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AFM EXPANDS JURISDICTION

Calgary Exhibition and Stampede Takes in Music Teachers; Flirts Gate and Midway Gross Tops '36 With ASCAP; Reduces CIO Threat

CALGARY, Alta., Can., July 10.—Calgary's 52d annual Exhibition and Stampede, Western Canada's big show, came to a brilliant conclusion tonight. Attendance was 220,554, an increase of 7,104 over the previous year.

The Royal American Shows' achievement of a year ago was eclipsed Friday night, leaving Saturday's huge matinee and night sessions to run forward to a new high. Carl J. Sedlmayr, general manager, was of the opinion that the increase would reach 20 per cent over a year ago with a safe margin well above the 1929 midway record.

General Manager E. L. Richardson said the grand stand was considerably ahead for the first five days compared to last year.

Stampede parade on opening day was the largest ever given, being witnessed by 50,000 people. Stampede entries numbered 575. Ernie Young's opening performance of his revue, *Cavalcade of Hits*, was pronounced outstanding, and Hand's Coronation fireworks won heavy applause. Richardson gave Monday's attendance as 36,260, an increase over the day last year of 3,846, and he declared that grand-stand revenue increased 100 per cent over opening day in 1936.

Final winners of the stampede were as follows: North American bronk riding, John Jordan, Carlsbad, N. M.; Canadian bronk riding, Jerry Ambler, Minburn; Alberta bareback bronk riding, Muff Donn, Halkirk; Alberta North American calf roping, Albert Galarneau,

Pinnegan; Alberta Canadian calf roping, Pat Burton, Claresholm; Alberta steer decorating, A. K. Lund; Milk River steer riding, Don Thompson, Black Diamond; Alberta chuck wagon race, Dick Cosgrave, Rosebud; Alberta North American champion all-round cowboy, Don Thompson; Black Diamond Canadian champion all-round cowboy, A. K. Lund, Milk River.

Royal American Shows will entertain tonight and tomorrow for a short run to Edmonton for the third event of this year's tour of Western Canadian exhibitions.

Unions' Attempt To Rescind Federal Theater Cut Fails

NEW YORK, July 10.—Meeting between representatives of theatrical unions and Washington WPA officials last week resulted in the government mogul refusing to rescind the personnel cut announced for July 15. Union officials, however, were promised another confab with Washington execs and Mrs. Hallie Flanagan, director. According to Frank Gillmore, president of Actors' Equity, any carrying out of the threatened general strike of theatrical unions would have to await outcome of this confab, said to be scheduled for Tuesday. Union officials, in presenting statistics and arguments for noncurtailment of the FTP, based their argument on the federal government's own announcements that cuts would be based upon ability of private industry to absorb workers. Washington, faced with facts showing that no such improvement in theatrical conditions had occurred, could not attack these figures with theatrical statistics of its own. Despite logic of the unions' stand, no reallocation of funds seems in the offing. Letter from office of Harry Hopkins, WPA ad-

ministrator, to a union official indicates clearly the WPA policy:

"The operation of the works program is limited by the amount of funds made available to the Works Progress Administration by Congress. The funds now available necessitate a certain curtailment of activities. . . .

"Altho no definite predictions can be made at this time, it is expected that the (See UNIONS' ATTEMPT on page 9)

Outdoor Shows Need State Permit In Fla.; Fair Amusements Taxed

TALLAHASSEE, Fla., July 12.—Three new bills regulating taxation and collection of outdoor amusement taxes have become effective laws in Florida with the signature of Governor Fred P. Cone. One defines, for taxation purposes, what constitutes a main show and a side show; one provides for tax collections paid by shows operated in conjunction with incorporated fair associations to revert

back to the association, and the other requires amusement companies to get permits from the State comptroller before being issued a State and county license.

According to a bill sponsored in the house of representatives by Carl Gray, of Panama City, main show taxes will be collected on the amusement concern's attraction for which the greatest admission charge is made. All other attractions will be considered side shows and be taxable under terms of an old Florida law.

Main show license tax fees in the State are collected under a sliding scale system. (See OUTDOOR SHOWS on page 75)

No Pickets; More Dough

DETROIT, July 10.—Withdrawal of pickets by the IATSE after nine months of activity meant a 30 per cent increase in business at the Brooklyn Theater, now renamed the New Brooklyn. Manager Chester Brown Sr. said this week. House is to be revamped and modernized for the fall trade.

Alabama Fire Rules Hit Tents

Must Undergo An Inspection

Shows required to notify State Fire Marshal of entry at least 2 weeks ahead

MONTGOMERY, Ala., July 10.—Under rules and regulations adopted by the State Fire Marshal Department of Alabama every type of show under canvas henceforth must be inspected by the department before a permit will be granted to operate in the State. Shows must notify the department at least two weeks in advance, giving date and name of city in which they will first play in order that inspection can be made.

The equipment used by canvas shows shall conform with the National Electrical Safety Code as approved by the American Standards Association and other safety codes. The main service switch from transformer must be of an approved type fused with proper amper-

age. Main service cables from main switch (service switch) must be of rubberized cable and shall be of amperage sufficient to carry peak load. All riding

devices must have a main switch and panel board to take care of all branch circuits and must be fused accordingly. (See FIRE RULES on page 32)

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Jones Breaks Fair Records

ANDERSON, Ind., July 12.—The 1937 fair season for the New Johnny J. Jones Exposition was inaugurated here Monday, July 5, at the Anderson Free Fair, the grounds of which are located in the heart of the city just three blocks from the center of the business district.

The initial day of the week started most auspiciously with clear skies and a holiday crowd that taxed the spaces of both the fairgrounds and midway, started an early trek thru the entrances and swelled to such proportions that by nightfall the attendance records for the day for the past few years had been shattered.

Tuesday, Children's Day, carried the attendance mark way beyond the record set for this day in 1936, and Wednesday and Thursday held up remarkably close to the first two days. Friday business was aided by local pay days by a large (See JONES BREAKS on page 9)

Chorus Employment Drops to One-Fifth of 1928-'29 Figure

Dorothy Bryant shows decrease from 3,839 in '28-'29 to 718 last season—may delay resignation to steer Chorus Equity thru critical period—figures show legit economies

NEW YORK, July 10.—Number of chorus people who worked for two or more weeks in legitimate shows thruout the United States during the season of 1936-'37 was 718, as compared to 3,839 for the top season of 1928-'29. Figures were compiled by Mrs. Dorothy Bryant, executive secretary of Chorus Equity, and represent one of the clearest revelations of the effect of the depression on show business in general and the musical theater in particular. Mrs. Bryant's complete statistics on each of the seasons since the Wall Street crash cover in each case the season between November 1 and May 1. Appended chart speaks for itself:

Season	Chorus People Employed Two or More Weeks
1928-1929	3,839
1929-1930	3,220
1930-1931	1,814
1931-1932	1,414
1932-1933	1,195
1933-1934	869
1934-1935	864
1935-1936	740
1936-1937	718

Material, prepared by Mrs. Bryant for presentation to Washington officials last week when allied theatrical unions tried to persuade government moguls to rescind the WPA Federal Theater project cut announced for July 15, shows a continuous decline and is further proof that the commercial theater is in no position to absorb more workers. Decline is also indicative of the increasingly small number of musical shows being produced, in favor of dramatic productions with less expensive sets and casts.

With vaude at its lowest point, and employment in presentation houses at a very low level, the case of the chorines is particularly pressing. Cabaret floor shows are also numerically low, and cannot be counted upon to supply any significant employment opportunity for line girls.

In view of these conditions and the unsettled state of the jurisdictional muddle over the use of chorus girls in former burlesque houses reopening with a nominal vaude policy, it is possible that Mrs. Bryant will remain a while longer with Chorus Equity rather than leave at such a critical period.

Denver Aud's Heavy Red

DENVER, July 10.—Thru figures compiled by City Auditor William H. McNichols it was made known that the Denver city auditorium has operated at a loss ever since it was built in 1908 at a cost of \$891,000. Averaging about \$25,000 each year, the loss has totaled \$716,693.79.

Figures were compiled to show the city could not hope to realize enough rentals from a proposed stadium and convention hall to retire the \$940,000 "rental fund certificates" which the city would have to issue to build the coliseum.

The highest annual loss was in 1917, when the deficit was \$60,640. In 1936 receipts were \$11,055, with operating costs \$27,887.54.

Musical Picket Line

DETROIT, July 10.—The ex-WPA dance band, under direction of Paul Wilson, gave a musical picket line to Detroit this week, following decision to fire the unit. National orders discontinuing the bands as unproductive furnished the background. Local musicians promptly appeared in front of the project headquarters, where they played a whole concert of lugubrious melodies, including *You're Mean to Me, It Ain't Right and How Come You Do Me Like You Do?* No effective response was secured, however, and the musicians disappeared.

Acts Lift Noses at Cuts

CHICAGO, July 10.—Times must be getting better. Acts (the good ones, that is) are once again preferring layoffs to engagements at cut prices. Agents claim they have been instructed to keep their acts' salaries up, and bookers are in more frequent huddles with theater and night club operators than ever in an effort to tilt the talent budgets.

Showboat Sunk; "Road" Back to N. Y.

MICHIGAN CITY, Ind., July 10.—The dispute as to whether or not *Tobacco Road*, occupying the Dixiana Showboat, would be allowed to continue here thruout the summer was settled by fate late Monday when the U. S. S. Hawk, a naval reserve training ship, rammed the showboat, damaging it to such an extent that Sam Grisman and Jack Kirkland disbanded the company and returned to New York. Action on part of Grisman and Kirkland automatically eliminated all legal suits brought against them by local authorities in an effort to close the show.

Since the boat's opening June 11 after its being partly submerged in water due to some miscalculations in docking here the city started legal proceedings against the floating theater, declaring it unfair competition to local enterprise. Despite Grisman's offer to comply with any rules or licenses required, local police served warrants on him and his associates last month and a few days later padlocked the box office.

After two days in the dark, however, a State corporation license was secured and *Tobacco Road* was reopened, but in the face of a five-day evacuation notice which city officials slapped on the boat. This notice expired July 3, but the show went on until Monday, when the last straw was laid on by the rule visit of the Hawk.

Arrangements for disposition of the Dixiana have not yet been made, but it is expected that Jacob Weiler, owner of the ill-fated boat, will tow it back to home waters near Chicago after necessary repairs are made.

Detroit FTP Has Own "Faustus" With Summer Lull Coming Along

DETROIT, July 10.—Detroit Federal Theater opened Wednesday with Marlowe's *Tragic History of Dr. Faustus*, using a number of innovations totally different from the Broadway production by the WPA Theater there. Emphasis upon living art, with the Seven Deadly Sins represented by individual actors in strikingly original and appropriate costumes instead of by puppets, was notable. Stephen Nastogel had direction of both sets and costumes, with Charlotte Christie in charge of the elaborate wardrobe. Edith Segal, as director

Features Added to Music Department

The Music Department now contains a new feature, Bruno M. Kern's Forecast, a service for band leaders in selecting new numbers. Also featured in the Music Department are the listing of Songs With Most Radio Plugs and of Sheet Music Leaders, reviews of new bands, music publisher news and Reviews of New Records.

SUMMER THEATER REVIEW

"Calling All Men"

CAPE PLAYHOUSE (Dennis, Mass.)

Smart revision, elimination of flat sequences, simplification of the book and the addition of a couple hefty box-office names to aid Imogene Coca, starred in this summer premier, would justify landing this new musical on Broadway; but not in its present state.

The book's basis is okay for sound—and comedy: doings of a male escort bureau. "Purity is power" is the motto for this high-class escortery, and occasional swerves from this ideal but confining slogan provide most of the laughs of the evenings. Customers of the bureau and its backer, Aunt Bessie (Catharine Doucet), supply other gags and guffaws.

Most enchanting customer is Priscilla Paine (Miss Coca), a wealthy, slightly piky maid seeking a husband. Other problem ladies are a plushy Mrs. S. Cabot (Jody S. Gilbert), with a hebe accent; Amelia Plunkett (Mildred Todd), crazy over tropical fish, and Gloria Van Astor (June Sillman), a rich young thing seeking the hand of the bureau owner (Richard Carlson).

Miss Coca has three opportunities to show her stuff and takes full advantage of them all. One is a waltz number with the boys to supplement her vocal of *I Must Waltz*. A solo number about *Lombardy Hunting Breakfast* and a swell pseudo strip-tease, both in the second act, do much to give the show a hopeful glint.

Best tunes are *Little Things About You* and *Let Your Hair Down*. For lyrics, *So You Want To Go Into the Theater, Baby?* and *Down to the Sea in Other People's Ships* stand out.

The colored team of Billie Haywood and Cliff Allen (vocal and hot piano) stop it cold with both their numbers, *Sixty Second Romance* and *Speak for Yourself, John*. They supplied the only real rhythm for this summer production; but a swiny pit band (only six pieces here) would make the hoofing of Chet and Mort O'Brien look far more important.

Miss Doucet successfully carries most of the book's story with her gushy business that combines traits of Billie Burke and Mary Boland.

Opening ran smoothly enough, and during its three hours, Sillman shot the works to spot the hits and dud.

Sidney Patne.

PhillyBookers Organize Assn.

Tony Phillips president—16 cafe, theater hookers—pact with local performers

PHILADELPHIA, July 10.—Night club bookers licensing under the new McClellan State act have banded together into an organization of their own, to be known as the Theatrical Booking Agents' Association. Initial meeting chose Tony Phillips, president; Jolly Joyce, vice-president, and Lee Vincent, secretary and treasurer.

Membership now includes 16 agents. Local bookers now number 100. Working agreements under the State plan were entered into with Tom Kelly, head of the United Entertainers' Association, local body of night club entertainers.

Bookers set up the Entertainers' Contractors' Association several years ago. Likely that each body will retain its own identity, the ECA concentrating on the club and spot bookers, while the new TBAA will take in the night club and theater field.

Philly's WPA Cowharn

PHILADELPHIA, July 10.—Now that Mrs. Gertrude Sharkey has taken over the supervision of the local Federal Theater Project, the WPA Thespians have secured a permanent location for their activities. Group will have its own summer theater in the woodlindish Drexel Hill sector. The Eagle's Young, scheduled as the opening attraction, is an original play in three acts by Elsie Jerard. Opening night, if and when, will mark the first dramatic attempt on the part of the local theater project since its inception.

Bryan Quits B. & K.

CHICAGO, July 10.—"Bunny" Bryan resigned from Balaban & Katz last week as manager of the Pantheon and Lakeside theaters. He will devote his time to handling the publicity and business affairs of Capt. John D. Craig, deep-sea diver, who will begin an expedition this fall to locate the sunken S. S. Lusitania. Bryan has been with B. & K. the last six years.

Arrivals From Europe

NEW YORK, July 12.—The Normandie is scheduled to arrive today from Havre and Southampton with a host of theatrical people aboard. Among those on the boat are Belle Baker, Anna May Wong, Charles Farrell, Rosa Strader, Ralph Blum and Carmel Meyer, William Goetz, Max Gordon, Peter Witt, Oliver Wakefield, Joe Jackson, Joe Shapiro and the Radio City Music Hall Rockettes accompanied by Russell Markert, Gus Eysell and Gene Snyder.

JERRY BLAINE

(This Week's Cover Subject)

JERRY BLAINE, Brooklyn born and bred, spent much of his youth being spanked for refusing to practice the piano. Eventually he mastered the ivory-tickling art and after being graduated from high school his aunt, Kate Price, of the silent pictures, took him to California, where he enrolled in Stanford University. To make extra pocket money Blaine formed his own orchestra at college and played at many college proms and parties.

After college he spent four years in Hollywood playing featured roles in MGM, Warner, Paramount and Universal collegiate films. Later he again formed his own orchestra, which played hotels and ballrooms of the Far and Middle West. A new field looked rosy to Blaine and he gave up the band business to become a successful Wall Street customer's man.

But the lure of the baton was still there and again Blaine organized an orchestra. He left the "Street" for Broadway and is glad that he returned. His band programs from the Coconut Grove at the Park Central Hotel, New York, have been broadcast over WEAf, WJZ and WOR's Coast-to-Coast networks. Not only have his radio fans sent in fan mail, but they have organized six Jerry Blaine clubs, which is something no customer's man's clients would do.

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"Hamlet" in Its Entirety

LONDON, July 3.—Amner Hall will present Hamlet in its entirety, commencing July 6, at the Westminster Theatre, London.

CAA Charges PRS Neglects Authors

TORONTO, July 12.—Charging gross and willful neglect of composers, the Canadian Authors' Association at its annual convention at the Royal York Hotel attacked the Performing Rights Society ad existing legislation.

Howard Angus, secretary of the association, stated that Col. John A. Cooper, of the Performing Rights Society, had notified the association that although the society would not be forced to pay a royalty on music used, nevertheless the larger firms would do so voluntarily.

Leslie Gordon Barnard, of Montreal, was elected president of Canadian Authors' Association, succeeding Dr. Pelham Edgar.

London Magic Briefs

LONDON, July 1.—Howard de Courcy, young European prestidigitator, is attracting much attention and winning quite a deal of space in the London press by reason of the introduction of a new version of the Disappearing Canary trick.

Gall-Gall, Egyptian conjurer, who palms live chickens and who has a neat routine of card and dice tricks, is sensation in the final vaude program at the Victoria Palace, London.

Howard Brooks, entertaining American conjurer and emcee, who affects a pleasing style, is retained for a further period at the May Fair Hotel, a class spot in town.

Cardini, suave prestidigitator, with lighted cigarette and card manipulations, returns to London after four weeks in Paris. Now featured at the Piccadilly Cabaret, Cardini is scheduled to star in George Black's monster Paladium production, London Rhapsody, which opens August 30 and which is set for a run of at least six months.

Jack Le Dair, bright and breezy conjuring comedian, still attracts over 200 at the Moss Tour. He is a current hit at the Empire, Edinburgh.

Giovanni, "the comedy pickpocket," is laughing and applause hit at the Pavilion, Torquay.

Wesley Mesakelyne, foremost English magician, presents his own unit at the Hippodrome, Coventry, where business is excellent.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 33-35) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping The Billboard Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Additional Summer Theater News

Off to a flying start with one successful world premiere, Mary Young and John Craig II will undertake another the week of July 12 at the Mary Young Theater in Centerville, Cape Cod. This second production will be Stop Lights, by the late Carlyle Moore.

The Sarobia Country Theater announces its 1937 summer season on the private estate of Mr and Mrs. Robert R. Logan, Eddington, Pa. Six weeks of productions, opening with The Lark Christopher Bean, following with Captain Applejack, Death Takes a Holiday, Murder in the Old Red Barn, tryout of new play, and closing with an outdoor production of Taming of the Shrew.

Hollywood will trek to Santa Barbara this week-end to see the first Coast production of Noel Coward's one-act playlets from Tonight at 8:30. Arthur J. Beckhard is the producer, and the casts of the first performances will include Mary Astor, Glenn Anders, Helen Chandler, Bramwell Fletcher, Beatrice Mauco, Leona Roberts and Michael Field.

Next Monday evening, July 12, Day Tuttle and Richard Skinner will present Mildred Natwick and John Emery in the American premiere of a new detective comedy, Busman's Honeymoon, at the Westchester Playhouse, Lawrence Farms, Mt. Kisco, N. Y. Busman's Honeymoon is a dramatization by Dorothy L. Sayers of her novel of the same name, and has been running successfully in London during the past season.

A second season of summer plays in the Parish House of the First Church at Burlington, Vt., under the banner of the Green Mountain Playhouse, Inc., opened with William Janney in Philip Gosse's Faith and is being followed with Elizabeth Love in Reflected Glory, Miss Quis and Biography are scheduled for the near future.

Noch Succeeds Neville

DETROIT, July 10.—Michael Noch, connected with Walker & Company, has succeeded Gordon Neville, of the United Billposting Company, as new business agent of the Detroit Local, International Alliance of Billposters and Billers. Noch has headquarters at 9205 Longworth avenue.

D'Oyly Carte for Vancouver

VANCOUVER, B. C., July 10.—William B. McCurdy, Pacific Coast representative of the United Booking Company New York, states that the D'Oyly Carte Company will appear here next season in a week's engagement. McCurdy also announces that he is arranging to send important legitimate stage attractions here during the 1937-'38 season.

Jean Harlow Angels Hall

PHILADELPHIA, July 10.—Jean Harlow's death has proved a real ticket for at least one actor here, James Hall, former flicker star of Hell's Angels, found the bookings tough even for the nickel-beer nabob. Now his services are in demand, billed as the discoverer of the movie star, and even making p. s. in the nabe movie houses.

TMA Grand Lodge Gathers in Cincy

CINCINNATI, July 12.—Theatrical Mutual Association's Grand Lodge officially launched its 26th biennial convention at the Hotel Netherland Plaza at noon today. Joseph Smith, Cincinnati, and C. W. Rockwood, Toronto, head the convention committee of the local lodge and the Grand Lodge, respectively.

The association is a fraternal organization of theatrical persons formed to "take care of the sick, aid the distressed and to bury the dead."

Mask and Wig to Erlanger

PHILADELPHIA, July 10.—University of Pennsylvania's Mask and Wig Club production goes to Alex Yokel's Erlanger Theater this fall for the Thanksgiving week. When the Garrick shuttered last season collegiate musical went to the New Locust. House has limited capacity yet grossed over \$25,000 at top prices.

Grace La Rue at Bluebell

MONTREY, Calif., July 10.—Montreney's ace night spot, the Bluebell, is featuring Grace La Rue, character and tap dancer. Anita Trovar, in Spanish dances, is also on the bill. Jack Kay is emcee and the Gonzales Band plays nightly. World-Wide Theatrical Circuit, San Francisco, books the spot.

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WANTED PROFESSIONAL CHORUS GIRLS Age 18-35 Permanent position. Must be able to sing, dance, tap and recitation of poems. Salary \$33.00 per week. Mail card to: THE COLONIAL THEATER, Dayton, O. Work commencing early in August. Reply at once. Transportation provided.

BRUNK COMEDIANS WANT Piano Player, one to lead orchestra preferred. Join immediately. Other musicians write. Can place good Vaudeville Act that can dance. Pacific, Colo.

MONROE HOPKINS PLAYERS Want General Agents for Juvenile Team. Terms: Cash advance. The set given preference. Address MONROE HOPKINS, 7120 Harrisburg Blvd., Houston, Texas.

MORE AIR PROBES ASKED

Four New Bills for Congress Action on Radio Introduced

White bill asks sweeping probe—27 squawks—Schwellenbach's three bills demand regulations on current problem discussions, guarantee of freedom from censorship

WASHINGTON, July 10.—Four proposed bills, one from conservative Republican Senator Wallace H. White Jr. (Me.) and three from liberal Democratic Senator Lewis B. Schwellenbach (Wash.), call for investigation or revision of the present radio setup. White's resolution calls for a full investigation, including newspaper-radio mutual ownership and advertising. The three bills introduced by Schwellenbach call for (1) Regulation requiring stations to set aside definite periods at desirable times for uncensored discussions of current problems, (2) Regulation requiring stations to keep records of requests for time, rejections and reasons, as well as additions and changes in public discussion problems. Such records would be open for public inspection. The third bill rewrites Section 326 of the present radio laws. It provides: "Nothing in this Act shall be understood or construed to give the licensing authority (FCC) the power of censorship over the communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication. Provided, That this provision shall not be understood or construed to exempt any licensee from liability for any defamatory, profane, indecent or obscene language or action broadcast by any officer, employee, agent or representative of such licensee."

White's Bill Hits Chains

While Schwellenbach's bills voice liberal demands for more time on the air and freedom from alleged censorship, White's resolution is more sweeping in its call for an investigation. The preamble of the White resolution declares that the present radio laws were meant to maintain the control of the United States over all channels of interstate and foreign radio transmissions, and to provide for the use of the channels, but not the ownership thereof, and that all laws of the United States relating to unlawful restraints and monopolies and to combinations should be applicable to the manufacture and sale of radio apparatus, and that should any licensee be guilty, his license should be revoked, and that a station license should be refused to anyone having used unfair methods of competition.

White set out 27 specific subjects to be investigated to determine whether radio policy should be overhauled to overcome abuses. Several of the outstanding points included are matters that have been challenged by other radio critics. Inquiry is directed at newspaper-affiliated stations thus: "The extent to which broadcast stations are owned or controlled by or are affiliated with newspapers or other media of information or entertainment, and the effect of such ownership, control, or affiliation upon competing newspapers not possessing such facilities, and upon the public interest." Besides calling for an investigation of property values of station licenses, White charges that radio service is inequitable. He reports: "The licensing authority has permitted concentration of stations in some parts of the country and has failed to give equitable radio service to the people of the several States and the communities thereof; that with the approval of the commission

Exhibit A

PHILADELPHIA, July 10.—Now that radio is here to stay as a branch of show biz, WHAT's publicist is endowing staff men with radio descriptive titles. Announcer Sam Serota is tagged a "tear jerker," his spelling having a sad and emotional appeal; word alinger Warwick Ogelsby must go thru life as a "mike mugger" because he works close to the mike; and Station Manager Milton Laughlin is a "belcher," a microphone with a frog in his throat.

there has come about a monopolistic concentration of ownership or control of stations in chain companies of the United States . . . the commission has been affected and controlled by political and other influences not contemplated by statute and not entitled to consideration by a regulatory and quasi-judicial body. . . ."

Ad Regulation Study

White calls for a study of commercial shows, particularly those sponsored by patent medicine manufacturers. The investigation would study the possible control of "advertising by radio and the character and extent thereof." Chain growth and censorship would also be investigated. White's measure is being considered by the Interstate Commerce Committee, which is also studying Schwellenbach's bill.

Included among the 20 members of the committee are White, Warren R. Austin (Rep., Vt.), Henrik Shipstead (Farmer-Labor, Minn.), Homer T. Bone, (Dem., Wash.), and Burton K. Wheeler (Dem., Mont.). All have expressed interest in investigating radio. While White is a Republican, it is felt in Washington radio circles that there is slight possibility that this fact will nullify his bill. Constant demands for a radio investigation have developed to the point where few want to go on record as opposing a study of radio conditions.

World Lands Three Stations; NBC Renews Two

NEW YORK, July 10.—Three stations, one American and two foreign, subscribed to World Broadcasting System's library this week. KGER, Long Beach, Calif., and 3ZB, Christchurch, and 4ZB, Dunedin, both New Zealand, are the new e. t. users. New Zealand outlets are government owned and operated.

National Broadcasting Company's *Thesaurus* lists two stations which are making their third renewal, both effective August 1. WJDX, Jackson, Miss., and WIRE, Indianapolis, have signed again.

NBC Signs Happy Sisters

NEW YORK, July 10.—Happy Sisters, trio, has been signed by National Broadcasting Company's Artists' Service. Girls have been heard on WBZ, Boston, and at Low's State, New York.

Bureau booked Luella Manners for National Federation of Business and Professional Women's Convention July 18.

WWJ's Realistic Sound

DETROIT, July 10.—Special sound equipment is being installed by WWJ, under direction of Count Gaetano Mazzaglia Cutelli. A demonstration in sound effects was given this week—a sound fable for children on one program and a lecture for adults on another program.

Transradio Adds 6 Spots

NEW YORK, July 10.—Transradio Press Service has signed six new stations, effective this month and August. New ones include WCAU, Philadelphia; WLS, Chicago; WCKY, Cincinnati; WRJN, Racine, Wis.; KOY, Phoenix, Arizona, and WEMP, Milwaukee.

Novel Interviewing

ROCKFORD, Ill., July 10.—WROK's variation of the man-on-the-street routine has announcer Morley Owen interviewing motorists in front of a police station.

Traffic cop flags autoists and Owen does the questioning from the car's running board.

Sponsored by an oil company, each subject receives a free greasing job for his interview.

Rockefeller Dough For School Radio

CLEVELAND, July 10.—A radio system established exclusively for the broadcasting of lessons to school pupils will be set up here immediately as a result of the gift of the late John D. Rockefeller. General Education Board, Rockefeller-endowed institution, has offered \$42,800 to the Cleveland Board of Education for a two-year study of school broadcasting. Under grant complete short-wave network will be built with central studio and 160 receiving units.

Board will arrange for government radio station permit, install equipment and supply cash. Local board will continue its present work, furnish space for studio and will collaborate in every way. Cleveland for six years has been teaching school youngsters over radio with programs from local stations.

WNYC Admits It's Pretty Good, Too

NEW YORK, July 10.—WNYC, municipal station which seeks full time, has issued a new *Masterwork Hour* booklet, describing its policy and programs. Besides listing its schedule, station reprints some of its fan mail and brings out pointedly that it desires more time.

"Sometimes (soon we hope) we like to think that WNYC will be licensed," the bulletin says in part, "to operate at night like a great many other stations in this area. . . . Experts in the business of broadcasting cast orchids to the effect that, for a daytime station, WNYC has achieved a record during the last three years that is little short of phenomenal. "Which, if true, is nice to know!"

Station has been somewhat pepped up during the La Guardia reform administration and goes in heavily for cultural and civic function stanzas.

Phileo Ad Stunt

PHILADELPHIA, July 10.—A special concentration of auto-radio advertising is scheduled for the summer months by Phileo. Supplementing magazine ads are a series of dealer ads, a no-monney-down feature and a profusion of promotional material. Display material includes a five-set revolving illuminated pyramid, a "stop" flasher counter or window display, banners, 24-sheets and a four-color tabloid sheet containing description of entire line.

WIP's Long Wire

PHILADELPHIA, July 10.—Believed to be one of the longest direct lines from a remote point of broadcast to a radio station, WIP has assigned Engineer Jabes Tisdale to handle all technical duties on Rev. Percy Crawford's weekly Sunday broadcasts directly from East Stroudsburg, Pa., mountain resort over 100 miles from city. Station also remodeling dance spots from Wildwood, N. J., an ocean resort 80 miles from town.

Promote Cleveland Station

CLEVELAND, July 10.—Carl Brand, coffee dealer, and Judge Fred Waither are promoting the proposed new Cleveland station on 1270 kilocycles. Station, tentatively known as WCLE, will operate if it receives a FCC okay on 5,000 watts daytime and 1,000 watts night. Proposed station is planning to go heavy on script shows employing dramatic talent.

School Programs, Need "Technique"

DETROIT, July 10.—Regular radio technique must be adapted for educational program use if these programs are to retain an audience. Dr. Franklin Dunham, educational director of the National Broadcasting Company, told America's school marmas at the National Education Association convention. Dramatic presentation of programs was suggested, such as presentation of civics lessons in the form of a news broadcast, and of history and literature as straight drama.

"Lessons from a textbook are not successful over the radio," he said. "Educators must concentrate on giving their radio listeners what they like. I do not mean by this that the radio lesson should be sensationalized. The danger of upsetting the delicate emotional sensibilities of the children-listeners is too great if this is done."

"There are three classifications for the educational program—(1) The school child; (2) the mother at home and (3) the factory worker and business man. Each of these three is, of course, interested in different things. But in your general educational programs, cater to the family interests."

Transradio Disc Plan Set; European Coverage Soon

NEW YORK, July 10.—Transradio Press Service's instantaneous recording system will get under way in August in this country. Transradio will then set up a skeleton European staff for similar recordings of actual events, such as demonstrations, sport meets and other planned or unexpected activities.

For the first 13 weeks it is planned to make two 15-minute discs weekly. After this initial period five recordings will be made each week. Basic idea of the news broadcasts will be to cover all angles of a story, similar to the plan *Life* uses to cover a story in pictures. Instead of employing the impersonation method, as used in *March of Time* and other news dramatizations, actual characters and locales will be used.

FCC Turns Down Doherty; 11 C. P.'s Are Oked

WASHINGTON, July 10.—Federal Communications Commission refused Frank P. Doherty, of Radio Broadcasters, Inc., request to transfer KRKD, Los Angeles, to J. F. Burke Sr. and Loyal K. King. A recommendation was made that the WBLK, Clarkshurg, W. Va., request for full time be granted.

Eleven construction permits were granted. New stations will be operated by Community Broadcasting Company, Toledo; *Telegraph Herald*, Dubuque, Ia.; Times Publishing Company, St. Cloud, Minn.; George Harm, Fresno, Calif.; Hildreth & Rogers Company, Lawrence, Mass.; Harold Thomas, Pittsfield, Mass.; Central Broadcasting Corporation, Centra, Wash.; Frank M. Stearns, Salisbury, Md.; Sioux City Broadcasting Company, Sioux City, Ia.; State Capitol Broadcasting Company, Austin, Tex., and Red Lands Broadcasting Association, Lufkin, Tex.

NEW YORK, July 10.—Walter Craig, producer of Chevrolet live and e. t. shows and the Wheatons *Popeye* production, is working on a new production idea.

Not for Television

ROCKFORD, Ill., July 10.—Not for Publication, interviews with newspaper photographer, will begin on WROK in August. Lens man will tell all about murder stories he covered and will adorn the series with "inside" facts. Unpublished shots of corpses and such will be on display following the broadcasts.

Norman Brinsley will interview Lynn Brudon, *Register-Republic* and *Morning Star* cameraman.

NAB's Gov't Rap a Worry

Attack on Cellers Bill for Fed short-wave station stirs ire of congressmen

WASHINGTON, July 12.—The resolution adopted at the National Association of Broadcasters' Convention, calling for opposition to the measure introduced by Representative Emanuel Celler (Dem., N. Y.), which provides for a federal owned and operated short-wave station, was, according to some Washington observers, a tactical mistake. Due to charges of monopoly and trafficking in radio licenses, which have already stirred Congress, it is believed that this resolution will further arouse the members. Cause for this ire seems to be that part of the resolution which calls for NAB members to bombard their individual congressmen with letters of opposition. It is believed that this move may backfire upon broadcasters and may harm their cause. As for Congressman Celler himself, he caustically commented: "I am flattered that so important a body as the National Association of Broadcasters sees fit to notice a bill of mine. I shall deem it all a greater triumph when the bill passes. I am quite sure upon mature reflection the broadcasters will realize that by their opposition they are standing in their own light. They are afraid that this government station would make disastrous inroads into private commercial broadcasting. They little realize that no such danger is imminent. If this were so I would resist it." After pointing out that his bill provided for private use of the government facilities even tho the station be owned and operated by the government, he added: "No private company should have complete control of international broadcasting."

Celler's Bill, now before the Committee on Naval Affairs, calls for the Navy Department to construct and maintain the station while authorizing the United States Commissioner of Education to provide programs of national and international interest.

ACCOUNT PLANS

Warren and Arthur Smadbeck Company, real estate firm, has purchased daily news spots on WMCA, New York. Metropolitan Advertising Company placed.

Coca-Cola expanding its disc shows.

Courtland D. Ferguson Agency, Philadelphia, auditioning five-minute script shows for F. H. Fowles Manufacturing Company, maker of Gay Products, feminine hygiene article.

Lever Brothers renews on WFIL, Philadelphia, for station break announcements on a full-year contract. Product is Spry. Ruthrauff & Ryan handling account.

San Felice Cigar Company has signed for news programs on WOC, Davenport; WTMJ, Milwaukee, and WMBD, Florida. Placed by Bruce Beemer, Inc., Detroit.

Crowley Opens Ad Agency

PHILADELPHIA, July 10.—Jerry Crowley, formerly associated with Crowley-LaBrum, Inc., opens his own advertising agency with offices in the Fidelity Trust Building. Servicing trade for publicity, advertising and merchandising campaigns.

A Neigh Radio Spot

PHILADELPHIA, July 10.—Upped summer biz at WFIL has found the sales chart padded with many odd and curious accounts. But the cake is set to be cut July 23. A spot campaign has been set by the Saratoga Association for the Improvement of the Breed of Horses. A new one for the book, staff is anxiously awaiting the arrival of copy from the agency. Placed thru Leighton & Nelson, of Schenectady, N. Y.

Copyright Service

The first question-and-answer article by Arthur E. Garmalze, New York attorney, on copyright problems will appear in the next issue. Any person in show business—radio, music, night spots, etc.—desirous of information on a copyright problem should address the inquiry to Mr. Garmalze, in care of the New York office of *The Billboard*. There is no charge for this service.

See Need for N.Y. Gladhander

NEW YORK, July 10.—The lack of an official gladhand for visiting radio editors and others, particularly in the summer months when out-of-towners are inclined to holiday in Gotham, has several publicity men wondering if an official welcomer wouldn't be a paying investment. There's no desire to go too Hollywood, but thought is that visitors may consider radio natives a bit calloused if they ever compared them with Hollywood's method of treating the "working press."

Strangers with credentials are, naturally, well-treated and guided thru various studios when they make their appearance. But there's no co-ordinated tour of the various competitive stations for the visiting firemen. If the guests have been here before they probably know their way about and may prefer to be left alone. But the first-timer is apt to find the city's radio setup pretty complicated and none too friendly.

Hollywood technic of winning and dining and guiding is not desired in its West Coast form, but some of the boys wonder if the idea couldn't be polished up for New York use. One suggestion is that webs get together and appoint an official greeter to guide visitors—but impartially—thru all studios and see that they get a bit of social life with it.

Loosening-up attitude of many papers toward radio and desire of publishers to get their own stations means that many editors have more white space to fill—and showing the boys around may help fill the acreage.

Station for Mecca

PARIS, July 3.—Holy City of Mecca will soon have its own high-power station to broadcast prayers and Arabic programs. Station was erected after considerable difficulties had been overcome. Only "true believers" may enter the city, which made it impossible for European engineers to enter. To solve the problem four Moslems were sent to London for instruction in radio technique.

FCC Recalls Norman Baker Case and Nixes Statler Bid

WASHINGTON, July 10.—Federal Communications Commissioners this week turned thumbs down on the application of J. L. Statler, doing business as the Baker Hospital at Muscatine, Ia., for a recording and electrical transcription studio which would prepare programs for broadcast by stations in Canada or Mexico. It was held that public interest, convenience and necessity would not be served by granting the application.

Also filing an application for permit to construct the studio, Statler entered a brief expressing doubt that the FCC had the power to issue a permit of this type. On this point the commission cited the opinion of Judge Kennery in the case of U. S. vs. Baker et al., rendered at the District Court of the U. S. for the Southern District of Texas at Laredo. Constitutionality of the commission's power to regulate the making of electrical transcriptions for radio purposes was upheld.

In the Statler application a "need of this service" was entered by citing how the business of the Baker Hospital has fallen off since KTNT was deleted by action of the old Federal Radio Commission. Present commission, however, viewed this as not being a public need. Statler made application as the lessee of the Baker Hospital, but did not reveal the owner's name.

Guest Star Circuit Booms; 500 by JWT Since Jan. 1

Thompson's record guest star placement—Young & Rubicam, Benton & Bowles, McCann-Erickson also active—salaries from carfare to \$5,000 a shot

NEW YORK, July 10.—Guest-starring to the tune of from carfare to \$5,000 (sometimes more) is developing its own circuit comprised of network shows calling for one-time appearances of stars. J. Walter Thompson agency has called for approximately 500 guest appearances since the first of the year. Guests appeared on Lux, Shell, Kraft, Sealtest, Vallee and Floyd Gibbons shows. Thompson office, because of the large number of shows it produces, can buy talent for use on several different shows. Prices have varied from about \$250 to \$5,000. Young & Rubicam used 20 stars on Ed Wynn's show at a reputed cost of \$1,000 each. Fred Allen show has used outside talent, while swaps have been made with Jack Benny and others. Harry von Zell will use guests on his summer stint.

Disc Libraries Sign MPPA Pact

NEW YORK, July 10.—Music Publishers' Protective Association has negotiated contracts with four disc library services, the term extending from July 1, 1937, thru June 30, 1938. Firms are Associated Music Publishers, Inc.; Standard Radio, McGregor & Solie and World Broadcasting. Total copyrights in these libraries number some 6,000, and contracts represent about \$90,000.

Provisions call for an annual fee of \$15 for sustaining and local sponsorships, with national shows paying the regular 25 cents and 50 cents, dependent on whether the tune is a pop or production number.

AFL-CIO Fight Over WHN Before NLRB

NEW YORK, July 10.—In a hearing before the National Labor Relations Board over a union jurisdictional dispute between American Radio Telegraphists' Association, a CIO union, and the AFL's International Alliance of Theatrical Stage Employees, Louis K. Sidney revealed that he had been warned that there might be a strike of IATSE men and musicians if WHN signed with the ARTA. Altho WHN radio engineers have been organized by the CIO union, other MGM employees are members of AFL craft unions.

The IATSE is understood to have agreed not to press WHN for recognition while the station remained in the red, altho it had attempted to organize radio engineers several years ago.

Trial Examiner Samuel Gusack sent his report to Washington for final decision.

Promotion Shorts

A new sales promotion brochure mailed by WFIL, Philadelphia, to ad agencies and station reps heralds: "This is the Support WFIL Gives Its Advertisers in Philadelphia." Inclosure carries copies of ad proofs planted in local newspapers to plug programs of national advertisers. Space accrued the station on time swaps with the local dailies.

To the best written answer to the question "Why I Patronize WQXR Advertisers?" \$25 was awarded by station. Ten runners-up in the contest of the New York station received yearly subscriptions to the station's printed program. WQXR runs a heavy schedule of cultural programs and stresses its appeal to the discriminating fan.

WOL's Barn Dance offers "door prizes" to holders of lucky studio tickets. Lucky fans receive tickets to the Rialto Theater, Washington, D. C.

Kellogg Company, sponsor of *Sisters of the Skillet*, is offering theater tickets with most of the trimmings to winners of its jingle contest. Fifty fans will witness the regular WJZ broadcast, will then be chauffeured to the theater and will meet the stars after the play is over. Manhattan guests will be sent home in taxis and others will be taken to railroad terminals. Transportation fare will be included. Shows will be hits, and blocks of tickets will be purchased by the sponsor at a reduced rate. Shows, including *Having Wonderful Time*, *Brother Rat* and *Excursion*, will receive sendoffs on the air, with members of the casts guesting on air shows. Kenyon & Eckhardt, Inc., arranged the promotion tieup.

Back cover of the Interstate Directory will be purchased by KFRO, Longview, Tex., as well as the inside back cover. WBT, Charlotte, N. C., also recently purchased space in telephone directories.

Three new spot announcements campaigns were placed on WCKY, Cincinnati. Simmons Company, thru J. Walter Thompson Company, New York; Bunte Brothers, thru Fred A. Robbins Company, Chicago, and Baldwin Laboratories, thru Yount Advertising, Erie, Pa., signed.

Bigelow-Sanford Carpet Company, Inc., will continue and probably increase its co-operative newspaper and radio campaign. Manufacturer pays half and local dealer pays the remaining 50 per cent of ad costs. Newell-Emmet handle account.

Outdoor Show Business Is Warming Up to Use of Radio

NEW YORK, July 10.—Outdoor show business is gradually warming to the use of radio, spot announcements and 15-minute programs, aitho billboards and newspaper space will lead the air. Carnivals, circuses, expositions and walkathons are using radio, both paying and getting it off. Amusement parks and to some extent fairs, too, have found air stanzas good business.

Enterprising outdoor showmen who desire local dignitaries to appear at their shows find that natives who might be stand-offish ordinarily are "delighted to accept" invites if there's a promise of a radio broadcast of their speeches. Clara K. Knecht, now with the Al G. Barnes Circus, is one of the pioneer circus-radio advance agents. She introduces various acts to radio fans and spels about the show.

Larger expositions have, of course, made considerable use of radio in the past few years. Such attractions now usually make tieups with stations to broadcast programs from the exposition itself. Larger spots make arrangements with webs and sponsors to send talent to expositions for one-shot broadcasts. Amusement parks find that the use of a name band one or two nights a week

with broadcasts is paying promotion. Parks have used radio to a greater extent and more consistently than other types of outdoor shows. Fact that parks are fixed and don't travel makes radio a natural for them.

"Merchant tickets" are plugged by various shows on the air. This ties up with local merchants and tends to develop native good will. Such tickets are distributed by merchants to customers and are acceptable as part payment for various attractions. Midwest carnivals have been more active as radio users than most other outdoor attractions recently.

Business is, of course, strictly seasonal, but is growing. Spots are bought, but longer programs may be off, particularly if colorful material appears to be available.

DENVER, July 10.—KLZ is preparing for its second annual picnic at the Lakeside amusement park. Stunt is being plugged over station. Free admission tickets to the park, ice-cream cones, hot dogs and rides are available at the KLZ retail advertisers. Station will broadcast for 30 minutes from the park

Network Artists Slated for Buildups; Fall Sponsors Eyed

NEW YORK, July 10.—Summer talent buildup given network artists includes approximately 30 performers slated to get the heavy promotion push. Summer sustaining time gives webs and artists' bureau an opportunity to groom their talent for possible fall sponsors. In addition to sustaining shows, hopefuls are used as guests on other programs, get special promotional releases and other boosts

An indication of the attention paid to building up talent is WOR's addition of Frank Lewis to handle artists' bureau

publicity. Lewis, formerly with United Artists, will work under G. W. (Johnny) Johnstone. Corinna Muba, Joan Merrill, Walter Ahrens and Helene Daniels are slated for WOR's buildup.

National Broadcasting Company's hopefuls include Patricia Ryan, Fish-face and Figsbottle (Eimore Vincent and Don Johnson), Jean Ellington and Jean Sablon.

Columbia roster includes Gordon Graham, Del Casino, Hollace Shaw, Howard Phillips, Russell Dorr and others.

Air Briefs

New York By BENN HALL

SHARP attention was focused upon the idea of a radio "Bank Night" or a variation, with one of the larger ad agencies scouting around town digging up facts and asking questions about it. Milton Berle show, with the "auctioneer" idea, has whetted interest, while WFAB, White Plains, is drawing plenty of attention with its bingo. Several national accounts would jump on such an idea if they thought there was much possibility of a chain taking such a show. . . . Allan Courtney now conducting a Laugh Contest from the Newark Paramount. Technique calls for planting a mike in someone's face and asking him to guffaw. Beat he-hawer gets free ducats. . . . Mrs. Elmer Rice to head censorship division of American Civil Liberties Union this fall.

Dr. Irvin Stewart now sweating in a New York sun instead of Washington heat, but cooling off at Freeport evenings and week-ends. . . . July Ek's magazine has a comprehensive piece on rad-dio showing how the wheels go 'round. . . . Richard Brooks, who'll have 26 daily broadcasts in September, will

start a blog morgue in his new office. Question is: When the morgue expands where will Richard go? . . . Libeth, of the Cheerio staff, to do leading role in Toney Tantrum, radio script, but different from most ones you've seen.

Understood that professional football league wants to sell exclusive broadcast rights to a chain, but the league can't be found in the phone book. . . . Everybody talking vacation, even those whose bosses let 'em loose at 3 because of the torrid weather. . . . WNEW's Sid Schwartz, his wife, Richard Brooks and a journalistic contemporary to Nova Scotia in August. . . . John Loveton home to Wisconsin July 23. . . . Lester Blumenthal, of Kelly-Smith, vacations in July. . . . Arthur Weill and Ray Kniz at Lake George now while more WHN staffers plan. . . . Al Simon to leave for a gyping vacation July 24 and Russ Ciancy July 31. . . . Jim Stirton, Sam Ross and Dan Tutthill, of NBC's artists' bureau, now forgetting the weather, maybe. . . . Amos and Andy, now signed for three years with Campbell's Soups, have played over 190 different roles.

Chicago By SAM HONICBERG

RADIO publicists here are getting far better breaks with their daily output in local newspapers than do film publicity departments which flood the drama desks with material—most of which is dumped in wastebaskets. Radio news of local interest is not as plentiful as flicker stories. A good story about Hollywood's William Powell is usable almost any time, anywhere; but a story about a radio songstress on a station 200 miles from here is of little value to local radio eds. . . . Hal Burnett, WBDB exploiter, vacationing in New Orleans. Others from the same station now off duty are Pat Flanagan, sports announcer, and Tom Kivlan. . . . Val Sherman has been pinch-hitting for Pat.

Milt Pollack and Tom Kettering joined the Albert Kircher Company. . . . Mercedes McCambridge playing the role of Father O'Day in NBC's new serial, Feather for Luck. . . . Al Barker switched to the writing of the NBC Minstrels and Don Winslow of the Navy. . . . Henry Baze, of the Story of Mary Martin, is a former vaudevillian. Did an act with the missus as Saxe and LaPierre. . . . Drug Trade Products renewed its WJJD contract for another year. . . . R. H. Bolling, of the local John Blair & Company office, was moved to Detroit as manager of the firm's branch there. . . . Ned L. Reglein WIND program manager, leaving July 22 for a European tour. Plans to be back in six weeks.

WJJD engineering department cutting records of all station programs to afford the artists an opportunity to judge their own work. . . . Another European-bound vacationist is Dorothy Master, of NBC's local press department. . . . Roy Shield, musical director, off to Oregon on biz trip.

Wille Winn has started a new daily program over WAAP in which listeners get an analysis of the racing prospects for the day. . . . John McCormack, announcer, teaching station friends in his spare time how to fly. John makes no secret of his transport pilot's license. . . . Arthur Trask and Elia Mayer will return to WAAP with their regular programs in September.

Rudy Vallee and orchestra will fill a week at the Chicago Theater starting August 20. Will be preceded by the Ted Weems and Eddy Duchin outfits. Radio talent in that house, incidentally, is represented almost weekly with at least one act popularized over the airwaves. . . . The tourist trade is boosting the visitor figures in local studios. During June WGN entertained nearly 19,000 out-of-towners. . . . The Kavanaughs (Eddie and Fannie) are now taking in night spot openings and commenting on them during their daily club gossip program. . . . Bill White, of NBC's kindergarten show, has moved his orchestra to the Vista Del Lago Ballroom.

From All Around

THOMAS MITCHELL now sells for WCKY, Cincinnati. . . . Don Crosby named manager for Crosley Radio Corporation's radio division. . . . William A. Schudt Jr., WBT, Charlotte, N. C., has a summer home at Lake Ronkonkoma, L. I., and is using it. . . . KSL, Salt Lake City, now operates 19 hours daily, signing off at 1 a.m. M. S. Time. . . . KOIN, Portland, Ore., is hunting for a new perch. . . . Martha Dulin may be awarded the poet laureateship of WBT, Charlotte, N. C. She composes four poems a day to introduce the musical selections she announces.

Inquiring reporter, Norman Brinsley, WROK, aired such family matters as how corn beef and cabbage knocked Paul Whiteman off his diet, during interview with chef Palmer J. Gastonquay. . . . Frank A. Selts, WFAB, White Plains, feeds a half hour of culture to Westchester's discriminating via disk-pop concerts, Sundays. . . . Joe Dunlevy, former vaudevillian, directs a community sing audience on WKRC, Cincinnati. . . . Dwight, of the Dwight and Charlette Butcher combo, new to the Iowa Network artists staff, composes as well as sings hillbilly songs.

Guy Hummel, WEBR, Buffalo, technician, marries Virginia Rosegras this September. . . . Phil Lape, brother of former announcer Dick Lape, has joined the WEBR spelling staff. . . . Another Buffalo radio wedding will be that of announcer Ed Reimers to vocalist John Hutton, WEBR-WGR, and in September, Gilbert Bayak, announcer at WBRG, Hartford, Conn., has a new one called "Behind the Eight Ball." . . . Unique new feature by special events division of WWL, New Orleans, is periodical airing of various operative departments of a big metropolitan hotel. Henry Dupre, director of special events, is airing 15-minute programs of a hotel kitchen, bellhop dressing room, room clerk's and other departments on each occasion. . . . A new feature on WGBN, Birmingham, has a "Job Clinic." Leo McArthur interviews job-seekers. . . . With the taking over of WSGN, Birmingham News station, by the Blue Net of NPO on August 1, reports are becoming stronger that WBRG (Columbia) and WAPT (NBC-Red) will swap affiliations shortly after. . . . In its request for increase to 1 k. w. on 880 wave, KARE is using the claim of strong Mexican interference as main reason for boost.

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NBC South Rates Up 62%

Time buyers worried by big jump in 10 Southern stations—comparison of rates

NEW YORK, July 10.—The 62 per cent average increase in rates, now effective on the 10 Southern stations recently hooked on National Broadcasting Company's Blue web, has several of the local time buyers wondering. While the new setup intensifies NBC's coverage of the Confederate States, the up in prices will probably cause at least one time buyer to think it over before lining up the latest additions to the network.

Boost in charges will probably go to cover increased overhead and other expenses, but the 62 per cent increase is considered to be something of a jump. Following table of stations with the new and old rates uses the evening hour rate as basis; where the hour rate was not available the half-hour rate was used. WAGA, Atlanta, is not included because it is a new station.

Old Rate	Station	New Rate
\$125.00	WDSU	\$180.00
160.00	WNBR	160.00
60.00	WSGN	120.00
44.00	WJBC	120.00
42.25	KXYZ	120.00
80.00	WROL	120.00
90.00	KFDM	120.00
30.00	KRIS	72.00
67.50	KRCV	120.00

WCAP Denies Red-Ink Charge

ASBURY PARK, N. J., July 10.—Business at WCAP, operated by Radio Industries Broadcast Company, "is excellent," according to station management. The management denies the station has been a "white elephant," as mentioned in last week's issue.

Station is located at Convention Hall, but is not owned or operated by the municipality.

UNIONS' ATTEMPT

(Continued from page 3)

number of persons employed on the works program after the necessary reductions have been made will remain the same throughout the fiscal year of 1938."

Letter makes no mention of promise of government to base cuts on progress of private industry.

The some of the unions are more jittery than others over the approaching deadline of July 15, it is doubtful whether any single one will pull out to strike on its own volition, the understanding being when the labor board was set up that the groups were to act in unison. Actors' Equity would like to effect a peaceful settlement, but is none too hopeful of such an eventuality.

Meanwhile, turmoil of the local FTP scene has been added to by the growth of the Committee of Relief Status Professional Theatrical Employees of the Federal Theater Project. Organization holds that all nonrelief should be dropped in favor of professionals of relief status. H. Huffman, secretary of the committee, claims that the theatrical unions are unable to cope with the FTP situation in that such unions try to protect all members, whether relievers or nonrelievers. Currently, committee is attempting to compile figures showing that Mrs. Flanagan is wrong in claiming that the number of professional relievers is insufficient to carry on the project.

Development whereby veterans are to be given preference remains unchanged, the replacements to be balanced by firing of aliens.

Public Relations Committee for Support of the Federal Theater and Citizens Committee for Support of the WPA are sponsoring a campaign to enlist the aid of retail dealers and doctors for support of an uncurtailed WPA. Physicians are asked to comment on the effect the cut will have on the mental and physical health of their patients and families. A telegram form is being circulated among dealers, who are asked to pay 5 cents to cover cost. Form, addressed to President Roosevelt, stresses dealers' opposition to layoffs from viewpoint of reduction in purchasing power.

No Minsky Stuff

LONDON, July 3.—Four Canadian lasses appeared in the restaurant at Alexandra Palace television studio sans stockings. Gals had just been televised and entered the eating place clad in shorts, blouses and blazers. When asked to don coats they left. Women's League on Health and Beauty apologized to the British Broadcasting Corporation.

Cafes Drop Remote Wires

Prefer spot announcements—cheaper and sounds better—less blue pencil, 100

PHILADELPHIA, July 10.—With the summer lull making terrific inroads on the nitery take and forcing pruning down of floor shows and bands, remote-control broadcasts from the dance floor are being passed up in favor of spot announcement plugs. The three and four-piece combos make doubtful music for discriminating listeners and empty pews make it sound like noise coming from an empty barn.

Line charges about equalize card rates on spot announcements so it's playing a safer game in creating the right impression. And if the long-winded spiels make store traffic for the merchandisers, the fervent pleas of the announcer should serve the after dark spots in the same stead.

Stamps Cafe, Ballyhoo Club, Coconut Grove and the other A-rating niteries are now becoming regular time buyers. Mostly the one-lungers are bearing the brunt of this new biz, spots figuring they can get more plugs for their money on the 100-watters and at the same time slide thru heavily padded copy without a program director's blue pencil.

JONES BREAKS

(Continued from page 3)

number of industrial plants and business houses and the attendance for this day registered another record-breaking crowd that exceeded that of Monday.

The New Johnny J. Jones Exposition, sponsored by E. Lawrence Phillips as general director, appeared here as the midway feature in its entirety on 35 cars carrying 20 amusement rides, 16 tent theaters and a number of concessions, taxed every inch of available midway space but presented no free act owing to lack of sufficient ground for the rigging to be properly set up.

The Jones organization has appeared here several times in the past and it is now of record that the Andersonians showed their appreciation of the attractions by giving patronage which soared the midway receipts to 33 per cent increase over 1936 record. Walter A. White, general manager, reported at the close of business Saturday night, when another big crowd thronged the grounds, thus breaking all existing midway records for this fair.

The rides scored heavily in increased patronage, and the shows were very liberally attended, the favorites being Temple Des Rumba; Harlem and Dixie, minstrels; Carl Walker's Gay New Yorkers, Carl J. Lauthers' Slog Show, Royal Russian Midgets and Zeke Shumway's Hell Drivers, that during the week played to many capacity houses.

All the concessions on the grounds reported a good week, while Paddock and Lipsky, with 16 concession booths, stated that their business showed a most perceptible increase over 1936 here. Reported by Ralph Lockett for the show due to absence of Starr D'Bele, general

Record, ET Companies View Regulation Without Alarm

Disclaim any worry—deny merger move or anti-union united front—AFM exec board tackles problem July 26—recorders invited to present viewpoint

NEW YORK, July 10.—Recording and electrical transcription companies are showing no apparent nervousness in view of the approaching meeting of the American Federation of Musicians' executive board July 26, on which date the union will try to formulate a policy on regulation of discs. AFM is willing to hear anyone interested in the problem, and it is expected that James Petrillo, president of the Chicago local and a member of the board, will have plenty to say. Despite carefree attitude of the recorders, however, AFM believes that the different companies are getting together with the possible aim of presenting a united front. Federation is perfectly willing to deal with the recorders either individually or in a group, past experience with the Vaudeville Managers' Protective Association and current dealings with the film industry thru the studio labor pact leading the Federation to believe a successful settlement on recordings may be negotiated thru a mass arrangement.

AFM EXPANDS

(Continued from page 3)

is existing between the AFM and ASCAP."

The AFM's expansion has other implications. It is its answer to the threat of the Committee for Industrial Organization and it strengthens the AFM in its recording campaign. The CIO has won considerable support among AFM rank and file members, and this has been quite a worry to the AFM. Altho the CIO has not made any serious attempt to organize in show business, attempts to establish CIO musicians' locals were made recently in the Midwest.

In order not to give the CIO any unorganized music fields to mess around in, the AFM has evolved the plan to offer "affiliated charters" at \$23 each. Members of affiliated groups will pay to the AFM the "dues which the AFM pays as per capita tax to the AFL"—which now means 2 cents per member per month. The new groups will be autonomous, going to the AFM only for advice.

Probably eligible under this plan are songwriters, composers, arrangers, copyists, music teachers, music students, music instrument salesmen. Vocalists will not be taken in, according to Weber, this jurisdiction belonging to the Four A's.

It is considered possible that such performing rights societies as National Association of Performing Artists and the American Society of Recording Artists may affiliate with the AFM, as the interests of these organizations do not clash with the AFM.

The AFM now has a membership of more than 111,000. Its new policy, which is a sort of compromise with the industrial union idea, may bring it 10,000 or 20,000 more adherents. The AFM is following the steps of the International Alliance of Theatrical Stage Employees and the American Federation of Actors, both of which have been organizing workers not originally under their jurisdiction.

press representative, who had gone in advance to Evansville, Ind., in company with Tommy Thomas, special representative, and Tommy Allen, assistant manager.

17,600 at Atlanta Races

ATLANTA, July 10.—At Atlanta-Lake-wood's 14th annual Independence Day auto races, altho halted before the feature race could be run, 17,600 clicked thru gates to see Gus Schrader break the track record, with Emory Collins and Buddy Callaway also below the old mark. Eddie Elzea, Lynn, Mass., suffered a broken leg when he crashed the fence. Atlanta was third spot on John A. Sloan's and IMCA's International Gold Cup circuit, which concludes in Birmingham on Alabama State Fair half-mile track.

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

GRACE & SCOTTY
WEAF Red WJZ Blue
RADIO CITY
Coast to Coast

JOE MARSALA
His clarinet and His Chicagoans
8th MONTH HICKORY HOUSE, N. Y.
Variety Recordings

MITCHELL AYRES
and the ORCHESTRA
FASHIONS IN MUSIC
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HARRY SALTER
conducts
"LUCKY STRIKE HIT PARADE"
Every Wednesday
10-10:45 P.M. EDT
RED NETWORK NBC

BACK IN THE MONEY
THANKS TO ART HARRE, WAAF.
If a Winning Horse Will Save Your Skin,
Listen in to Willie Winn.
Daily (Except Sundays) 11:15 A.M., CDST, WAAF, Chicago.
WILLIE WINN
(THE MAN FROM MEXICO)

Program Reviews

EDST Unless Otherwise Indicated

Tommy Dorsey

Reviewed Friday, 10-10:30 p.m. Style—Dance music and vocals. Sponsor—Brown & Williamson Co. Agency—B. B. D. & O. Station—WJZ (NBC network).

The Sentimental Gentleman of Swing and his band, aided by featured vocalists, fill a half-hour spot with exciting swing alayed by a dose of sugar. Swing-eroo is, of course, provided by the band, ranking very close to tops in that field, and the sweet stuff is supplied by the vocalists. Main appeal lies, tho, in the music.

Efforts of the Dorsey clan begin rather melodiously but tamely with a special arrangement of *Black Eyes*, starting off with a haunting muted horn and gradually building into Dorseyan swing with hot choruses by clarinet and horn. The boys get a chance to really go to town with their second piece, *Beale Street Blues*, with the right of way given frequently and liberally to trombone, trumpet, sax and clarinet (but high).

The same heat is applied to *That's Plenty*, their closing number, but just before they they mellow somewhat with a medley of 1920 sentimental faves, with swing embellishments, composed of *Whispering*, with vocal chorus by Jack Leonard; *Avonlea*, showing up Dorsey's velvety tromboning, and *Japanese Sandman*. Leonard also crooned *A Penthouse on Third Avenue*. Edith Wright scores with a single offering, *Poses*, getting it across with a tricky delivery of her soft blues voice.

Plugs by Raleigh and Kool cigarets were worked in in accepted fashion. Special emphasis is given to the coupons and the variety of premiums obtainable. G. G.

Walter O'Keefe

Reviewed Wednesday, 9-10 p.m. Style—Variety show. Sponsor—Bristol-Meyers. Agency—Young & Rubicam. Station—WEAF (NBC network).

From the opening demonstration it appears unlikely that Walter O'Keefe will be able to retain the bulk of the Fred Allen-built audience. O'Keefe does, to be true, offer some humor and helps to blend the show together, but there is an inevitable comparison with Allen. And O'Keefe doesn't benefit by such comparisons.

Overemphasis was laid on the fact that O'Keefe was replacing Allen. This self-evident fact was drummed into the patient ears of the audience time and time again. It made for an extremely self-conscious show—so that O'Keefe should not bear the burden of the blame. Sharper and faster humor and less dwelling on the obvious would probably give this O'Keefe stanza greater appeal.

Peter Van Stredan's *Ork. Town Hall Quartet*, Harry von Zell, Honey Dean and the rest went thru their paces neatly. *Swing High, Swing Low* as produced by Steeden's men was something to lead ear to, while the quartet's passport novelty number held attention. Someone dug up another one-man band, but he'll probably find himself another show. B. H.

"Showboat"

Reviewed Thursday, 9-10 p.m. Style—Variety. Sponsor—General Foods Sales Co., Inc. Agency—Benton & Bowles. Station—WEAF (NBC network).

Fifth annual revival of this hour finds Charles Winninger back again at the helm as the genial, bluff Captain Henry, surrounded by a bevy of old and new voices that include Jack Haley, Virginia Verrill, Nadine Conner, Thomas L. Thomas, Warren Hull, Nancy (Cap'n Henry's wife), Hattie McDaniel, Showboat Singers and Meredith Willson's music.

As in former years, the entire show is dominated and colored by the Captain, spreading a good-natured philosophy, wit and humanity over the proceedings. Of the others the best impression was made by Virginia Verrill with her clear, easy flowing, pulsing blues voice. She did herself proud with *Cause My Baby Says It's So* and *Never Should Have Told You*. She also served as a competent foil for

some of the Haley patter. Jack Haley fares not so hot with his particular brand of humor, which demands visual appreciation. His ability as a singer also suffers after that Buddy Clark dub-in in *Wake Up and Live*. Nadine Conner displays a dulcet soprano, full of feeling, in *Aura Lee*, and also contributes the outstanding part in a duet with Thomas L. Thomas of *The Indian Love Call*. Thomas sounded only ordinary for the most part, having difficulty in forcing the high ones, but retrieved some measure of merit with a powerful and rousing delivery of *Ole Man River*. Capable contributions were also turned in by Hattie McDaniel, Patricia Wilder and Nancy Willson's Band did a swell job of the show as a whole and their *Nagasaki* was an outburst of symphonic jazz. Commercials were cleverly woven into the script and deftly handled by both

"Jell-O Summer Show"

Reviewed Sunday, 7-7:30 p.m. Style—Variety. Sponsor—General Foods Sales Co., Inc. Agency—Young & Rubicam. Station—WEAF (NBC network).

Opening Jell-O summer show went off with lots of enthusiasm but no great entertainment value. Trouble apparently in traceable to the script rather than the talent. Freddie Lightner's skit, *High-Ho For the Open Road*, a would-be satire on the joys of trailer travel, was not funny, and the fault was neither Lightner's nor his partner's, Rosella McQueen. NBC Tune Twisters, working with Jane Froman and the D'Artega Orchestra, fopped sadly in their feature piece, *I Haven't Got a Hat*, a piece of college-boy nonsense neither lyrical nor clever. Twisters' turn with Froman and the orchestra was much more satisfying.

Jane Froman, vocalist, taking Jack Benny's place as star of the show, is definitely a prime asset. She can make a punk song sound fair merely by virtue of an arresting voice. *Sang Gone With the Wind*, *Tomorrow Is Another Day*, *Whispers in the Dark* and *Stop, You're Breaking My Heart*. Rendition of *Wake Up and Live*, with the Tune Twisters, was delightfully handled all around.

D'Artega's Orchestra, given a build-up as possessing a new musical style, is a top-notch unit. Band plays with balance and melodic distinction, its best tune being *Night and Day*. Arrangement was unusually fine, great advantage be-

ing taken of the possibilities offered by the minor themes.

Don Ross, speling the show, has plenty of punch. Sales talk is very much out in the open but not unpleasant. P. A.

"Get Thin to Music"

Reviewed Tuesday, 11-11:15 a.m. Style—Reducing classes. Sustaining on WOR (MBS network).

A regulation series of torso-twisting, buttock-wrenching calisthenics, with Mr. Wallace, of the Wallace Reducing Class, giving the instructions. Business is done to a series of electrical transcribed music platters and seems a pleasurable enough session. A gal may, for instance, stand on her head to the haunting strains of *There's a Lull in My Life*, meanwhile contemplating the beneficial effects. This set of circumstances is not to be sneezed at.

Wallace has pep and verve in his delivery, his buoyancy now and then leading him into song. Grows bashful after a few bars, but it's not bad.

Program speeds along at a rapid tempo and is well handled. Spiel stresses rebuilding the body in the natural way. P. A.

"Jewish Group Theater"

Reviewed Sunday 12:30-12:45 p.m. Style—Jewish sketch. Sponsor—Margolis & Co. Station—WDAS (Philadelphia).

This stanza serves as a mood-inspiring dish, resurrecting the tear-jerking dramaturgy that characterizes much of the Yiddish theater. David Gorberg directs and authors this foreign language group. Scripting and acting rattle along at a good pace. Cast includes Mary Cohen, Ann Israel, Eugene Traichtman and Eddie Ginsberg.

Opening episode of *Bad Companions* has all home and mother stuff, but hit the mark for its intended audience. Plot centers about a jobless youth who, in desperate circumstances, joins up with a rum-running mob. Deft fadeout to be picked up next week leaves the lad framed for a top killing. In spite of the ten-twenty-third tenor of the story it never leans toward strained sentimentality. Interest is sustained at a high pitch while the action moves from scene to scene.

Hardly fodder to fetch the Americanized youth, yet it stacks up as surefire for the elders.

Odd angle has this rum-festered stint sponsored by a liquor concern. Nathan Fleisher handles the commercials and earns his corn. Open and shut has fat blurbs laid on in thick layers. Wisely avoiding the program content, spiels strike a happy theme in direct contrast.

Current Program Comment

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

Luella (Linwood) and Lanny (Gray), first finds of Ernest Cutting, of NBC Artists' Service, are doing a sustaining stint for the web and are also on WNEW, New York. Mixed team offers a homey, informal mixture of songs and gags. Cheerful, sprightly stuff without being too forced or artificial, which is common for many of these boys-and-girls routines. Their gags aren't too old, but at the same time they are none too funny. Needleful of peppier comedy would enhance the ether personalities of these two.

Gillette's redesigned air show, minus the Community Shig business, spotlights Milton Berle to good advantage. Berle's radio personality is developing fast and if succeeding shows follow the tempo of the first one the razor firm's production should be one of the topnotch Sunday evening stanzas. Berle is clever enough to let most of the gags be on himself rather than anyone else. Besides centering attraction on himself he arouses a unconscious bond of sympathy with the fan. And, rumors notwithstanding, much of Berle's material is fresh. He's well supported by Joily, Sannella's *Ork*, Wendell Hall and the rest, but it's Berle's show. Sponsor's auction, which calls for weekly prizes of 125 bicycles to the "highest bidder"—who sends in empty Gillette packages—is something of a novel merchandising stunt. It also means adding several

grand weekly to the show's nut, but trade figures it will cut in on opposition chin mowers.

Bide Dudley, dramatic critic, acting the two-fold role of theatrical commentator and emcee, keeps his WOR sustaining spot eliciting along smoothly and pleasantly. Chatter is enlivened by anecdotes of Dudley's experiences as a boy, interwoven deftly with comment on stage and screen personalities and productions. Informal and leisurely manner of presentation never lapses or drags, with the result that the 15-minute stretch is over before any audience strain can be noticed. Guest artist on the bill was Vance Campbell, "the pride of Yonkers." *Sang Sylvia* and *Mandalay* with enough distinction to classify him as a fair radio baritone.

Love and Learn is a concoction of dialog that might corner the medium-grade morons. Two females chatter about pet names for their respective males. Gals are evidently up to something involving the sending of phony letters, but it is not very clear. One husband, speaking of the wives' chatter, feels that it sounds like a psychiatric clinic. And that is about the sum and substance of this WJZ sustainer. Piece exits to the gentle strains of *Just a Love Nest* and further developments are threatened for tomorrow.

harping on the fact that no June wedding would be complete unless the happy parents provided sponsor's product. Y. P. M. Whisky, for their guests. Rides on a once weekly spread and clocked to fetch dialers at a time when airlines carry a bumper crop of foreign language musical shows. Oro.

"Stars of Tomorrow"

Reviewed Saturday, 11:30 a.m. to 12 m. Style—Children's show. Sponsor—Laco Products, Inc., Waltham, Mass. Agency—Joseph Katz Co., Baltimore, Md. Station—WAAB (Boston).

Weekly kid show, under the direction of William Earle, school principal, carries interest. Current 13-week series is divided into three Saturdays of preliminaries, with three winners selected by pop vote. Fourth Saturday is semi-final day, which nets three winners. Procedure goes on for 12 weeks, with winners being selected from the prelims and semi-finals. On the 13th Saturday winners of each semi-final contest vie in the finals.

Winners of semi-finals cop \$5 for first, \$3 for second and \$2 for third places. Final winners have chance at \$25 for first, \$10 for second and \$5 for third spots.

Most of the promotion is written on special stationery and goes to school principals, teachers and an elaborate array of data to each contestant. Public is admitted by special mailed pass.

Votes are tabulated from side of package containing purchased product.

Youngster tagged as *Master Laco* issues forth as close a vocal similarity of Bobby Green as is probably possible. Caliber of talent caught was better than good. Earle spiels his own commercials thru-out the stint. They're a bit lengthy and would maybe register more if the show's mickman, Walter Harvey, sold them. Earle can handle his kids. S. J. P.

Harry von Zell

Reviewed Sunday, 7:30-8 p.m. Style—Variety show. Sponsor—Gulf Refining Co. Agency—Young & Rubicam. Station—WABC (CBS network).

Harry von Zell has a show on his hands that should keep most of the Baker addicts at the same place on the dial Sunday nights. While the opening show consisted of much Stoopnagle and Budd for comedy effects, von Zell proved a capable and pleasant overseer. His informality blends the show together neatly.

Vivian Chelsea put across *You Are Free* and *World Is Mine* with considerable feeling and volume. Oscar Bradley's boys did their musical chores with well-rounded relish and put the musical portion on equal footing with the comical. Swing Choir and Swing Harmonist are something to contend with, and they nifted thru their paces to neat results.

Whether von Zell will do so well minus visitors Stoopnagle and Budd will be decided at future hearings. Opening show gives every indication that he'll make a good job of it. B. H.

"The Old Salt"

Reviewed Tuesday, 7:45-8 p.m. Style—Fishing talks. Sponsor—Morning Brewery Co. and Penn Reel Manufacturing Co. Station—WFIL (Philadelphia).

One of the few instances where two sponsors gang up for the same show. And Victor Frankel making his air debut as "The Old Salt" does plenty all right by and for his two paymasters. With the sound-effects man contributing the surf sounds, Frankel extols the joys of fishing. A right smart opening with nary a word about sponsor or merchandising.

Telling 'em where they're biting, what's biting and what to use to get 'em, the old salt hits a responsive chord with the line and tackle toters. Breathes deep and talks earnestly with the sincerity of an old salt, giving evidence of a keen sense at this pastime. Appeal is to the men, even directing it with a "fellows" salutation. And since he knows his scales should have no trouble making a big catch among dialers.

Subtle weaving rings in the sponsors, advising a good reel for the casting and a bottle of beer while waiting for the bite. A neat tie.

Makes a grand-stand plea for mail, promising to answer all fish queries, at the same time providing the reel firm with prospectives. Beer house sends a fisherman's bulletin to the asking. Never getting sticky with sentimentality and saving the sponsor plugs for the windup, the old salt should have smooth sailing on his daily schedule. Oro.

Outlook Dark For WPA-ites

Weber in touch with Hopkins—802 urges national action, hoping militancy

NEW YORK, July 10.—Attempt of Musicians' Local 802 to enlist the support of the American Federation of Musicians in obtaining a stoppage of the Washington order announcing curtailment of the WPA Federal Theater and Music projects by July 15 drew from Joe Weber, AFM president, the information that the Federation has been attempting this all along. Meeting between Weber and the local executives was held Thursday.

AFM prexy pointed out in a recent letter to Harry Hopkins, WPA administrator, that the government, when it decided upon a cut of one-half million, promised to do it on the basis of improved employment conditions in private industry. In music there has been no such improvement, the primary cause being mechanization, according to Weber.

In addition to stressing the inroads made by canned music, Weber further says that the Federation is continually in contact with Washington officials in an effort to rescind the cut.

Attitude of Local 802 is that a general strike of allied theatrical crafts' unions should be called.

In Local 802, 470 are on home relief now, and 250 more will be added if the cut goes thru.

Stuff Smith East: "Out" All Around

NEW YORK, July 10.—Stuff Smith's home musicians' Local 533 has notified New York Local 802 that it has "erased" Stuff from membership. Order to suspend Smith came from national prexy's office.

Meanwhile, Stuff has returned east and has been in contact with Joe Helbock, Onyx Club chieftain. Stuff recently left the Hollywood Famous Door, claiming that CRA paid him off in the dark. Rest of Stuff's Ork played leaderless for a while but are now out, with Louis Prima and his Five returning to the Hollywood spot.

Helbock is considerably aroused because he only released Stuff from the Onyx to play in Wanger's 52d Street pit and not to fill another night club spot. Helbock says he has a contract with Stuff running till September and he wonders why CRA Famous-Doored Stuff.

Stuff can't play in New York, Jonah Jones, Cozy Cole and the rest of the boys are lost without Stuff and 52d street is a little quieter than it would be with Stuff's fiddling.

Robbins French Office?

NEW YORK, July 10.—Robbins Music Corporation may actively engage in the publishing business in France. Statement follows recent get-together between J. J. Robbins and Alfred Curci, Continental music man who recently left for Europe after having spent considerable time here powwowing with the Robbins execs. Should the thus far unannounced details be completed, Curci will probably handle the interests abroad.

Long Beach Adds Shows

LONG BEACH, L. I., July 10.—Hotel Nassau here has signed the Silvertown Sam Cord Orchestra for the season. Sam Ross, director of the outfit for several seasons on the NBC chain, will be in charge. Floor shows will be week-end attractions.

Piano Teams Wanted

CHICAGO, July 10.—Piano teams for intermission music are in demand in local night spots. They are favored above small orchestras because piano music keeps dancers at the tables and as a consequence increases business between dance sessions. Mixed teams preferred.

Now the Boys May Show Off

NEW YORK, July 10.—The belief that the same musicians who perform so freely and faultlessly when confronted by an audience almost invariably get the fitters when locked up by themselves in a studio for a recording session has prompted the inauguration of a new policy by Irving Mills, managing director of Master records. Hereafter the studios of the company will be open to the general public, critics, press and dealers. With an audience, it is believed that the boys will do their best to please and it will also result in a more relaxed music by creating an air of informality.

Foreigners Like Light U. S. Music

WASHINGTON, July 10.—Foreign market survey by the U. S. Department of Commerce showed there was a popular trend toward lighter dance music in recording, with a distinct leaning toward those of American manufacture. Particularly true in Palestine, where restaurants and bars furnish music of radio-phonographs.

Some nations impose restrictions upon the importation of American phonograph records. In Turkey, however, the people have been urged to wear themselves away from the Oriental type of music and build up a national music based on the Western musical ideas.

NEW YORK, July 10.—John G. Paine, general manager of American Society of Composers, Authors and Publishers, is expected back from abroad July 17. Attended copyright convention.

Music Publishers May Ask AFM To Help Curb Bribes

Unable to enforce own code, publishers plan to ask union to prohibit bands accepting "bribes"—AFM cautious—doesn't want members in the middle

NEW YORK, July 10.—Possibility that the American Federation of Musicians may attempt to curb the practice of bribing band leaders for plugs is beginning to cause agitation among radio and other baton swingers. Move is currently being talked about and is considered possible in view of the failure of the Federal Trade Commission to come thru with the projected music code of fair trade practices. That the AFM, if it so wished, could go a long way in the direction of policing leaders is hardly open to question. Inasmuch as the band leader, in accepting a bribe, either in money or special arrangement, is a partner to the abusive practice, the ethical right of the Federation to clamp down is indicated.

Composers Push Yank Idiom

NEW YORK, July 10.—Recent meeting of members of the American Composers' Breakfast Club was held at the Hickory House, among those present being J. J. Robbins, Rube Bloom, Freddie Rich, Harry Sosnik, Domenico Savino, Alfred Curci, Hugo Frey, Ferd Grofe, Morton Gould and Peter DeRose. Informal discussion included a talk on the potentialities of American music and the creating of a standard of publications in an idiom distinctly American.

Walker Band to Via Lago

CHICAGO, July 10.—Barry Walker and his Swetson Orchestra, young collegiate outfit recently in from Florida, open an indefinite engagement at the Via Lago, local night spot, July 19. Band lists 11 men and uses arrangements made by its own members.

Reviews of Records

By M. H. ORODENKER

Decca

As the *Singing Marine* flicker is being released, DICK POWELL, with the movie lot maestro Lou Forbes cutting in advantageously, filters his past pipes for I Know Now, 'Cause My Baby Says It's So, You Can't Run Away From Love and with a male quartet for the backing the marching *Song of the Marines* (1310, 1311). From England ARTHUR (Street Singer) TRACY lets his soft dulcet tones fall like balsam on the ears in a doubling of *Lime-light* flicker ballads, *Nirvana* and *Stranded* (1317), a concert ork cutting thru for apropos treatment.

In the concert groove KERSTIN THOR-BORG, a Metop canary, mezzo-sopranos in German the *Card Aria* and familiar *Habanera* from *Carmen* (28038, Personality Series).

GLEN GRAY and the Casa Loma Orchestra get back to the spirit that had 'em sending the hinterlands when barnstorming for Jean Goldkette, and without going gushy on the gut bucket do right sprightly for Gene Clifford's *The Gobbin Band* and Larry Clinton's *Zig Zag* (1312).

From English shores HARRY ROY cuts some crack rhythmic mixing for a spirited sending on his *The Seat Singers*, backing with another original, the growler *Temperamental* (1314). For a bit of that British jam, JOE DANIELS, dotting on drumsticks, gets in a deep groove with his harri-houze gang for a beat out *Who?* and *Careless Love* (1313), acceptable jivin' for these shores.

For a Hawaiian dish ANDY IONA adds the conventional horns to his Islanders to heat up *Minnehaha*, a novelty Hawaiian stomp that's high-tide ridin' for the beach combers. Backing disk has the strummers drifting in a dreamy *At Night by the Ocean* (1315). The soft-voiced croon of RAY KINNEY, with Dick McIntire and his Harmony Hawaiians, cuts four unromantic sides. If you look for a romantic urge in Walkiki rhythmation, in *Hawaii Calls*, *What Can I Say After I Say Aloha?*, *Lonesome Night Blooming Cereus* and in the native brogue a gibberish *Holoholo Kaa* (1221, 1222).

With Morton Gould signed to Irving Mills the other half of the piano twosome, Bert Sheffer, is grabbed off by Ell E. Oberstein for Victor. Sheffer has whipped together a Rhythm Octet to beat it out against the Raymond Scott Quintet on Master discs.

Incidentally, Red McKenzie has the Scott senders in toto for his Variety cantations.

Victor

Jam to tickle the palate of swing epicures is provided by TOMMY DORSEY and his Clambake Seven for *Don't Ever Change* and *Our Love Was Meant To Be* (25807), Edythe Wright lifting the vocals and the clarinet lickings of Johnny Mince an aperitif what am.

BUNNY BERIGAN continues to show improvement, tooters hitting it for a better balance with *All God Chillun Got Rhythm* and with a mild rumba twist, *The Lady From Fifth Avenue* (25808). Ruth Bradley, new canary with the Berigans, gives vent to a pleasant lift on the lyriolizing.

That FATS WALLER jive grooves to better advantage on *Smarty* and *I'm Gonna Put You in Your Place* (25808), one of his best in many a moon but still under wraps. In direct contrast the ultra rhythms of GEORGE HAMILTON give smooth treatment for *The Miller's Daughter*, *Marianne* and *Would You Like To Buy a Dream?* (25806) in his stylized music-box manner.

Brunswick

His premiere on this label, HORACE HEIDT opens wide his bag of musical tricks. His familiar *The Bells of St. Mary* is coupled with *Hot Lips* (7916), spotting the light on the triple-tongued trumpeters, Sidney Mears, Jerry Brown, and Norman Kingsley. A second double, for terps tripping the Heidt way, has the Glee Club backing Bob McCoy's bary pipes for *The Miller's Daughter*, *Marianne* and forthright foxtrotology for *Gone With the Wind* (7913).

GLENN MILLER elevates to the higher priced label, batoning a crack crew for his richly orchestrated *Time on My Hands* and a get-off *I Got Rhythm* (7915), the ensemble choruses a whole course of study in swing scoring. ART SHAW continues to have designs on the B. Goodman crown, cutting a regal couplet with besaucoup bounce for *Night and Day*, and not since Red Nichols interpreted it in his Five Pennies heyday, a sender for *Someday*, *Sweetheart* (7914), a ballad of yesteryear that lends itself to lifting.

Tommy Dorsey's transcription of "Nola," cut on Victor, (25570), pointed to a new way of swinging the parlor piano piece. Collecting cats will get a chuckle and a pleasant surprise by digging up the Isham Jones wailing of "Nola" cut for Decca (814) almost

Most music publishers now are signatory to a voluntary or "gentlemen's agreement." That this pact has no teeth in it is evidenced by the recent warning given to professional men that they be good, or else.

Move for the FTC's code reached greatest proportions last winter, at which time John G. Paine was chairman of the board of Music Publishers' Protective Association. Ardor for the code was dampened when a few small independent publishers about-faced and came out strongly for no such FTC regulation.

Should the AFM tackle the situation, adherents of control within the industry would have no complaints.

Proposition has other angles, one of the most significant being the trend of all factions within the music industry to co-operate more closely. Until now the publisher and composer groups, while taking cognizance of the band leader, have not been particularly unimpaired. A more intimate relationship may be in the offing, particularly in view of the seemingly approaching rapport between the Federation and the American Society of Composers, Authors and Publishers.

The AFM has not yet been contacted on this situation, but, unofficially, it is understood that it will not go in for any plan putting the musician in the middle. The AFM executive board meets July 26 here, and publishers wanting to present a plan for a publisher-band code may appear before the board.

A year ago, The arrangements are identical—note for note and lick for lick. Also much mummbling among musickers as to crediting the arranger of "Marie," which skyrocketed Dorsey to swing fame. During the week of October 16, 1935, an unknown band of septa senders, the Royal Sunset Orchestra, battled it out with Herk Thomas at the Nixon-Grand Theater, Philadelphia. The culled cats almost made it a draw with an arrangement of "Marie," the very same cut many months later by the Dorsey dandies on Victor.

Bluebird

A definite dance urge is defined by OZZIE NELSON, four sides of smooth synopatching with *Strangers in the Dark*, *Happy Birthday To Love* (7037), and Harriet Hilliard's svelte lyriolizing dubbed on the masters for *Roses in December* and *Let's Have Another Cigaret* (7034) from her *The Life of the Flapper*. WILLIE FARMER still shows nothing on the ball, peddling stock stuff with *Strangers in the Dark* and *Stop! You're Breakin' My Heart* (7036), even the lyrics to these swell tunes deserving better voice.

KEN DRAKE, another new addition to the label's roster, also fails to rate a stamp of distinctive music in spite of padding the personnel with a trio of accordions. Make only pseudo swing in a jazz arrangement of *Musical Moments*, Franz Schubert's *Moment Musical*, which was originally scored by the master in tempo, backing the platter with mid-dlin' maneuverings for *Dixiana Brown* (7035).

Disc News in This Issue

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

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS), between 8 a.m. and 1 a.m. daily, from Friday, July 2, thru Thursday, July 8, and also, for comparative purposes, from Friday, June 25, thru Thursday, July 1. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs	
			July 2-8 Net. Ind.	June 25-July 1 Net. Ind.
1.	It Looks Like Rain	Morris	34	16
2.	Merry-Go-Round Broke Down	Harms	32	28
3.	Where or When? (M)	Chappell	27	29
4.	Sailboat in the Moonlight	Crawford	28	24
5.	The You and Me That Used To Be	Berlin	32	18
6.	I Know Now (F)	Remick	18	19
6.	Sweet Lullaby (F)	Select	18	15
6.	There's a Lull in My Life (F)	Robbins	18	13
7.	All God's Children Got Rhythm (F)	Robbins	16	21
7.	They All Laughed (F)	Chappell	16	18
7.	They Can't Take That Away From Me (F)	Chappell	16	16
7.	Gone With the Wind (F)	Berlin	16	14
7.	Cause My Baby Says It's So	Remick	16	12
8.	September in the Rain (F)	Remick	15	14
8.	Toodle-oo	Words & Music	15	7
8.	Never in a Million Years (F)	Robbins	14	24
9.	Strangers in the Dark (M)	Crawford	14	14
9.	You're My Desire	Mills	14	11
10.	When Two Love Each Other	Davis	13	12
10.	Miller's Daughter, Marianne	Shapiro, Bernstein	13	9
10.	Cuban Pete	Hollywood	13	9
10.	Image of You (F)	Felst	13	7
10.	Love Is Never Out of Season (F)	Felst	13	7
11.	Have in a Wonderful Time	Paul-Pioneer	12	11
11.	You'll Never Go to Heaven	Donaldson	12	11
11.	Caravan	Exclusive	12	10
11.	Tomorrow Is Another Day (F)	Robbins	12	8
11.	A Message From the Man in the Moon (F)	Robbins	12	6
12.	Was It Rain? (F)	Santly-Joy	11	18
12.	The Shag	Ager, Yellen	11	12
12.	Carelessly	Berlin	11	11
12.	So Rare	Sherman Clay	11	11
12.	Let's Call the Whole Thing Off (M)	Chappell	11	8
12.	Till the Clock Strikes Three	Shapiro, Bernstein	11	3
13.	Stardust on the Moon	Marks	10	24
13.	Where Are You? (F)	Felst	10	15
13.	Satan Takes a Holiday	Lincoln	10	11
13.	Stop, You're Breaking My Heart (F)	Famous	10	4
14.	You Can't Run Away From Love	Remick	9	13
14.	Our Penthouse on Third Avenue (F)	Felst	9	11
14.	Whispers in the Dark (F)	Famous	9	10
14.	Wake Up and Live (F)	Robbins	9	9
14.	Night Over Shanghai (F)	Remick	9	8
14.	Kitchy Mi Koko Ilo	Miller	9	8
14.	I Hum a Waltz	Miller	9	8
15.	First Time I Saw You (F)	Santly-Joy	8	14
15.	Me, Myself and I	Words & Music	8	13
15.	Love Bug Will Bite You	Santly-Joy	8	11
15.	Yours and Mine (F)	Robbins	8	11
15.	Song of the Marines (F)	Remick	8	3
15.	Dinah	Mills	8	2
16.	Blue Hawaii (F)	Famous	7	12
16.	Harbor Lights	Marlo	7	11
16.	Lady Who Couldn't Be Kissed (F)	Remick	7	11
16.	Heaven Help This Heart of Mine	Chappell	7	10
16.	Too Marvelous for Words (F)	Harms	7	7
16.	Without Your Love	Miller	7	4
16.	Hot Lips	Felst	7	3
16.	Vienna Dreams (F)	Harms	7	2
16.	Born to Love (F)	Harms	7	2
16.	Who'll Be the One This Summer?	Sherman Clay	7	2
16.	Sticks and Stones	Melo-Art	7	1
17.	Johnny One Note (M)	Chappell	6	17
17.	I'm Hatin' This Waitin' Around	Harms	6	12
17.	Old Clothes	Superior	6	12
17.	Turn Off the Moon (F)	Popular	6	11
17.	Honeyzuckle Rose	Santly-Joy	6	10
17.	Scatlin' in the Kit Kat	Exclusive	6	9
17.	Slap That Bass (F)	Chappell	6	9
17.	Lady From Fifth Avenue	Shapiro, Bernstein	6	7
17.	I'm Feeling Like a Million (F)	Robbins	6	7
17.	Night Ride	Mills	6	7
17.	Stardust	Mills	6	6
17.	Maybe	Donaldson	6	2
17.	I'm Getting Sentimental	Mills	6	2

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended July 12.

Chi Music Notes

CHICAGO, July 10.—George Pineus, local Shapiro-Bernstein manager, left this week for New York, where he will visit the home office and do a little vacationing.

Tessie White, of the local Forster Music Company, was in Detroit last week attending the publishers' national convention at the Book-Cadillac Hotel.

Will Rooster, local pub, sending his new release, *Just for Tonight*, along with Dolly Kay to New York, where she will

introduce it. George L. Cobb is the author.

Jimmie Eaton and Antone Iavello have just knocked off a couple of new ones titled *Love as Long as You Are* and *You're the Gurgler in My Heart*.

Mark Fisher's *Ork* at the Coconut Grove is featuring a new novelty ditty called *My Ole Dog and Me*, penned by Moran Moore and published by Forster Music Company.

Billy Hill keeping up his batting average with *The Miller's Daughter, Marianne* and *Till the Clock Strikes Three*, which he recently authored for Shapiro, Bernstein & Company.

1,500 String Pluckers Convene

DETROIT, July 10.—The 36th annual convention of the American Guild of Mandolinists, Guitarists and Banjoists was held in Detroit July 8, 7 and 8, with headquarters at the Statler Hotel. Fifteen hundred delegates attended the convention.

Detroit YMCA Boys' Banjo Band of 125 players, national boy champions, was host to the convention. Charles H. Tatham, founder and director of the "Y" band, was convention manager.

Uniformed bands in attendance came from New Orleans; Engin, Ill.; Newark, O.; St. Joseph, Mo.; Cincinnati, Minneapolis and Detroit.

Heavy Michigan Band Bookings in Detroit

DETROIT, July 10.—R. J. Marin, of Del-Ray Orchestras and Attractions office, returned this week with a whole string of band bookings.

L. J. Drake, manager of the Sylvan Beach Amusement Company, operating the Shadowland Ballroom, St. Joseph, Mich., has placed Moe Carter's Collegians to open, followed by Bus Widmer and his Clevelanders. Don Juan Rodrigo opens for two weeks July 24, followed by Monty Moninger for two weeks and Jack Rosevear for one week, opening August 21.

Rodrigo closed at Bartlett's Pavilion, Pleasant Lake, Mich., being followed by Moninger there. Jimmy Rochelle's Band opens there for two weeks July 27, with Cab Dixon Orchestra, CRA attraction, closing the season the two weeks opening August 24.

Brandt Band Opens Well

SPOKANE, Wash., July 10.—Frank Brandt's Orchestra was well received at its opening Tuesday night at the Dessert Roundup. Brandt was five years with Ted Pio-Rito as first trumpet, and was one of organizing partners of Sterling Young Band. He combines styles of both in his new 11-piece orchestra. Has Monica Whalen as blues singer. Is MCA sponsored and broadcasts every night locally over KHQ. Starting next week will go on Red network Tuesday and Saturday nights.

Utica Agency Sets Bands

UTICA, N. Y., July 10.—Continental Orchestra Corporation here has booked the Washington-Lee Orchestra for a week at the Totem Pole, Boston, opening July 16. Date follows an engagement at the Hollywood Hills Casino in the Adirondacks, where Tommy Blanton's Band begins July 16 and follows with a week at Canandaigua, N. Y.

Ray Brown has been booked by COO for a tour of New England dates after a week at Roseland Park, Canandaigua, N. Y., starting July 9. Joe Nevils' Alabama Aces have been set at Gibson's Lake Bomoseen, Vt., for the summer. Band tours Ohio in September.

Rubinoff for Chi Jubilee

CHICAGO, July 12.—Dave Rubinoff has been engaged to officiate musically with a 65-piece orchestra for the Chicago Charter Jubilee to be held at Burnham Park here August 22 to 29, inclusive.

Street Musician Insulted; His Music Called Terrible

NEW YORK, July 10.—Street musician Richard Cameron was haled into court here for violating the anti-noise ordinance, but was given a chance to disprove the charge by performing before Magistrate Bromberger.

After a few earnest and vigorous attempts on his fiddle, the alleged noise maker was ordered to stop. "I'm a student of music," cried the magistrate. "That's not music, that's terrible. Get out of here and go home. I'll suspend sentence if you'll promise not to play in my neighborhood."

Rather indignantly, his pride hurt, Cameron later confided that he was "only tuning her up." He also claimed that he was a former vaudevillian who once commanded a fancy figure and had at one time played 10 consecutive weeks at the Palace, London.

Sheet-Music Leaders

(Week Ending July 10)

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.; Gable Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Merry-Go-Round Broke Down (Harms) (2)
2. It Looks Like Rain in Cherry Blossom Lane (Morris) (1)
3. Sailboat in the Moonlight (Crawford) (4)
4. Blue Hawaii (Famous) (5)
5. Sweet Lullaby (Select) (3)
6. The You and Me That Used To Be (Berlin)
7. September in the Rain (Remick) (6)
8. Where or When? (Chappell) (8)
9. Was It Rain? (Santly-Joy) (7)
10. Never in a Million Years (Robbins) (10)
11. Carelessly (Berlin) (12)
12. Cause My Baby Says It's So (Remick) (13)
13. Little Old Lady (Chappell) (15)
14. Will You Remember? (Felst) (14)
15. Gone With the Wind (Berlin)

PHONOGRAPH RECORD best sellers will be found on page 81.

Musicians Autograph Records

NEW YORK, July 10.—When Frank Dailey and his crew wax for Variety records the song that was inspired by the Roosevelt-Dupont nuptials and written by Sally Gibbs and Hilda Emery Davis, every member will autograph the disc and send it to the couple. Title of the number is *You Are the Reason for My Love Song*.

McCoy's Return in Detroit

DETROIT, July 10.—Clyde McCoy and band, currently playing at Eastwood Gardens, have been booked for a two-week return July 30 at the Graystone Ballroom here.

Do Capacity in Savannah

SAVANNAH, Ga., July 10.—The orchestras of Claude Hopkins and Emerson Gill delighted thousands at Savannah Beach, Tybrisa Pier, during the celebration of the three-day holiday. Hopkins drew a capacity crowd Saturday night. Gill opened at the beach last Friday and will remain thru July 16. Following Gill will be Red Norvo.

Long-Distance Doubling

ROCHESTER, N. Y., July 10.—Vera Velazco, singing organist, will have to get around a bit to be on hand for her engagement at Rudd's Beach night club, Schenectady, N. Y., and her spot with Norbert Klem's Orchestra over WHAM, sponsored by the Rochester Telephone Company. Monday mornings the warbler must leave Schenectady early enough to reach Rochester in time for a rehearsal preceding the 2 o'clock radio show. She has to then hurry back to Rudd's for the evening show. That's a quota of 400 miles.

Coogan Band Unit Opens

NEW YORK, July 10.—Jackie Coogan's *Movieland Hit Parade* inaugurates the flexible unit plan for Consolidated Radio Artists July 15 with an opening at Kearney, Neb. From there the combination will head east, playing one-night stands, with exception of two weeks in Chicago, Cleveland and New York districts. Unit features Lila Lee, Princess Luana, Don Eddy and Lillian Tours and Thaya Foster.

Music Items

HARRY LINK, professional manager of Irving Berlin, leaves for the Pacific Coast August 1. Will see Berlin, who is in Hollywood putting finishing touches on his latest musical film, *Alexander's Ragtime Band*. Film will contain a half dozen new Berlin compositions.

WILLIAM HOROWITZ has replaced William Rockwell as general manager of Miller Music Company, New York. Horowitz, who represented Robbins in Chicago, has installed Billy Chandler as professional manager, with Al Gumbel and Abe Glazer as contact men, succeeding Ben Edwards, resigned.

IRVING BERLIN MUSIC COMPANY will publish the songs of the latest RKO release, *The Life of the Party*. Allic Wubel and Keith Magidson contributed the score, which includes *Roses in December* and *Here Another Cigarette*.

PAUL DENNIKER will furnish the new floor show of the Grand Terrace, Chicago. He will be responsible for book, lyrics and music. No firm has as yet been contacted for publishing rights.

Trying to cash in on fleeting fads, fast-fashioning public interest in certain personalities, nation-wide catastrophes or events that manage to usurp the front pages of our newspapers and magazines has been a thorn in the side of many so-called wise publishers. Recently a publisher thought he would capitalize on the now dying vogue of Mill, only to discover that at least three of his more aggressive competitors had beaten him to it with ditties apostrophizing the pastime. Result, conflict and unnecessary financial loss. When Will Rogers passed on they wrote and sponsored plenty of songs about him, none of which even met their cost. So it was in doing the honors of floods and other calamities. These soon found their way to oblivion. Not long ago a tribute in song was paid to a deceased movie star. The work did not sell enough to pay for professional copies. Still publishers go on backing them.

BRAUN ORGANIZATION, Chicago publisher with branch in New York, is concentrating on *Out Where the Trail Begins*. It is by the writers of *Wolf*, *Billy Kaye* and *Sid Stewart*. Another Braun song attracting attention is *A Broken Melody*, by James Blain and Phil Stewart. It is a semi-classic affair.

E. B. MARKS is forming a folio on community singing, *Time To Sing*. The format contains what appears to be the most comprehensive and largest list of songs especially adapted to this kind of exploitation. Many oldtimers are included. In particular *Ida*, *Sweet as Apples*, *Offer: A Hot Time in the Old Town Tonight* and *In the Good Old Summer Time*.

MR. AND MRS. EDGAR LESLIE are on a cruise that will take them around the world. Just a pleasure trip. Promises not to write a song en route, but you never can tell.

HENRY SPITZER, of Chappell, Ltd., is on his way to California. Trip is to look the West Coast field over and at the same time call it a vacation. Won't return for at least a month or more.

JOE DAVIS still continues to spend his spare time between writing and publishing. His latest, in collaboration with Bobby Gregory and Charles Dornberger, is called *Am I Dreaming?* Number is slated for a No. 1 plug.

EDGAR DOWELL and **Andy Razaf** doing the show tunes for the Paradise Cafe, Atlantic City's ranking home of septa shows.

NOW THAT Bert Ambrose has recorded their *Swingalong*, Ted White and Jack Menkell are pushing the finishing touches on *Rubeen Sings the Cuban*, which Louie Armstrong will introduce on the discs. *Rubeen* ditty was air premiered by White on his radio show at KYW, Philadelphia.

Frederick Bros. Book Acts

CLEVELAND, July 10. — Frederick Bros' Music Corporation has placed Harriette Coleman, formerly with the Mike Special office, in charge of its new act department.

AFM Rescinds 20 Licenses

Renews 8, restores 6—11 in Philly relinquish licenses voluntarily

NEW YORK, July 10.—Licenses revoked by the American Federation of Musicians this week number 20, and include the following: Jessa J. Johnson, St. Louis; Mike Special, Cleveland; L. T. Thornton, Aberdeen, Wash.; Carl Dickman, Auburn, N. Y.; Alton O. Schoepp, La Crosse, Wis.; Associated Colored Orchestra, Baltimore; Dixon's Orchestra Attractions Corporation, Baltimore; Rudy Feiman and Hal Gerkin, New York; Tom Drake Agency, Kansas City, Mo.; Frank W. Van Lare, Oconomowoc, Wis.; Harold L. Martin, Collins, O.; Century Orchestra Corporation, New York; Continental Booking Service, Council Bluffs, Ia.; August L. Morin, Kinross, Wis.; Williamson Entertainment Bureau, Inc., Cincinnati, and Parker and Ross, Alan Ross Associates and Joe Williams, New York.

The following 16 have voluntarily given up their licenses: L. R. Duffy, Tulsa, Okla.; Leo Zollo, Al Small, John B. Seigman, Jan Savitt, Robert M. Reese, Walter F. Phillip, Abe Neff, H. Kammerer, Moe Jaffe, Charles M. Fry and Joseph Franzosa, Philadelphia; Kennaway, Inc., Chicago; Buddy Reynolds, Virden, Ill.; and Eddie With and Ralph De Vere, Milwaukee.

Those whose licenses have been renewed are Frankie Schenk, Lima, O.; Paul J. Breedy, Reading, Pa.; Norman Felton, New London, Conn.; Maxwell T. Gall, Detroit; Robert J. Ellis, Birmingham, N. Y.; James N. McGrath Jr., Pittsburgh; Danny Goodman, Reading, Pa.; and Alex Holden, New York.

The six whose licenses have been restored include the West Orchestra Booking Company, Denver; Danny Dugan, Worcester, Mass.; Frederick Brothers, Kansas City, Mo.; Harry Pearl, New York; Burton Theatrical Office, Indianapolis; and Chester Lerch, Louisville.

Complete Piping Rock Show

NEW YORK, July 10.—Floor show for the Piping Rock, Saratoga, opening July 26, has been completed, the club being booked by Herman Citron. Vincent Lopez and ork will remain there for the season, while the acts on the opening show, scheduled for a two-week run, are Gomez and Winona, Rufe Davis, Peter Higgins and Viola Von. Don Martin heads the relief ork at the club.

Cleveland's First Sidewalk Cafe

CLEVELAND, July 10.—Harry Propert, of the Mayfair Casino, aided by Jack Lessman, is launching a sidewalk cafe for his Euclid avenue night spot. There will be a miniature band stand, with a feminine ensemble doubling with Fred Heikel's Dypsy Orchestra. Decorated in modernistic fashion, it is the first local spot of its kind.

How To Sell Milk With Music; Or Why Salesmen Act So Queer

CAMDEN, N. J., July 10.—They are now promoting the sale of milk to the accompaniment of music. And if the brainstrom of Robert O. McKinley, of the Philadelphia Inter-State Dairy Council, gets out of bounds the lowly musician will be called upon to play a greater mission in life.

Speaking before the Camden Rotary Club on "The Relationship Between Milk and Music," McKinley told his story and acted it out. "Our work is entirely educational," he related, squatting at the Steinway, "and the program must be entertaining as well as constructive. We can't give the old story that by drinking milk the child will be as big and strong as daddy—especially so after we look at some of the daddies. So that's out."

"What we do," he continued, after striking a couple of sour chords, "is to work out a musical program as, for example, the one of Oscar Belch, age six, who must devote so much time daily to

Six Spirits of Rhythm

Reviewed at the Onyx Club, New York. Style—Hot.

Instrumentation: John Kirby, string bass; Leo Spencer, drums and tympani; Dan Frye, piano; Buster Bailey, clarinet; Pete Brown, saxophone; Frank Newton, trumpet and horn; Leo Watson, maracas and trombone.

When this band gets in the groove it plays the swingingest jazz you ever want to hear. Kirby, who is one of the greatest living doghouse beaters, keeps the rhythmic motion as solid as steel and directs choruses. Bailey and Newton, absolute masters of their respective instruments, flash a style of swing that is full of color, tone and melodic variations. Pete Brown has a strain of blues in his soul and a pleasing sadness comes out of his sax even in the hottest passages.

Six Spirits are at their best in solo choruses, when one wind instrument sends and the other two weave interesting obbligatos around the lead man's harmony. Bailey at such times has a forceful attack that makes a tune simply crackle with vitality. Playing in rapid tempo, he crowds his notes in thrilling glissandos while never slurring a note. Newton can attack a chorus either in Armstrong's lusty sustained style or in the lower register, using a mute and giving out skin-pricking legato. Melodic inventions of Bailey and Newton, whether in obligato or lead, are out of this world.

Spencer is more of a virtuoso drummer than a solid man and he appears to advantage when he takes a break or a dozen measures by himself. Frye is a good orchestral pianist.

Some of their barrel-house choruses are the best of this kind heard in a long time. Unfortunately this band has such an overabundance of talent that some of its ensemble work is spoiled by becoming too complicated.

The not a dance band, this outfit's rhythm is so solid that a half dozen members of the younger degeneration were able to terp on the two by four that impresario Joe Elsbek calls a dance floor.

Woody Herman and Orch.

Reviewed at The Willows, Oakmont, Pittsburgh. Style—Dance band.

Instrumentation: Woody Herman, leader, sax and clarinet; O. S. Willard and Kermit Simmons, trumpets; Joe Bishop, flugelhorn; Neal Read, trombone; Jack Ferris, first alto sax; Dean Kincaide, third alto sax and bass trombone; Saxy Mansfield, tenor sax; Bruce Wilkey, fourth sax; Nick Hupfer, violin; Frank Carlson, drums; Ollie Mathews, guitar; Walter Yoder, bass; and Thomas Linehan, piano. Vocals by Sharrri Kaye, fem songstress and leader. Arrangements by Bishop, Kincaide, Hupfer, Mathews, Yoder and Linehan.

Emphasizing blues rhythms, this outfit, composed of youngsters whose ages run from 21 to 30, slam-bangs most of numbers, with appeal to college crowd. Sweet tunes style resembles Isham Jones.

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for bandleaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selection: **THE MOON IS IN TEARS TONIGHT** from Warner Brothers' picture, *Kid Galahad*, published by Harms, Inc.

with due cause, for Horman and five other men were with Jones until October, 1936. When present band was formed on co-op basis.

Their pops are definitely danceable, for all the rowdy-dow, with the spasmodic blues interpretation setting a balanced mood for warm-blooded steppers. Occasional hoke, such as novelty arrangement of *My Baby Smiles at Me*, with Horman imitating Ted Lewis, has show appeal. Horn, by Bishop, who composed theme, *Blue Prelude*, and Mansfield's sax get solo spots.

Wanted has fall at investigation of Rockwell-O'Keefe, according to 24-year-old Horman, who has played with Gus Arnheim, Harry Socnick and Tom Gerun, as well as Jones, band also records for Decca.

Spot has NBC hook-up thru local KDKA. Frank.

Mexican Gambling Casino Reopens as Ornate Nitery

SAN DIEGO, Calif., July 10.—Palatial Hotel Agua Caliente, just across the Mexican border, reopened last week with the ornate gambling casino transformed into a continental night spot, the Club Royale.

The \$5,000,000 hotel, race track, casino, spa and golf course folded two years ago after President Lazaro Cardenas of Mexico banned gambling. Gene Normile and his Agua Caliente Turf Club reopened the track May 8 last. Baron Long, president of the Agua Caliente Company, announces the hotel, night club and spa will not remain open after Labor Day if the summer take is unsatisfactory.

Club Royale, featuring a circular dance floor surrounded by dine-and-wine tables in place of the roulette, blackjack and chuck-a-luck layouts, opened last night in gala style. Dinner was \$2.50 per person. Old Caliente ork was intact and the floor show was reminiscent of boom times below the border during American prohibition.

Dancer Not Guilty

MILWAUKEE, July 10.—In an appeal from a District Court decision, a jury in Municipal Court decided that Donna Lu Pae was not guilty of giving an indecent public performance with her Spanish shawl dance at the Spanish Gardens here May 7.

Band Once-Overs

ZINN ARTHUR'S ORCHESTRA, cooperative band, is now playing its second season at Pinebrook Country Club, Nichols, Conn. Zinn is vocalist and guitarist, singing in five different languages. For a year the band played single engagements under George Hall, Reggie Childs, Harold Stern, Freddy Berrens and Bert Block, and in 1936 went on its own, opening at the Pinebrook Club for 14 weeks. Group went into the Roseland Ballroom, New York, for nine days, which lengthened into a two-year contract. The band themes with Zinn's own composition *Darling*. Personnel includes Al Waisfield, Jack Greenberg, Norman Corey, Larry Regensburg, Rube Rubin, Billie Cupo, Ben Wolfman, Jerry Carr, Norman Poris and Victor Michales.

Show Must Go On!

WHEELING, W. Va., July 10.—When Ruby Carmen, line girl with Don Arden's sextet at the Hon Air Country Club, died suddenly last Sunday following burns received when she fell asleep with a lit cigarette a rush call was dispatched to Detroit and another girl was in the line the following night. Ruby, 21, had worked in the club for only one night when the fatal accident occurred.

Acts Still Yelling Against Chiseling and Cancellations

AFA swamped with complaints against night clubs and bookers—reports many settlements—some legal, mostly adjustments—American Legion squawks pile up

NEW YORK, July 10.—An increasing number of complaints by performers against chiseling methods of agents, nonpayment of salaries, abrupt termination of contracts after one or two appearances and numerous other unorthodox tactics is keeping the legal department of the American Federation of Actors on the alert. Although hurried performers have been bringing to the AFA almost every grievance and every misfortune that befalls them, by far the largest number of the cries for help have been for the collection of unpaid salaries and unsettled claims of long standing. Current issue of the *AFA Reporter*, house organ, reveals that in New York the organization collected claims for W. Cunningham against the Holland Tavern, local spot, for the sum of \$317.41 and for Nolly Tate a claim of \$15 against Naida Nardi.

In Chicago the AFA won judgments against Al Borde, agent for Hubert Dyer, for the sum of \$118 for contract cancellation without due notice and for Kniffen and Doll against Jimmy Purcell, operator of the Silver Cloud Club. Also a claim for \$200 by Don Jennings and partner for injuries sustained while performing at the Oak Parks Elk Club was ironed out satisfactorily.

In Detroit the AFA collected \$155 for Mike Masters from the Purify Cafe; \$25 claim for Ames and Vivienne against the Silk Cafe, Detroit; an adjustment of Eddie Morton's claim against the Frontenac Cafe and the Gus Sun Agency; settlement of Victor and Ruth's dispute with the Villa Venice Cafe, of Chicago; collection of the \$25 claim of Lewis and York against Hecel Johnson, associate of the Peter Iodice Agency, of Detroit, and also collection of Ginger Lee's claim against the Russian Village, Detroit.

A claim of major proportions is the grievance of half a dozen AFA acts that had been contracted to perform at the Convention Hall, Atlantic City, for the American Legion. Show was locked out after the first night because promoters allegedly had been unable to pay the following night's rent. This isn't the first time the AFA has had trouble with American Legion affairs. AFA Secretary Ralph Whitehead has been in touch with Harry Colmery, national president of the Legion, pointing out that an increasing number of acts have been paid short at Legion-sponsored shows. Colmery notified Whitehead that the AFA should urge all performers to make sure their contracts were with the Legion post involved before expecting the Legion to pay. Shows staged by independent contractors, Colmery points out, make the contractors and not the Legion responsible for salaries.

AFA has also collected a salary claim for Joan Alexander against the National Theatrical Exchange of Baltimore, dropping its objections as a result against the agency receiving a license here.

Cafe Wrestling Attacked

MILWAUKEE, July 10.—Tom Terris, operator of the Terris Theatrical Club, downtown nitery, was denied an injunction Tuesday in Circuit Court to prevent the Wisconsin Athletic Commission from carrying out its alleged threat to charge him with violating the State law which gives it licensing authority over boxing and sparring exhibitions. The Terris club has been staging wrestling matches.

Bum's Rush for Benny

PHILADELPHIA, July 10.—After being all set to open at the Ritz Gardens, Atlantic City, Benny the Bum, local nitery nabob, finds himself being cast aside. The bank refused to extend credit.

"I've been mixed up in a lot of deals," philosophized Benny, "but never one as complicated as this. I sign a contract, buy a lot of glassware and book in a show, and then I hear the deal is off. There's bondholders and trustees. Half of them in Atlantic City and half of them in Woodbury. One says 'yes,' another says 'no.' So I'm staying right here. At least, it's air-conditioned."

Dallas Casino Does Capacity

DALLAS, July 10.—Staging special matinees following luncheon shows on July 3, 4 and 5, the Pan-American Casino played to nine full houses during the week-end. Proceeds of the three days amounted to more than the average weekly net.

Rudy Vallee's Band and Red Stanley, comedian, will come into the Casino Saturday, replacing Ted Fio-Rito's Orchestra. Fio-Rito opened the Casino, playing for dancing. Phil Harris will follow Vallee's two-week engagement.

Leaving for the Coast, Borrah Minevitch directed his Harmonica Rascals in a special concert of operatic selections at the second show Tuesday evening. Although Minevitch himself was forced by other contracts to leave, his harmonica outfit will main on the program.

Jack Arthur's contract expired Friday, but was extended for at least one week. When he leaves here Arthur will join the St. Louis Muny Opera in the *Pink Lady* production.

New stars coming in July 24 are Lanny Ross, Arren and Broderick and the Four Cradocks.

AFA Pittsburgh Organizer Threatened in 3-Way Fight

PITTSBURGH, July 10.—More than a dozen anonymous phone and mail threats have been received by George LaRay, local American Federation of Actors representative, advising him to "stop organizing or else." This is the latest move in a three-cornered battle here between the Entertainment Managers' Association, the Entertainers' Association and the American Federation of Actors. Each organization's leaders vow desire for harmony. Meanwhile many acts are refusing to take out-of-city bookings because, they claim, "the spots are not worth while." EMA agents are scoring unaffiliated bookers for chiseling on fees. And LaRay claims all AFA acts have been boycotted in the Pittsburgh district and that he has "a pile of affidavits proving plenty agents have been spying entertainers."

To further complicate the situation, Mrs. Billy Meisinger, EAWP proxy, yesterday revealed she had returned from a quick trip to New York, where she had arranged with AFA Secretary Ralph Whitehead to speak at a meeting of her association's members soon. LaRay, expecting Whitehead in town for the past couple months, says, "Whenever he hits Pittsburgh, we will call a meeting of entertainers. If they come, okeh. If not, okeh too. We're not knocking down to any single local organization."

The whole mess, result of the rivalry between the strictly local EAWP and the AFA for the acts' membership, and the consequent bitterness between the AFA and the managers' association seemed on the road to settlement two months ago when a trade agreement drawn up by the EAWP was tentatively accepted by the EMWP. Then came Cupid to temporarily halt peace proceedings in the person of Robert Meisinger, who married EAWP President Billy Connolly and spirited her away for a few weeks on a honeymoon.

Acts, in preferring to take one-night banquet dates here instead of longer out-of-town dates have prompted bookers to import talent from Cleveland, Columbus

Eye-Opener Derby

CHICAGO, July 10.—Several local chorines sacrificed plenty of shut-eye to double in sports at *The Daily Times* annual roller derby in the Lincoln Park oval. Gals rolled out of bed and around the two furlongs without a casualty, with Eleanor George out in front all the way to cop first prize.

Faddy Palmer and Doris Kokeah skated over the finish line to place and show, respectively, while Eleanor Christian burned up her bearings for a close fourth. All of the cuties did a neat turn. Those coming down the home stretch after the finale included June Ebert, Jane Blair, Peggy Lynn, Jerry Willow, Paula Swanson and Janis Ernst.

AFA, Musicians' Union Pull Out Chicago Show

CHICAGO, July 10.—Guy Magley, local American Federation of Actors representative, pulled floor-show acts out of the Paramount Club after a 12-day non-payment engagement which amounted to \$585.

Musicians' union pulled the orchestra for similar reason. Acts included Fritz Wick; Haxton, Harvey and Haxton; Frances Kaye, Ray Wencil and Marge LaTour. Since its opening June 16 spot withdrew to poor business.

N. J. Club Opens

ANGLSEA, N. J., July 10.—Inlet Hotel's bar and Cafe unshutters for the summer with a Babe LaTour show, including Matto and Theresa, Buddy Nolan, Marie Sloan, Bert St. Clair, Maybelle York, Helen Payne, Ann Christman, Kitty Kelly and Dick Powell's music.

Wildwood Cafe Opens

WILDWOOD, N. J., July 10.—Dayton Tavern last to light up for the summer, has Bernice Foley, Suz and Mein. Three Cashmiers for the line gals and Ken Stanley's Ork.

Club Chatter

New York:

THE BONNERS manage to keep their date in the Radio City Rainbow Room and sing with the Eddie Le Baron Orchestra over an NBC network Wednesday nights. . . . JERI WITHEE has been at Club 18 for three weeks. Others in the same spot are Roy Sedley, Aileen Cook, Jerry Kruger and Lora Dean. . . . BELMONT PLAZA is the new name for the Hotel Montclair since Ralph Hitz became its owner. . . . WILL WEBER bookings in the Mirador include Jose and Mona and Gaye Dixon. . . . JACK HILLIARD returned from a 29-week run at the Chicago Royale Frolics. . . . VIVIAN NEWELL closes this week at the Arrowhead Inn. . . . RAYE AND NALDI, inspired by the Radio City Rainbow Room, wherein they are engaged, have created a rainbow waltz which keeps Mary Rys swirling in the air thruout the entire number. Color design of her gown completes rainbow effect.

POLA BORGIA will head the show at the new Club Burl-Exquire in the St. Charles Hotel, Atlantic City, after an 18-week run at Atlantic City's Paddock Club. Special songs by Clifford Adams. . . . JIMMIE CARTER'S La Jolla Club, Tucson, Ariz., currently features Billy Jack, in his fourth week; Arnold Sisters and Beth Love.

Chicago:

SUNI SHAW is new at the Hi-Hat. . . . DIANA RAY has returned from London, where her strip-tease act was banned, for a booking at Colosimo's. . . . THEODORE AND DENESHA opened Saturday (10) at the Bon-Air Country Club for an indefinite engagement. . . . MELBA, dancer, opens July 23 in the Road to Rio at the Dallas Centennial after filling 17 weeks at Harry's New York Cabaret, Chicago.

DON ARDEN, dancer at the Bon Air Country Club, is leaving for the Coast September 1 to start on his RKO contract. . . . CARROLL AND GORMAN, piano team at the same spot, may move to the 885 Club at the end of their current engagement. . . . BURNETT AND WALT off to Boston to open at the Mayfair Club July 14. . . . WILLIE SHORE held at Colosimo's for the new show. . . . JOAN ABBOTT has left for the East. . . . JERRY LESTER and Dawn and Darrow have moved to the Coccoanut Grove. . . . SOUTHLAND RHYTHM GIRLS in indefinitely at the Open Door.

JEAN TRAVERS has followed Barbara Parks into the Bon Air. . . . COUVERT AND REED held for another four weeks at the Park Plaza, St. Louis. . . . DOROTHY BLAINE, vacationing in her home in Superior, Wis., opens at the Plantation Club, Indianapolis, Friday.

Here and There:

HARRIS AND YVONNE ASHBURN open at the Shoreham Hotel, Washington, this week, following a 10-week stay at the Essex House, New York. . . . TONI LANE'S booking at the Hollenden House, Cleveland, was arranged by Will Weber and MCA. . . . JOHNNY AND GEORGE will interrupt their summer engagement at Grossingers, Ferrdale, N. Y., to keep a week's date at the Apollo Theater, New York, July 23. . . . BERNETTE AND WALTON open this week at the Mayfair, Boston. . . . BETTY CASTLE is being held over indefinitely at the Century Club, Hollywood. . . . PERZADE AND JETAN have been engaged for the fourth season on the Lake George Show Boat, under the management of Captain Stafford. Howard LeRoy's Orchestra and Marguerite Claudet are featured on the same program. . . . BILLY ORDELLE starts his fourth month at the Club Parco, Hartford, Conn. . . . VERA VELAZCO and Roy Radcliffe shifted from the Times Square Supper Club, Rochester, N. Y., to Rudd's Beach, Schenectady, N. Y. . . . CARVINO AND YOVITA are touring the Southern States with Monte Carlo vaude unit, produced by the Benson-Clark office, Chicago. . . . DICK AND EVELYN BARCLAY will be at the Edgewood Inn, Livingston Manor, N. Y., for the summer. . . . FERNANDO AND CHARMON, Jean Blue, Irene Ferry and Wanda King concluded a seven-day run at Castle Farm, Cincinnati, July 5. Spot is now running floor attractions regularly.

Philly Battle To Be Renewed

• Musicians see flesh as doomed in Warner spots—lining up strong campaign

PHILADELPHIA, July 10.—Altho current contracts between the Warner Brothers Circuit and the musicians' union, Local 77, have until the end of the year to run, A. Anthony Tomel, union proxy, disclosed that live entertainment in the circuit houses hardly stand a chance for a revival this fall. Present indications point to the fact, he said, that the current situation is the beginning of the end of vaude in the local first-run combo houses. However, Tomel doesn't intend to stand by idly while the death knell for vaude is sounded. A plan for action is already in the formative stage. Fireworks won't start shooting until the early winter months, yet even now the battle promises to be hot and heated.

While the International of the American Federation of Musicians failed to take up the campaign for live entertainment in theaters at its convention last month, Tomel disclosed that he has come to a complete understanding with Joseph N. Weber, AFM prez, on the local situation. And if the impasse comes to a deadlock, Local 77 can look to the international head for succor. Weber has promised Tomel that unless his doctors advise against it at the time he will come here and personally enter into the local battle.

Only Warner houses showing flesh now are the Earle and the Oxford, latter cut down to a split week. De Luxe Fox house carrying the pit band for the hot months, but by the time the fall season rolls around will have practically used up its minimum guarantee on music for the year, making it possible to carry on with a straight six policy. Further indication that WB will lay low on the flesh is the bringing in of bank night and similar giveaway games for the neighborhood houses. Circuit had always campaigned against their use in movie houses until recently, when they took them up for their own houses.

First shot in impasse will find the musickers better equipped financially than they were last year in the drive. Ten per cent tax on all jobs for a campaign fund is being continued and the CIO unions will extend their help, forcing in the AFL affiliates and making it a united labor front.

Harry Russell Moves Office

DETROIT, July 10.—Harry Russell, operating the Supreme Entertainment office, moved back to his old quarters in the Hoffman Building this week and is sole booker in the office. Mary Lou West, Billy Stone and Mabel Duggan are no longer with him. Miss Duggan is now with the Affiliated Theatrical Offices of America.

Colonial Shelves Acts

DETROIT, July 10.—Summer slump hit local vaude last week when Jacob Schreiber's Colonial Theater dropped acts for the summer. House will go back to the vaudeville policy September 1, Sol Berns, of the Del-Ray Orchestras and Attractions Office, who books the house, reported.

Robinson on Howard Units

NEW YORK, July 10.—Clark Robinson has been signed to design and assist in the production of the two units to be produced by Harry Howard for next season. Boots McKenna will put on the dances. First will be the second edition of the Hollywood Hotel unit.

Success Story!

CHICAGO, July 10.—Eight years ago Ben Berl, the juggler, was an usher at the Chicago Theater here. This week he is featured on the stage bill at that house.

Shades of Albee

LONDON, July 3.—When the Prince of Wales Theater opens in September artists appearing in the non-stop vaude and revue productions under the banner of Alfred Esdalle will be given free meals in the theater's restaurant. Other comforts for performers include a bathroom in every dressing room, free medical and sun-ray treatment, hair dressing (free) and a library with a good selection of books. Theater will have revolving stage, the fourth house in the West End of London to possess one.

Twin Bill Exit Raises Chi Hopes

CHICAGO, July 10.—The planned elimination of double bills in neighborhood houses here in the fall may prove a favorable boomerang for vaudeville, local bookers opine. Leading chains have already issued statements that duals will make their exit next season, with the alternative at this time being single pictures and shorts.

The public's growing distaste against films, a majority of which have been below par for the last several months, is expected to turn the theater execs' attention to the possibility of reviving flesh in their houses. Lou Lipstone, head booker for Bababan & Katz Corporation, is lending a willing ear to talent salesmen and may test out miniature vaude bills in neighborhood B. & K. theaters this fall.

In vaude's favor at this time is the continued poor business most theaters have been doing with twin features. Exhibitors are howling for help and may invite flesh to come to their rescue.

Loew's 17 Million Profit

NEW YORK, July 10.—For the 40 weeks ended June 3, Loew's showed an operating profit of \$17,018,081 as compared to the \$11,488,106 for the same period last year. Depreciation and taxes in the amount of \$5,303,359 reduced the amount to a net profit of \$11,714,722.

Lake Mohegan Adds Show

NEW YORK, July 10.—Sonaqua Club Casino at Lake Mohegan, N. Y., has inaugurated a full-time floor show. Operator Abe Feinberg had been using only week-end attractions. Booked by Bert Jonas.

Arrowhead Adds Show

NEW YORK, July 10.—Arrowhead Inn, Westchester County, is now supplementing Irving Conn's Band with a floor show.

Post Lake Club Opens

POST LAKE, Wis., July 10.—John F. Rodgers formally opened his new Casino near here Saturday with dancing and a floor show. Zorine and her Nudists opened Wednesday.

Vaudeville Notes

MILTON FROME and Joan Lec are now in Hollywood, where they have rented a house. Frome played the Trocadero Club Sunday. . . . Danny Leeds has been engaged as production manager and social director at the Royalton Hotel, Monticello, N. Y. He is being assisted by Leo Tochin and Sally Goodman. . . . Four Vespers, current at the Radio City Music Hall, New York, will follow with engagements at the Palace, Cleveland, and State-Lake, Chicago. . . . Stanley Burns and Willie, ventriloquist act, is now on tour with the Hawaiian Nights Revue, along with Ruet and Jones. DeLucio, Lee Wilmot, Christa Carol and Marjorie Milward, playing Eastern territory. . . . Blitmore Entertainers, now known as Hawaiian Serenaders, are on their eighth week at the Hershey Hotel, Hershey, Pa., and are being held over indefinitely, booked by Jack Fauser.

HENRY HAVILAND and Jack McCauley were booked by the Mullane Theatrical Agency at the National Boy Scout Jamboree in Washington. . . . Zudella, mental act, is playing vaude houses in Wisconsin, working two weeks

Rigid Discipline and No Minsky for N. Y. Houses

• Mayor La Guardia finally issues statement—appoints tough supervisory board—nude posing oked, but Minsky name out—houses to get licenses immediately

NEW YORK, July 10.—After weeks of negotiating with Mayor F. H. La Guardia the fate of the ex-burlesque houses in this city has finally been determined. The mayor has given the oked, a released statement coming out of his office last night. The theaters are being permitted to use nude posing in production numbers, but another hitch arose yesterday when the operators were told that they cannot use the name of Minsky's as marquee attraction inasmuch as it is synonymous with burlesque. It is expected that the theaters will open Monday, in any event by Tuesday the latest, for all they have to do now is to present themselves at the office of License Commissioner Paul Moss for their licenses. Four houses will probably open immediately and two others about a week or so later. In all, the mayor's approval has been given to nine theaters.

A. C. 18-Act Show Fizzles on Fourth

ATLANTIC CITY, July 10.—A big 18-act show for the July 4 week-end at the Auditorium here, supposedly sponsored by the American Legion of Atlantic County, ran into considerable difficulties, playing only one of three contracted days to a gross of \$18. Acts were left high and dry, with legal suits and action by the American Federation of Actors hanging fire.

The acts on the show included James Braddock, Joe Louis, Fifi Dorsay, Thers Samuels, Legionnaires, the Lime Trio, Arren and Broderick, Maritza, Vallee and Lee, Eddie Nelson, Beale Street Boys, Piccianni Troupe, Sally Rand Girls, Charles Carrer, Dan Healy, Millie, Billie and Honey Nickels, and Three Mullen Sisters. Show was bought for the three days at \$7,200.

Peter J. McAndrews, of the United Stage Association, was the booker of the show, but after the July 2 showing was supposed to have turned it over to West Peterson, Atlantic City publisher. However, the doors of the Auditorium were closed to the show for the next two days. Commander Lou Herman, of the American Legion, is also mentioned in the mixup.

R-O'K Opens Chi Office

CHICAGO, July 10.—Rockwell-O'Keefe opened an office at 32 W. Randolph street here this week, placing Tommy Thatcher and George Hillman, formerly with Consolidated, in charge. Thatcher will manage the band department, while Hillman will handle acts.

Brunswick Clubs Burned

BRUNSWICK, Ga., July 10.—The swank King and Prince Club, Sea Island Beach, near Brunswick, and the King and Prince Surf Hotel were destroyed by fire Monday. Loss estimated at \$150,000.

Morgan Wynne, manager, says the club and hotel will be rebuilt immediately. While plans for reconstruction are in the making, dancing has been resumed at the Bamboo Gardens, with music by Dean Hudson and orchestra.

Few Miami Clubs Still Holding On

MIAMI, July 10.—Of the 107 night spots, bars and grills functioning during the winter season, only a handful have remained open during the summer. Included in this number are the Royal Palm, Bagdad, Merry-Go-Round, Five o'Clock, Roadside Rest, Mother Kelly's, Deauville and the Coral Gables Country Club.

Club Bagdad's summer show features Joey Cappo and a line of eight. The Royal Palm has Don Lanning as emcee, the Lewis Sisters, a line of 12 and Mannie Gates' Band. The Five o'Clock features Harry Bryan and Ross Allen's music. Mother Kelly's has the most imposing array, with Jack Taylor, Jack Reynolds, Lou George, Jerry and Stan, Larue and Sullivan, Irma Dane and a chorus.

Noel Sherman's Revue, which was at the Frolics here last season and which just closed at the Lookout House, Covington, Ky., stopped here en route to Havana, where it is slated for four weeks at the New Marti Theater.

Irving Jacobs' Bookings

SYRACUSE, N. Y., July 10.—Irving Jacobs Attractions here recently placed Kae Wagner and Dancing Darlings at the Rex Grill and Jackie Whalen and the Streamline Steppers at the Club Candee, both here; Charlotte Williams, John and Jessie Horne and Barrie Williams at Three Rivers, Phoenix, N. Y.; Shalley and Neff and Lang and Lang at Andy's Inn, here; Gamble Brothers and Gene at the Bathskeller, Elmira, N. Y.; Dot Lewis, Joyce Layne and Ray Mantors at Thompson's, Waverly, N. Y.; Irene Heaton, Jackie James, Muriel Kay and Miriam Cody at Silver Rail, Utica, N. Y.; Joe Daley, Alice Evns and Naida at Parkview Hotel, Gouverneur, N. Y.

For Exposition News

For additional news and reviews of night club and vaude talent at the Dallas, Fort Worth and Cleveland expositions see the Fairs-Expositions and Parks-Resorts-Pools departments.

4 VESPER

Teeterboard Sensation



Held Over
Radio City
Music Hall,
New York

Week of
July 23,
State Lake,
Chicago

And More
Dates to
Follow.

Met.
HARRY KILBY
RKO Bldg.,
New York.

Loew's State, New York

(Reviewed Friday Evening, July 9)

State has a good five-act show this week, but like all good things too much of it spoils the effectiveness. Show is entirely too long, running an hour and 23 minutes, with the last three acts responsible for the time stretching. Respectively, they run 20, 21 and 26 minutes. Audience tired of the going by the time the last act got around. Picture is *I Met Him in Paris*, and business at this viewing was good.

Arthur La Fleur is a strong opener, starting off with a grand display of muscle control on trapeze rings. His nec trick is amazing spinning while hanging from an iron-jaw grip. His work sandwiches okeh acro-contortion tricks by a girl.

Condos Brothers go in for some lightning tap hoofing that finds this audience a cinch. They're outstanding dancers, beating out an amazing number of taps while putting their feet thru fast paces. Their third and last number, to *Home-sweethome* Rose and also tact, is a sock, entailing competitive hoofing of strong caliber.

Gus Van gets better and better as he goes along, and the show-stop he got was thoroughly deserved. His numbers are all specials, and as usual he's best in the dialectic items. His voice is of rich quality and his personality is the kind that warms an audience to him immediately.

Harry Savoy is an unusual laugh-getter, a very funny chap who can get a lot of laughs without benefit of material. It's his style that counts, a stammering speech and a dose-dose vernacular. Stretched his act too long, tho, and got goofier as he went along. Louise Tobin assists him; she's okeh.

Arnold Johnson's *New Yorker* Revue is a heavy act, mounted and presented well, with 14 in the band, a singing group of six girls and an acro dancer, Gertrude Briefer. Music is wholesomely good, just the plain variety and not swing, rippling or the like. The six girls sing very nicely, working in two sets of harmony trios. Miss Briefer is a clever dancer, synchronizing her acro tricks very effectively. Some of the bandsters step out for solos, Lee Gellers for a warble and fat Red Pepper for a trumpet inning. Theater audiences will consider this too much flash and not enough entertainment of the light variety. *Sidney Harris.*

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, July 8)

Striking production angle connected with current Florence Rogge stage show is the number of sections in which the presentation is divided and the large number of featured names and attractions, but all unfolded and smoothly sequenced in one setting. Unit, titled *Clocks*, is divided into eight parts and features over a dozen specialties beside the house features. The entire production is run off in 30 minutes. Montedoro setting is a colorful and clever background of an assortment of various types of clocks.

Opening number, *Novelty Clock*, reveals Polly Iuen and Eleanor James, dressed as Dreaden dolls, in a lively combination of ballet and tap, and also a trio of ballet dancers, Leon Fokine, Piroka and Marie Grimaldi. In comedy eccentrics and pantomime, Iuen and James serve in subsequent numbers as heralds of ensuing acts.

Second number, *Banjo Clock*, brings to life a decorative trio in a harmony vocal. Two contraltos and soprano are Eleanor McManus, Marlan Raber and Rosa Akersten. They blend voices harmoniously in a special number arranged by Tony Morelli.

Preceded by the Corps de Ballet in an airy and pictorial routine to *Tiptoe Thru the Tulips*, and also working in conjunction with it, Betty Bannister is given the spot for some dainty solo terping while Jack de Merchant lends his voice romantically in several bars of the theme song. Theirs is the *Dutch Clock* scene.

Swing down on a huge pendulum Georgia Hayes is the sole performer in the scene titled *Pendulum*. Light blue tights enhancing her blondness and shapely form and with added saucy steps and movements she is able to sell very easily a peppy routine of taps on toes.

Glee Club occupies the stage for the next number, *Tyrolean Clock*, and in appropriate costumes do two numbers both Bavarian in favor and highlighted by solo yodeling and singing and a

smattering of slap dancing.

Vesper Brothers appear in *Clock Work* and the title is aptly symbolic and descriptive of their work. Dressed in slacks and collegiate sweaters they open with standard tumbling routines and strong-arm acro lifts and throws, but wind up with a smash hand for some novel and effective stunts on a short teeterboard.

The Hartmans are given the *Sweet-heart Clock* notch, it being a case of satirizing the satirists, for the course of their burlesque of the dance can hardly be credited to gentle and loving hands. This team, thru its finer sense of comedy and timing, has been able to garner more laughs with the least amount of obvious hoke of all contemporary dance satirists. Their offering was in two parts, a *Bolero* tango and a ballroom waltz in which an ostrich plume fan plays a riotous, tho misplaced role. Received much the best hand.

Alarm Clock is the finale and it has the entire company on its toes and participating.

Jules Silver conducted the Symphony Orchestra in the overture, a medley of the Prelude to Act 1 of *Lohengrin* and the Ride of the Valkyries, both from the pen of Wagner.

Screen showing *Knight Without Armor*. House fair. *George Colson.*

Oriental, Chicago

(Reviewed Friday Afternoon, July 9)

Nothing extensive here this week, although to please a sun-battered audience. The Three Stooges (Howard, Fine and Howard), low comedy artists, head the bill and at second show opening day stayed on for 18 minutes and garnered plenty of laughs. Most of their material is old, bits familiar and some of the routines generally hackneyed, but that didn't stop the customers from laughing out loud. Boys are funny, particularly in a house that doesn't cater to the carriage trade. Curley nets the loudest response with his head peekin'.

Emily Von Losen, shapely toe and acrobatic dancer, is featured in two line numbers, first in a high-kick toe turn and later in an acrobatic waltz, which she ends with a fast, graceful spin.

Roy, Lee and Dunn follow the opening with their zany takeoffs of film stars, knockabout work and dummy dance. Some of their work runs on the Three Stooges track, but fortunately is earlier on the bill.

Olvero Brothers, perch act, on for only five minutes, but loaded with sock tricks. Boys don't lose any time in displaying their feats. Highlight has one of them doing a headstand atop a circling perch held by the partner.

Barbara Parks, blues singer who moved in from the Bon Air Country Club, went over big with three tunes and could have easily stayed on for a fourth. We caught her at the club the other a.m. and her work, in comparison, was much more effective here, partly due to the good house and partly to the fitting spot given her. Warbled *Where is the One I Love?*, *Melancholy Baby* and *That Foolish Feeling*.

On screen, *Born Reckless* (20th Century-Fox). *Sam Honigberg.*

Roxy, New York

(Reviewed Friday Evening, July 9)

Nice variety turnout at the Roxy, with Alexander Gray the featured vocalist. Gil Lamb contributing a rare comedy singing and dancing turn, Sylvia Manon and Company doing a beautiful adagio and Max and his Gang clicking with a pooch act. Foster girls appear three times, their opening hoop routine being held over from last week.

Following Foster line, Max opens with a short soft-shoe acro turn and brings on his four terriers. Turn is as heart-warming as only a good dog act can be, with the audience giving plenty. Trickiest item is Max and the pups doing back somersaults in unison.

Alexander Gray, stage and screen singer, goes thru his act with a pleasing unaffectedness and straightforward manner. Tunes delivered covered quite a period, ranging from the *Ranger* song from *Rio Rita*, thru *Song of the Flame*, *Desert Song*, *Tea for Two*, *I Want to Be Happy*, *One Alone*, *Song in My Heart*, *Message From the Man in the Moon* and *Sailboat in the Moonlight*. Choice of songs and handling all okeh, as expected.

The art of Gil Lamb is compounded of most of the ingredients known to comedy. Excellence of the turn, however, lies in the complete fusing of singing, eccentric hoofing, hoke, mugging

and posturing. Too many comies go overboard in their particular specialties, leading to one-sided and improperly balanced pieces of business. Lamb's specialties are properly evaluated, timed and executed, with a subtle showmanship pervading all. Opens with *When You're Smiling*, rendered with a punch-drunk expression which is tops in comic lunacy. Egyptian rumba, tomfoolery with the microphone and a clever bit wherein a swallowed harmonica produces different notes while Lamb assumes different positions are a partial indication of the extent of the act. Top-notch stuff.

Tommy Sanford, harmonica player on the bill with Lamb, plays three tunes expertly, *Tiger Rag*, *When Day is Done* and *Kitten on the Keys*. Nice novelty which displays a good technical range.

Sylvia Manon and Company, three men and girl adagio turn, go thru a beautiful routine. Athleticism is not apparent, the entire number having a fluid grace and statuesque appeal. Lovely to watch, particularly with the background of the Foster girls and Viennese music.

Foster line's hoop number was held over a second week. Girls appear two other times in numbers a bit more classical than their usual routines.

Fix, *Two Who Dared* (Grand National). House okeh. *Paul Ackerman.*

Paramount, New York

(Reviewed Wednesday Afternoon, July 7)

Oh, boy, as Martha Raye would shout, this is the show combination that's going to give the Paramount a new attendance record to shoot at. The draw is Martha Raye, who in a little less than two years' time shot from a \$350 act to the \$5,250 plus fares that she's getting for this personal appearance. She rates it, for at this second show the walls were bulging with standees, the inner and outer lobbies getting the same play also. And it was all Martha Raye, as seen by the wildest demonstration in a theater that this reviewer ever saw. A good show surrounds her, the band being Emery Deuten and his crew from the *Rainbow Grill* in Radio City and with Jackie Williams, dancer, as the other act. Picture is *Easy Living*, strong entertainment also.

The Raye kid, who has come a long way via films, had a tough time performing against the antics of the audience, but she bore up under it like a real trouper. Audience, mostly youngsters of the teen age, interrupted her with personal questions, asking about her husband, admiring her dress, shouting for songs they wanted, etc. They surged down front to get a good look at her, and on her last number packed the aisles in a mad stampede to shake

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her hand, try to get her autograph, with the result that the ushers had a miserable time.

Martha was accommodating all the way, gabbing cleverly with the kids and managing to sing four songs and conducting a jam session as her get-away piece. Her songs were *Truokin'*, *The Love Bug Will Bite You*, *Mr. Faganini* and *I Can't Dance*. She gave out with all her tricks and showmanship, including that grand piece of business, the shuffle step.

Deutch and his crew do a swell job, getting plenty hot at times to prompt the kids to swing in their seats. They opened hot, got sweet midway and finished hot. Excellent musicians, corking arrangements and capable leading by Deutch. Outstanding of their numbers are *Caravan* and *Digga Digga Doo* and also okeh on such tunes as *Sailboat in the Moonlight*, *Blue Hawaii* and *Sweet Leland*. Frankie Farlish is the band's vocalist and his pipes work is sweet and landed heavily with the audience. Deutch's instrumentation comprises piano, bass, guitar, drums, two trumpets, two trombones and three axes.

Jackie Williams was a hit with his dancing, doing three numbers and begging off with a speech. He's a personality hooper, his tall and lanky appearance going well with his refreshing youthfulness. Eccentric is his style, not paying so much attention to his taps as he does to his light comedy delivery.

Sidney Harris.

Metropolitan, Boston

(Reviewed Thursday Afternoon, July 8)

Phil Spitalny and his Hour of Charm Girls occupy the spotlight for as entertaining an hour's show as this house has seen in many a moon. Show is packed with fine musicianship, good music and the showmanship of Spitalny. He works hard but his reward is reaped with the manner in which the girls work. They are a swell-looking crowd and it is doubtful if there's another girl band which can compete with them. They happily omit swing from their repertoire and come thru with downright entertaining music.

The curtain goes up on their theme, *Isle of Golden Dreams*; Spitalny is introduced, and they open with *Stompin' at the Savoy*. *Panama* follows, then *Bugle Call Rag*. It's swell and not too brassy, as is usually the case with this number. Maxine, that unusual-voiced pretty, sings *You Can't Take That Away From Me* with restraint and follows with *Never in a Million Years*, aided by the Glee Club. The only male entertainer in the show, Marvin Lawlor, gives an exhibition of what good, clean taps can do to an audience. A clean-cut youth with a personality, and he can dance.

Tiger Rag follows, and then comes Evelyn and her Violin. This gal is tops in her line and does an arrangement of her own on *Sweet Sue*. Sweet and hot, she socks 'em. Encores with *The Bee* along with the other seven violinists in the crew. Lighting effect and grouping are swell.

Came the hit of the show, the Three Little Words, a grand vocal trio. They do a comedy arrangement of *Tavern in the Town* and it's the nuts. The Glee Club does the best arrangement yet heard of *Johnny One-Note*, with Mary Brown as *One-Note*. She mutes her note and it sounds not unlike a violin. It's high, clear and unusual. Last two numbers are *Second Hungarian Rhapsody* and Ravel's *Bolero*, with the latter slightly the better of the two. It is truly a classic in the manner in which these girls present it. A rousing hand sends them off, but they return to encore with *Merry-Go-Round Broke Down*, also done differently. Gals show their versatility with varied vocal take-offs. A truly swell band.

Set is attractive and the lighting effects are of the best.

Sidney J. Paine.

Chicago, Chicago

(Reviewed Friday Afternoon, July 9)

The Fred Evans Ballet, 16 lovelies, used to good advantage this week, furnishing proper atmosphere for the featured acts with nicely routined numbers. Their modernistic ball number precedes Melba Brian's dance, their top-hat strut introduces the Debonairs, with their cowgirl hullabaloo marking the entrance for both Red Donahue and Uno and Louise Massey.

Melba still remains the statue during the line's session and then, in a bronzed body makeup, proceeds with her interpretive number and a fast circle of turns

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for a good finish. Ben Berl, juggler, follows, kidding around with three clubs and three balls in the Kavanaugh manner. Gets many laughs, but should add a couple of sock tricks for a strong sendoff.

The Debonairs, six musical comedy tap dancers, make a pleasing male combination with smooth and balanced work. Rather than show off difficult steps, which most tap combinations do, they are smart in devising production routines and the result is far more gratifying. The boys (Maurice Kenny, Eddie Gale, Hal Murray, Jack and Hal Voeth and Buddy Hertelle) stayed on for four numbers and steadily built up a receptive response. Open with a light musical comedy strut, follow with a mass tap to *Let's Go Slummin'* and turn to their excellent military routine in which they are led thru some funny maneuvers in tap. Both numbers single out Maurice Kenny, lanky and personable youth. Exit with a *Gonna-Goo Sust-O*.

Red Donahue and Uno, trained mule, do their standard turn that still nets laughs. The talk is somewhat moth-eaten, but the animal's funny antics overcome that.

Louise Massey and the Westerners are playing a return engagement and it's just a repetition to say that the act is highly harmonious and pleasing to the nth degree. Louise is sweet, both from vocal and appearance standpoints. Piped several ditties and show-stopped with little ado.

House was unusually good first show opening day. On screen, Jean Arthur in *Easy Living* (Paramount).

Sam Honigberg.

Empire, Glasgow, Scotland

(Week of June 28)

The most important vaude house in Scotland, controlled by General Theaters and Moss Empires, which also runs the London Palladium and Holborn Empire. Current show, presented twice nightly, is headed by the Duncan Sisters and is acceptable fare.

Will Power and Page, unicycle act, with the man doing all the tricks, is a good opener. Nixon and Morrison, comedians, are from Canada. Some of their comedy is not so forte, but the act is entertaining on the whole. Stanley, Eddie and Mac, American trapeze and aerial offering, are the first real sock; go thru every known trapeze and rope trick in serial evolutions and add several hair-raising tricks of their own. One thrill after another; act is faultless in routine and also splendidly costumed. Norman Evans, comedian from Rochdale, home town of Grace Fields, is practically a newcomer to vaude. He does well with his own idea of solid character comedy.

Duncan Sisters (Roseette and Vivian) play their first British vaude date in 10 years. They prove a big hit, singing and clowning to corking returns. Have

to trot out some of their older ditties as encores and requests. Louise and Company, English dog and monkey act, are pleasing, giving the bill a circusy touch. Jane Ay and Eddie Leslie, with Johnny Jackson stooging, are the only weak link on the program. Act needs overhauling, with laughs scattered and Jackson's dancing pulling it out of the flop class.

Lee Donn, American pianist, can be described as a riot. Down for 10 minutes, he had to do 18 before the audience would let him off. Sam Rayno, Irish monologist, is funny and has a fair voice. Clicks well but should shelve some blue gags. Chevalier Brothers, acro comedians with new ideas, follow everything to click in the closing spot. Swell act and thoroughly likable.

Bert Ross.

Earle, Philadelphia

(Reviewed Friday Afternoon, July 9)

It's only once in a blue moon that local radio talent gets an opportunity to mount the foots. But after this showing many a blue moon will pass before they get that chance again. Either talent meant little on the outside and less after showing on the inside. Henry Armetta, flicker face, was set for the marquee strength, and a last-minute padding of nitery acts gave it some semblance of a show.

KYW's contribution may be dismissed as a noble test that wasn't meant to be. Mike contingent is a youthful gang, yet of vet standing in wooing the ether waves but far from ready for coming out in the open. Radio hopefuls included the Tell Sisters (three), who harmonize the lyrics the Boswell way. Plenty all right for car impulses, but lost when selling it in the open. Vocalizing of the Three Swanks and the Three Naturals is the typical night club strutting type, only these male threesomes are lost in an audience. Ralph Elsmore has the unseen builder-upper as a "romantic" tenor. Lad has soothing pipes but falls down on selling 'em direct. Further

Too Good an Act

CHICAGO, July 10.—A magician who has been doing a 30-minute act in a local night spot was forced to cut his turn in half when the manager complained that table and bar business are at a complete standstill during his appearance.

dismayed by a mixup on the ork cues and had to sing his piece without accomps.

Best bit had the Tells and Naturals giving Elsmore a glee-club backing for *Chapel in the Moonlight*, but also lacked showmanship. Bonnie Stuart, KYW thrush, rushed on after it was almost over to make it a duet.

Andy Arcari, accordionist, was a last-minute substitution in the radio gang. Not in the neophyte class that stamps the others, yet he has been squeezing his box around town on club dates for many summers before getting a crack at radio. Follows a couple of classics and swingy ones to demonstrate his complete mastery of the instrument.

Cheering ovation that greeted the entrance of Henry Armetta overshadowed the reception of the many star flicker names who make this house. A tall fem for straight, he indulges in a skit on the usual man-and-wife family tiff, making openings for his blood pressure to raise to the rage point. Delivery strong and had to beg off, making the per usual glad-to-be-here apiel.

Itung in as a radio act, the Two Jacks, males in tails, indulge in airy soft-shoe (See EARLE, PHILADELPHIA page 22)

New Club in Brooklyn

NEW YORK, July 10.—New Penway Garden, operated by John Stampfl, opened yesterday at Fulton street and Pennsylvania avenue, Brooklyn. Dancing and entertainment will be featured Friday to Sunday. Host and emcee is Charles Robles. Music by Ray Kenny.

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Radio City, New York

Congress Casino, Congress Hotel, Chicago

Caught on a Friday night, one of the most profitable for this spot, business was bad. During week-ends this room has been a popular assembly hall for the high-school grads and merry collegiates, but the current orchestra apparently is not swifty enough for them. Jesse Crawford's newly organized outfit plays good music, but the unusual setup (two organs and a harmonica among instruments used) while novel does not carry the bang of other name bands.

The new floor bill, too, shapes up as an incongruous hodgepodge of entertainment. Acts in themselves are good but combined make a dull show. Paul Small, vocalist with the band, is master of ceremonies.

Frieda Sullivan, talented acro dancer, contributes siew and fast numbers that are dotted with good tricks. She is a standout with diving cartwheels and fast one-hand work. Nyra Nash, attractive blues singer, follows with three numbers, good arrangements well delivered. Did *Jamboree Blame It On the Rumba* (this one a poor choice) and *Never in a Million Years*.

White and Manning, comedy dance team, displayed a funny Spanish routine, some well-timed bits of business stimulating hand-mittings. Did brief dance gags for an encore.

Jesse Crawford comes on next to play excerpts from *Rhapsody in Blue* and is then joined by Helen for a medley of pop tunes. A good hand brought back the missus for her arrangement of *Dinah*. They are swell organists but still lack the showmanship one would expect such veterans to have.

Florence Mayo, still pretty and shapely, and Pansy, the Horse, conclude the bill. Do the familiar vaude routine and milk many laughs.

Varzos and McDowell, piano team, en-

tain between dance sessions. Shows are presented twice nightly, with a \$2 minimum the high at all times.

Sam Honigberg.

Hollywood, Buffalo

After he entertained hundreds of smooth dance lovers nightly the past two weeks Lang Thompson's departure this week will be deeply regretted at this Military road, Tonawanda, N. Y., spot, just on the outskirts of Buffalo.

Fresh from a three weeks' stay at the Lookout House, Covington, Ky., where it will return July 18, Lang's Band is a real treat to dancers here and listeners over WGR. Not too jazzy, the band is a smart variation from the smooth to swing music, striving for balance. In accomplishing this the secret seems to be in the clever arrangements rather than in the execution of the music itself. Every number is preceded by eight bars of old-time music and then modulated into the modern theme thru a vocal presentation. Credit for the fine arrangements must be given to Dick Roberts, piano, but Thompson also does much of the arranging.

Band men are Al Michell, first trumpet; Clyde Hunter, first trombone; Pat Phillips, second trombone and novelty singer; Louis Ferrisotto, first alto sax, clarinet and flute; Bob Goebel, third alto sax, clarinet and flute; Royce Turner, second tenor sax and clarinet; Deacon Dunn, fourth tenor sax and clarinet; Gordon Thompson, drums; Bob Heuer, guitar and violin; Jimmy Green, bass and tenor vocalist.

Jeri Harris is featured singer. Voice is sweet and delivery pretty good. Does a vocal for nearly every dance number, sending the band off to a good start.

Sylvia Jordan is another favorite here. She has a powerful yet very sweet tone, and her song medleys are received with heavy applause.

Thompson is a modest and talented orchestra leader, who also wields a nifty accordion. He's got a friendly, sincere personality that should take him a long way.

Harold J. Warner.

London Night Spots

LONDON, June 30.—Aileen Stanley followed the Duncan Sisters at the Cafe Anglais. Proved popular here and sang seven or eight numbers at each session.

Harry Richman and Florence Desmond appear as a team, besides showing their respective singles, both pop at the Cafe de Paris. Venture is highly successful. Couple clown their way thru to belly laughs and register solidly with their more serious efforts. Lew Stone and band remain.

Kent and Paddy, acro-medians, come into the Cochran revue. Eve in the Park, at the Trocadero. Good act with plenty of funny situations. Carr and Cork, foot jugglers, are also newcomers. Sock act of show is Patsy and Bobby, dynamic and versatile American youngsters.

Vie Oliver makes his final bow to a London audience at the Triton. American comedian is plenty liked.

Freddy Dosh, mimic, clicks well at the Ritz Hotel, playing a return date.

Manhattan Six, best English girl dance act to be seen in years, is a hit at Romano's. Act rates high on routineing,

costuming and talent.

Don Loper and Beth Hayes are in their third triumphant week at the May Fair Hotel. Act is faultless and both partners enhance their dandy routines with grace and ingratiating personality.

Bert Ross.

Chez Paree, Chicago

Lou Holtz, heading the new bill with Helen Morgan, is making his night club debut here and had a little trouble getting used to the new surroundings. His stories were greeted with the usual roaring response, but his emceeing lacked speed. Repeated his stand-by tales, and his inimitable delivery in dialect is still tops.

Helen Morgan still displays some of the spark that skyrocketed her to stardom and proves that when she wants to she can be as impressive as ever. Her piano-sitting act elicited with a first-show crowd as she delivered *September in the Rain*, *Can't Help Loving That Man of Mine*, *Where Are You?* and, of course, *My Bill*. Many of our up-and-coming torch and blues singers can still improve their acts by watching Helen's expressive face and listening to her tear-choked voice.

Show opens with a medley by Henry Busse and orchestra, who have returned after a brief leave of absence. The Readinger Twins follow the 16-girl line with a novelty dance number and amaze with their unity and ease of work. Two charming little girls whose routines are refreshingly different.

Lillian Carmen, vivacious blues singer, comes on for *Broadway Rhythm*; *See, But You're Swell* and *Gershwin's Swanee*. An honor member of the swing rhythm school, Rosemary Dering, talented and graceful toe dancer, interprets a tennis player in dance and is technically faultless.

George Tapps, interpretative tap dancer, has greatly improved in showmanship and his work is as a result much better. Tapped and whirled to *Beyond the Blue Horizon*, a selection from *The Student Prince* and a tango. Netted a swell reception.

The Chez adorables do three numbers, flashily costumed and colorfully staged. Line is one of the most beautiful in town, each girl individually attractive. One of their best routines is the *Kitchen Ma Coco* tale finale, doing a fast strut in brief wardrobe against an island background.

Sam Honigberg.

The Patio, Lookout Mt. Hotel, Chattanooga

Suspended on the brow of the moun-

tain at the resort hotel, the beautiful Patio adds a continental flavor to Chattanooga's night life. Here under the stars revelers dance or sit in a spot air-conditioned by nature. Colored lights flash in the surrounding shrubbery and a man-made moon beams down on the dancers.

Ellis Farber and band provide music for dancing and have done much to make the Patio popular. Organized in Baltimore, the band has gone far since its debut here late in May. Directed by Farber, who swings a mean bow on occasion, band has rhythm and versatility and blends into pleasing music. Swing music, hot numbers or dreamy waltzes, still in demand below the Mason and Dixon, pour forth with equal ease and few requests go unheeded. The Swinger's Three, band trio, provide most of the showmanship with special arrangements, hot numbers and comedy skits.

Success of orchestra is due mainly to personality and astuteness of Farber in directing his musicians or planning new routines and arrangements.

Beginning as a singer, Farber has appeared in Baltimore and made his debut locally with Doherty's Orchestra. His excellent baritone voice made him the local favorite.

Murray Wyche.

Jake's, West Haven, Conn.

One of the few night clubs in the New Haven vicinity using talent nightly is Jake's, located in the center of activity in Savin Rock. Under Sam Rubenstein's guidance the club has grown in size so that now it can take care of over 500 patrons. Spot was recently remodeled and enlarged. Tubular lighting effects help to make nice club atmosphere.

Show staged on sizable dance floor in center of club—just in front of band stand. Stand-by talent, combined with two or three acts from New York each week, makes up show. Presented twice nightly.

Regular show features: Jimmie Saro, formerly of the comedy team of Realy and Saro, as emcee; Artie Brooks, tap dancer; Jack Riley, singer, and Harry Levenson, who entertains besides his ork leading. Saro does a nice job of the emceeing, his impersonations and singing of pop tunes being good. His "Amos 'n' Andy at Race Track" clicks perfectly. Ned Sparks bit also good.

Riley's oked vocalizing of mellow tunes is responsible for his long engagement here. Brooks, in presenting two dance numbers, shows a bit of tap dancing which is a pleasure to watch. Levenson's comic bits are a good addition to the show. With more attention he should prove an A-1 presentation. Production numbers and dance rhythms by the Levenson Orchestra help complete a good setup. Rubenstein is well liked by talent as well as patrons and the result is continued good business and good shows.

A. T. Colaninpe.

RIGID DISCIPLINE

(Continued from page 15)

type of entertainment of variety performances which shall be along revue and vaude lines." Buck feels that the operators have it within their power to bring back clean and wholesome variety performances and performers, which would be of immeasurable value in developing young talent.

The theaters recognized by the mayor's office in this move are the Eltinge, Republic, Apollo, Fulton, Gaiety and Oriental in Manhattan and the Verba, Star and Century in Brooklyn. All these theaters have already signed closed-shop agreements with the American Federation of Actors. The matter of union jurisdiction of these houses, with the Burlesque Artists' Association protesting, is scheduled to be aired this Friday (16) at a special meeting of the Associated Actors and Artistes of America.

The operators who are members of the new organization have signed an agreement extending for five years wherein they agree to abide by the by-laws of the Variety Revue Theater Association. Latter organization in its constitution and by-laws points out that it has been formed for the purpose of providing for the regulation and supervision of the stage entertainment presented by its members and to promote and uphold standards of decency. Each member is required to post the sum of \$1,000 for enforcing collection of any liquidated damages fixed by the board against any member. Any delinquency in dues can also be deducted from the bond. In the event of violations the first vio-

lation entails a fine of \$500. For the second violation the board must expel the member from the association, with a transcript of the hearings relating to the expulsion being delivered to the Commissioner of Licenses. As regards what the theaters can and cannot do, this is being left to the discretion of the board, which will act and make decisions as the occasions arise. Any definite rulings must await the reopening of the theaters for a better prospective as to the type of show to be used.

Dorothy Bryant, of the Chorus Equity Association, has already written the operators that the chorus girls in those theaters are to be members of her organization, thus effecting another closed shop. It is understood that the operators are willing to sign up with Chorus Equity, and this will probably take place early next week.

In the agreement with the AFA the operators agreed to four shows a day and one-fourteenth of the weekly salary for all extra shows. The minimum salary for principals is \$40 a week, but when an act of five or more persons is employed the matter of compensation rests with the employer and the contracting member. On any differences there is to be no lockout, but instead there is to be arbitration by a board of three, one to be chosen by the union, the other by the operators and the third by the two selected or by the Supreme Court.

The AFA also set up in its agreement that it may after 30 days from the signing of the agreement request an adjustment of working conditions. The agreement covers a three-year period.

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Continental Room, Stevens Hotel, Chicago

This is an unusually quiet room, even when crowded. The intelligentsia attracted here apparently prefers to enjoy its meals in peace and accept the entertainment with a smiling response. The room on the whole is not cheerful-looking, the somber indirect lighting and mirrored posts facing the dance floor making hilarity an unwelcome guest here. It is a rendezvous for the more reserved type of patron.

Only two acts on the floor during the summer months in addition to orchestra entertainment. Show is presented thrice nightly, with three changes in routines by the performers.

Carlos Molina and his South American music continue on the band stand and are tops in the tango, rumba and waltz fields. Carlos, himself, makes a pleasing appearance and some of his arrangements of popular Latin tunes are distinctive. He also plays American hit tunes well altho free of the accepted swing style.

Frank Payne, impersonator, and Ruthania and Malcolm, dancers, are the current floor show features. Payne has some true take-offs of notables. The act, however, is not built properly. At the first show caught, for instance, he spills his best bets early and for encores does some of his weaker imitations. At best copying the voices of Major Bowes, Fred Allen, Hal Totten (local sports announcer) and the sound of an auto race over the air.

Ruthania and Malcolm impress with straight waltz and musical comedy work. Their novelty soft-shoe musical comedy turn to *I Don't Know Why* in particular is one of their better stand-bys. For encores the girl goes Herculesian by whirling her partner over her head. Rather corny in a room such as this.

For the remainder of the summer months Molina will feature tangos and rumbas Sunday nights and Spanish songs and dances Wednesday. The leader, incidentally, doubles as emcee, speaking with a broad Spanish accent.

Food here is exceptionally good and service, in charge of Fred Thalen, excellent. *Sam Hontigberg.*

Bon Air Country Club, Wheeling, Ill.

A 40-minute auto ride from Chicago, this country haven for pleasure seekers, overlooks a vast beautiful golf course and an inviting pool amid natural surroundings. City dwellers can spend an ideal day here, enjoying the outdoors morning and afternoon and winding up in the club for a tasty dinner and a bright floor show.

Five acts, including a six-girl line, have been whipped into a fast variety show. The Don Arden Girls dress it nicely with modern well-arranged numbers, while the featured performers come thru with sock entertainment. Don, youthful and gracious-looking tap and musical comedy dancer, staged the novel line numbers, working in some himself. He also singles with fast engaging work.

Jeanne Walker, a lively tapster (and a *Billboard* possibility), follows the opening line number and makes a good impression with a *Southern Rhapsody* concoction and a *Spain* routine. Kid has a lot of personality and stems as a good prospect for film musicals.

Barbara Parks, blues singer, warbles suitable arrangements of pop tunes with proper verve and tempo. She is a tall voluminous-voiced brunet, with salesmanship one of her leading assets.

Niles Garron and Edythe Bennett, versatile dance team, have show-stop routines. They make a pleasing appearance and their work stands out because of its individuality. Grace and harmony are their strongholds, displayed in such numbers as LeQuorne's version of Rachmaninoff's *Prelude in G-Minor*, a winning waltz and fox-trot combination; *Waltz Moderne* and Gallo's *Rumba*.

Johnny Gorman and Frank Carroll, veteran piano team, are another sock duo of whom customers seldom tire. Both personable and equipped with clever and laugh-provoking material, the boys lose little time in gaining favor and building it to heavy hand-mitting proportions. Frank tickles the ivories, with Johnny and his lyrical voice at his side. Among crafty pieces caught were a different arrangement of *Did Your Mother Come From Ireland?*, *If I Had a Second Piece of Pie*, *This is California* and *Far, Far Away*. Boys also take turns emceeing the show.

Earl Hoffman's good show and dance band are on the stand nightly. It is

a fitting combination for this room, playing music both sweet and swing to draw patrons on the floor. Included among specialties is a soothing violin arrangement of *Marcheta*, which Hoffman plays with two of his cohorts, Morton Young and Joe Manne. Doubling as vocalists are Young, Charlie Dooley and Dusty Miles.

The Tip Toe Trio, strollers, have a varied selection of tunes on tap to fill requests and chase away those lulls between dance sessions. Boys are Dave Pritchard, trumpet and fiddle; George Zucco, guitar, and Hal Edwards, bass.

Prices here are reasonable and service hospitable. Tom Williams, night club manager in this neighborhood, operates the Bon Air. *Sam Hontigberg.*

El Toreador, New York

The only night club (not counting hotel dining spots) that is right on the fringe of Central Park, this Spanish atmospheric spot is holding on thru the summer.

Show has been trimmed, but it is still strong enough to satisfy. As a novelty attraction, Bert Acosta, who flew Admiral Byrd across the Atlantic in 1927 and who recently came back from three months' flying for the loyalists in Spain, is being headlined. Not an entertainer, Acosta is doing pleasing hosting, regaling customers with tales of aviation and adventure.

Show itself comprises Luis and Josefine Ojeda, who offer vivacious, colorful and authentic Mexican and Cuban dances; brunet Nena Delmontes, expressive Flamenco dancer whose castanet and heel clicking is quite a delight; Fausto Delgado, romantic tenor, singing entirely in Spanish ditties of lost love, and Juanita and Tomas, piano and violin team, doing between-show entertainment. Miss Juanita is also mistress of ceremonies, introducing the turns in intimate and ingratiating style. She also doubles on the accordion and her partner on the trumpet, the duo often joining the orchestra for special numbers.

The band is Don Juan. Eight pieces, with Juan tooting the sax—which is an odd sight for a Cuban outfit. It's a rather mediocre band, proving fair show accompaniment and acceptable dance music. In keeping with the Spanish motif, the band should be more authentically Spanish.

The spot's WNEW wire is off for the summer. Business has been fair, with week-ends the mainstay for dough. Frank Martin is manager; Ramon, the headwaiter, and Gene Fornshell, press agent.

Minimum is \$1. No cover. *Paul Dents.*

Parrish Cafe, Philadelphia

In the heart of one of the burg's half-dozen Harlems, this is one spot where the temperature on the outside runs a poor second to the fever on the inside. A mad Harlem spirit pervades and goings-on are continuous. Made to order for the monochrome-and-mink slummers, patronage being mixed and no color line drawn. Custodian of the cash register is Benny Marcus.

Entertainers stroll from table to table, paying homage to swingeroo in all their efforts, and everybody goes for it. Swing-bit bugs all rock in rhythm. The fever is catching, even for the prudes who wander in innocently.

A regulation floor show is offered twice nightly on the elevated platform. Vernon Guy, perennial emcee, lights the spark to set the fast and mellow pace. Show is produced by Chickie Martin, who serves as one in a line of three. Gals show more on the ball for spirited stepplings than the elaborate pony choruses in the tonier spots.

Talent roundup includes long-legged Slim Gillum, who scats the lyrics to his beat-up guitar accomps, getting in at the same time a lick or two of tapistics. Pee Wee Gillette, comic, contributes an Amos 'n' Andy take-off of dubious timber, and then lets out on the violent-voiced vocalizing for the race ditties. For eel-like snake-hipping, Joseph Hill and his frere Leon bring cheers for their quivers. The typlified sepia song style

is piped by Bee Charleston and Frances Alexander. The jam-up sharps and flats are jived by Bobby Lee and his ork of seven swing-outs. *Oro.*

Surfside, Atlantic Beach, L. I.

One of the big three of summer clubs, the others being Marden's Riviera and Glen Island Casino. Spots like this, comfortable thru coolness and attractive surroundings, and only a hour and some odd minutes from midtown New York, are tough competition to the Paradises and Hollywoods. The food is good, the price most attractive. And if you are woozy from liquor or the heat, you can always jump into the pool adjacent to the restaurant. New entertainment opened Thursday. Adequate, thoroly enjoyed by the good-sized crowd.

Ernie Madrigrera heads the new ork in place of the Shep Fields contingent, playing the music for dancing at dinner and supper and also playing the show. There are 12 men in the band, instrumentation comprising four saxes, one trombone, two trumpets, guitar, accordion, bass, piano and drums. Delightful music for tripping the light fantastic, best seen in the crowds that regularly turned out on the dance floor to strut their stuff. Relief crew is a swell seven-piece marimba outfit serving rumba rhythms.

Josephine Huston heads the three-act floor show, her unusual voice that can skip a couple of octaves handling nice numbers. Among her songs were *Lucky Star*, *September in the Rain*, *Cosi Cosi* and *Dance My Darling*. She makes a very nice appearance and her singing is entirely different from the overworked run of blues and torch warblers so predominant in clubs. Her performance spells class.

Gine, DeQuincey and Lewis were a show-stopper at this dinner show, their burlesqued ballroom act being surefire for laughs and applause. From the start of their straight ballrooming you'd never imagine they could switch to such hilarious hoke. Edna Janis rounds out the show with pleasing tap work, handling a Bolero routine and one of popular vein. She attempts the arty tap. *Stacey Harris.*

Piccadilly Hotel, London

Popular spot in the heart of London's West End. Acts appear twice nightly. Current floor show is given over to a small production, *Foies Sportives*, for which Philip Moss Vernon gets main credits.

Standing out is the American dance team of Marion Crawford and Joe Craskey, making a quick return here. Couple are different and have novelty in all their dances. Movements are graceful and elegant, with Miss Crawford a looker, showing a fine taste in dress.

Alec Halls, elongated English comic, with a diminutive assistant, is plenty original and funny and is a performer well equipped for floor work. Registers solidly in all he does.

Ruth and Ella Myles do well with slow-motion balancing and contortions, but the act calls for a producer. Hugh French sings, dances and displays a yen for comedy. Chorines are easy on the eyes and show talent. *Bert Ross.*

Savoy Hotel, London

Another interesting floor show limited to three well-chosen acts, all American.

George and Jack Dormonde are a sock hit and garner plenty of laughs with their funny and clever comedy on one-wheeled cycles. Act has some corking "near accidents."

The Duffins are a cinch with their rag doll number. A smart melange of acrobatics, contortions and dancing, smartly devised. Win corking applause and are recalled.

Dario and Diene are one of the best of the many ballroom, tango and rhythmic dancers to appear here. Show grace and elegance in their several routines and interpolate some unusual tricks. *Bert Ross.*

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Savoy Hotel, London—Jack Powell remains a comedy hit with his novel and funny black-face drummer act.—BERT ROSS, Billboard.
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Orchestra Notes

HUGO LIECKE and band are now stationed at the Three-Mile Inn, Monroe, La., after having finished their second year at the Rainbow Gardens, Wichita Falls, Tex.

RUSS PAPALLA and swingsters set the tempos at the Crystal Club, Natchez, Miss.

DON BESTOR and band opened at the Hotel Peabody's Marine Roof, Memphis, July 7. Followed Les Brown and his Duke Blue Devils.

EVERETT HOAGLAND and orchestra and a new floor show have opened at the Washington Youres Hotel, Shreveport, La. Unit features Dale Fellows, Art Green and Beau Lee. Booked thru MCA.

SEÑOR JOSE with his 12-piece all-Mexican band are at the Woodlawn Club, Shreveport, La.

DOC MIZE and band, featuring the Simpson Sisters, singing trio, are off on a series of one-nighters thru East and Central Texas.

FRANKIE QUARTELL and orchestra set to play the dance and show music at Dolly Weisberg's Colony Club, Chicago, which reopens this month.

FREDERICK BROS.' Music Corporation has sold the Dick Barrie and Orrin Tucker orchestras to MCA.

CHIC SCOGGIN has returned to Iroquois Gardens, Louisville, replacing Red Nichols.

LARRY FUNK and his Band of a Thousand Melodies are playing single at the New Casino, Walled Lake, Mich., the spot having discontinued double band attractions.

HOWDY WILCOX is on a temporary leave from his orchestra in Cold Springs, Hamilton Lake, Ind., suffering from a nervous breakdown.

SID DICKLER is billing his crew as "America's Youngest Swing Band" on grounds that no member is over 10 with exception of Dickler himself. Band current at Ligonier Valley Beach Club, Ligonier, Pa.

GEORGE McMURRAY is now press agenting for Horace Heidt.

HARRY FIELDS' Orchestra, a Hy Green unit, is now at the Hotel Royalton, Monticello, N. Y.

MITCHELL AYRES will stay on at the Hollywood Restaurant, New York, until September 15.

GLENN MILLER's six-month-old unit of 14 men, now at the Roosevelt, Hotel, New Orleans, is slated for the Hotel New Yorker, New York, in the fall. Miller formerly made arrangements for other band leaders, including the Dorsey's.

RALPH WEBSTER'S Band at the Roof Garden Ballroom, Arnolds Park, Ia., uses an electric clavier instead of a piano.

RAY VENTURA and his Collegians are on the stage at the Paramount; Teddy Hill's Band is with the Cotton Club Revue at the Ambassadors Theater and the Moulin Rouge dance hall, and George Johnston and his Swing Men are at the Villa d'Est, all in Paris. Ambrose and his band from Ciro's, London, are at the Chateau de Madrid, Paris.

STERLING YOUNG and orchestra have just finished a week's stint at Rio Nido on the Russian River, San Francisco. They are scheduled for the Palace Hotel there next month.

PAUL Pendarvis and band left San Francisco after waiting for more than two months to resume work in the Palace Hotel, which, with 16 other San Francisco hotels, has been closed by a strike since May 1. He will go east for an engagement.

BILL SWEET, Oakland, Calif., ballroom operator, is being profusely thanked by bay area swing fans for scheduling two ace hot bands this month. Benny Goodman on the 18th and Glen Gray on the 27th.

JACK WINSTON and orchestra will open at the Bal Tabarin, San Francisco, July 18. Will air over NBC. Deal set by Associated American Artists.

FRANK BARTON, former trumpet lead and singer with Coakley's Orchestra, which later became Carl Ravell's, has organized a band and is playing around San Francisco. He's on the local NBC announcing staff.

MICHAEL BONELLI and his Bermudians are fulfilling their first hometown engagement at the Hotel Bond, Hartford, Conn.

KEN CASEY will introduce a week-end series of band-style programs by guest conductors at the Half Moon Hotel, Coney Island, N. Y. Has added vocalists Doreen Daye, Gita Festa and Betty Williams.

PAUL MARTELL'S eight-piece band is booked at Leighton's Half Way House, Stamford, Conn., for the summer.

HARRY MOSS, head of ARA, reports that more name bands are playing one-nighters in the Midwest now than at any time in the past.

MAX DOLIN has been booked as house band in the Rivolt Theater, Portland, Ore., supplementing his Sunday radio shows over KGW.

PHIL HARRIS is the most recent name band to draw good business for Jantzen Beach, Portland, Ore., where Glenn Lee just closed.

JULIAN WOODWORTH'S Orchestra suffered a loss of \$750 worth of instruments, apparently stolen during its engagement at Club Lido Casino, Larchmont, N. Y.

THREE KINGS OF SWING opened at the Kentucky Hotel, Louisville, July 9 thru CRA.

HUDSON-DELANGE Band will go on a theater tour following its closing at Playland, Rye, N. Y., August 6.

CAB CALLOWAY will work for Republic's new picture, *Manhattan Merry-Go-Round*, in August.

CONSOLIDATED RADIO ARTISTS booked Louis Panico for the following spots: Melody Mill, Dubuque, Ia., July 11; Riverview, Des Moines, July 31, and Riverview, Milwaukee, August 3.

WHEN MIKE RILEY returns to the New Penn Club, Pittsburgh, July 18 Felix Ferdinand takes his spot at Mountain View House, Port Kent, N. Y.

JOE GUMIN and orchestra, with Sherry Bergan, vocalist, have opened an indefinite engagement at Toy's Restaurant, Milwaukee, with daily broadcasts over WTMJ, Replaced Casper Reda's Ork.

WINGY MANNONE and orchestra succeed Nino Renaldo's outfit at the Yacht Club, Chicago, July 20.

STERLING YOUNG and orchestra, a Coast outfit signed by MCA, open a 12-week engagement at the Stevens Hotel, Chicago, February 8, 1938.

AL KAVELIN'S Band opens at the Westwood Gardens, Detroit, this week.

ANTHONY CANDELORI has been added to the music program at Convention Hall, Cape May, N. J. Holding forth on week-ends, while Charlie Kerr occupies the band stand on week days.

KEN STANLEY is back for a second season at the Dayton Tavern, Wildwood, N. J.

INLET CAFE, only night spot in Angleria, N. J., ushers in the season with Dick Powell's music.

BENNY MEROFF set to follow Art Shaw at Hunt's Plaza Ballroom, Wildwood, N. J. Opens July 17 for a fortnight.

CHARLIE VERNA plays his first Atlantic City location at the Hotel Chelsea.

BILLY FISKE replaces Doc Dougherty at Philadelphia 31 Club, Dougherty leaving for a resort location.

MANNY LA PORTE back in the ork fold, sporting his new combo at Pierre's Roof, Philadelphia.

GEORGE VOGT returns for a second date at Ray's Log Cabin, Gliguester Heights, N. J. Set for an indefinite run.

BOB MILLAR and band, with Jayne Denton and Bob Morris as vocalists, wound up a month's engagement at the Olmos Dinner Club, San Antonio, July 8. Has one week at the 400 Club, Wichita, Kan., beginning July 15, then three weeks at the English Village, Tulsa.

BOBBY MEEKER and orchestra opened July 9 at the Olmos Dinner Club, San Antonio.

BUD WAPLES and band, featuring Charee Moyses, opened July 7 on the Gunter Hotel Roof, San Antonio, for an indefinite engagement. He succeeds Bobby Grayson.

VIVIAN VORDEN and her all-girl swing band, rated one of the best fem orks in the Southwest, is still holds sway at The Gleam, San Antonio.

NAN RODRIGO'S tango-rumba band, replacing Taloff's at the Hotel Traymore, Atlantic City, now consists of Raul Soler, Billy Spear, Leo Goldring, Armand Castro, Frank Caratini and Al Dell.

FOLLOWING a two weeks' engagement at Savannah Beach, Savannah, Ga., Eddie Farley and band head for Charleston, S. C., for a week at Folly Beach.

EMERSON GILL and orchestra have been booked thru MCA for an indefinite engagement at Tybrisa Pier, Savannah Beach.

KEN PALMER and Paramount Ork are playing nightly at Barbee's Pavilion, Isle of Hope, Savannah, Ga.

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Albany, N. Y.

THE EIGHT DEVOTES have been booked for the remainder of the season at Jacksonville Beach Pier, Jacksonville, Fla.
ALLAN COY, late of Ozzie Johnson's Orchestra, is now a used car salesman with Biscayna Oldsmobile, Inc., Miami.
JOHNIE TUCKER has returned to Miami from New York and now has his band at the Lido Club in the former city.

Why Line Girls Are Scarce
CHICAGO, July 10.—Dance teachers advance a sound reason for the scarcity of line girls thruout the land. They blame the depression and explain that the middle and poorer classes, who contribute almost 98 per cent of the enrollment lists in dancing schools, could not afford to send their kids for dance training.
As a result, those girls who would have enrolled between 1930 and 1934 and would have been ready to do line work this year have turned to other lines of work.

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Reviews of Acts

Ruth Terry

Reviewed at Chicago Theater, Chicago. Style—Singing. Setting—In one. Time—Eight minutes.

A shapely blues singer, not strong on voice but good on personality and delivery. Her mistake is trying to reach high notes which only emphasizes her lack of quality pipes. She opened with *Wake Up and Live*, followed with *Never in a Million Years* and closed with *Easy Lynn* of 1937, the tale of Nell, who turned stripper. For an encore she warbled *They All Laughed*. Her best work was her melodrama recital, for it did not tax her vocal facilities. Hon.

Morey Amsterdam

Reviewed at Oriental Theater, Chicago. Style—Comedy. Setting—In one. Time—Seventeen minutes.

A clever comedian, working with much ease. Even some of the familiar gags got laughs at this viewing, partly due no doubt to his individual delivery. Works with a viola, which he strums between gags and goes straight for one number. Closes with imitations of Bernie. W. O. Fields and Jolson broadcasting from jail. Back for two bows. Hon.

Judy Starr

Reviewed at Palace Theater, Chicago. Style—Singing. Setting—In one. Time—Seven minutes.

Diminutive rhythm songstress with a load of personality and a sparkling delivery. Sings in the accepted swing manner and her arrangements are quite good. When caught she warbled *Shake Your Feet and Sing* in a Harlemish manner. *They All Laughed* and *Devil and the Deep Blue Sea*. Returned for a couple of bows. Hon.

Patricia Reilly

Reviewed at the Wivel Restaurant, New York. Setting—Floor show. Style—Singing. Time—Five minutes.

Rhythm singer who did three numbers in a clear, cadent voice which has a tendency to become cold and stately, almost sprill. Opening with *They All Laughed*, she launches the first half of the number in true rhythm tempo, but lapses into a blues style towards the finish. This tune showed her to no special advantage, for it seems that Miss Reilly's voice is best suited for the

rhythmic, peppy pops such as *The Merry-Go-Round Broke Down*, with which she followed. In this one, she was able to really put to full use her catchy delivery and contagious personality. Concluding song was a request, *Maybe*.

Not possessed of a voice of quality, Miss Reilly can score consistently with a carefully selected repertoire adaptable to her particular style and voice. G. C.

Loma Ruth

Reviewed at the Wivel Restaurant, New York. Setting—Floor show. Style—Acro and control work. Time—Five minutes.

Very pretty and of exotic mien, this young lady uses those attributes for a surprise opening to her specialty dancing. Announced as an exotic personality in classic offerings, she comes on as a legitimate Spanish dancer and singer, and after a chorus to *La Patoma* and a bit of heel work she discards shawl and affectation and goes into a fast-paced workout of acrobatic and control stuff that gains impressiveness and added zing. Highlights of her work are a series of rapid spotted tynsleas and many variations of splits both on floor and in the air. Received an appreciative hand. Also teams with Carney Bee on the same show for a short and snappy hoofing turn. G. C.

Paul Haakon

With Alyce Chapelle and Earle Fox
Reviewed at Palace Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Twelve minutes.

Haakon is one of the best dancers, technically, but he lacks the showmanship to get the proper response for his valuable wares. His act as it stands now is great for dance recitals attended by the upper crust, but is above the head of the average theatergoer. Paul opens with a ballet number, followed by Alyce in just a fair toe routine to *Easter Parade*. Pianist Earle Fox takes the next spot with a medley of pop tunes well played. Paul and Alyce close the act with a combined number in which the former's expressive feet do most of the work. Hon.

The Nonchalants

Reviewed at Palace Theater, Chicago. Style—Knockabout and hand balancing. Setting—In two. Time—Eight minutes.

An amusing trio (Clarence Lee, Don Milheim and W. A. (Babe) Wasterlund) whose continuous line of funny patter gives their knockabout and mixed hand-balancing work a novel twist. Latter they do in straight and comedy, displaying several laugh-getting bits. Take falls naturally and are timed to do away with the usual draggy sessions entirely. Hon.

Milton Douglas

With Milton Charleston, Priscilla Perce and Perry Mayo
Reviewed at State-Lake Theater, Chicago. Style—Comedy. Setting—In one. Time—Twenty minutes.

Despite the handicap of familiar material Milton Douglas and his assistants had the house in constant laughter. Douglas himself works with a maximum of ease and his delivery is rather individual. Charleston and Mayo make hilarious stooges. Miss Perce comes on for a couple of bits that are a credit in the laugh department. A good closing is Charleston's long Russian pie session. Hon.

Bobby (Uke) Henshaw

With June Arliss
Reviewed at State-Lake Theater, Chicago. Style—Comedy and uke. Setting—In one. Time—Twelve minutes.

Henshaw is doing practically the same work he did for the last several seasons, only this time his first part of the act stacks up stronger than his exit routine.



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which is his uke version of *Stars and Stripes Forever*. He opens with his parrot song and instrument imitation in freak voice that is very good. June Arliss, lovely blonde, lends decorative support, doing a little talk and a mild tap routine. Hon.

Carney Bee

Reviewed at the Wivel Restaurant, New York. Setting—Floor show. Style—Toc Taps. Time—Four minutes.

Red-headed and attractive young lady in a tap offering done on toes. Succeeds in getting a hand for vivacious selling of average work of no special content or ability. Best impression is gained thru some lively stepping and numerous high kicks.

In another appearance she teams with Loma Ruth in a short but very fast bit of straight hoofing.

Has nice appearance to abet just good enough talents. G. C.

Barney Grant and Hillbillies

Reviewed at the Wivel Restaurant, New York. Setting—Floor show. Style—Comedy, dancing, songs and music. Time—Eight minutes.

A very ordinary turn depicting Missouri hillbilly humor, songs and dancing that impresses as ill-advised as to material and style and also showing need of experience. Grant fronts the act and is assisted by Lew Stevens on guitar and Orville Franks on the fiddle. Grant also chimes in with occasional flute playing.

Opener is a take-off of a Bob Burns monolog by Grant that fails to get anywhere because it sounds too much like an imitation. It is followed by a hillbilly song harmonized by all three. Then comes a slow, long-drawn-out series of gags and patter none of which crystallizes into real laughs. Instrumental medley of *Dinah* and *Mocking Bird* and exaggerated hoofing brings the act to a close. G. C.

LEROY AND SHARP, man-wife ventriloquist team, opened July 5 at the Nixon Cafe, Pittsburgh, after receiving a screen test from Paramount.

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Chi Agents Into Organizing Plans

CHICAGO, July 10.—Possibility of the formation of a local agents and bookers' association, as was first reported in *The Billboard* recently, will advance to a more solid stage late this month when the boys meet for an all-day get-together at the Bon Air Country Club July 22. Between golf, bathing and eating sessions the boys hope to reach some understanding which will spell unity in combating evils that creep into the business.

What is prompting the boys to organize this time is their listing with other private employment agencies in the State's employment bureau under one classification. This has been the cause of much grief, as a bill in the Legislature that is introduced as an aid to agencies in general may actually be an annoyance to a theatrical booker. The 10 per centers want a separate listing and as an organization plan to file a bill to that effect. They have been promised backing by W. Frank Walkowiak, chief inspector of the private employment agencies here.

Detroit Agencies Form Organization

DETROIT, July 10.—New organization of local booking agents was effected this week under the name of the Michigan Theatrical Agents and Producers' Association, succeeding the dormant Michigan Theatrical Producers and Artists' Association. Sol Berns, of the Del-Ray Orchestras and Attractions, who was president of the old organization, is president of the new group.

Other officers are Val Campbell, Gus Sun Agency, vice-president; Chuck Stanley, Artists' Service Bureau, secretary, and Henry H. Lueders, United Booking Association, treasurer. A board of directors will be elected at a later date.

Nine of the 17 licensed agencies here have already joined the organization. Latter is to be a non-profit organization, with initiation fee of \$10 for each office and monthly dues of \$1 for each booker or field man in each office.

Berns revealed that the group has been formed for protection against possible legislation detrimental to show business.

Act Sues George Flint

CHICAGO, July 10.—Sonny Joy and Dorothy Lull filed suits in the Municipal Court here last Tuesday for \$200 each for back salaries allegedly owed them by George B. Flint and the F. & F. Productions, operated by Flint and his wife. According to the plaintiffs, their engagements were canceled without notice in Fayette, Ky., in 1936. Flint is now managing the local Gus Sun office.

Mead in Lincoln, Neb.

LINCOLN, Neb., July 12.—Kenneth Mead, formerly manager of the Mission, Grand Junction, Colo., was brought here this week to manage the Orpheum. It's the sole vaude spot here and runs shows every week in season. Theater was formerly managed by Ike Hoig, who has been sent to the Main, Colorado Springs, Colo. All the houses are owned by J. H. Cooper Enterprises. Mead's assistant here will be Kurth Nelson, who was in the same capacity with Hoig.

Burchill Sues Donatellas

CHICAGO, July 10.—Tom Burchill, local agent, filed suit in the Municipal Court here for \$63, which he claims is due him from Donatella Brothers and Carmen for commissions on bookings at the State-Lake Theater week of December 31, 1936, and Tower Theater, Kansas City, week of January 18, 1937. Counsel for Burchill is Henry Kalcheim.

Busy Sally

WILDWOOD, N. J., July 10.—Holiday pleasure seekers at this resort could not figure out whether they were celebrating the fourth or Sally Band last week-end. Also the fan dices were confined to a four-day showing at Convention Hall, the rest of the resort did not miss a trick in capitalizing on the Band rep.

Apart from her four shows daily, Miss Rand appeared at the showroom of the Commercial Garage to discuss her favorite auto, autograph sales slips, literature, etc.; signed a testimonial for the Cape May County Beverage Company, endorsing beer; talked about her favorite brand of hoisery at Baker Bros.' nickel and dime store and was guest of honor at Lou Booth's Chateau-Monterey.

AFA Seeks Aid of Petrillo in Chicago

CHICAGO, July 10.—Local American Federation of Actors' chapter, represented by Guy Magley, is seeking the co-operation of Jimmy Petrillo's musicians' union here to strengthen the AFA ranks in this area. Magley feels that Petrillo can do a lot to help the association in organization work and turn many unorganized performers into good AFA members.

With both unions affiliated with the American Federation of Labor, the AFA rep. in a letter to Petrillo, pointed out that it is only logical for the AFM local to come to bat for the good of one of its affiliates. AFA hopes to have Petrillo insist on the employment of union acts in all spots using AFM men. At the present writing no response to Magley's letter has been received.

EARLE, PHILADELPHIA—

(Continued from page 17)

steppings. Two precision turns and then go show-stopping with challenge taps. Seasoned steppings thruout and click handsomely. To offset the w.-k. vocalizing from radioland, Kay Hamilton was rushed in from Benny the Bum's nitery to chant hot hymnals in the acceptable hurdy-gurdy fashion. Paul Rich, familiar to local night lifters, shows as a harmonica wiz and is well repaid for his mouthings. Strictly show-stopping are the Stanley Brothers (two). They were a threesome when last seen here. Boys do their aerobic eccentricities to a rhythmic beat. One of the freres puts in a tumbling drunk dance that's sock from the first flop. Join for more clean-cut tumblings that ring in a savory comic flavoring and roll out to thunderous applause from a show-hungry audience. There is a knockabout act that doesn't have to depend on bone crushings and head bangs to get over.

Jackie Green, personable youngster with an infectious smile, was brought in to emcee the doings. Familiar name hereabouts, having shown at Benny the Bum's cabaret all winter and spring. Makes the conventional buldupe and gives the cross-patch show a smash finish with a session on his own. Warbles Benny Davis' newest ditty (being an alumnus of that gang), pipes a parody on Benny the Bum and then gets deep in the groove for a series of song impersonations, each a clickeroo.

Clocked at 75 minutes, which is way overboard on time. There will be plenty pruning after this opening show, which means that the efforts of the radio-ites will be minimized. Pix is *The Go-Getter* (WB). House mobbed, with patrons standing in the aisles. Box-office tariff has been cut to a new low, two bits before 1 p.m., a bargain if only to escape the rising temperature.

Oro.

Burlesque Reviews

Casino, Toronto

(Reviewed Friday Evening, July 2)

This 800-seater provides the only flesh show here during summer months. Current show, *Laughing Thru*, produced by Chuck Gregory. He certainly does a swell job in staging shows, giving them a musical comedy touch. No summer sleight of principals, show runs a full 90 minutes. Packed house.

Laugh contingent comprises Rags Ragland, Bert Grant, George Kaye, Country and Brenna, Joe Faye. Produce the funny stuff and don't lean back to scoop up the dirt. The old soak scene with Faye, Grant and Kaye didn't register so good; a bit moth-eaten. Faye was best in a single specialty, working as a wrestler, announcer and referee.

Country and Brenna scored their best in *Susy at the Pump*.

Strippers, in the order of their appearance, are Olga Brace, Pat Morgan and Connie Fonslau, all good-looking, gowned well and experts in the art of disrobing. Fonslau takes the spotlight in her fan dance. The gal displays perfect form and plenty of grace.

The 16-girl line handled its chores capably and is a credit to any show. The clock ballet was its best. Here Chuck Gregory takes a bow, presenting his group as ballet dancers. The girls show they have plenty more than looks.

This audience showed approval of this class of entertainment. No rowdylam. Lobby displays are attractive and do a lot to sell the show. Pix this week, *Women of Glamour* and *Louis-Braddock* fight.

Art Woods.

Burly Briefs

STEEL PIER MINSTRELS at the Atlantic City amusement center are using burly comies and straights for black-face roles, spotting Billy Fields, Buddy Abbott and Lew Costello. . . . Valda, seppia queen of shakes, holding down the headline spot at Club Cadix, Atlantic City.

. . . Sam Raynor, Murray Briscoe and Eddie Caplan, leads at the Globe Theater, Atlantic City burly house, doubling at the resort's newest nitery, the Club Burl-Esquire.

CHICAGO BRIEFS: Marion Morgan and Buster Lorenzo back from Detroit. . . . Milt Schuster booked Russell Trent

into the Rialto here, replacing Ray Parsons. . . . Jack O'Malley opened at the Avenue, Detroit, Saturday. . . . Victor Graff, Pat Morgan and Hamp and Beck move into the Roxy, Cleveland, this week. . . . Bill Collins, Toledo burlesque operator, a local visitor. . . . Irene Cornell opens an engagement at the Casino, Toronto, July 25. . . . June St. Clair did smashing business at the Tower, Kansas City, last week. . . . Maxine DeShon offered another month's stay at Colosimo's.

RAYMOND ALLEN, of the Casino, Toronto, was a visitor to New York last week, reporting that he did straight for Bobby Morris while at Well's in the Berkshires. . . . Wenn Miller is up and about from his third attack of pneumonia. . . . Annette and her family left Miami July 14 for a two-week vacation at a dude ranch in Asheville, N. C. . . . Evelyn Myers is in New York seeking an engagement in Saratoga. . . . Edgar Neal, former police censor in Detroit, was a visitor at the offices of the Burlesque Artists' Association, revealing that he is embarking on a singing career. . . . Maxine Fields, chorus producer, is now in her eighth week at the Ramona Theater, Ramona Park, Grand Rapids, Mich.

U-Notes

By UNO

SONDRA MARLOWE, torch singer, doubling between the Globe and the Burl-Esquire, Atlantic City.

ANN LEE (Newman) underwent a second operation July 2 at the Gallinger Hospital, Washington, where she has been laid up for over a month. Doctors say she may be discharged about July 24.

PAUL MOROKOFF, with Don Meredith, technical director, makes a trip once a week in the new Morokoff auto between the Globe, Atlantic City, and the Beaumont Scenic Studio and the Eva Collins Costume Shop, New York.

HELEN TROY, Ruth Arnold and Renee D'Armond now at the Clover, Baltimore, booked by Tommy Levene.

IZZY HIRST, Harry Brock, Betty Palmer, Mr. and Mrs. Frank Bryan, Dot Alexander, Babe and Betty Abbott, Ann Costello, Billy Cender, Jess Myers, Louis Loomis, Happy Hyatt, Diane Logan, Harry Seymour, Al Golden; Tommy, Adelaide and Jerry Peluso; Lilyon Law, Don Meredith, Paul Morokoff, Sam Friedman, Syd White, Mike Sachs, Alice Kennedy, Frances Daly, Phil Rosenberg, Mildred Adair, Stanley Woolf, Harry (Boob) Myers and Artie Toohy were at the July 1 opening of the new Burl-Esquire nitery, Atlantic City, operated by Sam Raynor, Murray Briscoe and Eddie (Nuts) Kaplan, and where Joe Moss, ex-burly comic, is emcee and tenor, and Thelma Carlton and Sonda Marlowe are featured soloists. Other specialties include Marie Schaefer, Patricia Patrick, Irene Kyler, Collette and Jack Salisbury and ork.

LEW RICE, comedy dancer, formerly of burlesque, now partnered with Maxine for niteries under Stanley Woolf's direction.

BILLY FOSTER and Danny Jacobs engaged for the summer at the Red Ram Inn, Mountain Top, Pa.

CHUCK MORRISSON and Diane King, on their way to Columbus, O., to work a nitery there, stopped off in Detroit to visit Ray LeRoy and Arliss Rappee at the Avenue.

IDA ROSE, producer, contemplating an offer to return to the Rialto, Chicago, beginning August 1, thru a Milt Schuster booking.

MARIE ALLELY is at the Paddock Club, Helen Nelson at the Frolies and Valda at the Club Cadix, all in Atlantic City.

SID GOLD is book producing and doing straights at the Avenue, Detroit. Other principals July 4 week: Fred Frampton, Ray LeRoy, Jack Greenman, Meggs Lexing, Arliss Rappee, Jade Frederia, Jane Lee and Boo LaVon. Lil Hunt, number producer.

DELYS, contortionist-dancer, added to the Globe, Atlantic City, personnel July 2.

JOAN GRAY, Dottie Collins and Virginia Renault show-girling at the Chez Farcy, Atlantic City. Principals comprise Paula Lind, Lucille Wray and Edna Erico. Bothwell Browne, producer.

DICK ZEISLER and family summering at Wildwood, N. J.

BILLY FIELDS, Lou Costello and Buddy Abbott are with the minstrels at trfection on the Steel Pier, Atlantic City.

VIRGINIA JONES rested a week and returned to the Little Nut Club, Shick-shinny, Pa., where Jack Rosen and Markle Woods are held over for the rest of the summer.

ALLEN GILBERT'S opening date as producer of Warner pix shorts in the Brooklyn studio will be August 15. Teddy White to be his assistant. Both have severed a five-year association with the Wilners.

Address Burlesque Communications to Sidney Harris, *The Billboard*, 1564 Broadway, New York City.

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Where are you? What are you doing? Do you have a home? Your old friend Zomar, former mentalist, is very anxious to get in touch with you. Max is here, too. We want you to come and live with us. Anyone knowing Geo. Burton, old actor, formerly in burlesque, originally from around Chicago, age about 67, write or wire me. George, get in touch with me immediately. Wire collect; must know.

KARL ZOMAR, Radio Station KWTO, Springfield, Mo.

HUB SEASON LOOKED O. K.

Better Than Previous Year, With Grosses Switching Slowly to High

Ran from September 3 to June 19—"Show Is On" got \$85,000 in three weeks—Coward playlets topped dramatic offerings—plenty good grosses were recorded

BOSTON, July 10.—Opening September 3 with a flop, *Days of Grace*, and closing June 19 with a wow, Katharine Cornell's two-week repertory of *Candida* and *Wings of Victory*, the Hub legit season for 1936-37 was considerably better than a year ago. It was generally notable for medium-to-high grosses, rather than medium-to-low. Successful new pieces, in this order, were: *Show Is On, Tonight at 8:30, Red Hot and Blue, Leslie Howard's Hamlet* and *Babes in Arms*. Ben Lillie starred grossed about \$85,000 in its three-week tryout. Noel Coward's nine one-acters did capacity for two weeks, around \$50,000, and the big business done by *Red Hot* and *Howard's Hamlet* here were both overhopeful as to their Broadway receptions. *Babes in Arms* garnered \$30,000 in two weeks of shaping up and looked like a winner when it left.

New, but floppy, were: *Sea Legs* (Dorothy Stone and Charles Collins). *And Now Goodbye* (James Hilton play), *Days of Grace*, Walter Hutton's *Othello* and *Come Home to Roost*.

Medium fare among the new entries here: *Fulton of Oak Falls* (George M. Cohen) and *Frederika* (operetta).

Other misouts were a revival of *Blissom Time, New Faces, Ethan Frome* (second week capped).

Jane Eyre starring Katharine Hepburn, was a freak among the new entries. Altho it socked here (\$50,000 for two weeks) it never hit Broadway.

The D'Oyly Carte Company took away the most dough, \$98,000 for one capacity month, and Miss Cornell did all right to the tune of \$45,000 for two weeks.

Masque of Kings satisfied the local legitgoers and drew \$32,000 in two weeks, and these figures offer a good standard of comparison for the tremendous trade done by Gleason in *Hamlet*. For one week only (with an extra matinee) he snagged \$32,000.

Idiot's Delight (Lunt-Fontanne) found the usual following for this couple and attracted a neat \$45,000 for two weeks. (See HUB SEASON on page 28)

Shuberts Face Chi Booking Problem

CHICAGO, July 10.—Sam Gerson, Shubert's Western representative, left on a month's trip to Europe with his cohort, John Gerrity spending his summer vacation in California. Their absence is postponing the reported Shubert attempt to secure an additional house for the many attractions expected next season. The unusual success enjoyed by *You Can't Take It With You* at the Harris means an indefinite loss of that house for new shows, which will start streaming in late next month.

Among plays already set are *Brother Rat*, opening at the Selwyn August 22, and *Babes in Arms*, reopening the Grand around the same time. Other pieces headed this way are *Room Service, Touching, Stage Door, Yes, My Darling Daughter, Frederika* and possibly *The Show Is On*.

Unconfirmed reports indicate that play backers may eye available houses outside the Loop and former legit theaters now housing straight picture policies and operating in the red. Erlanger Theater ops scoff at reports that the house may give way to Shubert attractions next season, pointing out a number of American Theater Society and Theater Guild shows penciled in, starting early in the fall.

Cochran's Musical Folds

LONDON, July 3.—Charles B. Cochran's musical production of Paganini, starring Richard Tauber and Evelyn Laye, folded at the Lyceum Theater last night after a run of 45 performances. Play was lavishly praised by critics.

Ruth Chatterton Play Folds

LONDON, July 3.—*The Constant Wife*, with Ruth Chatterton in the lead, closed at the Globe Theater after a brief run of 37 performances.

BROADWAY RUNS

Performances to July 10, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Biltmore)	Dec. 16	245
Excursion (Vanderbilt)	Apr. 8	187
Having Wonderful Time (Ly)	Feb. 19	160
R...	May 19	159
T...	Dec. 14	151
Yes, My Darling Daughter (Fisher)	Oct. 18	303
Yes, My Darling Daughter (Fisher)	Dec. 14	243
Yes, My Darling Daughter (Fisher)	Dec. 26	238
Yes, My Darling Daughter (Fisher)	Feb. 9	173
Musical Comedy		
Babes in Arms (Shubert)	Apr. 14	101
Show Is On, The (Winter Garden)	Dec. 25	229

Summer Theater Reviews

"The Path of Flowers"

LYDIA MENDELSSOHN THEATER (Ann Arbor, Mich.)

A new farce on the marriage code in the USSR by Valentine Katayev, translated by Jenny Cohen, edited and directed by Valentine B. Windt and Charles T. Harrell, scenery by Robert Mellenkamp, costumes by Hope Best. Cast: Claribel Baird, Sarah Pierce, Miriam Brous, Charles T. Harrell, Ralph Bell, Mary Pray, Charles Maxwell, Hattie Bell Ross, Morije Baer, Betty Spooner, Nancy Bowman, Virginia Frink Harrell, Edward Jurist and Charles McCaffrey.

Plot synopsis: Zavyalov, a Soviet combination of the Voice of Experience and the Mollere comedy version of an artist-writer, takes his fan mail too seriously, gives up his faithful wife, Mascha, with the delightfully casual insouciance of a certain period of Soviet marital regulations, and goes off to join Tanya, a zealous Young Communist worker. The lectures decline to give his now sweetheart 435 rubles, which she has unintentionally purloined from a Co-operative trust fund, and her former sweetheart gives them to her. Zavyalov runs off to Vera Gassgold, a persistent fan who is about to go to the Crimea. This episode ends when the hero and Vera's husband argue via Marxian dialectics how much Zavyalov should pay for Vera's fur coat to the husband—and Vera stays with the coat and husband. Zavyalov returns to Mascha, finds she has a new husband and that he has lost his room. Tanya, too, has a husband now, and the hero is forced to relegate his now deflated ego to a mere bed in the passageway.

Play was given one American production by a WPA unit and then revised into the present version by Valentine B. Windt. Comedy level thruout is as high as in the now familiar *Squaring the Circle*, by the same author, and indicates that satiric criticism is possible in USSR—especially if the satire agrees with the official trend, as indicated by the since-promulgated marital code. Script was given a competent production by the Michigan Repertory Players, suffers slightly from a bit too much verbal repetition for an American audience accustomed to novelty of phrasing thruout, but should be a good draw for any audience that can appreciate a good level of comedy. H. F. Reeves

"All's Fair"

MARY YOUNG THEATER (Centerville, Mass.)

A three-act comedy by J. H. Morris, presented by John Craig II as the opening production of the Mary Young Theater, for eight days, starting July 2. Direction by Mary Young and E. Stanley Pratt; Helen Archibald, associate director. Assistant stage manager, William Hunt. Settings designed and executed by the Craig Scenic Studio, of Boston.

Cast: Dorothy Stone, Charles Collins, Milton Parsons, William Lawson, Eric Kalkhurst, Georgine Cleveland, Jane Barnes, Terry Fay and Murray Vye.

The theme of a boy falling in love with a girl whom he has never met socially, with the girl's wedding a scant eight days distant, is an old one and has been seen via recent flickers, but the world premiere of *All's Fair* gives the piece a fresh tinge and looks like a possibility as a result of the natural portrayal by Dorothy Stone and Charles Collins.

Action takes place in a fashionable New York cafe, where Collins finally makes the bold attempt to tell Mrs Stone that he's desperately in love with her and he's decided he'll marry her. But he runs into snags, not only the girl's utter amazement at his audacity, but the fact that eight days hence she becomes the wife of Kalkhurst, a quizzical, precise male, steeped in family tradition and money. Collins attempts to overcome this apparent silly wedding, and act two has him climbing a balcony into Mrs Stone's room. Mother and dad hear (See SUMMER THEATER on page 29)

From Out Front

By EUGENE BURR

With the weather as hot as it is at present writing even a columnist needs a vacation—and I haven't had one since Maurice Evans, probably by his own surprise, wrote a column for me by the simple process of indulging in some interesting comments at the graduation exercises of the American Academy of Dramatic Arts. Mr. Evans' comments were quoted here at some length, and so I had a week off in which to indulge in the pretty pastime of catching up on back work. At present the *Billboard* index of the *New York Legitimate Stage* (familiarly known around the Burr home) as Frankenstein is rearing its deceptively ingratiating head and, by a lucky coincidence, Mr. Leslie Howard has broken into a rash of newspaper, stating with authority various theories that happen to be pets in the precinct. Mr. Howard, who last year proved himself the greatest *Hamlet* I have ever seen, will therefore find himself—whether he will or no—something of a guest conductor of this pillar of opinionated misinformation.

The first and most important of Mr. Howard's attacks of authorship appears in the current issue of *Stage*, the other being limited to a guest appearance in the column of that well-known actor and scandalmonger, Mr. Walter Winchell. It is from *Stage* that I shall chiefly quote.



EUGENE BURR

Most important of Mr. Howard's attitudes (and Mr. Howard can swing a mean attitude as well as a mean pen, as I discovered when, a young press agent and company manager, I scanned with mingled amazement, amusement and awe his answers to a press department questionnaire)—the most important of his attitudes to this precinct is his passing but impassioned reference to repertory as the only true theater. It comes in a discussion of the justifying effects of the "run" system on any actor who is quaint enough to consider himself an actor in the true sense of the word. Says Mr. Howard: "The alternative to a hit being a flop, it will be asked what can be done about it. And the answer is, nothing, without changing the whole system to the Continental or repertory idea. As the experts tell us that this is impossible in the commercial theater, I suppose that is an end to the matter. And so most actors, all managers, and practically all playwrights continue to pray for a show that will run forever. Yet I should like to hint to the dramatists of this age that the main reason none of their successful plays become immortal is because they are tied to death in their original runs and are thrown into the ash can, deadlier than dead dogs."

The last point is particularly important—and particularly true. It was made in this column years ago—and at intervals ever since—and it's something that the members of the Dramatists' Guild ought to consider. The only trouble is that most of the members of the Dramatists' Guild are tired business men (almost as tired as the critics who are forced to review their shows) who consider the financial bird-in-hand of a long run far more advantageous than the bush-sitting fame of immortality.

In this connection there should be quoted, too, some of Mr. Howard's remarks on the "run" system itself. They speak (and very nicely) for themselves: "Those who are depressed at the vista of an interminable run—and I am head man among these—are so because they know how hideously justifying endless months of repetition of a performance can become, how utterly destructive this is of all the spontaneity, freshness and creative urge that make acting worth while to player and spectator. They know that an actor, if he is working at his job, has within say, 20 performances brought all he is capable of to the building and polishing of a characterization, and once this peak has been reached the rest of the journey must be downhill. At least it must be so mentally, even if, physically, the thing continues like an automaton, six nights and two matinees, weekly, monthly, ad infinitum. Imagine a singer singing a ballad, a violinist playing a concerto 500 times in succession with no other pieces in between!"

Yet don't think that because Mr. Howard is opposed to the run system he finds the solution in film making. Unlike the great hordes of actors who either aren't true actors or who are meshed in golden dreams, Mr. Howard sees film making as it is, particularly in relation to the actor. In his two articles he has much to say about it, and for the sake of convenience I'm going to run the highlights of both pieces together:

... first of all the theater. First, because this is the only true actor's medium, the only place in which the proper art of acting can be practiced and performed, the only one of the various outlets open to the modern player wherein he can have due control over his craft, a necessity to which the humblest of artists must lay claim before he can be remotely worthy of the name. It will never be otherwise. This seems so obvious a truism that it is surprising how many people will unthinkingly deny to the ancient theater this unshakable pre-eminence. ... I refuse to believe that any performer who is neither a romantic young lady nor a vain halfwit can derive any pleasure from performing to himself, or to a microphone, or to a camera. ...

"A dramatic portrayal demands continuity of thought and action. It must be begun at the beginning and continued to the end without interruption. It cannot

(See FROM OUT FRONT on page 29)

Summer Theater News

Berkshire Playhouse at Stockbridge, Mass., is reviving *Candida* this week, with Aline MacMahon on from Hollywood to play the title role. Supporting company includes Richard Hale, Mary Wickes, Richard Mackay, Robert Harris and Robert Allen. Production has been staged by William Miles and the settings designed by Charles Holden.

Harry Ellerbe opened his annual engagement for Day Tuttle and Richard Skinner at the Westchester Playhouse, Lawrence Farms, Mt. Kisco, N. Y., Monday evening (5) in *Petticoat Fever*. Supporting Ellerbe were Susan Fox, Phyllis Langner, Allan Hewitt, Charles Dingle, Leslie Gorall, Jules Schmidt, Lucia Robinson and Betty Leo. Play and cast go on to the Country Playhouse, Westport, for the week beginning July 12.

Thursday, Friday and Saturday, July 13 to 17, Robert Porterfield will present *Storm Over Patsy* at his Barter Theater, Abingdon, Va. Leading roles will be played by Dorthy Hinkley, Peggy Watkins, Richard Janaver, Frederick Olmsted and David More. Patsy will be played by Joe, a native of Abingdon, who will be making his first theatrical appearance. Production is being staged by William Morwood, with sets by Hugh Feltus.

Work has been started on the first Barter Theater motion picture. The scenario is based on the founding of the Barter and was written by Porterfield. Picture is being filmed by Thomas Reilly, of the NBC production department. Leading roles are being taken by Porterfield, Lydia Perera, Paul Yost, Neil Harrison, Caroline Ransom and George Oliver Taylor.

The Newport Casino Theater opens its eight-week season Tuesday evening, July 13, with the world premiere of Eric Swift's English comedy, *Sweet Sorrows*, starring Doris Dalton, supported by a cast including Leslie Barrie, Joanna Ross, Charles Traxler, Elizabeth Dean Farrar, Edgar Kent, Bettina Cerf and Franklin Gray. Agnes Morgan has staged the production and Emeline Clark Roche designed the settings.

Margaret Anglin's supporting cast in *Marriage Royal*, the new comedy by Robert Wallston which Raymond Moore presented at the Cape Playhouse, Dennis, Mass., Monday evening, July 12, includes Tamara, who is featured in the production; the author, Philip Huston; Herbert Yost, Martha Scott, Dudley Hawley, Edward Fielding, Otto Hulcut and Fred Sears. The playwright, who plays a prominent role, is a graduate of Harvard and the author of *Tom Jones*, a dramatization of the Henry Fielding novel which won the St. Louis Little Theater National Play Competition in 1934. *Marriage Royal* is his first original play.

The Farmer Takes a Wife, dramatized by Frank B. Elser and Marc Connelly from the romances of the old Eric Canal, entitled *Romeo Haul*, by Walter Edmunds, will be presented July 13 to 17 as the second offering of the Monhawk Drama Festival on the Union College campus. Connelly, who staged the play in New York, will oversee the festival production. Mary Hutchinson and Wylie Adams will play the leading roles. Others in the cast are Arthur Allen, Donna Earl, Lida Kane, Byron Shores, John Burke, Henry Buckler, Fairfax Burgher, William Thornton and Addison Pitt. George Farquhar's comedy, *The Beaux Stratagem*, will be presented July 20.

The Farragut Players present a premiere when the curtain rises Tuesday, July 13, for the first performance of Doty Hobart's *The Glory of Youth*. In the leading part will appear the Farragut Players' chief character man, Joseph F. Foley. Playing opposite is Miss Zill Taylor. Others in the cast include Berilla Kerr, Jackson Perkins, Jean Guild, Theodore Paul and Patrick Lawrence.

Guy Palmerton Players at the Lake Whalom Theater, Fitchburg, Mass., will present *Death Takes a Holiday* week of July 12, starring Frank Lyon in the Philip Marlowe role. Performances are given every evening at 8:20 and matinees on Wednesday and Saturday at 2:20. Adrienne Earle will play Gracia. Others in the cast will include Robert Perry,

Ramon Greenleaf, Olive Warren, Kenneth Parks, Henry Arthur, Irene Shirley, Nancy Duncan, Marian Grant and John Gordon. A revival of *Just Married* is scheduled to follow. *The Show Off*, by George Kelly, is being played this week. This is the fifth season for the Palmerton Players at the Lake Whalom Theater.

On Monday, July 19, Maryvorne Jones will present at her Starlight Theater, Pawling, N. Y., a revival of *The Broken Wing*, featuring Miriam Battista, John Barclay and Starr West. On Monday, July 12, the bill will be *Ode to Liberty*, with Lenore Sorsby in the Ina Claire role, and a cast including John Barclay, Starr West, Teddy Jones and Isobel Rose.

One of the largest casts yet to assemble on the Ogunquit Playhouse stage, Ogunquit, Me., will be that of *Libel*, which Manager Walter Hartwig will present during the week of July 12. Carl Benton Reid and John Williams will play the two lawyers, with Wilfrid Segram as the man whose identity the newspaper has challenged. The supporting cast includes Rosemary Aines, Henry Hull Jr., Violet Besson, Mary Newnam Davis, John Griggs, William Sweetland, Ivan Trissault, Damian O'Flynn, John McKee, Peter Carhartt, Fiske Cove and others. Hartwig will move into his new Ogunquit Playhouse Monday evening, July 19, with *Boy Meets Girl*.

Deer Lake, Pa., is going strong. Played *Petticoat Fever*, *Reflected Glory*, *Storm Over Patsy* and *Bishop Matchaves*, with *Miss Quix* and *Strictly Dishonorable* coming up. Cast includes Deborah Wood, Frank Hoyt, Robert Poth, James Gregory, Marie Favey, Homer Miles, John Edwards, Barbara Orace, John Paul, Bernard Lawrence, Thorn Farjon. Publicity handled by Tiny May.

Don't Throw Glass Houses, a new one by Doris Frankel, will be the play with which the Brattleboro Theater, Brattleboro, Vt., will open its third season July 20. Miss Frankel in private life is the wife of Philip Barber, New York di-

rector of the WPA Theater Project. Paul Stephenson is the director again this summer. Cast for *Don't Throw Glass Houses* includes Nick Conte, Harry Young, Pauline De Crocker, Frances Pilchard, Josephine Bender, Ivan Pochina and Oscar Miller.

Don't Throw Glass Houses will be followed on July 27 by *The Man Who Ate the Popomack*, by W. J. Turner. The two other plays listed for the season are *Front Page*, opening August 3, and *The Sea Gull*, opening August 10. The plays will run from Tuesday thru Saturday night of each week.

Business is remaining steady at Elitch's Gardens, Denver, Colo., with the popularity of the cast a determining factor. Altho there were no sellouts for the third week, gross was up over the former week and ran around \$8,500, the play being *Love From a Stranger*. Current play is *Both Your Houses* and started strong.

The third week's attraction of the Vineyard Players at the Rice Playhouse, Oak Bluffs, on Martha's Vineyard, Mass., will be *The Amazing Dr. Clitterhouse*, with Phidelah Rice in the title role. Directed by Clifford Brooke. Others in the cast include Jessica Rogers, Mary Arbenz, John Seager, Arthur Gould-Porter, Melbourne Ford, Matthew Smith and Brooke. Robert Wade, Robert Gard and Jay Schmitt are responsible for the settings. Performances are given six nights a week at 8:30 and at a Wednesday matinee at 2:30.

The Barnstormers of Tamworth, N. H., under the management of Francis Grover Cleveland and E. P. Goodnow, have announced the engagement of Dorothy Sands and Ariene Francis as regular members of the acting company for the summer. Muriel Williams and Lester Damon have also joined the company.

To the regular route in New Hampshire has been added this year Poland Springs, Me., where a local hotel has built a theater especially for the company's weekly visits.

Chorus Equity Notes

Chorus Equity members working in presentations and cabarets are reminded that under a special council ruling delinquent members in these fields may place themselves in good standing by paying current dues. This concession was made in an effort to speed up organization, in other words, to help you help yourselves.

In the legitimate theater, where Chorus Equity is 100 per cent organized, there is an established minimum salary, pay for rehearsals, hours are regulated, only eight performances are permitted unless extra salary is paid and the salary is guaranteed by a bond held by the association.

None of these conditions exist in presentation and cabaret. They didn't exist in the legitimate either before Chorus Equity was organized. The only way to improve your working conditions is thru organization. Chorus Equity has proved in the legitimate theater what it can do. It can do the same in other fields provided chorus people in those fields realize the value of organization and join. Pay up your dues yourself and see that everyone in your unit is also in good standing.

Members who are out of work should make a practice of calling at Chorus Equity headquarters regularly. We expect calls for two large shows within a few weeks. Since there may not be time when the calls come thru for all members to be notified, it is the member who is on the spot who will be most apt to get the call.

Be sure to get an extension of time if you are unable to pay dues at this time. This will not only save you the delinquency fine but will give you the use of the employment bureau. Any member who paid his dues while working is entitled to this extension.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Leo Blaine, Adele Butler, Bonnie Campbell, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janec, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Every member of Chorus Equity should read his contract thru at least once. Every clause in the contract is important; every clause was put there for a definite reason. Most of the questions asked us by our members are answered in the contract. If we are to give you the fullest possible protection we must have your co-operation; you can only give that co-operation intelligently if you are familiar with the contract.

Do you hold a card good to November 1, 1937?

DOROTHY BRYANT,
Executive Secretary.

House Back to Legit

LONDON, July 3.—Gaiety Theater, Manchester, one of the best known of former English legit houses, reverts to drama in November. Theater has been used as a picture house since 1921 and the lease has been held by Associated British Cinemas.

Cummings Play Looks Good

LONDON, July 3.—Philip Leaver's new comedy, *Three Set Out*, had a successful opening at the Embassy Theater, London. Dialog is amusing and the plot coherent. Acting honors fall to the star, Constance Cummings, and good support comes from Walter Hudd and Michael Redgrave.

LONDON, July 3.—Mary Morris, American legit actress, who starred here in *Suspect*, has been signed by Amner Hall to play the lead in *Women of Property*, a Finnish play written by Hilla Wuolijoki, woman dramatist. Play will be produced by Henry Cass at the Queen's Theater July 8.

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Write T. BELL, Secretary, 68 West 88 St., N. Y.

Stage Whispers

Chief topic of interest around these parts this week was the terrific and unexpected—at least no one expected that it would be as good as it was—business done by the 11 legit shows that are braving the summer heat. (And the summer heat is something to brave at present writing.) The entire holiday week-end, including both Saturday and the Monday matinees, was sensational, the best summer peak that legit has hit in years. Of the 11 shows, four sold out entirely on Saturday, with four others reporting at least three-quarters capacity. That leaves only 3 out of 11 dipping under three-fourths, which is a mark to be aimed at, particularly during recent beach-and-bathtub spells. And Monday matinees topped even that. Aided somewhat by weather that kept people off beaches and in town, aided tremendously by the huge influx of out-of-towners, of the nine shows that gave matinees four again sold out entirely, with three of those four playing to standees. In addition, two other shows claimed that they came within 10 of capacity, making two-thirds of the open shows virtual sellouts. Only one of the three others hit the cutrates. Cited as another reason for the amazing trade was the fact that the holiday matinees came at the end of the long week-end, when people had had their fill of the great outdoors. No comparisons on the holiday business are possible with last year, because last year the holiday was on a Saturday, when there were matinees given anyhow. But the year before, 11 shows gave matinees, with none of them selling out.

The Abbey Theater of Dublin will be back here again in the fall, making three American tours in five years; this time the Shuberts are sponsoring, with the arrangements having been begun by Milton Shubert, carried on by Bill Lieblich and consummated by Lee Shubert. . . . Milton's name will probably be up as producer. . . . The tour will open here in October, with around 15 weeks scheduled, the repertory to consist of the old stand-bys, plus one or two new shows. . . . Meanwhile the Abbey is rehearsing a second company to carry on while the first-line players are in America, there having been a terrible howl raised in Dublin the last time they came over, the angle being that a government-subsidized theater shouldn't go traipsing over the world, leaving the local citizenry without their drama. . . . Eddie Dowling, according to reports, bid against the Shuberts for management of the tour. . . . Vincent Price, who won't be Helen Hayes' prince consort when *Victoria Regina* goes on tour, will instead appear in Ladislavus Buskette's *Jean*, opening here September 29 under the management of Phillips and Battratt. . . . A. H. Woods will probably open the dramatic season, having scheduled *Rhyme Without Reason* for the 48th Street Theater August 28. . . . The only previous show, according to present plans, will be *Virginia*, the mammoth musical that will introduce the Rockefeller interests into show business. . . . The Group Theater, which remembers with fond smiles its program of Clifford Odets one-acters, will indulge in another one-acter program next season, with E. P. Conkle's *What D'You Call It* and Philip Stevenson's *Transit* already on the list, and short plays promised from Susan Glaspell, Paul Green and Arthur Kober. . . . *The Passing of the Third Floor Back* will come back (the maybe not to Broadway) next season; Walter Hampden will do it at the New Empire, Providence, August 1, following with the Brighton, Brighton Beach.

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

Thru Sugar's Domino



ANOTHER year rolls by and again we have as our guest columnist, while the conductor vacations, Hy Gardner, to whom columnizing is a highly accomplished avocation. Just in case a few readers don't remember what was written about Gardner last summer as a prelude to his stint, we have prevailed upon him to supply some biographical material with this result: "Biographically speaking, I've been in the world 34 years. . . . I've been writing Broadway trivia for almost six years. . . . I've been on *The Brooklyn Daily Eagle* a year. . . . I was on *The New York Evening Journal* and *King Features Syndicate* for 15 minutes. . . . I appear currently in a dozen widespread publications. . . . I still earn an honest living as an idea man for 175 retail stores affiliated with the buying office of Felix Lillenthal. . . . Outside of that I'm practically a layoff."

Night Clubs Stink!

An Opinion Expressed by Hy Gardner

PLEASE don't get me too wrong by taking our title too literally—when I say "night clubs stink" I mean it as a figure of speech, not a sense of stench. Ask any cabarety impresario, performer, backer, waiter or patron and see how closely their Crossley rating comes to my five-letter summation. Now, if you don't mind, I'll tell you why.

In the past nine months I've set foot in exactly 176 different clubs—and I use the word "different" merely as a means of distinguishing one club from another and certainly not to describe the manner of diversion presented therein. For, with a handful of exceptions we'll come to later, they're all alike—from Broadway and 52d street to Dirty Dick's in the Bahamas or the Glass Bucket, in Kingston, Jamaica.

Let me describe the typical hot spot. An artificial spirit of carefree joviality permeates the drape-bedecked premises. But nobody is carefree. The proprietor wonders whether he's still the proprietor, the guests glance furtively about to make certain each newcomer isn't an unexpected wife or husband, the waiter sizes you up to predetermine the size tip his short-lived services might entice and a brassieress cigar girl takes one good look at you and says "Nuts!"

Suddenly the band blares forth—and to the credit of the musicians I must admit that very few bands can be criticized. They're uniformly listenable and danceable to. Ont from nowhere—to complete one-half of a round trip—pops that species of two-legged animal identified by a swaggering gait, a punch-drunk puss and a personality that makes you think all the more highly of the loyalty of Mother Love. Between moth-eaten puns, veiled innuendoes and a bloodless massacre of the English language our sfigoty emcee now has the sop-sodden denizens of the dive warmed up sufficiently to give his first privileged-to-present performer a good old Cafe de la Schwitz welcome. Her relations and three visiting fireman from the sticks (all on the make) rattle the rafters in response.

So the soubret steps out—185 pounds of overstuffed mattress in a Hattis Carnegie chaise-lounge creation. . . . 185 pounds of petite feminine cutie-pie. Then she warbles, giving her own misinterpretation of one of the current popular ditties, popular in spite of her. And for an encore she mauls a defenseless mike in sexy embrace—always in a throbbing voice that makes you certain she took two lessons from Al Siegel and then went out on her own. "That girl's going places," the emcee shouts as he nods his noodle, "Going Places" is right—but she'd better not forget her baggage.

"By the way," the emcee is almost certain to interrupt, "there's a couple over in the corner—(now let's give 'em a hand)—who were married at 7 o'clock tonight. It's now 11:30—just four and one-half hours shot to hell already!"

Next we have a pair of correspondence-course graduates billed as "Tops in Taps." By this time even they look good—"til they do an Astaire-Ginger Rogers routine which makes you realize maybe the latter are underpaid at that.

Now we're set for a real treat. A dead-panned lad or a frustrated fraul next steps before the mike. A mimie! "It's something without blood," ad-libs the emcee as he kills himself laughing. Mimics. Whew! How sick I am of seeing Franklin D. Roosevelt, Fannie Brice, George Arliss, Bette Davis, W. C. Fields, Laurel and Hitler, Mussolini and Hardy in every air-cooled saloon. Any minute you expect to see Major Bowes or Jay C. Flippan walk in.

For a sock finish three ill-clad roughnecks generally take the floor trying to do what Clayton, Jackson and Durante; the Ritz Brothers or the Three Racketcheers did so well. Tho their face-whacking is sincere enough.

Now comes the big flash—where the entire four acts spread out to make it look like a production number—take a few hundred bows and return to the ringside tables to make the place look busy—but not before every celebrity is introduced, and by a celebrity I mean a guy who doesn't pay his check. . . .

This is hardly an exaggeration. It's a hard school and we're not tolling tales out of school to say that some of our greatest performers had to go thru it—for talent will out. Lately we've been thru cycles. There was the strip-tease era which Gypsy Rose Lee inspired and which expired when she hied off to Hollywood. . . . Then the Comebacker Road period hit us full in the face with John Steel, Benny Fields, Yvette Rugele, Joe E. Howard, Eddie Leonard, Ann Pennington, Evelyn Nesbit, the Groat Lester, Jack Osterman, nickel beers and Fink's Mules back for a breath. . . . Now we're in an atmospheric era with Leon & Eddlo's putting on three tropical thunderstorms a night in their Pago Pago Room and with the Hotel Lexington following suit with its hula-Hawaiian Room, which is a distinct novelty because it is rare in this town to be able to get potted sipping gin concoctions from a coconut shell. . . . The new Riviera, of course, is fantastic. You don't believe your eyes. So Hollywoodish is it conceived. It is truly the answer to a Marden's prayer. . . . Of course, the Surfside is different. For \$3 you not only get a full-course meal, show and top-flight music, but a sun and surf bath as well. But again that has its appeal mostly to outsiders. For dyed-in-the-bull Broadwayites prefer to get their suntan in a barber shop at midnight and they like to take their baths standing up, assuming, of course, that they're able to stand.

For a while this winter the night clubs were enjoying their most prosperous fling since '29. Then suddenly things went boom again—with business practically at a standstill today—with few exceptions. And that takes in the swanky East Side spots as well as the Main Stem niteries. But things are looking up for the winter—with rabid rivalry in the offing. For, added to the original Hollywood Restaurant, the mass-capacity Paradise, the French Casino and Cotton

(See THRU SUGAR'S DOMINO page 29)

The Broadway Beat

By EUGENE BURR

(George Spelvin has gone off on a nine-week vacation, insinuating the staff can't write this column without him. And, so, staff members will pinch his until his return.)

THE heat on 47th street is terrible. . . . Which will probably explain most of this column. . . . There's a rumor now current (the heat may explain this, too) that La Garbo will come east to appear in a Broadway show, with the premiere set for some time in November. . . . The funniest part is that the boys who are spreading the rumor are so sure that they're taking bets on it—but without mentioning the producer's name. . . . A few years ago when Bob Reud, now p. a. at the St. Moritz, was doing the press for the Miller office he had an idea that he might get her for a show—an idea that had a bit of weight because of Bob's Garbo complex and because he was the only guy she'd allow to show her the sights when she was in town. . . . Chester Erskine got back from London Wednesday (7), where his play, *Satyr* (he still denies authorship), socked over handily, and he immediately left town in search of a country place for the summer. . . . No word on *Satyr's* New York production, if and when. . . . Sam Chartock, who was floored with an attack of pleurisy, is back at his office, but he can't get too excited yet. . . . Sid Harmon, with a schedule this long already lined up for next season, is still reading plays furiously—or is the adverb unnecessary in connection with Sid? . . . The office (private office, no less) in which this unhappy pinch-hitter for the fortunate Mr. Spelvin started in show business has gone to the dogs: Jack Mohler's in it now. . . . T. Edward Hamilton, who's running the summer theater at Matunk, R. I., reports that business at Tuesday's opening was highly encouraging. . . . The heat on 47th street is terrible. . . .

The Collines at the Somerset Restaurant are better than ever this year, but they've lost their heaviest customer, who, good as they are, doesn't need them any more. . . . Enthusiastic word comes in concerning the performance of Bowen Tufts, an up-and-coming young singer and comedian, in the tryout of *Calling All Men*, with his agent at present turning down picture offers in the hope of more stage experience first. . . . Phil Baker plans another show in the fall, undeterred by the fate of *Geraniums by My Window*, which caught him with his accordion down. . . . The heat on 47th street is terrible. . . . Despite the grand business done by legit over the week-end of the Fourth, night spot operators report the worst takes in over a decade. . . . Which should indicate something, possibly to the credit of the intelligence of visiting firemen. . . . Mildred Weber, Lester Hammil and various others from the Morris office visited Mrs. Morris Sr. at Saranac over the Fourth. . . . Bill Keefe (a grand guy) snared the coveted p-a. spot for *Virginia* (in which the Rockefeller interests will try to emulate the Shuberts) after several others had been under consideration. . . . A visiting biggie, according to the Night Spot Department, handed Helen Myers, organist at the Rainbow Room, five \$20 bills to permit him to sit with her on the organ bench that revolves on the revolving stage. . . . A carousel ride would have been cheaper. . . . This also comes from the NS Dept., so don't blame me; Definition—a dope yarn is a hashish of facts. . . . Macfadden's *Photoplay* at least has something of a line on its own readers; it's been advertising in trade papers and referring to its congregation as "a selective market of young, extravagant women readers with more money to spend, the show-offs and gababouts of our larger communities." . . . The heat on 47th street is terrible. . . .

Chicago Chat

By NAT GREEN

AARON JONES SR. for years has been regarded as one of the "whitest" men on the rialto—and rightly. . . . Right now the boys on the street are singing his praises for his taking up the cudgel in defense of a stage employe who was "framed" for a serious offense of which he was innocent. . . . Jones, upon learning of the lad's plight, immediately went to the front for him and the result was a quick acquittal. . . . A performer reports that acts entering Colorado, except as tourists, are required to take out a State auto license, which seems grossly unfair and probably would not stand in court. . . . In anticipation of a big winter legit season the Shuberts are making strenuous efforts to obtain another theater. . . . Would like to get the Briarcliff but so far have been unable to make a deal. . . . William Randolph Hearst has spiked rumors that *Herald and Examiner* will consolidate with any other paper, or that it is for sale. . . . The jinxed *Dixiana Showboat* continues to be good copy for the news bounds. . . . Ramming of the boat the other day by a navy cutter drew hilarious headlines, such as "Tobacco Road Made Into Cut Plug by Navy." . . . Jimmy Tansy, the Danny O'Brien of one of the P. & G. air shows, and Mrs. Tansy are on their way back to New York after a vacation trip thru the Midwest.

Vacation bound, we annexed a friend the other night to snag a few notes before departing. . . . From the Magic Carpet rendezvous to the Celtic Cafe of the Sherman, where one can find more show people to the square foot than anywhere else in town. . . . Enjoyed a cool Tom Collins while admiring the art work of Maxfield Parrish which adorns the wall back of the bar. . . . To O'Toole's Tie-Toc Tabarin to feast upon more art in the form of old English murals, then across the street to the Walnut Room of the Bismarck, where Peter Schiller served us sparkling burgundy while we listened to the dreamy violin solos of Eddie Varos, watched the graceful pirouetting of Ruth Pryor, and the singing and dancing of the Oehman Twins, who bubble over with personality and are bound for bigger things sure as shootin'. . . . Thus well started, we spun along to Kitty Davis' bar, where the entertainers sit astride horses on a merry-go-round. . . . A care-free spot gayly decorated with college pennants—and Kitty advertises that her employe has a college education, if that means anything! . . . Back north to Harry's New York Cabaret, where the artful dances of Valerie Parks and the singing of Neile Nelson were worth the stop. . . . On to Old Cathay, on Chicago avenue, to sample some strange Chinese dishes and meet some of the radio people who are regular patrons. . . . A brief stop at Ivanhoe, which is one of the real sights of Chicago. . . . The weird catacombs and King Richard's prison provide a creepy thrill, while above, Hal Munro and his music men provide music for dining and dancing under a canopy of stars. . . . At Edgewater Beach we found Dorothy Martin and Company, adagioists, who started the season with the Hugenbeck-Wallace Circus. . . . Out to Ben Lenhoff's Coccoanut Grove, suburban spot, to see our old radio friends Lee Sims and Ilomay Bailey, who are as delightful as ever. . . . Back to town, stopping at the Devil's Rendezvous long enough to explore its "graveyard," where the tables are coffins and the backs of the chairs are tombstones, and a final snack at Mrs. Shintani's Japanese restaurant, where the native dish, Sukiyaki, is featured. . . . Not bad for a summer evening!

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HOWARD KLEIN is back in Philadelphia after a booking at an adult camp up-State in Pennsylvania. Interviewed over WDAS recently, Klein told listeners of the trials and tribulations of his calling.

GREAT HUBER AND COMPANY are presenting their magic at the Million-Dollar Pier, Atlantic City, for the summer.

PAUL ROSINY is now in his third week at the Coccoanut Grove, popular roadhouse near Chicago. He is featured with his act and between shows keeps the customers entertained with magic at the tables. He will remain at that spot indefinitely.

JOHN MATHEWS, Detroit magician, was booked at a Cleveland theater last week. Mrs. Mathews accompanied him on the trip.

THE ABALLOS, making the resort towns in Maine, Vermont and New Hampshire with their magic, are enjoying the biggest business since 1928, according to their manager, S. Welch. "Mountain folks sure go strong for magic," Welch pencils. He plans to make the West Coast next winter. The act has just purchased a new 15-foot trailer.

COLUMBUS, O. MAOI will journey to Doc Okey's summer spot near that city July 17 for their annual picnic. It will be a stag affair.

J. A. COBURN, musician, proprietor and manager; born Boston March 12, 1868. First minstrel engagement with W. S. Cleveland in 1893. Owned and managed the Great Exlow Minstrels (Barlow Brothers); owned and managed Coburn's Greater Minstrels for many seasons. Present residence, Daytona Beach, Fla. Activities, supervisor of municipal music and director of concert band.

ROBERT A. (BOB) NELSON, of the Nelson Enterprises, Columbus, O., has just redecorated and revamped his offices and says he is looking forward to a big year.

PRINCE MENDES, who has been playing night clubs in the East since winding up at the Royal Palm Club, Miami, late in January, sailed from New York July 10 on a cruise which will take him to Nassau, Miami and Havana. He will stop off in the Florida city for a four-day engagement at the Paramount Theater and may ring in a single night's club engagement in Havana. "I caught Fu Manchu's show here some months ago and I say that he is the greatest magician of all times," Prince Mendes writes.

DECATUR DEMONS' CLUB, Decatur, Ill., held its July meeting, picnic and summer show in the big tent of the Charles Wortham Shows at New Holland, Ill., Sunday, July 11. A potluck dinner at 1 p.m. was followed with a 12-act magic show. Magi from Peoria, Springfield, Decatur, Bloomington, Danville, Champaign, Clinton, Chicago and St. Louis were represented. Among those who showed their wares at the show were Coleman, Cushman Coltaux, Powers, Wiley, Badley, Warfield and Scott.

JACK GWYNNE has purchased the effects imported from Germany by the late W. W. Durbin and is now using them in his act.

KEDZIE THE MAGICIAN is currently holding forth at the Lansburg Tea Room, Washington.

HOWARD ROBINSON, billiard ball and card manipulator, after closing with Owen Bennett's *Parisian Nights*, is playing theater and club dates in the Detroit area. During a recent engagement in Saginaw, Mich., he enjoyed a visit from Dr. B. Zola, DDS, inventor of Zola's Glasses From Noughere.

HARRIE THE MAGICIAN scribbles from Los Angeles: "Met with fairly good luck since leaving Little Old New York. Played several club dates in Pittsburgh, and St. Louis was good to me, too. Was booked into a cocktail lounge in St. Louis by Sid Belmont for a week and was held over four. Had a

little hard luck driving thru New Mexico—bad roads. Met George Fosta and Bill Salisbury in St. Louis. They were in to see me several times. Booked for a Brawley, Calif., spot and upon my return to St. Louis will open a night club date at 'top prices.'"

WORD COMES to the desk that Uncle John H. Davison, president of the International Brotherhood of Magicians, has taken over the editorship of *The Linking Ring*, the organization's official publication. With this move he follows further in the footsteps of his predecessor, the late W. W. Durbin.

THE 7-11 SHOW, all-colored minstrel, featuring a line of girls, reopened under canvas in Atlanta July 10. Jack Haver is looking after the advance.

HARRY FIDDLER, dusky entertainer, writes that he is "suffocated with delightfulness," following the summer around with the Silas Green Show.

MYSTERIOUS LAWRENCE and Troccoli, magicians, were guests of Benito Chavez and Company, featuring Dolores, fem magician, during the latter's engagement at the Sipe Theater, Kokomo, Ind., recently.

ONE OF THE HIGHLIGHTS of the recent IBM Convention in High Point, N. C., was the Magicians Only Show in which the following participated: Wallace Lee, *How To Open the Program*; Herman Weber, *Enthusiastic Performing*; Grady Nicholson, *Magic for the Masses*; Caryl S. Fleming, *Exposing: Good or Bad; Misdirection*, by Julian Boehm (read by Bob Anderson); *The Linking Rings*, George Pearce; *Card Fans Extraordinary*, Goodlette Dodson; *Pocket Tricks*, Jimmie Sanders; *Chemical Magic*, Dr. William M. Endlich; *A Snappy Club Act*, Jewell Watson; *Magic: Old and New*, by Dr. H. B. Evans (read by Dr. Kenneth Sheeler); *Combining Well-Known Effects*, Homer L. Hulbe, and *Tricks of the Trade*, Fred Gorman. Show was under the direction of T. J. Crawford.

DR. CHARLES HOFFMAN, "highest paid bartender in the world," has returned to Chicago after winding up a three-week engagement with his Magic Bar at the Beverly Hills Country Club, Southgate, Ky., just across the river from Cincinnati.

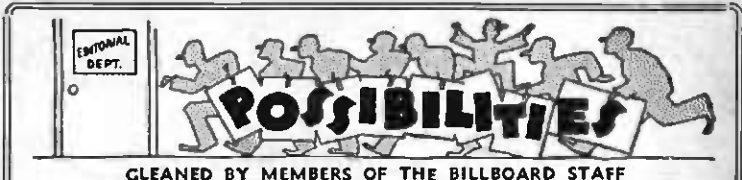
W. J. LEE (Poooshee-Poooshee) is back at the Hotel Traymore, Atlantic City, for his third consecutive summer. He will remain there until Labor Day.

SAM ASSEMBLY NO. 23, Washington, under the direction of its president, Harry Baker, manager of the Wilson Steamship Line, is planning a series of



BILL SACHS

convention selected the dates of May 28, 29 and 30 for its 1938 gathering in Cincinnati. The IBMers, at their High Point meeting, put off the selection of 1938 convention dates until a later time. To our way of thinking, the next move is up to the IBM and we doubt if the SAM will have any objections if the IBM committeemen choose dates to follow the SAM convlave—i. e., May 31, June 1, 2 and 3. With such a minor move the stage would be set for the greatest magic gathering of all time, the two largest magical organizations in the world would be brought to a better mutual understanding and all petty bickering and name-calling would be avoided. What do you say, you IBMers?



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1364 BROADWAY.

For FILMS

CHARLES WALTERS — personable and talented song and dance man now appearing in *The Show Is On* at the Winter Garden, New York. Primarily a dancer, he can also sock over a popular tune vocally, as shown in his current work, with amazingly clear enunciation and a pleasant voice. As for his dancing, it's rapidly climbing into the Astaire-Charles Collins class. His looks and personality should make him a sure click with pix fans.

RAY AND GRACE McDONALD — young brother and sister team now in *Babes in Arms* at the Shubert Theater, New York. Refreshingly youthful

and good looking, they make an ingratiating song and dance team certainly rating a film chance. The girl in particular has the makings for film success.

For LEGIT MUSICAL

FRANCES WILLS — excellent acrobatic and control dancer who is far out in front in this crowded field. One of her specialties in a revue should prove a high spot in the show. Has some amazing acro and control tricks that few of her competitors can duplicate. She is current at the Coccoanut Grove, Chicago.

magic lessons for underprivileged children of the district to begin in the fall.

T. BRADLEY MARTIN is current this week at the Eric Theater, Washington.

AFTER CLOSING a successful engagement at the Shoreham Hotel, Washington, Jack Gwynne and Company have moved into the Carmen Theater, Philadelphia, for a six-day stand.

A SERIES OF magic contests for children have been held recently in Central Park, New York, with the emceeing being done by Peter Pan, the Park Magic Man. Committee of judges comprised John Cooper, ventriloquist; David Belmont, magician, and Harry Burnstein, vice-president of the Amateur Magic Society. Two 12-year-old lads took first honors with a series of rope routines. Second prize went to a 17-year-old lad who did Keith Clark's silk trick.

THE CHICAGO DAILY NEWS, July 7, carried an interesting yarn by Gene Morgan in which it was stated that the Windy City magic lads were heartily in favor of the edict recently laid down by the German Government forbidding the exposure of any magic tricks by any German magician or writer. The Chi magi, however, were quoted as not being so hot on the dictum set forth by the Nazi regime last week wherein German magicians have been forbidden the use of any sort of edibles, including eggs and rabbits, in the performance of their tricks.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"NOTE WHERE Prof. Walter Brown Leonard says that John R. Van Arnam lost \$15,000 trying to make a minstrel show pay," writes Al Tint from the Windy City. "That doesn't necessarily mean that minstrelsy is dead. I still believe that some good minstrel manager with a lot of capital, good talent, scenery and wardrobe could put a minstrel show over. If the show were modernized up to the minute and properly presented, then minstrelsy could be brought back. Otherwise consider it buried. What has become of my friend Sam Gill?"

THE GABLEY BROTHERS, formerly with John R. Van Arnam, have left Chicago for Detroit.

LEONARD ROGERS, producer of Earl D. Backer's Famous Minstrels under canvas, writes regarding the show from Fayetteville, N. C., under date of July 6: "We have an outstanding show this season, far from the average minstrel type. Have large tented theater, beautiful scenery and lighting effects. Biz good. Staff includes Earl D. Backer, manager; Evelyn Backer, secretary-tickets; Leonard Rogers, producer and stage manager; Fat James, musical director. Roster comprises Sidney Perrin, J. C. Johnson, Buster Holcomb, Albert Vaughn, George Dennis, Homer Lee Bowen, Little Sparky, Charles Small, Sammy Lee, Sax Anderson, Amos Strickland, James Anderson, Gilbert, Buster Johnson, Slappy, Scottie, James Powell, Lillie May Slappy, Virgie James, Bessie Dennis, Bobbie Gene Rogers, Bessie Anderson, Mary Anderson, Almedia Brisco, Claudine Vaughn, Vivian Lee, Oia Gilbert, Doretha Johnson, Mildred Holcomb, Mr. and Mrs. Cousart, Romeo, boss canvasman, and Little Cecche Convar."

Wanted — Action!

Since making our first suggestion for a combined SAM-IBM convlave for Cincinnati in 1938 here two weeks ago, not a single reply on the question, either pro or con, has been received from any officer of either society. From all appearances, they hesitate to comment publicly either way for fear of placing themselves on the well-known spot or of offending their contemporary officers. Why they should lack courage to voice approval or disapproval on a matter that is of such vast importance to the memberships of both organizations is more than we can figure out. Sooner or later they will have to decide the issue, and the sooner they do it the better it will be for all concerned. Contrary to general belief, the SAM officials are more open-minded on the question than are the heads of the IBM. In fact, several leading figures of the former body have, more or less privately, expressed themselves as being in favor of a joint magic convention. At the recent IBM convention in High Point, N. C., two prominent SAM officials suggested that a joint convention of the two organizations in Cincinnati in 1938 would be an ideal thing. Their suggestion, however, fell on deaf ears. The SAM at its recent 1938 convention dates until a later time. To our way of thinking, the next move is up to the IBM and we doubt if the SAM will have any objections if the IBM committeemen choose dates to follow the SAM convlave—i. e., May 31, June 1, 2 and 3. With such a minor move the stage would be set for the greatest magic gathering of all time, the two largest magical organizations in the world would be brought to a better mutual understanding and all petty bickering and name-calling would be avoided. What do you say, you IBMers?

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Biz Good for Obrecht Show

FARIBAULT, Minn., July 10.—Christy Obrecht Show, one of the best known of the tent reps, is enjoying good business in its established territory thru here, according to Mrs. Christy Obrecht. Company has a new top made by the Rogers Tent and Awning Company, a new Kohler light plant and a new Pierce-Arrow housecar with two rooms, running water, electric lights and shower.

Mrs. William Roepke, wife of the State senator, visited the show here last week. Mrs. Roepke is the former Eloda Sitzer, the "little redhead." She entertained members of the company at a breakfast at her home here during the show's local engagement.

Roster includes Christy Obrecht, owner-manager; Fritzie Obrecht, Christy Obrecht Jr., William Seldon, Lillian La Valle, Anthony Black, Lynn Arden, Mrs. Vail, Dwight Merriam, Norbert Weller, Frank Peterson, Harry Kingsley and Harry Smith. Jerry Ketchum is handling the advance. Show has a five-piece orchestra and is booked until December 1. Mr. and Mrs. William Seldon have just purchased a new Roycraft housecar.

Christy Obrecht Jr. recently cracked The Rochester (Minn.) Daily Bulletin with a story, stating that he hasn't any intention of permanently following in the footsteps of his dad but that he has ambitions to enter the legal profession. Now a cadet sergeant at St. Thomas Military Academy, St. Paul, young Obrecht will enter the University of Minnesota to study law in the fall of 1938. From there he will go to Harvard to complete his legal studies. Since his matriculation Christy Jr. has been awarded the double eagle and honorary merit at the St. Thomas college.

Poor Biz Closes Cook's Comedians

ONANCOCK, Va., July 12.—Cook's Comedians, rep-musical show under canvas, closed its season here last Monday. With business extremely spotty the last three weeks, Manager Dan Cook decided it wise to close for the present at least. Manager Cook left Tuesday for Chicago on a business jaunt. He has announced no definite plans for the future.

A. L. Fox and wife, after the closing of the Cook company, joined the Roe Nero show in Hays, Va. Ervil Hart pulled out for Chicago, Vic Vitchner for Baltimore and Cecil and Marie Christopher for Homerville, Ga.

"SeaBee" Hayworth and Marion Andrews are on a two weeks' vacation at Virginia Beach, Va., after which they plan to join another touring company. Hayworth plans to launch his own unit again early in the fall.

Billroy Briefs

POTSDAM, N. Y., July 10.—What a relief to get back into New York State after that session in Vermont and New Hampshire, where they ring curfew at 11 o'clock and people talk out of the sides of their mouths in some sort of language that is beyond our interpretation.

People who know our baton weaver, "Genial Gus," would have appreciated seeing him in his terpalchorean mood last Sunday. He really swung out in no uncertain manner, especially with the girl from Norwich.

Things I sometimes wonder about: If Lois Mason, of the Milt Tolbert Show, remembers taking a trip to Fort Worth? If Pansy Brown, of the same show, recalls to mind the beautiful hotel in Freer, Tex.? What Toby Eastman and Red Jenks do during their spare time? If that hot spot of Dallas, the Red Hut, is still going? If Bob Greer is still troubled with Bobby Jay intruding at the wrong moments?

Morris Nelson, who is with us sometimes, is now driving one of the conveyances on the show—the water wagon. He has become proficient at this sort of work and Manager Wehle has decided to give him a permanent job provided he doesn't fall off.

Would like to know if Raby Crider really enjoys getting up early and riding in that V-8 or just likes the company?

WAYNE BARTLETT.

Rep Ripples

K. W. LEMON writes in to say that he's enjoying his second season with the Henry L. Brunk Comedians. Lemon has the orchestra, banners and concessions. "Good show, exceptionally good vaudeville and a good orchestra," Lemon pens.

MEMBERS OF THE Tom Mix Circus were guests of the Four Bryants on the Bryant Showboat at East Liverpool, O., Sunday night, July 4. In turn the showboat troupers took in the Mix show at the Monday matinee. The Bryant craft and the Mix Circus day and dated in East Liverpool July 5, with both getting a swell play.

MR. AND MRS. LUCIUS JENKINS and daughter, Mary Jane, have just returned to their home in Tifton, Ga., from a vacation jaunt which took them to Augusta, Ga.; Columbia, S. C.; Richmond, Va.; Washington, Baltimore, Newark, Jersey City, Philadelphia and New York. The various shows visited en route reported business anywhere from fair to good. Jenkins reports. This was their first summer vacation in 23 years.

JOHN D. FINCH, formerly for several seasons a Billroy star, has signed with Ollie Hamilton for the Milt Tolbert No. 2 show.

GEORGE ROBERSON'S tent show played a week recently on Market Square, Portage, Wis., to topnotch business. Phoebe Fulton and Jack Sutton, leads, scored an exceptional hit. Roberson has played Portage annually for the last 20 years.

HOMER DENHAM, until recently with the Milt Tolbert Show, has joined Rilton, "Barnum of the sticks," currently on tour in Tennessee.

BENNY (FATS) WAYLAND is now on route with Stewart's Comedians, showing in Virginia territory.

Missouri Is Rosy For Biehl Sisters

JEFFERSON CITY, Mo., July 10.—Biehl Sisters' Stock Company, Cleve Torhune, manager, got a grand play at its tent theater pitched on the St. Peter Church playgrounds, located a half block west of the Missouri State Capitol, in the heart of the city, last week, with the result that the show remained over this week. Show opened here Monday of last week to a turn-away and business has been tops since.

Warrensburg, Mo., the previous stand, likewise gave the show big business all week in the face of unusually hot weather. Show opened April 5 at Stillwater, Okla., and it is planned to keep going until November, thus duplicating its 36 weeks' run of last year.

Lawrence Deming has been in advance of the troupe since the opening.

Chick Boyes Players Are Hitting in Lincoln, Neb.

LINCOLN, Neb., July 12.—Chick Boyes Players are hitting here, each week showing a substantial increase over the previous session. Going smoothly here, Chick left last week for a visit on his No. 2 show, which is operating on a circle out of Callaway, Neb.

Boyes was the life of the party one night recently when Art Rogers turned his rink over to a roller-skating party for the show business. Chick, who hadn't been on skates in 30 years, did a new version of the can-can, much to the amusement of the other attendants.

Bryant Boat in E. Liverpool

EAST LIVERPOOL, O., July 10.—With the Tom Mix Circus as opposition Fourth of July night, the Bryant Showboat tied up at the local wharf for a week's run, doing a change of bill nightly. It was the first visit here of the Bryant boat in many years. The four Bryants renewed many acquaintances here and the gangplank was down to all friends and fans all week. Boat is making the Ohio River towns.

Only One Bad Week For Kinsey Troupe

WOOSTER, O., July 10.—Confining their itinerary to Ohio, their native State, the Madge Kinsey Players concluded the first half of their summer season with a highly successful week's stay here. Troupe is headed westward on its annual swing thru the Buckeye State. Show has had only one bad week since the canvas tour was launched May 1, according to Harry Graf, manager. The show's itinerary is practically the same as in former years. Mansfield, O., will be tried out within the next month, he said.

A new top, made to Graf's own specifications and which includes many innovations in rep tent construction, is bringing much comment from showmen everywhere. It is a 80x122. Stage is 24x16 feet. Company, numbering about 25, is offering seven bills weekly, with no matinees. Company has one of its own trucks and plans to add two more later, which will be sufficient to move the show property without hiring any locally, Graf said.

Personnel of the company, which includes many who have been with the troupe several years, follows: Jack Irwin, leads; Ellen Douglas, leads; Otto Imig, comedy; Dave Heminger, characters, comedy and scenic artist; Madge Kinsey Graf, director and character comedy; George Colbert, juveniles; Harry Graf, manager and second business; Inigo Imig, character; Jo Ann Davis, ingenue; Betty and Jean Kinsey Graf, feature dancers and juveniles; Prince Yose, minstrel; Lottie Davis, piano; Esther Fortner and Emma Graf, tickets; K. Fortner, Esther and Mary Davis, specialties, and William Davis, advance and banners. Canvas handled by Floyd Anspach, assisted by Eddie McMahon and Bob Merrick.

Van Arnam's Show Notes

WHITE RIVER JUNCTION, Vt., July 10.—We had a wonderful seven months' tour in the South and are now headed for Maine and the Canadian border. Business has been topnotch since we came north.

We have quite a few new people for our third season with the Radio Barn Dance title.

Clarence Reed left for home this week and Bill Stone now has his bunk in trailer No. 9.

Bob Driscoll has a new car to drive Maddy in.

It's hard to keep the boys away from the first entrance since the new girls joined.

Why was breakfast so late in this town? Ask George, he knows.

BILLY HALL.

Kansas City Jottings

KANSAS CITY, Mo., June 10.—Jack Vivian, owner and manager of Allen Bros.' Comedians, now showing within driving distance of this city, was in town this week on business.

Kenneth Wayne, manager of the Wayne Theatrical Exchange here, is due back here Monday after a two weeks' vacation, during which time he visited shows in Missouri, Kansas, Nebraska, Iowa, Illinois, Wisconsin and Michigan.

Miles A. Fryor, well known in Midwest theatrical circles, is now regional manager for the Pulver Company, Inc., Rochester, N. Y.

Phil Duncan is making tentative arrangements to reopen his Texas circle about the first week in September. He will play practically the same towns as last winter.

Lloyd Gilbert, formerly with Frank Smith Players, is now with the Mamie Wilson Show in Illinois.

Toby Nevius, former rep comedian, is now making a hit in radio. He is located at Station KVOO, Tulsa, Okla.

Earl Chambers, former fiddler with the Princess Stock Company, was spotted on the main stem here this week.

Frederick Courtland Vance, former rep juvenile, is now permanently located here in commercial lines.

Al C. Wilson, former dramatic director, now in commercial lines here, was spotted on the local radio this week.

Mr. and Mrs. Bill Doherty, well known in Midwest rep circles, are now permanently located in Denver.

Tolbert Tattles

SHELBY, N. C., July 10.—Business unusual since entering the Carolinas. Hendersonville, shunned by the majority, was a turn-away—more outside the tent than in. However, managed to hold the majority for a second show at 9:30. Spartanburg for two days and both nights big. Radio programs with Lassies White and Honey Wilds make the natives show-conscious.

Most of the gang enjoyed an afternoon of cards and a midnight stage show at Asheville, N. C., recently.

Mrs. Buddy Hale and Little Buddy returned from a pleasant two-week vacation at Dothan, Ala., accompanied by H. W. Hale, Wafford Hale and Gracie Lee Lynn, girlhood chum of Annette's; H. W. Hale, Little Hale and Miss Lynn left the following afternoon. Hale took with him the specifications for Buddy and Annette Hale's special-built Buick convertible. When and if Lassies and Mrs. White get their new convertible it will make the show almost entirely equipped with open cars.

Soft-ball games are popular. The men warm up in the late afternoon. Norma White, Annette Hale, Gretchen Norris and Lillian Wilds were seen pitching some mean ones.

A special request to Mrs. Nickolson for a package of books and eyes for daughter, Gretchen. It seems she's having trouble keeping on her wardrobe. Is Gretchen rehearsing for a season in burlesque?

Patricia Stanley was taken to a hospital at Greenville, S. C., recently because of acute appendicitis. She and Stan have our sympathy. We did not realize that our redhead could be missed so much. SALLY THE SLEUTH.

Framing Stock for Empress, Vancouver

VANCOUVER, B. C., July 10.—Old Empress Theater, on Hastings street, East, dark for the last three years since vacated by the British Guild Players, has been acquired by Arthur Abbott, formerly of London, who plans to open it next September as a stock house.

He is organizing a stock company which will be known as the Empress Repertory Players. In addition, Abbott will present visiting attractions. Theater is being redecorated and reconditioned. New lighting, furnishings and heating and ventilation systems are being installed. George Waring is house manager.

Ga. Weed Markets Open July 29

TIFFON, Ga., July 10.—Georgia tobacco markets will open their 37th season July 29. Prospects for quality and quantity are favorable. There are about 75 tobacco warehouses within 75 miles of Tifton. This city has led in price and poundage for the last three years.

HUB SEASON—

(Continued from page 24)
Dead End was very good at \$60,000 for four weeks.

A revival of Great Waltz clicked to the tune of \$40,000 for two stanzas.

Medium grossers were Pride and Prejudice (on Guild list and extended two weeks beyond the original two booked), Reflected Glory (Tallulah Bankhead), Lady Precious Stream, Call it a Day, Hedda Gabler (Nazimova) and First Lady (Jane Cowl), last named doing a fair three weeks.

For runs the George Abbot outfit took all honors. Boy Meets Girl, intended to do 12 or better, held on for eight weeks, totaling about \$18,000. Brother Rat held a good pace for 15 weeks and averaged about \$8,500 per week.

The Federal Theater followed the lead of other key cities and generally laid off new plays. It Can't Happen Here aroused the most box-office interest for the WPA stages.

As in New York the matching of opinions as to relative merits of Gleigud and Howard in Hamlet provided much table comment and chit-chat. Biggest sock of the non-musical newcomers was undoubtedly Tonight at 8:30. Because of its brief stay here many enthusiasts hiked to New York to catch the plays they missed at home.

The Colonial was booked almost solid thruout the season, either with legit or road-show films, the Shubert was almost as busy and the Plymouth was pretty well inhibited all the way, mostly by the George Abbot productions.

Tab Tattles

By BILL SACHS

NIG SHOPE and wife, Billie, formerly leading lights in tabdom, have been operating their own med opry thru Oklahoma, Arkansas and Texas the last three years. Nig pencils from Gore, Ala., that business is good. His present frameup includes: Nig, lecturer; Billie, characters and candy; Earl Lucas, straight; Mrs. Lucas, concessions; Don Gallihar, violin and comedy; Joe Downs, guitar and yodeler, and J. D. Williams, music and specialties. "Sorry to learn of Happy O. Kerns' misfortune," Shope writes. . . . Frank (Red) Fletcher postals from Corpus Christi, Tex., that he's vacationing a bit before opening for H. D. Hale's No. 2 Mitt Tolbert Show at Dothan, Ala., as producer. Show gets under way August 9. . . . Donald (Jake) Drummond, tab and burly funny man, is playing drums with a dance band in Grand Rapids, Mich. Expects to go out again in the fall. . . . Ray Comrie, comic, is working clubs in the Grand Rapids area.

RAYMOND WOLFE, of the Wolfe Twins and Irene, has been confined at the Robert Be Green Hospital, San Antonio, for the last three weeks with pleural pneumonia. He is doing as well as can be expected, but the doctors say he won't be able to work for at least six months. . . . Business continues fair for the J. Gross Variety Players at the Ramona Theater, Grand Rapids, Mich. Tommy Hanlon is producing. . . . George C. Nichols, owner-manager of the State Theater, Grand Rapids, has opened the Rialto, formerly the Superba, in that city. House was for many years a popular tab stand. Donald (Skippy) Smith, character comedian, is now doorman at the Rialto. . . . Doug Lergen, known to tabloids as Doug Drake, is now residing in San Antonio. . . . Percy Barbat, formerly with the Federal Theater of Texas, now disbanded, is now presenting dramatic skits over Station WOAT, San Antonio.

JIMMIE HODGES, well-known tab producer who recently folded his tent show in the South, now has the floor show at the Village Barn, Virginia Beach, Va. . . . Ray Kolb, tab and burly straight, is able to be up and about again after a recent operation on his bladder. He was a visitor at the tab desk last week. . . . We have had inquiries recently on Bonnie Austin, Willie Horner, Red Wilhoite, Bert Dexter, Mack Ferguson, Miller Evans, the Goldbeck Sisters, Max Golden, Jack and Peggy Curtis, Billy and Babe Leroy, Slim Vermont, Lena Raborn, Babe Lebré, Verne Phelps, Dee Beachum, Mary Ernst, Bob Greer, Sunshine Fritchard, Guy Johnson, Ed Brown, Mr. and Mrs. Walter Pruitt, Ethyle McDonald, Alma Nelson, Lew Beckridge, Slim Eason, Jerry Phillips and Harry Richards. Shoot in a line to the column and let your friends know what you're doing. . . . Gene and Hazel

From Out Front

(Continued from page 24)

be given in scrappy bits jumping insanely here and there in the story over a period of weeks and then fitted together, like a jigsaw puzzle, by a stranger in a little room after the actor has forgotten all about it. . . .

"I doubt if stage training or theater experience or even acting ability is of any great value to a man or woman who has determined to become a motion picture star. An established personality . . . and the ability to speak English are the most necessary things. . . .

"An ice skater has been made a motion picture star, and the current 'sensations of the screen' are that because of the accident of birth which brought all five of them into the world together. . . .

"The great tragedy of pictures to an actor trained on the stage is that, when he finally sees himself on the screen and notes the mistakes he has made, there is nothing he can do about it. His bad performance, his careless speech, has been embalmed in celluloid for the duration of the run. Even the leading lady can't be changed—which may or may not be a misfortune."

I persist in seeing not only wit in those excerpts, but also great good sense. They should be memorized by every ingenuic and juvenile with profiles and Hollywood aspirations. That would, of course, fall to discourage such ingenuics and juveniles—rather it would serve to give them added hope—but at least it would help them to set themselves apart from actors and actresses.

Mr. Howard also touches on a couple of other subjects that are favorites hereabouts—the obvious exhibitionist complex that is the mainspring of any person insane enough to want to show himself before an audience, and the need for acting that is setting rather than personality display or toned-down whispering. Critics in general have been responsible for the letting-in-on-a-secret school of so-called acting, wherein an honest emotion is regarded as something shameful and the display of it nothing less than professional and social suicide. Let an actor who is, when he wants to be, the prime exponent of that school, refute them: " . . . what is called mental acting. And this, of course, isn't acting at all; acting is, essentially, 50-50 physical and emotional and has very little to do with the brain." That should be triply underlined. Also, it should appear on the wall of every classroom of every dramatic school in the country. The Penn-Astor drug store could also perform a public service by having it nicely printed and hung over the counter.

As for the actor as exhibitionist, says Mr. Howard: "The truth is that to enjoy acting one must be an exhibitionist at heart, one must revel in those exposures of the emotions which would be agonizing to a shy or reserved person. All great actors have been and are exhibitionists."

Mr. Howard also manages, in the Winchell column, to deflate the egos of those acolytes who consider acting even faintly important. "Perhaps we all take ourselves too seriously, Walter," he says to his correspondent, "in our new professions, you as an actor and I as a writer and vice versa. . . . A life spent peering near-sightedly across the footlights or into a pretty young thing's eyes before the camera or with an ear even figuratively posted at a bedroom door may, in the long run, prove to have been a rather empty life after all."

It is a thought that can be used to great advantage by most actors I know—and to even greater advantage by all columnists.

One more quotation and I'm thru. It concerns the rigors of the run: "In any other business the workers can get away from their labors for a few days, even a few weeks, if their health or state of mind demands it. Not so the actor, especially the star actor. He is expected to drag himself thru a performance in defiance of his doctor's orders, possibly imperiling his life and his family's security—and for what? For an insane catch phrase, 'The show must go on,' a manifest hypocrisy concerning which few people ever bother to inquire 'Why?'"

It's an interesting question. I can't answer it: can you?

Cobb have left Dayton, O., where Gene had the bear distributorship for Homer Neer, formerly of the Sun office.

SUMMER THEATER

(Continued from page 24)

noises, with the latter, after getting mother from the room, discovering Collins in Miss Stone's bed. Act three is at Collins' apartment, where Miss Stone comes for a last fling, with developments showing that Kalkhurst has some love for Miss Stone, altho he took everything for granted. He finally becomes the gallant swain and gives up his love to Collins.

Miss Stone socks heavily with her sweet, natural manner. For her first

dramatic adventure she makes a grand impression. Every line, gesture and all other business was smooth as plush.

Collins is a cinch for his role: Vye is quite good in his incriminated bit, but his falsetto should be dispensed with and his natural vocals employed for better effect and comedy; Parsons makes a good waiter and valet and the audience went for him big; Kalkhurst creates the proper impression with his role.

Missing are the Cleveland and Fay gals. The former is a giddy, flighty matron whose whims go with the wind. Her part, together with Miss Fay's, ought to be built up in some way that will tend to relieve the drag.

The show runs unusually short (1 hour 50 minutes).

Last two acts run a good pace, but the first misses in starting, and this part of the book is mediocre. Revision here, together with some meaty dialog in spots, will undoubtedly see this show open in Boston prior to a Broadway run.

The author is a Hollywood barrister, and this is his first play to reach the stage. Sidney Patric.

Endurance Shows Jack Conner Derby Gets Away Nicely

VENICE, Calif., July 16.—Jack Conner's Olympic Derby got under way on a comfortably filled house July 1 in the Venice Ballroom here. Jimmie Johnson is handling the air, being ably assisted by Joe (Palooka) Good, Mickey Thayer and Jimmie Gable, the "Midnight Maniacs."

Wells Sloniger and Jimmie Carrolton are judging the floor. Betty Benson and Dot Cullins are the nurses, and Bud Cullins is trainer. Show got under way with 19 couples and two solos. Those still remaining at this writing are Tim Hammock and Alice Price, Billy Gay and Jerry Alfred, Harry Meredith and Lee Bernard, Jack Diamond and Maxine Lang, Joe Nalty and Cloris Wears, Billy Bean and Dorothy Wilson, Johnny Armbruster and Bertina Gallamora, Jackie Parr and Peggy Cogan, Mike Jacobs and Bella Hess, Bob Sealey and Catherine Colombo, Dave Shell and Mary Jo Bell, Bert Smith and Geraldine Burnett and Dwain Bridges and Charles Burnett, solos. Porky Jacobs and Aileen Thayer are also in the derbies.

Show is being aired three times daily over Station KFAC, the music being handled by Mel Drumm and his Swingsters. Tommy Jacobs, the "host of the Coast," has the Palm Gardens in connection with the show. He is also feeding the kids in good style, starting off with a full-course banquet the first night.

Harvey Walters is looking after the publicity and has already obtained sponsors for more than half the teams. A number of motion picture people took in the contests the past week.

BABS FATH, who was teamed with Hughie Hendrixson in "Pop" Dunlap's Haledon, N. J., walkathon, has been disqualified due to injuries. She twisted her knee during a 26-minute sprint, but kept on going all that night and the next day, her partner carrying her thru. At the 37-minute sprint the next day she tried to hop thru it on one foot, but found the going too tough and dropped out. Her sponsors, however, are still sponsoring her, due to the fact that she dropped out from injuries and not exhaustion. Hughie Hendrixson is now teamed with Rella Finney, who was soloing for two nights before Babs went out.

"POP" DUNLAP'S
Last New Jersey
WALKATHON

Opens latter part of July just outside of Elizabeth, and for those flash teams that can take a fast, snappy show here is your opportunity to get your wings bank roll.

ONLY A FEW MORE TEAMS NEEDED
So contact immediately
"POP" DUNLAP, care Walkathon, Haledon, N. J.

WALKATHON CONTESTANTS
OPEN JULY 24 IN BELLEVILLE.
Sponsored by Veterans of Foreign Wars of Clifton.
WHI takes care Teams week before Dance. No collect wires. Guaranteed Sponsors.
WILLIAM MISHKIND, Mgr.
48 Berkeley Ave., Belleville, N. J.
Phone: Bk 2-4256.

Thru Sugar's Domino

(Continued from page 26)

Club will be the International Casino—all major-league cabareateries with major-league stadiums to fill. Add the click of the Frolics, Jimmy Kelly's, the Mirador, the Black Cat, the Village Barn, the Versailles, the spacious hotel rooms and the 163 other varisized hot spots and I think you'll begin to wonder along with the perplexed night club owners and the writer—"Where are the patrons going to come from to fill our clubs?" After all, the World's Fair boom won't break 'til '38—I'm afraid too many of our night clubs will break before then.

In closing, as The Billboard's "Column-a-Year-Man," I'd like to point out some ironies of Show Business: Where a dummy (Charley McCarthy) is as well-known as his "father," Edgar Bergen. . . . Where "and his Violin" is as readily recognized as Rubinoff. . . . Where amateurs work more steadily and, in many instances, earn more money than professionals. . . . Where "Screeno," "Bank Night" and assorted dishes draw a bigger gate than a million-dollar picture. . . . Where pickets have stand-ins while waiting for flesh (by now it's just bones) to return. . . . Where any performer who gets a job is making a comeback. . . . Where a sustaining isn't very. . . . Where an audition is a career. . . . Where a career is a week at Loew's State. . . . Where yesterday's headliner is today's breadwinner. . . . Where knowing somebody is better than somebody knowing. . . . Where a ham sandwich gets billing over a ham. . . . Where contracts are signed on the dotted divan. . . . Where "terfide," "gigantic" and "colossal" express mild disappointment. . . . Where a seven-year contract is as permanent as a permanent wave. . . . Where a permanent wave is as short-lived as a permanent wife. . . . Where a hot seat and a hot foot are considered humor. . . . Where columnists turn actors and where actors turn columnists. . . . Where a dog (Buster, of Columbia Pictures) has his life insured for \$75,000, while extras lead a dog's life.

OPENING LAST OF JULY CUMBERLAND, MD.

A Real Virgin Spot with 65,000 Population. Three States to draw from—Maryland, West Virginia and Pennsylvania. Wide-open city. Two large Mills that employ 20,000 people 24 hours around the clock. This should be another Wild, Wild, West. Sponsored by the Fire Department. Everyone knows of my two successful Shows in Maryland.

UPWARD \$2,000.00 PRIZE MONEY

Good contestants that know me contact at once. Absolutely no collect wires; you have plenty of time to write. Show opening last of July. Cliff Real, Muzzy Hurley, Uzey Hachbach, Johnny Reed contact at once. Phil Murphy will not be with this show. Chas. Haddon contact at once. Harry G. Newman contact.

MARYLAND OPERATING CO.

RAY O. ALVIS, Sole Agent. Francis Scott Key Hotel, Frederick, Md.
FOR FURTHER DETAILS AND OPENING DATE, SEE NEXT WEEK'S ADVERTISEMENT.

Original Geo. W. Pughe Derby Show

OPENS JULY 29

Want Entertaining Sprint Teams with wardrobe. Working People in all departments communicate. Watch for ad next week. Address
GEORGE W. PUCHE Commonwealth Hotel Kansas City, Mo.

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 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 672, Cincinnati, O.

Chicago.
We noticed in *The Billboard* recently where a booking office reports having difficulty in getting acts to join units in order that it may fill in the couple of weeks' work it has.

Charges Some Unit Managers Mislead Acts

Most acts that have been with units are about fed up with the treatment given standard acts. First of all, some managers of units lie about the time they have booked by putting out a fake route sheet before the unit opens. After you are out a week everything starts dropping out of the route, which was never there to start with. When they have you out on the road the most they have to offer is two or three days a week. If a unit works four days a week that would be out of the ordinary. When unit managers can quit fooling performers they can get acts. **FORD AND FORD.**

London.
About two years ago Mr. Shackleton, of Bradford, England, invented a trick with a deck of cards. Shackleton gave me the rights for England and America on condition that 25 per cent of the profits go to the J. Neville Maskeleyne Benevolent Fund. I placed the trick with Will Goldston, of London, who has sold a considerable number of decks and handed over 25 per cent of the profits to the above-named fund. I have been in negotiations with Max Holden for this trick on the same terms and conditions, during which time I have been informed that a certain American magician and dealer was in England and procured a deck of cards and took it back to the States and flooded the country with sales. Apart from its being a dishonorable piece of business (and I having written him twice and received no reply) he is depriving a charitable institution of its share. My real reason for writing is that I am now appealing to a friendly pirate as to whether or not he is willing to hand over 25 per cent of the receipts to the charitable institution named, thereby removing my liabilities to Shackleton, which have put me in a very awkward position. Also by doing so the poor will not be robbed. **HORACE GOLDIN.**

Goldin Appeals For Adjustment On Card Sales

New Richmond, Wis.
There have been a number of letters on old-time boss hostlers, drivers and teams. I would like to see some upon famous old-time circus wagons. One of the best known and the only one of its kind was the Ringling bell wagon called "the Chimes of Moscow." The body of the wagon was built by Miller Brothers, wagon builders, of Baraboo, Wis. The bells came from Milwaukee. First driver of the bell-wagon was Charles Talworthy, who drove the eight boys. Pilot and Winfield leaders. The next was Bob Meeks, with the eight boys. This team afterward went to the Robinson show in '98 and the same fall came back to the Ringling show with other teams, and in the spring of '99 they went out as a six-horse team, the big top team with Big Ed Delavan as driver. When he left Charley Woods got the team and drove them several seasons. The next driver of this wagon was Charles Dairy, with Kernal and Queen, the eight grays. This was a very unfortunate team, as Queen stepped on a nail, infection setting in, and she had to be killed. In St. Louis in '98 they ran away, with George Stumph as driver, and one of the wheelers was killed. Afterwards Douglas broke his back while crossing a ditch, and Kernal, while in winter quarters, was kicked in the shoulder and had to be killed. The next driver of this wagon was Charley Baldwin, with Prince and Kate on the lead; Queen and Rose, six-horse body; Peggy

and Nell, four-horse body; Turk and Shorty, wheelers. The next year Henry Welsh got the same team, except for a different pair of wheelers, Hutch and Austin. Hutch was purchased in Hutchinson, Kan., and Austin in Austin, Minn., a perfect pair of wheelers. Welsh drove this team several seasons, until the hippo den got away on a hill in Kansas City and killed Peggy and Nell and crippled Hutch and Austin for remainder of the season. Next year Hutch and Austin went out as a train team. The next spring Welsh got a new team, with Prince and Ponto on the lead, and when Welsh was promoted to assistant, John Dudley got the team. Afterward George Robinson and George Simonds were drivers of this team. The last time I saw the old bell-wagon Len Braekensberry was the driver. He had eight dark gray colts. **I. J. HETHERINGTON.**

Washington.
I am writing you with the idea of praising the admirable suggestion of Bill Sachs for a joint Society of American Magicians-International Brotherhood of Magicians convention. I know that for many years it has been one of Sachs' pet ideas, as well as a pet idea of the late Bill Hillier. Let me say at the start that my opinion is unbiased, as I am not a member of either organization. I am writing merely because of my interest in magic, as it is my profession. I, of course, realize there is little love between the SAM and the IBM. I also know that the IBM expressed an almost unanimous desire at its recent High Point, N. C., convention not to combine its social activities at Cincinnati or any other activities with the SAM, in spite of a most generous suggestion that they do so on the part of Theodore T. Golden, president of the SAM, and John Mulholland. Certainly the idea of a joint IBM-SAM convention would simplify things for members of both organizations and there are many. **HENRY HAVILAND.**

Los Angeles.
For many years I have been reading *The Billboard*, especially the department devoted to circuses. I always get a big kick out of *The Forum* page and the interest readers show in commenting on various letters that appear there. A circus fan friend and I have recently had a little argument about which eastern circus first came to California. I claim that Cole Bros. was the first Eastern show to play the West Coast towns, in about 1873, but my

Likes Idea Of Combined Magic Meet

Milwaukee.
There have been several letters in *The Forum* recently regarding talkers and openers on shows, and it has occurred to me that the talkers must get good laughs out of some of the advertisements that appear nearly every week, calling for talkers. The gist of these ads appears to be: "Wanted, Talkers: Must Produce." No real good talker is going to bother to answer any such advertisement unless it is stated how much is to be paid. **F. J. BLIGH.**

Elmira, N. Y.
I wonder whether any old Barnum trouper can tell thru the columns of *The Forum* in about what year Admiral Dot appeared with P. T. Barnum. The writer recently obtained an old photo of the Admiral and upon it there was a notation, "With P. T. Barnum's Traveling World's Fair." I would also like information regarding a wreck on that organization which occurred a good many years ago between Elmira and Binghamton, N. Y. An incident—the ducat wagon being demolished and a bakery rig used as a substitute—may help recall the wreck. **ART (DOC) MILLER.**

What Eastern Circus First Played Coast?

Boston.
I had intended to send in this correction much sooner but have neglected

They Call Them Agents

ONE of the biggest mysteries of show business is the "agent." We quote the word, because the agent is sometimes a booker, artists' representative, personal manager, manager, employer representative and what not.

Legally the "agent" may be an agency, a broker or a co-adventurer. Actually, the agent is usually a guy (or bunch of guys) who manages to get his finger into an employer-artist contract and who makes sure he gets his out. Also an important factor in the deal, leave it to the wily agent to avoid responsibility of any sort—that is, legally. He might have moral responsibility, but that usually doesn't worry him.

This confusion was dramatized only recently at the American Federation of Musicians' convention when somebody asked: "What is an agent anyway?" Everybody who spoke after that disagreed. Everybody had a different conception of "agent." The only thing they agreed upon was the necessity that the agent be regulated.

This follows the recent experience of the American Federation of Actors, which made its own survey of agency "contracts" and discovered most of them did not even resemble an equitable contract. The AFA also discovered that most "contracts" bound the artist to everything and the agency to nothing.

So here is your "agent." Elusive, wily, conniving, shrewd, unethical (that is, most of them), they constitute a grave problem. It seems that the performers' and musicians' unions are the only ones aroused by the problem. Isn't it about time the agents themselves did something about this unhealthy condition?

friend thinks that the old John Robinson or Conklin Bros.' Show came even before this. Maybe we are both wrong? However, I know small Mexican circuses played Los Angeles in the '60s, even before any of the big Eastern shows ventured out this far. We also have a hard time agreeing which was the first one-ring and the first three-ring circus to hit the Coast. I have always been under the impression that California was a fine circus State, especially for the big Eastern ones. Hope we see lots of circuses this summer. **S. W. EVEREST.**

West Haven, Conn.
I would like to put a word in the *Forum* about the formation of a magic fans' association, similar in scope and operation to the Circus Fans' Association. I have a few friends right in this small community who are devoted fans and who would resent any attempt to explain the method of an illusion. Certainly we have enough "big" men in the magic field who possess enough organizing ability to put across an organization such as this. Let's have a few opinions from among the rest of the magic fans. **JAMES W. KELLEY.**

Magic Fans' Organization Is Proposed

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Thinks Pay Is Main Issue With Talkers

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The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
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BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phone, MEadison 3-1616, 3-1617, 3-1618. **CHICAGO**—6th Floor Wood Building, 440 Madison and Dearborn Streets, Phone, Central 3180. **ST. LOUIS**—390 Arcade Bldg., 4th and Olive Streets, Phone, Chestnut 0443. **PHILADELPHIA**—B. H. Patrick, 7222 Lancaster Road, Upper Darby, Pa. Phone, Madison 8895. **LONDON**—Bert Ross, care "The Performer," 18 Charles Cross Road, London, W. C. 2. **SYDNEY, AUSTRALIA**—Martin C. Brennan, City Taverners' Bldg., 178 Pitt Street. **PARIS**—Theodore Wolfman, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada and Countries in Pan-American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Rate Line, Whole Page, \$30; Half Page, \$17; Quarter Page, \$9.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No interchanged advertisement accepted unless publication is telephoned or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.

Vol. XLIX. JULY 17, 1937. No. 29

it until this time. In *The Forum* of May 1 Hugh J. Normie stated in a letter that the carnival with which he was went to Key West, Fla., 1908-'09, and that Otto's elephant was the first one they had ever seen there. He is mistaken in that, for the John H. Sparks Shows were in Key West several years previous to that and the shows had little Mary, the elephant that later went bad with them and was killed. They shipped over on the old steamer Olivette. **C. H. HAMBLETON.**

Says Key West Saw an Elephant Before Otto's

Saranac Lake
By JOHN C. LOUDEN

Nen McGushin responded favorably to the phrenic operation last week and is showing marked improvement. Joseph Parker enjoyed the company of his mother, Mrs. Michael Parker, and his sister, Grace Parker, of Jersey City, over the holiday week-end.

Wendy Barrie, motion picture star, is visiting friends at Saranac Lake and Lake Placid.

Sal Ragone had as guests last week some of his pals from Brooklyn. They were his sister, Amelia Ragone; his brother, Louis Ragone, and friends Phil Laboso, Larry La Veglia and James Pinto.

Jack Flamm, who left the lodge four years ago in A-1 condition, is back again with a slight setback.

Melvin and Myra Fox were pleasantly surprised last week by a visit from their parents, Mr. and Mrs. A. M. Fox, and Uncle Martin, of Washington. It was a happy reunion.

Harold Rodner and Herman Levine, executives of the Will Rogers Memorial Hospital Fund in New York, paid the lodge patients an unexpected visit last week.

Julca Zwilling held open house last week. He had as visitors his parents, Mr. and Mrs. Ira Zwilling, of New York; his uncle and aunt, Martha Fischer, of the Bronx.

Mrs. Brian Tracy, of New York, spent several days here last week visiting her husband, Brian, whose condition is reported greatly improved.

Alfred Boerner is our latest guest-patient. He is from Chicago, where he was assistant manager of the Avalon Theater.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

The Final Curtain

AREY—Wayne, 53, actor, July 1 in New York. Arey, born in Rock Falls, Ill., had been associated with the legitimate theater the last 35 years. When stricken he was playing the role of Dr. Seidel in *Professor Mamlock*. Funeral services July 3.

BENNETT—Carrie Mills, 60, music instructor in voice and instruments and for many years a singer of note, June 30 at her home in Philadelphia of a heart attack. Her brother survives.

BIGGAR—J. L., father of George Biggar, WLS staff executive, in Spokane, Wash., July 5. Burial in Brookings, S. D.

CARREL—Robert D., 61, former vice-president of the Donaldson Lithographing Company, Newport, Ky., suddenly in Cincinnati July 4. He had been with the Donaldson company for more than 30 years and recently he had opened an outdoor advertising agency in Chicago. Survived by brother and sister.

CLARK—Clarence Munroe, 77, music patron, July 1 at his home in Germantown, Pa., after an illness of six months. A utility executive, Clark was a sponsor of the Metropolitan Opera Company and a donor to the Philadelphia Orchestra. Three sons and four grandchildren survive. Funeral services in West Laurel Cemetery, Philadelphia, July 3.

CRAFTS—Mrs. Eliza Jane, July 6 at her home in Hollywood. Survived by her husband, Fred H. Crafts, and son, Orville N. Crafts, owner of Crafts' 20 Big Shows and other amusement enterprises. Funeral July 8 from the William Strother Funeral Home, Hollywood. Interment in Forest Lawn Cemetery there.

ERNST—Patrick, outdoor showman and member of the Showmen's League of America, at American Hospital, Chicago, July 7.

GIBLER—John, 73, actor and musician, of the original Gibler Brothers, at Mattoon, Ill., July 3. Interment in Dodge Grove Cemetery, Mattoon.

HARRIS—John, 68, musician, July 1 at his home in Wilmington, Del., after a long illness. He was a charter member of the Wilmington Musicians' Union, AFM, and in former years played with the J. Norris Robinson Band. There are no survivors.

HECHTER—Wilhelm, who is said to have made a fortune in America with trained fleas—a form of entertainment he is credited with originating—in Bavaria, Germany, recently.

HOFER—John, 69, former leader of the Hofer Military Band, at Good Samaritan Hospital, Cincinnati, July 8. He was one of Cincinnati's most prominent musicians and was a member of the board of directors of the Cincinnati Musicians' Association for several years prior to his election as president in 1931. He was a member of the High Noon Masonic Lodge, Cincinnati Commandery and Shrine and Grotto. Services at the Clarence A. Baizer Funeral Home, Cincinnati. Body was cremated.

HOOVER—Charles M., 66, well-known concessioner, who for the last 11 years has operated at Milton Lake, near Canton, O., July 5 at St. Joseph's Riverside Hospital, Warren, O., after a brief illness. He had lived in Canton 15 years. His widow, a son and a sister survive. Burial at Canton.

JONES—Nathan, 17, an usher in the Empire Theater, San Antonio, from a brain concussion resulting from injuries received when he fell off the running board of an automobile recently. Surviving are his parents, Mr. and Mrs. L. A. Jones; six sisters and two brothers. Funeral services and burial in Conroe, Tex., home of his parents.

KELLY—Tom, 65, singer and entertainer, who headlined vaudeville for years in the team of Kelly and Violet, recently at Long Beach, Calif. He and his first wife, Violet, began on the Orpheum and Pantages circuits in San Francisco and were formerly billed as the Fashion Plate Duo, song and dance team. After Violet's death Kelly did a single on Pantages time and made his last appearance at the old Orpheum Theater, San Francisco. He then retired and married again. His widow, Dolly Kelly, survives.

LEVY—Sam, 52, veteran showman, July 1 in Washington of complications. He had been in ill health for the last five years. He was with the Wortham and Kennedy shows and lastly with the John M. Sheesley Shows. He served in the U. S. Marines and was buried with VFW military honors in Arlington National Cemetery, Washington, July 3.

LEWIS—James Edward, 63, for 35 years associated with the Temple Theater, Detroit, in Harper Hospital there July 4 after a four-week illness. Survived by a sister, Mrs. Mary Lathoff. Burial in Oakview Cemetery, Detroit.

MANCINI—Angelo, 40, well known as a producer of amateur minstrels in Rhode Island, at his home in Providence June 30. Survived by his widow and two sons, who worked with him in producing minstrels for various organizations. Funeral services July 3, followed by interment in St. Ann's Cemetery, Providence.

MASON—Henry, for over 30 years a member of the International Alliance of Theatrical Stage Employees, in Lynn, Mass., recently. He was connected with the Auditorium Theater in that city and was a carpenter with many shows that went out from New York.

MESSMER—Arthur, actor, 80, in St. Mary's Hospital, San Francisco, recently. Long a prominent actor at the old Tivoli Opera House, Frisco, he went there from France as a boy of 16 and completed his musical education. In 1879 he joined the original Tivoli company and took part in most of the light operas and plays staged there until the 1906 fire. A son, Arthur, and two daughters, Mrs. Arthur Johnson, of Salinas, Calif., and Mrs. Oscar Putzker, of Berkeley, Calif., survive. Funeral services from St. Dominic's Church, San Francisco, with interment in Holy Cross Cemetery there.

MORSE—Harry M., 82, originator of the part of Zeb Huroy in *Old Jed Prouty* with the late Richard Golden and interlocutor with the George Evans Honey Boy Minstrels on its first season, recently at Lowell, Mass. For many years Morse played in vaudeville with his wife.

O'BRIEN—Jack, who had side shows with circuses and operated O'Brien's Georgia Minstrels, tent show, at Savannah, Ga., July 8. He had been in poor health for several years. Funeral in charge of Masons.

O'SHEA—Mrs. Elizabeth, 93, in Brighton, England, after a long illness July 6. A tailor in London's East End, Mrs. O'Shea put her children on the stage and saw all of them achieve some measure of fame, including the Emerald Sisters, Connie and Nell. Ida and Rita Lupino, Hollywood actresses, are her grandchildren.

OPPENHEIMER—Mimi Ramer, 26, one of two American college girls selected to go with the Amherst University Dramatic Club to Vienna at the invitation of the Austrian Government to present a series of plays, in Ann Arbor, Mich., July 6 after a two-month illness. Her husband, Dan Oppenheimer, of San Antonio; a six-month-old daughter, Ann, and her mother, Mrs. Florence Jacoby, survive.

OSLER—Mrs. Lillian B., 67, pianist and accompanist of note, recently at her home in Germantown, Pa., after a short illness. She was active in musical circles until three years ago, a member of the Matinee Musical Club, of Philadelphia, and correspondent in that city for *The Musical Courier*. Surviving are her husband, her father, two daughters and a brother.

PEARE—Joseph, said to be the first stage electrician in an American theater, recently at Hawthorne, N. J.

REAP—Will, who appeared in many *Uncle Tom's Cabin* productions, at Scranton, Pa., June 22. Burial in Bennington, Vt.

ROGERS—Herbert, 66, father of Ray W. Rogers, manager of Wallace Bros. Circus, recently in a Pittsburgh hospital. He lived at New Glasgow, N. S., Can., and went south to visit his son in York, S. C., last December. He became ill in April while traveling with the circus and was believed recovering in the hospital when serious heart complications developed. Ray Rogers commuted via plane every two or three days to his father's bedside. Interment at New Glasgow. A widow and two daughters also survive.

ROSS—Marion T., 56, cartoonist, who created the comic strip "Mama's Angel Child," of heart attack in San Francisco July 6. He was called as a consultant by the Century of Progress Exposition, Chicago. Recently he went to Hollywood to design sets for RKO-Radio Pictures and other studios.

SCHWARTZ—Edward, 53, sports official of *The Chicago Tribune* Athletic Association and ex-champion roller skater, in Chicago July 5 of peritonitis following an appendectomy. Survived by his widow, Katherine, and a brother, George.

SCOTT—H. W., father of Aurela Scott, of the musical team the Dore

Sisters, at his home in Dubuque, Ia., June 27 after a lingering illness.

SCOTT—Louis F., 83, father of Ward Scott, of Kansas City, Mo., district manager for MGM, at his home in Denver. Survived by his widow, Mary, and a daughter. Funeral services and burial in Denver.

SHOTTS—George, 69, founder and honorary member of the 69th Street String Band, June 27 at his home in Philadelphia after a long illness. There are no survivors.

SLOAN—Harry (Doc), 65, outdoor showman, at his home in Youngstown, O., July 5 of coronary thrombosis. Sloan had been associated with Ringling Bros.-Barnum & Bailey, Hagenbeck-Wallace, Cole Bros., Col. Francis Ferrari, Sells-Floto and other shows. He was well known years ago in dramatic circles and was a pioneer in moving pictures. He played for Marcus Loew, Vitagraph, Biograph, D. W. Griffith and Mack Sennett. Sloan was well known in pitchdom, particularly around Youngstown, O., where he operated a small medicine company for years. Interment in Mount Hope Cemetery, that city, July 9.

SMITH—Robert T., manager of Grauman's Chinese Theater, Los Angeles, in that city July 4 of heart attack. He formerly managed a number of houses in St. Louis, including the New Grand Central, Ambassador, West End Lyric and Shenandoah.

UNSELL—Eve, scenarist, in Hollywood recently after a brief illness. She had prepared originals and adaptations for Universal, MGM, Paramount and other companies.

WEISFELD—Mrs. Paulina, 74, mother of Edward J. Weisfeldt, managing director of the Riverside Theater, Milwaukee, July 5 in that city. Another son, Max J., of New York, and a sister and a brother survive.

WILSON—Anna Margaret, mother of Carey Wilson, MGM writer and producer, suddenly June 27 at her residence, Rutherford, N. Y.

WILSON—George C., theater operator, after several years' illness, recently at Tyrone, Pa. Wilson had operated theaters in Pennsylvania and Maryland.

Marriages

BLANCHARD-JONES—Ersley A. Blanchard, Newport, N. H., motion picture projectionist and former carnival concessioner and ride owner, to Avis E. Jones, little theater actress and director, of Nantucket, Mass., at Newport July 4.

BODEN-SCOTT—Henry Clark Boden, Philadelphia singer, and Mrs. Marguerite duPont Ortiz Scott, nonpro, June 23 at Carson City, Nev.

BRENAMAN-CHRISTENSEN—Bernard L. Brenaman, nonprofessional, to Joyce-Janis Christensen, cashier at the Kenosha Theater, Kenosha, Wis., in that city July 3.

BURNS-FIELDS—Richard (Happy) Burns, former high diver and water clown, now ticket seller on the *Gay Parce Revue* with Dodson's World's Fair Shows, to Virginia Fields, ball-game operator, also with the show, June 13 at New Castle, Pa.

CRANE-CURTIS—Sid Crane, member of Bill Chalkins' side show on the Snapp Shows, to Peggie Curtis at Hannibal, Mo., recently.

CRAWFORD-LEE—Daniel (Bud) Crawford Jr., manager of the Hotel Philadelphia, Philadelphia, to Connie Lee, of the Lenore Debs dancing act, July 7 in Philadelphia.

DOWNES-WHITE—George Lewis Downes, announcer at Station KONO, San Antonio, and Doris Virginia White, nonpro, recently.

EVANS-FULLER—Tom W. Evans, nonprofessional, and Connie Lehr Fuller, night club acrobat and tap dancer, June 21 in St. Joseph, Mich.

GRUNHART-ORILLON—Steve Grunhart, band leader for Mrs. Lea Calvert's side show, *Casino de Parce*, with Rubia & Cherry Exposition, to Eva May Orillon, also a member of the show, at Appleton, Wis., June 26.

HESS-HOUGHTON—Nelson S. Hess, New York, and Mary Elizabeth Houghton, daughter of Arthur Houghton, Will Hays staff member, and Sallie Fisher Hough-

ton, former stage actress, in that city recently.

LIVESEY-DUBLER—Charles Livesey, publicity director Grand International Theater, Los Angeles, and member of the Pacific Coast Showmen's Association, to Gremaine Dubler, nonprofessional, at Las Vegas, Nev., June 12.

MANSFIELD-NEWKIRK—King W. Mansfield, nonprofessional, of Westport, Conn., to Mrs. Lillian Sherwood Newkirk, music chairman of the New York Philharmonic Society and former music studio operator, at Montclair, N. J., recently.

MATTSON-LOCHOWICZ—George Andrew Mattson, nonpro, and Charlotte Natalie Lochowicz, concert and operatic singer, July 3 in New York.

MEL-ROI-DE MORRIS—Doc Arthur Mel-Roi, member of Bill Chalkins' side show on the Snapp Shows, to Anna De Morris at Dubuque, Ia., recently.

MOHR-JOHN—Bob Mohr, band leader, and Jane Johns, vocalist, recently on the Coast.

MOSBY-HUBER—Gilbert Mosby, nonprofessional, and Billie Huber, dancer, recently at Virginia City, Nev.

MUNGER-NEITHAMMER—Ford Munger Jr., boxer, well known in carnival circles, to Harriet Neithammer, nonpro, at Ann Arbor, Mich., July 2.

ROPER-FARR—Victor M. Roper, San Francisco, and Helen Rose Farr, both of Goodman's Wonder Show, at Devil's Lake, N. D., June 30.

TRUE-WATERS—Harold True, news commentator at Station WXYZ, Detroit, and Aitha Kimball Waters, nonpro, in that city July 6.

WHITNEY-BLOTCHFORD—Leo C. Whitney, co-owner with his brother of Playland-at-the-Beach, San Francisco, and Edythe Blotchford in Santa Cruz, Calif., July 5.

Coming Marriages

Nicholas Nayfack, MGM studio executive, and Lynne Carver, screen actress, soon.

Births

A son, Frank M. Jr., to Mr. and Mrs. Frank M. Lario July 2 at Jefferson Hospital, Philadelphia. Mother is the former Marie Manda, radio and stage singer.

A daughter, Brooke, to Margaret Sullivan. (See BIRTHS on page 85)

FIRE RULES

(Continued from page 3)

All wiring on riding devices must be in rigid conduit or metal raceways.

Show fronts must be wired in rigid conduit or metal raceways and a main entrance switch for each show and a panel board with sufficient circuits to take care of all branch circuits and fused accordingly.

Concessions must be wired with rigid conduit or metal raceways and a switch must be installed in each concession with sufficient circuits to take care of all branch circuits and fused accordingly. Each concession must have not less than 75 feet of rubberized cable from switch in concession.

Plugging boxes of approved type can be used to branch off to other circuits and to connect shows and concessions. Slip-pin connectors of the approved type can be used to connect shows and concessions from main shows and concession circuits. No cut in to shows and concessions will be allowed other than by the use of slip-pin connectors. All slip-pin connectors must be locked properly.

All motors and electrical equipment of riding devices must be grounded, transformer trucks must be lined with sheet metal, and all switches, panel board, must be of an approved type and fused and grounded properly.

All cables on midway must be under ground not less than six inches. No lamp cord or any other cable except rubberized cable allowed. All wiring must be in rigid conduit or metal raceways on all riding devices, shows, concessions and other equipment.

Anyone failing or refusing to comply with the regulations shall be dealt with according to the State Fire Marshal Code of Alabama. Each violation shall be considered a separate offense.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Aarons, Ruth Hughes (Radio City Rainbow Room) NYC, nc.
Acot, Danora (Palmer House) Chi. h.
Abbott Girls (Ambassadeurs) Paris, nc.
Abbott, Joan (Cocoanut Grove) Waukegan, Ill. ro.

Adler, Francis (Casino Da Urca) Rio de Janeiro, Brazil.
Allman, Dave (Sawdust Trail) NYC, nc.
Almona, Marie (Le Mirage) NYC, nc.
Althoff, Charles (Wivel) NYC, re.

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; n—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Caldos & Baline (Roosevelt) New Orleans, h.
Calgary Bros. (Frontier Fiesta) Ft. Worth, nc.
Callinan, R. J. (Bass House) NYC, h.
Camero, Yuko (St. Regis) NYC, h.
Campo, George (Ambassadeurs) Paris, nc.
Cangio, Toto (Place Elegante) NYC, nc.
Caperton & Columbus (Ross Fenton Farms) Ashbury Park, N. J., cc.

Carew, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill.
Carlisle, Charles (Congress) Chi. h.
Carlson, Violet (Riverside) Milwaukee, t.
Curran, Lillian (Chez Paree) Chi. h.
Carmen, Peppy (Banker's Tavern) Atlantic City, nc.

DiPalma, Angelo (Nixon Cafe) Pittsburgh, nc.
Donahue, Red (Chicago) Chi. t.
Doris, Miss (Versailles) NYC, re.
Doherty, Bill (Chickasaw Gardens) Columbus, Ga., nc.
Dover, Jane (Edison) NYC, h.
Draper, Paul (Plaza) NYC, h.
Drayton Sisters & Jack (Ray Ott) Niagara Falls, N. Y., nc.

Farmer, Chlo (Stork) NYC, nc.
Farrar, Jane (1523) Phila, nc.
Farrell, Bill (Place Elegante) NYC, nc.
Faye, Frances (1214) Phila, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Joyce (Bertolotti's) NYC, re.
Fehla & Delroy (Lotos) Washington, D. O.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

O'Connor, Nadine (Sands Point Casino) Long Beach, Cal.
Continental Three (Brass Rail) NYC, re.
Conrad & Haydock (Flamingo) Orlando, Fla., nc.

Fern, Vera (Gut. Royal) Montreal, h.
Fern, Pearl, Duo (White Lake Inn) Dryden, Mich., nc.
Ferris, Lou (Moris) NYC, re.
Pink & Maxine (Chateau) Detroit, nc.
Finchley, Suzanne (Hickory Lodge) Larchmont, N. Y., re.

Gilbert, Paul (Lantz Merry-Go-Round) Dayton, O.
Gibson, Art (Pantages) Birmingham, t.
Glory, June (Blackhawk) Chi. h.
Glover & Lamac (Rainbow Grill, Radio City) NYC, nc.

Hanson, Paul (Pal) Chi. t.
Haines (Leon & Eddie's) NYC, nc.
Halcourt, Ralph (Connaught) Connaught Lake Park, Pa., h.
Hall, Teddy (Astor) NYC, h.
Hall, Clifford (El Dorado) NYC, nc.
Halliday, Ruby (Chez Brummel) Cannes, France.

Lamarr, Henry (Gay '90s) NYC, re.
Lane, Muriel (Arrowhead Inn) NYC, re.
Lane, Mary (Jimmy Kelly's) NYC, re.
Lang & Lang (Andy's) Syracuse, N. Y.
Lang, Edie (Mirador) NYC, re.
Lewler, Marvin (Mir.) Boston, t.
Lamb, Oli (Roxey) NYC, t.
Lawton, Reed (Mon Paris) NYC, re.
Lawton, Judith (Mo'van's Club) Buffalo, re.
Leamy, Jimmy & Dad (Great Lakes Expo) Cleveland.
Lede, Lita (Astor) NYC, h.
Lee, Bonny (Troadero) Dallas, Tex., re.
Lee, W. J. (Traymore) Atlantic City, h.
Lee, Val Leona (Jimmy Kelly's) NYC, re.
Leeg, Barrie (New York) NYC, re.
Leonard, Eddie (Gay Nineties) NYC, re.
Leslie (Paradise) NYC, re.
Leslie Slaters (Blindstrub) Boston, re.
Lester, Ann (Yacht Club) Chi, re.
Lewin & Van (Riviera) NYC, re.
Lewis, Oreta (Belottini) NYC, re.
Lewis, Tex, & Hillbillies (Village Barn) NYC, re.
Lewiss, Jeanne (Mayfair) Cleveland, re.
Lubus, Frank (Columbus) Providence, re.
Lubard Sixers (Biltmore) NYC, re.
Lomas, John (Troita's Cafe) Baltimore, re.
Long, Nick (Riviera) Fort Lee, N. J., re.
Long, Avon (Plantation) NYC, re.
Loper & Hayes (Mayfair) London, h.
Lorna & Carl (Cape) Lawrence, Mass., re.
Lorraine, Wildfred (Mirador) NYC, re.
Losen, Emily Von (Oriental) Chi, t.
Lowry, Phil (Italian Gardens) Pittsburgh, re.
Lunard & Perkova (Silver Bowl) Sacramento, re.
Lynn, Mari (Palmer House) Chi, h.

M

McBride, Jack (Romance Inn) Angola, N. C., re.
McCabe, Sara Ann (St. Moritz) NYC, h.
McCoy, Bob (Biltmore) NYC, re.
McCabe & Moore (Bowery) Pan-American Expo., Dallas.
McCulley, Jean (Village Barn) NYC, re.
McHenry, Julia (Piccadilly) Phila, re.
McLean, Rodney (Mt. Royal) Montreal, h.
McMahon, Larry (Village Barn) NYC, re.
McNally Sisters, Four (Mayflower Casino) Chi, re.
Mack, Lyle (Club Lido) Youngstown, O., re.
Mack, Bill & Della (Pavilion Royal) Valley Stream, L. I., re.
Mack, Ted, & Orah, (Michigan) Detroit, t.
Mack, Ernie (Park Central) NYC, h.
Madison, Rudy (Gay '90s) NYC, re.
Mae, Edna (Paradise) NYC, re.
Malina, Luisa (Adelphia) Phila, h.
Mann, Marion (Astor) NYC, h.
Mannera, Gene, & Bernice Leo (Paradise) NYC, re.
Manning, Lee & Mitz (Hollywood) NYC, re.
Manning, Olga (Bummi Club) Baltimore, re.
Manno & Stratford (Claridge) Memphis, h.
Mannon, Sylvia, & Co. (Roxey) NYC, t.
Manolita (Russian Art) NYC, re.
Mantera, Ray (Thompson's) Waverly, N. Y., re.
Maree & Pals (Luna Park) Coney Island, N. Y., 23.
Marelli, Dolores (L'Algon) Chi, t.
Marchand, Bob (Cafe Madrid) Buffalo, re.
Marco & Marsha (New Tiroli Casino) Juarez, re.
Marino, Joe (Famous Door) Chi, re.
Marsh, Howard (Mayfair Club) West Orange, N. J., re.
Marshall, Everett (Frontier Fiesta) Ft. Worth, re.
Martin, Marion (Mirador) NYC, re.
Martin, Virginia (Casino Municipal) Juan les Pins, France, re.
Martin, Tommy (Earle) Washington, D. O., t.
Martinez & Antonita (St. George) Brooklyn, h.
Mason, Johnny & Andree (Casino da Urcas) Rio de Janeiro.
Mason, Jack (American) Long Beach, L. I., N. Y., h.
Massey, Louisa, & Westerners (Chicago) Chi, t.
Masters & Rollins (Lyric) Indianapolis, t.
Maurice, The Great (Mayfair) Boston, re.
Maurino & Norva (Bal Tabarin) San Francisco, re.
Maue, Jack Barrett (S. S. Mandalay) NYC, re.
Mayback, Jan (S. S. Bear Mountain) NYC, re.
Maxellos, The (Capitol) Washington, D. O., t.
Max & His Gang (Roxey) NYC, t.
Merrill, Joan (Mayfair) Boston, re.
Mignone (Drake) Chi, re.
Miller, Helene (Benny the Bum's) Phila, re.
Miller, Marty (Turf Club) Pittsburgh, re.
Modie & Lemaux (Manila) Manila, P. I., h.
Mona, Jean (To-Go Farms) Detroit, re.
Monte, Mona (El Chico) NYC, re.
Montgomery, Howard (Luna Park) Coney Island, N. Y., re.
Montmartre Boys (Jimmy Kelly's) NYC, re.
Moore & Dene (Plantation) NYC, re.
Moore & Revel (Frontier Fiesta) Ft. Worth, Tex., re.
Moorhead, Jim (Hickory House) NYC, re.
Morales, Antonita (El Chico) NYC, re.
Morales Bros. & Little Daisy (Streets of the World) Great Lakes Expo., Cleveland.
Morgan, Rita (Club Minuet) Chi, re.
Morgan, Helen (Café Paris) Chi, re.
Morgan, Stuart, Danekers (Frontier Fiesta) Ft. Worth, Tex., re.
Morgan, Stuart (Astor) NYC, h.
Morris & Mayes (Grand Terrace) Chi, re.
Morris, Will & Bobby (Reseland Park) Cannington, N. Y., re.
Morris, W. J., (Olympic) Newark, N. J., 24.
Morrison, Jack (S. S. Mandalay) NYC, re.
Morton, Alvira (Club Minuet) Chi, re.
Morton, Eddy (Latham) Port Huron, Mich., h.
Moya, Lita (El Gaucho) NYC, re.
Mozelle (Old Roumain) NYC, re.
Muesler, Ernest (Riviera) Ft. Lee, N. J., re.
Murphy, Dean (Mounts) St. Louis, re.
Murray & Alan (Bagdad) Miami, re.
Murray Brown Orlis (Lyric) Indianapolis, t.
Musical Kings (Cory's Greater Shows) Nanty Glo, Pa.
Myers, Timmie (Espans Club) Chi, re.
Myrus (College Inn) Chi, re.

N

Nalda (Parkview) Gouverneur, N. Y., h.
Nary, Charles (St. Regis) NYC, h.
Negrete, George (Yumuri) NYC, re.
Nelson, Nello (Harry's New York Cabaret) Chi, re.
Nelson's Boxing Cats (Leon & Eddie's) NYC, re.
Nesbit, Evelyn (Wival) NYC, re.
New Yorkers, The (Open Door) Chi, re.

Newman, Doug (Glen Island Casino) New Rochelle, N. Y., re.
Nichols & Muley (Avon) Cleveland, re.
Nina, Gypsy (Luna Park) Coney Island, re.
Noble & Donnelly (Mayflower Casino) Chi, re.
Nolan, Terry (Governor Clinton) NYC, h.
Noli, Eddie, & Marion Nolan (Urea Casino) Rio de Janeiro, Brazil.
Nochajants (Pal.) Chi, t.
Norman & McKay (Leon & Eddie's) NYC, re.
Novak, Wilma (Famous Door) Boston, re.

O

O'Connell, Tommy (Espans Club) Chi, re.
O'Dea, Sunny (State-Lake) Chi, t.
O'Dell, Dell (Arrowhead Inn) NYC, re.
O'Donnell, Ions (606 Club) Chi, re.
O'Neil, Catherine (Royal Palm) Miami, re.
O'Rourke, Nan (Ballyho) Phila, re.
Ochman Twins (Bismarck) Chi, re.
Olve & George (Riviera) Ft. Lee, N. J., re.
Olympics, Three (Drake) Chi, h.
Oliver Bros. (Oriental) Chi, t.
Ordille, Teddy (Farce) Hartford, Conn., re.
Orjans, Bobby (Nut Club) NYC, re.
Orjans, Joe (Troadero) London, re.
Orjans & Leesy (500 Atlantic City, N. J., re.
Omara (St. George) Brooklyn, h.
Onc, Charles (Carmichael Club) Augusta, Ga., re.
Osterman, Jack (Mirador) NYC, re.

P

Paco, Bob (Drake) Chi, h.
Page, Ken & Roy (Mayfair) Chi, re.
Palmer, Gladys (Three Douces) Chi, re.
Palmer & Doreen (Corley's) Uniontown, Pa., h.
Panchito (Yumuri) NYC, re.
Parish, Deane (Chez Maurice) Montreal, re.
Parker, LaRue (Brown Palace) Denver, h.
Parks, Falaris (Harry's New York Cabaret) Chi, re.
Parks, Barbara (Oriental) Chi, t.
Passajo, Ernie (Biltmore) NYC, h.
Patsy & Bobby (Troadero) London, re.
Paul, Wauna (Monsieur) NYC, re.
Payne, Billy (Penthouse) Boston, re.
Paine, Frank (Stevens) Chi, h.
Pedro & Luis (Academy) New Glasgow, N. S., Can., t.
Pegu, Paul (Oloria Palace) NYC, re.
Pennington, Ann (Paradise) NYC, re.
Pepino & Camille (Pierre) NYC, h.
Perry, Frank (Tuxedo Club) Phila, re.
Phillips, Wendell (Chicagoan) Chi, h.
Picture, Ray (Riviera) Ft. Lee, N. J., re.
Pierce & Harris (St. Regis) NYC, h.
Pierce, Marion (Riviera) Ft. Lee, N. J., re.
Pierce & Roland (St. Moritz) NYC, h.
Pils & Tabet (Mayfair) London, re.
Pierre & Temple (Biltmore Bowl) Los Angeles, h.
Pliner & Earle (College Inn) Chi, re.
Plant, Jerry (Dixie Club) NYC, re.
Plaza, Trini (El Gaucho) NYC, re.
Poe, Evelyn (Colosimo's) Chi, re.
Pope, Glen (Hollywood) NYC, re.
Powell, Eddie (Avon) London, re.
Powell, Jack (Savoy) London, h.
Powers, Rex & Betty (Golden Gate Club) Salida, Colo., re.
Pryor, George (French Casino) NYC, re.
Pryor, Ruth (Bismarck) Chi, h.

Q

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, re.
Rabold, Rajah (Rosevelt) Jacksonville, Fla., h.
Radcliffe, Roy (Rudd's) Rochester, N. Y., re.
Radio Aces (Astor) NYC, h.
Rafferty, Tom (Esquire) Toronto, re.
Rafferty, Amanda (Black Cat) NYC, re.
Raphael, Waldor (Astor) NYC, h.
Rasch, Albertina, Danekers (St. Regis) NYC, h.
Ray, Vivian (Leon & Eddie's) NYC, re.
Ray, Al & Frances (Montmartre) Montreal, Can., re.
Ray, Gilbert & Vicky (Kenmore) Sullivan County, N. Y., h.
Raye & Naldi (Radio City Rainbow Room) NYC, re.
Raye, Marjina (Paradise) NYC, t.
Redington, Three (Jimmy Kelly's) NYC, re.
Redington Twins (Chez Farel) Chi, re.
Reed, Etta (606 Club) Chi, re.
Reese, Jill (El Dorado) NYC, re.
Reeves, Billy (French Casino) Detroit, re.
Regar, Charlotte (Skylight Club) Cleveland, re.
Reilly, Patricia (Wival) NYC, re.
Renard, Jeri (Chicagoan) Chi, h.
Renee (Jimmy Kelly's) NYC, re.
Reyn, Alvin (Biltmore) NYC, re.
Reynolds, The (Greenbrier) White Sulphur Springs, W. Va., h.
Reynolds, Helen (Glen Island Casino) New Rochelle, N. Y., re.
Reynolds, Frank (Avon) Cleveland, re.
Rhodes, Dale (Bax) Detroit, re.
Rhodes, Doris (Beverly Hills) Newport, Ky., re.
Rhodes, Dorothy (Kit Kat) NYC, re.
Richards & Carson (Paradise) NYC, re.
Richards & Monnet (Ovillers) Virginia Beach, Va., re.
Rider Sisters (Harry's New York Cabaret) Chi, re.
Ritchie, Carl & Margie (Sherwood) Burlington, Vt., h.
Roberts Bros., Three (Bennett) Binghamton, N. Y., h.
Roberts, Dave & June; Rockaway Beach, Mo.
Robinson, Bob (Casino Municipal) Juan les Pins, France, re.
Robles, Chas. (Perry Garden) Brooklyn, re.
Rock, Mildred (Harry's New York Cabaret) Chi, re.
Rodrig & Francine (Nicollet) Minneapolis, h.
Rogers, Sally (Skylight Club) Cleveland, re.
Rogues, Three Musical (Barney Gallant's) Chi, re.
Rohmer, Billie (Frontenac) Detroit, re.
Roland, Dawn (St. Moritz) NYC, h.
Roland, Mary (Paradise) NYC, re.
Roland & Annette (Ball-Ball) Chi, re.
Rolph, Wynne (Viva) NYC, re.
Romero Arturo (Buckingham) NYC, h.
Ronald & Roberta (Blackhawk) Chi, re.
Rook, Isabel (Wilton) Phila, h.
Rosaland & Annette (Tokay) NYC, re.
Rosini, Paul (Cocoanut Grove) Waukegan, Ill., re.
Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, re.
Ross & Stone (Riviera) Milwaukee, t.
Ross, Pierre & Shuster (Earle) Washington, D. O., t.

R

Rabold, Rajah (Rosevelt) Jacksonville, Fla., h.
Radcliffe, Roy (Rudd's) Rochester, N. Y., re.
Radio Aces (Astor) NYC, h.
Rafferty, Tom (Esquire) Toronto, re.
Rafferty, Amanda (Black Cat) NYC, re.
Raphael, Waldor (Astor) NYC, h.
Rasch, Albertina, Danekers (St. Regis) NYC, h.
Ray, Vivian (Leon & Eddie's) NYC, re.
Ray, Al & Frances (Montmartre) Montreal, Can., re.
Ray, Gilbert & Vicky (Kenmore) Sullivan County, N. Y., h.
Raye & Naldi (Radio City Rainbow Room) NYC, re.
Raye, Marjina (Paradise) NYC, t.
Redington, Three (Jimmy Kelly's) NYC, re.
Redington Twins (Chez Farel) Chi, re.
Reed, Etta (606 Club) Chi, re.
Reese, Jill (El Dorado) NYC, re.
Reeves, Billy (French Casino) Detroit, re.
Regar, Charlotte (Skylight Club) Cleveland, re.
Reilly, Patricia (Wival) NYC, re.
Renard, Jeri (Chicagoan) Chi, h.
Renee (Jimmy Kelly's) NYC, re.
Reyn, Alvin (Biltmore) NYC, re.
Reynolds, The (Greenbrier) White Sulphur Springs, W. Va., h.
Reynolds, Helen (Glen Island Casino) New Rochelle, N. Y., re.
Reynolds, Frank (Avon) Cleveland, re.
Rhodes, Dale (Bax) Detroit, re.
Rhodes, Doris (Beverly Hills) Newport, Ky., re.
Rhodes, Dorothy (Kit Kat) NYC, re.
Richards & Carson (Paradise) NYC, re.
Richards & Monnet (Ovillers) Virginia Beach, Va., re.
Rider Sisters (Harry's New York Cabaret) Chi, re.
Ritchie, Carl & Margie (Sherwood) Burlington, Vt., h.
Roberts Bros., Three (Bennett) Binghamton, N. Y., h.
Roberts, Dave & June; Rockaway Beach, Mo.
Robinson, Bob (Casino Municipal) Juan les Pins, France, re.
Robles, Chas. (Perry Garden) Brooklyn, re.
Rock, Mildred (Harry's New York Cabaret) Chi, re.
Rodrig & Francine (Nicollet) Minneapolis, h.
Rogers, Sally (Skylight Club) Cleveland, re.
Rogues, Three Musical (Barney Gallant's) Chi, re.
Rohmer, Billie (Frontenac) Detroit, re.
Roland, Dawn (St. Moritz) NYC, h.
Roland, Mary (Paradise) NYC, re.
Roland & Annette (Ball-Ball) Chi, re.
Rolph, Wynne (Viva) NYC, re.
Romero Arturo (Buckingham) NYC, h.
Ronald & Roberta (Blackhawk) Chi, re.
Rook, Isabel (Wilton) Phila, h.
Rosaland & Annette (Tokay) NYC, re.
Rosini, Paul (Cocoanut Grove) Waukegan, Ill., re.
Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, re.
Ross & Stone (Riviera) Milwaukee, t.
Ross, Pierre & Shuster (Earle) Washington, D. O., t.

Roy, Lee & Dunn (Oriental) Chi, t.
Royal Moscovians (Aurora) Aurora, Ill., h.
Russell, Johnny (Paradise) NYC, re.
Rut, Shirley (Beverly Hills) Newport, Ky., re.
Ruth, Loma (Wival) NYC, re.
Ruthania & Malcolm (Stevens) Chi, h.
Ryck & Kay (Golden Gate) Salida, Colo., re.

S

Sage, Sally (433 Club) Chi, re.
St. Claire & Yvonne (Park Central) NYC, h.
St. Germaine, Kay (Crown) Ft. Worth, Tex., re.
St. George, Joe (Police Circus Coliseum) St. Louis.
Saiters, Joan & Joan (Hungarian) NYC, re.
Saitani & Mielch (Frontier Fiesta) Ft. Worth, Tex., re.
Santos & Elmira (Jimmy Kelly's) NYC, re.
Saxos, Three (Berlotti's) NYC, re.
Saylor, Nella (Madrid) Buffalo, re.
Schaps, Sid (Paddock) Chi, re.
Schene, Al (Arcola Inn) Arealo, N. J., re.
Schel & Spotty (Frontier Fiesta) Ft. Worth, Tex., re.
Selby, Arlene & Norman (Leon & Eddie's) NYC, re.
Shaffer & Neff (Andy's) Syracuse, re.
Shaw, Buster (Crown) Ft. Lee, N. J., re.
Shaw, Harry (State) NYC, t.
Shaw, Helen (Mirador) NYC, re.
Shaw, Son (Hi-Hat) Chi, re.
Shayne, Oloria (Mayflower Casino) Chi, re.
Shayne, Al (Pavilion Royal) Valley Stream, re.
Shen & Raymond (Paradise) NYC, re.
Sheppard, Sammy (Mitchell's Playhouse) Chi, re.
Sheridan, Eleanor (Radio City Rainbow Room) NYC, re.
Sherman, Muriel (Boardwalk Cafe) Jones Beach, L. I., N. Y., re.
Shore, Willie (Colosimo's) Chi, re.
Short & Long (Casino Municipal) Nice, France, re.
Sierra, Ethel (Royal Palm) Miami, re.
Simmons, Ethel (Powers) Rochester, N. Y., h.
Simmons, Lee (Plantation) NYC, re.
Simpson, Faith & Carl (Mount Royal) Montreal, Can., h.
Sisler, Gene (Capitol) Washington, D. O., t.
Six Star Bros., Three, & Co. (Tower) Kansas City, Mo., t.
Smith, Bill (Tumble Inn) Croton-on-Hudson, N. Y., re.
Smith, Earle (Drevoort) Chi, h.
Smith, Virginia Anne (S. S. Bear Mountain) NYC, re.
Son & Sonny (Grand Terrace) Chi, re.
Sophisticates, The (The Club) Hagerstown, Md., 6-18, re.
Spartan, Rhyming Girls (Open Door) Chi, re.
Spencer, Amy (Plantation) NYC, re.
Spitalny, Phil & Band (Met.) Boston, t.
Stanley, Aileen (Cafe Angles) London, re.
Stanley Twins (Capitol) Washington, D. O., t.
Starr, Judy (Pal.) Chi, re.
Stearns, Keen (Lola (Bal Tabarin) Paris, re.
Stevens, Frances (Ten Eyck) Albany, N. Y., re.
Stone, Dick (Essex House) NYC, h.
Stone, Gene (Ross Fenton Farms) Deal, N. J., re.
Strickland, Charles F. (Buckingham) NYC, h.
Strunk, John N.; Greenwich, N. Y.
Stuart & Lee (Benny the Bum's) Phila, re.
Sue, Lyda (Astor) NYC, h.
Sullivan, Jerry (Madrid) Buffalo, re.
Swann, Gaselle (Chez Farel) NYC, h.
Swing Kids (Astor) NYC, h.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Talbot, Judy (Stevens) Chi, h.
Tanita (Nomad) Atlantic City, re.
Tappen, Maxine (Essex House) NYC, h.
Tapp, George (Chez Farel) Chi, re.
Tatiana & Zorro (Wilton) Phila, re.
Taubman, Paul (Ambassador) NYC, h.
Teala, Dick (Riverview) Dea Moines, re.
Teichels, Sud (Brass Rail) NYC, re.
Temptations, Four (Edgewater) Lafayette, La., re.
Thomas, Eddie (College Inn) Phila, re.
Thompson, Helen Waterbury (Ambassador) NYC, re.
Thorson, Art (Biltmore) NYC, h.
Thurif & Ray (Mirador) NYC, re.
Thurn, Otto (Alpine Village) Great Lakes Expo., Cleveland.
Thury, Iona de (Tokay) NYC, re.
Tie Toe Orlis (Casanova) Hollywood, Calif., re.
Timberg, Herman, & Co. (Michigan) Detroit, t.
Tiney, Dot (Black Cat) NYC, re.
Tondelago (Plantation) NYC, re.
Top Hatters (Met.) Boston, re.
Top Hatters Six (Chicago) Chi, t.
Town Troubadours (French Casino) NYC, re.
Trahan, Al (St. Regis) NYC, h.
Travers, Jean (Bon-Air) Chi, re.
Trent, Tommy (Congress) Chi, re.
Turner, Frank (Essex Club) Chi, re.

V

Valdez, Vern (Club Piccadilly) Baltimore, re.
Vale & Stewart (Only Cabaret) Brussels, re.
Van, Ous (State) NYC, t.
Varelli, Nino (Chez Maurice) Dallas, re.
Varone, Joe (Molyd Gardens) Elmira, N. Y., re.
Varsity Co-Eds (Lyric) Indianapolis, t.
Vargas & McDowell (Congress) Chi, h.
Velazco, Vera (Rudd's) Rochester, N. Y., re.
Ventoff, Floria (Mirador) NYC, re.
Vet & Lamar (Ambassadeur) Cannes, France, re.
Vickers, Joan (Mirador) NYC, re.
Villano & Lorna (The Pines) Somerset, Pa., re.
Vine & Anita (Arcadia) Phila, re.
Vine & Marie (Mayfair) Boston, re.
Vox & Walters (Drake) Chi, h.

W

Wahl, Dorothy (Colosimo's) Chi, re.
Walker, Jeanne (Bon-Air) Chi, re.
Walker Trio (Bismarck) Chi, h.
Wallace Bros. (Rustic Cabin) Englewood, N. J., re.
Walsh & Barker (Berkeley) London, h.
Walters, Gene (Jimmy Kelly's) NYC, re.
Walters, Walter (St. Moritz) NYC, re.
Ward, Mae (Roof Garden) Arnolds Park, Ia., re.
Ward, Diana (Ross Fenton Farms) Asbury Park, N. J., re.
Ward, Mae (Roof Garden) Arnolds Park, Ia., re.
Waring, Seab (Astor) NYC, h.
Warren & Bodee (Park Central) NYC, h.
Warren, Kead. (Club Farel) Hartford, Conn., re.

Wassela, Henry (Plantation) NYC, re.
Well, Herb (Montclair) NYC, h.
Wells, Jack (18) NYC, re.
Wenzel, Dorothy (Italian Gardens) Pittsburgh, re.
Whalen, Jackie, & Streamline Steppers (Club Candace) Syracuse, N. Y.
White, Jack (18) NYC, re.
White, Sammy (Lyric) Indianapolis, t.
White, Lawrence (Ross Fenton Farms) Asbury Park, N. J., re.
Whittier, Charlie (Astor) NYC, h.
Wicks, Gus (Gay '90s) NYC, re.
Wilkins, Dorothy (New Yorker) NYC, h.
Williams, Art (Club Alabam) Chi, re.
Williams, Los Hermanos (Savoy) London, h.
Williams, Maxine (Onyx) NYC, re.
Williams, Jack (Paradise) NYC, t.
Williams, Rosetta (Plantation) NYC, re.
Willford, Harry (Glen Island Casino) New Rochelle, N. Y., re.
Willis, Claire (Arrowhead Inn) NYC, re.
Willis & Gilmore (Mayfair) Detroit, re.
Wilson, Derby (Plantation) NYC, re.
Wilson, Edna Mae (Westminster) Boston, h.
Wilson, Jackie & Honey (Caliente) NYC, re.
Winchill Cliff (Beverly Hills) Newport, Ky., re.
Woods, Johnny (Esquire) Toronto, re.
Worth, Grace (Dorchester) London, h.
Wright, Ruby (Beverly Hills) Newport, Ky., re.
Wyatt, Bob (Golden Spot) Chi, re.
Wynn, Nan (Playland) Rye, N. Y., re.

Y

Yorke & Lewis (Jimmy Kelly's) NYC, re.
York, Ben, & Varsity Eight (Riviera) Ft. Lee, N. J., re.
Youngman, Henry (Pal.) Chi, t.
Yvette (Club Minuet) Chi, re.

Z

Zorita (606 Club) Chi, re.
Zudella & Co. (Grand) Wausau, Wis.; (Strand) Oshkosh 24-Aug. 6.

BANDS AND ORCHESTRAS

(Routes see for current week when no dates re given.)

Abbs, Vic; (Drake) Chi, h.
Aces, Four; (Yacht) Chi, re.
Adams, Johnnie; (Dutch Gardens) Dayton, O., re.
Agnew, Charlie; (Log Cabin) Omaha, re.
Aidin, Jimmy; (Oino's Cedar Gardens) NYC, re.
Allea, Eddie; (Jermya) Scranton, Pa., h.
Apollon, Al; (Hillcrest Club) Newark, N. J., re.

Arstead, Charlie; (Avon) Niles, Mich., h.
Archim, Ous; (New Yorker) NYC, h.
Asen, Bob; (Wivel) NYC, re.
Ash, Art; (Silver Gien) Paramus, N. J., re.
Atkinson, Connie; (Berkeley-Carter) Asbury Park, N. J., h.
Awwater, Fred; (Flamingo Club) Orlando, Fla., re.
Ayras, Mitchell; (Hollywood) NYC, re.

Backer, Les; (St. Clair) St. Clair, Mich., re.
Baker, Charlie; (Hickory Lodge) Larchmont, N. Y., re.
Barratt, Hughie; (Tavern on the Green) Central Park, NYC.
Barris, Harry; (Uptown) Portland, Ore., h.
Berkwitz, Al; (Charlevoix) Charlevoix, Mich., h.
Bergere, Maxmillian; (Ross Fenton Farms) Deal, N. J., re.
Berkeley, Duke; (Honkey-Dory) Stamford, Conn., re.
Berrigan, Bunny; (Pavilion Royal) Valley Stream, L. I., h.
Belzer, Jack; (Essex House) Newark, N. J., re.

Bissett, Billy; (Mayfair) London, h.
Black, Jimmy; (Cafe de Farel) Los Angeles, re.
Black, Bob; (Pere Marquette) Peoria, Ill., h.
Blackburn, John; (Golden Gate) Salida, Colo., re.
Blaine, Jerry; (Park Central) NYC, h.
Bliss, Archie; (Aquadene) Great Lakes Expo., Cleveland.

Bonelli, Michael; (Bond) Hartford, Conn., h.
Bonnelly, Eddie; (Black Cat) Wilmington, Del., re.
Borjane, Ali-chah; (Morocco) Mountainide, N. J., re.
Bort, Misha; (Sherry-Netherland) NYC, re.
Boulanger, Charles; (Half Moon) Sturbenville, O., re.
Brandwynne, Nat; (Essex House) NYC, h.
Braun, Bobby; (Top Hat) Manhattan, Wis., re.
Breese, Lou; (Nicollet) Minneapolis, re.
Brent, Mike; (Colonial Inn) Singas, N. J., re.
Bridock, Ace; (Jefferson Beach) Detroit, re.
Brown, Les; (Feabody) Memphis, h.
Bruno, William; (Eldorado) Sheephead Bay, L. I., re.
Burb, Pete; (Clearpool) Memphis, h.
Burkhardt, Johnny; (Oppy Village) Louisville, Ky., re.
Burnside, Dave; (Polmett) Greenville, S. O., h.
Burr, Lee; (Chews Landing) Chews Landing, N. J., h.
Busse, Henry; (Chez Pate) Chi, re.

Campbell, Jan; (Hewitts) Lake George, N. Y.
Campus Jesters; (Cypress Arms) West Hartford, Conn., re.
Capello, Joe; (Jimmy Kelly's) NYC, re.
Cappi, Joe; (Eldorado) Sheephead Bay, Brooklyn, re.
Casper, Don; (White Caps) Santa Catalina Island, re.
Carroll, Frank; (Pontiac Restaurant and Cabaret) Bronx, NYC, re.
Castle, Frank; (Deauville) San Francisco, re.
Chalko, Saly; (Stater) Boston, h.
Chalkin, Louia; (Weber's Hofbrau) Camden, re.
Candullo, Joe; (Seven Cables) Milford, Conn., re.
Childs, Reggie; (New Penn) Pittsburgh, re.
Chitolo; (El Morocco) NYC, re.
Christensen, Orlis; (Gibson) Cincinnati, h.
Clark, Lester; (Palm Beach Gardens) Detroit, re.
Cleff, Pat; (P. Pleasant) Rochester, N. Y., h.
Clug, Alan; (Florence Inn) Cairo, N. Y., re.
Clemson, Ralph; (Mayfair) Cape May, N. J., re.

Conroy, Ralph; (Mayfair) Cape May, N. J., re.

Condon, Eddie: (Hickory Lodge) Larchmont, N. Y., ro.
 Conn, Irving: (Arrowhead) NYC, ro.
 Courtney, Ed: (Tavern) Savannah, c.
 Cotterman, Emanuel: (Ship Ahoj) Houston, Tex., re.
 Craig, Mel: (Bordewick) NYC, re.
 Crawford, Oene: (Cafe Madrid) Buffalo, re.
 Crawford, Dick: (Ritz Cafe) Superior, Wis., re.
 Crickett, Ernie: (Unique Orill) Delaware, N. J., re.
 Cromwell, Chauncey: (Pinchurst Inn) Buffalo, ro.
 Crosby, Bob: (Ritz-Carlton) Boston, h.
 D
 Dalry, Frank: (Meadowbrook) Cedar Grove, N. J., re.
 Dalms, Larry: (French Villa) Paramus, N. J., ro.
 Dantals, Eli: (St. George) NYC, h.
 Darcy, Phil: (Governor Clinton) NYC, h.
 Darrell, Pat: (Wonder Bar) Zanesville, O., re.
 Davidson, Bob: (Old Nugget Club) Canon City, Colo.
 Davidson, Trump: (Esquire) Toronto, re.
 Davis, Johnny: (Miami Club) Milwaukee, re.
 Davis, Eddie: (LoRue) NYC, re.
 Davis, Meyer: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.
 Davis, Jess: (House of Jacques) Oklahoma City, Okla.
 Deary, Jack: (Silver Forest) Chi, b.
 Deuce, Eight: (Jacksonville Beach Pier) Jacksonville, Fla., b.
 Deutch, Emery: (Paramount) NYC, t.
 Diert, Sammy: (Wabster) Detroit, h.
 Dickler, Sid: (Ligonier Valley Beach Club) Ligonier, Pa., b.
 Diggon, Richard: (Casino) Memphis, re.
 Dixon, Dick: (Olivia Palace) NYC, re.
 Doggett, Bill: (Club Harlem) Atlantic City, re.
 Donahue, Al: (Radio City Rainbow Grill) NYC, re.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Jimmy: (Congress) Chi, h.
 Duchin, Eddy: (Palmer House) Chi, h.
 Duerr, Dolph: (Green Derby) Cleveland, re.
 Duffy, George: (Mayfair) Niagara Falls, re.
 E
 Earl, Glenn, & Ork: (Sand Lake, Mich.) NYC, b.
 Eddy, Ted: (Maple Garden) Coney Island, N. Y., b.
 Edmund, George: (Loyale) NYC, c.
 Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., c.
 Ellington, Duke: (Stanley) Pittsburgh, t.
 Elliott, Lee: (Arcade) Wildwood, N. J., b.
 Ellis, Carl: (Marion) Bull Lake, Minn., re.
 Engle, Freddy: (University Club) Albany, N. Y., re.
 Engels, Charlie: (Harry's New York Cabaret) Chi, c.
 Ernie, Val: (Riviera) Ft. Lee, N. J., re.
 Evans, Mitt: (Markham) Gulfport, Miss., h.
 F
 Famlant, Mickey: (Biltmore) Wildwood, N. J., h.
 Farber, Ellis: (Lookout Mt.) Chattanooga, h.
 Farley, Eddie: (Folly Beach) Charleston, S. C., b.
 Farmer, William: (Promenade Cafe, Rockefeller Center) NYC, re.
 Fee, Dick: (Roseland) Bridgeport, Conn., b.
 Felix, Don: (Pines) Newtown, Conn., h.
 Ferry, Harry: (Wm. Penn) Pittsburgh, h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fernando, Don: (Oriental Gardens) Chi, re.
 Ferris, Lou: (Moris') NYC, re.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Jack: (Steuben) Boston, h.
 Flenniken, Jimmy: (Crest Pier) Wildwood, N. J., b.
 Florida Clubmen: (Seaside Park) Virginia Beach, Va., b.
 Fuchs, Oene: (Mon Paris) NYC, re.
 Frederic, Marvin: (Commodore Perry) Toledo, h.
 Freeman, Jerry: (Paradise) NYC, ob.
 Funk, Larry: (New Casino) Watled Lake, Mich., re.
 G
 Garnett, Bill: (Glenn Rendezvous) Newport, Ky., re.
 Gates, Jerry: (Riverview) Des Moines, p.
 Gentlemen of Rhythm, Four: (Radioon) Minneapolis, h.
 Gilbert, Jerry: (Edgewater) Biloxi, Miss., h.
 Gill, Emerson: (Tybrisa Pier) Savannah Beach, b.
 Gleason, Jackie: (Colonial Inn) Singac, N. J., ro.
 Glidden, Jerry: (Minut) Chi, re.
 Goho, Billy: (Chester) Buffalo, c.
 Golden, Neil: (Bras Rail) NYC, re.
 Gonzales, Leo: (La Fonda) Santa Fe, N. M., h.
 Graff, Johnny: (Anchorage Inn) Phila, re.
 Graham, Roger: (Oull Lake) Kalamazoo, Mich., h.
 Gray, Len: (New Cedars) New Bedford, Mass., re.
 Green, Hy: (Royalton) Monticello, N. Y., h.
 H
 Hafely, George: (Luna Park) Coney Island, N. Y.
 Hall, George: (Taft) New York, h.
 Hampton, Jack: (Green Mill Cafe) Saginaw, Mich.
 Harde, Dick: (Club Frolics) Albany, N. Y., re.
 Harrington, Clem: (Indian Cafe) South Bend, Ind., c.
 Harris, Claude: (Joey's Stables) Detroit, re.
 Harris, Tommy: (Berlotti's) NYC, re.
 Hasek, Carlton: (Sak's) Detroit, re.
 Haven, Rec: (Chokasau Gardens) Columbus, Ga., re.
 Hayton, Lennie: (Roosevelt) New Orleans, h.
 Headrick, Pearl: (White Swan) Uniontown, Pa., h.
 Held, Horace: (Biltmore) NYC, h.
 Helsar, Bert: (Capellaro's Grove) Danbury, Conn., ro.
 Henderson, Fletcher: (Grand Terrace) Chi, re.
 Henderson, Stutz: (Wonder Bar) Port Huron, Mich., re.
 Herbeck, Ray: (Greenhound) Louisville, re.
 Herman, Woody: (Willows) Pittsburgh, h.
 Herron, Bob: (Southern Club) Pampa, Tex.
 Hill, Worthy: (Favillon Royale) Savin Rock, Conn., re.
 Hill, Ted: (Cafe des Ambassadeurs) Paris, re.
 Hirado: (La Rue) NYC, re.
 Hoffinger, Al: (Clement Inn) Phila, ro.
 Hollander, Will: (Congress) Chi, h.
 Holmes, Herbie: (Club Lido) Tulsa, Okla.
 Holes, Ernie: (El Morocco) NYC, re.
 Ilope, Hal: (Montclair) NYC, h.

Howard, Hal: (Old Country Club) Phoenix, Ariz., re.
 Howard, Al: (Sugar Grove Park) Tiffin, O., p.
 Hudson-DeLange: (Playland) Rye, N. Y., p.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hutton, Olean: (Paradise) NYC, re.
 I
 Imperial Trio: (Imperial) NYC, h.
 Iona, Andy: (Lexington) NYC, h.
 Iowa Hamblers: (Longville) Longville, Minn., re.
 Irish, Oypsy: (Champ's Shore House) Bridgeport, Conn., ro.
 J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., re.
 Johnson, Arnold: (State) NYC, t.
 Jullius, Bill: (Flood Piper) Westport, Conn., re.
 K
 Kahn, Al: (Overbrook Villa) Phila, ro.
 Kalany, Julius: (Hungarian Club) NYC, re.
 Kay, Bob: (Martingale) Wildwood, N. J., c.
 Kaye, Sammy: (Jenkinson's Pavilion) Point Pleasant, N. J., b.
 Keener, Jack: (Madison) Jefferson City, Mo., h.
 Keenan, Fred: (Shawnee) Springfield, O., h.
 Keller, Lee: (New Kenmore) Albany, N. Y., h.
 Kendis, Sonny: (Stork) NYC, re.
 Kennys, Ray: (Penway Gardens) Brooklyn, re.
 Kent, Peter: (New Yorker) NYC, h.
 Kimball, Bill: (Topsy's Foot, Playland-at-the-Beach) San Francisco, p.
 King, Ted: (Seaton Manor) Schroon Lake, N. Y., h.
 Kisham, Don: (Blackland Inn) Denver, re.
 Kisham, Jules: (Stalder) Detroit, h.
 Knight, Harold: (Adelphi) Phila, h.
 Knowles, Jesse: (Avalon) La Fayette, Ind., h.
 Kocian: (Dick's Daneland) Green Bay, Wis., re.
 Krass, Andya: (Avon Inn) Asbury Park, N. J.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskiller) NYC, re.
 Kysor, Kay: (Ritz-Carlton) Boston, h.
 L
 Lagman, Bill: (Club Trianon) Mobile, Ala., re.
 Lamb, Dreyel: (College Inn Club) Muskegon Heights, Mich., re.
 Lan, Lester: (Park Lane) NYC, h.
 Lany, Joe: (Bala Inn) Bala, Pa., re.
 Lang, Lou: (Bossett) Brooklyn, N. Y., h.
 Lang, Sid: (Hi-Hat) Chi, re.
 LeBaron, Eddie: (Radio City Rainbow) NYC, re.
 LeRoy, Howard: (Westwood Supper Club) Richmond, Va., re.
 Lee, Bobby: (Fertish) Phila, c.
 Lee, Washington: (Tetem Pole) Boston, re.
 Lee, Larry: (Frontier Fiesta) Ft. Worth, Tex., re.
 Lee, Ted: (Carmichael Club) Pittsburgh, re.
 Lee, Bob & Duke: (Golden Galleon) Ocean City, N. J., b.
 Lent, Steve: (Crysstone Mansion) Westchester, N. Y., re.
 Lewis, Ted: (Astor) NYC, h.
 Lewis, Vic: (Brightview) Rochester, N. Y., re.
 Lieblich, Tod: (Jack-o-Lantern Lodge) Eagle River, Wis., ro.
 Light, Enoch: (Jones Beach Casino) Long Island, N. Y., b.
 Light, Jack: (Spink-Wawasee) Lake Wawasee, Ind., h.
 Lindeman, Udo: (Olivia Palace) New York, ob.
 Little, Little Jack: (Carlisle) Memphis, h.
 Livingston, Jimmy: (Atlantic Beach) Morehead, N. C., b.
 Lombardo, Guy: (Waldorf-Astoria) NYC, h.
 London, Jack: (Royal Pines) Albany, N. Y., re.
 Long, Johnny: (Cavalier Beach Club) Virginia Beach, Va., b.
 Long, Vincent: (Lakeside Park) Denver, p.
 Lukawski: (Roosevelt) NYC, h.
 Lyon, Russ: (Lookout House) Covington, Ky., re.
 M
 McCann, Orace: (Chinese T Gardens) Detroit, re.
 McCoy, Clyde: (Castle Farm) Cincinnati, re.
 McCune, Bill: (Bossett) Brooklyn, h.
 McDowell, Adrian: (Wagon Wheels) Nashville, re.
 McGraw, Ed: (One Point Park) Coney Lake, re.
 McHale, Jimmy: (Westminster) Boston, h.
 McKenzie, Red: (Lakewood) Long Island, N. Y., re.
 McLean, Connie: (Kit Kat) NYC, re.
 McNeil, Jerry: (Eagle Inn) Spread Eagle, Wis., re.
 Mack, Ted: (Michigan) Detroit, t.
 Maddi, Larry: (Place Elegante) NYC, re.
 Madrighera, Eric: (Surfside Atlantic Beach) L. I., N. Y.
 Maguire, Don: (Spotlight) Brainerd, Minn., c.
 Malaga, Albert: (Arcola Inn) Arcola, N. J., ro.
 Manning, Sam: (Melody Gardens) Elmira, N. Y., c.
 Maples, Nelson: (Tavern) Steubenville, O., re.
 Margno, Frank: (Sweeney) Baltimore, c.
 Martel, Gus: (Stork Club) NYC.
 Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., ro.
 Martin, Bob: (Chez Florence) Paris, re.
 Martin, Lou: (Leon & Eddie) NYC, re.
 Maus, Stewart: (Capitolia) Capitola, Calif., b.
 May, Henry: (Evergreen Casino) Phila, re.
 Maxwell, Red: (Sneebout Ballroom) St. Louis, t.
 Maxwell & Rex: (Melody Boys) (Five Points) Union, N. J., re.
 Mel, Larry: (Lamb's) Phila, c.
 Melton, Earl: (Edgewood) Albany, N. Y., c.
 Meroff, Benny: (Nautical Plaza) Reverse Beach, N. S., b.
 Messner, Johnny: (McAlpin) NYC, h.
 Metzler, Johnny: (La Fonda) Santa Fe, N. M., h.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Joe: (Silver Lake Inn) Glenelton, N. J., re.
 Miller, Olan: (Roosevelt) New Orleans, h.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Mills, Dick: (O'Neal's) Vicksburg, Miss., re.
 Molina, Carlos: (Stevens) Chi, h.
 Montgomery, Jimmy: (Westwood Symphony Gardens) Detroit, re.
 Mooney, Joe: (Meadowbrook) Cedar Grove, N. J., re.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Morell, Larry: (Merry Gardens) Lynchburg, Va.

Motely, Bert: (Casa Grande) Berwyn, Md., re.
 Munro, Hal: (Ivanhoe) Chi, re.
 N
 Nagel, Harold: (Pierre) NYC, h.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Club Rex) Birmingham, Ala., re.
 Neat, Harold: (Crystal) Natchez, Miss., re.
 Neibaur, Eddie: (Wilshire) Chi, b.
 Newton, Bill: (Club Verdene) Cleveland, re.
 Nichols, Red: (Westwood Symphony Gardens) Detroit, re.
 Nickles, Billie: (Duck Inn Cafe) Los Angeles, Ind., ob.
 Niles, Don: (Earle Club) Baltimore, re.
 Novak, Frank: (Warwick) NYC, h.
 O
 Olson, Walter: (New Julius) Oardenville, N. Y., re.
 Osborne, Will: (Fairmont) San Francisco, h.
 Ostot, Amos: (Severin) Indianapolis, h.
 P
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Sketer: (Park Plaza) St. Louis, h.
 Palmer, Ken: (Barbee's) Life of Hope, Ga., b.
 Palmer, Lee: (Trocadero) West End, N. J., c.
 Pancher, Pizaz NYC, b.
 Pantano, Mike: (Canton) Albany, N. Y., re.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., re.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Peters, Johnny: (Shippeck) Clifton, N. J., ro.
 Peterson, Eric: (Merwin's Shores House) Millford, Conn., ro.
 Petri, Emil: (Savoy Plaza) NYC, h.
 Petri, Frankie: (Ponce De Leon) Dayton, O., re.
 Pickard, Jimmie: (Empire) Brussels, re.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Orill) Harrisburg, Pa., re.
 Pollock, Ben: (Sebastian's) Culver City, Calif., re.
 Polo, Mickey: (Birch Grove) Bridgeport, Conn., re.
 Pryor, Roger: (Rink) Waukegan, Ill., b.
 R
 Rainey, Dud: (Brass Rail) Parkersburg, W. Va., re.
 Ramos, Ramon: (Ambassador) NYC, h.
 Rand, Orval: (Berlotti's) NYC, re.
 Rand, Lionel: (Jimmy Kelly's) NYC, re.
 Rapp, Barney: (Beverly Hills) Newport, Ky., re.
 Rausch, George: (Melody Hill) Chi, b.
 Reader, Charles: (Port Montague) Nassau, B. W. I., h.
 Rebec, Don: (Paradise) Phila, c.
 Rebusck, Paul: (Sands Point Bath) Long Island, N. Y., ob.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Reisman, Leo: (Monte Carlo) International Expo, Paris, re.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Rice, Al: (Club Kekko) South Bend, Ind.
 Richard, Joe: (Monsieur) NYC, re.
 Richardson, Frank: (Avalon) Wildwood, N. J., re.
 Riley, Mike: (New Penn) Pittsburgh, h.
 Rinaldo, Nino: (Yacht) Chi, re.
 Rio, Rudy: (Girasol) Phila, c.
 Roberts, Eddie: (Red Mill) Bronx, re.
 Rodrigo, Nando: (Riviera) Ft. Lee, N. J., re.
 Rodriguez, Joe: (Versailles) NYC, re.
 Rogers, Eddie: (French Casino) NYC, re.
 Romar, Bill: (Pantages) Birmingham, t.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, re.
 Rosenthal, Harry: (Versailles) NYC, re.
 Rothchild, Irving: (Mounts) St. Louis, re.
 Rust, Ray: (The Delta) Lansing, Mich., re.
 S
 Sabin, Paul: (LaSalle) Chi, b.
 Sayre, Syd: (Pavilion) Sharon Springs, N. Y., h.
 Scheel, Sandy: (Steepchase) Coney Island, N. Y., p.
 Scholl, Joe: (Windmill Inn) Oarden Lake, N. J., re.
 Scoggins, Chie: (Iroquois Gardens) Louisville, c.
 Scott, Lee: (Chez Maurice) Dallas, re.
 Sepeto, Carlo: (Café Soucy) Havana, re.
 Shaw, Art: (Piazza) Wildwood, N. J., re.
 Sherr, Jack: (St. Geritz) NYC, h.
 Slevens, Hans: (Schmitzbanks) Bridgeport, Conn., re.
 Skiles Boys: (Town House) Reno, re.
 Smith, Stuff: (Famous Door) Hollywood, re.

Smith, Charles: (300) Virginia Beach, Va., re.
 Smith, Eddie: (Barrel of Fun) NYC, re.
 Snider, Billy: (Gibson) Cincinnati, h.
 Soldwell, Dutch: (Dawn) Benton Harbor, Mich., h.
 Sommers, George: (Chateau Monterey) Wildwood, Co., ro.
 South, Eddie: (d'Ouseau) International Expo, Paris, re.
 Sparr, Milton: (Merry-Go-Round) NYC, re.
 Spicard, Sam: (Renault) Atlantic City, c.
 Sprigg, Jack: (Netherlands Plaza) Cincinnati, O., h.
 Stagner, Lee: (Nightingale Ballroom) Wausau, Wis., re.
 Stanfield, Jack: (Sollit) Oardens) Hammond, Ind., ob.
 Starr, Freddie: (Roosevelt) NYC, h.
 Steel, Blue: (Blue Moon) Tulsa, Okla., re.
 Steel, Leonard: (St. Shelby) Detroit, h.
 Stein, Maurie: (Chez Paree) Chi, re.
 Stein, Elmore: (El Rancho) Chester, Pa., re.
 Stone, Lew: (Cafe de Paris) London, re.
 Stroughton, Jeff: (Moonlight) Syracuse, N. Y., re.
 T
 Tatro, Bill: (Bridgeway) Springfield, Mass., h.
 Taylor, Dick: (Sun Ray Gardens) Phila, b.
 Taylor, Co-Ede: (La Fontaine) Huntington, Ind., h.
 Thomas, Will: (Excelsior Park) Minneapolis, p.
 Thomas, Eddie: (Nut Club) NYC, re.
 Thomas, Noel: (Mayfair) Oakland, Calif., re.
 Thompson, Ella: (Zell's) NYC, re.
 Tinsler, Bob: (Colony) Chi, re.
 Tompkins, Tommy: (Raymor) Boston, b.
 Thornton, Bill: (Parakeet) Phila, re.
 Thruin, Otto: (Alpine Village, Great Lakes Expo, Cleveland).
 Tracy, Al: (College Inn) Chi, re.
 Tracy, Jack: (Blue Moon) Tulsa, Okla., re.
 Travers, Vincent: (French Casino) NYC, re.
 Trent, Jack: (Sweet's) Oakland, Calif., b.
 Truckee, Charles: (Hollywood) Kalamazoo, Mich., re.
 Tucker, Orren: (Iroquois Gardens) Louisville, re.
 Tydeney, Bobbie: (Irvin Cobb) Paducah, Ky., h.
 V
 Vazabond, Charles: (St. Nicholas) Decatur, Ill., h.
 Vay, Rudy: (Pan-American Casino) Dallas, Tex., re.
 VanWinkle, Joe: (Melody Orill) Kokomo, Ind.
 Vanderbilt, Arlie: (Villa de Romeo) Albuquerque, N. M., re.
 Vels, Tubby: (Bruno) Chi, re.
 Velas, Esther: (Roosevelt) NYC, h.
 Ventura, Ray: (Palais des Beaux-Arts) Brussels, re.
 Venuti, Joe: (Billy Rose Aquacade) Great Lakes Expo, Cleveland.
 Volker, Jack: (Four Towers) Cedar Grove, N. J., ro.
 W
 Wade, Johnny: (Romance Inn) Angola, N. Y., re.
 Wagner, Bill: (Jimmy Kelly's) Brooklyn, re.
 Wagner, Buddy: (Mirador) NYC, re.
 Ward, Frank: (Nautical Plaza) Reverse Beach, Boston.
 Wardlaw, Jack: (Pavilion) Hendersonville, N. C.
 Watson, Bill: (Alabama) Paterson, N. J., re.
 Webster, Ralph: (Roof Garden) Arnolds Park, Pa., re.
 Welk, Lawrence: (St. Paul) St. Paul, Minn., h.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., re.
 Wells, Lawrence: (Club Casino, St. Paul Hotel) St. Paul, 22.
 Whiteman, Paul: (Frontier Fiesta) Ft. Worth, Tex., p.
 Whitman, Bernie: (Pocoon Orill) Mt. Pocoon, Pa., ch.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Williams, George: (Craig Beach Park Ballroom) Diamond, O., p.
 Williams, Oriff: (Oriff) Chi, b.
 Williams, Hod: (Wrightsville Beach) N. C., b.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Winters, Charley: (Tony Murray's) Phila, re.
 Wintz, Julie: (Village Barn) NYC, re.
 Wood, Kitty: (España Club) Chi, re.
 Woods, Edward: (Hollywood) Kalamazoo, Mich., re.
 Woodward, Eddie: (White City) Chi, b.
 (See ROUTES on page 84)

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DAY-AND-DATERS WIN FLINT

Cole and H-W Fight in Michigan Town Figured Practically a Draw

Seats of both circuses almost completely occupied at matinee with hundreds on ground—night crowds lighter, H-W getting estimated 6,000 and Cole 8,000

DETROIT, July 10.—The eyes of the circus world were focused upon Flint Monday when two major circuses, Cole Bros. and Hagenbeck-Wallace, played day and date in this industrial center. Because of this unusual interest *The Billboard* sent its Detroit correspondent to Flint to cover the double date. With Independence Day falling on Sunday Flint celebrated the Fourth on the 5th, and the day was a literal town holiday. Flint was nationally famed only a few months ago for its great sit-down strike at General Motors plants. Interviews with several Flint merchants in various lines have disclosed that the town is still in a condition of depression. People are not spending money freely and the city is afraid of another major strike any moment.

Into this troubled industrial picture both shows came and the results have proved conclusively that despite strikes, industrial unrest and hard times the American people are going for circuses in full force. R. B. Dean, Cole's press agent, frankly said that he didn't expect 500 people 24 hours before, when the city appeared to be deserted for the double holiday.

Attempts to measure results at both shows have been carefully made on the basis of a careful eye study of both crowds and discussion with show officials as well. At the matinee the Cole tent appeared to have slightly the edge. An estimate based on an careful nose counting as possible resulted in a figure from 8,500. Seats were about 98 per cent occupied except for one reserved section, with 500 to 800 sitting on the ground. Seating capacity of the tent was stated to be 10,000, and based upon this the show's estimate of 10,000 is very accurate.

At Hagenbeck-Wallace seats were even more filled, no more than a few dozen vacancies being found in the tent in all sections, with the ground sitters numbering about 1,500. This tent appeared to be smaller, but the show claimed a seating capacity of 10,000 and estimated the attendance at 12,000 on this basis. Using the 10,000 seating figure, actual attendance would probably be about 11,500.

Leaving detailed questions of figures aside, the result was that both shows played to afternoon crowds as packed as they could conveniently handle without a ground crowd that would have interfered with the spec. There were large numbers of children.

Cole Closer to City

It was as much a twin engagement as ever happens in show business. Cole show was about a mile and a half inside the city on Lapeer road, while H-W played at the city limits on Corunna road, a little nearer the open country. The somewhat further distance to H-W lot probably accounted for a slightly greater crowd of cars, about 900 in the afternoon, as against about 800 for Cole, as estimated from a count of near-by streets and parking lots. The Cole lot had only the streets and very small lots available, while H-W lot was able to offer free parking. There was also a big parking lot at 10 cents a car across the street, but this was practically vacant.

Priority in the booking for Flint was claimed by both shows, Jess Adkins, of Cole show, remarking that both shows booked on the same day and claiming that the only reason for the H-W booking (See *DAY-AND-DATERS* on page 62)

Brays Join Campbell Show

HALE, Mo., July 10.—Harry Bray and wife recently joined the Campbell One-Ring Circus with their dog, pony and monkey acts. Show has been booked for several celebrations and fairs thru Iowa, Nebraska and Kansas.

Program follows in order: Two-pony drill, juggling act, riding and jumping dog on pony; sack-wire walking, swinging and jumping; ventriloquist, trained monkeys; Toto, trick pony; comedy contortion, clog-dog act. A concert is given and management has Jovon Lamont as Pit Show attraction.

Haag Bros. Back in Ohio

Show has had much rain and mud—matinees light, but night crowds good

CINCINNATI, July 10.—Haag Bros.' Circus, which has been in Tennessee, Kentucky, Illinois, Ohio and Indiana and is back in the Buckeye State, was recently at Lawrenceburg, Ind. (showing on fairgrounds under American Legion), and was visited by several members of *The Billboard* staff. General Manager Roy Haag informed that considering the fact that the show has encountered plenty of rain and mud, it has been doing ok on the whole. Matinees have been light, but the night play has been good. In spite of an all-day rain at (See *HAAG BROS.* on page 72)

Rice Performers and Animals To Be Used in Making Picture

GREENWICH, N. Y., July 10.—Associated Sponsored Picture Company has arranged to spend two weeks with the Dan Rice Circus, with directors, camera and sound men, to take a picture with the working title *My First Love, the Circus*. Circus performers, animals and workmen will be used in the making of this picture, and it is planned to spend several days with the advance brigade. The title Dan Rice Circus will be used thru-out the picture, according to Ray Marsh Brydon. Billposters and banner men are to be blended into the plot, with the contracting agent in the role of the vil-

N. E. Biz Fine for Mix Show; New York, Pennsylvania Spotty

EAST LIVERPOOL, O., July 10.—With business in New England the best in the show's history and spotty thru New York State and Western Pennsylvania, the Tom Mix Circus is skirting Eastern Ohio on its trek into territory below the Ohio River for the next month. The show fared only fair on its Independence Day date here July 5, and business was about what officials expected. The double holiday, which took many of the citizens out of town, detracted from holiday circus engagement in the Pottery City.

Ted Metz continues to do a big Side Show business at all stands. Only property loss occurred while the fleet was en route from Butler to Washington, Pa., July 3, when a trailer attached to a truck overturned and crashed down a ravine when the driver swerved the heavy truck into a ditch to avoid a car which had suddenly emerged from a side road and stalled on the highway. The trailer was a loss. It carried some of Mr. Mix's personal baggage, tickets and other office



MYRTLE MEINKE, formerly with Cole Bros.' Circus, will play fairs with her husband, Silvers Johnson, well-known clown.

Wallace Furnishes Bond In Gibson Injunction

ANN ARBOR, Mich., July 10.—In accordance with the decree in the injunction against Hoot Gibson, Wallace Bros. Circus (Macon Circus Equipment Company, Inc.) furnished \$15,000 surety bond in Circuit Court here Tuesday.

Judge Earl Pigeley ruled that for the injunction to remain in effect longer than five days bond would be required of the plaintiff. Bond was posted when court opened after the holidays.

L. F. STOLTZ has joined the Dag Thomas Shows with his Mystery Girl illusion show. A new panel front is being built and new top and banner line will soon be received for his show. Stoltz says that show grossed top money for shows at Chamber of Commerce Celebration, Salem, Mo.

Fiesta Org. Buys Barnes

Both performances sellouts at Alamosa, Colo.—show's first parade in years

ALAMOSA, Colo., July 10.—The Al G. Barnes-Sells-Floto Circus exhibited here July 1 under sponsorship of the Alamosa Fiesta organization, it buying the two performances outright. Both shows were sellouts. The fiesta, which was a three-day event, featured the circus the first day and the show cooperated in every way possible, even to presenting the first street parade in years. Manager S. L. Cronin was complimented by the committee on the fine parade.

John L. Dier, publisher of *The Daily Courier*, was in charge of parade for the committee and Robert Thornton for the circus. Mayor Everett Cole was in charge of the celebration. Governor Teller Ammons was present at the afternoon performance and commented most highly on the quality of acts and the high-class Barnes organization.

New Wage Scale Up At IABP&B Meeting

PITTSBURGH, July 10.—A new wage scale for circus posters in 1938 and inclusion of distributors in a charter change will be included in the addenda of new business at the annual convention of the International Alliance of Bill Posters, Billers and Distributors of the United States and Canada, which opens a four-day session next Monday in the Fort Pitt Hotel.

Delegates from 140 locals are expected to attend. President Leo Abernathy informed, with guest speakers invited being Mayor Cornelius D. Scully of Pittsburgh, Allegheny County Commissioner John Kane and labor leader Patrick Fagan.

In town for an executive board meeting are William Moran, of Jersey City; C. C. Garnett, Los Angeles; R. O. Williams, Cleveland; William Willis, Paterson, N. J.; Charles Hall, New York City; William Sharp, Wilkes-Barre, Pa.; Joseph Raymond, Westchester, N. Y.; Secretary William McCarthy, Treasurer Thomas Noonan and Abernathy.

Social highlight of conclave will be a dinner-dance and entertainment Wednesday night in Fort Pitt English Room.

Page in Capetown; Business Excellent

CAPETOWN, S. P., S. Africa, June 6.—Page has decided upon an off-season trip here for his circus and so far it has been excellent judgment in spite of fact that this season of year is usually condemned as impossible for outdoor amusements. It is similar to a Georgia November—weather quite uncertain. The season planned for Capetown is a short two-week one, but weather permitting, it may be extended to three weeks. Have had two turnaways so far in three days and advance sales indicate more of them this week. Showing here in the customary two-pole tent (had three in Johannesburg and Pretoria) with seating capacity of about 2,300. Prices from 50 cents to \$1.25 are the usual big city prices, but show gets as high as \$2.50 in the country and average price is \$1.

Show features animals and is carrying six cages of cat animals, all of which work. Always two animal turns in show, together with elephant (three) act. The Dutton contingent gets top billing, together with Henry Smith, a weight juggler, brought here from Germany. Only opposition down here has been Boswell Bros. Archie Silvertake and the writer, William McK. Bausman, were in hospital with malaria.

Sawdust and Spangles

By CHARLES WIRTH

HAVE you seen Cole Bros' Circus, with Clyde Beatty and his big wild animal act; Ken Maynard, the cowboy movie star, and other features? If not, then don't pass it up if it comes to your city or vicinity. I am not a press agent for this or any other circus, but here's a show that certainly has come forward rapidly, now in its third season. And, by the way, it is doing business—in some instances, big business. I can't for the love of Mike see how it is going to miss having its banner year.



CHARLES WIRTH

Jess Adkins and Zack Terrell's show is a beauty. It has been greatly improved since its first season, and in the writer's opinion the performance this season is their "tops." I am not discounting their efforts the other years.

The show is entirely new as regards to equipment. It is a beautifully dressed circus. The lighting system is one of the features that caught my eye. There are no more lights on the center poles. Instead, iron standards are spaced about the rings with large shaded lights at the top, and every few feet around the hippodrome. In front of the seats, are standards topped by large globes, giving indirect and diffused light to the rings and track. I could dwell on other features, but that has already been pointed out in the columns of *The Billboard* in previous issues.

Now I will refer to another big top—the Hagenbeck-Wallace Circus, which returned to the road after a season's absence. During its Chicago run the show, which had been owned by J. Frank Hatch and Edward Arlington, was taken over by Howard Y. Barry, who has been in the circus business for a number of years. He had been a foreign scout for the Ringling organization. Since assuming charge he certainly has been on the job, changing this and that. In the time

that he has had in getting matters lined up to his satisfaction he has done wonders. When the show was in Cincinnati for two days I attended the first matinee performance and the last night show. What a difference. Program didn't seem to hit at the first show, but at the last performance it was running exceptionally smooth. The showman from Philadelphia has ideas, many of them, which he will bring into play in the months to come. Watch the smoke of this young and progressive showman.

How can a 24-hour man be called one when he spends 24 hours a day on the show lot watching his sweetie?

Here are my best wishes to Paul Ringling, who recently joined the Ringling Bros. and Barnum & Bailey Circus. He is the son of Mrs. Aubrey Ringling, widow of Richard Ringling, one of the owners of the show. Paul started in as timekeeper and his ultimate goal is general manager of the big organization, the position that Samuel W. Gumpertz now holds. The pull is a hard and long one, but he'll do it.

A show doing business yet closing is certainly one for the books. Strange things do happen.

Second Summons Issued for Newton

WHEELING, W. Va., July 10.—Nine more cases of attachments against Jack Hoxie and Cly Newton were dismissed yesterday in Justice Harvey's Court at Moundsville as to Hoxie and a second summons issued for Newton, who has up to this time succeeded in avoiding the officers with the official documents ordering him into court. The Reids, who own the Nelson elephant act, were among the later ones to file attachments.

Hoxie and R. M. Harvey are progressing rapidly with their plans for a new Jack Hoxie Circus. They will use very little of the old property. Will have a new outfit, including grand-stand chairs. Hoxie will be the "producer" or director of arena; Dixie Starr, treasurer; R. M. Harvey, manager. Elmer Jones will act as lot superintendent and George L. Myers as equestrian director. Harry Dorn will be in charge of candy-stand concessions.

None of the Newtons will be identified with the new Hoxie show.

Most of the bosses, including the steward and most of the performers, are in camp with Hoxie near Wheeling. An innovation is promised in the way of music accompanying the performance.

Hoxie and Miss Starr with their unit of circus performers from the Hoxie Circus have contracts for two weeks of dates to fill while Harvey and others are framing the new edition of the show. They plan to have a larger unit on tour next winter.

Y-P Show Closes; Has Truck Trouble

LOS ANGELES, July 10.—The Yankee-Patterson Circus, after having a rather hectic time, closed. The show had one of the very best performances that has been seen on the Coast but for some reason just could not get going. It was stated that the present difficulty arose from fact that the trucks recently purchased did not prove "landworthy." Much trouble of mechanical nature and late arrivals were main causes of closing. Under the last arrangement, with Charles Hugo, Harry Sugman, Carl Sontz and Arthur Hockwald handling the main details of the business end, it seemed that the show would prove a winner. Jimmie Woods was the organizer and business manager. Carl Sontz, in advance, had show booked under auspices or with merchant teams in California towns for several weeks.

The Clarkoniens, with their stock, returned here and will play dates and later fairs and sponsored events.

Silver Business Fair

SANDY CREEK, N. Y., July 10.—Business continues fair for Silver Bros' Circus in spite of much rain. Marion Drew is recent addition to big show performance. E. Snoden Holland is contracting agent, having joined two weeks ago. A new Chevrolet truck was recently delivered, replacing one of older ones. New band uniforms have been received and make a nice flash. Bill Troxill is the mail and *The Billboard* agent and also handles route cards. A long Southern tour is planned.



With the Circus Fans

By THE RINGMASTER

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2830 West Lake Street, Chicago, Ill. Secretary, THOMAS BANK, BERRICH, CONN.

(Conducted by WALTER ROSENDEL, Editor, *The White Top*, care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 10.—When Ringling-Barnum Circus was at Binghamton, N. Y., a party was given by Circus Fan George Scholderer and wife at their summer home at Windsor, N. Y., July 1 for Ringling performers and invited townspeople, including members of the Circus Fans' Association. Show people present were the Concellos, Bradnas, Wallendus, Evans, Rudynoffs, Mr. and Mrs. Al Butler and Mr. and Mrs. Pat Valdo. About 20 others from the circus were present. Cars brought the trouper from the lot, 20 miles away, and returned them in time for night show. Among the 60 persons present were following members of the CFA: William Hecox, James Andrews, Stuart English, George Dann, Dan E. Fox, George Barlow Jr. and George Barlow III. Another party of about 30 people, including performers, was given at Scholderer's town house after night performance. All members of Valdo Tent attended night performance.

National President Frank Hartless left Chicago Monday for Oklahoma and Texas on Linen Supply Association business. He expects to be away about 10 days.

Armand Emrich thinks that for a small-time "circus fan" he is doing pretty good, having caught Tom Mix show in Evansville, Cole show at the Stadium in Chicago and Hagenbeck-Wallace in St. Louis.

Dr. David E. Reid, of Lebanon, Ore., caught Famous Robbins Circus at Albany, Ore., and Vancouver, Wash. States that Jimmie Heron has a nice little aggregation and that he was shown every consideration by the management.

Dan E. Fox saw Dan Rice Circus at Elmira, N. Y., June 28 and was entertained by Ray Marsh Brydon. Fox invited Brydon to Sidney Barracks, home of the world-famous spotted horse troop, where he was entertained overnight and given an opportunity to see some famous circus riders in action, including Cody Compton and Bill Mossman, formerly with the Ringling shows. Fox also witnessed another performance of this show in his home city, Sidney, July 1.

On July 4 at Plymouth, Wis., the following Fans visited Wallace Bros' Circus: Bill Kaaska, Dr. and Mrs. Tom Torney, Mr. and Mrs. Sverre Braathen and Mr. and Mrs. Bill Doudna, of Sheboygan. Bill Lindemann, of Sells-Sterling Circus, was also on the lot. Traveling with the show they met Frederick W. Work, a Fan from Akron, O. He is without question America's traveling Circus Fan No. 1, visiting the show with two semi-trailers. One of the trailers is his Pullman car, and what a (See *CIRCUS FANS* on page 72)

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CHARLES A. LENZ
See Page 56

Under the Marquee

By CIRCUS SOLLY

RINGLING-BARNUM will not play Cincinnati as recently mentioned in these columns.

AERIAL DELZAROS have left Mighty Haag Circus and joined Bunt's Crystal Exposition Shows as free act.

BILL BRINLEY, of Wallingford, Conn., has built a miniature circus, having spent a number of years on it.

DOC WADDELL infos that Jake Posey is training a 52-horse hitch or team for Hagenbeck-Wallace.

WYATT DAVIES, dancer, closed at Wonder Club in New Orleans and will soon return to the road.

WINFIELD SWASSON, of Lincoln Center, Mo., has visited Tom Mix, Ringling-Barnum and Walter L. Main shows.

CRAWFORD DROEGE saw the Mix show at Erie, Pa., and visited with Herb Duvall. Very nice performance, he says.

JOE STIRK will again spend summer season in Green Hill section of Nantasket Beach, Mass.

HOLLAND-DOCKRILL bareback riding act is not joining Dan Rice Circus as stated in a recent issue.

FRANK T. KELLY cards that he is doing well with his newly formed company, Kelly, Morrison, Inc., at Galesburg, Ill.

CHESTER BARNETT, clown with Cole Bros.' Circus and a visitor to Detroit for many years, was given a big writeup in *The Detroit Free Press* last week.

DONALD L. ROCKWOOD, of Waterville, Me., infos that Downie Bros. will be there July 29, second show in that city this season.

KOZAK (the Man from Moscow) is now playing fair dates. States that he was assistant manager of Vanderburg Bros.' Circus and will rejoin show after close of fair season.

BACK WITH the big tops—Ben Austin, he recently joining the Hagenbeck-Wallace Circus. His last circus connection was with the A. C. Barnes show as general agent. Glad to see you back, Ben.

HARRY PHILLIPS, wife and family spent July 4 with Bill Troxell, Jimmie Simpson and the Pahl Brothers on Silver Bros.' Circus at Parish, N. Y. Report a snappy show and good biz.

ROBY GREEN, late of Ringling-Barnum, is salesman with Biscayne Oldsmobile, Miami, Fla. Felix Doman, formerly with Sells-Floto, is in that city, doing well with a barbecue.

JACK WALSH, formerly of Dan Rice Circus and lately with Jack Hoxie Circus, has joined the Chase show and is managing the Pit Show, featuring Jean-Jeanette.

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WORKING MEN

In all departments. Bobby Thomas wife me. DAN WHITE, Gen. Supt. HAAC BROS. CIRCUS. Xenia, 13; Circleville, 14; New Lexington, 15; Nelsonville, 16; Logan, 17; all Ohio.

WANTED FOR BARNEY BROS. CIRCUS

Bros. Caravanian, Colored Band and Performers for Side Show. Grease joint crew. Rocklers answer. Address O. M. DEVERE, Barney Bros. Circus, Steamboat Springs, July 15; Oak Creek, 16; Hayden, 17; all Colorado.

WANTED FOR HAAG BROS. SIDE SHOW

Colored Musicians, Saxophone, Trombone, Trumpet and Tuba, Dad Jackson, Ernest Cox wife to Frying Pan, don't write. Sleeping accommodations furnished. Trailer for the Midwest, Circleville, O., 14; New Lexington, O., 15; Nelsonville, O., 16; and Logan, O., 17. **BARNEY F. CANNADY**, Side Show Manager.

DR. DAVID E. REID and wife saw Famous Robbins Circus in Vancouver, Wash., and Albany, Ore., and enjoyed the performances. Were guests of Tex Schubaach.

HAGENBECK-WALLACE will be at Lincoln, Ill., July 17. Show has not been there in four years. P. W. Wade, of that city, visited the show at Springfield June 22.

FRANK YOUNG has closed with the Chase show. His 10-year-old daughter, Peaches, has been contracted by Lew Rosenthal to present free acts at Minnesota and Wisconsin fairs. Young will handle prize candy in grand stands.

MIKE (BUCK) KEEGAN, 66, old-time circus man, of Topeka, Kan., is on his way to the Missouri State Fair at Sedalia. The vehicle he is using is drawn by a 21-year-old mare. Fair will be held latter part of August.

ROY ELLWOOD spent the afternoon on the Ringling-Barnum lot in Syracuse, N. Y., and had a confab with his old friend, Doc Opler, on Side Show. Ellwood trouped with Doc in 1917 as his assistant on Polack Bros.' 20 Big Shows.

JOHN F. DUSCH, band leader with Lewis Bros.' Circus, still has the same musicians, 14, with which he opened. He recently received an awning for the band trailer for the boys. Was made by Baker & Lockwood.

RINGLING-BARNUM will be at Portage, Wis. July 24. H. H. (Hank) Niemeyer states that it will be first time show has been there since 1920, when it played a matinee on jump between Milwaukee and Minneapolis.

JULIUS MUND, City Sheriff of Cincinnati, formerly trouped with the Old John Robinson Circus as a boxer in the concert. Two of his deputy assistants, John Townley and Bob Legner, also have been on the road with a number of the larger circuses.

J. C. ADMIRE, of Chase Show, spent several days at St. Cloud, Minn., and with assistance of CFA Frank Kinder, Dr. Mulligan and Frank Welch, routed show in that vicinity. Kinder and Welch visited Norris Bros.' Circus at Osakis, Minn.

THE SILVERLAKES, double-trap act, is claimed to be the "highest" in the world! They are working with Fagle's Circus in South Africa in the Durban unit and have been in Transvaal, 6,000 feet above sea level, for last seven months.

T. J. O'BRIEN and wife visited Seal Bros. at Faribault, Minn., reporting a very pleasing performance and good street parade. O'Brien met John Gearhart, who was on the advance with him a few years ago with Brydon's Believe It or Not Odditorium. Gearhart is on advance with W. F. Wilcox, his second season with show.

WHEN HAAG BROS. Circus was at Greensburg, Ind., it showed on George S. Littell's Park Circus and Buffalo Grounds and the Littells did everything to make the stay an enjoyable one, reports Standish Stevens, who enjoyed the performance. Matinee was light; big house at night. Side attractions were well patronized.

WILLIAM SPEILBERG, French horn, has rejoined Karl L. King's Band after spending the last eight months in Jacksonville, Fla., a member of the Civic Symphony Orchestra. He was a member of Merlo Evans' Band on Ringling-Barnum for a number of years. Other old Ringling musicians with King's band are Emil Mobius, trombone; Robert Forbes, trombone; Edward Woosky, baritone, and Sandy Dalziel, bass.

BILLY STILES, who was on Side Show ticket box and made second openings on Jack Hoxie Circus, had to leave show at Frostburg, Md., an account of throat trouble. He went to Veterans Hospital, Ward 3 A, Memphis, Tenn., and was operated on June 29. He is doing nicely. Would like to hear from friends as he will be there several weeks.

BARNEY F. CANNADY, with Haag

Bros.' Circus, reports business very good last few days, Eminence, Ky., Fourth of July spot, being the best. Jimmy Shropshire and wife visited there. Jimmy had just returned from the West. He visited Russell Bros.' Circus and reported biz of the straw variety at Salt Lake City and Provo, Utah.

CHARLES A. (KID) KOSTER is on the West Coast in advance of *Brother Rat*, biz being very good. Show opens at Selwyn Theater, Chicago, August 22. In San Francisco he met Mike Golden, former circus owner. He is very active in the amusement field in that city, Los Angeles and other places. In 1930 Koster was special agent of the No. 2 whale unit, Golden manager.

RUSSELL G. KNISELY and Walter L. Main, with several of his brigade agents, visited Eddy Bros.' Circus at Farmington, Me., and enjoyed the performance. Main was called upon by Charles Hunt to announce coming of the Main show at a later date and he received a big hand. Main show has been on road since April 5 and has not missed a performance. It has given four extra Sunday performances.

WALTER B. LEONARD advises that Downie Bros.' Circus at the Broad street lot, Glens Falls, N. Y., July 7 had a fair matinee but was much better at night. Show was delightful from start to finish. Leonard and family were entertained by Charles Sparks, Harry Mack, Rodney Harris and others. Noticed on lot were Charles Harris, old-time circus manager; Frank Cramen, hoop roller and juggler; Billy O'Neill, old-time circus agent, and Frank Burnham, of *The Post-Star*, local daily. New Baker-Lockwood tents were used there for first time.

WHEN HAAG BROS. Circus was at Plymouth, Ind., members of show had memorial services in Old Oak Cemetery in memory of those members of the Haag family who are buried there. They are Joseph and Elizabeth Haag, grandparents of the Haag Bros.; Henry and Clara Haag, parents of the Haag Bros.; Bertha Haag Hubbard and Amelia Haag Shadel, nunts of the brothers, and Ernest Haag, an uncle, who was the founder of the Mighty Haag Shows. Hymns were played by Haag Bros.' Band under direction of S. W. Floyd, and there were personal tributes by Fred Crandall, equestrian director. Floral pieces were placed on graves. Among those present were Henry and Roy Haag, their wives and families.

STANLEY F. DAWSON sends following from Cole Bros.: "Mrs. Ray Collins visited recently. Hon. Tom Muir, of New Jersey, spent the day with show at London, Ont. Jimmy Conway, former train hand, visited at London, accompanied by wife. Mrs. Don Cooke rejoined at Burlington. Charley Sweet left for a few weeks' rest at the ranch of some relatives. Mrs. Sweet and Junior are continuing with the show. E. J. Kelly was on hand at Flint, Mr. and Mrs. George Graham, of Detroit (George is a former trouper), visited at Detroit. Sid Ales made a quick trip from Windsor to Detroit, was married and was back on job before noon. Wife is with him. She comes from Chicago. It has been a reunion for the Nelson family on Michigan tour. Mr. and Mrs. Art Nelson, Mr. and Mrs. Paul Nelson, Mr. and Mrs. Anderson (formerly Nelson), Mrs. Terrell, Mrs. Burkhardt and Mrs. Lou Nelson Burkhardt have been together last few days. Mmc. Bedini visited at Fort Huron. Allen King, Tex Sherman, Sam Beckett, Bob Hickey, Howard Bary, George Moore, Terrell Jacobs and Dolly, Ben Jones, Bob Lucas, Mr. and Mrs. Harold Smith, Sid Rankin, Charles Davis (former legal adjuster), Am Jones, A. J. Clamage and Bill Sneed have been visitors. Mrs. Mills visited and entertained friends and relatives at Detroit. Johnny Wykel left at Detroit. Big event of ticket sellers department was when Bill, the crew, joined at Toledo. Levi regaled himself in his big city clothes at Detroit and found it hard to get on the lot as no one identified him. Baseball season opened at Brantford and game was between property men and ushers. Mr. 'Tin Ear' refereed game from a director's chair on side lines. Out of respect for Don Cooke, won't tell you the result. The scheduled race July 4 between the writer and Bob Courtney (four times around hippodrome track) did not eventuate, as Dr. Partello claimed both aspirants were not in good training. Ken Maynard has a 'yea' for a mulligan, but there is a little problem as to who will be chef. Right now runners-up are Maynard, Billy Cronin, Bob Courtney and St. Hawkins."

Dressing Room Gossip

TOM MIX—Paul Korth, backyard policeman, has a new uniform. He also has big feet to make a real policeman. Mr. and Mrs. Tom Mix, Mr. and Mrs. Dail Turney, Mr. and Mrs. Charles Arley, Mr. and Mrs. Jimmie Arbaugh and Mr. and Mrs. Herman Nowlin spent July 4 with Mrs. Inez Benes at Pittsburgh. Augie Augustad says the doughnuts along the highways are all holes and no doughnuts. Roberta Ray; Mrs. Surbee, known as Dody, and Jean McLean make up the crocheting circle in the Side Show. Fay Curran not so enthusiastic but always hanging around. Frank Shepard has signed to go to Europe this winter. There is an overstuffed davenport in the clown tent and a race to see who can get there first, but Jimmie Arbaugh always wins, even if he has lumbago. Tom Mix's mother visited the show at Greenville and Tom spent the day with her. Tommy Hanneford has joined and is in clown alley, also George Sunbury.

John C. Graham, circus attorney, of Butler, took care of show's legal troubles while in his territory and entertained 50 of his old friends from the Butler County Home at matinee in Butler thru the courtesy of Mr. Mix. Walter L. Main visited the show. Doris Werin is riding in the Hanneford act and is doing very nicely. Isabel Gilligan will leave show and join her husband on Downie Bros.' Circus, therefore Mrs. Herman Nowlin will be the new victim in the women's penny ante game. The Cubs are in first place. Clyde Beatty and Bill Harddig, take note. Ted Metz has a real Side Show. Homer Hobson reports that Mildred Asher is doing very nicely in her daily practice of bareback riding. Mr. and Mrs. Alfred Gruber were visitors at Greenville. Mrs. Max Gruber went home to spend the week-end at Muskegon, Mich., and rejoined show at Parkersburg, W. Va. Rhoda Royal is breaking an imported horse from Argentine special for Tom Mix. Carris Royal spent July 4 at her home in Toledo, O. Mrs. Jessie Arbaugh suffered slight injuries when her horse cut into railing of the grand stand. Looks like rain, so will have to sign off.—KINKO.

DAN RICE—John Van Arnam, Jean, Jane and Col. Will Bates, Bill Dillon and family and many other celebrities visited with us last week. Dillon is the author of the famous song, *I Want a Girl Just Like the Girl That Married Dear Old Dad*. First circus he has seen in years and did he enjoy cookhouse and performance—at least he said he did. Terrible Tarzola returned to the Side Show after a protracted absence and with the return of Captain Conrade, who is once more well and happy. Ray Cramer hangs his head and receives no comfort from the ventriloquial dummy. We sincerely hope that Mickey Kelley does not find out about the diving girl who has been visiting the show regularly looking for a certain party, for Mickey is very jealous. Mrs. Elizabeth Webb has once more been chosen "Miss Cherryvale" for the annual beauty contest held in Kansas and Missouri annually.

Ira Watts says please do not mention his tattooed dog in this column again—he's received too many offers for the mutt. May Stevens' name was missed last week and is she mad. Publisher Brown, of *Pt. Plain Standard*, is a real circus fan. Invited to a sizzling steak at the cookhouse with George Duffy and his friend, Linney. W. E. Rowdel and family, of Hazleton, Pa., were entertained on the Fourth by Dr. Hefferan. Rumors of a coming marriage with the advance brigade, but we can't find out whether it is Vic Foster, Frank Burger, Harry Neeley, Kirkendall, Murray or Yancoy. The other nine boys are already married. Boys are all saving their money for Saratoga Springs—expect to make a killing as they know several jockeys. Ray Marsh Brydon rehearsing before the mike and taking screen tests. Jollyroll Rogers terribly sunburned. Folk all excited about appearing in talking pictures. Jimmy Thomas says he'll show the folks something. Cactus Nell, too.—ORA DELL.

COLE BROS.—Glancing around, it seems as if a circus speaks a language of its own. No red paint seems as red as that of the circus; no lake so blue as the seats on the end; no black as black as the griddle of the grease stands; no white as white as that of the clowns' necks when visitors are around. Speaking of visitors, Detroit tied everything so far. There was the Nelson family (see *DRESSING ROOM* opposite page)

The Corral

By ROWDY WADDY

AFTER working with the Hagenbeck-Wallace Circus at its Chicago stand and five weeks with the Texas Rangers Rodeo, Weaver and Juanita Grey opened their rodeo season July 3 at Belle Fourche, S. D.

RAY HINKSON is presenting his rodeo and program of Western sports at Lake Garrison, near Glassboro, N. J. Marking the first Western show to play in this territory in several seasons, Hinkson has spared no expense to show the South Jerseyites what they've been missing all these years. Program features trick and fancy riders and daily roping contests.

ELKS' RODEO, Norwich, N. Y., July 2-5, was a big success, playing to more than 30,000 admissions. Harness races were an added attraction in the afternoons except Sunday, when a baseball game superseded them. A free barbecue was served at noon each day. Fox-Horn Clancy superintended the arrangements and the cooking. Members of the Elks' Lodge No. 1222, Norwich, financed and served on the various committees of the celebration. They were a tired but happy bunch when it was over, as it was pronounced the biggest and most successful party ever staged in that section.

ROCHESTER (N. Y.) PURSE RODEO, June 21-30, inclusive, in Edgerton Park by the Rochester Rodeo Association and Lalla Rookh Grotto, was a wonderful success. Three thousand dollars were paid out in purse money. Col. Jim Eskew furnished the stock and it was mighty "salty." Winners in the finals were: Steer riding, Buttons Yonnick, Milt Moe and Doc Blackstone; cowgirls' bronk riding, Ruth Wood, Mildred Mix and Grays Runyon; calf roping, Roy Matthews, E. Pardee and Buddy Mefford; bulldogging, Eddie Hovencamp, Shorty McCrory and Eddie Curtis; cowboys' bronk riding, Bart Clennon, Eddie Curtis and Tommy Horner; wild horse race, Percy Moore's team, Milt Moe's team and Glen Crouch's team. Ruth Wood received a huge silver cup, donated by Mrs. William Randolph Hearst, of New York.

NEW DAUGHTER, Percina Rochester Geraldine Moore, of Mr. and Mrs. Percy Moore came to life in a tent on the Rochester rodeo grounds three weeks ago. No doctor was present, all details being in the hands of Geraldine Parker, graduate nurse of New York and former Colorado cowgirl. Little Percina posed for newspaper photographers 10 hours after her birth and crashed the first pages of all three Rochester papers. Five days later she made her first appearance in the arena, riding about in a new auto in the arms of her proud nurse. The baby has been made the ward of the Lalla Rookh Masonic Grotto and of the Rochester Rodeo Association. She was christened in a Rochester Methodist church by a Masonic clergyman. Col. Jim Eskew acted as godfather and Mrs. Dolly Eskew as godmother. Newspaper photographers invaded the church to get close-up pictures of the christening. Father of little Percina is a bronk rider and dogger and her mother, Hazel Hickey Moore, is a trick rider with Col. Eskew's Western organization.

WANTED

For Three of America's Greatest Rodeos, COWBOYS, COWGIRLS, INDIANS, MEXICANS, OOSEAGS, OLWNS.

Mexican Cowboy or Indian Band for Greenwich, Conn., July 23-25; Boston, Mass., August 13-23; Memphis, Tenn., September 12-16. Sailing for Europe October 17. Our Nos. 1 and 2 Shows booked solid by George Hamid. WILL BUY OR RENT Rodeo Stock. All write. Pay your wires.

MILT HINKLE, Arena Director, Rodeo, Greenwich, Conn.

Will the HUNTLEY ELEPHANT ACT and KOKOMO, adjuster Please write R. M. HARVEY, Dennison, Ohio.

WANTED

Cowgirls, Cowboys, Broncs, Steer Riders, for Fairs, starting Lawrenceburg, Ind., July 26. Send no wires collect. Write HARRY TAYLOR RODEO, Lagro, Ind. General Delivery.

15 Years Ago

(From The Billboard Dated July 15, 1922)

Out of a mass of conflicting rumors that had been in circulation for some time came the authoritative announcement from George Moyer that beginning August 1 a combination of the Yankee Robinson and Gollmar Bros. circuses would be effected. Al G. Barnes Circus was being augmented by several new wagons and more animals. Winona and Rochester, Minn., and La Crosse and Burlington, Wis., proved to be good spots for the Patterson Animal Circus. Boozer Red sustained injuries to his hand and wrist at Darlington in a nasty spill during the Wild West concert.

The Manchester, Ia., Commercial Club and its secretary, E. W. Williams, "bought" the Hagenbeck-Wallace Circus for the Independence celebration held there. A plan was adopted of paying the organization a flat price to exhibit in Manchester. Capacity crowds and ideal weather greeted the Sells-Flinto Circus at both performances when it exhibited at Terre Haute, Ind. Members of the Ringling-Barnum Circus enjoyed an off day at Fortland, Me., by availing themselves of a ride to Old Orchard Beach, a dip in the ocean and a shore dinner.

Doc Palmer visited The Billboard offices in Chicago, having just come in from the Coast. Despite plenty of grief in the form of an out-of-the-city lot which was soft as mush, Walter L. Main Circus stand at Lebanon, N. H., was a successful one. Ray Glaus, formerly with Hagenbeck-Wallace Circus, joined the Christy show to work the come-in and clown. John Ringling had just purchased a new houseboat called Zolophus. It was launched and named by Mrs. Ringling. Campbell, Bailey & Hutchinson Circus packed 'em to the ring bank at Kingwood, W. Va., despite a cold, drizzly rain.

DRESSING ROOM

(Continued from opposite page)

(Arthur looks as young as he did in 1921—'I can't go any farther back), Mrs. Nelson, Vivian Nelson, Gilda and husband, Rosina and husband and Mary Lou, Hilda's child. Then there were Verna Wood, who made up and clowned with the boys; Spencer Allen, Ralph Hunter and wife, Joe Short's wife and mother-in-law, Jean and Chuck LeRoy and Ted Deppish.

Mrs. J. H. McFarlan and Katy Luckey keep the sewing machine humming in wardrobe department. Just turned out three beautiful costumes for the girls who bugle in parade. Always handy, the cream can full of ice water. McFarlan is napping in the chair. Am just wondering how long the clown cannon will hold together. It is getting pretty rickety. Clown band box fell apart, but that has been repaired. Harold Nicholson's prayers have been answered with this kind of weather. Jack Pfeifferberger has a big grin, eating some fish that Clyde Beatty caught. Percy Smith, Jew comic, has joined clown alley. Is doing come-in.

Juanita Hobson has such a tan that she had to buy a brown dress to match. The only bottle juggler left is Harold Voise. Al Dean is feeding the gang good. If he wasn't there wouldn't be so many coming out picking their teeth. Horace Laird lends the race—is putting on flesh. Otto Griebling is a close second. Mary Keen is now featured in the highest jump. Baseball game between kinkers and prop men was called in seventh inning, as scorekeeper wore out his pencil. Think scores ran into three figures. Cysc O'Dell is practicing at band top on the accordion every day.

Coffee Club at wardrobe department is in full swing at 6 o'clock. There are Mrs. McFarlan, Mrs. Bigger, Mrs. Luckey, Stella Cronin and Bertha Denham. Julian Rodgers is now leading a song in the menage. Jack Joyce toots the whistles for the number. A beautiful nickel-plated buggy now leads parade. McFarlan the driver. Otto Cronins visited Herman Bing in Detroit, who was at Fox Theater. Griebling's ice gas melted too fast I suppose, as I see him doing another instead. Laird's goose is still missing. Ken Maynard seems to enjoy his canopy these warm days. That about wipes the slate clean for this week. So long.—EMMETT KELLY.

Dexter Fellows Tent Tattles

(CSCCA) By FRED PITZER

NEW YORK, July 10.—A letter from Baraboo Bill Kasiska, dated Madison, Wis., June 22, states, among other things: "Now as to local circus news, last night's newspaper announced that Cole-Beatty would be here in July and Ringling-Barnum and Tom Mix in August. This is a pure cock and bull story because no Cole-Beatty agent has been in these parts. Some printed material of general interest was sent by the Cole-Beatty show to The Capital Times, but it does not indicate show's coming. It would be good to see what it could do in this supposedly Ringling stronghold. As for the Tom Mix, that show was refused a Kenosha July 23 license on the ground that the Ringling show had bargained for that day. Big Bertha will be in Madison July 30 and I hope I can get to meet Dexter Fellows this time. Wallace Bros., Ray Rogers, manager, enters Wisconsin July 2 at Janesville. The route and length of stay are indefinite. I hope to catch the show somewhere along the way. Conroy Bros. is in Northern Wisconsin. Business is none too good, but this show is heading into the 'berry country,' where the crop is reported to be good. Sells-Steinling was in the Lindemanns' home town, Sheboygan, June 27 for a Sunday layover and for Monday and Tuesday stand—then up the Lake Shore."

We were glad to have a chat over the telephone with Capt. Bob Bartlett before he set sail for the North. He seemed mighty busy getting things ready and seemed happy in the thought that he had gotten together a fine crew of young men for his trip. He sent his best regards to all Dexter Fellowtizens and we, in our turn, wished him Godspeed in the name of the Tent.

Whitehead Spends Three Days on R-B

NEW YORK, July 10.—Ralph Whitehead, executive secretary of the American Federation of Actors, returned to his Broadway offices on Thursday after spending three days with the Ringling-Barnum show as it played thru upper New York State. Whitehead visited the show, now operating under a closed shop agreement with the AFA, to settle minor differences arising between department heads and the show personnel. Conditions at present are in perfect order, according to reports.

Upon his return, Whitehead announced that George W. Smith and John McClusky, AFA organizers for the last couple of months, are no longer connected with the organization and that the names of new men he has hired to relieve them will be revealed shortly. No reasons were given for the departure of Smith and McClusky.

Ringling-Barnum show as it now stands is operating under a closed shop and is organized by departments—each department being represented on a central committee by a steward elected from the ranks. List includes: Chairman, Stanley Waecht; secretary, George Sheridan; big top canvas steward, Raymond McNeil; big top canvas (colored), Vincent Deveaux; Side Show canvas, Ralph Garver; tractors, John Joyce; seat men and stake drivers, William Ready; wardrobe, John O'Brien; property, Carl Durbin; ushers, Leonard Meck; blacksmith, Alfred Fohs; cookhouse, George Sheridan; baggage stock, harness makers, Stanley Waecht; lights, Paul Danovsky; ring stock, Harold Kaufmann; train crew, Frank Leggett; elephants, Mack McDonald; animals, Luke Meade; layout and horse top, James C. Bradley; car porters, John W. Givier; performers, John C. Tibor; Side Show performers, Jack Earle.

Many Agents in Detroit; R-B Show Follows Cole

DETROIT, July 10.—Detroit came close to a plethora of circuses, visits of advance men for various shows have indicated during the last week or 10 days. With Wallace Bros. Circus playing just outside city limits three weeks ago, the local season got under way officially. At one time, advance agents for Hagenbeck-Wallace, Ringling-Barnum, Tom Mix and Cole Bros. shows were around town practically at the same date.

Crossing of routes by various shows was partially responsible for what threatened to be a mixup, as each representative avoided definite commitment on dates in an effort to find out what the opposition was planning to do. The H-W show pulled out with the decision not to come into the Detroit area proper, and the Tom Mix show abandoned plans to enter the lower Michigan field entirely. Cole Bros. Show played here last Sunday, Independence Day. The R-B show comes in July 18-20.

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HOLIDAY PERIOD JAMS SPOTS

East Gleans Heavy Takes

Best biz in probably decade reported by resorts—Me. to Va. marks go

NEW YORK, July 10.—With three tremendous days behind them, Eastern outdoor amusement centers are probably better off financially at this stage of the season than in any year in the last decade. Favorable weather and an extra holiday (Monday) over the July 4th celebration period gave amusement parks, pools, beaches, resorts and allied fields their first big chance of the season to make "big money."

Almost without exception, reports from managements indicated that the 1937 Fourth of July period will go down on record as being the best since 1929 and possibly longer. Records were broken from Maine to Virginia, but more than that, showmen, concessioners, ride men, etc., reported that the public had and was willing to spend more money than at any time since Old Man Deprish put the damper on things in general.

Slight rains and overcast skies on Monday hindered biz to some extent, as did a hard but short rain in the metropolitan New York area Saturday afternoon, but in general the Eastern weather man came forth with near-perfect conditions.

In and around New York Fallsades (N. J.) Park played host to a record crowd of 175,000 on Saturday and Sunday. (See EAST GLEANS on page 71)

Enna Jettick Is Location Of Amateur Talent Center

AUBURN, N. Y., July 10.—Finger Lakes Amateur Talent Center is to have a gala opening tomorrow when the International Fashion Fiesta, with a cast of over 200, will be presented in Enna Jettick Park by Alyce Brewer Siemens, former Auburnian and director of the Talent Center project.

Society mannequins modeling \$75,000 worth of furs will be one of the features. Ukrainian Ballet, Russian Choristers, Columbian Squares quartet, Polish and Italian singers, young Negro swing-tap dancing ensemble in Land o' Cotton sequence, entrants in July and August Talent Center courses and 40 dancers of Laura V. Bryan Dancing Group will participate in an international panorama.

Tryouts will be conducted Monday and Thursday evenings in the park pavilion, with Miss Siemens doing emceeing. Tuesday and Wednesday evenings there will be classes in fashion modeling and swing dancing. Children's tryouts, to be climaxed with a children's pageant on August 29, will be conducted Friday afternoons.

Coney Uses Numerous Orks

CINCINNATI, July 10.—Ozzie Nelson and his orchestra will be a one-night attraction in Moonlite Gardens, Coney Island, on July 14. The orchestra was heard at Coney for the first time two seasons ago and broke all attendance records up to that time. Dick Barrie and his orchestra open a two-week engagement in Moonlite Gardens tonight and will be heard nightly except Mondays and night of the Nelson engagement. A fireworks display tonight is in connection with an outing of Cincinnati Moose, municipal employees and Roosevelt Democratic Club. Forrest Bradford and his orchestra play dance programs on the Steamer Island Queen. Rose's Midgets are still on the Mall. New Clubhouse, in full operation in all departments, has Smittle and his Gang and the Four Islanders. Audience singing is gaining in popularity in the Rose Garden. A. W. Hutchinson, swimming pool manager, has started pumps working in the artesian water system to keep the water at a pleasant temperature.



SECTION OF THE MAIN WALK in Riverview Park, Chicago, where crowds have been surpassing all marks of recent seasons. In the foreground is one of the several rides spotted throughout the park and back of that Harry Dunsce's Palace of Wonders, No. 1 show on the grounds this season.

Springfield Lake Lagging Behind in Ohio Comebacks

AKRON, July 10.—Springfield Lake Park, a decade ago one of the most active of Eastern Ohio amusement parks, apparently is the only one in the area to succumb to depression, all other spots having staged comebacks that evidently will insure their continued operation.

The near-by amusement center, built on land owned by the late William Martin, failed to attract any buyers this spring and probably will not again be operated as an amusement park. Most of the rides and other midway features have been razed, only the dance pavilion, bathing beach and picnic grove remaining.

Located in the village of Lakemore, it was the only near-by Akron park permitted to operate its dance pavilion on Sundays, a city ordinance here banning dancing in Summit Beach Park, largest in this section, on Sundays.

Badger Park Rodeo Is Draw

WEST ALLIS, Wis., July 10.—Thousands thronged State Fair Park on July 3-5 to see Green and Hammer's Rodeo, which performed twice daily before the grand stand. Earl West, 32, Pampa, Tex., received a wrenched side and back, and Rube Roberts, 37, Fort Worth, Tex., suffered wounds when gored by a steer. Admission to the park was free with fireworks nightly. Grand-stand admission was 40 cents for adults and 25 cents for children.

A. C. Goes to Town With Biggest Throngs and Prices Skyrocketing

ATLANTIC CITY, July 10.—New Jersey coast resorts from Asbury Park to Cape May reaped a golden harvest over the July Fourth week-end, and reports from Ocean City, Wildwood, Sea Isle, Cape May and Asbury showed influx to be far greater than at any other period either before or since the depression. It was a spending crowd and amusement interests hit top spot in gates. Nearly every place had names billed and kept things going for 24 hours straight, many having orchestras work in relays. Crossing the Delaware River Bridge and shoreward bound, according to checkup, were 185,000 on July Fourth alone, 12,000 ahead of the best Fourth yet.

Atlantic City got the major portion of the auto trade, while Ocean City got a big overflow because of lack of accommodations and Wildwood packed 'em in from excursion trains. It is estimated that Atlantic City played host to 500,000. Pennay railroad forgot all

N. E. Men To Resume Battle Of Ball Yard

PROVIDENCE, July 10.—The 11th annual summer meeting of New England Section, National Association of Parks, Pools and Beaches, will be held in Crescent Park here on Thursday, July 29. Registration will be started at 10 a. m., there will be luncheon at noon and a famous Rhode Island clambake at 5:30.

"One of the features of the afternoon," said Secretary Fred L. Markey from his office in Exeter, N. H., "will be the baseball game between members of the national association, headed by President Harry C. Baker, and members of the New England Section, headed by President Wallace Jones. This annual baseball game has become one of the highlights of summer meetings and this year's game promises to be more exciting than ever, as Presidents Baker and Jones have already had several conversations about the players available."

"I would not be surprised if both teams entered the field with a few professional players enlisted to strengthen the weak spots, but it is understood that men cannot be drafted from the American or National leagues. Leonard Traube has already been the subject of much discussion, both captains claiming (See N. E. MEN on page 70)

Ohio District Sets Records

Fourth crowds best in 10 years—easing of strike situation betters prospect

CANTON, O., July 10.—New attendance records were registered in majority of Eastern Ohio amusement parks over the double holiday despite scattered showers which drove pleasure seekers to shelter at several resorts. Saturday and Sunday attendance was the biggest for Independence Day in more than a decade, park executives said.

Meyers Lake Park here had one of its largest Sunday crowds, and on Monday new attendance records were hung up, the big play spot being jammed from early morning until after fireworks at midnight.

Summit Beach Park, Akron, reported its biggest crowd since the rubber boom days, while Chippewa Lake Park, near Medina, experienced difficulty in accommodating the record two-day throngs.

Brady Lake Park, Ravenna, reported big crowds. Craig Beach Park, Diamond, was on the way to a new attendance record for Sunday when a storm broke and scattered the afternoon crowd. Monday's crowd was biggest in several years, Manager Art Mallory reported.

Ihora Park, Youngstown, grossed its (See OHIO DISTRICT on page 70)

Perry Goes to Craig Beach

YOUNGSTOWN, O., July 10.—H. W. Perry, well-known Eastern Ohio ballroom operator, resigned management of the dance pavilion in Geauga Lake Park to become manager of the dance pavilion in near-by Craig Beach Park for Art Mallory, managing director of the park. He succeeds Carl Cowell, who had been pavilion manager since the park opened in May. Perry for several years leased and operated the dance pavilion in Summit Beach Park, Akron, and prior to that operated Land o' Dance, downtown ballroom in Canton, O., and for many years was identified with management of Moonlight Ballroom in Meyers Lake Park there.

Bridgeport Take Attached

BRIDGEPORT, Conn., July 10.—The city of Bridgeport early this week attached the receipts of Pleasure Beach Park Company for Sunday and Monday in connection with a pending civil action against the company for collection of a sum in excess of \$70,000, which it allegedly owes the city for unpaid back rent for Pleasure Beach Park. Manager John Molloy stated that business would be carried on as before but with the sheriff's special keepers in charge of the various cashier cages. The company has a 10-year lease on the city-owned park, which will expire at the end of the present summer season, when all buildings owned by the company will become the property of the city, according to terms of the agreement.

Capitol Beach Take Five Times That of Last Year

LINCOLN, Neb., July 10.—For the first time in a decade Capitol Beach has resumed its former stature as a money maker and during the holiday week-end had the best Fourth of July take in years. Gross was five times the revenue taken a year ago.

Everything in the park got a good play, especially games. Art Rogers' roller-skating rink and Harry King's dance pavilion drew heavily.

Ralph Beechner's pool, on the tail end of the Beach-Lincoln newspaper's co-op Learn-to-Swim Week, coupled the two hot days to bring in an unusual week of business. Turnout was heavy, considering the countryside is in the middle of one of its largest harvests in 10 years.

American Recreational Equipment Association

By R. S. UZZELL

Fourth of July has come and gone and left us more than 900 injuries for the two-day celebration. While it is not nearly as large by considerably more than half of what 1935 left us, it is still large enough. Fireworks were taboo in Greater New York City, so the bootleg product came in for a scoop. Just outside of the greater city limits the bootleg fireworks dealer plied his trade unmolested.

A State law would help the metropolitan city, but then they could come in from Jersey and Connecticut. A national law will be imperative unless people can be educated to the menace. It was far from a noiseless Fourth. The sacrifice is still too great to make to the demon noise. We are hoping that Julian Bamberger, of Lagoon, Salt Lake City, can be induced to continue his campaign against noisy, dangerous fireworks sold to children and the inexperienced. Only licensed experts under heavy bond should be permitted to discharge fireworks anywhere at any time.

Bridges Help Firemen

The big fire at Rockaway Beach, L. I., coming as it did on the morning of July 3, was a hard blow to landlords and concessioners. They were all set for three good days in a row. Some did not get to operate at all. It was at first reported that the Scoota Boat ride was reduced to ashes. Only the front of the structure was consumed by the flames.

Turpin Bros. and Nathan Faber, the owners, put 40 men on the job and were ready to operate after 10 p.m. on July 3 and fortunately got in good days on July 4 and 5. Turpin lost four bungalows and several stands. The loss to Rockaway is estimated at \$300,000. Some were fully covered by insurance. It is said to have started by an explosion in a frozen custard stand. The awnings at Playland and a number of Auer's tents were burned. It was an extraordinary achievement of the fire department that it did not go to conflagration proportions. The bridges to the peninsula played no small part in speeding fire apparatus to the blaze.

Three Great Days

The celebration was three great days for amusement men of the East and especially along the Atlantic seaboard. Operators had prepared well in advance and were ready for the harvest. The results justified their labor and forethought. It reminds us of times that were. The breaks in weather were, on the whole, fortunate. The sky was overcast on the 5th and a few sprinkles kept the weather cool, making it a better day for the patrons than if scorchingly hot. When cool and pleasant bathers do not remain in the water so long, nor do they become so enervated. It all adds up on our side of the ledger in showing that amusement parks are very much alive yet and still a part of our national life.

At Coney Island, N. Y., the rolling-chair headquarters were raised for better than \$3,000. Plain case of a stick-up with insufficient protection. Three men did the job in short order. They put guns on three men and one woman. Two men were cuffed together and told to keep quiet. They did.

Careful With Receipts

It is unsafe to let much money accumulate on a big day if it can at all be avoided. Pass it out of sight and into a safe as rapidly as possible is a good precautionary measure. Have a safe out of the way and keep it locked. On a big day crooks know you are intent on getting the business and a bit careless with the money. Be sure they know all of our weak points and watch for them. In a park the cashiers never have much money at one time, so they were passed up for a place that lets it accumulate.

After all the tank or artificial pool on the boardwalk at Rockaway Beach where the Scoota Boats are operating had considerable to do with checking the fire on July 3. We mean in no way to reflect on the heroic work of the fire department, which was about the last word in efficiency. The water-soaked timbers held the flames in check until the department got in its work. A narrow escape at best. It leaves the



NEW 40-FOOT REFRESHMENT STAND in Excelsior (Minn.) Amusement Park is the creation of Superintendent Joseph P. Colihan. Eight feet in depth, it has two William B. Berry Company sandwich grills, bun warmer, potato-chip machine, pop-corn blower, ice cases for drinks and two electric refrigerators for meats. Modern electric fixtures and panel back into the ceiling are features.

owners one good revenue producer while they rebuild.

Outdoor Conclaves Scheduled in Paris

PARIS, July 5.—Programs for the national and international conventions of outdoor showmen to be held in Paris next month are being prepared. Subjects to be discussed at the national convention on July 20 and 21 are already decided on, and as many are of general interest to all showmen a report on these subjects will be given at the international convention on July 22 and 23.

These regulations have been adopted governing participation in the international convention. Organizations sending delegates to the convention will be assessed a sum of 100 francs to be applied to expenses of the meetings and each delegate will be required to pay 20 francs for his card. As many delegates as desired may participate in the convention but in voting the following limits will apply:

Organizations with memberships of from 1 to 100 members, 5 votes; 101 to 250, 10; 251 to 500, 20; 501 to 1,000, 30; 1,001 to 2,000, 40; 2,001 to 5,000, 50; 5,001 to 10,000, 100.

All reports and speeches will be translated into French, English, German, Italian and Czechoslovakian.

Asbury Park, N. J.

By RICHARD T. HOPPER

Smashing all records for holiday crowds, more than 500,000 people jammed their way into this North Jersey shore resort on July 4 week-end to hang up an all-time high mark. Saturday and Sunday nights the Boardwalk was so crowded as to make promenading difficult and an attempt to cross the Walk from side to side was a real task. Every spot got such tremendous play hundreds were turned away from nighteries, restaurants, amusement centers and the like for lack of space.

Arthur Segar grabbed off plenty with a July 3 opening of the new Fascination machines in his Third avenue and Boardwalk amusement center. Doc Heberman says he has the best scales location on the Walk near the Casino and if crowds around mean anything, he is right. New State law barring women from working after midnight in any capacity apparently is being ignored here. Restaurants, clubs, taverns and such, while not expressing many opinions about the statute, continue to employ women as usual. Estimates show more than 500 women would be forced out of work if the State enforced the act in this city alone.

Bob Fountain, Rod Ross, Harry Walters, Ike Harris and A. M. Williams, all prominent in catering to the public's amusement, are more than pleased with the week-end and hoping for more like it. Unaccountable slump early in June made the Fourth take much more acceptable. Gail Stephenson, former legit star and Midwestern radio announcer, who emceed Town Tavern show here last summer, working in Columbus, O., and

would like to come back here. Leon Harris, one-armed sand artist on the beach at First avenue, continues to be a major attraction with his effects, artistically lighted this year. Bank deposits in Monmouth County passed the 50,000,000 mark as of June 30, proving to most that shore resorts are on the way back in this section of the country, anyway. With Decoration Day week-end and now the Fourth smashing all records for crowds and money spent, that well-known corner must have straightened out at last.

Remark attributed to Mayor Charles D. White, of Atlantic City, that a tax should be fixed on "deadheads" who visit A. C. and spend nothing, will receive little backing around here. Psychology of the crowds must be different because this resort has no cause for complaints along those lines. Keansburg and Sea Bright, North County spots, receiving unwelcome attention of the sheriff's office with raids. Keansburg officials, incidentally, banned p.a. systems than can be heard more than 100 feet from point of origin. Residents complaining about ballyhoo resulted in the dictum.

Detroit Spot Doubles Up

DETROIT, July 10.—Ed Morey, proprietor of Estral Beach, west side amusement park, reports attendance of 15,000 over the Fourth of July. Beach is greatly improved and benefited by water being higher. Hubert Hall and his Rhythm Kings furnished music Sunday and Monday nights. Jesse Martin and his band furnished music Sunday and Monday afternoons. Attendance was double that of last year.

AERIAL BARROWS are in Craig Beach Park, near Youngstown, O., for Art Malory, manager.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

The three big days of hectic holiday hurry-scurry are gone but by no means forgotten. Altho a few showers Monday afternoon dampened an otherwise perfect trinity of prosperous days, weather and business were ideal. The four boats of the Mesick Steamship Corporation were running full blast and arrived packed from top to bottom and end to end. Parking space was taxed to the limit and part of the time could not take care of the hundreds and hundreds of gas buggies. Tom Woodward and aids had a tremendous job with bathing crowds who found their fun on the beach and in the aqua.

Sibley and Berrian, who hold down the cashier's office at night, are as busy as ever. Officer Tommy McVey is the gracious and polite arm of the law one passes at the circle. Jerry Gould is again working in Pennsylvania. Irene Engstrom is still cashiering at the bathhouse. That's Norris Myers operating the Whirl-a-Bail. The White, Flight Tutors and Loop-o-Plane are being presided over by those brothers Hitchcock, Joe and Francis. Jack Page is assisting Arthur Johnson on publicity. When Playland's old friend, Milton Berle, visited recently, he had his handwriting analyzed. Jack Skelley, master of the Ivory Keys at the Paramount Theater in Manhattan, offered delightful tunes on the Hammond console each day of the big week-end.

Raymond Stable has left Colonel Kelly's forces to take a position with the sales force of the M. S. Rubber Company, Akron. Boys and girls of Playland wish Ray lots of luck in his new capacity. He's a grand guy in the eyes of his fellow workers here. Edith (Min) Bossert was a welcome visitor recently. She's been mighty ill but is rapidly on the way to complete recovery now. She expects to be back at her desk in a couple of weeks. Beach Cafeteria has this personnel: Kiki Dunkel, manager; Tom Muzzarella, Henry Sammarco, Cecilia Buttery, Hugh Reeves, Louis and Tony Maeri and Mrs. Jack Cliffe, beach cashier. Franklyn P. Brannagan is once more instructing the doubtful at the swimming pool in his patient and efficient manner. He's a big favorite with kiddies. Fireworks and car award are still going strong. Marie Rocco and Irene Engstrom are not having much success in a hunt for a screwdriver, so your scribe had better put down his pen and help them. So until next week—Hasta Luego.

MAX MILLER and Son, high-wire act, were free attraction on July 4 and 5 in Lakewood Park, Bonner Springs, Kan.

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The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Thinking Out Loud

Wonder why they don't play up swim facilities at that new Surfbide between Atlantic Beach and Long Beach, L. I. They certainly have something to talk about and still they concentrate all their efforts on night club and theatrical publicity, when some of the sports pages would surely be interested in hearing about the pool. Swell meet they had at Olympis pool, Long Beach, L. I., last week. George Kojae, former Olympic back-stroker, now a medic, showed that he still had something on the ball and not the tight one either. Eastern swim tanks, especially those in the New York metropolitan area, took it on the chin over the Fourth week-end, altho it must be admitted it could have been much worse. Terrific crowds were reported at all pools on Sunday, the 4th, with many enjoying a sellout of lockers, but Saturday and Monday of the holiday were anything but perfect swimming days. Swell idea those Rosenthal brothers have for Palisades (N. J.) Amusement Park salt-water pool. They are utilizing space caused by their recent fire and transforming it into a sand beach extension, featuring two kiddie wading pools, an open-air solarium and additional game area, with bridge over the main midway, joining it with the big plunger. Understand there are not many commercial pools thruout the country co-operating with the national bathing beauty contest in Atlantic City this summer. It's a shame, too, because for once the competition seems to be planned properly. It's to be known as the Showmen's Variety Jubilee again this summer, featuring Miss America of 1937, with George T. Tyson as executive director. Contest officials are offering sectional championships to pools and parks interested, assigning them only to those that can get real publicity, and they are not charging anything for the rights. All a tank has to do is to pay transportation expenses of its winner and for her wardrobe, and contest directors are to do the rest, including living expenses of winners while in Atlantic City. But you can't blame the pool boys, tho, for they've been fooled so many times.

Sotto Voce

Would you believe it that I never knew until last week that Capt. Sol Solomon, world's champion high diver, goes under the name of Tom Sellers when working at the Miami (Fla.) Biltmore pool each winter? Caught Sol's act last week and he certainly deserves the title. The boy is actually diving 125 feet these days, having gotten himself some new steel ladders, and he certainly thrills 'em. Every bit of his act is modern, even to the gags used by Bernie Keesacker, clown. And how many other water acts can say the same thing? Haven't been out to see Billy Rose's Aquacade at the Cleveland exposition as yet, but returning drama critics for the met dailies, all of whom were guests of Billy at the expo last week-end, say it is the last word in water shows. Glad to learn, too, that Sam Howard, a protege of this column, is doing so well in the presentation. Looking at pictures of the front of Rose's show reminds me that I've got to break away soon and take a run over to the exposition to see it myself. Billy certainly knows the value of personal publicity and, as might be expected, he has his name in lights over the entrance as big if not bigger than the name of the offering itself. Wonder why operators of pools don't build their own names together with the names of their bathing establishments. In other words, how come there aren't more So-and-So's Cascades pool or some such name? Seems the operators of tanks like to stay in the background and still sometimes it's foolish, because a certain operator can often build up a steady clientele to where his name means as much as the name of the tank.

Parting Shot

In my visits to swimming pools in and around the New York area last week I discovered that all of them are operating without any liability insurance this summer. They tell me that no company will write such insurance for swim tanks. I know that many pool men have tried very hard to get such insurance and I always thought that some had succeeded.

and there are probably some who did. However, I should think that those who still are without it should most certainly not stop trying. There must be some way.

Palisades, N. J.

By MARION CAHN

Fourth of July week-end proved to be one of the very biggest in park's history, breaking all attendance records on Sunday, with every available inch in the pool, on the midway and on the rides taken up. Second of The Daily Mirror Days brought good weather and crowds of children with and without their elders. Week-end free-act show gave customers four acts, two from last week holding over for three additional days, and new week's acts.

Current acts in for a spell include Capt. Sol Solomon with his sensational diving act, including his charming wife, Bobbie. Other act a George Hamid discovery, the Boxing Bear, still brought over from Europe by his trainer, Willie Willdorf, who works the act with the bear. Solomon is doing a higher dive than ever this year with his rigging rising many feet above Palisades towers.

Norma Brooks is back in the office after undergoing the knife for an inflamed appendix. Newscarels again took pictures in the park, while the Bobbedix were still showing at theaters thruout the country. This time the reels took shots of Hamid's Boxing Bear and they will appear this week in theaters. Irving Rosenthal bought his wife a beautiful new Cadillac car. Went in for first swim of season with my boss, Bert Nevins, after one of these real scorchers.



JOHN J. HURLEY, dean of amusement men at Revere Beach, Mass., who at the age of 73 actively directs his extensive interests, assisted by two sons. He went to Revere in the early '90s and has operated there ever since, building up a huge enterprise and weathering the depression years while numerous competitors folded.

Sadie Harris and Anna Halpin adopted a three-month-old puppy, which they are training for Captain Walker's Wild Animal Farm. Pup, being broken into the amusement park business, is practically never allowed to sleep.

Coney Island, New York

By ROGER LITTLEFORD JR.

Last week we said in this corner that today Coney Island is essentially a week-end and holiday playground. The old place really came crashing thru in grand style over the July 3-5 vacation period. With exception of a thunderstorm Saturday afternoon and a couple of light but short showers on Monday weather man offered ideal conditions, with Sunday clear, hot and still. Everyone probably did grand biz and Tuesday found the entire project taking a well-deserved and much-needed rest.

The three-day stint had its usual dark moments, but for the most part no one seemed to care a heck of a lot what happened. They knew people were coming and with money in their pockets. That's all Coney Island needs at a time like that.

Albert Myers and his sister, operators of the M. & C. Beach Chairs concession, were handcuffed by four thugs Monday morn and robbed of more than three grand in cash. Bandits worked in broad daylight in the midst of a vast throng and got away as easily and quietly as a Dillinger. And speaking of chair concessions, a Coney Island court last week reminded localities that licensed concessioners have the ex on beach rests. Privately owned chairs are not to be allowed on the beach at any time. Nice break for the boys, since near-by residents could bring their own without much trouble.

Latest dream of the Chamber of Commerce is pure white sand on the beaches. Appearance and cleanliness angles would help standard of the beach no end, say the C. of C. boys, and they're probably correct. I. H. Klein, president, revealed that the Chamber is doing everything possible to better conditions at Coney and that plenty of changes will be forthcoming if he has anything to say about it. Indicated that efforts are being made to eliminate street-car lines by substituting bus service. Traffic problem in these parts is becoming increasingly serious and tracked vehicles are of no help to the situation by any means. "I am one in public office who doesn't give a damn how big the BMT is," says Klein.

Along the Funway

Bert Goodman brought 'em in on the front of the Motordrome over the week-end. Charlie Miller, manager of Luna Park, was all smiles on Monday and Steeplechasers across the way were just as satisfied. Luna's cleverly situated Streets of Paris night club seemed to amply fill the bill for those who wished to sip cool concoctions and ogle a floor

Revere Beach, Mass.

By BEACHCOMBER

Meet John J. Hurley, dean of amusement purveyors and richest (in holdings) man along the play front at Revere Beach. At 73 years of age this capable "youngster" directs destinies of the Hurley empire, his two sons active here being lieutenants. A penniless young man came to the sands outside of Boston in the early '90s to a place known as Crescent Beach and, seeing possibilities of the half-moon-shaped front, built a little bathhouse on the water's edge (a shack) and then began building this \$1,000,000-investment amusement resort. Hurley followed with an old steampot center Merry-Go-Round, a for ery from his fifth and present ride, Hurley Hurdlers, built at cost of \$65,000, with all parts made in Boston except the horses, made by Philadelphia Toboggan Company.

His activities attracted others and the beach star began to ascend. Boston-Lynn Flyer (narrow gauge) railroad came next and tracked on the beach on what is now the boulevard with the gigantic midway on one side and ocean front on the other. Vying with competitors, Hurley never bowed to any man or syndicate in his rush upwards, a lone wolf all the way. Aided in his early days by his wife and sons, he kept a step or two ahead of all competition.

Can't Be Outsmarted

He has built Consters as well as manufactured rides and today has 16 riding devices in storage, including the "Rough Riders," Merry-Go-Round, his last competition in hobbyhorses, which he bought and stored.

He actively manages and does all detail work, aided by one secretary, on all his holdings, operates the Palm Garden, can always be found there directing his band, entertainers, waiters, barkeeps and chef department. His son Big Bill operates the Merry-Go-Round and concessions. His son John Jr. operates the Whip and concessions. Bathhouse is looked after in all details, as well as the hotel annex, by John himself. He collects his rents from many concessioners. They call him a hard trader because he can't be outsmarted by those who would not be honest with him. His credit is good anywhere; if Hurley wants it it is sent out and no questions asked.

The big beautiful ocean-front bathhouse of Hurley's at Nantasket is looked after in the season by Mrs. John J. and their youngest son, Louis. He is treasurer of Revere Beach Business Men's Association (money goes to money) and active in all plans and campaigns to bring business to the place he pioneered and loves.

Emerged Thru Crash

Like all men who put back in to build and give the best to the public who gave to him and enriched him for his efforts to please them, the coming of the crash and subsequent lean days found him fighting to hold his hard-won possessions, with tax collectors yawning at the doors. Others with big holdings crumbled all around him, old friends and foes alike. They were blue days, you remember, but out of it all emerged a stronger old campaigner, who got thru without going for a mortgage and final ruin.

Today he has his hard-won prizes and works hard day and night to get together the \$12,000 taxes he has to pay every year, with 18 weeks in which to get it. He loves his prizes so much that he now slaves to hold them. A king indeed, as if the test came to typify the title of king bestowed on him during the wartime period when he won in a walk in The Boston American contest. That's John J. Hurley.

Attractions include Alfred Langevine, smoking marvel; Warren Lincoln Travis, weight lifter; Edna Price, neon tube swallower; Zip and Pip, pinheads; Professor Graf, human art gallery; Madame Zenda, strong as ever; Lady Voltess, human dynamo; Dainty Lilli, aerialist; Mysteria, illusionist, and Mrs. Annis, who has the lung-testing machine.

Doc C. W. Foster is again inside lecturer and is ably assisted by Jack Crosby. "Smitty" has the talking assignment on the Nudist Camp show. Jack Johnson, former pugilistic champ and now pretty far up in years, is chief attraction. Johnson, allegedly one of the highest salaried attractions ever to play Coney Island, seems well worth the cost. Hank Seylis has the annex, a crime plot; Foster lectures and Sally Wagner takes

tickets. Ellen Miller and Anna Krause are subjects in the show.

Surf avenue front is under direction of Raymond Wagner, talker, and has a minstrel contingent headed by Margie White and Maude Mills. DeWise Purdin and his Spanish Sorenaders (to whom we are graciously indebted for this list) go to town musically, and girls include Princess Kealoha, Lois Whiteside and "Johnny" Johnson. Bowery entrance has Justin Wagner and "Smitty," as talkers; Miss Arlette, Joan Rutchins, Francis Jefferson, Muriel Kelsey and Jack Weiss and Tilo fill out the bally roster. Of course, there's a man by the name of Wagner, Sam Wagner, who merely runs the whole thing.

Showmen Close At Paris Expo

Amusement area is stilled after demand that zone be included in admissions

PARIS, June 29.—Having failed to secure conditions handed down in an ultimatum to CRCC, operator of the Paris International Exposition amusement zone, and the exposition commissioners, ride operators, showmen and stand-holders in the exposition amusement park yesterday decided to close all rides, shows and concessions until their demands were met. As a result the park was closed at noon, to remain closed until an agreement is reached.

The concession holders, as a result of unsatisfactory conditions in the park and resulting lack of business, have organized a defense syndicate, and all concessioners are backing the movement, principal object of which is to have the amusement zone made a part of the exposition grounds with admission to the amusement parks, of which there are two, included in price of admission to the exposition.

In all probability the showmen will win out, but negotiations will require several days, as the interests of the showmen; the park operating firm, CRCC; the exposition commission and the government are involved. Probable arrangement will be a temporary agreement thru which showmen will operate while technical questions are being ironed out.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: July Fourth outdid any of the others of at least a half dozen years past on Long Island as far as amusement people were concerned, both outdoor and indoor. Your operative hasn't seen so many automobiles in more moons than he cares to remember, all of them laden with folks headed for the beaches. The Rockaways, Long Beach and Jones Beach were, over the July Fourth week-end, unbroken masses of humanity and automobiles. Revamped Ribs Park, helped by the new Marine Park Bridge, topped its past attendance marks by far.

Estimates of average daily attendance at beaches on Saturday, Sunday and Monday, the Independence Day holiday showed the Rockaways with 450,000; Long Beach, 275,000; Jones Beach, 200,000, and Ribs Park, 80,000. Between Atlantic Beach and State beaches and parks there were another 300,000 visitors. One has only to study these figures for a moment to realize the truly terrific big scale on which Long Island beaches are selling themselves. Then picture the benefits of the thousands of folks who have business interests at the resorts. The writer has drawn a dollar and a half as the average Sunday expenditure of the visitor to a Long Island beach, bathing, lunch and amusement included. When well over 1,250,000

folks part with that sum on a day it makes for pleasant cash-register music. At Rockaways over the Fourth a new all-time auto-parking record went on the books. New bridge at Ribs Park was largely accountable for the vehicular avalanche, but not so much, we think, as the fact that people have become outing-conscious following the restraint brought on by depress years. Fourth of July was as good a time as any to give mass vent to that feeling. Jones Beach, accessible by automobile by specially created routes, seemed to be one mass of automobiles. The writer's observation among cars here and elsewhere on the Island showed more than 75 per cent of the automobiles to be of modern vintage.

ROCKAWAY BEACH: A huge amplifying system at Roche's Beach supplies bathers with music and the idea, a new one hereabouts, is a real click. Saturday night dances drawing okeh at Shore Club, Far Rockaway. Allen dance hall fire removed one of the last of the old landmarks. Most popular of local events are the Wednesday night fireworks shows, real boons to Boardwalk biz. So far three persons have died of heart failure on local beaches. Playland Park pool putting on competitive swimming meets. No more nickel hot doggeries, all dime spots.

LONG BEACH: Long Beach Stadium, closed for several years, doing great biz now. Art exhibit at the Nassau Hotel first of its kind in community history. Dave Sudden's kiddie outfit lured 5,000 tots, with Mayor Gold aiding. Biz was so heavy at Roadside Rest, largest spot of its kind in the country, over the Fourth that trucks kept hauling beer, hot dogs and rolls to replenish the constantly diminishing supply.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 10.—With 500,000 in town trying to spend money for amusements, entertainment men have begun to renew faith in the old man with the whiskers. All amusements are open for summer, with midnight shows over week-ends from now on. A special carnation to the Boardwalk Beauty Squad who kept things moving and with utmost courtesy. Only dark spots on the Walk were Sports Center and a couple of small ones way downtown. Most concession biz went three days without stop, operators taking snoozes at the rear of stands.

A shakeup in publicity forces. Joseph Shinn goes from Ritz to Traymore. Rita replaces with Mrs. Tinney, Marie Peterson is assisting. Dave Kay from the Nomad to Press. Harry Volk Jr. replacing Rubini, who gave the boys of the press a cocktail party at the Ritz, choose a bad time, middle of the day. Belle Baker goes from Steel Pier to 500 Club. Stan Meshan, who starred at the 500 last season, after a season on the road is returned to Babette's with plenty of bally. Alexander, the magician, returning to Steel Pier, makes two big magic shows in town. Grent Huber doing turn at Million-Dollar Pier. George Rudy, back in town, says his marathon at Fredericksburg is going over well and expects to start another soon.

Eddie Morgan goes into M.-D. Pier for season. Auditorium has booked Reverend Jardine, the Duke-Wally minister, for next week. Tom Endicott, of Dude Ranch, is doing a late night radio program. Jim Braddock failed as a drawing card for a 21-act revue staged by Jack Pomeroy in the Auditorium.

Carlin's, Baltimore

By CLEM WHITE

Fourth of July week-end was disappointing as to weather but concessioners went home happy. At 11 p.m. peak Sunday Jupe Pluvius moved in and the rest of the night was ruined. July 8, with fireworks planned, brought rain all day until 7 p.m., but latecomers made the night hectic from then on. Shore crowds came back early and when rain stopped came out strong. Fireworks, the Enchanted City, replica of the monastery Shangri-la in the picture *Lost Horizon*, to be offered on Friday as special feature. Conceived by George Bushby, of the park staff, it offers a local group of ballet dancers in the flames.

Pete Surgis' new onyx front on the round stand is drawing plenty of customers, as do his places in the outdoor

arena on wrestling and boxing shows. Now operating seven years in the park. Russ Piper, Dodgem operator, will rejoin the Portsmouth Spartans this fall unless contemplated pro football league here materializes.

Bobby Burns' latest bookings for the ballroom are Edgar Hayes for one week, followed by Chick Webb, Dan Gregory and Louis Armstrong. Park features current are an alley-cat show, for which 600-odd entries have been received, and a Congress of American Indians. New bingo game in center midway going well under ownership of Frank Bertoli and Arthur Emmanuel, with Frank Randall managing.

Cliff Neild's newest picnic bookings are Wheaties three days and employees of Baltimore Transit Company four days. New lineup with WEAL doing well for park and ballroom. Deal is both on commercial and sustaining basis and was arranged thru Lee Kirby, promotion manager of station. Commercial is Sunday night amateur shows in Forest Gardens, and bands in ballroom are presented nightly for half-hour periods. First amateur broadcast brought 1,100 votes thru mail. Fred Anderson's Lantana (Fla.) Alligator and Reptile Show new addition to midway. Mrs. Ed Lenhart's Talking Dogs another free act, while Harmonica Green and Serenading Sam act as strolling troubadours. Unless Dick (Tumblebug) Furlon and Bob (Speedway) Fisher stop buying new flannels no gals will give the other rides a play.

Wildwood, N. J.

By ORO

The resort saw the largest Fourth of July crowd in its history. All roads were heavily congested with cars from all parts of the country while railroad and bus facilities were taxed. Twenty trains pulled out of the Philadelphia area, almost twice as many as usual. And with closing of schools, the number of holiday-makers was augmented by those arriving for the season. With June giving the resort its biggest business, concessioners have every reason to believe that this will be the greatest vacation season in history.

Biggest holiday attraction was opening of Convention Hall. Policy and backers still remain a mystery, but it unshuttered with a bang. Sally Rand was premiere attraction with her own show, playing a four-day engagement. All games and rides on the Walk are holding up to 10 cents, but nickel signs are beginning to seep thru at refreshment stands.

Ture Duncan moves his wrestling meets to Hunt's Auditorium on the Boardwalk. Hunt's Ocean Pier inaugurated Family Days this week on Mondays and Thursdays with reduced admission for kiddies. S. B. Ramagal is setting aside Tuesdays as Kiddies' Days at Casino Arcade. Name-band policy is going over with a bang at Hunt's Plaza Ballroom, steady parade assured with the booking of Benny Meroff to follow Art Shaw on July 17. Ken Stanley's Ork returns to Dafton Tavern and Babe LaTour is back as ringmaster of entertainment at the Inlet Hotel.

Old Orchard Beach

By HOWARD STANLEY

Preceded by two weeks of intermittently bad weather, days of July 3-5 were a turning point in the right direction here. Crowds swarmed in, using every available means of transportation, the resort playing to at least 1,000,000 freely spending patrons, many of them Canadians. Altho prices went sky high, hotels, inns and cottages were filled to capacity.

Howard Duffy's Pier Casino Ballroom continues to be ace dance spot, featuring (See OLD ORCHARD on page 71)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BUSINESS increase the past season has been such in Mincola (L. I.) Roller Rink, reports Manager Earl Van Horn, of the well-known act of Earl and Inez, that 20 feet in width and 25 feet in length will be added, together with a beginners' rink. Closing night of the season saw 918 skaters on the floor. Re-opening will be on September 9. Among skating acts appearing during the season were Olympic Trio, Three Conacks, Robbins Trio, Lighting Duo, Three Speeds and Earl, Jack and Betty. Florence and Eddie Robbins, of the Robbins Trio, took over the checkroom at first of the year and Barney Fluke, of the Crystal Trio, worked on the floor and gave private lessons, as did Eddie Robbins. *Bumps and Falls*, the entertaining rink organ, has gained wide popularity. There is a figure-skating class of 35 boys and girls, and 12 promising youngsters have been lined up "in case roller skating should be included in the next Olympics."

GAINING a neat newspaper spread on amusement pages, Arthur Rogers, rink manager at Capitol Beach, Lincoln, Neb., played host to the entire amusement business locally. Candid cameramen from the sheets were on the lot and got all the execs in various stages of sprawl. Theaters, radio stations, dance-hall managers and tent shows were polled for the party roster. Public got a laugh on the boys after print, too, which made everyone happy, especially Rogers.

REVERE Skating Arena, Revere Beach, Mass., is giving away a 14-page mimeographed pamphlet as a gesture of good will, a weekly news sheet tagged *The Doodle Bug News*, and includes weekly program, a welcome to strangers, poetry, gags, gossip and nonsense. Sheet, in multicolored paper, is proving popular. Contributed notes are dropped in a box at the ticket office. Personnel for the season is Michael Della Russo, manager; Thomas Weilin, floor manager; Leo Doherty, skate mechanic; Michael Ladiero, Walter Jordan, Ralph Otolo, Joseph Kinally, Charles Duffy, instructors; Rudy Massella, checkroom; Phyllis Cella, cashier; Joseph Botticelli, officer; Mae White, matron; Arthur Smith, engineer; Carmen Soltraffa, Joseph Mastriore, skate boys. Vincent De'Angeli is concessioner.

GUS GORGAN'S Waukegan (Ill.) Skating Rink has been renovated and roller sessions on Tuesdays and Fridays is pulling large crowds. Rink is turned over to dancing on Sundays. He plans immediate installation of a new public-address system, and next year will have an air-conditioning unit. Spot accommodations 4,000.

FOLLOWING an operation and hospital siege, Peter J. Shea, who conducted leading roller rinks in Detroit and other cities many years, is reported convalescing at his home in Detroit.

FOUR SKATING MACKS, American roller skaters, are at the Tivoli Gardens in Stockholm. Two Rollwinds, Harry Avers Duo, roller skaters, are with the Circus Continental in Norway. Marc and Mary, roller skaters, are at the Calote in Toulouse.

ROLLER skating is the chief sport of city children, according to an AP dispatch in newspapers of June 27, reporting on a poll taken by Charles D. (Doc) Morris, New York City. His findings are based on 2,600 to 5,000 letters which he receives daily, it is said, and about 95 per cent of girls and 85 per cent of boys choose roller skating. "I have noted that more children are skating" (See RINK on page 47)



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SYRACUSE RENEWED

Structures Are Arising at State Fair Plant at Cost of \$650,000

Sale of exhibit space exceeds that of any other in its nearly 100-year history—Hamid will offer array of talent to insure improvement of grand-stand program

ALBANY, N. Y., July 10.—In a confab here this week with George A. Hamid, New York fair attraction booker, Commissioner of Agriculture Noyes expressed himself as being highly pleased with prospects for this year's New York State Fair in Syracuse. The commissioner had just returned to his Albany offices after surveying the rising of structures on the fairgrounds being built at a cost of about \$650,000. He said that the buildings are rapidly being completed, despite delays as a result of rain, and all should be completed in time for the '37 opening. Mr. Hamid said that the sale of exhibit space, according to Dr. Albert Brown, director, far exceeds any other year in the nearly 100 years of the old Empire State classic.

While new exhibitors are signing up for the new buildings at a fast clip, space in the old buildings is being sold at an equally rapid rate.

Mr. Hamid has again been placed in charge of the grand-stand shows, afternoon and night, and is spending a great amount of time with Mr. Brown and colleagues in an attempt to improve upon last year's offering.

Lineup of acts includes Milt Hinkle's augmented rodeo, which will be featured; fireworks by Ohio Fireworks Company and six Hamid circus acts.

Max Gruber's World's Exposition Shows will be on the midway and auto races, supervised by Ira Vail, will hold the spotlight Saturday afternoon. As usual, Grand Circuit horse races will be conducted thruout the week.

N. J. State Grounds Scene Of Big Firemen's Jamboree

TRENTON, N. J., July 10.—George A. Hamid's New Jersey State Fair grounds here was host to State fire departments at their first annual field day on July 3.

About 5,000 people attended the jamboree and witnessed various demonstrations of flame fighting and allied firemen activities. Evening show was featured by display of fireworks.

Harry E. LaBree, resident manager for Mr. Hamid, handled crowds in orderly manner and played host to visiting captains in his offices back of the grand stand. A. Hynes had the novelties and reported a good day.

Watts Is Made Secretary Of First Ozark District

SPRINGFIELD, Mo., July 10.—Plans for the first annual Ozark Empire District Free Fair here have been completed, with grounds north of the city ceded by the park board to the fair association. A new steel grand stand of about 4,000 capacity is ready with a half-mile track.

Afternoons will be featured by harness and running races and nights by an open-air show. Agricultural, live stock, boys' and girls' clubs, home economics, textiles and art premiums will be offered.

Officers are: H. Frank Fellows, president; W. P. Keltner, vice-president; Tom Watkins, treasurer; Edwin W. Watts, formerly of Oklahoma Free State Fair, executive secretary. It is planned to make it one of the outstanding district fairs of the Middle West.

So. La. Space in Demand

DONALDSONVILLE, La., July 10.—Plans for the silver anniversary of South Louisiana State Fair here are being whipped into shape and increased demand for exhibit space is noted by R. S. Vickers, secretary-manager. A variety of high-class attractions for the grand stand, including fireworks and band music, have been engaged. Carnival shows and rides for the midway have been signed with the same guarantee exacted as last year, which had the effect of practically eliminating off-color games.

DELAWARE, O. — John Warner was elected president of directors for the junior fair to be held in conjunction with the 1937 Delaware County Fair in Powell.

New Detroit Heads Plan To Recondition Buildings

LANSING, Mich., July 10.—In his announced effort to put Michigan State Fair, Detroit, on a paying basis, Governor Frank Murphy has appointed two Detroit business men to do the job in co-operation with the new 15-man State Fair board.

Frank N. Babey, general manager of Detroit Union Produce Terminal, has been made general manager, and Kirk F. Mitchell, director of public relations at the produce terminal, has been appointed executive male secretary.

Plans have been revealed for reconditioning buildings in making ready grounds for the 1937 annual. Reconditioning will be first to be done in several years, improvements having lapsed during depression years, it was said.

U. S. World's Fair Commission Is Created in Latest Bill for N. Y.

NEW YORK, July 10.—The U. S. Senate this week passed the rewritten bill calling for a governmental expenditure of \$3,000,000 for federal participation in the New York World's Fair of 1939. House of Representatives had previously oked the measure that had originally asked \$5,000,000 but which was vetoed by President Roosevelt. New measure is now at the White House and Presidential approval is expected within the next few days.

Besides the monetary provisions, measure will create a United States World's Fair Commission, members of which will be the secretaries of commerce, agriculture and labor, three members of the House and three senators. The commission will appoint an official commissioner for the New York Fair at a salary of \$10,000 a year and two assistant com-



ROBERT MUCKLER, new secretary of California State Fair, Sacramento, recently of Hollywood, a civic leader and former banker, has given the annual a new slogan, "The State Fair Has Gone Modern." Altho he got on the job late for the 1937 event, it is declared that he will produce what is expected to be a new show. Some of his objectives are grounds expansion, colorful racing and big array of attractions.



CAST OF "THE DRUNKARD," under direction of Harry H. Hargrave and Edward J. Reicher, at the 1937 Great Lakes Exposition, Cleveland. Left to right: Mickey Leamy, Jimmy Leamy, Benny Knapp, Bob Marshall, Ronald McBurney, Carol Morgan, Louis Morgan, Fred Towne Hall, Leland Stanford Harris, Dorothy Heller, Gladys Faubelle, James Fraser Jr., James Fraser Sr., Peggy Fraser, Bill Fraser, Donald Fraser, kneeling, Adèle Lewis. Front is handled by Al H. Shrinck.

Right Back Again

WARREN, Minn., July 10.—Distribution of \$1,500 premium money to exhibitors on last day of Marshall County Fair here assisted in increasing income. A large part of prize money was turned right back into the association treasury as exhibitors, flush for the time being, visited shows, patronized concessions and bought grand-stand reserved seats. It was the 31st annual and had ideal weather. J. A. Grindeland, secretary, said attendance of 10,000 was satisfactory. Grand-stand attractions were presented by Lew Rosenthal. Dee Lang Shows were on the midway.

Exhib' Space Up in Frisco

Expo lines up G. E. for \$330,000—quarterly report beyond expectations

SAN FRANCISCO, July 10.—The 1936 Golden Gate Exposition is going places in obtaining exhibitors for the buildings on Treasure Island, the Bay site. This became evident in the quarterly report to Colonel J. Franklin Bell, vice-president, by Frank Y. McLaughlin, director of department of exhibits and concessions. Exhibit space in buildings has been sold to the tune of \$370,000 during the quarter just passed. This is far in excess of what had been expected at this stage of the exposition's development, said the report.

A large percentage of major exhibitor-prospects already has been signed, said McLaughlin. Many exhibitors have subscribed sums to the exposition's \$7,500,000 finance campaign and have further (See EXHIB SPACE on page 46)

Muskogee Improvements Bid for Record Crowds

MUSKOGEE, Okla., July 10.—Improvements on the grounds of Oklahoma Free State Fair here will attract to the 22d annual largest crowds in many years, believes Ethel Murray Simonds, secretary. A new sheep and swine barn is under construction. All buildings will be repaired and painted, grounds landscaped and streets graded.

Auto races have been contracted for Muskogee Day and on Sunday and closing day with American Booking Agency, Inc., of which John A. Sloan is president. Aut Swenson, secretary of the agency, who will officiate, is a veteran at Oklahoma Free State Fair auto races, recognized by the International Motor Contest Association. The half-mile oval track will be in first-class shape for races, surfaced with cinders and graded. Infield is being transformed into an athletic arena.

Beckmann & Gerety's Shows will be on the midway for the second successive year. Night shows and other features in keeping with the fair's policy of providing good entertainment, as well as exhibits, are being scheduled.

Paris Expo Gates Showing Increases

PARIS, July 5.—Considerable progress has been made in construction at Paris International Exposition and grounds and buildings are gradually approaching a completed state. During the past week additional sections of the grounds were opened and several pavilions were inaugurated.

At least 60 important pavilions are open to the public and more than 20 gates are taking care of visitors. Several new restaurants and cabarets are open and with illuminations and fireworks displays are drawing big crowds at night.

On June 27 142,000 admissions were registered while on June 28 there were 263,000. First month registered 2,446,266 visitors, but crowds will increase now that the exposition offers more attractions and vacation season is in full swing.

Fair Breaks

By CLAUDE R. ELLIS

HAI! What's this we hear? A bunch of the boys are developing a yen to boost main-gate prices again. This is a dangerous idea. Dynamite, if not properly considered. Of course, local conditions are the only basis on which to figure. But, by and large, high gate admissions probably have done more than any other one thing to hurt fairs in the past.



CLAUDE R. ELLIS

Even before the unbooming of 1929 many fairs had hit the skids because of 50 and 75-cent gates. They were and always will be two-bit fairs. Almost every carnival showman recalls those annuals with nothing but a few pumpkins and corn stalks and a midway behind 75-cent gates. The public became tired of the gyp. It was murder for carnivals at such fairs and treasuries dwindled to less than nothing. After 1929 they were compelled to get down to earth with quarter and 35-cent tips. Progressive fair men establish sources of substantial revenue other than gate receipts. Grand-stand shows are constantly improving and a high tariff there is being gleaned without squawks from patrons at many fairs that put on bang-up entertainment for the boxes, reserves and heaters.

Indeed some of the best fairs have free gates. Others of the biggest ones have gotten out of the hole and are now on velvet with a 25-cent "everybody pays" policy. Those boards that have smoothed out depression accordion pleats from their abdomens shouldn't go off half cocked after a couple of years' good biz and try to get into those four and six-bit brackets again without really presenting that class of fairs. Free fairs can always learn something from that in Iowa, Mich., and Minnesota and Missouri State fairs and others are doing wonders at 25 cents, but getting it from everybody. And the world-famous CNE in Toronto hasn't done so badly at a quarter. Ever since 1879.

ELKANAH WATSON founded the first agricultural fair in the United States in Pittsfield, Mass., in 1807 with two sheep. Which turned out better than some show-string promotional events started with two bucks.

IF THERE were any politics in the re-appointment of Secretary Charles W. Green in Sedalia (Look, the big umpchay seems to be in doubt as to politics in fair appointments) the results should be in favor of those responsible for re-naming him. He has worked hard to make the State fair pleasing to Missourians who are, of course, the con-

stituents of the powers-that-be. Charlie Green is plenty smart. And that he is was tipped off to the world when he was able to grab and hold a publicity ace like R. D. (Duke) Motesworth.

LOOKS like Arizona is to have a \$1,250,000 boondoggling project in its beautiful new State fairgrounds in Phoenix, declares a correspondent who has been watching developments in the Legislature there. It seems the solons have again tabled an appropriation bill. "Sum of \$90,000 was asked for a two-year period," writes the informant, "and the bill is about as popular among Senate members as the measles. They are worried as to who will spend the money and as to how it will be spent. A State fair appropriation has been defeated three times, in one regular session and in two special sessions. New members of the State fair commission are J. M. Sparks, Wirt G. Bowman, T. E. Heady, Lester Ruffner, Frank C. Brophy and Scott Donnell. Most of these men are very wealthy and why certain members of the Senate should apparently question their fitness is beyond me."

WE RUN to big figures these days. Politicians talk only in billions and lovers won't consider anything less than 1,000,000 years or 10,000 kisses. But let's have sanity in fair figures this year. It would seem that the peak in gate attendances has been or soon will be reached. And then what? Stationary statistics or a falling off. And if the latter, a lot of folks will get the idea that fairs are slipping again. Every year can't be a peak one. So let's not go berserk in 1937 in reporting estimated fair figures.

SHOULD THAT fantasy theme for Frisco's 1939 expo go over as big as the Jan dance did at Chi's A Century of Progress, there won't be any breaking hinges on the Golden Gate.

JOSEPH POLIN succeeds T. O. CAMPBELL as secretary of Washington County Fair, Springfield, Ky. Colorado State Fair, Pueblo, probably has the largest hog and sheep show barn, used exclusively for that purpose, in the United States, says Manager FRANK H. MEANS. Looks as tho the new sec. ROBERT MUCKLER, Hollywood showman and banker, is to give California State Fair, Sacramento, a new deal. R. H. REID is in his 17th year as secretary-manager of Halifax County Exhibition, Middle Musquodobolt, N. S. Brown County Fair Board, Aberdeen, S. D., had its ground work finished for its first midsummer celebration, Carpu-da, on June 28-July 3, says HAD J. TALLMAN, secretary-treasurer. E. L. VINCENT, secretary of Kosuth County Fair, Algona, Ia, declares his board "does not offer any free inducements" to its special summer activities. Fourth of July Celebration and subsequent rodeo, "as we consider our entertainment fully worth our gate and grand-stand charge."

Strieder Sees Big Alabama Prospects

BIRMINGHAM, July 10.—Practically all concession space outside of buildings has been taken for 1937 Alabama State Fair here, said General Manager P. T. Strieder, who added that all counties participating last year have again made reservations for county exhibits.

"We have again contracted the Royal American Shows for the midway," said Mr. Strieder, "and with Ernie Young for the night show, his revue, *The Passing Parade*, and a number of other high-class attractions. We have contracted with Barnes-Carruthers for a Thrill Day, with Captain F. F. Frakes' Death Fighters, which will include aeroplane crashing house, dynamite drive, roll over and bat man. We have contracted with Thearle-Duffield Fireworks Company for an elaborate program nightly. Two days of auto racing have been contracted with John A. Sloan, American Booking Association.

They have just completed an extensive beautification program, including one bed of dahlias, 1,500 plants with 150 varieties; two mammoth beds with 2,000 red and pink cannas; a large bed of various types of roses and thousands of other blooming plants, such as verbena, coxcomb, petunia, salvia, marigold, snapdragons, daisies and old-fashioned pinks. The plants will be in full bloom during the fair.

"Contract for grading additional space for the midway and large parking areas has been completed. We are finishing erection of 3,800 feet of new 10-foot

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Colorado Interest Is Up
PUEBLO, Colo., July 10.—Much interest is evident in 1937 Colorado State Fair here, concession space in excess of former years being taken, said Manager Frank H. Means. Western States Shows will be on the midway. One of the finest racing plants in the nation has recently been completed.

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GREAT LAKES EXPOSITION 1937

Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Visitors Run Over Million

Attendance perks up during Fourth holiday—new buildup plans are on

CLEVELAND, July 10.—Great Lakes Expo registered its 1,000,000th visitor at 3:45 o'clock Monday afternoon when Mrs. John Trocki, Cleveland, passed thru the main entrance. Figure is significant in that it marks a turning point in attendance of the season. With a triple holiday over the Fourth, business started to perk up on Saturday when attendance of 43,176 was registered. Fourth brought in 61,549 and Monday saw 51,002. Total for the three days was 155,727, with business scattered thruout the grounds in proportion.

General Manager Lincoln G. Dickey, with Associate Directors Almon R. Shaffer and Peg Willin Humphrey, took charge of ceremonies attendant upon welcoming the Trocki family. Father, mother and five-year-old daughter, Dolores, were in the party, so it was decided to make the youngster official recipient of the honor. There was a season pass, admissions to all attractions and other awards.

Shows Have Capacity

The Aquacade, Winterland and Tony Sarg's Marionette Theater were only three to play to capacity at every performance. The expo enjoyed fair weather on Saturday and Sunday. Then at 4 o'clock on the afternoon of the Fourth came the customary cloud-burst. It lasted two hours, a downpour that drove paying customers under cover. They flocked to shelter in Streets of the World, The Drunkard, Alpine Village, Show Boat and other spots. As a result business was not so brisk at night. Monday found a clear day with a threat of early rain passing before noon. Crowds stuck well, despite many out-of-town visitors leaving in late afternoon against resumption of work the next morning.

Several buildups are being tried to boost attendance. On Tuesday was started a drive of two weeks' duration by which visitors are given a midway bargain. Ticket books offering \$2.60 worth of midway attractions are being sold for \$1. These include admission to all principal midway shows and to Streets of the World. Details were concluded when concessioners, headed by Herman Pirschner, met with Mr. Dickey to fix on new rates. This resulted in Monday rates to admit a man or woman or two women to grounds on one admission ticket. Success led them to adopt this new scheme. Books will be sold from July 5 to 19 but will be good for duration of the expo.

Canadians Are Guests

July 1 saw delegations from three Ontario cities celebrating Canada Day, Empire Day and British Commonwealth Day. They came from Toronto, Windsor and Chatham. Local members of Sons and Daughters of St. George and Daughters of the British Empire entertained. Chorus of 40 voices from Chatham was featured during the afternoon at Sherwin-Williams Radioland.

July 2 saw inauguration of the presentation of *Aeolik Fragment* by Lucien in the Horticultural Gardens. Hope Holmes was responsible for the translation and an oddity is that the principal character is enacted by three players. Ireno Klinger appears as a singer, Muriel MacLachlan as a reader and Dorothy Humel as a dancer, all being various phases of the priestess heroine, Lamar Stringfield, who arranged the music, furnishes a background with flute and harp. Play will be presented every

Attendances

Previously reported.....	826,758
Thursday, July 1.....	10,132
Friday, July 2.....	14,940
Saturday, July 3.....	43,176
Sunday, July 4.....	61,549
Monday, July 5.....	51,002
Tuesday, July 6.....	16,943
Wednesday, July 7.....	17,232
Total for 40 days.....	1,041,741
Days to go.....	61

Thursday and Friday night at 8:15 thruout the month and is drawing heavily from the swank set who support the gardens and Recess Club at top of the Horticultural Building.

Friday's first bank night found the initiation of the new system of paying off. Youngest person ever admitted to the grounds appeared this week when Mrs. Dave Williams arrived from Dallas with her seven-day-old baby. Born in Baylor Hospital on June 23, youngster weighed five pounds. Mrs. Williams made the 1,500-mile trip by rail to join her husband, Dave (Waxo) Williams, who does his specialty as a bally for the Tony Sarg Theater.

Scouts Aid in Capital

Something a little different, but following the radio of recent months, brought a capacity crowd to Sherwin-Williams Radioland on Wednesday and Thursday when spelling finals of the exposition were held. Students who participated had been culled from tryouts thruout the area. Naturally there was a big buildup, with uncles and cousins and aunts ready and willing to root for the finalists. To say nothing of the area representatives who had gone down. For one of the first times this year the place was crowded to capacity with standees three and four rows deep. First prize was awarded to John Dowling, Cleveland. It was \$250 cash. Clara Mohler, of South Akron, O., won second prize, a set of Encyclopedia Britannica. Third prize, a \$100 radio, went to Elfreda Kertzman, Kendallville, Ind. Fourth and fifth prizes were won by Maurice J. Spillane, Leroy, N. Y., and James Kehoe, Cleveland.

Sunday sees 25,000 Telling-Belle Vernon Company employees as Seaside Day guests. This is featured by personal appearance of James Melton, Jane Pickens, Donald Dickson, George Shelton and Tom Howard. Plans also include appearance of Jane Muir and May Robson, screen stars. A dress rehearsal of the show will be held in Radioland from 3 to 4, and at 7 the show will go on the air over NBC network.

Smart publicity was pulled in Washington, D. C., during the Scout Jamboree, when an Expo Camp was opened under the name of Troop 4 of Cleveland. Three 15-foot pylons, duplicates of those which mark entrance to the expo, were erected at the front of the camp. Felix A. Danton, well known in local scout activities, headed the delegation, and each visitor was presented with a souvenir and an invitation to attend the expo.

EXHIB SPACE

(Continued from page 44)
elined their faith in the fair by purchasing space in buildings as exhibitors.

Gets House of Magic

Appointment of Aylwin Probert as commissioner in the Orient for the exposition was announced by General William E. Gillmore, head of department of governmental participation. He was with the U. S. Bureau of Foreign and Domestic Commerce eight years and gained further knowledge of the Orient while in the import business in San Francisco. He will sail in about two weeks to negotiate with Far Eastern nations for participation. B. A. Schoch and Major Jose Perez-Brown, South American commissioners for the expo, report progress in arranging representation by South American nations. Treasure Island had a \$333,000 nugget

Sacramento Signs For Talent Array

SACRAMENTO, July 10.—California's 83d annual State Fair will feature entertainment, declared Secretary-Manager Robert Mueckler, the new pilot. In addition to spectacular fireworks and noted bands, New York and Hollywood talent is under contract. Among acts will be Smith's Diving Ponies. Six Candrowa Brothers, trumpet players, will be used for opening the fair and in announcing racing events, programs and horse show.

Lottie Mauer's Disappearing Water Ballet will make its first appearance in the West at the fair, with an artistically lighted rock garden for a background. Bob Eugene Troupe of four aerialists, including two comedians, has been signed, as has Blender's Quartet. Jiggs, movie monkey, featured in *The Jungle Princess*, will be accompanied by a baby monkey being trained for vaudeville.

To enable proper presentation a special portable stage will be used as auxiliary equipment. Other attractions are Don Ricardo's Band, popular at the California fair for the last several years. Marian Daniels, who does an interpretive precision waltz dance on one foot, is also to appear. Albee Sisters, who came from New York to Hollywood to feature in a musical picture, are also on the bill. Amanda Schiro, grand opera soprano, will also appear.

U. S. WORLD'S

(Continued from page 44)

Commander Howard Flannigan, administrative assistant to Whelan, and William Morrissey, head of the division of exhibits and concessions.

Brazil signified its intention this week of being represented by an exhibit. Mayor La Guardia and Park Commissioner Robert Moses made a hurried inspection of the grounds at Flushing Meadows.

tossed into its bulging hope chest last week. The figure represents a spectacular exhibit plan signed by the General Electric Company, largest single exhibit contract on exposition records, and the company's subscription to the current finance campaign.

Signing of the contract by company and expo officials launched a program which will bring to San Francisco the newest scientific marvels of the firm's "House of Magic." Exhibit was authorized by Gerard Swope, G. E. president, and Vice-Presidents E. O. Shreve, former San Franciscoan; O. E. Wilson and J. E. Kewley. General Electric Company previously had subscribed \$75,000 in the \$7,500,000 exposition underwriting campaign now under way. Other executives who participated in signing of the contract were Col. J. Franklin Bell, executive vice-president of the fair; Frank Y. McLaughlin, director of exhibits and concessions; A. H. Halloran, in charge of exhibits in electricity and communications palace, and A. V. Thompson, in charge of exposition participation for the General Electric Company.

Cupid Pirating, Too

Cupid made it a real "Fourth-some" over the holiday with a double Nevada wedding elopement, two simland Loch-livers "pirating" the 1937 fair's most glamorous "pirate" girl and a Burlingame debutante. It was a "Fourth" affair all around—four in the cloping party, climaxing a gay Fourth of July peninsula party and "robbing" the fair of its fourth theme girl by the nuptial route.

And so, honeymooning somewhere in Nevada were R. O. Schuey, technician for MGM film laboratories, and his bride, the former Jeanne Hochstrasser, Oakland; King Baggett Jr., son of the movie director of silent days, and his bride, the former Marian Cornell, Burlingame society girl. Miss Hochstrasser, 19, film extra, was brought here several weeks ago by expo officials because of her striking beauty. As Jeanne Strasser, she was hailed as the fair's most glamorous pirate theme girl.

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SWITZERLAND and OHIO-COUNTY FAIR
Second Largest Live Stock Show in Indiana.
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RIDES AND CONCESSIONS
Bids on exclusive Popcorn, Eats, Drinks, Etc., must be in by July 19. Write
WALTER LEE, Pres. Fair Association, Fairview, Ind.

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State price.

Also limited number Legitimate Concessions: \$2.00 foot in advance.

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Best Agricultural and Mining Section and Good Crowd. Write to

G. B. LEWIS, Manager Concessions, Elнора, Ind.

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SMALL CARNIVAL AND ACTS.

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Write T. S. WADE Sec., Santa Fe, Tenn.

CARNIVAL WANTED

WARREN COUNTY FAIR

AUGUST 24-27.

Box 105, Roseville, Ill.

WANTED

Rides, Carnival and Concessions for 17th Annual Exhibition, Fulton County Fair, September 14-17, McDonellburg, Pa.

Write LLOYD W. MELLOTT, McDonellburg, Pa.

TIPTON'S ANNUAL F. & M. FAIR

Wants Rides, Shows and Concessions for the week of August 18 to 21, 1937.

F. & M. FAIR, Tipton, Mo.

CARNIVAL WANTED

FAYETTE COUNTY FAIR

AUGUST 24-28, BROWNSTOWN, ILL.

Write L. A. TUDOR, Secretary.

Randolph County Fair

SPARTA, ILL.

JULY 27, 28, 29 and 30, 1937.

E. H. BEEVER, Secy.

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Fourth Sets Mark at Gate

Holiday period doubles up former biz—Benny shows draw 60,000 to bowl

DALLAS, July 10.—Fourth of July week-end was literally glorious to Pan-American Exposition because it drew 131,337 on Saturday, Sunday and Monday. Sunday's attendance, 64,279, was largest daily figure to date. Business of almost every show was twice as good for each of the three days as the best grosses on any other preceding days, according to consensus of the midway. Aitho concessioners feared an immediate slump lasting until opening of the free Pan-American games in the Cotton Bowl on July 15, attendances during the rest of the week were higher than expected.

Jack Benny and Mary Livingstone were headliners of free shows in the Cotton Bowl Saturday, Sunday and Monday nights and were guest stars of Pan-American casino Monday evening. The team drew at least 60,000 to the three bowl shows, it was estimated, and were credited with being the largest draw during the week-end celebration.

Early Closing Denied

Two new free attractions were added before the holidays. Texas Mack was made head of a free show in the Foods Building at 2, 4 and 6 p.m. daily. This is a frontier-type show, with Texas Mack's bull-whip stunts and a few Indiana. Power's Elephants have been engaged as a grounds free event.

Headline attraction for the current week-end is the Gainesville Community Circus, which came into the Live-Stock Arena Friday night before a full house and repeats its performance again tonight. Composed entirely of amateurs, many of whom are prominent in business and social life of Gainesville, the circus has always been a top draw at home and in Dallas. The exposition performances are free.

Director-General Frank L. McNeny made emphatic denial of rumors that the fair would fold following the Fourth of July spurt. The story had no foundation whatsoever, he declared. Exposition officials have also denied rumors that they were considering shoving opening time down to late afternoon to save daytime operating expenses. Such a move would be unjust to those shows counting upon daytime attendance before opening of the villages and Cavalcade of the Americas for the bulk of their business, it was pointed out.

Cavalcade Still Leads

Cavalcade, Road to Rio, Black Forest, the Bowery, Ripley's Believe-It-or-Not, World a Million Years Ago and Little America are still nearest the top in their percentages of the front gate, with Cavalcade out in front. A change of shows last Friday night pepped up business at Road to Rio and Manager Walter Herzog expressed satisfaction with attendance. Manager J. Ed Brown

Farmers Are Out

CANDO, N. D., July 10.—Driving thru fields of grain as high as their heads, farmers brought a pro-depression theme to Towner County Fair here and made the three-day annual, opening on July 4, the most successful in 10 years. A big drawing card was United States Senator Gerald Nye, of North Dakota. Night revue was a home-talent affair. All-American Shows, traveling thru this district as two units, were united here to provide a pretentious midway. There was no space vacant in any of the exhibit buildings.

Attendances

Previously reported (amended)	380,849
Wednesday, June 30	10,981
Thursday, July 1	12,721
Friday, July 2	15,135
Saturday, July 3	30,366
Sunday, July 4	64,279
Monday, July 5	35,692
Tuesday, July 6	13,797
Total	181,951
	562,800

said he was satisfied with holiday business at the Ripley show.

Kids' nickel days on Tuesday have been successful to date. All of the midway have joined in the plan for nickel admissions. Children's day of last week was particularly successful, with toys good for the admission.

Outstanding athletes of the United States and South American countries are already housed here in preparation for the Pan-American games beginning on Thursday for a two-day stretch of all types of events. Showmen applauded



DR. GALEN STARR ROSS, who has been appointed educational director of Michigan State Fair, Detroit. He is widely known as an orator and lecturer and writer on social and business problems, his style running from the humorous to the inspirational.

the exposition's decision to place only 4,000 of the Cotton Bowl seats under a gate, leaving 42,600 seats free to fair visitors. Reserves will be sold at \$1 and \$2. All events of this first program will be called in the stadium.

Ft. Worth Fiesta Setting New Marks and Topping Those of '36

FORT WORTH, Tex., July 10.—All attendance records of last year and this year to date were shattered at the Frontier Fiesta during Fourth of July week-end. The SRO sign was out at Casa Manana for every performance and many were turned away nightly, and all other shows were packed for every performance, including Pioneer Palace, Firefly Garden and Melody Lane.

Week-end business greatly surpassed biggest days of last year's show, Labor Day week-end. Not only did the show do well on this holiday, but attendance up to that time was 40 per cent better than for the corresponding period last year. Casa Manana Revue had a 25 per cent better attendance record for first four days than the 1936 revue had during its first four days, said Manager James F. Pollock.

Now that the show is well under way, creators and builders are off for other places. John Murray Anderson left for London and the Paris Exposition, to return here in September to produce a Casa Manana road show which Billy Rose plans to take on tour after this show closes in October. Dana Sussac left for New York, while Billy Rose left on business trip to Cleveland, New York and Los Angeles. He is looking for a change of talent for Casa Manana later in the season. John Boyle, dance director for Pioneer Palace Revue, has returned to Hollywood. A. M. Blumberg, head of Brooks Costume Shop, also left for New York, while Raoul Pene duBois, costume designer, left for New Orleans.

Revue Changes Made

Dedication ceremonies of the new Gulf radio studio on July 6 were broadcast over the local stations, WBAP, KFJZ and KTAT, at 10:15 p.m. Paul Whiteman and his orchestra and Everett Marshall and California Variety Eight furnished the musical part. O. H. Carlisle, division manager of Gulf Oil Corporation, Houston, presented the studio, constructed by the Gulf company, to Fiesta executives. Speakers included Will E. Stripling, president of the Fiesta; Amon Carter, Manager James F. Pollock and Carl Langewin, sound engineer. The studio, begun a week ago, is in the former Tango Palace building.

Casa Manana Revue was thoroely gone over by John Murray Anderson before he left. Several changes made have added much to its effectiveness. As there was some agitation among showgoers because the hit songs of last year's show, *The Night Is Young and You're So Beautiful*, was not included in this year's revue, Anderson decided to open the show with this number. Everett Marshall, who sang this last year, sings

lowed a truck to run over him in the "flirting with death" free show, was injured on June 29 by the truck seriously enough to be taken to a hospital, but X-rays showed he had no broken bones. Whether Gough continues his act depends on Billy Rose.

Prince Nelson is back doing his high-wire act after new wires were received for his rigging, which was upset when truck hit it. Hinda Wausau, exotic dancer in Pioneer Palace Revue, was interviewed on July 6 on Elbert Halling's programs on Station WBAP.

Show visitors from the Dallas Exposition this week included Frank L. McNeny, general manager; Joe Rogers; J. Ed Brown, now with Ripley's Odditorium and who last year assembled concessions for the Frontier Centennial here; Sid Wolfe, Miss C. Richardson, George Preston, Nat D. Rodgers, Mrs. Ernie Young and Paul Jones. Frank Gilley is working one of Al Humke's novelty stands here. Ben R. Jones left after the opening for Cleveland.

RINKS

(Continued from page 43)

ing in roller rinks today," commented Armand J. Schaub Sr., Cincinnati, former rink owner and manager and who has been traveling considerably in the field. "Especially is this true in Greater Cincinnati's Norwood Rink, where I notice that many children, ranging in age from 2 years old and up, are brought by parents. It is surprising to note how quickly these youngsters learn to step, keep time and dance to the modern rhythmic skate tunes of Reita Heldrich and her orchestra. Despite warm nights, there are hundreds of children skating, and under the battery of fans skating conditions are not unfavorable. In my juvenile days children were forbidden to go to roller rinks, including myself, but now it is different, as parents encourage them to go. Every Tuesday night in Norwood Rink I am conducting a class in roller figure skating and have been gratified at interest shown and progress displayed. We expect to have enough skaters ready for Greater Cincinnati's first figure-skating contest on September 7, when gold, silver and bronze medals will be awarded."

HAVING toured more than 4,000 miles to date, Mr. and Mrs. Joe Laury report visits to rinks in Omaha, Denver, Salt Lake City and Eugene, Ore. They will spend some time in Yellowstone Park. Joe will be back as floor manager of 202d Armory Rink, Chicago, on August 1.

Good on West Coast

By T. L. KELLER

Manager, Midway Roller Rink, Eugene, Oregon.

We would like to see more rink and skating news from the West Coast. It may be that rink owners and managers are too busy to find time to write. However, I can state that all I have contacted report business good.

We are entering our 19th month and going strong. I think all operators realize that now is the time to put their shoulders to the wheel and push roller skating up in the field with other sports where it belongs.

I believe that the new national organization just started will do more for roller skating than anything else that could have been devised, so let us hope that every rink owner will do his part.

We believe that our 16-month-old granddaughter, Laurita Stover, is the youngest roller skater in the world. I made her shoe skates, with aluminum rollers, and she started at the age of 11½ months. At 13 months she stood on them alone and she skated all over the rink by herself when she was 15 months old. She has eight teeth, makes lots of motions but says only a few words. She walks very well and her legs are not one bit bowed.

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Galen Gough, strong man, who al-

SEASON ON WAY TO RECORD

No Setbacks To Mar Progress

First half of carnival year passed July 4th holiday most successfully

CINCINNATI, July 10.—Reports for the first half of the carnival year have reached *The Billboard* from all directions over the North American continent. They indicate that the peak of the season has been reached and passed by a mere few days without any major casualties having been charged to or encountered by the carnival industry as a whole or to individual units.

The usual or rather the unusual weather of the early months this season has recorded much cold, rain and variable weather that has mitigated against successful operation in many sections. There have been storms and blowdowns of a few of the smaller units which netted minor losses to tents, fronts and concession equipment. However, there has been no fires, wrecks of trains, only a few truck accidents that have long since been forgotten as of no material consequence.

During a few trying weeks of bad weather the carnival manager and owner has gone forward with his usual characteristic fortitude, determination and optimism that bespeak high praise for the carnival branch of the great outdoor amusement field.

Reports from the big and little from all parts of the United States reveal that the peak of the season, which is July 4, has been spotted as to attendance and business done. In some sections either rain, heat or counter attractions, such as sea-coast resorts, racing, baseball and sports in general, took their toll in patronage, while again in some towns instances were recorded where there was no patronage at all in the daytime but packed midways at night.

On the Pacific Coast the tide for the better turned several weeks ago. In Canada several records have been broken at exhibitions and still dates. New England States have given good business when weather permitted to the better grade carnivals, and in the South, where (See SEASON ON on page 52)

Why Must Girls Dance Anyway?

SHARPSBURG, Pa., July 10.—Boro officials buzzed here last week in backstage maneuvers that may shift the local political scene, and all because a half dozen women danced here at a recent firemen's street fair with "not enough clothes," as one pastor described the show that he claimed "should not have been permitted in a respectable community."

Church services scored the exhibit as "nude and lewd," while Burgess Dennis Casper evaded responsibility for its performance by announcing "I didn't see it." "Women were going in," and "we went to the owner" with Rev. Charles Diehl "and told him the girls would have to put on more clothes." Also with the burgess was Edward Duffy, president of the volunteer firemen, who sponsored the benefit.

Rallying to the banner of decency after Rev. Diehl threatened to call on members of his parish to aid him in driving boro officials from office if they were found responsible for the show, Council President Edward Michalowski avowed "On Friday they did cut down, but on Saturday they opened up wide again. I was against bringing that type of show to town. I didn't go and had no connection with it."

Oblivious of the disturbance they were causing in pulpits, the scanty-clad damsels left town for new ports. On street corners Sharpsburg worthies discussed the advisability of bingo parties and a strawberry festival as money-raisers for the fire-fighters and caterers.



ERNESTEEN (SIS) DYER "BRINGS 'EM BACK ALIVE!" This photo taken last week in Kenosha, Wis., shows "Sis" at the head of a 30-foot regal python after being removed from its shipping box following its trip from New York, accompanied by a 24-foot regal python, a Chinese dragon, a green boa snake of India, a pair of honey bears, four horn rattlers and several other animals which were added to "Jungles of Africa," one of the latest attractions to be presented on Hennies Bros.' Shows. "Sis" Dyer is making her re-entry into show business, back in a way to her former vocation of handling "wild animals," but this time it seems to be reptiles. She went by plane from Chicago to New York and looked over the offerings of Frank Buck on Long Island, which visit resulted in the purchases as listed above. With the assistance of Buck she had arrangements made to take the two pythons back with her by airplane to Kenosha, but at the last minute the permission to "plane" them was rescinded and she flew ahead, with the animals following by express. The *Journal* and *New York American*, *Chicago Tribune* and *Kenosha Evening News* took due notice of these regal pythons and gave text and art in their movements in a most liberal manner. Pictured above with "Sis" are Harry W. Hennies, Orville W. Hennies, Robert L. Lohmar and other members of the shows casing the monster in the direction of its new "jungle" home beneath a tent.

Fairs Are Being Good to Goodman

MINOT, N. D., July 10.—Goodman Show is doing things wonderful and far beyond most sanguine expectations of showfolk on this, its first visit to Northwest. Its fair season began at Grand Forks in a blaze of glory. Then it dropped into Devils Lake, N. D., for a week. In spite of size of that town the show did excellent business.

Sunday, July 4, it made a record run into Minot for North Dakota State Fair

and also for what was the most flattering week of the season. Everybody is happy except the "tenderfoot," who is having his first bout with the high winds, alkali water and incessant sun. Their lot is by no means the best.

Minot held a peace celebration. The flags of Canada and the uniforms of our borderline cousins gave a startling bit of color to the whole picture. Hordes of Canadians made the best of the occasion to visit North Dakota. They will journey homeward more than favorably impressed with Yankee courtesy.

The midway reservation was spacious (See FAIRS ARE BEING on page 52)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Bee-Haven, Colo. Week ended July 3, 1937. Dear Red Onion:

For years the Century of Profit Shows have catered to different insect and bug keepers, but this is the first time to furnish the midway for collectors of winged insects. Auspices here was about the sweetest one available on a short notice, the Bee Keepers of Underbrush Valley.

The show train arrived in the yards at dawn and our 318 big wagons, trucks and vans were unloaded and on their way to the show grounds in less than two hours' time. The lot then became a beehive of activity to get the show up and ready to go for a 2 o'clock matinee, but the afternoon show was called off due to the fact that the bees were swarming and everybody rushed to the timber to be cut in on the "bee" score.

The entire show was set up in a 100-acre patch of sweet clover. The lot was a bit small for our mammoth midway but by crowding the various attractions everything was finally located. The sweet clover not only furnished a green carpet for the midway but perfumed the atmosphere enough to cover up our restrooms.

Promptly at 7 p.m. a crowd, roughly estimated at 40,000 or 50,000 patrons, swarmed the midway. (Note: Not wanting to be rapped for misrepresenting, we

use the words "At a rough estimate.") The press department was kept busy entertaining the newsboys, but no Boy Scouts or children were available, so the committee was forced to take up tickets as per contract. All in all 100 boarded beekeepers, ranging from the ages of 85 to 100 years old, paraded to the lot and took up their stations. The fact that most of them were in their second childhood made the bosses feel as the we were still depending on child labor to grab the duckets.

Altho we had a packed midway for the opening, the front gate breaking all records, the back end blanked out. Later we learned that it was drones' night. The local and show drones enjoyed the night immensely.

Tuesday night a few of our committee members wandered away from their posts and a few stings were made. This started the auspices buzzing. The following night they returned with ample protection. Each wore a bee helmet.

Wednesday business was so bad that the bosses decided to take beeswax, honey or what have you. This proved effective, giving the show the biggest bee product gross in carnival history.

Saturday night was Bee Night and all with it had to put the "B" on the office to get out of town. We didn't make a lot of money but we caught a lot of hives. MAJOR PRIVILEGE.

A New Show Is Planned

WASHINGTON, July 10.—Al Porter announced here last week that he, Ernest Young and Lester Patterson had formed a partnership to launch a carnival at an early date to head southward for a fall and winter tour.

The new organization is to be titled the Atlantic Coastal Exposition, according to Porter, who stated that Young is associate owner of five riding devices, Merry-Go-Round, Big Eli Wheel, Chair-plane, Airplane Trainer and Kiddie Ferris Wheel, which he will have with the show.

In further stressing his plans Porter avers that the Coastal organization will open its season at Oxon Hill District Fair, Oxon Hill, Md., a short distance from Congress Heights, this city. He further says that this event will take place on a new fairgrounds of several acres adjacent to this town, on which grounds and at which event will be staged a public wedding; pony, flower and garden show; mule and pony races, donkey baseball games, fireworks and pageants.

In addition to the usual rides, shows and concessions, this management announces the free act of Aerial West, high pole act, and the building of a grand marquee for the entrance to the midway, which he says is ready to be set up at the initial stand.

Porter, in speaking of his achievements in the carnival business, says: "Was the organizer of the Atlantic Coast Shows at Tampa, Fla., in 1918, and Ernest Young organized a carnival with the late Benny Franklin in 1910, and further that Lester Patterson, one of his associates, has been in the past a part owner of three circuses. In all, the three sponsors of the Atlantic Coastal Exposition have been connected with various circuses and carnivals over a period of 30 years," Porter stated.

Among the fairs they announce as booked are the Arlington County Fair, Clarendon, Va., and the new fair to be held at Leesburg, Va.

4th Holiday Good In New York Sector

NEW YORK, July 10.—Eastern carnivals enjoyed one of their best week-ends in several years over three-day July 3-4-5 vacation. With very few exceptions showmen reported excellent patronage, despite a thunderstorm on Saturday and occasional showers Monday afternoon. Sunday was perfect from a weather standpoint.

Altho hundreds of thousands of Easterners rushed for beaches, mountains and just plain country over holiday, plenty remained close enough to home to patronize carnival still dates and celebrations. Practically all showmen reported that more money was spent, with a minimum of persuasion on part of vendors, than has been spent in these parts in several years.

Moose Jubilee Booked By Scholibo for Hennies

RACINE, Wis., July 10.—Hennies Bros.' Shows hold contract to play Moose Jubilee Week here latter part of July. The midway will be located on the lake front next to the Eiks' home, off the main street downtown.

The city proper has been closed to carnivals for some time and permission granted for this event to the Moose, with some 68 merchants and *The Racine Journal-Times* tied up in staging this event.

Joseph S. Scholibo, general press representative of the shows, contracted this date in the absence of the show's general representative, Robert L. Lohmar, who at the time was south on business. Sid Vallancourt is general chairman of the jubilee, with George B. Milan as contest manager and promoter.

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It will pay you to handle our new 1937 print. There are 4 pages related on a bright colored stock, cover and held in 2 colors, folded, ready to sell, size 5x11 1/2. Per 1,000, \$5.50.
ASTRA FORTUNE TELLING CARDS, 32 Cards with the signs of the Zodiac and with LECKY numbers. Each in neat Tuck Case, Box, 70c; Gro., \$8.00.
PITCHMEN'S PARADISE, our new complete Catalogue of all fast selling items, is ready for U. S. Name of Cards, How to Sell and Catalogue, 25c. Prepaid.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

WANT

Till-a-Whirl Foreman, \$25.00 week and Bonus. Experienced Ride Help, top salary. **WANT** Man with Small Dog Act that can work Pick-out Pony. Good proposition. Will furnish outfit for Snaks and other Shows. Now playing best show territory. Loose season. Fair and Fun-Do Shows, Frank Shows, New Type Circuses, Hocking Mule Act and Clown Tumbling Act and MOTORDROME.
O. F. ZEIGER UNITED SHOWS.

WANTED

For still dates now playing and several Fairs, including Fairmouth Fair and Broadhat Fair, Little Hill and Merry-Go-Round to go with our Kiddie Fun-Do Shows, Frank Shows, New Type Circuses, Hocking Mule Act and Clown Tumbling Act and MOTORDROME.

DEMPSEY BARNES
Falmouth, Ky.

Midway Confab

By THE MIXER

WHAT BECAME of the De Luxe Shows of America?

L. M. VANN, special agent, visited The Billboard offices recently.

RAY VAN WERT—who are you press agenting now?

AFTER THE 4th of July what did you do?

IT IS not a bad idea to write the homefolk once in a while.

LOOK AT the new carnival titles now out. Must be fall styles.

R. H. WORK—where are the R. H. Work Shows now?

DOES ANYONE know what the title of Carl Miller's carnival is if he has one?

IT IS learned from Cohoes, N. Y., that Fred J. Thomas, of Strates Shows, is back on the lot after being ill.

O. F. STRUBLE—there are a lot of showfolk who would like to see you get another big snake show organized.

STANLEY J. GROSS—what became of your press work on behalf of Crowley's United Shows?

son's Nomia show. Merrimac and Monitor is correct and my final carnival connection."

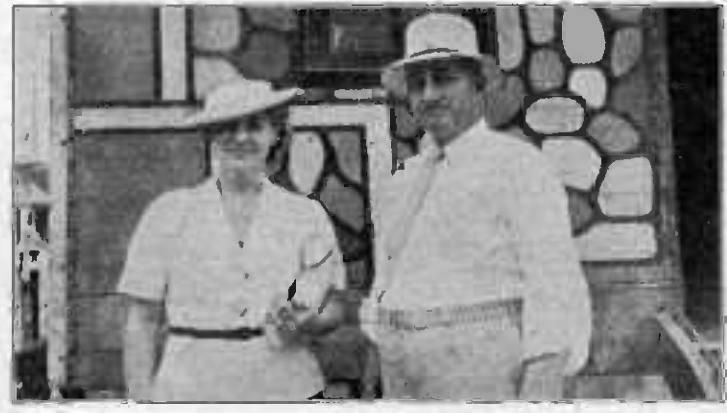
JERRY CONOLETON cards from Carnegie, Pa.: "Have taken over front for Joe-Ann LaFrance's sex oddity. Joe-Ann and Bubbles went to Pittsburgh and bought new wardrobe. Two loud-speakers have been added to the show."

THE GAME of Fascination should go big with carnivals.

IT MAY BE A WEAKNESS but it happens to be a fact that the Editors of The Billboard are wise to all forms of SUBTLE BRIBERY and do not fall for it no matter how cleverly disguised. Think it over.

K. E. SIMMONS letters from Crawfordsville, Ind.: "Met Harry Zimdar, of Zimdar's Greater Shows, and Charles Seip, The Billboard agent with the show. The Zimdar carnival is a fine, large show."

SCHUYLER C. HILL letters A. C. Hartmann from Centralia, Wash.: "This city has repealed its law banning carnivals, which now makes it a good city to play in. Since the new ruling two carnivals have had successful engagements here."



MRS. AND MR. JOHN M. SHEESLEY, of the Mighty Sheesley Midway, are shown here in front of the office wagon recently at Green Bay, Wis. Note that they are all smiles as the weather has changed for the better and business for the shows is reported to be greatly improved as a result.

LEW MARCUSE letters from Lansing, Mich.: "Thank The Billboard for all past favors." Lew is with Joyland Shows.

DON TRUEBLOOD letters from Cedar Falls, Ia.: "Byers & Beach Shows wish to thank The Billboard for the generous consideration given its show letters."

THOSE out of step with the demands of the times are in a sad predicament.

RALPH R. BLISS cards from Evansville, Ind.: "Formerly with Sells-Sterling Circus. Now with Mottie's Cafe on Dixie Exposition Shows."

MONROE EISENMAN letters from Pomeroy, Wash.: "The Patrick Shows wish to thank The Billboard for all past favors. Regards to entire organization."

JACK SCHAEFFER, operator of several rides on Marks Shows, spent a couple of days in New York last week with his father and mother. Business interests took up most of his time.

HAROLD LAUGHLIN cards from Walnut Grove, Minn.: "Left Byers & Beach Shows and jumped up here to make picnics. Things are a little better in Minnesota."

WHAT IS the matter with the CON-CESSION BUSINESS? The matter is the ranting, raving and insulting agents behind the stores and the "Lugging Sticks" in front.—Soapy Gluc. Think this over.

HARRY A. PARKER, well-known hotel promotion man, letters from Cleveland: "Never was connected with J. H. John-

going in for show business in all that the term implies. Good for you if you do it, Leo M.

SAM GOLDBERG cards from Trenton, N. J.: "Manager Paul Prell's concessions on De Luxe Shows of America, Jimmy Hicks is now connected with roll-downs. Other agents are Dave Marvin, Doc T. J. Louis, Dempsey Lewis and Little Artie. Business is 25 per cent better than 1936."

JACKIE COPELAND letters E. A. Bruns from Chicago: "Wish to renew my subscription. Am ever so fond of The Billboard. Would not be without it. Why is it that the Royal American Shows do not have bigger writeups. I played West Coast vaudeville for a number of years."

ERIC B. HYDE SHOWS really have five big high free acts in their aerial circus. Billy Morgan furnishes the music for them from his sound truck and does the general announcing in a most showmanlike manner. His grammar and delivery are all that could be desired by representative audiences Red Onion visited the Hyde Shows at Greensburg, Ind.

NEVER DID CARE for those "Loudspeaker" guys that generally loaf in cookhouses.—Wadley TH.

Notify When Route Is Changed

The Billboard makes every humanly possible effort to get CARNIVAL ROUTES correct. When they are not correct The Billboard is not at fault, simply because it had not been notified of the change. When the route previously sent in has been changed kindly notify The Billboard promptly, BY WIRE IF NECESSARY. Recently a carnival was to play a certain town in Alabama but did not. That carnival also did not notify The Billboard of the change it made. Send in your ROUTES promptly and CORRECTLY. Thank you for ATTENTION!

MILDRED WILLIAMS, secretary Ben Williams Shows, Inc., letters from Winfield, L. I. N. Y.: "Sister Eunice and I are impatiently waiting for arrival of an Octopus ride ordered early in April. Dad is donating it to us as a consolation prize for being good little girls. Looks like even Carnival Poppas have their weak moments."

MERRY ROSE PERRY cards from Marietta, O.: "With Gooding Greater Shows. Had a fair 4th of July, only we celebrated Monday, July 5, here. July 3 was in New Martinsville, W. Va. Both towns good. Like the hot weather. My, Manager Perry is always remodeling the fat girl show. Have some new ideas, will let them out later."

STARR DE BELLE, press agent Johnny J. Jones Exposition, accompanied by

A New Du-Plex Unit



For Oscar Bloom's Gold Medal Shows. This is a Unit of No. 5 BIG ELIS, with 50 seats, finished in White Enamel and transfer decorations. Each Wheel is equipped with an ELI POWER Unit for reliable operation in the BIG Days ahead. Why not a Du-Plex Unit of No. 5's for your Fair Dates? Write for information.

ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Ave., Jolietville, Illinois.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 12 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erie Co., N. Y.

his dog, visited *The Billboard* offices recently while en route from Springfield, O., via Cincinnati to Anderson, Ind. Starr was shown all thru the building by E. Walter Evans while his pet pooch rested himself in Editor Hartmann's office.

"THE BILLBOARD can let anyone at any time know the route of the Goodman Wonder Show."—Max Goodman. So here we have one showman who is not afraid to let the world know that he has a show and where it may be seen at any day or week of the season or in quarters. Wonder what so many of the others are afraid of.

THE SHERIFF died and the show moved on. The snakes died and the showman moved on.—Wadley Tif.

JOE TRACY EMERLING carded from Sandusky, O.: "William (Bluey Bluey) Troyk, diminutive clown musician from the Windy City, is now in his fourth year under Austin & Kuntz Palace of Wonders banner, now at Cedar Point. He stated that he will change his subtitle from "Funny Little Man From Hollywood" to "Cicero's Gift to the Show World."

AMONG THOSE who have promised special articles for publication in future issues of the carnival department of *The Billboard* are: Carl J. Sedlmayr, Floyd E. Gooding, R. L. Lohmar, Starr De Belie, W. R. Harris, Orville W. Hennies, Tom Terrell, Joe S. Scholibo, Carleton Collins, Johnnie Bullock, Floyd Newell, M. E. (Buddy) Willis and J. C. (Tommy) Thomas.

GEORGE F. DORMAN, assistant manager Corey Carnival Shows, letters from Houtzdale, Pa.: "The Big and Mighty. Have been going along and doing fair. If we can get a break in weather think we can make some money. We have been losing about one night a week entirely on account of rain. E. S. Corey was in the hospital in Johnstown, Pa. Regards to *The Billboard* from Mrs. Dorman and myself."

DOC WADDELL reported from Gary, Ind.: "Greater Exposition Shows, John Francis, general director, became a member of the American Carnivals Association. Entire roster signed up 100 per cent. . . . Hoot Gibson and cowboy-cowgirl troupe after closing with Wallace Bros.' Circus were guests of Mr. and Mrs. Crawford Francis on the show. Gibson left to join the Hagenbeck-Wallace Circus."

ALL-GIRL SIDE SHOW: Every act presented by women! Why not? Sounds like a good idea.

MARIE LEDOUX letters from Rupert, Ida.: "Side show on C. F. Zeiger United Shows. Joseph Adje and Norman Prather, talkers; Bert Bertram and Jimmy Coleman, tickets; Jolly Marie, singing and dancing fat girl; Jollo Margo, European act; Lady Pearl, mentalist; Mildred Medalle, iron tongue girl; Doris Stevens, Chinese tortures; Jean Mennet, shooting act; Zelle, fire act; Ruby and Eddie Gonzales, impalement act; Bessie-Bassett, annex, and Louise Schafer, mistress of ceremonies. Business is profitable."

TOM RICHARDS, press agent Murray Modern Midway Shows, wired from Dayton, O.: "Two weeks here, auspicious Moose lodge, Bellefontaine, O., date for American Legion was arranged by David A. Wise, the show's new general agent. Rest of staff: Jack L. Murray, general manager; Bessie Whitnire is new secretary; Al Pine, legal adjuster, and Sherman Husted, special representative. Many thanks to *The Billboard* for its splendid co-operation."

BILLIE OWENS, secretary Sol's Liberty Shows, wrote Claude R. Ellis from Iron Mountain, Mich.: "Sam Solomon recently purchased two 60-kw. light plants from the Caterpillar Company. We have had these plants three weeks and they sure do the work. Have one more that will be delivered later this season and another one in the offing. These four plants will carry the show nicely. Some satisfaction to know that in 1938 the show will not have to bother with local light companies."

BEN C. ROODHOUSE, sales manager Ell Bridge Company, letters from Jacksonville, Ill.: "This amusement business seems to be going right along and with more settled weather conditions in the

Central West we are quite sure business from that standpoint is going to be all right. Our shipments of Big Eli equipment so far this year have been the largest in volume since 1929. Assure *The Billboard* of our co-operation at all times for the good of outdoor amusements."

Tell those bum-ear guys to box and wrestle in the "At" show and not on the midway, especially when the lot is crowded with prospective patrons.—Soapy Clue.

ROY BLAKE letters from Hot Springs, Ark.: "First 4th of July I have missed being on the road in 16 years. Am very lonesome and have been thinking of J. W. English, Dick Bays, Pop Wilson, Little Knox, Jim Simes, Harry Miller, Bob Walters and R. B. Garner. Doing very nicely with my hotel. Have bathed more people to date than in any previous year, which is a sure sign of prosperity. Many retired show people here. Am making preparations to take out my own show in 1938."

A FEW well-known lot men: Carl J. Sedlmayr lays out the lot for Royal American, Barney S. Gerety for Beckmann & Grety, Ben Williams for Ben Williams Shows and Eric B. Hyde for Eric B. Hyde Shows. These men are associate owners and owners of carnivals and are not too big nor important when there is real hard work to be done, which is probably a reason or two why they are getting along pretty well in show business. Let's hear from all who lay out their own lots.

P. W. SPARKS cards from Hollywood, Ill.: "While in Cincinnati I spoke for a few minutes on reptiles over Radio Station WLW. It was on Red Barber's program from the lobby of the Gibson Hotel. While in Washington, D. C., was a guest of Richard G. Paine, of the National Museum. When in Chicago I visited Edward H., not George Bean, the Brookfield Zoo director, and was luncheon guest of Hayden L. Harris, one of the directors of the Chicago Zoological Society. Spent a few forenoon with Director Floyd Young at Lincoln Park Zoo and was shown thru the new reptile house by him."

THERE ARE altogether too many complaints reaching *The Billboard* from ride and working men complaining about not getting paid on various rides and carnival units. If a man works he is entitled to be paid, not stalled or brassed.

A Last! Poor Kent Hosmer!

The following is the last communication received by the carnival editor of *The Billboard* from the late Kent Hosmer and written from Dearborn, Mich., at 5 p.m., Sunday, June 20:

"Dear Bill: As this is being written Sunday afternoon, the sun has been in and out with showers in between. Very cloudy right now and am afraid we are in for a good hard downpour to ruin a good Sunday night. The town is filling up with Shriners (meaning Detroit). We are playing the town of Dearborn, about eight miles from the Detroit loop. B. S. Gerety has been spending a couple of days in Chicago, returning this morning.

The clouds are getting blacker and it sure looks bad. Might have some rain. Will hold this for a while and give you the results. Later: 6:20 p.m. The storm broke 5:50 p.m., and did it rain, thunder and lightning! Plenty of wind but very little damage done—a few torn banners and some light rigging went down. Still raining some and the lot is pretty well covered with water. See no chance of opening again tonight. So the press will take a stimulator and call it 30 for this time. Adios, Kent."

RED ONION recently visited a carnival. A man came up and introduced himself. He was the son of a former independent showman. His father became a showman because he found out in his early days that there was nothing to grift, so he became a showman and was respected, because he acted like a showman should toward his associates and the public. What is the son doing now? Why the son is "sticking" in front of a bum conception. Would his now dead father weep if he knew what his son was doing? He would, because when his father was in the racket the racket had ethical standards and always gave a sucker an even break and carfare home if he was cleaned.

BEVERLY WHITE sends this from Devils Lake, N. D.: "Radio broadcasting stations have noise experts to produce artificial sounds to send over the air. Walter K. Sibley, manager of the side show with Goodman Wonder Show, is different. He carries the real noise right with him. Recently Walter K. was broadcasting by remote control from the lot in Devils Lake, N. D. He reviewed the many shows. When he mentioned Al Demberger's Motordrome and Don Carlos' Dog and Pony Show Bob Barkley, Motordrome rider, started his motorcycle. That started a fight between Walter's dog and a town dog. Really a realistic combat and with sound effects."

Horse and Buggy Days!

In the horse and buggy days, Mme. Leona Boni, still living, retired in Dayton, O., from last report, who was billed "The Unchallenged Queen of the Air," decided to change the monotony of the "old routine" by doing a "disrobe," "stripped," as the term was then applied. She then had on more clothes than the average ten-girl revue of the present day, fully clothed. But the first performance met disaster and the city fathers put a stop, with a threat of arrest of all parties concerned.—Chris M. Smith.

MR. AND MRS. MORRIS VOLTAGGIO letter from Fairmont, W. Va.: "Remember, Red Onion, we were on the Royal Palm Shows in 1935 and had frozen eustard, and that you called Nell Voltaggio "Big-Hearted Nell" because she was always slipping somebody halves and quarters to buy cats and drinks, mostly drinks. We had semi-trailers hauling fruit out of Florida and we sent the semi-trailer over to move Eddie Brenner's corn game after the fire burnt up his truck. Morris is now general manager Latlip's Home State Shows and has motorized this show. Imagine, Morris is the youngest carnival manager in the business, only 30."

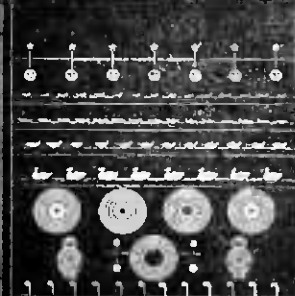
MONUMENTS TO THE LIVING of which Red Onion is originator. "Walter D. Nealand, the Dexter Fellows of the carnival game, is in Madison again as press representative of the Rubin & Cherry carnival show. Walter is a great old trouter. Thirty years ago he was coming to Madison as the press representative of Raymond Hitchcock, the musical comedy star; Robert Mantell, the Shakespearean actor, and for the hardy perennial of a decade ago, *Way Down East*. It is great entertainment to get Walter reminiscing concerning old-time theatrical stars. There was, for instance, that cold, sub-zero night when Raymond Hitchcock was playing at the old Puller and Walter was trying to get him away from the Park Hotel bar so he could be on hand for the evening's performance. During 1923 and '24 Mr. Nealand was manager of the Parkway Theater here. He says carnivals are having their troubles this year with the cold, rainy weather. Last night people were shivering at the carnival grounds."

Editor's note: That which is within the quotes is from *The Capitol Times' Good Afternoon, Everybody*, column, Madison, Wis., June 9, 1937.

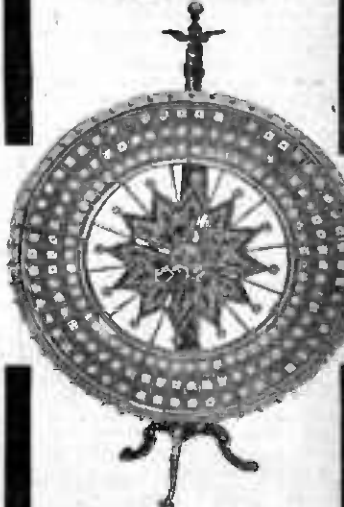
THERE IS a heavy demand of good independent carnival shows. The field is open for big ones that are novel in construction and presentation. Will some showmen kindly

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MONEY MAKERS
Rely on Evans' 44 Years' Experience for the Best Amusement Equipment.



SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.



EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and circumferential metal work, handiwork polished and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG

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1522-24 W. Adams St., Chicago, Ill.

OCTOPUS

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60 UNITS

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ABNER K. KLINE, Factory Representative.



12qt. CORN POPPER

ATTENTION — FLOSS & POPCORN Operator

Kettle Poppers \$14.00



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Double Head \$115.00

Little Marvel Hand-Powered Floss Machine, \$50.00; 1-Piece Bands, \$3.80; Super-Insulated Ribbons, \$2.80; Double Heads, \$30.00; Flavoring, Coloring, Cone Papers, etc.

A. T. DIETZ CO., 2144 MADISON AVE., Toledo, O.

build some and put them out as Lew Dufour did the Unborn shows. Big returns await the ones who will do this very thing. Wake up while the gravy is cooking to be topped up.

A. C. HARTMANN, C. J. Latscha, Claude R. Ellis and the carnival editor visited the Johnny J. Jones Exposition during its recent engagement in Springfield, O. The party was royally entertained by E. Lawrence Phillips, Walter A. White, J. C. Simpson, J. C. (Tommy) Thomas, Tom Allen and Starr De Belle, of the Jones organization. It was the consensus of the visitors from *The Billboard* that the Jones show is much larger than when last seen at the Indiana State Fair, Indianapolis, last fall. The carnival editor stands personally responsible for the statement that the Jones show is on 35 cars, has many new fronts and attractions and that it is one show that did not deem the light tower should be copied, also last season it tried out the idea. The show is, however, brilliantly decorated and illuminated and as an outstanding feature has the Hell Drivers, something new in carnival features. The free act was outstanding. All in all the Johnny J. Jones Exposition is a big and most impressive carnival and has progressed wonderfully under the direction of one E. Lawrence Phillips.



MR. AND MRS. ROY WOODS are seen here posing for a ballyhoo on the front of the Motordrome with the Blue Ribbon Shows recently at Terre Haute, Ind. The shows are rated high in the field of motorized carnivals which list such talent as L. E. Roth, general manager; Mrs. L. E. Roth, treasurer; M. Rosch, business manager, and A. G. Alexander, secretary.

HE WANTED nothing to do with the racket! This is a story told on a certain carnival manager who had turned showman: This manager wrote a well-known mender as follows: "Will make you a good proposition to handle all my concessions. All that I want you to do is to fix for the boys to work when you can. Keep down all squawks. When the boys do work you are to see that they give the office its cut, pay off the

sticks and see that none of the sticks heel hotels and rooming houses. My time will be taken up with the show end of the midway, as I think shows are very important."

GOOD LUCK ON YOUR WAY! We the committee and members of Private Eddy Post No. 66, Veterans of Foreign Wars of the United States of America, and the Daddy of Ohio, take this opportunity to THANK YOU and to partly show our appreciation for the many courtesies and co-operation extended our committee and ticket takers during the stay of the Johnny J. Jones Exposition, Inc., in our city. May you continue on your way to spread sunshine and happiness. Our best wishes for a successful season in 1937. **CARNIVAL COMMITTEE:** John F. Morgan, commander; Wilbur Harmon, Charles R. Logan, William H. Dolby, Henry F. Smith, Fleming Wiant, John R. Fox.

The above is from a printed card which was given to every member of the Johnny J. Jones Exposition by the committee on Saturday, the closing day of the Jones engagement in East Liverpool, O. Starr De Belle, in commenting on this most unusual act of consideration and appreciation, said: "It is bound to make a manager and a show's personnel feel as tho they have pleased their auspices and renewed their friendship and that they appreciated the shows coming there and working with the committee as one big concern. Good Luck on Your Way!"

WHERE IS THE OFFICE PROFIT? Last winter in Florida the racket was allowed to run one day in a certain city with a certain carnival. The "boys" tossed the natives around for a gross of something like \$2,400 in a few hours. After all the agents, reach-over men, sticks, booster handlers, law and top men of the joints had gotten their cuts the office of the carnival got the magnificent sum of \$65. During this trade all the legitimate concessions, attractions and rides suffered for lack of patronage. **50 WHERE IS the profit? Town is closed.** Natives are sore at all carnivals and decent people are wanting to keep all carnivals out of the State. It is just not good business tactics to mix the racket in with legitimate amusements. However, a large number of carnival owners are putting the ban on the racket and this is a good sign that the tide has turned in favor of show business as show business should be operated.

THESE POSTAL - GARDED — PAUL REYNOLDS, Dayton, O.: "Am still foreman with Tilt-a-Whirl on L. J. Heth Shows." **GEORGE WALLS,** Jefferson, O.: "With Jimmie Rodgers again, but this time as cookhouse manager.

New frameup completed. Rodgers was formerly an athletic showman when Harry Copping had a show." **WILLIAM R. DYER,** manager Dyer's Lotta Hokey Shows, Cambridge, Ill.: "Had some athletic show people come on to take charge of my new Athletic Show. They stayed three days, went on the nut at cookhouse and got some cash. After putting up show for them and giving them all the co-operation possible I woke up on a Thursday morning to find the entire athletic crew gone, also a tail light, some globes and several gas tanks were strangely empty. Earlier in the week one of these so-called athletic showmen remarked that there are very few good showmen on carnivals anymore. Ho! Hi! Hum! It is a gay life if we do not weaken." **ERVIN EULE,** concessioner Art Lewis Shows, North Adams, Mass.: "Have four concessions. Rollidown, Teddy Underwood, Scranton Red and Georgia Kid. Blowers, Ervin Eule, Eddie Lowring, Lew Bernstein and Ben Cohn. Joe, Monroe and Ervin Eule joined Showmen's League of America thru Morris Lipsky of Johnny J. Jones Exposition." **ROBERT C. HUNT,** Dennison, O.: "Am not with a circus this season, but with Art Converse's Side Show on Gooding Greater Shows No. 2, selling tickets and doing okeh. Will be glad when the sun shines permanently and everybody can get dried out. Had a very severe wind, rain, hail and electrical storm here opening day Monday. No real damage and show opened that night on time." **CAPT. SIDNEY HINMAN,** Jamaica, N. Y.: "Had to give up show business about a year ago. Much better now and able to get around. Rheumatism. Sold my aquarium show to Ernie Shafer, who has it on Ideal Shows. Still have my freak kitten, 2 bodies, 1 head, 8 legs, 2 tails and 4 cars. Playing church bazaars. I think this is the smallest show beneath the sky." **BILLY BUNTS,** *The Billboard* agent, Crystal Exposition Shows, Pulaski, Va.: "Doc Feimet left the shows for the 10th time. I think this makes a record. Doc was press agent last season and concession manager for this season up to time he left." **HARRY FALLOR,** Fairfield, Ill.: "June Sneider, daughter of Mr. and Mrs. C. W. Byers, Byers & Beach Shows, while playing in a park near the lot fell and broke her arm. All on show wish her a speedy recovery, as the wooden horses on the Merry-Go-Round miss her." **WILLIAM R. DYER,** Lena, Ill.: "New Octopus ride rolled on the lot here at 4 a.m. June 29 and in exactly one hour and 29 minutes after foreman Ellsworth McAttee and crew started unloading the ride was in operation. Work and co-operation of this kind are in my estimation worthy of mention." **EDWARD L. MURPHY,** Beaumont, Tex.: "Was general agent and legal adjuster for 16 years. Been practicing law in San Antonio for seven years. Am going back in show business. Three carnivals within 11 miles of here for 10 days. Whew!" **J. R. Edwards** Shows, Upper Sandusky, O.: "Pat Davis is going places with Edwards Shows. He recently purchased a new Chevrolet coupe." **FREDDIE MYERS,** Knoxville, Tenn.: "Left Cumberland Valley Shows. All business dealings with Manager Ellis Winton were wonderful. Left him to promote some

fairs in North Carolina." **HAROLD LOYD,** Sandusky, O.: "On the Boardwalk at Cedar Point. Doing fair business with shawls. With me are Louie Appell, radios; Wayne Nelson, quilts and dolls; Tom Amato, devil's howling alley. Business in general here is above last season."

GEORGIE LEE, Key West, Fla.: "Was talker on minstrel show with late Ben Krause Greater Shows. Am working now. Shorty Harris and Rufus Simpson are here too."

Boy and Girl Wed And Are Feasted

MINOT, N. D., July 10.—Franklin D. Roosevelt Jr. and Ethel du Pont Roosevelt were not the only newlyweds to have a wedding reception as the month of brides faded out. At 11 o'clock June 30 Victor Roper, of Goodman Wonder Show, and Helen Rose Farr, his bride, were tendered an elaborate wedding supper in Eddie Madigan's cookhouse in Devils Lake, N. D.

Max Goodman, master of ceremonies, sat beside the bride at the head of the table. Their vis-a-vis were Mrs. Goodman and Roper. After a sumptuous repast Goodman toasted the couple and presented them with a substantial present in the name of friends on the show.

Among those present at the feast: Harry Bernstein, Zella Boyd, Davo Campbell, Eddie Constock, Mr. and Mrs. Don Carlos, Mr. and Mrs. Goldie Pitts, Mitz Pitts, Dr. Sam Friedman, Mr. and Mrs. Max Goodman, Mr. and Mrs. Joe Goodman, Jacques Goude, Milton Green-span, John Harrison, Naomi Harrison, Egon Heinemann, N. Millioneall, Dale Monerief, Paul Moore, Mollie O'Neill, Verree Roberts, Victor M. Roper and wife (bride and groom), John Sandberg, Mrs. William Schwartz, Julius B. Shuster, Mr. and Mrs. Walter Sibley, Mr. and Mrs. C. M. Smith, Mr. and Mrs. D. B. Stock, Val Thompson, W. E. Thompson, James W. Zaharee and Albert Zimmer, Eugene Dixon and John McCormick furnished the music.

FAIRS ARE BEING

(Continued from page 48)
enough to let the show display itself in color and glory. That is what it did. The grand-stand attractions were a great come-on for the midway and vice versa. Every show is registered up to standard. Among visitors who took dinner with Mr. and Mrs. Max Goodman in Eddie Madigan's cookhouse are these Regnans: Mr. and Mrs. D. T. Elderkin, Mr. and Mrs. W. B. Elderkin, Mr. and Mrs. Nate Andre, Mr. and Mrs. E. G. McPherson, Mr. and Mrs. T. A. McCusker, Alderman C. M. Flues and C. W. Thurston.

This was the biggest and most beautiful fair Minot has ever staged and went over in like proportion. With scores of real cowboys and cowgirls on every hand, it really was a picture of the old Wild Western days when the buffalo was driven from the plains by the wheat growers from the East.

Warren Wright has been ahead of the show fulfilling the duties of general agent. He dropped back here for a short call. Incidentally J. C. McCaffery, president of the Showmen's League of America, paid the show a visit. Show sees him quite often and he is as welcome as if he were a member of the Goodman Show family. Reported by Beverly White.

SEASON ON

(Continued from page 48)
the carnivals held to the industrial centers, returns have been satisfactory. The big surprise has been New York State and especially the sector surrounding the big city. In this locality all have done well, and during the peak days of July 3, 4 and 5 many scored the best business since 1929, all of which marks another line on the board of progress.

Many of the biggest events of the season are yet to come both in the United States and Canada and there does not loom on the carnival horizon one speck that would indicate that business will be anything other than of record proportions.

Another thing to indicate that the carnival is leaning to closer co-operation is the fact that the American Carnivals Association has taken on new life and to date has signed up quite a large number of new members.

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Motordrome with two Bally Machines, \$300.00; Minkey Motordrome with two Cars, complete with Top, \$300.00; Electric Kiddie Aeroplane Ride, \$300.00; two Merry-Go-Rounds will sell for \$500.00 each; one 10x30 Corn Game Frame and Top, \$50.00; one 10x20 Frame and Top, \$35.00; one 10x12 Frame and Top, \$20.00. All this equipment stored in South Bend, Ind. J. G. WEER.

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Now that the 4th of July is over and you want to know where to go—
JOIN BEN WILLIAMS SHOWS
Opening at Hallowell, Me., July 29, with a string of strong classic spots to follow.
WANTED
Motor Drome, Grand Shows and other legitimate Concessions, such as LOOPIT, SKEE-BALL, Etc. Will give exclusive on American Palmistry with attractive frame-up.
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Great Lakes Exposition Midway

CLEVELAND, July 10. — Herman Rudolph Pirschner, manager of Alpine Village and Show Boat, celebrates his 30th birthday on July 28. Educated as a textile expert, he was in turn professional boxer, wrestler and restaurateur. Plans a special celebration for his natal day. . . . Sensation of the Aquacade is William Kelly Northrup, 19-year-old Cleveland boy and a champion diver. Aided Floyd Zimmerman coach the Marine Show last season. Billy Rose plans to star him at New York Exposition.

Billy Hess and Beef Trust chorus of Pioneer Palace were aired on radio this week. Hess, handbell artist, is 67, a grandfather, and started on Gus Sun Circuit 50 years ago. . . . Dennis Murray, who has been with Billy Rose in past seasons, is stage managing Aquacade. . . . Adela Rogers St. John, of film column fame, and husband, Joe Toole, took in exposition on Fourth. . . . So did Everett Rhodes Castle, who writes stories for Saturday Evening Post and sells them to Hollywood. . . . James Melton is established as current star at Sherwin-Williams Radioland. . . . Aileen Higgen is having her automobile painted with strobolite. . . . That's stuff you see in the dark when ghosts are produced at seances.

Willy Schneider, director of admissions at Aquacade, got soaked during July 4th cloud-burst. He spent rest of evening wearing a pair of mid-nineteen trousers belonging to one of checkroom girls. . . . George Jones, who leads old-time singing at Pioneer Palace, was a member of "That Quartet," of vaudeville fame. Its four members tipped scales at better than a ton and were headliners in good old days. . . . Puppeteers of Tony Sarg Theater gave a blowout to Dick Pope, who represents stagehands there. Pope took them to Otto Moser's Cheese Club and showed them rooms lined with auto-graphed photographs of stage stars of last 50 years. . . . Johnny Hayduk is making a hit with his orchestra at Alt Heidelberg, aided and abetted by Proprietor Art Tannenbaum's singing of old German songs and sentimental ditties.

Nadine Bonnell and Jeanette Kerness, two of chorus girls at Pioneer Palace, sported on same spot last season when it was French Casino. . . . Carl Eckley and Frank Sellen, teachers in Addison Jr. High School, are serving as cops this summer on grounds. . . . Howard Nixon has arranged with Herman Pirschner to bring local University of Pennsylvania Club to Show Boat for a blowout July 14. . . . Bob Lawrence, who tensors his way thru Aquacade show three times daily, started out to be a petroleum technologist.

Cole Porter was a visitor at grounds over Fourth. . . . So was Dorothy Lee, of radio and film fame, and husband, A. G. Atwater. . . . State Skating Association members have taken to frolicking on ice of Winterland during odd moments. . . . Henry Morton, boy, who does such a fine job slapping bass fiddle with the Four Hickory Nuts in olio to Hargrave & Reicher's *The Drunkard*, is being pointed for a vaudeville tour. . . . Ted Weems and band are now furnishing contributory music to Aquacade as newest name group to back Stubby Gordon and his boys.

Marsh & McLennan, of Chicago, handle insurance of *Crown of the Andes*, million-dollar jewel display offered by Warren Piper and his associates. . . . but amount of insurance is not disclosed. . . . To give an added interest to Fourth, Mrs. Ida Roberts, of Cleveland Public Library, delivered a series of talks on Independence Day, Declaration of Independence and Constitution in *Making of a Nation*. . . . One of popular members of Aquacade organization is Clara Schuman, wardrobe mistress, in charge of \$40,000 worth of costumes, including silver brocade train of more than 800 square yards used in finale. Train is kept in a box and removed under her direction just before its use, being replaced immediately afterwards.

Eleanor Holm Jarrett, swimming

beauty, has set a new style for feminine visitors with a handkerchief over head shawl style. . . . Edward M. Egglestein, of New York, who painted official exposition poster, was center of admiration of mid-nettes during his visit Sunday. . . . Ohio Building registrations show visitors from every State in Union, also China, Belgian Congo and Russia. . . . Concessioners Al Geist, Ed Cunningham, Frank Hoffman, Elmer Lehotoy and Sam Gutwirth made a killing during capacity performances of Winterland during triple holiday. . . . And Frank Marshall, W. E. Watt and H. V. Carter, who engineer ice, were kept busy during that time maintaining smooth surface for performers.

Harry and Al Zaidins, brothers of Murray Zaidins, who handles credentials for midway and Streets of World, came on from Milwaukee to visit him during holidays. . . . Russell Bradshaw, escape artist, is working as an added attraction to ballyhoo Tony Sarg puppet theater. Bradshaw gets crowd and then Manager Robert Taylor or "Rusty" Young offer honeyed words which lead them into show. . . . Billy Rose flew back to Cleveland this week to give his interests once over. . . . Reuben A. Bernstein, manager of Aquacade, is well known to burlesque and husband of Hinda Wassau, famous strip teaser. . . . Ann Corio, said to be highest paid strip teaser of them all, vacationing in Cleveland, is visiting exposition daily. . . . Her brother-in-law, Harry Callahan, manages Pioneer Palace.

Ralph Johnson, who does Prince Charming in Winterland, departed for east this week, to be succeeded by Albert Cazentre, of Royal Opera at Rome. . . . Cast in principal roles in musical portion of entertainment are Isaac Van Grove, Harry Horner, Blake Scott, Leo Kopp, Richard McClure, Howard Felten, David Neighbor, Stewart Bouck, Charles Way, Paul Flood, William Blalock, William Pilcher, Richard Reeves, Philip Simons, William Smith, Ralph Jameson, Virginia Gibson, Virginia Finney, Vera Trexler, Josephine Brannan, Mary Trexler, Doris Wyatt, Shirley Kuhl, Ann Jean Chopp, Carroll Chopp, Dorothy Galloway, Cecelia Bozek, Dolly Nichols, Don Ralls, Robert McCoy, Clude Loughridge and Robert Blouch. . . . Ralph Fry and Frank B. Sellen, police at main gate, are winning much praise for their efficiency and politeness. . . . Frank Duffield's fireworks barge suffered a slight blaze other night, being saved by Desire, a passing lake yacht, which offered first aid promptly and efficiently.

"Shack"—S. M. Shackelford—has three locations, two exclusive for pens in Lake-side Hall and Hall of Progress and one for kitchen gadgets in Varied Industries Building. Charles McGair, Harry Smithyman and Andy Melford are holding down these locations. . . . Burk Brothers, Tom and Dave, are representing Quarrie Publishing Company with *The World Book Encyclopedia*. Publication has increased its sales since entering industrial show field and credit belongs to boys with a world's record at Detroit Builders' Show. Both say they expect to come close to this record this season. . . . Tom Burk is going into import Panama hat business at close of exposition.

Hungarian dolls are featured at A. Barbett's concession on Vajda-Hunyad avenue and also at Hungarian Shop, operated by Mrs. Dones Zeletzky. . . . Otto Pirschner has extended confines of his Alpine Village to an outdoors setup, with tables, sun shades and chairs overlooking midsection of midway. . . . Jean Skelly, of exposition press office, rates with any of advertised beauties on grounds. . . . Lupe Velez, visiting husband Tarzan Weismuller, reports she is translating a work of Blasco Ibanez for her own use on stage or screen. . . . Marshall Wayne, Dick Degner, Bill Northrup, Charlie Diehl, Eleanor Holm Jarrett and Aileen Riggan spent an afternoon at Bratenahl swimming for youngsters of that swanky spot.

Ben Parks and Duchess Olga joined Nat Eagle's Midget Vaudeville. . . . Things moved fast at Charley Poole's Grapefruit Winery when Henry Butts came on from Clairmont to assist in place. Butts met Gene Black, a Cleveland girl, who was a waitress. Henry and Gene were married forthwith and have gone back to Clairmont to make their home. . . . Red Marcus was joined by his better half this week, who came from Milwaukee to remain the season. . . . Gene Hoffman is doing a good job as inside lecturer at Jack Greenbaum's Fountain of Youth. . . . and Red Marcus and Whitey Woods alternate in front to bring them in. . . . George Johnson, with the Nudist Colony last season, was a visitor this week. . . . So was John D. Lippey, who traveled country with Wonder Car Museum for several years.

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Fairs Start August 12, and Then a Long Season South.

WANTED—Side Show Manager. Have complete Five-in-One, new outfit. Also want Side Show Acts; office guarantees salary.

WANTED—Grind Stores that do not conflict. Reasonable Privilege.

July 12 to 17, St. Johnsbury, Vt.; July 19 to 24, Laconia, N. H.

COREY GREATER SHOWS WANT

Show and Concessions for balance of season, playing a string of Celebrations and Fairs. Will furnish outfits for Shows, and will place on liberal terms. On account of people changing, will place Kiddie Rides at once. Special inducements to Shows and Rides with their own transportation. Cooze-Weels and Can Rack. Want to buy for cash, Kiddie Auto Ride. Write, wire or come on. Nanty Glo, Pa., week July 12. P. S.—Can PLACE Free Attractions.

AL C. HANSEN SHOWS WANTED

FOR GOOD STRING FAIRS AND CELEBRATIONS, FOLLOWED BY COTTON SPOTS, Legitimate Concessions all kinds. Frozen Custard, Diggers and first-class Cook House. Good proposition to Shows with own outfits other than Old Athlete or Circus Side. Chas. Russ can use Feature Dancers for Revue. Jack Platina wants Wrestler. Capable Single Electrician and Ride Help. Kiddie Ride Man. Bob Hartmann comes back. Have complete outfit for Snake Show. WANT Circus Side Show Acts and Freaks of all kinds. Dick Astera, Lila, Twisto get in touch. Models for Peeing Show. Address Hannibal, Mo.

15 Years Ago

(From The Billboard Dated July 15, 1922)

K. G. Barkoot Shows were said to have been the first organization to receive a contract under the new Pennsylvania Railroad rates for hauling carnivals, circuses, etc., west of Pittsburgh. New rate called for a 10 per cent reduction in hauling and parking charges. . . . Under a new management and with five feminine artists augmenting the troupe of divers and swimmers presenting the Aquatic Fantasy performance with the S. W. Brundage Shows, the attraction opened to good business at Belvidere, Ill. . . . Burns Greater Shows were awarded contracts to furnish midway attractions for a midsummer festival at Shattuck Park, Parkersburg, W. Va., during the week of July 10.

Despite the fact that the Rubin & Cherry Shows found the lot at McKeesport, Pa., under water upon arrival there, most of the shows opened to splendid business. Some heroic work getting located on the grounds was responsible. . . . C. R. Leggette Shows were furnishing the midway attractions for the annual roundup and Independence celebration at Dewey, Okla., to a genuine old-time "red one." . . . J. F. Murphy Shows were enjoying good business along with ideal weather at their Lansing (Mich.) stand. . . . F. M. Vernon, general agent, had just undergone an operation at Alexian Bros.' Hospital, St. Louis.

C. J. Burkart's Great Southwestern Shows were playing the Iron Range in Minnesota to satisfactory business. . . . Ellwood City, Pa., proved to be one of

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Griddle Man and Chef, Cook and Pastry. Salary sure every week. Curly w/o.

JACK GALLIGAN

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WANTED

Freaks and Side Show Attractions for Circuit of Fairs. Good proposition for capable Front Man, Attraction for Annex, also Novelties. Pipers. Address H. SINGER.

Care Greater Exposition Shows, this week Jackson, Mich.; week of July 18, Lansing, Mich.

Pony Track For Sale

Including new Track Equipment, Ponies, also advertising Pony Wagon and Harness for four-pony hitch. All working here. Consider partner. BANDMASTER, BANTLY ALL-AMERICAN SHOWS, Kana, Pa.

the banner weeks of the season for the World at Home Shows. . . . Lachman Exposition Shows enjoyed the biggest opening night of the season at Missoula, Mont., when the natives turned out en masse, seemingly in protest against the action of the Kiwanis Club, which asked city officials to pass an ordinance to prevent the organization of any other shows of a similar nature to exhibit in the town. . . . The Ormsby World's War Trophy Exhibit, formerly with the World at Home and later with Zeidman & Polle Exposition Shows, had just completed a successful three-week stand in a store room on Vine street, in the heart of Cincinnati.

Good and bad weather greeted the J. George Loos Shows at Pittsburg, Kan., where they played an eight-day stand to only fair business due to the coal-strike conditions in that section. . . . During the engagement at Elgin, Ill., members of the L. J. Hoth Shows held an impressive memorial service at the grave of the late Daddy Corning. Mother Corning was also present.

West Bros. Amusement Co.

WANT TO BOOK MOTORHOME. Will buy or book Fun House. Want Girls for Girl Show. Bert Boyson wants Agents. Ride Help in all departments come on. Will book Concessions that work for Stock. Valley City, this week Fargo, downtown, week July 18th, Wahpeton, week July 28; all North Dakota.

West Coast Amusement Co.

Bend, Ore. Week ended June 26. Weather, fair. Business, good. Bend lived up to its name so far as this show is concerned. It was the "bend" or turning point for a show that has had three consecutive weeks of had business. Nice business registered by everyone first part of week. Friday and Saturday big. M. E. Arthur enlarged his Side Show. Rudy Jacobi joined Side Show as front man. Mrs. Jacobi took over annex in dope show. Miss "X" (Mattie Clark) replaced LuVerne in side-show annex. George Conklin, secretary-treasurer for Arthur enterprises, all smiles over increased receipts. Carl Holt sports a new Chrysler sedan. Bert Clausen, "Barnum" of riding devices, has Whip repainted and Twin Loop and Octopus ablaze with lights. Owner Mike Krekos pleased with everything in general from show's spick and span appearance to route contracted by General Agent W. T. Jessop. General Superintendent Leo Leos carries a cane on his tours around lot. GLEN LOOMIS.

American United Shows

Great Falls, Mont. Week ended June 26. Weather, wind and rain Monday. Business, good five days. Rides had good week, but concessions did very poor. H. H. Avery put on two new concessions. Octopus top money for week and Dodgem second money. Visitor: Irene Case, an old friend and employee of Gardena Troupe. Her home is here, where she is recuperating from an operation. She gave a home-cooked dinner, which was enjoyed by all from the show who attended. Pierre Cullette, advance agent, reports that shows will try out many special nights. Manager A. B. Miller, who was country store man in theater for years and who managed many of West Coast moving picture theaters, has run everything from weddings, country stores, pal nights, amateur nights, two-for-one, and expects to give them all a try on carnival grounds. He hopes they will prove as successful there as they did in theaters. His policy is that you must have people on the lot to get money. Virgie Snow added a new milk bottle ball game. A. B. MILLER.

Hennies Bros.' Shows

Waukegan, Ill. Week ended June 30. Auspices, Central Labor Council. Location, Grand avenue at Berwick boulevard. Weather, very bad first part of week, extending show's engagement. Attendance and business, fair. Opened Thursday night instead of Monday. Visitors: Mr. and Mrs. Mike Barnes and children, Chicago; Simon Ehrlich and William R. Hirsch, Shreveport, La.; Nelman Elsmann, Joseph Striebich; Mrs. Denny Howard and daughters, Ruth and Pat, all of Chicago; Gene Berni, Ned and Louie Torti, Milwaukee; Larry S. Hogan, Beckmann & Greely Shows; J. C. Simpson, Johnny J. Jones Exposition; Mr. and Mrs. J. C. McCaffery, Rubin & Cherry Exposition, and Milford Smith, Segel Tent Company. Mrs. William Kempf received a canopy for her Shetland pony track. New front entrance arch is ready and truly an innovation to midway organizations. Handiwork of builder, Jack B. Rhodes. Mrs. Tom Adams is back on show after undergoing major operation two weeks ago. Eddie Davis has cookhouse on show, joined here but played in bad luck first week by having his car stolen in Chicago, where he sent it to buy and pick up some additional cookhouse equipment. JOE S. SCHOLIBO.

Tinsley Shows

Week ended June 26. Kannapolis, N. C. Auspices, American Legion, China Grove Post. Location, Ridge avenue. Weather, good. Business, excellent. Being first carnival to play here in many years, business proved very satisfactory, with Saturday registering biggest day of season. Another noteworthy feature of engagement was that concessions operated as late as 1:30 a.m. on more than one occasion. After experiencing 10 weeks of bad weather, during which time from two to four days were completely lost, smiles came back to faithful who stuck it out. Territory played by show is practically maiden and each day weather has allowed showed signs of healthy business. Perfect co-operation on part of committee and local authorities made engagement event more pleasant. Mr. and Mrs. E. G. Fisher and Mr. and Mrs. Earl Lee added another concession to string, cigaret gallery, operated by Fisher. Other concessions

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

sions are strip photo and lead gallery. Bill Barrett back with diggers. Roy Benn building new booth. Benny Wolfe received new bingo canvas and house trailer fly, also Mrs. Morley with new top. Frank Meeker received new band uniforms. Not forgetting Mrs. Meeker's arrival after an engagement in Japan. Several old band boys now in Cannon Mills Band nightly visitors. Band ran up to 16 pieces one night. Carl Freeman new foreman Merry-Go-Round. Jack Wells, assistant electrician and trombonist, departed, also Iodine Bailey, of Caterpillar. Tom Norton and Vinson Sheppard showing speed in erecting this ride. A. L. Sykes' colored band now featuring Jessie, sensational woman trombonist. Both bands doing daily concerts and parades. Horb Tisdale latest arrival. C. W. Crawford on lot for a few minutes. Mrs. Tinsley visiting in Greenville. S. C. Frank Waters and sister, Sarah, frequent visitors. R. F. McLENDON.

Greater Exposition Shows

Gary, Ind. Week ended June 26. Location, Armory Field, 11th and Madison. Auspices, Harold Brown's Division Police Department. Pay gate, 10 cents. Weather, ideal. Business, very good. Dick O'Brien won another "blue ribbon," landing lot in heart of city. Showfolk from Imperial and Oscar Bloom's Shows banqueted. Rajah Rodah and

added two billposters and one lithographer and banner man. Wednesday night after midway shut down John Francis Traveling American Legion Post, with Nathaniel (Barney) Stone, commander; Harry Reynolds, adjutant, and writer, honorary chaplain, and 60 charter members, with officers from two Hammond, Ind., posts, met in Paris Before Dawn tent. After ritualistic routine, vaudeville program with Carolyn Lee Wood, child prodigy; Maxine; Herman Singer, Mysterious Sex Perplexity; Len and Roy, Slim Atkins and Rajah Rodah in out-of-ordinary stunts. Rae Pritchard, society editor Post-Tribune, chaperoned Gary's leading society folk over midway. Society page crashed. Big event of week banquet honoring Hon. C. R. (Toke) Bickel, South Bend, Ind.; his brother, Elmore's wife, Esther. Dr. Bonine, Niles, Mich., eye specialist, honored with twilight dinner. DOC WADDELL.

L. J. Heth Shows

Dayton, O. Week ended June 26. Weather, some rain. Business, fair. First week of 10-day engagement of show here turned out fairly well for all departments. Rides did nice business, with Octopus getting top money. Charlie T. Goss was visitor and while his firm is delivering a 1937 Chevrolet tractor will pick up a new trailer from Springfield Wagon Company. McMahon, of latter



HERE IS A 1937 MODEL SCOOTER RIDE with the Rubin & Cherry Exposition which is office operated. Photo taken from top of Big Eli Wheel units on the closing day of the engagement at Appleton, Wis. Note line of patrons on runway waiting to ride this most popular amusement device.

Maxine entertained Kiwanis Club. On air daily, "Doings" for Margaret Maddox, Clearwater, Fla., who joined her sister, Mrs. Crawford Francis, for college summer vacation. Larry Hall has dining tent. Triumphant entry to "Joy zone" of Herman Singer and his freaks. With it: Lady Francine, sword swallower; Mysterious Wesley, magician; Carter, man of iron; Gloria, sex perplexity; Howard, lobster boy, and Herman Singer, human volcano. Mabel Starkey arrived. She and husband, Starkey, official painter-decorator, have new house living trailer. Col. Walter Japp added gas chamber to Crime Show. His lecturer, Ralph Stevenson, praised by press. Every spot brings scores of visitors to veteran A. G. Lowande, of famous Lowande barbecue sonsaluting family. From Chicago came once noted rider, Clarinda Lowande, now wife of Harry Lamkins. Two other prominent visitors, Harold Canada and Thomas Moore. D. C. and Mae Bogue again in sweetmeat row with popcorn and peanuts. Lola Thomas ministrals laid off. Neal Coffey, her orator, associated with Fatty Funmaker Slatts in grab joint. Mrs. Neal Coffey went to her daughter, Imogene Oldham, at Chapman, Kan. Daughter to have major operation. Oldhams are show owners. Herbert Bell, Billy Kirby and Jackie classified as three smart kids in show game. Birthday parties for Crawford Francis, Jackie Harris, Irene LaZarro, Peggy Stone, Pld Church and W. H. Hume. Len and Roy, broadcasters, in private life Roy Leonard Hursh and Roy Praxina, dancing with Hawaiian burlesque. Clarence Keyton, billposter,

firm, also a visitor. W. L. Bleachler, of United Fireworks Company, was here and took charge of evening fireworks display. Jack Drake, electrician and chief mechanic, is busy. All trucks are in tip-top shape. Show is brilliantly lighted. Charlie Miller, the show's The Billboard man, has increased his order each week since it has been out. It won't be long, Charlie says, until he will be ordering 100 Billyboys each week. Jack Murray Shows playing day and date here. Many visits exchanged. JOE J. FONTANA.

Crystal Exposition Shows

East Radford, Va. Week ended June 26. Auspices, fire department. Location, Highway No. 11, outside city. Weather, fair. Business, good. Third year that show has appeared here. People flocked to grounds every night. Good Fellows' Club held party that was enjoyed by all members of show. Alta Mae Bunts acted as emcee, and she presented the best show that has ever been presented on stage of Minstrel Show. Manager Bunts purchased two new tops from Dize. Mr. and Mrs. Johnnie Bunts purchased a 10-foot fly for their housecar and have also added new ball game. Mmc. Zetta, featured with side show, doing a wonderful business, topping all shows every night. Minstrel Show is doing a nice business, with Eddie Mack on front. Mrs. Eddie Mack and her Sex Show had good business. Murphy's Midgets, featuring boxing, packed them in. Arthur Carver, of Carver Bros., purchased new Auburn

roadster. Editor R. H. Jones of Radford News-Journal constant visitor. His paper gave show plenty publicity. Walter Bunts has charge of front gate. Leo M. Bistany, of Orange State Shows, a visitor; also Al Dawson, old-time circus man. DOC R. G. FELMET.

Bantly's All-American Shows

Monessen, Pa. Week ended June 26. Auspices, Thomas McKee Post 28, American Legion. Location, Tin Plate Field, heart of town. Ten-cent pay gate. Weather, lost Monday, rain, balance of week clear. Business, good. Lot in shape for Tuesday night opening. Bud Bantly, son of owners, out in high boots pushing and pulling cinders, driving trucks and doing a man's job. Junior Drum and Bugle Corps of Legion, which consists of 65 youngsters ranging from 5 to 16 years, paraded daily. Pet parade Wednesday afternoon and baby giveaway Wednesday night drew large crowds. Frank Sheppard, electrician, was victor in floodlight argument. Juice wagon now has four flood lights on top of it, one on each corner. These lights beam to each corner and lend a lot to improve appearance of midway. Sam Hull built two towers for front of his Palace of Sex Science. Towers being on opposite side of midway with flood lights showing on banners. Goodfellows' Club Wednesday night featured Kangaroo Court, with Johnny Caruso as emcee or court crier. M. Cheatham as judge; Benny Smith, defending attorney. Defendants were fined a song, dance or story, and if they didn't produce were in cash. Gross fines, \$7.55. Mrs. Bantly was fined a song and she sang. Eddie Lewis joined, going very very big with Rhythm Revue. HARRY E. WILSON.

Endy Bros.' Shows

Philadelphia. Week ended June 19. Location, Front and Nedro streets. Weather, rain, cold, clear two nights. Auspices, Mother Moore Activities. Business, fair. Show had two dates. One here and other at Pottsville (Pa.) firemen's convention. Got rained out in both localities, but in spite of all this handicap each unit did a fair business. David B. Endy, general manager, with Eddie Lippman, business manager, doing marathons between both spots. A new addition: Well-known producer of foreign revues, Robert Mansfield, presenting his Hawaiian Screamers in a colorful production with cast of following: Dancers, Jean Mitchell, Madlyn Parker, Kay Carver, Ella Reeves and May Griner, Lucana Sanchez, blue singer. Musicians, Robert Hall, steel guitar; Jack Ereston, Spanish guitar; Anthony Sanchez, Zamoran Bass and Don Delmar, Lee Holdfast, boss canvasman; electrician, Louis Pieven; tickets, Ernest Baries and Sam Carver. Robert Mansfield, emcee, owner and producer. Friday and Saturday while cloudy and rain turned out fair business. Same in Pottsville. HARRY BENTUM.

West Coast Shows

Elizabethtown, Wash. Week ended June 26. Auspices, American Legion. Location, South Main and city limits. Weather, rain first three days, last days ideal. Business, good. Spot real surprise of season. All "wite ones" predicted a bloomer and were agreeably fooled. Harry Gordon, general agent, returned and reports show well booked up. Ed Smithson, of loop-the-loop and leap-the-gap fame, states that he is busy. He manages to keep Eli Wheel filled with banners and also is lot man. Tuesday evening at 8:30 a small tornado swept over midway, leveling Side Show to ground and completely ripping Matordrome top. Clark Willey, owner of dome, ordered a new top and old one repaired. Writer closed with side show at Walla Walla and with Ray Hamilton took over management of Wonderland Show. Roster is: Fay Ridenour and Ray Hamilton, managers, Ray handling front and Fay inside; Al Johnston, bally man and No. 1 ticket box; Roy Colby, No. 2 box and assistant on openings; Ann Hamilton, Ellen Ridenour and Babe Gaskill (formerly Babe Sanford), working bally and illusions. Program: Magic, substitution trunk mystery, Punch and Judy, vanishing and reappearing pigeons, doll house illusion, card tricks, Peggy from Paris, half lady on swing, magic and writer's method of Shooting Thru a Woman as closing trick. Headless girl is used as a bally illusion. Ray Hamilton formerly managed Athletic Show. Bob Collins and

Iron Chamberlain have taken over Athletic Show and reported good week's business. Iron has recovered from injuries received when truck in which he was riding overturned. W. D. Newland has charge of concessions. Eleanor Hobson is selling tickets on front of mentalist booth. Mickey Johnston and Mrs. W. D. Newland are readers. George Raymond and wife, from Piccadilly Circus, joined English Jack and are working on his concessions. Owner Spike Higgins made a trip to Seattle. Mrs. Huggins and small duck, "Oscar," which she adopted, can be seen on the midway daily, Oscar following her like a dog. Doc Forbes joined Ten-in-One and is getting a play with tattooing. Fred Prussing works on Loop-o-Plane. Jean Hendry, midgot mother, and baby joined Side Show. The Ellensburg Record gave show quite a story, featuring Side Show and Flea Circus. C. M. Elliot returned with Eric Digger concession. Jeff and Lola Griffin and Mr. and Mrs. Johnny Warner, of Side Show, purchased living tops. Jeff Griffin (Zaballo), of Side Show, is knocking them over with his torture act. Local papers and radio station gave American Legion and show plenty of space in newspaper and a daily program on air. **FAY RIDENOUR.**

Eric B. Hyde Shows

Jeffersonville, Ind. Week ended June 26. Location, City Park. Auspices, mayor's park fund. Weather, ideal. Business, excellent.

Show ended Louisville engagement playing Sunday at 16th and Hill location, moving to Jeffersonville Monday morning and all ready to go at night. Location one block off main street was ideal. This first show in 16 years which is a record of some kind. Engagement was made possible thru overtures and assistance of officials of Louisville who backed up Mrs. Terrill's claim of having cleanest show possible. Business opened with a bang and increased each night throughout week. Best stand of season for everyone. Strouble's Kiddie ride and Harriman's custard left to join another show. Madam Cushing's slide for life added to free-act program, making five aerial acts now in midway circus. **JAN HYTE.**

New England Shows

Lowell, Mass. Week ended June 26. Location, North Common. Auspices, Holy Trinity Church. Weather, one day rain. Business, fair.

Show played heart of city. Monday evening lost account of rain. Good cooperation from auspices. Thousands of people turned out nightly. Every show, ride and concession received good patronage. A committeeman was in every booth, merchandise and otherwise, to assure a fair deal to both patron and operator. Thursday night fireworks in conjunction with regular free attraction. Frank Pope's and J. H. Carney's bingos had great play all week. Midway resembled fairgrounds with great number of eating concessions and all did excellent business. Show buying new 75 k. w. transformer, also new Ford truck. Mrs. Belle Kilonis had banner week of season with her pop corn. Lloyd Williams left for week-end visit to his home at Providence. R. I. Mrs. Billy Giroud, children and writer visited Mrs. Giroud's mother, who has home in near-by town. Jack Barth, Sammy Cohen and Slim Cavanaugh did extraordinarily well with their gift store. **SONIA GIRROUD.**

Western States Shows

Thermopolis, Wyo. Three days ended June 16. Location, rodeo grounds. Auspices, Volunteer Fire Department. Weather, good. Business, fair.

Basin, Wyo. Three days ended June 19. Location, Legion showgrounds. Auspices, American Legion. Weather, good. Business, fair.

Show made a little money. On account of floods changed route and played above small towns three days each. Show brought them out from hills, sales and forks of creeks. No big money but satisfactory.

This show not framed for split weeks, but except usual carnival squawking all proved their loyalty to management by untiring efforts to see that dates were made in time. Wild West, Bill Carr, manager; Minstrel, Billy Williams, manager; Eli Wheel, William Dugan, foreman. Arrived in Thermopolis late Monday afternoon on account of delay by

railroad, but were up and running at opening time.

Every city and county official and two committees were behind the show 100 per cent. At Thermopolis Mr. and Mrs. Skinner, of Skinner Hotel, were on lot each night with Mr. and Mrs. McCurdy, of Yvonne show.

Thermopolis a resort town and entire troupe enjoyed hot sulphur baths and swimming pools. A swimming party Tuesday night in honor of Mrs. Rose Marie Ruback's birthday. Following attended: Mr. and Mrs. Larry Mullins, N. J. Miller, Ben Hyman, Clyde Davis, Herbert Moon, Joe Murphy, Bill Deneke, Steve Handing, Bill Bass, Jack Goldie, Mickey Goldberg, Larry Wood, Tony Kitterman, Snippy Kolb, Owen Russell, Mrs. Gladys Neimeyer, Mrs. Edith Reid and sons, Maxine Brunk, Juanita Fess, Billie Miller, Lillian Parker, Tommie Hall, Tillie Jones, Albert Wright, J. A. Schneck, Ned Davis, Louis Eisman, Sam Laaky, Jack Sweeney, Jake Arnott, Jack King, Larry Wood Jr., Bernie Sloan, Kenneth Smith and Ralph Caldwell.

Roy Valentine's aerial act departed. Business Manager Albert Wright had two public weddings, one Wednesday night at Thermopolis and other on Friday night at Basin. Something new in this part of country. Leading society ladies in both towns were attendants. Weddings greatly increased show's receipts. General Agent J. A. Schneck spent entire week on show and helped Ben Hyman lay out the lots; helped Special Agent Frank Downes put up paper and take care of the newspaper publicity. **MURRELL WOOD.**

Stanley Bros.' Shows

Woodsville, N. H. July 3-5. Weather, ideal. Business, good.

Natives began coming on lot at 9 a.m. and stayed late. Spot was well billed and American Legion Post was active throughout engagement. Show travels on 22 trucks and two 70-foot baggage cars. Two free sets, Looping Nikes and Leo and Mae Jackson, trick bicycle riders, Billy Wehle, manager of Billroy Show, was a visitor in Burlington, Vt. **HARRY BURNS.**

Dec Lang Shows

Barnesville, Minn. June 21 to 23. Auspices, Clay County Fair Association. Location, fairgrounds. Weather, good. Business, fair.

First fair of season. Grounds small, so a problem to set up all of show. Jack Guth, from Montana, with his giant steer, joined and is a paying attraction. Fair officials reported receipts higher than ever before.

Ada, Minn. June 24 to 26. Auspices, Norman County Agricultural Society. Location, fairgrounds. Weather and business, good.

Most shows, rides and concessions did good business. Large crowds in attendance. Fair officials well pleased. **C. R. NEWCOMB.**

Spencer & Clark Shows

East Palestine, O. Week ended June 26. Business, good. Weather, fair. Auspices, E. P. Volunteer Fire Company.

Monday night parade. Twenty loving cups given. Tuesday, baby show; live baby given as gate prize. Wednesday, pie-eating contest. Thursday, beauty contest. Friday and Saturday nights took care of themselves. Best week of season. Tilt-a-Whirl topped midway. Homer Simons was elected president of Good Fellowship Club at meeting Wednesday night. Bugs Brooks was selected as emcee. Mr. and Mrs. W. F. Myers joined with dart game. Show using fireworks as an added attraction. Tom Bishop visited. **RAE ADELE CLARE.**

J. F. Sparks Shows

Mt. Vernon, O. Week ended June 26. Auspices, American Legion. Weather, rain. Business, good.

A rainstorm Sunday and Monday caused near-by rivers to overflow, and just when rides, shows and concessions were ready for opening another hard rain fell. Within a short time 18 inches of water covered midway. All helped to remove show property to higher ground and no damage was done. Tuesday morning show property was taken back to original lot, which was made okeh with 12 loads of sawdust. Manager Sparks worked side by side with his men during emergency. Joe Steen, after being laid up with flu, may now be seen about town with the show

sound truck. New arrivals: Jack Auburn with geek show. White Bickford joined girl revue as front man. Peaches Howell and Peggy Bickford are new girls on show. Nudeist colony added Jean White and Paul Baker, who is inside man. Riley Bain returned to show after two weeks' absence. During week several troupers bought cars. Floyd Peters, a Packard coupe; Clifford (Slim) Neving, a Buick; Andy Dananay, Harry Myers and Otis Howell, Chevrolet; Ed Herman, a Chevrolet truck; White Bickford, a Jewett sedan, and Douglas Wright, a Chevrolet coach. Aldon Sparks looking for a house trailer. Andrew (Hunky) Dananay is pinch hitting on ham and bacon for Ray (Red) Hamblen, who was called home because of his grandfather's illness. **MARTIN BERK.**

Clint's Exposition Shows

Hope, Pa. June 28 thru July 4. Auspices, firemen. Business, good.

A crowd estimated at 6,000 attended Wednesday night (parade night). There were 36 companies represented. Show has been going ahead satisfactorily despite some wet nights. It has been lucky in catching pay days in bookings, as no off-pay week has been had thus far. **FRANK CENTENAIL.**

Happyland Shows

Detroit, Mich. Verner Highway and St. Jean. June 21 to 29. Auspices, American Legion. Location, good. Weather, fair. Business, good.

At last a full week without rain and people really came out and spent even better than in previous years. Everyone had a real good week. Lot quite small and everything pushed up close. Lou Krem and Lee Cuddy came on with Octopus and had to set across street on another lot. Had a very good week tho. Doc Stewart placed a poker ball game. Exceptionally hard-working committee was always on job. Thursday afternoon show was host to several hundred orphans and children from various homes. They were entertained on rides, shows and given ice cream, pop, candy and crackerjack. Visitors: Zeke and Virginia Shumway and Mrs. Bertha McDaniel, of Johnny J. Jones Exposition. **V. L. DICKEY.**

World-of-Fun Shows

Eckman, W. Va. Week ended June 26. Location, ball park. Auspices, none. Weather, rain. Business, fair. Free gate.

Opening marred with heavy rain just as folks were beginning to turn out. It rained nearly every night. Shavings were used to make lot presentable. Show had no gate so far this season. Attendance has been extremely large. Everyone connected with show has had a very profitable season so far. Manager N. P. Roland away on a booking trip. Eddie Cole joined with three concessions and Bud Forman with three. J. Colley joined with two shows and H. Harlow added another show. Show moves by trucks. **W. DAVIS.**

Fairly-Martone Shows

Sioux Falls, S. D. Week ended June 28. Auspices, none. Location, downtown circus lot. Weather, fair. Business, good.

Thirteenth week of tour, despite "hoodoo" credited to that number, proved to be a good one. Management elected to pay excessive fee per day demanded by city and play downtown location, passing up cheaper county lot at last minute. One night, Friday, was lost entirely due to rain, and Braddock-Louis fight held down attendance Tuesday, but with first clear Saturday this year helping entire show had good business on week. Lot a sea of mud Saturday morning. To Johnny Beem, superintendent, is due credit for way he cleared lot in time for matinee. Noble C. Fairly and Tony Martone played host to children from South Dakota Home for Children and Columbia Home. One hundred children spent Saturday afternoon on lot as their guests.

One of social events of week was birthday party given Earl Bruce Barham Jr. on his 7th birthday. Ladies on show, assisted by Tommy Martin and Eddie Phillon, gave him a regular party, inviting all show children. A birthday cake was feature and received a good play from youngsters.

Every member of show was grieved to hear of death of Kent Hosmer, who had many friends here.

D'Arcy Girls, free attraction, closed their contract with show and left to

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fill Eastern fair dates. E. Butler recovered from recent illness and is back on job. Eddie Phillon and Tommy Martin have added another concession, making a total of five.

Visitors: Hansen and Behr, Albert Lea, Minn., members of Freeborn Fair Board, spent a day on show; Mr. and Mrs. Otto Huron, S. D., and Duke Mills and wife, Polack Bros.' Circus. George Vincent Aylward Jr., son of George V. Aylward, well-known Kansas City attorney, still a visitor on show.

Writer joined to assume duties as press representative. **BRUCE BARHAM.**

Curl Greater Shows

Waverly, O. Week ended July 3. Location, downtown streets. Auspices, American Legion. Weather, fair. Business, good.

Because of the crowded condition of streets, unable to put up two shows. Bida Show and Casa Loma Follies were only shows, and both did fair business. Crowds were large each night and spending was good last part of week. Show had front-page writeups in both local papers. First week without rain since opening. Mr. and Mrs. Jack Denton purchased a truck to haul their cook-

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All address JAMES E. STRATES, General Manager, Geneva, N. Y., this week. P. S.—Bill Moore wants one more feature Orme Rider for Lion Autodrome. WANT Manager for Mermaid Show. Have outfit. Jack Clifford answer. CAN USE sober Ride Help at all times. CAN Place A-1 Talkers.

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Non-conflicting Rides. We have Tilt-a-Whirl, Ferris Wheel and Chalplane. Shows—Illusion, 5 or 10-in-1, Big Snake, Unborn or any money-getting Shows. Walter Baker wants Side Show Acts. Cookhouse wanted; exclusive rights. Playing the cream of Ohio's Industrial Cities. Fremont, Ohio, this week; Fostoria, Ohio, week of July 19.

All Inquiries J. F. SPARKS, Mgr.

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house and other concessions. Bill Duncan and crew joined with Crystal Maze. Penny Arcade and cane rack. Visitors: Manager Curl's brother, Neise Curl, of London, O., and Charles Ford, formerly of show. Marion White now on Merry-Go-Round. L. E. (ROBA) COLLINS.

Orange, State Shows

Richlands, Va. Week ended July 3. Business, good.

Eaton Sisters joined with free act. Mary and Danny Ellis joined with two concessions: Red Watson and Red Sims, three each. Red is sporting a new Covered Wagon. Pollock Pete and wife, Hazel, joined with pony pitch and grocery wheel. Doc Swain and wife joined with big snakes. Ernest Baker joined as show mechanic and his wife as ticket seller on Merry-Go-Round. Eugene Cain is getting his share with a plastic store. Bob Stewart is back after being away a few days. Manager Bistany is back from New York. Louis French Britton is sporting a new Pontiac coach. French Roberge and wife joined with two concessions. R. W. REED.

West Bros.' Amusement Co.

Grafton, N. D. June 21-23. Rolla, N. D. June 24-26. Weather and business, good.

Run from Grafton to Rolla, 130 miles, was made in good time. All was ready to open Thursday afternoon. Midway was crowded each night. Octopus topped rides and Tilt-a-Whirl was second. Side Show topped shows. Visits were exchanged between Howes Bros.' Circus. Tom Atkinson and Jim Laughlin out up Jackpots. Laughlin is wanting to be a circus owner instead of a carnival owner. Glen Osborn will return from hospital and join show. BOB LAUGHLIN JR.

Hilderbrand's United Shows

Port Angeles, Wash. Six days ended June 27. Location, Port Dock Hill. Auspices, American Legion Post 29. Business, excellent. Weather, three days rain, three fair.

Frank Lindsay is commander, chairman of committee. Local papers more than generous. Week was spent by showfolks painting and ropaling. Twin Ell Wheels sparking like a tower of jewels at entrance. All rides were painted and many of concessions. An amusing incident occurred which was featured by local papers when Fern Chaney, ballgame queen, beat former star pitcher of Pacific Coast League, "Scatter Arm" Joe Dailey, at his own game. Mr. and Mrs. O. H. Hilderbrand gave several dinners to friends. Mr. and Mrs. Claude Baris and Jean Lovell entertained newly organized "Raconteurs" club after show in their hotel, followed by an impromptu luncheon. Jerry Mackey returned from visit to Venice, Calif. Bill Holt and Alex Rindell, of White City Shows, spent one night on show as visitors. Mr. and Mrs. Roland Richard returned from Los Angeles with a new order of monkeys. Joe Stone, manager of Ten-in-One, added many new attractions to his Side Show and ran a race with Claude Baris' Hollywood Rovus for top honors. Bud Cross' Octopus carried away honors for rides. Jack Clifford and Jimmy Sweeton added a concession with marked success. Juanita Growe joined Mysteries of 1937 show. Max William was busy painting show's monogram HUS on all ticket boxes. Dick Hyland is talker on front of Apsaloni show. Campaign for new members for Pacific Coast Showmen's Association has been set. Will be known as Showman's Day. WALTON DE PELLATON.

Patrick Shows

Clarkston, Wash. Location, main street. Auspices, VFW, Post 1443. Weather and business, good.

Opened to very large crowd. VFW paraded each night from center of town to lot, and drum corps played nightly on showgrounds. W. R. Patrick was away most of week. Mrs. Patrick as usual is holding down office. Mrs. W. R. Patrick returned from a trip to Spokane, where she visited her folk and Eastern relatives. Everything on shows is painted with bright new show colors—trucks, rides, show fronts, office and trailers. Shows have designed and completed something new in show fronts. Front itself looks like an entrance to a theater. Ticket seller is all enclosed with unbreakable glass. Mrs. Eisenman is ticket seller. All shows have new banners. Mr. and Mrs. Bill Fielding have five elaborate concessions, three ball

games, a flashed bingo, cat rack and pitch-till-you-win. Agents are Julius Mace, Niel Milner, Happy Lobb, Lee Wae Johnson, Jack McPhall and Andy Carnahan. Bull Montana now has four concessions and Harry Lyons two. Mr. and Mrs. Chandler have joined with a new-type picture machine and trailer. Art Isaacson and Harold Phillips returned from a business trip to Spokane, where they purchased a set of scales. All meetings of Brotherhood Club have been called off temporarily. Manager Patrick, driving his car with office in tow, ran into ditch. Fifty dollars covered all damages. Eisenman out of town making preparations for banners. M. H. EISENMAN.

Cetlin & Wilson Shows

Clearfield, Pa. Week ended July 3. Legion celebration. Fairgrounds. Weather, cold and rain. Business, fair.

This is third time this show has played this celebration and committee is really 100 per cent for show. Saturday was only day during week with good weather and a nice day was had by all. Weekly meeting of Boosters' Club was held Wednesday night, with speakers of evening being Robert Hershey, county comptroller of Clearfield County; Tom Brown, State revenue inspector, and Fred Bolling, commander of American Legion, making talks to 250 showfolk. A wonderful show was put on, with Tod Miller as emcee, assisted by Fred Utter, June English, of Paradise Reus, who is confined to hospital here, was informed that it would be impossible for her to work any more this season and she will return to her home in Hendersonville, N. C. Everyone on show regrets the loss of June. Mrs. Neil Berk, wife of general agent of West Shows, is also confined in same hospital and had numerous visitors during week. Mrs. Leo Carroll repainted Caterpillar. Speedy Merrill's new banner for Wall of Death arrived. Front for Paradise Reus has been finished after blowdown in York, Pa. Front for Doc Garfield's Hall of Science also finished here. GEORGE HIRSHBERG.

Wallace Bros.' Shows

Coldwater, Mich. Week ended July 3. Auspices, Modern Woodmen. Location, Marshall street showgrounds. Weather, fair. Business, profitable. Inclosed midway.

First appearance in Michigan of this organization and first of two engagements in State. Home town of F. L. Finck, owner of Northwestern Shows. Much replacement of canvas here as a result of Goshon (Ind.) storm week previous. Annual get-together party was held here, with White Star Inn as gathering place, and Manager S. F. Brundage of Inn proved a real host. Those in attendance: Mr. and Mrs. E. E. Farrow, Mr. and Mrs. A. R. Wadley, Mrs. Edna Frank, Mr. and Mrs. R. H. Hall, Mr. and Mrs. Art Sorrell, Mr. and Mrs. Leo Guthrie and Mr. and Mrs. Armstrong. Refreshments were served and dancing was engaged in until "wee small hours." Mrs. Dorothy Farrow rejoined show here from Fulton, Ky., where she had been called on account of illness of her mother. A recent and welcome visitor was Paul M. Conaway, Macon (Ga.) attorney and former showman. WALTER B. FOX.

Dixie Exposition Shows

Mt. Pleasant, Tenn. Week ended June 26. Auspices, American Legion. Lot, up-town. Pay gate.

Storm Monday night damaging minstrel top and athletic front and top badly. All ready and working Tuesday. Best week of season. Manager C. D. Scott returned Wednesday. Was accompanied to Chicago by his brother, Turner, and Dennison, both of Orlando, Fla. Turner Scott has American Stadium and Arena in Orlando, which gave an aided kick to flight, as Braddock had boxed for Scott in Orlando last winter and party met most all fighters, promoters and sport writers while at fight. Kellie Grady joined with two rides, grab stand and pop corn. Charles Coon doing nicely with snake show and Mrs. Coon with her shoot-till-u-win. Geraldine Shad has Hawaiian show with five girls. Billie C. Martin is talking on minstrel show, with E. H. Rucker manager of stage. Eleanor and Jay Golons have rejoined show. Kid Drifty and his wife and two children are bringing down houses with their dancing acts and novel specialties. Josephine Rice is still chorus leader with Stanley Weathers.

orchestra leader. Ernest Hampton is show secretary. Mr. and Mrs. Bill Birchman have animal show. Mrs. Birchman had a difficult time getting the show pet, Tommy the coon, out of jail a few weeks ago due to fact that she had neglected to get a permit for a fur-bearing animal, which is required in Tennessee. Felix B. Scott is lot superintendent; A. P. (Shorty) McCampbell is electrician; Wallace Wehant chief mechanic. John Boemister has charge of illusion show and Jack Gootch athletic arena. Theodora Robinson has charge submarine show. Maxie Larence, foreman Chairplane. White Brooks has charge of Kiddle auto ride. James Pruitt, foreman Loop-o-Plane. Kellie Orady, Merry-Go-Round and Ell Wheel. Ben Mottie, cookhouse. Joe Hampton, front-gate tickets and part owner. Wallie Banks has sound truck and two concessions. Olin Laughhead and wife, two concessions. Bobbie Ray, photo gallery. Barrie Levinthal, two ball games. Zeck, frozen custard. Mrs. O. D. Scott has bingo, fishpond and big wheel. Repainting entire show, also winding up work on transformer truck. Entire show still mourns death of little Poochie Scott. B. M. SCOTT.

C. F. Zeiger United Shows

Weiser, Ida. Week ended June 26. Auspices, American Legion. Business, very good. Weather, ideal. Eighteenth week of season and first time for a pay gate here. After first night and seeing free acts people came and stayed late. Show played here for annual fair in fall eight years ago. Business was as good as when show played it last time. Entire show visited Al Barnes-Sells-Floto Circus at Twin Falls and all had a fine time and were treated royally by circus management. Visitors were Frank Kennedy and Kennedy Show people. W. W. BARNES.

Silver State Shows

Kalspell, Mont. Week ended July 3. Weather, four good days. Auspices, Veterans of Foreign Wars annual July celebration. Business, very good. After a very strenuous week at Shelby, Mont., with an unruly committee we got away about even. A very severe wind blew all week and gave the boys plenty to do to keep tops in air. Arrived in Kalspell and up and ready to go Monday night. Tuesday a severe rain and wind storm caused show to lose that night. Wednesday and rest of week fine. Saturday night was starter of celebration committee's activities, with a boxing card of 48 rounds of some top-notchers of country in ring. Float parade was witnessed by thousands of persons and nearly every merchant in city was represented. Event was given every possible attention by entire city to make this one big event of season. Shows, rides and concessions had a very good business. BILL NELSON.

Strates Shows

Plattsburg, N. Y. Week ended July 3. Auspices, American Legion. Location, Oak street showgrounds. Weather, rain. Business, just fair. Rain still follows this show. Not a single week has been played without several nights of rain. This spot held up to fair business despite bad weather. Committee headed by Bill Williams gave every assistance and was 100 per cent for show. Trainmaster Tommie Evans put show on lot Sunday afternoon. Monday noon every show and ride was ready, but at 6 o'clock a drizzle started and kept up until 9 o'clock, but 1,000 show fans came out. Rain continued to spoll business Tuesday and Wednesday. Thursday night was fair and midway was packed and each attraction did business. Plattsburg baseball team were guests of Manager Strates and were escorted around lot by Sylvester A. Putnam. The Billboard and mail agent for show. Boys had a big time and their star pitcher carried away most of merchandise from ball games on lot. Friday and Saturday business was very good. Another pep meeting of Strates Social and Benevolent Club was held in Jack and Frances Paige's Casa Manana Revue Wednesday night. Good entertainment was provided by Chairman Harry Duval. Ben Holmes, general agent for Ray Marsh Brydons' Dan Rice Circus, was a welcome visitor and enjoyed meeting his old circus friends on show. Earl Sennett and Keith Buckingham. Birthday party was held on show on Monday afternoon for 4-year-old Dickie Lenseh, son of Mr. and Mrs. Oswald Lenseh of Four American Eagles,

show's free attraction. Dickie entertained all youngsters with show and received many gifts from his little friends. Writer and Mrs. Voorheis presented Dickie with a birthday cake. Cookhouse is now under management of Peter Christopher and Oswald Lenseh, original owner and manager, Peter Stamos, having disposed of his interest to these men. General Agent and Business Manager Billy Brees is away. Building, painting and repainting is going ahead. Secretary Florence Dickens and her assistant, Mrs. Gertrude Putnam, have given office wagon "that feminine touch." BEN H. VOORHEIS.

Marks Shows

Philadelphia, Pa. Week ended June 19. Location, 10th and Bigler streets. Weather, rained out two nights. Business, fair. First engagement of year in Philadelphia. Concessions trailed shows and rides, but those that were permitted to operate reported fair results. The gate was the salvation. Considerable annoyance with tough boys and some damage to equipment. First full week for new lions and dens shifted from marquee to animal show. Visitors: Many from Endy Shows and Mr. and Mrs. B. H. Patrick. Mack Glynn and writer spent evening with Matthew J. Riley on Endy show. Tommy and Ruby Wilson visited. Kit Carlos and Pearl came down for an evening and Kit closed contract to do considerable scenic painting for show. Sam Pallitz, of Paul Lane's concessions, sick for several weeks with nervous disorder. Jimmy Hester and Percy Johnson, of front-gate staff, both ill part of week. Mrs. Jimmy Roach recipient of many birthday gifts on anniversary. Gladys Moore, who joined her parents after close of her school, hostess at hotel and moving picture party in honor of birthday, guests including Misses Billy Acree, Pearl Harrison and Billy Setzer. Pete Richards doing well with quilts and Mrs. Pete getting her share at two pitch games. George Lucas left for Pittsburgh to bring back Octopus. Joe Daly Sheeran, who has been doing some special work for show, engaged her for advance and will assist Roy B. Jones in contracting. Mrs. Josephine Hayward announced her engagement to Al Pallitz, of concession department. Mack Glynn's cookhouse still clicking. Harry Biggs took part of his concessions to work in Bridgeport, Conn., during engagement here. Jack Arnold left Biggs' concessions to become secretary of Eureka Shows, which Stanley Roberts is taking out. Joe Marks quite ill. Roy Lustiana, former trouper, host at spaghetti dinner for George Stozel and his band at home in Summerville, N. J. Earl Cameron, on sick list, back on job at Caterpillar. William

An Editor Looks Up a Carnival Press Agent and They Talk!

Following is from the pen of Burton Robles Jr., editor Clearfield (Pa.) Times, in his column "Knavery and Knives," issue July 2. Carnivals have come, and carnivals have gone, and the masses remain sensitive to the glare of ballyhoo, the hoarse appeal of midway barkers. The eternal dust from the midway floor as it catches the brilliant lights of the show is still the beauty of a festival night for eight out of every 10 who inhabit the world carnivals know. With this abstract from plain life itself in mind, we called on L. O. Miller, of Cetlin & Wilson's show, yesterday. He told us a great deal about life along the circular path of the carnival. Mr. Miller is young, capable and filled with more than simple thoughts of the life he's selected from thousands he might have chosen. He told us more about carnivals than we can set down here. You may not have known that every carnival has its social distances. There are definite cleavages visible among the persons who make up the cohesive society of the carnival. The lines are seldom crossed. Each group has its common bond; concessioners, showmen, "front office," show owners and roughnecks all cling to their mold, but meld into the whole canvas of their existence against intrusion from other "outside" groups. Mr. Miller says Cetlin & Wilson try to keep their carnival aboveboard. It is not idle publicity to say that he isn't coloring the situation. In comparison with the chain of carnivals which have rolled in and out of Clearfield, Cetlin & Wilson's organization does stand out as a promise for a new order in the carnival world. Mr. Miller would like to see the new order, and prescribes remedial things he thinks would bring it about. For instance, Miller would like to have every concession stand owned and operated by the show managers, who would establish an absolute minimum wager on their chances of taking away a ham or a cane or a mantel clock. Miller knows and declares that trouble arising from one-sided gambling has done much to kill community welcome for carnivals everywhere. Yet other factors influence the ethical and moral behavior of carnival men. The connection is obvious, if not often spotlighted. Municipal, county or borough governments have a great deal to do with a carnival's being fair and reasonably restrained, or preying and uncontrolled. It isn't a new thing, Miller said, when a city official extends his palm to a carnival gambler, who recognizes the gesture as his license to proceed with no thought of mercy for gullible patrons. Contrastly, the carnival is most welcome in communities where honesty and efficiency run high in local government, because in these, the carnival lives the letter of its standard contract, which protects the community against sharp practices along the midway. Carnival nights, when they spring from fair-dealing midways, are certainly democratic nights. The age-old lure of "something new under the sun" is no weaker along the side-show road. The carnival is chiefly the poor man's, the 52-week-a-year-man's own night club. When the victimizing can be pruned from its character, and it can if public voice is strong, the man in the street will make of it a worth-while institution in the American scene. If not, its name may continue to be clean one place, smudged another. We think it has a long way to go, as does Mr. Miller, but we agree with him that his employers have a good foot forward.

WANTED GROVES SHOWS WANTED

First-Class Cook House, Long-Range Shooting Gallery, Photo Gallery and any Concessions working for stock. Shows—Geck Show and any Show of Merit that does not conflict. Fair Secretaries, look this show over; we have two open dates. Write or wire ED GROVES, in care Groves Shows, Kokomo, Ind., July 12 to 17.

(Fred) Brown has a vestpocket dog. Fred (Tex) and Rose Leatherman celebrated wedding anniversary. Mrs. Mack Glynn, cafe hostess, putting foot down on visits to other shows. Four Aces duck admirers after aerial act. Jimmy Raftery finished his de luxe club trailer. CARLETON COLLINS.

Zimdars Greater Shows

Wabash, Ind. Week ended July 3. Auspices, Business Men's Association. Location, three blocks from business section. Weather, ideal. Business, good. Monday night Harry Zimdars entertained editorial staffs and newsboys of local papers. Frank Clark, formerly with band on old Gaskill Shows, called on writer to cut up old jackpots. Frank is now in business here and says that he never misses a copy of The Billboard. Mr. and Mrs. Harry Lamont and several members of Imperial Shows visited. Mr. and Mrs. Leo Shephard, of Urbana, O. were guests of Mr. and Mrs. Jake Miller. Week closed with a display of fireworks. CHARLES SEIP.

Happy Days Shows

Carbondale, Ill. Week ended July 4. Jackson County Fair. Weather, good. Business, blank. After long jump from Guthrie, Ky., show played champion blank of its history, but not because of fair management. Spot just turned out as no good for a carnival. Show was well advertised, support from fair association was good, town was decorated and there was horse racing daily, besides WLS barn dance, free acts and fireworks. Midway was one of best ever presented by this show. Merry-Go-Round has new green top, and there are two new tops for side show and minstrel show. Stumpo, Ritchie and Denne, of fair here, deserve credit for 120x80-foot exhibit tent filled with art, needle work and other exhibits. Over 100 fine horses were here for horse show from Kentucky, Tennessee and Illinois. Bill Ryan and Smith, of Jersey County Fair, Jerseyville, Ill., here Saturday. Secretary Dick Nolen, of Benton, Ill., fair, was the starter at the running races. John Clark, of Golconda, Ill., fair, along with Secretary George Gray,

of Vienna, Ill. Fair, were here several days. Officials of this county, city and State were friendly and helpful at all times, and 200 people on this show truly enjoyed a wonderful fair even the natives did not indulge. Joseph Thorrenson, foreman of Heyday, and Edgar R. Melton, foreman of Parker Three-Arcest Merry-Go-Round, really get them up and down. FLOYD R. HETH.

Harris Carnival

Troquois, Ill. July 1-5. Location, Troquois City Park. Weather, rain. Business, good. Show had a big Fourth here. Morning rain did no harm. Wes Coby has girl revue; Al Means, nudist colony; Bob Katell, Miami, hippo girl; Prof. Jack Orr, side show. A public wedding was held on stage in pavilion Saturday night. Norman Lee (Red) Eisey, second man on Ell Wheel, and Helen Becroft, of Rushville, Ind., were principals. This is Helen's first experience with a carnival. George Cain left this show to join another. BESSIE HARRIS.

O. C. Buck Exposition

Hempstead, L. I., N. Y. Week ended June 28. Auspices, Elks Charity Fair. Location, Elks' grounds. Weather, rain opening day. Business, profitable. This 13th annual event has been played several times by shows but not with as an elaborate lineup of attractions as this time. Crowds were good and attractions did nice business, with exception of concessions, which did not have any business to amount to much, condition having prevailed for past three weeks. Austin & Kuntz Side Show, Jocky Rowland's Motordrome were neck and neck for top money. Tuesday, Children's Day, 5,000 attended, along with orphans and cripples. Elks and Manager Buck treated underprivileged to rides, pop corn and refreshments. Mrs. O. C. Buck has recovered from illness. Buck's father and mother visited. Octopus ride got top money. Jimmy Graves' free act, Sky-High Girl, pleased all. New front was built for Life show. Larry LaBelle is superintendent of building. Visitors: Charles E. Parnell, secretary North Carolina Fair Association, accompanied by Mrs. Parnell, Mr. and Mrs. Jefferies and Martin Lyles, son of Oenegal Agent Jack V. Lyles. Mr. and Mrs. Max Gould entertained friends from New York. Elks stated that gate receipts and money from shows and rides topped any similar event they ever sponsored. Nelson Thomas and Ross Manning left for advance preparations at Keene, N. H. ROSS MANNING.

Rubin & Cherry Exposition

Appleton, Wis. Week ended June 28. Weather, clear and cool. Business, fair. Opened Tuesday to good crowd and attendance and business improved each night and fair children's matinee Saturday. Daily broadcasts from local station with talent from show. Rubin Gruberg is resting in Atlantic City, N. J. Joe Dobish has added several lions to Motordrome. Walter D. Nealand closed as press agent here for a much-needed rest, writer succeeding him. Opening here delayed account of showing Milwaukee on Sunday. J. P. REEVES.

Keystone Shows

Kittanning, Pa. Week ended July 3. Auspices, Hose Company No. 6. Location, circus lot. Weather, cold. Business, fair. Forty-mile haul by truck. Ready to open noon Monday. Third show in this spot, different locations. This the annual Fourth of July Celebration, contracted by Manager Hartzberg last fall. First three days very cold; light attendance. Forty-eight volunteer fire companies, represented in Thursday night parade, which broke ranks at entrance to showgrounds. Parade was behind schedule and record-breaking crowd had short time to stay. Kiddie's parade Friday afternoon was a success, but rain marred late afternoon, and night was dark. The Fourth was celebrated Saturday, closing (See SHOW LETTERS on page 69)

Line o' Two of News

Reynolds & Wells at Jubilee

FORTAGE, Wis., July 10.—The three-day Jubilee of the fire department here July 3, 4 and 5 attracted 15,000 to the new city fairground park. Reynolds & Wells Shows furnished the attractions and scored a hit in the community. Hayday ride topped midway. E. P. Lindsay, former commander Texas American Legion; General Agent Mold, and Horace Johnston handled the Jubilee for the firemen.

F. W. Miller Books With Flack

FREMONT, Ind., July 10.—F. W. Miller booked his shows this week with the Northwestern Shows of which F. L. Flack is manager. J. C. McGowan superintended the movement of Miller's shows and concession trucks from Burgettstown, Pa., to Adrian, Mich. Move was made in one day without mishap. Evelyn Miller reported the biggest day of the season for her dancing girl show at Adrian. She states that business is far better than in 1936.

Buckeye State on City Grounds

BELOXI, Miss., July 10.—The Buckeye State Shows are showing here this week for the Chamber of Commerce. The attractions are located on the city playground at the beach and is the first carnival to occupy this location. Business for the Fourth was of exceptional proportions due to strength of auspices, location and show's sponsorship.

Van Ault Joins Cetlin & Wilson

FALL RIVER, Mass., July 10.—P. Van Ault, who has been presenting his arcade attractions with the Kaus Shows and independent dates since opening of season, will join the Cetlin & Wilson Shows in Philadelphia. The shows will open an engagement here on a location which is considered ideal for carnival attractions. Shows open Monday with several added features.

Hoffner Did Not Show Sunday

STREATOR, Ill., July 10.—The Hoffner Amusement Company played here July 3 to 5, and reported one of the best engagements the shows have had in some time. Due to some misunderstanding the attractions did not play on Sunday, yet Manager William Hoffner held no grievances against the mayor, commissioners or committee. Rides did fine business. Hoffner has contracted the fair

to be held in August at Dixon, Ill.; Olge County Fair; Sauerkraut Day, Forreston, Ill.; Women's Club Celebration, Palo, Ill., and celebration, Minonk, Ill.

Sol's Liberty Scores July 5

IRON MOUNTAIN, Mich., July 10.—Phile H. Heyde reported here Wednesday that Sol's Liberty Shows scored heavily in business here Monday. Shows and rides had exceptional patronage, while concessions did not fare so well. Sells-Sterling Circus day and dated with the carnival and neither hurt the other's business, both doing well.

W. H. Davis Under the Knife

NEW YORK, July 10.—W. H. Davis, veteran showman, arrived here recently from the Dodson Shows and took up quarters at the Metropolitan Hospital for treatment. This past week he submitted to an operation for cancer of the lip, which resulted in cutting away of the entire lower lip and having a new lip substituted in its place. The operation was successful, but it will be several weeks before he will be able to leave the institution.

Agent Rose Leaves Christ Shows

MANSFIELD, O., July 10.—Harry A. Rose, who has been general agent for the Christ United Shows since opening of season, resigned this week from the shows. He reports that several dates have been booked in advance and that he left the Christ management of his own accord. Rose is not yet set as to plans for the future.

Mrs. Barfield in Hospital

PAINTSVILLE, Ky., July 10.—The Barfield Cosmopolitan Shows played the Fourth of July celebration here which opened Saturday, July 3, and ran thru to Monday night, July 5, including Sunday. Big business was done by the entire organization. Following the engagement the shows left to finish out the week at Hazard, Ky. Mrs. C. E. (Pearl) Barfield, accompanied by her secretary, Florence Behrens, was taken to the hospital here for treatment and was quite ill, but indications are that she will have a speedy recovery.

Gooding Books Loudonville Fair

COLUMBUS, O., July 10.—F. E. Gooding, general manager Gooding Amusement, recently returned from Muskegon, Mich., where he booked a number of rides for the celebration to be held in that city. He also stated that he has contracted for a riding device unit for the Loudonville (O.) Free Street Fair and all attractions will be located on the streets. O. E. Andrews is secretary of this event and will be assisted by Mrs. Andrews. This is the 49th year of this fair and has full local and community support and never has there been any

objections to shows, rides and concessions being located in front of business houses, Gooding stated.

Marshfield Jubilee a Bloomer

MARSHFIELD, Wis., July 10.—The first three days of the Marshfield Golden Jubilee which was held in this city last week was a decided bloomer, a fact largely contributed to the unseasonable weather. The event was held to commemorate the 50th anniversary of the rebuilding of the town following the fire of 1887. The committee booked the Miller Bros.' Shows, which appeared on the fairgrounds, and many independent attractions were located on city park grounds and streets. Even tho the weather had been favorable there existed a doubt in the minds of many showmen and concessioners that it would have been anything else but a blank.

Frank J. Lee Joins R. & C. Staff

CALUMET, Mich., July 10.—Frank J. Lee, for many years on the advance staff of the Rubin & Cherry Exposition, joined recently to handle advance publicity and advertising. Johnnie Reeves, who took up the press duties following the illness of Walter D. Nesland, will continue back with the show and handle press, radio and events on the lots.

F. L. Prescott Has Casey Press

CAMROSE, Alta., Can., July 10.—E. J. Casey, general manager of the E. J. C. Shows, playing this territory, announced this week that he had appointed F. L. Prescott as press agent. This position was held until recently by Red Walker, who also handled the advance, but owing to pressure of duties involving upon a general agent he could not devote the necessary time to the press, so Prescott was put in that position.

B. & G. Make Record

SAULT STE. MARIE, Mich., July 10.—The Beckmann & Gerety Shows, despite wintry blasts, hung up the record day of the season for business here last Saturday under the auspices of Labor Temple, Inc. The natives of both the United States and Canadian sides of this district voted this carnival the largest to ever play here and donned overcoats as necessary costumes for their merry-making jaunts on the midway.

Endy Showfolk Sleep in Country

SOUDERTON, Pa., July 10.—Endy Bros.' Shows appeared here this week under auspices of the Business Men's Association, which organization celebrated 50 years of the town's progress with an elaborate program. Last three days were terrifically hot and accommodations at a premium, which forced many on the show to seek sleeping quarters from 11 to 28 miles outside the town.

WANTED

CHAIRPLANE FOREMAN

Must be experienced and reliable. Salary sure. Give references. Write HARRY ARMSTRONG, Care COSMOPOLITAN SHOWS, Whitesburg, Ky.

ART LEWIS SHOWS, Inc.

OFFERING
An Outstanding Route—Parallel to None
JULY 26 TO AUGUST 8, INCLUSIVE
2 SATURDAYS 2 SUNDAYS

MONTREAL, CANADA, VERDUN CELEBRATION

- FOLLOWED BY
- | | |
|---|--|
| ST. HYACINTHE, QUE., EXHIBITION, August 9-13 | SOUTH PARIS FAIR, South Paris, Me., September 14-17 |
| VALLEYFIELD, QUE., EXHIBITION, August 15-20 | ESSEX COUNTY FAIR, Topsfield, Mass., September 15-19 |
| THREE RIVERS, QUE., EXHIBITION, August 22-27 | FRAMINGTON FAIR, Framington, Me., September 21-25 |
| SHERBROOKE, QUE., EXHIBITION, August 30-September 4 | CREAT BARRINGTON FAIR, Creat Barrington, Sept. 27-Oct. 2 |
| PROVINCIAL EXHIBITION, Quebec, Que., September 6-11 | CONNECTICUT STATE FAIR, Oanbury, Conn., October 4-10 |

LONG ROUTE OF SOUTHERN FAIRS TO FOLLOW.

HAVE OPENING FOR

A-1 Monkey Circus, Wax or Crime Show, or any Show not conflicting. Pony or any Kid Ride not conflicting.

Legitimate Concessions of all kinds excepting Corn Game and Wheels.

WANT Ride Help on all Rides, especially for new Auto Shooter, Dancers for our new Revue capable of doing specialties. Side Show working acts. Address L. B. Lamb, Jerry Swisher wants Waiters and Criddle Men for 7 weeks in Canada and all winter in Florida.

ALL ADDRESS ART LEWIS, Week July 12th, Woburn Mass.; Week July 19th, Barra, Vt.

All desiring to join Show must positively join July 19th in order to be placed on manifest. We bond all in and out of Canada. Train leaves Barra, Vt., for Canada Sunday, July 25th.

WEST'S WORLD'S SHOWS

CAN PLACE—ONE OR TWO FLAT RIDES—WILL FURNISH WAGONS.
CAN PLACE—ILLUSION SHOW AND A FEW CRIND SHOWS.
CAN PLACE—RIDE HELP. CAN PLACE—MAN TO BREAK IN 2 CUB LIONS.

CONCESSIONS ALL OPEN

Harry Katz Contact Fitzle Brown.
This Show Playing Territory That Knows No Depression or Strikes. The Smoke Stacks Are Smoking and All Mills Working Three Shifts. Come on and get some of it.

PROVEN MONEY ROUTE
Week July 12, McKeesport, Pa. — Week July 19, McKees Rocks, Pa.

AND THEN THE BIG ONE
WESTERN PENNSYLVANIA FIREMEN'S CONVENTION

Will Sell Exclusive Novelties For This One.
Fitzle Brown Can Place Coupon and Wheel Agents.

ADDRESS AS PER ROUTE. FRANK WEST, Gen'l Mgr.

IMPERIAL SHOWS, INC.

WANT first-class Second Man that can deliver and stay sober at the same time. Must join on wire. CAN PLACE reliable Ride Help for long season. CAN PLACE two more Crind Shows, with or without outfits. CAN PLACE a few more legitimate Concessions. WANT Acts to strengthen Circus Side Show, Joliet, Ill., July 12 to 18; Elgin, Ill., July 19 to 25. Fairs, starting at Darlington, Wis., July 27 to August 1. Address all mail and wires to

CECIL C. RICE

Trailer Legislation

NEW ORLEANS, July 10.—In a series of conferences held between State highway commissions of five Southern States this week, badly needed reciprocal agreements on motor transportation are rapidly nearing perfection. Last week Alabama and Mississippi agreed to allow machines and trailers of respective States to pass over highways of either State with one plate. At a conference at Montgomery this week, Florida, Alabama, Tennessee and Georgia officials have been meeting and expect to draw up plans whereby vehicles of all States may run at will over all highways of the four States for at least 30 and possibly as many as 60 days without permits costs. Similar reciprocal agreements were recently signed between Arkansas and Oklahoma and Arkansas and Missouri, where all kinds of trucks, trailers and autos may go at will over these States' highways without cost of special permits. Louisiana has taken little part in the conferences, but there is an informal agreement of the sort existing between this State and Arkansas and Mississippi.

manufacturing is largely concerned, to the 90-day clause. However, council did not agree and insisted upon the provision that a trailer may not be used in the city more than 90 days within a given year in an effort to prevent them from being used as permanent homes. Council agreed with the mayor, however, on a reduction of the annual license from \$20 to \$10. Another provision was adopted requiring that occupied trailers must have air maintained in the tires, including the spare, at all times when they are not deflated for purposes of repair, so that they will be truly mobile homes.

HARRIS-TRAILERS, DISTRIBUTORS

TROY, OHIO
NEW AND USED TRAILERS—COVERED WAGON TRAILERS.
FACTORY—623 E. Clay Street
SALE ROOMS ALSO AT
22 S. Perry St., Dayton, O.
2103 West Main Street, Springfield, O.

TRAILWAY COACH



WALLENBROOK MOLAND MFG., Sandwich, Ill.

Completely Equipped Streamline Coach, also Other Styles
PRICES
\$450.00 AND UP.
Commercial
\$500.00 Up. Dealers Wanted

Profits Are Shown In Farmer City, Ill.

FARMER CITY, Ill., July 10.—A celebration here on July 4 and 5, sponsored by Farmer City Fair Association on the new fairgrounds, resulted in a nice profit for the association. Miller Bros. Rodeo put on four performances to capacity crowds and fireworks followed the Monday night show. A number of local concessioners did only fair business.

E. S. Wightman, vice-president of Farmer City Fair, assisted by A. E. Lowman and Joe Moore, directors of the association, had charge of the celebration, for which every detail was planned several days before the opening, and one of the most extensive advertising campaigns ever attempted here was given credit for large crowds that attended.

Celebration followed a three-day centennial celebration, also on the fairgrounds, which attracted large crowds also and paid out well.

Canton Doings Successful

CANTON, O., July 10.—Sponsored by a committee headed by Mayor James Seecombe, with details and promotions in charge of J. C. Callinan, the second annual Stark County Home-Coming Celebration on the fairgrounds here on July 5 attracted about 25,000 persons and was one of the most successful outdoor events in recent years. A three-mile parade from the public square started the program, which included free acts, community signing, donkey baseball, sports, contests, baby show and fireworks. On the midway were Hahn's Museum, Buck Moughlin's freak animals, Howard Peters' cookhouse and ball game; Sam Stricklin, juicer; Mr. and Mrs. E. R. Hume, Columbus; Jack Mulane and others.

MARDI GRAS

Eleventh Annual Mardi Gras. Grounds at East 10th St. and Liverpool Ave., Indianapolis, Ind. No date. Admission free.
Nights of July 20, 21, 22, 23, 24.
Large crowds. A real live-wire celebration. Gooding's Hiss and Show.
ALBERT NEUBURG, Chairman Arrangements and Concessions, 4401 East 10th St., Indianapolis, Ind.

WANTED

Concessions, Rides and Shows, September 17-18.
MORRISTOWN CORN and COLT SHOW
HANK SEIDEL, Morristown, Minn.

WANTED

Concessions and Shows
AMERICAN LEGION HOME COMING
August 12, 13, 14, 1937, Mazon, Ill.
Write E. G. LINVILLE, Box 74.

WANTED

SHOWS AND CONCESSIONS FOR
SAXONBURG, PA., FIREMEN'S CARNIVAL
AUGUST 2 TO 7.
Rides Booked.
Write L. FALLON, Saxonburg, Pa.

WANTED Carnival Company

FOR FALL CELEBRATION
August 18 to 21, Inclusive, or Following Week.
Communicate With
E. J. RONBIOK, Humboldt, Kan.

WANTED

Concessions and Attractions
Barnard, Mo., 43d Annual Picnic
August 6, 7, 8.
L. D. GOFORTH, Sooy.

NASHVILLE, MICH. ANNUAL HARVEST FESTIVAL

Main Streets, August 11, 12, 13, 14
Incorporated Hisses, Shows and Concessions of all kinds. Write J. H. DUANE, Box 142, Nashville, Michigan.

ANNUAL HOME COMING

NORTH SALEM, IND., JULY 20-20-31.
OPEN FOR CLEAN CONCESSIONS.
No Flat Joins. Have Rides booked. Apply
CONCESSION CHAIRMAN, North Salem, Ind.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Circus Acts Draw 41,000 Paying Customers for Pasadena Firemen

PASADENA, Calif., July 10.—Annual Pasadena Firemen's four-ring circus in the Rose Bowl on July 5 hung up a new high in attendance of more than 41,000 paid admissions, reported Joy Holmes, chairman of the show. An outstanding fireworks display again marked the excellent program.

McI Piper, former bandman with Al G. Barnes Circus, with a band of 32, played the show. Acts were booked by Eddie Gamble, who was equestrian director and announcer.

Event 1.—Aerial display, Esther Escalante, trapeze, doing heel-catch finish; Three Jays, aerial bars; Oleva Brothers,

bars; Malcolm Trio, comedy bars; Escalante Troupe, aerial bars.

Event 2.—Novelty number, Three Cycling Moles; Irene McAfee, dogs; Paso and Lee, novel skating act; Ewald's Society Goats; Charles Clark Troupe, juggling light and heavy objects.

Event 3.—Pina Troupe, teeterboard; Johnson Troupe, club juggling; Orth Family, tampline; Harry Matthews Jr., high trapeze.

Event 4.—Ken Maynard Elephants from Gobel's Lion Farm, worked by George Emerson and Linda Jewett; Richards' Elephants from the California (See CIRCUS ACTS on page 66)

Bakersfield Is Preparing For Annual Frontier Days

BAKERSFIELD, Calif., July 10.—Fourth Annual Frontier Days Celebration here will have a three-day program. Mert Weatherwax, president of Frontier Days' Association, said more than \$2,500 in cash purses will be paid to winners of events in amateur and professional cowboy contests.

Lonnie Davis, parade manager, is arranging a colorful parade, to include 10 bands, more than 1,500 horses, silver-mounted equipment, celebrated riders and celebrities from Hollywood and many vehicles dating back to the gold rush days of '49. There will be color in typical Western costumes, whiskers, beards, hoops and bustles, Indian powwows, old pioneers' barbecue, chuck-wagon races, stagecoaches, wild-horse races, bull-fighters and rodeo clowns.

Days of '49 Camp, to be constructed adjacent to the grand stand, race track and arena, will provide '49 gambling hall, music hall, dance hall and bar with singers, dancers and comedians. Bob Hodson is assistant secretary.

N. Y. Firemen Raise Funds For Legislative Activities

ROCHESTER, N. Y., July 10.—Acts, shows, rides and concessions have been booked for the fourth Annual Carnival of Monroe County Volunteer Firemen's Association to be held at Tessen Field, Brighton, reported Secretary Edward R. Wendell. Great Calvert, high wire, has been booked and L. L. Holman's rides contracted.

Among 30 concessioners already signed are Meagher and Haggerty, corn game; Thomas Ferron, cookhouse; Farnum Goosens, high striker and cotton candy; Mrs. Harriett Landers, palmistry; W. G. Smith, waffles and candy apples; Haggerty's ball games and Frank M. Welch, pitch-till-win, pop corn and peanuts. Herbert G. Smith has sound equipment. Firemen will have about 25 booths.

Committee donates its services, working in conjunction with county fire departments to raise funds for legislative activities.

Portage Tries Free Gate

PORTAGE, Wis., July 10.—Fire Department Jubilee on July 3-5 on new city fairgrounds park attracted 15,000 people. Reynolds & Wells Shows made good, the committee reported. New Heyday topped the midway of six rides and five shows. General Manager Horace Johnston handled the jubilee for the firemen. Barnes-Carruthers provided Roton's Dogs, Geyold's Roller Skaters and Wandering Gypsies. Free gate was tried the first time here, but Manager Johnston is not enthusiastic regarding its outcome, altho the jubilee was pronounced a success.

Salem, Ill., Has Midway and Revue

SALEM, Ill., July 10.—For the 54th annual Marion County Soldiers and Sailors' Reunion here committees are working under General Chairman Earl W. Merritt. This will be his eighth year as chairman of the reunion and each year it has grown in attendance and class of entertainment.

Instead of the usual six, there will be eight days and nights this year. Annual Fifth Division convention of the American Legion will be held on opening days of the reunion and arrangements are being made for attendance of 50,000. Parade prizes to be awarded total more than \$1,000.

Chairman Merritt was assured by management of Johnny J. Jones Exposition that it will arrive in time for early visitors. A free stage show, the revue known as the Vanities Royale, will include a cast of 50.

Big Moose Jubilee Plans Progress in Racine, Wis.

RACINE, Wis., July 10.—Racine Lodge of Moose is busy on a city-wide celebration. Dictator Harry Moorman announced, and Chairman Sid Vrailancourt said there will be two parades, queen contest and giveaway of two Nash cars.

Hennies Bros.' Shows have been signed for the seven-day event. Midway and activities will be on the lake front, a block off the main street. Moose have co-operation of 68 merchants and The Journal and Times.

Event is called Moose Jubilee and is being widely exploited, the sponsors declaring it should surpass the Wisconsin Centennial in Racine in 1934.

Water Carnival Books Acts

HOT SPRINGS, S. D., July 10.—Lottie Mayer's Disappearing Water Ballet and Gaudschmidt Bros., acrobatic clowns, have been booked thru Barnes-Carruthers for the Annual Water Carnival and Race Meet here, said Secretary W. E. Parks of the committee. There will be carnival attractions, pari-mutuel horse racing, float parades, Indian village, bands and dancing. Committee annually takes in and spends about \$5,000.

Events on Increase, Report in Michigan

DETROIT, July 10. — The season is good for sponsored events thruout Michigan as well as in Detroit. In Adrian on July 4 a crowd, estimated at 100,000, was on the fairgrounds for a show sponsored by the American Legion Post.

Event was in charge of Louis Daley, manager of the Butterfield-operated Crowell Theater there. Carnival and grand-stand show were features. Six acts, booked by the Ray Conlin office, included Bert Nagle's Cats, Three Kitasianos, Louis and Cheri, Jimmy Marks, Sandy Lisle and Pearl Fern Duo. This is the third straight year this event has had buildup of attendance.

Conlin is also handling the merchants' show in Tecumseh every Wednesday night, for the eighth year. For 22 years the show has been staged on Wednesdays by merchants of Tecumseh. Six acts are presented on streets on a platform. Merchants draw business to the town and get an average of 10,000, from a distance up to 20 miles, about four times the population of the town.

Judge John Faust Post, American Legion, secured a permit from Detroit city council on Tuesday for a carnival under its auspices to show at Grand River and Oakman boulevard. This post has had remarkable success with sponsored carnivals. Another carnival permit was taken out for St. Gabriel's Church for West Vernor and Ingles avenues for the current week, date being played by Krausa Amusement Company, with the Two Macs furnishing games.

STREET CONCESSION FOR SALE "Days of '76"
Deadwood, S. D., August 3 to 7.
Full information can be obtained from SECRETARY, Chamber of Commerce, on this big annual celebration in the Black Hills.

WANTED CONCESSIONS AND SHOWS. SHADE GAP ANNUAL PICNIC
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WANTED FREE ACTS AND CONCESSIONS AMERICAN LEGION FESTIVAL
MINONK, ILL. AUGUST 11-12-13,
Main Street. Free Gate.
WRITE L. E. HERBERT

CULLOM, ILLINOIS
In the heart of the best farming country on earth, with the best crop prospects in years, is celebrating her 49th Annual Home Coming, Friday and Saturday, August 13-14. WANTS Shows and Concessions. Write R. A. BECK, Secretary, Home Coming Association, Cullom, Ill.

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FOR SECOND WEEK IN AUGUST—6th to 15th.
Sponsored by the Rimsburg Fire Co.
GOOD SPOT FOR THE RIGHT CARNIVAL.
Communicate
JOSEPH REGIS, JR., Rimsburg, Pa.

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JULY 29-30-31.
STOKTON, ILL., GOLDEN JUBILEE.
Biggest Celebration Yet. WANT Concessions. Free Gate.
Write M. O. HESS, Stockton, Ill.

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NORTH COMMON, LOWELL, MASS., JULY 26 TO 31.
5 Albanis Sensational Free Act Booked First Time in Lowell. Six Rides already booked. Wanted—Concessions of all kinds and Shows. No exclusive. This spot has always been a Red One. Wire or write,
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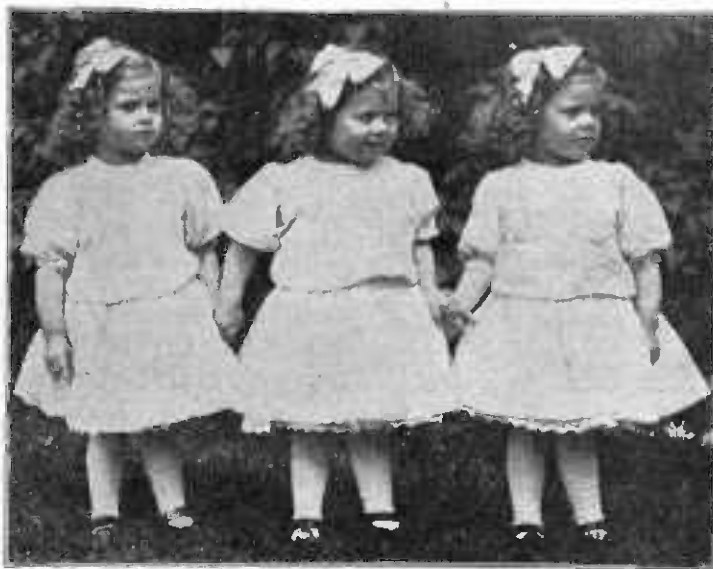
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Show Family Album



HERE YOU SEE the Hannah Triplets—Ida, Iva and Eva—who are young ladies today. Picture was taken around 1910 or 1915. The triplets were almost as interesting in their day as the famous Dionne Quintuplets of today. The Hannah girls did their first trouping with Smith Greater Shows. Later they traveled with circuses and then went on the vaudeville and other stages.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 26-27 Opera place, Cincinnati, O.

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200 (14x22) 6-PLY 1-COLOR WINDOW Cards, \$6.00; Bumper Signs, 50, 7x28, \$2.75. "DOC" ANCEL, Ex-Trouper, Leavittsburg, O.

500 CARDS, 14x22, PRINTED TWO COLORS; 6-ply white non-bending; clean high-grade work by show printers; title block engraved free. \$18.50 cash with order; no C. O. D. MAIN SHOW PRINT, 511-A West Main St., Oklahoma City.

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; post-paid zone 4. LAWDALE PRESS, Box 303, Franklin, N. H. jy24

WANTED TO BUY

WANTED—PORTABLE SKATING RINK, A-1 condition; not smaller than 44x120. L. G. STRECKER, R. F. D. 3, Paris, Ill.

WANTED—TWO-HEADED BABY, PERFECT Specimen. All details first letter. CHESTER CASS, Johnny J. Jones Expo., Evansville, Ind.

AT LIBERTY

ACROBATS

BAR PERFORMER AT LIBERTY—Aerial Bars or Ground Bars. LOUIS OCZYREK, Performer's Club, 843 N. Clark St., Chicago, Ill. jy24

YOUNG MAN, Good Acrobat, wants work with Tumbling Troupe. Formerly member of 3-Man Troupe. Can do handstands, etc. A. O. 2119 Marquette, Windsor, Ontario.

AT LIBERTY

AGENTS AND MANAGERS

ADVANCE AGENT, Home Manager of Press Agent. 16 years' experience. Route and book. Club contractor. Good appearance, strong personality. Salary only. BOX 300, The Billboard, Chicago. jy17

AT LIBERTY

BANDS AND ORCHESTRAS

AT LIBERTY — SEVEN-

Piece Orchestra Doubling 25 Instruments. Novelty versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms; latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. BOX C-258, The Billboard, Cincinnati, O. jy17

FERRY GILBERT'S EDGEWATER GULF HOTEL Orchestra—New York Musicians, currently South. Booking fall engagements. Edgewater Gulf Hotel, Biloxi, Miss.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figures Total of Words at One Rate Only.

DISTINCTIVE STYLIZED (NAME) ORCHESTRA now available for engagements throughout Ohio and neighboring States. Band young, sober, dependable. 11 pieces. Fully equipped, including Amplifier, Publicity, references, etc. Strictly a high-class organization and sure crowd pleaser. Send proposition to BOX C-284, Billboard, Cincinnati. jy24

OCTOBER 4ST — Popular Midwest 8-Piece Organized Union Orchestra. Sober, dependable, individual style of playing unusual combinations. Equipped to travel, including sleeping bus, public-address system. Desires location jobs to break trip to West Coast. Experienced dance, hotel, club or radio work. First-class attraction. PARKENING ORCHESTRAS, Elkhorn, Neb. jy24

AT LIBERTY

CIRCUS AND CARNIVAL

AT LIBERTY — COOK-

house Crew, Chef, Cooks, Groomer, Waiters, Dishwashers. WIRE COOKHOUSE CREW, Dodson Shows, Erie, Pa., or per route. jy17

GUESS YOUR WEIGHT Scale Worker at Liberty. Age 3, 1st appearance. Can join at once. Keep crowd entertained. State best proposition. HEHMAN, 630 N. Clark, Chicago.

AT LIBERTY

DRAMATIC ARTISTS

GEO. AND BESS HENDER-

son—As Cast, Character Leads, Character Comedy, Leading People. Best appearances, looks, ability. Prefer stock or rep. Double Specialties. Geo. double Piano. Jack Winston, eighteen, A-1 Trumpet. Strong to feature band and orchestra. Salary limit. Have car. Address Lexington, Ky.

MARIE AND JOAN EDMONDS UNABLE TO ACCEPT offers last month because of death in family. Character or Straight Part Woman and Pianist of 39; Child Actress of 10 with Comedy Song and Dance Specialties. Joint engagement only with reliable people. 324 Irvington Ave., Indianapolis, Ind.

ADVANCE or General Business Man. Best wardrobe. Reliable, direct. Scripts, fair Elizabethan Stage Manager. Car or drive yours. ACTON, 722 N. Atlas, Peoria, Ill.

COMEDIENNE and General Business. Holman Singles, Man, Piano, good, talk, transpire. Orchestra experience. Salary your best. Join on wire. Modern, reliable, appearance. TEAM, 818 South Hall, Princeton, Ind.

AT LIBERTY

MAGICIANS

WANT BOOKINGS in and around New York. Prefer clubs, theatres, schools, etc. Low rates, but best work. Special shows for children. LUKORAN, 100-12 Nineteen Ave., Whitecourt, L. I. jy17

AT LIBERTY

MISCELLANEOUS

WRITER — SUCCESSFUL

Contributor to Humorous Weeklies, wishes trial connection as gag writer, radio, screen or stage. BOX 801, Billboard, 1564 Broadway, New York City.

AT LIBERTY—ELECTRICIAN, SOUND TECHNICIAN, Radio Man, play Alto Sax, Clarinet and Violin, Union, single, age thirty. PAUL SMITH, La Plata, Mo.

MED. LECTURER AT LIBERTY—Ing. drugless, Shriner. 25 years' experience, none too big. Stock car. Write DR. C. E. HANSENSON, East Chicago, Ind.

AT LIBERTY

MUSICIANS

MODERN DANCE TRUMPET

—Read anything, hot or sweet. Can join organized, full dance band. Prefer location. HERB KOEPEL, Worthington, Minn.

A-1 DRUMMER — EXPERIENCED ALL LINES. Good reader, reliable. Car, anything. AL KLEINSMITH, 1113 N. 6th St., Leavenworth, Kan. jy17

A-1 TRUMPET—EXPERIENCED. STATE ALL. F. BELL, 806 Howard Ave., Altoona, Pa. Jy24

AGE 22, ARRANGE, SOLID GAY, CUT ANYTHING. Single, sober, reliable. CLARK WINTERS, Lacon, Ill.

ALTO SAX, DOUBLE CLARINET AND BARITONE Sax. Good reader, tone. Fake some. Sober, dependable. Must be reliable. Arrange some. Lots of dance experience. Write full, RUDY MORGAN, Chronister Bldg., Russellville, Ark.

AT LIBERTY — TRUMPET MAN. UNION. young, single, good appearance. Range, tone, phrasing and plenty experience. Arrange, sing and riff out plenty. Prefer local or joint. DON DUNGAN, Apt. 4, Bennett Bldg., Rapid City, S. O. Jy24

ATTENTION, NAME LEADERS—SAXOPHONIST—Arranger. Alto, Baritone, Clarinet. Sweet style. Prefer fourth. Union, neat, reliable. Age 25. Four years with big names. Have library. Also bring trumpet man. Best proposition to BOX C-281, Billboard, Cincinnati, O. Jy24

BAND DIRECTOR—EXPERIENCED IN ORGANIZING and teaching municipal and school bands. Also professional barber. Best references. LEWIS TAGGART, Cynthiana, Ky.

DANCE VIOLINIST — TONE, TECHNIQUE, phrase, team and fake a perfect second or third part to anything. Also arrange without aid of piano. BOX 9, care The Billboard, St. Louis, Mo.

DRUMMER—XYLOPHONIST—SING, UNION. Fully experienced. Read. Young, modern, dependable. Prefer location. Must be reliable. Join immediately. DRUMMER, 312 Campbell Ave., Portsmouth, O.

EXPERIENCED GUITARIST—DOUBLES TROMBONE, arrange. Absolutely sober, reliable, union, college graduate. Not a go guitarist, but play steady, solid rhythm. Experienced in college, hotel, road and location bands. Prefer playing and arranging with full band on location; will consider anything. Don't misrepresent. WILLIAM HART, Oak Hill Apts., Clarksburg, W. Va.

FLUTE-PICCOLO DESIRES SUMMER ENGAGEMENT with Concert Municipal Band-Orchestra. Write full details. MUSICIAN, 307 S. Laurel St., Staunton, Ill.

FAST MODERN DANCE TRUMPET WANTS location. Double Voice. Absolutely no joints. Misrepresentation regarding present job cause of this ad. Address MUSICIAN, care General Delivery, Denver, Colo.

MODERN DRUMMER WHO PLAYS WITH A Lift. Ten years' experience. Fine pearl outfit, bells. Photo upon request. ED LEE, Terminal Hotel, Little Rock, Ark. Jy24

MODERN TRUMPET AT LIBERTY JULY 10TH. Tone, ride, read anything. Double Piano, do Vocals. Neat appearance, age 23. Arrange. More doubles if necessary. Experienced in both dance and show. Write or wire RUSS FETHEROLF, Russellville Point, O.

SECOND TRUMPET—LOCATION OR TRAVEL. Reliable, sober. Read. Salary secondary. LES LLOYD, 2103 Arlington Ave., Middletown, Ohio.

TROMBONE—CAN SEND IT OUT. READ. Transpose. Extreme Range. Location preferred. PAUL FORD, Pikeville, Ky.

TRUMPET DOUBLING VIOLIN—UNION, EXPERIENCED, sober, dependable, fast reader and go some. State salary requirements. Write, don't wire. BERT ADAMS, 5 Sherrard Ave., Greenville, Pa. Jy17

VIOLIN AT LIBERTY — OANCE, HOTEL. Broadcast, Concert. BOX C-278, Billboard, Cincinnati, O.

A-1 SOUSAPHONE PLAYER — Long experience in Concert Band Orchestra, Radio and Circus. Neat, sober, dependable. Location preferred. Have car. Music side line if necessary. May refer to office answer. LOUIS KOMSKI, 26 Cooper St., P. O. Luzerne, Pringle, Pa. Jy24

ALTO SAX—1st or 2nd. Ride Clarinet. Young and dependable. No wood or liquor. Union. Location preferred. BOX C-280, The Billboard, Cincinnati, O.

BAND DIRECTOR—Teacher, Organizer of eleven years' experience in municipal and school bands. Good library. Best references and credentials. Address P. O. BOX 484, Central City, Ky. Jy17

DRUMMER — 15 years' experience in Concert, Dance or Show work. Will consider anything, but must be reliable. Would like to connect with traveling tent show, dramatic or stock company, resort, hotel, etc. Have played all lines of wood and reliable and have good habits. Will answer all reasonable salary enquiries. DRUMMER, care Billboard, St. Louis, Mo.

FOR POKED HOUSES get the "Champion One-Hand Fiddle." Radio and stage artist. Featured with Carry Hill. Born one several states, but by myself now. NBC references. Want with well-known radio troupe who make personal nights. But will take any job if suited. ALFIE KENNADE, "Champion One-Hand Fiddle," Greenville, Ohio. Jy24

SWING TRUMPET at Liberty shortUp. Good take-off, high range. Read. Years of experience in dance work, radio, stage. Age 23. State best proposition in writing with anything reliable wire or write JACK PINNEY, 815 Fourth Ave., Bradenton, Fla.

VERY COMPETENT and capable Director of Modern Dance Orchestra desires connections. Experience has covered eight years in clubs, ballrooms, night clubs and stage presentations. Can ensure your floor shows. Make splendid appearance and carry unusually large wardrobe. Can handle the selling and advertising in shape. Write full details. BOX C-283, Billboard, Cincinnati, Jy24

AT LIBERTY PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. Jy21

BALLOON ASCENSIONS—For Parks, Fairs and Celebrations. JACKSONVILLE BALLOON CO., Jacksonville, Ill. Jy31

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. Jy31

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old heads. Yes, we have Bar Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service. Jy31

"TUMBLING ATWOODS"—Bozo, Roney Ann featuring Falling House, The Billboard, Cincinnati.

AERIAL HORIZONTAL BAR ACT—NOW booking Southern Fairs and Celebrations. JOHNNIE SCHMIDT TROUPE, 318 North 26th, Waco, Tex. au14

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. au21

BALLOON ASCENSIONS, PARACHUTE JUMPING. One to five drops. Fairs, parks, celebrations any place, any time always reliable. CLAUDE L. SHAFER, 1044 S. Dennison St., Indianapolis, Ind. Jy24

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy Juggling. All reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. Jy24

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williamsport, Mich. Jy24

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati. au28

LEO DEMERS, EUROPEAN ACROBATIC NOVELTY. One of the best single acts in the business. Act is original and will please any program. If you are interested in the very best write or wire today. 1504 State Road, Menominee, Mich. Jy31

THREE HIGH-CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, homecomings, parks, etc. Write for details. LA-BLONDE TROUPE, 915 Court St., Pekin, Ill.

A FREE ACT UNIT that is really worth while at a low cost to you, consisting of Performing Lion Act, Dogs, Pony, Acrobatic Horse, Novelty, Clown Specialties, etc. For price and illustrated description write W. E. LATHAM, Billboard, Cincinnati, Ohio.

AT LIBERTY—Sensational High Fire Dive. Has some open time. Home office address: CARL EARL McDONALD, 268 Highland Ave., Wrentham, Ohio. Jy31

AT LIBERTY—The Clown Aces, Novel Clown Act. One of America's biggest latest producing acts for Fairs, Celebrations, Vaudeville and Night Shows. For prices and complete details write to RALPH ARRENDT, 800 Krazer St., Saginaw, Mich.

AT LIBERTY—Nice's Troupe of Comedy Plays and Dogs for Fairs, Parks and Circus. A top novelty act. 1200 Lanwood Ave., Jackson, Mich.

CHAS. AUGUSTUS—High-class Trapeze Artist. Committee wanting a real feature novelty act that can be erected on your platform, get in touch with me. Have complete flashy outfit and do a real act. Literature, price on request. Address CHAS. AUGUSTUS, Care Decrier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CHARLES LA CROIX—Original Platform Free Attraction. Available for celebrations, etc. Outstanding Trapeze Act at price you can pay. CHARLES LA CROIX, 1304 So. Anthony Blvd., Chicago, Ill.

CLOWN MOTORCYCLE COP on Comedy Machine. Write the "Punny Ford." Trick, Platform, street, Comedy Juggling, wire and trapeze. Specialist on giving customers into grandstand. ART ATLAS, Billboard, Chicago.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1608 Rare St., Cincinnati, O. Jy31

HILL DRIVERS—Rolls, Jumps, Wall Crashes, Stunt Driving. 1927 car. Some August-September dates open reasonable. J. LEWIS SHELTON, 50 Arthur Ave., S. E., Minneapolis, Minn. Jy31

AT LIBERTY PIANO PLAYERS

PIANIST—ALL ESSENTIALS. YOUNG, SOBER, modern, neat appearance. Union and experienced in all lines. Also available, experienced Sax Man doubling Clarinet and Violin. All details must be explained in first. Do not misrepresent. REG COPENHAVER, Utahville, Pa.

AT LIBERTY on account of disappointment—MRS GURDIE PLAMBE, Singer, Dancer, Talker, Change 10 nights. Past A-1 act worker. A job, reliable, honest, good liber. Join at once. Address Gen. Del., Burlington, N. C.

PIANIST—Experienced, dance work, brassband, fake, Concertation. Washes job with orchestra in Los Angeles, Calif. Contract and union only. DAVE CHODY, 850 West End Ave., New York City.

RHYTHM PIANIST desires change. Plenty take off, young, dependable. Consider all answer all. Explain fully. Can join immediately. FRANKIE, 205 E. 34th Ave., Rome, Ga.

YOUNG MAN PIANIST—Wide professional experience, both concert and dance, desires change in hotel trio or orchestra. State particulars. Other offers considered. RAYMOND DEMISEY, Franksville, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

COMEDY MUSICAL VAUDEVILLE ACT AT Liberty. Instrument, Singing and Dancing. WALTER BROADUS, care Billboard, New York City.

JIMMY AND LOUISE JOHNSTON—DOUBLE Magic, Mindreading and Darning Acts. Prince the Wonder Dog. Paris. Gent also doubles Piano or Saxophone. Change for week, two specialties a night. Young, sober and reliable. Have housecar. State best salary. Duncannon, Pa.

DAY-AND-DATERS

(Continued from page 36) act in Flint was to stop Cole from leaving Canada by way of Windsor, Ont., playing Detroit on Sunday and moving to Flint the next day. Dean of Cole show, called it "a hard fight, but a clean one." Mel Smith, press agent of H-W, said: "I think it is a healthy thing for the circus to compete, even day and date this way. I think that if one show gets out advertising knocking another it is tearing down the American circus—an institution we should all support. We only have two forms of American entertainment—the circus and the minstrel show. The minstrel has fallen by the wayside, but the circus has survived. We can all survive better without direct or indirect criticism, which cheapens our appearance before the public." Smith commented that he never mentions another show in his advertising as supported by specimens shown from the press book.

Frank admission that mention of the other show was used in billing was made by Adkins of Cole show, remarking that the competitive situation he found himself in justified this form of advertising. Typical advertising from the daily newspaper, was the line, "This circus is not affiliated with the Circus Trust."

H-W-Chevrolet Tieup

Difficulty was reported in obtaining authorization for the Cole parade, but Adkins said he was able to make a case before the city council that resulted in granting the permit. This was despite the Hagenbeck-Wallace-Chevrolet Tieup, which was especially strong in Flint, the home of the Chevrolet. Five-column newspaper ads were run by the motor company plugging the circus and its cars jointly, giving pretty powerful support to the show in a city that has been called, also inaccurately, "Chevrolet's company town." H-W did not parade.

A "business as usual" advertising policy was followed by H-W with no additional forms of publicity used because of the special nature of the date. No ad was even run in the newspaper on Monday, for instance, despite 30 inches of Cole advertising that day. H-W started advertising three weeks in advance, running along on usual schedule—following the claim of Manager Howard Y. Bary that the show was booked in two weeks ahead of Cole, offering to prove it by the city records.

H-W ran 100 inches of advertising newspaper space, according to Mel Smith, with \$58 worth of paid radio time and some gratis time as well. No heralds were used, in accord with the show policy.

Cole's advertising got under way later and was concentrated in the last few days, resulting in some good newspaper publicity breaks at the last minute. Dean arrived in Flint Thursday to handle publicity for Cole. Ten thousand special Cole books, similar to the program,

were distributed by Western Union, as well as 10,000 heralds, and some 10,000 sheets distributed over an unestimated number of locations. Newspaper advertising was about 125 inches as compared to an estimated 150 inches for H-W. Dean estimated, remarking that his newspaper space was less, altho H-W reported only 100 inches. Radio advertising was started by Dean Friday night with both spot announcements and interviews and continued right thru Monday, as it did for the other show. Only one local station was available. The territory was plastered with billboards to a radius of about 25 miles.

A report from the Cole lot quoting the chief of police gave the circus parade crowd a bigger rating than the Memorial Day parade drew.

Side show of the Cole show was nearly deserted when checked in the afternoon, with only a few dozen people on the midway. However, the show was on and the crowd was inside at the time, probably coming out later. H-W midway was a little more lively as the few patrons who left early began to come out, while the side show drew about 300 patrons after the big show. Considering the size of the show, this should be rated a small number, altho the crowd was in a buying mood, cheerfully paying additional for the elephant girl, etc.

Concessioners on H-W lot did not do as good a business as the opposition, as far as observation went. With a convenient bus line and a location somewhat nearer the heart of town, this lot probably was the better of the two, especially for the younger crowd that came to spend a dime on concessions and get the circus atmosphere or try to pick up a pass without having the full price of admission.

Both shows were presented creditably despite the intense heat. Heat was testified by one youngster at the Cole tent who was clad strictly in his birthday suit.

Night Crowds Also Good

At the evening shows there were more cars out, running about 1,000 at H-W lot and 900 at Cole lot, according to check by observation. Cole easily had the advantage in actual attendance, however. Official estimate was 8,000, which checked very closely with independent figure estimated by The Billboard correspondent. All sections were well filled, with, however, a number of vacant seats spotted thruout the tent.

Side show was reported doing good business all day by the management. When visited at what was described as a bad hour, middle of the big-top show, about 100 people were in the side show. Concessions were doing a fast business, with about 400 people on the lot buying and evidently waiting to see the show pack up.

The night after-show, with Ken Maynard performing, did a good business, with about 2,500 people, about three times as large an audience as at H-W in the afternoon. The night after-show on the latter lot was not visited, however, and may have come up to this figure.

At H-W the night crowd was estimated by Press Agent Smith as 6,000. This correspondent's estimate was very close to 7,000, based upon a reconciliation of a nose count and the supposed 10,000 seating capacity of H-W tent. Using a smaller seating capacity, say 8,000 as was reported by opposition sources, would reduce this figure for the night show to 6,000 and the matinee to about 10,000. There were, of course, fewer youngsters in the evening, and the crowd was not packed in so closely. There were no customers on the ground at either show in the evening.

H-W Side Show was doing a fair business before the opening, but was pulled down by the time the big top event was well under way. Concessioners were doing practically no business in contrast with the lively scenes on the Cole lot. In this case the crowd evidently stayed inside the main show until the end.

Crowds at both shows, both afternoon and evening, were enthusiastic over the attractions, applauding vigorously despite the heat.

Hoop Gibson, Western film star, was an unexpected visitor to the Cole show Monday night. He is making an almost incognito personal tour of the various shows and will continue on his route, with no immediate plans for production, he told The Billboard.

Sunday was celebrated by H-W with what several attaches described as "the best and biggest chicken dinner we ever ate." Occasion was celebration of Independence Day, with Manager Bary as the host.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

China, Glassware In Brisk Demand

NEW YORK, July 10.—Brisk activity in summer drink and lunch merchandise is reported by major distributors in the merchandise industry. The approach of midsummer weather has made the public acutely conscious of its needs in colorful glass, china and pottery ware, which has resulted in an increased demand for refreshment sets of all types. Pitcher and glass sets in gay colors, tall glasses for mixed drinks, iced-tea services with glass straws and spoons, cocktail sets and beer services of many types are moving briskly, according to reports.

Many concessioners are reported to be giving away matched sets a piece at a time, thus retaining the patronage of the customer and guaranteeing distribution of additional pieces of merchandise. Many gasoline operators and other premium users are said to be following this popular plan. For strictly hot weather use the moderate priced lines are the most popular, both because of the comparatively short summer season and because of the high mortality rate among this class of summer goods.

The distributing firms who cater to this demand report that the public is coming to realize that an adequate supply of glassware and ceramics for the summer season is not merely a luxury but a necessity. Because of the excellent volume of orders received to date, a majority of the firms indicated that they plan to continue heavy promotion of this type of summer glassware and china goods until early fall.

Business Steady At Half-Year Mark

WASHINGTON, July 10.—Rolling past the half-year mark, business of the nation held to an even keel last week despite spots of industrial strife and seasonal drags on activity. Large amounts of cash released thru the sale of bumper crops in the farming area stimulated business in many lines of trade. The steady rise of grain prices has resulted in a large amount of advance orders for merchandise in the Northwest, Southwest and on the West Coast, where it is predicted farmers will enjoy the best crops in years.

Heavy tourist travel boosted trade in many lines. Summer apparel and vacation accessories were focal points of consumer interest in the retail trade. Trade in retail lines declined about 2 to 3 per cent over the corresponding week for 1936, when the spending of the soldiers' bonus was being enjoyed. Trade in the Chicago area leaped ahead as a result of the demands for holiday goods. Strike disturbances continued to slow up trade in some industrial centers, reports showed.

Dates for Premium Show Announced

NEW YORK, July 10.—Third annual Atlantic Coast Premium Exposition will be held at the Hotel Astor from Monday, September 27, thru Friday, October 1. The announcement followed closely reports of the success attending the national exposition recently held in Chicago. This, coupled with the increasing success of the two previous Coast expositions, has placed the Eastern show on the permanent map of the premium world.

Space reservations for the show are in charge of Howard W. Dunk, secretary of the Premium Advertising Association of America, 500 Fifth avenue, New York, and indications are that all available space will be taken long before the show begins. Complete program for the exhibit has not yet been announced, but the program committee is working hard to produce a schedule that will surpass any previous show for benefit to exhibitors as well as visiting buyers.

A PIONEER PASSES

By MAYNARD REUTER

When death whisked away Col. Jacob Shick July 3 an honored friend and benefactor of the wholesale merchandise industry was lost. His inventive genius gave the world something for which it has long been in need—a product which makes the daily shave a less bothersome task. But his developing and perfecting the Shick electric dry razor did more than that. It gave the wholesale merchandisers, as well as retailers, salesboard operators, premium and prize users, a product in the midst of the depression for which there was a distinct need and which could be sold at a good margin of profit. The thorough manner in which he pioneered the advantages of his revolutionary razor paved the way for the other firms that have followed his example and profited thereby. Today thousands of electric razors are sold which do not bear his name. Each one of them, however, owes a large portion of its success to Shick, who set up the guide posts for them to follow.



M. REUTER

Altho posterity will remember Shick as the inventor of the electric razor, it is said by his associates that when confronted by any kind of problem he was always able to invent something to solve it. While in Alaska in charge of the construction of telegraph lines and wireless stations for the United States Army he developed a new kind of boat which drew only a foot of water yet was capable of carrying 50 tons on the shallow Alaskan rivers. During the war, with the responsibility of the transportation of the American troops thru England, he invented a machine which made it possible to fill 25 gas masks in one minute, whereas it had previously taken 35 minutes to fill one gas mask by hand. In later years he invented and patented several pencil sharpeners and other gadgets.

It is said that Colonel Shick first conceived the idea of an electric razor in 1910 while recovering from a sprained ankle in the wilds of Alaska. It was not until 1931, however, that he used the profits from his patented pencil sharpeners to form his Shick Dry Shaver Company, Inc., in Stamford, Conn. Almost single-handed he built up his business in the midst of the depression, in spite of the predictions of many skeptics that his idea was doomed to failure. The farsightedness of his vision and the caliber of his courage are today attested by the fact that over 1,500 people are employed in the Stamford factory. Another factory and laboratory have been built in Montreal. Last year his company is reported to have paid over \$833,000 in taxes to the State and Federal governments.

As his product soared to popularity others quickly entered the field, and their combined efforts succeeded in making the men of the country acutely razor-conscious. It was thru his pioneering efforts, however, that men were awakened to the fact that shaving could be a more pleasurable task. For accomplishing this alone he deserves well-earned thanks. But Shick did more than that. He proved that there is always a demand for a product that makes the daily toll of living an easier task. He proved that it is possible to market a quality product in the midst of hard times and gain the public's acceptance. He showed that the American people are ever willing to pay a good price for a product that is worth it. Above all things, he is an example of the fact that American inventive genius is not dead, but that it is thriving just as much today as it was in the days of Whitney, Fulton, Bell and others who lived in the so-called inventive age.

What is most impressive of Shick's accomplishments is his contribution to the American man. The gadget which he pioneered will keep alive his name as long as electric razors are used. At first the electric razor was a novelty; but as soon as thousands of satisfied users proved that the novelty fulfilled a definite need both his financial success as well as the perpetuance of his name were assured.

The path trod by Colonel Shick to fame and fortune is not a new one. History is full of men who followed the same arduous route. That route is never closed and beckons right now to others to follow. The novelty and gadget industry will always be a fertile field for the inventor no matter what his training or experience. Perhaps the "better mousetrap" fable is a bit outmoded, but the fact remains that there always will exist a market for something new that will help make our daily tasks easier. And upon the person who can furnish the product the public ever is ready to bestow its most generous rewards.

Hot Weather Spurs Fan, Sun-Glass Biz

CHICAGO, July 10.—Current spell of hot weather has resulted in the greatest demand of the year for electric fans and sun glasses, wholesale distributors here report. However, largely because of the lesson learned last year when the supply fell far short of demand, supply houses are able to meet promptly the flood of orders coming in every day.

Another important difference from last year is in the public preference for electric fans. Whereas the smaller sized model of the stationary type was in greatest demand a year ago, the call this year is for larger size fans of the oscillating style. The 10 and 12-inch sizes have been in unusually great demand, with the public less concerned over the cost than last year.

The avalanche of orders for varicolored sun glasses in the last few days, many of them repeat orders, indicate a record volume of business in this line, at least for the summer. Orders for groups of selected colors are most numerous, altho in some localities the item is so fast-moving that entire cards or box lots of one color are requested, distributors report. It is believed that a growing appreciation of the value of sun glasses in summer driving, and the novelty shapes, designs and colors in which the glasses have been available will maintain sales momentum at least until Labor Day.

Camera Sales Still Going Full Blast

NEW YORK, July 10.—Camera sales, which have been setting records since the start of the outdoor season, have now reached a point where obtaining them is getting to be something of a miracle. Operators of all sorts of games and concessions have found the camera to be one of the best play stimulants in years. Altho the prize is not new, the spreading of the candid camera craze, together with the publicity the fad is receiving, has caused many concessioners to change their plans to use merchandise of a different type.

Obtaining any quantity of cameras is getting to be a real problem, not only for the buyers, but for the wholesale merchandisers as well. Many houses report that they are far behind in filling orders. Many are soliciting the help of others in the business to enable them to meet the demands of their customers. It is generally believed that cameras will reach a new sales record this year and that the cheap camera and the more expensive types will average about equally when the season is over.

New Use for Writing Sticks?

Hogwallow, Ky.

To the Editor: "Sent away to one of them that founting pen places the other day that I seed pitched in *The Billboard*. Fool contraption got here the other day, but they plumb forgot to send me any writin' juice. Tried using some ink that I made out of polk berries that grows in these parts, but it jest wouldn't work right at all. My words spread all over the page port near every time I set to writing a piece.

"Had good notion to send it back to them that fellers that selled it to me, but maw found a good use for it. Shc says it comes in mighty handy at times to drop a mite of likker down the little ones throat when it sets to howlin' with the colic."

The Hillbilly Kid.

NEW CATALOG
 Send for IT Today
 Showing Over
FIFTY NEW MODELS
 from 4 to 12 Tubes
RADIOS for
 Auto Farm and Homes
 from **\$5.35 UP**
PLAYLAND SUPPLY CO., INC.
 14 West 17th St., New York

The Real Alkalizer
 Packed 30 Alkaline Tablets to a Display Card. Retail Value \$1.50. Each Card, **22c**
JOBBERS, WHOLESALERS SEND FOR QUANTITY PRICES.
 SEND FOR 1937 CATALOG.
BENGOR PRODUCTS CO.
 678 BROADWAY, NEW YORK, N. Y.

OUR PRICES REMAIN LOW
 WHILE THEY LAST! MEN'S WRIST WATCHES — Assorted Shapes, 10's, Ligno, 10K Rotted Gold Plate Case.
 9 Jewels, Each, \$3.50
 15 Jewels, Each, \$4.50
ELGIN or WALTHAM 7J, 12x8
 Octagon Shape, in Doz. **\$2.75**
 Lots Each.
 Less than Doz. Lots, Ea. \$3.00
 15J, in Dozen Lots, Ea. \$3.50
ELGIN-WALTHAM MEN'S WRIST WATCHES
 0 Size, 7 Jewels, Each, **\$3.00**
ELGIN & WALTHAM—12 3/4 Size, Knife Edge.
 Thin Model Case, Black Enamel. **\$4.00**
 7 Jewels, Each.
 Size 15 Jewels, 36000 G. W. to match 5000 G. W.
SPECIAL PRICES FOR QUANTITY USERS
 Sample 500 Extra.
 25% Deposit, Balance O. O. D. Send for Catalog.
N. SEIDMAN.
 173 Canal Street, NEW YORK, N. Y.

AMAZING BARGAINS
 Write, Wire for Catalogue NOW.
 Blue D. E. Blades, 100, \$0.20
 Barber S. E. Blades, 100, .45
 Continental Blades, 100, .75
 Aspirin Tabs, 42 Pins to Box, Doz., .13
 Kids, Assorted Colored Borders, Doz., .14
 Ladies' Pure Silk Chiff. Fine Fashion Hose, Full or Knee Length Menders, Doz., 1.20
 Men's Rayon Silk Hose, Fancy Asst. Patterns, Menders, Doz., .65
 Men's or Ladies' Anisols, Rayon Silk, Fancy Assorted Patterns, Doz., .50
 Hair Oil, Attractive 3-Oz. Bottle, Doz., .35
 Pocket Combs, Black and Pastel, Doz., .20
 Shoe Laces, Black, Brown & White, Doz., .60
 Needle Books with Thread, Doz., .60
WILL SHIP ALL OVER THE GLOBE.
UNITED MDSE. CO.
 Dept. A, 8 N. Broadway, Oklahoma City, Okla.

CARNIVAL NOVELTIES
 OUR PRICES ARE ALWAYS LOWEST
 NEW BUT PRICE LIST READY
 High Hat Fur Mink, Gro., \$4.25
 High Hat Doll, Feather Dress, Gro., \$4.00
 China Head Swaggar Ganes, Gro., 6.50
 Swaggar Ganes, 36 in. Gro., 5.50
 Mickey Mouse Heads, No. 10, Oak Gro., 3.25
 Floral Cloth Parasols, Gro., 8.50
 China Novelties, Ass., Gro. 100, 1.93
 Ride 'Em Cowboy Felt Hat, Gro., 3.40
 Send 25% deposit on O. O. D. Orders
OPTICAN BROTHERS
 All Orders Shipped Same Day Received.
 300 W. 9th St., KANSAS CITY, MO.

GENUINE FOX TAILS \$5.00 Per 100
 \$45.00 Per 1000
 Sample, 10c. 25% Dep. Bal. C. O. D.
 Genuine giant size Fox Tails with two strong cords for trim to bicycle, cap, radiator hood, motorcycle, etc., and dash. Great grade red, white and blue silk streamers. Pair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **SAME DAY SHIPMENT!**
H. M. J. FUR CO., 50 W. 28th St., New York, N. Y.

DIARY OF A GIGOLO
 A 16-Page Booklet that is the NERTZ! Marriage Scams Book is a **RIOT**. How To Hold Your Wife How To Hold Your Husband—2 Good ones, also 15 more different ones in stock. Special quantity price in our Catalogue. Send 10c to cover cost of mailing. Or send 25c for samples of above 4 and complete Catalogue.
T. PAYNE, Dept. B, 25 Cardinal Place, New York

New Items

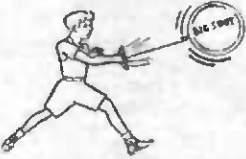
Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Edgem

Dull scissors are said to be quickly and easily sharpened with Edgem, new scissors sharpener being marketed by G. T. Blockston. Device consists of a piece of special alloy steel projecting from an attractive Bakelite molded grip which safeguards the fingers from coming in contact with the scissor blades. The steel sharpener is firmly imbedded in the handle at the time of molding. A few strokes of the scissors across Edgem are said to sharpen them to almost razor keenness.

Balloon Novelty

Big Shot, new balloon novelty which Super Engineering Company has recently placed on the market, is going over big,



according to Bill Ray, of that company. Big Shot is a 16-inch balloon attached to a six-inch hand-grip board, which the child can bat around to his heart's content. Big Shot can also be converted into a punching bag by attaching the hand-grip to an upright or ceiling. Bill Ray claims that the boys already working this item are reporting tremendous sales and that it is one of the hottest numbers introduced in years for pitchmen, fair workers and balloon workers.

Zephyr Whirlwind

Having developed and perfected its noiseless skate which featured rubber wheels, the Zephyr Products Company is now preparing to market its new Whirlwind Skate, which is claimed to be

semi-noiseless. Rollers on this skate consist of a tempered steel ring compressed on a rubber-ball wheel. The rubber wheel serves as a cushion, which greatly deadens the noise of the usual iron wheel. The steel ring is tempered to such a hardness that it will give much longer mileage than any now on the market, according to the manufacturers. Company also has a new Klang Skate Alarm, which fits any standard-make skate. Item consists of a bell attached to rear axle of skate. Bell is set off when front wheels of skate are lifted off the ground and a small rubber roller attached to the heel under the heel of the skate is made to contact the ground.

6-in-1 Cutter

An item that should prove popular with fair and carnival patrons, especially in the rural districts, is the new 6-in-1 cookie and sandwich cutter just introduced by the L. & H. Manufacturing Company. The handy gadget is cube shaped, with each side serving as a cutter. Will cut cookies or sandwiches into heart, club, diamond, spade, star and cross shapes. Takes up small space, easy to handle and clean. Should be a good number for gadget workers.

New Pullmatches

American Pullmatch Corporation has brought out its popular Pullmatches in book form, the size of standard book matches, for the use of the premium, novelty and advertising specialty trade. These books of Pullmatches come in every type of decorative covers from the type in common use to metal-covered ones with decoration and message and in beautiful color combinations. They are also being produced in spring-hinged cases making them suitable for use as business cards.

Carnival Novelties New Stock—Just Arrived

BB1 Men's Toy Wrist Watch, 1 in. box, Gro. \$3.75	BB6 High Hat Fur Mink, 8 in. Gro. \$7.00
BB2 Gillette Style Blue Blades, Per 1000 3.50	BB7 Piggy Wiggy Combs, 8 1/2 in. Doz. 1.25
BB3 Flying Birds, Outside Whistle, Gro. 1.85	BB8 Owl Doll, 7 in., with Plume, Gro. 8.50
BB4 Flying Birds, Inside Whistle, Gro. 2.35	BB9 Swaggar Sticks, 36 in. Gro. 5.50
BB5 High Hat Fur Mink, 8 1/2 in. Gro. 3.75	BB10 China Head Swaggar Sticks, Gro. 6.75
Parade Cans, Balloon Toss Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Razors, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.	BB11 Jap. Cig. Cases, Pearl Inlay, Gro. 4.50
	BB12 Beach Bouncer Balls, Doz. 1.15
	BB13 Carnival Print Balloons, No. 8, Gro. 2.95
	BB14 Serpentine Balloons, 4 1/2 in. Gro. 3.75

25% DEPOSIT REQUIRED ON O. O. D. ORDERS
LEVIN BROS. TERRE HAUTE, IND.

CIRCUS HORSE 15c EACH
 12 to a Carton. (No Less Sold)
 New Beautiful Concession, Brightly Colored, Tinsel Trimmed.
DID YOU GET OUR LATEST CATALOGUE?
 Listing Thousands of New Items, Novelties, Concession Goods, Salesboards and Premiums at Exceptionally Low Price. Don't Fail To Send for Your Free Copy Today.
BADGER NOVELTY COMPANY
 2546 No. 30th Street, Milwaukee, Wis.

OIL of INDIA
 The new repellent for Mosquitoes, Botherosomes, Fleas that bite and other summer insects. Pleasant and agreeable to use.
MAKE BIG MONEY
 Full time or side line, with OIL OF INDIA, but ACT FAST, while bugs and insects are most pesky. People like its pleasing aroma, pests do not. Applied on skin, protection is assured. **HARMLESS, MILLIONS NEEDED AND WANT OIL OF INDIA.** Write today for sample and full particulars.
OIL OF INDIA COMPANY, 122 W. Illinois St., Chicago

THE BUYING GUIDE OF THE SHOW WORLD
 OUR NEW "CATALOG No. 128" IS READY FOR MAILING!
 When Writing, State Business You Are In, As We Do Not Sell Consumers.



Just Look—only 1.50 each
 BIW75
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.



COMBINATION GLASS CUTTER KNIFE—Two Blades, Grip and Pen, Glass Cutter and Corkscrew. Nickel Finish. Metal Handle. Center with Fancy Colored Celluloid Inlay. Equipped with Shackles for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.
 B100178.

PER GROSS 12.00 PER DOZEN 1.05

We Have a Complete Line of Beacon Blankets for Immediate Delivery.
N. SHURE CO.
 Adams and Wells Sts., CHICAGO, ILL.

FREE!! -- FREE!!
 Just Off the Press
 America's Lowest Price
The WORLD PRIZE-PREMIUM BARGAIN BULLETIN
WORLD TRADING CORP.
 873 BROADWAY, NEW YORK CITY

69c EACH
 No. B101—Case Metal, Assorted Colors, Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.
TEN FOR \$6.50
 Send for New 1937 Catalogue.
ROHDE-SPENCER CO., Wholesale House
 223-225 W. Madison St., Chicago.

NOVELTY BARGAINS.
 Oak Streamer Special, No. 10, 25c; No. 11, 27c; Poppy & Mts. No. 9, 24c; Snooty Sam Ducks, 25c; American Nose Blowers, Dumb, 11c; Special, 85c; Miller Inflated Dolls & Animals, Assorted, 40c; Pluto, Poppy, Tom Mix, Mickey, etc., Ass'd., 70c; Fur Voice Dog, 80c; 8" Fox Tongue Mink, 60c; Mickey Heads, No. 10, 25c; No. 12, 35c; No. 11 Prints, 28c.
 Get Our Low Price on Any Novelty You Want.
RITZ NOV. CO., 3 Ridge Rd., Wilcott, N. Y.

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And Why Not?
We are
Never Undersold
or We Will
Sell for Less . . .

Exceptional Values in:
 ● Razor Blades, Toiletries, Notions,
 ● Novelties, Gifts and Premiums,
 ● Sales Boards and Deals,
 Get Our 196-Page Catalog FREE.

MILLS SALES CO.
 Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALE

NOTES
from
SUPPLY HOUSES

Small toys and novelties are reported to be selling in larger quantities at the present time than they have for any time in the past nine years, according to Dave Robbins, of the D. Robbins & Company. The use of the small novelties in vending machines is responsible for a great amount of the increased demand, he maintains. "With the vending machines growing in importance daily in coin machine industry," Robbins states, "there is no doubt that more and more novelties will be in demand, for toy mixtures have been found to be the greatest money-makers this year."

Prices on genuine fur fox tails, the item which proved so profitable and popular this season, are steadily rising, according to information coming to *The Billboard* from the fur markets. The H. M. J. Company, however, which has been supplying the genuine fur fox tails, with cords for tying and red, white and blue streamers, announces that it

has on hand a sufficiently large stock to sell the tails at the same low prices as in the past.

Of course, it is impossible to determine how long the stock on hand will last and, since orders are coming in daily from concessioners, operators, salesmen and canvassers all over the country, it is not unreasonable to assume that it will be quickly depleted. For this reason H. M. J. urges all its friends and customers who have been making money with the tails to buy now before the inevitable price rise.

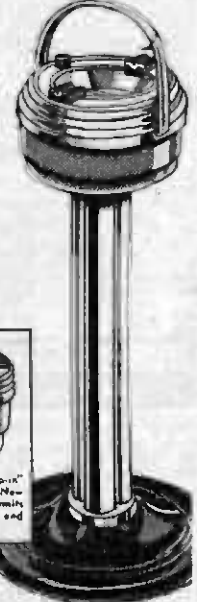
Hawley Products Company has just introduced to the premium and prize trade two new sun and rain tropical helmets molded of pressed fiber. One has an adjustable elastic headband and the other the regular full width adjustable sweatband. Hats are available in smooth or stippled lacquer finish and may be marked with message in two lines of half-inch type.

Bengor Products Company, New York, has completed arrangements for a boat ride and outing for its employees August 22. Henry Neppi has charge of arrangements.

Sales of automobile radios are reported to be growing steadily. According to manufacturers, 1935 total sales of auto sets amounted to \$58,000,000. Last year the volume hit \$70,000,000, and this year sales are expected to hit \$85,000,000.

What a PRIZE!
Big, Flashy, MODERN

Everybody Wants One
 Makes a BRILLIANT DISPLAY and It's Tremendous BIG VALUE, too.



No. 451 Smoking Stand
 has "class" from every angle! Choice of mar-resistant black or walnut enameled finish. Pedestal, smoker top and handle are all shining Dayco plate. Patented, fumeless ash receiver. Regular retail price, \$1.35. Minimum quantity, 6 units.

Ask your jobber for special price on No. 451 and on 14 other numbers from 75c to \$5.00 retail.

Sold by all leading jobbers.
DAYSTROM CORP., Olean, N. Y.
 America's Largest Smoker Manufacturers.

UNIVEX 8MM
Movie Cameras

B24083 — A precision vest pocket optical achievement. 18 & 8's brilliant movies at less than snap-shot cost. Everyone wants one. Retail \$9.95. Costs you each . . . \$6.97 30 ft. film. Each, 45c

B24084 — UNIVEX MOVIE PROJECTOR, A. C. Only, for Any 8mm Film. Each \$10.45 25% Deposit on C. O. D. Order.

Ask for Our Big New Catalog 373, containing 128 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.
 "The World's Bargain House."
 217-252 W. Madison St., Chicago, Ill.

JEWELED WRIST WATCHES

LADIES' & MEN'S. Brand New! Latest Style Yellow Gold Top and Chrome Back Cases. Complete with Bracelet to match. In Gift Box, with \$19.50 Retail Tag. Assortment of 3—3 Ladies', 3 Men's. Each Sample \$1.00 Extra. Send for Catalog. EXON, PLYMOUTH JEWELRY, 183 Canal St., New York City.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

CROP reports are good. The outlook for the agricultural fairs is promising and operators expect that they will have a good season. Present expectations are that household items will take well with fair crowds this fall. Articles of this type are in demand and many excellent items are being shown. Prices will probably be higher by fall, however. An operator touring the fairs with a set of kitchen aids says that he is going to give a metal polishing kit a trial this fall. A lot of polishable stuff should be on the farms with all this farm prosperity. Overall prices are upping again. This time it is the boys' sizes that are in for a price lifting. Most agricultural fair stuff will increase in price. It is now too late to get in on the low prices, unless you can pick up some odd lots. There are rumors that there are some good pickings in men's ties, suspenders, sport shirts, etc., now that the Fourth is over. Dealers in these items have hoped that they could defer sales to the end of July or August. The demand, however, has not come up to expectations. This should interest pitchmen who want to make the country towns with some better stuff than usual.

Price fixing under the Feld-Crawford Act continues. The cigaret lighters are now coming under its protection, which should make them attractive items for sales promotional deals. Small furniture items continue to attract attention on displays. They are doing well on Western locations and some Eastern spots. The demand for china tableware has been active the last few days. Prices are generally higher. Buyers seem to have confidence in the line. Some china sets have been bought for movie promotions. Burlesque merchandisers are in the market again, too. At the present stage the question of selling to burlesque customers seems to be somewhat in the melting pot. I am keeping my eyes and ears open and will let you know just as soon as some definite information is available.

Street pitches have been busy. Crowds on Sixth avenue have been heavy, and belts, suspenders, ties and similar articles seem to have been capturing the public's fancy. There is trouble in the hosiery market, and strikes are pushing the prices up. If you should be interested do your shopping now. The large influx of tourists is giving the indoor amusement places a chance. Those along 42d street are doing a good business all day long. I am sorry to report, however, that the straw hat pitches have not done the business they anticipated doing. Possibly they will pick up, now that the Fourth has gone. House-to-house sellers are getting more active again. With the depression over amateurs have left the field and there is again room for the professionals. A man whom I know well has been doing a good business with a small electric hot water heater. He sells it to summer cottagers.

Quite a few summer novelties have made their appearance in the markets during the last few weeks. Among the items I have seen are a small serviceable opera binocular that sells for a quarter, a finger-printing outfit for boys, a shaving stick that lasts 365 days, a set of five toothbrushes of different colors and a fountain pen that doubles as a flashlight. There are quite a few new useful gadgets for the kitchen being shown. There is a demand for silver metal jewelry to go with the Aztec fashions which are now the rage down at the Texas exposition.

B222—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will surely make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on This Clever Novelty.

A NEW BASEBALL POOL BOOKLET, Large Profits. Send 25c in stamps for sample and quantity prices.

Two-Tone Parade Cans, Gross \$7.50. Floral Cloth Parasole, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 50c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cans—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 838. New Carnival Catalog soon.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI

GET YOUR SHARE OF EXTRA PROFITS!

- SUN GLASSES, on Dip. Cards, Gro. \$9.50
- SIDELINE GOODS, A1 Qual. Gro. 1.10
- MOTH CAKES, Q1AL 100 for . . . 3.50
- SWATTERS, Gro. 2.50

25% Deposit, Balance O. O. D.

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALES BOARDS, RUBBER STAMPS, BILLBOARDS, You Get What You Ask For—No Substitution. No order too small or too large. Free Sample Case. Write for Details and Catalog.

CHAMPION SPECIALTY CO., 814-X Central St., Kansas City, Mo.

000. Total sales of all types for 1936 were \$500,000,000 and producers anticipate a gain of \$100,000,000 for 1937.

Reports from concessioners and supply houses indicate that smoking stands are destined to enjoy a big year as prize merchandise. Because the modern ash receiver, in simple pedestal or table style, has been designed so attractively and finished in durable lacquers and bright metals, it has extraordinary eye appeal and presents unusual utility value.

Factors in the manufacture of these stands confidently look to see a consumption of 250,000 units before the end of the season. Daystrom Corporation, largest smoking stand manufacturer in America, reports it has already distributed 75,000 stands to the carnival trade.

Flash, impressive size and smart color effects combine to make this type of merchandise most effective in dressing up the stand and giving it a progressive, clean, up-to-date appearance.

J. E. Brewer, the "rabbit king," has just returned from Miami with a good tan and a good fish story. Brewer likes to fish and he was on the water the first day he hit the Southern resort. Before the boat pulled out he handed a rabbit foot to the mate and captain of the boat and said: "Well, boys, here's where we're going to catch some big ones." It seems that the rabbit foot did the trick, for Brewer and his partner hit a double-header before the day was over. Both struck a sailfish at the same time and landed them within the hour. Two large barracuda and several dolphins were also boated.

CIRCUS ACTS

(Continued from page 59)
 Zoo, worked by Joe and Ana Metcalfe; Robonot's Palomina Horses; Murielita Concello, high-jumping horse.

Event 5.—Floyd and Esther, tight wire; Phil Escalante, Mexican wire; Bunny Dryden, loose wire; Maurice Marmellejo, tight wire; Emanuel Velarde, bounding rope.

Event 6.—Principal riding acts in end rings, Charles and Ernest Clarke; center, Ernestine Clark; clown number, Jack McAfee, Bones Hartzell and Charley Post.

Event 7.—Bimbo, high rocking table; Four Collegians, acrobatics; Pine Troupe, Risley; Bruce and Jimmie, Risley.

Event 8.—Aerial display, Helen Thurston, trapeze and arm whips; Ruby Woods, swinging ladders; Matthews Duo, revolving ladders; Eudora Troupe, cloud swing.

Event 9.—An acrobatic contest entire width of the bowl, all taking part and judges awarding cash prizes to winners.

Event 10.—Escalante Troupe, flying return act, with the clowns doing numbers; Matthews Duo, high wire.

Event 11.—Principal act, the Clarkonians, Charles, Ernest, Mrs. Charles and Mrs. Ernest Clark and Ernestine closing the program; Bunny Dryden working on 110-foot wire; finish, carrying Mrs. Dryden across the width of the Rose Bowl. In the closing fireworks among outstanding pieces were *The Battle of Tripoli*; *Betsy Ross Making the Stars and Stripes*; *With George Washington Standing By*; *End of the Trail*, *Battle of Jutland* and *Niagara Falls*.

Charles Duffy handled props, with Bunny Marlow, Fred Gambold, Charles Duffy Jr. and George Steiner. Crown alley—Jack McAfee, Charley Post, Bernie Griggs, Lawrence Swall, Bones Hartzell, Sisto, Ray Behee, Bimbo, Pat and Bill Kling, Al Minnow, Fay Avalon and Harry Bayfield. Art La Rue and son did ballyhoo several days preceding the show with perambulator, covering downtown Los Angeles and Hollywood.

32,000 in Maplewood, N. J.

MAPLEWOOD, N. J., July 10.—The 34th Anniversary Celebration here on July 5 was a big affair. Rain held off until late afternoon and more than 32,000 attended. Among some of the acts were the Wirth Family and Adele Nelson's Elephants, Comedy Mules and Ponies, and Lillian Thelma Alton, prima donna, accompanied by Professor Anderson's Concert Band of 60 pieces.

A CARNIVAL will be presented all week under sponsorship of Ottawa County Horse Show Association during its Horse Show in Minneapolis, Kan., reports Dr. Homer S. Foutz, secretary.

HOTCAKE SELLERS

Doz. No. Panly Folders	\$0.78
Rubber glove Joke (Shame)85
Imitation Ice Cube60
Small Cigarettes40
Merry Widow Hanky 1.20	.80
QUI, QUI Protectors90
The HOPE QUEST	1.65

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ZIP! ONE PULL—IT'S FULL!
FAIR PEN WORKERS
My New Pen Packages Are Ready—Real Low Prices.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

PIPES

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

RINGS



Gem and Whitestone, Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.
OLYMPIA BEAD CO.,
FREE Catalog 307 5th Ave., 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 abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. **ACT QUICK, REX-HONE MFRS.,** 1800 West Madison, BR-7, Chicago, Ill.



UNDERWOOD



PLUNGERS
SPECIAL \$21.00 PER GROSS.
255 With Order, Bal. C.O.D. Send 25c for Sample.
GRODIN PEN CO., 388 Broadway, New York City.

ELGIN & WALTHAM
WATCHES \$1.85

In New Cases, As Low As...
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unset diamonds in the country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid to us. We have everything. Send for FREE mail order catalog.
THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

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BIRTHDAY AND CONVALESCENT GREETING CARDS.
In Boxed Assortments. Very liberal commissions. Write for particulars.
DOROTHEA ANTEL
226 West 72d Street, New York, N. Y.

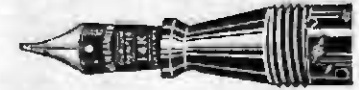
EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, NEW YORK CITY.

WING GUM 22¢ BOX

RETAILS FOR \$1.00.
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Sturdy Display Boxes help you to get quick 100% to 200% profits. Be our distributor. Send 50c for sample box (refundable). **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Ave., Newark, N. J.

"BANKER," the Fastest Selling Pen on the Market Today. Get My Price List.



JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; OHIOGRO, 180 W. Adams St.

SAVE MONEY

BUY YOUR BLADES DIRECT FROM MANUFACTURER.
Write Today for Full Particulars.
ALLIED RAZOR BLADE SYNDICATE
152-156 East 23d Street, New York City.

YES, FELLOWS . . . there is still a great deal of contention on the part of the merchants that street demonstrators injure their business along with much hue and cry about being "home-town business men, etc." There is, however, a much larger degree of responsibility in regard to restrictions being placed that rests with you fellows. It's a fact. Think and look the situation over and we'll venture to say that you'll agree with us. Too many in one spot, along with an argument now and then; not concerned whether we stop traffic; knocking each other and the local merchants, and especially not cleaning up locations all work towards such conditions. Fortunately, however, most of the boys, especially the deep-thinking ones, have attempted to overcome these detriments and are impressing the importance of doing so on others. The result is that there has been much less of these careless tactics in evidence. There should be none. We know that the really successful pitchmen never indulge in such methods. Think it over, boys.

WHEN one makes the Portals of Pitchdom and blasts off about how good he is and then does nothing but play blanks he isn't necessarily a Johnny-come-lately, he comes under the heading, "Just Flies."

SLIM RILEY . . . is reported to be working to big tips and clicking with his corn punk in Lima, O.

TO THE FELLOW . . . who wants to know why it is he cannot, it seems, become successful with "demonstrating a good sprout" even tho he has been a road man for years as a concessioner with a carnival. Well, it might be that it's a different line of work. Perhaps too much talk and not enough convincing demonstration.

HOW HAVE YOU BOYS . . . found celebrations and other special dates this season?

TURNING LOOSE a lot of blubber and bladder, telling others how good you are and then selling your paraphernalia to meet ordinary needs doesn't make you a pitchman.

IF YOU SEE . . . a piece of humanity who prefers to be a downright bum try to show him that he is entirely wrong. If your efforts fail shun him and forget his companionship. The bread and butter for your family and your own welfare depend upon it. We know whereof we speak when we say there are just as many gentlemen in our profession as in any other line of business. The fact that we are strangers to the populace and our misgivings (doesn't everybody have them?) are not so easily overlooked is where the hindrance lies. A local merchant's grift is labeled "business ingenuity," while a like transaction on the part of a demonstrator or pitchman is looked upon as being felonious. The object should be to overcome such ill impressions by conducting yourself as a business man: elevate yourself and your environment and raise hell with anyone who fails to try to work towards the same end.

A COOL PITCHMAN does not mooch coffee and roid money from his fellow pitchmen.

ONE OF THE BOYS . . . says it thus and he's right: "Always remember, knights, that you can get *The Billboard* almost anywhere in the world; that it costs very little to send Bill a pipe for everybody's reading and Cincinnati isn't a tough address to remember."

"WELL, HERE I AM" . . . pencils Dr. Victor B. Lund from Omaha. "Plan to work in and out of this city for five weeks, then head south to Oklahoma for the hot ones. Saw H. M. (Duke) Doebber getting his share with the blades and watches here. Understand that Eddie St. Mathews and Chappy were in Omaha for a couple of weeks and then headed for the West. Stay right in there and pitch, Eddie, and shoot a pipe. Prince Omwah is with me and he's really holding 'em spellbound with

his magic. Business hasn't been so hot here. The races are getting all the play, but they close July 5 and then I'll get my turn. Would like to read pipes from Herb Johnston, Happy O'Curran, Doc Sheeks, Madaline Ragan; in fact, let's see some pipes from all the boys and girls."

IS THE horse and buggy item you are working taking you for a ride? If so switch items. Day in and day out demand is what you want in an item.

FRANK LIBBY . . . who has been holding forth between Rockford, Ill., and Wisconsin for the last eight months to fair business, inks from the former under date of July 1: "Congratulations to Frank Libby for those fine pipes in recent issues of *The Billboard*. Bob Wilson, Jimmy Wells and Al Rice are among the boys present here. Wonder if Jim Miller has writer's cramp."

"AFTER 10 WEEKS . . . with my friend L. A. Sweeney and wife, working Iowa, Wisconsin and Illinois. I'm vacationing and enjoying the pleasant surroundings here in Escanaba, Mich., letters S. N. Ulman. "The Sweeneys are vacationing in Des Moines. After leaving them I jumped into Indianapolis and purchased a new Ford and together with my old friend Pop White came up here to enjoy some real fishing and a good vacation."

FAMOUS LAST WORDS: "Drop me a card when you run into a good spot."

"HAVE BEEN HERE . . . for two weeks," inks Herbert Johnston from Kansas City, Mo., under date of July 1. "Managed to get two good days in under the viaduct at Eighth and Main streets until the law caught up with me. He gave me a floater and road that long worn-out ordinance that almost all pitchmen know by heart. Have been working shops to fair business since. Plan to make Higginsville for the Fourth and then go into Chicago and wait for the Wisconsin fairs to begin. Would like to read pipes from Bill Goforth, Frenchy Talbait, Richard (Irish) Owen, Bob Wilson, Sam Coe, Harry Weber, Morrison Davidson, Joe Morris, Senator Rockwell, Johnnie Voght and Eddie St. Mathews."

MONEY SPOTS: Elmo, Chaffee and Perryville, near Cape Girardeau, Mo., where shirt, glove and shoe factories are running overtime and with pay envelopes fatter than ever before, are spots worth the attention of any good hustler, especially those fellows coming up from the South. Almost all of the spots would be red ones for med shows for from one to three-week stands. Perryville is positively closed to med shows, but some have worked on the outskirts of town to swell takes. St. Charles, Mo., is reported to be a good spot for a high-class med aggregation and the first one in town is bound to get a good slice of the long green.

DR. KREIS . . . comes thru from Scranton, Pa., with some highly laudatory remarks befitting the late Mrs. Charles Gessley, who passed from this life at her home in Shennandoah, Pa., June 21: "Here indeed," says the Doc, "marked the passing of the finest woman I have ever met in all my years in the med-show business. She always had a kind word for everybody. Gessley closed the show upon her death. John Graham returned to Patterson, N. J.; Helen I. Rex to Andress, Pa., and I to my home here at Scranton. Tommy Strunk tells me that George Hughes' salve sales haven't been so good lately."

PITCHMEN'S SAYINGS: "How did you get that scar on your right hip?"—King La Mar.

JOHN HICKS . . . tells from Browning, Mont., that he has been working thru Montana during the last month to an okeh business. A list of the towns he has made, together with the reader price, follows: Missoula, \$10 per week; Stevensville, \$1.25 per day; Hamilton, \$2.50 per day or \$5 per week;

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- PHOTO JEWELRY

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Hustlers are making money selling Lord's Prayer on a copper. Cost 2c, sell 10c. Also three-tone Bracelets, cost 5c, sell 25c. They come on a Paper Fast, it's exclusive, it's original. Particulars free. Sample 10c. 25% with order, balance C. O. D. You pay postage.

DAVE MARKUS, Chicago, Ill.
8 East Roosevelt Road.

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"A NEW ALL-PURPOSE VEGETABLE KNIFE," Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries.

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GENERAL PRODUCTS LABORATORIES
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

Phillipsburg, \$2 per day; Conrad, \$2 per day; Anaconda, \$2 per day; Helena (lot), no reader; Great Falls, \$2 per day or \$10 no week; Butte, \$8 per month; Fort Benton, free reader; Havre, \$3 per day; Shelby, \$1.50 per day; Cut Bank, no reader. Browning is an Indian town with no reader. John says he will leave soon to take a two-week fishing vacation.

THINGS WE NEVER HEAR! "I know how to work it. You don't have to show me."

FRANK LIBBY . . . writes from Brandon, Man., that the yearly invasion of that spot by American pitchmen and pitchwomen has begun, but that the invaders are few this year in comparison with other years. Libby says that he and Al Wallien are re-hashing them with glass cutters; Dolly Kerns, with darners; Ray Mantz, ties and forms; Memory Medcalf and Kay, Libby's wife, perfumes; Sadie Noos, cake

decorators. Libby says he has changed his routing and decided to make the B circuit of fairs, and that the rest of the bunch went to Calgary, Alta., the next city on the A circuit.

FAMOUS LAST WORDS: "Loan me a fin."

RICTON . . . "the Barnum of the sticks," writes from White Pine, Ga., that his organization is still rolling along and the ghost has been walking every week.

OLIVER FITZMAURICE JR. . . . has been making farm sales and is giving a mighty good account of himself in and around Dayton, O. From opinions of the old heads the youngster truly is the crown prince of the Fitzmaurice pitch dynasty, for Oliver Jr. shows every indication of being capable of filling the old man's boots.

MEMORIES: Remember when Bert Glauser used to step into a hotel and register for a room and then admonish the desk clerk not to pay any attention to that \$1,800 horse-shoe pin adorning his tie, adding that he desired a room at the regular rate? The writer is wondering—not having seen Glauser for years—if he is still carrying around that hunk of iron studded with rocks. That pin was the best ever, but Bert had to pay out many an extra dollar every time he sported it. He was never classed as a pitehman, but a big shot from Lower New York with that gem. Those were the good old days, eh Bert?

TOM SIGOURNEY . . . from Chicago that he is not with the Hodge Shows as was recently reported. He says his publishers insist upon his remaining in the Windy City for the final proofs on a book which he has written and which will be issued soon. Tom sends along another of his weekly epigrams. "When you give, give and forget it. When you borrow be grateful for the favor and repay it."

JACK O'DAY . . . can-opener demonstrator, was shaken up when his auto overturned twice near Cleveland recently. He was accompanied by his wife, but neither was injured.

THOSE WORKING stores should establish themselves in the stores in much the same manner as do the owners.

MORRIS DAVIDSON . . . is working sharpeners in and around Akron.

PITCHING means the survival of the fittest. Remember?

JERRY FRANTZ . . . scribbles from Slatington, Pa., that he had to close his show recently when his son, Franklyn, comedian with the organization, became ill and had to be

removed to a hospital in Palmerton, Pa. He's getting along nicely, however, and would like to read pipes from his many friends. Show, according to Jerry, has several new people lined up and will reopen in a few days.

HUSTLER'S TIP: Since one of the biggest hours on the radio broadcasts has been used in the furtherance of coffee sales why couldn't some real honest-to-goodness live-wire pitehman don a white uniform and make grocery stores around the country with some good brand of coffee? A coffee-grinding machine, showing the customers that the coffee is fresh, together with containers, showing the bean from the fields, hulled, roasted and ground would make a swell bally. Top it off with a good-sized percolator to give the customers a alp. How could one miss? Think Sid Sidenberg should get in on this one because of the amount of coffee he drinks.

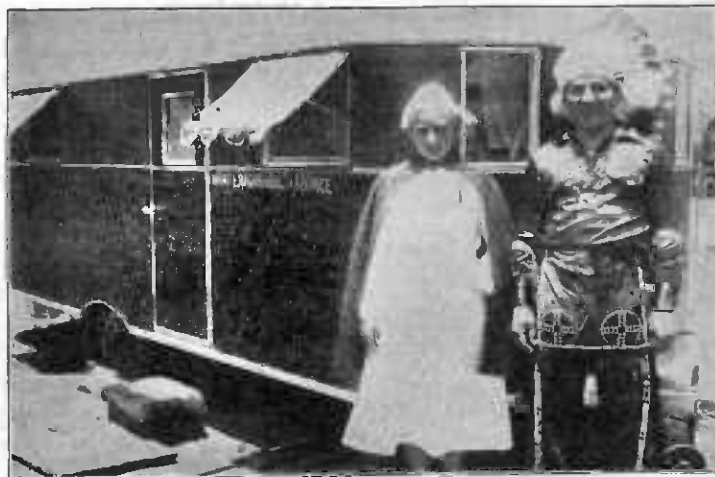
BERT RODA . . . pipes in with reminiscences of his early pitch days. Says he broke in the business in the middle of the '80s and that the first real talk he had with people was when he sold gyrosopes in Louisville. "In the late '80s," he says, "I started in high pitching. My first pitch was on the Dewitt, Ia., fairgrounds. I had a big crowd just ready to turn when a guy in tights went by announcing a free rope walk. So my first pitch was a flop. The Chicago Fair in '93 was good to me, as was the Midwinter Fair in Frisco. I then went east and played

to the fellows with the proper approach, which requires a little gray matter and a fyon. Muskegon factories, along with those in Muskegon Heights, six miles away, make a bank roll for anyone who wants to work an article of merit. Towns to the east, north and south are within an hour's driving range and a fellow on his toes is good for a scagon's work in that neck of the woods.

AN OBSERVATION . . . not an epigram, this week from Tom Sigourney: "Thanks to God for the gift of thinking. All of the world's greatest achievements began with a thought. The great masterpieces of literature, art and sculpture first were thoughts; likewise the great bridges, railroads and radio. Thinkers, sometimes called dreamers, gave us everything worth while. Learn to think, you'll go places."

MONEY SPOTS: Frigidaire plant at Moraine City, six miles south of Dayton, O., is one of the best factory spots in the nation. A concrete ramp between the plant and the highway has been worked by pitehmen for years and it seems to have become traditional with the authorities and the plant workers. On pay days one cannot miss if he has the ability to put over a money-taking talk, as this spot has a triple-A rating as a red one.

BOYS WITH RAIN CAPES . . . have been getting top money at the Great Lakes Exposition during the recent rainy days.



THE PAIR pitched here beside their new work trailer certainly need no introduction to Pitehdom. You're right, boys and girls, it's none other than the energetic Mary Ragan, twin sister of the magnetic Madaine, and her husband, Chet Wedge. Photo was snapped on the lot they were working in Long Beach, Calif., recently.

Canada and the Eastern States; then the Cotton States Exposition, Atlanta; the Sesquicentennial, Philadelphia; two more world fairs—at Chicago, and Cleveland last year."

MONEY SPOTS: Hamilton, O., a town of 52,000 inhabitants, with 42 factories employing thousands of people, is one of the best factory towns in the world for a knight of the fraternity with knack and discretion. Hamilton has such plants as the Ford Wheel Works, Champion Coated Paper Mills, Herring-Hall Safe, Mosler Safe, Estate Stove, American Foundry and American Can. Working conditions are rated "not so good" for a boy not using clean methods and fair tactics, as a slough comes automatically with a beef. But for one using his noodle—it's up to him to get it.

C. A. PATRICK . . . is now in New Orleans after working Florida spots to fair business. Writing from the Louisiana city, he says: "Still handling novelties. Street reader here is \$18 a year, but they come slow. Have just purchased a new trailer."

THINGS WE NEVER HEAR: "Here's that ten I owe you." "I was here first, but you can have the spot." "You make it first and I will take the blowoff." "I never got a bum steer."

HARRY WEBBER . . . is working the juicers en route to Indianapolis, where he will arrange for a spot at the State fair.

MONEY SPOTS: Here's one for a fellow contemplating working Michigan. Muskegon is a real spot with a corner that was open on Pine street and, from reports, is still open

to the fellows with the proper approach, which requires a little gray matter and a fyon. Muskegon factories, along with those in Muskegon Heights, six miles away, make a bank roll for anyone who wants to work an article of merit. Towns to the east, north and south are within an hour's driving range and a fellow on his toes is good for a scagon's work in that neck of the woods.

W. G. WHEATLEY . . . that the season opens there in August; that Dr. Speager has been working around there all summer; that Dr. Gilbert came by from Virginia; that Dr. C. R. Kerr was in to see him about two months ago; that Doc Kerr and his son said business was good; that Hitchox has a real show in North Carolina.

CHARLES NAPOLITANO . . . and band of assistants are reported to be doing well with novelties at the Great Lakes Exposition, Cleveland.

MONEY SPOTS: Bill Brothers plant at Muncie, Ind., is reputed to be one of the surest fire money spots in the Central States. In addition to this one there are numerous factories in the city that will give a fellow a good week's work and pay. At times a corner is open to the boys on the main stem, which is closed when a squawk is registered by a towner. Clean and fair tactics open the spot and will keep it that way. A lot at the end of the main stem near the railroad depot would register for a capable man working high.

GENE P. HANAFIN . . . is working good wire exclusively at the Great Lakes Exposition, Cleveland. He says that he has a Florida fishing camp and cottage for his winter training and that a standing invitation is open to any of the fraternity to stop over for a fish.

Pitehdom Five Years Ago

Chief Running Wolf, med pitehman, who served overseas with the American Expeditionary Forces, was being storied and pictured in Washington newspapers. . . . A. E. (Red) Mille blew into Clinton, Ill., after enjoying fair business at an Independence Day celebration in Casey, Ill. . . . Edward James Maxey had his medicine show cliking in Waterbury, Conn. . . . Hoot McFarland was learning that one almost needed an Act of Congress to pitch in Biddeford, Me. . . . Chicago was proving poor hunting grounds for the braves of the pitch tribe since the two national conventions and what came to town with them went home. . . . Business in Lincoln, Neb., for Harry Tam, paperman, was just fair. . . . Deb-onair Bill Sloss was reported to be making duce and fin touches with his boxes of mysterious powder in Syracuse, N. Y. . . . Tedy Rhea was working to satisfactory business in Rogersville, Pa. . . . Tom Sigourney, who was promoting circulation for *The Bonus Expeditionary Forces News* in Washington, left that city for Chicago to open a recruiting station for the BEF. . . . Things were not so hot for Ray Herbers in Rockford, Ill. . . . Despite the fact that he experienced a few bad breaks with his med show, members of Doc A. E. Murray's organization were still eating three a day. . . . Bennett Comedy Company was still working Illinois territory to quiet but firm business. . . . Dr. F. F. Dean was working the Ozark country in Missouri to an okeh business. Pay and Joe Abbott were with him. . . . Dr. Fred Gassaway returned to Dallas after a water haul at Kansas City, Mo. . . . Harry Daly was finding only fair going working his med show thru Illinois. . . . Mary Ragan was working the Boardwalk at Coney Island, N. Y., to fair biz. . . . Tot Young and Jack Bogart teamed up and were pitching auto polish in Iowa. . . . Ann Seigel and Doris Drake were holding their own demonstrating soap and shampoo in a large New York department store. . . . Professor Petrovics, old-time pitch-store owner, was spending some time in New York taking in the sights. . . . That is all

DON'T CHEAT yourself out of a good-sized bank roll at the end of the season by cutting down your profits thru negligence in ordering stock.

CHIEF MEXAS . . . is working the plants around South Bend, Ind., to a good take. The Chief and the missus are driving into the Windy City for the week-ends.

WHEN YOU find that you are being rapped and fingered in this great game of pitching don't blame your enemies, because they know you are watching them. These so-called friends that you trust are the ones who give you the "works."

DR. GEORGE LONG . . . is doubling with Chief Van Red Feather on his med emporium, working spots in and around Dayton, O.

TRIPOD OPINIONS: A fellow pitehman doesn't become peeved because you do him a favor. He gets that way when you tell everybody else you did him a favor.

LEONA ALLEN . . . is headed for a chain stove in the Mound City with her demonstration. She has been cliking effectively with her clever talks on "how to keep that hair."

SAMMY SMITH . . . writes from Woodruff, Ill., that Alton, Ill., is not open with a 25-cent reader, as erroneously reported recently, but a \$25 reader. Smith says Woodruff has a \$2 reader, with an additional 50 cents for med and no o. m.

YOU FELLOWS risk a serious loss by not having enough stock on hand when you run into an unexpected good pitch spot. It seems rather silly, too, when you consider that it can be easily avoided by ordering stock regularly. Stock in hand to be put in action is better than a quiet inactive dollar tucked away in a sock.

DR. GEORGE REED . . . comes thru with a lengthy pipe from Columbus, O. He says: "I am practically out of the pitch game because of my eyes and my hearing. I closed at McCrory's Terre Haute, in March and went home for two weeks' rest; then I made Huntington, W. Va., for two weeks. I have since been home, treating my eyes and working the markets on market days. I would like to see a pipe from Art Cox, Frank Libbey, Morris Davidson, Joe Weber and Tom Kennedy. I am

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CRESCENT CITY SMELTING CO.
118 N. Broadway, St. Louis, Mo.

glad to see that Si Hart is ok. Hope he gets that Packard. I wonder where Bert Hull and the missus are. Why don't you write, Bert? Fergie Ferguson, of General Products Laboratory, has been very sick for the last four weeks. Welcome, Sid Sidenberg, to foot remedy demonstration. Walter Byers has just pulled in for a vacation."

JOHNNY McLANE . . . reports from Atlantic City that many pitchmen and pitchwomen are gathering in the shacks there. Professor Seward, assisted by Red Dowell, has a gorgeous place and is doing well, according to McLane. There are five or six other astrologers, four hand-writing experts, three guess-your-weight scales, a number of novelty workers, a wire twister in a doorway, several silhouette workers in bathroom doorways and a pants presser demonstrator—all Johnny-Come-Latelys, McLane reports. Mickey McDougal is on the walk at Garden Pier, working Svangall decks and paper-folding tricks. Besides him there are a Lord's Prayer on a penny worker and a peeler stand that has flash and seems to operate 18 hours a day. Penell Whitey and his dogs, Rex and Blackie, are working the clubs.

C. & W. Carnival Employees Drown in Susquehanna River

WILLIAMSPORT, Pa., July 10.—Ernest Behn, 19, and Clara Trappen, 18, employees of the Willis Johnson Temple of Mystery Show on the Cettin & Wilson Shows, were drowned in the Susquehanna River here yesterday afternoon. The victims of this double tragedy were members of a swimming party of show people playing here this week. Neither of the deceased could swim and were fooling on the bank of the river when both fell into the water. The bodies were recovered with grappling hooks from a depth of 20 feet by Roy Thompson, of the shows. L. C. Miller happened to be on the lot at the time of the mishap and at once notified *The Billboard*.

SHOW LETTERS

(Continued from page 57)
week a fireworks display, gate-prize drawing, automobile drawing and show's free act, lasting thru 1:30 a.m. Sunday. Doc Green joined Saturday with his family to take over new Minstrel Show. R. K. Chapman here to reorganize and manage Side Show. Eddie Ferraro has added to his duties management of "She" show, supplanting White Voigt and wife, who closed to take up a prior engagement. Ferraro also manages *Hawaiian Revue*. George Byers installing safety belts similar to those on the Loop on Octopus ride. George says it will keep the "flyers" and other imaginative customers from standing up long enough to be thrown out. Sam Hunger and party, from Vandergrift, Pa., and Chief McKenney of Petrolia, Pa., were visitors Wednesday. **CHRIS M. SMITH.**

Buckeye State Shows

Florala, Ala., Week ended June 25. Masonic Celebration. Location, center of town. Weather, fair. Business, excellent. Long move in rain. Greeted in Florala Saturday morning with fair, warm weather that continued thru week. Every ride and concession opened 8 a.m. and did business until midnight. Third year playing this celebration, each day bigger than one before. Joe Gailer, manager, purchased new kiddie ride. All members of show ordered new uniforms. **ELOISE LOWRY.**

Blue Ribbon Shows

Linton, Ind., July 4 to 6. Location, downtown. Weather, ideal. Business, good, especially on Fourth. With only a 40-mile move Manager Roth had show up and ready Sunday afternoon. Large crowds came out Monday a.m. and by 4:30 p.m. midway was packed. Roy Woods ran top money with his hell riders and Ridee-O topped rides. Bert Melville came in with a close run for first money. Everyone is rebuilding and repainting. Nearly all have new canvas. Mr. and Mrs. L. E. Roth purchased two new automobiles. John Galligan bought a new 20-foot semi-trailer to haul his two corn games. **Brazil, Ind., July 4.** No. 2 unit. Location, city park. Weather, ideal. Business, good. After playing Fourth here show was torn down Wednesday and removed to Martinsville to rejoin No. 1 unit. While waiting for other unit to come in all rides and show fronts will be repainted and decorated. Despite bad weather this season everyone is in good spirits. **JACK GALLEPPO.**

will have to go back to school in fall. Personnel intact, with very few exceptions, and staff remains same with addition of W. R. Hicks and Chris Jernigan. **R. E. SAVAGE.**

West World's Wonder Shows

New Brighton, Pa., Week ended July 3. Auspices, Beaver County Police Association. Location, Junction Park. Weather, some rain. Business, good. Big opening Monday and good business all week. Friday public wedding night was touted to be big night, but rain started in afternoon and continued at night, flooding wedding stage and draperies. Rather than see bride in downpour, Louie Wels, proprietor of musical comedy show, tendered use of his tent theater and saved day, as a good crowd had ventured in shower to see wedding. Louie was rewarded by a packed house, as they bought tickets inside after ceremony, as they were loath to leave a dry spot. Good crowds came during week from Ambridge, Alleghenya, Ellwood City, Beaver, Rochester and Beaver Falls, all of which are in Beaver Valley. A baby monk was born at Smithy's animal show during engagement and many are suggesting names appropriate. Glenn Cox is operator of new Octopus and ride is clicking under Glenn's direction. It has proved convenient for E. Payton, trainmaster, whose home is only a few miles down valley at Slanerville, drove home nightly. Cooperation and association with Beaver County Police Association was pleasant as well as social and profitable. Taken in all this proved to be one of banner stands of season, business holding up good all week and Saturday ideal weather gave a bumper crowd closing night. **GEORGE ATKINSON.**

McClellan Shows

Vincennes, Ind., June 28-July 6. Auspices, American Legion. Weather, fine. Business, good. Pay gate. Cold wave Tuesday and Wednesday nights brought out sweaters. Mr. and Mrs. Roy Ooldstone, Mr. and Mrs. J. T. McClellan, Martha McClellan and son, Jimmie, enjoyed a country dinner with Mrs. McClellan's sister. Mrs. L. A. Heiman, of Moberly, Mo., and her grandchildren, George Allen and Mary Louise Heiman, returned home. Eddie Bennett and T. W. Hutson are busy with sound truck. Earl Saunders joined with a concession. William Ferrell is helping Clyde Webb on string game. Otto Rabiah has Melvin Farrah as helper on knife rack. W. C. Powers has bumper. Harry O'Neal and John Dewitt are helping Blackie Miller on buckets. Versio Ferrell and Mrs. White Pratt are helpers on Mrs. J. T. Neal's hoops. Mrs. Joe McKinley has silver novelties. Jim Richards also operates novelties. Eddie Tubbs has snowball stand, and Tom Holmes reports good business on candy floss. C. A. Pool and Joe Myers operate a concession. Jack Prutell has Mary Ferrell as helper on cigar store. C. C. Downer visited his daughter, Peggy Mayes. Kenneth Wilson joined with Kiddie Airplane; Mrs. Wilson, with penny pitch. Dec Ryan has Tex Bob Reilly in front and Helen Collins inside on Congo Show and George Williams as canvas man. Daisy Reilly is on Streets of Paris. Mrs. Marius Woods and son, Jackie, arrived on show. Mrs. J. T. McClellan and Roy Goldstone, whose birthdays were just four days apart, were given a surprise party. Many presents given. Rapa Musical Revue, a Hawaiian troupe, joined. Walter Dale joined as chief mechanic. Myrtle Starling joined and has charge of Martha McClellan's photo gallery. Gilbert Cox and wife joined as concession workers. **L. OPSAL.**

Dodson World's Fair Shows

Niagara Falls, N. Y., Week ended June 27. Location, Buffalo avenue showgrounds. Auspices, American Legion. Weather, clear and warm; rain Monday. Business, good. Ten-cent gate. A heavy rain Monday afternoon caused opening to be called off, as lot was under six inches of water. Splendid support from Chairman Phillip A. Case and all other members of post, Legion parade, held Wednesday night, was one of biggest and best ever held here, according to N. F. Maddever, editor of *Niagara Falls Gazette*. It was over seven miles long, with representation of over 12,000 from Canada border towns and military units. Dodson's Band had a prominent place in parade. A colored band of Southern Revelers, mounted on a decorated float, drew rounds of applause. Orlis of *Gay Paree Revue* and Artist Models rode atop

WANTED — WANTED — WANTED
MILLER & ARCHER SHOWS, INC.
WANT FOR 18 WEEKS OF FAIRS AND CELEBRATIONS, STARTING AT MEREDOSIA, ILL., BIG 100-YEAR CENTENNIAL.
Shows with or without own equipment. Will buy or lease 1 1/2 Wheel and Chariolano. WANT Kiddie Auto Ride, Loop-Plane, Pony Ride, Drive-Outlet Autos, and one more Flat Ride, Limb-Loop preferred. Have countless more slide show outfits. WANT Working Acts for same. Offer show. WANT good Man to take charge, Blackie Neumaier, wife. WANT Fat Man, Tall and Half Fats, etc. WANT Athletic Show Manager with Wrestlers and Boxers, for new outfit; Good Show, Motorhome, WANT Trumpet Player, 1 Chorus Girl, 1 Straight Man (Dancer), also experienced Caucasian to handle Blinzed Show, salaries from the office. Write, don't write time short. WANT experienced Working men in all departments. A-1 Banner Man, Al Rogers answers. WANT IMMEDIATE CONCESSIONS ONLY. NO OFFERS NEED APPLY. WILL SELL EX ON COOK HOUSE AND GLAB \$75.00. Guaranteed \$150.00 in Meal Tickets. WANT PARTNERS IN FAIR. WANT Photos, Displays, Mitt Camp and all other Show Concessions. WILL SELL EX ON FROZEN CUSTARD. FAIR SECRETARIES AND COMMITTEES, HAVE FEW OPEN DATES. WRITE OR WILLIE OR GOME, LOOK US OVER. OUR LAST FAIR CHANGING WEEK IN MISSISSIPPI. ROUTE TO INTERESTED PARTIES. ALL ANSWER TO MANAGER SHOW, Bloomington, Ill., this week.
NOTE—Pat Slav and Tom Shelby, wire or come on.

MICHIANA STATES' FAIR
SOUTH BEND, INDIANA, AUGUST 1 TO 8, INCLUSIVE
EIGHT DAYS AND NIGHTS—TWO SUNDAYS
FIRST ANNUAL FAIR. Heavily billed within a radius of 50 miles and publicized through 25 daily and weekly newspapers and radio. Attendance 75,000 to 100,000.
EVERY DAY A SPECIAL DAY. \$2,000 in Premiums. Horse Show opening Sunday.
WANTED—Additional Free Acts, especially Animal Act. Limited amount of space for legitimate Concessions. Can place Demonstrators in Exhibit Building.
J. B. HENDERSHOT, Manager, 107 W. Colfax Ave., South Bend, Ind.

sound truck. Troupe of ponies in gay plumes and fancy trappings made a hit. Parade ended at showgrounds at 9:00 p.m. Thursday night proved best of all. A light drizzle Sunday afternoon held attendance down, but it cleared at night and thousands came out. *Niagara Falls Gazette*, *The North Tonawanda News* and *Niagara Falls, Ontario Review* gave show fine support. Ray Balzer, legal adjuster, is back after two weeks in Huntington, W. Va., sanitarium. Sandy Hogan, talker on *International Congress of Oddities*, gets his share of business. Larry Bedwell, tonorial artist, has a new modernistic setup. Francisco Bros.' sex show has three new flashy pictorial banners. Cy Holiday, foreman of Scooter, added three new cars to ride, making 20 in all. Melvin Dodson Jr. has been appointed assistant to secretary Vernon Korhn. Max Lindermann, manager of World of Mirth Shows, and his general agent, L. Harvey Cann, were entertained by C. Guy Dodson. Frank O. Seed, local aerial photographer, made five dandy shots of show. Hyla F. Maynes, ride builder and operator, of North Tonawanda, accompanied by wife and nephew, spent an evening on midway. Maynes is president of Maynes-Illions Ride Builders. The Parker-made five-abrest Carry-Ur-All was placed in factory of Allan Herschell at North Tonawanda for overhauling and painting. Italian colony turned out strong to see Zaechini do cannon act. Visitors: W. C. (Bill) Fleming, field manager of Pollock Show Print, Buffalo; William (Cookie) O'Neil; Charles T. Goss, of Chevrolet Motors, East St. Louis; Harry Wilson, staff photographer of *Buffalo Courier*; Leonard Farrell, publicity director Niagara University; Mr. and Mrs. Joseph Rounds, Franklin Foxhead, Mildred and Marian Prescott, James Holm, Everett Marshall, John Newton, Henry Wade, Norman Browne, James Williamson and Jack Loftus. **DAVE CARROLL.**

Art Lewis Shows

Worcester, Mass., Week ended July 3. Location, Webster Square. Business, very good. Weather, showers. Five days of rain at Webster, Mass., where show exhibited week of June 21. Show in its entirety registered heavy grosses here despite fact that most every night some rain fell. Location was ideal, but in order to put show on it Manager Lewis had 20 men with tractors and graders for five days prior to show's arrival cleaning and grading grounds under supervision of Pete Thompson. Building and painting in all departments continue. Art Lewis is a busy man seeing that everything is in first-class shape for show's Canadian tour, and everyone around show is abiding day that it will enter "the promised land." Writer, accompanied by General Representative Kerr, returned from flying trip to Canada, arranging details for entry into Dominion. George A. Hamid spent an evening last week at Webster as guest of Manager Lewis. Lineup of attractions: Havana, management Ray Vallee; Follies, management Pete Thompson; Micky Mouse, management Mrs. Boudry; Hell Drivers, management Speedy Palmer; Athletic Arena, management Mickey Devine; Laughland, man-

agement Jimmy Robichaud; side show, management Barney Lamb; Dorsalina, management Barney Lamb; Jobber's Midgets, management Jobber family; Fat Show, management Newton Kelly; Azora, management J. C. Rogers; World on Review, management Alysne Morency; One-Eyed Circus, management Mrs. Ed Evans. Rides: Twin Wheels, Tilt-a-Whirl and Chair-o-Plane, operator, Al Bydark; Double Loop-o-Plane, operator, Monn Bydark; Carousel, operator, William Fairbanks; Loop-the-Loop, operator, Al Rogers; new streamline Whip, operator, Stanley Stutzman; Ridee-O, operator, Frank Moran; Octopus, operator, William D. Pink; Kiddie Ferris Wheel, operator, Henry Tabbert; Automobile ride, operator, L. B. Lamb. In addition to above lineup new Auto Scooter will be delivered to show July 16 from Spillman Engineering Corporation. Free acts: Four Devils and Dare-Devil Anderson. Advertising calliope, Norman Selby Jr., operator; sound-system car, C. S. Anderson chief technician in charge. Visitors: Mrs. Barbara McIntyre, who spent week with Mrs. Morency; Mr. and Mrs. William Zeller drove from Boston to visit writer. **F. PERCY MORENCY.**

J. J. Page Shows

Columbus, O., Week ended July 3. Location, Mound street circus grounds. Weather, fair and cool. Business, very light. With a location alongside Red Bird Stadium, where baseball is played day and night and thousands flock to games, a main highway where travel never seems to cease, yet date went on wrong side of ledger. A little cool weather was encountered, which takes part of blame. A second week was contemplated. However, Manager Page decided to pass it up and move on. Another show in town and visitors aplenty were in evidence. J. J. Page away on a business trip and before leaving left word for repainting rides and fronts. Trailer city is growing in leaps and bounds, three new ones recently, Roy Fann, Phil Babcock and Levi Barnes. Mary Arnold arrived and took over Roy Fann's ball game, while Jesse Campbell and Ginger Corcoran are handling Penny Pitch. William R. Hicks and wife arrived, Hicks in an executive capacity. Chris Jernigan is handling details a week ahead of show, and writer is leaving for the South to look after fair dates. Spot Bassinger has a beautiful corn game now, replaced outfit that burned to ground in Morgantown, W. Va., a few weeks ago. J. A. Montgomery made a trip home, St. Clair, Pa., to be at bedside of his mother, who is seriously ill. Trevor and the missus handled all details pertaining to their rides while he was gone. Bennie Fowler, wife and son, Bonnie Frank, paid show a visit. Bennie has been piloting a circus. Frank and Dot Earle with their son Jupe are still with it but will leave before long to make Kentucky State Fair. Dot avers she does not like a country store concession near as well as she did before buying one. Jupe, their little son, is one of the busiest boys on show. Mrs. J. J. Page and daughter, Dorothy Lee, arrived and will spend balance of season with the show. However, Dorothy

R-B Doing Big Despite Rain

BUFFALO, July 10.—The week starting at Albany for Ringling-Barnum was a rainy one, but nevertheless tents were packed. Utica was *The Billboard* day and many were seen with copies. Rained entire day, but grounds were hard and grassy. At Syracuse, long haul, third circus in and packed them to ringbank. At Rochester, nice day and many visitors, among them C. O. Hall, promoter, E. J. Kelly was on hand, taking photos of various departments.

Joe Vincent, of concession department, had a visit with the family. His wife hails from Manchester, N. H. Ralph Gram, big show announcer, is on sick list. Harry Kramer, of ticket department, is substituting. Angela Antelek, who fell from perch at Washington, is improving and will soon be back in the Antelek troupe. Interspersed in big show program, four midjet dolls from Clyde Ingalls' Side Show. Are in high-school number, on Shetland ponies. They are Harry, Tiny, Daisy and Grace.

Members of Dirty Dozen Club still were Good Night, Judge, to Walter Guice. It looks like another call to order by Judge Willie Moser. At Buffalo, July 4, performers gave an entertainment in big top. Grand stand was well occupied. Merle Evans' Band played program and Rudy Rudynoff was emcee. Actors and actresses, children of the circus, were presented in order: Rose Reiffenach, hand balancing; Clara Repenski Delboise, swinging ladder; Gloria Brach, cloud-swing, acrobatic tap dancing; Charles Yacopi, Spanish fan tang; finale, entire company doing the rumba. The youngsters were a scream. Clara's number was all that the elders do in their tricks, under supervision of Eddie Rooney.

The writer met an old-time friend, Buck Healy, of Burns Detective Agency, also Gene Milton, who managed Happyland on the midway of the old 101 Ranch show.

Dressing-room sidelights: Fred Bigboy, taking a day off at Binghamton, came back at Rochester. See Cody and Jimmy, Shanghai Polidor, Maygar boys putting on the ritz; Harry Nelson getting ready to rehearse ladder girls, Jerome feeding the dog; checkers and chess games took a landslide, no champions announced as yet. Most important man is the mail-man. The dressing room's Benevolent Protective Order, mostly money orders. Frank Saluto, midjet, showed writer a reader in Worcester (Mass.) Telegram, describing welcome home. A party was given for him, host, Johnny McKennis, of Boston. His mother and Mr. and Mrs. Al Mason, of Fitchburg, attended.

Telegram from Perry Plank, Peru, Ind., where he underwent successful operation at St. Luke's Hospital. He is bookkeeper in Mayer's commissary. Mrs. Victoria Coyle was a visitor, guest of her sister, Mrs. Flora Guice. May Clark Yorlo spent recent Sunday with relatives at Niagara Falls. Mrs. Charles Bell made flying trip from Coney Island Luna Park, visiting hubby and returned to Luna. Joe Gould and family visited friends and called on the writer. **JOE LEWIS.**

BINGHAMTON, N. Y., July 10.—Ringling-Barnum played to large audiences here July 1. The lot was muddy due to recent rains, but cinders and shavings were placed. Only two people were working in the Wallenda act as the other two were still out on account injuries sustained from fall at Schenectady. Newspapers said that wire cable snapped. Truth is that no cable snapped, but stakes, supporting cable outside the tent, pulled up as result of soft ground.

Members of Pat Valdo Tent, CFA, were on hand to greet Pat Valdo, after whom their tent is named, as well as his many friends who were his boyhood companions. Valdo has a brother, sister and father living here.

Dropped the Hoops

COBLESKILL, N. Y., July 10.—Benevolent old gentleman, probably in his '80s, visited here. Says the last time Dan Rice showed here he lost a valuable ring. Gentleman found it after the show left town. "Over 40 years ago," said the visitor. Bill Storey managed to purchase the ring for \$2. Checking up, bill discovered that the benevolent old gentleman laid six rings at \$2 each. Not a bad day's work for a man of his age.

R-B Folks Celebrate "Christmas" July 4

BUFFALO, July 10.—With the thermometer at 80 degrees, the folks of Ringling-Barnum Circus celebrated their annual "Christmas" holiday on Independence Day here. There was a big dinner behind the big top and merriment and excitement in each tent. George Blood, in charge of the commissary, did the meal up brown, and all concerned dipped into their dishes with delectable delight.

Despite all the noise of city officials last week to stop the Sunday performance, the show went on as scheduled, with at least 8,500 attending the afternoon performance, more at the evening and at least as many on hand at the two Monday shows.

July 4 marked the first time in Buffalo's history, according to the records, that a circus has been staged on a Sunday.

Police made no disturbing effort to interfere with the show other than making an arrest of Edward Vaughan, legal adjuster, a few hours before the matinee was scheduled to start July 4. Vaughan was conveniently escorted to the station across the street from the grounds, gave bail and was immediately released.

N. E. MEN

(Continued from page 40)
him. It has finally been decided to permit him to play half the game for each team.

John T. Clare, manager of Crescent Park, has many prizes in store for members and the day will be brought to a close with an oldtimers' celebration in the spacious ballroom.

A. C. GOES

(Continued from page 40)
charged as much as they thought they could get. Restaurants went to an all-time high, while two bits was a low price for the lowly nickel hot dog. A number slept in hotel lobbies at \$2 per head. With only one or two exceptions, night spots found all kinds of extra charges and the money rolled in—not willingly, but in.

Steel Pier, celebrating its 40th anniversary, reported all records broken for the three-day period, with 79,000 on July 4 alone. Louis St. John, at Central Pier, said the Beechnut Circus and Model Home both drew exceptional crowds. Million-Dollar Pier opening on July 2 went more than 60 per cent over the previous opening. All this with an increase in prices this season.

Sand artists forgot all about sand and began drawing faces as fast as they could work at two bits apiece. High-light of week-end was a gigantic display of fireworks by Steel Pier from the very end of the pier, a half mile out in the ocean, thousands along the beach front being thus allowed to witness the spectacle.

OHIO DISTRICT

(Continued from page 40)
top for the new season, while Rock Springs Park, Chester, W. Va., was visited by big crowds on both days, with Pennsylvania sending hundreds by auto and excursion steamers. Rain marred Monday in Lake Park, Coshohaton.

The steel strike, now in its sixth week in Eastern Ohio, which has resulted in several thousand men being idle, is easing, as the mills continue to reopen, and the park outlook hereabouts is much better than it was a week ago.

Park executives reported patrons spent money over the holidays so that new grosses were hung up on rides and concessions, with dance pavilions and bathing pools turning in their biggest days of the season. Majority of the parks in the district have their biggest outings scheduled for the last half of summer.

Boom Trade for Conneaut

CONNEAUT LAKE, Pa., July 10.—Conneaut Lake Park reports largest business in 15 years, revenue up to June 30 equaling total take for 1936. Independence Day crowds forced the Hotel Conneaut, a unit of the park, to send overflow to tourist homes in Greenville, 15 miles away, while Beach Club, nine rides and 60 concessioners reported boom trade.

Spokane's Natatorium Has Business Like Brand of '30

SPOKANE, Wash., July 10.—About 50,000 visited Natatorium Park on July

3-5 to make biz of the 1930 variety, said Owner Louis Vogel. Fun-in-the-Dark and the Nut House, which replaced Pretzel and Joy Wheel, are proving very popular. Don Cave and his orchestra are playing nightly.

Natatorium Park covers 43 acres, mostly in grass, trees, shrubbery and flowers. Has spacious dance pavilion, indoor plunge, ball park, 16 concessions and eight rides. Owner Vogel started with a Merry-Go-Round in 1909.

Akron's Summit Beach Has 45,000 at Holiday Finale

AKRON, July 10.—All attendance records of Summit Beach Park were broken on the night of July 5 with more than 45,000 people, topping opening day attendance of 35,000. Manager Frank Rafal believes an advertising program arranged with WADC during the entire week previous to the three-day celebration was partially responsible for the huge crowds.

All rides and concessions did excellent business. New Stratoship has been installed and is operated by Motey Kutzen and Rilla McClain, Eastwood Coaster Company, East Detroit, Mich. Pop-corn and peanut stand, operated by Dave Roberts, did the best gross of any time in nine years that Roberts has been at Summit Beach.

In the ballroom Dick Fidler and his orchestra, playing on July 3-5, attracted almost 6,000 paid admissions. Ballroom is under management of Lew Platt and name attractions are being presented. Other orchestras scheduled to appear are Les Brown and his Duke University Orchestra, Blue Barron, Don Redman, Clyde McCoy, Morrey Brennan and Jack Groves. Crystal Pool, under management of Bud Gintling and doing fine business, is open day and night.

Nearly 55,000 Are Drawn To Pontchartrain in N. O.

NEW ORLEANS, La., July 10.—About 55,000 jammed Pontchartrain Beach for Independence Day, while crowds about half as big came on Monday to give the resort a fine week-end. Without a free outdoor act for the first time this season, beach had been experiencing falling off in attendance. Harry Batt, managing director of Playground Corporation, said more acts are booked for later this month.

Search for Miss New Orleans of 1937 will be held at the beach late in July with 75 girls already entered. For first time in years the beach will hold its own bathing revue.

Galveston Beach Jammed

GALVESTON, Tex., July 10.—Largest Independence Day crowds in the history of Galveston beach surpassed jams of the gay '90s. Transportation officials estimated that trains, buses and trolleys carried more than 20,000 and thousands of automobiles jammed the causeway between mainland and island beach. Hotels, concessions and tourists' camps reported overflows. Some concessions said business was as much as 500 per cent bigger than last year. Officials of the beach association credit Pan-American Exposition, Dallas, for the increase. Fireworks and band concerts were given.

Gulf Coast Runs Up Best Holiday Trade in History

NEW ORLEANS, July 10.—From Saturday thru Monday Mississippi Gulf Coast had the greatest holiday business in its history, it was determined after railroads, bus lines, hotels, restaurants and concessioners took stock of over-worked personnel and completely cleaned-out shelves.

So great was the influx that thousands were forced to sleep in parked automobiles along beaches and an equally large number forced to do without other necessities as tourist camps, hotels, boarding houses and other places of accommodation filled all space and had to turn others away.

An almost unbroken line of moving automobiles from Biloxi to Bay St. Louis literally choked the highways. The half dozen or so night clubs did landside business, putting out the SRC sign early and repeat shows were rushed on.

Terrific Three-Day Play Is Given at Revere Beach

By BEACHCOMBER

REVERE BEACH, Mass., July 10.—The two "midnight" (weather) week-ends of June, which took a heavy toll in receipts from all attractions along the front, were more than wiped out with the terrific three-day play of July 3-5. "One swallow doesn't make a summer," but this all-night play, the "night before," as they celebrate their holidaying up here in old New England, sure constitutes what is known in show parlance as "a season's work." This year was a corker. It was approached with fear and apprehension because of the split holiday and the law enforcement of an air-tight midnight closing on Saturday. All were afraid the crowds would go elsewhere and spend themselves out and leave the hopes of a big take for all night on Sunday flat.

However, money was spent to herald Sunday as the "all-nighter." We used the air waves, front of street cars and front pages of newspapers. Sunday night came with the family-trade hangover for fireworks shortly after midnight, and about half of the usual jollified all-night celebrants. A mixed trade to former years and much more orderly. Everybody got money, from the small concession stand to the big Coasters. Shows doubled their front gates of previous years since the bank crash—ride prices went up—wasn't a 10-cent ride on the beach front except the "Jinnys"—to 15, 20 and 25 cents. Second fares skyrocketed. Beano games going at 8 a.m., after opening at 1 p.m. the previous day.

Only thing out of the early morning take was the night spots, the Frolic, the new Nautical Deck, Hurley's Palm Garden, Hungarian Gardens, Moorish Castle and the other "west" spots, that had to conform with 1 a.m. closing hour.

New Coaster Not Ready

With the departure of the family trade and the wet spots all closed, it didn't seem to alter the flow of guggle soup. This is the time of the night when rights of private property are not held very sacred by customers at Revere Beach—the crowd doesn't go into a show to see the show, but to mess it all up and tear it to pieces. Riding devices are something to be picked apart to see how they work. Young girls like to ride the devices backwards, etc.

But it was a much more orderly crowd this year. Policemen (specials) installed in the various attractions at their own expense and they had very little trouble. The new Coaster presented a heart-breaking situation in mad effort to get in on the big take. Structure was completed July 2 but cars sent around failed to make the steeper inclines. On July 6 engineers were still trying to overcome the difficulty and crews rode the racing cars day and night on July 4 and 5, tinkering and studying. Culminated in near fatal accident to one of the loyal workmen, but we are all hoping that the New Derby Racer is ready to go soon.

The new Nautical Deck night spot, a Ridgeway-Howard Johnson enterprise, is doing great work for the beach as a whole with daily broadcasts by New England name bands. Coney Island moving in on Revere Beach, two brothers of Sam Wagner, of World's Circus Side Show, Hymie and Harry, each have new Loopit games installed here. Revere welcomes new people. The "muscle man" and pirate type don't last long, as one Philadelphia promoter found out.

Coney People Arrive

Other Coney folks here, among them the renowned and much copied Albert-Alberta family with new material and ideas sure to be pirated, the Adah and company, mental act, which replaced Prince Singh in European Museum.

Museum has been rebilled this season as O'Brien's Marvelatorium. Don Getty recently arrived from the Glick Shows and is grinding on front of the Jungle Python Show. He likes the "stand still" beach life. Johnny Eck letters from Dallas that it's hot but things are not so hot. Wants to meet Dickie Hillburn, another half-boy attraction. Polly Collins had the No. 2 ticket box on the Museum front over the long three-day play. Roy Hooker is the extra man on front of show. Harry (Army) Chandler, vet scale man from Buffalo, is being envied. He's doing pretty good for him himself. Did you know he was related to William Carleton Fleming?

Ann Arbor Eliminates Charge for Parades

ANN ARBOR, Mich., July 10.—After considerable debate, local councilmen have voted to eliminate any charge to circuses for parades within the city limits here.

A parade fee of \$100 has been required in the past by an ordinance, altho until the present recent mayoralty election the mayor of the city has frequently waived the charge.

Circuses are refusing to show in cities requiring a parade fee, according to the arguments presented in favor of the amendment. Flint and Ann Arbor, it was claimed, are the only two cities in Michigan charging the fees, and in Flint the merchants have raised the amount of the license the circuses must obtain.

The ordinance amendment proposed reducing the fee from \$100 to \$50 and leave the matter to the discretion of the mayor. The council, however, refused this change and finally eliminated the charge after it was pointed out that most circuses carry liability insurance to cover any damages.

LaPearl Biz Good On Navy Pier, Chi

CHICAGO, July 10.—The LaPearl Circus recently opened at Pier Auditorium on Navy Pier, which has a big stage and seats 6,000 people. Several advertisements are on display thruout the building. Merchant tickets are used. Biz has been very good and show will continue thruout the summer.

Roy LaPearl, of vaude fame, and Harry LaPearl, well-known clown, are producing show. Band is under direction of Al Sweet. Program consists of 15 acts, including clown numbers, and runs an hour and 20 minutes. In program are Toyama troupe of Japs; Three Cheers, horizontal bars; Pat and Willis LaVola, wire and posturing; Burns' pigs, ponies, dogs and monkeys; Ellet Sisters, aerialists; Anna Dolan, muscle grinds; Allen Brothers, hand-balancing; Harry LaPearl's five clowns; Roy Barrett, clown; Leroy Thompson, midget clown; Harold McEvoy, Grover McCabe is in charge of props.

Two shows are given on week days and three on Saturdays and Sundays. There are no performances on Mondays, as time is taken up by Mayor Kelly's band concert.

Rain, Cold Weather For Famous Robbins

ROSEBURG, Ore., July 10.—Famous Robbins Circus has been encountering plenty of rain, also cold weather. Mrs. Elsie Satario, on wire, recently received a bad fall which kept her out of program for a while. Henry Smith, who has band in Side Show, has contracted with Jay Nichols, who has sound system on show, to play for him this winter in Georgia. Smith has 12 people in his company—band and minstrels. Vernon Perry, bandmaster, and Marie Van are appearing over many radio stations.

James Beach is general agent; Ray Swan, head billposter, and Fletcher Smith is handling press ahead. On front door is Lonnie Buchanan, assisted by Edward Leon Bain. Fred Pitkin is equestrian director. Side Show is managed by Bill Heath, assisted by George Foster and Willie Rawls. G. C. Gregory makes first openings and also handles center box. The Gregorys have purchased a home on wheels. Big top is handled by Frank Satario, assisted by Johnny Lewis and Little Cap; Side Show top by Ranch. Head mechanic is Steve Brazen, assisted by his brother, Joe. Everett Autry is boss of props, assisted by Belton.

OLD ORCHARD

(Continued from page 43) Name bands. Louie Armstrong and Blanche Calloway are signed, with Rudy Vallee to play on July 30. G. W. Gilbert still holds forth as dance instructor. Harriet M. Goggins, of the publicity bureau, says exploitation will be on an unusually low scale this year because

of insufficient means of financing advertising campaigns.

C. W. Usen reports business good on most of his rides and is happy, too, on the intake of his Palace, combo movie and dance hall. Three corn games are owned by Jore Gardner, and beano-tango is bossed by Frederick E. Dittmer. Those at keno are Jere Gardner and the missus, owners; Tommy Morrissey, manager; Frank Hanley, Joe Perullo, Fred Nichols, Harry Keano, Bernice Goldberg, Lorraine Flaherty, behind the counter, and yours truly as mickman. Will give the roster of beano-tango next week. Philip Zoppi, restaurateur, is a proud papa and the name is Jimmy.

Martin M. Bressler is as good a manager as ever at the Old Orchard House. The formerly dilapidated mansion is making many new friends since it has taken on one of the largest paint jobs in the State and has almost been completely renovated, a modernistic cocktail lounge one of its newest additions. A few concessioners are hiring young, inexperienced kids to operate stands, kids who are often fresh with patrons. You'll find that using older fellows and paying them a better wage will improve business.

EAST GLEANS

(Continued from page 40) day; Concy Island had 1,000,000 visitors if it had one; the Rockaways, Jones Beach and other spots all reported sensationally heavy attendance the first two days. Attendance fell off somewhat at most spots on Monday, but that was to be expected.

Atlantic Coast had its usual string of drownings and many more near-drownings, as the beaches remained packed and jammed from morning until night. A fire originating in a concession stand threatened a large area of Rockaway Beach Saturday afternoon, but it was put under control before it spread to more vital sections. Playland Park, beginning its tremendous three-day run, was seriously threatened.

White City Goes Big in Worcester

NEW YORK, July 10.—George A. Hamid, back from a week-end at his White City Park in Worcester, Mass., reported that the big New England playground shattered all attendance records over the holiday and, altho figures were not available yet, concessions, rides and shows probably had best business in many years.

Park kept operating from noon on Sunday until 5 a.m. on Monday, parking lot, holding about 4,000 cars, was jammed almost continually and Mr. Hamid was quoted as saying that nearly 100,000 persons were handled over the three-day period.

Particularly good business was enjoyed by Philadelphia Toboggan Company, Neale Rink, ballroom and bingo. According to chief of police of Shrewsbury, Mass., traffic on the Worcester turnpike directly outside the park was heaviest in history and additional special details were put on to handle park entrances. Travel in that area and immediate surroundings reached the highest peak in about 20 years. White City, besides offering its usual array of attractions, included several special holiday features, among them fireworks, contests, aerial circus and augmented vaudeville free attractions.

Holiday Biz Is Pleasing To Connecticut Operators

NEW HAVEN, Conn., July 10.—Connecticut resorts had best Fourth of July business since 1920. Tuesday after the Monday holiday was also exceedingly good. Fred Levers, Jack Tiernan and concessioners and ride owners at Savin Rock were pleased.

However, a short-circuit of the electrical plant of the Thunderbolt at the Rock closed down this ride for about a day, but perseverance and Yankee ingenuity of the ride owners turned what at the beginning looked like a bad holiday start into a banner affair. Despite this the take on this remodeled ride was very good. Joseph Gulliano, who operates two Scooters and Merry-Go-Round, also was more than pleased with his returns. Almost all stands which have been closed for the past five years are now open and it looks like old times at the Rock.

On the East Shore Momauguin and

TOP SALARIES AND SURE THE YEAR AROUND

Lady Sword Swallower, Tattooed Lady, Fat Lady, Lady Mentalist, Bearded Lady and any kind of a Novelty Act done by a lady. Can place immediately.

Address: L. R. S. Care of THE BILLBOARD CHICAGO, ILL.

WANTED

SHOWS AND RIDES SENECA COUNTY FAIR September 13-18, inclusive—Day and Night Fair Address: GEORGE F. JARVIS, Secy., Seneca County Agricultural Society, Waterloo, N. Y.

WANTED LARGE CARNIVAL

For Old Settlers' Reunion At Alton, Mo., August 6-14, inclusive Write H. L. THOMPSON, Alton, Mo.

WANTED

FOR JERE SHAW UNIT No. 11 Long Range Shooting Gallery, Country Store, Cigarette Shooting Gallery, American Palmistry, Duck Pond, Fish Pond, Ice Cream, Billiard Alley, Theatre, more Big Weeks Still Dates. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa.

Capt. C. Sorenson, ex-deep-sea diver and manager of Over-the-Falls, fun-house, says it looks like old times and he is clocking record days. Violetta Beaudro is on tickets; Charlie Reed, chief mechanic for the rotary falls, and the Captain turns them in. Earl Chambers and his monkey show pulled stakes last week to join Andy Bros.' Shows in Philadelphia. Bert (Whitey) Lyons, Earl's front man, passed out cigars and announced his marriage to Eunice Colber. Thomson's Flaming Youth Show folded to make room for his snake and reptile pit. He may send the girl show out at fairs.

Norman B. Doerr helping his mother, Lillian, on the African Dip stands and modestly telling how he broke the world's endurance record last week for midjet planes—in the air 24 hours. Bill Henning, on the ticket box of Harry Dunse's No. 1 show, feeling heavy-hearted over the death of Ed Schwartz, an old friend and roller-skating champion. Bill is skate technician in Armory Rink here during winter.

Frank Fournier, photographer and a regular fixture in the park, is kept busy trying to fill concessioners' orders for pix. Some of Frank's handiwork got a nice spread in a recent issue of the mag Look, showing several shots of the Fair-o-Chutes, controlled parachute ride. Riverview boasts one of the few in the country.

Park's new \$12,000 sound system adds plenty to the atmosphere and is operated with good selection of tunes. Publicity and celebration plans are being rendered for admission of the 100,000,000th person since the spot opened 34 years ago. If the influx maintains the present pace that mark will be reached within the next two weeks.

Manasfield Grove did well. Tom Murphy drew many to his Sunday night dance. Harrington's New Englanders, Boston, supplied the music. Monday night Albert E. Corey, who operates roller skating in Mansfield, staged a wedding ceremony on roller skates, first of its kind in New England. Turnout was good. Up-State in Bristol Julian Norton, who is in charge of the Lake Compounce resort, said the holiday week-end was fine. Fireworks, rides and big-time dance ork all helped to draw. Tuesday crowd was also good. Other parks in the State which did well included Roton Point, Norwalk; Pleasure Beach, Bridgeport; Walnut Beach, near Milford; Double Beach and Lake Quassapaug, Waterbury.

Big Turtle Adds to Gross At Seaside Heights, N. J.

NEW YORK, July 10.—With added boost of a gigantic black sea turtle captured last week and on display, L. R. Gilbert's Seaside Heights (N. J.) pool and casino did practically capacity business on July 3-5. Mayor of the city reported that the crowd in that section was one of the largest, if not the largest, he had ever seen.

According to Orest J. Devany, promotion manager and publicity director of the new project, Seaside Heights got more than its share of visitors. The big turtle, believed to be one of the largest ever caught off the shores of Jersey, was used as an added come-on, being shown in a pit inside the pool gate. Went for a dime and grossed nearly \$1,200.

Old Orchard Gets 'Em, Too

NEW YORK, July 10.—Joseph Hughes, of the George A. Hamid office here, is spending several days north in the interests of the office and reported that Old Orchard Beach, Me., played host to the largest crowd in its history over July 3-5. All concessions, shows, rides and hotels did capacity business and many records were broken.

Chi Riveroiew

A little late to be talking about the Fourth of July, but here that date will be news for some time. Concessioners were unanimous in acclaiming the double holiday the biggest two days in recent history. Park officials admitted they couldn't remember anything that topped the Independence Day crowds. As for weather, it came as if ordered on a silver platter. A short downpour Sunday afternoon was the only blemish and it had little effect.

LETTER LIST

(Continued from page 63)

- Meadows, Don Rosen, Mike Moon, Willis Seenueller, A. C. Murphy, Wm. Red Hulsida, Paul Nelson, Charles Smith, Paul O'Brien, Don (Straw Hat) O'Bryan, Barry Snell, Thomas E. Ogle, Douglas Barra, Cycling Ober, Jack Thomas, R. D. Patrick, James Travis, James Perry, Joe P. Watson, J. A. Pulver, O. J. Williams, H. A. Hadden, Jennie Willard, James Rockwell, Roy C. Young, Charles

MAIL ON HAND AT ST. LOUIS OFFICE 590 Arcade Bldg., Parcel Post

- Hester, Mrs. Mae, Nelson, Harold E. 50 Staley, E. B., 5c Thurman, Billie, 5c Bartlett, Mrs. Hardy, Mrs. A. V. Cook, Phyllis, Minerva Crowell, Mrs. Minerva Davidon, Mrs. Johnnie Johnson, Mrs. J. Geo. E. Jones, Mrs. Joyce Ford, Mary King, Sally Guinn, Mrs. Billy LeHroll, Mrs. Geo. Hamilton, Lois Ruby Nicklas, Mrs. Lillian

- Marka, Miss Tex Stanley, Mary Martin, Helen Stein, Mrs. A. E. Roland, June Wandas, Mrs. Floss Shannon, Ethel Mae Winkler, Mrs. A. C. Shedy, Dolly Wylie, Mrs. E. V. Stanley, Dorothy

Gentlemen's List Evans, Pete Fernandez, Joe Fredericks, H. S. Good, Charley Good, Dodo Grant, J. G. Gumbo, J. C. Henderson, Curtis Henderson, Thomas Martin

- Hodgins, Joe Hugo, Capt. Ingleson, E. H. Knight, C. O. Leibold, Charley LeVern, Francois Lee, Tonio Lewis, W. H. Little, G. F. Lopez, Manuel McAllister, H. P. Miller, Capt. Frank B. Miller, Fred T. Mitchell, Earl H. Day, Doo Dezel, Albert Carr, John & Irene Childers, Charles Frealey Clayton, Clarence Compton, Robert Connors, Johnnie Covington, Johnnie Crowell, H. W. Cummings, Julius H. Culver, Frank Danica, Os Day, Doo Dezel, Albert Fagan, F. A. Fawley, Melvin Edrich, Sam

- Nelson, John M. Parker, Ronald Paul Bob Fasha, C. F. Pederson, Les S. Pilcher, Fred R. Fullum, Ed Tavelina, Everett Rogest, Gene Roma, Prof. Runga, H. E. Russ, C. G. Sarville, Henry J. Sewell, C. M. Skidmore, A. L. Smith, F. W. Snyder, Bill Rusefer, Bennie Stevens, John Stewart, Bobbie Stevens, George Stuegel, John Sutton, Bill Swire, Carl W. Thompson, Lee Thompson, Whitey Tommons, A. E. Val-ley, William Wagner, Robt. L. W. George Warner, G. D. White, H. D. Wilt, Tex West, Linden Williams, S. B. Williams, S. J. Wilson, T. A. Yeager, Robert Edward

Hartmann's Broadcast

THOSE who are delegated to keep The Billboard informed of the routes of shows for publication should be absolutely sure that the data is authentic, and if a change should be made after the data



A. C. HARTMANN

that has been listed in the routes as appearing at a certain spot only to find it not there.

A postcard received from J. H. Goodlaw, a concessioner, inspired us to write this. Here is a man who was in Louisville, Ky., when he noticed in the routes in The Billboard where the LaVern United Shows were listed to appear in Huntsville, Ala., July 5-10. "Being short on money and knowing Huntsville to be a good spot," he writes, "I jumped there with two concessions. On arrival I found no paper up and no show within a radius of 10 miles of Huntsville. Am broke and tied up here in Huntsville due to this misleading route in your paper. Such stuff as this should be discontinued at once."

We feel sorry for Goodlaw the same as for others who have had similar experiences, but no one can exist on sympathy. It's both time and money wasted to make long jumps and not find shows where they are listed to be—and we full well realize how tough this is when one's finances have been reduced to nothing as a result.

With the proper co-operation from those sending routes for publication the trouble such as Goodlaw has just experienced can be avoided. Every effort should be made to see that the dates are correct when sending them, and if a change is made The Billboard should be notified at once. Changes in current circus and carnival route listings can be made as late as Monday morning in our Cincinnati office.

CARL J. SEDLMAYR in a wire to us July 10 termed the Gene Whitmore article, "The Show That's Never Finished," published in our last issue, the greatest thing that ever happened to Royal American Shows. We certainly appreciate the wonderful spirit you have shown in displaying same on full page."

HEADED "12 Sundays or 25," came a postcard to us from Oakland, Calif., signed "CFA" (meaning, apparently, a member of the Circus Fans Association), and reading: "In your effort trying to keep The Billboard straight, note issue June 28, page 3, Jake Newman's claim of 25 Sunday stands. Check Barnes opening date. Barnes Circus will make about 28 or 30-week season. Maybe Newman means 25-week season, making all Sunday stands. If you want record I believe Murray Pennock holds it."

We don't mind telling "CFA" that we have little or no regard for anyone refusing to affix a signature to a communication. We wouldn't devote this space to answering him except to set him straight on certain points. If

"CFA" will look at the item again he will find that it read: "J. D. Newman in securing this Sunday stand (meaning Salt Lake City), one of 25 for the 1937 season, sets a new record for general agents and legal adjusters." And the statement was not qualified by saying that Newman "claimed 25 Sunday stands." It meant exactly what it said—25 Sunday stands for the 1937 season and not for the season to date, as the show has been out only a few days more than 16 weeks up to July 10, and during that time played every Sunday. The initial stand was San Diego, Calif., March 20-21. If Murray A. Pennock holds a record that beats the 25-Sunday-stand season then the honor goes to him. What say, Murray?

JULY 5 in Flint, Mich., where circus history was made, Ed J. Kelty, the great American tourist who goes from Coast to Coast "without a net under him," appeared on the scene and shot pictures on both lots.

Early Arrivals For Cole in Can.

SAGINAW, Mich., July 10.—The second and final week of the Canadian tour of Cole Bros.' Circus moved along with clocklike precision. All arrivals were early, the Canadian National giving excellent service, with the daily march leaving the grounds promptly at 11 a.m.

The ordinarily staid and conservative dailies of Toronto became enthused over the first circus in some years with its parade and devoted page spreads of pictures and many columns of reading matter. It was a veritable Roman holiday for Press Agent Ora Parks.

Messrs. Adkins and Terrell have built up a splendid organization in all working departments, which are in charge of competent bosses, and being full-handed things really move when show arrives in town. Charles Young stated that in four out of the six towns last week the big top was in the air before 8 o'clock a. m.

Jack Biggar, trainmaster, joined at Toronto but the very next day had his leg injured when riding the show's motorcycle. He is recuperating in a hospital at Port Wayne, Ind.

Chester (Bobo) Barnett now has the clown fire scene working in great shape. There have been two new pieces of fire-fighting equipment added, pulled by diminutive mules, which never fail to get a great response from audiences.

Alfred Green, known in Canada as the "Diamond King," was a daily visitor during the weeks in the Dominion. This year marks Alfred's 24th in contacting circus people.

Mark F. Lynch, radio contact man, altho making his first tour in this capacity, seems to be hanging up quite a record. Reports show that he not only obtained plenty of time on every radio station in Canada where the show appeared, but in New England, just prior to crossing the border, he was able to close the schools on show day in six out of the eight stands played.

At London, Ont., Louis Chase, former circus manager, accompanied by his wife, visited show in the afternoon. Seems as the Chase spends much of the summer near London, while in the winter he is in Miami, Fla. London will be recalled by showmen as the home of that troupier who spent a long life with the circus, John McLaughlin, who died not so long ago and is buried there. It is only 17 miles from London to St. Thomas, where on September 15, 1885, the famous Jumbo last saw the light of day. Editor Thomas Keith of The St. Thomas Journal took in the circus at London and is well versed on all details of the passing of this famous pachyderm.

Two real circus fans whose names have not been mentioned in these dispatches when the show played Fall River, Mass., some time ago are Manuel Enos Jr. and John Cutler. They made several friends on their first visit to Cole Bros.

Haag Elephant Killed

EBENSBURG, Pa., July 10.—One of the elephants with the Mighty Haag Circus, Tip, broke its neck yesterday in a fall from a runaway show truck near here. It is said that the bull's head struck a guard rail post, driving it four feet into the ground. The other bull escaped with an injured toenail. Stated

that truck went out of control on a hill and elephants were thrown to highway on a curve.

RICE PERFORMERS

(Continued from page 36)
show, joined the Rice show at Fort Plain, N. Y.

At Sidney, N. Y., an excellent day's business. Capt. Dan Fox entertained the performers at the barracks.

Oneonta was one of the banner days, also Margaretville.

Charles Goss, of East St. Louis, Ill., personally delivered two new trucks, one for the advance, making six trucks ahead. He spent the day at Waverly with Owner Brydon.

Harry Hamilton returns to the advance to handle special exploitation and newspapers.

Thirty-one years ago to the day that the Rice show played at Greenwich on its 1937 tour James Joyce Old-Time Country Circus came into existence here and, according to records of The Greenwich Journal, had capacity houses both afternoon and night. Joyce was a mounted policeman at Washington, D. C., and was bitten by the circus bug. According to the story, he resigned from the police force at the capital city, returned home and sponsored a one-ring show, with talent recruited from the surrounding country. The circus met with great success for three days after leaving Greenwich and folded a week later when Joyce and his associates played in territory that did not include friends and relatives. The Rice show is the first one here in many years.

WAVERLY, N. Y., July 10.—The Dan Rice Circus played here to capacity crowds June 28 on the airport lot. Performance very pleasing, is given in three rings under an 80 with three 30s. Band consists of 14 pieces and, according to Owner Ray Marsh Brydon, it will be increased to a 20-piece organization.

New menagerie and marquee canvas was received. Brydon stated business is good and show is heading for New England.

CIRCUS FANS

(Continued from page 37)
beauty. In it he has several Pullman berths, shower bath and all necessary sleeping-quarter accommodations. The other is a dining room and kitchen with all necessary accessories. Printed on side of the semis was "Guests of Wallace Bros.' Circus." Stopping overnight in Plymouth, the Braathens caught show at Pond du Lac and spent the day with them. On the lot there were Mr. and Mrs. Eck Erdlitz, of Oshkosh. Their daughter, Mary, is on the Ringling show this year.

Members of Pat Valdo Tent, of Binghamton, N. Y., were on hand to greet Valdo upon his arrival there with the Big Show, his home town.

George H. Barlow III, of Binghamton, N. Y., caught the Dan Rice Circus in Waverly. He was treated royally by Ray Marsh Brydon, who presented him with a "perpetual courtesy ticket."

Voyle N. (Army) Armstrong, CFA of Wichita Falls, Tex., is vacationing in Bedford, Ind. On July 3 he drove to North Vernon, Ind., and visited Haag Bros. Circus. His father, Neville, of Bedford, accompanied him and they were entertained by Mr. and Mrs. Roy Haag. They enjoyed the performance. Armstrong and wife visited quarters at Peru, Ind. Mr. and Mrs. W. H. Maynard, of Columbus, Ind., parents of Ken Maynard, also visited Haag Bros.

HAAG BROS.

(Continued from page 36)
Kankakee, Ill., it was the best stand in that State.

The show is nicely equipped, having new canvas and 12 new Reo speedwagon trucks, one of which is used on the advance. The light plant, a 20 k. w. made by E. B. Kelley Company, Long Island City, N. Y., is a dandy. The truck bodies are all "homemade," having been built at quarters at Lafayette, Tenn. They were designed by Roy Haag. New uniforms were recently bought for big and Side Show bands, also for property men and ushers. Show is using special paper.

Haag Bros. are offering a very entertaining program and Equestrian Director Fred Crandall has it running in a smooth and rapid manner. Is presented in three rings under an 80-foot top, with one 40 and two 30s. Time is one hour and 45 minutes. S. W. Floyd, in

charge of band, has a very good lineup of musicians, who know what it is all about. Wild West concert is in keeping with big show.

The Program

Big show program follows in order: Tournament. The Knights, on wire; the Delmars, double traps; the Lerchea, Roman rings; a very nice display. Clown number by Albert Powell, William Lerche, Walter Schuyler, George Chandler, John Mathis and Buddy Powell. Frank Stout's dogs and goats are well trained. Anna Knight, Evalina Rossi, Blanche Morris in a good swinging ladder number. Clowns. Stout has an exceptionally good pickup horse in "Sparkie." Received a big hand. The Three Delmars present an excellent posing, gymnastic and balancing turn. Next number is the Three Valentines, but only two (women) were working when caught, male member being out due to an injury. They offer a very good novelty bicycle turn. Morris Trio and Case Brothers, comedy acrobats, all doing fast and meritorious work. First concert announcement. Stout again, with dogs, ponies and goats. Novelty of turn is that goats ride ponies. Canines also perform on ponies. Clowns. A really good balancing double-trap number is offered by Morris Sisters. Clown walk-around. Peggy Stout, in menage act, is good, as is Evalina Rossi on web. Second concert announcement. A first-rate wire act is that of Case Brothers and Marie. One of the boys does some nifty dancing and also accomplishes a back somersault, feet to feet, on wire. A hit. Haag Bros. trained elephants, Fritz and Mitzl, presented by Capt. Roy Swinburne, assisted by Tony M. Bond. Is a very good bull act. A fine cloud swing is done by Miss Delmar. This is now used as a free attraction, it starting at North Vernon, Ind., following the Lawrenceburg stand. A clown and table rock number by Lerche Duo is exceptionally good. Clown walk-around. Morris family, three men, two women, do some fine acrobatic work, finishing with teeterboard feats. Clowns. Closing number is mechanical riding school, presented by Stout and Crandall. This kind of act always registers.

The Wild West concert is presented by Jerry Burrell, all-round cowboy; Viola Burrell, Australian whip-cracker; Tom King, chief of cowboys; Pedro Colico, bronk rider; Buck O'Niel, trick rider and roper; Tex Wilson, trick and fancy rifle shooting; Walter Cobec, bronk and wild steer rider; Tommy Lewis, comedy rider and roper.

The Staff

Roy and Henry Haag, owners; Roy Haag, general manager; Henry Haag, on front door; W. W. Clarke, treasurer; Bennie Fowler, general agent; Barney E. Cannady, secretary and handling Social Security; Fred Crandall, equestrian director; S. W. Floyd, bandmaster; Dan White, superintendent; William O'Day, superintendent of canvas, big top; B. C. Cline, master mechanic; Garber Guy, assistant; Joe Robinson, electrician; Charles Brewer, superintendent of privileges; Slim Griffin, in charge of ticket sellers; Elmer Yancey, brigade agent, with four men; William Kellogg, legal adjuster; Shorty Lynn, superintendent of trucks.

In the band are S. W. Floyd, leader; Joe Rossi, James Owens, Otis Jones, cornets; Charles and Virgil Medcalfe, clarinets; Marion Munn, French horn; Charles Deatrick, baritone; William F. Nolan, Ira Robinson, trombones; Charles Jennings, Charles Smith, basses; Frank Vallely, Bill Morse, drums.

Side Show is managed by Barney F. Cannady. Robert Miller and Thad Kelly are ticket sellers. Ed Simpson handles inside; James Watson is boss canvasser, assisted by Tom Norman, Logan Guffy, Bob Guffy, Paul Dollahan, Jack Harrison, Billy Barlow. All wild animals are in kid show and Terry Wooten is in charge of them. The lineup: Skillet Troutman and his Carolina Minstrels; Troutman and Nesbit, comics; Irene Lewis and Mary Towns, singers and dancers; Louis Greber, trombone; Robert Lewis, cornet; Robert Towns, banjo and middle man; Clarence Troutman and Bobby Green, drums. Sword ladder. Bobbie Russell; Madame Deasia, mentalist; Leadro, magic; Simpsons' impalement act; Maud Kennedy, Grace Whitler, Clara Russell, dancers in Oriental department.

The Billboard visitors, E. W. Evans, Dan Weber and Charles Wirth, who attended matinee performance, were invited to remain for supper and enjoyed fine, juicy steaks with all the trimmings.

Notes From the Crossroads

By NAT GREEN

IT JUST goes to show! "You never can tell" and similar expressions have been heard anent the day-and-date showing of Hagenbeck-Wallace and Cole Bros.-Clyde Beatty circuses at Flint, Mich. Dire predictions were made prior to the engagement and wisacres shook their heads dubiously.

"Neither show will get a play" was a general guess. And, of course, the rival circus owners made their own predictions. But what happened? Fine houses for both! Showing conclusively that predictions are the most uncertain propositions. Time and again it has been proved that even the most experienced showmen make very bad guesses. Sometimes what appear to be bad guesses are not that at all. Often a show will have some good reason for playing a town even tho it is felt certain it will not be profitable. Sometimes they want to beat the opposition to it and are willing to take a loss to accomplish their end. Again it may be a matter of railroad moves. But seldom does the casual observer, even in the show world, take such things into consideration. It appears to be a trait of human nature to want to tell the other fellow how to run his business. We are glad that both shows did well in Flint. Granted that such opposition is foolish (there we go telling 'em what they should do), it worked out very well in this instance. The public does love a circus and if they have the money to go they'll go.

Chicago's lake front "Coney" board has given up the idea of establishing an amusement resort on city park property just south of Grant Park. Faced with changed WPA requirements for funds,

the Chicago Exposition Authority, appointed two years ago by Mayor Kelly, has announced that the 180 acres of land that was leased for a proposed permanent lake-front exposition will be turned back to the Chicago park district. The 10 members of the authority tendered their resignations to Mayor Kelly, but he announced he will not accept them for some time. If the government again changes its requirements, the mayor said, another lease may be obtained from the park district and the project resumed.

Vigorous opposition was encountered from various civic organizations on the ground that the lake front should not be turned over to individuals for commercial purposes. Some \$800,000 was spent on the leased land, mainly for sewers, water mains, sidewalks and landscaping, and George T. Donoghue, parks superintendent, declared the expenditure represented a large gain for the park board.

Walter Hale is the new Beckmann & Gerety publicity man. . . . That Buffalo date of Ringling-Barzium is said to have been the first time a circus has showed under canvas on Sunday in New York State. . . . W. B. Naylor, of the Hagenbeck-Wallace press staff, has arranged for the showing of circus motion pictures in the Butterfield theaters in Michigan and the Great States houses in Illinois. . . . Trailers will be run prior to coming of the circus in each town, and 300 feet of audience film will be sent back for showing after the show's departure. . . . We are in receipt of a program of a gala July Fourth celebration staged by the personnel of the Al G. Barnes Circus at Santa Fe, N. M. . . . Act 1, presented by George Tipton and his crew, was a feast that included broiled spring chicken, Virginia baked ham, candied yams and various delicacies of the season, and it was followed by an elaborate entertainment program that included rendition of *The Star-Spanned Banner* by Eddie Woekener and the Barnes concert band. . . . Harry Berk donated a prize of \$5 for the winner of the husband-calling contest.

Walter F. Driver, back from a trip to the Cleveland expo, says business is picking up appreciably. . . . Showfolks noticed around the Magic Carpet during the last few days—Rubin Gruberg, who left for Cleveland; Bob Hickey, J. Ben Austin, C. W. Finney, J. C. McCaffery, Babe Doudinat, Arthur R. Hopper, Floyd King, Eddie Vaughan. . . . Paul Conaway stopped in on his way back to Macon, Ga. . . . Mazie C. Stokes, in from Davenport, says prospects for Mississippi Valley Fair are bright. . . . Thanks to Lew Dufour and Joe Rogers for season passes to their attractions at Cleveland and Dallas, which we hope we'll have an opportunity to use. . . . Ferde Grofe will be in Chi late this week on his way to Hollywood, where he will conduct the Southern California Symphony Orchestra in a concert at Hollywood Bowl July 23, with a production number using 150 artists built around Grofe's *Grand Canyon Suite*.

WANTED

Concessions, Side Shows, Free Acts, Rides, Strip Teasers, Carnival, etc., American Legion Celebration, July 30 and 31, Six Mile Run, Pennsylvania. Reply BOX 57, Six Mile Run, Pa.

W. E. WEST MOTORIZED SHOWS

WANT capable Side Show Manager with People, Have complete line-up for organized Hill Billy or Minstrel Show. Don't write, come on. CAN PLACE capable Agents, Albany, Mo., this week. Fairs and Celebrations to follow.

MIGHTY HAAG CIRCUS WANTS

For Side Show Minstrel, Colored Corset and Trombone, Brown Skin Cherus Girl that can sing and dance. Salary every night. Blacksville, 14; Hurdred, 15; Mannington, 16; Shilstone, 17; all West Virginia. Glenn Incel wire Guy Smeck, side show manager.

WANT MAN READER

Must be capable for rehab. Wire quick. TEMPLE OF KNOWLEDGE, Pan-American Exposition, Dallas, Tex.

WANTED

All People contacted, also people with me in past 24 in touch immediately, opening 1938. Have 10 good weeks, same old reliable, then south all winter. Also Here for No. 2 Custard Unit. ROK'S CONCESSIONS, in care BEN WILLIAMS SHOWS, 50-55 71st, Winfield, Long Island, N. Y.

DON COTTON

WANTS Opener to take charge of Arizona Neptune Exhibit. Must set up and tear down. Show on Trailer, easy set-up. Split \$5/50. Playing Independent Fairs and Celebrations, Edgewater Park, Lake Geneva, Wis.

WANTED TO BUY

Small size Sliodrome. Must be in good condition and cheap for cash. State all in letter or wire. Also want two Dream Riders, Dancers for Girl Show and Man and Wife or Lady for Street Box. F. W. MILLER, Brenson, Mich.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 10.—There was no meeting of the association Monday night on account of the holidays.

Will Wright writes of the drive for cemetery funds and that the books have been sent, or will be sent, to showfolk over the country and that thus far the response has been very satisfactory.

President Wright stated that several have asked about the distribution of the mentioned bonuses, how and the amounts. The best explanation at this time is that the response to the effort will determine the amounts that will be awarded. The sum total will be divided, apportioning an amount for the cemetery fund, and likewise to the amount of awards. A committee selected from prominent business men of Los Angeles that are not members of PCSA will handle every detail of the manner in which the awards will be made. From present indications there should be a very considerable sum in both the cemetery fund and the bonus budget.

Again the association calls attention to showfolk to the matter of handling their mail. First, every piece of mail that comes to this office and for which there is a forwarding address goes forward at once. Persons that use this address and without notification to PCSA, while we are glad to be of service to all showfolk, if you are not known and have not advised the holding or forwarding of mail, mail will be returned to writer after 10 days. Last week 21 pieces of mail for which no forwarding orders were sent and the addresses unknown went back to writers. Wires are sent back to the offices that are addressed here.

Letters are on hand for J. J. Burke, O. D. Barnhill, Boyce Burnham, M. M. Buckley, Edith Guilen, Lewis E. Cooke, B. Cohn, Earl M. Cooper, Crafts Shows, O. Dixon, L. C. Eaton, S. S. Ellsworth, Charles Frank, Charles Ford, Oliver James Finely, Jules Geffel, H. A. Horowitz, Daniel R. Johnson, George G. Keenan, Deplin Knealey, James Lenodus Lee, Frank Morgan, J. Miller, W. R. McKittrick, Frank Mason, H. J. Miller, Homer Dale Nesson, Richard Owens, Helen Olson, E. Prescott, C. E. Rice, Chick Reed, Harry G. Seber, R. L. Slater, Larry M. Smith, W. Steinhardt and Frank Smith.

And now that July 4 has passed and the "coconut" crop should be in part harvested, just a reminder that the drive for members in this organization is on. No initiation fee, \$10 pays all to September, 1938.

*Walk Concessioners Claim Discrimination

WILDWOOD, N. J., July 10.—After practically every type of game on the boardwalk was closed by police Thursday night, acting on orders from French B. Loveland, prosecutor for Cape May County, concession men held a meeting immediately and announced that they believed the prosecutor was discriminating against Wildwood and North Wildwood business men. They declared they would employ detectives to investigate conditions in other Cape May County resorts and if he did not compel them to adopt the same measure as local concessioners they would lay any evidence gathered before the grand jury with a request for immediate action.

City Clerk William Epler, at North Wildwood, explained that mercantile licenses were issued to all proprietors and each amusement game was inspected as to its legality.

Wis. Settles With Clerks

MILWAUKEE, July 10.—Wisconsin De Luxe Corporation's labor trouble with its clerks has been settled thru an agreement with the AFL Clerks' Union. Shipments of orders are being made the day received, the same as in the past.

GREAT SIEGFRIED, ski jumper, playing Long Island dates, was at the first K. of C. Festival in Patchogue before going to Atlantic City for an engagement until September.

GET YOUR CONES

FROM US and stop worrying!



GET 'em fresh! Get 'em quick! Get 'em when you need 'em!

Our Real Cake Cone service delivers cones right to your lot. We have 250 branches delivering Real Cake Cones—that means prompt delivery no matter where you are—and plenty of cones at all times. Why carry large stocks? Forget shipping problems—breakage—spoilage.

The flavor and freshness of Real Cake Cones means bigger cone sales—larger profits. Learn about Real Cake Cone service. Mail us your route list and we will send our agency list and full information.

NATIONAL BISCUIT COMPANY

449 W. 14th St., New York, N. Y.



receive a 1938 card when dues are paid. The banquet and ball will be held at the President Hotel again this year and the banquet tickets are ready to be put on sale. The price is \$5 each.

ATTENTION CARNIVAL MEN ATTENTION
 AS USUAL THE LOWEST PRICES IN THE COUNTRY.
THE JOHN ROBBINS COMPANY
 340-42 THIRD AVENUE, PITTSBURGH, PA.
 LARGEST LINE OF FAIR — CARNIVAL — SAZAAR — AND BINGO MERCHANDISE.
 Slum of Every Description. No Catalogue.



Have an Octopus!
 THE sensational sale of Eyerly Aircraft's new Octopus ride this season has served to substantiate more than ever the claims of park, carnival and exposition ride men that new and novel ideas are definitely needed in outdoor show business. For years we have been listening to one showman after another lament the fact that "by necessity we must operate practically the same things year after year." When something different does come out and proves that it has merit, not only from a popularity standpoint, but in a mechanical way as well, it sells like the proverbial hot cakes. Look at the record.



R. S. Littleford Jr.

This corner must admit that it is not in the ride manufacturing business and furthermore knows comparatively little about the "ins and outs" of that end of show business. But it does seem logical that more novelty rides should make their appearance on the market these days. The depression is over, showmen have money (or did have last winter) and all indications point to much larger budgets in the pockets of the boys next fall. For the sake of us all, this pillar sincerely hopes that next December will find several entirely different jobs on display at Chicago.

Seems like mechanical trouble is bounding the big new gravity runs this season. The unique Bob Sied in Palisades (N. J.) Park, built by veteran Norman Bartlett for George A. Hamid, Maurice Plessen and Jack and Irving Rosenthal, has had no end of engineering difficulties and it was just recently that the big project began operating on anything like a regular schedule. And up at Revere Beach, Mass., engineers worked frantically last week to get the much-delayed Derby Racer into operation for the July Fourth week-end. They failed. In Ed Schott's Coney Island in Cincinnati the new Clipper is operating regularly but was the cause of plenty of concern before the park officially opened. It was ready on time, however.

Before next spring tourist season opens the island of Bermuda will house a first-rate amusement park. Will be American owned and operated. Bert Nevins, that wide-awake publicity director of New Jersey's Palisades Park, has gone newsreel crazy or late. And more power to him! First it was the Bob Sied Run that garnered plenty of footage, and now this week Lew Lehr, comic commentator, describes a short show of George A. Hamid's boxing bear importation at the same park. Bear act, incidentally, is a honey.

Hoxie Hoax
 NEW YORK has been buzzing this week with rumors about the closing of the Jack Hoxie Circus in West Virginia. Unique conditions under which the outfit folded have caused no end of interest throughout the circus world. As usual, the only ones that will be vitally affected are the poor performers. Workmen, billers, musicians, etc., will not find it so hard to obtain work elsewhere, but the acrobats and such are probably in for a long layoff, provided the show does not resume. Here's wishing 'em luck and jobs with legitimately operated shows.

This has been a good circus season, regardless of what anybody tells you, and this pillar for one is beginning to get mighty tired of the skulduggery going on on too many lots. During the depression it was said that there was an excuse for such actions, with the point in view that it was better for all concerned to have the shows out on the road than back in the barn. We never could quite see that and kept mum, but now that old man deprehs is generally

conceded to be dead, it's a horse of an entirely different color. It will be only a matter of months, my friends, until outside influences bring many a headache. The ICC for instance.

And, as we said months ago in this corner, circuses and carnivals had better watch out for the department of health this season. Most public health bureaus would be shocked to learn of conditions existing on even some of the larger shows. In line with its announcement last December, before the season is very much further along the U. S. bureau will crack down and crack down hard on traveling contingents. It's circuses and carnivals' interstate character that permits that.

Al O. Barnes' Cristiani Family of equestrian acrobats demonstrate in a picture short just why they are the leading attraction of their kind in the circus business, as well as being one of the top-notch attractions of all time. . . . A recently released Pete Smith specialty for MGM shows the talented Spaniards in nearly all their routines, utilizing slow motion, repeat shots, unique angles and all the trimmings. It's really a remarkable piece of photography, and it is receiving resounding response at the New York Capitol this week.

Pythons and Airplanes
 "SIS" DYER, operator of the Jungles of Africa stunt on Orville and Harry Hemmes' modernized show, discovered some new quirks in airplane transportation last week. Seems that Sis flew into New York on a round-trip ticket for some pythons at Frank Buck's Long Island jungle farm. She purchased a 28-foot snake, according to T. A. Loveland, Buck's manager, muzzled and crated it and carried it off with the rest of her luggage. In checking the return plane's luggage airline officials discovered the live monster and embarrassingly informed Miss Dyer that as yet airplanes are not permitted to transport big ogres like that in the same ships with passengers. "Some of the less experienced guests might not be as understanding as you," quoth the officials. "And anyway, he weighs too much." Rep traveled by railway express.

The immense sea turtle captured off the coast of New Jersey recently should be a natural for a carnival pit show next season. The big sea devil is now on display at Seaside Heights (N. J.) Pool and Casino and grossed plenty of ough-day over the July Fourth week-end. Orest J. Devany, at the pool and casino this season, reports it's one of the largest ever hauled out of Northern waters. . . . Phil Isley, former show owner and more recently manager of a Tulsa, Okla., theater, is on his way to New York for a short visit. . . . Patty Conklin writes from his carnival lot somewhere in Canada that everything is progressing nicely in connection with the Toronto midway this season. "I am confident we will have as good a setup as ever presented on the ONE grounds," he says.

Beckmann & Gerety
 CAN PLACE FOR THEIR FAIR SEASON
WORTH WHILE NEW ATTRACTIONS
 In keeping with the neofised "magic midway". To start at the Illinois State Fair, August 14, Springfield. Followed by the
 Iowa State Fair, Des Moines. Oklahoma State Fair and Expo., Oklahoma City.
 Nebraska State Fair, Lincoln. Oklahoma Free Fair, Muskogee.
 Kansas Free Fair, Topeka. And Several Celebrations.
 Kansas State Fair, Hutchinson.
SHOW WILL OPEN THE 1938 SEASON AT THE "BATTLE OF FLOWERS", SAN ANTONIO, TEXAS.
BECKMANN & GERETY
 Write or Wire Iron Mountain, Mich., week of July 12; Racine, Wis., week of July 18; Janesville, Wis., week of July 26.

MARKS SHOWS, INC.
 Scranton, Pa., Week July 19.
 Kingston, Pa., Week July 26.
 Central locations in both cities. Outstanding still dates to follow until our fairs start second week in August, continuing consecutively until late November. Complete route furnished interested parties.
WANT MERCHANDISE CONCESSIONS OF ALL KINDS
 Second Man on Ferris Wheels. Capable Showmen, communicate; will furnish equipment. JOHN H. MARKS, General Manager, Hazleton, Pa., this week; Scranton, Pa., next.

CAN PLACE FOR BALANCE OF SEASON
 Including Class A Circuit of Wisconsin Fairs, Cookhouse, Grab and Popcorn. Must be clean and sober. Join Kenosha, Wis., July 19. Address
SOL'S LIBERTY SHOWS, INC.
 This Week, Two Rivers, Wis.

WANT! MODERNISTIC SHOWS, INC.
 WANT FOR TITUSVILLE, PA., THIS WEEK, WITH PHILLIPSBURG AND SHAMOKIN TO FOLLOW, ALL FIREMEN'S CELEBRATIONS.
 WANT Lot Foreman that can and will produce and take care of show property. One that can build and is sober and reliable. WANT Ride Men and Help for Merry-Go-Round, Ferris Wheel, Whip, Caterpillar and Swing, that can stay sober and get them up and down. Will make real proposition for balance of season for "Hi-a-Whirl, Octopus with gas power, and any other Flat Ride not conflicting with above. L. W. Elliott, send you answer to your last letter. No reply; please communicate at once. Have good proposition for Fun House, Crime Show, Monkey Show, Speedway or Drome. Platform Shows, will furnish new outfits to reliable Showmen that have something to put in them. Can use Young Ladies that can conduct themselves properly on the grounds and streets for our Girl Revue. CAN USE Colored Musicians and Performers for Minstrel Show, with pay out of show nights. Concessions as follows: Custard, \$20.00 X; Novelties, \$15.00 for X; all other legitimate Concessions, \$15.00. **FLAT JOINTS SAVE YOUR WIVES; HAVE NO ROOM, WANT real clean up-to-date Cook House. Will guarantee more than triples in tickets. CAN PLACE ON ADVANCE real Second Man that can produce, also Second Car Outfit and Man that can promote Celebrations and County Fairs. All must have cars. WANT six of the best sensational High and Platform Free Act; Must be thrilling. Also would like to hear from good Cannon Act. CAN USE 6 to 10-piece uniformed Band. Address all communications to R. G. McCARTER, General Manager.**

WANTED For WANTED
STATE FAIR SHOWS
 Organized Girl Revue. Will furnish complete outfit and beautiful wagon front. Also any good Show of Merit. Experienced Ride Help in all departments. Good opening for Long-Range Shooting Gallery. Wheel Operators for beautifully flashed wheels. Talker and Feature Freak for Side Show. Capable Electrician. Special Agent who can and will post paper.
 MEL H. VAUGHT, Week July 14, Fremont, Neb.

TILLEY SHOWS WANT
 Shows with or without own outfit. Want Girl Show Manager, one that can make openings, also want Concessions. Will book Merry-Go-Round for No. 2 Show. Address, Streator, Ill., this week; Oglesby, Ill., week July 19; East Peoria, Ill., week July 26.

FOR SALE
 LINDY LOOP,
 A-1 Shape. Price Right for Cash.
 Also
 FROZEN GUSTARD MACHINE,
 In Good Shape.
MIGHTY SHEESLEY MIDWAY
 Madison, Wis.

BIG CELEBRATION
 Movement, Mich., July 18 to 24
 Auxilios American Legion
 Want Shows and Concessions that give stock. Write COMMITTEE or W. B. J. SHOWS.

WANTED CARNIVAL MUSICIANS
 All Instruments. Join on wires.
 E. D. STROUT, care Fairy-Martons Shows, Fossenden, N. D., this week; Langdon, N. D., July 18-21; Hamilton, N. D., July 22-24.

FRISK GREATER SHOWS
 WANT Concessions and Shows for rest of season. Twelve fairs and some fine celebrations. Annual Noelle Days, Arlington, Minn., July 17-18 on streets. Young America to follow, then Ironton, Minn., on range. Want Ride Help, good pay plus bonus. New equipment. Other useful carnival people. No need. Buy migrants if priced right.

LUMBERMEN'S & RAFTMEN'S REUNION
 Burnside, Pa., July 20-31
 The biggest event of its kind in the State, 8th year. Have had 2,000 daily attendees. Book- ing Independent Shows, Bingo, Seals, Diggers, Candy Flood, Candy Apple, Casino, Ball Games, Storm and any other legitimate amusements. No gift de noon. J. O. SMITH, Secy.; L. D. BAILEY, Chairman.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 10.—Plenty of activity being shown in the membership drive, Morris Lipsky sent in 17 and advises that he has appointed David Fineman as his Eastern representative. Those in his list are Mose Kalin, David Fineman, William J. Giroud, David Goodman, John W. Higgins, Herman Bently, Stanley A. Hull, Nick Faturnos, Harry H. Ange, Joseph A. Bennett, Ralph J. Reynolds, Frank Andreano, James B. Drew Jr., Theodore Schlemmer, J. C. Stevens, Walter A. Lang and David Friedenstein. Other applications received during the week are Irving C. Ray, Robert Hutchinson, M. K. Brody and Morris Silberman; credited to Hennies Bros. Shows, Melvin Burkhardt credited to Frank R. Conklin; Edward J. Beckett, C. L. Hillman, Joseph Soret and William Glickman credited to Fitzie Brown. Each of these requested more applications and assured the secretary they are out for Gold Life Membership Card.

Fitzie Brown sent in a list of prospects to whom he has been writing and asks that they keep him in mind and respond with their applications as soon as possible. Those on the list are Joseph Ross, William O. Batta, Milton C. Ross, Edgar C. May, Robert H. Cohn, Ross C. Mills, Leonard Lampugnolo, Francis E. Anderson, Walter L. Persinger, Bernard Allen, Angelo Lampugnolo, Jack Fisher, Al W. Keller, Harry W. Johnson, Max Friedman, Jerry O'Brien, Louis Reiben, Jack Levine, Rufus R. Johnson and David E. Miller. He is making strenuous effort to get 100 members, so please take note if your name is on this list.

President J. C. McCaffery and Chairman J. C. Simpson are making strenuous effort to put over the 1937 drive in a big way and are leaving nothing undone to attain this end.

President McCaffery, accompanied by Mrs. McCaffery and Secretary Strelbieh, spent a pleasant evening visiting the Hennies Bros. Shows at Kenosha, Wis. Result of this visit shows the boys on this outfit are all S. L. A. boosters.

Dues received during the week are from Eddie Davis, William H. Davis, John Demick, Will Wright and Joe V. Palmer. Better send in yours at once.

More activity: A card from Brother Max Goodman requests applications at once. Max is a life member of long standing and has always been very active in affairs of the league. Other welcome letters received are from Patty Conklin, Julius Wagner, Frank R. Conklin, Frank D. Shean, Morris Lipsky and Fitzie Brown.

A letter from Brother Ned Roberts thanks us for the prompt attention given by the league in his illness and advises that he is showing rapid improvement. Brother Alvin Freel is in the American Hospital for treatment under care of Dr. Max Thorek.

Again the Grim Reaper has invaded our ranks and removed therefrom Brother H. J. (Patty) Ernst, who passed away on July 7 and was laid to rest on 10th. Members of the league participated in the services. Patty had been ailing for a long time but was showing rapid improvement up to about two weeks ago, when he started failing fast.

Visitors: President J. C. McCaffery, Jimmy Simpson, Julius Wagner, Irving

Malitz, Harry Coddington, William Young, Jack Fritchard, Charles H. Hall, Ed Sweeney, Cy Perkins; George L. Crowder, of Eureka Whalins Company; Harry V. Winslow, of Jack Hoxie Circus; Robert Ellis, of late Graham Midget Circus; Mose Shalof, formerly of Hagenbeck-Wallace Circus; James Murphy, Larry O'Keefe and Ray S. Oakes.

OUTDOOR SHOWS

(Continued from page 3)
tem based on both population of the city in which or adjacent to which the show is playing, and on the admission price made.

On an admission charge of 50 cents or more, including reserved-seat prices, the tax is \$100 a day in cities having populations of 10,000 or more; \$75 a day in cities with populations of between 5,000 and 10,000; \$50 a day where populations are between 3,000 and 5,000, and \$25 a day in cities having up to 3,000 population.

Main shows with admission fees between 25 and 50 cents are charged daily license of \$75, \$50, \$25 and \$15, in the population ranges above. For admission charges of less than 25 cents the per capita is \$50, \$30, \$20 and \$10.

For the purpose of the law, a show is regarded as being in or adjacent to the city or town when it is within one mile of that city.

Side-show license fees are based on prices of admission to the main show. Where 50 cents or more is charged for admission to the main show, a tax of \$10 a day must be paid on each side show. A \$7.50-a-day tax on each side show is levied when the main show admission price is between 25 and 50 cents. When the admission charge to the main show is less than 25 cents, the side show tax is \$5 a day.

No side-show licenses will be issued until the main-show tax is paid, according to the law. The tax is collected on every tent and for every day on which admission is charged.

Annual licenses will be issued to permanent shows on payment of a fee equal to six times the full amount of daily license tax, but they are good only in the town for which they are taken out.

Fair Gets Amusement Tax

Under a bill introduced by Representative Bryant, of Gainesville, all tax funds collected from amusement companies which are playing in conjunction with non-profit incorporated fair associations in the State will be reallocated by the

Steel Pier, With Big Show, Opens Summer Season to 79,000 on 4th

ATLANTIC CITY, July 10.—Steel Pier, which opened full blast over last weekend, had a record crowd of 79,000 on July 4 which found entertainment ranging from comedy to grand opera. The 20,000 square feet added to the pier is used for the Humanettes, magic, Philippine orchestra and other novelties. In Casino Hall Belle Baker headed an all-star vaude bill which included the Leslies, Val Setz, Five Maxellos and Gill Lamb. It was enthusiastically greeted by the huge crowd.

Frank Elliott's Minstrels in Minstrel Hall shared the stage with Ina Ray Hutton and her Melodears, Buddy Abbott and Lew Costello, who teamed up several years ago and played with the minstrels last season, have been returned, as has that comic, Charley Boyden. Art Frank went over with his own specialty, while Billy Fields and Burns, Moriarthy and Dell lent their efforts in initial presentation of "A Day at the Circus." Three feature pictures are shown daily.

A whole deck is given over to I. S. Seidman's American Exhibit, which replaces the Jarret war exhibit. Hollywood exhibit is continued on the main floor with props from a number of outstanding productions. Submarine Deck, greatly enlarged, is dominated by the Larkin mechanical exhibits, new this year being Hill-Billy Farm and Laughland. Among exhibits on main deck Dr. Brown's Evolution of Light has been retained as well as Sterling's Evolution of the Home. It was estimated that 4,000 couples danced in Marine Ballroom at one time on July 4. Orchestras were those of Red Norvo, Kay Kyser and Alex Bartha, who has been returned for the fourth summer.

A grand stand, seating more than 5,000, with standing room for several thousand more, is provided for the Pier

DIXIE BELLE ATTRACTIONS WANT

FOR SPENCER COUNTY FAIR, ROCKPORT, IND., WEEK OF JULY 28 TO 31, Shows with or without equipment. CAN PLACE Candy Flies, Candy Apples, Custard, Grub, Shakeup, Root Beer and Ball Games or any legitimate Concessions not conflicting. Want to Book, Rent, Lease or Buy Merry-Go-Rounds, to join this fair and stay business of season. This show holds contracts for real Estate and Celebrations in Indiana, Kentucky and Tennessee. Answer: LOUIS T. RILEY, Sole Owner and General Manager, Owensville, Ind., week July 12-17; Owenette, Ky., to follow.

SIXTH ANNUAL HOME COMING JUBILEE

STONEBORO, PA. — 6 DAYS — JULY 19-24.

Free Acts, Parades, Contests, Streets Decorated. Downtown Location, auspices Stoneboro Volunteer Firemen, supported by Mercer County. Wanted: Independent Concessions, Photo Gallery, Penny Arcade, Diggers, Cook House, Ball Games, Scales, Novelties, Candy Floss, Candy Apples, Cork Gallery, Stock Wheels, etc. Will book Ferris Wheel, Loop-O-Plane, Kiddie Ride. Wanted Shows of all kinds. Last Call.

Communicate ED WEYLS, Director.

SAM LAWRENCE SHOWS

WANT for Hill Dates and the following Fairs starting August 9: COLUMBIA, PA.; WOODSTON, N. J.; KELLER, VA.; CAMBRIDGE, MD.; CHERAV, CENTRAL CONWAY, MULLINS, S. C. and 4 more bona-fide Fairs, one Flat Ride, Loop-O-Plane or any Kiddie Ride. Have new outfit for good Girl Shows; will turn same over to reliable party. Write Howey write, Few more Performers for Plant Show (Girls), Concessions, no exclusives except Bingo. Must be Stock Shows. Experienced Ride Help. Address New Cumberland, Pa., this week; Harrisburg, Pa., next week. SAM LAWRENCE.

comptroller to the fair association. Traveling amusement shows operating within one mile of where a fair association is operating its exhibition, but not operating in conjunction with the incorporated association, will be charged a daily license tax of \$1.000.

Under the law fair associations can take advantage of the reallocation clause on only one fair each year.

Another bill introduced by Bryant provides that all shows shall obtain a permit from the State comptroller before engaging in business in the State and before being issued a license by any county tax collector or other State or county employee. Permit, costing \$5, will be issued upon written application giving nature of show, list of attractions, concessions or units, desired location of show and period of time for which it will be set up.

All three laws apply to "persons, firms or corporations engaged in the business of traveling shows, exhibitions, amusement enterprises, including carnivals, vaudeville, minstrels, rodeos, theatrical, games or tests of skill, riding devices, dramatic repertoire and all other shows or amusements operating in tents or temporary structures, whether covered or uncovered."

CARNIVAL WANTED

WEEK OF AUGUST 29, 1937. CUSHING DISTRICT FAIR CUSHING, OKLA. Contact W. S. GRAMM.

WANTED

Experienced Caterpillar Ride Help. All winter's work. GREAT SUTTON SHOWS Robinson, Ill., this week.

NORRIS BROS. CIRCUS WANTS

Musicians of all kinds, also place useful Performers, Dancing Girls, also Girls for Specialties. Can place Candy Stand and Grub at once. This is not a racket show. Answer quick at per route. Hawley, July 12; Lake Park, 13; Fryaze, 14; New York Mills, 15; Seboka, 16; Aldrich, 17; Bertha, 18; Swanville, 20; Hopkinton, 21; Poley, 22; St. Joseph, 23; Albany, 24; all Minnesotas.

Seils-Sterling Circus Wants

Account enlarging his show band two Cornets and two Trombones. Best of treatment. Salary every week. Long season. Write or write ARTHUR HELLER, Band Leader, Shawano, Wisconsin; Antigo, Wisconsin; Merrill, Wis.; Rhinelander, Saturday; all Wisconsin.

BARLOW SHOWS

Have outfit open to Athletic, Hawaiian, Snake, Half and Half, Hide Shows. Want one more Ride. Want capable Operator for Cookhouse and Corn Game. Will price few more legitimate Concessions. No graft. Come on. Address Pleasant Hill, Ill. Street Celebrations this week; Kinderhook, Ill., Annual Home-Coming next week. P.S.—Fifteen more Celebrations to follow, south until Christmas.

WANTED

EXPERIENCED FERRIS WHEEL, TERRAFLAME AND OTHER RIDE HELP. Playing in and around Chicago. State experience in first letter. Highest wages paid. HARRY MANSON, 2443 Mont St., Armitage 0847, Chicago, Ill.

Wanted Carnival

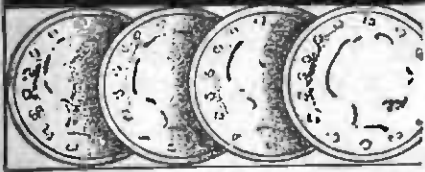
Play Our Fair September 1, 2, 3, Gandy, Ore. Black Hawk, Oregon. Write J. P. TELFORD, Oregon City, Oregon.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America

165 W. Madison St., Chicago

On nearly every outdoor show in America one may find many members and there is a logical, sensible reason for that . . . Ask Yourself.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

A HELPFUL INDUSTRY

(A Guest Editorial by Joe Calcutt, Fayetteville, N. C.)

An industry can only gain favor when its existence is based upon helpfulness to other industries and to the public in general.

The coin machine industry can so classify itself. It is an industry that is directly helpful to many other industries and lines of business and thus is indirectly of benefit to the public thru its aid to other industries.

The coin machine industry helped thruout the depression to stabilize the retail merchant and is still rendering great service to the retailer. Considering the magnitude of the retail distribution system and the part it plays in American business life, coin-operated machines have played a real part in helping to preserve our distribution system.

Criticism of the coin machine industry seems to be directed mostly at its problematical side and few dare to speak a good word for the benefits it has accomplished and is accomplishing.

It has borne the brunt of excessive and in many cases unfair taxation without so much as a whimper.

It has allowed itself to be persecuted by politicians and, to its credit, it has withheld from facetiously answering unjust accusations made against it. Thru all the adverse publicity and criticism the coin machine industry has continued to offer amusement value to the public and to prove one of the steadiest revenue producers for thousands of merchants thruout the country.

Every operator knows that today the greater share of the earnings of coin-operated amusement devices goes to the merchant. When games first came into prominence they were cheap and the merchant's commission was established at 50 per cent of the receipts.

Today coin-operated machines of all kinds cost many times as much as they did six years ago and the commission to merchants continues at 50 per cent. From his half of the receipts the merchant does not have to pay any service or overhead charges and a number of other necessary expenses which fall upon the operator. The operator must also be continually reinvesting in the newest and most modern machines, which today cost good money.

A little reflection will thus show that the coin machine industry is undoubtedly a helpful industry. Merchants by the thousands thruout the country are more than willing to attest to this fact.

An angle of service which the coin machine trade renders to the merchant, and one often overlooked, is due to the fact that local retail merchants are the greatest

credit dispensers in the country. They are at the actual point of sale where billions of dollars in American goods is sold to the consumer, and in many cases on credit.

The merchants need a constant flow of cash to really maintain such a credit system, which is usually a neighborly service, but which becomes a staggering business for the whole country. Merchants have found coin-operated machines of the greatest value in helping to maintain this credit system, for these machines mean to them a steady flow of cash without any investment at all on their part—not even any repair bills.

Every merchant will agree that there is no space in his store which brings as large a return for the outlay of space or that brings in cash so steadily and consistently as the machines featured in his store.

When all is told the greater part of the profits from coin-operated machines of all kinds goes into the merchant's tills. And he makes use of this ready cash in many ways. He may use part of it to pay his overhead, and certainly it all contributes to enabling the merchant to extend credit to his customers.

There is no doubt then that the coin machine industry is a helpful industry. Not only serving the retail distribution setup of the nation, but also patronizing

the material and fabricating industries of the country by purchasing vast quantities of supplies for the manufacture of games. While the coin machine trade feels that its closest and most friendly relationship is with the merchants of the country, at the same time the size of the bill for materials and fabrication to manufacture the total of coin-operated devices made all over the nation is something of which many industries in the country, all the way from lumber to glass, are justly proud.

The members of the coin machine trade know these things, but millions of people outside the industry have never stopped to consider them. And they perhaps would never think of it if somebody did not call it to their attention. The coin machine industry has not been blatant in its claims and best of all it does not compete with any other particular industry.

It is truly a helpful industry, creating employment, buying immense quantities of materials and helping to support the retail structure of American business, which means so much to the continued prosperity of the country.



Joe Calcutt

Omit Games In Report

Philly commission does not condemn pinball in city vice report

PHILADELPHIA, July 10.—Six months ago Mayor S. Davis Wilson appointed five prominent ministers, representing all faiths, to serve as a crime commission, studying conditions as they exist and to solve all vice and crime problems. Publication of the commission's final report last week was heralded as a vindication of all charges thrust against the amusement machine industry during the past season. Their preliminary report in April did not make a single reference to the pinball games after making a cursory study of all vice charges aired in the city.

Final report mentioned specific instances of horse-race gambling, illegal liquor selling, houses of prostitution and at least one theater presenting indecent shows, but not in a single one of its 41 pages was the amusement machine alluded to as a contributing factor in Philadelphia's vice and crime conditions. The mayor himself had been the most active crusader against the use of pinball machines, but the report of his own crime commission failed to substantiate any of the charges in that direction.

Hotel Lobbies Good For Baseball Games

CHICAGO, July 10.—The lure of the baseball diamond seems to be inherent in an overwhelming majority of the population whether in city or country. This lure naturally is responsible for the great interest in coin-operated baseball games. There is no better place to see this interest demonstrated than in a hotel lobby, where people with time on their hands congregate.

Paul Gerber, who has had a number of Rock-Ola World Series games on location in the Hotel Sherman for more than six months, declares that they are taking in more money now than the first month he owned them. Frequently people stand in line waiting for a chance to play.

"They work all the time," says Gerber, "and we have never had a breakdown. I actually believe Rock-Ola World Series will be on location making money for operators for years to come."



LEO SIMON, who has just been appointed export manager for the George Fonser Company, Simon has had many years' experience in the export field, as well as the coin machine business, and it is reputed he can read and write five different languages.

Mint Pours Out Flood of Coins

PHILADELPHIA, July 10.—Tumbling barrels of red-hot pennies, nickels and dimes swimming before his eyes, the constant ringing of coins making music to his ears, and as the rollers crunched and punches bit into the ribbons of copper and silver, Edwin H. Dressel, superintendent of the United States Mint here, with production slips in hand, announced a new all-time record of 618,107,017 pieces of silver and minor coins for the fiscal year ended June 30. In addition the Mint turned out 42,550,000 foreign coins, the largest proportion of which were Cuban, Venezuelan and Puerto Rican, during the year 1936-37.

Altho the total valuation of United States coins minted last year was only \$34,066,134, compared to a \$218,506,437 coinage in 1928, Superintendent Dressel pointed out that only 177,249,935 pieces were coined in 1928 and the bulk of it was gold. Since 1833, when the United States went off the gold standard, no gold money has been coined at the mint.

"It's tough on the staff, the machines and our budget," said Dressel, commenting on the record production. "We have been straining to the utmost to meet the demand. During the first six months, up until January of this year, we were running on trips and double time. Right now our force of 450 is on a single eight-hour shift. This breathing spell will give us a chance to overhaul and repair some of the machines that have run under the tremendous pressure. Before, much as we needed to, we couldn't stop."

A general increase in both business and buying power, he says, accounts for the record production last year and the first six months of this year. "There is a greater demand for money and it's being kept in circulation, because the Federal Reserve and the banks are not hoarding it," he remarked.

Outstanding figures in the all-time mintage showed 136,478,392 pieces of silver, valued at \$24,884,130.90; minor coins, pennies and nickels, 440,079,525 pieces, valued at \$9,181,978.05; total pieces, 618,107,917; total valuation, \$34,066,134.95; total foreign coinage, 42,550,000 pieces.

New Amusement Companies

ALBANY, N. Y., July 10.—Skill-Game Buyers, Inc., of Kings County, was recently chartered to operate amusement games and devices. Company has a capital of \$10,000. Promoters and backers are Bertha Cohen, Marion Pitcher and Anne Werthelmer, Brooklyn.

Franco Exhibition Company, Inc., of the Bronx, has also been authorized to conduct amusements and various entertainment features. It has a capitalization of 100 shares of stock. Directors are Murray Gerwitz, Fred S. Weitzner and Pauline Eis, the Bronx, New York.

GREAT GUNS

"ACCELERATED BUMPER"

5-BALL, NOVELTY GAME



LIVELIEST AND MOST INTERESTING BALL ACTION EVER EMBODIED IN A PIN TABLE

Unquestionably the hit of the year. Ball striking an "accelerated bumper" not only registers a score, but is driven in any one of a hundred directions. And as bug-proof as a can of Filt.

OPERATOR'S \$74⁵⁰

NEW ONE-PUSH BALL LIFT-ELECTROPAC

PATENT PENDING

23' x 50" Streamlined Cabinet

PAYOUT MODEL called NAVY Same "accelerated bumper" principle. 1-ball. Odds changing. **\$139⁵⁰** TICKET 510 EXTRA

KEENEY'S Track Time

Biggest money-maker ever introduced in a coin game

And out-selling all other console type, dial games. 7-play chute, odds changing with each play, 10c to \$7 payouts. Four interchangeable tops. Finest "engineered" game ever made. **\$279⁵⁰**

ALL THE ABOVE GAMES IN PRODUCTION AND PROCURABLE THROUGH KEENEY DISTRIBUTORS

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SEND IMMEDIATELY
for our new
PRICE LIST No. 240
Which contains some of the Greatest Bargains ever offered in Reconditioned Machines of All Types.

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EXCEPTIONAL SALE
25 MILLS DO-RE-MI MUSIC MACHINES
Like New Fully Guaranteed! **\$199⁵⁰** While They Last!
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BALLY BUMPERS \$200 each
JENNINGS FAVORITES BALL GUM VENDERS, 1c Play, \$4.00 Each.
D & S NOVELTY CO.
2008 Broadway, Rockford, Ill.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.
OPERATORS!

IT MAKES no difference what types of games you operate, we can supply them on our convenient Extended Credit Plan, which is available to you without carrying charges. It is to your advantage to learn more about the plan!
YOU CAN'T GO WRONG!

WRITE FOR CREDIT!
Lee D. Jones

P. S.—Danny Odom says elephants are smart. So are you if you investigate our credit plan.

Iowa Ops Get Delay

Assn. gets injunction which applies to games of members only

DES MOINES, Ia., July 10.—Members of the Automatic Merchandisers' Association of Iowa obtained a temporary injunction July 3 to prevent the confiscation of pinball and other amusement machines. The attorney-general's office had ruled that games with coin slots came under a new law passed by the last legislative session.

District Judge O. S. Franklin granted the injunction, which applies only to members of the petitioning association and will not prohibit seizure of other machines. Neither does it prevent confiscation of the association's machines in cases where officers obtain evidence that the devices are being used for gambling.

According to Robert W. Merriam, secretary of the association, the temporary injunction covers 87 counties in the State where members are located.

The injunction suit was filed by the association and A. C. Sweetman, vice-president, thru Milton W. Strickler, attorney. The date of hearing on a permanent injunction has been set for July 20 in District Court.

Immediately after the temporary injunction was granted Mr. Burrington, of the attorney-general's office, announced that starting Sunday morning, July 4, the attorney-general's office was issuing orders that all pinball machines not protected by the injunction were to be confiscated.

"This injunction does not protect anyone having slot machines, pinball machines or marble games which are used for gambling or which have pay-off systems attached to them," Burrington said.

He also said that only the members of the association as of this date are protected under the injunction, and they must have copy of the injunction ready to present to officers in case seizure of their machines is attempted.

In resisting the attorney-general's ruling attorneys for the association contended he exceeded his power in classifying the pinball machines with slot machines.

At a meeting of the association June 27 the members agreed upon a plan to raise money to finance the suit and every member is paying \$2 per table that he operates, the association giving him a card to be placed on the machine showing that it comes under the injunction.

Election of officers took place at the recent regular meeting and the following are now handling the affairs of the organization: Jack Levensky (Des Moines), president; A. C. Sweetman (Waterloo), H. Z. Smith (Mason City) and Don K. Cole (Lohrville), vice-presidents; W. I.

THE GREATEST, NEW AUTOMATIC PAYOUT MACHINES IN THE BUSINESS

WRITE FOR DESCRIPTIVE LITERATURE

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. * CHICAGO, ILL.

Collins (Des Moines), treasurer. Directors are O. G. Scholle, Davenport; Roy Westerlund, Red Oak; Avery Mason, Denison; Max Langer, Dubuque; Ted Welch, Centerville; Pearl DeHart, Ames; C. P. Harrison, Ft. Madison, and H. A. Harden, Sioux City. Robert W. Merriam is secretary, maintaining headquarters at 3017 47th street, Des Moines. Merriam reports his office has been swamped with business since the issue of the injunction.

Wolcher Develops New Voice Stunt

CHICAGO, July 10.—Edgar Bergen may be able to throw his voice pretty far by making Charlie McCarthy talk on the radio, but Harry Wolcher, of Western Distributors, Seattle, has hit upon an idea of sending his voice a couple of thousand miles in an even more novel manner.

As officials of D. Gottlieb & Company relate the story, ever since the Photo-Finish game was placed on the market they have been storned with letters, telegrams and long-distance phone calls from distributors and jobbers placing orders and asking for rush delivery. So when Harry Wolcher decided to send in another heavy order, on which he wanted rush delivery, he concluded that he would have to do something more striking than telegraph or telephone in order to make them sit up. So he mailed a special phonograph record to the Gottlieb company. Naturally it aroused considerable curiosity, and when they tried it there was Harry's own voice telling how enthusiastic they were on the West Coast over Photo-Finish and how impatient to get delivery on more. Then in the record he placed his order and wound up with a dramatic appeal for extra rush service that just couldn't be overlooked!

Dave Gottlieb was tickled with the idea. "It's thrilling," he said, "when people adopt such a unique way of telling you what a fine game you've got and present their appeal for rush delivery so forcefully. I guess we've received orders in about every possible way they can be sent, but this was the first one we ever got on a phonograph record and it really did make us sit up and take notice."

ATTENTION! Park, Carnival, Sportland Operators! EXTRA-SPECIAL ON...

BAT-EM America's Great Indoor BASEBALL GAME! Long Life, Appeals to all ages!

One only: used five months, offered at a big reduction because location lost lease. Good as new and complete with canvas, net, ball return, etc., including blue prints for floor, same as with new game.

Available for the First Time on TERMS! Will sell to responsible buyer for only \$395.00 down, balance payable \$20.00 per week, 6% simple interest, no carrying charges.

Bat-Em Camos have operated successfully for over 15 years. They are steady profit-makers. This special offer is a wonderful opportunity for some live operator.

\$795.00

F. O. B. Dallas. 1/2 Cash with Order, Balance C. O. D. No Personal Checks.

Write for our late list of Reconditioned Pin and Counter Games and Slots.

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SAIL ALONG WITH THE MAYFLOWER

RALLY LEADS THE FIELD With New Sensational Prizes Galloped ARLINGTON.

CLASSIC FAIRGROUNDS FAVORITE BALLY BELLS RAY'S TRACK GOLDEN WHEEL Ready for Shipment at Factory Price.

USED GAMES.

BARON	\$75.00
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DAILY RACE	25.00
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ROYAL RACE	58.80
FLICKER	22.50
PANCO CHASE	15.00
GALLOPING PLUGS	15.00
PANCO PARLAY	12.50
PEERLESS	12.50
SKIPPER	27.50
S. KELLEY OIGA	30.00
BETTE MOH, Each	30.00
TURF CHAMPS, Ea.	52.50
HI-DE-MO, Each	40.00

USED GAMES.

WESTERN WINNER	\$75.00
MAZUMA	57.50
GALLOPING DOM.	\$185.00
JOCKEY CLUB	135.00
FLYING DUCK	49.50
MARKSMAN GUN.	49.50
SHOOT-A-LITE	49.50

USED SLOTS.

25 Q. T. 1c Play, Jun Like New	\$52.50
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COUNTER GAMES

REEL 21	\$ 4.50
TRIO-PACK	14.50
CLUB VENDER	32.50
WILLS DIAL	35.00
HOLD AND DRAW	4.00
DAVAL RACE	12.50
O 21	7.50

CREDIT MULTIPLAY

DAILY LIMIT PANCO PARLAY	Three Dollars
TRAFFIC	
HOLD 'EM	
ROCKER	
BAFFLE BALL	
SNOOKER	
KINGFISH	
GOLD AWARD	
GOLD RUSH	
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DUCHESS 5-cent play \$20.00
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WATLINGS ROLATOP 10-cent play, (new) 67.50

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Firecracker	\$22.50	Bally Roll	\$40.00	Shipper	\$39.50
Flicker	27.50	Home Run	27.50	Booster	27.50
Rueby	12.50	Shusher	9.00	Patooke, Jr.	27.50
Pinky Grand	7.00	Zanish	7.00	Twister	12.50
Solo	5.00	Top Hat	8.00	Red Cap-Pak	5.00
Frisky	5.00	Hi Hand	5.00	Yackie	5.00
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And many more bargains. Every used game reconditioned, ready to put out on location and make money for you. Ask any successful operator. Write, wire or call. Terms One-Third Deposit, Balance C. O. D.

J. & J. NOVELTY COMPANY, 2272 Gratiot Ave., DETROIT, MICH. Phone—Fitzroy 5770.

Slug Viable Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, these slug slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES
THE ACCURATE COIN COUNTING COMPANY

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices.

Accurate Coin Counter Co., Patton, Pennsylvania



JACK NELSON, vice-president and general sales manager of the Rock-Ola Manufacturing Corporation, shaking hands with Ken Wilkinson, of the United Amusement Company, San Antonio, on a recent trip thru the South. Other members in the party are Bill Cooper, traveling representative for Rock-Ola; Jack Knight and Mr. Woodstuf, local operators.

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 FOR ALL COIN OPERATED EQUIPMENT
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 WITH **Chereton ELECTRO-TIMER**
 FOR PIN GAMES...
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Toy Exhibit Opens in Chi

Few ideas to suggest new types of coin-operated games

CHICAGO, July 10.—Around 15,000 merchants and buyers were expected in "the coin machine capital of the world" to attend the toy, furniture and kindred market exhibits extending from July 5 to July 17. Principal displays are to be seen at the Merchandise Mart, the Furniture Mart and the Morrison Hotel. The wealth of the American toy market is to be seen in the variety and quality of products already on display for the opening of the show. Chicago manufacturers and distributors of toys and novelties also held open house to welcome the thousands of visitors. The display halls were quiet the first of the week due to the celebration of two holidays, but interest increased as the week drew on.

Heretofore in the earlier days of pinball the coin machine trade found the toy market of great interest for suggestions of new ideas in games. Toys have shown for several years a definite trend to become mechanical, and some years have seen inventors of coin-operated types of games introduce their ideas at the toy show. But the modern

with nuts and candy for penny machines. His Empire vender and 2-in-1 vender, which he originated several years ago, are said to be expressly designed for the vending of toy mix merchandise. "With the vending machine growing in importance daily," Robbins stated, "there is no doubt that more novelties will be in demand, as this type of mixture has proved to be one of the biggest money makers so far this year." Robbins also reported that the toys and novelties being sold at the present time meet with the approval of the operators. Although the price of the charms is somewhat higher than it used to be, the quality is better and the extra play which the machines get warrants the extra expense, Robbins relates.

Keeney Beehive To Meet Demand

CHICAGO, July 10.—"Beehive of activity" is the phrase most descriptive of the huge J. H. Keeney & Company plant, says Jack Keeney, general head of the "house that makes Jack for the operator." "And that's no joke," said Keeney. "The orders that are pouring in for our newest releases, Great Guns, five-ball novelty game, and Navy, one-ball payout, indicate that operators are coinng nice profits by operating them. Naturally the games have the ability to earn money because we made them to amuse players. We gave the games something different in action with our accelerated bumper and the public responded as it always does to novel ideas."

"Following the trend toward greater speed, we stepped up the action on



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

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 Cable address "WATLINGITE," Chicago.

SPECIAL
 Jennings Rebuilt
ELECTRO VENDOR
 TYPE SLOTS
 While They Last
\$14.50 Each
 1/3 Deposit, Balance O. O. D.
 Closing Out All Used Machines at Giveaway Prices. Due to Our Removal to Large Headquarters. Send for Bargain List Today.

McGALL NOVELTY CO.
 2920 PINE ST., ST. LOUIS, MO.



BALLY O'TOOLE INDIANS from Ben Sterling's Rocky Glen Park, Pa., accompanied by Sterling's youngest, Gibby (center foreground), pay visit to the mayor of Scranton, Pa.

Protect Your Route Without Delay
1c Skill Game
DUCK SOUP
 It's Legal!
 100,000 Locations Open for This Money Maker.
 Earn \$2.00 to \$10.00 Daily.
 ● CLEVER
 ● NOVEL
 ● ORIGINAL
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STAR SALES CO.
 3921 Wayne Ave., Kansas City, Mo.
 No Personal Checks, Please

coin-operated games today are far in advance of the toy field, drawing ideas for new games from the field of industry and science rather than popular toys.

Only a few of the home bagatelle toy games, reminders of former days, were to be seen on exhibit this week.

One coin machine personality, pioneer in the vending machine field, was present to exhibit a new game for homes, clubs, etc. Benjamin L. Fry, who pioneered the National line of cigaret and other types of vending machines, has on exhibit a game called Mor-Fun, a "stock market" type of game for the home. The most modern National cigaret vendors have change-making arrangements and other advance features.

Fry said that his new game being shown at the toy exhibit is unique for the home, club or to take on a trip of vacation. It can be played by any number of people and is well known to the public as to its playing principle. It includes the principles of such basic amusements as roulette, dice, etc. It is being sold thru stores and is made and sold by the Universal Games Company, St. Louis.

Small Toy Sales Reach Record Peak

BROOKLYN, July 10.—The small toys and novelties which have been selling well in past months are in greater demand now than they have been for any time in the last nine years, according to Dave Robbins, of D. Robbins & Company.

Robbins is said to be one of the first to recognize the sales-stimulating possibilities of toys and novelties mixed

Great Guns and Navy to where we can truthfully claim that it's 1,000 per cent faster than anything yet developed. When a ball contacts one of the accelerated bumpers it flies off across the playing field in any one of a hundred different directions and the balls keep bouncing and shooting up and down and across the field with dizzy speed. These games really have a kick both in action for the players and in returns for the men who operate them.

"The teletype machine in the offices of the Keeney plant unceasingly chatters a stream of orders for Great Guns, Navy and the operators' stand-by, Truck Time, from morning till dark, and the flying fingers of the skilled workers in the assembly room work in tempo to the cliecking of the wired orders."

Hole-Type Games Gain Popularity

CHICAGO, July 10.—Pointing to the success of his firm's Arlington game, Ray Moloney, president of Bally Manufacturing Company, predicted a boom in hole-type marble games, which have been overshadowed recently by bumper games.

"Of course," Ray states, "hole-type machines have maintained their popularity in some sections all thru the bumper boom. Our Fairgrounds is now in its seventh month and still a best seller. Since the introduction of Arlington, however, there has been more and more interest in hole-type machines. We will continue to manufacture bumper games; in fact, sales of our Classic one-shot bumper game now amounts to a major run. At the same time we are stepping up our production on Arlington

truly amazing
VANAK
SLUG REJECTOR
 Built for a Purpose, Not for a Price. See Your Jobber or Write
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 4311-13 Ravenwood Ave., Chicago.

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 BY **GOTTLIEB**
 Models on Test Locations Are Creating a Furoor!

PIN GAME AND SALESBOARD OPERATORS
DOUBLE YOUR WEEKLY INCOME
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 946 DIVERSEY PARKWAY CHICAGO, ILL.
 100% Wholesale—Free Catalog

6 Large Assorted Pearl Colored
FISHING & HUNTING KNIVES
 \$3.00 in Lots of 12 On 300-Hole 5c Board Taken in \$15.00 Pays Out 14 PKs. 16c Cigs. \$2.10. Sample No. 8-415. Sample \$3.25, 12 Lot. Each \$3.00 25% With Order. Balance O. O. D.
OPERATORS! Write us for Prices on All the latest Coin Operated Counter Games. Our New Catalog Full of Assorted Knives and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO.,
 180-182 W. ADAMS ST., CHICAGO, ILL.

LATE JENNINGS CHIEFS
 3 FIVE CENT; 1 TEN CENT PLAY.
 Nov. 129685—127893—128015
 10c 127085—\$50.00 EACH.
BRASSIL'S
 428 Johnson St., KEOKUK, IA.

to take care of the increased demand of this type of equipment.

"The 28 winning holes featured on Arlington prove to have strong player appeal. This, together with the ever-popular changing odds index, the possibility of getting from one to seven selections on one coin and awards for win, place, show and purse, makes Arlington one of the most successful games Bally has ever built. It's a fast seller for jobbers and a fast money maker for operators."

Phono Profits Show Stability

CHICAGO, July 10.—H. E. Roberts, sales manager for the J. P. Seeburg Corporation, claims that operators of Seeburg automatic phonographs are enjoying the most profitable season in the history of music operating.

"Notwithstanding the fact that previous summers have shown decided slumps in all phases of the industry due to hot weather and other factors," Roberts says, "the present summer has seen a complete reversal of that condition. More and more locations are turning to phonographs in their desire to provide location patrons with attractive amusements, and more and more patrons are in evidence at locations due to the universal adoption of air-conditioning. Whereas in previous years the average location was shunned by persons in search of entertainment in warm weather, today these same persons seek these same locations for refuge from heat and for relaxation.

"The location owners who have provided their customers with fine amusements have reaped their rewards and will continue to do so indefinitely, and the operator who has been foresighted enough to present the location with the means to provide that amusement will profit accordingly.

"This is especially true in the case of operators who have depended on Seeburg instruments. Operators of the Melody King, Model K, advise us that the expected summer slump failed to materialize on their locations and that collections have taken an upward swing."

Officials of the Seeburg organization report that the improved summer operating conditions for music men are reflected in the activity at the Seeburg



factory, where production and shipment of the Model K remains consistent at carload quantities.

McCormick Visits New York Friends

NEW YORK, July 10.—L. B. McCormick, of the McCormick Machine Company, Greenville, N. O., spent a few days here last week visiting friends. He reported that the triumph of the North Carolina Automatic Music Association in getting the taxes reduced from \$60 to \$20 per year has occasioned general rejoicing thruout the State.

While in town McCormick visited with Bob Grenner, of the John Gabel Company. Taking their wives along, the two columners made the rounds of the better night spots and report that they had an enjoyable time.

Before leaving McCormick stated that he intended to visit the Wurlitzer factory at North Tonawanda, N. Y., and spend some time with friends in Buffalo. From there he intended to fly to Chicago and hoped to be back home relaxing in one of the big chairs on his spacious lawn within a short time.

Obstacles to Phono Exports

WASHINGTON, July 10.—The foreign export of American-made coin-operated phonographs is not impossible but is subject to great obstacles, according to a survey of foreign markets which has been made by the Bureau of Foreign and Domestic Commerce in the U. S. Department of Commerce. Although the situation in each of the different countries is varied, the main barriers which an export trade will have to meet are tariff, low living standards and the native habit of thrift.

Of all the nations surveyed the best markets seem to be Great Britain, Greece and Palestine. It is not believed that a too great market could be found in the big cities of Great Britain, where customers have not the time available to enjoy listening to music for very long at a time. It is thought that the machine could probably best be sold in those places which serve as holiday grounds in the summer. There have gone up recently, particularly in London, a large group of milk bars, where soft drinks, sandwiches, etc., are sold. These have the active support of the milk-marketing board and their growth is constantly expanding, there being already many chains. It is thought that in some of these establishments a market could be found for coin-operated phonographs. Here the question of payment would not be quite so difficult as in the case of independent establishments, where many of the milk bars are owned by firms with sufficient capital to invest in these machines. Although these coin-operated phonographs are not generally on this market now, it would be difficult should they be established to operate for more than one penny (3 cents) per record. This is the usual coin used for amusement machines, and it is thought that anything higher would meet with a strong measure of sales resistance.

In Greece there is already a coin-operated phonograph. However, this is in the form of an itinerant musician who carries with him a phonograph with a large old-fashioned horn. Equipped with a few records, he sets up his machine on the tables of cafes and plays selections in return for voluntary contributions of coins. Most of the middle and upper class restaurants are equipped with flesh and blood orchestras. Because of the high initial cost this may be a difficult market, but there are no legal objections to the importation of coin-operated phonographs. Palestine legislation prohibits the im-

Sheet-Music Leaders

(Week Ending July 10)

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

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

1. Merry-Go-Round Broke Down (Harms) (2)
2. It Looks Like Rain in Cherry Blossom Lane (Morris) (1)
3. Sailboat in the Moonlight (Crawford) (4)
4. Blue Hawaii (Famous) (5)
5. Sweet Lullaby (Select) (3)
6. The You and Me That Used To Be (Berlin)
7. September in the Rain (Remick) (6)
8. Where or When? (Chappell) (8)
9. Was It Rain? (Santley-Joy) (7)
10. Never in a Million Years (Robbins) (10)
11. Carelessly (Berlin) (12)
12. Cause My Baby Says It's So (Remick)
13. Little Old Lady (Chappell) (15)
14. Will You Remember? (Faust)
15. Gone With the Wind (Berlin)

portation or use of coin-operated machines having gambling features, but there is no objection to the operation of coin-operated phonographs. A fairly large number of combined radio sets and phonographs have been sold in that country for use in restaurants and other similar establishments, and it is understood that a majority of such instruments have been of American make. Local dealers in phonographs and other musical instruments state that they know of no instance of a coin-operated phonograph in Palestine.

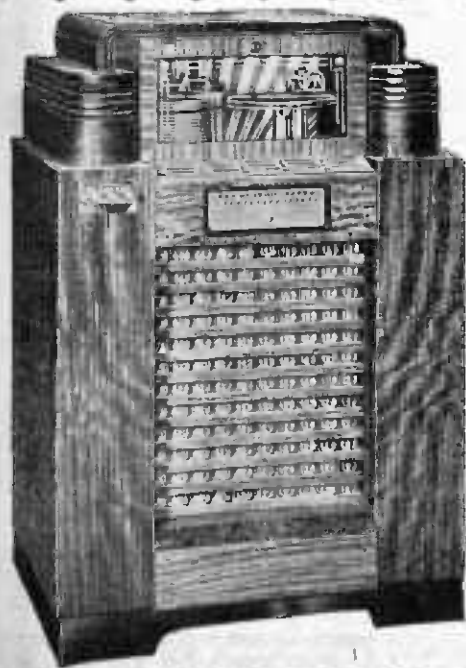
In most countries public establishments, such as restaurants and bars, furnish free entertainment in the shape of music by radio or orchestra to their patrons, and it is not believed that the customers could be induced to pay for something they already get for nothing. In the Central European countries many unemployed musicians are traveling about the country, dropping in at various inns to play for either drink or food. It is believed that the radio set which operates almost constantly in all public places will prove to be the biggest competition to coin-operated machine ideas. The few coin-operated phonographs now in Europe are of ancient vintage and have proved to be of unsatisfactory performance, so that it may be difficult to overcome the unpopularity resulting from their use.

SELDOM CAN THIS BE SAID

● In a competitive industry, all leading products are good. It is seldom possible to say of any one, "This is the best."

Yet, in the automatic phonograph field, it is said . . . by locations, by patrons, by operators . . . because The

Seeburg Illuminated Multi-Selector Melody King, Model K, is the finest phonograph in the world! . . . Write for details.



J. P. SEEBURG CORP., 1510 Dayton St., Chicago



WEST COAST group in front of the offices of the National Amusement Company, San Francisco, as two truck loads of phonographs start rolling to California ops. Left to right, Robert Stark, F. M. Madsen, Clarence McClelland and I. F. Webb, vice-president in charge of Rock-Ola's phonograph division. Messrs. McClelland and Madsen are well known in Northern California as Rock-Ola phonograph representatives.

N. Y. Music Ops May Form Association

NEW YORK, July 10.—It is rumored here that the music ops of this city may form an organization to handle the many problems confronting the industry at this time. Right now one of the most serious problems is the use of smutty records. Other difficulties are said to be the jumping of locations, increasing commissions to chisel in on a spot, lowering rental charges to meet competition and other problems of this type.

Many difficulties of a similar nature have been overcome by the strong pin game organizations in both this city and Brooklyn. The Amalgamated for a long time has been coping successfully with the problems which have occurred in the operation of pin games. The Greater New York organization in Brooklyn has also prevented much trouble within the ranks of the operators. Both organizations have worked closely with the authorities and have done much to see to it that all rules and regulations imposed by city authorities are lived up to.

The successful organization work that has been done in these related fields has encouraged many of the music ops to form a similar organization for the protection of their business now that it has grown to such city-wide proportions. Tho it is known that many of the leading organizers have been approached by prominent music ops on forming a separate organization of their own similar to that of the cigaret venders, there is a belief that since so many of the music ops operate other games a branch organization of one of the existing associations may be formed to take care of the music machine operators.

Webb Finds Land Is Music-Minded

CHICAGO, July 10.—"Judging by the heavy demand for phonographs reported by our distributors, the country certainly is definitely music-minded this summer," says I. F. Webb, vice-president in charge of the phonograph division of Rock-Ola Manufacturing Corporation.

Webb recently returned from an extended business trip that took in many Western and Midwestern cities and he was enthusiastic over the favorable conditions he found. Among other places he visited Salt Lake City, where he encountered Dan Stewart, well-known operator, at the offices of the Advance Automatic Sales Company. Dan operates an extensive route of Rock-Ola phonographs and he told Webb: "The Rock-Ola phonograph has one of the simplest mechanisms I have ever seen and the tone is superb. I just ordered a carload of the new Imperials to save a little freight. With the big season just ahead,

I feel that now is the best time to invest heavily in equipment."

In Spokane Webb called upon W. B. Ostlund, president of the Ostlund Piano Company. Ostlund is one of the most experienced music operators in the country. In speaking of Rock-Ola phonographs, he said his service organization reported an amazing record of mechanical perfection in operating their Rock-Olas.

Wurlitzer District Mgr. Moves Hqtrs.

DALLAS, July 10.—Harry Dollinger, Wurlitzer district manager, has moved his offices from the Jefferson Hotel to the new offices of the Wrenn Sales Company, which is distributor for Wurlitzer phonographs in this territory.

"I wish every operator could see the setup of Wrenn Sales' new headquarters," states Dollinger. "It is completely modern and equipped to render music operators the last word in service. The layout includes a repair shop, a refinishing department and a salesroom that is a knockout. I expect Wrenn as well as Wurlitzer sales to skyrocket from now on."

To Push Gabels In Mich. Field

DETROIT, July 10.—Champion Automatic Music Company, headed by Louis Berman, has taken over jobbing rights for the Gabel phonographs, both Juniors and Entertainers, in the Michigan territory. Berman announced this week. Company was established three years ago in Detroit by Berman, who was formerly a successful operator in New York. Coming in here without much acquaintance with the territory, he has been able to prove that a knowledge of the principles of sound coin machine operation will almost guarantee a successful business if earnestly applied.

Last year the company moved to the present location on 13th street, taking over a larger store, and now operates the service department here as well. The new step marks a still further expansion of the enterprise that should mean a marked increase in Gabel sales in this territory.

Commenting on his plans, Berman said:

"Up to about a month ago the Gabel company was so flooded with orders that it could scarcely take on any new business. Now, with the expansion of facilities, we shall try to expand the role of the machine in the Detroit and Michigan territory.

"A sales campaign for this purpose will be started at once. I think I shall be able to do a good job of selling in

Bally's

NEW GAMES READY FOR DELIVERY

WRITE FOR PRICES

ARLINGTON • CLASSIC • CAROM • GOLDEN WHEELS • FAVORITE • BELLS • FAIR GROUND'S • SUM FUN & NUGGET			
PACIFIC		DE LUXE BELLS CORONATION	
RACES MYSTIC	BASEBALL ROSEMONT	DAVAL	
BUMPER BOWLING HIT AND RUN	CHICAGO COIN BALL PARK Paddock	GOTTLIEBS FOTO FINISH	STONER LATONIA

Thoroughly Reconditioned PAYOUT AND NOVELTY GAMES

BALLY'S CAROM Like New..... \$72.50

PAMCO ROYAL RACES..... **\$57.50**

PAMCO HEAVYWEIGHTS..... **\$72.50**

WESTERN WINNER..... \$72.50

PAMCO HI-DE-HO..... **\$39.50**

KEENEY'S TEN STRIKE (NEW)..... **\$18.75**

BALLY'S SKIPPER - 5 BALL..... **\$21.50**

PAMCO SARATOGA - 1 BALL..... **\$15.50**

PAMCO BELLS..... \$19.50

BALLY'S BOOSTER..... **\$16.75**

GOTTLIEBS SCORE BOARD..... **\$19.50**

BALLY'S BUMPER..... \$16.75

• SLOT MACHINES •

MILLS BLUE FRONT (LATE SERIAL) \$59.50 || MILLS WOLF HEAD..... \$25.00

MILLS FUTURITY - New.... \$72.50 || CAILLE CADET Like New \$29.50

PHONOGRAPHS MODEL P12 WURLITZER MECHANICALLY PERFECT-VERY CLEAN CABINET \$119.50

BALL GUM Case of 50 Boxes... \$4.95

Acme NOVELTY COMPANY

23 - 25 NORTH 12TH ST. MINNEAPOLIS - MINN.

Michigan. The company's policy of selling machines only to a man who can be reasonably expected to make a profit from it will be followed. For good, consistent, steady operation I think the Gabel models have it all over other machines. The successive models show a policy of steady improvement rather than a sudden drastic change. It is obvious to the operator, the location owner and the customer that it is a machine put out by the same company

from year to year. It is just improvement on top of another.

"Our own sale policy will be selling machines only to one operator in a town. I can in that way give him something that he will not have competition on for no one else can get the same machines. Every location owner has a friend who wants to put in his own machines—and he usually can if he can furnish a like model machine. By restricting sales rigidly to one man in a territory I can protect him against this form of competition fairly."

Five Best Record Sellers for Week Ended July 12

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	87015 — "Merry-Go-Round Broke Down" and "That's When Your Heartaches Begin." Shep Fields Rippling Rhythm Orchestra.	7913 — "The Miller's Daughter, Marianne" and "Gone With the Wind." Horace Heldt Brigadiers.	1175 — "Sweet Lollan" and "Blue Hawaii." Bing Crosby.	131 — "Caravan" and "Azule." Duke Ellington Orchestra.	580 — "Exactly Like You" and "On the Sunny Side of the Street." Don Redman Orchestra.	25608 — "Smarty" and "I'm Comin' Put You in Your Place." "Fats" Waller and his Rhythm.	3587 — "Sweet Violots" and "Jim's Windy Mule." Sweet Violot Boys.
2	86967 — "Sailboat in the Moonlight" and "He Walked Right In." Charlie Barnet Orchestra.	7916 — "Hot Lips" and "Bells of St. Mary's." Horace Heldt Brigadiers.	1302 — "If You Ever Should Leave" and "Everyone's Wrong But Me." Ella Fitzgerald's Savoy Eight.	132 — "You're My Desire" and "Back in Your Arms." Hudson-DeLange Orchestra.	568 — "Can't You Hear That Mountain Music?" and "Good Mornin'." Frank Dalley Orchestra.	25585 — "Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3593 — "Me, Myself and I" and "Without You Love." Billie Holiday Orchestra.
3	87025 — "You'll Never Go to Heaven" and "The Miller's Daughter, Marianne." Ken Drake and Orchestra.	7888 — "Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manner.	1303 — "Worried Over You" and "Wednesday Night Hop." Andy Kirk's Clouds of Joy.	124 — "You Can't Run Away From Love Tonight" and "The Lady Who Couldn't Be Kissed." Duke Ellington Orchestra.	556 — "Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25594 — "Sailboat in the Moonlight" and "Gone With the Wind." Guy Lombardo Royal Canadians.	3574 — "Meet Me in the Moonlight" and "Don't You Care What Anyone Says." Henry (Red) Allen Orchestra.
4	87014 — "Feelin' Myself" and "There Must Be Paint in the Sky." Jolly Coburn Orchestra.	7903 — "Mean to Me" and "I'll Get By." Teddy Wilson Orchestra.	1248 — "Carelessly" and "It Looks Like Rain." Lennox Hayton Orchestra.	111 — "Tower House" and "Toy Trumpet." Raymond Scott Quintet.	576 — "Foolin' Myself" and "You'll Never Go to Heaven." Johnny Hodges Orchestra.	25605 — "Posin'" and "If You Ever Should Leave." Tommy Dorsey Clam Bake Seven.	3556 — "A Tiltin' Baby" and "Why Do You Pass Me By?" Swing and Sway with Sammy Kaye.
5	86953 — "It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7906 — "Yours and Mine" and "I'm Feelin' Like a Million." Jan Garber Orchestra.	1283 — "On a Little Dream Ranch" and "It Looks Like Rain." Olick Robertson Orchestra.	133 — "Ain't Misbehavin'" and "In a Sentimental Mood." Casper Reardon Orchestra.	583 — "That Old Oaken Bucket" and "Sleepy-Time Gal." Sleepy Hall Orchestra.	25606 — "The Miller's Daughter, Marianne" and "Would You Like To Buy a Dream?" George Hamilton Music Box Music.	3564 — "A Love Song of Louis Armstrong" and "Sticks and Stones." Henry (Red) Allen Orchestra.

PERMO POINT

STANDARD DOUBLE RIBBED

The Only Long-Life Phono Needs with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed By All Leading Manufacturer and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
8415 Ravenswood Ave. Chicago, Ill.

PHONOGRAPHS

Reconditioned — For Sale Cheap. Write for Latest Price List.

W. B. NOVELTY CO.,
3800 N. Grand, St. Louis, Mo.

EXHIBIT'S FIVE BALL NOVELTY TABLE

TRACK MEET

BY POPULAR DEMAND FOR

**MORE ACTION
MORE THRILLS
MORE FLASH
MORE SKILL
MORE APPEAL**

TOGETHER WITH

**10
NEW
DIFFERENT
MONEY
MAKING
FEATURES**



79⁵⁰

OPERATORS ORDER FROM YOUR JOBBER
JOBBER ORDER FROM YOUR DISTRIBUTOR

DISTRIBUTORS
WRITE US

EXHIBIT SUPPLY CO.
4222-30 WEST LAKE STREET • CHICAGO



Tax on Gum Will Continue 2 Years

WASHINGTON, July 10. — Chewing gum will figure as a revenue producer for two more years, with the approval of the "nuisance taxes" extended for that period. Chewing gum is among a large list of products which are expected to yield a grand total of \$600,000,000 in revenue.

A committee amendment in the Senate extending the taxes for one year instead of two as contained in the bill which came from the House was defeated.

A vigorous fight on the measure was threatened which might have blocked speedy action on the bill when Senator LaFollette, of Wisconsin, urged a general overhauling of the individual tax schedules, proposing an increase in surtaxes. An amendment to this effect slipped thru by the Wisconsin senator an hour later was eliminated.

Approval of the Senate to the nuisance taxes is the third time they have been enacted by Congress. The levies first appeared at the tail end of the Hoover Administration.

Last year they brought a revenue of \$423,336,000. A yield of \$463,000,000 is estimated for the fiscal year ending on June 30.

Cigaret Ops

National Cigaret Merchandisers' Association meets in the Ritz-Carlton Hotel, Atlantic City, Saturday and Sunday, July 24 and 25. Expenses are \$6.50, which includes three Ritz meals. Cigaret men are invited to spend the week-end there and attend the meetings. Reservations may be made by writing Le Roy B. Stein, 60 Park place, Newark, N. J.

Candy Report To Be Ready Soon

WASHINGTON, July 10.—The Department of Commerce, Foodstuffs Division, will have ready for publication within the next month or so a complete review of production and distribution statistics on candy, according to announcement. While the statistics will be rather detailed, they will contain a vast amount of information never before made available, and progressive operators of candy vending machines may find some of its market information worth while.

Heretofore figures compiled by the department each year have been intended to show trends rather than to give a complete analysis of production. For the purposes of this study the yearly survey figures have been augmented by other material on production. The figures on production will show volume as well as value.

The raw materials used by the confectionery industry will come in for considerable discussion. Also attention is being given to material on distribution and per capita consumption.

Jersey Cigaret Group Elects

NEWARK, N. J., July 10.—The executive committee of the Cigaret Merchandisers' Association of New Jersey, at its regular meeting June 30, reappointed LeRoy Stein as manager, Sylvia Mack as secretary to the manager and Sol Kesselman as counsel of the association for the next ensuing period.

Milton H. Lewis was elected as secretary of the board of directors, which, together with Harry P. Catley, vice-president, will approve all bills.

The next regular meeting of the association will be held July 20 at 8 p.m. in the Military Park Building, Newark.

Lemke Buys 500 More Gum Venders

To the Editor: "In the June 26 issue of The Billboard it was stated that the Lemke Coin Machine Company had purchased a considerable quantity of Stewart-McGuire cigaret venders. This was an error, as we purchased a large quantity of Stewart-McGuire gum machines but no cigaret machines.

"We have just completed another deal with Stewart-McGuire and have purchased 500 of the Hexagon model gum machines in addition to the order placed several weeks ago. D. M. Prestone represented Stewart-McGuire and made the final transaction."—Lemke Coin Machine Company, Detroit.

Filling Station Firm Leaves Automatic Field

DETROIT, July 10.—Turner Automatic Devices, national operator of the "filling station" type of fillers for cigaret lighter fluid, has gone out of the business in all territories and is changing the firm name to Prismo Products, Inc., H. C. Turner, president, said recently. Plans for the change in the company have been under way for a long time.

Company now plans to manufacture a special type of signal light for automobiles and may engage in other product manufacturing. In issuing the final statement on this company, Turner said: "Our company name has been changed to Prismo Products, Inc., for the reason that we are getting entirely out of the vending machine business and have negotiations on now for the sale of the filling stations as well as scales and patents." Company also operated an extensive route of weighing machines.

Buy Cigaret Machines

DETROIT, July 10.—Harry J. White, who is also a partner in Business Boosters, Detroit operating company, acquired a large number of new Mills selective cigaret venders this week. Company already has a number of the modern machines out on location.

SPHINX CHEWING GUM

Relieves Alcoholic Breath.
A GREAT TAPROOM SPECIALTY.
A Non-Competitive Vending Business Ready to Make You Real Profits With a New Efficient Low Priced Machine. **SAMPLE MA- OHINE and 100 tickets of Gum... \$3.85**
Send for Descriptive Folders.
ROBT. E. NELSON COMPANY
PALMYRA, N. J.

FOR QUICK SALE

Just off location, 9 Tramos, 2 Quick Silvers, 2 Exhibits Ticket Games, 1 Jumbo, 1 Prosperator, 1 Hurdle Hon, 1 Put 'n' Take, 7 good Counter Games. All for \$110.00, uncrated. **FOX NOVELTY CO.**
400 Church Street, Burlington, N. C.

Everyone Enjoys A Treasure Hunt!

CASH IN WITH THE

Barrel-of-Fun Hidden Treasure

The sensation of the year! A fun game of 2280 coupons using a most beautiful card made in 8 attractive colors. The Hidden Treasure Card has a top award of \$25.00.

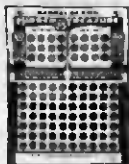
Big Profit for Operators

Takes in 2280 Sales at 5c \$114.00
Pays Out (average) 79.00
Profit (average) \$ 35.00

Also made for 10c plan using an altogether different card pay-out. Operators Write for Full Information.

GAM SALES COMPANY

1319-21 S. Adams St. (manufacturers only), PEORIA, ILL.



BARGAINS IN USED GAMES

BALLY BUMPER	\$25.00	MAD CAP	\$ 7.50
BALLY BOOSTER	27.50	BOLO	7.50
ROOMNET	18.50	EXHIBIT SHOOT-A-LITE	62.50
FIRE CRACKER	26.00	SEEBURG SELECTOPHONE	
GENCO WIZARD	16.50	(1936) Red and Green	100.00
		WURLITZER BEE BALL	75.00

TERMS: 1/8 Deposit With Order, Balance C. O. D.

L. BERMAN & CO., 123 N. W. 5th St., EVANSVILLE, IND.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSEY VENDORS.

Only **\$2.50** Each

A. M. WALZER CO.
426 Stinson Blvd.
Minneapolis, Minn.

Famous Little Nut Type 1.

Samples, \$2.50, Postage Paid; 10 or More, \$2.00. Patent Number 2,017,817.



LITTLE NUT VENDOR CO.
Lansing, Mich.

MILLS CHERRY BELL SIDE VENDERS

With Mills Check Attachments for sale cheap.
A. L. KROPP
Tuscaloosa, Ala.

Boosting Cigaret Sales

Says the July 1 bulletin of the Cigaret Merchandisers' Association of New Jersey:

"Print the following on a post card, mail it to your customers and watch the results: To Our Customers—Recent tests in 20 different locations have proved that by changing the position of the cigaret machine to a more conspicuous spot the sales of cigarets had increased on an average of 113 packs per machine each month. You can also increase your sales if your machine is changed to a place more in view of the customer."

CANDIES FOR VENDING MACHINES

OVER 20 TASTY AND ATTRACTIVE HARD SHELL CONFECTIONS FOR YOUR SELECTION

(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
(National Candy Co.),
345 W. Erie St.,
Chicago, Ill.

Gentlemen:
Please send me full particulars and samples of your Hard Shell Candies.

Name.....

Address.....

City..... State.....

(Use Pencil, Ink Will Blot.)

126

Jimmy Johnson Off on Journey

CHICAGO, July 10.—Immediately upon the return of Hugh Burras, sales manager for the Western Equipment and Supply Company, from an Eastern tour Jimmy Johnson, go-getting owner of the organization, started for the Atlantic seaboard on an extended visit, during which he will aid his Eastern distributors in the distribution of the late Western pay-table successes, Air Derby, Preview and The Winner.

Hugh brought back an armload of orders, it is reported, and the plant has been busy shipping games since his return. Jimmy has already reported by long-distance telephone from New York with a gratifying set of reorders.

He warned factory officials to "be on your toes, because there is more coming." And following orders, Western officials have made plans to double production in anticipation of an unusually busy summer.

Ted Stoner Aids Junior Aviation

AURORA, Ill., July 10.—Ted Stoner, well known to the coin-machine industry as an official of the Stoner Corporation, has been elected president of the Aurora chapter of the National Aeronautic Association. The honor is no sur-

Gerber & Glass Give Boat Trips

CHICAGO, July 10.—As a gesture of appreciation for loyal and efficient services during a busy year, Gerber & Glass are rewarding employees with a trip to Bermuda, all expenses paid by the firm. The trip will include points of interest in the East and South.

The first to enjoy the trip will be Lillian Ferdman, secretary. She will be accompanied by Harriet Gerber, niece of Paul (Potash) Gerber. They will sail from New York tomorrow.

Miss Ferdman has been instructed that if she touches within 500 or 600 miles of Fayetteville, N. C., to be sure and extend greetings to Joe Calcutt. Calcutt will most likely respond with Southern style chicken, a visit to the famous slave mart and a drive along scenic highways. That is a lot to expect of a Southern gentleman, but Calcutt has ample warning if and when the young ladies arrive.

Coin Men Support Tavern Program

MINNEAPOLIS, July 10.—Distributors and operators of coin machines are co-operating with the Rural Hennepin Tavern Association in the publication of a monthly bulletin for tavern members by advertising amusement and music machines. Among the coin machine firms represented in the June issue are A. W. Penos, Minneapolis; Silent Sales Company, Minneapolis; C. & G. Sales Company, St. Paul; Automatic Sales Company, Minneapolis; Wesley Smith, Minneapolis, and Earl Hughes, Minneapolis.

News publicity pictures of Don Leary (Automatic Sales Company) and of the new home of the Silent Sales Company also appear in the bulletin.

In the same issue is a timely editorial addressed to tavern proprietors and managers urging them to observe the strict regulations forbidding the use of slot machines in taverns. "The conditions in rural Hennepin County taverns have been improved and everything seems to be moving along smoothly, so let's keep it that way," says the editorial.

Stoner has already thrilled many coinmen by giving them an adventurous ride in his own plane, commuting between Aurora and Chicago.

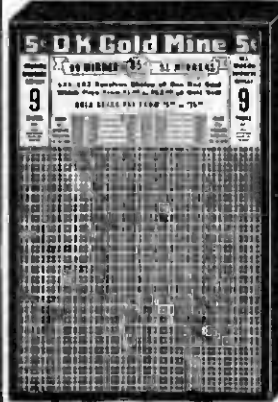
Stoner, in connection with the local director of recreation, has promised to fly the winners of the recent model plane contest in the boys' aero movement to Detroit, where the national model plane meet is to be held.

Stoner has given considerable time to the junior chapter here in developing this modern sport activity among the boys of Aurora. It is needless to say that he rates "tops" with the junior boys, or as the boys themselves put it, "Ted is sure one grand guy."

Ted and his brother, Harry, state that it is in a spirit of civic interest and pride in Aurora that they have undertaken to foster aeronautics and other civic activities for boys.

HERE'S THAT GOLD MINE

YOU'VE BEEN LOOKING FOR



A
Fast
Clean
Deal
That
Pays
Big
Profits



Complete Deal Consists of One 2160 Hole Tip Combination Board and Seal Payout Card.

O. K. GOLD MINE

Takes in\$108.00
Average Payout 71.46
Average Gross Profit\$ 36.54

Strong, Durable Seal Card with Triple-Stitched "Peek-Proof" Seals. Its Flashy Finish and That Big Possible \$25.00 Winner Will Pull the Play.

Write for Details of This and Many Other New Money-Making Deals Made Exclusively for Operators.

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd., Chicago, Ill.

SLOT MACHINE OPERATORS

Look in Last Week's Billboard, Page 87, for Bargains in Reconditioned Slot Machines and Games, or Write for Our Complete List.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.
Terms - Full cash with order or one-third Post Office or Express money order deposit We shipping C.O.D. for balance due

LADY LUCK

1200 Hole Form 4190

Takes in \$40.00
Pays Out 19.00
Price With Easel . . 1.82
Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



A PHOTOMATIC ON LOCATION at Natural Bridge, Va. It was here that Mrs. Franklin D. Roosevelt recently posed for her picture.

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT. A 1,200-hole board with its genuine leather hand-laced purse containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposits required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

WANTED! 250 LATEST TYPE COUNTER GAMES 250 NOVELTY OR PAYOUT TABLES.

Will buy for cash or accept in trade for Bowling Games or any New Coin-Operated Machines. Write at once.

GRAND NATIONAL • 1420 N. WESTERN • CHICAGO, ILL.

IT'S A NATURAL



Dixie DOMINOES

This dynamic new Machine plays the 7-11 Game as realistically as two ivory cubes rolling over the floor. At the insertion of coin, five Reels are set into rapid motion, at the same time shutters hide four of these Reels. As the Machine stops, they display two dice. Perhaps the player up to SEVEN or ELEVEN, entitling player to reward, or they result in a total of 2-3-12, disqualifying player. But let a POINT show up, such as 4-5-6-8-9-10, by releasing one shutter after fun. Player can now make four "Rolls" by releasing his "POINT," a sign of relief another. Every time the hope of making his "POINT" is when he did not roll a SEVEN and lots of thrill when POINT is finally made, entitling him to a reward of 2-4 or 10. DIXIE DOMINOES is the hottest Game on the Market. You can Dominate any Location with DIXIE DOMINOES. Price \$29.50. Tax Paid.

GROETCHEN TOOL COMPANY
130 N. UNION STREET
CHICAGO

Wisconsin Ops To Meet July 14

"To the Editor: Thank you for the list of operators' associations in the various States. I intend to write each of those organizations which you state are the most active and give them a short resume of the Wisconsin situation. I think it might prove of interest to them because of our situation in which the Legislature refused to outlaw all pinball tables, but then the State Supreme Court in a unanimous opinion held the Milwaukee city ordinance valid, thus making it easier for the opponents of amusement games.

"The Wisconsin Legislature adjourned July 2 without taking any action on either of the two license bills for pinball tables. One license bill was previously killed in the Assembly by an overwhelming vote. However, it is quite possible that there will be a special session shortly to raise more revenue, and another license bill will find its way into the legislative halls in the guise of a revenue bill.

"Our association will meet Wednesday, July 14, at the Hotel Wausau, Wausau, Wis. Herb Jones, advertising manager of the Bally Manufacturing Company, Chicago, has consented to speak. We would appreciate a few words on this meeting."—WACMO (Wisconsin Association of Coin Machine Operators, Inc.)

ROUTES

(Continued from page 35)
Woodworth, Julian; (Lido) Larchmont, N. Y., nc.

Zelman, Rubin; (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Brother Rat; (Geary) San Francisco 12-17.
You Can't Take It With You; (Harris) Chi 12-17.

REPERTOIRE

- Baxter-Leonard Players; Rendek, W. Va., 12-17.
- Billroy Comedians, Billy Wehle's; Rome, N. Y., 14; Amsterdam 15; Cloverville 16; Johnstown 17; Bennington, Vt., 19; Poughkeepsie, N. Y., 20.
- Blytho Players; Grassville, Md., 12-17.
- Favorite Players; Christmas, Ill., 12-17.
- Ginnivan, Norma, Dramatic Co.; Three Rivers, Mich., 12-17.
- Ginnivan, Frank, Dramatic Co.; Continental, O., 12-17.
- Hatcher Players; Grand River, Ia., 12-17.
- Hugo Plays; Arnold, Neb., 12-17.
- Hugo Players; Arnold, Neb., 12-17.
- Original Floating Theater; Irvington, Va., 12-17.
- Rotnour Players; Bayfield, Wis., 12-17.
- Stewart's Comedians; New Castle, Va., 12-17.
- Toby Players; Bolivar, Mo., 12-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Expo.; (Fair) Franklin, Ind.; (Mardi Gras) Indianapolis 19-24.
- American United; Suite, Mont.
- Anderson-Grader; Salina, Kan.; Mankato 19-24.
- Arena; Cheswick, Pa.
- Atlas; Newman, Ill.
- Bach, G. J.; Rouses Point, N. Y.; Keeseville 19-24.
- Banly's All-American; Kane, Pa.
- Barfield's Cosmopolitan; Whitesburg, Ky.
- Barkoot; Cheboygan, Mich.
- Barnhart's Golden West; Deerwood, Minn.; Moose Lake 19-24.
- Becknet, Wm., & Sons; Hayward, Wis.
- Beckmann & Gerety; Iron Mountain, Mich.; Racine, Wis., 19-24.
- Bee, F. H.; (Fair) Vanceburg, Ky.; (Fair) Grayson 19-24.
- Blue Light; Isle of Palma, S. C.
- Blue Ribbon; Martinsville, Ind.
- Blue Ridge; Cloversplit Mines, Harlan County, Ky.
- Bremer; Rainier, Minn.
- Broadway Shows of America; Man. W. Va.
- Brown Family; Elletts, Ga.
- Brown Novelty; Unadilla, Ga.
- Buck, O. C.; Expo.; Troy, N. Y.; Syracuse 22-31.
- Bullock; Madison, W. Va.
- Byers Greener; Marysville, Mo.
- Byers & Beach; Rockville, Mo.
- Capital City; Monon, Ind.
- Cedlin & Wilson; Philadelphia, Pa.
- Christ United; Barnesville, O.
- Clint's Expo.; Rockwood, Pa.
- Coleman Bros.; Rockville, Ga.
- Colley, J.; Lindsay, Okla.
- Conkling's; (Exhn.) Yorkton, Sask., Can., 12-14; (Exhn.) McJort 15-17; (Exhn.) Lethbridge, Alta., 19-21; (Exhn.) Red Deer 22-24.
- Conley, R. W.; Am. Co.; Wheeling, W. Va.; Trinidadia 19-24.
- Corry Greater; Nanty Olo, Pa.
- Cote's Wolverine; Royal Oak, Mich.
- Crescent Am. Co.; Newport, Tenn.
- Crowley's United; Davenport, Ia.
- Crystal Expo.; Wytheville, Va.
- Cunningham; Expo.; Meathur, O.
- Curt, W. S.; Miamisburg, O.; Camden 19-24.
- De Luxe Shows of Amer.; Plainfield, N. J.
- Dick's Paramount; St. Johnsbury, Vt.; Lacombe, N. H., 19-24.

(See ROUTES on page 86)



HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Cupped, Ass. Movie Star Boxes, Cello. Wrapped.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80
20% Deposit with Order. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc. 60 East 11th St. New York City.

ATTENTION, CONCESSIONAIRES, PARKMEN, STREETMEN AND PREMIUMS. Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon and your permanent address for 7007 copy. All correspondence to:
G. C. J. MATTEI CO.
627 East Madison Street, Louisville, Ky.



CONCESSIONAIRES... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COIN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPICANNO CITY, O., 10

WANTED

Mind Reading Act. Also Magician, Half and Half, Sword Swallower. Salary sure. Other Acts wire.

DODSON'S SHOWS,
Indiana, Pa., This week, then Route.

Owing to Bert Miller Leaving

Can place Photo Gallery and Cigarette Gallery, also Snow Cones and Fish Pond.

GREAT SUTTON SHOWS

Robinson, Ill., This Week.

SPECIAL AGENT WANTED

With auto. Salary and 100 per cent of business. ERIC B. HYDE SHOWS, Rushville, Ind., this week; Shelbyville, Ind., next week. P.S.—Clay Mantly wants Corn Game Agent.

HARRIS CARNIVAL WANTS

Cookhouse, Athletic Show and a few Grind Stalls. Write or wire Rochester, Ind., this week; Arcadia, Ind., Street Fair next week.

McMAHON SHOWS WANT

Penny Arcade Manager, Ferris Wheel Operator, two more Shows, Lead Gallery. Prefer short range. Latherville, Ia., week of July 19.

WANTED FOR GROVER HILL, OHIO

On the Streets, July 20 to 24, for 50th Annual Celebration, Ohio City in follow. Shows and Concessions of all kinds except Cracks, Photo and Pop Corn, Girl Show and Athletic. Four more weeks to follow these. Wire or write, GREAT WHITE WAY SHOWS, 812 East Washington St., Ft. Wayne, Indiana.

HUGHEY BROS.' SHOWS

Wants Acts for Side Show. Those with stunts ballhoop given preference. State all first letter. Concessions: Have opening for Frozen Custard, Sweets, String Game, Hoopla, Blinn Spinoffs and Game Back. Want Kiddie Auto Ride and Fishpond. Address Washington, Ill., this week.

JOHN GRAVIS WANTS

Griddle and Counter Man. Young, sober, reliable. PINE TREE STATE SHOWS, Gardiner, Me.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

FLASHY CANDY
PUT UP FOR DE LUXE

HAPPY DAYS

No. 3521—Taffy Kisses. Attractive cellophane wrapped box, 6 oz., size 4 1/4 x 9 inches. Packed 100 in carton. Each... **\$.06 Something New**

No. 3520—Candy Kisses. Shooting Gallery special. Size 2 3/4 x 5 inches. 250 Boxes, \$2.75. 1,000 Boxes, \$10.00

Write for our No. 31 Catalogue. Complete Line of Merchandise for Com Games, Ball Games, Grind Stores, Novelty Stands, Etc. Premium-Advertising Specialties Write.

WISCONSIN DELUXE CORPORATION

1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

BROADWAY SHOWS OF AMERICA WANT

Acts for Side Show, also can place Shows that do not conflict. Concessions—Cotton Candy, Snow, Photo Gallery, Palmistry or any other legitimate Concession. Ride Help for Caterpillar, Tilt-a-Whirl and Merry-Go-Round. Week July 12, Man, W. Va.; Red Jacket, W. Va., to follow. Address all mail and wires as per route. H. C. SMITH, Manager

THE GREAT OLYMPIC SHOWS

NOW PLAYING WISCONSIN FAIRS AND CELEBRATIONS, JULY 12 TO 18, NEILLSVILLE, WIS. HOME COMING AND REUNION WEEK.

WANT for this week and balance of season Show, of all kinds except Girl Shows. Liberal proposition to ones more Flat Ride and Kiddie Auto. WANT Concessions of every kind. No G. Joins, Wheels that can work under orders. You WANT Boy Foreman and Ride Help, Man and Wife to operate General Refreshment Stand, 50/50, Game Home, Help. Special Inducement for Mitt Camp and Diggers. Address all wires. GREAT OLYMPIC SHOWS, Neillsville, Wis.

CIRCUS ACTS WANTED

Both Ground and Aerial Acts. Want Band Musicians, white or colored. Long season. Want Colored Girls for Minstrel Show. Want Side Show Acts. Can place good Girl Show. Wire or write Williston, N. D., July 12 to 17; Glasgow, Montana, 18 to 22; Lewistown, 25 to 31. SIEBRAND BROS.' SHOWS.

SPORS WHOLESALE
4000 ITEMS FREE WHOLESALE CATALOG
 Hot off the press Shows 4,000 world-wide Bargains 208 Pgs. of Best Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE! Send for it today.
SPORS CO.,
 7-37 Erie St.,
 La Center, Minn.

HIGH-CLASS FREE ACTS WANTED
 August 2 to 9, for BROWNSTOWN, IND., HOME COMING. Also RUSHVILLE, IND., FREE FAIR. Acts must be high and sensational. Inquiries
F. E. GOODING
 Box 386, Columbus, O.

CAPITOL CITY SHOWS WANTS
 Chairplane, Auto Kiddie Ride, Shows of all kinds, Free Acts, Strip Photo, Diggers, Frozen Custard, Stock Concessions of all kinds. Emitt Butkin wants Concession Agents, Merry-Go-Round, Ferris Wheel Help. Todd, C. A. Stroud, Wimpy wire. PHIL ROCCO, Monon, Ind.

SILVER FLEET SHOWS, Chrisney, Ind.
 Cephisms, \$30 in meal tickets; Corn Game, \$20; Pop Corn, Snowballs, Stock and Grind Concessions, \$10. Man for Geck Show, Talker for Jig Show, Performers for Minstrel Show. Also Drummer and Brass, Mitt Camp, Ride Help and Truck Drivers come on. Going south this winter. Come on, will look you. Wire MANAGER, SILVER FLEET SHOWS.

Volunteer Firemen STREET FAIR
 J. C. WEER RIDES July 28 to 31, inclusive. WANTED Legitimate Concessions. Write P. A. BEACH, Secy., Ohio City, Ohio.

WANTED
 Merry-Go-Round Foreman and Eli Wheel Man, Show Concessions with or without outfits. Will buy Eli No. 5 Wheel, Chairplane, Auto Kiddie Ride for cash. KING'S SHOWS, De Land, Ill.

CASTLE UNITED SHOWS WANT
 General Agent, Special Agent, Whip, Castle net with show. Want Shows of all kinds with or without own outfits, also Concessions. Jack Smith, Ray Brewer come on. Sikeston, Mo.

AT LIBERTY ADVERTISING BANNER MAN
 WIRE LESTER HUTCHISON Western Union, Omaha, Neb.

BILLIE CLARK WANTS
 Two capable Concession Agents, Long Fair season.
J. J. PAGE SHOWS
 Muncie, Ind., this week.

C. SOWASH NOTICE
 Get in touch with R. J. Cousins, general representative, immediately by wire. Can place you.
AL G. HODGE SHOWS
 Traverse City, Michigan.

LION MOTOR DROME
 Wants Man, Straight Rider. Also Lady Riders, Sissy and reliable. Long season, sure salary guaranteed by office. Address SAMMY LOWREY, care JOHN R. WARD SHOWS, Effingham, Ill., this week.

NICHOLSON, PA. 150th ANNIVERSARY
 Concessions, Shows and Pitshmen, etc. Week July 26-31, Inc.
 A real big one. Fire Company appliances. Write F. EUGENE SYKES, War., Harford, Pa.

American Sales In New Quarters
 CHICAGO, July 10.—Climaxing a chain of progress thru the past several years in the coin machine distributing field, the American Sales Corporation this week moved into its new location at 950 Wrightwood avenue. Lee S. Jones heads this distributing organization, which has made a national reputation for its pioneering work in extending credit to operators on the purchase of amusement machines. The firm has also consistently advertised high quality machines as a permanent policy. Jones has spent a lifetime of service in the coin machine field and formerly promoted the sale of automatic pianos and later the coin-operated phonograph.
 The new location provides ground floor space for the offices and display rooms. Much larger space is also provided, a move which was made necessary



LEE S. JONES

by the steadily growing business of the firm. The record of the firm over the last five years shows a gradual progress of which the present move is a step to be expected. In planning the new layout a greater number of private offices have been arranged for the executives of the firm. The machines which the firm carries will also be displayed to greater advantage.

The building has been completely renovated and redecored. The unique art sketches which attracted so much attention at the former location are still a part of the scheme. These artistic drawings were unique in possessing artistic value, humor and a direct application to the coin machine trade. Jones has his private office also furnished in a galaxy of colors and wall prints that provide a special treat for those who call on him.

Consideration for out-of-town customers has also been shown in selecting the location, since it can be reached by the elevated system, street car lines and boulevard transportation if driving.

Several new people have been added to the staff to give efficient service to all who come and to out-of-town orders. Now the trade will be agog in expectation of a grand opening celebration. Knowing Lee's reputation for entertainment, and Lee says that the trade should just watch for the announcement, for it will be forthcoming. A lot of the veterans in the industry will be present, he says, and that he will plan to make it an outstanding event of his career. He adds that business is going on as usual and that the well-known policies of the firm will be continued, except with greater facilities to serve a larger number of operators.

BIRTHS
 (Continued from page 32)
 Ivan, film actress and wife of Leland Hayward, agent.

Late Deaths
 (The following items were received at press time. More details in the next issue.)
GERSHWIN—George, 38, writer of jazz classics, in Hollywood July 11 after an operation for a brain tumor.

APPLE-NOCKER

THE JAR GAME DE-LUXE 5c

The most attractive and novel jar game of all. Red enameled, 24-gauge card holder. Beautiful, embossed foil labels and seals—all in harmony. Finest locations are proud to display the Apple-Nocker.

Do not look upon the Apple-Nocker as being penny ante. It is truly a big money maker. The writer of this copy has netted as high as \$300 per week from as few as 40 locations. Have signed check-up sheets to prove this statement. 2,052 or 2,280 tickets —5c or 10c play.

Do Not Be Misled by Other Games Bearing a Similar Name.

Complete 5c Sample Deal, 2,052 Tickets, \$5.90.

Operators and distributors, write for quantity prices.

PROFIT NOVELTY CO.
 6216 KING HILL AVE., ST. JOSEPH, MISSOURI
 (MANUFACTURERS ONLY)

JOHN R. WARD SHOWS
 Want for 15 fairs, Illinois, Tennessee, Mississippi and Louisiana. Shows, Manager and People for Geck Show, Girl Revue, fast-stepping Chorus Girls for Minstrel and Colored Musicians to strengthen band, Dancers for Hawaiian Show. Will furnish outfits for capable showmen. Place Stock Concessions and Mitt Camp. Want Concession Agents. No rackets.
WANT CAPABLE EXPERIENCED SECRETARY, HANDLE OFFICE. Also Publicity Man. W. E. Bowen and Betty Liberty, wire. Effingham, Ill., this week; Paris, Ill., week July 19.

HELLER'S ACME SHOWS, Inc. WANT
 Concessions of all kinds. Cortland, N. Y., week of July 24. Want Talkers, Half and Half, People for Athletic Show. Fifteen fairs, starting August 2. List in next issue. Carthage, N. Y., this week.

When Writing to Advertisers Mention The Billboard.

ACE LOCKS ARE POWERFUL POSITIVE PROTECTION

Practically all the better coin machines, phonograph and vendor manufacturers are now using Chicago Locks as standard equipment. And shrewd operators are insisting on Chicago Locks on the new machines they buy—as well as for replacement purposes. Thousands of ACE locks are shipped daily to all parts of the United States. More Chicago Locks are used on Coin Machines than any other kind.



No. 4032, Actual Size.

Order ACE locks today through your Distributor or direct from us, and write for new Chicago Lock Catalog, illustrating and describing over 100 different locks, single bitted, double bitted, padlocks, etc., including ACE 7-Pin Tumbler Locks with their famous ROUND KEY.



No. 4102 with double throw cam, a type of lock becoming increasingly popular on the newer amusement games.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

Special Features In New Paytable

CHICAGO, July 10.—“Operators looking for a one-ball bumper payout game with sharply distinguishing features may well consider Pacific’s new Phantom game.” is the text of the message Paul Bennett is now flashing over telegraph wires to coin machine men in all parts of the country.

Bennett describes the game as “an eight-horse bumper racing game whereby the player has from one up to as many as eight horses in the running each time a nickel is played. Odds change with lightninglike rapidity when the coin goes into the chute, while from one to eight horses dash madly all over the light-up board. With the player’s odds established at from 2 to 40 to 1 on the win, place and show, the ball zips around and comes streaking down thru a payout layout consisting of 20 well-placed bumpers. The race is on. Each time the ball makes contact with any one of the 20 bumpers one horse follows first on the heels of another on the movie projector situated at the center of the backboard.

“If the winning horse happens to correspond to the player’s horses that have remained so prominently illuminated on the backboard it is only necessary for the player to dip down into the cash box and collect his mutuels on either win, place or show. Numerous small awards are assured the player of the Phantom game, with other odds running as high as 40 to 1 serving as a come-on that is practically irresistible. There is also an added touch in the system of awards called the purse, a special feature which is designed to attract more play.”

Fred C. McClellan, president of Pacific, points with pride to the new game. He lays much emphasis on the tireless effort and experimental work devoted to the engineering and production of the new number. McClellan points particularly to a special new and delicate testing equipment recently installed in Pacific’s laboratories, which gives each game a complete electrical checkup.

ROUTES

(Continued from page 84)

- Dixie Belle: Owensville, Ind.; Owensboro, Ky. 19-24.
- Dixie Expo.: Selmer, Tenn.
- Douglas Greater: Anacortes, Wash.
- Dudley, D. S.: Tulsa, Tex.
- E. J. O.: (Exhn.) Benalto, Ala., Can., 13-14; (Exhn.) Olds 18-17.
- Edwards, J.: Bainsland, O.
- Edie: Exhpn. Sabetha, Kan.; Hlawatha 18-24.
- Elman: Grandon, Wis.
- Endy Bros.: Hammonett, N. J.; Roseta, Pa., 19-24.
- Eureka: Liberty, N. Y.
- Evangelina: Bures, Ark.
- G & M. Am. Co.: Millinburg, Pa.
- Fairly-Martone: Fessenden, N. D.; Langdon 19-21; Hamilton 22-24.
- Friak Greater: Litchfield, Minn., 12-15; Arlington 17-18; Young America 20-25.
- Gibbs, W. A.: Falls City, Neb.
- Gold Medal: Canton, Ill.; E. Moline 19-24.
- Golden State: Dixon, Calif., 14-18; Boyes Springs 20-25.
- Gooding Greater, No. 1: Middletown, O.; (Fair) Columbus, Ind., 19-24.
- Gooding Greater, No. 2: Portsmouth, O.; Pleasant Ridge, Cincinnati, 19-24.
- Gooding, F. E. Am. Co. (rides): (Centennial) Muskegon, Mich., 17-31.
- Goodman Winner: Bismarck, N. D.; Miles City, Mont., 19-24.
- Graham: Hal, Alden, Ia.
- Great Olympic: Nettlesville, Wis.
- Great Sutton: Robinson, Ill.
- Greater American: Austin, Minn.
- Greater Expo.: Jackson, Mich.; Lansing 19-24.
- Greatest United: Blackwell, Okla.
- Greater Western: Blue Rapids, Kan.
- Grorcs: Kokomo, Ind.
- Gruberg’s World Expo.: Burlington, Vt.
- Hames, Bill: Round Rock, Tex.; Leonard 19-24.
- Hansen, Al C.: Hannibal, Mo.
- Happy Days: (Fair) Ashley, Ill.; (Fair) Goltz 20-24.
- Happyland: Dearborn, Mich., 13-20.
- Harris: Rochester, Ind.; Arcadia 19-24.
- Heller’s Acme: Carthage, N. Y.
- Henke Bros.: Cadzany, Wis., 16-18; (Third Ward) Milwaukee 19-25.
- Hennies Bros.: Menominee, Mich.; Appteton, Wis., 19-24.
- Heth, L. J.: Seymour, Ind.
- Hilderbrand’s United: Bremerton, Wash.; Wenatchee 19-24.
- Hile Co.: Battle Lake, Minn.
- Hodge, Al G.: Traverse City, Mich.
- Hoffner Am. Co.: Abingdon, Ill., 14-21.
- Howard Bros.: Scottsdale, Pa.
- Hughey Bros.: Washington, Ill.
- Hurst, Bob: Whitesville, Tex.; Gunter 19-24.
- Hyde, Eric B.: Rushville, Ind.
- Hyde Park: Frederick, Okla.
- Impertal: Joliet, Ill., 12-18; Elgin 19-23.
- Jones, Johnny J.: Expo.: Evansville, Ind.; Danville, Ill., 19-24.
- K. G. Co.: Lamont, Ia.
- Kaus United: South Portland, Me.
- Kaus United No. 2: (Chase & Luzerne) Baltimore, Md., 12-24.
- Kaytone: Apollo, Pa.; Franklin 19-24.
- King’s De Land, Ill.
- Landes, J. L.: South Omaha, Neb.; Council Bluffs, Ia., 19-24.
- Lanz, Dec. Famous: Moorhead, Minn.; Crookston 18-21.
- Lawrence, Sam: New Cumberland, Pa.; Harrisburg 19-24.
- Lewis, Art: Woburn, Mass.; Barre, Vt., 19-24.
- Liberty National: Haverhill, Ky.
- McClellan: Henderson, Ky.
- McKee Am. Co.: Lindsborg, Kan.
- McMahon: Estherville, Ia.
- Maletic Expo.: Tiffin, O.
- Malarkey, W. S.: Atira: Sidney, N. Y.
- Markus: Hazleton, Pa.; Scranton 19-24.
- Marshallfield Attrs.: Paoli, Ind.; English 19-24.
- Middletown, Karl: Whitesville, N. Y.; Bolivar 19-24.
- Midwest: Hottinger, N. D., 12-14; Lemmon, S. D., 15-17.
- Miller & Archer: Bloomington, Ill.
- Miller Amusements: Danville, Ind.
- Miner Model: (Fair) Port Providence, Pa.; (Fair) Kimberton 19-24.
- Model: Lynch, Ky.; Nicholasville 19-24.
- Modernistic: Tusculum, Pa.
- Murray Modern: Bellefontaine, O.
- Nail, O. W.: Homer, La.
- New England: Pittsfield, Mass.
- Oliver: Ashland, Ill.
- Orange State: Bluefield, Va.; Tazewell 19-24.
- Pagn, J. J.: Muncie, Ind.
- Pan-American: Morris, Ill.
- Pearson: Shelbyville, Ill.
- Peepless: McMechen, W. Va.
- Pollie & Kenoshian: St. Johns, Mich.
- Ray Am. Co.: Lengby, Minn.
- Reading’s United: Henderson, Tenn.
- Red United: Crete, Neb., 12-18; Brownville 19-24.
- Red King: Windsor, Vt.
- Reid Greater: Jacksonville Beach, Fla.
- Rogers & Powell: Swifton, Ark.; Reyno 19-24.
- Royal American: (Exhn.) Edmonton Alta., Can.; (Exhn.) Saskatoon, Sask., 19-24.
- Royal Palm: Mattson, Ill.; Olney 19-24.
- Rubin & Cherry Expo.: Ebersme, Mich.; Waukegan, Wis., 19-24.
- Sheesley Midway: Madison, Wis.
- Shugart, Dr.: McAlester, Okla., 15-17; Coal-gate 19-24.
- Silver Fleet: Chrianey, Ind.
- Silver State: Muskogee, Mont.
- Sims Greater: Iroquois Falls, Ont., Can.
- Simon Greater: Atlantic, Washington, Va.; Fairfax 19-24.
- Sol’s Liberty: Two Rivers, Wis.; Kenosha 19-24.
- Sparks, J. P.: Fremont, O.; Fosteria 19-24.
- Spencer, O. L.: Carusa, Ind.
- Spencer & Clark: Blippery Rock, Pa.
- Stanley Bros.: New London, Conn.
- State Fair: Fremont, Neb., 13-17.
- Strates: Geneva, N. Y.; Hornell 19-24.
- Sunset Am. Co.: Onwein, Ia.; Muscatine 19-24.
- Swinher, H. C.: Galena, Kan.
- Tidwell, T. J.: (Fair) Anthony, Kan.; (Fair) Winfield 19-24.
- Tilley: Streator, Ill.; Oglesby 19-24.
- Toffel, Johnny: Davenport, Ia.
- Valley: Priddy, Tex.; Burkett 19-24.
- Wallace Bros.: Anglin, Ind.; Elwood 19-24.
- Ward, John E.: Effingham, Ill.
- West Bros. Am. Co.: Valley City, N. D.; Fargo 19-24.
- West Coast Am. Co.: Roseburg, Ore., 13-18; (Fair) Eugene 19-24.
- West, W. E., Motorists: Albany, Mo.
- Westin States: Sheridan, Wyo.
- West’s World’s Wonder: McKeesport, Pa.; McKees Rocks 19-24.
- Weydt Am. Co.: Mattson, Wis., 15-17.
- Winters Expo.: Burgettstown, Pa.
- Word of Mirrh: Niagara Falls, N. Y.; Rome 19-24.
- Work, R. H., Rides: Madison, N. C.
- Yellowstone: Magna, Utah; Salt Lake City 19-24.
- Zeiger, O. P., United: Rock Springs, Wyo.; Rawlins 19-24.
- Zimdras Greater: Terre Haute, Ind.; (Fair) Newton, Ill., 19-24.

CIRCUS AND WILD WEST

- Barnes-Sells-Photo: Boulder, Colo., 13; Ft. Collins 14; Greeley 15; Laramie, Wyo., 16; Rock Springs 17; Rawlins 18; Sidney, Neb., 19; Scottsbluff, Wyo., 21; Thermopolis 22; Billings, Mont., 23; Lewistown 24.

QUALITY PHONOGRAPHS AND MAJOR EQUIPMENT—1936 Records (5-10-25¢ play), Regulars, Perfect, \$137.50. 1936 Caphart Orchestras (5-10¢ play), Perfect, \$125.00. 1937 Wurlitzer’s No. 818 (10 records) (5-10-25¢ play), \$35.00. Evans “Danzels” Brand New (Greater Money Maker of All Time), \$250.00. Evans Galloping Dominoes, \$250.00. Brand New Neve Unpacked, Pamco De Luxe Belt, Sc-250 Combination Orchest. Brand New, \$45.00. Any Phone or Machine Shipped Subject to Examination. 1/2 Deposit. Balance C. O. D. THE P. K. SALES CO., 8th & Hyatt, Phone 32081. Cambridge, Ohio.

WORLD OF FUN SHOWS WANT

Kiddie Rides and one Flat Ride. Have seats for complete Minstrel Show. Place two more Shows and Legitimate Concessions only. Coal fields until fair season. Want Civil Review. Address this week. Oak Hill, W. Va.

WANTED CARNIVAL AMERICAN LEGION HOME-COMING

Four or Five Rides, five Shows, fifteen Concessions.
August 2 to 7.
FRANK J. ZULZ, Secy., Wenona, Ill.

CONCESSIONAIRES/ HERE IT IS!

SEND FOR IT TODAY!

OUR NEW 1937 CATALOG IS NOW READY!

If you’re a live-wire Concessionaire, Corn Game Operator, Pitchman, Novelty Worker or Nuisance, you simply can’t afford to miss the hundreds of “money-makers” our New 1937 General Catalog presents. Don’t fail to send for your Free Copy today!

- FREE BIRTH CERTIFICATE
- BAITCHER
- NOVELTY MEN
- ACTIONGERS
- STREET WORKERS
- SPECIALTY MEN

GELLMAN BROS.
119 North Fourth Street
MINNEAPOLIS MINNESOTA

C. W. NAIL SHOWS WANT

For Homer, La. Louisiana’s newest oil field and balance of season, Corn Game, Knife and Can Rack, Ball Games that work for stock. Stock Stores may be able to place you. Popcorn center. Juice and Grab. P. S.—Account disappointment want capable Minstrel Show Talker. Wire C. W. NAIL SHOWS.

WANT TO BOOK

Two Octopus Rides, one with Carnival South, one with Eastern Carnival. Wire lowest percent. FOR SALE—Caterpillar Ride, cheap. Will build Motordrome for interested parties. Girls, must be good looking, for Girl Show. Concessions that work for Stock come on. Ride Help come on. Want to hear from Corn Game Man and Man to work in office. Must have carnival experience. Valley City, this week; Fargo, Dewartown, week July 19; both North Dakota. WEST BROS. AMUSEMENT

CRYSTAL EXPOSITION SHOWS

Want Legitimate Concessions. Want man to take charge of complete Cookhouse. Also want Cook and Griddle Man. Want for Side Show Acts to Feature, salary from the office each week. Also Talker for same. Can use Shows not conflicting. Want Colored Musicians. Salary, no percentage. This show has twelve real Fairs contracted, ending November 27th. Address all mail or wires to W. J. BUNTS, Wytheville, Va., this week.

CONCESSIONAIRES!

Get Set for Your Biggest Season

CONTINENTAL CATALOG

HOLLYWOOD DOLLS

Send for your copy of the Continental Catalog

Chock full of live items at lowest prices.

SAME DAY SERVICE

Continental PREMIUM MART

822 N. 3rd St. MILWAUKEE, WIS.

SERPENTINE BALLOONS

\$3.00 GR.

Giant Workers, 25c Each.

14 In. Drum Major, Sailor, \$1.80

Chief, Cowboy, 1 doz.

Best Quality Spanish Hats, \$19.00

Cross

New Sailor Fur Monkey, Gr. 3.50

Mechanical O. U. Dogs, Gr. 21.00

Large Cat, Toys, Gr. 4.00

23" Silk Parasols, Gr. 0.80

Full Selection Charms, Gr. .75

4" Sailor Boy, Gr. 4.00

7" Hi Wax Fish, Dolls, Gr. 8.00

One-Half Deposit on All Orders.

HENRY KELNER & SON, Inc.

50 Bowers, New York City

AMERICAN LEGION CELEBRATION

Bellefontaine, O. this week, July 13 to 18. Bingo sold. Shows and Concessions comp. on. W. B. J. SHOWS, Merced, Mich., 19 to 24.

GRAYSON, KY., Fair Week July 19 FOLLOWED BY 14 OTHER GOOD FAIRS

Harrisburg, Ky., Fair, Week July 26.

Russell Springs, Ky., Fair, Week August 2.

Ewing, Ky., Fair, Week August 16.

Louisville, Ky., Fair, Week August 23.

Hodgenville, Ky., Fair, Week August 30.

Russellville, Ky., Fair, Week Sept. 6.

Centerville, Tenn., Fair, Week Sept. 13.

WANT Book Concessions, Shows with own outfits. Also will sell exclusive Dippers, money flash, \$50 a week. Two weeks' deposit required. Joe Smith's. This string of fairs is the best money will buy in the South. WILL BUY used 8 & 8. Chairplane for cash. Address

F. H. BEE SHOWS, Inc.

Vanceburg, Ky., Fair, This Week.

Jackson, Tenn., Colored Fair, Week Sept. 20

Oickton, Tenn., Fair, Week Sept. 27.

Courtland, Ala., Fair, Week October 4.

Canton, Miss., Fair, Week October 11.

Mississippi Fair, Week October 18.

Mississippi Fair, Open Week October 25.

Mississippi Fair, Week November 2.

J. J. PAGE SHOWS

Want Monkey Circus. Have complete outfit for same with new 50-ft. panel front. Want Side Show People, also Geck for Geck Show. Have new front for same. Want Talker for Minstrel Show and useful Show People in all lines. Can place Legitimate Concessions only. Can use Flat Rides that don't conflict with what we have. Arthur E. Walsh wire at once. Address J. J. PAGE SHOWS, Muncie, Ind., this week; Noblesville, Ind., next week.

WANTED

For MICHIGAN'S NINE LEADING STREET CELEBRATIONS—Photo Gallery, Ball Games, Frozen Custard, Lead Shooting Gallery, Fish Pond, Double Bowling Alley and other Concessions. Good opening for Small Cook House. Don't write; wire

BARBER & MURRAY SHOWS Ecorse, Mich., July 12-18.

Barney Bros.: Steamboat Springs, Colo., 15; Oak Creek 16; Hayden 17.

Cole Bros.: Kalamazoo, Mich., 13; Benton Harbor 14; Joliet, Ill., 15; Elgin 16; Rockford 17; Peoria 18; Davenport, Ia., 19; Cedar Rapids 20; Waterloo 21; Mason City 22; Fort Dodge 23; Sioux City 24.

Downie Bros.: Woodsville, N. H., 13; Laconia 14; Bliddeford, Me., 15; Augusta 16; Dover-Foxcroft 17; Caribou 19.

Federal: Haverhill, Mass., 12-14; Arlington Jackson 18.

Fort Peck Rodeo Co.: Beardstown, Ill., 7-12; Lewistown 13-15.

Hung Bros.: Xenia, O., 13; Circleville 14; New Lexington 15; Nelsonville 16; Logan 17; Jackson 18.

Hugonbeck-Wallace: La Porte, Ind., 13; Hammond 14; Kankakee, Ill., 15; Champaign 16; Lincoln 17; Streator 18.

Hull's Admiral: Boyden, Ia., 13; Hull 14; Doon 15; Alford 16; Lester 17.

Hinkle, Mfr. Rodeo: Mahanoy City, Pa., 11-12; Greenwich, Conn., 20-24.

Main, Walter L.: Madison, Mo., 13; Farmington 14; Rangely 15; Rufford 16; South Paris 17.

Mt. Tam: Williamson, W. Va., 13; Logan 14; Charleston 15; Beckley 16; Bluefield 17; Bristol, Tenn., 18.

Polack Bros.: Duluth, Minn., 12-18.

Ringling Bros. and Barnum & Bailey: Pittsburgh, Pa., 13; Columbus, O., 14; Dayton 15; Springfield 16; Toledo 17; Detroit, Mich., 18-20; Ft. Wayne, Ind., 21; South Bend 22; Kenosha, Wis., 23; Portage 24.

Robbins Greater: Washington, Ind., 13; Princeton 14; Rockport 15; Owensboro, Ky., 18; Hartford 17.

Seal Bros.: Rochester, Minn., 13; Red Wing 14; Hastings 15; White Bear 16; Aboka 17; Rush City 18; Oloquet 19.

WPA: Hollis, L. N. Y., 14-17.

Wiziard: Topeka, Kan., 12-17.

MISCELLANEOUS

Barlon's Society Circus: (Buckeye Lake Park) Buckeye Lake, O., 12-18.

Bragg Bros.: Tent Show: Tifton, N. Y., 12-17; High Falls 19-24.

Daniel, Anglin: Hulbert, Mich., 22-24.

DeCio, Magician: Napoleon, O., 12-24.

Delmar, Hypnotist, Escape: (Redwood) Fort Bragg, Calif., 14-15; (Redwood) Ukiah 16-17; (Santa Cruz) Santa Cruz 19-24.

Kings, Musical: Nanty Olo, Pa., 12-17.

LeVant Show: Dana, Ind., 12-17.

Leon, Magician: Dora, Ala., 16-17; Sumner, Tex., 18-19; Empire 20-24.

Malloy, J. R., Circus Revue: Oheswick, Pa., 12-17.

Marine & Firestone Co.: Roundrock, Tex., 12-17.

McNally Variety Show: N. Ferrisburg, Va., 12-17.

Miller, Al E., Show: Yatesville, Ga., 12-17.

Modern Noah's Ark: Grand Haven, Mich., 15-16; (Centennial) Muskegon 17-21.

Pools, Musical: Needah, Wis., 13-17.

Princess Edna Show: Crane, Tex., 12-17.

Ricton's Show: Sneedville, Tenn., 12-14; New Market 15-17.

Ruppel Show: Woodridge, Va., 12-17.

Sharpsteen Show: Wayland, Mich., 12-17.

Tex. Rodeo, Lone Star Ranchers: Duboisstown, Pa., 12-17.

Washer Bros.: Star City, Ark., 12-17.

Williams Show: Wellsville, N. Y., 12-17.

Gladys Letourneau Injured

WILLISTON, N. D., July 12.—Gladys Letourneau was seriously injured at Wheeler, Mont., July 6 while performing a heel and toe catch. Miss Letourneau, featured aerialist with Siebrand Bros.' Great Piccadilly Circus for last three years, was formerly with Al G. Barnes, Robbins Bros., Polack Bros. and other circuses. At present she is resting comfortably at Deaconess Hospital, Glasgow, Mont.

SUMMER CLEARANCE SALE

OF SLIGHTLY USED AND FLOOR SAMPLE MACHINES OFFERED SUBJECT TO PRIOR SALE.

20 1c A.B.T. TARGETS, Late Models, Perfects.....	\$17.50
20 BUMPERS, Like New	18.50
5 SKIPPERS, Perfect	27.50
12 HI-DE-HOES, Brand New in Original Crates.....	55.00

2 HI-DE-HO, used 10 days, cash model.....	\$45.00
1 SYSTEM, Like New	8.00
2 DAVALL'S TOTALIZER, Fir. Samp.	8.00
2 FIRE ORKERS F.S.	25.00
2 BOLO'S NOVELTY GAME, like new.....	7.00
1 PRAKNESS	75.00
5 REEL 25, Like New.....	4.50
20 PENNY SMOKE	4.50
1 BALLY 5c RELIANCE JACK POT, Perfect	20.00
1 EXCEL MACHINE	8.00
1 SKY HIGH	8.00
2 CAROM'S S. U. Cash Pay	90.00
2 PEERLESS C.P.	18.00
1 PAMCO PARLEY	17.50
1 GROETCHEN 21, Like New.....	9.00
1 ARITHMETIC, Perfect	6.00
2 DAVALL RAGES, Like New.....	9.00
1 PAMCO RAGS, Like New.....	17.50
42 IN 1 VENDERS Brand New.....	13.00
2 BALLY MULTIPLE	22.50
5 PAMCO CHASE, Like New, Cash Pay	17.50
1 HEAVY WEIGHT (S. U.)	75.00
1 PAMCO BALLOT, Perfect	20.00
1 BANK NIGHT	8.00
1 PAMCO BELLS, Like New.....	95.00
1 HURDLE HOP, Like New.....	15.00
1 RED-N-BLUE, Floor Sample	10.00
1 ROVER, Cash Model, Like New.....	80.00
1 PAMCO SARATOGA	20.00
1 SNACK, 1c	10.00
1 LIGHTS OUT	7.50
1 KEENE'S TARGETTE, Like New.....	100.00
2 DALLY BOOSTER S.U.	10.00
2 MILLS BABY VENDERS	5.00
1 OYOLONE, Perfect	7.50
1 BROKER'S TRIP, Perfect	2.50
2 MILLS TICKETTE, Perfect	1.50
1 THE DABBY	7.50
1 FENCE BUSTER	20.00

NEW MACHINES OR FLOOR SAMPLES

1 EXHIBIT'S CHUCK-A-LETTE, 5c Inactive Slot, Perfect \$125.00 |

1 ROSEMONT F. S., 5c and 25c Play, New, Nevee on Location..... 180.00 |

1 THE NUGGET F.S. 14.50 |

3 RACK-EM-UP, Brand New	\$ 20.00
1 JENNINGS CONSOLE, 10c Play, F.S.	95.00
2 BRAND NEW JIFFEY TESTERS, EA.	17.50
1 ZEPHYR, New, F.S.	13.00
2 ROCKOLA LOW-BOY GOALS F.S.	35.00
1 JENNINGS CONSOLE, 25c Play F.S.	100.00
1 A C 7-PLAY 'BELL' F.S., never on location	200.00

PHONOGRAPHS

1 ROCKOLA RHYTHM KING, 12 Records, F.S. \$206.00 |

2 ROCKOLA NIGHT CLUBS, Like New 125.00 |

30 MILLS DANCE MASTERS, Perfect Condition, F.O.B. Shipping Point, full cash with order, each..... 45.00 |

2 ARCOID GABELS R.R., Like New 95.00 |

5 24-RECORD GABELS, Oak Finish, Perfect Condition 27.50 |

PACES RACES

4 Light Cabinets PACES RACES, 1937 Model 30 to 1 Cash Pay Out, Used 1 Week, Like New 5c Play, Nos. 4555-4585-4491-4474

1 Black Cabinet PACES RACES, 30 to 1, 5c Play, Ch'k Sep. No. 2741

1 Black Cabinet PACES RACES, 20 to 1, Ch'k Sep., 5c Play, No. 3458

2 RAYS TRACKS, Floor Sample, never Unpacked, Cash and Ticket, Serial over 4400

1 PACES RACES O.P., 20 to 1, No. 5664

A. C. Seven-Play Belle, F.S., guaranteed perfect, never on location, \$150.00 each.

2 Post Times, F.S., New, \$110.00

PROMPT DELIVERY ON ALL NEW MACHINES RELEASED BY RESPECTIVE MANUFACTURERS

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. INC., 800 BROAD STREET, RICHMOND, VA.

OAY PHONE 3-4511. NIGHT PHONE, 5-5328.

GARDEN OF EDEN SUGAR ROLLED DATES

Flashy Cellophane Box (8x11 1/2). A Strong Intermediate Giv-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., 101-109 Weaver St., NEW YORK CITY.

WANTED—Sideline Salesman with Car.

ATTENTION!!! CLOSEOUTS!!!

NEW USED

SKIPPERS	\$80.50	CAROM	\$90.00
LITE-A-PAIR	98.50	TEN STRIKE	48.00
NAT'L CHALLENGER	72.50	PEERLESS	15.00
CHALLENGER	59.50	MAMMOTS	12.50
BELMONT	60.50	ROUND-UPS	17.50
PEERLESS	40.50	MULTIPLES	17.50

New Machines, Guaranteed New—Used Machines, Guaranteed Excellent Operating Condition.

AUTOMATIC AMUSEMENT COMPANY, 1304 Throckmorton St., Ft. Worth, Tex.

WANTED RIDES, SHOWS

FREE ACTS

All Concessions open, Manville Silver Jubilee, July 26 to August 1, inclusive. Seven big days and nights on Main St., Center of Town. Special events nightly. Twenty-one big prizes. Positively the outstanding celebration of the year. No depression here. Factories working three shifts. Plenty money. All address

H. WOLFE, Jubilee Headquarters, 38 South Main St., Manville, N. J. Phone Somerville 1312.

EUREKA SHOWS WANT

For Firemen's Convention, Port Ewen, N. Y., week July 19, Shows of all kind. Place Concessions all kind, except Cookhouse and Bingo. Place one more High Free Act. Want Merry-Go-Round, Ferris Wheel and Chairplane to join week July 26. Our fairs open Labor Day, close Thanksgiving week. Want Fireworks Man for Port Ewen date. All address STANLEY ROBERTS, Ellenville, N. Y., this week.

BARFIELD'S COSMOPOLITAN SHOWS WANT

Kiddie Rides, Motardrome, one or two more Shows, especially Grind Shows. Also Legitimate Grind Stock Concessions, Colored Musicians and Performers. Salary for band. Want Side Show Acts and Attractions. Address Whitesburg, Ky., this week.

Who wants MORNING-AFTER?



It can be avoided the new BEFORE and AFTER way

BROMO-SELTZER

Makes you feel faster!

IF YOU'RE SUFFERING FROM A HANGOVER HEADACHE, BROMO SELTZER IS THE THING TO TAKE

- BUT!

IF YOU'RE SUFFERING FROM A FINANCIAL HEADACHE...

Investigate

THE BIG MONEY MAKING FEATURES OF PHOTOMATIC

Trade Mark

PHOTOMATIC Mutoscope's Sensational Coin Operated Automatic Photographing Machine. If you're tired of legal difficulties, political persecution and short-lived machines that change faster than women's fashions, **YOU WILL ENJOY ENTERING A BUSINESS THAT ENABLES YOU TO BUILD A PERMANENT SOURCE OF INCOME FROM A DIGRIFIED, SECURE ENTERPRISE, IN WHICH YOUR PAST COIN MACHINE EXPERIENCE WILL BE EXTREMELY USEFUL.**

Write Today For Full Details and Proof.

INTERNATIONAL MUTOSCOPE REEL CO., Inc., Manufacturers
516 WEST 34TH STREET (Cable: "MUTOSCOPE"), NEW YORK, N. Y.

SLOT BARGAINS FACTORY REBUILT

GUARANTEED 100%

MILLS BLUE FRONT MYSTERY—5c \$59.50	JENNINGS—5c DUKE—D. J. \$16.50
MILLS F. O. K. SILENT —5c 29.50	JENNINGS—1c DUKE—S. J. 8.50
MILLS LION-HEAD—5c 32.50	MILLS FUTURITY 44.50
MILLS Q. T.—5c—LIKE NEW 39.50	PACES RACES — Serials 5030—5031—25c play —brown cabinet—floor samples 325.00
MILLS YELLOW HEAD—5c 39.50	PACES RACES—Serial up to 4000—5c play . . . 225.00

GERBER & GLASS 914 Diversey Blvd. CHICAGO

INTERNATIONAL MUTOSCOPE REEL CO., Inc., Manufacturers
516 WEST 34TH STREET (Cable: "MUTOSCOPE"), NEW YORK, N. Y.

New Orleans

NEW ORLEANS, July 10.—In a recent switch of personnel the Mills Novelty Company has placed C. I. Fischel, Fort Worth territory manager, in charge of this area in addition to his original area. Fischel is now on tour of this territory and should be in New Orleans before many moons.

L. M. Thomas, district sales manager for Mills, is now well on his way to recovery in an Alexandria, La., hospital, where he recently underwent an operation for appendicitis.

There is every indication that the triple holiday period for Independence Day proved a boon to coin-machine ops throught this area. On the Mississippi Gulf Coast, the usual mecca for vacationists, locations were jammed to capacity, with all hotels sold out and thousands forced to sleep in their cars. The better location owners did a land-office business.

Claire Pace, young daughter of Julius Pace, New Orleans association president, returned this week from a short vacation stay at Galveston, Tex. She says that coin-machine play in New Orleans far outranks the Texas city.

Dixie Coin Machine Company, Bally distributor in this territory, has received its first shipments of Arlington and Classic tables this week and is proudly displaying two samples in the offices on Poydras street. "Bally just won't stop handing us pleasant surprises this year," Julius Pace, head of

the firm, says. "Here are two games that are going to be winners and may equal the big business we are still doing in Fair Grounds, Carom and Golden Wheel." Sales for Fair Grounds are still pouring in as fast as the factory can ship into New Orleans, Pace reports.

Robert H. Blush Jr., young local op, reports business as good as ever and believes that play this fall will break all records. He says that Bally's Carom is his heat money maker.

American-Southern Coin Machine Company is looking forward to an early visit from Mr. Dobson, new factory rep of Western Equipment Company. American-Southern is in charge of Amato Rodriguez in the absence of Ed Rodriguez and Jim Tallon, co-owners, who left Wednesday for a month's vacation in Old Mexico.

Dom Fazio, captain of the Pin Machine Nine baseball team, champs of the local coin-machine row, announces that he has arranged for a series of games with outside teams to show the Crescent City fans that the pinballers can outplay representatives from any other industry of the city. First of the series is set for tomorrow morning at City Park when the boys meet the Italiano Stars.

"Mac" McNally, popular partner in the Automatic Coin Machine Company, left today for a two weeks' vacation trip to Texas, including a stopover for a few days at the Pan-American Exposition in Dallas.

John Granberry, of the Mills Novelty Company's phonograph division, has returned from an extensive trip thru Southern territory, traveling as far as Memphis in the Delta area. He reports a brisk demand for his firm's machines.

"Whiz" Friedburg, head of the Fried Novelty Company, Houston, is spending a few days in New Orleans as the guest of his brother Hank, of the Crescent Novelty Company. His wife is with him. They will spend about two weeks here.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Detroit

DETROIT, July 10.—Fred Grant, head of Ted's Entertainer Company, Chicago, was a Detroit visitor this week. He operates an extensive route of Gabel phonographs in the Windy City. Grant, formerly connected with the Gabel plant, was a visitor to Louis Berman, of the Champion Automatic Music Company, over the holidays.

Ray Music Company, newly formed organization devoted to music machine operation and headed by a group of prominent colored business men under the leadership of Ruben Ray, has established headquarters at 1727 St. Antoine street. Incidentally the building also houses the headquarters of John Roxborough, manager of Joe Louis. Company was incorporated this week with a capitalization of \$1,500. Progress of the organization will be watched with great interest, because it will be taken as a fair test of the opportunities for the intelligent colored operator in the business.

Jack and Hattie Hewitt appeared this week as new operators in the city. Headquarters are on Penkell avenue, where Hattie Hewitt also has a beer garden.

Hubert Wisdom, east side operator, appeared as a newcomer in the music machine field this week with an order for Seeburgs.

John Herd, another new name in the business, acquired a large order of Mills phonographs, evidently planning to operate upon a large scale at once.

Flint, Mich., continues to be the scene of revived activity in the music field. Coin Automatic Music Company this week purchased five new Model 618 Simplex phonographs from Wurliitzer, while Clarence O. Leitch ordered two Imperial models from Rock-Ola.

Roads Open Way For Better Biz

NEW YORK, July 10.—In modern times business (and ultimately coin-operated machines) goes where improved roads go. Editorial in *The New York Times* in a recent issue sees "a world more closely knit" as it reviews the record of world-wide improvements of highways. Improved highways will open up avenues of trade for all kinds of merchandise as well as coin machines. The highway to Mexico City, opened up some months ago, is already having a salutary effect in bringing friendlier relations with our Southern neighbor and eventual acceptance of coin-operated devices on satisfactory terms may be in the offing.

"An astonishing record of achievement is revealed by the report of the highway committee of the Automobile Manufacturers' Association on world highway progress," says *The Times*. "Over 3,000,000 miles of road were added during the last eight years, representing an increase of nearly 51 per cent and bringing the world total to more than 9,900,000 miles. For the army of American motorists who find the highways of the United States ever increasingly congested and are seeking, justly, an expanded system of modernized express roads, it is difficult to realize one surprising fact which the report brings out. This is a more rapid gain, the world over, in highway mileage than in motor-vehicle registration. Thus, for the year 1929, the world-highway mileage was 6,582,001, while in 1936 it had risen to an estimated total of 9,900,000, an increase of 50.7 per cent. Registrations, however, in the same period, rose from 32,034,372 to 39,800,000; an increase of 24.2 per cent.

Survey Shows Ops Want Merchandise

NEWARK, N. J., July 10.—Samuel Brody, president of Jersey Trading Company, wholesale merchandise firm, reports a survey which indicates that the demand for premium merchandise by operators is continuing at a steady pace, altho an appreciable drop in volume has taken place during the last year.

The survey, according to Brody, covered more than a thousand of the firm's customers who replied to inquiries concerning anticipated demands for merchandise during the next fall and winter. Operators are still vitally interested in premium merchandise, the results would indicate, but some definite changes have taken place in operating practices to limit the volume of merchandise used by operators.

These operators of long experience and regular customers of the Jersey Trading firm are frank to admit they would like to use more merchandise awards in their business, but that the competition of cash awards used by many operators puts a crimp in the larger use of merchandise. Brody says that most operators frankly admit cash awards are on the increase, but they would prefer to use merchandise as a policy which would avoid future difficulties.

The most astounding fact of the survey, Brody continues, is that altho these operators use cash awards in many cases, yet they state frankly they would prefer to use merchandise, since over a long period of time merchandise awards are sure to be the soundest policy. Operators frankly, stated also that the general public responds most readily to a system of merchandise awards, and that it is only in certain types of spots in which merchandise does not seem to appeal strongly to players. Good merchandise still appeals to the public, operators report, and a plan of weekly prizes is still being used with good results. Operators state that premium merchandise firms should cooperate with the operating profession in stimulating wider use of merchandise by operators.

The most astounding fact of the sur-

"The extension of roads has been widely distributed. An 8,000-mile 'all red' route from the Cape to Cairo spans Africa, which is also crossed by a road from East to West. The most modern sleeping bus equipment in the world is in regular service on the deserts between Damascus and Bagdad. Argentina is spending 100,000,000 pesos this year on highway projects and will complete 22,237 miles of roads, 300,000 culverts and 231 bridges. Germany is bringing to completion its Autobahn system, comprising 5,000 miles of express highways. The menace of famine in China is reduced as roads penetrate the interior. Only a few short gaps remain uncompleted in the South American section of the Pan-American highway and more than 100,000 motorists have already used the section from Laredo to Mexico, D. F."

New! LIBERTY BELL Console



JENNINGS DELUXE CONSOLE AT A POPULAR PRICE

Yes Sir! 145 bucks (plus tax) buys this sensational console bell—Jennings Liberty Bell. All the features—beauty—dependability and big player appeal of machines selling for twice its price. Built by a bell machine manufacturer and made from standard Jennings units. Has beautiful maple cabinet—colorful glass top with flaming colors and dancing lights—and a big double odds feature that gets and holds the play. Opportunity is here . . . Grab it!

FEATURES

- ★ Startling low price
- ★ Double odds feature
- ★ Made from standard units
- ★ Illuminated escalator
- ★ Tube holds 178 coins—never dry
- ★ Light up glass top
- ★ Beautiful maple cabinet

Amazing
LOW PRICE

★
\$145⁰⁰

PLUS TAX
F. O. B. CHICAGO

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Blatt Sees Change With Daval Game

BROOKLYN, July 10.—Willie Blatt, the "Little Napoleon" of the Supreme Vending Company, Inc., reports that the new roll-down bit of the Daval Manufacturing Company, Bumper Bowling, is opening a new kind of play to operators. He states that the game is a welcome change for the players, as it is quite different from the action they have been

enjoying on pin games. He feels that the change will bring about better profits for all concerned.

"The game has many features which are sure to create a new type of game," said Blatt, "as the players like the giant bumpers, the large playing field, the colorful light-up board and the mystery scores. All these features incorporated into one game make it a winner."

Blatt believes that Bumper Bowling is the answer for the different type of game which many operators have been needing.

Levine Entertains Foreign Visitors

NEW YORK, July 10.—Max D. Levine, president of the Scientific Machine Corporation, found himself in cosmopolitan company recently when he entertained a party of foreign visitors—an English family from London, Mr. and Mrs. B. Raingold and their son, and a prominent amusement magnate from Indo-China, F. Rosenzweig.

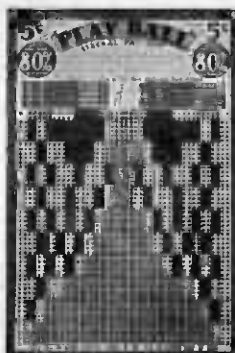
The Raingolds are well-known merchants and importers who are extending their varied activities to include a widespread operation and distribution of amusement devices in the British Isles. They have been successful in their other enterprises and, having become fascinated with the amusement machine business, the Raingolds promptly embarked for the United States to visit the world's coin machine center. One of their first stops was at the offices of the Scientific Machine Corporation.

F. Rosenzweig traveled many thousands of miles to check up on the advances made in the amusement machine business in this country. He has wide interests in Indo-China and China, with establishments in Hongkong, Singapore and in dozens of less pronounceable places.

To Levine the visits were extremely pleasant and all the more so because they are good prospects that some nice orders will develop from them. Scientific is reported to be developing a game which looks like a potential hit. It will be introduced early this fall.



GEORGE ROCHE, Roche Novelty Company, Fort Wayne, Ind., joins the admirers of Air Derby, Western payout table with moviegraph action.



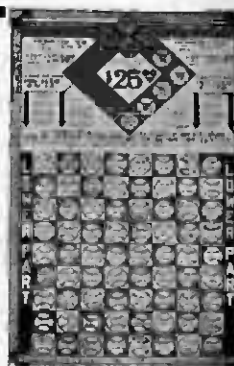
WE NEVER KNEW

That salesboards could be sold during the summer until we made "Play Ball!" Increased size of orders have shown us the enthusiasm for our new hit! 80% payout. Tip-style tickets. Made to out-sell the jar deal, this board has proven a knock-out! Made in 5c and 10c deals. Beautifully designed, lacquered, with accompanying payout card.

2280 Holes @ 5c...\$114.00
Pays out (average) . 75.94

Profit (average) ...\$38.06
10c board takes in:
2280 holes @ 10c...\$228.00
Pays out (average) . 157.97

Profit (average) ...\$70.03
Thick board with assels, lacquer finish, cellophane wrapped.



You'll make a hit in your community with our fund-raising series deals. Write for particulars!

SUPERIOR PRODUCTS, Inc. DEPT. 6 14 N. PEORIA ST. CHICAGO

REAL BARGAINS

Guaranteed Reconditioned Late Models.

Bally Carom	\$79.50	Jennings Flicker ...	\$18.50	Bally All-Star	\$14.50
Turf Champs	47.50	Mills Ten Grand	14.50	Bally Challenger	18.50
Keeney's Ten Strike	34.50	Bally Preakness	59.50	Pamco Leathernecks	12.50
Bally Blue Bird	18.50	Bally Skipper	34.50	Mills McCoy	16.50
Pameo Parlay	12.50				

Certified Deposit With Order—Immediate Delivery.

BADGER NOVELTY COMPANY

2546 NORTH 30th STREET

MILWAUKEE, WISCONSIN

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

WE COVER THE EAST!
with the
FINEST
GAMES in the
INDUSTRY

—CHICAGO COIN—
SENSATION of 1937
A REALLY DIFFERENT BUMPER GAME!
BALL PARK
1 SHOT BASEBALL PAYOUT

Ask About—**JIFFY TESTER**

—EVANS—
GALLOPING DOMINOS
BANG TAILS
ROLETO, Jr.

WRITE FOR PRICES

—GENCO—
HOME STRETCH
AUTO DERBY
and now
CARNIVAL

BIG PROFIT MAKERS

—GOTTLIEB—
FOTO-FINISH
ELECTRIC SCORE BOARD
(15-Ball Ticket Game)

Repair with—**JIFFY TESTER**

—PACIFIC—
MYSTIC
PLAY BALL
WORLDS GREATEST BASEBALL GAME
DE LUXE BELLS
DE LUXE ROSEMONT
DE LUXE CORDONATION

BETTER GAMES---

—KEENEY—
TRACK TIME
with 4 INTERCHANGEABLE TOPS
GREAT GUNS
NEW 5 BALL NOVELTY GAME
A ACCELERATED BUMPER

FOR BETTER PROFITS

—WESTERN—
AIR DERBY
PREVIEW
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1435 BEDFORD AVE.
BKLYN, N.Y. (MAIn 2-1297)

MEN'S MACHINES

It was my convenient habit of forgetting that caused me to pass over a good news story that should have been published several weeks ago. It happened in Minneapolis, and Bill (The Sphinx) Cohen pulled the stunt that was unusual enough to have made a news story. A Minneapolis theater was showing the picture *King of Gamblers* and wanted machines to make a public display of gambling devices. Calling upon Cohen for a loan of machines, he sent them the very latest and most modern machines on the market.

Whereupon a number of coinmen called Cohen to reprimand him for helping to make such a public display. "If machines were to be shown I thought it best to have on display the very best machines the industry builds," Cohen said.

All of which recalls an editorial in *The Billboard* May 1, 1937, in which I said concerning the picture *King of Gamblers*: "There will be some far-seeing men in the trade who will help the local movie house advertise the picture, maybe loan machines for display and in other ways co-operate with the people in the motion picture business."

For a long time I have been especially interested in the way Bally publicity in our news columns plays the end against the middle. Herb Jones, Bally ad manager, is the author of this intriguing publicity. At one time Bally publicity will be boosting payout games as if they were the only games in the world. But along comes *Bumper* and Bally publicity turns to boosting novelty games as if they would replace all other types of games, payout or otherwise. Again the games with no holes in the play field are setting the pace; then the tide turns and holes in the board take the lead again.

All of which is good publicity, if I know good publicity. I like it, too, because it helps me to refute the few birds in the trade who try to accuse me of injuring the slots and payout games. Any bird who knows the end from the middle will understand Bally publicity and also my aggressive campaign to build a public conscience in the coin-machine trade.

Murray Kirchbaum, formerly connected with Brunswick records for many years, is now managing the phonograph division of the Silent Sales Company, Minneapolis. With phonos now going full tilt in summer resorts and roadhouses in the Minnesota area, Kirchbaum finds himself plenty busy in supplying operators with everything in the phonograph line.

Theodore T. Bush, popular manager of the Acme Novelty Company, Minneapolis, reports having sold over 350 Bally Caroms. "But from the looks of things now," said Bush, "I'll sell even more of each of the two latest Bally hits—Arlington and Classic."

A. B. Chereton, president of Electrical Products Company, Detroit, announced this week that Harold Johnson, former manager of the Chicago office of the firm, had resigned from the firm. Johnson's connections with the firm ceased July 9, Chereton added. The appointment of a new Chicago manager will be announced soon, he said.

New York circles report that the Fourth of July week-end cleared the town of nearly everyone in any way connected with the coin-machine biz. They were among the 2,000,000 or more people said to have been handled by the New York transportation systems and highways over the holiday. *The New York Times* called it one of the greatest "migrations" in history and all handled over a period of two days. Coinmen were already busy in making big plans for the future as soon as the holiday was over. Several, of course, are taking their vacations at this time. They are all studying resort and vacation territory for whatever tips on business they can get.

Automatic Merchandisers' Association of Iowa held a special meeting at the Kirkwood Hotel, Des Moines, July 11 to consider further action in relation to the pinball injunction proceedings. Luncheon was served at noon and then the business meeting followed. It was

HUGE PROFITS with RO-WO-BO

LOW COST UNIT
AVERAGES
\$26.00 PROFIT
NO EXPENSIVE EQUIPMENT TO BUY

Use the jars over and over with low price refills. No costly Machines. Nothing to get out of order. Just collect Big Profits.

79—\$.50 to \$1.00 Cash PRIZES
1800 Tickets, divided among Red, White and Blue; 18 Big Red Tickets, \$1 to \$10 Jack Pot Card Winners; 60 50c winners on White and 6—\$1 Blue Tickets.

SAMPLE DEAL \$6.00
Get our special operator and distributor quantity prices. Ask for complete facts.

"WERTS" Baseball Series Books
WILL PAY YOU BIG MONEY
BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.
DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets.
"MATED" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.
SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

WERTS NOVELTY CO., Inc. DEPT. 88-78 Muncie, Ind.



too late to get news details for this issue of *The Billboard*.

For good summer music every operator should read the annual report of the Philadelphia mint in this issue. It is a news story in which you can fairly hear the tinkle of the millions of coins. Nickels and pennies are at tops in production.

Operators in the smaller cities and towns will be interested in the government report of a possible \$10,000,000,000 farm income this year. When the farms make money it is supposed to trickle all the way thru our business system and help us all. So here's hoping. It's no wonder that Joe Huber is about to become a gentleman farmer. The wheat States, it seems, are almost sure to be in the money, and the sizzling South expects a cotton crop considerably better than last year.

And now to get a lady's name mixed with Men and Machines: Jean Holmberg, Chicago girl, affirms she has found the secret of winning on slot machines. Last summer she and a girl friend, so her story goes, practically made their expenses on vacation by playing slot machines. Their plan was to watch others play for a time until they became discouraged at not winning and left. Then Jean and her friend would get busy on those machines and soon the jackpot. (Operators in Wisconsin and Minnesota had better cut out the jackpots). Miss Holmberg will leave for Paris early in August. She has heard that slot machines are very fashionable in gay France, so operators there had better tighten up, too.

Joe Huber has been missing from his office much of late, but the reason is not the heat so much as it is a new machine he is developing which he claims will revolutionize the industry. Rumor has it that he is working the thing out on his farm, far away from any spies who might steal the idea before he is ready to spring it. Joe's only statement is that every manufacturer will be interested in his new puff machine with 25-cent, 50-cent and \$1 slots.

Hannahs Manufacturing Company has opened an office in New York under the supervision of Capitol Automatic Music Company.

Sees Country More Liberal

To the Editor: "You should receive the compliments and the plaudits of many for your article entitled 'Ken-

tucky' in *The Billboard*, page 72, July 3 issue. This article outlines the issues, the problems and suggests the solutions better than anything that has been written for a long time. The writer has carried an old worn-out copy of the decision dated May 12, 1933, which you refer to, for over four years and has held to it, insofar as possible, as the only sensible basis on which pinball games could ever be operated or tolerated. While your article is highly constructive, positive and optimistic, you inject one little note of pessimism when you say—"the chances seem much smaller to me than they did in 1933."

"The country, as a whole, is more liberal, more progressive, more enlightened and folks are more tolerant than they were in 1933 and we must maintain that the chances for the industry are much greater than they were in 1933.

"In *The Billboard* issue June 12, 1937, page 105, you carried a letter from Max Hurvich, Birmingham, Ala., contending that the industry needs a strong man at its head. Hurvich's letter is sensible and correct.

"The industry would meet with renewed success with:

"1. A universal system of merchandise awards, as you advocate.

"2. A strong man at its head to formulate and sell the industry a code of ethics.

"3. A carefully planned publicity and educational program which would encourage the public to look at the industry from a different perspective—which program you could handle or cause to be handled successfully.

"The public desires amusement, diversion, mirth and fun. These desires will live on and the manufacturers are making tables with greater appeal. To properly distribute these great new tables the three steps above should be taken.

"For the second step the writer takes the privilege of suggesting a man—

"1. Who has had years of experience in organizing.

"2. Who has in the past advocated, pioneered and worked tirelessly on a system of merchandise awards and caused millions of dollars worth of trade stimulation with the bagatelle table during the dark days of the depression.

"3. A man who knows the meaning of a code of ethics."

"4. A man who could sell constructive and gainful ideas to the big fellow and the little fellow and not be swayed by an evil, harmful minority.

"5. A Virginia-born gentleman in the prime of life, with a record of self-made success, and you can get in touch with him by referring to the address I inclose."

—Henry Early, Manager Cavalier Sales Company, Jellico, Tenn.

WARNING

**DON'T ACCEPT SUBSTITUTES!
INSIST ON THE ORIGINAL**

H. C. EVANS & CO. originated the Console Games with Illuminated Top, and blazed the path to their present popularity. We have been in production for about a year—at least 6 months ahead of all competition!
The enormous popularity of these games has caused unscrupulous imitators to flood the market with inferior products. **DO NOT BE MISLED! DON'T ACCEPT SUBSTITUTES** offered by unscrupulous dealers. EVANS Precision Engineered Games are ready for IMMEDIATE DELIVERY. Play safe—get the ORIGINAL! If your dealer does not have them on hand, you can secure immediate delivery from us. Wire or write!

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and untailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bull" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout

5c or 25c Play

All Models



BANGTAILS

Superb Horse Race Payout

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Ticket Payout Models
Check Payout Models
CONCEALED PAYOUT
DRAWER or OPEN CUP
Optional

ROLLETTO JR.

Automatic Roulette Payout

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

7TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

BARGAINS!

- SKIPPERS \$29.50
- BUMPERS 22.50
- FLICKERS 24.50
- JUMBO TICKET 16.50
- GOLDEN HARVEST 15.00
- ROUNDUP 15.00
- ALL STAR 15.00

- STEWART-McGUIRE
7-Column Cig. Machine 69.50
- WURLITZER P-12
- PHONOGRAPH 124.50

GERBER & GLASS

914 Diversoy Blvd. CHICAGO

WE STOCK ALL BALLY PRODUCTS

GOLDEN WHEEL Ticket, \$170.50; Turt Champ, new, write for price. Used, \$87.50. BALL PARK, Ticket, \$150.50; College Football, Garry Day Clock, \$67.00. ADVANCE Cigarette Machines, holds 120 packs, wear \$45.00; new \$19.50.
LEHIGH SPECIALTY CO.,
R. W. Cor. 2nd and Green, Philadelphia, Pa.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Atlas Execs Had Leisure Fourth

CHICAGO, July 10.—Taking advantage of the holiday week-end executives of Atlas Novelty Company, including Eddie and Morrie Ginsburg, of the Chicago office, and Phil Greenburg, of the Pittsburgh office, made a trip to one of the popular Michigan resorts.

With their families the busy executives forgot all the cares of business and enjoyed themselves, if their reports are heard. Greenburg returned to Pittsburgh after visiting several manufacturers here. He also visited the Stoner Corporation in Aurora, Ill.

Atlas officials say that, although summer is in full swing, business continues at a brisk pace. They are also making plans for an aggressive campaign at an early date. Both new and used table games are selling rapidly, they report.

Texas Coin Men In Windy City

CHICAGO, July 10.—Both Ernie Walker, of Walker Sales Company, Fort Worth distributing company, and Martin Chapman, big-time coinman of Dallas, spent several days in Chicago recently calling on manufacturers. Both are said to have been spending considerable time with Ken Willis, chief field representative of Pacific Manufacturing Corporation, and to have made some important deals on the handling of Pacific games in their Texas territories.

Both Chapman and Walker belong to the class of enterprising coinmen who visit the capital city of coin machine

manufacturing at frequent intervals. They are thus enabled to get first-hand information on modern developments and report they are thereby equipped to introduce the latest and best money-making equipment in their respective territories.

Fitz Matches the Speed of Mercury

NEW YORK, July 10.—John A. Fitzgibbons, Bally's Eastern factory representative, is reported to be taking orders for Mercury so rapidly these days that he is keeping right in step with the speed action of this latest Bally creation.

"This new five-ball game," Fitz reports, "is getting more attention every day from operators and jobbers in this vicinity and I'm sure that the game will prove to be one of the steadiest sellers we have ever featured. Sales have been going at top speed and we have been far behind in filling orders the first few weeks that the games have been coming into our offices. We will be able to meet the demand within the next few days, however, as some large shipments are due to arrive from Chicago."

Fitz further revealed that he is seriously thinking of putting up some sort of a prize for the operator who can count the speed kicks on the mercuryized playing field of the game as the balls zip down the board. "The game action is so fast," states Fitz, "that although many ops stand around the machine and try to call the score without looking at the scorer, no one yet has succeeded in calling it accurately. Mercury is a modern game. It meets the need for speedy, thrill action and it's making money for the operators because of its speedy action."

Bennett Reports Ball Game Sales

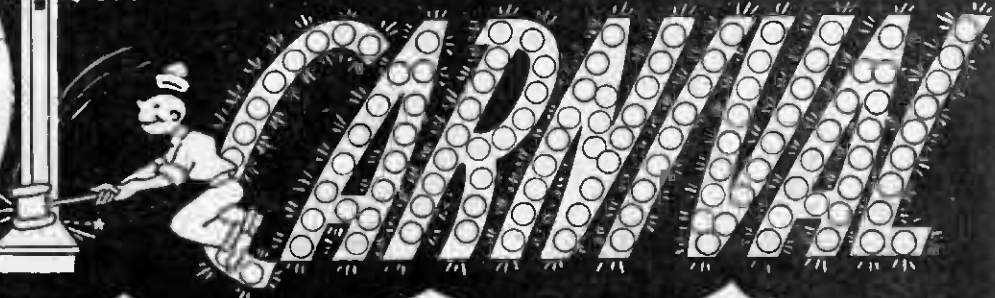
CHICAGO, July 10.—Paul Bennett, general sales manager at Pacific, indicates a strong trend of interest is being manifested in Pacific's Ball Game. He maintains that visiting distributors are largely responsible for the whole-hearted interest now running so high on the new baseball game.

With players actually running the bases in movie-reel light-up animation, swinging their arms and legs as they scamper around the bases and chase one another home, Bennett claims that visiting coin machine men have marveled at the new innovation in baseball games. Mute testimony on its acceptance by coin machine men is seen in stacks of dollars which distributors and operators are reported to have invested in this game.

The company is said to have entered into a new production release of such great proportions that operators will be able to get immediate deliveries.

Bennett says Pacific's Ball Game is baseball just as one would see it played in any big league. He states that any player can understand it, because the game shows every play clearly and visibly, and that hits, runs, outs and other plays are registered in a manner none can miss. Completely automatic in every detail, and said to perform in a dependable manner, the company is reported to be backing up all promises of big play and big money for operators with a product that gives locations everything they want in a baseball game.

ANOTHER GENCO BELL-RINGER!



A CIRCUS OF FUN FOR LOCATIONS A CARNIVAL OF PROFITS FOR YOU!

RING THE BELL ON YOUR LOCATIONS WITH THIS NEW NOVELTY SURPRISE! There's amusing appeal plus amazing profits in this midway of Genco features:

● **GIANT NEW TYPE BACKBOARD!**
1 to 5 Ball Play!
1 ball might do the trick or it might take all 5!

● **Thrilling New Bumper Spring—Lite-Up Action!**
Each hit on numbered bumper springs advances score on correspondingly numbered scales.

● **Changing Odds! Changing Winner!**
Lights, odds and probable winner change when ball crosses the little colored button on the playing field.



GENCO INC.

2521 N. ASHLAND AVE.

CHICAGO, ILL.



Whirling Bumper Scores Success

CHICAGO, July 10.—First reports from Classic games on location show tremendous public interest in the new whirling bumper feature, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"The new whirling bumper idea," Jim declared, "has created more excitement than any action feature in recent years. Operators report constant crowds around their Classic games, enjoying the crazy antics of the ball as it contacts the revolving bumper. Located near the bottom of the board, the whirling bumper spins like a top during the entire game, and when hit sends the ball snaking all over the field. If you can imagine an electric klekor capable of swiveling around to catch the ball from many angles you'll get some idea of the startling action created by the newest Bally invention."

"Classic is described as a one-ball odds-changing payout or ticket game featuring rubber-tire bumpers and super-charged play field. The former consists of resilient rings of gum rubber mounted on metal posts; the latter is a specially treated chrome-steel plate. The combination results in some of the most exciting, suspense-creating action ever built into a marble game."

First Half Shows Business Is Good

NEW YORK, July 10.—As a good summer tonic the current monthly bulletin of the National City Bank says the first half of 1937 ended with business very satisfactory over the country. Earnings, pay rolls, trade volume, employment and industrial production are all higher than in any like period since the beginning of the depression. The bulletin further states that farmers and other producers of raw materials have been getting good prices and labor has had more work at higher wages. The income of most groups of the country's

population has increased more rapidly than the cost of living.

Manufacturers of goods of every-day use have enjoyed a phenomenal activity which exceeded the 1929 peak, according to the survey, which stated that this condition is practical evidence as to the improved balance in price relationships and the other elements that affect the exchange of goods.

Industries, the survey added, have been spending more for betterments and expansion, and this has carried the recovery forward in lines hitherto lagging.

This improvement was held not to represent any abnormal expansion of business when measured against the needs to be filled and the capacity available to fill them or when compared to the past.

If the industries are allowed to operate with efficiency, keep their costs down and price their goods at levels that will keep trade going there will be little concern as to business in the second half year, the report declared.

A moderate decline in industrial activity was noted for the past month, which was attributed in part to seasonal influences, but chiefly to strikes in the automobile, steel and other industries.

Carnival Leads Genco Production

CHICAGO, July 10.—Officials of Genco, Inc., reported today that production on the new novelty game, Carnival, has jumped from last to first on the assembly line. It is closely followed in volume production by two previous Genco releases, Home Stretch and Auto Derby.

"The reason for the sudden popularity of Carnival, which has been in production for only a week, is self-evident," said Dave Gensberg, spokesman for the Genco organization. "In addition to the highly colorful backboard and playing field we have added several features which provide a lasting appeal."

"The backboard illustrates five scales, the kind on which we use to test our strength with a huge mallet. You all re-

member the phrase, 'Ring the bell and get a cigar.' The scales are numbered at the top and when a coin is inserted one or more of the scales becomes a possible winner as shown by the lighted numbers. When the ball is released it strikes the numbered bumpers on the field and each time a bumper is contacted the score progresses upward on the similarly numbered scales. If a winner is made odds are paid as shown in lights along the bottom of the backboard.

"An added feature," he continued, "which increases suspense and interest is the little colored button in the center of the playing field which when crossed by a ball causes odds and probable winners to change in the back rack. The entire play on the game is fast and 'circusy,' and we know that the location patrons are responding to it's appeal from the demands our own distributors and jobbers are making for quantity shipments."

Norton Is Ponser's New Road Salesman

NEW YORK, July 10.—Showing that it means business when it says that progress is its watchword, the George Ponser Company, Inc., announces the engagement of Charles Norton as road salesman. Norton's duty will be to keep the New England coin men happy by supplying them with the latest and finest array of equipment. Ponser company is doing a big job on Keeney's Great Guns, and the other manufacturers for which it is Eastern distributor are not crying either.

BLOOD PRESSURE

Self-Service Coin Machines Legal Everywhere
LAUFMANOMETER
4530 Park Avenue, New York City

UNITED

MACHINE COMPANY
1124 HARMON PLACE
MINNEAPOLIS, MINN.

RECONDITIONED PAYOUT GAMES

- Bally's Carom - - - \$64.50
- Western's Winner - - 64.50
- Pacific's Heavy Weights 54.50
- Pacific's Royal Races - 54.50
- Pacific's Hi De Ho - - 44.50
- Keeney's Ten Strike - 19.50
- Keeney's Lite a Pair - 37.50
- Jennings Flicker - - 17.50
- Bally's Bumper - - - 17.50

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR A COMPLETE LIST OF NEW AND USED GAMES.

1/3 Deposit With Order, Balance C. O. D.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

BUMPER BOWLING

OUTSHINES-OVERSHADOWS and TAKES THE PLAY AWAY FROM ANY GAME ON ANY LOCATION! BUMPER BOWLING is bringing BIG PROFITS EVERYWHERE!

LEGAL—because it's manually operated with REAL SKILL play features! **BETTER**—because it attracts immediate attention and dominates any game on any location! **STEADIER**—because of mystery score action, "mirro-flash" Daval backboard, Giant size bumpers, speedy play with **LAST SECOND SUSPENSE** and **LONG LIFE PROFITS!** **NECESSARY**—because it meets the demand of operators everywhere in the country, **EVEN IN CLOSED TERRITORY**, for a big money-making skill game! **"PROVEN before it's SOLD"** — that's the **DAVAL** way!

WRITE for PRICES and Full Details

ABSOLUTELY LEGAL EVERYWHERE

OPENING CLOSED TERRITORIES

DAVAL MFG. CO. 200 So. PEARIA ST. CHICAGO

Buy DAVAL games... and you buy the BEST

A Daval Game GIVES YOU MORE FOR YOUR MONEY



BUMPER BOWLING EASILY FITS INTO ANY LOCATION ANYWHERE!!

DELIVERIES BEING MADE EVERY DAY! GET BUSY! RUSH YOUR ORDER NOW!

McCall Expands To New Quarters

ST. LOUIS, July 10.—McCall Novelty Company, which has been in business in this city for about 14 months, today signed a long-term lease for the building located at 3147 Locust street. Building is a two-story one with a large basement and the firm will occupy the entire premises. They will move into their new quarters, which will contain about five times as much space as their present location, about August 1. In the interim the owners of the building are making the changes asked for by the McCall Novelty Company, which will make its new location one of the best-equipped coin machine firms in the Middle West. The tremendous growth of the firm, the newest coin machine distributor and jobber in this city, necessitated the move to larger quarters. According to A. McCall, owner, and Ray James, general manager, the firm plans on opening two branch offices in two other large cities in the near future.

Exposition Aids Cleveland Ops

CLEVELAND, July 10.—The thousands of visitors that are coming to Cleveland daily for the Great Lakes Exposition are doing their part to advertise the newer type of games. Most of these visitors come from smaller communities. Games that operate with a beam of light, and even the bumper-type game, are new to them and have captured their interest. As a result the exposition is proving a real boon to Cleveland operators. Many of them are spending as much time taking in the sights of Cleveland as they do at the exposition. As a result cafes, hotels, restaurants, drug stores and, in fact, every type of business place is benefiting.

It makes a tremendous demand in Cleveland for the newer games, according to M. M. Marcus, president of the Markepp Company, which makes its headquarters here. Marcus keeps the phone and telegraph wires burning between Cleveland and Chicago getting prompt delivery on the new games as fast as they are announced by the different manufacturers.

Ball Park Captures Attention of Fans

CHICAGO, July 10.—"The National and American League partisans fly at each other's throats at the slightest provocation, all of them agree without hesitation that the new Chicago Coin one-ball bumper-type payout table, Ball Park, is supreme among amusement devices," states Sam Wolberg, official of the Chicago Coin Machine Manufacturing Company.

"I speak from personal observation," continued Wolberg. "A local operator invited me to make the rounds with him while he set up a number of new Ball Parks on locations. It was amusing to

IT'S A GOLD MINE!

Groetchen's GINGER

1c CIGARETTE PLAY COUNTER GAME WITH PERFECT CHECK-UP TOKEN PAYOUT



TAX \$36.50 PAID

PLUS OUR PERSONAL 10 DAYS FREE Trial Guarantee

ROYAL DISTRIBUTORS Inc. 854 ELIZABETH AVE. NEWARK, N. J.

enter the location and quietly stand by listening to the patrons argue the relative merits of the National League and the American League and to listen to the post-mortem discussions of the recent game at Washington. As heated as the discussion was, all interest was turned to Ball Park as soon as the operator had completed setting it up.

"Ball Park gives baseball fans another outlet for their enthusiasm over the national sport. The unusual light-up backboard which features runners traveling the bases in lights, along with the two home-run bumpers on the field and the free-play home-run hole, portrays the game so realistically that players have endorsed its amusement value by rewarding operators with unusually large weekly receipts."

Chicago Coin officials state that production on Ball Park is daily increasing due to distributors' requests for quantities of the game. Sensation of 1937, the recent Chicago Coin novelty release, also is meeting with profitable approval on locations in every section of the country. It is said.



DISPLAY OF CAILLE BROS. (Detroit) slot machines at the recent Paris Coin Machine Show. Note the racks for merchandise prizes affixed to the bell machines.

Hair-Raising Turf Thriller! FOTO-FINISH

WITH MYSTIC
STEREOSCOPE
BACK
PANEL!

1-BALL BUMPER-SPRING PAYOUT
For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit—it's like a grand stand seat at the most thrilling of all races!

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

THESE FEATURES

MYSTIC STEREO-SCOPE BACK PANEL—Horses, numbers and odds stand out in 3d dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT—picks entries and odds. ADJUSTABLE AWARDS—Automatic as well as mechanical control of odds. IN-A-DRAWER WEGH-ANISM easily accessible. A B T ADD SLOT; 8-COIN VISIBLE ESCALATOR. MOTOR DRIVEN PAYOUT, jam-proof, accurate.

54" x 26"

\$169⁵⁰

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

**OPERATORS
JOBBER
DISTRIBUTORS!**

Please be patient! We are making delivery as fast as possible. To take care of your orders, we have stepped up production to the maximum without sacrificing quality, and orders are being filled at top speed!

D. GOTTLIEB & CO., 2736-42 N. Paulina St. CHICAGO

Location Letter Urges Fair Play

To the Editor: "I am attaching a letter which we have sent to all of our locations and which in itself is self-explanatory. We make it a practice of getting out a letter similar to the one enclosed at least once every 30 days.

"I believe that if other operators all thru the country would do this they would find that it would help to further the stabilization of the coin machine industry as a whole."—J. D. Leary, Automatic Sales Company, Minneapolis.

LOCATION LETTER

(To Location Owner): "We want to thank you for the co-operation you have always wholeheartedly given us and for the opportunity we have been given of working with you.

"We again ask your co-operation in

helping us to see that Article 4 of the pinball ordinance is enforced absolutely to the letter and will appreciate your calling this office, informing us of any violations of this ordinance that you know of.

"Section 4 reads as follows: No person shall permit such mechanical amusement device to be operated by any minor under the age of 18 years.

"Section 8 of the ordinance reads, in part: Any person who shall violate the terms of this ordinance shall be guilty of misdemeanor and shall be fined in a sum not to exceed \$100.

"Public opinion has created the acceptance of these machines in the city of Minneapolis and led to their being licensed. Public opinion never will tolerate the permitting of minors to play these machines and we will do all in our power to see that this ordinance is fully lived up to and will appreciate your cooperation at all times in the future."
AUTOMATIC SALES COMPANY.



ROYAL FLUSH
Selective Draw Poker Machine With Plenty of Suspense and Surprise.
BALL GUM 15c a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE C. O. D.

32⁵⁰



GINGER
Master Built Automatic Ogarita Token Payout Machine. 1c and 5c Play.
36⁵⁰

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

WURLITZER P-12 Perfect Condition **\$124.50**

SINGLE—\$134.50.

Lots of 10

KEENEY BOWLETTES \$69.50 USED BUMPER GAMES

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 5-1642) 250 W. 54th St., N. Y. C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Deval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Grootchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



WRENN SALES COMPANY'S (Dallas) new modern office is also headquarters for Harry Drollinger, district manager for Wurlitzer. Left to right: George Wrenn, Harry Drollinger, Miss DeMoss and Miss Hoke.

Everything for Everywhere

Starting with Phantom for Payout Spots!

5 sets of odds... a top of 40 to 1... a flashograph race track... the winner caught by the "candid camera"... a playing field with bumper springs grouped in two's for fast action... a set-up that is always tight, and more! Phantom has that special something which makes the difference between an ordinary game and a great money-maker. See Phantom at your distributor at once and you will realize why it is the best pay table in the business today!



Pacific's PHANTOM \$159.50

Special operator's folder shows 8 Pacific Products. Two pay tables—a new novelty game—three deluxe consoles—Pacific's Ball Game—and Pacific's Gum Merchant. It will pay you to see and read this beautifully colored broadside. Tells what to use in every kind of location.

Write or wire today for your copy of "Pocket Folder" on Pacific's complete line.

PACIFIC MFG. CORPORATION 4223 LAKE ST., CHICAGO • Los Angeles Office: 1320 So. Hope St



ROYAL FLUSH \$32.50
Exclusive Draw Poker Machine With Plenty of Suspense and Surprises.
BALL GUM 15¢ a Box (100 Pieces)
Case Lots (100 Boxes), \$12.00.
1/3 DEPOSIT, BALANCE O. O. D.



GINGER \$36.50
Master Built Automatic Quarter-Take Payout Machine. 10 and 20 Play.

ATLAS NOVELTY CORP.

2200 N. Western, Chicago 1901 5th Ave., Pittsburgh

Sunny and Dark Side in Rising Costs of All Government Units

The report of the National Industrial Conference Board on total expenditures of all governmental units in the United States contains some stupendous figures (to use an adjective common to the coin machine trade) and also is important information in the study of taxation. Total costs of all units of government are said to have reached the sum of \$17,000,000,000 in 1936, a huge sum in any man's country.

The cost of government in 1935, the report said, if apportioned out to each individual, would have been \$117.09 per capita, an increase of almost 50 per cent since 1923. Per capita gross public debt amounted to \$415.96 at the end of 1935. Of this total the federal government accounted for \$261.19 per person, and State and local governments for \$154.76.

While the public debt is growing, tax collections are also growing, federal taxes in 1936 reaching nearly \$4,000,000,000. State and local tax collections for 1935 are estimated at \$6,171,000,000. State tax collections in 1935 reached nearly \$2,000,000,000, the largest total for State governments on record. Local town, city and county governments in 1935 collected a total of \$4,296,000,000.

Much concern is expressed by many people about the growing cost of government. It does have its dark meaning, but the per capita debt in the United States is so far below that of European countries that American citizens can really be thankful they live in the U. S. A. in spite of high taxes. Total tax collections of all forms of government in the United States are said to take 17.7 cents out of every dollar of earned national income. But even that is not as bad as it seems on the surface.

The business of government has now become the greatest business in the country and will continue to be so, giving employment to millions of people and becoming perhaps the greatest user of materials of all kinds in the world. The vast billions of money being spent by federal, State and local governments, after all, are just so many billions poured into circulation. It is these billions spent by governmental agencies that keep business on the upgrade at present when there are so many weaknesses in the industrial setup. Just how long government spending can keep business going uphill is an unsettled question. Everybody is hoping that government spending can keep the wheels turning until our industrial system gets on its feet, gets headed in the right direction, and then can keep the country going.

There are those who shudder at the millions of government employees, federal, State and local. But after all this provides regular and secure jobs for that many people and they spend what they earn for the goods that you and I have to sell. It is made work, but so is your job and mine. Government employees

all work at comparatively low salaries, but they do feel secure in their jobs and hence form an army of contented workers. When industry and business learn to give their employees the same feeling of security in their jobs that government employees feel then much of the present dissatisfaction and unrest in the country will disappear.

In other words, the sensible attitude is not to be an obstinate and destructive critic of government but to contend for reasonable government. The coin machine industry always has most to gain by asking for fair and reasonable treatment at the hands of government agencies.

The staggering load of government costs, with little possibility of decreasing the rate of taxation as civilization becomes more complex, indicates that lotteries, gambling, etc., will certainly be called upon to help carry the load. Ordinary citizens are already virtually in rebellion against paying direct taxes. But they will play lotteries and games of chance with a smile.

Robbins Hangs Up Record in Sales

BROOKLYN, July 10.—Dave Robbins, of D. Robbins & Company, Brooklyn, claims to have made a new sales record for his organization for Stoner's Dayton's, new novelty pin table. Two carloads were received and sold in one week. Not only were the machines passed along rapidly, but the operators and jobbers in Robbins' territory are clamoring for additional games, he claims.

Dave enthusiastically claims the hot weather makes no difference in the sale of games when you've got a "hot one." And Dayton's is hotter 'n today's weather, he says.

Wisconsin Ops

Regular monthly meeting of the Wisconsin Association of Coin Machine Operators, Inc., was held in the Wausau Hotel, Wausau, Wis., Wednesday, July 14. Some informative reports will be ready and the social period will be well worth your while.

It is the second meeting since the adoption of the policy of having a speaker present to address the members. At the July 14 meeting, Herb Jones, advertising manager of the Bally Manufacturing Company, Chicago, will be the speaker. Herb Jones is one of those likable fellows that every operator in Wisconsin should meet and hear.



A GARDNER BOARD THAT'S GOING BIG!!

No. 2100EZF (EZ Pick-in)—9 1/4"x17 in. 2100 Holes @ 5c... \$105.00 Pay Out 75.00	No. 2100EZN (EZ Pick-in)—10c—9 1/4"x17 in. 2100 Holes @ 10c... \$210.00 Pay Out 150.00
PROFIT \$30.00	PROFIT \$60.00

PRICE \$4.58 PLUS 10% U. S. TAX.

WRITE FOR CATALOG—STATE YOUR BUSINESS.

GARDNER & CO.

3309 ARCHER AVE., CHICAGO, ILL.

Target Roll Scoring With Its Bump-a-Ride

NEWARK, N. J., July 10.—Leo Waldor, of Target Roll Manufacturing Company, Newark, claims that orders for his new bowling game sensation, Bump-a-Lite, have been coming in so fast that his firm has added 10,000 square feet of floor space to help speed production. Sam Gissert and Leo Waldor have taken to the road to see their various

distributors and expect to be gone for a short time.

Max Zimet Is Promoted

CINCINNATI, July 10.—Max Zimet, associated with the Sicking Manufacturing Company here for a number of years, has been promoted from city sales manager to general sales manager of the firm. He is now on a trip thru Ohio calling on jobbers and operators. Ben Goldberg, one of the Sicking chiefs, is away on vacation.

TOURNAMENT STARTS!



A Superior Table for all Locations

Tournament is a brand new novelty table—the *best* to appear in several years. Its amazingly elastic billiard rails and bumpers give life and action never before equaled. All bumpers register score automatically. Playing panel is of chrome plated steel; cabinet highly colorful and attractive. It's made in the typical Mills quality manner—not just “stuck together.” If you want to see novelty earnings of \$40 to \$60 per week, order Tournament—the table that has proven its superior earning power in every type of location. Immediate delivery, factory or jobber.

Mills Novelty Company
4100 Fullerton Ave., Chicago

\$69⁵⁰

F. O. B. CHICAGO

Chrome Playing Field!
Billiard Rails and Bumpers!
Suspense-Skill Layout!
Earnings \$40 to \$60 Per Week!

SEE THE SENSATIONAL NEW WHIRLING BUMPER FEATURED ON *Bally's* CLASSIC



**1-BALL PLAY
CHANGING ODDS**

● Here's the most amazing, play-attracting action you ever saw!
Located near the bottom of the board, the WHIRLING BUMPER spins like a top during the entire game . . . sends the ball snaking all over the field! Imagine an Electric Kicker capable of swiveling around to catch the ball from any angle . . . and you'll get some idea of how the WHIRLING BUMPER whips the ball into a frenzy. See it yourself and you'll see why CLASSIC is getting the crowds and holding repeat play by the hour!

● FLASHY CHROME-STEEL PLAY-FIELD
ULTRA-MODERN! SLICK AS ICE! SILENT!

● "RUBBER-TIRE" BUMPERS

● "Odd-or-Even" Score System; \$2.00 Top

Even numbers pay listed odds, 10 to 200, and suspense boils to fever pitch as the score fluctuates between odd and even. High scores, whether odd or even, pay up to \$2.00 top.

BE FIRST! RUSH YOUR ORDER TODAY!

Get in on the ground floor . . . be first to give your public the new and different play-thrill embodied in CLASSIC! Demand already exceeds daily output . . . so rush your order today!

\$169⁵⁰

(TICKET MODEL, \$179.50).

One-third with order, balance C. O. D., f. o. b. Chicago.

54 IN. BY 26 IN.

FAIRGROUNDS

TAKES IN 4 NICKELS A GAME

Now in its seventh month and still going strong! Collections too sensational to print, but write for CONFIDENTIAL EARNING REPORTS on this great CHANGING ODDS ONE-SHOT game that operates on 1, 2, 3 or 4 coins and MULTIPLIES PAYOUTS BY NUMBER OF COINS PLAYED. Get on Easy Street by placing a few FAIRGROUNDS now!

\$194⁵⁰

One-Third With Order, Balance C. O. D., f. o. b. Chicago.



ARLINGTON

PAYS ON WIN, PLACE, SHOW & PURSE

- 28 WINNING POCKETS
- ONE-SHOT PLAY
- 1 TO 7 SELECTIONS PER GAME
- CHANGING ODDS; 40-TO-1 TOP

CAN BE OPERATED WITH OR WITHOUT "THIRD DIMENSION" EFFECT ON BACKBOARD

You made big money on "Freakness" and now you'll make the biggest money of your life with ARLINGTON. Get started ahead of competition—order ARLINGTON today!



\$162⁵⁰

(TICKET MODEL, \$172.50).

One-third with order, balance C. O. D., f. o. b. Chicago.

54 IN. BY 26 IN.

WRITE FOR FULL-COLOR CIRCULAR on Sum-Fun and Nugget counter games. Also Reliance, Bally Baby, Bally Bells, Favorite, Race Track and Mercury.

Bally

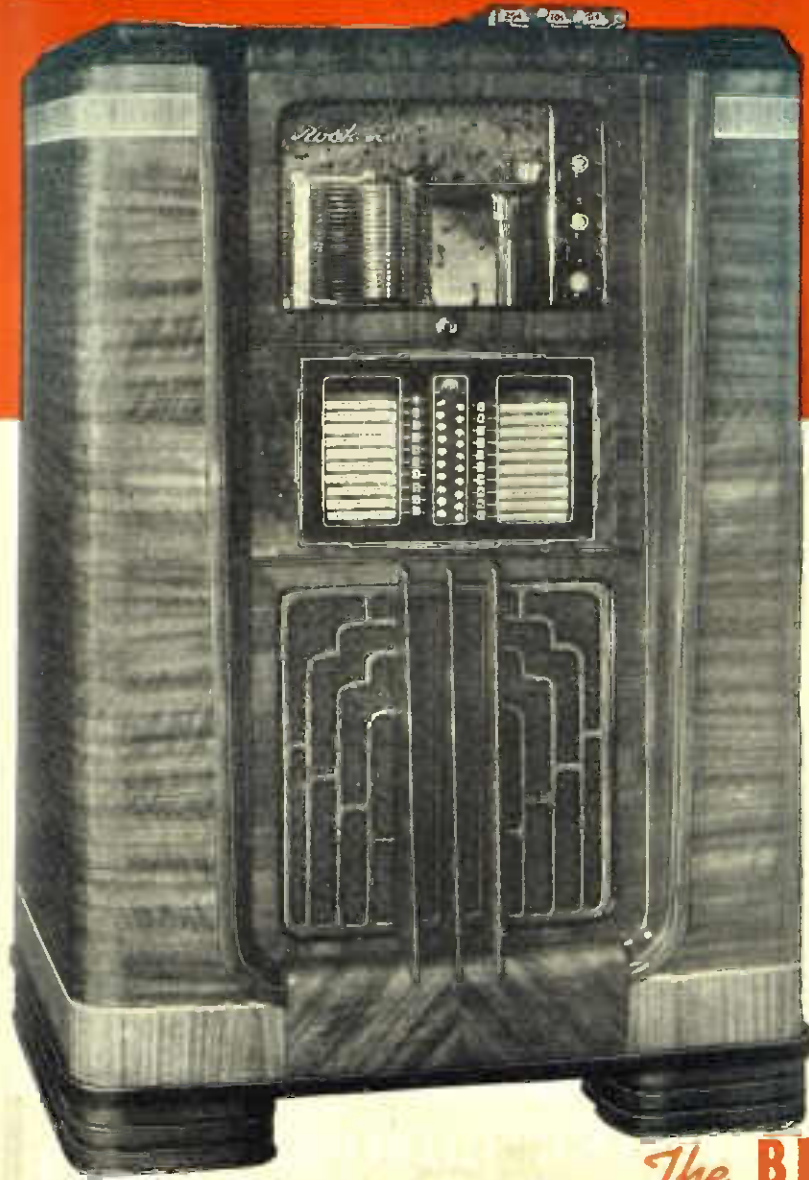
MANUFACTURING COMPANY

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



TWENTY RECORDS



ROCKOLA'S NEW IMPERIAL 20

Sensation of the Coin Music
Industry

CARLOADS LEAVING DAILY!

★ IMPERIAL . . .

Has that unequalled ROCK-OLA TONE!

The Rock-Ola amplifier not only utilizes all existing features such as positive scratch eliminator, full floating mechanism, full floating lightweight Crystal Pickup, and full floating baffle, but Rock-Ola sound engineers have now applied a new and startling acoustic principle that gives you an augmented bass at low volume.

★ IMPERIAL . . .

Has that unbeatable ROCK-OLA MECHANISM!

Rock-Ola phonographs are known the world over as the phonographs with the simplest mechanism. Nothing to jam! Nothing to wear out! No vibration!

★ IMPERIAL . . .

Has matchless beauty in its ROCK-OLA CABINET!

Artistic designing and perfect craftsmanship in Rock-Ola's gigantic woodworking plant makes this cabinet a thing of lasting beauty. Beautifully matched, inlaid, walnut veneers. Hand rubbed to give a permanent, silken finish.

ALSO AVAILABLE WITH 16 RECORDS

The **BEST** there is  in music!

ROCK-OLA MFG. CORPORATION • 800 N. KEDZIE AVENUE

CHICAGO, ILL.

"NONE CAN COMPARE *with* WURLITZER-SIMPLEX"

... "Steady Source of Revenue directly and indirectly increasing our business"

"We find that we have the best in music with the Wurlitzer-Simplex Automatic Phonograph. Not only that, but it gives us a steady source of revenue directly and indirectly increasing our business greatly. The money the Simplex brings in goes a long way toward paying our overhead.

Western Music Company who serves us does everything for us in the way of music and service."

TOM TAMAREISIS.
Proprietor of Popular Colorado Tavern

says Tom Tamareisis, proprietor of a Colorado Tavern who has had different makes of phonographs in his place of business



TOM TAMAREISIS' TAVERN—Colorado

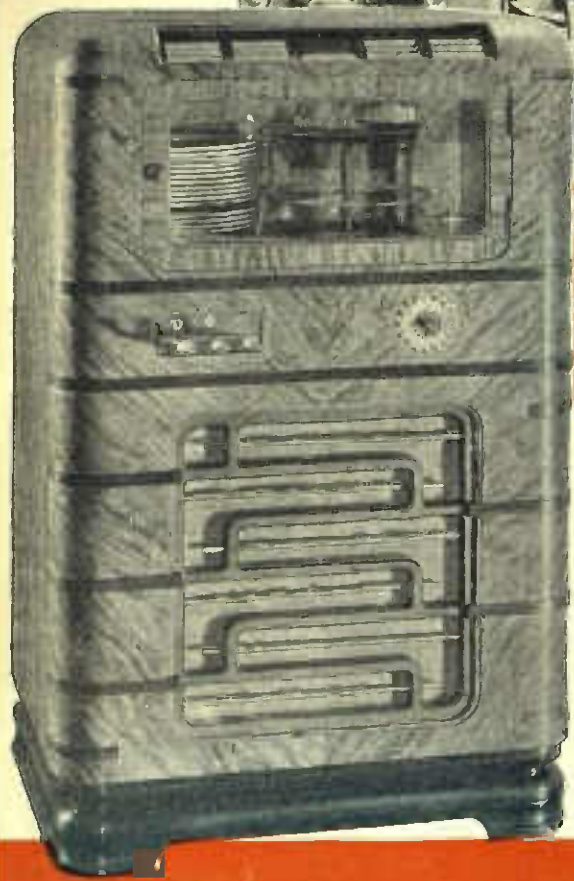
That's why WURLITZER-SIMPLEX OPERATORS are Replacing Automatic Phonographs that do not measure up to Wurlitzer Standards

Like Tom Tamareisis, location owners everywhere judge any automatic phonograph on its earning power. That's why Wurlitzer-Simplex operators from coast to coast are replacing automatic phonographs that do not measure up to Simplex performance with these more appealing, bigger earning instruments.

Get Wurlitzer-Simplex beauty and superior tone working for you, too

... and you'll get and hold the big, busy locations... the spots that pay real money.

Find out if there is room in your locality for a Wurlitzer-Simplex operator. Mail the coupon. The Rudolph Wurlitzer Co., North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPHS
Sold only to Operators

The Rudolph Wurlitzer Company, WES 54
North Tonawanda, N. Y.

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

Name _____

Street _____

City _____ State _____

Present Occupation _____