday and reported that he got lost en route here. . . . Mike Special, of the French Casino, has become an addict to the lure of the ricksha. . . . Norm Kestner and Frank (Doc) Shean, assistant to Almon Shaffer, director of the amusement zone, are two of the busiest men on the expo grounds. . . . Mrs. John R. Castle contemplates the addition of a girl bally for her "Front Page" show. . . . Larry Collier and Bob Miller have their Loop-a-Plane troubles straightened out and are all set to get the biz. . . . Orrin Davenport opened his One-Ring Circus Riding School late, due to delayed arrival of the side walls. . . . When J. A. Bostner, blind pilot, is not flying his ship he may be seen roaming the grounds in a wheel chair. . . . Monday was Kids' Day, but heavy rainfall ruined the operators' chances to grab off heavy biz. . . . Ed Reicker, co-operator of Skee-Roll and World War exhibit, is making a flying visit to Dallas this week-end. . . . Commodore Harry Karr, of Mammy's Cabin, has installed huge new refrigerator at the cat spot. The new box will house more than 5,000 chickens, Karr stated. . . . Charlie Martin is now located at front door of Cliff Wilson's unique bamboo-fronted Snake Show. . . . Metzger's official exposition stickers and labels concession is going strong and the alert concession boy has rigged up nearly all of the wheel-chair fronts. . . . Harry Hameroff's news stand, located at the south end of the Court of Presidents, is a popular gathering spot of showfolk on Tuesday morning each week. It is here that they purchase their copies of *The Billboard*. Harry also has a regular delivery route thru the midway and exhibition buildings. . . . Major ("At Your Service") Gardner has been appointed night office manager at the Administration Building in the amusement zone. . . . Cliff Wilson has recovered from recent snake bites and the big boy is just rarin' to go. . . . George Young, of Roxy Theater and Backstage Club, occasionally enjoys doing a little "barking" outside his "13 Spook Street" walk-thru show. . . . Nat S. Green, manager the Chicago office of *The Billboard*, was recent visitor to the midway and exchanged greetings with numerous friends among the showmen. . . . Servas and Ecker have been readying their Sports Show and Outdoor Life Expo. . . . Sportman's Paradise, fish pond, has the most crude front on the midway. . . . Mrs. John G. Robinson, mother of John Robinson IV, left for Cincinnati during the week. Robinson will remain here for several more days and then journey to the home town. . . . Al Roseman in from Chicago and is looking things over with possible view to opening.

which many members of the troupe participated despite the cold weather. Among the participants were Alberta Prichard, Patricia Selby, June Martin, Karen Meyers, Marie and Leona Mettler, Mary Bell, Pauline Knepp and Kathryn Stevens. Walter and Mrs. White were visitors Thursday and Walter combined business with pleasure by purchasing an air callopo from Herman Bantly. Train was loaded at 6 a.m. Sunday for the trip to Kane, Pa. CHRIS. M. SMITH.

## Beckmann & Gerety Shows

Milwaukee, Wis. Seven days ended June 28. Location, Second and Capitol drive. Weather, cool. Business, fair.

In spite of cool weather, particularly evenings, business held up fairly well on this location. The increased size of the organization and brilliantly illuminated midway over former Milwaukee appearances created much favorable comment, including thru the columns of the local press. One of the highlights of the week was the visit of Bernard Millt, of Mills Olympia Circus, London, Eng., who flew here from Syracuse, N. Y., to look the show over and particularly catch the Peerless Potters, famous aerial act. Incidentally, before his departure he signed contracts with Harry Potter to present his spectacular attraction for six weeks the coming winter. After completing his engagement in London, at the Olympia Circus, it is Potter's intention to tour Germany, France and possibly Spain before returning to the United States. Visitors noted during the week were Bob Buchanan, former circus executive, now engaged in the advertising business in this city; Charlie Witt, local politician and friend of carnival people visiting Milwaukee; Louis and Ned Torti, of Wisconsin Deluxe Company, purveyors of carnival supplies; Mrs. Bob Roberts, widow of the late Bob Roberts, side-show entertainer; Mrs. George Davis and daughter, Bonnie, who spent the entire week visiting husband and father, the well-known and genial George Davis, the show's steward. Rita and Dorothy Kortez arrived from their home in Kent, Wash., to spend the summer on the show with their parents. Mr. and Mrs. Peter Kortez. KENT HOSMER.

## Silver State Shows

Basin, Wyo. Week ended June 20. Auspices, American Legion. Weather, good. Business, fair.

Town of approximately 1,500 population, situated in the Big Horn Basin. Much was accomplished during the week. One of the trucks was given a complete overhaul job, putting it in tip-top shape; new motor installed in the Swing, new concessions built and plenty of paint placed where needed. Paul Towe, owner, made a trip to Kansas to collect his bonus, driving his new Dodge. Everything being prepared for the "Fourth" stand. Mrs. Ida Towe, secretary-treasurer, busy as usual. "Doc" Snow returned for a brief visit from his advance work, sporting a new Chevrolet car he traded for while up country. Mitch Freeman, banner man, going strong in his line, with a full front each week. Edith McClarey, Helene, Tignor and Ethel Miller, prominent leaders of the "Lions' Club," reporting that business is dropping off—growls, but no response. Jimmy Dupree's wife, Vera, returned from visiting her parents in Washington. Show is routed northward. R. M. MATHEWS.

## American United Shows

Whitefish, Mont. Week ended June 20. Location, New Athletic Field. Auspices, V. F. W., Post No. 276, during State convention. Weather, cold and rainy. Business, fair. Kalispell, Mont. Week ended June 27. Auspices, American Legion, Post No. 7. Some rain and wind. Business, good.

Tex Gillman, of the Athletic Show, proud father of the first baby born on the American United Shows. A shower was held for new arrival and she received many gifts. Rides and fronts being repainted. Show has enjoyed a very good business to date at Sunnyside, and Pasco, Wash., good business in spite of very bad weather. H. H. Avery, president; O. H. Allin, manager, and A. B. Miller, secretary, are more than satisfied. Billy Allin, the youngest ride man of the show, joined at Pasco. Raymond Carr added a new truck and a new novelty ride, which has been a great favorite with the kiddies. BILLY ALLIN.

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Don't delay sending for your samples of GOLD MEDAL CONCENTRATES. They make drinks that have the real, fresh fruit taste, drinks that really sell. The price is reasonable, \$2.00 per quart, makes 48 gallons of drink. Samples sufficient to make 6 gallons, 35c each; any three for \$1.00, post-paid. All standard flavors. All the big drink stand and Ice-Ball operators are lining up with GOLD MEDAL this year. They know that they are the best. HOUSE-TO-HOUSE MEN. We have a new 3 oz., makes 3 gallons for the home. Write for details.

GOLD MEDAL PRODUCTS CO. 133 E. Pearl St., Cincinnati, Ohio

## St. Louis

ST. LOUIS, July 4.—Majestic Mighty Midway Shows, which had been showing on lots in this city since April 1, left these environs Monday for Bonne Terre, Mo., where they play their first celebration of the season. Ted Reed, the show builder, joined the show last week and will be in charge of the Minstrel Show. George Mitchley, who was appointed general agent of the show several weeks ago, reported to General Manager L. M. (Pete) Brophy here before leaving that he had a good route of celebrations and fairs booked for the remainder of the season.

John R. Ward, owner of the shows bearing his name, was a visitor to *The Billboard* office here while in the city on a buying trip early this week. "Doris," "World's Smallest Mother," of John E. Ward Shows, was also a visitor, accompanying Ward on his trip. Ray (Mechano) Hartsell, billed as "The Great Mechano," is in the city working several of the large department stores. James C. Simpson, general agent Johnny J. Jones Exposition, and Hubert S. Shive, general agent L. J. Heth Shows, hobbled with friends early in the week while in the city on business for their respective shows.

Tom W. Allen and Al Rauer, who recently closed a successful show for the Shrine Crippled Hospital Fund here, are at present successfully putting on a Walkathon at Turner Hall in Belleville, Ill.

Charles T. Goss, of the Standard Chevrolet Company, returned from an extended trip thru the Northwest on which he visited circuses and carnivals.

W. G. Shelford and Verna Laverne passed thru the city Monday, en route with their side-show troupe from the Midwest Shows to join the Abana Shows in Eldina, Mo.

Bennie Doerr and Marshall Dean, popular among outdoor showfolk here, returned Wednesday from a two weeks' vacation spent in the Ozarks of Missouri, in the vicinity of Bagnell Dam. Brought a big batch of fish with them, which they distributed among their showfolk friends.

## Cetlin & Wilson Shows

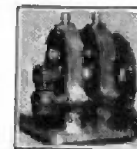
Punxsutawney, Pa. Week ended June 27. Auspices, Lindsey Fire Company. Location, Young's showgrounds. Weather, rain and cold. Business, averaged fair.

Monday night cold weather; rain Tuesday and Wednesday nights; cold until Friday. Saturday a wonderful day. A street parade Tuesday afternoon, with local organizations and members of the different attractions in line, drew one of the largest crowds of people ever assembled on the streets of Punxsu-



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More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines, \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave. So., Nashville, Tenn.



## PENNY MACHINES

Specially built to engrave pennies with "Lord's Prayer" or any cut you want. Price \$100.00, complete with L. P. Die, Power Machine, complete with Motor and Table, \$400.00. Send 10c for samples and facts to

## "Blue Dot" STAMP CO.

124 East Larned Street, Detroit, Mich.

SECOND-HAND SHOW PROPERTY FOR SALE. \$33.00 Mid. Alligator, 10" Lens. Fine Specimen. \$50.00 Two-Wheeled Wax Baby. Fine Condition. \$30.00 Union Show. \$ Was Seen in Glass Case. \$25.00 Huston, 5 Knives. Wonderful Attraction. \$30.00 per 100. Used Government Odele Flags, All Sizes. Send List. We buy States, all makes; Green-Your-Weight Scales. Consignment Terms. WEIL'S CURIOSITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

lawney. Tuesday night the newsies marched from *The Spirit* office, headed by the Sons of Legion Drum and Bugle Corps, but rain spoiled the night's enjoyment, so they were entertained Wednesday night. Mr. and Mrs. Victoria and Edmondo Zachiani paid the show a visit and, incidentally, talked cannon with Wilno. Wilno was injured Friday night when he hit the net but went ahead with the act on Saturday night, and, as usual, his act was "the talk of the town." Quite a number of visitors from Bantly Shows and Dodson Shows. F. L. Smith, editor of *The Spirit*, on several days gave the show front-page publicity and he and his wife and daughter were nightly visitors. Show received a lot of publicity thru Ted Blake, emcee at the Casa Loma night club, and during the week several members of the Paradise Revue were called upon to do numbers for the guests. A floor show was put on at the Army and Navy Club Friday night by members of the same attraction. Speedy Merrill's Wall of Death topped its last year's gross at this spot, as did the Caterpillar. Scooter was top-money ride, a new ride for this town. Glen Porter working hard on his "Darkest Africa," to have it ready for next stand. J. W. Wilson away on business. Baby Lillian (Mrs. L. W. Jeannette) again in for her share of publicity in the local papers. E. K. Johnson, special agent, was confined to bed for several days but is up and going again. One of the riders in Jack King's Wild West had his arm broken while riding Friday night. Smilo, the clown, left in Lebanon, Pa., and was replaced by Frank Austin, whose antics on the street caused the editor of the local paper to comment on him in his column "Spirit Rappings." GEORGE HIRSHBERG.

**FIREMEN LEGION CARNIVAL**  
 AUGUST 10-15, INCLUSIVE  
 TENTH ANNUAL CARNIVAL  
 Rides, Shows, Concessions or Complete Carnival Wanted.  
 JNO. W. LLOYD, Chief, Rockford, O.

**WANTED**  
 Rides—Concessions—Entertainment.  
**SOLDIERS'-SAIORS' REUNION AND CUBA CENTENNIAL**  
 AUGUST 6, 7 and 8, 1938.  
 J. N. VAN CLEAVE, Sec'y, Cuba, Ill.

**WANTED**  
 Rides and Legitimate Concessions for Big All Day and Night.  
**International Harvester Plant Picnic DAVENPORT, IA., FAIR GROUNDS, SATURDAY, JULY 26.**  
 25,000 Well-Paid Factory Workers and Families Expected. Write  
 J. F. HOGAN, 1843 23d Ave., Moline, Ill.

**YORKTOWN, IND. SECOND ANNUAL HOME COMING**  
 August 19th to 22nd  
 Now Booking Free Acts, Rides and Concessions. Address  
**MARK BROADWATER, Sec'y, Yorktown, Ind.**

**WANTED FOR LABOR DAY**  
**MAMMOTH UNION CELEBRATION,**  
 On Street.  
 WANT Rides, Shows and Concessions. This is the best celebration to be held in this city for years. Get in on a real one. Write  
**BENJ. SMITH, Secretary, New London, Wis.**

**ANNUAL REUNION**  
**WHEATON, MO., JULY 22 TO 25.**  
 (Guaranteed Dates)  
 BEST SPOT IN THE OZARKS.  
 Shows and Concessions Wanted.  
 J. W. FOX, Secretary.

**CARNIVAL WANTED**  
**AUGUST 31 — LABOR DAY**  
 Fireworks Sunday. Boat Races Labor Day. Fifth Annual. Attracts 25,000 People.  
 DR. W. C. STEELE, Danvers, Ill.

**AMERICAN LEGION FAIR**  
**SUNMAN, IND., SEPTEMBER 18-19.**  
 WANTED—Shows, Rides and Concessions.  
**ERNEST W. HOWREY, Secretary.**

**MERRY-GO-ROUND WANTED**  
**FIREMEN'S CARNIVAL,**  
 JULY 17th to AUGUST 3rd, inclusive.  
 Other dates open in this section.  
**MARDELA SPRINGS VOLUNTEER FIRE CO.**  
 Mardela Springs, Md.

**Wanted, Large Clean Carnival**  
 FOR 1st, 2nd, 3rd or 4th WEEK IN AUGUST, PREFERABLY 3rd or 4th WEEK, Benefit Central Labor Union of Monroe County.  
 Has 2,000 Members—Owns Weekly Newspaper with 5,000 Weekly Circulation. Largest Organization in County—Near of the Summer Resort Region of the Pocono Mountains—200,000 Summer Population To Draw From.  
 Carnival Must Have Plenty of Shows, Rides, All Concessions Accepted. Must Carry Free Act. Write  
**GEORGE PRICE, Chairman, Box 61, East Stroudsburg, Pa.**

**RIDES AND SHOWS WANTED**  
**SEPTEMBER 1-5, MONTPELIER (IND.) CENTENNIAL**  
**CLYDE A. NEFF, MONTPELIER, IND. GOOD CROWDS**

**PHILLIPSBURG, NEW JERSEY, OLD HOME WEEK AND 75th DIAMOND ANNIVERSARY**  
 NEW JERSEY'S BIGGEST EVENT OF THE 1936 SEASON, WEEK OF AUGUST 3 TO 9.  
 This town closed to all Carnivals, but the ban will be lifted this week. This is a real bona-fide celebration, to be held on streets and lots, and sponsored by the entire city, and Mayor John F. O'Donnell is General Chairman. Mr. Fred Taylor is Chairman of Parade. WANT TO BOOK Rides of all kinds, clean Shows and clean Concessions. Will sell the exclusive on all Hudson and New Jersey to the highest bidder. Plenty of room for Yats, as the town will be full of visitors for the daily parades. Address all mail to  
**R. H. MINER, Director of Amusements, City Hall, Phillipsburg, N. J.**

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
 (Communications to 25-27 Opera Place, Cincinnati, O.)

## Pittsburgh Jubilee Beats 1935 by 20%

PITTSBURGH, July 4.—The second annual Pittsburgh Jubilee and Exposition held here last week boasted of a 20 per cent increase in attendance over last year despite threatening weather three nights. Nearly 125,000 people saw the big show at Forbes Field, with twice that number attending the Live-Stock Show and commercial and industrial exhibits in near-by Schenley Park. Record night was Friday, when 28,000 people saw the circus performance. James N. McGrath Jr., director of the show, also acted as announcer.

Success of the exposition is attributed to the wholehearted support given it by Mayor William N. McNair, who personally conducted an attendance campaign. Credit is also due to the splendid show presented at Forbes Field, with the general admission only 35 cents. The comment was widespread and highly favorable.

Different days in the week were designated as President Roosevelt Day, Lemke Day and Landon Day, with the closing night last Saturday labeled Westinghouse Day in honor of the local firm. The exposition opened on Monday with a huge parade thru the downtown streets in which the police and fire departments participated.

Mayor McNair, during a closing thank-you speech at Saturday night's performance, revealed that plans are already under way for a similar event next year.

## Detroit Legion Grosses \$3,660 on Shows and Rides

DETROIT, July 4.—The annual carnival sponsored by Vernor Post of the American Legion at Vernor highway and Springwells avenue last week proved highly successful, according to Mark P. Soullier, former vaudevillian, who was chairman of the post's entertainment committee. Rides and shows alone grossed \$3,660, while the concessions, which were operated upon a flat rental basis, were heavily patronized all week.

W. G. Wade Shows were booked, with 35 concessions, 8 rides and 3 shows. Grace Moore, doing a high loop-the-loop, was booked as a free act.

BANDS, concessions, a queen contest and prize exhibits are to be among the features of Mississippi County's first annual Watermelon Festival at Charleston, Mo.

## Free Act Opening Nightly Program Gets 'Em Out Early

SALEM, O., July 4.—During the recent K. of P. Festival here a free act was used to open each evening's program at 8 o'clock, and, according to Norman Phillips, chairman of the Festival Committee and former mayor of Salem, it brought many people to the grounds early. The act was the Charles Siegrist Troupe, three people, and the performance put on was splendid and very well received. Mr. Phillips stated. A prize of \$50 was awarded the first night, and after that the nightly prize of a like amount was pyramided to the final night like bank nights in a theater. Only one number was drawn each night till the final night, when drawing continued until the number was claimed. One of the townspeople received the award.

Contracts were made with the Dillon Bazaar Company to put on the festival. This company handled a popular boy and girl contest, the sale of coupons to the merchants for the drawing and brought in about 15 concessions of their own, which it set up and stocked and which members of the K. of P. operated exclusively. There were two rides, Ferris Wheel and a Glider, and among the K. of P. concessions were Bingo, candy floss, peanuts and pop corn, shooting gallery, ball-throwing games and photographs, all on percentage. Included in Dillon's concessions were lamp and grocery wheels and ball-throwing stands.

The show was staged for the purpose of raising money for the K. of P. welfare fund, and while the weather during the entire week was very inclement, the results, financially, were extremely gratifying, Mr. Phillips said.

## Girl Acrobat Badly Hurt

PHOENIXVILLE, Pa., July 4.—Clara Miller, a member of the Five Albanis, acrobatic troupe, was critically injured in a 50-foot plunge from a trapeze June 28. At the Phoenixville Hospital authorities said she suffered broken ribs and internal injuries, including a punctured liver. Miss Miller, who came to this country from Germany seven weeks ago, was one of three girls who performed with a man riding a motorcycle. She was in the middle of a double loop when she plunged from a tight rope to the ground before more than 2,000 horrified spectators at an American Legion carnival.

## "Utah Cavalcade" Title Of Salt Lake Pageant

SALT LAKE CITY, July 4.—Plans are going ahead for the largest Covered Wagon Days Celebration yet staged here. Utah Cavalcade is the name of the outdoor pageant to be given in the University of Utah Stadium, with Mrs. Josephine M. Goff as director, Robert M. Guggenheim Jr. assistant and Albert J. Southwick in charge of music. Over 400 singers and 80 musicians will take part. Military bands and a 35-piece orchestra will also be featured. With one exception, all the actors and musicians are Utahans.

Plans are also under way for an immense parade, and there will be a rodeo at the State fairgrounds under the direction of Bruce Reynolds.

Ogden's Pioneer Days Celebration, too, is going ahead big and the State Tax Commission has just ruled, inasmuch as this is an incorporated agency of the city of Ogden run for no profit, it is not subject to license taxes. Mayor Harmon Peery has covered wagons, Indians and stagecoaches all outside the City Hall. Ogden will be opened wide, and the annual beard contest as usual will be a feature. A rodeo is also planned.

## Hooversville Centen Shows \$500 Profit

HOOVERVILLE, Pa., July 4.—The Hooversville Centennial Celebration, held June 22-27 and sponsored by the town council and school board, proved to be a big success, both in attendance and money realized by the committee. Parties were held every day and attendance mounted daily. M. A. Beam was manager of the celebration and handled all publicity.

All rides, shows and concessions were booked independently. Mrs. Howard Rinard had two rides and Gus Elsner furnished a similar number. Dave Tenneyson had eight concessions, with Harry Keller, Bob Patterson, E. K. Ellworth, J. C. Matthews, E. S. Butz, Ted Townsend, Mrs. Gus Elsner, Charles Craig, Harry McClain, Bill Osman, Mrs. M. A. Beam, Whitey Langford, Marion Dentaleigh, Joe Hassell and Paul Elton each having a stand on the midway. Frank Dudgeon and Billy Small had shows.

Free acts were featured every day, furnished by Chief Lone Fox and his Indians; Billy Elton, clown contortionist, and Capt. Ted Townsend, net high diver. All acts proved good drawing cards and held the crowds every night till 11 o'clock.

Plenty of paper was used in advertising the event, in addition to radio and newspapers. Johnstown papers put out a special edition in honor of the affair.

Committee will realize over \$500 from the event. This will be used to further recreational activities in the town.

## Police Circus Given at South Bend Draws 7,500

SOUTH BEND, Ind., July 4.—With attendance more than doubling that of last year, the annual benefit entertainment of St. Joseph Valley Lodge No. 36, Fraternal Order of Police, was presented Wednesday afternoon and evening in Playland Park. About 7,500 persons were present at the 11th yearly outing, which this year took the form of a circus. Programs were staged in front of the park grand stand and a colorful fireworks display was given after the evening performance.

Acts included the Six Marvels, roller skaters; Four Lavernes and Sherry, acrobats; Robert Parks and his trick dogs; Helen Marshal, singer and dancer, a troupe of trained dogs and an elephant. Several scores of children from the Orphans' Home in Mishawaka were guests in the afternoon. Proceeds of the circus will benefit the sick and accident fund of the police lodge. Detective Stephen Molnar was chairman of the program and entertainment committee.

## Shorts

TED WEEMS and his orchestra will be featured on the program of the Tuscola, Ill., Home-Coming Celebration. Project has been underwritten for \$2,200, Chairman Luther Black said.

DEE LANG FAMOUS SHOWS are contracted to supply nine rides and 10 shows at the annual Carthage, Ill., Home-Coming Celebration. Cash prizes will be offered for three classes of floats in a parade—historical, artistic and comic.

CONTRACTS have been made with Happyland Shows to furnish the midway amusements for the second annual Michigan Oil and Gas Exposition at Mt. Pleasant, Mich. Decorating of the city and exposition grounds will be in the hands of Wolverine Flag and Decorating Company. It is planned to have a musical revue for each of the show's six nights, to supplement an afternoon pro-

**WANTED**  
 High-Class Free Attractions for  
**HOME COMING CELEBRATION**  
 AT ARCHBOLD, O., THURSDAY, AUG. 13  
 No rides, shows or concessions wanted.  
 DR. E. R. MURBACH, Sec'y., Archbold, O.

**WANTED**  
 Good Clean Concessions and Shows for  
**CENTENNIAL**  
 ON AUGUST 5, 6 AND 7.  
 Address O. F. BELKOWAN, Committee Chairman, New Knoxville, O.

gram of vaudeville acts and band concert. A new steel exposition display building is to be erected on the grounds.

A PAGEANT in which there will be scores of actors and old-time relics of every description will be a feature of the 100th birthday celebration of Crystal Lake, Ill. There will also be a parade with numerous floats entered.

TWENTY-ONE committees are whipping into shape the entertainment planned for Milwaukee's fourth annual Midsummer Festival, of which Chauncey Yockey is general chairman. Program will include pageantry, outdoor opera, outdoor vaudeville, an air show, a Venetian night, a carnival, races, contests and other attractions.

A JUMBO show is being planned for the Kansas Diamond Jubilee to be held at the Forum, municipal auditorium, Wichita.

A GIANT river pageant in colorful parade will be a feature of the national motor-boat races to be held during the Wheeling Centennial Celebration. This will be culminated by a pyrotechnic display from the river front. An effort is to be made to have the Goldenrod Showboat on hand for the event.

R. H. MINNER advises that he has been made director of all amusements for the Phillipsburg (N. J.) Old Home Week and Diamond Anniversary, to be held on the streets and lots.

PLANS for the Detroit Silk Show and Exposition have been abandoned, according to William Sanford West, of the George P. Johnson Company, who was the promoter.

**Success Crowns County Expo. at Pontiac, Mich.**

PONTIAC, Mich., July 4.—The Oakland County Exposition, held at Crofoot Field here, June 23-27, proved a big success. Prizes were given away daily. A floor show afternoon and evening and the International Sportsman Show provided entertainment that won enthusiastic praise. Foster and Ellison, log-rolling champions, appeared in the latter show and gave some thrilling stunts never before seen in this section. Chief Horse with his daring archery, surrounding human targets with steel-tipped arrows, and "Chief" Collier, champion trick bait and fly caster, made the stunts of breaking balloons in the air and hitting a small target at 30 feet appear easy. Included in the floor show were Bob Rutzen and Jane Whitfield, singers; Lorene Ennis, 7-year-old tumbler and acrobat who appeared with her father, Edward; Betty Schield and Nevill Dusenberry, dancers, and Babe Kelly's dance presentation in which appeared Jim and Snookie Kelly, Chuck Allen and Margaret Dixon. Publicity for the sportsman show was handled by L. O. Bailey.

**Floralia Masonic Day Big for Buckeye State**

FLORALIA, Ala., July 4.—With over 30,000 on hand in a blistering sun, this little community celebrated its biggest Masonic Day last week. It was the 60th annual public installation and attracted Masons from all parts of the South. A long parade, aquatic events, boxing, dancing, airplane stunts and other attractions shared honors with the carnival attraction, the Buckeye State Shows. Officials of the carnival reported a fine business, with a rush for rides and concessions all day. The section is normally dry, town was flung open for drinking "all you could hold."

**Beloit Centen Shows Profit**

BELOIT, Wis., July 4.—Beloit's three-day Centennial Celebration recently closed with a surplus of \$181.38 after all bills were paid. Income from all sources was \$18,437 and disbursements \$15,255.62. General income included \$3,695.01 from pageant receipts; \$1,210.75, souvenir receipts; \$9,390.02, pledges; 6513, decorations, and \$110.50, concessions.

HELP This Department by Telling Committees About It.

**Wanted Carnival**  
FOR WEEK OF AUGUST 17.  
SCOTTDALE FIRE DEPARTMENT  
H. L. BEEGLE, Chief, Scottsdale, Pa.

**RUBIN & CHERRY**

(Continued from page 47)

and busses drafted to bring the throngs from the surrounding towns of Marquette, 12 miles away, and Ishpeming, five miles from the grounds. Rubin Gruberg left Saturday for Chicago to fly by plane to New York, joining Mrs. Gruberg to attend the wedding of daughter, Edith, to Dr. Alexander Margolies. Showfolks sent telegrams and wired flowers and presents. Charles W. Jessop, "pop-corn king," and family left for Anderson, Ind., where he has had the restaurant and pop-corn concessions for many years at the Anderson Fair. Will rejoin the show later in the season. Daily broadcasts over Station WBEO at Marquette helped business materially, and *The Daily Mining Journal* was liberal in space. Visitors included Mr. and Mrs. Eph Gettman, well-known cookhouse operators and hotel owners, camping near by at Independence Lake, who fraternized with their many friends on the midway. Bob Edwards and the missus returned from Chicago with three new girls for the "Miss America" posing show. Homer Finley is manager of the twin Loop-o-Planes, a big hit in these copper towns. Sid and Clara Marion have the snowball concession. Preacher Monroe arrived with his brother and will manage "Mysteria," illusion show, with a brand-new outfit, starting next week. Harry Julius has the Pony Track—a fine layout. Fourteen new double-deck banners arrived for the Congress of Freak Oddities this week. Samuel G. (Determination) Eddy, armless wonder, is manager. Great Engomar, magician, inside lecturer, is a new addition. Larry Roe, engraver, a big hit. Agnes, the Rubber Skin Girl, another new attraction. Thomas Laswell assisting E. V. McGarry on the Diamond Kitty front. Shorty Batta proud of the new frozen custard stand. Zeke Shumway entertained friends at a fish dinner—caught several big pike in near-by lakes. Charles De Kreko, veteran Crystal Maze operator, is doing well. Godinos' Stampose Twins' new outfit will be used for the first time during the coming week. Babe Drake and crew have constructed a new stage wagon that is a beauty, complete with beautiful drapes. Chickie Allen's corn game had a big week in Negaunee. The Scooter ride enjoyed exceptionally good afternoon business during the week. WALTER D. NEALAND.

**Dodson World's Fair Shows**

JOHNSTOWN, Pa., Week ended June 27. Weather, variable. Business, averaged fair.  
Burt Minor made a splendid layout for the midway. Young Melvin Dodson has given up the front of the Minstrel Show and has a beautiful concession. Carl L. Hillman built a most attractive lunch stand and has been doing a land-office business. Mrs. Al Crane has returned to the bosom of her family and, incidentally, the frozen custard wagon, after a visit to New York. Several of the boys have received their bonuses. The American Legion Post on the show has purchased new colors. Jessie Clark has a new title, "The Johnstown Sparrow"—always chirping along. Charlie Clark's Zouaves look swell in their new uniforms and play swell. Evelyn Frchette, who was recently released from the Michigan State Prison, has been secured by Scout Younger to appear in person in his "Arizona Dust Bowl." It will be remembered that she was called "Dillinger's sweetheart," and was kept in durance vile by authorities, who endeavored to get all information possible from her as to the gangster's activities. She has been released unconditionally and now realizes that "crime does not pay," and is one of the personnel of the attraction that Scout is presenting. She is a handsome brunet and a most interesting conversationalist. DICK COLLINS.

**Big State Shows**

SHINER, Tex., Week ended June 27. Auspices, Shiner Agricultural Fair Association. Location, fairgrounds, right in town. Pay gate. Weather, hot days, cool nights; rain Saturday morning. Business, gratifying.  
Director General Roy Gray purchased necessities to increase show's light plant to heavy load required. Electrician Bob Young and assistant, Leo Pibe, have protection rails around plant and locate it in line with tent shows—present it as free attraction. Leroy Beeman, Ferris Wheel operator, quit and R. A. Melver given vacancy. Leonard and Thelma Jones new additions. "Oklahoma Hillbillies" left. Manager Jesse Wrigley has another show, "Exposure." Banners, Gambien painted, portray "mystery." Gets

money. Entire new banner line for Frank Goodman's Museum. Goodman suffered sunstroke. In hospital three days. W. B. Worrman, Merry-Go-Round helper, to a Houston hospital. Congressman J. J. Mansfield, Attorney-General William C. McCraw, Senator L. J. Sulak and Hon. L. C. Merrem, Texas stateamen, entertained by Roy Gray, Louis Bright, Jesse Wrigley and the writer. Roy Valentine handles *The Billboard* in a classy concession. Claims first to do so. Capt. Dan Cherry, going driver, arrived from Carthage, N. Y. Got big. Bands of the fair proper took turns touring the midway. The former secretary of Lagrange Fair, Robert Wilcox, and M. Fernau Jr., secretary Flaton Fair, and Yoakum's "Tom Tom" directors, banqueted by show's management in Edward Rife's new dining tent. Mrs. Rife on show for two weeks. Showfolks tendered her "surprise" party. Mrs. Ira Halleck Schulz, of Schulenburg, visited Thursday. More than 20 showfolks returned with her and her husband and enjoyed their beautiful home until "wee small hours." Ed Linder, tattoo artist, joined Circus Side Show. DOC WADDELL.

**Mighty Sheesley Midway**

FLINT, Mich., Week ended June 27. Auspices, V. F. W. Location, North Saginaw street and Carpenter road. Weather, cool. Business, fair.  
Manager John and Charles Sheesley almost needed blue prints to fit the show into the lot due to the smallness of it, but after figuring and measuring for several hours it was finally accomplished. Dorothy Sheesley celebrated a birthday this week but refused to say just how many. Mr. and Mrs. Harry Eaton, of Rubin & Cherry Exposition, here, their home town, welcoming the arrival of an addition to their family. Clyde Jordan elated over the arrival of a daughter, born in Pittsburgh. Charles Taylor has added six musicians to his Harlem on Parade. Captain John had the misfortune to bang up his shin on a stake after all these years. Discovered Al Renton is very good fidgetest player. Harry Bauer skinned his hands badly while doing his act but was back in harness the next night. Mrs. Francis Renton, mother of Al Renton, arrived from Newark to spend the summer, bringing with her Jeane, Robert, Fay and Francis Renton. Pat Smith, of the Circus Side Show, is now swallowing a three-foot neon tube as feature to her act. John Crockett rejoined the show, on crutches, from hospital in Cincinnati. Mrs. A. D. Smith and Frank Perone fell in holes this week; the result, sprained ankles. On the sick list: Elsie Henry, Jeanne Williams, Earl Ketring, Judy Watrlese and Mrs. Al Renton. Noel Lester's son, Keith, 11 years of age, is following in his daddy's footsteps and is presenting four illusions himself and doing a fine job show. Leo Cuddy has a welcome visitor. More purchasers of new cars and trailers: E. Mansfield, Wingy Schafer, Mike Goodwin and Charles Pours. FLOYD NEWELL.

**Zimdar's Greater Shows**

NEW ULM, Minn., Week ended June 27. Auspices, V.F.W. Location, Barker's showgrounds. Weather, fine. Business, fair.  
Mr. Sellner, manager of Tilt-a-Whirl, came in to see the new ride in operation. It is a beauty. Mr. Temple, representative of Central City Show Print Company, also on the lot. Jack Miller, who was on sick list, is okeh again. Charles Reed, general agent, has show booked solid for the season. May extend the tour, weather and conditions favorable. Committee was not co-operative. Show had a band tournament for opposition. Town full of retired showfolks. Among the oldtimers, Jake Kumalar and his family, playing parks and clubs. G. W. Tuttle and his Pony Ride joined the show. King Tut booked for the week with his kiddie ride. Kelly Bros. Wild Animal Annex, with all new canvas and 14 new banners, all set to open. Also Kelly Bros. "Smallest Mother and Baby." Dutch Marks was a visitor. Harry Zimdar bought another International truck. F. B. Braussard a house car and Buck Cooper a Ford. CHARLES SEIP.

**Johnny J. Jones Exposition**

EAST LIVERPOOL, O., Week ended June 27. Auspices, American Legion. Location, Columbiana Park, East End. Weather, perfect. Business, great.  
Trainmaster R. H. Sheppard brought the train in from Meadville, Pa., in time to have the show unloaded and on the lot before dark. Good co-operation from local officials and the committee made this one of the most enjoyed weeks of the season. A splendid publicity break was received from George A. Elles, operator of the State and American theaters, by placing slides on the screens of both houses six weeks in advance of the show's arrival that "Johnny's Coming." A new addition to Joe Stij's already beautiful cookhouse has made him a potential contender for "the road's best equipped culinary dispensary." Joe Pearl, *The Billboard* agent of this show, is proud of his record as one of the leading salesmen to date in this year's contest. George Davis, operator of frozen custard outfit that suffered a loss in the Meadville fire, has completed alterations and is happy to announce that the boys who received burns are out of hospital and almost ready to resume their duties. In the absence of Artist Reeves, who had to return to a Pittsburgh hospital for optical treatment, work is being carried on by Billie-Johnn, of Carl Lauther's Side Show, who has done some beautiful work on getting the show's banners touched up for the fair dates. Arthur Atherton, secretary, is back on the job after a visit to the bedside of his mother at Montgomery, Ala. He states that his mother is greatly improved in health. Congratulations are in order among the show's entire personnel to Edith Gruberg on her wedding. Leo Cuddy, Loop-o-Planes, is proud of the beautiful lighting effects recently installed and is boasting one of the best. R. H. Haney, Scooter, has added improvements and has a beautiful ride. Visitors of the week included Mrs. Annie Price, of Rochester, Pa., sister of Tom Allen, assistant manager; Oscar Pendley, city editor *East Liverpool Review*, who was on the midway nightly. Mrs. Walter A. White returned to Quincy, Ill., for a mid-summer vacation. WALTER D. NEALAND.

**SLIPPERY ROCK, PA. JUBILEE CELEBRATION**  
WEEK JULY 13th  
WANT SHOWS AND LEGITIMATE CONCESSIONS OF ALL KINDS.  
Will be Free Acts and Parades to draw crowds. This is a prospective continually and has large drawing power. Write or wire.  
WM. ELTON, General Chairman, Slippery Rock, Pa.

**WANTED HIGH CLASS CARNIVAL**  
Rides, Concessions, Everything.  
DUNQUE FIRE FIGHTERS ASSOCIATION, Later Part of August, or First Week in September.  
FRED J. HUFTILL, 830 Rhomburg Ave., Dubuque, Ia.

**WANTED RIDES**  
Meadowbrook Park-Bascom, Ohio  
Rides to remain in Park remainder of Park Season, including Labor Day.  
Write MR. H. L. WALTER, Bascom, Ohio.

**WANTED!!**  
GAMES, RIDES, CONCESSIONS OR CARNIVAL FOR HOME COMING AUG. 1st  
Whitehouse, Ohio.  
C. M. TOWNSEND.

**WANTED**  
SHOWS — RIDES — CONCESSIONS.  
Serving Fire Department, Big Harvest Home  
SEPTEMBER 3, 4, 5, 1936.  
On the Streets of Sopping, Ohio.  
Address S. TRAINER, Big-Trade, Sopping Fire Department, Sopping, Ohio.

**WANTED**  
FOR MEADVILLE, PA., JULY 20-25  
HOME COMING AND FESTIVAL WEEK  
Kiddie Ride, Ferris Wheel, Loop-O-Plane, Good Deal, Wanted, Good Colored Show, Wax Show, Snake Show, 10-In-One and other Hit or Grind Shows. Will book Photo Gallery, Good Large Bingo Game, Ball Games and other Legitimate Concessions. Billy Winter come on. Wm. S. Wells write. Wiram Ball wants two Agents and Truck Driver. Communicate.  
ED. WEYLS, Care American Legion, Meadville, Pa.

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FOR THE FOLLOWING WEEK'S ISSUE.

**AT LIBERTY**

2c WORD (First Line Large Black Type)  
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**ACTS, SONGS AND PARODIES**

8,000 SONG SHEETS, #9 BROADWAY SONG hits, 10c; 1,000, \$10.00; \$75.00 for lot. One Long Eakin Chippette Machine, \$110.00. Half cash with order. EARL C. POWERS, Salisbury Beach, Mass.

**AGENTS AND DISTRIBUTORS WANTED**

AGENTS! SENSATIONAL! UNCLE SAM reflect Roosevelt, Elect London, colored license plate emblems; big profits. Sample pair 25c. Write PEECEE, 445 Riverside Drive, New York. jyl8x

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. jyl1x

AGENTS — STICK-ON-WINDOW SIGN LETTERS! 500% profit; free samples and liberal offer. METALLIC LETTER CO., 439 N. Clark, Chicago. x

AGENTS — MAKE YOUR OWN PRODUCT. Powdered Auto Polish Formula, get sample before buying. Send 25c to cover mailing. S. L. GEORGE, 1302 Park Rd., Washington, D. C.

ALL RUBBER ELECTRIC HEATING PAO, patent allowed June 4, 1936. Takes place of hot water bottle. \$5.00 per dozen. IND. ENGRAVERS, Box No. 390, Rossville, Ind.

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO", 1064 Washington, Boston, Mass.

CARTOON BOOKLETS—MAGGIE AND JIGGS, etc. Samples 25c. Rare photos, untouched, samples 25c. NOVELTY SALES, Guntersville, Ala. x

FEATHER FLOWERS, HIGHEST GRADE ARTIFICIAL Flower. Beautiful for display; nice work for women. DE WITT SISTERS, Battle Creek, Mich. jyl1

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. C, Decatur, Ill. jfx

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. C-207, 500 Throop, Chicago. x

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. PROCOPIX, Dept. 131-B, 1950 S. Troy, Chicago.

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting your own business, home, office. No outfit. ELITE, 214 Grand, New York. jv25x

FITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit, Stamp checks, plates, fobs. Catalog 69-B free. C. M. HANSON, 303 W. Erie, Chicago. x

SALESBOARD MEN—NEW PUT AND TAKE jars, twelve different payouts. A natural. Details, sample free. TOM THUMB, Dept. 88, Nauvoo, Ill. jv25x

SPOT-OFF — QUICK DEMONSTRATOR FOR streetmen, pitchmen, agents. Sells 25c. Costs \$4.50 gross. Particulars free. Samples 25c. MISSION, 2328 W. Pico, Los Angeles, Calif.

START A NUT AND CANDY ROUTE—SAMPLE nut candy and display rack postpaid 50c. WORLD NUT PRODUCTS CO., Kankakee, Ill.

TEXTILE LATEX. SILVERTEX BLADES, Electric Razors, Perfume, Sundries, Bandages, Novelties, etc. KEARNY WHOLESALE DRUG CO., 456 Kearny St., San Francisco, Calif. aulx

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. aulx

WONDERFUL SUMMER SELLER! ELECTRIC Lamp kills insects in house, farm, garden, etc. \$2.75 up. Literature free. SAUER BROS., 5228 E. 12th St., Oakland, Calif. jyl1x

\$3.50 PEANUT VENDOR—MAKE BIG, EASY money with America's leading low priced penny machine. Large manufacturer will show you how. WALZER CO., 428 Stinson Blvd., Minneapolis, Minn. x

101 PROFITABLE MAIL ORDER AND LOCAL Ideas for starting your own business. Free literature. PRUITT PRESS, Dept. D, Elburn, Ill. aulx

**ANIMALS, BIRDS AND PETS**

ALL READY FOR SHIPMENT—DWARF PARrots for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Dens Snakes, everything for shows. SNAKE KING, Brownsville, Tex. jv25

ALLIGATORS, FAT, HEALTHY, ANY NUMBER, any size, immediate shipment, largest collection in world. No C. O. D.'s. FLORIDA ALLIGATOR FARM, Jacksonville, Fla. aulx

DENS LARGE FAT SNAKES, 4 TO 7 FEET LONG, \$5.00, \$10.00 and \$15.00. Fast shipments. PALMETTO SNAKE FARM, St. Stephen, S. C. x

OOKEYS, TAME OR GREEN, QUICK PROFITS. Baseball teams, amusement parks, children's pets. Economical upkeep. Quick deliveries. LINDEMAN, 63 West 11th, New York City. jyl1

QUALITY STOCK, PROMPT SHIPMENTS—Plenty Snakes, Alligators, Racing Terrapins, Armadillos, Iguanas, Gila Monsters, Dragons, Horned Toads, Ringtailed Cats, Wild Cats, Coatimundis, Prairie Dogs, Sloths, Ocelots, Pumas, Ostriches, Bear Cubs, Monkeys, Parrots, Pea Fowl, Parakeets, Baboons, Guinea Pigs, Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

SMALL CUB BEARS FOR SALE—SPECIAL reduced price, \$20.00 each; cash with order. Write now. RELIABLE BIRD CO., Winnipeg, Can. jyl1

TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. ROSS ALLEN, Silver Springs, Fla. jv25

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

BECOME CLAIM ADJUSTER, INVESTIGATOR—Good position or own business. Easily learned; low cost; particulars free. S. MORSE, 1009 Oak, Elmira, N. Y.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. jyl1

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EASY MONEY FOR YOU! MAKE, SELL Cheese Popcorn. Sensational seller; easily made. Secret instructions, \$1.00. W. J. LYNCH, Springfield, Ill.

MONEY-MAKING HOME BUSINESS FOR spare time. Send stamp for amazing details. GEORGE B. TALBOT, Norwood, Mass. x

SELL BY MAIL BOOKS, NOVELTIES! BARGAINS! Christmas sellers! Display Signs! Big Profits! Particulars Free. F. BLFCO, 525 South Dearborn, Chicago. jfx

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**COIN-OPERATED MACHINES SECOND-HAND**

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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.

A-1 BARGAINS, RECONDITIONED—TYCOON, \$85.00; Peerless, \$65.00; Bonus, \$65.00; Red Sails, \$62.50; Speedway, \$62.50; Ten Grand, \$60.00; Parlay, \$60.00; Sunshine Derby, \$58.00; Jumbo, \$46.00; Stock Market, \$38.00; Mammoth, \$38.00; Electric Baffle-Ball, \$38.00; De Luxe '46', \$37.00; Prospector, \$35.00; Aces, \$22.50; Seven-Eleven (2 Ball), \$18.00; Varsity 15 ball, \$16.00; Carioca, \$14.00; Put 'N' Take, \$14.00; Plus & Minus, \$14.00; Sportsman (non-viable), \$10.00. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, Chicago.

AGENTS — SELL OUR NEW DICE GAME. Cigar stores, bars, all public places. Sells for \$1.25, has a ten dollar appearance. Store keepers make their investment back in ten minutes. Send fifty cents for sample; \$5.00 per dozen. NATIONAL HANDBOOK, 110 East 31st, Erie, Pa. jyl8

BARGAIN CLEARANCE — 36, EXCELLENT condition, used, late model Pin Tables, \$7.50 each; 11 Radio Rifles, \$69.50 each, complete with one hundred feet of film; 28 Ropp Automatic Baseball, \$49.50 each. STIRLING NOVELTY CO., 54 Elizabeth Ave., Newark, N. J.

DALLY'S TEASERS, ORIGINAL CARTONS, \$14.50. Bargain Counter Game List Free, 1,000 Slot Machines, \$7.50 up. Parts galore. COLEMAN NOVELTY, Rockford, Ill.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. s612

CASH FOR AUTOMATICS, PHONOGRAPHS, Scales, etc. Will trade. Smokeeries Penny Cigarette Machines, \$4.50; 3 for \$12. SILENT SELLING CO., 548 Massachusetts, Indianapolis.

FIFTY 5c, 10c and 25c SLOTS, 100 PIN TABLES and Counter Games. Come and get them at your own price or trade for Penny Packs, One Ball Pin Tables or Music Boxes. PEARL JOHNSON, 503 South Forest, Brazil, Ind.

FOR SALE—TEN GRANDS, LIKE NEW \$60.00 each; Electric Eyes, like new, \$95.00 each. Half cash, balance C. O. D. YENDES' SERVICE CO., 1813 W. Third, Dayton, O. jyl8

FOR SALE—2 ELECTRO HOISTS, \$40.00 EACH; 1 Trojan Automatic, like new, \$25.00; Frisky, \$10.00; 2 Flying Colors, like new, \$10.00 each. BANKS, 2264 Falls St., Niagara Falls, N. Y.

HORSE RACE MACHINE, \$5.00; CIGARETTE Machines, \$2.00; Chicago Club House Poker Machine, \$7.50; Nickel Machine with jackpot, \$25.00. 'O'BRIEN, 97 Thames, Newport, R. I.

IF YOU WANT QUALITY AT A PRICE—RCA Victor (5c Play), Automatic Phonographs have it. Bankrupt closeout of Floor Samples, \$99.50; cost \$250.00; act promptly. P. K. SALES, Cambridge, O.

MEN WANTED TO OPERATE DIGGER MACHINES in their own territory. \$300 deposit required. 40% basis. BOX 716, Billboard, 1564 Broadway, New York City. jyl8

MILLS ORIGINAL BELLS, FIVE-CENT PLAY, without jackpot or Vender, like new, \$15.00 each; 8 for \$100.00. 15 Gottlieb's Miniature Baseball Counter Games, \$4.50 each; 1 Here's How, \$6.00; 2 Dilemma, \$3.00 each; 1 King Six Jr., \$8.00. COIN-O-MATIC SALES ORG., 2041 Fifth Ave., Pittsburgh, Pa. x

MUTOSCOPE CRANES, \$55.00; MERCHANTS, \$75.00; Columbus Peanut Venders, \$3.85; Cent-A-Smoke Venders, \$4.50; Columbus Globes, 65c. NATIONAL, 4242 Market St., Philadelphia, Pa.

PISTACHIO MACHINES, GOOD CONDITION, Master No. 2, 1c, 5c @ \$5. BOX C-39, Billboard, Cincinnati.

RADIO RIFLES BOUGHT AND SOLD; FILMS for both 1c and 5c Radio Rifles. MEYER WOLF, Vermont Apts., Atlantic City, N. J.

REAL BARGAINS ON MILLS SLOTS AND Pin Games of all kinds. We buy, sell, swap. HANDBOOK COIN MACHINE EXCHANGE, 110 East 31st St., Erie, Pa. jv25

TEN USED SKEE ROLL ALLEYS, EXCELLENT condition, wire, write or phone best offer. STIRLING NOVELTY CO., 54 Elizabeth Ave., Newark, N. J. x

WANTED—BLUE FRONT MILLS ESCALATORS, any amount. Give price and serial number first letter. BADGER BAY COMPANY, Green Bay, Wis. jv25

WANTED—USED PURITAN GIRL OR PURITAN Bell Coin-Operated Machines; used Cigarette Machines. OHASPE STUDIOS, Zanesville, O.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBOOY, 1826 East Main St., Rochester, N. Y. jyl1

WE BUY ANYTHING IF THE PRICE IS RIGHT and pay spot cash. Paces Races, Slot Machines, One-Ball Games, Phonographs, Cigarette Machines, Scales. CHARLES PITTLER, New Bedford, Mass. jyl8

1 SHOT PAYOUTS LIBERTY BELL, \$9.50; Carioca, \$12.00; 10 Ball Rocket, \$5.00; Major League, \$3.00. SEEMAN, 623 Fulton, Grand Haven, Mich.

10c JENNINGS JACKPOT BELLS, PENNY LIT-Tle Dukes, \$9.90; Gold Rush, \$12.50; 5c Jennings Escalator Gold Award Silent Salesman, \$22.50. KENTUCKY GUM, Louisville.

SO NOVELTY PIN GAMES AT \$2.50 TO \$4.75—Angle Life, Criss Cross-a-Life, Beam Life, etc. Send for complete list. MARION COMPANY, 564 West Douglas, Wichita, Kan. jyl1

**COSTUMES, UNIFORMS, WARDROBE**

ATTRACTIVE EVENING GOWNS, WRAPS. Chorus Sets, Slippers, Stage and Street Costumes. Lowest prices. C. CONLEY, 310 W. 17th, New York. x

BAND COATS, FLASHIEST, \$2.50; RED CAPS, \$1.50; bargains. Chorus Costumes, Trunks, Orientals, Tents, Velvet Curtain, \$25.00; Mess Jackets, \$2.00. WALLACE, 2416 North Halsted, Chicago.

**FORMULAS**

CORN CRISP FORMULA, \$1—FRANCER, 115 15th St., Toledo, O. x

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. M. BELFORD, 4042 N. Keeler, Chicago. jyl1

MAKE FAST SELLING PRODUCTS AT HOME without machinery. Easy, interesting, profitable. Guaranteed formulas. Catalog free. KEMICO LABS., 50 Park Ridge, Ill.

SUCCEED WITH YOUR PRODUCTS — MAKE, sell them. Learn how. Formulas, Processes, Analyses. Catalogs, circulars free. Y. THAXLY CO., Washington, D. C. jv25x

**FOR SALE—SECOND-HAND GOODS**

CANNON—USED BY THE GREAT SAMSON, discharges 9-lb. ball, perfect condition, like new. MRS. J. M. PETERSON, 6953 Evergreen Ave., Jacksonville, Fla.

CORN POPPERS — FEARLESS, ROTARY, ALL kinds, geared popping kettles, candy kettles, furnaces. Our prices are lowest. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. jyl8x

FOR SALE—TWELVE DAISY AIR RIFLES FOR Cigarette Gallery; six brand new, never been shot; six used, in fair condition; first twenty dollars takes them. JOHN B. DAVIS, Hawkinsville, Ga.

FOR SALE—LARGE LIBERTY ROOT BEER BARREL with stand and electric carbonator; cost \$1,200.00; will sell for \$75.00. BROWN, 93 Seneca Street, Buffalo, N. Y.

HAVE 123,000 SMALL CANDY BOXES, FIRST \$50.00 for lot. Bargain. Free sample. BERNSTEIN, 116 Eldridge St., New York, N. Y.

POPCORN CRISPETTE MACHINES, CORN POPPERS, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O. aul5x

POPCORN MACHINES, FACTORY REBUILT warranted electric models. Unusually low priced; low down payment, easy terms. Big values. Act quickly. ADVANCE MFG. CO., 6326 St. Louis, St. Louis, Mo. x

PORTABLE ROLLER-SKATING RINK FOR SALE — W. C. CALHOUN, Sweet Springs, Mo. x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

A-1 NOVELTY ANT CIRCUS, ALIVE, JUST out. Better than Flea Circus. 2-Headed Baby, Chinese Torture Box, Crime Shows, Curiosities, Mouse Circus, 500 Chairs, thousand other bargains. UNIVERSAL, 849 Cornelia, Chicago.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. jv25

THREE U-DRIVE-IT MINIATURE RACE AUTOS, good condition. Arch, stakes, etc., \$175 cash. RUSSEL LAMB, R. No. 2, Richmond, Ind.

VENETIAN SWINGS — SET OF 8, NOW in operation at Cedar Point. Write or see K. BURLEY, 201 Fjilton, Sandusky, O.

**HELP WANTED**

BAND MUSICIANS, ALL INSTRUMENTS — Experienced show, concert. Clarinets double Saxophones; Accordion double Brass. Fair and indoor season. Want jacks, detailed reply. Don't misrepresent. SACK PALMER HENDERSON, 103 Grand, Hoboken, N. J.

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MILLION DOLLAR—

(Continued from page 38)

and a pool table setup with bleachers on all four sides and Jimmy Caras, world's pocket billiard champion, set for the season for nightly exhibitions with seasoned players. The latter is proving a big drawing card, especially with the men, while wives watch the movies.

The Hippodrome, besides the stage show, also has two pictures—opening bill was *House of Thousand Candles* and *If You Could Only Cook*. It is good to note that this is also a first—being the first the pier has ever gone in for two talkies.

Midget Village Feature

One of the real novelties of the pier, replacing the theater of magic of last season, is "Midget Wonderland," a complete midget village setup with British Royal Midgets appearing in this country for the first time and doing a complete circus performance, including trick riding and aerial acts. These midgets arrived here the day previous to the pier's opening. Albert Cox, Scotch bearded midget, is a featured attraction both on the stage and around the pier. A group of midget horses also accompanies the act as well as several Great Dane dogs. This act was imported by Harry Biben.

The laughgetter of the pier is Town Hall, featuring old-time silent movies and a squeaky piano—the opening film was Charles Chaplin in *Foxy Street* and the music score, typical oldtime, had the audiences joining in the fun of cheering the hero and hissing the villain. In its one-week here, altho lesser advertised, has become known as one of highlights of pier, and hall proved too small to hold crowd.

Another feature is Princess Yvonne, the mystery girl, who has been returning year after year to the pier for all-season stays. This is her fifth year at the spot.

A pier institution is the famous net hauls with Capt. John L. Young taking personal charge and lecturing twice daily. Other features this year include a short-wave station, sun decks, fisherman's alley, free bathing lockers and exhibits.

The pier has a new schedule of prices this season, with a 40-cent top on Saturdays, Sundays and holidays. Afternoon week day and evening prices are 30 and 40 cents.

C. A. Hill is general manager for the Cresson interests; Harry Waxman, general supervision manager; Harry Biben, booking all stage and orchestra attractions; Alvin Steinberg, production manager; Captain Young in charge of net hauls; Doc Irving, chief electrician; Harry Campbell, chief of service; Jack Winters, in charge of ballroom floor; Spike Turner and Jack Sourcos, on gate; Mickey Walker, chief of pier police, and Bette Hill, Frances Mathews, Anna Todd and Margaret Evely, cashiers.

CONEY ISLAND—

(Continued from page 40)

in. Still uses his successful method of changing girls every two weeks and is currently featuring Billie Harvey and her imitatable Salome dance.

Hear ye, hear ye and know ye that Sam Sieberling and Artie Sachs, of ping-pong and television fame, were rated as two first-class automobile mechanics before going into their present line of business. So they can still count on their old line for a livelihood when, as and if.

Concessioners and ride owners report an increase in biz on the Steeplechase end of the Bowery, with due credit to the new Lido boat ride and the new twin Loop-o-Plane, which help to brighten up that end and bring people to it.

The Whip, on the Bowery and West 16th street, an old ride but still a good ride and also the largest Whip on the Island, still does a capacity business, weather permitting. Joe Dworman is general manager. Rocco is head mechanic, and William McCann, in the ticket box, has thru his many years of experience as a ticket seller learned a secret method of turning them in.

Princess Adah and Company (Ray Burns in private life), mental act, are a wonderful drawing card for Dave Rosen's Palace show. Working on the front of the same show are Rosen's old stand-bys, Tiny and Billy Milton, who in a couple of years should be pensioned or receive some free stock in the corporation. They are both hard-working boys, know the ropes and often turn 'em in when no one else can. On the bally with Billy and Tiny are a four-piece

Cuban dance orchestra, with Mary "Goulash" doing a rumba.

Lou Kay, the singing trouper, is now working on a promotion for the winter and if successful expects to go on tour.

One of the coziest little spots in Coney is the Luna Bar and Grill on Surf avenue and should you happen to stroll in or by there and see a tall, handsome bartender all dressed up in a white coat and apron, please be advised that it is none other than Sam Weisburger, who is also the manager and my ex-boss.

Island this year seems to be just one battle after another. On the Bowery there are two rides battling each other, on Surf avenue a couple of shows fighting each other and on the Boardwalk three or four bathhouses having it out. They are all using the amplified loud-speaker method in doing so. This naturally was brought to the attention of the police. After a lengthy conversation with the police captain I was given to understand that unless they put the soft pedal on these loudspeakers summonses will be issued and the owners brought to court.

I often look back to the old days when we had no such things as microphones and loudspeakers and yet we got by. As a matter of fact, there is still one showman left who would rather have the quiet old-fashioned sort of a bally than the modern loud-speaker arrangement. He is Sam Wagner, manager of the World Circus Side Show, who has operated his show for many years without a bally and would still be willing to do so if it weren't for the competition. World Circus can operate at any time on its own merit and many years of splendid reputation. Wagner spares no time or expense in securing the best of attractions to please the public and, as long as I can remember, never have I heard of a dissatisfied customer.

With the aid of the Wagner personality boys, including Talker Raymond, the front is kept in shipshape and always working in perfect harmony. Whether Coney Island will have any fireworks this year has not been definitely settled, but information on it will be forthcoming soon.

STEEL TOPS—

(Continued from page 38)

only available. This attraction has outlasted every other on the pier, showing that the minstrel art is not dead but only needs new pep to bring it back to the fore.

Opera at Little Theater

An entirely different atmosphere is found in the Little Theater, where Jules Falk, music director of the pier, presented his initial opera of the season, *Martha*, starring Marion McAfee, Marion Selee, Patrick Henry, Howard Laramy and Tom Williams. It was given a warm reception by music lovers. Henri Eikan conducted. This is the ninth consecutive year for opera on the pier—all performances given in English—with 24 scheduled for this season.

The center theater or Music Hall played No. 7 Unit of Major Bowes for its opening feature—while some of the individuals showed talent, the Major could spend a little more time on presentation, his style being unchanged from the first attempt. A feature picture was also included on the bill of this house.

Steel Pier stole a beat on the presentation of the Louis-Schmeling fight pictures the day following the fight and kept them going with plenty of bally for two weeks. A feature picture, *Little Lord Fauntleroy*, occupied the third house on the pier—Ocean Hall.

The highlight of Warren's Buck baby wild animal zoo is Pete the penguin. Pete is a novelty owing to the lack of success exhibitors have had in keeping penguins alive while in captivity.

The opening ballroom attraction was Abe Lyman and his Californians, with Abe Lyman and his Steel Pier Orchestra booked for the entire season as the second band—the first time the pier has made an all-season booking of a dance band. Other bands to follow Lyman will include Rudy Vallee, Tommy Dorsey and Guy Lombardo.

Joe Lombardi, well known here and in Philly for his orchestras, is leading the band in Music Hall for stage shows, with N. T. G. and his revue, featuring Sylvia Froos, booked for the holidays.

Out on the end of the pier is again presented a thriller circus headed by a sensational tiger act, with Capt. Roman Frauke, who since his last appearance here several seasons ago has greatly improved his act and made it into a real thriller. Three Ermingos perform a number of high-wire stunts, while the

Two Ameronits and Assistant and Lillian Malloy keep the spectators holding their breath in acts high above the platform of the pier without nets. Returning to an old stand are the Steel Pier Diving Horses of Miss Carver's, the Hawaiian High Divers, Water Circus and Happy Family comedy act.

Harry Wilkie, who usually handles sound on the outdoor stage, is this year also doing the announcing and making a swell job of it—putting punch in his line of talk necessary for the type act presented. A model two-story home is also included on the outer deck, as are boating docks, with sail and motor boats leaving the pier for cruises up and down the coast.

On the upper deck of the pier Jarrett has assembled three lively exhibits to replace his war exhibit, which for many years held down this spot. His hats of all nations is quite an array of interesting headgear, while his Presidential exhibits are also interesting—includes important happenings in the lives of nearly all the Presidents. Model homes of the progress of housing from early days is also shown here.

This is the 39th consecutive season for Steel Pier and the place is jammed with attractions. President Frank P. Gravatt is looking forward to a record season and with good weather breaks can't miss.

The pier personnel includes Richard Endicott, general manager; Jules Falk, musical director and producer of opera; Harry Volk, in charge of publicity, assisted by Sam Stratton and Fred Schwarz; Frank Elliott, director of minstrel; Edward Sherman, booking vaudeville.

RINKS—

(Continued from page 40)

hibition of speed given by what I believe is the greatest group of professional speed skaters ever assembled.

Even during those times when the Arena is closed to regular skating, the Arena Skating Club activities continue. At the time this was written a group of 125 members had signed up to make a special trip to Chicago over the "Fourth" to visit White City Rink members, many of whom made a similar visit to the Arena Decoration Day. During July and August the club will take to open-air activities such as a boat trip to Lake Erie in conjunction with the Michigan Skating Association and trips to Wald Lake, Fair Haven, Toledo and other summer rinks within reach. From indications the club will have a membership of 2,000 before it is one year old.

On Rollers in England

By CYRIL BEASTALL

Benny Lee, pro roller speed champion on this side of the Atlantic, made a successful attack on June 1 on the national records over one-half and 1 mile (paced) in Hastings open-air rink, Sussex, on a concrete track measuring a little over four laps to the mile.

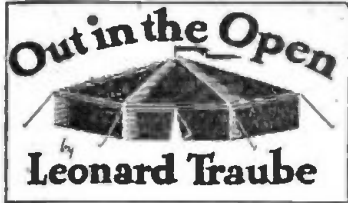
The half-mile trial was first on the program and, paced by J. Davey on a pedal cycle, he set off in smashing style to clock 1:21 2-5, which was 2 3-5 seconds better than the previous best, put up by that internationally famous speedman, Arthur R. Eglington, in 1925, in Holland Park, London.

Benny made his mile run later in the day before well over 1,000 spectators, who showed their appreciation of his efforts in no uncertain manner. He started off slower than in the one-half mile but finished much faster, passing over the line with a terrific burst of speed.

Commander John Drinkwater, manager of the rink, who was official timekeeper, with Ben Benham, London, clocked the skater in at 2:48 dead, which was 7 3-5 seconds faster than the previous best, put up by the great Eglington at Holland Park 12 years ago.

These two splendid feats by Lee merely emphasized what is generally known by those people who know what is what about speed skating on rollers, that whatever reputation the best American speed boys may have, they would find our champion "worthy of their steel" and I am proud to count Benny Lee one of my friends, for those who know him as I do, know him to be a genuine performer, a true sportsman and a gentleman.

Benny asks me to mention that he longs to race against some of the American boys and hopes some of them will make a real effort to arrange something for him over there. What about it? Let's have some response!



Fred Pitzer, vice-president of the Dexter Fellows Tent of the Circus Saints and Sinners' Club of America, goes to bat for Leonard Traube, who is vacationing. Mr. Pitzer writes about Orson Kilborn, new president of the tent.

ORSON KILBORN kicked himself into the world at 7:48 a.m. November 17, 1889. He thrived on a milk diet, and at the age of 6 was fascinated by the brass buttons of trolley-car conductors. It meant going places. He has been going places ever since. At 8 he became Chief Sitting Bull of a gang of kids and the following year reversed things and became Buffalo Bill. At 10 he organized a one-ring circus on the broad lawn of his grandfather's place in Massachusetts. One-cent admission, 2 cents for the best seats and half a dollar bought a half interest in the show. The following 10 years brought the usual number of schools, the usual number of escapades. In 1910 he stepped out of Columbia College into a job of test-

ing chassis for the Orson Automobile Company. A little later he organized a wire-wheel company, an inner-tube concern, became a partner in a firm installing efficiency systems. Then came the war.

Kilborn organized the statistical division for the War Department at Washington and built the master index of over 2,000,000 names. Attained the rank of major and later became assistant division adjutant of Camp Bowie at Fort Worth, Tex. He received his honorable discharge to enter the Naval Aircraft Factory at Philadelphia. He wrote instruction books and cut red tape.

AFTER the armistice Kilborn was made assistant manager of the factory and six months later became a partner in a stock exchange firm. After two years, tired of battling the "bulls" and "bears," he became chairman of the board of an important oil company. He sold his interest a year later and during the 13 years following he was more or less of a commuter to Europe, making exactly 50 crossings. During this period he promoted and organized quite a few companies both here and abroad. He organized the Playgoers of New York and introduced miniature golf in Paris on a large scale.

In 1932 Kilborn made a tourist and economic survey for Yugoslavia under government auspices. He organized an animated motion picture concern in Berlin, became director of Research International of Paris and, realizing the trend of events in Europe, liquidated all his interests abroad and came back to America to establish, with another man, an advertising agency in which he recently sold his interest.

"POLITICAL conditions both here and in Europe are so critical," says Kilborn, "I doubt if I will go into another business until after the elections. As to my personal life, I have been married for five years to an angel from Yugoslavia. We would rather sit home and continue our 1,000-game domino tournament than go to the finest night club. I like baseball, hockey and wrestling; in fact, all sports. My greatest thrill is a sea voyage.

"For a number of years I was 'call boy' (vice-president) of the famous old Green Room Club. Am a member of the American Club of Paris, the TNT Club of Paris and the greatest club of all, the Dexter Fellows Tent of the OSSA. Incidentally, the circus thrills me as much today as it did when I was a youngster.

"To answer your questions about my views concerning the proposed old trouper's home is rather difficult at present. One thing is certain: It is necessary and will be accomplished by the Tent. Some criticism has been made that the OSSA has done a lot of talking and little action. I think this is unfair. A lot of constructive work has been done.

"To start something new, especially along philanthropic lines, always takes time to organize. Very definite plans are under way at present. A new home committee has been formed and I think that by the fall we will have a surprise for the trouper.

"ONLY one problem bothers me and I express only my personal view about it. Any organization, whether business, semi-philanthropic or outright charity, must have definite policies. In my opinion, a social organization, to be successful, should require the members who might benefit to have a stake in the enterprise.

"How should this stake be arranged? Some members believe that a very small percentage of a trouper's salary should be deducted and deposited in the Home Fund. Others think that a voluntary membership with nominal dues would be preferable to the circus trouper. Other plans have been suggested.

"The way I personally feel about it is this. It is all right for us to sit around and try to decide which is the best plan, but I would like to know what the circus trouper thinks. I wish that every circus performer would write to me in care of the club at The Billboard's New York office and tell me frankly just what his or her views are on this question. Any and all suggestions will be most welcome.

"The members of the Tent want to co-operate to the fullest extent with circus performers, and the only way to find out what performers want is to ask them. So I urge every circus performer on any circus in any part of the United States to write to me. Every letter will receive careful consideration. It is not up to us to tell the performer what he should do, but it is up to the performer to say what he wants us to do and then we will do our level best to fulfill his wishes."



CHARLES SCHATT, a concessioner of Brooklyn, registers a complaint. He feels that the attitude of concessioners with circuses toward circus trailers in the same line of business is not fair. Listen to what he writes this pillar:

"I noticed an item in The Billboard's Summer Special in which the circus trailer selling novelties has been condemned for following circuses and causing losses to concessioners with the shows. That is rather a poor picture of a legitimate calling in show business. I have operated around circuses for years. I have consulted The Billboard advertisements as a source for my stock. In fact, there is many an item that owes its success to the so-called trailer who sells his wares wherever crowds assemble whether it be a circus, celebration or fair. Many a jobber considers the trailer an important outlet for his merchandise, then why condemn him?

"The circuses lately are resorting to a practice that does more harm than good. In their effort to rid themselves of trailers they are inciting their help to threaten and intimidate them. In several cases the police had to step in to preserve the peace.

"The explanation of all this commotion is simple. It so happens that private operators have gained control of concessions with the big circuses and are mainly responsible for all this war against trailers. The former trailers themselves, they have decided to monopolize the business and freeze out their former associates. It is their greed which is causing them to use foul tactics to gain their end. I believe by using these methods they are doing more to incite criticism against circuses than anything else.

"Hoping you will comment on this problem as there are hundreds of trailers interested."

Mr. Schatt is entitled to his say and we are glad to get his letter. He is wrong, however, in his interpretation of the published item. The item did not condemn the circus trailer for following circuses and causing losses to the shows. It was a plain case of reporting what actually happened between these two factions at Harrisburg, Pa., when a circus recently appeared there.

So many angles enter into this matter that it is not an easy one to handle. The problem is something which the two types of concessioners themselves should solve, but it probably never will be unless the situation ever gets to the point where it is the same in every city and town. We personally feel, however, that

concessioners with circuses are entitled to some consideration because of the privilege money they have to pay to travel with them. On the other hand, where a circus trailer pays a city or town a license fee to vend novelties, balloons, etc., he has to have some consideration, too. Resorting to rough tactics to settle the matter is unwise—everyone concerned is harmed, and that goes for the circus also.

The matter is open for further discussion, and especially so by some one in the circus concessioner class. Let's hear from you.

RECENTLY at Gonzales, Tex., 11 persons, nine men and two women, were jailed by officers to end a noisy after-midnight party at Santa Anna's Ford on the Guadalupe River south of Gonzales. They were charged in Justice of Peace Leo DuBose's court with disturbing the peace. One of the officers said that there was "drinking and fighting" and that the group kept near-by residents awake.

The Daily Inquirer of Gonzales ran a front-page story about this, saying the 11 jailed were "said to have been" followers of the Big State Shows, then playing Gonzales, but the bulk of the story was devoted to a defense of the show by its press agent, Doc Waddell.

An investigation of the case was made by Roy Gray, manager of the carnival company, and the outcome of this is quite interesting. Mr. Gray found that six of those arrested were carnival folk who innocently joined the party "to just take a glass of beer, a friendly glass." They were, however, taken into "the net" by a town fellow, with the job having earmarks of framework. The worst part about this was that Mr. Gray had to "pay the bill" as the arrests simply ruined the week's business.

The lesson in this is that carnival folk should, of all others, be CAREFUL, be CLANNISH, stick to their own crowd, mind their own business.

PROSPERITY note comes from J. G. Admire, general agent of Atterbury Bros.' Circus—for the benefit of openers and closers of shows in hotel lobbies in particular:

"In answer to some curious letters received asking if this show was in the red, will say it has not had a losing week since it opened and is far from being in the red. Could we add elephants if we were in the red—and more canvas? We have added three trucks and the show expects to add three more in the next two weeks. If the business holds up as it has been since the show entered Wisconsin, we all will have a real bank roll. Can say for myself, I have made more money clear to date this year than I have made (all put together) in the last three years. I get a salary and expenses and a percentage over and above so much per week, along with Mrs. Admire's and my banner sales. We are MOPPING UP, to be frank about it. I hope this satisfies some of the openers and closers of shows in hotel lobbies."

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For your GENERAL MERCHANDISE, NOTIONS, SUNDRIES, TOILETRIES, RAZOR BLADES, NEEDLE BOOKS, etc., order from previous ads or at lowest prices advertised and we will ship accordingly.

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WINDOW CARDS We specialize in them! In fact nothing but! Quick Service, Low Prices. Write for BIG FREE CATALOG, showing several hundred stock designs in color. BOWER SHOW PRINT CO. FOWLER, IND.

WANTED Happy Day Shows INCORPORATED

Twelve Bonafide Fairs starting next week. Shows: Big Shows, Grand Shows, Rides: Whip, Caterpillar. Must be flashy. Can place a few more attractive concessions. Jack Will wants one more good agent. Frankie Burns another. Non-returns, then Spencer and Columbus, Ind. All fairs.

TILLEY SHOWS WANT Experienced Cookhouse Help, legitimate Merchandise Concessions, Shows with or without own outfits. Address Silvis, Ill.

ART LEWIS SHOWS, INC. 12 RIDES—3 FREE ACTS—2 CALLIOPE BOOKED SOLID 12 FAIRS STARTING AUGUST 3. NOW BOOKING CONCESSIONS—Legitimate only. Dime Photo Gallery, High Striker, etc. Rates reasonable. SHOWS—Anything that don't conflict. What have you? WANT Greek and Talker for best framed Snake Show on the road. Also capable Couple for Unborn Show. Complete with new Front. CAN PLACE two real Dancoers for Bazaar. Top salary. Office Show. Reply to PETE THOMPSON, care Show, CAN USE: Acts and People for Circus Side Show. Following people write: Bill McNeeley, "Bob", "Louie", Hiko Colley and Jack Howard wire immediately. IMPORTANT. FOR SALE—U-Drive-It, complete with Board Track. FIRST-CLASS SHAEPE. Everybody wire or write ART LEWIS, Manager, until July 11, Exit Weymouth, Mass.

TILLEY SHOWS WANT Snake Show, with or without own outfit. Fat, who was with Mose Smith, wire me immediately. Any other worth-while Show, Concessions, Concession Agents, Acts for Side Show, Tattoo Artist, Address Silvis, Ill., this week.

ATTENTION CARNIVAL MEN ATTENTION BEFORE PURCHASING SEE THE JOHN ROBBINS COMPANY 340-42 THIRD AVE. PITTSBURGH, PA. LOWEST PRICES LOWEST PRICES Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

AMERICA'S CLEANEST CARNIVAL BANTLY'S GREATER SHOWS Want Immediately Another Best Paid Fair and the best conditions with High Dice and High Pole. Can place one or two Shows to Feature. Will furnish outfit for same. Want Clean Concessions of all kinds. Show booked solid, including Celebrations and Fairs starting middle of August. Have 20-foot Living Trailer, completely furnished, for sale. Would like to hear from Fair Secretaries in North and South Carolina and Georgia. Address this week Lock Haven, Pa. Week July 13, Williamsport, Pa. HERMAN BANTLY, Manager.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Merchandise Orders for July 4 Park Crowds Biggest in Years

Orders placed in anticipation of the July Fourth double holiday reflected a new high in activity for the game concessions in recent years. Play at these stands during the first six weeks of the season, a survey reveals, has been heaviest in a number of years and fully vindicates the display of confidence in record turnouts during the coming weeks.

An important advance, particularly in the smaller parks where the number of concessions is few, is the appearance of much new merchandise interspersed among the old stand-bys. Displays, for instance, that formerly featured only stuffed toys, clocks, flapper dolls and lamps, this year are augmented by a number of new items such as thermometers, electric fans, many new items of glassware, lighters, cigaret cases and the like. The concession operators in the smaller centers are learning the increasing importance of a wide variety to attract every type of customer, and they are arranging their displays accordingly.

At the larger parks and carnivals, of course, individual stands are continuing to stock for the most part about the same variety of merchandise as heretofore, with the exception that many articles which used to be regarded as staple are being replaced and augmented by new items. Clerks in these stands take into account the number and variety of stands at the park or carnival and are depending more upon a professional touch in their displays for their patronage than upon the appeal of a wide conglomeration of merchandise. Many of these clerks report it is possible to display each item to greatest possible advantage where there is not such a great variety and to feature only merchandise of good quality. It is interesting to note that in response to public demand a considerable portion of this goods bears the names of manufacturers of national reputation.

But what is still probably the most important development is the more liberal giving away of awards. Whether it is due to the general increase in traffic or because of a broader attitude on the part of operators, the smaller awards

particularly are being given with more frequency, and the amount and quality of these items seem to please the public. At any rate, operators who are not working too close are learning that the wider distribution of awards is good advertising for their concessions and point to increased play as the proof. They also report that the orders they are placing in considerable quantity now are for novelties that have just been introduced and have never been featured extensively outdoors before. In this category are many items based on newspaper comic characters and radio stars which are finding great favor with the public.

### Initialed Mdse. Wanted

"Personalized" selling is becoming a distribution feature among many clothing and variety chain stores. Altho the fundamental idea of placing the buyer's initials on fountain pens and watches is archaic in the demonstrating field, there is a distinct trend toward initials in many other types of merchandise in the retail stores. Demonstrators and agents will do well to heed this trend.

Customers' initials are being engraved or printed on compact, rouge containers, belt buckles, brooches, tie clasps and pins and bracelets. Clothing stores are not far behind—initialed women's purses, scarfs, hats and even underwear are not uncommon on the retail counter.

## New Catalogs Appear Early

Many of the leading wholesalers are already featuring their new catalogs and many are preparing to announce the catalogs which they will have ready within the next 60 days.

Previous years have seen the catalogs of the wholesalers either introduced in the spring, fall or winter, but with very few exceptions have there ever been any important wholesalers who have introduced their catalogs in the summer months.

There is no doubt that with the sales records which were made last fall and winter and with the records which were also made this past spring and which are being made this summer that merchandise industry is certain to warrant the early introduction of new catalogs so as to be ready for the big fall market.

Many of the catalogs are larger than they ever were before. They are being used as guides in the wholesaler's place of business as well as "traveling salesmen" of the firm, as one wholesaler puts it.

The catalogs continue to contain more and more domestic merchandise. The constant change of the merchandise by the American manufacturer and the introduction of many items especially manufactured on the demand of the wholesaler assures the purchaser that he is getting exactly what he wants from his favorite wholesale outlet.

### Rural Markets Pick Up

Demonstrators and pitchmen will find the rural market more receptive today than that of the large town. Mail-order houses report sales increases averaging 9 per cent during the first half of the year, practically all coming from rural communities. An exception was February, when the improvement amounted to 3 per cent only.

Forty-two per cent of the nation's retail business is done in communities with a population of below 30,000. Eighteen per cent of this is due to the activity in towns between 1,000 and 10,000 inhabitants.

### Business Gains Wide in Areas Unaffected by Drought

The nation's industry last week maintained better than seasonal momentum while retail trade, nourished by soldiers' bonus spending in some sectors, and cramped by drought in others, held wide gains over last year, according to the Associated Press.

The weekly survey of business in 36 cities by the department of commerce said: "Detroit, Jacksonville, Savannah, Buffalo, Atlanta, Denver and Los Angeles reported that the bonus payment had stimulated trade in their respective areas."

"Business was being retarded by the growing drought areas of Minnesota and the Dakotas, Minneapolis reported, altho wholesale business was strong, with no cancellations so far. The serious drought situation continued in Alabama and the Tennessee Valley, where, Birmingham reported, corn and cotton crops were withering in the fields."

Substantial gains were recorded in production of electricity and steel, and also in freight car loadings. A slightly lower rate of automobile output was attributed to factory cuttings rather than a pronounced trend to slower production.

## Toeless Sandals Up Cosmetic Sales

A rather startling report came from the evening slipper manufacturers last week—75 per cent of all evening slippers sold in the Southern States and 50 per cent of the total sold in the North are of the sandal type which in turn demand a bit of foot beautifying on the part of the ladies.

The fashionable demand calls for toenail polishes, foot creams, foot rouges, special nail files and similar articles making practically a duplication of the present manicure sets. As may be expected the cosmetic manufacturers have not been slow in taking advantage of the style. Already specially designed manicuring sets have made their appearance on the market.

The sandal fashion is expected to last for at least five years. It not only has the support of powerful manufacturing interests, but has been okehed by millions of women who for generations have been forced to wear the uncomfortable and unhealthy tight-fitting evening slipper.

### "Terry-Toons" Enter Novelty Mdse. Field

Terry-Toons, having finally consented to permit their characters to be utilized by manufacturers, have begun the production of a new series for 1936-'37. This new series will feature a new star character, supported by lesser stars, as well as those featured in the past four or five years.

The present Terry-Toons have been highly successful in the entertainment field and their universal popularity should result in the tremendous response from the public in a demand for toys, novelties, gifts and decorative items depicting this new star and his supporting cast. Already some manufacturers have been permitted to get advance information on the activities of Terry-Toons and these are completing plans to tie up with this new licensing program.

Headquarters of Terry-Toons have been established in New York City and an organization has been assembled to conduct the necessary publicity and merchandising programs attendant to this new venture.

## Show Cases Up Crane Biz

Starting on the Pacific Coast some years ago, the digger machine operators backed up the merchandise display in their machines with an additional display of merchandise in very attractive glass-enclosed show-case counters, supervised by attendants.

This clever merchandising scheme has spread thruout the country. It is frequently seen in such locations as hotels and other places where digger operators are taking advantage of the transient trade to capture attention for the merchandise in their machines.

The case also acts as a container for the larger articles which do not fit into the machines. The operators use certain items which when removed from the machine entitle the player to an item featured in the show case.

Wholesalers have been helping operators who use this plan by securing for them special displays of merchandise. These displays range from grills for glassware to small angular stands for watches.

The digger operator also profits by the sale of the merchandise from the show case. The prices of the merchandise, usually ranging at a very neat profit, have attracted more and more players to try their skill at the machines first.

It has been learned that digger operators with this sort of display frequently double the quantity of merchandise they use weekly.

The extra expense involved is usually the salary of the attendants. The display show case and the space involved are given gratis by the location, which continues to operate on a percentage basis with the operator.

It has also been learned that wherever this novel type of display has been used greater consideration for the machine and its merchandise has been gained from local authorities, who consider the display a fine showing of a great business.

This plan is considered the finest  
(See SHOW CASES on page 59)

### Sun Glass Business Greatest in History

Tho' for many years the wholesalers in the merchandise industry have always been prepared for a large sun glass business they were not prepared for the volume of business which they received far in advance of the season nor for the business they are receiving at this time.

The greatest part of the shipments are for the novelty-designed glasses. The octagonal-shaped teazel glass with white rims is about the most popular at this time, the wholesalers report.

The average sales are for dozen lots. The carded dozens are in demand everywhere. The individually boxed dozens are also being used in larger quantity this year than ever before. Various shades and shapes are in demand and usually even dozen lots have to be mixed to meet the satisfaction of customers.

It is believed that due to the lowered price of the merchandise and the novelty shapes and designs which have been introduced that the greater sales momentum will continue.

### Too Many Donkeys

PHILADELPHIA, July 4.—The price of the donkey souvenir, a best seller during the Democratic convention, hit a new low after the delegates departed, gadgets selling six for a quarter. The trend last week was

Tuesday—50 cents.  
Thursday—35 cents.  
Friday—25 cents.  
Saturday—10 cents.

### Merchandise Concession Operators and Helpers

Here is an opportunity to break into print in a column all your own. "ACROSS THE COUNTER" will be the name of it, and it will be inaugurated in the Wholesale Merchandise Department of the July 18 issue of The Billboard. And we want you to be represented.

Are you on? Then all you have to do is drop us a card telling where you are, what kind of merchandise game you are operating and what type of merchandise you are handling out. Also changes made in staffs of helpers and any brief accounts of humorous or other interesting incidents will be appreciated.

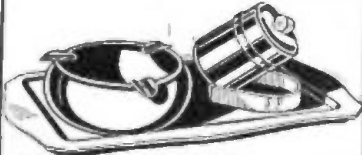
But don't let your first be your last contribution. Keep them coming. Your friends all over the country will be doing the same thing. They want to know where you are and what you are doing just as much as you want to know where they are and what they are doing.

REMEMBER JULY 18 IS THE DATE OF THE FIRST ISSUE.

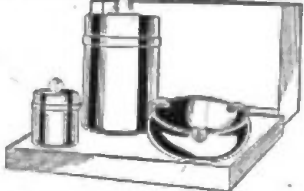
BETTER DROP US A POST-CARD TODAY BEFORE YOU FORGET IT.



## SMOKER'S SETS



Players repeat trying to win these rich Burgundy Copper Sets. Man-size ash tray is 1 3/4" deep, handy server holds 30 cigarettes, service tray is 7 1/2 x 12".



A novel 3-piece set. Deep, rich Burgundy Copper with brass decorative knobs. Server and ash tray like above. Humidor holds 25 cigars. Many other sets available—write!

### 2 Qt. Beverage Pitcher



Tall, graceful Satin-Ray Aluminum Pitcher. Useful for summer beverages. Will not break, chip or tarnish. A prize that appeals to every midway patron.

Write for details on our complete line of utensil and giftware prizes.

West Bend Aluminum Co.  
Dept. 637 West Bend, Wis.

## RUGS

Beautiful IMPORTED Oriental reproductions hardly distinguishable from the genuine. Large assortment of patterns and colors always in stock. A really unique carpet number.

24x42"—85c

Larger Sizes in Proportion  
JOBBER and Wholesaler Write for Further Details  
**AMERICAN RUG CO.,**  
245 Market St., Philadelphia, Pa.

## LET ME SEND YOU THIS TAILORED SUIT

AND PAY YOU UP TO \$10 IN A DAY

Amazing new idea! Wear this splendid suit and I'll pay for it if you'll follow my pay plan and qualify. Choose suit from the woollens, tailored to your measure. Just show it to your friends. Make up to \$10 in a day—easy—representing big nationally-known tailoring house. No experience needed. ACTUAL SAMPLES FREE! Write today for details of sensational new plan and actual samples. SEND NO MONEY. M. J. GRAVES, Pres. STONE-FIELD CORP., 1300 W. Harrison, Dept. G-717, Chicago.

**ELGIN-WALTHAM**  
RAILROAD MODEL 16—SIZE  
7 JEWEL... \$2.50  
15 JEWEL... 3.25  
17 JEWEL... 3.50  
DEPOSIT REQUIRED—BALANCE C.O.D.  
SAMPLE WATCHES (MINI QUANTITY) PLEASE WRITE  
**BERKSHIRE** Dept. 111 125 W. 42nd St. N.Y.C.

# NEW ITEMS

### New Type Jar Opener

A new adjustable jar opener that holds round, square or oval jars in all sizes from pints to quarts has just been placed on the market by the Dayton Wheel Company. Adjustments are easy.



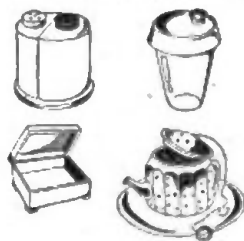
No tools required. Simply remove rivets and slip arms into different positions. Rubber buttons in the arms and a rubber pad at the base prevent metal from touching anything. The Marvel eliminates the necessity of holding hot jars in the hands and so leaves both hands free to tighten or loosen screw caps. It is really a clever gadget and should find a ready reception in every home.

### Pollyana Sweeping Set

A clever sweeping set is the Pollyana, comprising a long-handled sweeping brush and pan, which eliminate much of the effort entailed by short-handled sets. Attractively finished in a variety of colors and designed to retail at \$1, it makes an excellent premium item or a good article for agents. The maker, Patent Novelty Company, ships them two dozen to a case. Weight 25 pounds a case.

### Four New Gifts

Gift Headquarters, Inc., is featuring a number of new items, four of which are illustrated here. The Shake-'Em Up

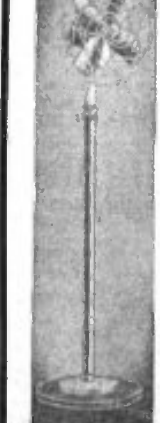


Cocktail Shaker fits any glass and makes a cocktail shaker out of it. The Catalin Salt and Pepper Shaker comes complete with tray in various colors. The Tea Kettle - Tea Ball Strainer comes complete with tray and chrome finished. The Solid Walnut Cigaret or Trinket Boxes have decorated tops. All are popular priced. Gift Headquarters has hundreds of low-priced items for Premium and Gift users, a feature of which is a complete line of the latest match novelties.

### Water Power Mixer

Now instead of 5 or 10 minutes' wearying toil with a beater, the modern housewife attaches the World Beater to any faucet, turns on the water and the job is done in a few seconds. This ingenious device costs 50 per cent to 85 per cent less than electric beaters, uses no current, and thus is cheaper to operate. The

## KOLD-AIR PEDESTAL FAN



● The Newest Sensation at a Sensational Price! Beautiful Black and Chrome Finish! Quiet Operation. High speed induction type Motor. 10" Oscillator Blades. Adjustable from 36" to 60" in height. GOING FAST—RUSH YOUR ORDER!

● WRITE FOR OUR NEW SPECIAL CATALOG! IT'S FREE!!

**\$8.00**  
EACH  
In Lots of 3 or More

SAMPLE  
**\$8.50 Each**  
JERSEY  
TRADING CO.

11-15 E. Runyon St., Newark, N. J. ● 800 N. Franklin St., Philadelphia, Pa.

motor converts any ordinary home water pressure into a powerful force that spins the beater at hundreds of revolutions per minute. The World Beater Company's guarantee of satisfaction protects everybody against any possible loss.

### New West Bend Catalog

In the last few years there has been a definite trend in gift ware—it must be useful. And, of course, it must be pleasing to the eye. Today customers are conscious of the trend; they select gifts which have both utility and beauty. West Bend Aluminum, which has long followed this principle and which is a pioneer in the aluminum gift-ware field, proudly announced last

(See NEW ITEMS on page 61)

## MATCH NOVELTIES

THIS YEAR'S PREMIUM SENSATION!  
LARGEST SELECTION IN THE COUNTRY!

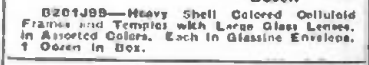


CHINTZ MATCHES WITH FULLY PROTECTIVE STRIKING SURFACES.  
1. Match Buds, 3 in Box... \$1.75 Doz.  
2. Match Buds, 40c Doz. \$4.50 Doz. (Single).  
3. Chintz Matches, in China Holder... \$1.75 Doz.  
4. Pyramid Matches... 1.75 Doz.  
5. Cottage Matches... .75 Doz.  
6. Match and Cigarette Box Combination... .75 Doz.

Many More Not Illustrated.  
JOBBER—Special Price in Quantity Lots. Big Money Being Made With These Novelties. Rush Your Order TODAY.  
ALSO A COMPLETE LINE OF Playing Cards, Bridge Accessories and OHT Merchandise at LOWEST PRICES. WRITE FOR NEW CATALOG! FREE.  
**GIFT HEADQUARTERS, Inc.**  
308 Fourth Avenue, New York City.  
157-01 Merchandise Mart, Chicago, Ill.

## Here's The Greatest 25 Cent SUN GLASS VALUE

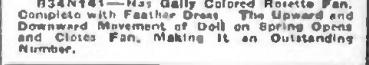
Ever Offered  
Per Gross 10.50  
Per Dozen 90



B201J98—Heavy Shell Colored Celluloid Frames and Temples with Large Glass Lenses. In Assorted Colors. Each in Glassine Envelope. 1 Dozen in Box.

## It's New! 6 1/2 in. Celluloid Carnival Doll

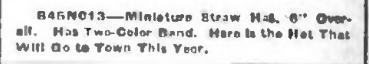
Per Gross 9.25  
Per Dozen 80



B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opeas and Closes Fan. Making It an Outstanding Number.

## THE HAT of the SEASON

PER GROSS 8.00 PER DOZEN 70c



B46N013—Miniature Straw Hat, 6" Overall. Has Two-Color Band. Here is the Hat That Will Go to Town This Year.

## FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

OUR New Catalog B126  
Containing 1100 Pages of  
the Biggest Values Today  
Is Ready for Mailing

Don't Wait!—  
Send That Request Now!  
State Business You Are In, As We Do Not Sell Consumers

## N. SHURE CO. 200 W. Adams St. CHICAGO

## ANOTHER PLAYLAND SCOOP

THE BEST BUY IN RADIO TODAY.  
Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before price advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO | 5 R C A  
Including 1 Metal Tube | LIC. TUBES  
With Dynamic Speaker | Beautiful Striped Veneer Cabinet, 10" wide, 7" high, works on A. O. or D. O. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

**PLAYLAND SUPPLY CO.**  
118 E. 28th St., NEW YORK CITY



**\$6.45** Model 65 BL. In Lots of 6 Order  
**\$6.95** Sample Order  
F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

## BIG PROFITS - Cartoon Booklets - Novelties, Etc.

Send 25c for 10 Samples of our numbers. They Bring Home the Bacon. Or gamble a buck for a big SAMPLE ASSORTMENT and our Catalogue.  
T. R. PAYNE, 28 Cardinal Place, New York.

## ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases.  
7-JEWEL, 16 SIZE ELGIN A WALTHAM, \$2.95.  
FLASH CARNIVAL WATCHES, 50c Each.  
Send for Price List.  
Your Money Back if Not Satisfied.  
**ORSONOBY CITY SMELTING CO.**  
Old Gold and Silver Buyers and Refiners,  
118 N. Broadway, St. Louis, Mo.

**SPECIALS ALWAYS**

Besides, the pledge to meet or beat any advertised prices on TOILETRIES, SUNGORIES, RAZOR BLADES, HOUSEHOLD NEEDS, Etc., Etc.

Quantity	Description	Amount
	Mouth Wash & Dental Cream, Colored Together, Deal	\$0.12
	Perfume and Face Powder Combinations, Dozen Sets	.45
	Shaving Cream, 15 Bladed, Styp. Gello, Together, Deal	.10
	Razor, Monc, 10 Bladed, Styp. & Shav. Cream, Gello, Deal	.11
	Men's Handkerchiefs, Fine Qual. Each in Box, Dozen	.18
	Men's Handkerchiefs, Fine Qual. Each in Box, Dozen	.28
	Men's Handkerchiefs, Fine Qual. Each in Box, Dozen	.31
	Self-Threading Needles, THE VERY BEST, 100 Papers	1.65
	Knitting Needles, 25 to Paper Cloth Stiches, 1,000	.28
	Razor Blades, Spec. Closeout, Dbl. Edge, Gello, 1,000	2.30
	Time Blades, Double Edge, 1st Quality, 1,000	2.90
	Packard Blades, Double Edge, 1st Quality, 1,000	3.50
	Sun Glasses, Each in Envelope, Dozen	.48
	Sun Glasses, Each in Envelope, Frames, Each on Card, Do.	.84

ORDER FROM NEAREST POINT

**MILLS SALES CO.**

78 Washington St., Boston, Mass.

EASTERN DISTRIBUTOR

New Catalog Just off the Press—FREE. 25% Deposit With Orders, Balance O. D.

**MILLS SALES CO.**

77 S. WELLS ST., CHICAGO, ILL.

**NOTES from SUPPLY HOUSES**

The Mills Sales Company of Chicago announces the appointment of a distributor for the Eastern territory, located at Boston, Mass.

The purpose of this move is to give a better service to their many customers in the New England States. They further state that their complete Chicago line will be carried by this distributor.

The premium merchandise trade in New York City received a mild sensation recently when Isidore Faber, one of the famous Fabers of concession and sportland acclaim, announced his intention of entering the wholesale merchandise field.

Mr. Isidore Faber is regarded as quite an expert on the subject of prize premiums, having conducted the merchandise division of the Faber sportland chain. Prior to entering the sportland field he was for years a concessioner in the Rockaways in the vicinity of New York City. He states that the I. F. Trading Company will carry a very complete line of premium and prize goods and that it is his intention to make annual trips to Japan and Czechoslovakia in

search of novelties and other types of merchandise for the trade. He also plans to carry an extensive line of American-made items.

Mr. Faber would like it known that this move does not indicate that he has entirely severed his connection as an amusement-machine operator. "I still have extensive machine operations. As a matter of fact, I look forward to a return of the sportland idea in New York City," said Mr. Faber.

Bill Gottsegen, president of the Universal Merchandise Company, is on a tour visiting the firm's branches in Chicago, New Orleans and San Francisco. Mr. Gottsegen's trip is with the view in mind of improving the service, making new distribution plans and supplying the offices with new types of merchandise. At present he is located in San Francisco and after a two weeks' stay there will visit Universal's new five-story building on South Wales street, Chicago, and will then proceed back to the home office.

Bill Gottsegen is a pioneer in the notion and novelty trade, having received intensive training in all stages of the business.

Master Radio Laboratories conducted by Louis Levy is highly elated over the sudden popularity of Radio Filters. While Mr. Levy modestly declines the honor, still it is true a number of boys feel that his "All-Wave Filter" is greatly responsible for the present vogue of Radio Plugs. Many former gap workers have switched to filters and report a lively interest on the part of the radio listening public. "While favorable reports from all parts of the country are coming in," states Mr. Levy, "in some few instances closed towns have been reported, due to the fact that some of the unwise boys have been distributing filters containing interior condensers."

Levy states that the condenser is the very heart of the filter and the continued success of the Radio Plug business depends on furnishing the buyer with a product of good mechanical construction, containing a condenser that will not "short" or otherwise affect the buyer's radio set.

A wide line of outdoor sporting merchandise is being offered by the Badger Novelty Company in its new line of sales-board deals, created especially for the big fishing season now here. The company reports that demand is unprecedented for boards which feature many types of lures, reels, rods, knives, field

(See SUPPLY HOUSES on page 61)

**Sensational Deals**

- DEAL No. 1000— Giant 75c Blue Shaving Cream, 15 Well-Known Double-Edge Blue Blades, and Gyltito Penkil, Galphanzed Together, Doz. Deals ..... \$1.20
- DEAL No. 2000— Giant 75c Blue Shaving Cream; 10 D. E. Blades and Razor Hens, Colored and Together, Dozen Deals ... \$1.20
- WHITE SHOE POLISH— 5.00 4 Oz. Bottle, Dress ..... \$5.00
- FLY SWATTERS— With Long Handles, Gross ..... 2.25
- FLY RIBBON— Best Quality, 100 ..... .69c

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Orders.

**BENGOR PRODUCTS CO.**

10 E. 17th St., Dept. K, New York City

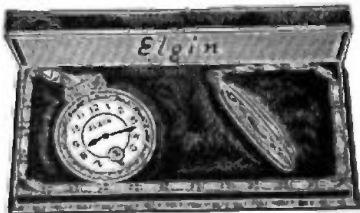
**Factory Bargain Lot PHOTO HANDLE POCKET KNIVES**

Assorted Models. Regular Size. Polished Steel. 2 Blades, Brass Bolsters and Liners.

**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.



**NEW WATCH, CHAIN AND KNIFE COMBINATION**

Rebuilt Elgin or Waltham Watches with new White Chrome or Yellow Keystone Cases; Chain and Knife to match. 10-8, 7-9, White Set. .... \$3.70

15-Jewel, \$4.70; 17-Jewel, \$5.70. 30c Extra in Yellow Keystone Cases.

**TUCKER-LOWENTHAL, INC.**  
WHOLESALE JEWELERS  
Five South Wabash Ave., Chicago, Ill.

**5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.**

10 Size, Casted in 1000 or Engraved: 7 Jewel ..... \$2.75 15 Jewel ..... \$3.75 12 Size, Casted in Round, Octagon or Engraved: 10 Jewel ..... \$3.25 15 Jewel ..... 3.75 Men's O Size Waltham or Elgin Wrist Watch with Chromium Bracket, 7 Jewels, Boxed, \$4.00

Deposit required. Send for Free Catalog.

**THE NEW YORK JOBBERS,**  
74 BOWERY, New York, N. Y.

**SAVE MONEY-TIME FREIGHT—NOW**

From the most centrally located novelty house in the country

**FULLEST LINE'S—LOWEST PRICES**

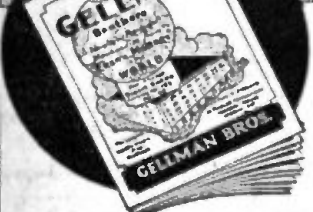
- Household-House Canvas, Agents.
- Wagon Salesmen, Pitchman Streetmen.
- Side-Line Merchandise, Extra
- Free Catalog, Write.

**BLADES**  
Double-Edge, 20 Pack, 5 in. on Display Card.  
40c per card Include Postage.

**CHAMPION SPECIALTY CO.**  
814-P Central St., Kansas City, Mo.

**SHAME ON YOU.**  
Our Newest, Parted Sailer, The Funniest of Them All. 25c Retailer. Dozen 85c. **TAIL BEHIND.** Doz. 65c; Leaping Lena (A Coin That Jumps 3 ft. in Air), Doz. 80c. **DIRTY GOLF FOLDERS.** Doz. 25c. **BOY MEETS GIRL.** Doz. 35c. **COMIO GLASSES** (Big Street Seller), 85c. **GRASS SNAKE** CHOCOLATE (New and Funny), 80c. Doz. **BOXAL RUBBER CENTER CHOCOLATES**, 00c. Doz. **NEW COMIO METER** (Blood-tester Joke), 45c. **OUT HORSE LAUGH** (Bears Obey), 50c. **DOZ. COMIO SPINERS** (Election Joke Novelty), 35c. **OUT SPECIAL Combination Bulletin** is ready. Send for it. Or 100 for Catalogue of 2,000 Items. **MAGNOLIA** NO. 100, 15c. **FREE FROM N.Y.C.** **SAMPLEST** 7c 50 for \$2.00.

**Your New MONEY SAVING GUIDE**



**IS NOW! READY!**

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 line of Imported and Domestic Merchandise we have ever offered.

**Send for it Today!**

**OUR PRICES DEFY COMPETITION!**

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**You Bet We Have Them—And The Best Buys In The Country Too**

**LEVIN'S HELP YOU MAKE MONEY**

HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

- N9432B—Whistling Flying Birds ..... Gr. \$1.95
- N9099B—54 In. Lash Whips, Dz. .60 Gr. 6.50
- N9315B—8 In. Air Balloons ..... Gr. 1.90
- W 536B—Pocket Watches ..... Ea. .69
- F2967B—"Univex" Cameras ..... Ea. .69
- N 636B—Imported Jap. Cameras ..... Dz. \$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 80 YEARS IN BUSINESS LEVIN BROTHERS TERRE HAUTE, INDIANA**

**IMPERIAL'S BIG FLASH**

- FOR CONCESSIONAIRES, JAM WORKERS, STREETMEN
- 12-Pc. Knife & Fork Set, with colored cello handles, in a display box. Per Set, Electric Kitchen Clock, Guaranteed Each, Men's Quality Umbrellas, fancy handles, Each, 3-Piece Military Brush and Comb Set, Beards, Pkgs. Large, Modernistic Table Lamps, 12 ast. styles, with shades. A real value. Ea. Electric Toaster, complete with cord, 75c
  - 7-Piece Kitchen Utility Set, in display box. Per Set, 65c
  - Banjo Electric Clock and Thermometer, Each, 1.75
  - Combination Electric Clock & Lamp, Each, 1.90
  - 10-Piece Combination Brush, Mirror & Manicure Set with a display box, Each, New Miami Shell Lamp with Bulb, Wired, China, 85c
  - 23-Piece China Tea Set, Each, 1.65
  - 16-Piece Highball Set with Tray, Each, 85c
  - 14-Piece Cocktail Set with Tray, Each, 85c
- Write for FREE CATALOG of 5,000 New Numbers. 25% Deposit, Balance O. D. 893 BROADWAY, DEPT. M, NEW YORK

**IMPERIAL MERCHANDISE CO., INC.**

**WALTHAM**  
16 Size, R. S. movements, 7 Jewels, in new chrom. engraved case. \$2.35

15% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

**PILGRIM WATCH COMPANY,**  
161 Canal St., New York City.

**Whips... Loud Crackers-Plenty Flash**

MADE IN U.S.A.

Alox Mfg. Co. 6160-80 Mopic Ave., St. Louis, Mo.

**JOBBERS - WRITE FOR PRICES**

**Balloon Men**  
GET IN THE MONEY WITH THE NEWEST BALLOON GENERATION.

- No. 440—SLIM JIM, WITH "MICKY MOUSE" CHARACTER. Printed in Two Colors. Retail Price \$1.00. Gross \$3.25
- GIANT SIZE DEMON STRAIT WORKERS, 8" x 7". Printed in Two Colors. Each 25c
- POPEYE SLIM 3.25
- JIM GARD 2.25
- POPEYE O.E.M. ONSTRATOR, Each. 25c
- FELT SPANISH HATS, Full Size, Colored Ball Finish, with Chin Cord. 1.75
- DOZEN 1.20
- SILK PARASOLS, 24" Open, 1.20
- RIDE-EM COWBOY MINIATURE FELT HATS, 1.50
- TROPICAL HELMETS, White or Colored Straw, Dozen 1.50
- LUCKY CHARMS SPECIAL IVORITE ASST. (12 STYCS) Gross 85c
- Elephants, Scotty Dogs, Donkeys, Penguins, etc. Silk 85c

LARGE ASSORTMENT of Other Lucky Charm Novelties. Prices Ranging from 75c to \$1.00 per Gross. Send 25c for Sample Assortment.

25% Deposit With All Orders. Free Price List of OTHER Fast Sellers.

**EPSTEIN NOVELTY CO., Inc.**  
130 PARK ROW, NEW YORK CITY.

**Watch Them Go For These**

**"LEATHER TIES"**  
Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different to the customers.

- 1 Dozen, 52c Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Dozen.
- Boy Ties are \$1.00 per Doz.
- LEATHER BELTS.** Variety of Shades and Colors. 1 Dozen, 52c Dozen, per Doz., \$1.70; 12 Dozen, \$1.60 per Dozen.
- High Grade, Genuine Leather Merchandise. Some better Money-Back Guarantee. Send for Sample Belt, The and Bow Tie, 50c.

**Acme Leather Novelty Co.**  
152 Washington Street, Salem, Mass.

**CIGARETTE BOXES**

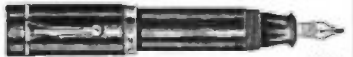


B251—Roll Top Cigarette Boxes, Made of Natural Wood, 3 1/2 x 4 1/2 x 13/16 2 1/2, 50 C. U. S. P. P. Doz. \$1.50; \$15.00 Per Gross.

**PENDANT AND RING SETS**

G292—Sparkling Airt. Clear Stones, White Metal Mountings, Completes, in Boxes. Cost Twice Our Price To Make. \$1.50 Per Doz. Sets.

**CHEEK OVER THESE SPECIALS.**  
B230—Card Lapel Watches, Each, \$1.10  
B231—Amor. Made Wrist Watches, Ea. 1.75  
B232—Amor. Made Pk't Watches, Ea. .69  
B233—Ladies' 2-Pc. Litter Sets, Ea. .30  
B234—Ladies' Pouch Compact, Doz. 2.50



B289—Jumbo Fountain Pens, Doz. 3.95  
B235—Pen & Pencil Sets, Doz. 2.00  
B237—Opera Glasses, Doz. 2.00  
B238—"8" Chrome Goggles, Doz. 2.00  
B239—Sun Goggles, Gro. 7.20  
B2310—Monte Carlo Games, Ea. 3.39  
B2311—Amor. Novo Pearl Jack Knives, Doz. 1.35  
B2312—Outing Gls. Holders, Doz. .50  
B2313—Met Cup Sets, Doz. .30  
B2314—Blankets, 4x7 1/2, Case Lts. Ea. .38  
B2315—Plush Stuffed Dogs, Doz. .85  
B2316—Blush Gls, Gro. 0.50  
B2317—Rubber Air Cushions, Gro. 10.00  
B2318—China Mead Cans, Gro. 8.50  
B2319—Parrots, Doz. 2.00  
B2320—Needle Books, Ea. 1.25  
B2321—Feather Darts, Gro. 3.25  
B2322—Mercedes D. E. Blades, 50, 100 3.95  
B2323—Tennis Rackets, Rep. 3 1/2, Doz. 6.50  
B2324—8-Pc. Chrome Cocktail Set, Set. 3.25

Price List 2% Cash Discount, Bill Trading Post, the 130-prize deal that rolls out fast at 10c each, brings \$13.00 to the dealer. Dealer's Cost, \$9.75. Costs you only \$9.54. All for that big Mean Catalog No. 363 today, if you want to make money. You can't afford to be without it. Terms: 25% Deposit, Balance C. O. D.

**JOSEPH HAGN COMPANY**  
"The World's Bargain Mover," Dept. BB, 217-226 W. MADISON ST., CHICAGO.

**SHOW CASES**

(Continued from page 56) which has ever been introduced to help the digger machine operator and now that it is growing in popularity is certain to bring about a greater boom for the wholesale merchandiser than he has ever formerly enjoyed from the digger machine industry.

**NEW ITEMS**

(Continued from page 57) week the completion of its Catalog No. 37, which is its 25th anniversary edition. And justly is it proud, for its new line made up of pieces of Silver-Glo Aluminum, Satin Ray Aluminum and Burgandy Copper is certainly one of the most complete and most beautiful ever placed on the premium and gift market. Every piece not only has a definite place in every home but is a masterpiece in design. You would do well to send for the catalog; it is free to the trade.

**Complete Radio Line**

The Autocrat Radio Company is now prepared to answer any call for different types of radios. Midgets, portables and auto radios are included in what is probably the most diverse and extensive line of low-priced radios ever offered. Auto radios range in price from \$13.95 to \$20.75; midgets from \$5.35 to \$8.75.

The Sportsman, which is one of the most popular in the line, is small, compact, portable, which requires no electrical attachment or aerial. It is very light and can be operated with standard batteries. This is attractively priced at \$15.11.

**Interstate Has New Line**

The Interstate Radio Company, of New York, which has been featuring its outstanding auto radio set, has introduced to the market a new complete line of home radios.

A leader in the new line will be the five-tube RCA licensed set, which will operate on either AC or DC current. The cabinet is a beautiful walnut and (See NEW ITEMS on page 61)

**HERE ARE 2 OF HUNDREDS OF SPECIALS READY FOR IMMEDIATE DELIVERY AT OUR 30 BRANCHES**

Visit Our Nearest Branch Today!

**MERIDIEN ELECTRIC CLOCK**



**BEAUTIFUL MOVIE DOLL**



WE'LL DIVE YOU REAL SERVICE. Order from Nearest Branch. 25% with Order, Bal. G. O. D. WRITE FOR BARGAIN CIRCULAR.

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**HERE WE ARE AGAIN**  
For Another BANG-UP Season With

**THE "40"**

4-Tube Receiver with Dynamic Tone, fine volume and beautiful appearance. Latest design cabinet with wrist watch dial.

Price: \$5.35 (Lots of 6 or more) \$5.75 (1 to 5)

ORDER TODAY TO AVOID DELAY 25% deposit, balance C. O. D.

**FREELY CORP., 2 West 20th Street, New York, N. Y.**

**CONTINENTAL**

Large Complete Assortment of First Quality Ties at Unheard of Prices. All Full Cut, Wide for Long Wear. Great Variety of Colors. You ought to see our new Margin Line No. 900. Startling High Quality \$1.40 Sample Doz. Order Today. 25% With Order, Balance C. O. D. Plus Postage.

**90c Doz.**  
**\$10 Gross.**  
**\$80 100 Doz.**

**JOHN J. CONTINENTAL**  
MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

**JEWELLED LADIES BAQUETTE WATCH**  
With 50 Sparkling Fac-Simile Diamonds

**FRANK POLLAK**  
86 BATTERY, NEW YORK CITY

**BIG FLASH CARVED RINGS**  
Coral, White, Pink, etc.

**LUCKY CHARMS**  
Elephants, Scyllies, Merces

**75c Gross**

**SEABOARD BEAD CO., Inc.**  
27 ORCHARD STREET, NEW YORK CITY

**BALLOON MEN - CARNIVAL WORKERS SPECIAL**

No. 3—Oak Mytes Streetmen's Special, Gr. 2.65  
No. 10—Oak Mytes Streetmen's Special, Gr. 2.00  
No. 8—Oak Park Special, Gr. 2.88  
No. 10—Oak Park Special, Gr. 3.25  
ROCK-D Punching Bag, complete, Ea. 3.00  
No. 8—Oak Mickey Mouse Heads, Gr. 2.83  
High Hat Monkeys, Gr. 4.50  
Ginger Rogers Dolls, Doz. 18.00  
Miss Broadway Doll, Doz. 10.00  
Flying Birds, Gr. 2.00

Large line concessionaire goods, send for price list. Shipments made same day. 25% deposit on all orders.

**DINSMORE SPECIALTY CO.** 308 Main St., CINCINNATI, O.

**"AMERICAN MADE"**

**COLORFUL STRAW COOLIE HATS**

Gro. \$21.00  
Dozen \$1.80

POP EYE SLIM JIM BALLOON, "The Famous Funny Cartoon Character," Printed in two colors. No. 440—Infantes 4x44 Inches. Assorted Colors, Gross \$3.25

GIANT SIZE DEMONSTRATOR WORKERS—Infantes 6x72 In. Printed Two Colors on Two Sides, Each. \$25c. Same Day Shipments.

MICKY MOUSE SLIM JIM BALLOONS, Gross 3.25  
MICKY MOUSE DEMONSTRATORS, Each 25c

"SOCKO" PUNCHING BAG BALLOON  
Glasine Envelopes, Gross 3.50  
25% Deposit With Orders, Bal. C. O. D.

**TEXAS CENTENNIAL NOVELTIES**  
6 New Items . . . . . Just Arrived

**GOLDFARB NOVELTY CO.**  
116 PARK ROW NEW YORK

**JOBBER! A REAL SUMMER SPECIAL**

**LUCKY FUR-TAIL**

Moth proof and sterilized, with flag streamer. Wrapped in glassine ready to attach in automobile, motorcycle or bicycle. Also flag streamer, individually wrapped in glassine. You'll sell hundreds of gross of this item in the next few months. A few large territories still open for jobbers selling agents, premium users, etc. Write us today for special discount prices—lower than you expect. There's a big profit in this for live jobbers who get in touch with us now.

**CHARLES BRAND FURS**  
208 West 26th Street, NEW YORK.

**REX HONES**  
Now Less Than 3c Each

\$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 abrading stone of good quality. Wonderful demonstrator for Plumber. Hone men are cleaning up. ACT QUICK. RE-X-HONE WPFRS, 1500 West Madison, BR-7, Chicago, Ill.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

BB22—NOVELTY OIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Has a rubber ball. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00. Sample, Prepaid, 25c in Stamp.

"MOSS-LAFF" 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 "Horslaff"—"Horslaff for London" has the same action as the WHOOPIE and for 15c in Stamp. Do. \$100 Gross. \$25.00 Half cash with order, balance C. O. D.

**FREE 5 DAY TRIAL**

**5 TUBE GENERAL RADIO**

Satisfaction Guaranteed. Try this GENERAL RADIO for 5 DAYS. AT OUR RISK. You'll find it the best day on the market—or your money refunded. No questions asked. (Less freight charges!)

**PAST SALES: BIG PROFITS!**  
Mikron Walnut Cabinet, Powerful dynamic speaker, Superb tone. Large illuminated airplane dial. F. O. D. Licensed Tubes—one Mintal. No aerial or ground needed. A. C. D. O. Packed in six cushioned cartons. Free New 1937 Catalog. Showing 61 new models. Sensational values.

**GENERAL WIRELESS LABORATORIES, Inc.**  
240 W. 23rd St. (Opp. 1-0) New York, N. Y.

**\$6.95**  
**\$7.45**

LOTS OF SIX SAMPLE SET  
25% with order, balance C. O. D.  
Remember—Satisfaction or Money Refunded.

**"THASRITE" - So NEW, So DIFFERENT - THAT'S RIGHT!**

All in Fuzfinish—Looks Like 55

THE SCOTTIES, 3 Colors, Assorted, 8-in. High, Doz. \$3.00  
No. 60FU—RIN-TIN-TIN, 14-in. High, Doz. 4.80  
No. 78FU—CAT 10-in. High, Doz. 3.90  
No. 110 THASRITE—To Tip of Tail 13-in. High, Doz. 6.00

One-third cash with order, balance C. O. D.  
Sample order of one each above, prepaid, cash with sample order, \$2.45.

**CREATED IDEAS, INC.,** 101 EVANS ST., CINCINNATI, O. "THE HOME OF NEW IDEAS"

**COOLIE HATS - HOLLYWOOD BUBBLE**

2% REAL NOVELTY SELLER - CASH IN WHILE THIS ITEM IS HOT  
Packed in cartons 750 + Shipping Weight 30 lbs.  
FAIRS - CARNIVALS - ROBKOS - PICNICS  
Samples 10c each. \$35 per M., C.O.D. 25% Deposit.

**A.C. ABBOTT PRODUCTS CO.** 747 Warehouse St., LOS ANGELES, CAL.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# OAK BRAND: HY-TEX BALLOONS

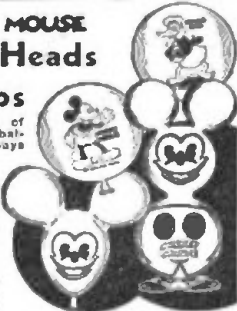
## MICKY MOUSE Prints-Heads

### Toss-Ups

A fine variety of Mickey Mouse balloons that always get big money. Made under exclusive license from Walt Disney.

Each balloon is identified by name or picture of Mickey Mouse.

Be sure you get OAK-HY TEX in the Blue Box.



**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 (4 Ct.), three small stones on each side, slight work around top and sides and engraved diamond ring No. 93, in 14kt. Gold Plate, and No. 95 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 see what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00. Send for our catalogue today so you will have it when you need it.

**HARRY PAKULA & CO.**  
 5 North Wabash Ave. CHICAGO



**HEADQUARTERS FOR SPECTACLES AND GOGGLES**

We carry a Complete Line of Spectacles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

**NEW ERA OPTICAL CO.** Write for Catalog B'4s.  
 Optical Specialists  
 17 N. Wabash Ave., Chicago, Ill.



**E. Z. WAY AUTOMATIC STROPPER**

**W. M. MFG. COMPANY,**  
 Sandwich, Ill.

**ELGIN—WALTHAM WRIST WATCHES**

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Wristwatches in the Country.

**H. SPARNER & CO.,**  
 108 North 7th Street, St. Louis, Mo.

**2.95**

Fountain Pens, \$9.00 per gross; Vacuum Fillers, \$12.00 gross; Plunger Fillers, \$18.00 per gross; Combination Pen and Pencil in One, \$15.00 per gross; Stylo Pencil Pointed Pen, \$27.00 per gross; Fountain Pen and Pencil Set, complete with extra point and folding carton, \$18.00 per gross. Large stock either bulk or 12 on a card order shipped same day as received.

**NAASU PEN & PENCIL CORP.**  
 116 Nassau St., New York City, N. Y.

**SHOE LACES FINDINGS**

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and price. **CAPITOL SHOE LACE AND FINDINGS CO.**  
 135 Pitt St., New York, N. Y.

We carry Shoe Laces and Findings and are therefore in a better position to give you lowest prices, perfect workmanship and prompt delivery.

# PITCHMEN

by BILL BAKER

(Cincinnati Office)

## Pitchdom, Five Years Ago

The pen sales were going good for Sam Jones and his crews in drug stores. . . . There were plenty of "sub" folks along the East Coast, Phil Babcock, Bill Detroit, Jimmy Burge and the missus, Doc Thomas, Kid Stover, Oklahoma Bert Pendicks and Mexican Joe Sanderson. . . . Lil' ol' Noo York was providing a nice vacation for Dr. R. E. Lewis, wife and Baby Roole. . . . Yes, it was vacation time, and yours truly sure wishes it was five years ago right now—I was fishing tarpon out of the deep blue off the coast of St Petersburg, Fla. . . . But none of us could do as well as the Whistling German; he was lying on the sandy beaches of Ostend, Belgium. . . . Getting back to the boys who were working—Frank Murphy, Ned House, Bill Ruffing and John Looney were outside the old Sells-Floto Circus at Elmira, N. Y. . . . Waterville, Kan., was the host to the opening of Doc Tex Mainard's new show. . . . Even tho times were tough, people had to buy clothing, so A. L. Miller opened up a second-hand clothing store out in Picher, Okla. . . . Then, there were the two knights of Pitchdom who did a swell "fadeout" when some guy in overalls claimed to also be a pitchman and then proceeded to inquire as to which one of the harvest fields was best to get a job pitching grain in. . . . A special event just outside of Cincy brought F. Walker rambling into this office. . . . W. C. Wilson was up in the Windy City doing swell in a big department store. . . . And here was another case where they thought they could do better slaying in one place—Jay Lewis and Roy Graham opened a road barbecue; Tex Dabney was their gas and oil man, Mrs. Lewis ran the barbecue while Marie Schener assisted. . . . The depression evidently didn't stop people from buying perfums and silk hose 'cause Mr. and Mrs. Ray Martz had just bought a new car. . . . An elaborate array of premiums kept hauling in the long green for "Watch Walter" and "Sunny Jim" blade workers. . . . And Kirk Kerkhoven infoed that he thought the bugaboo of the depression was fading out. . . . Ben Schwadron was aiming to get down Mexico way. . . . Cleveland was flooded with pitch folks. . . . Among them were Johnny McLane, Dewey, Gene Froddett, Harry Smitendon, Frank Lagar, Slim Hibbard, Harry Malers and Tom Rodgers. . . . Roy Crandell thought he had a plan to get a scratch—learn to fly a plane so you can make five or six stands a day. . . . Finally, of all the tough breaks of the week, Charles (Yiddie) Gamleser experienced the toughest—his store in New York was looted to the tune of 1,000 hucks' worth of watches and jewelry. . . . Boys, if you like this "five-year-ago" stuff, I would appreciate a little note. As it is, my hoss is a little leary of it, so unless you can give me proof that it is worth the space, out she goes.

**IT DIDN'T TAKE LONG** . . . for the old bug to get back into Johnny McLane's system. Johnny, as you all remember, was reported to have taken up entertaining in Rome, N. Y. That news was in the Summer Special. Well, he is back with the tripe and keister already. "That entertaining biz was new to me and I was just like an orphan in the storm," was the way Johnny put it.

**I AM GLAD YOU** . . . like this column and I am glad you like *The Billboard*, Edith R. Graham, but I am not the Bill Baker who was formerly of the dancing team of Baker and Randall.

**AND HERE IS THE DOPE** . . . from Pennsylvania, according to Doc Kreis. "It was all according to whether or not the auctioneer let me work first or last," pipes Doc. "At Clearfield, Edgemoor Park and South Tamaqua I worked first and got some money. But at Cross Roads and Lehigh Gap they

made me wait until last so results were not so good." . . . "I haven't seen a pitchman since I returned to Pennsylvania." . . . "Writing this pipe from Helen I. Rex's home and according to Mr. Rex the house is one of the oldest in the State. . . . And, Dr. Jim Ferdon, guess what we are going to have for dinner? Rhode Island Red rooster, dumplings, green beans, creamed onions, plum pie and apple cider. Roy Robinson, Charlie Schadt and Bessie Mae Smith, are you listening?"

**JIMMY O'HEARN** . . . is now in his fourth week on the platform, and altho it is pretty dry down there in the Southlands, Jim says the small stuff is still moving good. "Would like to read pipes from Doc Lewis, Phant-o-O'Curran, Alexander and Barnes," says Jimmy.

**HAVE HAD TWO** . . . inquiries this week concerning John McCloskey. Who knows anything about him?

**THE RINGLING SHOW** . . . has made it known that they are going to make it mighty tough for pitchmen following their show with merchandise that competes with anything being sold on the lot. So better check up with what they are selling before you fall in line.

**DOC D. A. NAPIER'S** . . . show closed to capacity biz after a two weeks' stay at Independence, Ia. Doc, who is now in Davenport, would like to read pipes from Monk Chisum, Doc Dina Ward and J. J. Omalv.

**THEY JUST WILL NOT** . . . stay away from Youngstown, O. Doc Reed told you about it, boys, but if you insist, go right along in Jimmy Wells and Walter Barry, knife sharpeners; Doc Clark, oil, and Doc Price, tablets, were the last ones to try. Wells and Clark both said it was the worst in a year for them. Doc Price also found it tough in Lisbon, free on your o. m., but evidently not worth it.

**W. H. SPENCER** . . . couldn't get out of Youngstown, O., quick enough. He headed for Akron.

**DOC GEORGE M. REED** . . . tried hard to quit the road, but as we all know, it just can't be done. Doc sold his entire stock and closed office in Youngstown. He and Mrs. Reed were to leave July 8 for Canton, O., where they will visit their daughter. From there they will go to Columbus to visit the rest of the children before leaving for Springfield, O. They have a three weeks' booking there in one of the chain stores. Doc says he is booked in the chains up to December 1.

**"F. L. FERGUSON** . . . of General Products Labs, dropped in on us," writes Doc George M. Reed. "Fergie is all smiles—his twin grandchildren, a boy and a girl, are coming along fine. My son, Elliot, is back on the

**Here's the Reason!**

What's your sales average? Fair crowds are probably more ready buyers than the sophisticated dweller of the city. However, here is the record of a window demonstration in a large commercial city in the East. Six out of 100 people actually attracted by the demonstration stepped inside at once and listened; 12 waited outside for a certain length of time and watched the demonstration. Some of these finally drifted inside. Forty per cent of those who entered the store ultimately bought. It is records such as this which are causing New York stores along Broadway to go for plenty of demonstrations.

**ALL AMERICAN MADE**  
**SELLS PLUNGER FILLER VAC**  
 ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.  
**JOHN F. SULLIVAN**  
 432 Broadway, NEW YORK CITY.  
 Fast Service Sully.

**Everywhere You Go!**  
 Leave a Counter Card of  
**La Salle**  
**Razor Blades**

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

**LA SALLE BLADE CO.**  
 1916 Vermont Ave., TOLEDO, OHIO.

**CRYSTALS**  
 for  
**Demonstrators**  
**Pitchmen-Fair Workers**  
**Concessionaires**

Big Profit—Large Profits With Our Complete Line of Crystal Necklaces, Ear Rings, Cufflinks, etc. at Lowest Prices. Largest Variety of New Colors—Rainbow, Two-Tone, Solid, Large Drops, Latest Designs. Always something New—Different—Original for Less Money. Send \$1.50 for Sample Line. **La Mode Bead & Novelty Co.** 66 Orchard St., N. Y. City.

**Save 80%**

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by air. We have everything. Send for FREE mail-order catalog.

**THE N. R. MFG. CO.**  
 Dept. H-61 Box 255 Hamilton, Ontario, CANADA

**BANKER PENS**—Always at the head of the Pen Parade. You can get them in Vacuum Plunger, Combination and Regular Style, all fitted with 2-Tone Points and Box Lever. . . . Never found in the 5s and 10s. Before you buy, get my New Low Price List.

**JAS. KELLEY**, The Fountain Pen King,  
 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.;  
 784 Mission St., San Francisco, Calif.

**LIVE WIRES! ACT QUICK! CLEAN UP!**  
**WITH PALM-WITE** (Powdered)

**WATERPROOF SHOE DRESSING.**  
 Attractive Package, 25c. Gross Boxes. Easy Demonstration. **\$4.00** Gross Boxes. No Skill Required. Sample, 15c. Private Label—3 Gross Minimum. No Extra Charge.

**BORLAB PRODUCTS**  
 Manufacturing Chemists,  
 428 Broome Street, New York, N. Y.

**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.

**AGENTS, SALESMEN, DISTRIBUTORS.**  
**NEW TRANSPARENT**  
**DAY AND NIGHT**  
**NEON-LIKE SIGNS**  
 8" x 14" Costs \$4.95. Retail \$20.00. Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. **L. LOWY.** Dept. 634, 8 West Broadway, New York.

**Medicine Men Sell Our**

Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxative Tonic. 12 labels free. Price, \$1.00 a pound. Samples, 10c. Write for prices on Tonic Powder, Core Salt, Rubbing Oil and Compound in package form.

**FINLEY LABORATORIES, INC.**  
 4205 Olive St., ST. LOUIS, MO.

**VETERANS**

Your bonus just a kick in business. It has increased our sales. Get your share.

**WILL ROGERS 1,000 LATEST JOKES.**  
 10,000 Laughs; Humorous History of Wiley Post. The 1001 Samples, 10c. Veterans' Monthly Magazine, Veterans' Joke Book, Flag Respecter Bonus, Patriotic Calendars, **VETERANS' SERVICE MAG.**, 157 Leonard Street, New York.

job as foreman of the assembly room at General Products Labs, after a 60-day layoff. He fell off the roof of his home and fractured both feet."

NEW ITEMS

(Continued from page 59) the set has the latest illuminated air-plane dial. A dynamic speaker gives the set a full, rich tone and allows for plenty of volume. This set is featured

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., 386 Broadway, New York, N. Y.

Get Set for Life! IN COUNTER CARD BUSINESS



MAKE up to \$65 Weekly

In new kind of wholesale business. Place famous line 50-100 goods with attractive. Merchants grab our SPECIAL GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, multiple Counter Displays. Up to 140 % profit for you and merchant. No investment to start. Facts and big Catalog sent free.

World's Products Co. Dept. 788, Spencer, Ind.

Have a BIG-PAY STORE ROUTE

CAMPAIGN TIES

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. D. D.

50,000 7 1/2 100 1/2 Doz. 3 SAMPLES FREE PREPAID

LEGION TIE CO. 701 BROADWAY, N. Y.



Salesmen and Distributors WANTED for New Full Sized Political Ash Tray

Sells by the dozens to Beer Gardens and political organizations. Comes in assorted brilliant colors. Also has new feature to keep cigarettes from falling on table. Prices are \$7.00 per gross, \$40 per M. One-third deposit with order. Send 25c in stamps or coin for pair of samples, p.p. WITHERS MFG. CO. 320 Washtenaw, Detroit, Mich.

FREE SUITS and up to \$7 EXTRA DAILY

Get free suit that week and big extra profits daily. Save friends up to \$10 on all wool made-to-measure clothes. Fine custom quality. 6-day delivery. Money-back guarantee. Make up to \$7, including Free Suit and CASH BONUS in every suit you sell. No limit to free suits we'll give you. Samples FREE. O. K. TAILORING CO. Dept. B-7, 317 S. Market Street, Chicago, Ill.

SPECIAL 39c A DOZ

No. J96—Bird Warbler. Known as a ventrillo whistle. Imitates the calls, crys and songs of birds. Regular price, 75c a gross. C209—Rayon Silk Tie. Doz. \$3.93 Gross \$7.46 C306—Men's Cotton Knee. \$5.88 M243—Octagon Shaped Lighters. 3.05 J208—Playballs, 7 inch. 1.72 Ropeduction Pearl Necklaces. 2.85 H297—Clip Combs. 45 B-25 H232—Toothpick Knives. 1.69 Season Piped Blankets, any quantity. 1.06 N375—Darning Needles to Package. .20 N308—20 Sewing Needles to Package. .58 Double Edge Razor Blades. Per 1,000. 2.69 5187—22-Year Calendar. 1.57 FREE: Wholesale Catalog of 3,000 Flat Bottoms. Send for a copy today. SPORS CO., 7-36 Erie St. LeCenter, Minn.

at a new low price and early reports indicate that it will be one of the fastest moving radio numbers ever introduced to the trade. Messrs. Buckwall and Forer, heading Interstate, feel they have a real winner, which will even surpass the sales records piled up for their low-priced auto radio.

Serv-a-Lite

Moved by the growing frequency of serious auto accidents due to momentary inattention of speeding driver fumbling for cigaret and light, the Telemotor Corporation has developed and introduced a popular-priced patented lighted-cigaret dispenser attachable to any car without use of tools, holes or fuss. In a single, sturdy, ingenious unit, Serv-a-Lite combines a bumper holding a standard pack of cigarettes, an automatic dispenser and lighter, and a handy ash receiver. With unbreakable case delightfully finished in tasteful, harmonizing colors, the compact device adds beauty to any dashboard. It can be installed in three minutes by means of universal clamp and special clip that snaps on an ammeter post under dashboard. The heating element is made of a newly developed alloy assuring longest life. In fact, the device is unconditionally guaranteed against any defects for six months. Pressing the magic button lights a cigaret evenly all around, and delivers it ready for smoking. There is no fumbling or dangerous distraction for the car driver. Keeps the hand on the wheel—eyes on the road. An indicator tells when the cigaret magazine is empty. Looks like a hit for the premium market.

Campaign Ties

Legion Tie Company is now featuring a series of campaign ties with pictures of Roosevelt and Landon imprinted on the face. They are priced low, make a good flash and should prove a profitable item with a hot election campaign in view. Ben Gold, the man behind the guns at Legion, is a live wire who knows how to get up ties that sell.

SUPPLY HOUSES

(Continued from page 58) glasses, cameras, flashlights and the like. A confidential operator's price list is available to operators upon request.

"One seeing is worth 100 tellings." "That's what a Chinese teacher wrote over 2,000 years ago," says the manager of General Wireless Laboratories, Inc. "Because this still holds true today," he says, "we are now offering Genuine General Radios for a five-day free trial with a money-back guarantee if the purchaser is not satisfied. However, we are not taking any chances, for we know what we are selling. Experience with Genuine General Radios we have already sold have proved to us that the purchaser will be satisfied." General Wireless Laboratories, Inc., have recently issued a new catalog which is free for the asking.

Henry Rosten, of the De Luxe Sales

LETTER LIST

(Continued from page 33) Taylor, Chas. Wells, Tex Teeter, Lucky White, Jimmy Thompson, R. B. Williams, Thad Van Orman, Ray Williams, O. H. Vining, Frank Williams, Jimmie Wagner, Robert L. Wilson, Happy Jack Webb's Consciousness

MAIL ON HAND AT DALLAS OFFICE 401 Southland Life Bldg. 1418 Commerce St.

Parcel Post Gorton, Mrs. Ray Ladies' List Adkins, Marguerite Harmon, Mrs. Ada Barthelme, Ilona Jamison, Mrs. Ryan, Mrs. Corrie Lamont, June Calhoun Jr., Mrs. J. R. McCarty, Mrs. J. R. McClanahan, Fred Kerkens, Mrs. Buddus McGowan, Gollia Gilbert, Beba A. Rogers, Joyce Hampton, Mrs. Hiltunen, Marguerite Hilton, Daisy A. White, Mrs. Fred Leo Violet

Walters, Jennie Zachery, Juninia Wilson, Mrs. Betty Gentlemen's List Arista, George Allen, John C. Atkins, Al Atkins, George Berkshire, H. L. Bookler, Jimmy Brantley, Morgan D. Biggs, Charles Byer, R. Lewis Burke, C. H. Calkins, Fred Carter, J. B. Casper, Lin Cato, Henry Caubic, Robt. Clouton, Skippy Conarroe, Lewis Cudney, Mrs. A. Kilmore, Ole Culler, Gus L. Davis, Baron E. Davis, Franklina P. Dennis, Buddy Doss, Don Embacher, A. J. Fairfield, Lew Phelps, Snow Ball O'Brien, Lou Friend, Don Gauthier, Woodie

CHUCK-O-LUCK Everybody Plays This is the Penny, Nickel and Dime Coffer, odds as high as 150 for 1 with about 25% in favor of Banker. Complete, compact little game playboard, chips and dice set in felt cup covered by glass, all set on 3" x 5" highly polished maple block. This is not a toy, but a money-maker that will last a lifetime. Takes up very small counter space. Just what your Druggist, Beer Parlor, Taverns and Cigar Stores have been waiting for and the retail price is just a Buck. This is our first ad on this article. Now is the time to act. DEALERS & DIST. PRICES Dozen \$4.90 1/2 Gross 4.70 Per Doz. Gross 4.50 " " Cash Orders Shipped Prepaid. Others 20% with Order, Balance C. O. D. P. O. Box 404 "HALLIES" NASHVILLE, TENN.

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, 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.

Make Your Spare Time Profitable! DAYDARK CAMERAS are MONEY-MAKERS They offer unlimited Travel Opportunities for Seeing the World, and Equal Money-Making Opportunities at Home. AT PICNICS, FAIRS, CARNIVALS, CCC CAMPS, HOMECOMINGS, ETC. Pictures made with a Daydark are finished in one minute on the spot where taken. No previous experience necessary. CAMERAS ARE PRICED FROM \$7.50 UP SEND FOR LITERATURE ON THIS INEXPENSIVE MODEL. DAYDARK SPECIALTY CO., 2828 Benton St., St. Louis, Mo.

Fair and Food Show Demonstrators Look at this new MARVEL adjustable Jar Holder that really gets the money. No tools required. Holds round, square or oval jars and cans up to quart size. Holds them evenly, leaving both hands free to tighten or loosen tops. Can be used for a dozen different purposes. Make yourself big money this season with MARVEL. Send for full details and quantity prices. Sample 75c. THE DAYTON WHEEL CO., Dayton, Ohio

Company, Inc. is very much pleased with the response to his company's announcement in the June 27 issue of The Billboard. "The 30 De Luxe branches, conveniently located throughout the country, fill a definite need," he says, "and save time and freight charges for buyers of carnival and concession merchandise."

LOOK AMAZING OFFER NEW! DIFFERENT! SENSATIONAL! Marvelous new scientific RITZ-WAY \$1,000.00 GUARANTEED COLIC and COLICUS REMOVER stops pain in 2 seconds and removes cramps by the roots in 3 days. Guaranteed with TREMENDOUS PROFITS. Wonderful for demonstrators, agents, crew managers. Profitable full time or side line. WONDERFUL PLAN TO TURN \$1.00 INTO \$27.00 Extraordinary money-making secret that should interest every live wire go-getter. If you are ambitious to make big money, take this on. WRITE FOR 25c PACKAGE AND WONDERFUL PLAN—FREE Just send name and address, but send no money. Package and plan mailed to you FREE. Write QUICK. AMERICAN ROYAL PRODUCTS CO. 1732 St. Clair St., ST. PAUL, MINN. SOAP PLAIN, PRIVATE LABEL OR STOCK. Write for Recipe. NUTRO MEDICINE CO. 20 South Peoria Street. CHICAGO, ILL. It Helps You, the Doctor and Advertiser to Men-Use The Billboard.

COIN OPERATED

VENDING

SERVICE

MUSIC



# AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

## LUCK, LTD.

Joe Doakes, the man in the street, likes to believe that he is a bit superior to John Doe, his next-door neighbor. His perfectly human desire to excel is a commendable trait that spurs him on to his best efforts, at work and at play.

The age-old cry, "I'm a better man than you are," is approved by personnel managers and high business executives throughout the world. It is the greatest known stimulus to work.

Mr. Doakes and Mr. Doe want to believe that they are lucky, too, but luck holds a pale appeal as compared to skill. Secretly, Mr. Doakes and Mr. Doe believe that luck is against them and that whatever success they attain is a result of superior ability.

Location owners who sell their customers on the truth that pinball games are skill games will find business on the upgrade, and there has been surprisingly little done to bring home to the public in a sensible way the fact that the marble games are made so that the best player can win most often.

You've walked into game locations where a majority of the players inserted their nickels in the coin chutes, whammed the plungers and watched the balls slam around the playing field. The men and women who play the games that way are not the steady customers. The folks who are the life of the business are those who gauge the tension of the plunger spring with painstaking care and gently release the plunger knob so that the ball rolls into the immediate vicinity, at least, of the hole for which the player is aiming.

Every location owner and operator will tell you that the player who comes close will play again and again, fascinated by the difficulty of controlling his shots to the fraction of an inch and entertained by his efforts. Finally he makes the shot for which he has been trying, and then you have a full-fledged pinball fan.

No court in the land can convince him that pinball games are games of chance. He has accomplished a difficult shot by virtue of his skill, and he knows that adept playing is responsible for winning scores.

You never heard a rabid golfer or bowler admit that luck was an important element in either game, and yet I suspect that there's as much luck or more connected with both these pastimes as with pinball. The "Boy! I'm good!" urge is what sends thousands upon thousands of men and women out under a blistering sun to whack a golf ball round a glorified pasture. Luck? The only kind of luck that most players ever get is bad luck.

The psychological urge to be a better man than the next-door neighbor has not been sufficiently utilized in pinball. Location owners have been prone to take the easier way out, depending on the lure of skill awards to stimulate play rather than upon the sounder appeal to their patrons' ability.

A location owner of my acquaintance, L. J. (Bud) Santany, of Aurora, Ill., always has six or seven of the newest games in his place of business and the games are always busy from 8 o'clock in the morning until 11:30 at night. The people who play his games are not hit-and-run customers—they're sharpshooters.

This astute business man has taught his customers how to play the fascinating marble tables. He has actually tried, in all sincerity, to show his patrons how to beat the games. Every day you'll see him holding a private instruction class for some potential pinball fan.

"No wonder you're not winning," he says in a pleasant manner as he walks over to the novice player. "This is a game of skill and you're simply giving the balls a hard ride. See that scale along the right side of the plunger? That's put there so that you can tell how hard you're hitting the balls. Look at it every time you shoot."

"Aw," the customer says, grinning. "This stuff is all luck."

"Not at all," my location owner friend insists. "A ball shot with a certain speed will go to approximately the same spot on the playing board every time. Of course, you'll pull back the plunger to the same point on the scale and the ball will go entirely differently than it did on a previous shot. Then you'll blame the machine, when you're really at fault. Releasing the plunger knob is what requires true skill. The player who can release the plunger knob in exactly the same way on every shot is a champion. He can win skill awards on 'way over half of his plays. No human being is so perfect that he can release the knob in exactly the same way every time, and few people are good enough so that they can do it half the time. The man who gets so that he can do it with any degree of consistency is a pinball shark."

Then my friend enters into a discussion of different pinball techniques, showing his new customer the "snap" release of the plunger knob, the "slide" release, the "feel" shot and many other methods of play that have been discovered by his customers. He induces the player to try a few shots each way, and the player does manage to at least come close on one or more tries. A new pinball fan is born.

The business men who patronize my friend's store have daily arguments as to the comparative merits of certain players on certain games. Discussions of the comparative efficiency of various pinball playing techniques are everyday conversation, and someone is regularly bobbing up with a new theory as to how the games should be played.

My location owner friend sees nothing ridiculous in a prediction that pinball "pros" or instructors will exist some day in the not too distant future. "I honestly believe it would improve business," he says, "for some of the manufacturers to send around real pinball sharks who could give exhibitions of their skill at every location of any importance in each community. I wish more location owners would try to show their customers how to play the games to win. It would mean more business for all of us."

Tournaments patterned along the lines of those which have been successfully conducted in a number of cities are a wonderful boost to the industry, he believes.

"Anything," he says, "which will impress upon the customer the fact that pinball is a game of skill requiring headwork, steady nerves, good control of the finger muscles and a delicate sense of touch is a step in the right direction. People are bound to patronize the games more liberally

## Philadelphia Editorial Nips Professor's Pinball Theories

PHILADELPHIA, July 4.—Dr. Clarence C. Clark, of New York University, joins the impressive list of "brain trusters" whose experiments seek to determine the meaning of probability, the professor making use of a pinball machine to test his theorems. Dr. Clark chose the bagatelle device for his laboratory and after 97,000 plays concluded that the popular pinball machines are games of chance and not of skill.

The Philadelphia Record, morning newspaper, took the teacher to task and on June 29 commented editorially to defend the game. Headlined *Pinball the Great Equalizer*, the editorial read:

"The demonstration by Dr. Clarence C. Clark, of New York University, that the popular pinball machines are games of chance and not of skill fails to move us to indignation against the manufacturers. We are not disturbed even when Dr. Clark points out that his students increased their scores on the machines only from 2 to 9 per cent after making 97,000 plays—training which would have cost \$15,000 in any pinball emporium.

"If there is anything on which the sports world has placed too much emphasis it seems to us it is the game of skill. The result is that we are in danger of becoming a nation of inferiority complexes. Every department of human recreation is now dominated by its own particular hero and to buy a tennis racket or a set of golf sticks, a box of chessmen or a deck of bridge cards is to become at once the lowest form of American life, the dub.

peers, with no man more than 9 per cent better than his brother.

There have been numerous tests on the theory of probability in the past. In fact, as early as 1667 there appeared a little Dutch book of 12 pages on *The Reckoning in Games of Chance*. Professor Karl Pearson, of London, once spent a part of his vacation in tossing a coin 25,000 times, and even induced his pupils to make still more extended trials. Professor Pope R. Hill, of the University of Georgia, drew 100,000 pennies out of a box, and Wolf the Swiss mathematician threw dice 280,000 times.

At a statistical exhibit at Columbia University, set up by Dr. Helen M. Walker, professor of education, in 1935, the tutor, in explaining her theory of probability, suggested that most people do not really want to know the exact likelihood of their winning, but only want an element of excitement in a life which has become uninteresting and drab.

## Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Now that Operator John MacClogging, of Four Corners, has branched out into the phonograph business, he is making phonographs and pinball work for each other. He has his location owner instructed so that every time a pinball customer says "the anti-tilt switched over on this machine before I put in my nickel," the location owner starts the phonograph and the customer hears a sad tenor singing *It's a Sin To Tell a Lie*. When a pinball customer says "I put a nickel in this machine and couldn't get a ball," the location owner starts the phonograph and the customer hears a husky bass soloist singing *You Can't Pull the Wool Over My Eyes*.

Location Owner Zeke Smyth sprang a wisecrack last week that was too deep for the folks who hang around his place. Zeke was looking thru his July 4 issue of *The Billboard*. "Rothstein Gaffs 60-Pounder," he read. His comment was, "Children shouldn't be permitted to play the games"—and he was mad when nobody laughed.

Operator Wilbur Wheneay over at Lazy Corners has added a new thrill to pinball for his customers by putting an electric vibrator unit on every machine. "For the first time," he says, "my customers are getting the thrill sensations of jiggling and pounding the machines as the balls run down their course."

Location Owner Lem Scroggs, the general Scroggs Cafe and sewing machine agency proprietor, has a bad case of chicken pox. His wife reports that he (See *PAYOUT PETE* on next page)

## Pinball Very Popular At Philly Convention

PHILADELPHIA, July 4.—The pinball machine played an important role in affording entertainment for the Democratic conventioners. Hotels and cafes, previously resisting attempts to have the machines placed in their rooms, taxed the resources of local distributors with their demands for the games. In short order all the spots were opening special bagatelle rooms. Operators throughout the city reported that business was up 400 per cent during convention week.

The games winning high favor by both the transient conventioners and the permanent guests, the management of the Hotel Philadelphia has decided to make the improvised bagatelle room a permanent fixture of the hotel.

"The pinball games alone held out. The unfortunate who skids on his ear when trying to lob, the poor wretch who spends his 18 holes studying the flora alongside the fairway, the bridge partner with seared shins here found his release and his delight. Let the experts laugh at him when he tried to put the nine-ball in the side pocket, let them wiggle when he attempted bowling—he could any fine evening wander down the street and ring up 3,600 on the Double Zeppelin Electric Light Patented Novelty pinball game. In the corner store's pin-game huddle was a true company of

and enjoy them more fully when they realize that skill is what gets the high scores."

I cannot argue with him concerning his statements when I see the amazing play that his machines enjoy.

Most of his customers are so-called sharks. They win many games, and skill awards are frequent. The increase of payouts doesn't bother him at all. As a matter of fact, he tries to show the players how to win.

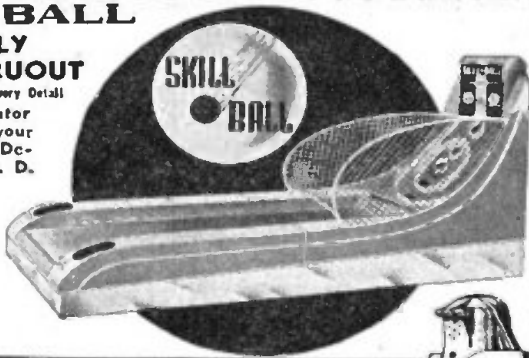
He pays out more skill awards than most similar locations—but his net profit is high enough to keep him smiling and showing more new players how best to attempt the difficult art of winning with any degree of consistency. His customers don't expect to end up with a profit; they're accustomed to paying for their entertainment. And they're all grateful to him for having shown them how to get maximum enjoyment from the games, how to be "better than the next guy."

Other location owners can profit by remembering that human beings enjoy striving for superiority. SILVER SAM.

**SKILL BALL**  
ELECTRICALLY OPERATED THROUGHOUT

Guaranteed 100% Perfect in Every Detail  
See your local distributor or jobber—or send your order direct. \$100 Deposit. Balance C. O. D.

Distributors protected in all territories! A few franchises still open. Write or wire for details.



**STIRLING NOVELTY COMPANY**  
INCORPORATED  
General Offices:— 54 ELIZABETH AVE., NEWARK, N. J.

**Philly Jersey Trading Offices Stock New Mdse.**

PHILADELPHIA, July 4.—Harold Landau, manager of the Jersey Trading Company here, reports that the offices of the firm have recently stocked up with new fall merchandise for the operators.

According to headquarters of the company in Newark, the offices in this city are beginning to show remarkable sales of all new premium merchandise. It seems that operators from many States surrounding Pennsylvania are buying their merchandise from these offices due to lower transportation costs and also the large stock of items on hand here.

"Harold Landau, who rose from the ranks in the Newark headquarters, is establishing a record for himself as a great business man," Sam Broudy, president of the company, reports. Broudy says that every week Harold has been showing a tremendous sales increase ever since the establishment of the new branch offices in this city.

With the new fall merchandise already in stock and some of it on display, Harold expects to even exceed former sales. He feels that before the year is over the offices in this city will equal the headquarters in Newark for sales of merchandise.

Harold extends an invitation to all operators who haven't yet called at these offices to visit with him and see the new merchandise which will appear on the premium market this fall.

**Struhl's New Catalog Has Interesting Features**

NEW YORK, July 4.—Morris Struhl, premium merchandiser here, reports that his new catalog is the largest in the firm's history. It contains 104 pages of highly specialized merchandises suitable to the coin machine trade, with prices ranging from \$1 per gross up.

The firm is known throughout this area for the fine merchandise features which it has presented to the coin machine industry. It is considered one of the largest outlets in the country for premiums. For many years the firm has been shipping thousands of dollars' worth of merchandise to digger operators everywhere in the country. Its special digger combinations have become known from Coast to Coast, with shipments being made to leading operators at regular intervals so as to keep the machines loaded with new merchandise.

The new catalog is said to contain every one of the leading items of the firm, all picked especially for the coin machine trade.

"Pin game operators, digger operators, carnival men and concessioners, as well as the salesboard operators and the resort men, will find the catalog unusually interesting," the firm says. The items which are featured, they claim, are the items which the operators order in large quantity and have become popular thru-out the industry.

**B HERB BESSER RECOMMENDS B**  
**ROCKOLA'S WINNERS**  
**TOTALITE**  
The Pin Table That Has Universal Approval.  
\$49.50  
**ALAMO**  
The Greatest Payout Game of the Present Day.  
\$149.50  
We Will Take Your Used Equipment at Part Payment on the Above.

**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

**Auto Punch Boosts Blatt's Out-of-Town Biz in Games**

BROOKLYN, July 4.—Willie Blatt, president of Supreme Vending Company, reports that the Daval Auto-Punch game is bringing back much of his out-of-town business. Willie shipped 10 samples to leading operators for the men to test the games in their cities and told them if the machine earned money they could either pay him for it or send it back.

Supreme Vending Company is also featuring the game in its many offices at this time, he says. "Since Daval has arranged for a regulated percentage feature on the game," Willie added, "the operators have begun to order in such quantities that we are having trouble filling orders. And that makes me feel that the industry wants and needs good games just like Auto-Punch."

**Mutoscope Hurdle Hop Meets New Games Trend**

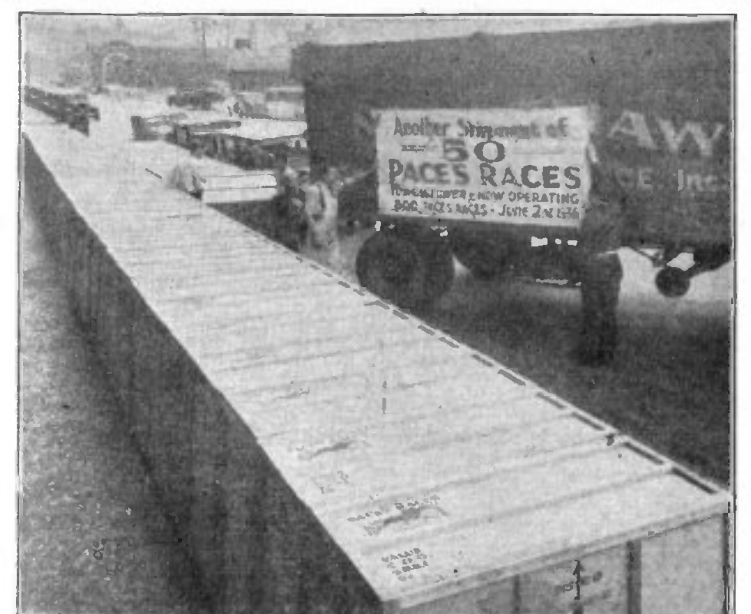
NEW YORK, July 4.—Bill Rabkin's Hurdle Hop game, which is actually skee-ball in pin game form, is believed to be meeting the new trend which the operating industry is undergoing at this time.

The skill which can be developed on the game is remarkable. It is so finely gauged that the player feels himself actually throwing the ball instead of shooting it with the center swivel plunger at the target, the firm reports.

Operators from all over the country already have rushed in their orders for the game, salesmen of the Mutoscope firm state. They believe that Hurdle Hop is sure to open a great many new locations in the country and that the game will be legal in every territory because of its true skee-ball action.

With the large bowling games growing in popularity every day, the demand for a smaller model of the same type game which could be used in the smaller locations became very great, the Mutoscope firm reports, and because of this demand they were prepared with their Hurdle Hop game, which was introduced to the coin-machine industry at the past Chicago convention.

At the convention and for some time afterwards the distributors who were secretly shown the game eagerly awaited its delivery. The firm states it held up delivery until it was certain that every part of the Hurdle Hop action conformed with that of the original skee-ball under whose license it is working.



THE CARGO about to be loaded on this truck is Paces Races. The game is currently celebrating its second anniversary by reaching new sales marks for the Pace Manufacturing Company, of Chicago.

**PAYOUT PETE**

(Continued from preceding page)  
burst right out laughing when he read the heading on the Rock-Ola ad in last week's issue of *The Billboard*, "Cover ALL Your Spots."

Cy Higgins over at Clem Landing read the ad in *The Billboard* last week. "Fermo-Point phono needles—2,000 perfect plays." He ordered a package sent to the Brooklyn Dodgers, his favorite baseball team, and says he'll be satisfied with half the guaranteed number of perfect plays.

Operator Oscar Wurfle sent \$137.50 to the Stoner boys out at Aurora, Ill., last week for a new Turf Champs game. "If you can send me the original model of your trademark," Mr. Wurfle wrote, "you can keep the \$137.50 and the game." He received a letter from Ted Stoner which said, "Our nude model is not for sale. As a matter of fact, Brother Harry has suggested that a copy of our trademark should be painted on each side of our machine instead of simply on the front as at the present time, and we are looking for another model exactly like the one you see pictured in our ads."

"There's nothing quite so disconcerting," Location Owner Tobe Simpkins says, "as to have a nickel jam in the coin chute when a 220-pound fellow is playing the machine."

"The pinball game inventor who figures out some way of utilizing body English will really have something," Location Owner Lon Squires thinks.

*It pays 3 ways to use these two batteries in pin games*



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

**Distributors! Jobbers! Operators!**

Get in on this special trade discount!

**SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES**

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

**NATIONAL CARBON COMPANY, Inc.**  
P. O. Box No. 60Q  
Grand Central Station  
New York, N. Y.

Name.....  
Address.....

Distributor Jobber Operator  
PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

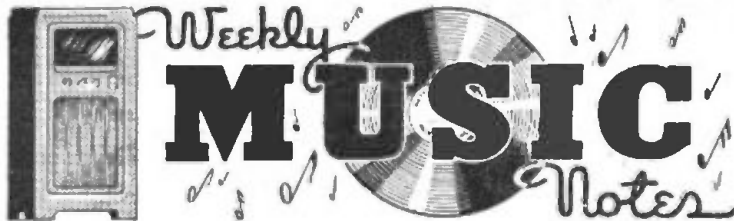
Sheet-Music Leaders

(Week Ending July 3)

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.; Cambie Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. It's a Sin To Tell a Lie (1)
2. Is It True What They Say About Dixie? (2)
3. Glory of Love (3)
4. Robins and Roses (4)
5. There's a Small Hotel (6)
6. Would You? (5)
7. You Can't Pull the Wool Over My Eyes (8)
8. On the Beach at Ball Ball (9)
9. These Foolish Things Remind Me of You (11)
10. She Shall Have Music (7)
11. Take My Heart (13)
12. Melody From the Sky (10)
13. Shoe-Shine Boy
14. Twilight on the Trail (15)
15. All My Life (12)



Cohn and Sommer Ride Wurlitzer's Queen Mary

NEW YORK, July 4.—Nat Cohn and Irving O. Sommer, of Modern Vending Company, who are creating new records for the music machine division of the industry, reported that on their last trip to the Wurlitzer factory at North Tonawanda they were given a ride in the Queen Mary.

According to Nat and Irv, the Queen Mary is the new name for the station wagon of the Wurlitzer factory which was sent to greet them on their arrival. Nat claims that he saw the sign on the side of the wagon while they were still about 5,000 feet off the ground in the special Stinson plane they hired for the trip.

Irv put it into language in this fashion: "We've had many a ride from many a factory, but it sure was a lot of fun to be greeted at the airport on our arrival by the station wagon of the Wurlitzer factory with the new name Queen Mary on it."

"For a moment both Nat and I believed that the driver was going to snail

us across the country, but since we had come to the factory to order five more carloads to be delivered in one week's time we were sure that the boys at Wurlitzer weren't out to sink us. Anyway it was a thrill to ride the Queen Mary the way that Wurlitzer arranged it."

Nat and Irving are looking forward to their first trainload of the new 1936 Wurlitzers which will be delivered next week. This complete train will have five cars of the new Wurlitzers and will run as special freight from the Wurlitzer factory to New York, where Modern will be waiting to receive it and unload the five cars in record time.

Both men believe that the five carloads in one week will be the greatest record in all music-machine history.

"Flying" Kresberg Praises Rock-Ola's Multi-Selectors

NEW YORK, July 4.—Fast airplane trips to Chicago are becoming ordinary events to Sam Kresberg, president of the Capitol Automatic Music Company, Rock-Ola New York distributor.

Mr. Kresberg's partner, Bill Goetz, accompanied him on his last recent hop to the Rock-Ola plant in Chicago. Kresberg and Goetz placed and arranged for delivery on another of their large orders for Rock-Ola Multi-Selectors. This order was for another 500 Rock-Ola phonographs. It is interesting to note that the Capitol Automatic Music Company has already passed the 3,000 figure in its sale of Rock-Ola Multi-Selectors during the past three months.

The aggressive sales job being done by the Capitol Automatic Music Company with Rock-Ola Multi-Selectors is spe-

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WJAF 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, June 26, to Thursday, July 2. Both dates inclusive.

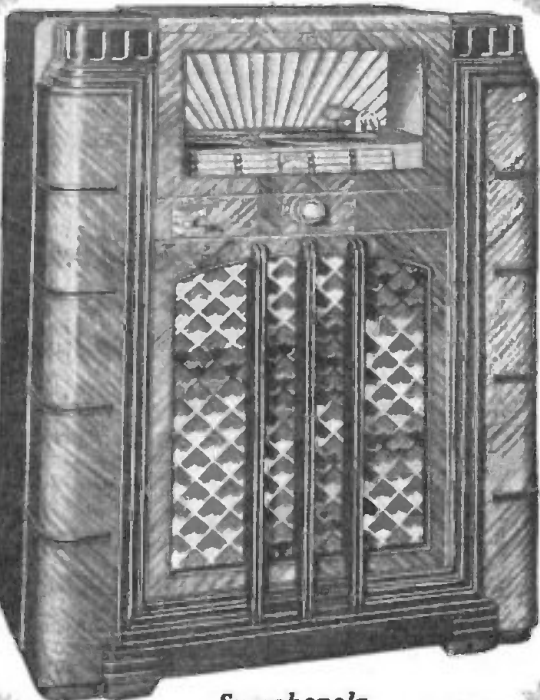
Take My Heart (28)	32
These Foolish Things (31)	31
There's a Small Hotel (25)	28
Would You? (20)	28
Is It True What They Say About Dixie? (26)	26
Stompin' at the Savoy	23
She Shall Have Music (17)	22
You	19
Cross Patch	17
When I'm With You	17
Christopher Columbus	12
Little Bill Later On	10
You're Not the Kind	10

cially significant because of the unusually valuable experience and the background of the firm. Kresberg and Goetz have a quarter of a century of experience behind them as the world's largest automatic music-operating organization.

During all of these years these music veterans have seen many instruments come and go. They have themselves handled every make of phonograph ever manufactured. They have also them-

(See "FLYING" KRESBERG on page 66)

THE SEEBURG FRANCHISE IS MORE VALUABLE!

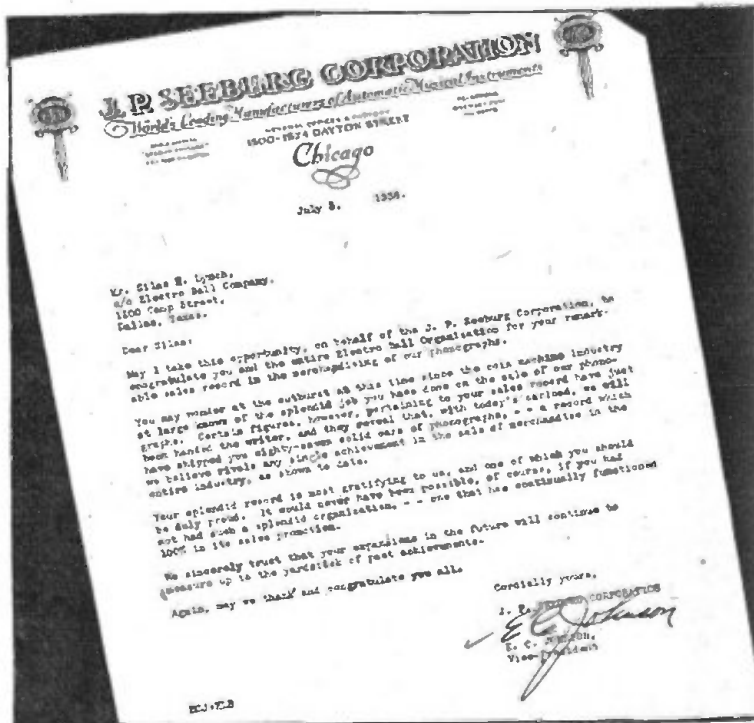


Symphonola SUPER DELUXE MODEL "F"

The Instrument without "Service Headaches"  
**J. P. SEEBURG CORPORATION**  
 1502 DAYTON STREET CHICAGO ILLINOIS

**Demand**  
**PERMO-POINT**  
**PHONO NEEDLES**  
 FOR  
**YOUR AUTOMATICS!**  
**2000 PERFECT PLAYS**

Thank You, Mr. Johnson!



SENSATIONAL CLOSE-OUT 5c PLAY PHONOGRAPHS

The ROA VICTOR instruments that we are liquidating are BRAND NEW—NEVER UNPACKED. Cost originally \$250.00 each. OUR PRICE—\$49.50—Net Cash (With Order). Instruments hold 16 (8) records. Mahogany Cabinet, 48x29x20. GOLD THIMMED mechanism. Complete with Speaker and Radiotron, READY TO PLUG into any light socket and make BIG PROFITS. Weight 200 lbs. 10 Records shipped with each machine. LIMITED QUANTITY. First Come—First Served. WIRE YOUR REQUIREMENTS AND FOLLOW with remittance.

THE P. K. SALES COMPANY, CAMBRIDGE, OHIO

In explaining this record shipment of Seeburg High Fidelity Symphonolas to the Electro Ball Company E. C. Johnson, vice-president and general sales manager of the J. P. Seeburg Corporation, stated: "The Seeburg Corporation has been advertising in The Billboard consistently for many, many years. I cannot help feeling that our tremendous sales for this year have been materially aided by our consistent advertising promotion in The Billboard. It certainly yields a marvelous return per each advertising dollar appropriated."





## WINGY MANNONE

The New Orleans Swing King

One of the exclusive BlueBird artists who's socking some higher profits for coin machine operators

EVERY ONE OF THESE BLUEBIRD AND VICTOR ARTISTS IS A MONEY-MAKER

**BLUEBIRD**

Willie Bryant  
Mezz Mezzrow  
King Garcia  
Duke Ellington  
Jan Garber  
Louis Armstrong

**VICTOR**

"Fats" Waller  
Guy Lombardo  
Benny Goodman  
Tommy Dorsey  
Eddy Duchin  
Ray Noble

**Get on our free mailing list**

RCA Manufacturing Co., Inc., Dept. B  
Camden, New Jersey

Please put my name on your free mailing list.

Name.....  
Street.....  
City..... State.....

No. Machines Operated.....

### Testimonial Letter Sweet Symphony to Seeburg Corp.

CHICAGO, June 27.—The J. P. Seeburg Corporation is proud of the record of its Symphonias for service, durability and the profit derived from them by the operators. The above picture and the letter which was sent to Morris & Davidson, Inc., in response to a letter asking for some interesting facts concerning Seeburg operators is definite proof of the value of the Seeburg phonographs. The letter, dated June 24, reads as follows:

"Responding to your letter of June 8, we are inclosing pictures of a Seeburg phonograph owned by Mr. Tood, Oliveette, Mo., who claims the machine has been operating in his location for 10 years, carrying three speakers, one in the tavern and two on the outside dance pavilion.

"This machine is still operating with the initial amplifier, the only expense being several tubes. The meter reading is 160,460, which when evenly divided is equivalent to 42 plays a day for the 10 years.

"It still has a fairly good tone. In fact, Mr. Tood believes that the machine will give him several more years' service without any complaints from his customers. This proves without a doubt the durability of Seeburg phonographs. Hoping this information will be of some value to you, we are—W. B. Specialty Company."

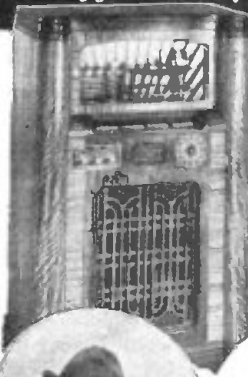
### Hanon on Rock-Ola Staff

CHICAGO, July 4.—Tom Hanon is now associated with the Rock-Ola Manufacturing Company, working in the phonograph division. This is the same firm which Jack Nelson, former manager of The Billboard's Chicago office, recently joined. Hanon and Nelson have been friends for some time.

Hanon for more than three years was (See ROCK-OLA on next page)

# OPERATORS PROCLAIM WURLITZER-SIMPLEX

Biggest Money Maker in Automatic Music



From Coast to Coast, for America's most successful operators the Wurlitzer-Simplex is making the biggest profits ever known in the history of automatic music. Its beauty and tone make it the one machine that the owners of the best locations demand. That's why it is replacing other automatic phonographs in the most profitable spots. Wire today for the biggest money-making proposition in automatic music.



HEINIE BERGER, Seward, Alaska, says: "Other operators take a back seat when it's a question of their instrument or our Simplex."



E. T. MAPES, San Francisco, says: "My worries will soon be over, thanks to Simplex."



H. L. MARCH, Brattleboro, Vt., says: "A location owner only has to hear a Simplex once—he wants it in quick!"

### FOR SALE

50 MILLS MODERN SELECTIVE TROUBADOUR PHONOGRAPHS.  
(\$70.00 EACH. Guaranteed perfect in every way. Chiselers Need Not Answer. VENDING MACHINE SALES CO., 1812 N. Grand Ave., St. Louis, Mo.

THE RUDOLPH WURLITZER MANUFACTURING COMPANY  
NORTH TONAWANDA NEW YORK

**SOLD ONLY TO OPERATORS**

## Ten Best Records for Week Ended July 6

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	86417—"Do You or Don't You Love Me?" and "On the Beach at Ball Ball." Shep Fields and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	821—"Summer Holiday" and "Where There's You There's Me." Jan Garber and orchestra.	25342—"It's a Sin to Tell a Lie." Fats Waller and orchestra, and "Big Chief De Sois." Roy Fox and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
2	86378—"Would You?" and "It's a Sin to Tell a Lie." George Hall and orchestra.	7676—"These Foolish Things" and "Take My Heart." Nat Brandwynne and Stork Club Orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25340—"These Foolish Things Remind Me of You" and "Sing Me a Swing Song." Benny Goodman and orchestra.	3244—"You" and "Would You?" Henry Allen and orchestra.
3	86362—"Is It True What They Say About Dixie?" and "Mooning on the Lowlands." Willie Bryant and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	806—"It Ain't Necessarily So" and "I Got Plenty o' Nuttin'." The Sing Crows, with Victor Young and orchestra.	25313—"Is It True What They Say About Dixie?" and "The Moment I Saw You." Rudy Vallee and orchestra.	3245—"Tormented" and "Nothing's Blue But the Sky." Henry Allen and orchestra.
4	86359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7651—"Is It True What They Say About Dixie?" and "Stream-Line Strut." Ozzie Nelson and orchestra.	815—"She Shall Have Music" and "Got To Dance My Way to Heaven." Victor Young and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3241—"Sam—the Hot-Dog Man" and "Got 'Em From the Peanut Man." Lil Johnson and orchestra.
5	86353—"Let's Get Drunk and Truck" and "Maybe It Is Someone Else You Love." Tampa Red.	7685—"When You're Smiling" and "Are You in Love With Me Again?" Cab Calloway and orchestra.	798—"Let's Sing Again" and "It's a Sin to Tell a Lie." Bobby Green.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3247—"Blue Rhythm Fantasy" and "At the Rub Cutter's Ball." Teddy Hill and orchestra.
6	86431—"It's Hard to Laugh or Smile" and "Hot Town."	7684—"Warmin' Up" and "Blues in C Sharp Minor." Teddy Wilson and orchestra.	820—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes." Ted Weems and orchestra.	25320—"Star Dust." Benny Goodman and orchestra, and "Star Dust." Tommy Dorsey and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street." Chick Webb and orchestra.
7	86382—"Cabin in the Sky" and "You Can't Pull the Wool Over My Eyes." Dolly Dawn with orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Grville Knapp and orchestra.	381—"Tear It Down" and "Sugar Blues." Clyde McCoy and orchestra.	25288—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3240—"12th Street Rag" and "Black and Blue." Roy Newman and band.
8	86421—"Sweet Violets" and "Born Too Soon." Bob Dickson and orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	802—"Small-Town Girl" and "Every Once in a While." Jan Garber and orchestra.	25247—"Stompin' at the Savoy" and "Breakin' in a New Pair of Shoes." Benny Goodman and orchestra.	3234—"Robins and Roses" and "I've Got a Heavy Date." Stuff Smith and his Onyx Club Boys.
9	86416—"The State of My Heart" and "You're Toots to Me." Shep Fields and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	305—"The Melody Man" and "I'll Take the South." Jimmie Lunceford and orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3236—"Mary Lou" and "Swing Fever." Mal Hallett and orchestra.
10	86400—"She Shall Have Music" and "There Isn't Any Limit to My Love." Chicago Rhythm Kings.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	793—"The Glory of Love" and "Cabin in the Sky." Ted Fiorino and orchestra.	25270—"It's Got to Be Love" and "There's a Small Hotel." Paul Whiteman and orchestra.	3191—"Coody, Coody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.



# PILING UP PROFITS ON LOCATION

- ROLL-A-BALL gives modern bowling action. 9 wood balls for 5c. A 100% skill game.
- ROLL-A-BALL is not a pin game. Absolutely legal. Can be operated in closed pin game territory.
- ROLL-A-BALL is already the greatest money maker in years ON LOCATION.
- ROLL-A-BALL is 100% electrically controlled; fully automatic and perfect.

## ROLL-A-BALL

AMERICA'S NEW BOWLING GAME SENSATION

### ★ CHECK THESE FEATURES:

1. Attractive score light arrangement.
2. Instantaneous positive scoring.
3. Special visible coin chute.
4. Registers number of coins played.
5. Registers record winning scores.
6. Two sizes; 12 ft. or 14 ft. long; 29 inches wide.
7. Portable; for indoor and outdoor locations.
8. Special Electric Time Clock.
9. No attendant necessary.
10. Equipped with Electro-Pak.

NOW READY FOR IMMEDIATE DELIVERY FOR OPERATORS, JOBBERS AND DISTRIBUTORS. EXCLUSIVE TERRITORIAL ARRANGEMENTS. A FEW CHOICE LOCATIONS STILL OPEN.

Rush Requests for Photo and Details

## ROLL-A-BALL SALES CO.

DIVISION OF GEORGE FONSER CO.

11-15 EAST RUNYON ST.,

NEWARK, N. J.

# HEADS OR TAILS

PROVEN SUCCESS

The Counter Sensation That Gets \$25.00 to \$50.00 a Day.  
1 to 25c Play (Gum Vendor)

IT GETS THE WHITE MONEY

## ONLY \$21.95

Order Sample Today From This Ad. One-Third Deposit.

IF NOT SATISFACTORY RETURN WITHIN 5 DAYS

OPERATORS, JOBBERS AND DISTRIBUTORS, write, wire for territory and circular. DON'T WAIT—SAMPLES ARE BEING SHIPPED NOW.

## COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave.

Toledo, Ohio

### BARGAINS!! BARGAINS!! BARGAINS!!—AUTOMATIC PAY OUTS

1 Big Casino . . . \$40.00	11 Daily Races (West-ern). Each . . . \$55.00	1 Red Balls . . . \$75.00
1 Daily Limit (Jenn-ings) . . . 40.00	2 Warrmoba. Each . . . 35.00	1 Snogger . . . 45.00
	1 Peerless Multiple . . . 35.00	7 Mills Tycoon. Each 80.00
		1 Trojan . . . 32.00

### SLOT MACHINES

1 10c Pace Bantam Twin Belts (Prac-tically New). No. 13741 . . . \$40.00	2 5c Mills Single Silent Goose Neck Bell. Each . . . \$22.50
1 5c Jennings Triple Century Vender No. 111848 . . . 45.00	1 25c Mills Double Silent Goose Neck Bell . . . 25.00
2 5c Jennings Triple Century Old Award Vender. (Like New). No. 114099. No. 114873. Each . . . 55.00	1 25c Mills Extraordinary Belts . . . 67.50
1 5c Jennings Goose Neck Silent Victoria Vender. No. 111812 . . . 35.00	1 5c Mills Single Ball . . . 15.00
1 5c Jennings Victoria Vender. No. 109897 . . . 27.50	1 5c Mills Silent Van Meter, Blue Front Vender . . . 25.00
2 5c Jennings Ouchas Vender. No. 10451. Each . . . 25.00	1 5c Walling Twin Bell Vender . . . 20.00
	1 2-Real Burtmier Penny Vender . . . 25.00
	1 5c Reliance Dice Machine (Used Four Days) . . . 75.00
	1 Exhibit Electric Eye (Practically New) . . . 00.00

All Machines Thoroughly Reconditioned.

One-Third Certified Deposit, Balance C. O. D. To Avoid Delay Do Not Send Personal Checks.

BIG STATE NOVELTY CO., 1304 Throckmorton St., Fort Worth, Texas



## New Peanut Vender Produced By Central Distributing Co. Automat Vender Has Distinctive Features

KANSAS CITY, Mo., July 4.—The Central Distributing Company here has recently produced its first coin-operated machine in the form of a peanut vender called the Kay See vender. The vender is a small machine suitable for booths or bars and its makers claim that it is attractive to operators in locations pressed for room, as it takes up so little space.

The Central Distributing Company has been distributor and jobber for all makes of coin-operated machines in Kansas City for the past four years and is also Western Missouri and Kansas distributor for Wurlitzer phonographs. The Kay See peanut vender is the firm's first venture in the manufacture of coin-controlled devices and according to Finley Mason and Tim Crummit, owners of the firm, the new vender has been meeting with fine success.

CHICAGO, July 4.—One of the most outstanding vending machines from the point of attractiveness and design is that of the Automat Vender manufactured by the Automat Games Company here. It is done in distinctive red and black color tones with a three-window merchandise display.

It is constructed in a sturdy, heavy-gauge steel cabinet with double-strength glass and is equipped with a special pick-proof lock. It is adaptable for counter, stand or wall mounting and holds five pounds of merchandise.

From a standpoint of modern mechanical operation the vender is fool-proof. It has a simplified aug ejector, which will not accept washers of any kind, and a self-clearing coin chute which cannot be clogged with bent alugs or paper.

The interior of the Automat Vender with its sanitary durable refrigeration is another of its high points. The makers of this vender disclose that it has been doing a great business in taverns, drug stores, restaurants and cigar stores.

## New England Goes "2-in-1"

BROOKLYN, July 4.—Dave Robbins, of D. Robbins & Company, manufacturers of the 2-in-1 Vender, announces that the New England Sales and Distributing Company, Boston, has been appointed distributor for the 2-in-1 Vender for all New England States.

J. A. Camp, of New England Sales Company, is well known to the trade and was formerly connected with another manufacturer. Mr. Robbins states that this company has placed a large trial order, and Mr. Camp is very enthusiastic about the possibilities of the 2-in-1 Vender in the New England territory.

## Mark Holmes Dies

BRIDGEPORT, Conn. July 4.—Mark Holmes, known to his friends as "Ducky," died here June 28 after a short illness. He was known thruout Connecticut to concessioners and was proprietor of the Holmes Vending Company. Deceased was a former nationally known roller polo player.

## ROCK-OLA

(Continued from preceding page)

traveling representative for the Actors' Equity Association, prior to which he acted in and managed a number of musical comedies after giving up the medical profession. For seven years he was director of sales for the Super Maid Corporation, during which time more than 300 members of various branches of the amusement profession joined with him in sales work.

Hanlon has many friends among phonograph distributors and should prove a real asset to the Rock-Ola company.

## "FLYING" KRESBERG

(Continued from page 64)

selves manufactured their own coin-operated phonographs. Therefore no one could be more admirably fitted to give valuable service to operators in the selection of an instrument. Their indorsement of Rock-Ola Multi-Selectors is positive and enthusiastic. "It is very easy to account for the tremendous swing to Rock-Ola Multi-Selectors," said Mr. Kresberg, interviewed at his New York office, "and it is only natural that the veterans of the music business should join the Rock-Ola band wagon as they are doing.

Continuing, Mr. Kresberg said: "Everything about Rock-Ola Multi-Selectors is years ahead of the industry. The new lightweight crystal pickup which is now being adopted by the world's greatest broadcasting stations was pioneered by Rock-Ola. This is also true of the 6B5 tube, now in use by the finest radio receiving sets."

Besides the wonderful distribution the Capital Automatic Music Company is giving Multi-Selectors, Rock-Ola officials report that they are doing equally as fine a job in the distribution of all other Rock-Ola products in their territory.

## AUTOMAT . . . VENDOR



For Profit! Beauty, mechanical operation and sanitation. Vends all kinds of bulk merchandise.

Its coin mechanism is a 1 1/2" and 1/2" proof. Compact size, 6" by 6" by 12". Holds 5 lbs. of Confections. Can be adapted to any position desired. See your job bar at once! Or order direct. Send \$1 cash deposit on each machine, balance C. O. D. P. O. B. our factory. For further information, write. Write for Price.

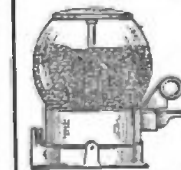
AUTOMAT GAMES CO.

3214 N. California Ave., CHICAGO, U. S. A.

## KAY-SEE PEANUT VENDER

for BOOTH or BAR

The Ideal Machine for Locations where space is limited



# \$3.00

Each

1 or 100. Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO. 105 W. LINWOOD BLVD., KANSAS CITY, MO.



READY FOR DELIVERY!

## ROBBINS 2-in-1 VENDOR

America's Most Practical Bulk Merchandiser SEE NEAREST DISTRIBUTOR

D. ROBBINS & CO., MFRS 1141 DEKALB AVE. BROOKLYN, N. Y.

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

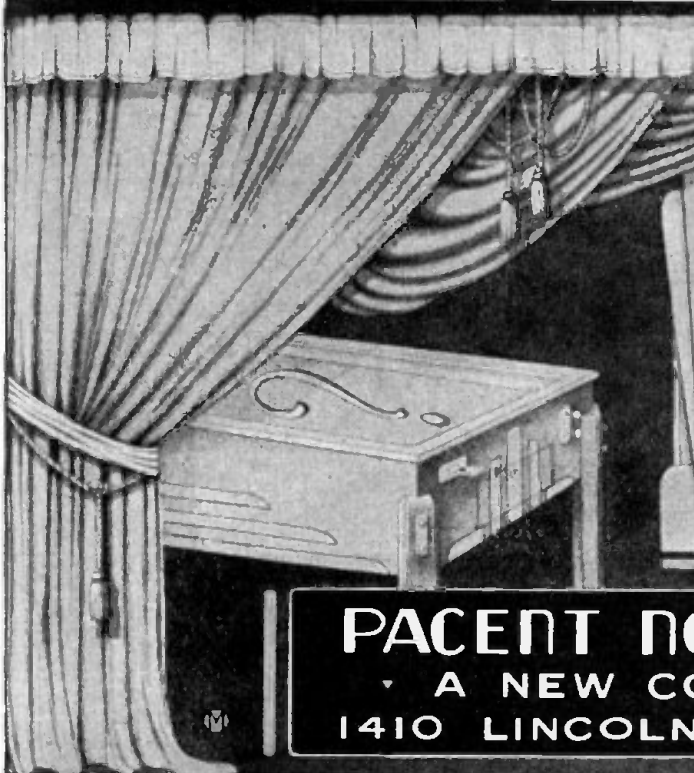
Bally Mfg. Co.	I. H. Keaney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groetchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Muntingdon Sts. PHILADELPHIA, PA.

## LOOK

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

# 'NEW AS TOMORROW' 'OLD AS YESTERDAY'



## What is it?

Watch for next week's introductory announcement on this newest of novelty games that needs no exaggerated adjectives to describe.

It is a 2-ball game without any kickers. Has no holes on the board and has more action than a 10-ball game.

Designed strictly on psychological principles. It holds players and will earn more money than a one-ball pay table. It is a new 100% pure skill game and is legal everywhere.

A few distributor and jobber territories are still open.

**WRITE OR WIRE FOR FULL PARTICULARS**

## PACENT NOVELTY MFG. CO., INC

A NEW COMPANY WITH NEW IDEAS

1410 LINCOLN AVE. UTICA, NEW YORK

### London

LONDON, June 18.—London Passenger Transport Board, which controls London's Underground Railway systems, has ordered 135 more ticket machines of various types, bringing the number in operation up to 1,000. New order includes 65 machines which issue ticket and give change in one action. First of these was installed in busy city stations some months ago and trials have proved its success. Last year 70,000,000 passengers bought tickets from slot machines, increase of 17 per cent over 1934. More than 250,000,000 tickets were issued by machines. Investigations by board show that men flight shy of machines which are freely patronized by girl typists, women from provinces and American tourists.

Stork has visited home of Mr. and Mrs. Stanley Condor, presenting happy couple with daughter. Mr. Condor is principal of Stannite Automatics, of London, which for a while acted as agent for Pacific.

Due to prompt action by George Booth and other machine people, police ban on cranes at Blackpool, most important seaside resort, has been lifted.

### McClellan Sees Lively Business During Summer

CHICAGO, July 4.—Fred McClellan, head of the Pacific Amusement Manufacturing Company, predicts a stabilized demand for coin-operated products throughout the hot summer months. He bases his opinion on an upward buying trend on the part of distributors, operators and jobbers, who, according to Pamco's chief executive, have recently taxed the

### Two Weeks—With!

ST. LOUIS, July 4.—Employees of the Besser Novelty Company of this city will each have a two weeks' vacation this summer, with pay. "Better business" is the reason Herbert Besser, owner and manager of the firm, gives for the additional week.

production facilities of his firm to effect the heaviest deliveries in the company's history. Pacific Amusement products now include Pamco's Chase, Falooka Sr. and Jr. and the new Bowl-a-Ball game called Pamco's Tango.

In making his prediction McClellan points to the rapidly growing number of taverns which offer an outlet for the more extensive summer operations. These, together with other new retail business enterprises which economic statistics show to be on the increase, offer new locations where coin-operated equipment will assuredly be placed. The general consensus, McClellan finds, among other manufacturers is that the season directly ahead will find operators enjoying good returns from well-placed investments.

### New Struhl Product

NEW YORK, July 4.—Teddy Struhl has announced the acquisition of a bouncing boy to the Struhl household. The newcomer's name is Harold, and Morris Struhl, head of the Struhl company and granddad of Harold, together with all the other Struhls, regards this youngster as one of their finest products.

### Ray's Track Continues To Draw Profits for Ops

CHICAGO, July 4.—Ray Moloney, president of Bally Manufacturing Company and namesake of Ray's Track horse-race game, is elated these days at collection reports coming in on the machine.

"What tickles me most," Ray stated, "is the fact that earnings are consistently increasing, as more and more players fall under the spell of Ray's Track daily doubles. For example, one machine earned \$65.35 the first week, \$96.70 the second week and \$206.70 the third week. In one certain operation of 25 machines earnings for four weeks' play averaged \$79.10 per machine—net profit in the operator's pocket. Furthermore, certified copies of the collection reports are in our files."

Ray stated that production plans now under way call for tripling the output of Ray's Track machine in order to make faster headway into the backlog of orders on hand.



WE WILL PAY  
5 DOLLARS

FOR YOUR NAME AND ADDRESS

PACENT NOVELTY MANUFACTURING CO., Inc.  
PAID AT UTICA, NEW YORK No 14507  
PAY TO THE ORDER OF *U. R. Name*  
**FIVE and 00/100 DOLLARS \$ 5.00**  
AS A DISCOUNT ON THE PURCHASE OF ANY PACENT GAME PRIOR TO SEPT. 31, 1936  
BY THE AUTHORIZED LOCAL JOBBER  
PACENT NOVELTY MANUFACTURING CO., Inc.  
*Merbert Besser*

WE'RE introducing a new and different pin table and will pay you \$5 for your name and address to complete our mailing list rather than purchase a ready-made list.

No obligation on your part. You have everything to gain, and learn all about this new pin table.

**ACT NOW EARN \$5**

FILL IN THE  
COUPON AND  
WE WILL SEND  
YOU A \$5.00  
CREDIT CHECK

PACENT NOVELTY MFG. CO.,  
INC., 1410 LINCOLN AVE.,  
UTICA, N. Y.

Gentlemen—Here is my name and address. Send me a Five-Dollar Credit Check without any obligation on my part.

Name .....  
No. and Street .....  
City ..... State .....  
I Operate ..... Pin Tables.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

Watch Our Ad Every

Week

MILLS TYCOON \$69.50

FOR THE DIAMOND SPECIAL!

- JUMBO. . . . \$39.50
- BAFFLE BALL. 36.50
- JUMBO TICKET. . . 49.50
- PEERLESS. . . . 59.50
- BALLY BONUS. 59.50
- RAMBLER TICKET. . . 39.50
- BIG 5 JR. . . . 30.00
- BIG 5 SR. . . . 30.00
- EXHIBIT FOOT-BALL TICKET. 29.50

- KLONDIKE 1 BALL. . . \$17.50
- TRAFFIC A. . . 8.50
- AUTODART. . . 7.50
- PROSPECTOR. . 29.50
- RED SAILS. . . 52.50
- SPEEDWAY. . . 52.50
- PINCH HITTER. . 52.50
- PEARL HARBOR. . . 18.50
- 1/3 Down, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.

AT GERBER & GLASS IT'S SOLD ON A 7 DAY MONEY BACK GUARANTEE DAVAL'S REEL "21"

It's making so much money for operators that Gerber & Glass are making this sensational guarantee. This is the first time we have ever made such an offer, so you can be sure that Reel "21" ordered from Gerber & Glass is the greatest investment in big profits you could make.

IT'S NOT A SALE UNLESS YOU ARE SATISFIED!



GERBER & GLASS

\$23.75 Immediate Delivery When Ordered From GERBER & GLASS. Tax Paid.

914 DIVERSEY BLVD., CHICAGO



SMART BETS FOR SMART OPERATORS DID YOU GET OUR LATEST CATALOGUE?

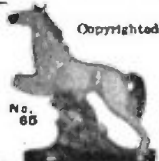
Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest Now Line of Plaster Novelties.

WISCONSIN DELUXE CORP. 1902 North Third St., Milwaukee, Wis. "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. 50 EAST 11th St., DELIGHT SWEETS, Inc. NEW YORK CITY

ATTENTION CONCESSIONAIRES, PARKMEN, STREETMEN Pair now starting. Line up with our new plaster novelties at low prices. Merchandise for Cops Game, Country Store, Pitch-Tip-You-Win Ball Game, Seal Men—Cases, Blankets, Tea Sets, Water Sets, Imported Blinn, Vases, Penny Items. Only Carnival Supply House in Louisville. Address all correspondence to



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New Catalog Ready Today. Write for Copy. Special Packing. One-Day Service.

G. G. J. MATTEI and CO. 927 East Madison, LOUISVILLE, KY.

AGENTS • SALESMEN • CANVASSERS make big money selling CAMPAIGN AUTO SIGNS RE-ELECT ROOSEVELT ★ ★ ★ ★ ★ LANDON

Fits any State Auto Plate. Sturdy Metal, Embossed, Colors Baked. Rust-Proof Back. \$9.00 SAMPLE, 19c Each. One-Half Deposit, Balance C. O. D. Per 100 Prepaid

A. McKENNA, 6th FLOOR, 264 CANAL ST., NEW YORK

HAMMONTON, N. J. Largest Celebration in the East. 50th Anniversary. Week of July 13th. Can place Legitimate Concessions of all kinds. No. ex. One or two Money Getting Grind Shows. Address,

MARKS' SHOWS, Inc. Cumberland, Md., this week; Hammonton to follow.

Pittsburgh

PITTSBURGH, July 4.—M. D. Bigelow reports that the Penny Arcade in the Conneaut Lake Park has been doing the best business in several years. A number of machines have been added recently, including some penny slot pin games.

Mayor George H. Lysle ordered a canvass of McKeesport residents to determine whether they are in favor of a plan to install parking meters along Fifth avenue, the main thoroughfare. If the results are favorable 300 nickel slot meters will be ordered and put into operation.

Negotiations are now under way to place a number of coin-operated merchandising and amusement machines on the grounds of the Allegheny County Fair. The event, to be held this year the first week in September, attracts heavy attendance. It is rumored that J. J. Kane, chairman of the county commissioners, is in favor of the installation of amusement machines.

ROUTES

(Continued from page 31)

Slivers Fun Show: Ft. Dodge, Ia., 6-11. Swift, Herbert, Vaude Circus: Armstrong, Ill., 6-11.

REPERTOIRE

Billyroy Comedians: Billy Wehler's: Bristol, Conn., 6; Meriden 9; Middletown 10; Wallingford 11. Bush-Byrne Players: Richford, N. Y., 6-11. Favorite Players: Arcola, Ill., 6-11. Olinivan Frank, Dramatic Co.: Hicksville, O., 6-11. Olinivan, Norma, Dramatic Co.: Milan, Mich., 6-11. North, Ted, Players: Newton, Kan., 6-11; Emporia 10-15. Princess Stock Co.: Fayette, Mo., 5-11. Roberson Players: Sparta, Wis., 6-11. Sadler's Own Co.: Dallas, Tex., 6-11. Smith Players: Vandalla, Ill., 6-11. Stone, Hal, Show: Persia, Ia., 10-11. Sweet, Geo. D., Show: Louisville, Ia., 6-11. Tolbert, Milt, Players: Pennsboro, W. Va., 8; Parkersburg 9; Ravenwood 10; Ripley 11; Beckley 13. Toby Players: Oamdenton, Mo., 6-11.

CIRCUS AND WILD WEST

Barnes, Al G.: Wheatland, Wyo., 7; Cheyenne 8; Greeley, Colo., 9; Denver 10-11; Fort Morgan 12; McCook, Neb., 13; Holdrege 14; Hastings 15; Marysville, Kan., 16; Hiawatha 17; Nebraska City, Neb., 18. Cole Bros.-Clyde Beatty: Oswein, Ia., 7; Marshalltown 8; Boone 9; Des Moines 10; Trenton, Mo., 11; Kansas City 13-14; Port Scott, Kan., 15; Springfield, Mo., 16; Joplin 17; Tulsa, Okla., 18; Oklahoma City 19-20. Cooper Bros.: Swan River, Man., Can., 7; Hudson Bay Junction, Sask., 8; Pin Flon, Man., 9-10; The Pas 11; Tisdale, Sask., 13; Star City 14; Kinstino 15; Shellbrook 16; Blain, Lake 17; Radford 18. Hawkins, Bud: Naperville, Ill., 8; Geneva 9; Sycamore 10; Matengo 11. Lewis Bros.: Green Bay, Wis., 8; Sturgeon Bay 9; Two Rivers 10; Klot 11; Onitlon 12; Beaver Dam 13. Main, Walter L.: Bryan, O., 16. Mike, Tom: Coliseum Chicago, Ill., 6-8. Polack Bros.: Ironwood, Mich., 6-11; Hancock 13-18. Ringling Bros. and Barnum & Bailey: Pittsburgh, Pa., 7; Columbus, O., 8; Dayton 9; Cincinnati 10; Lexington, Ky., 11; Louisville 13; Indianapolis, Ind., 14; Lima, O., 15; Akron 16; Mansfield 17; Toledo 18. Schell Bros.: Canton, S. D., 8; Tripp 9; Armour 10; Wagner 11. Seal Bros.: Cashmere, Wash., 10. Winslow: Westgate, Kan., 10; Burlington 11; Colony 12; Humboldt 13-15. Webb, Joe B.: Hettlinger, N. D., 7; Timber Lake, S. D., 8; Pierre 9.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Acc-HI: Rome, Ga. All-American Expo.: (Pair) Plaxton, N. D., 9-11; Mohall 13-15; Bottineau 16-18. Akmo: Gainsville, Ga. American United: Helena, Mont. Anderson-Strader: Pratt, Kan.; Wichita 13-18. Arena: Greenville, Pa. Bach, O. J.: Canton, N. Y.; Odenburg 13-18. Bantly's Greater: Lock Haven, Pa.; Williamsport 13-18. Barfield's Cosmopolitan: Monticello, Ky. Barker: Abingdon, Ill. Darkoot Bros.: Pinconning, Mich., 6-9; Saginaw 10-15. Beckmann & Gerety: Menominee, Mich. Bee, F. H.: Versailles, Ky. Big State: Hearne, Tex. Blue Ribbon: Martinsville, Ind. Bremer Midway Attrs.: Virginia, Minn. Brodbeck Am. Co.: St. Marys, Kan. Brown Novelty: Elkus, O. Frucus: Barboursville, Ky. Buok, O. C.: Pittsfield, Mass. Epera Bros.: Bancroft, Ia. Campbell United: Liberty, N. Y.; Monticello 13-18. Capital City: Burnside, Ky. Central State: Seneca, Kan. Cetlin & Wilson: Allentown, Pa. (See ROUTES on page 70)

**KITCHENKOOK GRIDDLE STOVE**  
MODEL No. 6072—Instant Lighting Gasoline Pressure Stove. Each burner operates independently. Cast Iron Griddle, 18" by 20", with two 18" long Burners. Also has Cooking Utensils. Dimensions of Stove 20" long, 12" wide and 9 1/2" high.  
Here is a handy, extremely useful Stove. Extremely low operating cost. Fires clean, blue, hot flame. Also many other models and sizes to choose from. Write for details and prices.  
AMERICAN GAS MACHINE CO., INC.  
Dept. B, Albert Lea, Minn.

**Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, DRUMS, CORN GAMES, ETC.**  
Catalog with New Low Prices  
THE TIPP NOVELTY COMPANY  
TIPPECANOE CITY, OHIO

**Mohawk Valley Shows WANT**  
For Circuit of 12 Fairs Starting Middle of August. Shows that will not conflict. Let me hear what you have. Shows with or without outfit. Good opening for Girl Show, Side Show, Minstrel Show, Snake Show. Can see all kinds of Legitimate Concessions. Like to hear from one or two good Sensational Free Acta. This show will stay out all winter. Write or wire LEO BISTANY, Irregular, 1st week of July 9; West Point, Va., west of July 13.

**WANTED**  
Showmen who are interested in **MOTORIZING**  
Write for Special Finance Plan.  
CHARLES T. GOSS  
With Standard Chevrolet Co., East St. Louis, Ill.

**WANT**  
Bideo, Loop the Loop, C-Drive Cam, Shows that don't conflict, Arcade, Legitimate Concessions of all kinds, Hide Hide and Secret Acta, Resuscitation this week; next week, Catalina, N. Y.  
KAUS SHOWS, INC.

**DOC HOWELL WANTS**  
R to 12-Piece Band that can cut it. Season's contract, salary sure, Armchair answer. Half and Half for Amuse, Carl Castella, Claude Baxter and Albee Allen answer quick. Tatooe Men and Second Shows, real opportunity. Princeton, W. Va., this week.

**BUD HAWKINS CIRCUS WANTS**  
Advance Man with own car, one more Big Show. Act doing two or more with harness, working out in five trucks, July 8. Hazelville; 9, Geneva; 10, Sycamore; 11, Marcano. All Illinois.

**WANTED**  
Complete Pit Show, man capable of handling real franchise, 100-foot panel front with new Chevrolet to transport it. Good proposition and real route of fair. J. L. LANDES SHOWS, South Omaha Legion Celebration on streets, starting Saturday, July 11; Hamburg, Ia., until Friday, July 10.

**Bar Performer Wanted**  
Week Comedy and do two Straight Bouffons. Answer at once by letter.  
**FRANK MARTIN**  
General Delivery, Trenton, N. J.

**WANTED**  
Few more Legitimate Concessions and Shows. Demonstrators and Sheet Writers for Auto & Merchants Show, Week July 13. No time to write, tell all in first wire. JOE A. ROWAN, care Firemen's Old Home Week Celebration, Barnesboro, Pa.

**J. Harry Six Attractions**  
WANT to join at once, Cook House for balance of season, two good Grind Shows with own management, Chair-o-Plane, Lazy Smith wire. Good Concessions of all kinds \$10.00; come on. Winslow, Ind., this week.  
**WILL BUY OR BOOK**  
or help finance Tilt-a-Whirl, Ride-O or any good Hot Ride. Have two good celebrations and 14 fairs to follow in Arkansas Day, Wonderful route. Contact immediately. JOHN FORD, care Western Union, Washington, N. J.

**PIONEER**  
**TRADING POST**  
*Quality Merchandise*  
**SENSATIONAL VALUES**  
**NO BLANKS**  
**10**  
**EXCEPTIONAL VALUES-ENTERTAINMENT**  
 TRADING POST MACHINES CO. LE CENTER, MINN.  
 SHIPPED BY EXPRESS OR FREIGHT

**A PRIZE EVERY TIME**

No. 1155 — Mystery, Surprise, Suspense and Fascination are a few of the characteristics of our Trading Post. There is always the possibility that the purchaser will get a big prize—this acts as an incentive for him to take another draw. He is assured, however, the prize he receives is worth 10c or more. —That he cannot be disappointed. As we are direct importers, manufacturers and assemblers of many different articles, we are in a better position to give prizes possessing quality, value and fashion.

**A BIG REPEAT DEAL**  
 One sale leads to another. One buyer tells another and in a short time the 100 sales are made. Many displays, each with only 100; mystery element; great variety and big values—increase quick additional sales. Variety of prizes in Jewelry, Linens, Novelties, Cutlery, Jewelry, etc.

**PROSPECTS**  
 Drugs, Variety and Department Stores; Amusement Places; Barber Shops; Hotels; Liquor stores; Taverns; Pool-Houses; Beaches, etc. are ideal outlets for our "Trading Post".

**CONSISTS OF**  
 100 Prizes, one given for each draw, and an attractive Display Cabinet. Prizes changed frequently—this assures you of repeat business. 100 Sales at 10c each, brings in \$10. Sell to Dealers for \$2.50 to \$3.50.  
**COSTS YOU \$5.00**  
 Lots of 10, \$5.00 Each.

**TRADING POST CO.**  
 Le Center, Minnesota

**London Distrib Summers At Cool Manhattan Beach**

NEW YORK, July 4.—Alf Cohen, of Coin Operated Machine Supply, London, Eng., distrib for the products of many manufacturers in his country, liked this city so well that he has taken a four-room bungalow on Manhattan Beach for the remainder of the season.

All claims that while Chicago is the town in which to purchase his machines, he really believes that a great portion of the business is done in this city.

**BIRTHS**

(Continued from page 28)

June 27. Parents are of Lauther's Side Show with Johnny J. Jones Exposition. To Mr. and Mrs. Fred Waring a son June 23 in New York.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

**SHEEHAN** — Joseph P. 67, former opera tenor and one of the leading exponents of English opera in America, July 4 at the home of friends in Chicago, where he was visiting for a few days.

**ELANE'S EXPOSITION SHOWS WANT**

For Mesontown, Pa., Next Week—Supplies Catholic Church—First Show in 14 Years, and Balance Season

Ferry Wheel and Flat Ride, Shows and Concessions of all kinds. No gift. Merry-Go-Round Help Talkers, Grubbers, Big Thompson Corney write or wire. Spartan Bros. Circus here June. Rose Martin, Phillis Taylor, Lillian Stewart write to Mrs. Helen Carson, 217 1/2 Fair Show, (Gift for Penny Pitch, help in all departments. High Free Act, Duro-Bell Daniels wire. Want to buy More tops. Cantonburg, Pa., this week; Mesontown, Pa., next week.

**KRAUSE SHOWS GREATER SHOWS**

Want for BARNESBORO, PA., Home Week Celebration, Next Week.  
**SHOWS AND LEGITIMATE CONCESSIONS.**  
 See Route and Fair List and Shows Wanted in Last Week's Billboard ad.  
 Address This Week, Conneville, Pa.

**WANTED GIRLS**

With or without show experience, for Fountain of Youth Art Peering Show, high-class, capable Art Lecturer. CAN USE Chorus Girls for New Yorks. Have, capable Piano Player, also high-class Organist for Hammond Electric Organ, one outstanding Feature Dancer. Must be good. Youth, looks, figure essential. Write or wire

**KARL J. WALKER,**  
 The Gay New Yorkers, with Beckman & Gentry Show, week July 10, Monroeville, Mich.; week July 13, Racine, Wis.

**WANTED SHOW FOR FAIRS**

**HACKETTSTOWN, N. J., AUGUST 1 TO 8**  
 With or without own outfit.  
 Motordrome wanted. WILL TRUCK, BUY OR LEASE Monkey Stroller, also Whip. CAN PLACE Loop-Plane. Wire or write  
**B & V ENTERPRISES**  
 Five Westminster Place, Garfield, N. J.

**SPERONI SHOWS WANT**

Side Show, Athletic Show. Have complete outfit. Legitimate Concessions, Ride Help. Galra, Ill., this week; Iron Mills.

**WANTED AT ONCE**

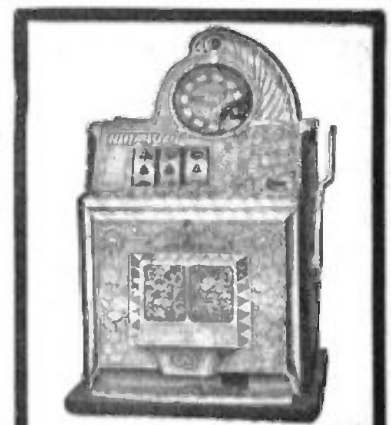
Lady or Gentleman, or both, with car, to handle Concessions, Public Weddings and Premiums Shows at three North Carolina Fairs, starting Labor Day Week. Wonderful transportation. Answer quickly to **JAMES J. BOYO,** Secretary Guilford County Fair, Biltmore Hotel, High Point, N. C.

**SHELL BROS. CIRCUS WANTS**

To hear from Andy Kelly, Col. Weaver, Benny Hart, Scully, others wire Jake Friedman. Want good Cat Back, Novelty and Oriental Acts. All pitched for June. Want Best Entertainment. Wire **SHELL BROS. CIRCUS,** Canton, 8; Tripp, 9; Armour, 10; Wayne, 11. All South Dakota. St. Peter, Minn., permanent.

**WANTED -- CIRCUS**

For Sunday, July 26. (Inconclusive). Ride. Free Act. Blamouth Open Day Festival, day and night. \$500 expected. **HULE, K. of P. Headquarters,** 821 Seventh St., Rockford, Ill.



**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,  
 Bell, Front Vender and Gold Award  
 Built for 1c-5c-10c-25c Play  
 Made Only By  
**WATLING MFG. CO.**  
 4640-4660 W. FULTON ST.  
 CHICAGO, ILL.  
 Est. 1889—Tel.: COLUMBUS 2770.  
 Cable address "WATLINGITE" Chicago

**C. R. Leggette Shows Wants**

Snake Show, Girl Show, Illusion Show; any good Freak Show, Dog and Monkey Circus, Hullo answer. Above must have own license up and transportation. Can use following concessions: Novelties, Palmist, Bull Horn Steerer or come on Hoopla, Waichla, Snake Walk, Fish Pond, Bowling Alley, Flower Glass Wheel, Assesly Highline, Ice Cream, Prizes (Optional). Agents for certain Bowling Alley who will work. Man and wife to take charge of Histo Photo outfit. Must be capable. Oreg., Ark., week July 6; Reid Knob, Centennial, week July 13.

**J.J. PAGE SHOWS WANT**

Legitimate Concessions, good opening for Picture Machine, Penny Arcade, Candy Floss, Candy Apples, etc. Can place money-getting shows. Will furnish tops. Everybody address **Wor, W. Va.,** this week; Williamson, next week.

**Walter L. Main Circus**

MotORIZED Show. Pays gas only. Sleep and feed yourselves. **WANTED**—Feature Acts. Must be willing to help sell customers. Address Bryan, O. Also Billers. Address **HARRY CHIPMAN,** Lopez, Mich.

**WANTED LESTER PATTERSON AND HIS BOYS**

Interchangers who want to make money. Organized Side Show with transportation. Auburn, July 8; Teutonia, 9; Union City, 10; Hobart, 11; Superior, 12; Red Cloud, 13; all Nebraska.

**WANTED**

Merry-Go-Round at once, Independent Concessions, strictly stock for Yeadon, Pa., week July 13. Can use one or two small Shows.

**EXHIBIT PRODUING OO.**  
 Johnny Keeler, Mgr., Glen Olden, Pa., this week.

**WANTED**

For Somerset County Firemen's Convention **JULY 15 TO 18**  
 Concessions and Shows, Free Acts, and Flat Ride. **WM. MURRAY,** Chairman, Spotsville, Pa.

**WANTED**

Capable Side-Show Manager take full charge. Attractive proposition to one who has some attractions. Also Piano Player and Musicians for office show review. All address **OSCAR BLOOM'S** 638 Midway Show, Iron River, this week; Bessemer, Mich., next week.

**GRUBERG'S WORLD'S EXPOSITION SHOWS WANT**

to join immediately, for the balance of long season of the following outstanding fairs:

- |   |                                      |
|---|--------------------------------------|
| St. Hyacinthe, Quebec, Exhibition, Week August 3.     | Leaksville-Spray, N. C., Fair.       |
| Three Rivers, Quebec, Exhibition, Week August 10.     | Durham, N. C., Fair                  |
| Valley Field, Quebec, Exhibition, Week August 17.     | Asheboro, N. C., Fair                |
| Pittsfield, Mass., Fair                               | Roxboro, N. C., Fair                 |
| Elmira, N. Y., Fair.                                  | Cheraw, S. C., Fair                  |
| New York State Fair, Syracuse, N. Y., Labor Day Week. | Bennettsville, S. C., Fair           |
|   | Charleston, S. C., Middle State Fair |
|   | Bishopville, S. C., Fair             |
|   | Savannah, Ga., Tri-State Fair        |

Will book Monkey Circus, Motordrome, a few outstanding Grind Shows. Want Colored Musicians for Plantation Show. Salary paid out of office. Three Entertaining Midgets. We pay salaries out of office. Rex Omar wants: A-1 Front Man and a Half and Half, RIDES—Will book Tilt-a-Whirl, 12-Car Rideco, Kiddie Rides of all kinds.

**CONCESSIONS All Open, No Exclusive**

Wire **MAX GRUBERG,** World's Exposition Shows, Schenectady, N. Y., this week; Watervliet, N. Y., next week.

**AL. G. HODGE SHOWS, Inc. Want**

Good Five or Ten-In-One that can stand to make money, 75-25. Excellent opening for Grind Show or Fun House with own outfit, 75-25. Can always use real showfolk at all times. Can use sober Ride Help. Want Lady High Diver to strengthen Water Circus. Concessions: Get with one of the Big Ones and get well. Fair and Celebration Committees: We have some open time; look us over as per route: Dowagiac, Mich., week July 6 to 11, Legion Celebration; Three Rivers, Mich., Legion Celebration, July 13 to 18. Now the big one, Indiana Harbor Celebration, July 20 to 26; then fairs starting at Jasper County Fair, Newton, Ill., July 20 to August 1. **WM. TUCKER,** President, or **CECIL C. RICE,** General Manager.

**ROYAL PALM SHOWS**

Birmingham, Ala., Down-Town Location, Second and Twelfth St.

Two Weeks—Two Sundays—July 7 to 18—Auspices Spanish War Veterans. All Legitimate Concessions open. Also Cook House. We have extra tops and fronts for real Attractions. Can place Ride Help. We own all Rides. Fair Secretaries, got in touch with us. We are featuring Carver Diving Horse and Hippodrome, greatest outdoor feature. This, with our other strong attractions, will double your gate receipts.  
**BERNEY SMUCKLER.**

**WANT SHOWS WITH OR WITHOUT OUTFITS**

Have Platform for Single Attraction. Can place Mechanical Show, Fun and Class House, Illusion, Unborn and Crime Shows. Good opening for Ball Games, American Palmist, Frozen Custard, Iron Claws or Diggers and Hoopla. Have fifteen fairs contracted, running up to December 1, with early opening at Laredo, Texas, Annual Celebration in February. Penny Pitch Agents wanted. Wire

**J. GEORGE LOOS, GREATER UNITED SHOWS**  
 WICHITA, KANSAS

ITS BRILLIANCE ATTRACTS PLAYERS - ITS THRILLING PLAY HOLDS 'EM!



New Golden HORSES

BUCKLEY'S VARIABLE ODDS COUNTER VENDER WITH BIG PROFIT FEATURES!

Now! BUCKLEY offers you the profit proven HORSES in a beautiful "Gold Type Model" that remains perpetually new in appearance. This greatest of odds changing counter vendors is a phenomenal money maker on any bar or counter. All the player does is insert a coin and pull a lever. If a winning horse is spelled he is paid according to the odds shown (4 to 30). With every coin inserted, the player gets a ball of gum.

HORSES is available with the 4-way coin chute (1c, 5c, 10c, 25c) or the straight 1c or 5c slot.

Send in a trial order now! HORSES is the best salesman we have.

IT LOOKS LIKE A MILLION AND IT'S ONLY— \$17.50

10% Excise Tax. Double Door Register, \$1.50 Extra.



BUCKLEY MFG. CO.

2160 W. Washington Blvd., Chicago, Illinois

ROUTES

(Continued from page 68)

- Coleman Bros.: Bristol, Conn.
Colley, J. J.: Oklahoma City, Okla.
Cowan & Alford: Danphin, Man., Can., 9-11; Yorkton, Sask., 13-15; Mellott 16-18.
Corey Greater: Rockwood, Pa.
Crafts 20 Big: Sacramento, Calif.
Crawley: Des Moines, Ia.
Crystal Expo.: Annetts, Va.; Roanoke 13-18.
Curl Greater: Xenia, O.
De Luxe Shows of Amer.: Utica, N. Y.
Dennert & Knapp: Annapolis, Md.
Dixie Belle: Maysville, Ky.
Dixie Expo.: Lawrenceville, Ill.
Dixie Model: Princeton, W. Va.
Dodson's World's Fair: Washington, Pa.
Dudley, D. S.: Newcastle, Tex.
Edwards, J. R.: Carey, O.; Upper Sandusky 13-18.
Elane's Expo.: Canonsburg, Pa.; Masontown 13-18.
Endy Bros.: Washington, N. J.
Enterprise: Eddyville, Ia.; Downing, Mo., 13-18.
F. & M. Co.: Brockway, Pa.
Frederick Am. Co.: O'Neill, Neb.
Friak Greater: Belle Plaine, Minn., 6-9.
Gibbs, W. A.: Atlantic, Ia.
Gluck, Wm.: Troy, N. Y.
Gold Medal: Iron River, Mich.; Dessemar 13-18.
Golden State: Vacaville, Calif., 7-9; Dixon 10-12.
Golden West: Park Rapids, Minn.; Deerwood 13-18.
Gooding Greater: Muncie, Ind.
Great American: Fronton, O.
Great Sutton: McLeansboro, Ill.
Greater Expo.: Sheboygan, Wis.
Greater United: Wichita, Kans.
Greenland: Madison, Va.
Gruber's World's Expo.: Schenectady, N. Y.
Hansen, Al C.: Algona, Ia.; Webster City 13-18.
Happy Days: Montezuma, Ind.; Spencer 13-18.
Happyland (Grand River & Oakman) Detroit, Mich.
Heller's Acme: Hasbrouck Heights, N. J.
Henke's Attra.: Cudahy, Wis., 7-15.
Hennies Bros.: Pessenden, N. D.
Heth, L. J.: Belleville, Ill.; (Fair) Ashley 13-18.
Hilderbrand's United: Tumwater - Olympia, Wash.; Tacoma 13-18.
Hodge, Al G.: Dowagiac, Mich.
Howard Bros.: Fairmont, W. Va.
Hughes Bros.: Washington, Ill.
Hus, Bob: Whitewright, Tex.; Gunter 14-18.
Imperial: Detroit Lakes, Minn.
Intermountain: Buhl, Ida.
Joe's Playland: St. Paul, Neb.; Orleans 13-18.
Jones, Johnny J.: Expo. (Fair) Anderson, Ind.; Owensboro, Ky., 13-18.
Joyland: Mantite, Mich.
Kaus: Binghamton, N. Y.
Krause Greater: Conneville, Pa.; Barnesboro 13-18.
Landes, J. L.: Hamburg, Ia., 6-9; (Fair) S. Omaha, Neb., 11-18.
Lagasse Am. Co.: Lawrence, Mass.; Brockton 13-18.
Larg's, Des. Famous: Monmouth, Ill.
Leggett, C. R.: Ozark, Ark.; Bald Knob 13-18.
Lewis, Art: E. Weymouth, Mass.
Liberty National: Greensburg, Ky.
M. B. Am. Co.: Ewins, Mo.
McMahon: Sac City, Ia.
Majestic Midway: St. Genevieve, Mo.
Malarkey, W. S.: Attra.: Sidney, N. Y.; Owego 13-18.
Marks: Cumberland, Md.
Metropolitan: Marietta, Ga.
Middletown, Karl: Friendship, N. Y.; Portville 13-18.
Miller Bros.: Ironton, O.
Minor Model: Norristown, Pa.; Paoli 13-18.
Mohawk Valley: Irvington, Va.; West Point 13-18.
Original Midwest: Colby, Kan.
Page, J. J.: War, W. Va.; Williamson, Ky., 13-18.
Pan-American: Peoria, Ill.
Pearson: Hillsboro, Ill.
Pells & Latto: Bay City, Mich.; Port Huron 13-18.
Foole & Brewer: Houston, Tex., 6-Aug. 1.
Reading's United: Cave City, Ky.
Reid Greater: Jacksonville Beach, Fla.
Royal American: Calgary, Alta., Can.; Edmonton 13-18.
Royal Palm: Birmingham, Ala., 6-18.
Rubin & Oberly Expo.: Winona, Minn.
S. B. Am. Co.: Appleton City, Mo.
Sheesley Midway: Kalamazoo, Mich.
Siebrand Bros.: Wolf Point, Mont., 9-11.
Sims Greater: Oampbellton, N. B., Can.
Six, J. Harry, Attra.: Winslow, Ind.
Small & Bullock: Glendennin, W. Va., 6-11.
Smith's Greater Atlantic: Keyser, W. Va.
Sol's Liberty: Rhinelander, Wis.
Spencer, O. L.: Kokomo, Ind.
Speroni, P. J.: Galva, Ill.; Milan 13-18.
State Fair: Grand Island, Neb.
Stutes Shows Co.: Massena, N. Y.
Sunset Am. Co.: Dubuque, Ia.; Centerville 13-18.
Tidwell, T. J.: Blackwell, Okla.; (Fair) Anthony, Kan., 13-18.
Tilley: Silvia, Ill.
United Shows of Amer.: (Fair) Fargo, N. D.; Miles City, Mont., 13-18.
Valley: Cross Plains, Tex.
Volunteer State: New Lexington, O.
Wade, W. G.: Flint, Mich.
Wallace Bros.: Robinson, Ill.

(See ROUTES on page 72)

PAN AMERICAN SHOWS WANT

Any Show that don't conflict. Want Hawaiian Musicians and Dancers. Slim Lewis wants Colored Musicians and Chorus Girls for Minstrel. Can place Ride Help. Want sober Ell Operator. Want Concession Agents and Ball Game Girls. Address Peoria, Ill.

Bargains!

Real bargains in America's best reconditioned games and brand-new models. Try one order and you'll be our regular customer.

ELECTRIC EYE, the sensational pistol practice skill game, like new... \$54.50

PIN GAMES

- BIG RICHARD, good as new. Dice panel, with Jackpot... \$109.50
HOLLYWOOD, renewed to perfection... \$44.50
BALLY BONUS, reconditioned in our shops... \$54.50

NEW COUNTER GAMES

- TIT-TAT-TOE, plain... \$10.95
With Register... 12.50
CLEARING HOUSE... \$9.95
BIG GAME HUNTER... 19.50
SHIP-A-MOY... \$5.95

1/3 cash with order, balance C. O. D. Write for our list of reconditioned and new games.

ELECTRO BALL CO., Inc. 1200 Camp St., DALLAS.

Concessionaires CARNIVAL-PARKMEN! CATALOG IS NOW READY. LINE UP WITH THE LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES. CONTINENTAL PREMIUM MART. 3RD & WELLS STS., MILWAUKEE, WIS.



GARDEN OF EDEN SUGAR ROLLED DATES. Flashy Cellophane Box (8 1/2 x 1 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton. 25% Deposit With All Orders. Balance C. O. D. Send for Free Illustrated Catalog. MARVEL CANDY CO., Inc. 104-103 Wecster St., NEW YORK CITY

WANTED SHOWS AND CONCESSIONS OF ALL KINDS

Everything open. Not running my own on this show. Boys that were with me years ago, get in touch with me. Playing city of Boston Milk Fund. Different location in Boston each week. This week, Western Ave., Brighton, Boston, Mass. Tel., Breakers 5421. HARRY INGALLS, Mgr. of Milk Fund Carnival.

SEVEN BIG DAYS SEVEN BIG NIGHTS LEGION AND FIREMEN STATE CONVENTION AND CELEBRATION

SEPTEMBER 5th to 12th Inclusive. Three colossal Free Acts. SHOWS, RIDES, MIDWAY WANTED. Legitimate Concessions and Shows of all kinds. Will sell exclusive Cookhouse, Beano, Novelties, Frozen Custard, Grab Joint, A-1 Girl Show. Write particulars. NOTICE—THIS TOWN HAS BEEN CLOSED FOR EIGHT YEARS. BIGGEST DOINGS EVER IN STATE OF NEW HAMPSHIRE. Address all mail to SHOW PROMOTER, Box 383, Newport, N. H.

VOLUNTEER STATE SHOWS

AMERICAN LEGION HOMECOMING, NEWCOMERTOWN, OHIO, next week. WANTED, to join on wire, CHAIROPLANE and any other Rides that don't conflict. Eddie Farrell, write me. Also want SHOWS AND CONCESSIONS. Will be pleased to hear from useful Show People. NEW LEXINGTON, OHIO, THIS WEEK. Followed by 15 Fairs and Celebrations.

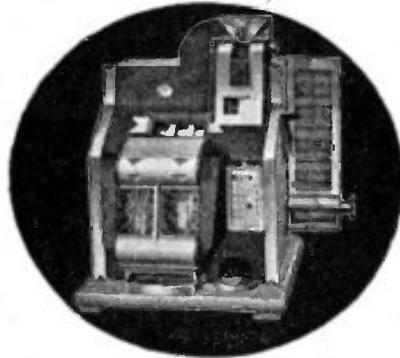
Wanted For Stanton, Mich., Street Fair

Legitimate Concessions of all kinds, also two more Aerial Acts. Biggest Celebration in years. Four Big Days and Four Big Nights, July 8, 9, 10 and 11. Don't write; wire. C. D. CAMERON, Concession Manager.

# A COMPLETE 1c AUTOMATIC BELL • MILLS Q. T.

The Q. T. comes in nickel and dime play too, in both Bell and Vender models, but don't forget THE PENNY.

Tourists, transients, visitors like the nickel and dime, but HOME TOWN FOLKS will give that penny model a terrible going over the whole year round.



# 1c PLAY MILLS • Q. T.

We know hundreds of penny Q. T.'s that have earned \$40 to \$60 per week.

It's awfully fast a complete play every 4 seconds.

MILLS NOVELTY COMPANY • 4100 Fullerton Avenue • Chicago, Illinois

★ Write, wire or phone for prices.

## Wanted

For Home Coming and Special Events. Corn Game, Puck-In-Win, Fishpond and any legitimate stock concessions; low rates. Rides, Loop-o-Plane, Tilt-a-Whirl or any other non-conflicting ride. Meritorious shows with own transportation on low percentages. Long season in money spots. Urbana, this week; then Newark Big Bonta Celebration; all Ohio.

**CHRIST UNITED SHOWS**  
**LEWIS BROS. CIRCUS**  
WANTS

Working Men in all departments. Assistant Box Carriers. Acts that do two or more. Girls to ride Hoop, Wild West People, or any other suitable attraction for General Green Day, July 8; Sturgeon Bay, 9; Two Rivers, 10; Kiel, 11; Chilton, 12; Better Dam, 13; all Wisconsin.

**FRISK GREATER SHOWS**  
Want Diggers, Darts, String Game or any other concessions that pop out stock. No racket. Want Ten-in-One, Mechanical or Unburn. Will book or buy Tilt-A-Whirl. Good opening for Loop-o-Plane, Billeplains, Minn., July 6-9; then the Big Sugar Days Celebration at Chaska, Minn., July 10-12.

**WANTED CONCESSIONS**  
For balance of season and Williamstown, N. J. Fairmen's (Old Home Week) and 25th Anniversary, real boat race, legitimate celebration, July 27 to August 1. Small Grab, Popcorn, High Striker, Fish Pond, Candy Floss, Cookhouse, Cigarette Gallery, Duck Pond, Diggers. Want Ferris Wheel and Chair-ride foreman. **JERE SNAW**, week July 6, Glassboro, N. J.; July 13, Merchantville, N. J.; July 20, Media, Pa.

**CARNIVAL BOOTHS-RIDES**  
FOR RENT. Complete Unit—12 Concession Booths, enclosed, size 6x14, including Radio and Ball Game, Retirement Stand, Electrical Equipment, Decoration. Will set up, take down and travel. Carnival Wheels and Games of every description. **JERE SNAW**, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennsylvania 2177.

**WANTED**  
Shows with own outfits. Athletic People, Corn Games, Ball Game, Pitch-You-Win, Ferris Wheel and Merry-Go-Round Foremen, \$15.00 per week, July 4 to 18, Evans, Mo.; 18 to 18, Flat River, Mo. Fair Secretaries—I have open dates for Fair. Write, **M. B. AMUSEMENT CO.**  
It Helps You, the Paper and Advertisers to Mention The Billboard.

### Curtiss Candy To Make Superior Co. Confections

COLUMBUS, July 4.—According to an announcement of the Superior Confection Company, of Chicago, is to take over the manufacture and distribution of Superior's confectionery equipment and products. Superior Confection feels that this arrangement with the Curtiss Candy Company will enable it to secure the manufacturing facilities of a company which makes the most outstanding candy specialties.

### Babe Postpones Opening

NEW YORK, July 4.—The opening of Babe Kaufman's new display room at 250 W. 54th street has been postponed until carpenters, painters, electricians and efficiency people complete their work. "I was expecting to open July 6," Babe avers, "but due to unforeseen circumstances the office will not be ready until July 15. I made arrangements to set up partitions of mahogany but changed my mind and am now having the three-inch fire-proof brick with mahogany covering to take its place." The partitions for the repair and parts department of Babe's new display room have already been set, and Babe definitely expects to be ready for an open house July 15.

### S. C. AUTO

(Continued from page 3)  
not more than one ton the charge is \$4, and for trailers of a capacity of more than one ton but not more than one and one-half tons \$7.50. Under a special provision any truck or trailer having solid tires will cost the owner double in license fees. South Carolina, which heretofore has sold licenses on both the full-year and half-year periods, has eliminated the half-year licenses. The license year begins November 1.

## DEE LANG'S FAMOUS SHOWS

16 Fairs and Celebrations, Starting July 26.

Can use Ride Help in all lines that can Drive Big Eli Semi Trailers. Boozers not wanted. Can use several good Foremen. Shows—Can place Shows that do not conflict, and with something worthwhile to put in them. Can place Dancers for Girl Revues. Can place several Talkers and Grinders. Can place for Colored Minstrel, Chorus Girls, Novelty Act Dancers, Johnny Green and Dave Straton, wire. This is an office show. All address DEE LANG, Gen. Mgr., Monmouth, Ill., week of July 6; Sterling, Ill., week of July 13.

## W. G. WADE SHOWS CAN PLACE

Ten-in-One Show immediately. Will furnish new top and help you finance other equipment if required. Can also place one or two more Shows that do not conflict and a few more legitimate Concessions. Long circuits of Fairs and Celebrations in Michigan. Address, this week, Flint, Mich., or Permanent Address, 289 Elmhurst, Detroit, Mich.

## 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.

## BOWEN AND LANE SHOWS WANT

For the Houston Centennial Celebration, week July 13th, Houston, Miss. Another scoop for this show. Will book shows of all kinds with own outfits on low percentage. Concessions all open. Will sell exclusive Cookhouse and Bingo. We hold exclusive on all concessions at Houston. Also have contract Water Valley Watermelon Festival, Water Valley, Miss. Want Foreman for Leaping Leans, Ride Help all departments. Want several good concession agents. George and Pearl Phillips, come on. Our string of fairs to interested parties. **C. E. LANE** or **W. E. BOWEN**, Mandeville, until July 8th; Houston, Miss., week July 13th.

# Big Sale OF USED GAMES

IMMEDIATE DELIVERY ON  
**STONER'S SHORT SOX**  
\$49.50  
**STONER'S TURF CHAMPS**  
Combination Ticket and Payout  
**\$137.50**

OUR USED GAMES MUST SATISFY BECAUSE THEY MUST MAKE FRIENDS FOR US!

- HOLLYWOOD ..... \$49.50
- SNOOKER ..... 42.50
- KINGS OF TURF ..... 21.50
- MAMMOTH ..... 89.50
- MILLS PAYOUT TEN BALL 12.50
- PAMCO PARLAY SR ..... 62.50
- PEARL HARBOR ..... 18.00
- PEERLESS ..... 60.00
- PEERLESS TICKET ..... 65.00
- RACES (Western) ..... 70.00
- RAINBOW ..... 70.00
- REPEATER ..... 47.50

- ROCKETS ..... \$ 9.50
- SEVEN-ELEVEN (2-Ball Payout) ..... 14.50
- SHELL GAME ..... 40.00
- SILVER CUP TICKET (2-Ball) ..... 50.00
- SOCKIT ..... 47.50
- SPORTSMAN ..... 12.50
- SPEEDWAY ..... 55.00
- STRAIGHT EIGHT ..... 55.00
- TEN GRAND ..... 56.50
- TREASURE SHIP ..... 14.50
- ALL STAR ..... 67.50
- BAFFLE BALL ..... 34.50
- BIG RICHARD (Dice Board) 60.00
- BIG SHOT ..... 16.50
- BONUS ..... 62.50
- CHAMPION ..... 11.50
- DAILY LIMIT ..... 47.50
- DE LUXE 46 ..... 40.00
- EQUITY ..... 15.00
- EXHIBIT FOOTBALL (10-Ball) ..... 25.00

THIS WEEK'S SPECIAL — DOUBLE SCORE ... \$40.00

ORDER FROM EITHER OFFICE!

All Prices, However, F. O. B. Chicago. Phone, Wire or Write Your Order and mail Special Delivery. The Above Games Are Thoroughly Reconditioned and Are in A-1 Operating Condition.

## ATLAS NOVELTY CORP.

2200 N. Western, Chicago 1901 5th Ave., Pittsburgh

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.

Quality tells—every time... that's one reason operators are so successful with our games, which are thoroughly location tested. We'd like to tell you about our extended payment plan which simplifies your financial problem.

**WRITE TODAY... YOU CAN OBTAIN CREDIT!**

*Lee S. Jones*

P. S.—A chance for real dough if you know your stuff.

### Dave Gottlieb Leaves For Texas and Coast

CHICAGO, July 4.—Dave Gottlieb left Chicago Thursday for a trip thru Texas and particularly Dallas. He plans to take in the Texas Centennial and, if possible, run up to San Diego for the California Exposition.

While touring the Southwest and Pacific Coast Dave will call on some of the leading operators and distributors and, incidentally, get their ideas on what the new coin machines should feature.

"The operators," said Dave, "are the folks who really know what the playing public wants. They are right on the locations and can watch the people play and hear them talk. They know which features go over. I hope to talk to as many operators as I possibly can while I'm gone to find out their opinions as to what features the new games should incorporate."

Nate Gottlieb has just returned from a trip to the West Coast and brought back his reactions. Upon Dave's return the two will go into a huddle from which will emanate some real features that will make new coin machine history.

When Dave left the Gottlieb factory was operating at capacity on Daily Races, Fence Busters, Brokers' Tips and Sunshine Baseballs. The Multiple Coin Slot and Mystery Single Coin Slot have proved themselves to be two of the greatest features ever used on payout games, Dave states.

### ROUTES

(Continued from page 70)

- Wallace Bros.: Kirkland Lake, Ont., Can.
- Weer, Mabel R.: Jackson, Mich.
- Ward, John R.: Cameron, Mo.
- West Bros.: Am. Co.: Devils Lake, N. D.
- West Coast: "Brooms", Wash.
- West, W. E.: Motorized: Iola, Kan.
- West Coast Am. Co.: Grants Pass, Ore.; Eugene 13-19.
- Western States: Lusk, Wyo.
- World's World's Wonder: Carnegie, Pa.
- Wilson Am. Co.: Gibson City, Ill., 6-11.
- Winters Bros.: Grove City, Pa.
- Work, R. H.: (Franklin Doro) Johnstown, Pa.
- World of Mirth: Kenmore, N. Y.
- Yellowstone: (Rodeo) Butte, Mont.; Helena 13-18.
- Zelger, C. F.: United: Deadwood, S. D.
- Zimdra Greater: Winona, Minn.; Red Wing 13-18.

### Additional Routes

(Received too late for classification)  
Baker's, M. L., Side & Pit Shows; Bassetts, Va., 6-11.

- Blossoms of Dixie Minstrels: Belleville, Ill., 6-11.
- Brown Family Rides: Kite, Ga., 6-11.
- Craig Tent Show: Howard, N. Y., 6-11.
- D'Arcy Girls: Apollo, Pa., 6-11.
- DeCleo, Harry, Magician: Constantine, Mich., 8-18.
- Felton, King, Magician: Independence, Ia., 6-11.
- Giroux, Al: (Blossom Heath) Buffalo, N. Y., ec.
- Hele Comedy Show: Rohrerstown, Pa., 6-11.
- Harlan Med. Show: Brownsville, Pa., 6-11.
- Harris Road Show: Audubon, Minn., 6-11.
- Hurlock Bros.: Am. Co.: Annapolis, Md., 13-25.
- Karlson, Wausau, Wis., 6-11; Menasha 13-18.
- LeVant Show: Posen, Mich., 6-11.
- McCall Bros.: Dog & Pony Show: Granada, Minn., 8; Gucken 9; Dale 10; Frost 11.
- McNally Variety Show: Orwell, Vt., 6-11.
- Miller, Al H.: Show: Byron, Ga., 6-11.
- Pavan Show: Schulenburg, Tex., 6-11.
- Princess Edna Show: Valley Mill, Tex., 6-11.
- Swing Time Revue (Betty Till, Burney Lyons, Taylor & Mertha Trout, Verne Adams, Billy Middleton, Johnson sisters, Helen McDowell & Big Gene): (Paramount) Concord, N. C., 8; (O. H.) Asheville, S. C., 9; (Carolina) Greenville 10-11; (Piazza) Asheville, N. C., 12.
- Taylor, Wm. F.: Show: Portsmouth, O., 6-11.
- Texas Co-Eds: (La Fontaine) Huntington, Ind., 8.

## JAMES PHILLION

Wants Grill Men, sober, who can drive truck to town at once.  
Care **HAPPY DAY SHOWS**, Montezuma, Ind., this week.

## Campbell United Shows

WANT

Wheels, Blowers and Roll Downs. This week Liberty, N. Y., next week Monticello, N. Y.

### WANTED—RIDES—SHOWS

Concessions to Open July 20  
Richwood, W. Va., Great Annual Celebration (Richwood had no 10th July Celebration this year, this is the big annual event!)  
Want A-1 Girl Show, Motorcade will get banner business. Want Free Acts, Ballerina, Promoter, Small Band, Etc. After Richwood 8 weeks of money spots, then south for fairs and celebrations. Get with it, you know Richwood, the place to get with! No racket, but winning territory for Ride Shows and Legitimate Shows. Address **M. H. (BILL) NYE**, mail P. O. Box 1238, wires Western Union, Charleston, W. Va.

## WANT

Experienced Palmist and Crystal Gazer. Good proposition.

### MIDGET CIRCUS

Great Lakes Exposition, Cleveland, O.

# STATE FAIR SHOWS

## Wanted Wanted

Independent Shows, Ride Help, Concessions, Organized Pit Show or any Show of merit. We play Big Centennial Celebration, Council Bluffs, Ia.; Missouri State Fair, Sedalia; four State Fairs; Tulsa, Okla., and many other Fairs and Celebrations. All address  
**STATE FAIR SHOWS, Grand Island, Neb., This Week.**

### R. H. WORK SHOWS WANTS

For long season, Capable Man and Wife to Operate Beautifully Framed Mickey Mouse Show, also Man to Operate Mechanical City; good percentage. Organized Minstrel Show, Five-in-One or any money-making Show. Want two Chorus Girls with Specialties. Also Front Man. Will book Kiddie Ride, Loop-O-Plane or Loop-the-Loop. Address **R. H. WORK**, Johnstown, Franklin Borough, Pa.

## DIXIE EXPOSITION SHOWS WANT

Merry-Go-Round, Flat Rides and Kiddie Rides. Musicians and Performers for first-class Minstrel, answer. Diamond Tooth Billie Arnte, have new outfit for Half and Half, outfit for Snake Show, Fat Show, Midget or any Grind Show. Panel Fronts, New Tents. Want Ton-in-One, Concessions of all kind. Have twelve Fairs, starting in August. Olney, Ill., next week; Bicknell, Ind., Fair to follow. Lawrenceville, Ill., this week. Address C. D. SCOTT.

## DENNERT & KNEPP COMBINED EXPOSITION, INC.

WANTS—Motordrome and Kiddie Rides not conflicting. Can place Shows of merit that do not conflict. Also Cuslard, Photo Gallery or any legitimate Concession. Want two high-class Promoters that are capable of handling New Deal Fairs; also place several good Banner Men. Want Freaks and Illusions for high-class Side Show. Do not pay out of our vest pocket, the office pays the salaries. Want to hear from Half-and-Half. This show has fourteen Fairs booked, commencing first week in August. At Paulette, have proposition for you. **COL. J. F. DENNERT**, General Manager, Eastport, Md., until July 8; then Smithers, W. Va.

## WANT TALKERS

For Midget Show, Minstrel Show. Want Colored Performers and Musicians. Man take charge of Athletic Show. Want Man to take charge Ten-in-One. Want Shows of all kinds. Can use Girls for Dancing Show. Want Concessions of all kinds; Frozen Custard. All legitimate Concessions, come on. Bingo Bell, wire Bernie Wolf. Write or wire  
**MILLER BROS. SHOWS**  
Ironton, Ohio, This Week; Now Catlo, Ind., Next Week.

## BROWN NOVELTY SHOWS

WANT Legitimate Stock Concessions. WANT 5 or 10-in-1, Snake and Illusion Shows. WANT U-Drive-It Cars and Kiddie Ride. Red Lustered wants Bronze and Steel Riders for Wild West. Piqua, O., Townsend Clubs next week. Dayton, O. **LOVELAND**, O., Firemen's Celebration, July 20. Chevrolet Car as Grand Prize. Address inquiries to **F. V. VASCHE**, Mgr., Brown Novelty Shows, Piqua, O.





Wait... Watch for  
**GENCO'S**  
 SURPRISE SENSATION  
 a game so good even  
 a Scotchman can't resist it...  
**NEXT WEEK'S  
 BILLBOARD**

**GENCO, Inc.**  
 2621 N. ASHLAND AVE. CHICAGO, ILL.

## Men and Machines in Chicago

By CHARLIE RILEY

DETROIT, July 4.—Coin-machine operation here in the Motor City after what has been charted to your reporter as two sluggish years is from all appearances attaining a high-powered outlook if the present rate of speed at which coin-operated machines are traveling is an indication.

Those who are in touch with the machine situation here reveal that for the past two years it has been more or less in a state of arrested development and only recently has it showed signs of coming into its own.

The sharp decline is attributed to several things which seem quite logical. A score of operators during the last two years have gone Arab, folded their places and quietly gone into other forms of business, yet today new operators are springing up in the industry in mushroom manner.

One reason advanced for the tumble of pinball machine games is that the games have been left out of the ballyhoo spotlight and thus have suffered from a neglect of exploitation which the more show-wise operator knows to be a necessary touch to bring a lethargic public around to the point of playing the game.

The local legal situation has perhaps been a factor in retarding the operations of games and withheld the growth and advancement to a marked degree. However, from all that can be learned, favorable legislation is impending and the town is gradually becoming more machine-minded.

There seems to be little question that this is a fertile territory for the machines and that any operators who put forth a bit of ingenuity in presentation of even average games should do well.

It is understood that the city fathers here are quite interested in the installation of parking meters. They recently sent representatives to Texas to size up the operation of meters and to report to them of the efficiency of equipping Detroit with these parking devices, which would add materially to local revenue.

As a summation, Detroit with favorable ordinances to the machines, should certainly be a fine spot for locations and for the latest models in pinball and

other operating equipment before any too great length of time passes.

Have been hearing so much about Rock-Ola's Credit which is just about to make its debut, I hopped in *The Billboard* bus and scuttled out to that busy place one day last week for a sneak preview of the game.

Well, sir, as Floyd Gibbons, the old headline hunter, might be loosely paraphrased, I saw a mighty, mighty fine game at the Kedzie avenue plant. Yesir, boys and girls, the first thing your old pal Floyd did was to walk up to this handsome game with a handful of coins and give it a trial—and I'm telling you it was a thrill for Mrs. Gibbons' boy to stand up alongside the Credit machine and play, play, play. Yesir, it is a great game in a huge, vivid cabinet with a lively ball that darts and dodges down the playing field, and the old headline hunter has seen a great number of entertaining games in his travels, but this one was a new thrill.

Well, that probably reads like something in the way of a word abstraction of the famous headline hunter, but, boys and girls, Credit is quite a game and will entertain famously.

It seems fairly easy to encounter coin-machine copy almost any place one happens to be these days, even if it is the result of a roadster going prima donna in the rain, as did the one your observer was driving the other evening from Milwaukee when it came to a sudden, not too unexpected, halt in the downtown section of Racine, Wis.

Being 2 in the a.m., it was quite edifying to have the only mechanics awake at that hour to reveal that they would have to send to Wild Earth or some such place for a necessary part replacement, so along with his companion of the evening Bobby Price, one of Randolph street's bustling agents, your correspondent sauntered out of the rain into the Blue Ribbon Casino.

The first thing we discovered in this decorative night club of Ray Wilson and Bill Scholzen was a half dozen of the latest model pinball games with a good-

ly crowd gathered about playing amiably.

Wilson and Scholzen had a brand new Velvet machine, and that is just the game yours truly has been wanting to see in action after looking it over in formative stages at the J. H. Keeney plant recently. There was also Rock-Ola's Totalite and Alamo and Bally's Challenger and Stoner's Turf Champs, and the pair of proprietors disclosed the fact that they get an excellent play off these machines daily and that their patrons are constant pinball fans.

And while it is a trifle out of this department's realm, I would like to sneak in a bit of a plug for the entertainers in the Blue Ribbon Casino, who made the stop there a pleasant one. It was an agreeable surprise to find personable Benny Strong emceeing the show here, and this clever young man presented an array of floor-show talent worthy of any major night spot, with Jeanne Kirk, Dorothy Henry and Eleanor Leonard, in addition to his own clever mimics.

Add ones... Our Coast scribe, Steve Henry, forgot to add in his notes this week that a daughter of his was recently wed in Los Angeles... Reports keep coming in from the boys in resort towns in Wisconsin and Michigan telling of the good business they have been doing and divulging that the fireworks week should really break some records in pinball play.

## New Sales Peak Is Hit by Paces Races

CHICAGO, July 4.—Paces Races are celebrating their second anniversary, and, according to H. L. Baker, vice-president of Paces Races, Inc., sales for the first six months of 1936 have reached a new peak. From all appearances 1936 will be the banner year. Mr. Baker states that the sales of Paces Races "have surprised even us, as they have far surpassed our expectations."

Paces Races apparently have earned a definite place in the operating field. The sales of the game prove, says Mr. Baker, that operators appreciate high-class merchandise and are willing to pay the price for equipment when they know their investment will bring good returns. One big reason advanced for the outstanding sales record is the unique sales program mapped out and adhered to by E. W. Pace, president and sales manager.

"To a great extent," says Mr. Pace, "distributors and operators have been benefited by this program and it has reduced competition in their territories to a minimum. The factory is purchasing additional machinery and acquiring more floor space to accommodate the increased demand for the machine. About 600 service men have been trained by Paces Races school, and these men are scattered thruout the civilized world. While the school is not absolutely necessary for the average man to maintain a Paces Races, we know that this training sells machines, as it promotes good will between the customer and the factory, and with this training the mechanic is in a position to give quick, efficient service. An idle machine does not earn money."

At one time Mr. Baker was manager of service and chief instructor of the service department of the Burroughs Adding Machine Company and he knows that good service sold adding machines and will continue to sell Paces Races.

## Increased Game Demand Boosts Keeney Production

CHICAGO, July 4.—Ray Becker, sales manager for J. H. Keeney & Company, reports that because of the increased demand for Keeney's Booster, Grand Slam and Rainbow, all three of these games are going at mid-run peak supplying orders coming from resorts and sections with large summer populations.

Booster is Keeney's odds-boosting five-ball game that comes in three models—payout, all ticket, or in the "Free Game." Keeney's Grand Slam is one of the most popular one-ball payouts on the market. The single multiple coin chute takes up to seven nickels. The odds vary as high as 40 to 1. Grand Slam is also available in an all ticket model. Rainbow is another one-ball Keeney payout that has met with unusual success. Its two-ball single-coin chute doubles the play over that of an ordinary game.

All Keeney games are now equipped with Keeney's own "World's Best" payout unit, and, where specified, the first jam-proof ticket vending assembly on the market.

Mr. Becker points out once more that a Keeney game must be okeh or the full purchase price will be refunded.

## - the best to-day EXHIBIT'S

### 'BAMBINO'

10-Ball Payout...\$125.00  
 Ticket Combination...\$135.00

### 'TOP ROW'

1-Ball Payout...\$89.50  
 Ticket Combination...\$99.50

### 'CUSHER'

5-Ball Novelty Game...\$59.50

### NEW COUNTER GAMES

'BASEBALL' .....\$12.50  
 'TANGO' .....\$12.50  
 'WIN' .....\$12.50  
 'KEYHOLE' .....\$12.50

ORDER FROM YOUR JOBBER—or write  
**EXHIBIT SUPPLY CO.**  
 4222-30 W. Lake St., Chicago

## Wichita Atty.-Gen. Okchs Possession Coin Machines

WICHITA, Kan., July 4.—Ruling of Attorney-General Clarence V. Beck in Topeka that coin machines are not illegal unless operated has attracted considerable attention and is basis for one suit in City Court for recovery of three machines confiscated by deputy sheriffs last week.

In the past possession of a machine constituted violation of State law and often operators lost investments when caught with a machine in a car moving to a new location.

Deputy sheriffs inspecting a roadside place south of city saw three machines last week and took them to the county jail. Owner has filed suit for recovery, contending no proof of operation.

Attorney-general sustained ruling of Judge Edward Murray of City Court in previous restitution suit. Location men responsible for machine's operation under ruling, it is pointed out. The State opinion is expected to ease the Kansas situation.

## Big Payouts Feature Western's Flying High

CHICAGO, July 4.—"There's no stopping those Western Equipment guys, they know how to build payout tables." That statement was the frank comment of a prominent Chicago distributor after seeing Western's new one-ball automatic payout table, Flying High.

In the production of this great new payout table the Western firm further establishes its reputation as one of the leading manufacturers in the industry making payout equipment.

Flying High is a real players' game. It incorporates all the features that compel consistent big play. The general appearance of the game immediately impresses the players with the big payouts and comparatively simple method of play.

After the player inserts his coin in the mystery coin chute from two to seven pigeons light up on the attractive backboard. He shoots the great big steel ball and as it passes over the respective award that award lights up on the backboard. If the ball drops into any of the numbered pockets illuminated on the backboard, the player is automatically paid the award showing. The highest payout is \$2.

Flying High is also available with the multiple coin chute. With this coin chute the player must insert an additional coin for each pigeon or number he wants to play. If he desires, for seven coins he can play all seven pigeons.

Western again reaches the height of beautiful cabinet and playing field design. The cabinet, which is a de luxe size, 24 inches by 80 inches, is rigidly constructed and modernistic in design. The playing field and light-up backboard are decorated with pigeons and hunters in a terrestrial setting.

The new Western motor-driven payout unit is included as standard equipment. Flying High is ready for immediate delivery.



# STONER CORPORATION

Aurora, Illinois

## Los Angeles

LOS ANGELES, July 4.—Jack McClelland, of the National Amusement Company, has launched a keen idea in his daily afternoon Rock-Ola Multi-Selector phonograph recitals. A large and appreciative audience is in evidence every day and the program is changed daily. Olegg LeBauve is the demonstrator, with Dixie McBehiffery as hostess. The furnishings in the de luxe soundproof room are quite elaborate and in line with the superb quality of the "musio box." The sales are soaring to new heights, with

purchasers going in for quantities. Several new sets of records received seem to give the audience a tremendous wallop.

California Exhibit is a live spot here with steady sales for Draw Ball. The spot is being readied for two new games, which Johnny Rau states will be in the nature of machine innovations as the other games that met with such fine success here. Johnny paid *The Billboard* high tribute, declaring that the returns from an advertisement in a recent issue were unusually satisfactory.

Sales on pin and marble games here exceptionally good, with many interested in the Rock-Ola Totalizer.

Harry Stearns, president of the California Exhibit, will have returned to the Coast from Chicago about the time you are reading this.

### Jim Buckley Proves Bally Natural's Round Dice Square

CHICAGO, July 4.—"Nothing like an actual demonstration," commented Jim Buckley, general sales manager of Bally Manufacturing Company, after playing 100 consecutive test games on Bally's Natural one-shot pay-out dice game.

"A certain Mr. O'Toole," Jim explained, "who is one of our good distributors, took exception to our advertising that Natural plays regulation dice. So I set out to show him that the spherical dice in Natural is just as true and square as the traditional spotted cubes. Maybe I ought to use the singular 'die' instead of plural 'dice' inasmuch as I mean Natural's one-ball when I say 'spherical dice'! Anyway, I gave O'Toole a pair of dice which he rolled 100 times while I shot 100 games on Natural. He rolled 10 'naturals' (7 or 11) and I made nine 'naturals' on the machine. The difference of one 'natural' I attribute to the skill element and the fact that my shooting arm is lame from holding telephone receivers while listening to jobbers yelling for deliveries."

Jim added that Natural appears to be one of those "meal-ticket" machines which enjoy a long, steady run.



LOUIS JACOBS (left), well-known Boston operator, handing check to Ben Palastrant, of the Supreme Vending Company, for 25 Electric Eurs. The game is reviving a big-time play, these men report.

**READY FOR DELIVERY!**  
**SHORT SOX TURF CHAMPS**  
 \$49.50 | TICKET MODEL \$187.50

Operate 1 to 4 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items. Steady Money Maker.

**SALESBOARD OPERATORS WAKE UP**

YOU TOO CAN EARN UP TO \$1,000.00 A MONTH—WITH THE LINE OF LIVE CASH SALESBOARD DEALS CREATED BY "UNIQUE" FOR THE OPERATOR ONLY

Write now for FREE Illustrated Catalogue showing latest line of non-competitive cash salesboard deals.

**UNIQUE DISTRIBUTING COMPANY** - 239-40 LOEB ARCADE BUILDING MINNEAPOLIS MINNESOTA

(The Best Friend the Operator Ever Had)

**ODD PENNIES PUT & TAKE**

JAR CONTAINS 2,000 TICKETS

TAKER IN .....	\$75.00
PAYS OUT .....	43.30
PROFIT .....	\$31.70
SAMPLE JAR COMPLETE .....	\$3.80
REFILLS .....	3.25

One-Mail With Order, Balance C. O. D.

**NATIONAL PREMIUM CO.,**  
 OMAHA, NEB.

1316 DODGE ST.,

**SALES BOARD OPERATORS**

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES

**LEE MOORE & CO.** 180-182 West Adams Street Chicago, Illinois

# PAMCO "CHASE" *Arrives in* CARLOADS!

**MORE POPULAR with PLAYERS—  
STEADILY INCREASING IN  
FAVOR WITH OPERATORS—**

because Pamco "CHASE" actually TAKES IN MORE MONEY the longer it stays on location. Has a Marvelous 1-2-3 principle of scoring—with players "chasing" and catching MOVING LITES for payouts shown on changing Odds-Commutator. Those in the "KNOW" call Pamco "CHASE" a "DISTANCE RUNNER"—one that'll be in the TOP MONEY. Bet it on the 'nose'!

**PAYOUT \$139 TICKET \$149**  
MODEL MODEL

Check Separator and Electropak Standard Equipment.

## PAMCO PALOOKA "JUNIOR"

is a standard type "Pamco" Game—NOT a 'novelty' or ordinary 3 weeks' machine. Ask any operator or jobber! They ALL say "It's the BEST yet—and a BARGAIN at

PAYOUT MODEL \$159 TICKET MODEL \$169

**NOW BEING RUSHED TO  
OPERATORS & JOBBERS FROM  
THESE CARLOAD DESTINATIONS**

MOSELEY VENDING COMPANY  
80 Broad Street,  
RICHMOND, VA.

JACK R. MOORE  
413 S. W. 13th Street,  
PORTLAND, ORE.

SOUTH COAST AMUSEMENT CO.  
M. & M. Building,  
HOUSTON, TEX.  
Also DALLAS Branch

PACIFIC AMUSE. MFG. CO.  
1320 So. Hope Street,  
LOS ANGELES, CALIF.

OTHER HEAVY DELIVERIES  
ON HAND IN EVERY  
SHOWROOM THROUGH-  
OUT AMERICA!



50"  
x  
24"  
VISIBLE  
CHUTE  
TAKES  
SINGLE  
COIN.

SUPER  
DE-LUXE  
IN  
EVERY  
DETAIL.

U. S. Patent  
2029177

# PACIFIC AMUSEMENT MFG., CO.

4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

### CLOSE OUT OF 200 SLOT MACHINES \$10. Each

Advance Cigarette Machines, like new, \$17.50; Iron Claws, \$35.00 each; Mills Ten Grand, \$59.30; Tit-Tat-Toes, brand new, \$12.50; Horses, \$17.50; High Tension, \$19.50; Brand New Penny Payoff Keen Shot, \$29.50. Goretta and National Cigarette Machines, Salesboards, Premium Boards.

LEHIGH SPEC. CO., 2nd and Green Streets, Philadelphia, Pa.

**INSIST ON-**  
**STANCOR**  
**UNIVERTERS**  
IN ALL YOUR GAMES!  
*They're BEST by TEST*

### BUY ARCADE MACHINES

Athletic Machines—Hockey Games—or any other type of Machines and Games suitable for Penny Arcade. Also will buy used Sko-Ball Alleys or other Bowling Games. Address

OMAR RUBENSTEIN, New York City  
239 West 125th Street.

### BLOOD PRESSURE

CHIN MACHINES. Original patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for Illustrated Circular. LAUFMANOWETER CORP., 4632 Park Avenue, New York City.

## LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## Rock-Ola's Credit Shapes as Sure Hit

CHICAGO, July 4.—When operators can walk right into any jobber or distributor, ask for credit and get it, that's news!

That's what is happening in every territory throught the country right now. However, the credit they are asking for—and getting—is Rock-Ola's new one-shot pay table of that name.

Operators have been reading and hearing about this new pay table for the past week thru Rock-Ola's clever advertising campaign. The slogan of the campaign is "Give Yourself CREDIT." And, judging from the tremendously heavy run of advance orders the firm reports, operators are giving themselves Credit in large quantities.

The Rock-Ola plant being the popular coin machine meeting place that it is, a good number of operators, jobbers and distributors have looked over Credit at the factory during the past week. An interesting guessing contest was held among the coin machine visitors there. They were asked to guess what selling price would be given Credit. Those who guessed were not told what the quoted price would be, but Jack Nelson, general sales manager of Rock-Ola, reports that everyone asked gave a figure much higher than the price being quoted on Credit. Those who entered into this guessing contest all stated that they would be watching this issue of *The Billboard* to see how close their guess was to the correct figure.

Rock-Ola states that every one of the distributors who saw Credit before it was released immediately placed large quantity orders. A. J. La Beau, of the

La Beau Novelty Sales Company, St. Paul, was among the Rock-Ola distributors who ordered a large number. Sam Cohen, of the Atlanta Coin Machine Exchange, Atlanta, also saw Credit and immediately ordered a large quantity. The same is true of that genial "Kingfish of Indiana," Frank Bannister, of the A. A. A. Novelty and Sales Company, Indianapolis.

A preview of Credit discloses a brilliant array of exciting money-making features. One particular element about the game's makeup immediately stands out as a conclusive reason for a tremendous success for the game. This is the fact that it is designed as a player's game. Everything is in his favor, the makers say. First, there is the big, wide-open double score pocket which returns the ball for a free play and which doubles the value of every pocket on the field. Thus Credit has a top award of \$5 to invite the player.

Then there is the ingenious device which gives the player a credit of five cents for every lost ball, so that when he loses 10 balls the game automatically pays him 50 cents. If after losing nine balls straight the player makes the double-score pocket on his 10th shot he shoots again. Then if the ball is lost (making the 10th straight lost) the player collects \$1. In other words, Credit pays him 50 cents or \$1 merely for losing.

Adding to the game's appeal is the brilliantly colored playing field and cabinet. There are also lights that flash on for every five-cent credit received and for every time the score is doubled.

General Sales Manager Nelson is emphatic in stating that he considers Credit the outstanding profit-making pay table of the year. Mr. Nelson also expresses his satisfaction at the tremendous reception the industry is giving this fine new table.

### Ginsberg's Ad Dilemma

CHICAGO, July 4.—Morrie Ginsberg, of the Atlas Novelty Company here, has been in a dilemma more times than one recently trying to figure out his weekly ad for *The Billboard*.

Says Morrie: "My big problem is the

### Orders Are Answer to Buckley's Gold Horses

CHICAGO, July 4.—Orders and more orders were the popular response to "Bill" Woollen's announcement of the new Gold Type Model of Horses, Buckley's great odds-changing counter venter. The new gold-type finish, which is very attractive, will remain perpetually new and requires no cleaning or shining. "With the Buckley mechanical guarantee," says Woollen, "Golden Horses can be purchased by the operator with the utmost confidence, knowing that he is investing in a machine that will always look new and guaranteed for life against defective parts or workmanship."

Horses has established a most enviable profit record. Mr. Woollen, general sales manager of the Buckley firm, frankly admits that the machine was slow getting started, but he said that after the operator had Horses on location for a few days, in almost every case he would send in a substantial reorder. To date Horses has proved itself one of the greatest counter vending machines ever produced, according to Woollen.

The many fine playing features of this Buckley machine fascinate and hold the player's interest. After inserting a coin and pressing a lever, with clock-like precision four reels spin around and come to a positive stop. If three of the reels spell the name of a winning horse the player receives the odds showing on the "odds reel," which run from 4 to 30. Every coin inserted automatically vends a ball of gum. The operator has his choice of a four-way coin chute that will take a 1-cent, 5-cent, 10-cent or quarter piece, or a straight 1-cent or 5-cent coin chute.

selection of a 'special of the week.' I have 75 machines of a certain brand which I would like to feature, but I know that an ad in *The Billboard* would sell at least 200 of these machines, consequently putting us in a bad light with our trade due to our inability to fill orders. And another thing, when an operator makes a 360-mile round trip in a taxicab from Marion, Ia., to Aurora, Ill. for a Turf Champs—well, you can write your own ticket."

Dallas

DALLAS, July 4.—Coin machines of every description are operating at the Texas Centennial Exposition, Seeburg Symphonola phonographs, 10 in number, can be seen in the various cafes and amusement places. Other games on the grounds include Paces Races, Evans' Roulette, Exhibit's Electric Eyes and various marble games and diggers.

Rock-Ola's Alamo and Totalite games have been in the top-money class since their appearance on the market. The Alamo game, by far one of the most popular down here because of its automatic payout, has had a large distribution.

Nate Gottlieb, of D. Gottlieb Company, Chicago, was in the city over last week-end visiting relatives and contracting business with his brother, Maury, proprietor of National Sales and Distributing Company.

Marvin McLarty, of Lubbock, a very popular West Texas op, was a visitor the greater part of last week, taking in the exposition.

Charlie Snyder, of Mills Novelty Company, Chicago, was seen at several coin-machine jobbing houses in Dallas during the last 10 days.

O. D. Jennings, of the company bearing his name, is a Texas visitor, making the territory with his Southwestern representative, Fisher Brown, whose offices and display rooms are in Dallas.

Harry Stoner, of Stoner Corporation, Aurora, Ill., flew from Aurora to Fort Worth in his private plane to confer with Ernest Walker, Fort Worth, distributor of Stoner products. While in Texas Stoner and Walker made a trip over the territory, exploiting Turf Champs, one of Stoner's late releases.

George D. Sax, president of Superior Products, Inc., Chicago, has been on a tour of the Southwest and spent several days around the Electro Ball Company offices in Dallas.

Barney Dosterscholl and Porter Harris have opened offices and salesrooms at 707 South Ervay, Dallas, in what is known as Coin Machine Row, making five coin-machine companies in that block. New company is known as the D. & H. Sales Company.

M. C. Phillips, of M. C. Phillips Company, Tyler operator, who recently returned from an Oklahoma hospital following a very serious automobile accident, has invented a new parking meter.

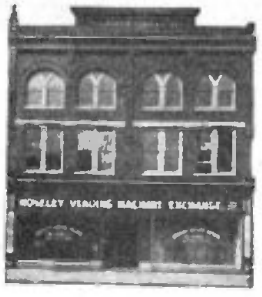
Fred Barber, manager of New Orleans branch office Electro Ball Company, was a Dallas visitor last week, conferring with the executives of the company.

Jack Maloney, of the Panther Novelty Company, Fort Worth, is a frequent visitor to Dallas, where he has numerous friends on the coin-machine rialto.

National Sales and Distributing Company, of Dallas, has had a busy season on Daily Races, Sunshine Baseball and other Gottlieb products. Since moving to its present location at 3138 San Jacinto, the National firm has increased its activities 100 per cent. Maury Gottlieb is manager of the company and Sarah Gottlieb secretary and treasurer.

Ed Furlow, vice-president of Electro Ball Company, and Arthur O. Hughes, manager of the music department, recently returned from a trip to the Electro Ball branch in Houston. Mr. Furlow visited Houston in the interest of Seeburg's Ray-o-Lite duck shooting game. He says the machine is going "great guns" with both the operators and the public in Houston. Mr. Hughes was, as usual, looking after the sales of Seeburg Symphonolas and reports business excellent in the South Texas territory.

All branch managers of the Electro Ball Company, main offices in this city, were called in for a general conference with President S. H. Lynch and to meet George D. Sax, president of the Superior Products, Inc., of Chicago, manufacturer of Superior salesboards. Those attending were Tom Wren and G. M. Byerley, of Oklahoma City; Troy Porter, Wichita Falls; Harvey Mize, Fort Worth; Neil C. Elliott, Waco; W. B. Callaway, San Antonio; Hans von Reydt, Houston, and Fred Barber, New Orleans. Following the business session they were guests of President Lynch on a sight-seeing tour of the centennial and later that night dinner at the Centennial Club in Streets of Paris.



CARLOAD OF ALL THE LATEST NEW MACHINES NOW READY FOR DELIVERY

Jennings, write, wire or phone us for your prices. All Pacific new games, Ballys, Gottliebs, Davals, Mills, A B T, Stone, Paces Races, O. O. Jennings, Stoner and Koenig.

We also list the following slightly used machines, guaranteed in appearance and mechanical condition:

	Each
2 PALOOKA SENIOR	597.50
2 BALLY ALL STAR	55.00
1 RAMBLER, ticket model	45.00
1 JUMBOS, ticket model	50.00
4 JUMBOS, cash payout	43.50
2 TYCOONS, battery model	67.50
3 MAMMOTH, cash payout	30.00
1 PINCH MITTER	55.00
1 BIG LEAGUE	20.00
3 DAILY RACES, like new	75.00
1 ECLIPSE	10.00
2 DAILY LIMITS, like new	55.00
1 PEARL HARBOR	17.50
1 IVORY GOLF, cash payout	25.00
2 DOUBLE HEADERS	65.00
1 GIANT	20.00
3 MULTIPLE F. S.	85.00
1 RELIANCE DICE GAME, F. S. 25c play	92.50
1 RELIANCE 5c play F. S.	77.50
10 PEERLESS, cash payout	55.00
3 PEERLESS, ticket model	57.50
6 BALLY DERBY, cash payout, like new	57.50
1 GOLDEN HARVEST	37.50
1 PROSPECTOR	35.00
17 PACES RACES, 5c PLAY, SERIALS FROM 1,000 TO 3,400, PRICE FROM \$250 TO \$325. GUARANTEED IN PERFECT MECHANICAL CONDITION. OFFERED SUBJECT TO PRIOR SALE.	

1/3 Cash Deposit must accompany order in the form of P. O. Express or Telegram money order, as no orders will be shipped without certified deposit. All used machines are offered subject to prior sale. Write, Wire or Phone us for your requirements, as we guarantee right price and prompt delivery.

MOSELEY VENDING MACHINE EX., INC.

800 Broad St., RICHMOND, VA.  
Day Phone, 84611 — Night Phone, 55328.

5 MILLS 5c BLUE FRONT MYSTERY GOLDEN VENDOR, \$55.00 Each, 3 MILLS 1c BLUE FRONT MYSTERY GOLDEN VENDOR, \$50.00 Each, Cleaned and Reprinted Like New, 1 MILL 1c YELLOW FRONT MYSTERY GOLDEN VENDOR, \$45.00, 1 New 5c FUTURITY GOLDEN SIDE VENDOR, \$50.00, 4 JUMBO, Cash Model, \$40.00 Each, Like New, One-Third Cash With Order.

C. C. DICKENS

Box 351, Fuquay Springs, N. C.

OPERATORS... EARN \$900 PER MONTH with our RED CROSS SANITARY VENDING MACHINE, Sample Machines, \$5.00; Lots of 5, \$4.00 each; Lots of 10, \$3.75 each. Cash with order. P. O. B. New York.

JACQUES PRODUCTS, 27 Blocker St., Dept. BB7, N. Y. C.

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

It Helps You, the Paper and Advertisers To Mention THE BILLBOARD

AUTO-PUNCH

**AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE**

**EARN MORE MONEY Than a BELL and SALESBOARD COMBINED**

Odds as high as \$7.00 for 5c! It's sensational! Numbers ending in 0 in 0 and in 50 are Winner! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartment. Jackpots are 50c and \$1.00, \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout common in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!

**GET BUSY—RUSH YOUR ORDER NOW!**

REEL "21"

**REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"**

**IT'S A HIT!**

**\$23.75 TAX PAID**

**RUSH YOUR ORDER NOW!**

DAVAL MFG CO 200 SO PEORIA ST CHICAGO

REEL "21"

**REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"**

**IT'S A HIT!**

**\$23.75 TAX PAID**

**RUSH YOUR ORDER NOW!**

REEL "21"

The best game that your money can buy

OPERATORS EVERYWHERE ARE GETTING ON VELVET

Keeney's  
1 BALL PAYOUT WITH THE "CASH IN" OR "REPLAY" FEATURE



**\$159.**  
No Extra Charge for Quick Separator Equipment. Powerpak Equipped. "ALL TICKET" Model \$7.50 extra

On June 27th, Velvet was introduced by select jobbers and distributors everywhere. Operators were quick to visualize the outstanding advantages offered in Velvet and immediately responded with orders for plenty. We have already received earning reports from those operators, and you can believe us when we say that they are exceeding our own estimates by far!

"CASH IN" OR "REPLAY" FEATURE

PLAYER COLLECTS OR LETS IT RIDE!

The player by pushing the "Award" button collects any winnings he may have made on his first play. Or, he may let his winnings "ride" and by pushing the "Replay" button secures a second play without coin, and the other awards of 100 possible awards of 100 in \$2 are jumped to 200 to \$20.

and DON'T FORGET KEENEY'S

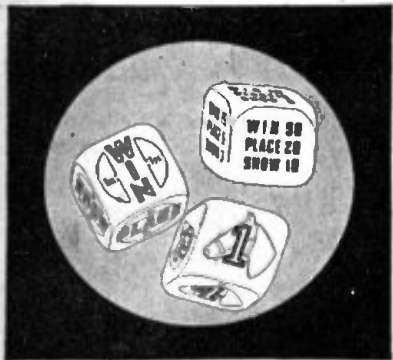
GRAND SLAM—7 nickel multiple slot, \$127.50.  
RAINBOW—2-play slot, \$105.00.  
BOOSTER—odds boosting 5 ball, \$99.00.

The above 3 payout games also available in ticket models at a small additional cost.

*They're Doing a Real Job for Operators!*

**J. H. KEENEY & CO.**  
2900 S. Michigan  
Chicago, Illinois

JUST LIKE PLAYING THE HORSES...



**JUMBO SWEEPSTAKES!**

Here's 3 of the CLEVEREST, most Hand-somely Designed JUMBO DICE ever tossed on a counter or bar! Imagine! Horse Racing—with Player selecting "horse" (number) to "Win"—"Place"—"or "Show" or "across the board" for BIG ODDS every race! It's a natural! Act Quick!

OBERS: Order Your Samples Today! List Prices Score Sheets Included, \$9.75.

**FISCHER** SALES COMPANY.  
43 E. Ohio St., CHICAGO, ILL.

**A Square Deal To All**

Velvet .....	\$159.00	Sunshine Baseball .....	\$ 90.50	Daily Reels .....	\$125.00
Alamo .....	149.50	Pemco Chess .....	139.00	Pemco Palooka, Jr. ....	159.00
Race .....	125.00	Wheel of Fortune .....	120.00	Fence Buster .....	128.00
Jitters .....	89.50	Top Row .....	89.50	Gusher .....	59.50
Harmony Ball .....	67.50	Yachtie .....	49.50	80 Grand .....	59.50

RECONDITIONED USED GAMES

Banker .....	\$10.00	Rainbow .....	\$50.00	Ditto .....	\$22.50
Red Balls .....	57.50	Roly Poly .....	25.00	Electric Eye Exhibit ..	45.00
		Hollywood .....	50.00		

One-fourth deposit with order. Will allow you the highest price for your used machine in trade. Get your name on our mailing list.

**VEECH SCALE CO. DECATUR, ILL.**

**BARGAIN SPOT**  
VARSITY 5 BALL \$16.00

**ONE BALL AUTOMATIC PAYOUT TABLES**

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

Tycoon .....	\$85.00	Mammoth .....	\$38.00
Prelios .....	95.00	Electric Game-Ball .....	38.00
Bonus .....	85.00	De Luxe "40" .....	37.00
Red Balls .....	62.50	Prospector .....	35.00
Speedway .....	62.00	Acad .....	22.50
Top Grand .....	80.00	Seven-Eleven (2 Ball) ..	18.00
Parlay .....	90.00	Carlops .....	14.00
Sunshine Derby .....	58.00	Put 'N' Take .....	14.00
Jumbo .....	48.00	Plus and Minus .....	14.00
Stock Market .....	38.00	Sportsman (Non-Viz.) ..	10.00

1/3 Deposit, Balance C. O. D., P. O. B. Chicago.

**GUARANTEED USED MACHINES AT LOW CLOSE-OUT PRICES**

Four Stars .....	\$4.00	Get-A-Pack .....	\$4.00	Win-A-Pack (Divider) ..	8.00
Twins .....	4.00	Om Vendor (Divider) ..	8.00	King Six (Divider) .....	10.00

TERMS: 1/3 Deposit, Balance C. O. D.

These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin: clean, smooth.

**MILLER SALES CO.** 4404 Manchester Ave. St. Louis, Mo.

**JUMBO PROFITS**

Fastest Selling Novelty Item of Today

400-Hole Six Six Cutout Board, complete with 6 JUMBO FOUNDATION PINS, four times as large as ordinary pins. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Net \$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.

**NO LESS THAN \$10.00 ORDER ACCEPTED!**  
FULL CASH WITH \$10 ORDER—OVER 1-3 DEPOSIT, BAL. C. O. D., F. O. B. N. Y.

Fleet .....	\$2.95	Super "B" .....	\$3.95	Spot Light .....	\$ 4.95
Contact .....	2.95	Lightning .....	3.95	Drop Kick .....	4.95
Relay .....	2.95	Signal .....	3.95	Par Golf .....	5.95
Denied .....	3.95	1-2-3 .....	4.95	Onir Cross-A-Lite .....	5.95
Tilt-Fat .....	3.95	King of The Turf .....	4.95	Cheer Leader .....	5.95
Big Bertha .....	3.95	Combination .....	4.95	50-50 .....	6.95
3-in-Line .....	3.95	Q. O. D. .....	4.95	Justice .....	6.95
Beacon .....	3.95	Criss Cross .....	4.95	Tipple .....	10.95
Star Lite .....	3.95	Scop-A-Lite .....	4.95	XStream .....	8.95
Action .....	3.95	Builder Upper .....	4.95	Gold Medal .....	9.95
Official Baseball .....	3.95	Ball Office .....	4.95	Wing Lite .....	9.95
Flying Trapeze .....	3.95	Rockola "21" .....	4.95	Hi-Lo .....	9.95
Cannon Fire .....	3.95	Boorille .....	4.95	Tiplin .....	10.95
Angle Lite .....	3.95	Balance Line .....	4.95	Cross Country .....	10.95
Sensation .....	3.95	Tri-A-Lite .....	4.95	Traffic .....	14.95
Army & Navy .....	3.95	Rebound .....	4.95	Que .....	19.95
Electro .....	3.95	Checkers .....	4.95	Golden .....	19.95
Golden Gate .....	3.95	Sink or Swim .....	4.95		

**UPREME VENDING COMPANY INC.**  
557 Rogers Ave. Brooklyn, N. Y. 1121 St. Nicholas Ave. New York, N. Y. 922-8th Avenue. New York, N. Y.

# Your Franchise Worth a FORTUNE!

## DISTRIBUTORS! Jobbers!- Operators!

- ★ Your Territory May Be Still WIDE OPEN on Pamco "TANGO"!
- ★ Be FIRST! Wire for Sales-Deal! Deliveries Begin Shortly on this ALL-SKILL LEGAL WINNER!
- ★ Actual Tests PROVE Pamco "TANGO" Earns MORE MONEY Than ANYTHING else of its type!
- ★ Different 3-Way Skill Scoring Principle—Up and Down—Across—Diagonal Lites for 10c up to \$1.00.
- ★ Replacement Scoring Ideas for GUARANTEED LONG RUN PERFORMANCE. Lite-Up Board—Perfect Electro-Mechanical Automatic Action.
- ★ Deposit of only \$75 starts you on the BIGGEST OPERATING DEAL ever offered American Operators!

THEY  
STAND  
IN LINE  
TO PLAY!

## PAMCO TANGO

Is a game that people actually SWARM to play! In addition to its TREMENDOUS POPULARITY due to this Clever Principle of Play—Pamco "TANGO" is POSITIVELY LEGAL! Indoor Locations—Outdoor—Amusement Parks—in fact—Pamco "TANGO" is NEEDED and NOW in DEMAND everywhere! Why wait? Take Pamco "TANGO" for

HEAVY LONG TIME PROFITS  
in LEAPS and BOUNDS!



WRITE! WIRE! NOW!



Player Gets 9 Balls for Nickel. Rolls 'em with hopping, skipping and jumping ACTION to Lite-Up a Vertical—Horizontal—Diagonal Line of Lites for Dime to a Dollar Award.

SIZE  
14 ft. long  
29 in. wide  
4 ft., 2 in. high  
Weight Assembled  
425 lbs.

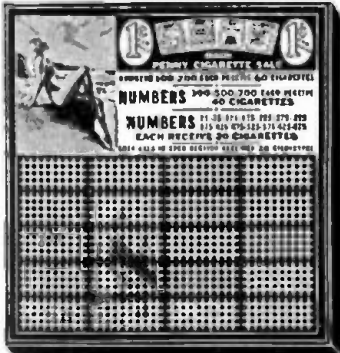
Handsome Streamlined—Portable—Dis-mountable—Easy to Install!!!

Be FIRST! Send in Your Order for Preferred Deliveries!!!

# PACIFIC AMUSEMENT MFG., CO.

4223 West Lake St.  
Chicago, Ill.

1320 South Hope St.  
Los Angeles, Calif.



## GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDS

1000 HOLES  
(Large Holes, 25 Holes to Square Inch)  
**TAKES IN \$10.00**  
Available with Payouts of from 30 to 50 Packages.

Get our latest circular describing these and other New Harlich Profit Makers! Write, stating your line or business, to

HARLICH MFG. CO. 1417 W. JACKSON CHICAGO, ILLINOIS

## BABE KAUFMAN INC.

NOW LOCATED AT 250 WEST 54th ST. NEW YORK CITY

- LARGE BEAUTIFUL OFFICES AND SHOWROOMS •
- PHONOGRAPHS—NOVELTY PIN TABLES—PAY TABLES
- ALL COIN-OPERATED DEVICES

## A SENSATIONAL "GENERAL" SALE! TRAFFIC MODEL "A" \$12.00 EACH

Every machine completely Reconditioned. GUARANTEED Excellent Condition. 2 Complete sets of Keys with every machine. TWO FULL PACKS of TICKETS with every machine. Full Cash MUST accompany order—Balance freight shipped C. O. D., F. O. B., Hartford, Conn.

WRITE FOR COMPLETE NEW PRICE LIST!

GENERAL AMUSEMENT GAME COMPANY 99 9  
637 ALBANY AVE., HARTFORD, CONN.

## REEL "21"

It BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle!" In Reel "21" you DON'T play against a FIXED AWARD PAID. 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 to 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 Higher, Better and STEADIER PROFITS.

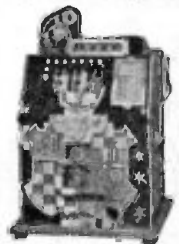


\$23.75 DOUBLE DOOR AND REGISTER \$2.00 EXTRA  
Rush Your Order Now

SICKING MFG. CO., Inc.,

## ALL TYPES OF Mills Bells & Venders

AT FACTORY PRICES  
Write for Complete Catalog



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.

1922 Freeman Ave., Cincinnati, Ohio

## BOX SCORE!

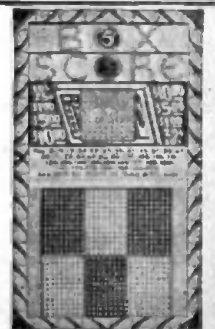
Made in four beautiful colors with a \$10.00 top.  
Average payout.

600 Holes.  
Takes in .....\$30.00  
Average Payout ..... 14.00  
Average Profit .....\$15.96

Price with case, \$1.64 plus 10% tax.  
Write for 1936 Catalog!

## GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA  
418 South Wabte Street, CHICAGO, ILL.  
1352 N. E. First Avenue, MIAMI, FLA.  
227 S. Press Street, SAN ANTONIO, TEX.  
22 West 23d Street, NEW YORK, N. Y.  
248 Marlette Street, ATLANTA, GA.  
3502 1/2 McK Inley Street, YACOMA, WASH.



# BIGGER PROFITS FLYING HIGH



## NEW 1 BALL AUTOMATIC PAYOUT TABLE

Averages 25c Every Play  
With Multiple Coin Chute

Mystery Coin Chute, if desired. One coin lights 2 to 7 pigeons with odds of 2 to 40 automatically paid out.

RIGIDLY CONSTRUCTED DELUXE CABINET 24" x 50"

**\$139.50**

BATTERIES STANCOR UNIVERSTER OPTIONAL

**\$149.50**

TICKET MODEL NO CHARGE FOR CHECK SEPARATOR

As a player inserts a coin in the MYSTERY coin chute, from 2 to 7 pigeons light up . . . as the big steel ball passes over the award on the board, it automatically lights up the award on the beautiful backboard . . . liberal payouts as high as \$2.00 . . . WESTERN'S NEW MOTOR DRIVEN AUTOMATIC PAYOUT UNIT—many other new WESTERN proven features!

Wire — Write — Immediate Delivery

## JITTERS

5-ball automatic payout . . . 2 balls in same colored pockets pay as high as \$0c—any 1 ball in \$1.00, \$1.50, \$2.00 pockets automatically pay out the highest amount . . . new, sustained action . . .

Beautiful illuminated backboard . . . WESTERN'S NEW MOTOR DRIVEN PAYOUT UNIT

**\$99.50**

Batteries or Stancor Universter Optional —No Charge for Check Separator.

**\$109.50**  
TICKET MODEL

## HARMONY BELL

Adds more than \$60.00 weekly to phonograph receipts. Operate it individually—operate it with a phonograph—operate it by remote control with a phonograph. If ticker light stops on a winner, Harmony Bell automatically pays out. Win or lose, player gets a record selection on phonograph. Highest Payout \$1.

**\$67.50**

Stancor Universter \$5.00 Additional.

# WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE CHICAGO, ILL.

## We Are Pleased to Announce

that D. Gottlieb & Co. have appointed us exclusive Louisiana and Mississippi distributors for their complete line of games. We are equipped to render immediate delivery on:

DAILY RACES BROKERS TIP  
FENCE BUSTER SUNSHINE BASEBALL

## GENTILICH DISTRIBUTING CO.

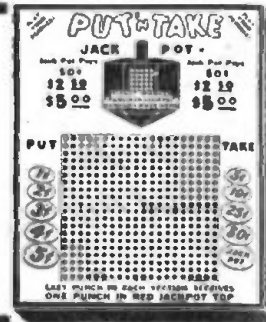
900 N. Rampart, New Orleans, La.  
Branch—Rapides Recreation Club, 1032 Second St., Alexandria, La.

## PUT 'N TAKE

400 Hole . . . . . Form 3875  
Takes in . . . . . \$15.00  
Average Payout . . . . . 7.54  
Price with Easel . . . . . 1.10  
Plus 10% Federal Tax.

## CHAS. A. BREWER & SONS

LARGEST BOARD and CARD HOUSE in the WORLD  
6320 Harvard Ave., Chicago, U. S. A.



## PICKING WINNERS

is no easy task. Try our sets to get them from us because we ENDORSE NO OTHERS. Always find with large stock of the BEST Jackpot Bells—Counter Machines—Amusement Pin Game—Automatic and Ticket Tables of every description. THERE IS AN ADVANTAGE buying machines from a firm selling ONLY machines. Enough said!!

BANNER SPECIALTY COMPANY, 1520-32 PARRISH ST., PHILADELPHIA, PA.

## Parkrite Meter Corp. Seeks To Enforce Paducah Contract

PADUCAH, Ky., July 4.—Suit, under the Declaratory Judgment Act, to determine the legality of the city of Paducah's contract with the Parkrite Motor Corporation of Houston for the trial installation of 400 parking meters in the downtown section has been decided on by the board of city commissioners.

The ordinance under which parking-meter regulations were being enforced was declared invalid by Police Judge Rex Cornelson, who refused to entertain any compromise until after the 90-day trial period had expired.

G. L. Bruner, attorney for the company, agreed to deliver a letter demanding enforcement of the meter agreement to the board so that action could be instituted. It had been intended to authorize the court action, but the plan was changed to ask Bruner for the letter demanding enforcement of the meter agreement when Corporation Counsel W. V. Eaton pointed out that a definite issue must exist for filing a suit under that act.

"The suit would be a friendly one," said Mayor Washburn, "to determine the legality of our contract. We want to get this situation cleared up as soon as possible."

Since Police Judge Cornelson's decision that the ordinance regulating meters was invalid the meter company has offered the city the choice between enforcement of a satisfactory ordinance with withdrawal of 180 meters from service or court action to determine whether or not the company can require use of all the meters until the end of the 90-day trial period specified in the contract.

## Bally's Oil Painting of Challenger for Jobbers

CHICAGO, July 4.—Emphasizing the colorful beauty of the new Challenger one-shot payout game, Bally Manufacturing Company recently mailed out full-size actual-color reproductions of the play board. In fact, the posters are made by the same oil pigment process used in the manufacture of the panels and therefore every detail is reproduced exactly. The poster is intended for display in jobbers' salesrooms.

Jim Buckley, Bally sales manager, states that the machine, which features both Changing Odds and Multiple Coin Chute, is enjoying a heavy demand and is particularly popular for warm weather

## CORRECTION

Our advertisement appearing on page 73 of the July 4th issue of The Billboard listed the prices of DAILY RACES and FENCE BUSTER in error. Correct prices are:

**\$125.00**

## EITHER GAME

Check Separator, no extra cost; 2-ball play, \$2.50 extra. Ticket Game, \$10.00 extra. Electro-Pak equipped 1/Batteries optional, D. C. Adaptapak, \$5.00 extra.

## D. GOTTLIB & CO.

2736-42 N. Paulina St., CHICAGO

## Wanted—

ALL KINDS OF USED TICKET AND FREE PLAY MACHINES.

Advise by mail what you have to offer, stating condition and price.

## H. & D. SALES CO.

1715-1717 E. 5th Ave., Knoxville, Tenn.



## EXCLUSIVE TO OPERATORS-DISTRIBUTORS

New Rotary Clock making history. Want in on biggest explosive in Seaboard history? Write! G. O. NOV. MFG. CO. 2383 Ravenswood Ave., Chicago.

## PONY DICE, HORSE RACE GAME.

One Dice Tells Winning Horse, Special Dice Tells Whether Horse Finishes 1st, 2nd or 3rd.  
WIN 20—PLACE 10—SHOW 5  
Any Number of Premium Play. One Roll of Dice Goes for All Players.  
A LIGHTNING FAST TRADE STIMULATOR.  
Price With 1/2" Dice and Chart, \$5.00.  
With Special Large Size Dice, \$5.00.

## L. GARVEY, 35 Franklin Street, Brockton, Mass.

operation, due to the "sea-nio" panel showing yachts racing over a cool blue sea.



# DAILY RACES RACES • BUSTER

WITH MOTOR DRIVEN PAYOUT UNIT!

Either Game **\$125**

Check Separator, no extra cost; 2-ball play, \$2.50 extra; Ticket Game, \$10 extra; Electro-pak equipped (Batteries optional), D. G. Adaptopak, \$5 extra.

## MYSTERY SINGLE COIN SLOT

Taking The Country By Storm

Available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.



### DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! 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 \$500.00.



### FENCE BUSTER

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1. Multiple or Mystery Coin Slot optional. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

when you put it to bat in your toughest spots!

## PLAYER CONTROLLED CHANGING ODDS 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!



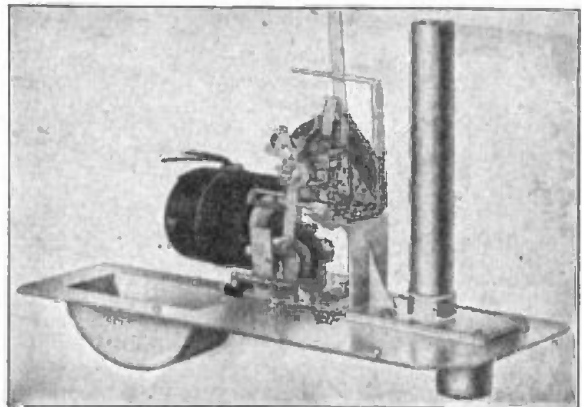
LOW PRICED!  
**\$99.50**

The game with more action than any other ball game... the most generous value in the baseball payout field.

Get behind a real game... pitch your location right into big money with Sunshine Baseball!

Check Separator, no extra cost; 2 ball play, \$2.50 extra; 6 ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electro-pak, \$5 extra; D. G. Adaptopak, \$10 extra.

## Lifetime Service With Gottlieb MOTOR DRIVEN PAYOUT UNIT



A true engineering achievement! Proven and tested on locations, this unit has been acclaimed a remarkable success. It is precision built, all steel and die cast construction, with case hardened stampings. Absolutely clog proof and jam proof, the Gottlieb unit has a smooth, positive action. Equipped with a sure-action, accurate step-up switch.

### TICKET UNIT

is identical in construction to that of the payout unit, but has a more powerful motor. The simplest, most positive ticket unit on the market today. Gottlieb Motor Driven Payout and Ticket Unit now standard equipment on Daily Races, Fence Buster, Sunshine Baseball and Brokers Tip.

**D. GOTTLIEB & CO.,** 2736-42 N. PAULINA ST. CHICAGO, ILL.

# Extra PROFITS for Summer!



53 in. by 24 in.

**\$137<sup>50</sup>**

NO EXTRA CHARGE FOR

CHECK SEPARATOR  
One-third with order,  
balance C. O. D.  
P. O. B. CHICAGO.

Licensed by Consolidated  
Pat. Corp. (Pat. No.  
1,802,629) and Am. Pat.  
Corp. (Pat. No. 2,010,  
066).



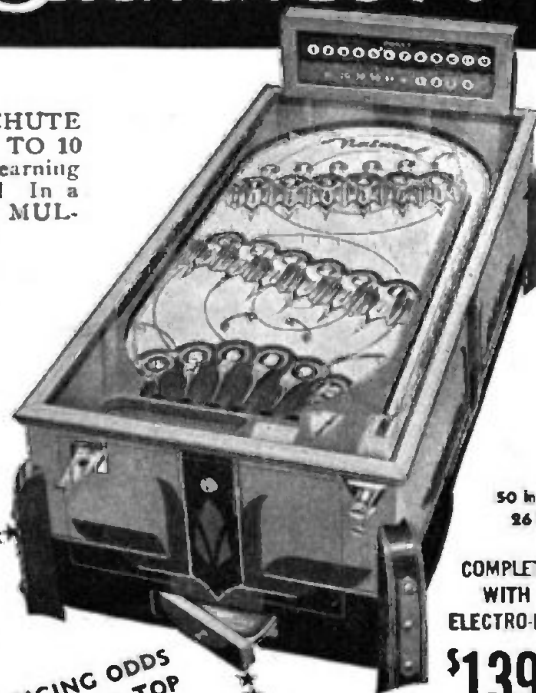
42 in. by  
20 in.

COMPLETE  
WITH  
ELECTRO-PAK  
**\$97<sup>50</sup>**

Ticket Model.  
\$107.50.  
Check Separator  
\$5.00 Extra,  
F.O.B. Chicago.

A FEW Bally MULTIPLE-COIN-CHUTE Games on your route, taking in 4 TO 10 NICKELS per GAME, will keep your earning average UP, regardless of the weather! In a typical "Noon-Hour-Spot" a single Bally MULTIPLE-COIN-CHUTE Game will make more money in an hour than you earn all day long with ordinary games in ordinary locations. Try a sample and see for yourself!

★ VISIT THE  
**TEXAS  
CENTENNIAL  
EXPOSITIONS**



50 in. by  
26 in.

COMPLETE  
WITH  
ELECTRO-PAK

**\$139<sup>50</sup>**

No extra  
charge for  
Check  
Separator.  
P. O. B.  
CHICAGO.

## CHALLENGER

1-SHOT PAYOUT • EVERY POCKET A WINNER • MULTIPLE COIN CHUTE • CHANGING ODDS • MYSTERY AWARDS • \$6.00 TOP

Announced last week—and already a nation-wide sensation. It has everything needed to get the play, plus that "certain something" found only in Bally Games—and a beautiful SEANIC panel that gets instant attention. WIRE YOUR JOBBER FOR IMMEDIATE DELIVERY.

## NATURAL

1-SHOT PAYOUT DICE GAME • WIN ON 7 OR 11 • LIGHT-UP TOTALIZER

Plays regulation dice game, takes in up to 10 or more nickels per game. Earning as high as \$50.00 DAILY PROFIT. Order yours today, as live spots are being grabbed fast!

## AIRPLANE

10-BALL PAYOUT • TEN-BALL territory again paying profits wherever this beautiful speedy game goes on location. It's the BIGGEST BUY in the 10-BALL class. Order yours today!

## MULTIPLE

1-SHOT PAYOUT • MULTIPLE COIN CHUTE • MULTIPLE AWARDS • LIGHT-UP TOTALIZER • ODDS BOOSTER LIGHTS

Now in its 14th WEEK and earning bigger profits than ever. Not too late to start getting up to \$50.00 DAILY PROFIT. See your jobber.

**BALLY BABY**  
3 Counter Games for Price of One

Wire for  
Immediate Delivery



# BALLY MFG. CO.

## 2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Here it is! Take

# CREDIT



..AND CASH IN ON THE  
PAY TABLE WITH  
THE GREATEST  
APPEAL....  
THE BIGGEST  
EARNING  
POWER...  
...AND THE  
LOWEST PRICE  
ON THE  
MARKET!

ONLY  
**\$99<sup>50</sup>**

Min. Vender \$10.00  
Ticket Unit \$10.00  
This low price can  
be guaranteed only  
on orders placed  
immediately!

**W**ITH this announcement, the pay table business takes on new life. CREDIT brings to the business a new 1-shot pay table with greater appeal than ever... bigger net profits (proved by test on location)... and at a lower price than ever before thought possible for a major pay table success! Here's the secret of CREDIT'S tremendous proven appeal and profit-ability. CREDIT LOOKS GOOD TO THE PLAYER! CREDIT'S big, wide-open double-score hole takes care of that. And so does CREDIT'S ingenious system of registering a credit

of 5c for every lost ball—until when the player loses 10 straight he collects 50c—and \$1.00 if he makes the Double-Score hole!

You can't beat that for repeat-play appeal. And you can't beat CREDIT'S low price for a real operating set-up. But remember, this price can be guaranteed only on orders placed immediately. So see your ROCK-OLA Distributor at once!

Give Yourself  
CREDIT—Now

**ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue, Chicago, Illinois

1-SHOT • DOUBLE PAYOUT • APPEAL  COLOR • FASCINATION • CREDIT FOR LOST BALL

# BELIEVE IT OR NOT

THE 2,080 NEW 1936  
**WURLITZERS**

*purchased by*  
**MODERN VENDING COMPANY**  
PLACED ONE ATOP THE OTHER  
*are*

**7** TIMES AS HIGH AS THE  
EMPIRE STATE BLDG.

**and**  
**7** TIMES THE LENGTH  
OF THE QUEEN MARY

THIS IS ONLY THE FIRST STEP IN MODERN  
VENDING COMPANY'S PLAN TO MAKE  
NEW YORK A "WURLITZER CITY"



EMPIRE  
STATE  
BLDG.

QUEEN  
MARY



Empire State  
Bldg. and  
Q. Queen Mary  
shown in  
proportion to  
size of 2,080  
WURLITZERS

## Modern Vending Company

656 BROADWAY, NEW YORK CITY