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The Billboard

The World's Foremost Amusement Weekly



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- . . . they have four brass for brilliance.
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The Billboard

Vol. XLVII
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The World's Foremost Amusement Weekly

June 15,
1935

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AFM CONVENTION STARTS

Barnes and Mix Battle It Out In 2 Montana Cities; Butte a Darb

CINCINNATI, June 8.—The Al G. Barnes and Tom Mix shows this week clashed at two Montana stands, Helena and Butte. Barnes was at Butte Wednesday and Helena Thursday; Mix vice versa.

S. L. Cronin, of the Barnes show, wired *The Billboard* that business at Butte was the best the show has had there in the seven years he has managed it. At Helena attendance ran 100 ahead of last year. Houses were just fair, as Helena was never much of a circus town, said Mr. Cronin, adding: "Our business since leaving California has been uniformly satisfactory despite much adverse weather. Southern Idaho towns and Salt Lake City were the biggest in seven years for the show."

Dall Turney, manager of the Mix show, wired that at Helena his show had a half house in afternoon and near capacity at night. At Butte, he said, there was a sellout in the afternoon and straw all around the hippodrome track at night. Doors were closed at 7:45.

The Billboard's correspondent at

Helena stated that Barnes placarded the city first with large signs. Mix placed its billing matter in every window available, usually alongside that of Barnes, whose advance men claimed the policy of virtually ignoring the Mix show. However, the battle was continued in the newspaper advertisements, Barnes drawing attention to its 20 elephants compared to Mix's one and advising "Wait for the show you know."

He-Men Sportsmen's Tourneys Ogling Pro Acts for Fillers

NEW YORK, June 8. — Sportsmen's shows throuout the country are beginning to feel the need for pro entertainment, in some cases as wait-fillers, as these heap-big-masculine jousts are inclined to sag every half hour or so. These forest operas are believed to have made their debut in Boston a couple of years ago, altho they have been staged for years on a small-time "blushing unseen" basis. Half a dozen shows have been put on in New England and they've already spread to the Pacific Coast, pre-dating the expo in San Diego. They're built up as educational, and in a way they are, because there are a variety of exhibitions and displays that have existed for Mr. John Q. Public only thru motion picture medium.

You'll generally find a flock of high-school and institutional bands hooked up. One show brought in a troupe of Indian yellers and terpsichoreans. Even fire laddies are brought on for a display of heroics and boy scouts dish out the daily deed prowess.

Biggest cashers-in right now are firms displaying boots, sporting outfits, fishing apparatus, etc., and nationally ad-

Fireworks Expected at Asbury; Changes in Constitution Sought

Resolutions to be offered tending to more "democratic" rule—Weber election unopposed—his report includes progress, radio and vaudeville outlook, other points

ASBURY PARK, June 10.—Altho it is too early to tell what principal points will feature the business of the American Federation of Musicians' convention starting here today, indications are that, among the important resolutions which will be offered, will be one attempting to secure modifications in the AFM constitution whereby the government of the union will be more "democratic" and another to make national the \$3 remote broadcast fee now in vogue in the jurisdiction of Local 802 in the New York area. No opposition for reelection of President Joseph Weber is expected, the new term marking the 35th year of his service. In his report to the 350 attending delegates from all corners of the country, Weber advises of the federation's progress this year; the outlook for radio and vaude work for the coming year; the sounder financial condition of the AFM; the working conditions for musicians in this country and in Europe, which are far better here, and other points. Opening today, the convention begins its real business tomorrow (Tuesday). Weber reading his report and the convention hearing from guest speakers. Included will be Ralph Whitehead, executive secretary of the American Federation of Actors, first actor to address the convention since the old White Rat days. Social activities include the band-

(See AFM CONVENTION on page 12)

Record Week-End Opening for RAS

PEORIA, ILL., June 8.—Their greatest week-end opening this season was experienced by Royal American Shows on a new lot in a residential district here Friday and Saturday, according to Carl J. Sedlmayr, general manager. Friday's midway attendance exceeded 10,000 and Saturday's matinee and night aggregated more than 20,000, thru three 10-cent gates.

The new lot is situated in Prospect Heights, a separate municipality surrounded by the city of Peoria.

Fed Tax for Circus Home?

To Confer With Sec. Morgenthau

Rep. Truax of Ohio working with Gumpertz, Hamid, Mrs. Chas. Ringling, CSSC

NEW YORK, June 8.—Federal tax on circus admissions may be repealed or the statute modified in such a way that the revenue accruing on the levy would be sunk into a fund for the maintenance of a home for aged and indigent circus performers in Sarasota, Fla. One of the pivot men on the repeal or modification idea is Congressman Charles V. Truax, of Ohio, for years a friend of circuses, who in a letter to George A. Hamid, head of the booking office bearing his name, stated that he is "still interested in the circus and show business and hope eventually to have the tax repealed as applied to circuses." Mr. Hamid's plan,

worked out with S. W. Gumpertz, general manager of Ringling shows and donor of the first 10 bungalows on 20 acres of land given to the home sponsor, the Circus Saints and Sinners Club, which includes the tax question, was pronounced by Rep. Truax as "quite

commendable, but the exemptions you mention would have to be made by the Treasury Department."

Sarasota property awarded the club by Mrs. Edith C. Ringling, widow of Charles Ringling, carries the provision that

(See FED TAX on page 65)

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N. Y. Circus Relief Plans

Mayor tentatively approves AFA layout—one for each boro for open-air start

NEW YORK, June 8.—Mayor F. H. LaGuardia is calling a meeting of local relief heads to discuss further the American Federation of Actors' plan to put circuses into the public parks, armories, auditoriums and institutions. The mayor's action followed a confab yesterday with an AFA delegation composed of Sophie Tucker, Ralph Whitehead and Charles Mosconi, officials of the AFA. Col. Earl Boothe, head of the drama-vaude division of the Works Relief department, and Tony Sarg, presi-

(See N. Y. CIRCUS on page 12)

TA Melon-Cut On New Basis

Benefit board decides to handle charity cases direct, from other orgs

NEW YORK, June 8.—The ticklish problem of allocating money collected from benefits by the Theater Authority was settled at a board meeting Thursday after heated discussion. It was decided to permit each member organization to bring its applications for charity to the Authority's board meetings, instead of each organization spending its money direct and then asking for lump sums from the Authority. This means the Authority becomes virtually another Actors' Fund, except that it will handle charity cases only thru the established actor organizations.

This policy automatically eliminates the American Federation of Actors' squawk that it had been left out in the cold. Now the AFA gets relief for vaude, cafe and outdoor actors thru the Authority, whereas it was originally obliged to apply to the NVA Fund. The inability of the NVA Fund to raise sufficient dough has forced it to cut off all activities except the Saranac Lodge and the hospital service. This forced the Authority to accept responsibility for taking care of vaude people direct.

On Tuesday Ralph Whitehead and Sophie Tucker, secretary and honorary president of the AFA, respectively, had conferred with Sam Scribner, head of the Theater Authority, on the problem of vaude relief. This confab paved the way for the agreement Thursday.

The Authority reports a net income of \$11,940 after salary for Alan Corelli, assistant secretary, and clerical expense had been deducted. Corelli is the only salaried officer of the Authority. About \$4,000 is still due on benefits that have already run but that have not yet cleared their accounts.

IBM Conclave Biggest in Years; Durbin and Winston-Salem Win

LIMA, O., June 8.—International Brotherhood of Magicians brought to a close its 10th annual convention here Thursday night with an 11-act magic show at Warner's Ohio Theater. In all ways the three-day session proved the most successful conclave held by the IBM since pre-depression days. Actual registrations totaled 465, with at least two score more failing to sign in at convention headquarters. Registrations at last year's meeting in Batavia, N. Y., ran just a few short of 300.

As a result of the election returns announced at the Thursday morning business meeting, W. W. Durbin, of Kenton, O., takes the president's chair for his 11th consecutive term. Other officers chosen to hold office for the ensuing year were S. S. Henry, Gene Gordon and Harry Cecil, vice-presidents; Ted Heuber, secretary, and Billy Russell, Max Holden, John H. Davison, T. J. Crawford and John S. Van Gilder, members of the executive committee.

To Winston-Salem, N. C., goes the 1936 IBM convention. It was all Winston-Salem from the start. Lima, Minneapolis and Toronto put out feelers, but withdrew without a battle, leaving Winston-Salem with the unanimous decision.

First prize for the professional presenting the best magic performance at any one of the three night shows went to Jack Gwynne. Prize was the Newhart Houlette Rising Card Trick, donated by Ralph W. Hull, of Crooksville, O., and valued at \$75. Incidentally, it was the Newhart Houlette that created the most talk at the convention. Second prize, \$20 in cash, donated by John S. Van Gilder, went to Percy Abbott.

A highlight of the three-day conclave was the amateur contest staged under the direction of S. W. Reilly, of Columbus, O. Hundreds of valuable prizes were distributed to the contesting amateurs. L. H. Allen Jr. was awarded the John S. Van Gilder prize of \$20 in cash for the best original trick presented during the contest.

The Lima committeemen, headed by

Riots, Arrests in Picket War

NEW YORK, June 8.—Picketing of seven theaters on 42d street, between Seventh and Eighth avenues, caused the police to call out riot cars Wednesday and Thursday evenings. Eight men were pinched Wednesday for picketing the Times Square Theater and two for picketing the Eltinge. The cases will be heard Monday in West Side Court. As a result of the rioting the 42d Street Property Owners and Merchants' Association announced it would appeal to the mayor to stop all picketing on that block.

The next day seven pickets, all members of Picture Operators' Union, Local 306, were pinched for causing disorders in front of the Times Square Theater. They were locked up on disorderly conduct charges. The picketers of the Eltinge were members of Allied, which is called a company union by Local 306.

Act Brings Back Tale of Woe Of South American Conditions

NEW YORK, June 8.—Peru is called "the graveyard of American acts," according to the International Trio, roller-skating act, which has just returned from that country with an amazing tale of woe. American circus and cafe acts, they claim, are lured to Peru by glib promoters, who violate contracts, cut salaries and then strand performers. Such promoters, knowing the native language and having political connections, are in a position literally to rob the American acts and then even sue them on legal technicalities, according to the act.

The act says it joined the Waithe Grand Circo Americano (Waithe's American Circus) after it had completed a run with the Dorothy Byton Revue in Havana in January. Waithe promised a good salary and a long run with his

Walt G. DeWeese, are deserving of a great deal of credit in making the convention the success it was. The three-day conclave was one of the most enjoyable and spirited held by the IBM. The whole thing fairly breathed of good comradeship, and those who failed to have a good time have only themselves to blame. Noticeable was the apparent lack of dissension within the IBM ranks, a thing which was more or less rampant a few seasons back. Only one instance of friction between two of the more active members of the organization was noticeable and that, from all outward appearances, was strictly of a personal nature.

The convention started off at 6 o'clock Monday evening with a grand banquet and entertainment at Eagles' Temple given by the service clubs of Lima, consisting of Rotary, Kiwanis, Lions and Elks' clubs, in honor of the visiting magicians. More than 500 attended the affair, with those present voting it the most successful inaugural event ever presented at an IBM gathering.

TUESDAY'S ACTIVITIES

Tuesday morning was given over to (See IBM CONCLAVE on page 78)

Picture Producers To Aid SAG In San Diego Expo Hall of Fame

HOLLYWOOD, June 8.—Despite rumors current in Hollywood that the Motion Picture Producers and Distributors' Association had thumbed its nose at the Screen Actors' Guild and the Dominos when asked for aid in developing the Motion Picture Hall of Fame at the San Diego Expo, Ken Thomson, secretary of the Guild, strenuously denied there had been any open conflict, claiming that the producers had co-operated admirably in helping to get the Hall of Fame open.

It is a matter of record that the producers' organization turned down the exposition officials several months back, at

Conventioners Help Grosses on Broadway; Locals Not Spending

NEW YORK, June 8.—Several large conventions in town this week helped pick up business along Broadway, but the stem needs a blood transfusion to carry it thru the summer. The conventioners patronized the clubs where nudies perform. Legit and picture houses were shunned by the visitors, and the locals are not going in for spending.

The only legit closings this week were *The Great Waltz*, after 281 performances, and *If a Body*, after 46. The Center Theater will remain dark for the remainder of the summer. Some of the weak sisters are expected to fold next week, with no openings scheduled.

Lack of good pictures on Broadway kept grosses to a minimum. Mae West started a fifth week at the Paramount, for no particular reason. One could

spray the theater with a machine gun and not hit anyone. The answer is that Paramount has no picture to put in the big house. The Strand, with *Oil for the Lamps of China*, got away to a good start, but petered out later in the week. The Music Hall, with Shirley Temple, will hit an average gross.

Night clubs held up better than expected. The intimate spots are drawing local patronage, with the bigger jernits depending entirely upon excursionists.

Roadhouses are beginning to get a play and will take patronage from the Broadway spots. Almost every setup within easy driving distance of Times Square got a good play over last weekend.

Burlesque manages to get by, due probably to the weather. It is expected that there will be a wholesale closing as soon as the hot weather hits its stride.

Coney is doing slightly better than last year as far as crowds go, but one-way pockets are keeping the visitors from any great spending. Most of the locals take their own lunches to the beach and confine themselves to sun bathing.

Open-air eateries are hitting their stride. Several spots along Broadway have removed their fronts and permit the wholesome carbon monoxide gas to soothe the diners.

Broadway is taking on its customary summer appearance, with juice joints getting the most consistent play. The Palace front is still the sunning spot for most of the "at liberty" boys.

Rural Plans Still Piling

Few new companies now, but flock of play and cast announcements given out

NEW YORK, June 8.—Announcements of the dairy Hamlets continue, with few new groups now entering the lists, but with those previously announced sending out additional plans for the beach-and-bathtub season. Following is summary of the week's developments in the cow-barn drama field:

Robin Hood Theater, at Arden, Del., began with *Goodbye Again* Thursday.

When Wycherley's *The Country Wife* is revived to start the Westport (Conn.) Country Playhouse season July 1 Ruth Gordon will be in the lead.

Winifred Lenihan will be prominent in the summer season at Kingston, R. I., appearing in *The Truth About Blays*, July 15; *Autumn Crocus*, July 22; and *Escape Me Never*, August 5. Among her other stops is a split week in *Ned McCobb's Daughter*, starting August 19, divided between Falmouth and Nantucket.

Jules Romains' *Dr. Knock* will be the bill for the Peterboro (N. H.) Players July 16 to 20.

A new one, the Farragut Players, will locate at Rye Beach, N. H., opening July 3 with *Accent on Youth*, with Donald Towers, director of the Lawrenceville School dramatic club, managing.

Rosemont Players, of Honesdale, Pa., will try a new one, *Home on the Range*, by Douglas B. Krantzor, penciled in as their second production.

Paula Shay Players open June 28 at (See HAYSEED TRYOUTS on page 19)

PABLO This Week's Cover Subject

ALTHO his is a South American name, and altho his parents came from that continent, Pablo (Pablo Sesena) is an American, born in Los Angeles. His introduction to the show business dates back five years, when, in 1930, he took up magic and a stage career instead of the course as a cartoonist which he had originally planned. RKO booked him into many clubs before he joined a Fanchon & Marco unit. Since then he has played in leading night clubs and theaters throug the country.

Chi Loop Left With One Show

CHICAGO, June 8.—With the closing tonight of *Laburnum Grove*, *Hollywood Holiday* and *Mary of Scotland*, but one show is left in the Loop. It is *Three Men on a Horse*, which will remain indefinitely. No other shows are in prospect this month.

The principals of *Hollywood Holiday*, Ben Lyon, Bebe Daniels and Skeets Gallagher, leave Monday with their families for Hollywood, going via auto. Richard Arlen and his wife, Jobyna Howland, join them here and will make the trip with them.

Helen Hayes, star of *Mary of Scotland*, plans to vacation during the summer and look for a vehicle for next season.

Edmund Gwenn, star of *Laburnum Grove*, is leaving for England, to begin rehearsals for a new play. Elisabeth Risdon and Melville Cooper, two other principals of the play, are leaving for Hollywood to fulfill motion picture contracts.

B. & K. Dividend

CHICAGO, June 8.—The Balaban & Katz Corporation yesterday declared a dividend of \$1.75 a share on the preferred stock, representing the past due payment accruing on October 1, 1934.

BERT ROME has combined with Johnny Palace for vaude. Palace was teamed with Steve Freda for years.

which time the Guild and the Dominos stepped in and took over the picture concession, only after the expo officials had sought to get studio co-operation thru a percentage arrangement with the Motion Picture Relief Fund. Thereafter the producers failed to get very excited about the venture, altho several answered the plea of the Guild by donating sets, costumes, etc., for the exhibit. Cecil B. DeMille has loaned the two organizations a supply of various costumes, props, etc., used in *The Crusades*; Columbia has shipped several of the sets (See PICTURE PRODUCERS on page 21)

Government's ASCAP Anti-Trust Suit May Hold Over to October

Action suspended pending decision by Dept. of Justice—may have to proceed if permission for adjournment is withheld—witnesses present from all parts of country

NEW YORK, June 10.—Trial of the American Society of Composers, Authors and Publishers on anti-trust charges by the U. S. Government was adjourned today to the first Monday in October, subject to the approval of the Department of Justice in Washington. If this approval is not forthcoming the case will proceed tomorrow morning in the United States District Court before Federal Judge Henry W. Goddard.

At the opening of the court session late this morning Nathan Burkan, ASCAP counsel, made a motion for an adjournment. This was opposed by Special Assistant U. S. Attorney Andrew W. Bennett. Judge Goddard then stated that if the trial is not concluded within one month it will have to go over anyway, since he is scheduled to move to the motion division of the court early in July. Bennett then sought to have a "paper case" made of the action, in which both sides would agree to allow each other's briefs and charges to stand after certain limitations, and thus, by admitting certain allegations, save time instead of waiting to have them proved. While this move is believed to be okeh

for ASCAP it would not fit in with a move for the adjournment.

It was then decided to phone Attorney-General Cummings in Washington. He could not be reached and Assistant Attorney-General Stevens asked for time to confer with Bennett. Judge Goddard then set the trial to continue tomorrow morning, unless Cummings was heard from in the meantime. The consensus of opinion on both sides is that the case will go over until October. If the case goes over there is more chance of a settlement or withdrawal of the suit. Some quarters believe the trial will have to be tried some time, although greatly weakened by the fact that the radio networks have signed new ASCAP contracts.

Small courtroom in the Woolworth Building was filled with government witnesses, many broadcasters being on hand from all parts of the country; also Philip G. Loucks, director general of the National Association of Broadcasters, and their attorneys. ASCAP officials and publishers were also present, including Gene Buck and E. C. Mills. John G. Paine was on hand for the Music Publishers' Protective Association, which is a defendant along with ASCAP and its publisher and writer members.

Attorneys present included Gilbert & Gilbert, for the MPPA; Nathan Burkan, Arthur Schwartz and Judge Thomas D. Thatcher, for ASCAP. Warner Brothers, for their publisher group, had their two attorneys present, although there did not seem to be a strong array of talent representing the motion picture exhibitors or the Hotel Men's Association, which along with the broadcasters instigated the suit. Insofar as the networks were concerned, they did not seem to be represented at all, nor very much interested.

Authors Hit "Lefty" Ban

NEW YORK, June 8.—Suppression of Clifford Odets' *Waiting for Lefty* in various cities and on various grounds was hit by the Authors' League of America yesterday, when it went on record as opposed to the implied restriction of free speech represented by the bannings. It also attacked the flimsy excuses that most municipalities used to cover their censorship.

Among the towns banning the play so far are Roxbury, New Haven, Chelsea, Newark and Philadelphia. The League vigorously denounced their action as disguised censorship and issued an appeal to its members and the general public to protest the ban. Among the excuses used to bar performances were technicalities of fire laws, obsolete statutes and red tape on licensing. Elmer Davis, vice-president of the League, said: "Not only those who are concerned with the theater, but everyone who wants to preserve the American heritage of civil liberties will bitterly resent this arbitrary suppression of a play which has been widely acclaimed."

New Theater Operators Plan 50-House String

NEW YORK, June 10.—A new Eastern theater operating outfit, headed by Eddie A. Barkley, of Hollywood, has opened offices here at 286 Fifth avenue under the name of the Markley Theaters Company.

Don Huston, one of the execs of the firm, said today that plans call for the leasing of about 50 houses, with two already set. They are the Warburton, Yonkers, and Capitol, Albany, which will open as soon as repairs are completed. Both houses will use vaude units booked by Stanley Wolfe. Huston stated the firm plans to use stage shows in most of its houses.

FRANK O'CONNELL, former house manager and also with the NVA Fund for years, is critically ill at the Flower Hospital, New York, with pneumonia.

Six-Day Week Bill Fought by Chi Exhibs

CHICAGO, June 8.—A bill has been introduced in the Illinois State Senate that is causing much concern among theater operators and exhibitors. Authored by Senator Huckin, the bill provides for a six-day working week for all employees in contact with the public except janitors, watchmen and utilitarian employees and heads of departments. Applied to the theater business, if passed, it will mean that all stagehands, musicians, cashiers, motion picture operators, ushers and doormen will be required to be off one day in seven.

Bill is strenuously opposed by all exhibitor factions here. A general letter was sent out by Jack Miller, of the Exhibitors' Association of Chicago, to all theaters in Illinois asking owners to write their senators in protest.

NAB to Cut Speeches At Colo. Convention

NEW YORK, June 10.—Phil G. Loucks, managing director of the National Association of Broadcasters, here in town for the American Society of Authors, Composers and Publishers' trial, stated today that the organization's convention in Colorado Springs, Colo., next month will have a greatly simplified session which will be more of a meeting and discussion than a series of speeches. Toward this end all set speeches have been canceled, and after the Sunday golf tournament the Monday opening will start with an address by a city or State official, followed by a report by Truman Ward, president; Loucks will turn in his final yearly report and Anning S. Prall, chairman of the radio division of the Federal Communications Commission, will be heard.

Balance of the program will be taken up with discussions of controversial questions instead of having any one person have a long-drawn-out say. Banquet with no speeches will be held as usual on Tuesday night. Also invited to the convention for discussion are John Benson, head of the American Association of Advertising Agencies, and Fred Gamble, also of the AAAA. Stewart Peabody, of the ANA, and Paul West, of the same organization, will further contribute toward a talk on an authenticated method of dividing radio circulation and a special bureau for this purpose, also other items concerning advertisers and advertisers' agencies.

NAB Meeting In Chicago

Advertising angles hold spotlight in session in conjunction with AFA

CHICAGO, June 10.—Advertising in its various ramifications as applied to radio will hold the spotlight at the two-day meeting of the National Association of Broadcasters, commercial section, today and Tuesday at the Palmer House. This is one of the departmental meetings of the Advertising Federation of America, holding its 31st annual session here June 9 to 12.

Today's session will concern itself with retail broadcast advertising. Following the welcoming of the delegates by Arthur B. Church, chairman of the commercial committee of the NAB, H. K. Carpenter, manager of WHK, Cleveland, will act as (See NAB MEETING on page 10)

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The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors. **TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS** Write for Price List and Route Book. **CENTRAL SHOW PRINTING CO.** MASON CITY, IOWA

NASIB

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Located in Summer Resort Region of Eagle River, Wis. Large building seating 7,000. Suitable for Hotlegs, Prize Fights, Conventions, Circuses and other Attractions. Would consider proposition from live financially responsible Promoter on seasonal basis. Communicate with **CHARLES F. TAYLOR** Jack o'Lantern Lodge, Eagle River, Wis.

GEORGE CHAPIN

Wire Address JACK RIDDLE, Lexington, Ill.



For LEGIT—MUSICAL

IRENE VERMILLION—acrobatic dancer, who was at the Palace, New York, last week. Makes an attractive appearance and has plenty of talent. Includes a number of difficult tricks in her routine, performing them with ease and showmanship, and is deserving of attention from revue producers.

IRENE VERMILLION PALACE THEATER, N. Y., WEEK OF FRIDAY, JUNE 14.

WALKATHON JIMMY JOHNSON

Announces the opening of a WALKATHON at Red Bluff, Calif. All new equipment. Good food and best of treatment. Cash prizes daily, also floor money. Contests. Prize assured by certified check. Come immediately; will be taken care of until opening. Address **SHOWBOAT**, Red Bluff, Calif.

WANTED QUICK—ORCHESTRA

WHITE OR COLORED. Must play hot and sweet and be singers and musicians. Long engagements in world's greatest climate. No extreme heat or cold. Must have own transportation and work on percentage only. Real band can clean up. State all. **ROBERT ATTON**, 715 Cooper Street, Silver City, New Mexico.

WANTED AGENT

Single, sober. Must have car and know Indiana, Ohio, West Virginia. Book Halls, Theaters, Dance Resorts, etc. Write **TENNESSEE MOUNTAIN BOYS**, Lebanon, Ind.

WANTED

A-1 Pianist, Trombone, Trumpet, Drummer, Read, fute, transpoe. Might consider 5 or 6-piece organized Orchestra, with show experience. Dramatic Men with feature singing voices, 4 Chorus Girls. Indefinite engagement to sober, clever people. Real show; real outfit. State all. Join quick. Dublin, Ga. **ORIGINAL WILLIAMS STOOK CO.**

WANTED—Med Show People all lines. Producer, do Black, also Straight Man. Teams doubling Orchestras given preference. This is a platform show, thirty-day spots. No tickets unless I know you. No booze on or off. Ghost walks every Saturday. **DH. COY D. HAMMACK**, Fayette, Ala.

BILLY BAUCOM

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WANTED

Versatile Performers, Vaudeville, week stand under canvas. Prefer those with double casts. Maddy King, wire. Sat on lot. Write or wire **M. LLOYD**, Red Lion, Pa.

WANTED

Medicine Show Performers. Must be able to change nightly. **CAN USE CAMP COOK**. **LITH-GOW MEDICINE SHOW**, Ballston Spa, N. Y.

WANTED

General Business Teams with Specialties. Piano Player. Must have living trailers. One-night stands, houses. Salary low, paid weekly. **WANT Rip Scenery**. **THOS. F. WIEDEMANN**, Magnolia Springs, Ala.

Bert Russell Wants

Specialty Team that can Sing and Dance; A-1 Black, Dancer preferred. Am enlarging show. Those who would before write again. **BERT RUSSELL**, Ivor, Va.

WANTED QUICK—Piano Player doubling in band, Young Gen. Bus. Man doubling trombone. Feature Specialty Team doubling parts. State what you do and lowest salary. **DeFOREST DRAMATIC CO.**, Monticello, Ky.

CLIFF CARL COMEDIANS WANT

Young, single, Gen. Bus. Man. Some Leads, with Specialties. Banners open. Clearwater, Kan.

WANTED

Med. People, quick. **JERRY FRANTZ MEDICINE SHOW**, Walsport, Pa.

ASCAP SIGNS NETWORKS

Major Webs Sign Five-Year Pacts On Prevailing Five Per Cent Term

N. Y. key stations will have \$25,000 added to sustaining program license fees—21 outlets on dotted line, others rush to get licenses—internal ASCAP relations better

NEW YORK, June 8.—Determined that nothing should interfere with their signing up of future business and the protection of present commitments in the way of selling and delivering a complete service, National Broadcasting Company and the Columbia Broadcasting System took the lead and signed contracts with the American Society of Composers, Authors and Publishers for five years, dating from January 1, 1936. Prevailing rate of 5 per cent of the gross for sale of station facilities is maintained, with the three network outlets, WJZ and WEAJ of NBC and WABC of CBS, agreeing to pay an additional \$25,000 per year each on their current sustaining fee contract with ASCAP, which is apart from the 5 per cent pact. Similar contracts are now open to all comers, with many large indie outlets ready to climb on the proverbial band wagon.

No increase is planned for other stations as was applied to the three New York outlets mentioned above. Only exceptions may be in cases where a station has been granted a large increase in wattage since the present contracts were signed. In such instances a higher sustaining program music fee will apply.

Stations Signed

Both NBC and CBS have signed for their "owned, managed or leased" stations, which to date number exactly 21 outlets as covered in the ASCAP agreements. These are WABC, New York; WCAU, Philadelphia; WKRC, Cincinnati; WCCO, Minneapolis; WBT, Charlotte, N. C.; WBBM, Chicago; WJWS, Washington, and KMOX, St. Louis, all CBS stations. The NBC outlets signed are WEAJ and WJZ, New York; KGO, San Francisco; KPO, San Francisco; KOA, Denver; WBZ, Boston; WENR, Chicago; WYG, Schenectady; WMAL, Washington; WMAQ, Chicago; WRC, Washington; WTAM, Cleveland, and KYW, Philadelphia.

Actual signing was done by E. C. Mills, general manager for ASCAP; Edward K. Klauber, executive vice-president for CBS, and Mark Woods, assistant executive vice-president for NBC. Isaac D. Leavey signed for his station, WCAU.

More in Offing

Stations that have made application for new licenses include WOR, Newark; WJR, Detroit (now NBC and going to CBS in fall); WGAR, Cleveland, and WTMJ, Milwaukee. Walter Damm, of WTMJ, not only queried about renewal rates, but asked about 17 newspaper-owned stations that wish to apply. Damm headed the National Association of Broadcasters' Committee of newspaper-owned stations when the current license agreements were made.

It is presumed that the larger indie stations will ride with the networks and sign up for five years, altho majority may wish to see what sort of turn the pending government anti-trust action may take. All stations have until the end of the year, altho the actual licenses expire on September 1, and the extension recently consummated covers the other months.

ASCAP Internal Status

ASCAP officials believe they are well on the way to making a clean sweep of all internal problems, practically all of which revolve around the method of distributing the quarterly dividends which is by a classification rating. Board of Directors has definitely agreed upon revolutionary means of dividing the revenue and this is expected to solve many ills.

New distributing methods for both the writer and publisher members of the society, which will be based on a mathematical basis, will contemplate more or less the analysis of radio programs of licensed stations. Special meeting of the Publishers' Classification Committee next Thursday will work this out.

Warner Brothers, whose proposed deal with Leo Feist, Inc., fell thru when (See ASCAP SIGNS on page 9)

First Commercial For WMCA Hookup

NEW YORK, June 8.—The WMCA Intercity network sold its first chain commercial this week, Tastyeast, Inc., starting tomorrow (Sunday), over the eight stations. Health candy account is taking its *Five Star Final* show, previously local on WMCA, and getting it on the chain.

Rate card for Intercity isn't out yet as an official publication, but time charges for a full daytime hour up to 6 p.m. cost \$612.50 on the 52-time basis, and \$1,103 for an hour from 6 to 11 p.m., also on a 52-time basis. WIXBS, Waterbury, Conn., has changed its mind and is joining Intercity. The network is expected to spread out further, being as far west as Chicago, with stations between here and that city. Coincidently observed is that a year ago this week the defunct American Broadcasting System had nine stations on its lines.

Ruth Brodel has replaced Ella Phillips in the WMCA continuity department.

Irna Phillips Returns To Air Using Own Name

CHICAGO, June 8.—Irna Phillips, absent from the mikes under her own name for several years while she has been gaining fame as a writer, will return to the local airwaves via WCFL June 10 in a program titled *A Thought for Today*, in which Irna will present her personal philosophy of living and her own favorite poems. She will write and broadcast the program daily except Saturday and Sunday at 11 a.m. CDST. About once a week she will have one of her many friends who are popular on the air as a visitor on the program—no interviews or biographies, just friendly chat.

The new program, which is sponsored, adds five scripts weekly to the 11 a week Irna already is writing.

General Increase in ET Biz Seems Sure for Next Season

NEW YORK, June 8.—Inevitable increase in the use of electrical transcriptions by smaller stations throughout the country is expected to be followed by a general improvement in local radio talent standards, combined with better pay for the acts themselves. With NBC's e. t. service to be introduced shortly and World and Standard Radio in the field already, belief is that recordings will play an even greater part in local outlet's daily schedules. Since the platters present talent from principal cities and most of the performers are standard network performers, sometimes under pseudonyms, local live talent will have to be improved to keep up.

At the same time, Standard Radio Service has lined up another flock of Eastern stations, some of which have already signed contracts for the Standard library. One of the stations is an

Broadcasters and ASCAP

The picture of a radio hastened anti-trust suit brought by the United States against ASCAP and the networks turning around and taking out licenses for five years will no doubt puzzle the average bystander. If the suit is delayed this week, or the trial starts, such information will be found on another page in this issue. Broadcasters are seeking to delay or have the case quashed.

Is it a victory for ASCAP? On one hand the composers' organization, headed by E. C. Mills, is to be congratulated on its stand.

On the other hand it must be taken into consideration that the networks and lesser stations have advertising clients and stockholders to protect. Broadcasters never said they wanted use of certain copyrighted music for nothing. What they did fear was a continuous increase in rates every time a new pact was consummated.

From the broadcasters angle they held ASCAP down to the prevailing 5 per cent of the gross for sale of time, and if the suit were not pending more money would have been sought by the society, and unquestionably it would have been paid. It looks like a 50-50 proposition.

Webs Holding Out On Monthly Gross

NEW YORK, June 8.—Both the major webs, NBC and CBS, got together on the question of giving out the monthly gross billing figures and it has been decided to withhold them until the 15th or 20th of each month instead of revealing them soon after the first of each month for the preceding stanza. Squawks by various journals and statistical services that the theatrical trade papers were beating them to it had much to do with the decision.

National Advertising Records and Media Records want them released simultaneously and kept back until they can get a whack at it. Gross revenue for NBC and CBS for May will probably appear in next week's issue of *The Billboard*.

Gene Thomas Joins WOR Sales Forces

NEW YORK, June 8.—Eugene (Gene) Thomas has been appointed assistant sales manager of WOR, working under Walter Neff, Thomas moving up from the assistant sales promotion spot. Another change in the WOR setup is expected to come thru after the Mutual Broadcasting System convention next week in Chicago, with T. Wylie Kinney, now in charge of sales promotion for WOR, moving over to MBS, and Edward Reynolds, now in the WOR sales promotion department, taking over the guidance of that entire bureau.

CBS Transfers Two To Program Dept

NEW YORK, June 8.—Edmund Cashman and Victor Knight are being transferred from the Columbia Broadcasting System's production department to the program department, to handle variety, light musical and comedy programs, as well as those featuring house orchestras and CBS artists doing popular stuff.

Both men will work directly under the supervision of Lawrence Lowman, vice-president in charge of operations, and is somewhat of a move necessitated by the recent resignation of Julius Seebach.

NTG Back for Bromo

NEW YORK, June 8.—Nils T. Granlund (NTG), who was a radio pioneer in the "old days," returns to the air on NBC July 8 for Emerson Drug Company (Bromo Seltzer). Show will present various show girls in a sort of amateur program. Harry Saiter's Orchestra is also set for the series.

Bromo Seltzer is expected to drop its sponsorship of the Pathe radio newsreels when present contracts are up.

Princess Pat Renewed

CHICAGO, June 8.—The Princess Pat Players have been renewed for 52 weeks, effective June 24, by Princess Pat, Ltd., maker of cosmetics, and will continue to be heard each Monday at 8:30 p.m. CDST over an NBC-WJZ network. Arthur Jacobson, Doug Hope and Joan Blaine continue in the leading roles. The program made its NBC debut July 31, 1933.

Wendell Hall to New York

CHICAGO, June 8.—Due to sponsor trouble Wendell Hall, the redheaded music maker, who has been heard each Sunday for three years on a shaving cream program, is leaving this air show and has gone to New York, where he will be heard as guest artist on several programs. From New York he will go to the West Coast to vacation at the San Diego Exposition.

Lum and Abner Web Switch

CHICAGO, June 8.—While no definite announcement has yet been made, Lum and Abner, now heard on WGN and the Mutual net, will switch to NBC about July 1. At the moment there is only a verbal agreement to that effect, but it is expected contracts will be signed within a few days.

'Today's Children' Renewed

CHICAGO, June 8.—*Today's Children*, NBC dramatic show originating in the Chicago studios and heard daily except Saturday and Sunday at 9:30 a.m. CDST over a WJZ network, has been renewed for another year. Program is sponsored by the Pillsbury Flour Mills Company.

Coca-Cola Program Is Readied at CBS

NEW YORK, June 10.—Coca-Cola, after auditioning a one-hour show at Columbia Broadcasting System, expects to sign on the dotted line by Wednesday when it will have been determined whether the program will be one hour, 45 minutes or a half hour. Tentative time is set at 9-10 p.m. Wednesdays.

Talent approved includes Andre Kostelanetz in symphony type orchestra, but not strictly classical music; Conrad Tibbault; Louis Ravell, singer; Frank Luther, singer and instrumentalist, and Mary Eastman, soprano. D'Arcy agency handles the account, which has heretofore always been on NBC. Gilson Gray, who just joined CB as commercial program censor, was formerly with this ad agency.

CONSOLIDATED RADIO ARTISTS, INC.
 CHARLES E. GREEN, PRES.
 1619 Broadway, New York, N. Y.

ANGELO FERDINANDO
 AND HIS ORCHESTRA.
 NBC NETWORK
 HOTEL GREAT NORTHERN
 118 W. 57th St., N. Y. City.
 Dir. CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.



LEON NOW ON TOUR
 "SNOOKS"
 Direction: Consolidated Radio Artists, 1619 Broadway, New York City.

FRIEDMAN

HARRY RESER.
 WEAF Network Coast to Coast Management: National Broadcasting Company.

WRIGLEY'S SPEARMINT TOOTH PASTE HOUR
 Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

★ **BILL SCOTTI and his N. B. C. ORCHESTRA**
 HOTEL BILTMORE
 Direction: NBC Artists' Bureau.
 Personal Management: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

HOWARD WOODS and his Royal Crest Orchestra
 NOW ON TOUR
 Direction CHARLES E. GREEN, 1619 Broadway, New York City.

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

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

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

FREDDY AND HIS ORCHESTRA
 Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

MACK

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

UNCLE EZRA (PAT BARRETT)
 Monday, Wednesday, Friday 7:45 P.M., EST.
 NBC-RED NETWORK.
 (Courtesy Alka-Seltzer.)

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

STATION NOTES

Address All Communications to the New York Office

WFFA, Dallas, has a new 30-minute show on its hands via the Pepper-Uppers, who formerly did a 15-minute series, and features the comedian Peppy and comedienne Sugah, plus a 20-piece band. Show head on the Texas Quality Group originates each Sunday night in a large hotel ballroom before an audience and visiting celebrities come on in informal manner.

WIP, Philadelphia, has contracted to broadcast a remote dance program from Cape May, N. J., 98 miles from the station, which is somewhat of a record for a non-network wire. Clarence Fuhrman and his orchestra (WIP house band) will be heard from the Congress Hall in Cape May. Contracts state the Congress must supply accommodations for an engineer and announcer. Edward Johnston and Jimmy Allan of WIP spent a week looking around Atlantic City for more remotes.

KTSA, San Antonio, fed the SBS network a "play-by-play" description of the floods and storms that bothered Texas and other southwest points last week. KTSA covered the rampage of the San Antonio River while KNOW, Austin, handed in a description of the action in Capitol City. WACO, Waco, closed the three-way broadcast from a mike at the Lake Waco dam.

WHIO, Dayton, is broadcasting the featured race each day in the 19-day meeting of the running horses at the Montgomery County Fairground on the exclusive basis. Meet started June 8 and race results are attracting a considerable radio audience.

EDWARD KRUG is now head of the publicity department of WJAS, Pittsburgh.

WBT, Charlotte, N. C., is devoting a daily sustaining period to help eliminate unemployment in its State. Manager Bill Schudt is co-operating with the State-Federal Employment Bureau in putting out bulletins on the help-wanted information of the bureau between 7:30-7:45 a.m. each week-day morning. Other helpful measures are also contributed during the period.

WHK, Cleveland, will provide a weekly program on the CBS *American School of the Air* series, beginning next fall. Cleveland Board of Education will supply a music course for second-grade pupils by arrangements made between Helen Johnson, director of the CBS series; H. K. Carpenter, general manager of WHK, and Russell B. Morgan, Cleveland public school music supervisor.

WSM Artists' Service presented a novel stage show last week when its staff entertainers appeared at the Paramount Theater, Nashville, in *Radiovision Stars*. Sarie and Sallie, as country gals, topped the bill, supported by Waller Brothers, Bobby Tucker, Fanny Rose Shore, Casper Dunn Jr. and Rod Dinwiddle. Manager Ames of the Paramount said the show packed 'em in.

KTAT, Fort Worth, is originating a new feature for the Southwest Broadcasting System network entitled *The Range Riders*. Gene Moser, of the SBS production staff, is on the writing and producing end, while Pinky Meyers and his Ramblers supply the music for the colorful show when it revolves around the Bar-Circle Ranch. Show is heard Monday and Thursday evenings at 6:45 p.m.

WSBT, South Bend (Ind.) Tribune station, has given the "man-in-the-street" pickup a new twist. Halford Houser, city editor of *The Tribune*, starts the 15-minute program in the studio by selecting the question on current news and stating pertinent facts. Joe Boland, WSBT sports announcer, then gets opinions on the street, and Houser concludes at the studio with comments on the interviews. Program is sponsored daily, except Sunday, by the Ward Baking Company.

WILLIS PARKER, William Mayer and Ralph Edwards have been added to the production and continuity staff of

KSFO, San Francisco. Edwards will also announce and is emceeing the station's newest feature, Saturday Night Revue, heard 8 to 9 p.m.

KGCC, San Francisco, has a novel idea for small station production which has been developed by Andy Potter, production manager. Live-talent work in the studio, with orchestral accompaniments supplied by recordings played thru a high fidelity speaker. In this way artists are able to work without ear phones or any other restraining complications. Since the "blend system" was started the first of the year, it has been used with as many as six live-talent artists at a time. On the air it cannot be distinguished from an ordinary studio program.

JACK ABBOTT has joined the announcing staff of KROW, Oakland, replacing Gordon Willis, who has gone over to KGCC, San Francisco.

New Biz, Renewals

NEW YORK, June 8.—New business on NBC includes:

NEW YORK ESKIMO PIE CORP., thru J. L. Arnold Co., Inc., started June 5, Monday, Wednesday, Friday, 6:35-6:45 p.m., EDST, WJZ only. Program is Dale Wimbrow.

THE TEXAS CO., thru Hanff-Metzger, Inc., RENEWS effective June 11, Tuesday, 8:30-10 p.m. EDST on WJAF and 59 stations. Program is Eddie Duchin and orchestra.

STERLING PRODUCTS CO., thru Blackett-Sample-Hummert, New York, RENEWS effective June 28 on WJAF and 16 stations. Sunday, 9-9:30 p.m. EDST. Program is *Waltz Time*.

New business on the Columbia network:

KOLYNOS SALES CO., thru Blackett-Sample-Hummert, New York, RENEWS effective June 24 on WABC and 11 stations 10:15-10:30 a.m. EDST. Program is *Just Plain Bill*.

WYETH CHEMICAL CO., thru Blackett-Sample-Hummert, RENEWS effective June 24 on WABC and 5 stations, Monday to Friday, inclusive, 10:45-11 a.m. EDST. Program is Mrs. Wiggs.

A. S. BOYLE CO., thru Blackett-Sample-Hummert, RENEWS effective August 27 on WABC and 22 stations, Tuesday, 8-8:30 p.m. EDST, with Lazy Dan on for Old English floor wax and for Bi-So-Dol, RENEWS effective August 27, Tuesday, 8:30-9 p.m., with Evert Marshall Varieties.

New accounts on WMCA, New York, include:

FRANK L. WHITESELL, direct, started June 6, Monday to Friday, inclusive, 10:30-10:45 a.m. EDST. Philosophy talk.

PRENZLAW & ROTHENBERT, direct, taking three 3½-minute broadcasts on Penny-a-Day Insurance.

NU FOME CORP., thru Bess & Schillin, started June 3, Monday thru Saturday, 1:30-1:45 p.m. EDST. Phil and Phyllis Barrett, musical program.

ELECTROSOL, INC., thru Jack Dort, Inc., RENEWED effective June 3, Monday, Wednesday, Friday, 3:45-4 p.m. EDST. Eddie Miller, baritone.

Chicago

Business reported by Station WLS includes:

BONNET - BROWN CORP., thru Schwimmer & Scott; quarter-hour programs three mornings a week for 13 weeks.

RELANCE MFG. CO., thru Mitchell-Faust Adv. Co.; continuation order for quarter-hour programs on National Barn Dance seven weeks, also Saturday morning programs for six weeks.

SWARTHILL & CO., thru Neisser-Meyerhoff, Inc.; one-minute transcriptions on Monday mornings for eight weeks.

ACME MFG. CO., thru Wade Adv. Agency; continuation order for three two-minute morning announcements per week.

JERSEY CREME CO., thru Wade Adv. Agency; one-minute announcements six mornings a week during Household Parade for 10 weeks.

FRED J. WALSH CO., thru Schwimmer-Scott; three quarter-hour programs (See NEW BIZ on page 12)

Continental Orchestra Corporation
 HOTEL UTICA, UTICA, N. Y.
 Exclusive Management
 JAN CAMPBELL
 AND HIS N. B. C. ORCHESTRA.

STAN HALL
 AND HIS BAND OF A MILLION-AIRS

LEE BARTON
 AND HIS ORCHESTRA.

LEW REDMAN'S
 BELL HOPS
 TWELVE COLORED RHYTHMICS.

HENRI GENDRON
 and his AMBASSADORS
 NOW ON TOUR.



GENE AUTRY
 The Original Oklahoma Yodeling Cowboy and His Boys.
 Broadcasting daily from Station WHAS, Louisville, selling his famous Song Books and making Personal Appearances. Returns to Hollywood about April 20. Will make Personal Appearances on way west.
 Write J. J. FRANK,
 Care Billboard, Chicago, for Dates.

"BUDDY WELCOME AND HIS ORCHESTRA" Featuring EDDIE RYAN.
 ABE M. PARDELL, Mgr. Coast to Coast, WABC.
 DIRECTION: ORCHESTRA CORP. OF AMERICA, 1619 Broadway, New York, N. Y.

JOE REICHMAN and his ORCHESTRA
 Now Playing
 WILLIAM PENN HOTEL
 Pittsburgh, Pa.

?FRANK MORGAN?
 Will answer this question on the Inside Front Cover of the June 29 issue of The Billboard.

HILTON SISTERS
 World Famous Siamese Twins
 NOW ON TOUR
 Direction FRANK FISHERMAN, 1619 Broadway, New York, N. Y.

JERRY JOHNSON AND HIS ORCHESTRA
 Now on Tour.
 ORCHESTRA CORPORATION OF AMERICA, 1619 Broadway, New York, N. Y.

★ **AUGIE PALO**
 AND HIS ORCHESTRA.
 Now Playing Leading RKO Theatres with Manny King's "Vanity Fair" Revue.
 End your correspondence to advertisers by mentioning The Billboard.

FERDINANDO
THE INTERNATIONAL FAVORITE OF DANCE
FELIX
And His MUSIC.
PALORAMA CAFE
SCHENECTADY
NEW YORK

Now Appearing
RINGSIDE CLUB,
Ft. Worth, Tex.
ROBERT CELTMAN
AND HIS ORCHESTRA
"THE ROMANCERS"
On the Air Daily
Via Station KWK,
Addr. Robert Geltman,
Fennay Hotel, Cleveland.

DON RICHARDS
AND HIS MUSIC.
Personal Direction NEYER DAVIS.
NOW ON TOUR
Beginning June 21,
VIVIAN JOHN-SON'S
Monmouth Beach,
N. J.

Robert H. Edson Presents
JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
1560 Broadway, New York, N. Y.
Phone: LOngacre 5-8797.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

"GULF HEADLINERS"
FRANK TOLSON
8:30-9:00 P.M.
WABC-CBS
MUSICAL DIRECTOR
"THE GREAT WALTZ"
Center Theatre, N. Y.

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

"MIKE"
DURSO
The Voice of the Golden Trombone
AND HIS ORCHESTRA
Now Appearing **DELMONICO'S**
8'way at 51st St., N. Y. C.

BOB FRIDKIN
AND HIS MUSIC
The International Maestro
Now Playing Cedar Hill Country Club, Lakewood, Conn.
Gordon Flood, Rep.
Jack Pomeroy Productions,
1857 Broadway, N. Y. C.

Armour Kills Irving Mills Sails To Open New Office

"Musical Clock" off this month—Phil Baker in July—new head has ideas

CHICAGO, June 8.—Cancellation of two air programs by Armour & Company has the radio world speculating as to what the future policy of the company is to be regarding air shows. The Musical Clock, morning program, has already been canceled, effective about June 15, and the Phil Baker show will go off the air July 26. The Luxor program continues, at least for the present. Whether the Phil Baker cancellation is temporary or permanent is as yet undecided, *The Billboard* was informed by NBC. Future policy of the Armour firm with regard to radio programs also is uncertain. It is understood that the new president of Armour & Company, Robert H. Cabell, who comes from England, has some decided ideas of his own regarding air shows and is not particularly receptive to the general run of American programs, having more of a leaning toward the type of programs prevalent on the British Broadcasting Company networks.

Decency League's Second Statement

NEW YORK, June 8.—National League for Decency in Radio issued its second statement this week, previous one coming out the week of May 13. The League, a somewhat mysterious organization, from the standpoint of sponsors, location and executives, is unofficially reported being sponsored by church organizations as an avenue to reawakening the religious and educational radio allotment question, recently settled, after long hearings, in Washington.

The address of the League is said to be 11 West 42d street, but attempts to locate the group at that address have been repeatedly unsuccessful. The room number given, 2515, was locked when visited this week, with no name on the door. The floor itself is one which is rented out by the building and sublet by the lessee, Miss Marguerite Martin is named as secretary.

The statement contains praise for CBS and a blast at NBC. CBS is praised because of its recent policy statements concerning laxatives and the like as being n. g. for its airwaves. NBC is scolded for allegedly failing to take such a stand, altho NBC has had censors for a long time and recently pointed out that somewhat similar policy standards were effected some time ago. The NBC is also criticized for allowing the Mexican government to sponsor a propaganda program and especially that one in which a supposedly "blue" song was vocalized. This week the Federal Communications Commission, after pondering the question, decided the song was not obscene. NBC, it is charged, is controlled by "the power trust," statements being attributed to David Sarnoff and M. H. Aylesworth, RCA and NBC presidents, respectively, whereby it is allegedly shown that "NBC lacks any real, honest and sincere desire to serve public duties." The League, which purports to be a non-sectarian, non-profit-making venture, also asks for subscriptions. A further blast at NBC was made over the broadcast by Miriam Hopkins of a monolog written by Dorothy Parker.

Gianini Award Winner on NBC

CHICAGO, June 8.—The winner of the \$500 A. P. Gianini award will be heard over an NBC-WEAF network June 18 when he will present the speech which won him the award. The contest will be held in Omaha June 17 and the air program will originate in the Hotel Fontenelle in Omaha. The forthcoming contest is the ninth since the prizes were first offered by the California banker.

CHICAGO, June 8.—Winfield Wright, formerly with NBC here but lately with WJR, Detroit, has come back to NBC and will be in the production department.

NEW YORK, June 8.—Irving Mills, head of the Mills Artist Bureau, Inc., sailed for Europe on the Normandie yesterday and will go to Paris for the purpose of establishing a branch office. He will also seek to straighten out a tour for Duke Ellington in Holland, France and the Scandinavian countries, to open early in September or sooner. If negotiations are successful Mills will follow the Ellington booking with Lucky Mellinder, Mills Blue Ribbon Band and others under the Mills banner, such as Ina Ray Hutton and the Mills Cavalcade.

Bob Sanders, of the Mills offices, has returned from Detroit, where he sold \$30,000 worth of bands to Harry Wagner, manager of Eastwood Park. This contract includes a week's engagement each for Benny Meroff and band, Ina Ray Hutton, Duke Ellington, Cavalcade Orchestra and Cab Calloway. Sanders left again for a tour of Eastern and Middle West cities.

West Coast Notes; More Movie Talent

LOS ANGELES, June 8.—Agents were active in Hollywood this week signing up picture names for radio broadcasts. Robert Montgomery was signed to do a pint-size edition of *Candlelight* on the Lux program June 9; Otto Kruger was contracted to do a scene from *Accent on Youth* on Al Jolson's Shell Chateau program over NBC from the Coast on June 29; Anna Sten left for New York to appear on Rudy Vallee's program this week, and Victor McLaglen's Half and Half radio program finished signing its talent for a minimum four-week series from NBC studios on the Coast.

Dee Mack, identified with the commercial side of radio for more than a decade, has joined the sales staff of the Don Lee organization in the capacity of account executive, according to the announcement of C. Ellsworth Wylie, general manager of KHJ and sales manager of the Don Lee Broadcasting System.

Freddy Martin and his band will follow Henry Busse into the Coconut Grove on June 10, with a double remote nightly. KFVB, Hollywood, will take a half hour from the grove in the early part of the evening and KFI will key in for a half hour at 11 p.m.

S. M. Cowen has entered a suit in the Los Angeles Superior Court against the Los Angeles Broadcasting Corporation, owner and operator of KPAC, claiming that the said company disputed his right to terminate an advertising contract. Cowen maintains his contract permitted him to withdraw at any time by giving the station written notice and payment of rate actually earned up to the time of cancellation. His offer of \$300 under this stipulation was refused by the station, and Cowen is asking the court to define the legal rights of his contract.

KMTR, Hollywood, was the target for another suit filed this week by Princess Zoraida, who is seeking \$51,197 in damages for alleged breach of contract. The Princess claims the station contracted to permit her to make a series of broadcasts to start May 6 but kept her off the air by false claims that the Federal Communications Commission wouldn't approve her program.

San Francisco

SAN FRANCISCO, June 8.—After more than seven and a half years of consecutive broadcasting KPFC's Blue Monday Jamboree has bowed off the air. According to Harrison Hollway, manager of the CBS-Don Lee station, who originated and emceed the variety show, the Jamboree probably will return to the air early in September. His explanation is that unusually heavy demands for evening time during the summer months, plus the desire of some of the cast members taking leaves of absence, has made the move convenient. Real fact is the Jamboree has lost its popularity, and general belief is that it will never be revived.

Jamboree bowing out has practically confirmed rumors that most of the Don Lee network production will be centered at KHJ, the Los Angeles outlet for the chain. To top it, Pat Weaver, young KPFC production manager, who came up from KHJ last year, has resigned and heads for New York today. So far his successor hasn't been named. From all appearances there won't be any.

Murray Grabhorn, sales manager, has also resigned from KPFC and is scheduled to go east July 1 to join the John Blair Company in an executive position.

Annette Hastings, who was one of the Coquettes, former NBC vocal trio, has been added to the network's Woman's Magazine of the Air staff for Tuesdays and Thursdays, replacing Nanette La Salle, who is on a leave of absence because of ill health.

Associated Oil Company has bought the rights to *The Shadow*, a MacGregor-Sollie transcription mystery serial, with music. Show is being released in Montana. Cast has Dorothy Scott, formerly of NBC's *One Man's Family*, and Arthur Tracy, the "Street Singer."

Jack Benny's commercial is to go NBC transcontinental from San Francisco on July 14, according to Ed Perkins, advance man. Broadcast will probably be from the Community Playhouse, where most of NBC air shows permitting studio audiences are held.

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

EDDIE LEONARD, JR.
AND HIS ORCHESTRA
Modern Minstrels of Melody.
Now on Tour.
THEATRES, HOTELS, CAFES, BALLROOMS.

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

HENRY HALSTEAD
AND HIS ORCHESTRA
COCONUT GROVE, Hotel Park Central, New York City.
Exclusive Management EDW. J. FISHMAN, O. C. A., 1619 Broadway, New York City.

ALWAYS A GOOD REPORT ON **CHIC. FARMER**.
STORK CLUB, New York.
Featured Artist SALLY'S FUR HOUR, Daily 10:30 P.M., WNEW, ABC NETWORK.
Res. Phone: Rlv. 6-9557, N. Y. C.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra
HOLLYWOOD RESTAURANT, NEW YORK

VICTOR Shell Oil Program.
WITH **AL JOLSON YOUNG**
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

ADAM CARROLL Formerly of Original Paul Whiteman Orchestra. Via WMCA, Tuesday, 7:00 P.M. Friday, 11:00 P.M. Formerly with Original Vincent Lopez Orchestra. **AND DAVE BEREND** (BANJO)

ANTHONY TRINI
The Romantic Fiddler, AND HIS MUSIC.
Now on Tour
Personal Management SOL TEPPER, Hotel Governor Clinton, New York City.

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
Now on Tour
Further Information MOE GALE, RKO Building, Radio City, N. Y. C.

AIR BRIEFS

By JERRY FRANKEN

PRESS RADIO BUREAU is given the maximum of another 11 months' existence by a spokesman for the publishers, and who should, having practically lived with PRB since its inception a year or so ago, know. The decision expected momentarily, if not handed down already by the time this reaches print, whereby the CBS owned and operated stations will buy a news service, either UP or INS, for sale commercially, will seal this fate. The opinion is that once these stations go the networks won't be far behind, inasmuch as the income means just as much to a chain. Minus the networks, Press Radio will only be feeding 16 stations, exclusive of its Coast customers.

Lanny Ross goes on for Certo in July, taking the Jack Benny spot while the comic is on his vacation. Ross will have a large salon orchestra with him on the show. . . . McKnight and Jordan are writing the new *Gibson Family* show. . . . Jack Fraser has another sponsor for his baseball game broadcasts on WMCA, this one being Natural Bloom cigars. . . . Lulu McConnell was signed by MGM for pictures two weeks after she went on the Shell broadcast. . . . Fred Waring's Ford program shifts July 2, when Stoop and Budd go on, to Tuesday nights instead of Thursday. . . . G. P. Putnam will publish *Seed-time and Harvest*, by Eleanor Blake. She is the wife of Ben Pratt, of the NBC press department.

Frank Tours and Frank Luther have a new commercial for a new tooth paste, thru the Blow agency. . . . Jad Salts, a laxative, exercised its renewal privilege on CBS in spite of all the anti-laxative talk. . . . McCrory 5-and-10 stores have bought time on WHN, sponsoring Nancy Clancy. . . . Frank Carter, hot Negro pianist, has started a WNEW series. Ditto Reed Lawtone, baritone, and Milton Douglas, tenor, on WOR. . . . Some of the different talent renewals effected during the past week include Phil Duey, going into his third year with Philip Morris cigarettes; *Dangerous Paradise* (Elsie Hitz and Nick Dawson) for Woodbury cosmetics, staying on over the summer instead of leaving as last year. . . . Irving Kaufman (Lazy Dan), for Old English floor wax on CBS, shifting from Sunday to Thursday afternoon; Boake Carter, for his sixth year on CBS. Carter is also being offered to Philco dealers on transcriptions, dealers to buy the air time.

Ted Flo-Rito will substitute for Wayne King while the latter is on his annual vacation. . . . Hoffman Beverages has bought a chorus directed by Marshall

Bartholomew for its WOR series. . . . Carson Robison and his hillbillies replace Bobby Benson for two of the latter's five periods on CBS for Hecker H-O Co. . . . Chevrolet is negotiating with Fordham University to sponsor the fall football games next season. Program will be on WMCA if sold.

ASCAP SIGNS

(Continued from page 6)

method of payment of \$400,000 could not be satisfactorily arranged, will probably be pacified in the new distributing deal. Unwittingly, the Warner group of publishers were probably a factor in rushing the broadcasters into the ASCAP camp. The specter of being licensed by various copyright owners here and there did not appeal to the radio men who desire a central source if possible.

It is pointed out that Warners received about \$300,000 in royalties from the performing rights society the past year. If Warners sought to increase this amount on the strength of their catalogs alone and allowed for an organization and collection bureau, they would have to take in a possible \$2,000,000 on the year. Whereas ASCAP collected a total of \$2,500,000 in one year from radio, it was not thought likely that Warners with one-quarter of such a catalog could get from radio a sum nearly equal to this.

At any rate the possibility of Warners withdrawing from the society has reached an impasse.

MILLS TESTIFIES

(Continued from page 3)

which would limit the use of the products of the group he represented to exhibitors using Erpi licensed equipment.

He testified he conferred with John E. Otterson, Erpi president; Arthur Weil, Erpi counsel, and at various times with Whitford Drake and D. S. Pratt, Erpi vice-presidents, regarding the agreement. He said he was unwilling on behalf of the copyright owners to grant exclusive licenses to Erpi which had at first been asked for, but finally agreed at the insistence of Otterson and Weil that films produced under Erpi-controlled patents should be projected only on Erpi machines.

"I flatly declined an exclusive license and finally, because it made no difference to us," he said, "agreed that the

products manufactured under the license, if they could control the situation, might be used only on apparatus of their own manufacture.

"Subsequently, after the contract had been executed, I became somewhat worried on that point and I thought that perhaps I had gone too far and became a party to arrangement that just might not be the right thing or the wise thing, and I served notice upon them that I had no intention of invoking any rights I might have under that clause; that there should be complete freedom of movement in the use of the product manufactured under our license and that it might be played on any sort of apparatus, regardless of by whom manufactured."

Mills testified the agreement gave him the right under a clause to negotiate further for another licensing agreement, so he forthwith contracted RCA Photophone. He stated he then gave notice that he had no intention of invoking his rights under the Erpi agreement.

Hurd asked Mills about his claims against Warner Brothers for the showing of *Don Juan* in New York without first obtaining a license. He could not recall making the claim, but presumed that he did as a matter of course, contending that the showing was illegal without the license.

Hurd asked him if it were not true that the associations with which he was connected had been under investigation repeatedly by the Department of Justice, to which Mills, somewhat surprised by the turn of the questioning, indignantly replied that he admitted that the Department of Justice, Federal Trade Commission, the post-office department and various business men's associations and all sorts of groups inspired by the users of music who would like to use it and not pay for it have investigated the various music organizations that he had been connected with. He admitted ASCAP is now defendant "in an action by the government set for trial next Monday. But we are not guilty," he said.

Others to testify during the course of the seven-week trial were John E. Otterson, president of Erpi and new Paramount head; Sidney R. Kent, president of Fox Film; Max A. Schlesinger, president of General Talking Pictures; David R. Hochreich, former president of Vocafilm; Max Weiss, former president of Art Class Pictures; Nathan Goldman, president of Duovac Radio, and Whitford Drake, Herbert M. Wilcox, Harry G. Knox and George C. Pratt, all vice-presidents of Erpi.

Argument in the case will be heard November 6.

CHI AIR NOTES

By NAT GREEN

Wayne King and his wife, the former Dorothy Janis, and their 20-month-old daughter, Penelope, are on their way to Hollywood, where they will spend the next four weeks before returning to his regular twice-weekly program over NBC and the face-powder program over Columbia. . . . It is understood the band leader will make movie tests at one of the larger studios. . . . The Ranch Boys and the Morin Sisters will replace Wendell Hall on the Fitch program. . . .

Two Chicago club spots are dickered for Freddy Martin's services, but the batoneer is holding off, as there are chances that he soon will take a commercial air program. . . . Alvino Rey, guitar soloist with Horace Heidt's Brigadiers on CBS, holds a pilot's license and is getting settled for his summer stay in Chicago by haunting local air fields in search of a plane for the season. . . .

The B. & K. theater chain is another outfit on which the amateur programs have gone sour and it will not renew its "ham" show when the present contract runs out. . . . A new series of *Lone Ranger* dramas went on the air over WGN June 10, with Western railroad building as the theme. . . . Princess Pat Players' sponsor is all set to give Joan Blaine, leading lady of the series, a terrific buildup now that the air contract has been renewed for another year.

Phil LaMar Anderson, formerly of the editorial staff of *The Billboard* and for the last five years with *The Rochester* (Minn.) *Post-Bulletin*, has joined the continuity staff of WLS. . . . Anderson is the author of *Court House Square*, a

novel of small-town newspaper life. Tom Shirley, CBS announcer, leaves next Sunday for a West Coast vacation, going by way of Canada and revisiting many places where he worked on location during his movie career. . . .

Out of respect to Jack Doty, the actor who until his death in April played the part of Franchini in *The Story of Mary Martin*, a special episode written into the script last week takes Franchini out of the story forever. . . . On June 6 a studio surprise party was tendered Henry Burr, WLS staff tenor, in celebration of his 25th wedding anniversary. . . . The Musical Memory Lane Orchestra on WBBM is starting a musical preview series, in which it will give time to hitherto unpublished numbers. . . . When Phil Baker concludes his *Armour* show next month he will appear in a Warner Bros. musical, *Sing, Governor, Sing*, to be filmed at the Long Island studios.

First "radio party line" in the country came to light this week with a petition from Sherman Fox, of Mauldin, S. C., for Lum and Abner transcriptions to be run over a loud-speaker hookup that connects the homes of 500 Mauldin residents. . . . According to Mr. Fox, the party line is to be used to bring broadcasts into the homes of the neighbors and to eliminate the static problem. . . . Whenever the ether gets full of noise the Fox family cuts in with a program of recordings, or lacking records they put on their own version of radio's headline acts for the benefit of the listeners.

"New King of Syncopation"

JIMMIE LUNCEFORD AND HIS ORCHESTRA

NOW ON SUMMER DANCE TOUR.

Direction HAROLD OXLEY, 50 East 77th Street, New York.



RUDY BUNDY

Now Playing HOTEL PEABODY Memphis

Featuring MARLINE GILBERT

Personal Management E. D. PERKINS 7418 Dellenbaugh Ave., Cleveland, O.

RUDY BUNDY and His Sizzling Clarinet

Harry A. Romm, Representative, RKO Bldg., Radio City, N. Y.

Charles Carlile

LUCKY STRIKE • NBC • WEAF • Saturday, 8-9 p.m., Coast-to-Coast

B. A. ROLFE

STEINWAY HALL, NEW YORK

★ ★ ★ ★

GOODRICH SILVERTOWN CIRCUS

WEAF Friday, 10:30 P.M. Coast to Coast, NBC.

ROOKWELL-O'KEEFE, Representatives. R. K. O. Bldg., Radio City, N. Y.

ANSON WEEKS

NBC Coast to Coast WGN-MBS

LEO KAHN AND HIS ORCHESTRA

MUSICAL DIRECTOR WNEW AND NETWORK NEW YORK, N. Y.



RAYMOND McCOLLISTER

"The Paganini of the Saxophone."

Featuring JAZZ, NOVELTY & CONCERT SOLOS.

RKO ARTIST

Broadway's Sensation

PAUL MARTELL AND HIS ORCHESTRA

76th Week Arcadia Ballroom, New York

FRANK ANITA JOE ROSS • PIERRE • SCHUSTER

THE BIG BROADCAST OF 1935. Now ACADEMY OF MUSIC, New York. Direction: NAT KALCHEIM, Wm. Morris Office. JACK KALCHEIM, Western Rep., Chicago. ROGER MURRELL, RKO Rep.

JESS HAWKINS

and HIS ORCHESTRA

Now Playing Merry Gardens, Chicago. Featuring "RED" EVANS. R. W. STEVENS, Mgr., Belmont Hotel, Cleveland, O.

"LANDAU" AND HIS MUSIC

THE NONCHALANT VIOLINIST. Direction JACK POMEROY P R O D., WMCA Bldg., N. Y. C. THE BARREL OF FUN, West 81st St., N. Y. C.

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion. And His VIOLA BURT, Harp.

HOTEL PICCADILLY ORCHESTRA, N. Y. C. Personal Management FRANCIS GORDON.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

AN EMBEZZLER seems to be making the rounds in West Virginia and adjacent territory collecting deposits on bookings of bands, including Jean Calloway and Don Albert, according to Charles Travers, of the Associated Radio Artists' Bureau, of Chicago. Mr. Travers states that warrants have been issued by promoters in Williamstown and Kingston, W. Va., who have been taken for \$250 and are anxious to lay hands on the phony.

HENRY KING and his orchestra open at the Hopkins Hotel, San Francisco, June 17 for eight weeks.

Not a few orchestras are seeking to avoid consistent bookings at spots that have a first-rate orchestra for a spell then fill in with a non-drawing outfit that lets down the business so that every time the good band goes on the job it has to start building the patronage all over again. Musically and as to reputation, one of two bands may be as good as the other, excepting one does business and the others simply fail to drag 'em in. One of the classiest nighteries in New York has been alternating the past season with two supposedly good attractions; one finally got sore and refused to return unless kept for a steady run of a minimum of nine months out of the year, and won out.

EMIL VELASCO, who recently opened Dorney Park in Allentown, Pa., with a week's engagement, is now playing leading ballrooms thru Pennsylvania and will be on tour the rest of the summer, playing as far west as Denver. The \$20,000 pipe organ featured with the band has proved a tremendous hit and box-office attraction.

JOE REICHMAN is at the William Penn Hotel in Pittsburgh, playing there for five weeks and broadcasting on NBC.

RED TOMPKINS and his orchestra close June 16 after 23 weeks at the Roseland Ballroom, Brooklyn, going to the Wigwam at Budd Lake, N. J., from

June 26 to September 2. After the summer date the unit returns to the Brooklyn dance spot.

OZZIE NELSON and his orchestra celebrate their fifth anniversary as an organization on June 16. Seven of the present 16 men were with the band when it started.

HARRY RESER and his orchestra will play for the Rhododendron Festival in Asheville, N. C., on June 13 and 14. From there Reser and his Spearmit Crew will tour west.

MRS. LOUIS ARMSTRONG and her Kings of Rhythm open at Graystone-Under-the-Stars in Detroit on June 17. This is the band's second appearance at this place within one month and the Graystone manager believes Mrs. Armstrong will exceed all attendance records this time.

LANDAU, the "nonchalant violinist," and his orchestra closed at the Ranch and opened at the Barrel of Fun, New York.

BOB FRIDKIN and his orchestra opened for the summer season at the Cedar Hill Country Club, Lakeville, Conn., on June 8.

GLENN LEE and his orchestra have opened a summer engagement at Terrace Garden in the Morrison Hotel, Chicago. Lee has a talented and tuneful outfit that should prove popular at this colorful Loop spot. Singing with the band is a gorgeous blonde billed simply as "Roberta."

ANSON WEEKS' Band has replaced Wayne King at the Aragon Ballroom, Chicago.

Two kinds of noisemakers are mostly in evidence at the average night club with a floor show. One is the ordinary little hammer which has to be banged on the table or glassware. The other is the flat strip of wood with the hammers on each side. The former is a little cheaper but has only a pencil-like strip for advertising, while the latter has some square inches on each side for a sales talk, and saves the dishes and tablecloths. It pays for an orchestra to plug for the flat noisemaker, which is sure to have enough space for the band's name as well as the resort.

HUSK O'HARE and his band have opened at the Riverview Ballroom, Chicago, for an extended engagement.

EDDIE NIEBAUER and his band closed last week at the Club Moderne, Chicago, and have been succeeded by John Magee.

GUS ARNHEIM, playing at the Miramar in Los Angeles, tuned in on an Enric Madruguera program at Chez Paree, Chicago, recently, heard Helen Dell sing and immediately offered her a contract. Miss Dell will open at the Miramar this week.

JACK BERGER and his orchestra shifted from the Orangerie Room of the Astor Hotel, New York, to the Roof (See Bands and Orchestras on page 31)

NAB MEETING

(Continued from page 5)

chairman, and those scheduled to speak are Marvin Oreck, vice-president Oreck's, Inc., Duluth; Kenneth Taylor, vice-president and merchandising manager John Taylor Dry Goods Company, Kansas City; George Bijur, director sales promotion, Columbia Broadcasting System, New York; Dade Epstein, ad agency executive, Chicago; John Henry, president KOIL, Council Bluffs, Ia.; Alfred J. McKosker, president WOR, Newark, N. J.; John Shepard III, president Yankee network, Boston, and Dr. Herman S. Hettlinger, merchandising department, University of Pennsylvania, and director of research, NAB.

Second day's session will open with an address by Hon. E. J. Adams, chairman Special Board of Investigation, Federal Trade Commission, Washington. A panel discussion of *Mutual Problems of the Buyer and Seller of Radio Advertising* will follow. Arthur B. Church, vice-president of KMBC, Kansas City, is chairman, and speakers include John Benson, president American Association of Advertising Agencies, New York; Ken R. Dyke, general advertising manager, Colgate-Palmolive-Peet Company, New York; Nathan H. Pumphal, of Henri, Hurst & McDonald, Chicago; Hugh K. Boice, vice-president in charge of sales, CBS, New York; Edgar Kobak, vice-president in charge of sales, NBC, New York, and Lloyd C. Thomas, president and general manager WROK.

In addition to the broadcasters' sessions, several talks on radio advertising are scheduled for the general sessions of the AFA. On Tuesday C. A. Tattersall, assistant vice-president Niagara Hudson Power Corporation, will speak on *Radio Advertising for Utilities*, and several utility radio program transcriptions will be played. During the national advertisers' conference Tuesday Duane Wana-maker, advertising director General Household Utilities Company, will speak on *Effective Dealer Tieup Thru Spot Radio Programs*.

Most of the entertainment for the entire AFA convention is being furnished by the radio chains. Last night an entertainment was staged in the Grand Ballroom of the Palmer House, talent being furnished by the Mutual Broadcasting System, Inc., thru co-operation of its affiliated stations, WGN, WOR, WLW and WXYZ. Francis X. Bushman and Bob Elson were masters of ceremonies and the entertainment included Veloz and Yolanda, famous ballroom dancers; the Muriel Abbott Dancing Girls; Ethel Waters, colored stage star and singer; Arrillo Baggio, operatic tenor; the Doring Sisters, singing trio; Tom, Dick and Harry, men's trio; Mark Love, basso; Lawrence Salerno, baritone; Deon Craddock, blues singer; Joe Reardin, one-man band; Hal Sherman, monologist; Lum and Abner, comedy pair; Alice Patton and her singing accordion, and a 15-piece band directed by Harold Stokes, a staff director of WGN.

At the annual banquet and ball of the AFA to be held tonight Edgar Kobak, vice-president of NBC, will be toastmaster and Joe Cook, famous stage comedian, guest speaker. Following Cook's talk a program of music and entertainment furnished by NBC will be staged, with Edward Davies, baritone; Marion Claire, soprano, and the Commodore Quartet as guest artists.

Tuesday night will be Chicago Cabaret Night and the program of radio and stage stars furnished thru the courtesy of CBS will include Ray Perkins, master of ceremonies; Vivian della Chiesa, Phil Porterfield, the Cadets, Nick Lucas, Tito Gulzar, Ballantine and Pierre, Novak and Fay, Edith Griffith, and Billy Burns. Music will be by Jule Styne's orchestra.

MUSIC NEWS

Arthur Hoffman, of Leo Felst, Inc., the indefatigable runner-down of all sorts of illegitimate music rackets, has uncovered another one wherein two men were engaged in pirating and selling special piano arrangements of hit tunes. One was the Gunther Service, of Mount Vernon, New York, and the other the J. L. C. Song Service. Robert Gunther and L. Lawrence Cook were each held in \$500 bail after arrest by agents of the Department of Justice. Both have criminal and civil charges against them in the U. S. District Court.

Harold Well has been added to the Chicago office of Milsons Music Publishing Corp., and will concentrate on *Devil in the Moon, A Rainbow Filled With Music and Take This Little Rose*. J. R. Lafleur & Son, Ltd., have acquired the European rights to the tunes.

Low Butler has supplanted Joe Dracila as head of the Chicago office of Harms, Inc. The change went into effect last week. Butler has the reputation of being a live wire and is well acquainted with his new territory.

Ben Bloom, for many years publicity director of Irving Berlin's music publishing house, besides being connected with the sales department of the firm, has succeeded George Joy as professional manager. Joy has gone over to the Select Music, Inc., a subsidiary of Rockwell-O'Keefe, Inc., along with Sally Gluckstein, who has been his secretary ever since he joined the Berlin forces. Francis Edelmuth will act in the same capacity for Bloom. Both Joy and Bloom are popular and the advancement of each should work out splendidly in their new positions.

Sammy Paln, composer, who has registered many successes during his excursion in the motion picture field, is around town again following a protracted absence in Hollywood, Calif. His return east is more in the way of a vacation, as he has plenty of assignments demanding his presence in the Western talking colony. He is due, according to current plans, to leave Broadway and its environs the latter part of August.

Remicks have acquired the publishing rights of *A Sunbonnet Blue* and a *Yellow Straw Hat and In a Cabin by the Sea* by Smith Ballew. The numbers are scheduled for immediate "plugging" and distribution.

Harry Von Tilzer is sponsoring a new song of which Will Mahoney, the noted comedian, now attracting large audiences in Europe, is one of the writers. It is called *The Lake Song*, with a complicated subtitle that easily ranks as a tongue twister. Containing 42 letters and in the Indian language without any punctuation, it caused so much confusion in its original composition that Von Tilzer was forced to abbreviate the caption for popular exploitation. We have it from Jules Von Tilzer that the lake actually exists and is located in Massachusetts on the border line between that State and Connecticut. Will Heagney and Bert Reed are named with Mahoney as co-authorship.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

DETROIT—For the first time in its history the Edgewater Ballroom, located in Edgewater Park here, will be operated by Paul Heinze, owner of the park. The new season opened June 1, with the Wonder Band furnishing the music and offering a variety of specialties.

TWIN LAKES, Wis.—The Twin Lakes Ballroom opens July 1 with a new policy created by Tommy Sacco, of Chicago, who books the place. Instead of a large name band, the entertainment will consist of an eight-piece band, emcee, a line of girls and several acts. This is the first of a proposed circuit of ballrooms that will use this form of entertainment. Shows will be built in Chicago by Sacco and play a week at each place.

HOT ORCHESTRATIONS

Big News to Orchestra Leaders!

A new personality has won the hearts of musicians. His fast-selling phonograph records of his original melodies are creating a sensation! Be sure to get

The WINGY MANNONE Series

1. Strange Blues.

2. Send Me.

3. Nickel in the Slot.

(On *Branswick and Okeh Records*)

Get our List of Hits Today. Write—wire—phone—We'll Answer Promptly.

MILSON'S Music Publishing Corp.

789 7th Ave., New York City.
Woods Theatre Bldg., Chicago.
J. R. LAFLEUR & SON, Ltd., London.

ORCHESTRATIONS

Of All Publishers at Lowest Prices.

If You Want SPEED, Try Our

THREE HOUR SERVICE

Ask for "Hot Tips on Hits."

It's FREE!

SHERWOOD MUSIC SERVICE

1585 Broadway, New York, N. Y.

NAME BANDS

If passing through Phoenix, communicate with

F. MCKINNEY, Manager,

OLD COUNTRY CLUB

PHOENIX, ARIZ.

For Profitable One-Nite Dates.

ARIZONA'S FINEST AND LARGEST SUMMER NIGHT CLUB.

WANTED—MALE OR FEMALE MUSICIANS, For Jazz or String Band, who can play more than one instrument, for Stage and Dance Presentations. Also Tap and Fan Dancers. Those who can Sing and Double Vandeville given preference. You must cut it here. State lowest salary. Send photos. Ticket if I know you. All-year work. Answer at once. Will consider organized Orchestras. BILLY BINNS' COWBOY ACES. Permanent Address, 107-109 E. 2d, Roswell, N. M.

MUSICIANS WANTED

Trumpet, good tone and take-off; Sax—Must double Flute; Violin that can entertain. New York Band, booked solid and big, and want only big leaguers. Paid-up union men. ERNIE GILES, Waterville, Minn.

Sheet-Music Leaders

(Week Ending June 8)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company for their kind co-operation.

1. About a Quarter to Nine
2. When I Grow Too Old To Dream
3. Life Is a Song
4. Tell Me That You Love Me
5. What's the Reason?
6. In a Little Gypsy Tea Room
7. Way Back Home
8. In the Middle of a Kiss
9. Chasing Shadows
10. I'll Never Say Never Again
11. Flowers for Madame
12. Everything's Been Done Before
13. You're a Heavenly Thing
14. Isle of Capri
15. She's a Latin From Manhattan

ANOTHER Box-Office Natural!

*Playing a NEW dance music —
SWEET as a symphony — HOT as
the shimmer from desert sands!*

MILLS CAVALCADE ORCHESTRA

featuring
GEORGE BRUNIES

Available Now!
Phone or Wire
BOB SANDERS
Circle 7-5217

**A brilliant band of girls and boys
—vibrant with life and rhythm
as they respond with pulsing
melodies to the call of youth—
"LET'S DANCE"**



**A SMART DANCE BAND WITH BRIGHT
NOVELTY-SURGING RHYTHM—COLOR-
FUL CHARM — RADIANT HARMONY!**

PROGRAM REVIEWS

(EDST Unless Otherwise Indicated.)

Cornelia Otis Skinner

Reviewed Sunday, 9:30-9:45 p.m. Style—Monolog. Sponsor—Andrew Jergens Company. Station—WJZ (NBC network).

Miss Skinner holds down the bag while Walter Winchell sticks a little closer to his column for the summer months. Although this clever actress carries a decided wallop, it is not expected that her appeal will be as widespread as that of her predecessor. But it is a hundred-to-one shot that those who do listen in will be more or less of a class audience. First show was a character sketch revealing the trials and tribulations of Middle West American woman getting dolled up to be presented at Buckingham Palace. There is no end of cleverness in both the writing and delivery of the monolog, yet Miss Skinner injects humor and has sufficient tact not to offend a listener who, for instance, might be putting herself in the hefty Nebraska's place.

The sketch ran about eight minutes or so and after a short musical interlude and credit Miss Skinner, by way of revealing further versatility, offered a rhythmic French poem whose cadence seemed to bring the bleak wind sweeping over the Normandy coast right thru the receiving set. November stuff might be okeh and is the kind of classy thing a smart girl might bring home from school by way of showing off her French and elocution lessons. Mebbe it was a little too good, which was why it felt like a sudden shot of icy water from the shower tap just when comfy lukewarm was very satisfying. The change from comedy to something creepy was unexpected and not exactly harmonious, variety notwithstanding. Subsequent broadcast had Miss Skinner doing no less than eight different characters.

M. H. S.

Green Mountain Boys

Reviewed Sunday, 11:15-11:30 a.m. Style—Male trio and narrator. Sponsor—Vermont Publicity Service. Station—WJZ.

State of Vermont seeks to call attention to its territory as a vacation spot and for summer homesteaders. The Jesters, male harmony trio, do the entertaining, while George Ludlam, as the Vacation Counselor, does intermittent talks on the State's camping facilities, its fine roads, old farms, mountains and lakes, etc. Two books are offered, one entitled *Unspoiled Vermont*, for the vacationists, and the other, *Vermont Summer Homes*, by Dorothy Canfield.

Much other interesting info is handed out by the narrator, who ambles along in leisurely but effective manner. Trio has suitable selections of harmony songs of the old ballad, semi-classical and similar tunes, not sold in serious glee club style but just enough pep to sell it.

N. Y. CIRCUS

(Continued from page 3)

dent of the Circus Saints and Sinners Club. Plan tentatively calls for the employment of 56 people with each outdoor unit, the shows to be trimmed when the indoor season begins.

Current vaude units employ novelty acts, but cannot use animal or aerial turns because of inadequate stages. Each circus show, produced in the open, will give work to 23 outdoor performers, 10 musicians, one ringmaster, two prop men, one electrician, two watchmen, three ticket takers, three ticket sellers, one "barker," six ushers, two truck drivers and two helpers. Shows would be produced as one-ring circuses, with a 24 by 8-foot platform. Dressing rooms would flank the platform and bleacher stands would complete the layout.

Plan would have a circus spotted in each of the five boros to start with. On rainy days shows would be switched into armories. In the fall the shows would be cut down and given in hospital grounds and institutions.

The mayor responded favorably to the plan and suggested a tentative wage scale of \$94 a month for actors and musicians and \$55 a month for unskilled labor. The mayor injected humor into the otherwise serious proceedings when he warned that the city would not feed the circus animals. "We must feed human beings first, so don't you try to stick us with the animals," he told the delegation.

nicely. A little Green Mountain theme music brings them on and off. Sounds like good institutional advertising to this reviewer. M. H. S.

One-Night Stands

Reviewed Monday, 8:30-9 p.m. Style—Blackface comedians and orchestra. Sponsor—United States Tobacco Company. Station—WABC (CBS network).

One-Night Stands switches from NBC to CBS, but carries along the same in principle. Its top billing goes to Pick and Pat (Pick Malone and Pat Padgett), who are the Molasses 'n' January of Showboat. Theirs is familiar work.

Rehearing the team, for review purposes, really confirms the thought that, while for Broadway listeners the team may mean little, they are dynamite outside these local precincts. The material, generally, wouldn't be a credit to Joe Miller, altho occasionally brightened up by a twist here and here. Orchestral accompaniment by Joseph Bonlime is of the brassy type to be expected with a one-night-stand show. Guest stars for the evening were the Three X Sisters, who are always good listening. J. F.

NEW BIZ

(Continued from page 7)

per week during midmorning for 13 weeks.

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC R. R., thru Roche-Williams-Cunningham; one 30-minute special daytime program introducing the new Hiawatha train.

Station WGN reports the following new business:

HAMLIN'S WIZARD OIL CO., thru Beaumont & Hohman; Sports Review, a local commercial, every Tuesday, Thursday and Sunday from 9:07 to 9:15 p.m. Until further notice.

Dayton

New accounts on WHO include: LE SOURDESVILLE LAKE taking 51 announcements, beginning May 28, ending August 31.

HARTZELL PROPELLER FAN CO., starting June 10, taking 24 one-minute announcements.

FLORAL PRODUCTS, INC., renewed for three one-minute announcements.

HENRY H. SZONNELL taking five one-minute announcements for Midget auto races, starting June 5.

Philadelphia

New accounts on WIP include: JOHN KAPLAN (men's neckwear) started June 6, three weekly announcements.

REV. ROBERT FRASER (religious) 8:30-9:30 p.m. Tuesday.

WESTMINSTER THEOLOGICAL SEMINARY, 4-4:30 p.m., Sunday, starting October 13, ending April 26, 1936.

CENTRAL NORTH BROAD STREET PRESBYTERIAN CHURCH, 8:15-9 p.m., Sunday, starting October 6, ending June 7.

Southwest

KTAT, Fort Worth, reports the following new business:

FORD MOTOR CO., thru McCann-Erickson, Dallas, 90 spot announcements.

GALVESTON-HOUSTON BREWERIES, INC. (Magnolia Beer), thru Jay H. Skinner Agency, Houston, 100 spot announcements.

UTILITIES INVESTORS' ASSN., Dallas, direct, three 15-minute discussions of the Wheeler-Rayburn utilities bill.

HOLLYWOOD SHOE STORE, Fort Worth, direct, 300 spot announcements. BOWEN MOTOR COACHES, Fort Worth, direct, 52 one-hour studio programs, *Old-Fashioned Spelling Bee*, 8 p.m., Wednesdays (CST).

DYKE CULLUM (used cars), Fort Worth, direct, 300 spot announcements. TASTY SANDWICH SHOP, Fort Worth, direct, 300 spot announcements.

LADD FURNITURE CO., Fort Worth, direct, 120 spot announcements.

ROY AMOS (construction materials), Fort Worth, direct, 300 spot announcements.

COOK'S BEER, Fort Worth, direct, 13 spot announcements.

WIMPY'S NEST (eatery), Fort Worth, direct, 300 spot announcements.

FIRST STATES LIFE INSURANCE CO., Dallas, direct, 78 15-minute studio programs, 8 a.m. daily, featuring *Hoppe, the Singing Ranger*.

TEXAS TAX REDUCTION ASSN., Austin, Tex., direct, 36 spot announcements.

MIDWAY SANDWICH SHOP, Fort Worth, direct, 300 spot announcements.

SILHOUETTE BEAUTY SHOP, Fort Worth, direct, 300 spot announcements.

KTSA, SBC-CBS station in San Antonio, announces the following new business:

THE STEVENS STORES (auto accessories), San Antonio, direct, six 5-minute studio programs, *Musical Memories*.

OLMOS DINNER CLUB, San Antonio, direct, 39 15-minute broadcasts from Club of Jack Winston's Orchestra, thrice weekly.

STEPHAN CHIROPRACTIC CLINIC, San Antonio, direct, 52 5-minute weekly studio talks by Dr. Karl G. Stephan.

Newark

New accounts on WOR include: WASEY PRODUCTS, thru Erwin Wasey & Co., started June 5, Friday, 9:45-10 p.m. EDST. Program not given.

LEE & SCHIFFER, INC., thru Kimball, Hubbard & Powell, starts September 29, Sunday, 3:15-3:30 p.m. Program not set.

HARTZ MOUNTAIN PRODUCTS, INC., thru Ernest Davids, Inc., starts September 10, Tuesday, 11-11:15 a.m. Program not set.

DR. MILES LABORATORIES, thru Wade Adv. Agency, RENEWS effective August 11, Sunday, Tuesday, Thursday, 7:45-8 p.m., with a recorded show.

WASEY PRODUCTS, thru Erwin Wasey & Co., on Mutual Broadcasting System, WOR, WGN, WLW, WXYZ, starting September 20, Friday, 9:45-10 p.m. Program not set.

New Orleans

New accounts reported by WWL this week are:

DONATIONS BOND, placed by the American Baby Bond Corp., New Orleans, for 15 minutes, six times weekly. Program is *Ambassadors of Thrift*, featuring Peggy O'Neil.

AFM CONVENTION

(Continued from page 3)

quiet tomorrow (Tuesday) night, with Fred Waring and his band heading the entertainment.

Among other points established by Weber in his report is praise of the New Deal, with a wallop at General Hugh S. Johnson, former guiding hand of the N.R.A. whom Weber regards as an enemy of labor, pointing out that union musicians were scarcely affected by codes. The AFM Washington lobby brought about the introduction of a bill establishing a Federal Commission for the Advancement of Music, introduced by Congressman William Connerly. The bill did not come out of committee, and may be reintroduced this fall. Weber also notes inadequate governmental relief for musicians, blaming both the New Deal and relief scandals. Some of the resolutions offered last

year are also discussed from a legal and practical angle. He also discusses the feasibility of establishing a royalty system for musicians making records and transcriptions.

Weber is opposing attempts by locals to give themselves the right to order the AFM to withdraw remote controls from all stations where studio orchestras are not employed. This will have considerable bearing on Local 802's attempts to get a national \$3 remote fee thru. Weber states a national problem cannot be handled by local regulation. He also advises against accepting membership in the American Society of Recording Artists, which seeks to regulate recording rights for musicians and entertainers.

Local 802 has been rigidly enforcing its \$3 fee dictum this season and will carry the fight to the federation at large thru a resolution to be introduced this week providing that all remote broadcasting points in the country be similarly charged. Result, of course, will have an important bearing on the New York situation.

Local 802 also instructed its delegates to the convention to introduce a resolution whereby some of the power now vested in the president of the AFM will instead be with the executive committee. In explaining this stand, an 802 spokesman said that there was nothing personal in the resolution, but it was the belief of the 802 membership that such act would be more in line with democratic government. The 802 resolutions also include one whereby the AFM executive committee will no longer be able to veto legislation passed by the delegates at the convention.

New York local also seeks changes in the voting system at the convention. As it stands now, each local has one vote for each 100 members or majority thereof, but no local has more than 10 votes. Local 802 wants a representation by membership system, such as is used in the House of Representatives in Congress. In addition, 802 wants to change the present system in regard to broadcasting stations with studios in two or more local jurisdictions, so that the highest local scale in the section is in force. As an example, stations WOR and WNEW, in Newark, both have New York studios, but rely more on their Newark studios, where the scale is below that of New York. An 802 official pointed out that this system would clarify matters for the employers, end battles between locals and remove an inequitable condition. This resolution will also in all probability lead to convention fireworks.

CLEVELAND, June 8.—Effective this week, all free remote control broadcasts were withdrawn from WGAR by Local 4, AFM. A new scale was also put in effect. The station and the local had been unable to get together, after the radio committee of the local insisted that WGAR employ six men in order to maintain the scale in force up to the change. When the broadcaster refused and the two couldn't get together, the station decided to buy its music at single engagement prices, inasmuch as the local would not allow the staff to be cut in half without a pay increase. Otto Kapi is president of Local 4.

NEW ORLEANS, June 8.—G. Pipitone, New Orleans local delegate to the AFM convention, will introduce a resolution seeking to get the federation to operate flesh outlets for live music in those locations where film exhibitors are running a straight grind policy without stage shows or orchestras. Charles Rittner and Leon Hirsch are the other New Orleans delegates.

ACT BRINGS

(Continued from page 4)

head of the Faucett Airlines, and Arthur Jukes, of the American consulate office, came to the rescue and staged a benefit party for the trio. Enough money was raised to get them aboard a Grace liner May 25. A few minutes before sailing time Waithe was attempting to have the act arrested.

The Codonas left Lima early in April to open in Chicago with the Hagenbeck-Wallace Circus. Fanny Houton Douchet's circus is still in Peru, with Waithe managing it. Helen Lane, American, who has been in Peru the past eight years, is still handling girl troupes between Panama and Peru.

Acts are paid off in Peruvian soles, which are valued at 20 cents. Fluctuating exchange is another headache.

Frank Fivek, Walter Kreidt and Rose Kress comprise the International Trio.

This is one of several similar experiences of American acts with South American circuses the last few years.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from May 31 to June 6, both dates inclusive.

Life Is a Song.....	30	Lady in Red.....	16
A Quarter to Nine.....	26	Everything's Been Done Before.....	15
In the Middle of a Kiss.....	26	Kiss Me Good Night.....	12
Lovely To Look At.....	26	Ninon.....	12
Tell Me That You Love Me.....	21	Would There Be Love.....	12
What's the Reason?.....	21	Go Into Your Dance.....	11
Seem' Is Believin'.....	17	You're a Heavenly Thing.....	11
I'll Never Say Never Again.....	16	Let's Swing It.....	8

Ice Show Clicks At College Inn

CHICAGO, June 8.—The sparkling new ice carnival which opened at the Hotel Sherman's College Inn last Saturday has already received the stamp of approval of Inn patrons. With an expanse of 1,000 square feet of ice, a crew of toponotch speed and fancy skaters, and musical novelties by Frankie Masters and his band boys, the Sherman night spot doubtless will be the favorite Loop playspot thru the summer.

Topping the ice bill is Bobby McLean, for many years a speed champ. In Scottish Highlander kilts he clowns all over the ice arena and jumps a row of 10 chairs as part of his routine. Roy Shipstad, 22-year-old figure skater, does marvelous spins. He also works with charming LaVerne Busher, 16-year-old Kansas City girl, and one of the youngest professional skaters in America. Graceful dancing routines on skates are done by Genevieve, Vera, Virginia and Marie, the four Nelson sisters, of Minneapolis. Clever comedy is furnished by Eddie Shipstad and Oscar Johnson, while Everett McGowan and Ruth Mack offer graceful whirling routines and rapid-fire dance steps on the silver blades.

An ice show is now being put on at noon and there are three night shows. Maurie Sherman's Band furnishes music from noon until 6 o'clock. Alternating with Frankie Masters' boys at night are the Four Californians.

Hotel Operators' Own Artist Bureau

NEW YORK, June 8.—National Hotel Management Company, operator of a string of hotels thruout the country, has established an artists' bureau to book talent in the various entertainment spots in their hosteries. It's the first of its kind. T. J. Martin Jr. is the head of the office. Martin was previously associated with Cork O'Keefe, Mills-Rockwell and the CBS Artists' Bureau.

Included in the cities booked by the new outfit will be two hotels, the New Yorker and Lexington, in New York, plus those in Cincinnati, Dayton, Dallas and Detroit.

Gus Van, Bill Hogan For Chi "Cocoanut"

CHICAGO, June 8.—When Bill Hogan and his orchestra close at the Edgewater Beach Hotel on June 14 they will move into the Cocoanut Grove, new suburban night spot at Morton Grove. Hogan, in making the switch, will not miss a broadcast, as Columbia starts picking up the Cocoanut Grove on June 15. Ted Flo-Rito succeeds Hogan at Edgewater Beach.

Gus Van, noted character singer, will open an engagement of four weeks at the Cocoanut Grove June 21, booked thru Al Borde, and with an option for an additional four weeks. On July 4 the Clymas, knife-throwing novelty act, opens there.

Chez Parce Artists Scatter

CHICAGO, June 8.—With the closing of the Chez Parce for the summer on June 2 the artists on its entertainment bill scattered to widely separated spots. Lee Sims and Iromay Bailey, piano and song team, left for Wisconsin for a vacation. Vernille and Donaldson, dance team, went to New York for a summer engagement. Eddie Garr, master of ceremonies, to London, and Alta Warsawska, dancer, is opening at the Park Plaza Hotel, St. Louis, where she heads the show. Enric Madruguera, orchestra leader, is remaining in Chicago for a time to appear on a couple of the Phil Baker Armour programs.

The Chez Parce is tentatively set to reopen August 27 after undergoing extensive remodeling.

THE PICKKICK CLUB in Birmingham, Ala., is planning to remain open during the summer months, but will limit its floor entertainment to Saturday night only. In the past Pickkwick has always been dark thru the hot months.



'ROUND THE TABLES

THE PYRENEES on East 56th street, New York, is fast getting to be a rendezvous for the sedate element of the theatrical profession, as well as the Park avenue diners who eat out. Despite the reasonable prices, management offers service as tho it were a five-buck cover charge and produces true forage of the French border variety.

PHYL LYNCH and his Boys got a great sendoff in the management of the Childs Restaurant in the Paramount Theater Building, New York, when the band closed there last week and transferred its activities to Childs in Atlantic City. The New York manager gathered a host of celebrities, plus an emcee to see that the show was well handled. Lynch returns to the Broadway spot in the fall.

JACK LYNCH and his Cafe Marguery Revue got under way in Philadelphia last week, with Bob Roltner as emcee; Arthur Lloyd, human card index; Evan Burrows Fontaine, dancer; Bob Du Pont, juggler; Lu and Erma Belmont, song and dance team; Violet Love, blues singer; Ruthania and Malcolm, novelty turn, and Lenora's Debutantes. Cafe puts on three shows nightly, also a Cocktail Dansant in the afternoon, which features Vincent Rizzo and Eddie Bonnelly and their ork, plus Agnes Tolle, harpist.

MERRY PICKFORD, fan and bubble dancer (male "Sally Rand"), is in his 16th week at the Band Box, Syracuse, N. Y.

LOIS LEE, who sang in Detroit clubs thru the winter, is vacationing at her Cleveland home.

JAY EDDIE EDWARDS writes from Kansas City, Mo., that his daughters, the Edwards Sisters, are in their second two weeks at the Cotton Club and have worked steadily since leaving New York. From Kansas City the girls are booked into Denver.

STERLING ROSE TRIO presented their novel comedy acrobatic act week of May 18 at the Wooden Shoe Club, near Russells Point, O.

JOSEPH BROOKS closes as m. c. at the Midnite Club in St. Louis May 31 to go on the road with Len Bowden's Melody Masters Orchestra.

OLD HEIDELBERG INN, Superior, Wis., presented the following entertainers last week: Wally Rose, m. c.; Two Shades, novel dance duo, and Babe Gray, Marie Daws, Mary Walker and Jimmy Polson.

CHARLEY LOCK is emceeing the Cadillac Tavern floor show in Philadelphia. Lineup includes Petrell and Gaior, dance team; Geney Sisters, song and dance combo, and Jean Arden, blues singer.

ADELLE KASTLE is singing with Jack Paul's Orchestra at the Old English Tavern in Richmond, Va., as well as doing local radio work over WRVA.

GARON AND BENNETT are now at the Great Northern Hotel, New York, appearing with Angelo Ferdinando and his orchestra.

BEVERLY ROBERTS, English diseuse, opened at the Sky Gardens of the Hotel St. Moritz, New York, on June 5. Orchestra is Eric Correa's.

THE CROW'S NEST, the Hotel Edison's new roof garden in New York, opened last week, first time that spot has opened a roof room. Place gets its name from the ship style in which it is decorated.

MARIO AND FLORIA, dance team, returning for their third date at the St. Regis Roof in New York, have been held over for five weeks.

NEAL J. NORDSTRAND'S Barnyard Club, Gary, Ind., is enjoying a real draw with its excellent cuisine and modernistic atmosphere. Nightly shows are smartly costumed and neatly routined.

Current bill features the dance team Ruth and Buddy. Howard Muse's combo is on the stand. Club is equipped for warm-weather operation and follows a no-cover-charge policy.

CARRIE FINNELL and the Dawn Sisters opened an indefinite date June 8 at Martin's Tavern, Lima, O. Booking by Jack Middleton.

D'AUBOUR AND RENE, class dance team, are current in the Roof Garden of the Onondaga Hotel, Syracuse, N. Y. Act is using ballroom, adagio, modern and character dances to the music of Don Carlos and his orchestra.

CHARLES LOCK, emcee, is in his ninth week at Cadillac Tavern, Philadelphia. Acts on the bill also include Doty Myers, acro dancer, in her third week; Martin Sisters, song and dance team, in their second week; Edith Sylvan, vocalizing, in her third week, and Bill Honey and ork.

BALDWIN AND BRISTOL closed recently at the New Deal, Altoona, Pa., and opened May 29 at Riverview Beach, Pennsville, N. J., where they are set until September 2. They are also producing the show at the Casino.

WINTON AND DIANE, dance team, recently ended a four weeks' stay at Gordon's State Park Casino, St. Marys, O., and are current at the new open-air Rainbow Gardens on Indian Lake, Russells Point, O.

JEWEL HOPKINS, featured songstress with the Charles Renard Orchestra, is creating quite a hit during the band's Southwest appearance. Miss Hopkins was formerly featured with Harry Dieckman and Arlie Simmons, joining the Renard combo in January. Band is current at Riverside, Phoenix, Ariz.

JOHNNY DOVE and wife are on a two weeks' engagement at the Round-Up Club, Spokane, Wash., headlining the show with their acro roller-skating dance act. Act was formerly a feature of the *Runnin' Wild* show, playing Wilbur Cushman time.

CEDRIC AND ARLINDA, dance team, are current at Hollywood Club, Buffalo, N. Y., on a May 30 to June 15 engagement.

LA RUE AND LA VALLE, dance team, will close their Berghoff Gardens, Ft. Wayne, Ind., engagement June 15 and move into the Mounds County Club, St. Louis.

BOB ALLEN and Lew Parker no longer have the eight-people unit (six girls and Bob and Lew) and they disbanded (See 'ROUND THE TABLES on page 31)

London Night Clubs

LONDON, June 8.—Three new American openings in London this week. Sheila Barrett, vaude impressioniste, clicks heavily at the Cafe de Paris, where she is in for a six weeks' stay. Striking in appearance, she offers a swell repertoire. Lewis and Van, two boys with a decided novelty in tap and miniature stair dancing, open solidly at Savoy Hotel, where they have fellow Americans in Gary Leon and Marcia Nace, versatile dancers, and Cherry and June Preisser scoring heavily.

James and Evelyn Vernon present a classy dance offering at the Mayfair. Rudi Grasi, Continental mimic, hits well at the Carlton.

A novelty at the Trocadero is Victor McClure, author and journalist, who tells the diners how to write a thriller. Doesn't sound like entertainment, but nevertheless it works.

Tom and Betty Wonder, featuring their doll dance, and Bernice Stone, cute and personable dancer, are outstanding successes at the Dorchester Hotel. Three Sailors and Diana Ward are retained and several new scenes have been added.

Paquita and Bilbanita, exotic Spanish dancers, register well at Romano's. Business at most spots reported as being very satisfactory.

New Pitt Spot Open

PITTSBURGH, June 8.—The Ingram Casino, large and decorative night spot, opened here June 5 under the management of Samuel Weinberg and John T. Ziegler. Two seven-act floor shows are offered nightly between dancing sessions. Harry Nossokoff and his music furnish the dance tunes, while the floor bill is topped by Verne and Arlene, ballroom dance team; Peggy O'Neil, Honey Louise, Phil Lowry and Betty Benz and Ina Clarke, dance team.

Night Club Reviews

Rainbow Grill, New York

If there have been any complaints lately about the Rockefeller not doing anything right, this particular spot is among the exceptions. Formerly the Patio, a glass-enclosed terrace adjoining the Rainbow Room on the 65th floor of the RCA Building in Radio City, the Grill covers the same floor space but has a roof added, done in subdued but smart style, dome over the dance floor and acoustics perfect with or without the "mike" and amplification. Space is still available around the edge of the roof for tables out in the open, but to open a door or window seems to invite a hurricane. South, east and northern exposure, the view is always terrific and the Normandie, at her pier, looked like a mere river boat below. The plan is to draw a patronage that might not want to dress for the Rainbow Room and of course formal attire is optional in the Grill.

Val Olman and His Music, featuring the Meadowbrook Boys, handled the brunt of the entertainment in that the boys are versatile as to singing and as instrumental soloists. Altho a small combination, it is plenty big for this room, which seats about 400, and dishes out soft and very danceable rhythms. Nita Carol, soprano, solos both operatic and popular numbers; Teri Josefowitz, pianist, and a ballroom team complete the show, which is emceed by Olman. Service here is no less than that of the Rainbow Room and from the same kitchen. Feature is a \$2 table d'hotel and a \$1.50 minimum is in effect; no cover charge. Drinks average the same as other night spots around town, and is considered "very reasonable" by the management. Place ought to do a sell-out business when the night club patronage gets wise. The view from the windows would cost a buck at least from the observation tower, and there are real armchairs at every table. No sitting on a dime, but solid comfort. *Shapiro.*

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Dance Stylists

New Appearing
Ortola Terrace,
Detroit, Mich.

ELENORE WOOD
in SENSATIONAL
Her SPIDER DANCE

28th Week Broadway, N. Y. C.
Paradise Restaurant, 32d Week

TON & NICKY
HARRIS
COMEDY DANCERS UNIQUE.

LaFAENA

The Green Goddess in The Dance of Death.

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When in or near Kansas City, not in touch with us, as we can place you.
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ENTERTAINING GIRL TRIO WANTED for Cafe job. Ten weeks' engagement. Board and Room furnished in contract. Piano doubling Accordion, Sax doubling Clarinet, Guitar doubling Violin or Banjo, preferred. Write: FERWOOD GARDENS, Box 135, R. F. D. No. 2, Sturgeon Bay, Wis.

Combo Houses Summer Film Policy Taking B. O. Lickings

RKO's spots like Cleveland, Columbus and Cincinnati show big dropoff after vaude exits—assures return of flesh in fall—institutional biz thing of past

NEW YORK, June 8.—Assurance that there will be an extensive pickup of vaude in RKO in the fall, as well as in other theaters, is seen in the grosses reaching RKO's home office on former combo policy houses that dropped flesh for the summer. These theaters have taken such a terrific lacing in business that the circuit's theater operators cannot wait until the fall gets around so that stage shows can be thrown back into them. There will probably be more vaude in RKO than there was when the summer season rolled around. The same situation prevails with other theaters that dropped vaude for the summer.

In the case of RKO, towns like Cleveland, Cincinnati, Rochester, Syracuse and Columbus have been doing practically no business at all since they went into straight picture policies. Columbus has hit \$2,000 grosses with straight pictures, while it hit as high as \$30,000 on the week with a flesh attraction. Cleveland has been hitting \$4,000 grosses, and with vaude averaged in the neighborhood of \$16,000 weekly.

This situation has further proved to the operators that there is no such thing any longer as institutional business, and that the theatergoing public goes wherever it gets the most value. Only thing that can hold up the straight picture policies is dynamite pictures, and there are very few of them making the rounds of the theaters.

This condition is one of the reasons that RKO is continuing to operate its vaude office with a full crew during the summer, despite the fact that it has a little better than three weeks. Also, the reason for Loew retaining its combo policies, giving the public a better buy at a slight tilt in admissions so that it wouldn't have any reason to go shopping at other theaters.

Paradise Drops Stage-Band Policy

NEW YORK, June 10.—The Paradise, Bronx, resumes regular vaude Friday when Ed Lowry ends his 10-week run as house emcee. It had used a stage-band policy during Lowry's stay. Lowry is continuing his WHN sustaining programs for a while and then goes away for a vacation.

Sidney Piermont, Loew booker, says there probably won't be any more experiments with stage-band policies for the summer. It is expected that Loew vaude will hold its own right thru the hot weather, altho budgets are being trimmed in most spots. Big units are cut, only two now playing for the circuit, Cab Calloway and *Spices of 1935*. As for "name" acts, Loew is thinning them out. After Henry Armetta and Joan Marsh play out their dates there probably won't be any other heavy money acts getting bookings, except at the Capitol Theater.

Actor Union in Egypt

NEW YORK, June 8.—The American Federation of Actors has correspondence from B. Williams, of the Passport Section of the Department of Public Security of Egypt, to the effect that an Artistes' Guild of Egypt is being organized. The new actors' union is being patterned after the AFA.

RKO Retires Bert Henson

BOSTON, June 8.—Bert Henson has been retired on a pension by RKO as manager of the Boston Theater here, and it is expected he will go to the Coast. Benjamin Domingo succeeded him on a transfer from the Bijou Theater, and A. N. Lauder was made manager of the Bijou.

Repeating

NEW YORK, June 8.—When Bert Walton closed at the Palace here two weeks ago, RKO booked him for a repeat there the week of December 27, which will mark his fourth appearance at the house in a year. The Albee, Brooklyn, went along with the booking, week of December 20, his fourth time at that house, too.

Friars Elect Officers; Jessel Again Is Abbot

NEW YORK, June 8.—Friars' Club held its annual meeting late yesterday afternoon and elected its new officers and governors. The officers are George Jessel, Abbot; Rudy Vallee, Dean; Jack Benny, Prior; Ben Piermont, corresponding secretary; Pat Rooney, recording secretary, and William Degen Weinberger, treasurer.

The new governors comprise George Nat Burns, Harry Delf, Jack Dempsey, Eugene M. Engelman, Jay C. Flippen, Ted Husing, A. A. Jaller, Abe Lastfogel, Dr. S. L. Meylackson, Dan Michalove, Marvin Schenck, Maurice A. Stephenson and Ira Streusand.

RKO Employees' Outings

NEW YORK, June 8.—RKO's annual outing of employees to Indian Point will take place June 17 to 24, the committees headed by John E. Redmond, chairman, and Larry Waterman, secretary. Other committeemen are Arthur White, Helen Doyle, Henrie Horton, Kitty Moreno, Joseph Skelly, Martin Monroe, Frank Drumm, Edwin J. Smith Jr., Howard Crowell, Roy Byron, Ray Connor, Lester Walters, Fred Lakeman, John Dowd, Richard Gavin, Michael Edelstein and James Dolan.

RKO's Advance Bookings

NEW YORK, June 8.—RKO has booked its Palace, Chicago, and Fox, Detroit, as far ahead as July 26. Eunice Healy goes into Detroit June 14, Noble Sissie follows a week later and Jackie Heller June 28. *Texas Mustangs*, NBC 38-people act, plays Chicago July 5; Detroit, July 19; Dixie Dumber, Detroit, July 12, and Chicago, July 19; Ed Sullivan, Chicago, July 19, and Harvey Savoy, Detroit, July 26.

Theaters Pan Relief Units As AFA Seeks More Govt. Aid

BOSTON, June 8.—The local Emergency Relief Administration has been receiving squawks from exhibitors against the 18 vaude relief units now touring New England. The units were staged by Tom Senna, local rep of the American Federation of Actors, and average a dozen actors each. They tour CCC camps, hospitals, settlement houses and institutions, and are considered by straight picture houses as competition.

A survey reveals only 32 New England houses are running vaude regularly, while at least eight use occasional vaude and another two dozen run amateur nights regularly. There are almost 900 theaters open in New England, which means only one out of 30 uses vaude.

The Ross Prisco-Arthur Fisher Office leads the local bookers with 16 houses. They are the Capitol, Lynn, which dropped from a full week to two days last week; the Modern, Brockton, Mass., which has dropped from four to two days; the four Montreal houses providing 16 days playable in 18; the Gayety, Boston, split week; the Gates, Lowell, and Capitol, Pawtucket, three days each; the Empire, Fall River, two days, and six one-dayers; South Boston, Cambridge, Arlington, Revere Beach, Beverly, and the National, Boston.

No Letup

NEW YORK, June 8.—"Names" have even extended to chain letters, now that the demand has fallen off to practically nothing. One ambitious seller this week tried soliciting his business on the strength of Louis K. Sidney being a part of his chain.

Plan New Chorus Standard Contract

NEW YORK, June 10.—With the vaude code nullified, Chorus Equity is drawing up a new standard contract form which will embody the best features of the code.

The organization's current contract form referred to the code provisions. With the code out the provisions will be made part of the contract itself. Since it entered the vaude and cafe field Chorus Equity was able to put its vaude contract into effect only once, with the Ed Wynn unit, which played a string of one-nighters last year.

The American Federation of Actors attempted to push thru a standard contract this winter and attended several conferences called by License Commissioner Paul Moss. Later gave up his efforts and no groups or individuals have bothered with the problem since.

Acts Aboard Normandie

NEW YORK, June 8.—Four vaude acts were aboard the Normandie when it made its spectacular run across the ocean. Devito and Denny, with Dorothy Stevens; Tex McLeod, Al Nord and Jeanne and Richard Adair were aboard, along with Martin Beck, Rufus LeMaire, Max Gordon and Mrs. Benny Davis. Devito and Denny were seven months abroad and resume European bookings in October. McLeod had been playing vaude in England the last three years.

Fleishnick-Miller Combo

NEW YORK, June 10.—Sam Fleishnick, who formerly handled Cab Calloway, Duke Ellington and other "name" bands, and Warren P. Miller, Midwest agent, have formed the Flamill Enterprises, with offices in the RKO Building. Louis Loomis, former Boston agent, and Irving Fleishnick are associates.

Paine Quits After 17 Years

BOSTON, June 8.—Sammy Paine has quit the RKO Booking Office here. He had been associated with C. S. (Doc) Breed, head of the office, for 17 years. He is motoring to the West Coast, returning next month to make a new connection. Breed and an assistant now comprise the entire staff.

Moss Again Haunts Agents

Says he has a new plan to force licensing—has been working on the q. t.

NEW YORK, June 8.—License Commissioner Paul Moss has not given up his attempts to bring agents, or artists' representatives, as some would have themselves termed, under his supervision, according to his statement this week. He revealed that his office is continuing to round up agents and managing to bring in several a week for licensing. As for the rebellious group referred to as artists' representatives, Moss claims he has other plans which he believes will be effective.

While Moss would not say what his new plan to force complete agency licensing is, he did say that his own legal department, recently expanded, will take the matter into court and not the Corporation Counsel's office, as has been the case in the past.

It is known that, altho the license department has been seemingly lax for a long stretch as regards the vaude agent, Moss has had undercover men making the rounds and also personally contacted the field to get first-hand knowledge of the operation of these artists' representatives. He is gathering all this data in an effort to prove that they are nothing but employment agencies.

Since Moss lost his last court battle in the argument with the artists' representatives he has kept his office quiet on licensing vaude agents. He preferred to work on the q. t., and not show his hand. It is expected that he will get to work on the matter again in August, throwing more test cases into court. This subject has been a sore spot with him for a long time.

"Bergeres" Unit Ready for Vaude

NEW YORK, June 8.—The original *Folies Bergeres*, the floor show at the French Casino here, is now being submitted to the vaude bookers. It is expected that the show will end its club engagement in three weeks after enjoying a run since Christmas.

RKO has the French show booked for August 2 in the Midwest, and earlier dates are being sought from Loew. Unit is asking \$8,500 net.

Bowes Amateurs To Tour as a Big Act

NEW YORK, June 8.—The Major Bowes amateur program, sponsored by Chase & Sanborn, is to go into vaude, with the William Morris Agency to produce an act with 10 of the national winners working under an m. c. The act will carry the Bowes and C. & S. billings. Also, the act will tie in with local amateur contests, having the theater stage the local contests during its appearance.

The act is scheduled to play about two break-in weeks during the summer and then be submitted to the circuits in September.

Ed Wolf's Unit

PITTSBURGH, June 8.—A unit sponsored by Ed Wolf is currently appearing at the Alvin Theater here. Cast comprises Mary Small, Phil Cook, Larry Taylor, Jack Rubin, as m. c., and amateur winners of the Major Bowes, Fred Allen and Gus Edwards air programs, including Joe Rugatto, the singing garbage man.

Wilshin Joins WMCA

NEW YORK, June 8.—Charles S. Wilshin, vaude agent, joined the new WMCA artists' bureau this week, working under Zack Freedman, who heads the bureau. He is a veteran agent, having sold acts on the RKO booking floor for many years.

AL ROSEN, manager of Loew's State, New York, leaves July 15 on a month vacation. Will fly to the Coast.

British Closings Slow Importation

LONDON, June 1. — With over 80 American acts still holding contracts for English vaude dates, an unusual condition arises. Should the important circuits consider the advisability of closing certain of their theaters for the summer period, the openings of these acts will be unavoidably postponed, and the British Ministry of Labor will assuredly withhold their entry permit until such time as the work is there.

A large number of American acts who have been successful here and who have since taken salary cuts to remain rather than return home also presents a tidy problem to the Labor authorities, who are reviewing each case in which the act has been in England for three months or more. Acts have been advised to take Continental bookings and then to return to England after a sufficient lapse of time. In this case considerable expense has been saved the acts and their European tour has been prolonged.

The success of the recent vaude production policy at the Palladium has also been the cause of the postponement of the opening of many a contracted American act, and the fact that the next "crazy month" is due on August 12 will add to this difficulty.

Royal Command Show Slated for October

LONDON, June 1.—The Royal Command Performance, usually held in May, will probably take place early in October at the Palladium. Original date had to be postponed owing to His Majesty the King being swamped with official and social functions due to the Jubilee Celebrations.

Acts, both British and American, are already under review for appearance at this all-important function, and three American turns upon whom the honor will undoubtedly be bestowed are Will Mahoney, the Four Franks and George Prentice. Last five Royal Command Performances have all been at the Palladium, with George Black and Harry Marlow mainly responsible for the arrangements.

American acts who have previously been honored by Royal Command Performances include Panny Fields and Charles T. Aldrich (1912), Sam Barton (1919), Kharum and the Trix Sisters (1922), Sessue Hayakawa (1923), Julian Rose, Chilton and Thomas; Howell, Harger and Naldi, and Odall Careno and Toto (1930), Teddy Brown, Moore and Revel, Myron Pearl, Al Trahan and Yukona Cameron and Carr Brothers and Betty (1931), Ganjou Brothers and Juntana; Omar; Wilson, Keppel and Betty; William and Joe Mandell and Roy Fox (1933), and Three Sailors, Sophie Tucker, Mills Brothers, Holland and Hart, and Kafka, Stanley and Mae (1934).

\$10,000 Settlement For Acts in Crash

NEW YORK, June 10. — Performers hurt when their car was smashed by a train near Elmira, N. Y., February 3 withdrew their Supreme Court suit this week when the Delaware, Lackawanna and Western line settled for \$10,000. The parents of Connie Bient, dancer, who was killed in the same crash, accepted a separate out-of-court settlement.

Those injured were Bill Demarest, the Renard Trio, Jack Weiss and Ali Ben Ali, who was driving. The acts were coming in from Canada when their car was hit at a crossing.

In the Professional Advertisement of

RUTHIE BARNES

In last week's issue, thru a regrettable error, reference was omitted to Jack Kachelin, of Chicago, being Miss Barnes' personal representative.

WANTED

HIGH CLASS VAUDEVILLE ACTS

Week Stand for Versatile Acts. Split Week, Sunday and Tuesday openings. Conn and Pinto—Four Bars of Harmony, Wire
PALACE THEATRE, Huntington, W. Va.

Bonds Trip Up Bookings as So. Amer. Gets More Shows

NEW YORK, June 10. — The South American field for vaude acts is showing more life. Harry Walker says he has closed a deal to send a 45-people unit to Buenos Aires for a 10-week guaranteed run in theaters. The unit will be called *Harry Walker's Broadway Scandals* and will include a girl band. It sails July 22.

Walker says the Argentine-American Trading Company has underwritten the tour, guaranteeing a minimum of 10 weeks in Argentina and posting a bond for return trip tickets and two weeks' salary. Walker says his last Argentine show was eight years ago, and that he withheld activity ever since because he couldn't find reliable groups willing to post bonds. He says he is also sending another 16-girl unit to M. E. Kelly's two cabarets in Panama for a three-month run. These shows return here and do not move on to South America.

Three More Acts On IA Unfair List

WASHINGTON, D. C., June 10.—The International Alliance of Theatrical Stage Employees has notified its locals that three vaude attractions are "unfair" and urges the unions to endeavor to force the acts to take on a stage band under contract.

Acts are *Brown-Skin Models*, managed by Irving Miller, playing the Midwest; *WLS on Parade* unit, playing the West, and Birch, the Magician, playing the South.

Nazis Jail Vaude Star

NEW YORK, June 8.—The *New York Times* reports Werner Finck, vaude headliner in Germany, has been put in a concentration camp for joking about the Nazi leaders. He was arrested May 10 when the police swooped down and closed two Berlin cafes and has been detained in a concentration camp since then. Previously his comedy material had been passed by the secret police.

EDDIE HEALY, formerly of the team of Healy and Cross and who now conducts a restaurant in Providence, was guest of honor at a recent dinner given by the Providence Elks.

VAUDEVILLE NOTES

JESSE KAYE, F. & M. booker, won the guest prize at the NBC golf tournament last Wednesday. It was a leather traveling bag.

MAURICE GREENWALD and his wife left New York for Chicago to vacation for a couple of weeks.

JEROME MANN is current at the Paradise, Bronx, on a tour of Loew houses. Goes back on an air program September 3.

RUFUS DAVIS, of the *Radio Rubes*, has ambitions to do a single. Broke it in June 1 and 2 in New Brunswick for RKO.

BILLY DIAMOND, Chicago booker, plans to be in New York June 22 on one of his frequent trips.

RAY CONNOR, Palace, New York, manager, joined a picket line in front of his house last week to shout that his house was entirely AFL. A Local 308 operator shouted along with him.

BILL HOWARD, RKO booker, and Ferd Simon, agent, left New York on the Century Tuesday for a look-in on Chicago.

AL LYDELL, sent to the Coast by Ferd Simon for a part in Fox's *Way Down East*, has landed another pix assignment. He's got a part in MGM's *Comin' Round the Mountain*.

NATE BLUMBERG, RKO's v.-p., has been laid up at his home all week with a bad cold.

HENRY SANTREY has sold a book, *Blood*, to Simon & Schuster. It will be

published in fall. He says he has also sold a scenario, *Congressman-at-Large*, to Fox as a vehicle for Will Rogers.

RUSSELL MARCONI and JERRY called a week ago Saturday on the Lafayette for London. It's a repeater within five months.

GEORGE MILLER, III the last five months, has rejoined the Three Miller Brothers' act.

MARY McMAHON, singer, has returned east from the Coast. Will resume vaude.

JACK TERRIS has joined the Nick Agneta Office, New York. Doing indie agenting.

HELEN ETHERIDGE, singer, has quit her WNEW spot and is angling for a Niagara Falls night club engagement.

RUDY VALLEE has been elected to the American Federation of Actors council.

ANDY ANDREWS, from NBC, is making personal appearances on the West Coast.

ANSON WEEKS and ORCHESTRA are touring vaude and ballrooms in the Northwest.

"RUSH" HUGHES and Pinky Tomlin, radio acts, now making personal appearances in the San Francisco territory.

ROLAND and VERDITTA are now vacationing in Wausau, Wis.

EDDIE SHERMAN, indie booker, was "king for a day" at the Variety Club luncheon in Philadelphia June 5.

St. Paul Vaude Changes

ST. PAUL, June 8.—The Orpheum, RKO house, dropped its five-act vaude policy for Fridays, Saturdays and Sundays this week. Vaude will be resumed in September.

Leaves the town with only the Paramount and the Lyceum using vaude, with the latter house leaning to small-time shows. The Paramount will pull the three-day shows soon in favor of three or four full-week shows during the summer.

'Palais Royale' Unit Booked

NEW YORK, June 8.—The former *Palais Royale* unit is now making the rounds as the *Bob Hope Show*, produced by Ferd Simon. RKO has the show booked for the Palace, Chicago, for the weeks of June 14 and 21, with the possibility that it may run at the house an additional two weeks.

Block and Sully to Midwest

NEW YORK, June 8.—Jesse Block and Eva Sully have been booked by Publix for two weeks, Chicago, June 21, and Detroit, June 28. Publix has also booked Guy Robertson, closing tonight in *The Great Waltz*, for Chicago week of July 5.

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MEROFF'S
UNIT
DANCER EXTRAORDINARY.
Permanent Address, Wilmette, Ill.

Palace, New York

(Reviewed Friday Afternoon, June 7)
(First Show)

(IT'S THE TOPS UNIT)

After a Midwestern tour the unit, *It's the Tops*, headed by Vic Oliver and John Fogarty, comes into the Palace and proves itself to be a trim and entertaining 63-minute affair. Reminds one of the old intact shows RKO use to have, with Oliver as m. c. and one of the acts forming the production background. Works out well, with the audience pepped up by a professional laugher planted in the lower floor and perhaps a couple of other mitt pushers. Anyway, the audience showed itself to be most enthusiastic about the show. The current pix is Elisabeth Bergner in *Escape Me Never*, and business at this viewing was only fair.

Oliver carries the trunt of the show on his shoulders, and he's a dependable Atlas. This fellow's magic with an audience has always been amazing. He never falls to win them over and does it in an entirely different way than most comics. Intimacy is something he possesses in larger order and furthermore he packs a good stock of gags. Kept that show running at a snappy pace, building the acts up well and giving out with his own comedy, piano and violin playing. Ruth Ray, blond, helps him out capably in bits.

John Fogarty is another socker in the show, his tenor pipes registering beautifully over the public address. He possesses a charming personality and is a willing singer—never waiting for applause but giving out with one song after another. And the strange part of it he doesn't do one Irish number, altho one guy in the rear yelled for *Irish Eyes*. Billy Colligan assists him well with piano accompaniment.

Helen Honan is another of the acts, and she, too, gets over big. Her Stepin Fetchit and Mae West session is her best bet, and the rest of her impersonations are good also, but there are a couple that could be shelved. Does a corking Charlie Chaplin at the finish, but the necessary costume change for it isn't so hot an idea. Large and Morgner go big as well, these one-legged fellows putting many a normal acrobat to shame with their corking tricks. Besides, they present their turn very cleverly, giving it considerable appeal.

The production end of the show is held up by the Bebe Barri Dancers, an 11-girl troupe, also carrying Petch and Deauville, dance couple, and Roy Kayser, singer. These 11 kids make a nice picture in colorful costumes and do their neat routines well. Petch and Deauville are okeh tappers, but their forte is acrobatic bits. Kayser does good enough singing at the mike. This turn is spotted several times thru the show, fitting in just right.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Friday Afternoon, June 7)

Business has been off here for several weeks and today at the second show there was plenty of vacant seats. Nothing particular to draw the customers this week and the bill lacked punch.

The Honey Family, three men and three women, opened with various styles of aerial somersaults and other acrobatic tricks a bit different inasmuch as the girls do all the understanding. Using the teeterboard they did a three-high and closed with a somersault to a cradle mounted on a high pole and held by one of the girls. Nice hand.

Carl Shaw, assisted by an unbilled man and woman, tried hard to be funny, but didn't make the grade. His material

is very weak and unfunny and only when he danced did this audience respond except weakly once or twice during the dummy bit, which at times bordered on vulgarity. Shaw's forte is dancing, at which he is very good. His eccentric routines and sock steps are enough to put him over with a bang if he were not hindered with the rest of the present act's routine. Fair hand.

The Pickens Sisters got started by singing *She's a Latin From Manhattan*, followed by Patti Pickens and Bill Chandler, who contributed a neat tap. Jane sang *When I Grow Too Old To Dream* and then the three girls did a satirical impression of a trio of operatic singers at a concert. To close they did a melodrama set to music, with sound effects operated by Chandler. Helen announced all the numbers. Three bows.

Johnny Burke sauntered on in street clothes having dropped, at least here, the khaki outfit he has used for so many years. Opens with his song *Standing on the Corner of the Street* and then does his old war monolog. Hasn't changed a word, but evidently there are plenty of people who haven't heard him, as at times the audience laughed heartily. Closed with his piano bit with boys in the orchestra helping along. One bow.

Peggy Taylor and Company closed with their kitchen pirates idea. Only one adagio number was done at this show, as Miss Taylor was distressed by a nose bleed, making it necessary to close the curtains on an excellent dance act.

F. LANGDON MORGAN.

Loew's State, New York

(Reviewed Friday Evening, June 7)

Betty Jane Cooper and Lathrop Brothers, together with Rimac's Havana Orchestra, keep the bill from being a total washout. Has definite box office, however, in Joan Marsh and J. C. Flippen, a capacity house attending the show. The picture, *Les Miserables*, gives the patrons their money's worth.

Betty Jane Cooper and the Lathrop Brothers open with a tap routine in evening clothes. They go thru their paces nicely and show the results of much work together. Miss Cooper, in black transparent pajamas, does an eccentric tap, followed by the boys, who do a tap number to vamp music. The finale finds the trio in a hot tap which gets a good hand.

Joe and Pete Michon start out to do a number of things, but never quite succeed in doing anything. The opening laughgetter is that unusual stunt of kicking a girl in the rear. The next effort is that of a springboard, wherein one of the brothers dives from the board to his partner's hands—and misses. The closing is what might be an adagio or a wrestling match. The whole business left the audience more or less in a daze.

Joan Marsh, picture actress, is an added attraction. Before the mike, she sings three numbers, *Haunting Me*, *A Little Powder—A Little Rouge* and *Latin From Manhattan*. With the latter number, she tried a few rumba movements but lacked flexibility. She was obviously nervous and may do better with the numbers as the week progresses. One attempt at repartee fell flat.

Col. J. C. Flippen, speaking before a mike, pulled some exceptionally blue stuff, especially a yarn concerning President Roosevelt and Mae West. Most of his stuff is off-color and smacks of burlesque. During the latter part of the act he brought on a stooge for some repartee. Flippen also sang two numbers.

The show closed with Rimac's Havana Orchestra. The band confined itself to tangos and rumbas. Two gals furnished the dance numbers and went thru their

paces in an excellent fashion. Rimac, the leader, did an unusual tango with one of the lasses and received a good hand. Band works hard and deserved the three curtain calls it received.

LEN MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 6)

Russell Markert has his inning this week in the production of the stage show, and he has a 33-minute layout tagged *Spotlights*, which is the usual in stage shows here. It's more in a lighter vein than the general run and is satisfactory entertainment, altho it could pack more punches. Show plays opposite the Shirley Temple pix, *Our Little Girl*, and business at this viewing was okeh.

The side dishes this week are extra plentiful. After the Dick Leibert console session there follow a long newsreel, a Lowell Thomas short subject and then a Walt Disney Silly Symphony. Overture is *Capriccio, Espagnole*, by Rimsky-Korsakow, allowing a lot of brief musical solos, and in general is well handled.

First of the *Spotlights* show is *Moonlight and Magnolias*, the feature of which is the catchy tune of that title written by Haven Gillespie and Peter De Rose. Singers of it are Nita Carol and Robert Landrum, who don't fare so well as a duo, and they're backed by the choral ensemble. Miss Carol can hit those high notes beautifully, but otherwise the pipes don't respond so well. This follows right into *An Old-Fashioned Garden*, outstanding for its beautiful set. Hilda Eckler and Nicholas Daks pair off for some graceful dance routines, and the ballet group give out gracefully enough also.

Fortunello and Cirillino, novelty act, click handily with their clever presentation of acrobatics. They keep in time to the music and unloose a bag of corking tricks. Distinctly a foreign flavor to this act, and it's good. The hand they were given further proves the value of specialties in this house.

The Barber's Opera follows, and it is an amusing session, altho at times too hokey. Al Silverman did a good job of the lyrics, and Jan Pearce, Nita Carol, Joy Sweet and the glee club served the singing and hokum in grand style. On to *Washington Square*, Walter Morgan, John Panfer and John Bennes lead off with a song about *Do-in' the New Yorker* or something like it, with Irene McBride and Jose Limon following in a fair dance routine. *Park Avenue* is next, and the *New Yorker* biz is carried thru. The Rockettes hold forth in this number and, as usual, they sock across with their ever-intriguing precision dancing. Entire company is on for the finish.

SIDNEY HARRIS.

London Bills

LONDON, June 8.—A strong bill at Holborn Empire has four American headliners. Only new act of the four is that of Gary Leon (formerly here with *Kitchen Pirates* act) and his partner, Marcia Mace. Couple click with a dandy act full of action and some clever tricks. Familiars are the Three Sailors, laughable hoke specialists; the Gaudsmith Brothers and their poodles, and Aileen Stanley, songstress. All are hits.

Palladium show, *Life Begins at Oxford Circus*, is in its 14th and last week. Gypsy Nina, swell singing accordionist, is back after a week's absence and comes near to show-stopping with her glorious pipes. Gaudsmith Brothers double into the show from Holborn Empire. These two acts replace Larry Adler and Sherkof. Polly Moran, working well and lively, remains, and the Four Franks chalk up a record by playing their 14th week and still having show-stops to their credit. Straight vaude goes in next Monday with the Mills Brothers as headliners.

Shepherd's Bush Empire, a Stoll house, has two American hits in Blanche Collins, a corking impressionist, who registers solidly with a fine act, and the Arnaut Brothers, sure fire with their whistling courtship novelty.

Manchester Hippodrome does fine business with a trio of American acts, Joe Jackson, original and mirth-provoking pantomimist; Tracy and Hay, excellent and versatile dance combo, and Tracy and Vinette, hoke comedy novelty.

Cherry and June Preleser are enthusiastically received at Pinsky Park Empire; Joe and Jane McKenna and the Washboard Serenaders are popular at Glasgow Empire; Art Frank, assisted by Vivien Peterson, show-stops at the Troxy, Stepney, and the Gilbert Brothers, sensational equilibrists, shine on the same

bill. Glen and Ann Pope, with novelty in magic, and the Mills Brothers both click plenty at the Manchester Palace.

Capitol, New York

(Reviewed Friday Evening, June 7)

Current show has Sophie Tucker and her WHN Music Hall on the stage and *Public Hero No. 1* (MGM) on the screen. Picture is a pip and should do business.

Miss Tucker and the Three Ritz Brothers lift the stage show out of the ordinary class. Miss Tucker is dynamite, emceeding the proceedings with zest and socking over her songs in old Tucker style. She's a distinct personality and the customers here liked her. Resplendent in a white gown, she started off with *If It Ain't One Man It's Another* and *The Isle of Capri*. Later, working with the 32 Danny Dare Girls, she sang *Lady in Red*. Glowing with the Ritz boys, she came thru with *Some of These Days* and immediately following with her version of a cantor singing the same number. A novel idea, but not very effective.

The finale had Miss Tucker as Sister Aimee in a pulpit and singing *You'll Reap What You Sow*, while the Dare girls, as saints and sinners, pranced around. A nice number, with the Tucker personality giving it that extra touch.

The Ritz boys came thru with much-needed hoke. Their material is almost entirely new, which is a great thing in these days of stale humor. They romped around in high-pressure comedy style, getting the laughs with special lyrics and comedy bits. They also uncorked some fast stepping and went off to a big hand.

Donald Novis filled the mike with his sweet high tenor voice, doing four numbers and clicking easily. He has improved in stage presence and delivery, handling his numbers with skill and displaying his versatility with an excellent Irish ditty.

The Eight Serenaders, male singers, backed Miss Tucker in the cantor number and also worked briefly in an ensemble scene. The Dare girls wore their slick costumes well and pranced around with the necessary pep. The band was on the stage thruout, with Ted Shapiro at the piano leading the special arrangements for Miss Tucker.

PAUL DENIS.

Roxy, New York

(Reviewed Friday Afternoon, June 7)
(First Show)

Joaquin Garay, the young Mexican singer who scored an applause hit at this house last week, has been held over for a second session, a procedure warranted by the applause which he pulls down. Definitely talented, the lad seemed more at ease this week than last and, in going thru a routine built along the same general lines as the previous one, socked it across excellently. It's a question of personality rather than voice, but the results are there—and plenty.

Garay also introduced this week's winner of the Town Hall amateur radio contest, who turned out to be one of the best amateur winners in recent months. She's Lillian Hall, a buxom lass with a really beautiful voice. High and sweet and splendidly handled, it has quality way above that of most pros—and it's excellently adapted for amplification, coming thru the mike with far less distortion than is usual. Miss Hall sang *One Night of Love* and *When I Grow Too Old To Dream*, the latter a particularly fine rendition.

Show is opened by the Neiss Troupe, three men and one woman, who go quickly and effectively thru their excellent trampoline routine. Headlining are the Eton Boys, from radio, four lads who harmonize at the mike, plus one who accompanies at the piano. Their fast and furious renditions and their infectiously zany comedy overcome the weakness of their novelty material. Building up the comedy angles as they go along, they sock across at the finale and scored a deserted show-stop when caught. Filling in the production numbers are Dawn and Darrow, a superior dance combination. Their first routine, a sensational and exciting ballroom affair, is done in conjunction with the Gae Foster Girls, and the second, a black and white rhapsody as it's called, combines modernistic and adagio stuff in an exciting whole.

The Foster kids go thru three routines as usual. Leadoff is a peppy number which includes kicks a la Roxette. Second a fan number (but with clothes on), in which the fans are passed to gals in

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Radio City, New York

black on the semi-darkened stage, giving the impression that they're moving in the air. Third is the zouave drill, which the troupe has done before, much of it performed without orchestra accompaniment, a grand routine for any dance outfit. Freddy Mack, who leads and emcees from the pit, announces that the guns carried in the zouave routine weigh 16 pounds apiece. If they do, it's cruelty.

Picture is Claude Rains in *The Clairvoyant* (GB), and the house was only fair the first show opening day.
EUGENE BURR.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 7) (First Show)

SPICES OF 1935

Count Berni Vici and his *Spices of 1935* unit got off to a good start today at the Earle, with audience pleased with music and stage flash.

Bob Carney, emcee, opens with a few gags and the curtains part on the double-decker stage, with Vici's 15-piece girl orchestra on lower deck and Decounti and Romaine posing as gold statues on the upper. Six show girls do a patter number, followed by a mild strip.

Garner, Wolf and Hakins, former Healy stooges, prance in with a comedy bit, and the gold statues come to life for an interesting dance, flanked by the show girls. Good hand for Decounti and Romaine.

Three girl fiddlers in orchestra appear in spot to play *Home on the Range*, followed by cornet quartet on *Wagon Wheels*. On upper deck Lester Harding, against a campfire setting, sings *Last Round-Up* in an excellent baritone voice.

Carney returns for a slapstick interlude with Isabelle Dwan and Joe Cowan, followed by more knockabout comedy from the stooge trio. Upper deck then used again for a Versailles tableau, topping off into an adagio dance featuring Mlle. Caroline.

Garner, Wolf and Hakins come back for their best comedy number, in which they give a rousing burlesque of the Four Mills Brothers. With a darkened house, the orchestra then plays *Old Man River*, doing clever stunts with Jack o' Lanterns. Harding sings *Chloe* on the top deck.

Carney and Isabelle Dwan return for some more comedy, and Miss Dwan pulls a surprise in the form of an excellent high-kick dance. Carney also scores best in this spot with his impersonation of three drunks arguing who is to drive home.

Finale is graphic rendition of *1812 Overture*, using movie screen and set piece of burning of Moscow on the stage.

The Earle is also featuring the famous *Girl in the Goldfish Bowl* illusion in its lobby.

Film feature is *The Age of Indiscretion*.
H. MURDOCK.

Chicago, Chicago

(Reviewed Saturday Afternoon, June 8)

The Evans Girls, attired in red and pale blue trousers, gold jackets and hats, opened with a neat tap routine and were followed by Dot, Donna and Teddy, from the Grace DuFaye act, who did precision and challenge work. Eddie Stewart was next with a distinct dance novelty. Using a specially constructed piano that played bell-like tones as the keys were pressed, he tapped on the piano bench, played a tune with his feet during the routine and danced on top of the piano. Cleverly done and he left to a good hand. Grace DuFaye, working before the traveler, gave some splendid exam-

The Wheel Turns

NEW YORK, June 10.—"What's happened to so-and-so?" is an old question. And here are some answers:

A former RKO manager who rated \$125 a week three or four years ago is now a second balcony doorman at an RKO picture house in Brooklyn.

A former manager of Brooklyn burlesque theaters is now selling newspapers in Sunnyside, L. I.

And a former successful RKO agent-producer is now stage doorman at a local vaudeville de luxe.

ples of control work with marvelous muscular control. Her chest rolls, bends and one-leg tricks start her off a hit.

Monroe and Grant, backed by a tenement drop, drove their truck-disguised trampoline on and after a little mild comedy talk got down to showing the customers some clever bouncing tricks. Nice hand. Ethel Waters made her first appearance here, being seen in a kitchen set as her mate practiced his *Hamlet*. Idea is from *As Thousands Cheer* and gave her chance to sing *To Be or Not To Be*, following with *Ain't Gonna Sin No More*.

An artistic effort of the production department was next, which utilized a small revolving stage and a neat silhouette effect. As Lynn Cole sang *In the Middle of a Kiss* the Evans Girls did a graceful number with a modernistic solo by Grace and Kurt Graf. Nicely staged and lighted, the entire routine is reminiscent of a similar number also done in *As Thousands Cheer*.

Ethel Waters returned to sing *Stormy Weather* as only she can do it, and *Heat Wave*, which swung into a full-stage set showing the Graffs and the Evans Girls dancing the number as Miss Waters joined in the finale. The lighting effects here deserve mention being expertly manipulated.

F. LANGDON MORGAN.

Orpheum, New York

(Reviewed Friday Evening, June 7)

A book could be written about the supper-show audience at the Orpheum Friday night. A small payee list and without doubt the most frigid gang that ever got together. There wasn't anything that could wake 'em up, even a couple of good acts. The vaude bill itself was no great shakes, but the entertainment value of the acts themselves

NEW ACTS

Young, Worth and Wyle

Reviewed at the State, New York. Style—Comedy acrobatic and dancing. Setting—In one. Time—Ten minutes.

Another three-boy slapstick combination. It's better than average, not because of its originality but because of the speed and zest it possesses. The routine follows the conventional lines. Boys maul each other, taking some hard falls, and then go into comedy poses and also throw in a bit of comedy dancing.

Boys dance only for a moment and reveal real stepping ability. Should do more of it. As for the comedy, much of it has been done before; but these boys socked it over with their vitality and personality. Customers here liked the act.

In duce spot, it had no trouble scoring. P. D.

Amedeo

Reviewed at the Bronx, New York. Style—Magic. Setting—In two. Time—Thirteen minutes.

Amedeo is a European magician who has been around for some time and was once Houdini's undercover man. Now doing a modest magic act that is just right for neighborhood houses.

On in a tux and beret, he opens with a paper cutup trick. Nice opening. Then comes lighted cigaret and cigar manipulating. Not as smooth as Cardini, but very effective, nevertheless. As a closer he offers a novel threaded needle trick. Swallows two stacks of needles and yards of thread; drinks a glass of water, and then takes out of his mouth the wet thread with the needles already threaded.

Act moves a bit too slowly and needs

was hindered by the house. Picture was *Les Miserables*.

Opener is the Eno Troupe, Jap acro turn, featuring okeh Risley and perch work, comprising a satisfactory opening act. Second went to Bernice Park, a singer, who gave the impression she hasn't much on the ball. Hidden before a mike, all that can be said is that her voice is pleasing, but the girl has no distinct style and not much vocal range. Her numbers included *Lost My Rhythm*, *Would There Be Love?* and *River, Stay Away From My Door*. She is accompanied by a pianist and guitarist, both male.

Foley and Leture worked for fair results in the middle spot. They sing a couple of specially written comedy numbers, the man does some monologing, closing with an impression of how some old-time acts sang old-time songs.

In any other theater, working the way they did, Mills and Martin would have collected a flock of laughs, but the customers just wouldn't give. Hoke and plenty of it, but funny in any theater. Act carries a blond gal, a dancer, and a really funny-looking stooge with a disappearing tooth that looks like it's the only one he has. Deserved a better hand than given.

Closing carried off nicely by Jeanne Devereaux and Company, dance turn. Miss Devereaux doing two pleasing toe numbers, a fast rhythm routine and a ballet; Foy, Tucker and Johnson, two girls and a boy, with two very good offerings, and Jack Seymour in tapistry. Foy, Tucker and Johnson have a first-class routine in their acrobatic number, the male member juggling and catching the girls as they jump at him.

JERRY FRANKEN.

Colorado Houses

Ad Vaude Week

CHICAGO, June 8.—With the inauguration of stage shows at the Colorado Theater, Pueblo, and the Chief Theater, Colorado Springs, at the end of this month, another week will be added to the vaude time booked out of here. Starting June 28, stage-band shows will open at Pueblo, running Friday, Saturday and Sunday, with the show moving intact to Colorado Springs for Monday to Thursday. Houses will use the four-act bills that play at the Tower, Kansas City, which is booked by Dick Hoffman out of the Billy Diamond office here. The stage band at the Colorado theaters will be under the direction of Paul Spor, who will also emcee.

better staging. The entertainment is there, however. Went over well here. P. D.

Marian Costa and Company

Reviewed at the Bronx, New York. Style—Dancing and singing. Setting—In one and full stage (special). Time—Twelve minutes.

A four-piece flash, and a pretty bad one. No real talent. Staging is amateurish and costuming doesn't help either.

Opening has Miss Costa, a brunet, on for an acrobatic tap. A slow and dull number, and is followed by a lovely blonde at the mike, in one. The blonde sang a couple of pops, but the mike wasn't working and her voice didn't quite fill the house. A mixed team then offered a violet and amateurish apache number in the full-stage cafe scene.

Closed the show here. P. D.

George Page and Irene Cody

Reviewed at the Bronx, New York. Style—Comedy and singing. Setting—In one. Time—Seventeen minutes.

An entertaining three-people comedy turn. It's a bit loose and the material and routine are not very original, but it gets by okeh.

Opening has Page, a young fellow, spilling gags and being heckled from the box by Al Libby. Libby later comes on stage to sing. He has a sweet voice which is just right for pop numbers and had to do a couple of encores here. Miss Cody, a huge blonde, is on for a bit of singing and strutting and serves as a good butt for Libby's heckling.

Act drew quite a run of laughs here and had no trouble pleasing. P. D.

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Unit Folds After Two Years on Road

NEW YORK, June 8.—Henry Santrey's *Soldiers of Fortune* unit disbanded in Bridgeton, N. J., last Saturday after two years on the road. Unit had been hobbling along on a week-to-week basis picking up percentage dates, and when it disbanded there was much dissenstion. Most of the cast and Santrey wound up in police court, where internal differences were ironed out and Santrey took care of hotel and food bills to enable the cast to get out of town.

Cast included Griffith and Western, Gemme Brothers, Four Macks, Estelle Fratus, Stuby Kenmore, Margie Croft and a band. After a three-day engagement at the Stanley, Bridgeton, booked direct thru Eddie Sherman at a \$550 guarantee plus percentage, Santrey told the cast there were no more bookings in sight. He gave those who had back salaries his I O U for 90 days.

One act says it is filing suit for back salary this week.

Stage Band for Nashville House

CHICAGO, June 8.—The Princess Theater, Nashville, switched to a stage-band policy yesterday, with Dick Hoffman as producer of the shows besides booking them. Jerry Ross is leading the 11-piece band and emceeing the bills, which are composed of four acts and the line of eight girls, formerly at the Riverside Theater, Milwaukee, where they worked together for 18 months. Ford Capman is dance producer, and the Eclipse Rental Studios here are furnishing the weekly scenery changes.

Material Protection Bureau

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

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Hopes of Crashing Funds From Government Wilting

Delegation to Washington meets with setbacks—CA to decide Wednesday on continuance—Equity rules that NRA laws will remain in effect—loan is hoped

NEW YORK, June 8.—With the NRA setup gone glimmering and no decision yet as to what legit will or will not do to continue its NRA machinery, the committee of the code authority continued its fight this week to obtain funds from the government to finance the road plan suggested by Frank Gillmore, Equity president; Mrs. Dorothy Bryant, executive secretary of Chorus Equity, and Philip Wittenberg, CA counsel. Hope of the money coming thru, which originally looked reasonably bright, took a nose-dive as a result of conferences with government officials in Washington. The plan called for the establishment of a central organization to be composed of producers, theater owners, theatrical labor and government representatives. Theater owners were to pool their leaseholds for a stated period, and RFC was to take a debenture bond issue on the valuation, with additional moneys sought from the \$900,000,000 earmarked for white-collar projects under the FERA. The funds thus obtained would allow road production, in co-operation with established managers. It was figured that 53 companies could take to the road next season under the plan. \$1,000,000 was sought from the RFC and \$2,000,000 from the FERA. Jacob Baker, assistant administrator of the FERA, who recently came to New York for extensive conferences on the status of legit, was reported in favor of the plan.

The committee, composed of Gillmore, Wittenberg, Brock Pemberton and Marcus Helman, journeyed to Washington this week to lay the plan before the FERA. After conferences with Baker, however, hope for the expected setup disappeared, Baker claiming that it would be impossible for any work-relief funds to go into a private venture. Since producers working with the plan's central organization would be cut in on the profits, the plan technically fell into the private category. With that plan out, the committee turned to drafting an alternate plan whereby a government loan for the full \$3,000,000 would be sought, with the central organization repaying the dough from the expected profits of the road companies sent out. Wittenberg, speaking for the committee, said: "There is no doubt in our minds that if the government finances this program it will get its money back. Under this new arrangement work-relief funds can be legally advanced."

At RFC headquarters, however, according to Washington reports, it was declared that no loans would be made for theatrical ventures of any kind. Hope for even the amended plan therefore remains dim.

Meanwhile, no steps were taken by the code authority to determine what would be done now that the blue eagle has flown the coop. General sentiment definitely favors the establishment of a board of some kind to take the code authority's place, with Equity, thru Gillmore, leading the fight to set up at least a permanent round table. The authority will meet Wednesday to consider ways and means of continuing in some form, and also to decide what is to be done with the moneys now in the treasury. Among the problems is the question of the \$500 bonds posted by ticket brokers under the broker provisions of the new defunct code—provisions which used up most of the headaches available under the NRA.

Equity, meanwhile, has decided that the concessions and rulings established in actor-producer relationships under the NRA have become an integral part of Equity law. They will continue to be enforced. This includes minimum salaries, rehearsal hours and other angles.

"Maid" Sets Long Tour

NEW YORK, June 8.—*The Old Maid*, Pulitzer prize winner, now intending to spend the summer at the Empire here, is planning a long trip for itself. Road tour starts in Philadelphia September 30, and will include 76 cities in 33 States. Final date is Richmond, Va., some time next March. Over 20 universities will be played in the course of the travels.

Both stars, Judith Anderson and Helen Menken, will tour. Harry Moses is producer, and Bill Fields, who was with *Green Pastures* during its touring days, will head the press. Two advance men planned.

Negro People's Theater

NEW YORK, June 8.—The Negro People's Theater, newly formed Negro theater group, offered its first production last Saturday (1) at the Rockland Palace. It was Clifford Odets' *Waiting for Lefty*, under the capable direction of Rose McClendon, and was excellently performed before a capacity house. Barring inadequate acoustic facilities, the players handled the drama deftly, with outstanding performances turned in by Alston Burligh, Max Stinnett and Dorothy Paul. The author was present and spoke of the need of a project such as the Negro People's Theater. The policy of the group is to present problem plays, either universal or directly racial.

Preceding the performance was a dance symposium presented by Anna Sokolow, Ad Bates and others.

Rehearsals, Ratio Up

NEW YORK, June 8.—Pay for rehearsals and the ratio of junior and senior members in any company are both due to come before Equity council at the regular council meeting Tuesday. Both questions have been on the books for some months and have aroused heavy discussion.

Rehearsal pay was thrashed out by a special committee, which reported favorably, but the details are still to be ironed out. On the ratio question, it was suggested that the junior standing be ruled out completely. This was beaten in favor of a proposed rule that the ratio of seniors and juniors in any company be restricted to 80-20, and it is this that will come up Tuesday. Question arose when members claimed that seniors were being kept out of jobs because of the juniors' lower minimum.

Yiddish Troupe Clicks

PARIS, June 3.—Owing to the success of the Yiddish drama *Yoshe Kalb*, presented by the New York company of Maurice Schwartz at the Renaissance, the Isola brothers and Lucien Rozemburg have transferred the production to the Theater Sarah Bernhardt, which offers greater seating capacity.

Detroit Star-Op Opening Set

DETROIT, June 8.—Opera Under the Stars, Inc., the most elaborate operatic production ever staged in Detroit, was scheduled to open a 12-week season tonight with *The Student Prince*, starring Helen Ford, Leonard Ceeley, Barnett Parker and Desiree Tabor. Others in the cast include Joseph Lertora, Gracie Worth, Hope Emerson and Jack Good.

The productions are playing at Navin Field ball park under the management of J. J. Shubert, with Harry McKee, manager of the Cass Theater, as manager. A dollar and a half top.

The field as laid out for the operas seats 8,500 people. The largest stage in America has been constructed for the enterprise, according to John Doyle, business agent of the stagehands' local.

Smith-Ayer Production Tie

NEW YORK, June 8.—Robinson Smith and Frederick W. Ayer this week formed a partnership, with plans to produce several plays next season. A number of scripts now under consideration. Offices are at 1560 Broadway.

FROM OUT FRONT

By Eugene Burr

Back in the dim, dead days when Representative Dickstein was bringing his alien actor bill up for the first time, when there was more legit than burlesque on 42d street, and when the Westport Country Playhouse was way uptown, the solons of America, in conference assembled, decided to tax the theaters. Theaters, of course, were always open to taxation; they were amusements—luxuries—and at best mere cultural forces. And what is a cultural force to a congressman? Certainly nothing that he knows thru any personal experience.

At the time, however, the solons wept bitter tears over something that they could understand: the recreation of the nation's great masses, the great masses who worked and slaved and built the land—and who voted in elections. That, of course, could not be taxed. With much fanfare and an amount of backpatting that was even super-congressional, they decided to allow the proletarians to absorb their entertainment tax-free. No duty was imposed upon admissions of 40 cents and under. Thus, the great masses of the populace, pleasure-loving and election-voting, would be allowed to absorb as much Hollywood backwash as their heads (and stomachs) could hold, without paying anything to the paternal, beneficent and far-seeing government.

At that time the legitimate theater came thru with a suggestion that tossed the assembled solons back upon their embroidered shirt-tails. It was suggested that the legitimate theater—being a true cultural force and at that time upon its last financial legs, and being also but a tiny drop of water in the vast bucket of the expected income—be allowed to operate tax-free. Charts were made up, showing how comparatively tiny would be the legitimate theater's contribution, how easily it could be spared. Impassioned pleas were made, showing of what value, as an uplifting entertainment, an education and an art, the legitimate theater could be. It was pointed out that practically all European countries subsidized their theaters, realizing that a nation's culture is its intellectual and integral backbone.

The three or four congressmen who knew what culture was—who, like goldfish in a cesspool, were cultured men in Congress—fought hard. They fought, of course, in vain. The tripe and terror emanating from Hollywood, the sex and horror and cheap celluloid thrills, were allowed to go tax-free provided they were rammed down the public's gullet at a fee of 40 cents or less. The productions of Shakespeare and Ibsen (and even the productions of such really great masters as Shaw and O'Neill and Elmer Rice) were taxed. The legitimate theater, swaying upon weak and unsteady legs, tottered a little further earthwards.

It is interesting now to note that England, one of the few countries besides the United States boasting no subsidized national theater, is putting a new schedule of theater taxes into effect July 1. English taxes, these days, are notoriously brutal; the new schedule, tho it is somewhat easier than the old, is still far worse than that in force in this enlightened land. But—and this is interesting—in each bracket of the tax the amount paid by a theater showing living entertainment is considerably less than that paid by a theater showing films. The new ruling is admitted to be the chancellor of the exchequer's recognition of the claims of those who hold that the legitimate theater, both from a cultural viewpoint and because it provides more employment, should be put in a favorable position as compared with mechanical entertainment.

It's nice to hear of an attitude such as that—even if, of necessity, it comes from another country.

Sunday Vote In the Works

Council voting on referendum form—rumors of protests draw denials

NEW YORK, June 8.—Equity's referendum on Sunday shows in New York, to be mailed to the membership throughout the country, will go out in a week or so, it is expected. The draft of the referendum has been prepared and will be submitted to the council at the regular meeting Tuesday.

Predictions as to the result, after the annual meeting's split on the question, vary. Some opponents of Sunday shows figure that the Western vote will swing the tide in favor of playing, while managers and others on the yes-side feel that flat refusal will win. Both sides seem to figure that pessimism is the best course.

William A. Brady, for long a leading crusader in favor of Sundays, this week prophesied that the Sunday question would eventually lead to a split in Equity ranks. "Slowly but surely," he said, "Sunday performances and other issues will bring about a new attitude in the association."

Figured that the Forum group, which this year put a rival council slate in the field, gave rise to his remarks. Overtones of the election, which ended in a sweeping victory for the administration, were still heard. Forumites objecting to the ruling which allowed administration votes to stand, even tho sent in before the Forum slate was mailed to the membership.

Rumors that several Coast members had wired, protesting the election on the ground that they had never received the Forum ballot, were denied yesterday by Frank Gillmore, Equity president. Several telegrams had been received from members on the Coast, he said, but they merely joined the general Forum protest against the rule that administration ballots, mailed before the receipt of Forum ballots, must stand. The same procedure was used in mailing out both sets of ballots, he said.

Meanwhile, on the Sunday question, the IATSE issued a war whoop of joy in the current number of its official magazine. The IA fought with the managers in favor of Sundays.

Shakespeare Sweeps Thru California

BERKELEY, Calif., June 8.—California's second annual Shakespearean festival is under way. It extends from the California Pacific International Exposition at San Diego to the University of California campus here, with at least four companies involved.

A professional company of 24 which played the Chi World's Fair is presenting six different plays of Shakespeare daily, each of 45 minutes' duration, under direction of Thomas Wood Stevens at the exposition. Productions are staged in the Globe Theater, patterned closely after the notable theater of the same name in London 300 years ago, where Shakespeare worked as dramatist and actor. The theater is one of the outstanding features of the exposition.

Rollo Peters is in Los Angeles assembling a cast of players to be brought here for two productions at the Hearst Greek Theater on the University of California campus. With Peters as lead, *The Taming of the Shrew* is scheduled for the first week in July; Sean O'Casey's *Within the Gates* is tentatively set for July 20. Assisting Peters are Charles von Neumayer, professor of dramatic art at the university, and Mrs. Carol Eberts Veazie. Julius Evans is to direct. The productions are to be staged under sponsorship of William Popper, of the university's committee on drama and music.

Stanford University at Palo Alto has established a precedent in engaging a professional actor, William Thornton, to direct its production of *Othello* to be staged in August.

Chattanooga Hits at Grips

Moves to declare Memorial Auditorium "open shop" for stagehands

CHATTANOOGA, Tenn., June 8.—A movement to throw off alleged partial domination of stage shows at Chattanooga's Memorial Auditorium by the stagehands' union will come to a head at the next meeting of the auditorium commission. Members of the commission will be asked to vote at that time on a proposal to declare an "open shop" policy for the building.

A motion to institute the open-shop policy was offered by Raleigh Crumbliss, a member, at the last meeting, but action was deferred. Crumbliss expressed his belief that a majority of the board would vote for the proposed change as a result of widespread complaints of allegedly prohibitory requirements of the stagehands for amateur as well as professional shows.

Carter Gillespie, head of the stagehands' local, said that the auditorium would be put on the "unfair" list and closed to all road shows if the open shop were approved.

"That means that no show or band of any kind can play there," he said.

Should the board approve Crumbliss' motion, the building would go on the "unfair" list immediately, and all performances would be picketed by union men. This would mean the blocking of road shows, orchestra and touring attractions of all kinds in all cases in which union stage crews are stipulated in the booking contracts, according to Tommy Thompson, auditorium manager. The proposed open-shop policy, according to the ideas of its sponsors, would have no effect on promoters and attractions desiring to operate with union stage help. It would simply throw the building open to all who desire to use it, with or without union workers.

Lyceum Theater Foreclosed

NEW YORK, June 8.—Bowery Savings Bank yesterday began suit in the Supreme Court to foreclose a \$200,000 mortgage on the Lyceum Theater on 45th street, east of Broadway. Complaint charged that only \$350 had been paid on the interest since December 1, 1932, tho the annual interest totaled \$9,000. Lyceum has housed many hits; *Berkeley Square* and *Sailor, Beware!* are among the more recent.

160 Grand for "Dodsworth"

NEW YORK, June 8.—After over a year of bidding and haggling film rights to Sidney Howard's dramatization of *Dodsworth* were finally sold to Sam Goldwyn this week by Max Gordon for \$160,000, the season's high on the pix sale of a play. Walter Huston not settled yet for the lead, which he played

on the stage; he had intended to do *Othello* here before returning to Hollywood. Show will tour again in the fall and sale therefore stipulates that film version will not be released before October, 1936.

Alliance's Financial Board

NEW YORK, June 8.—Theater Alliance, co-op repertory group which will start up in the fall with extensive plans, including an acting and playwrighting school, got a financial advisory board for itself this week. Board was formed at a luncheon given by Arthur S. Kleeman, head of investment banking firm of that name, at the Bankers' Club, with about 20 money men present. Elmer Rice, Sam Jaffe and Maurice Wells, of Alliance, spoke.

Hayseed Tryouts and Players Set as Season Swings Around

(Continued from page 4)

Shawnee-on-Delaware, Pa., with a two-day stand of *The Bishop Misbehaves*.

Mr. Tim Passes By will be the opening bill for the Lakewood Players at Skowhegan, Me., with Mary Phillips, Mary Rogers, Jessamine Newcombe, Owen Davis Jr. and J. Hammond Dalley in the cast.

Ogunquit (Me.) Playhouse, under the management of Walter Hartwig, will offer seven revivals and three tryouts, opening July 1 with *Accent on Youth*. Libby Holman will be a permanent member of

the company, and Alexandra Carlisle will conduct a cycle of literary programs.

Robert Porterfield intends to use two companies for his Barter Theater at Abingdon, Va., covering a wider territory than heretofore. Opening date not yet announced, but first play will be *March Hares*.

Another new theater, this one at Tamworth, N. J., was opened by the Barnstormers Thursday.

The Stagercrafters, who will operate at Bangall, N. Y., have been given land at Pinewall, N. J., by Mrs. L. Kelly, of the Sherman Square Hotel. They intend to build a theater on it in the near future, to be called the Lighthouse. All productions will be under the direction of George Damroth, who will also direct at Bangall, where several of his own plays will be presented.

South Shore Players, at Cohasset, Mass., will open July 8 in *Meet the Prince*, under the direction of Alexander Dean, Earle Larimore and Selena Royle head the cast, and they will play the piece in six other hayseed theaters during the following six weeks.

Bobby Fulton's puppets will play the Marshfield Hills (Mass.) Theater during July and August. The Marshfield Players start their season there July 3 with *The High Road*, playing four performances a week. An eight-week season is planned.

Raymond Moore's Cape Playhouse at Dennis, Mass., opens July 1 with *It's a Wise Child*, for a 10-week season, with two new plays included. Burk Symon will do the staging.

Ridgeway Players start at White Plains, N. Y., Monday with a new (and unpronounceable) play. It's a farce by Viola Brothers Shore and John Hayden called *Is This a Zither?*, with Sylvia Field in the lead. How customers will be able to buy tickets without pronouncing the name, however, has not been announced.

Four tryouts are on the schedule of the North Shore Summer Theater at White-stone, L. I., which is under the management of Charles O. Carey. They are *Long Journey*, by Barnett Warren; *The Esquiste Hour*, by Margaret Wright; an intimate revue by Paul Dehnicke, and *Henrietta VIII*, by L. duRocher Macpherson. *Hour* was tried out some time ago by Grace George.

Complete cast of the *Madame Bovary* tryout, to be offered by the Players' Group, under the direction of Sylvan Simon, at the Brown Swan Theater, Schroon Lake, N. Y., includes Arthur Space, Ross Matthew, Bernard Cooper, Diane Crystal, Phoebe Gilbert, Loring Chandler and Howard Blaine. Group is also extending its one-night time thru the Adirondacks, planning to send out *Laburnum Grove* as a follow-up to *Accent on Youth*. Matthews will play the Edmund Gwenn role in *Grope*.

Westchester Playhouse, at Lawrence Farms, Mt. Kisco, N. Y., opens with *The Good Fairy*, with June Walker in the lead. Others in the cast will be Mildred Natwick, Ralph Morehouse and Allan Tower. Engaged as members of the Playhouse's permanent company are Miss Natwick, Morehouse, Myron McCormick, Viola Roache and George Blackwood.

THE NEW PLAYS ON BROADWAY

WINTER GARDEN

Beginning Tuesday Evening, June 4, 1935

EARL CARROLL'S SKETCH BOOK

A "history of these United States as seen thru the eyes of a chorus girl," conceived and directed by Earl Carroll. Dialog by Eugene Conrad, Charles Sherman, Kenneth Webb and Royal Foster. Music and lyrics by Charles and Henry Tobias, Murray Mencher, Charles Newman, Will Irwin, Norman Zeno Jr., Al Lewis, Al Sherman, Raymond B. Egan and Gerald Marks. Dialog staged by Edward Clarke Lilley. Dances staged by "Boots" McKenna. Modern gowns designed by Samuel Lang and made by Nathanson Dress Company. Costumes designed by Billie Livingston, Bob Stevenson, John N. Booth, Wynn and Giles Borbridge, and executed by Brooks, Mahieu and Mme. Bertha. Settings designed by Clark Robinson, assisted by James Morcom; executed by Triangle Scenic Studio, New York Studios, Ackerman, Vail Construction Company and Schuberts. Men's modern clothes by Rosen-Durant, Inc. Music directed by Ray Kavanaugh. Presented by Vanwyn Amusement Corporation.

PRINCIPALS—Ken Murray, Peter Higgins, Lillian Carmen, Arthur Griffin, Bert Lynn, Milton Charleston, Billy Rayes, Beryl Wallace, Sibyl Bowan, George Lessey, Robert Williams and Red Dust, Billy Revel and Jane Moore, Matt Duffin and Jessie Draper, Three Crackerjacks, Keyes, Nancy Lee, Dionis Little, Fay Lytell, Ruth Mann, Helene Marano, Patricia Martin, Joan Neeson, Ann Metzger, Barbara Nelson, Alice Oland, Pat Palmer, Ellen Patti, Sandra Roy, Caroline Russ, Alice Sampers, Marion Semler, Thelma Shearon, Ann Simms, Marilyn Stewart, Paula Surelle, Helen Terris, Lucille Turner, Lorraine Teatom, Marion Volk, Davenie Watson.

SHOW GIRLS—Faith Harding, Mary Louise Harper, Louise Illington, Lillian Martin, Frances March, Dolly Miller, Julia Mooney, Mary Alice Keyes, Leila Stepp and Carol Sterling.

CHORUS GIRLS—Nora Anderson, Libby Bennett, Dorothy Buck, Marion Callahan, Lois Carlisle, Connie Crandall, Nancy Dolan, Janet Davis, Joan Evans, Althea Elders, Marie Farley, Irene Frank, Peggy Gill, Ruth Greeley, Rose Heitner, Bernice Hanlon, Agatha Hoff, Amalie Ideal, Grace Jackson, Carol Karson, Lillian Keyes, Nancy Lee, Dionis Little, Fay Lytell, Ruth Mann, Helene Marano, Patricia Martin, Joan Neeson, Ann Metzger, Barbara Nelson, Alice Oland, Pat Palmer, Ellen Patti, Sandra Roy, Caroline Russ, Alice Sampers, Marion Semler, Thelma Shearon, Ann Simms, Marilyn Stewart, Paula Surelle, Helen Terris, Lucille Turner, Lorraine Teatom, Marion Volk, Davenie Watson.

Advertised curtain time—8:30.

Overture began at showing caught—8:38.

Earl Carroll's new *Sketch Book* is a pretty dull show, despite its wealth of vaudeville and cafe talent and the obvious straining to achieve something new in production effect. The whole thing simmers down to a lavishly embellished vaudeville revue, except that it is sprinkled with more dirt than is usual in vaude.

The show lacks any obvious song hits. The comedy material is weak, despite Ken Murray's skillful handling of lines and situations and the able assistance of several minor comedians and comedienne. The applause getters are standard vaudeville acts: Ray and Sunshine Wonder, Charlotte Aren, Moore and Revel, Red Dust (the dog), Duffin and Draper and Sibyl Bowan. And they get their biggest hands when doing their vaude turns and not while working in the numerous sketches.

Carroll's "most beautiful girls in the world" are still something to admire. They are truly beautiful, and Carroll alternates their activity between scantly clad posing, numbers and peppy dance routines in sleek gowns. The front line of beauties in particular is something to rave about.

In his anxiety to be different Carroll has concealed the entire orchestra in a sounding chamber beneath the stage, bringing the show much closer to the

audience. As a result the welcome sight of a live orchestra is lost, and the music, coming thru mikes, sounds like an electrical recording. This, however, was changed after a couple of performances, the ork resuming its place in the pit.

Despite the joint efforts of Eugene Conrad, Charles Sherman and Royal Foster, the comedy dialog is pretty weak and it takes all the effort of clever performers to give it life. Murray works hard, this being his Broadway revue debut, and he proves again he is an able and versatile comedian. But it was left to Charlotte Aren to be the applause standout of the show with her familiar opera-singer burlesque. Sibyl Bowan came thru like a veteran, her imitations and skillful work in the comedy scenes bringing a refreshing note. Her Bee Lillie takeoff is something to see.

Blaine Arden worked thru several scenes, getting a chance to do her very funny dialect in only one, the P. T. Barnum number. Sassafraz, a smooth light comedian, formerly in vaudeville with Jack McLallen, scored a hit in this scene, too. Billy Rayes, a versatile Englishman, made an individual hit with his juggling and comedy talk. He looks like Gene Raymond and threatens to become a Clark Gable rival, judging from the sighs of the women.

Peter Higgins displays his tenor voice favorably, its sweet lyric quality giving his numbers an individual flavor. Lillian Carmen's vital singing is a treat and she does her best work with *Let the Man Who Makes the Gun* number. It's a serious and effective anti-war preaching and caught this audience off guard.

Matt Duffin and Jessie Draper made a fine impression with their smooth ballroom and acrobatic dancing. Miss Draper, a stately blonde, excels especially in the acrobatic number. Jane Moore and Billy Revel, also making their revue debut, were show-stoppers. Their comedy dancing is still tops. The Hudson Wonders also stopped the show with their amazing and lithe acrobatics. Sunnie O'Dea, a sweet little blonde, delighted the customers with her sprightly and elastic pat dancing. And let's not forget Red Dust, an amazing rubber-dog dog, put thru a remarkable routine by Robert Williams.

The dance numbers staged by "Boots" McKenna are good. Only two, however, are outstanding, the mirror number and the butterfly ballet. The latter, conceived and led by Mlle. Nireka, closed the first half and held the audience spellbound. The billowy silk wings and the radium lights combined to produce a beautiful scene.

Credit should go to Milton Charleston, a thoroughly likable comedian; Beryl Wallace, skillful foil in the comedy scenes; Allen Lee, who does a swell Abe Lincoln impersonation; George Lessey, doing a George Washington takeoff; Johnny Broderick, Arthur Griffin, Brenton Beattie, Julia Mooney and Bert Lynn for good work in minor roles.

Ray Kavanaugh, leading the hidden orchestra, popped up for air and a bow just before the overture and was not seen thereafter. PAUL DENIS.

BROADWAY RUNS		
Performances to June 8, inclusive.		
Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec.	25...196
Awake and Sing! (Belasco)	Feb.	19...128
Celling Zero (Music Box)	Apr.	10...70
Children's Hour, The (Elliot)	Nov.	20...238
Fly Away Home (48th St.)	Jan.	15...170
If a Body (Ritmores)	Apr.	30...48
Kind Lady (Booth)	Apr.	28...55
Knuck on Wood (Cort)	May	28...15
Old Maid, The (Empire)	Jan.	7...179
Personal Appearance (Henry Miller's)	Oct.	17...278
Petiteost Fever (Bitz)	Mar.	4...112
Free Will Forest, The (Broadhurst)	Jan.	7...170
Something Gay (Morosco)	Apr.	28...48
Three Men on a Horse (Playhouse)	Jan.	30...168
Till the Day I Die and Waiting for Letty (Gou-bie bill) (Longacre)	Mar.	26...87
Tobacco Road (Forrest)	Dec.	4...661
Young Go First, The (Park)	May	28...15
Musical Comedy		
Anything Goes (Alvin)	Nov.	21...238
Earl Carroll's Sketch Book (Winter Garden)	June	4...7
Great Waltz, The (Center)	Sept.	23...297
Parade (Gaiety)	May	20...24

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

U. S. RAISES CREDIT ANTE

Theater Owners May Borrow Up To \$50,000 for Needed Repairs

Federal Housing Administration gives much greater latitude than originally planned—five-year payment plan should allure—loans made easy

WASHINGTON, June 8.—Believing that \$2,000 credit was too little for industries to make necessary improvements, the National Housing Administration has raised the amount to \$50,000, which individuals or corporations may borrow on a five-year pay-off plan. This is to permit extensive repairs, replacements and improvements in property. The motion picture industry has given consistent support to the Federal Housing Administration and now, by the enactment of the amendment to the National Housing Act, is in a position to reap benefits in renovating many theaters thru the credit facilities offered.

When the \$2,000 limit announcement was made some time ago, it did not go far enough for most exhibitors to make any great changes in their houses.

The making of a loan is a simple matter. It is only necessary that the borrower be a person of good credit reputation and reasonable assurance that he will be able to repay the loan within five years.

Among the improvements for which the money may be spent are: Air-cooling plants, electric signs, fire prevention equipment, rewiring, painting, seating, ventilation equipment, intra-theater telephone systems, pipe organ, plumbing, marquee, ticket booths, flooring, floor coverings, relieving ramps, acoustic material, stages or enlargements, dressing rooms, new permanently installed projection equipment and rebuilding theater fronts to permit building of storerooms.

Prior to the amendment to the Housing Act, there were too many restrictions in the use of the money borrowed and few exhibitors took the trouble to negotiate for loans. Realizing this the government has given greater latitude in the use of the money and raised the ante to a point where every theater owner from the lowliest shooting gallery to big chains may take advantage of the offer.

Surveys indicate that practically half of the houses in the country are in run-down condition and need immediate repairs in order to attract patrons. It is expected that with the new setup there will be a rush of small exhibitors to take advantage of the opportunity afforded.

Theater owners wishing to take advantage of the government's offer may obtain specific information by addressing the Federal Housing Administration, Washington, D. C.

Michigan Allied Adds New Chains to Ranks

DETROIT, June 8.—The ranks of Allied Theaters of Michigan have been considerably augmented by addition of two circuits here the past week. The Komer circuit, consisting of the Colony, Bedford, Royal Oak and Whittier theaters in Detroit and suburbs, and the Schlossman circuit of theaters in Muskegon were added to Allied. Both circuits were formerly members of the association but withdrew some time ago.

The Midway Theater at Dearborn, West Side suburb, which was built last year by Joseph Stola and Joseph Miskinis, has also joined Allied, according to Dow Thompson, assistant general manager.

Beverly, Warner's 17th Chicago House, Opens

CHICAGO, June 8.—The new Beverly Theater, 17th Warner Bros. house in Chicago, opened its doors Tuesday night with many theatrical people present. The house, which has a seating capacity of 1,250, is unique in many respects and its opening at this time is regarded as an indication of the upward trend of business in general.

Preceding the opening of the house a parade was staged thru the neighborhood streets with nearly two score floats in line.

Adjacent to the theater parking space has been provided for more than 300 cars and there also is a checking service for bicycles.

Hollywood Agents Fail To Avoid Fee

HOLLYWOOD, June 8.—Hollywood motion picture agents who moved to Beverly Hills to escape the city of Los Angeles \$100 license fee on agents had their dreams blasted this week when the Beverly Hills council put thru an immediate ordinance placing a license of \$50 on each agent and appointing Chief of Police Charles Blair to be the sole judge as to whether or not the agents operating in Beverly Hills were of such a character and moral fitness to be entitled to do business in their midst. Only appeal from Blair's decision will be to the city fathers.

Under the new ordinance each agent will be required to file an application immediately, together with a \$10 check to cover investigation costs. If Blair decides the subject as a fit one to remain in the city, the agent then pays the \$50 fee and is privileged to go about his business. Accepted or rejected, the \$10 fee is not returnable.

In addition to the \$50 fee the agents also must pay the State a \$100 per year license.

California Sales Tax Exempts Pix Theaters

SACRAMENTO, Calif., June 8.—Chain Store Bill, passed this week by the Senate and returned to the Assembly for concurrence on amendments, will not affect the chain theaters operating in the State.

Theaters were included in the original draft of the bill, but were ruled out when theater chain heads staged a campaign against the measure, which would have placed an annual license of \$1 on the first theater, \$2 on the second, \$4 on the third, \$5 on the next four and then the amount and number of theaters doubled in each succeeding bracket until a chain with 10 or more theaters would be paying \$500 each.

Bloom Succeeds Otterson at Erpi; Latter To Shake Up Para

NEW YORK, June 8.—Edgar S. Bloom has been drafted from Western Electric to succeed John Otterson as president of Electrical Research and will take over the office on June 17. Last week Otterson was named president of Paramount, with Adolph Zukor being elected chairman of the board.

The election of Otterson to head Paramount came as no surprise, for his name has come up repeatedly recently as prospective proxy of the company. Otterson was educated at Annapolis and served in the navy for years. He is thoroughly familiar with the picture setup and is known to have little regard for "yes-men."

Soon after he takes office on June 17 heads are expected to be lopped. Paramount has never been known for modesty in salaries to the boys in the high spots and it is expected that the first call from Otterson will be for the pay roll, and after a look-see the report

Realism

NEW YORK, June 8.—The picture, "Let 'em Have It, caused some excitement at the Rivoli here one night this week when, during machine-gun play between the gangsters and the C Men, two gent in the audience decided to have it out and stood up, toe to toe, and slugged to the music of the machine-gun bullets.

The participants became winded before Commissioner Valentine's X Men could get into action and no pinches were made.

Nebraska Bank Nights To Be Tested in Court

LINCOLN, Neb., June 8.—Bank Night came under the eye of the Lancaster County attorney here when he announced this week he would file a suit against Roy Headrich, manager of the suburban Havelock Joyo, for the practice which he claims is in violation to the State lottery law. The practice, claims the county attorney, has been the cause of numerous complaints in the town and must be stopped.

Headrich, however, says that since it is being done all over the State he does not believe it a violation and will test the case in court.

NBC Leads League With Perfect Record

NEW YORK, June 8.—After three weeks of play the National Broadcasting Company team is now leading the Motion Picture League with four victories and no defeats. Universal holds down second place with three wins and a single defeat.

Team	Won	Lost	Pct.
NBC	4	0	1.000
UNIVERSAL	3	1	.750
COLUMBIA	2	1	.667
RKO	2	3	.400
ERPI	1	2	.333
MGM	1	2	.333
UNITED ARTISTS	0	4	.000

This week two games were played at the James Madison High School Field, with Universal nosing out RKO in a thrilling game 2-1 and NBC taking United Artists into camp 3-4.

New Jersey Exhibs Win Hard Taxation Fight

TRENTON, N. J., June 8.—Due largely to the activities of theater owners, the new 2 per cent sales tax in New Jersey was passed but exempted amusements. Gov. Harold Hoffman signed the bill.

It has been a long hard fight by exhibitors to kill the amusement clause in the bill and it was waged to the last minute for many legislators were all for keeping the tax amendment intact.

The bill is expected to yield \$20,000,000 annually for relief.

Pennsylvania House Passes Sunday Bill

HARRISBURG, Pa., June 8.—The House passed the Schwartz-Melchiorre-Barber bill Wednesday to legalize Sunday amusements in Pennsylvania 120 to 80 and it is expected that the Senate will also put its okeh on the bill. It calls for Sunday pictures after 2 o'clock in the afternoon in those municipalities voting in favor of them.

This State has long been one of the tightest Sunday spots in the Union and churches have always fought any attempt on the part of the legislators to loosen up.

Also there has always been a State law against Sunday films, fully half the towns in the State have been operating on Sundays either wide open or under the guise of charity.

Activity in Chi Equipment Line

CHICAGO, June 8.—A criterion of improving conditions in the Chicago territory is the activity in the equipment line noted during recent weeks. Many theaters adjacent to Chicago have been installing air-conditioning plants, new seats, sound projectors, etc., and are doing considerable remodeling.

Among the jobs reported by the National Theater Supply Company are the following:

Air-conditioning plants have been installed in the La Salle, Grand and Englewood theaters in Chicago and the Roxy in Naperville.

Two Simplex portable sound projectors have been installed in the Myers Theater, Francisville, Ind. Booths and carpets also installed.

Front of the Rivoli, Monmouth, Ill., has been remodeled, a neon canopy has been installed, also new box office, carpets and lighting fixtures, and entire interior redecorated.

The Princess, Peoria, redecorated, acoustically treated, also lighting fixtures, carpets and neon sign installed. The Roxy, Naperville, completely remodeled—new chairs, booth, stage draperies, carpets and lighting system.

Air-conditioning plants installed in the Pekin Theater, Pekin, Ill.; Rialto, Pekin; Lawford, Havana, and Princess, Peoria.

Fox-20th Merger Will Become Effective August 1

HOLLYWOOD, Calif., June 8.—The merger of 20th Century and Fox films will become effective on August 1, according to Darryl Zanuck, vice-president of the new setup.

Zanuck stated that the consolidation will include all assets, including talent, of both organizations. 20th Century, now at United Artists studio, will move its production units to the Fox lot soon.

Delaware Incorporations

DOVER, Del., June 8.—Articles of incorporation were issued the following corporations here:

Cascade Theaters Corporation, listing a capital of \$60,000, to operate theaters.

Rainer Theaters Corporation, listing a capital of \$10,000, to operate theaters.

Multnomah Theaters Corporation, listing a capital of \$10,000, to operate theaters.

Massachusetts Broadcasting Corporation to deal in radio and broadcasting supplies of all kinds, listing capital stock of 25,000 shares, no par value.

Surrey Sports Enterprises, Inc., to produce sports of all kinds in the movies, listing capital stock of 200 shares, no par value.

Mayfair Sports Enterprises, Inc., to produce sports of all kinds in the movies, listing capital of \$5,000.

Glen W. Dickinson Theaters, Inc., increased its capital from \$220,000 to \$320,000.

Universal Announces Ambitious Program in Chicago Convention

CHICAGO, June 8.—Universal Pictures at its annual sales convention here this week announced what it characterizes as its most ambitious program for next season. This is the 30th annual announcement of product by Carl Laemmle and the oldest moving picture company in the world.

The convention lasted two and a half days, Wednesday, Thursday and until Friday noon. The meeting convened in the Tower Room of the Stevens Hotel and Vice-President R. H. Cochrane welcomed the assemblage. Most of the opening session was taken up with the announcement by James E. Grainger, general manager of distribution, of the composition of Universal's product for the current season. He stated that production schedule for 1935-36 calls for 42 features, 27 two-reel subjects, 4 serials with a total of 104 reels, 52 single reels and 104 releases of the Universal Newsreel with Graham McNamee. Both the production costs and footage announced by the company are the greatest in its history. The individual pictures to be released total 219 and the total footage over 600,000 feet. The budget allowance for this program is \$12,500,000.

Warren McKay, general counsel, talked on contracts. He stated that with the NRA dead and the producers free to do as they choose, they have chosen to use the same contract as that devised by the NRA and accepted by exhibitors and distributors. The afternoon session wound up the year's business with the salesmen. General Manager Grainger discussed plant operations, zoning, protection, etc.

Thursday was devoted to screening, new product announcement and announcement of sales policy, and Friday was a general summing up. Carl Laemmle, president of Universal, spoke, outlining the firm's plans for the new season and expressing confidence in the business outlook.

New York sent a large delegation to the convention. It included Paul Gulick, Sig Wittman, F. J. A. McCarthy, Leo Abrams, Edward Bonns, E. V. Anderson, C. C. Binder, P. D. Cochrane, Max Cohen, M. L. Koppelman, William Kraemer, Charles Leonard, Willard McKay, N. L. Mannheim, Dave Miller, Sam Sedran, Sydney Singerman, Andrew Sharick, Herman Stein, Joe Weil, Charles Ford, E. T. Gomersall, E. F. Cox and Charles Kirby. From Los Angeles came John LeRoy Johnston, Edward Arnold, Jack Ross, A. J. O'Keefe and W. J. Heineman. Canada sent F. L. Vaughn from Winnipeg; J. A. Wilson, Calgary; E. A. Scott, Vancouver; Cleud Hague and Sol Brint, Toronto; D. LeDuc, Montreal, and W. A. Sault, St. John. Others present were Barney Rose, San Francisco; R. I. Payne, Oklahoma City; Joe Engel, Philadelphia; J. J. Spandau, Omaha; J. E. Garrison, St. Louis; Frank Mantzke, Minneapolis; P. T. Dana, Albany; Saul Resnick, Cleveland; William Benjamin and H. D. Graham, Kansas City; L. J. McGinley, Seattle; E. E. Gruenberg,

Sioux Falls; Henry M. Herbel, Chicago; John Ezell and C. T. Jordan, Atlanta; W. F. Kelly, Boston; John Langan, Denver; G. C. Craddock, Portland; Jack Rue, Salt Lake City; Floyd Brown, Indianapolis; Louis Patz, Des Moines; Nate Sauber, Buffalo; A. T. Barnett, Pittsburgh; E. S. Olsmith, Dallas; Mannie Gottlieb, Detroit; Paul Krieger, Cincinnati, and James Hobbs, Charlotte.

PICTURE PRODUCERS—

(Continued from page 4)

of the latest Grace Moore picture, and MGM has supplied the exhibit with various sets.

A letter from the promoters of the exposition was received at the Will Hays headquarters last week, asking the association its attitude toward the motion picture exhibit and asking that it give its official sanction to the Hall of Fame feature. A meeting was called immediately, at which time it was agreed not to have anything to do with the exhibit as an association. If any of the member producers desired to offer their assistance or donate the services of their contract players it would be their own business, and under no circumstances was it to be handled thru the association.

At the same meeting studio publicity heads were given a spanking for talking out of turn and making it look as tho the producers had placed an okeh on the exhibit.

Guild is not worrying about star personal appearances, for many members have already offered their services. The Guild has taken a lease on a private home at La Jolla, just outside San Diego, where members may rest and spend the night.

Lucille Webster Gleason is chairman of the committee working on the Hall of Fame. Associated with her are Marion Davies, Jeanette MacDonald, May Robson, Ann Harding, Ruth Chatterton, Joan Bennett, Mary Brian, Dolores Del Rio, Bette Davis, Sally Eilers, Helen Mack, Jean Crawford, Miriam Hopkins, Claudette Colbert, Kay Francis, Genevieve Tobin, Theima Todd, Eddie Cantor, Joe E. Brown, James Cagney, Edward Arnold, Edmund Lowe, Warren William, Robert Montgomery, Kenneth Thomson, Fredric March, Chester Morris, Richard Tucker, Clark Gable, Warner Baxter, Boris Karloff, James Gleason, Leon Errol and Lyle Talbot.

Warren William, James Gleason, Robert Young, Ralph Morgan, Evelyn Venable, Edward Arnold, Raquel Torres, Binnie Barnes, Thelma Todd, Lee Tracy, Onslow Stevens, Jean Harsholt, Bela Lugosi and Anita Louise donated their services for personal appearances during the first week.

In addition, a cast will be at work daily making a picture on a specially constructed sound stage. Richard Tucker will be the director and James Palmer will handle the camera. Cast will consist of Walter McGrall, Frances Short, Amron Isle, Helen Mann and Warren Burke. Feature will be titled *America's Mother*, with Frances Short in the role of mother.

No Indication of Continuation Of MP Code; All Cases Dismissed

NEW YORK, June 8.—Opinions among exhibitors differ as to whether or not the Motion Picture Code should be voluntarily continued or an entirely new setup be established. The chief objection to the code is the weight of producers' members on the Code Authority and local Grievance and Zoning Boards. In addition, the exhibitors want several important changes made in the phrasing of the document.

At present the code is defunct and it will require a great deal of effort to revive it. The liquidation of the organization is nearly completed and there is no effort being made at the moment to substitute something for it.

Distributors are in favor of continuing the contract drawn up under the Code Authority and it is likely that exhibitors will agree to this. There is a possibility that the cancellation clause may be stricken from it, but inasmuch as the exhibitors were never permitted to enjoy this theoretical privilege, it will mean nothing.

All code cases pending have been dismissed and in the future any differences

between the distributors and exhibitors will have to be threshed out in court, which is only going to delay action in every case and prove costly to all contestants.

Just who will take the initiative in sounding out the views of exhibitors on the continuation of the code is a question. It is likely that the Motion Picture Theater Owners of America will take the first step and take a vote of its own members, which would no doubt give a good cross-section of opinion. Allied is decidedly against the code as it stands and unless radically altered would be opposed to its continuation.

Code Wages Retained By Illinois Allied

CHICAGO, June 8.—At a meeting of Allied Theaters on June 5 the following resolution was adopted:

Be it resolved that the Allied Theaters of Illinois . . . unanimously agree to retain the same standard of wages as prescribed in the motion picture code for all service employees.

Observations

By LEN MORGAN

WITH the liquidation of the Motion Picture Code Authority and the local grievance and zoning boards, it looks like finis to the entire setup. Just what will follow is a question and one guess is as good as another. At the moment there is no direct contact between the exhibitor and distributor and this is bound to bring about a chaotic condition unless something is done immediately to take the place of the CA. There is a belief that should the big boys attempt to put too much pressure on the indies, the Administration will use the Sherman Anti-Trust Act as a club to bring the biggies in line.

The Mayfair Theater, New York, once the Columbia burlesque house, has been taken over by Loew from Walter Reade. Reade owned the old Columbia and RKO leased. They spent many thousands to remodel the house and turned it back to Reade after a short period. Reade has been unable to get the place out of the red. It has been subject to more stench-bomb attacks than any other house in the city. Loew will use it as a second-run dual grind and will pay \$55,000 per year rental for a period of eight years. That is more than most indies gross in a lifetime.

Western Electric has completed installation of its 10,000th sound system. Almost every theater in the world is now equipped for sound and new installations are becoming rare birds. Most of the manufacturers are now confining themselves to replacements and servicing. In the early days of sound, every mechanic who had a set of tools turned out sound equipment and many an old phonograph found itself in a booth under a fancy name.

According to the Federal Housing Administration, theater owners may now borrow up to \$50,000 for improvements of theaters. The Government asks only that the borrower have good credit reputation and reasonable assurance that he can repay the loan in five years. Most houses are now in need of repairs and improvements, and we would advise exhibitors to use this opportunity to dress up their theaters. Also, we strongly advise against going overboard and suffering a five-year headache.

The *Film Daily* annual golf tourney promises to be a humdinger this year. One reason is that a brewer has promised to send 25 cases of beer to the 19th hole. A new rule this year will be that players are not permitted to pick up lost balls until they stop rolling.

The board of directors of Allied will meet in New York on June 13 to decide whether or not to take up the question of affiliated theater abuses. If they decide to do so, they will put the entire matter in the lap of Will Hays. If they succeed in getting anything tangible from Hays, they will be eligible to a spot in the magio department of this publication.

There is no little worry in both the home office and studios of Paramount, with John Otterson assuming the presidency. Otterson is primarily a business man and those boys who have been drawing high salaries on the strength of their personalities or thru knowing someone who knows someone are going to have to seek other less fertile fields for their talents. The boys in the lower brackets will remain unmolested.

If the big brains in the advertising departments of this biz will take a look at the color ads of *Becky Sharp* they will learn something to their advantage. Without the use of a single colossal, epic or mightiest, the ads arrest the attention, which after all would seem to be the general idea in advertising. Mr. Barret McCormick, take a bow.

PERSONALS

A. J. COOPER, manager of the Harbor Theater, Inc., opened the Aris in Erie, Pa., last week. House, completely redecorated, seats 400.

HERBERT SIEGAL closed the Princess Theater in Erie, Pa. His manager, Grant Harman, moved to the Palace in that city to manage the house for Harvey Emmerman.

MOE GOULD, formerly with the Superior Motion Picture Supply Company in Pittsburgh, was appointed city salesman for the National Theater Supply Company in that city.

HARRY LEWIS opened the Park Theater in the vicinity of Conneaut Lake Park, Pa. Next month he will also open a new 3,000-seat outdoor theater in the park with a picture and vaude policy. Extensive preparations are now under way.

THE SENATE THEATER at Shilder, Okla., has installed new sound equipment and other improvements.

BOB ROBISON has remodeled his Grant Theater, Grant City, Mo.

T. H. SLOTHOWER is erecting a new theater in Wichita, Kan. He also operates the State there and the Pond, Pond Creek, Okla.

H. R. HISEY has leased the State, Nashville, Tenn., from T. W. Dickson.

CHARLES IRWIN has reopened the Pastime, Ashton, Ill.

THE HARRIS-ALVIN, Pittsburgh, has installed a new \$60,000 cooling plant.

THE CITIZEN'S THEATER Company is building a new thousand seater in Henderson, Ky. The house will be man-

aged by Lee Moffitt, who owns and operates the Seville, in Owensboro. The officers of the new company are: Henry Kraver, president; Claud Brown, vice-president; W. E. McClure, secretary and treasurer; Lee Moffitt, general manager, and Leon Picle, manager.

ANDY FLOOR, manager of the Roxy, Salt Lake City, has installed a vaudeville policy for the summer. The Victory also put in vaude last week.

ARTHUR GEBBER will open the Fulton in Evansville, Ind., soon.

M. C. SINIFT, Universal salesman, has taken over the Brentwood in Los Angeles.

BEN DOMINGO, manager of the RKO Bijou, Boston, has been named manager of the Keith-Boston, succeeding Berh Hensom, who resigned because of ill health.

ZAC FRIEDMAN has resigned from the Fox, Brooklyn, to become director of the artists' bureau of Station WMCA.

SID JOHNSON has taken over the American Theater, East St. Louis, Ill., formerly operated by Steve Habanek.

THE PITT, Pittsburgh, will reopen on June 10 with Lee Mann as manager.

REDDING AND STROUD are at the helm of the Wonderland Theater at Windom, Minn.

WILLIAM CASSIDY, owner of the Cassidy Theater Circuit in Michigan, has returned from a Florida vacation.

AT BIRD ISLAND, Minn., the Roxy Theater, completely remodeled, has opened under the skipper of J. A. Lafontaine.

FROM THE BOX-OFFICE POINT OF VIEW

"No More Ladies"

(METRO-GOLDWYN-MAYER)
 Previewed at the Alexander,
 Glendale, Calif.

Time—85 minutes.
 Release Date—June 14.

Expert direction, capital production and an excellent cast make this latest Joan Crawford vehicle a fast-moving comedy-drama made to order for the sophisticates. In the cast with Miss Crawford are Robert Montgomery, Charlie Ruggles, Franchot Tone, Edna May Oliver, Gail Patrick, Reginald Denny and Vivienne Osborne—a string of names that will spell dollars in any theater marquee.

Story is of two pampered youngsters—Joan Crawford and Robert Montgomery—who decide to merge interests and see if they can make a go of the marriage business. Joan lives up to her part of the bargain admirably, but Montgomery just can't forget the girls he's possessed before. Finally when his wife invites a group down to their country home for the week-end he phones his inability to attend and spends the night in the boudoir of a charming lass he met in a speakeasy. Joan learns of his infidelity and the following night arranges to have the husbands of women her husband has been flighty with and the miss he spent the night before with at a dinner party. Among those in attendance are Franchot Tone, whose wife Montgomery lured away until Tone discarded her. Things happen in rapid succession until Joan treks out with Tone for a wild night away from the family circle and leads Montgomery to believe that she too can be unfaithful.

It seems that that is all that is needed to bring Montgomery to his senses and the two embrace and make a fresh start.

Picture is loaded with witty remarks and humorous situations. Miss Crawford is her usual self and offers an excellent bit of work. Montgomery is tops as the bad husband and Tone caps his past performances with a jewel in this picture. Ruggles contributes a good share of laughs as the drinking friend of the family. *Blackford.*

"The Raven"

(UNIVERSAL)
 Previewed at Pantages, Hollywood, Calif.
 Time—62 minutes.
 Release Date—July 8.

The Monarchs of Horror are at it again. This time Universal takes Edgar Allen Poe's immortal classic and builds it into one of the chilliest bits of freakish entertainment the screen has ever seen. Without rhyme or reason the characters swashbuckle thru a series of incidents that bring them all to death's door at the hands of a torture-crazed retired doctor.

In the starring bracket are Karloff, Bela Lugosi, Irene Ware, Lester Matthews, Samuel Hinds, Inez Courtney, Ian Wolfe, Spencer Charters, Maidel Turner and Arthur Hoyt.

Lugosi is a famed surgeon who has retired to his country home and is spending the rest of his life building torture equipment as used in early history. Samuel Hinds' daughter, Irene Ware, is severely injured in an auto accident. Hinds pleads with Lugosi to come out of his retirement and perform a delicate brain operation. Lugosi yields and during the operations becomes infatuated with the beautiful face and body of the girl. Afterwards she becomes a close friend of his in appreciation of his work in saving her life. Lugosi has

other thoughts about the friendship which Hinds perceives and he seeks him out and orders him never to see the girl again. In the meantime Karloff, an escaped criminal, comes to Lugosi to have a facial operation performed to change his face beyond recognition. Lugosi disfigures his face in a horrible way and holds him captive to do some dirty work for him under the promise that when the work is finished he will make Karloff handsome. Lugosi invites Hinds, his daughter and all of the rest of the cast to his home and proceeds to do away with all of them with the help of Karloff. All of his torture machinery is set in motion until Karloff turns traitor and throws Lugosi into his own machinery and saves the rest.

There are some mighty exciting moments toward the end of the picture. While there isn't much of a story, the picture will go over with adults because of its novelty. Tell your patrons to leave the youngsters at home. *Blackford.*

"Secret Agent"

(ALLIANCE)
 Preview, New York.
 Time—89 minutes.

Using the old story of the girl spy falling in love with a special agent of the enemy, *Secret Agent* falls far short of being an entertaining feature. Aside from the photography, there is little to recommend in this epic.

The story has been told a hundred times in films and each time much better than in this picture. Greta Nisson, the female spy, is badly cast and gives a very mediocre performance. The direction is ragged and the tempo uneven. It might fit into a double feature.

British International would do well to keep this one off the American market and release only its better product here. *Morgan.*

"Mimi"

(ALLIANCE)
 Preview, New York.
 Time—70 minutes.

This English production is adapted from Mungler's *La Boheme* and, altho it is a good picture, it could have been made exceptional entertainment. It has highly dramatic moments but just misses the mark due to the inability of Douglas Fairbanks Jr. to give it the necessary impetus.

The story is of an actress in Paris who inspires a young dramatist to write an opera. His success causes another actress to fall in love with him. His inspiration becomes jealous and, following a masked ball, she flees in a rain-storm and dies on the eve of the opening of the opera.

The only names in the cast known to American audiences are Douglas Fairbanks Jr. and Gertrude Lawrence. Others in the cast are capable and make the picture thoroughly enjoyable.

The leads, Fairbanks and Lawrence, seem to take little interest in their work, but the story adapts itself so well that this feature should get by in any theater. *Morgan.*

"Dance Band"

(ALLIANCE)
 Preview, New York.
 Time—68 minutes.

Buddy Rogers' first English picture turns out to be an unpretentious musical that should fit in well with the average picture house. It has not the elaborate settings that are usually found in American pictures of this type, but

it has its moments and should find favor.

The thin story concerns two dance bands, one conducted by Rogers and the other a femme orchestra conducted by June Clyde. During a contest it looks as the June were going to lose out when Buddy comes to her rescue, and the contest is declared a tie, which climaxes a romance.

In comparison to American musicals, audiences will find this one a little flat, but it should click in neighborhoods or where patrons are not too critical.

The name of Buddy Rogers means something to American fans and exhibitors would do well to play it up. *Morgan.*

"Dizzy Dames"

(LIBERTY)
 Previewed at Pantages, Hollywood, Calif.
 Time—65 minutes.
 Release Date—May 1.

At its best this picture isn't worth the time it took to produce it. A cast of popular film favorites tussle with lines that make them look idiotic and the picture winds up as a sorry mess of celluloid.

In the cast are Marjorie Rameau, Lawrence Gray, Florine McKinney, Fuzzy Knight, Inez Courtney, Berton Churchill and Mary Forbes.

Dizzy Dames is the familiar story of the actress who didn't want her daughter to follow in her steps. Marjorie Rameau is the popular actress of a few years past who has faced reverses and now operates a board and room house for showfolks. Trying to keep her daughter, Florine McKinney, from following in her path or even letting her in on the fact she was once an actress, Miss Rameau keeps the young lass away at a finishing school. The daughter returns, falls in love with a young songwriter, Lawrence Gray, and against the wishes of her mother marries the lad and takes to the stage for a career.

In writing the story George Waggener has tried to inject some heavy drama around a parent's shame for an apparently honest profession, for nowhere is the audience led to believe there had been a blight on the career of Miss Rameau. Two tunes—*I Was Taken by Storm* and *The Martinique*—did fail to become popular, altho their exact reason for being in this jumbled story is never quite plain.

Fuzzy Knight, a couple trained rabbits and a trained seal give the 65 minutes a little comedy relief and make it worth whatever it might be to your patrons. *Blackford.*

"The Clairvoyant"

(GAUMONT BRITISH)
 Roxy, New York
 Time—75 minutes.

For those audiences demanding the unusual in film fare, *The Clairvoyant* will fill the bill. It has a story that moves along at a rapid pace and never lets down until the final fadsout. The director, Maurice Elvey, squeezed every drop of entertainment from the yarn and has turned out a feature that will click in any theater.

The story is that of a fake mindreader, doing turns in small music halls in England. Thru the influence of a girl he suddenly becomes psychic and predicts the wreck of a train, the derby winner and finally a tunnel disaster. The girl influences him against his wife, but finally agrees not to see him any more. On predicting the tunnel disaster he is arrested and accused of making the nerves of the workmen jittery,

resulting in the deaths of hundreds. In court he is called upon to prove his psychic powers and does so by stating that most of the men are alive and tunneling their way out. This is verified and he is acquitted and returns to his wife.

Claude Rains is the clairvoyant and Fay Wray is his wife. Both leads are excellent and are ably assisted by a cast of well chosen players. *Morgan.*

"Our Little Girl"

(FOX)
 Music Hall, New York
 Time—63 minutes.

Release Date—May 17.

Altho this Temple feature is not up to Shirley's former work, it is strong enough to go over in any theater, and Temple fans will overlook any weaknesses in the opus.

The story is too weak and unbelieving to give the youngster a square deal and it calls upon her to appear in almost every scene, which after a while becomes a trifle monotonous. Also, it adds to the incredibility by giving Shirley the psychological powers of figuring out what all the human emotions are about.

Joel McCrea, a young doctor, and his wife, Rosemary Ames, are on the verge of a breakup when their daughter, Shirley, figures the whole situation out and brings about a reconciliation. It's all very simple.

Fox is evidently determined to turn out as many Temple pix as possible before the youngster loses her childish charm and as a result they have not taken the precaution to choose stories adaptable to the youngster.

Any Temple picture will draw, but this one will add no new fans to the youngster's list. *Morgan.*

"The Keeper of the Bees"

(MONOGRAM)
 Previewed at the Criterion, Santa Monica, Calif.
 Time—75 minutes.

Release Date—July 15.

The Monogram production of the famous novel by Gene Stratton Porter is ace box-office material. Following the story closely, a well-selected cast tells in a simple and effective way the human story of the man who was saved for himself by being appointed a keeper of the bees.

Neil Hamilton is the young man who forsakes a government hospital when he overhears that he has only six months to live. Taking to the road he is picked up by Betty Furness and given a ride. When he leaves her she turns off onto a side road leading down to the home of Hobart Bosworth, the keeper of the bees. Entranced by her beauty, Hamilton follows, finds the bee keeper near death and takes over the care of the bees while the old man goes to a hospital and dies. Then follows the strange friendship of a child for the new bee keeper, the marriage of Lucy to Jamie, the birth of Lucy's child and the final revelation of the true whereabouts of her daughter to mother Margaret, capably played by Emma Dunn.

In the leading role Hamilton is excellent. Betty Furness is acceptable as Molly, altho there are countless numbers of young actresses in Hollywood who could have handled the part more effectively. The part of Scout, the young 12 year old, is played by Edith Fellows, who goes overboard from time to time in her anxious desire to steal the picture. Others in the cast include, besides Bosworth, Helen Jerome Eddy, Marion Shilling, Barbara Bedford and Lafe McKee. Direction is by Christy Cabanne.

Keeper of the Bees, as produced by Monogram, is far superior to the Clara Bow picture produced by F. B. O. in the old silent days. The everlasting popularity of the author will be a valuable point to stress in your campaign. *Blackford.*

CURRENT BROADWAY FILMS

Issue Reviewed.

Public Enemy No. 1 (MGM)	Capitol	June 8
Our Little Girl (Fox)	Music Hall	Current
The Clairvoyant (GB)	Roxy	Current
Oil for Lamps of China (Warner)	Strand	May 11

Holdovers

Go! to Town (Paramount)	Paramount—5th week	May 11
Let 'Em Have It (UA)	Rivoli—2d week	May 25

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WESLEY TROUT, skipper of the Trout Theater and Sound Equipment, Enid, Okla., reports that sales for his sound and theater equipment continue to be brisk. He reports that business this year has increased 40 per cent over 1934.



IT IS a pleasure to pause in the midst of pros and cons on knotty problems confronting the various branches of the amusement industry and pay tribute on a most auspicious occasion to one of the grandest men in our business. While this issue of The Billboard is being conveyed all over the world the American Federation of Musicians will be staging its 40th annual convention at Asbury Park and this will mark the 35th year of the presidency of Joseph N. Weber of this powerful unit in the sector of so-called trade unions. For 35 years this most unusual man has stood at the helm of an organization that has enjoyed steady growth due principally to his inspiring, practical and honest leadership. To be exact, it was for one year only that Joe Weber did not occupy the presidential chair. Which mars not at all the bald fact that he has devoted a lifetime to the service of his confreres and to the advancement of music as a practical art.

In the labor movement of a great nation there stand out several figures; men who have been imbued with sincerity of purpose, fearlessness and remarkable organizing ability. Conspicuous among these is the man who is becoming mellow in years but whose mind and spirit are as fresh and alive today as they were when he made his start about 40 years ago as a worker in the movement to organize musicians. Weber carries with dignity a distinction that has exerted a telling effect in the matter of giving his organization an important place in the labor circles of the world. As a vice-president of the American Federation of Labor he is the only AFL official representing a professional group; his colleagues on the headquarters staff are strictly trade union men.

There seems little doubt of Weber's re-election as president of the AFM. If doubt there were this wouldn't be written for fear that this screed would be interpreted in certain circles as a piece of campaign propaganda for a man who needs political boosting as much as Roosevelt needs the Longs and Coughlins. Weber is an institution in the same sense

that the AFM is an institution. Proponents of labor might well hope that their movement might be as stable and as confident of the future as Weber is in the AFM. It is well for the musician as a cog in the wheel of the show business that his organization has placed so much faith in a man who cherishes his friends and is justly proud of his enemies.

With all due respect to the many fine characters that carry the standard of labor organizations affiliated with the show business we point to Weber as one who possesses the broadest vision, the finest background and instinctive executive ability that is priceless in the market of human endeavor.

* * *

Guiding, pushing along and broadening a movement for the welfare of musicians requires all of the qualifications Weber possesses to the superlative degree. A man of firmness but with a heart of gold; an intellectual whose head is not held up so high that he cannot observe the trends and movements of the lower strata; a far-sighted leader whose decisions today are based on the effects of tomorrow—such a man is Weber.

Many labor leaders lose their perspective by concentrating on business matters that dull the edge of discrimination. Such leaders might be well versed in the needs of their union colleagues and skillful in negotiations with employers, but they sooner or later become useless because they are not in touch with the needs and desires of the public, which shall always be the important factor in relations between labor and the employer. Weber's record as a publicist, as a humanitarian and as a fervent lover of the beautiful things of life have had the effect of making the AFM an organization easily molded to the trends of the time, the needs of the moment and the problems of its members.

* * *

Weber's report to the 40th annual convention is a classic of clear thinking, broad vision and awareness of current conditions. His attitude towards radio represents the epitome of wise leadership and his keen perception of trends of the day is even more apparent in his statements on the case of wild jazz vs. refined jazz.

Those who have felt the kindly touch of Weber's influence; who have benefited by his wise counsel and who have studied carefully the contemporaneous growth of the AFM and its leader will wish for this team to pull the wagon many more years. And they will wish with us that when Weber is finally called away to rest the AFM will erect in his memory the only monument he wants: a perpetual replenishment of the ideals to the consummation of which a great man devoted the best years of his life.

The Broadway Beat

By GEORGE SPELVIN

WATCH for a huge tieup involving three circus and talent biggies. . . . If it goes thru even the diehards will admit that prosperity has turned the corner and headed for you and you and you. . . . The amateur craze at amusement parks is growing apace, with Luna one of the leaders. . . . Al, an attendant at Faber's Sportland at 48th and Stem, is being kidded plenty for having made a singing appearance at the Hollywood Rest. . . . A wag threw him a nickel, but Al came back with: "Brotnar, can you spare a dime?" . . . One young legit producer has his pals wondering. . . . He was justly offered a production tieup with one of the best known and most respected producers in town, in which he was to get billing as both director and co-producer without putting up a dime. . . . He turned it down—because he wanted to present the play solo. . . . In *The Billboard's* review of *Parade*, during talk of the Coughlin-Johnson-Long number, mention was made of General Butler instead of General Johnson. . . . But who can be blamed for mixing up a brace of loud-mouthed generals after being bored for an evening at *Parade*? . . . Incidentally, Jimmy Savo's outstanding work in that show brought out probably the biggest personal raves of the season. . . . Roccoff, the restaurant man, regards his work as an art—and he has logical and well-thought-out reasons for it, too. . . . Lunt and Fontanne are reading a new play—not by Sherwood or Coward—for possible production next season (and maybe back again with the Theater Guild, yet). . . . The Kathryn Parsons Showboat opens June 15, with the Lenora Girls heading the floor show. . . . A party of 250 doctors, headed by Dr. Milton Feltenstein, will attend the opening. . . . The Met, Brooklyn, held over its film and vaude show this week—which is unusual at that house. . . . Beginning Saturday (8), Friars may bring ladies into the clubhouse for Saturday and Sunday dinners. . . . They'll be served in the roof garden newly landscaped by Humphrey R. Avery. . . . The wags have it that the Ringling show has been booked to play the Normandie. . . . The Italian light opera company which presented *The Land of Bells* recently may try it again, with English versions included in the repertory this time. . . .

An anti-war play, written from an entirely new angle, is making the rounds, the work of a pair of young playwrights. . . . A really new angle—and more drama than propaganda, too. . . . Morgan Conway appeared in pictures on the Coast, but decided to come to New York to try his hand at legit. . . . Sooooo, he appeared in New York in *If a Body*, and immediately, on all sides, was praised and recommended for pictures. . . . The newest footballs for vaude comedians are chain-letter gags. . . . Walter Reade, Leo Justin and Charles K. Harris are among those who have moved from the Astor Building into the Mayfair, across the street from *The Billboard* office. . . . The Reade auditors in particular can't get away with anything without Mr. Spelvin being in on it. . . . Incidentally, if the current charges against Reade are substantiated, he's apt to move again—and to a semi-permanent address. . . . Ralph Whitehead extended courtesies of the AFA office to a circus fan, Joe Minchin, of Paterson, who responded with "Remember me to your members—I'm an undertaker." . . . Whitehead, not to be outdone, cracked, "We have no deadheads." . . . Tom Gorman dashed up to a Spelvin scout with the news that the provinces are supporting his circus as in boom days. . . . Monk (Monroe to you) Purcell, of the Joe Penner program, does a Winchell-Bernie with L. Harvey (Doc) Cann, who routes World of Mirth Shows. . . . Teddy Hecht, former legit actor, has finished his first play. . . . Will he have the same success as Cecil Holm? . . . Theodora, the young dancer featured with the Danny Dare girls, is the 16-year-old daughter of Ben Jay, who was publisher of *Broadway Magazine*, which folded a couple of years ago. . . . Hotel Piccadilly tied up with the Normandie, including admission to the ship in its price for over-night accommodation. . . .

Chicago Chat

By NAT GREEN

THE NEWSPAPER MUGS has a busy week, what with meeting commutating screen stars and attending get-acquainted parties. . . . "Uncle" Carl Laemmle, U. prez, and Edward Arnold, star of *Diamond Jim*, were in town for the U. convention, Mrs. Joe E. Brown was visiting friends here and a whole flock of Hollywoodians descended upon us at one and the same time—Ruby Keeler, accompanied by her mother; Walt Disney, Anna Sten and her husband, Eugene Krenke; Richard Dix, Madge Evans, Walter Huston and Henry Armetta, all pausing briefly on their eastward journey. . . . There were press parties for Rubino, doing personal appearances hereabouts; Mary McCormic, starting a vaude engagement, and Edward Arnold. . . . The latter, following a press dinner, was answering questions of the newshounds, who got a particular kick out of his description of the eating he had to do in *Diamond Jim*. . . . He had told of disposing of the breasts of four chickens during one afternoon's shooting, to say nothing of sundry shrimp salads, etc. . . . "Were there many retakes necessary?" some mug piped up. . . . "Just one," said Arnold, "and that was where the horse was used; the horse wasn't so good." . . . Whereat Clark Rodenbach, of *The News*, exclaimed: "Good heavens! Did you have to eat the horse, too?"

Larry Stein, Warner Bros.' ad manager here, left Friday for a three-week vacation on the West Coast. . . . Milton Mayer will be the new editor of *The Chicagoan* when that mag resumes in August. . . . "Bill" Weaver, its former ed, now with *M. P. Herald* and Harry Holquist has moved from *The Herald* to *Educational Screen* as ad salesman. . . . Ross Bartley, who did such a swell job of publicizing A Century of Progress, is now handling publicity for the Florida citrus growers and is in town for a short stay. . . . Mary Garden, opera songbird, has joined the staff of Chicago Musical College. . . . Emmle Nelson Janick, publicity director for the Stevens, off to California for a three weeks' rest. . . . Irving Eisenmann, who in his time has handled a raft of theatrical divorce cases, installed as exalted ruler of Chi Lodge No. 4, Elks. . . . Mary Sunde, burly stripper, hasn't proved such a good draw in her second week at the Oriental and her act gets nary a ripple of applause. . . . *Man of Aran* pix has been cut to less than 4,000 feet and is being used as an added attraction in B. & K. houses. . . . Allen Usher, Harry Hamburg, Eddie Fontaine and Barney Barnard off for the Paramount convention in New York.

Sam J. Levy, member of the Barnes-Carruthers Fair Booking Association, has an up-and-coming son who apparently has inherited his dad's sagacity. . . . Sam—in case you don't know it—is Jewish; his wife is not. . . . During the recent Jewish holidays the young hopeful informed his dad he was going to stay home from school on a certain day. . . . "Why?" his father asked. . . . "Because it's a Jewish holiday," said the lad. . . . "You know we don't observe the Jewish religion," Sam countered. . . . "Well, anyway," the youngster came back, "I'm half Jew, so I'll take a half holiday!"

Jitney Players Begin New Tour

BEDFORD SPRINGS, Pa., June 8.—Ethel Barrymore Colt and her New Jitney Players opened their 1935-'36 season at the Bedford Springs Hotel here May 29 and stayed thru June 1. Newly reorganized since last season, the company's current repertoire of "gay nineties" themes includes *The Murder in the Old Red Barn*, by John Latimer; Dion Boucicault's comedy melodrama, *The Streets of New York*; Goldsmith's *She Stoops To Conquer*, and *Adventures in Oz*. The first two mentioned plays were given here and were enjoyed by large audiences.

The company left here for New England for a brief stay and will return thru Pennsylvania, then thru the Middle West and into Chicago. Later it is slated to fill an engagement in Bermuda.

The troupe is equipped to play theaters, classrooms, dining rooms or outdoors. Cast is headed by Miss Barrymore, Douglas Rciwand, Pendleton Harrison, Jerry Bowman, Hume Cronyn, Robert Caldwell, John Maroney, Emily Woodruff, Barbara Benedict, Phil Tippin, Phyllis Flanagan, Charles Atkin and Maynard Samsen.

Staff includes Phil Tippin, business manager; Douglas Rowland, company manager; Phyllis Flanagan, musical director; Charles Atkin, technical director; Jerry Bowman, stage manager, and Edison Rice, master electrician.

Phil Duncan Players Quit House for Tent

HOUSTON, June 8.—Phil Duncan Players closed suddenly at De Luxe Theater here last week and made a quick opening in a small tent outfit recruited on short notice. The regular Phil Duncan outfit, now on the road in Louisiana, will be brought in here shortly.

Helen Gentry has the work with the local company. It includes Haynes Hall, George Landry, Allen Rosburn, Carmen Wagner, Bob Totheron and Margaret McMillan, besides herself. David Polley, of Station KPRC and long with the Hopkins Players here, has been booked for an extended stay. Louise McDonald has joined as business manager and Margaret Bean as cashier. The Coy Brothers are looking after the top and lot. "Cotton" Morse is general superintendent. Marjorie Shrewsbury is producing the specs. Crystal Morse continues to please her local fans. Bob Totheron, handling the comedies, is awaiting the return of his wife, Dayne, who is resting up at her Kansas home and will join the show soon. Manager Duncan continues his policy of announcing his competitor's show.

Newton Comedians Ready for Canvas

MARYSVILLE, Kan., June 8.—Newton's Comedians, H. G. Newton, manager, have encountered much inclement weather in Kansas during the last eight weeks, including dust storms, wind, cold and rain, but the troupe has plowed thru it all without losing a single day. Business has shown a noticeable increase since the recent rains. The Newton show has traveled nearly 25,000 miles in the last year, covering more (See NEWTON COMEDIANS on page 26)

WANT FOR ORIGINAL TOBY'S COMEDIANS

Young General Business Men, doubling Orchestra and Specialties; also Boss Caravan and Advance Agent. Salary sure; no booze. Lee Lacy, Toad (These, wire quick. BILLY "TOBY" YOUNG, Marc, Weir City, Kan.

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For Platform Med Show, Novelty Team or Single. Change 12 mixer Straddles and Doublets. Med Team answer. State lowest salary. JIMMIE'S COMEDIANS, Marshfield, Wis.

EDWARD LOUIS KRANER and JUNE. If at liberty, wire me at once. J. WOLLY FOX, 122 Stratton Ave., Nicholasville, Ky.

Rep Ripples

JOHN M. DRAYTON, owner and manager of the Drayton Family Show, is recovering from a three months' illness, which necessitated confinement in a hospital. Mr. Drayton underwent three operations and also contracted pneumonia. All this happened in Nashville, where he is convalescing at 914 Caroline avenue.

MR. AND MRS. BILLY TERRELL have left Conran, Mo., in their new sedan for a vacation in Old Mexico. Mr. Terrell was formerly owner of the Billy Terrell Stock Company, but now is interested in a night club in Southeastern Missouri.

CAPTAIN J. W. MENKE will open his season of repertoire on his Golden Rod Showboat, docked in Pittsburgh, June 12.

EXTREMELY HOT WEATHER and the opposition of another tent show (Phil Duncan Players) have caused business to fall off a bit on the Monroe Hopkins show in Houston. Maurine Gray, leading woman, joined the Hopkins cast last week.

MRS. ELWOOD BENTON, of Benton and Clarke, with the Keith Players in Missouri, was happily surprised on her birthday, May 25, when Mrs. Frank Keith decayed her to the show's dining (See REP RIPPLES on page 26)

McOwen Starts Okeh At Lincoln, Neb., Park

LINCOLN, June 8.—R. J. McOwen opened his company at Capitol Beach, local amusement park, last Sunday night to a good business. Altho not so well known in this territory, McOwen has been in Topeka, Kan., for six years and has a good thing here. Tentatively set for two weeks and with admissions to the tent given free with the main gate, he's part of the park's plan to build up a steady patronage. McOwen has billed the country for 30 miles and it looks as tho he'll make it okeh.

His company consists of Mina Jane McOwen and Lance G. Davis, leads; Edna Louise McOwen, ingenue; Joie Martin, character; Florence Phillips, general business; Jack Phillips, juvenile; Del Phillips, comic; Earl Gregg, general business; Bert Walker, general business, and Fred Cantway, director and characters.

Claremont Boshart is stage director and Hugo Miller scenic artist. Musical section is Wilbert Ems, violin; Helen Alton, piano, and George Walsh, accordion. R. J. McOwen is manager; Charles Boshart, assistant manager; Rita McOwen, treasurer, and Florence McOwen, tickets. Boss carvasman is Bert Welsh, with Garrett Smiley and Bill Griley in the crew. Edna Cantway is on reserves and Nickey Von, concessions.

Battle of Music Ensues When Tent Shows Meet on Same Lot

POTTSTOWN, Pa., June 8.—The "Battle of the Bands," so frequently advertised to lure devotees of the terpsichorean art to dance halls, was more than a catchword here last week when bands of rival shows attempted to outbrass the other on Samuel H. Porter's lot at Charlotte and South streets.

The conflict resulted when Billroy's Comedians put on a one-night show on the lot where Ross Dyar and his World's Medicine Show had been holding forth for three weeks.

Billroy's Comedians got in the first lick by getting their show started before the World's medicine man and his blatant band blared forth their first cacophony. All went well until a three-act comedy was essayed by the Comedians. Then the World's blarers, aided by an ear-splitting loudspeaker, blasted notes loud enough to crack the welkin.

The Billroy actors were nonplused. They couldn't be heard in the first row, and apologies, made between World's eruptions of band music, were barely audible.

Billy Wehle, general manager of the Billroy show, explained he rented the lot from Samuel H. Porter a week previous to the time the medicine show signed a lease. He said he had prior rights and hinted it was a sin and a shame that so many Pottstown patrons of the art could not enjoy a real show.

Editorial Lambasts Action on License

SALINA, Kan., June 8.—Salina's license fee on tent shows and carnivals will remain as it has been, city commissioners decided as they discarded the request of B. F. Holmquist, owner of Stella Park, for a return to the old fee of \$100 a year. The present fee is \$25 a day, \$60 a week for tent shows and \$25 a day for carnivals, unless there are riding devices only, in which case the license is \$10 a day.

Holmquist, who attended the Monday commission meeting, presented his own case briefly with a written explanation of the position he took in the matter of tent show licenses. The present license practically rules the shows out of Stella Park, he said.

The action of the city fathers in sustaining the unreasonable tax against the management of Stella Park was lambasted editorially by the local press. The newspaper stated in part: "The City Dads probably wish to keep tent shows out of town on the grounds that they take money out of town. . . . Why don't the City Commissioners go after the chain stores who go right on draining Salina every day in the week? Why don't they see the big things—not the little ones. For heaven's sake! When will some people wake up?"

Mr. Holmquist, owner and manager of Stella Park, carried a three-column (See TENT SHOWS on page 26)

Billroy Show Briefs

SUNBURY, Pa., June 8.—What could have happened to all the opposition with which we were recently so heavily surrounded? Having become so accustomed to it at the beginning of the season, it now seems rather strange and even lonesome to find ours the only show in town. The nearest we've come recently to a competitive organization is the sight of an occasional daub of paper on some of the outlying country routes.

The Wehle kiddies, Winona and Billy Jr., are on for the summer vacation. Winona has been attending Gulf Park College, while Billy Jr. has been putting in his best licks at the Ohio Military Institute in Cincinnati.

Clyde Jewell, our contortionist, who has been out of the lineup for some time due to a serious illness, is still in the hospital at Coatesville, Pa. However, he is reported to be progressing nicely and we hope to see him back in harness soon.

Never a dull moment. "Sweet Pea" Sally Sawyer invaded New York City last week-end and forgot that the show must go on. So, now, Cora Mae Davis is holding down her spot in the line. And the dormitory quartet sings lustily (if not harmoniously) *I Wonder What's Become of Sally?* Words and music by Dunn, Davis, Murray and Murphy.

JOHN D. FINCH.

Stock Notes

JACK WOOLEY, director of children's plays in Pittsburgh last season, is with the Globe Theater Shakespeare Players at the San Diego Exposition. Don Gallagher, former member of the Carnegie Tech Players in the Smoky City, is also with the troupe.

SYLVAN SYMON, Pittsburgh boy, has been named executive director of the Brown Swan Theater, Schroom Lake, N. Y.

Heffner Boys in Cincy; Show Moving Back South

CINCINNATI, June 8.—Jim and Ben Heffner, of the Heffner-Vinson Show, now under canvas in Kentucky, jumped in here last Sunday for a visit with their parents and to take in the ball game. Manager Jimmy also paid a visit to Billy Bryant, showboat impresario, here Sunday night.

In a visit to the rep desk Monday morning, Ben Heffner stated that the show has been enjoying good business so far this season. The company will play a few more dates in the Kentucky territory and then will swing back southward, he says.

Jimmy Heffner Jr., who has been attending the military school at Milledgeville, Ga., joined the show in Falmouth, Ky., last week to spend the balance of the summer.

Red Jenks is back on the show and is busy these days organizing a soft-ball team to play the various home teams along the route. Red also issues a challenge to any of the show teams they may bump into and is especially anxious to take on the Billy Wehle ball tossers. Jim Heffner, who loves to bat but hates like the devil to run to first base, is dickering for a spot in the Jenks lineup.

'After Dark' Roadside's First

WASHINGTON, June 8.—For the opening of its second summer season the Roadside Theater will present Dion Boucicault's *After Dark* for a two-week engagement, beginning June 17. The theater, which is the only summer barn theater in Maryland, is a huge red barn on the Rockville pike, one of the main routes into Washington, about six miles outside the city limits. The second production will be a new play by Winona Godfrey, thru special arrangement with Adrienne Morrison.

'Drunk' for Farm, Cincy

PITTSBURGH, June 8.—George Sharp, producer of *The Drunkard*, which hit the road Tuesday after a 37-week stay at the Fort Pitt Hotel here, reports that after a brief stay at the Capitol Theater, Steubenville, O., he will take the company to Castle Farm, Cincinnati night club, for an indefinite engagement. The touring company includes Irene Cowan, Howard Blaine, Peggy Dougherty, James Fraser, Jack Roberts, Marilyn Pearlman, Leon Ward and Regis Joyce.

Hank Keene Opens June 21

POTNAM, Conn., June 8.—Hank Keene's tent show will open its summer season here June 21. Twenty-five people will be carried, consisting of singers, dancers and instrumentalists. Show will run two and one-half hours and prices will be scaled at 15 cents for children, 25 cents for adults, with 15 cents extra for reserves. Show will cover New England territory.

Kansas City Jottings

KANSAS CITY, Mo., June 8.—Goodey Godbey and Ida McColeman have just arrived from Western Kansas.

Mr. and Mrs. Jimmy Jukes, formerly with the Larry Nolan Show, are recent arrivals.

Jack Randall, who has been in Columbus, Kan., visiting friends and relatives, will be seen with a rep show soon.

Madden-Stilian Players are reported to be doing good business in Iowa.

Red and Donna Davenport, formerly with the Chick Boyes Players, are sojourning in Ft. Smith, Ark.

Al Clark is again with the Hugo Players touring Nebraska.

A. O. Chostes' Comedians, now touring Illinois, report good business despite the rains. The roster includes Mr. and Mrs. (See KANSAS CITY on page 26)

Burlesque Review

Eltinge, New York

(Reviewed Tuesday Afternoon, June 4)

A flashy black and white show here, with Grover Frankie doing the staging. Colored portion, billed *Harlem Express*, had 11 people, including a line of eight, while the regular show had around 20 people. Show as a whole was entertaining. The comedy was fair, while the ensemble and strip numbers were okeh, altho not very novel.

The colored cast was not used very effectively. The girl line was used in a few simple routines and the girl singer was spotted for one good number. The male comic, a stout fellow, was spotted in a couple of scenes, while the tenor contributed one fair number. The colored show closes a four-week run here this week.

Comedy here was weak, as it is in most other burly houses. "Peanuts" Bohm came thru nicely, handling his comedy skillfully and getting good assistance from Jack Coyle, who also sings, and Lou Denny. Herbie Faye, the other comic, is a veteran and worked smoothly here. The boys had some pretty old material to work with, however.

Jeryl Dean, a graceful blonde, clicked easily with a strip number and her straight work. Delores Leland, a pretty brunet, had no trouble putting over a special song and strip and also did straight in several scenes. Inez Vinton, a shapely red head, did one of those wiggly undressing numbers and pleased mightily. Another charming red head, Madelyn Winter, gave the boys a treat with a slow strip number. And last but not least, Gladys Fox made a solid impression with her work in several comedy numbers. Stepping out for one song and strip, she got by nicely.

The ensemble was okeh. The girls are not all languishing beauties, but most of them are peppy and young and that means a lot. Costumes were okeh and the mounting in several big scenes gave the show a big production touch.

House was full at this showing.
PAUL DENIS.

SALLY O'DAY, of Minsky's Gotham, New York, gifted herself with a new pet, a Maltese poodle labeled Woodge.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 37 and 62) 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 972, CINCINNATI, O.

Danny-MARVIN & ROSE-Geo.

Burlesk's Newest Comik-Straight Team.

ROSE LaROSE
THE EXOTIC CHARMER.

ERMA VOGEELEE
THE CUTEST LITTLE THING IN BURLESK.

JIMMY PINTO & DELLA MARTY
"STOP-LOOK-LISTEN"—WOP COMEDY.

JERYL DEAN
A NEW SUNKISSED BEAUTY IN THE EAST
From California.

PHYLLIS VAUGHN
THAT NAUGHTY STATUESQUE.

JERRI SARGENT
PERSONALITY PLUS TALENT.

EVELYN MYERS
Republic Theatre, N. Y. City, Indefinitely.

SAMMY WESTON
Fondest Hopes Realized—On Broadway
AT LAST AT THE ELTINGE.

TAMARA

Exotic Dancer in Sensations. Something Different.

**Licenses Given N. Y. Houses
By Moss After Month's Delay**

Burly operators get them only after signing rules set up by the department—Fifth Avenue Theater license still withheld—strict enforcement of rules expected

NEW YORK, June 8.—License Commissioner Paul Moss finally came thru Tuesday with the licenses for the operators of burly theaters in town, doing so only after the operators agreed to sign the rules promulgated by the commissioner as regards burlesque. Only one license has been withheld, that of the Fifth Avenue Theater, against which there is a labor complaint. The department is awaiting the appearance of Tom Phillips, president of the Burlesque Artists' Association, at a hearing regarding this theater. These license renewals were due May 1, but the commissioner permitted the theaters to operate until the renewals were granted.

The granting of the licenses followed a lengthy conference Monday between Moss and the burly operators. The major issue involved was that of having each theater sign the rules drawn up November 19, 1934, so that they could not later plead ignorance of what they were. The commissioner said "in issuing licenses to burlesque theaters I was mindful of the fact that the present economic conditions and the closing of theaters would work a severe hardship on the many hundreds of persons employed in the theaters." He further stated: "However, this will not serve as an excuse for those theaters that insist on obscene and indecent performances."

The text of the rules laid down by the department is as follows:

1. No legal indebtedness or obligation to an artist, actor or any other person working in the licensed theater shall remain unpaid or unsettled beyond the period when said indebtedness or obligation becomes due.
2. No female shall be permitted on the stage in any scene, sketch or act with breasts or the lower part of the torso uncovered or so thinly covered or draped as to appear uncovered.
3. Scenes, sketches or acts wherein a female appears originally, fully or partly clothed and gradually disrobes shall conform to the above rule.
4. No vulgar, obscene or indecent language offensive to decency or propriety shall be indulged in by performers in any scene, sketch, act or play.
5. Licensees of theaters will be held accountable by the Commissioner of Licenses for a strict observance of the foregoing regulations in their respective theaters and any willful, persistent or habitual disregard of them may result in the suspension or revocation of licenses.

GEORGE MURRAY, comic, left New York June 1 via bus to join Joe Forte at the Liberty, San Diego, Calif., to fill a 12-week contract for Popkin & Ringer.

**Civic, Syracuse, Closing;
Had Stormy Eight Weeks**

SYRACUSE, June 8.—The Civic Theater here, burly stock house, was slated to close tomorrow night, but at the last minute it was decided to extend the run another week with a skeleton company. House will have run eight weeks, and it was a stormy season, caused by non-union activity. The Burlesque Artists' Association and other labor crafts fought the house, enlisting the aid of city authorities.

George Katz, operating the burlesque there, has opened a night club in the meantime, taking over the spot formerly known as the Mickey Mouse and renaming it the Backstage Club.

**BAA Ballots Go Out;
Contracts on the Way**

NEW YORK, June 8.—Ballots for the election of officers of the Burlesque Artists' Association started to leave the headquarters this week, all being sent to the home addresses of members. Those not receiving any because of change of addresses can apply to the office for their ballots.

The BAA cleared up the case of seven chorines with the Supreme Circuit, involving an extra week's pay in Boston.

After the election of officers the organization will get to work on drawing up new contracts for the operators, and a concerted drive will be made to bring every manager into the BAA.

Oxford, Brooklyn, Closes

NEW YORK, June 8.—The Oxford, Brooklyn, closed last night for the season, and will reopen again with burly stock in August. Charlie Schwartz, operator of the theater, is going to the Coast on a vacation trip.

Burly Briefs

TILLIE ALPERN GOLDSTEIN left the Phil Rosenberg office last week to await the arrival of an heir or heiress. . . . She anticipates the blessed event some time in September. . . . Issy Hirst, in New York last Tuesday, signed up some folks for the Indie Circuit. . . . Among them were Jack Ryan, Harry Bentley, Max Coleman, Charles Dane, Lillian Murray, Peggy Hill, Estelle Montillio and George Broadhurst. . . . Took some of them back with him and they all opened Monday at the Trocadero, Philly. . . . Last week seemed to be tooth-yanking week around New York. . . . Dave Cohn had one extracted, while Tiny Fuller, not to be outdone, is practically toothless, and Pat Kearney also had a couple taken out. . . . Nora Ford's new home is in Bellevue, Ky., and not Dayton. . . . Sammy Weston opened at the Eltinge, New York, Friday, moving over from the Gaiety.

FREDDIE O'BRIEN left the Supreme last week for a vacation out west. . . . He was replaced by Bobbie Pelgrim, an import from Minneapolis. . . . Nat Morton is now doubling as burly agent and real estate agent, doing the former from Mondays to Wednesdays and the latter out in Red Bank, N. J., the rest of the week. . . . Freddie Clark is not coming east to produce at the Globe, Atlantic City. . . . Paul Kane and Ida Rose will do the producing instead. . . . Eileen

Dale, after a long run with Supreme, went home to Atlantic City for a short stay after closing in Boston. . . . Dorothy Ahearn took the trail home, too, with Boston her destination, after closing at the Apollo, New York, Saturday. . . . Harold Weinstein is reported as going on a hunting expedition for a theater of his own. . . . He favors an out-of-town spot.

JACK DIAMOND opened Sunday at the Republic, New York, coming in from Boston, where he spent a week around the race track. . . . Wilner closings last week included the White Sisters, Cell Von Dell and Kaplan and Hunter. . . . Bert Grant opened Sunday at the Apollo, New York. . . . The burly theaters are now beset by the picketing of those alleged company unions. . . . Emmett Callahan, managing director of the Apollo, New York, was upset no end by that patrol wagon parked in front of his theater Wednesday night. . . . Jack Montague closed at Minsky's Gotham, New York, Saturday night. . . . Rumors of a split between Issy Hirst and Jack Beck are unfounded—it was just a little argument. . . . George Katz, Syracuse operator, was in New York last week. . . . Eva Collins went up to Montreal last week with a complete wardrobe for the new show at the Club Maurice.

U-NOTES

By UNO

ALLEN GILBERT, producer for the Wilners, leaves New York June 27 in his new sedan, chauffeur and all, on a vacash of two months at his Cleveland, O., home. In his place George Prolath, of Chicago, will preside.

PAT PAREE'S style of strip is on the modernistic order as per the original teachings of Paul Morokoff.

MURRAY LEONARD busy memorizing lyrics of a new song to replace *Old Man River*. Written by Lawrence Tibbett. Also just purchased a convertible coupe.

FLORENCE NAOMI and Bob Roberts, recently of the Oxford, Brooklyn, have formed themselves into a new singing duo. Miss Naomi's dramatic interpretation of *A Fool for Love* revised for future featured prominence.

OSCAR MARKOVICH has the restaurant and bar concession for Max Rudnick's new Long Beach, L. I., theater revue project this summer.

REPUBLIC THEATER attaches, including stock performers, chipped in for a large floral tribute of sympathy sent to the house of George Finch, ex-assistant house manager, who buried his mother May 31.

EDDIE WEINSTOCK, manager of the Republic, New York, celebrated a birthday May 31. Ditto his ma, Mrs. Joe Weinstein, June 1.

JERRY AND LEO FIELDS, of the Fields family in showdom (Leo, a former burlesque straight), have increased their Baltimore theater possessions. Just leased the Brody to be renamed the Casino. Already operate the Rivoli and the Embassy. The latter to be converted into a burly house next season.

GLADYS McCORMICK left the Star, Brooklyn, June 1 to spend a week's vacash at her home in Easton, Pa. To (See U-NOTES on page 26)

BOB "BOOB" EUGENE
ECCENTRIC COMIC, BACK AFTER SEVEN YEARS WEST.

VILMARA
REMEMBER—VILMA JOZSY.

JEAN CATON
YOUTH, BEAUTY AND A NEW FACE,
An Asset to Any Show for Next Season.

ART—LLOYD & O'NEILL—PEGGY
Komik—Gotham Thea., N. Y.—Ingenue—Clubs

PAULA LIND
THE DYNAMIC RED HEAD.

GLORIA GALE
THE ACROBATIC NUDITY IN GOLD.

PEGGY HILL
THE DARLING OF BURLESK.
STILL THE "TOPS".

EDNA (HOTCHA) DEE

JO ANN DARE
JUST A RED-HEADED SHOW-STOPPER.

SMILING INA THOMAS
A REAL BOX-OFFICE MAGNET.

MARIE GUNDLE
Talking and Stripping Genius.

MADGE CARMYLE
THE DANCING LADY.
Phil Rosenberg, Ea. Rep.; Mills Schuster, Wcs. Rep.

JACK "TINY" FULLER
"NO PFURTZIN AROUND."
With Wilner Shows.

CYNTHIA MICHEL
STRIPPING A LA PARISIENNE.
Direction DAVE COHN.

Tab Tattles

HOMER MEACHUM postcards that business is still good at the Hippodrome, Louisville, Ky. Roster includes Dorothy Meachum, Mabel Brown, Sue Dean, Bert Berry, Emma Nelson, Peggy and Jimmie Davis, Walter Deering, Harry Willett and Rosanna Gaether. "Skeets" Gaether is the latest addition to the cast. . . . After 20 weeks of stock, split between Chattanooga and Knoxville, Candler's *Merry Gang* opened under canvas June 3 at Benton, Tenn. . . . Peggy Drake, tab and burly chorine, is still confined to her room in the Woods Hotel, Houston, as the result of injuries sustained in an auto crash May 3. She is unable to get about and her confinement makes her very lonesome. She asks that her friends write to her in care of the above hotel. . . . A. H. Howell is managing the *Continental Flashes*, currently touring the South. . . . Wally R. Hamilton is sojourning in Northfork, W. Va. . . . *Bowery Music Hall* Follies are playing return engagements thru the Pennsylvania territory. June West is topping a cast of 35 performers, all featured in numbers typical of the Steve Brodie days. Dean Page is featured in her French Can-Can dance, supported by a beef trust chorine. . . . They tell us that J. Y. Wildman, who formerly had out various bars, recently inherited a \$3,000,000 estate from an uncle who died in London. Wildman is still residing in Pittsburgh.

MARGARET LILLIE, who closed recently with the Weaver Brothers and Elviry, is now vacationing at her home at Rockaway Beach, Mo. She recently opened a coffee shop and infos that she recognizes the profession, providing said profession has a nickel for the coffee. Margaret will again take to the road in the fall. . . . Mr. and Mrs. Harry Jackson (Dorothy Sevier), leads with the Tom Jones company in Grand Rapids, Mich., last year, are in that town recovering from injuries sustained in a recent auto crackup near Hornell, N. Y. Mrs. Jackson and Betty Lewis, also formerly with the Jones show, were thrown thru the top of the car. Harry and "Slim" Peterson escaped with slight injuries about the head and face. . . . Mr. and Mrs. W. L. (Mickey) Humphreys were recent week-end visitors at the cottage of Mr. and Mrs. Arthur Haas at Clear Lake, Ia. Haas and Humphreys were partners on the road several years ago. . . . Jay Mason, who left Cincinnati several months ago to visit his mother in Dallas, now has a seven-piece unit working in the Middle West. Company recently played the Chateau Lido Club, Indianapolis, and the Peorian Club, Peoria, Ill., and has just completed a two-week stand at the Arc Theater, La Fayette, Ind. In the turn are Ginger Lee, blues singer; Margarete and Beatrice Blake, song and dance team; Doris Black, novelty dancer; Peggy Faye Nled-hamer, dancer, and Leona Gramerly, acrobatic dancer. Mason has the unit booked into a Southern summer resort opening June 17.

GUS SUN and Mr. and Mrs. Bob Shaw, of the Gus Sun Booking Exchange, were visitors at Fred Hurley's cottage at Island View on Indian Lake near Lakeview, O., Wednesday night of last week. With all the mistakes of show business remedied, the party broke up at dawn. Earlier in the same evening we bumped into the Shaws and Mr. Sun at one of the magic shows staged in conjunction with the International Brotherhood of Magicians' convention in Lima, O. . . . Fred Hurley was host to another party on the following night when Mr. and Mrs. Sam Nevin and the writer, en route from Lima to Cincinnati, stopped off for a brief visit. Fred was not to be taken by surprise, however. There, awaiting us, was an ice-cold pony of beer and a mass of spirits—much to our chagrin. The little party was topped by a tasty dinner prepared by Norma Phillips and the three of us went our way talking far on into the night on what a swell pair Fred and Norma are. . . . While in Lima we had the pleasure of hoisting a string of cold ones with R. G. (Mack) McCauley, who is now working out of the sheriff's office there. Mack's last show engagement was with Eddie Mason, the country store impresario. . . . Incidentally, Babe and Eddie Mason are still located in Hamil-

ton, O., where their country store feature is in its second year at the Palace Theater. . . . E. E. Coleman, manager of the Rialto Theater, Dayton, O., writes in to complain against a performer to whom he recently advanced money to join his show, but who failed to put in an appearance. The performer, Coleman writes, signed his communications "James E. Miller." Coleman says he has also been hooked recently by performers who got an advance, came on, worked a day or so and then jumped out, leaving him holding the bag. Coleman has placed the matter in the hands of the Dayton police. . . . In the roster of Roisman's *Evening on Broadway* are Roisman's Alabamians Orchestra, Jack Katz, Rose Katz, Clifford and Clark, Med and Nona, Jay Howard, the Richardson Twins, Vincent Yerro, Ben Chavez and Flexible Freddie. Show has been playing return dates thru Texas the last several weeks, moves into Oklahoma this week and then into Iowa. . . . "SeaBee" Hayworth's *Broadway Novelties* played a return engagement at the Carolina Theater, Hickory, N. C. Hayworth enjoyed his banner day of the season at that house a few weeks back when he got \$276 for his share on three performances.

Chi State-Congress In Wreckers' Hands

CHICAGO, June 8.—Wreckers took charge of the old State-Congress Theater this week, and when their work is finished this former "hot spot" of burlesque will be a parking lot. Opened 50 years ago as the Park Theater, the house changed its name successively to the Hopkins, Folly and finally the present name. It was formerly a unit of the old Columbia burlesque circuit and has been dark since 1931. Several efforts had been made to reopen, but the numerous liens and claims against the house prevented the deals from going thru.

U-NOTES

(Continued from page 25)

return in time for rehearsals for the Globe, Atlantic City, summer stock. Other Atlantic City principals engaged so far are Bobby Morris and Lou Costello.

LOUISE STEWART presented herself with a new portable Victrola.

CLEO DOUGLAS, stage director for the Wilners, just bought a two-carat diamond ring.

SAMMY WESTON, Danny Marvin, George Rose, Frank Harcourt and Al Phair tried out over Decoration Day for an all-summer engagement at the Commodore Hotel, Swan Lake, N. Y., in the Catskills in shows to be directed by Herbert Barris.

FRANK BARTEL supplying amateur night talent (Monday) at the Republic, New York; Jack Linder ditto (Tuesday) at the Gayety and (Wednesday) at the 42d Street Apollo, New York, and Solly Shaw (Wednesday) at the Eltinge, New York. They're all amateurizing it now except Minsky's Gotham and Wilner's Irving Place, New York.

MARIAN BLANE, another Moe Costello strip discovery, moved from the Park, Boston, stock, to Minsky's Gotham, New York, June 2, filled in one day and left for Philly to accept another engagement with the Hirst circuit.

LILLIAN MURRAY opens at the Howard, Boston, as extra attraction, one week of June 23, which is the date when the house changes from Indie Circuit shows to stock. Thence to her home out on the Coast for a vacash.

MARGIE PENNETTI reappeared in Manhattan from her home in Jersey City, where she had been laid up with a broken jaw, the result of an auto accident six weeks ago. Changed from a brunet to a blonde.

HARRY KATZ FIELDS and Shorty McAllister, after three successive years with Minsky-Weinstock shows, signed a 20-week contract to open for the Wilners September 8.

EDDIE GOODMAN, assistant manager of the Republic, New York, found a dollar in stage money in one of those chain

letters and thinks he is the victim of an "inside" job.

GEORGE CORWIN, straight man, after a three weeks' vacation in Montana, has joined the Giford Stock Company in that State. George recently concluded a long engagement with Fred Hurley's burly at the Gayety, Louisville, Ky.

KANSAS CITY

(Continued from page 24)

Mrs. Choates, Arlie Choates, Mr. and Mrs. King, Mr. and Mrs. Butler and daughter and Mr. and Mrs. Bob La They.

Frank Capp, Baker-Lockwood traveling representative, was seen on the Rialto this week-end.

Guy Cauffman Players will open the season in Northern Missouri June 10. The roster includes Guy Cauffman, manager; Constance Cauffman, Judy Williams, P. Agar Lyons, Billy Weston Smith, E. C. Bickford and a few other performers whose names could not be learned.

Hal Stone Players, after a season under canvas in Southern territory, have reached Missouri and are headed for their regular Iowa territory. Roster includes Hal Stone, manager; Mrs. Hal Stone, Mr. and Mrs. Fred Ewen, Mr. and Mrs. Bob McClain, Sid Snider and a crew of working men.

Cliff Carl's Comedians are now in their fifth week under canvas in Eastern Kansas territory. Business so far has been satisfactory, despite the fact that it has rained almost continuously since the opening. Roster includes Cliff Carl, manager; Helen Carl, Grady McClure, Dot McClure, Barney Cramer, Hildred Cramer, Joe Hoffman, Georgiana Hoffman, Howard Vail, George Chase, Sam Barton and Ed Galt.

Neil Schaffner, manager of the Neil Schaffner Players, now showing in Northern Iowa under canvas, will close his tent show June 15 and will open June 16 for a tour of one-nighters with the Station WHO Iowa Barn Dance Frolie. Manager Schaffner says it looks like a natural.

John Morris, formerly with the Trousdale Brothers, has joined the John Caylor Players in Minnesota.

Jess Myers, formerly of the Myers-Oswald Company, is a recent arrival.

Ed C. Ward, manager of the Princess Stock Company, now showing in Western Missouri, was in the city this week on business.

Recent rains, floods and cold weather in Kansas, Nebraska and Missouri have affected box-office receipts considerably with many tent shows in the flooded area.

TENT SHOWS

(Continued from page 24)

paid ad in the same paper under the heading "Stella Park Closed."

The ad read as follows:

"Stella Park has given the public a square deal in the past by sponsoring good, clean amusements. I never complained on the tax of \$100 per season. But we do protest on the unjust arrest when we already had paid as usual for the last eight years. This was the treatment we received last season. The license now is \$10 per day on any stock players companies playing in my park. The result is no shows for Salina. Your favorite stock players paid \$25 for playing another Kansas town during the month of May. Now playing in another city at \$28 from January 1 to June 30, either theater or tent.

"How does Salina compare with the above? Our stock players spend their money in Salina. They do not live like gypsies, as quoted by our supposed-to-be competitors.

"Write a letter to Stella Park and state three or more reasons why you like our shows and if you agree that we are right in protesting this unjust tax of \$10 per day."

NEWTON COMEDIANS

(Continued from page 24)

than 20 States. Business, according to Manager Newton, was exceptionally good in New York, Georgia, Louisiana and Kansas.

Show is winding up its house season at the Rialto Theater here this week and will move under canvas immediately near Randolph, Kan., to play its established territory and including numerous fairs and celebrations. Company will work under a new top this season.

In the Newton cast are Alma Watson,

characters; Charlene Haynes, leads; Tad Fellows, leads; Buzz Barton, general business; Clem Blomgren, characters; Betty Blomgren, child parts; Glenn Newton, magician and director; and Little Mary Alice Newton, specialties. Practically all the members of the cast double on specialties. Company also includes a five-piece orchestra. A callopie is used for bally.

Among the bills in the company repertoire are *Friday the 13th*, *Uncle Tom's Cabin* and *Ten Nights in a Barroom*, with Director Glenn Newton supplying his own versions.

Company will troupe Missouri, Arkansas, Louisiana and Texas this season, moving on four trailers, two trucks and two passenger cars.

REP RIPPLES

(Continued from page 24)

tent after the show, where the members of the company stood ready to greet her with a big spread. She was the recipient of many presents from the various members of the troupe. Mr. and Mrs. G. W. Thomas, of the Thomas Traveling Picture and Vaude Show, and members of their company were recent visitors on the Keith show.

MILDRED AND SADIE O'NEIL are in Houston on an extended stay. They worked with the Phil Duncan Players there last week.

VERN MALONE, for a number of years with the Billy Terrell Company, is now located in Houston. Terrell, Malone's brother-in-law, was a visitor in Houston last week.

WILLIAM DE ARMS and Mitzie LaGarde are trouping it with the Allen Bros.' Stock Company.

MR. AND MRS. MONROE HOPKINS recently made plans for a series of weddings to be performed on the stage of their tent theater in Houston. They gave up the idea, tho, when the first betrothed marriage failed to draw 'em in.

IT WAS STATED HERE several weeks back that Mr. and Mrs. Frank C. Keith, of the Keith Players, recently celebrated their 16th wedding anniversary with a big party in the show's cookhouse. It should have read 26th anniversary.

ROY (DOC) BUTLER pencils from Altoona, Pa.: "Have just met the new heir to the Givin fortunes. He is Donald Raymond Givin—just 11 weeks old. Spent the week-end at the Givin family home with the new arrival's grandparents and did we have a real old-fashioned meal." Donald Raymond's parents are Mr. and Mrs. Calvin (Cowboy) Givin and his grandpappy is Jack Vinson, veteran rep actor.

FRANK D. CANNON'S Tent Show, now in its 10th week of the season, has just invaded West Virginia and made the first spot in that State with a new top. According to Buddy Cannon, business is highly satisfactory. The show is now in its sixth year and the roster is practically the same as last year. Manager Frank D. Cannon was recently reprimanded by the mayor of Durbin, W. Va., for not playing there last year, so he's certain he'll make the spot this season. Members of the Cannon company recently visited the Beers & Barnes Combined Circus and the Shannon Players showing in the same territory.

DON TEETERS, of Toledo, O., has joined the FERA Players in that city for the summer.

TOM (WILDCAT) AITON, veteran tent and rep show agent, is this season working in that capacity with the Bar-Brown Shows, carnival company.

BENNY FRANTONIA, trumpeter with the Billroy Comedians, now in Pennsylvania, spent Sunday of last week visiting his parents and friends in his home village, Williamsport, Pa.

CLYDE MCANNELY, now retired and living in Lemoda, Tex., writes that he recently had the Hazel Hurd Players on his lot there for a week. He is loud in his praise of the Fred and Hazel Twyman tent show and also of the fine work of Dick and Edna Miller. "Fred has one of the best small shows on the road," McAnnelly pencils, "and the Millers are a team any rep show would be pleased to have around."

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)



EQUALITY Magicians' Club of America, Minneapolis, began its six-day magic convention June 10, with headquarters in its clubrooms at 223 South Sixth street. The big night will be Friday night, June 14, with a big show and contests for prizes.

PAUL McWILLIAMS, of Nashville, cartooned by Robert L. Ripley because of his ability to place four golf balls in his mouth at one time, has abandoned his magic show temporarily to present the Ripley stunt at the Ripley Odditorium at the San Diego exposition.

KIRMA, mentalist, recently played the Paramount, Ashland, Ky., exposing the spirit paintings, spirit slates and ghost-over-audience effects.

CORTES LORROW is presenting an illusion show with the Royal American Shows this season. His gullotine stunt is reported to be a thriller.

MARQUIS THE MAGICIAN, who has his *Spookasy Revue*, featuring Gene Gordon, on the Rubin & Chery Exposition this season, is still adding to the attraction. From a small beginning, and even smaller business, the mystery show is rapidly building into a good draw. The revue is doing five shows a night. Huey Mack, Philadelphia burlesque theater manager, is handling the front and steering the crowds toward the *Spookasy* ticket boxes. George W. Johnston, formerly with Marquis and Rajah Rabold, is back on the Marquis pay roll. New illusions are being added, and the present program includes the Enchanted Bathhouse, Levitation, Tent of Omar, Ghost House, Freezing a Man Alive, Maids of Morocco and Gene Gordon's sleights.

WRITING FROM Huntington, W. Va., where he recently played the Keith-Albee Theater, Sinnett the Mentalist says: "Business here was remarkable. Have enjoyed good business thruout West Virginia. Kearse Theater in Charleston was big and this date was a holdover. Met a number of acts playing West Virginia and they say the smaller towns are bad. State is overrun with mental acts, especially in the smaller towns. We are booked well into July. Have recently added a new 24-sheet."

EVANS BROWN, musical magician, has just closed a four-week engagement at the Chez Ami night club, Buffalo, N. Y., where he was featured in the floor show with his harp, accordion and magic specialties. He also was featured with the Deb Lyon Orchestra during his engagement there.

MYSTERIOUS HOWARD is doing a marathon buried-alive stunt at Longview, Tex., in a tieup with *The Longview News*. They buried him June 1 and Howard expects to remain underground until July 4. Howard halls from Chattanooga.

DANTE, during his recent return engagement in Melbourne, Australia, drew the following notice in the city's leading newspaper: "Already the season of Dante the Great has been extended, but it must close on Friday next. Presumably it will be another couple of decades before the Melbourne public have an opportunity of witnessing what is undoubtedly a magnificent entertainment. Dante stands alone. . . . Dante has half a hundred tricks, all of which he displays every night. In addition, he is continually introducing new ones."

A. A. VANTINE, whose *Mystic Revue* has been playing to success along the West Coast, shoots a few words from Portland, Ore., and incloses in his letter a clipping taken from the front page of *The Portland News* and showing Millicent Cazan, one of Vantine's features, making a successful cuff escape before Portland police officials. A great spread and a fine plug for the Vantine show. "We are featured for nine days at the Federal Housing Show," Vantine writes, "and go from here to San Francisco and



JULIEN J. PROSKAUER, newly elected president of the National Council of the Society of American Magicians. Mr. Proskauer also was elected recently to the first vice-presidency of the Parent Assembly, SAM, in New York. He won the National Council presidency from William Zerr, of Baltimore, by a vote of 17 to 7. Upon a motion by Phil Thomas, of Baltimore, Zerr's "campaign manager," Proskauer's election was declared unanimous. Incidentally, he was the only candidate to be elected unanimously in the National Council voting.

then to the Pacific Coast Magicians' Convention. We are doubling at two local night spots from the Housing Show. We played Seattle last week, with business extra good. Had a real time at Ray Gamble's home in Tacoma recently. He is an amateur and has donated a huge silver cup for the forthcoming convention. His hobby is collecting statuettes of elephants. He has a huge collection of all sizes."

HARDEEN, brother of the late Houdini, was in Atlantic City the other day supervising the layout and approving plans for the novel Theater of Magic to be erected at Young's Million-Dollar Pier. Hardeen will bring in more than a carload of magical exhibits, which will be on display at the pier thruout the summer. The temple of magic will have a seating capacity of several thousand.

MIHLON ORLOFF is playing at Kingsley Arms, night spot in Asbury Park, N. J.

PABLO is working the Versailles Club, New York.

A COMMITTEE is to be appointed soon by Julien J. Proskauer, newly elected president of the National Council of the Society of American Magicians, to work on the problems of exposures and ethics. The committee is being appointed under orders of the National Council, which has approved a motion by James C. Wobensmith, of Philadelphia, past president of the SAM, to designate five members to formulate more stringent regulations against exposing and the ethics and conduct of the members of the society.

Mr. Proskauer has appointed Mr. Wobensmith and Bernard M. L. Ernst, president of the Parent Assembly, to the committee. The other three members will be made up of professional and semi-professional magicians. Among the

The Invisible Elephant

GENEVA, Switzerland, June 8.—Kassner, the magician, has an elephant in his troupe appearing at the Alhambra which he causes to disappear in full view of the audience at each performance. While the elephant was being led to its stable the other night an auto bumped into the rear of the pachyderm and bruised it rather severely. The driver of the car asserted that he didn't see the elephant. Should be good spectator at any magic show.

EDITORIAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

KELOEY ALLEN—dean of New York dramatic critics, who pens his reviews for *Women's Wear*. He possesses an unmatched collection of stories of the stage and of many other fields and the ability to tell them in the best possible manner. Hearty and genial and overflowing with warmth, he has a style that would make Woolcott seem like a pale story-telling dilettante.

JOAQUIN GARAY—young Mexican singer caught at the Roxy, New York. While his voice is nothing exceptional, he puts his songs over splendidly, doing character and novelty effects that sell them beautifully. It's his different type in song salesmanship that makes him a good bet.

For FILMS

DOROTHY STEVENS—tall, stately brunet with the hoke comedy act of De Vito and Denny, which just finished six months of European vaude. Has acting ability above the

average, speaks lines distinctly, is decidedly beautiful, wears gowns with distinction and photographs well. Should make the grade in pix with plenty to spare.

For VAUDE

CLYDE LUCAS AND ORCHESTRA—15-man outfit now playing at the New Yorker. The boys can double into a total of more than 60 instruments, including a complete marimba band. In addition, they carry a good number of novelties and have two good singers in Linda Lee and Lyn Lucas. A natural for vaude dates.

For LEGIT MUSICAL

ADAIR AND RICHARDS—dance team featuring ballroom and adagio routines, the latter their forte. Have looks, class and talent. In addition to being excellent dancers, they obtain unusual sock effect because of their original ideas and staging.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

ED BELLVUE, veteran minstrel, is now operating a booking office in New York.

MRS. GEORGE PRIMROSE has been extended an invitation to speak at the Flag Day festivities to be held June 14 at Warinanco Park, Elizabeth, N. J. John H. Shepherd, veteran minstrel man, is general chairman and pageant director for the event.

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

George Guy, veteran minstrel and member of the well-known Guy Bros.' Minstrels, is now a resident of Springfield, Mass., and may be addressed in care Elks' Lodge, that city. Incidentally, this minstrel youngster has been a member of the minstrel association for the

things that the committee will consider, besides exposing in books, over the air and in newspapers, will be the question of to what extent magicians may be protected against others copying their acts.

DALLAS MAGIC CIRCLE entertained S. S. Henry and wife in the little theater in the home of A. J. Langford in Dallas May 26. The evening was spent discussing and performing magic. Ten of the members caught Henry's show in Waxahachie recently.

BIRCH THE MAGICIAN closed his most successful season in several years at Beverly, O., May 28. The tour opened at the Imperial Theater, Zanesville, O., June 7, 1934, and covered approximately 20 States, with only five open dates and two weeks off during the holidays. The company played mostly one-night stands under auspices and also two and three-night stands in theaters, closing the last few weeks on the Public time thru

(See *MAGIC* on page 31)

last three years and boasts a record of 69 years in minstrelsy. And he's still active.

Recent visitors to minstrel headquarters were Joe Purtell, of Columbus, O.; Ed Bellvue, of New York; Pop Thompson, of Omaha; Steve Lindway, of Baltimore, and Freddy Peters, of Boston. All of the boys are unanimous in the belief that the country is ripe for another grand old-time minstrel show.

Too many letters of the bouquet type and too few of the active interest brand are reaching your secretary. Let's forget the bouquets and get down to hard work. A revival of minstrelsy interest thruout the nation is much needed. To accomplish this we must have the support and co-operation of all of our members. Let's begin by spreading the gospel of minstrelsy in each respective community. Interest your friends and neighbors.



New Stunts for Your Minstrel Show

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog. Denison's Plays and Entertainments are known everywhere. Established over 50 years. Send for Catalog. T. S. DENISON & CO. 623 S. Wabash Ave., Dept. 150 Chicago, Ill.

THE FILM WEEKLY AUSTRALIA

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Large Professional Magic Catalogue, 25¢ MAX HOLDEN, 220 W. 42d St., New York City.

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CONTESTANTS!!

THE SHOW OF THE YEAR
KALAMAZOO, MICH.
STATE ARMY
IN THE HEART OF TOWN
OPENS JUNE 18TH

Sponsors, Floor Money, Best of Food and Considerate Treatment—Ask the Kids Who Were in Maywood, Ill.

Broadcast 3 Times Daily.
Big League Couples who have talent, wardrobe and can take it, communicate immediately. You'll make money here.
Staff People all lines, communicate immediately.
Every communication answered. Don't report before June 17th.
No collects or transportation.

Apply immediately
MORRIE DAVIS

or

HARRY G. NEWMAN

State Armory, Kalamazoo, Mich.

GET READY**CONTESTANTS
3 New Walkathons**

In Prosperous New England
Virgin Spots
First Show Opens June 21

BROCKTON, MASS.

Only those with good wardrobe and able to entertain wanted.

SHORT, FAST SHOWS

Write to

SID CURTIS

P. O. Box 705, Brockton, Mass.

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421 Lexington Ave.,
New York City.

**LAST CALL
FOR GOOD
CONTESTANTS**

All former MC's, Dancers and help, write or wire. Dancers must be here by June 18th.

DON'T MISS THIS ONE
"Uncle Jim Harkins" and other outstanding MC's.

OPEN JUNE 20th

Apply

SAM YOUNG
RECREATION PIER

LONG BRANCH, N. J.

**ENTERTAINING CONTESTANTS
WANTED**

Also Emcees and other Help. Wardrobe and Entertaining Ability essential. Contestants must be able to take it. Communicate at once. Show starting soon. No collect wires or phone calls accepted. Apply by letter only. Address

RED LEINEN**RACE OF NATIONS SHOW**

Broadway Arena, East 58th St. and Broadway, Cleveland, O.

\$25.00 per 100. Government Decorative Code Flags. Fast colors, slightly used. Write for list. **WEIL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

**Talbott Muskegon
Show in 4th Week**

MUSKEGON, Mich., June 8.—Located in Muskegon's beautiful auditorium, the Mart, with a capacity of more than 4,000 seats, Hugh Talbott's walkathon is completing its third week with 16 couples and 3 solos still plugging away on the floor, before an average daily attendance of around 2,500.

Sponsored by the Forty and Eight of the American Legion, the walk has been lauded by the best people and even those who first created the greatest opposition against walkathons here are now seen at the ringside enjoying the four daily Dynamite Derbies.

The following are still on the floor: Jimmy Hoffman and Gladys Hoffman, who were married last week in a beautiful ceremony; Bobbie Bloom, Lena Swartz, Eddie Fetter, Anita Oday, Emory Hamby, Billie O'Dell, Stanley Day, Sandy Fox, Billy Peck, Happy Nelson, Russ Wottke, Judy Brooks, Cliff (Pa) and Opal (Ma) Roberts, Shadow Davis, Joe Gruber, Alice Brown, John Conaton, Helen Fields, Wayne Dooley, Marjorie Johnson, Ray McDermed, Sally Smith, Leonard Duree, Ciolet Comes, Dean English, June English, Eddie Mason, Eddie Borcherding, Connie Tucker (who will have been married by the time this is read), Tony Mandell and Maxine Oomens.

The emcee staff is headed by "Chick" Snider, brother of the noted Eddie; Russ (Heat) Martin, of the fish-gill mustache; Pat (all the little kiddies) O'Day and Tony Lewis. Not forgetting Tiny Schilling, who edits a dandy daily dope sheet.

Stanley Day holds the distinction of being No. 1 on the list of contestants who have applied and paid for membership in the NEAA.

**Noltmier Shawnee
Unit Has Nine and 1**

SHAWNEE, Okla., June 8.—The Charles F. Noltmier canvas show opened here May 23 with 40 couples and after 350 hours the field is narrowed down to nine couples and one solo. Sprints were started the fifth day after the opening and they clicked from the start.

Jack Hayes is again directing the contest and handling all broadcasts. Jack, ever popular, is scoring a real hit here. Kenny Neldell is handling the matinee, with Alto Locke turning in a good job as midnight maniac. Red Waddell is sour-pussing as night floor judge, with able assistance from day floor judge, Bob Wilkins. Trainers are Doc Carlisle and George Tallichief; nurses, Cora Tracey and Pat Green. Doc Roberts is managing personnel and purchasing, with J. G. Kitchens handling concessions and Rex Powell doing a good job on programs and dope sheets.

**Leinen Walkie Featuring
Novelty Stunts, Acts, Heat**

CLEVELAND, June 8.—Red Leinen's one-fall show at the Broadway Arena passed the 1,200-hour mark with 10 couples and one solo ambling along toward first place honors and the prize money. A series of novelty stunts, including a barrel-sitting contest, were recently inaugurated to arouse interest and stimulate biz. Heat has been increased since the elimination of public dancing and a larger number of variety acts are now being presented.

The management is making an effort
(See LEINEN WALKIE on page 30)

**WATCH FOR OPENING
Great Summer Show**

WINNWOOD BEACH, KANSAS CITY, MO.

Entertaining Teams who can take it. Short, fast money show. Write

JACK STEINEL

Winnwood Park, Kansas City, Mo.

WALKATHON SEATS

Beacher and Grand-Stand Chairs for hire. Floor layout furnished. **MARTIN N. V. TENT & SEAT CO., INC.**, 304 Canal St., New York.

**AN APPEAL
TO REASON**By **RICHARD S. KAPLAN**

Will Be a
Special Feature
of the

**SUMMER NUMBER
of THE BILLBOARD**

DATED JUNE 29

**Six Teams Still in
Raabe Manitou Walk**

MANITOU, Colo., June 8.—The Carl W. Raabe show here is still going strong with six couples after 1,300 hours. The couples on the floor include Dutch Week and Adele Bloomingkemper, Bud Cullings and Dot Mayberry, Dave Cullings and Rena Gardner, Gene Hovey and Mickey Allen, Ray Hahn and Helen Bresner, Russell Thompson and Cleone Grain. Monday the teams go into a non-stop.

Show is doing a fair draw despite the Colorado Springs bridge washout in the floods last week. Emcees on the unit are Ducky Naccarato, Carl Raabe, Les Emerson and Curly Linder (midnight maniac). Naccarato and Raabe handle the three daily air shots over KVOR. Vaudeville and special nights are featured. Victory Ball is expected around the 15th.

**Dance Box Show Folds
With 4 Teams on Floor**

FLINT, Mich., June 8.—The Dance Box walkathon closed here May 18 at 676 hours, with four couples still on the floor. Those still going at the finish were Leo and Katherine Smith, Gus (Bozo) Gallardi and Rose Marie Lasserereau, Herman and Lucille Peters and Jess Mitchell and Alene Eversole. A number of the contestants from this walk are now on the floor at the Earl Ployhar show in Marion, Ill.

**Valentine-Farnsworth
Take Knoxville Walkie**

KNOXVILLE, Tenn., June 8.—Harry H. Cowl's Knoxville unit concluded in an exciting finish June 2 after 1,443 hours, with Bill Valentine and Eileen Farnsworth coming out on top following a nine-hour non-stop battle with Jack Glenn and Theda Bara Holmes. Altho the weather was bad for several weeks the show finished well on the black side and must be chalked up as another successful Cowl walkathon.

Much credit is due John Winsten, general manager, and King Brady. For the final two weeks of the show Danny Brammer assisted Brady, in excellent style, on the mike. Harry Cowl flew down from Minneapolis to witness the victory ball, which featured presentation of the prize money and the wedding of Al Behringer and Theda Bara Holmes, with an enthusiastic audience in attendance.

**Al Painter Doing Publicity
On Mishkind Secaucus Walk**

SECAUCUS, N. J., June 8.—William Mishkind's show here was down to 16 couples and two solos at the 500-hour mark. The staff has Earl Fagan, head emcee, with Chuck Sparks and Franklyn Scott, assisting; floor judges, Jack Marlton and Bob Cole; trainers, Steve LaMar, Frank Zak and Earl Strickland; nurses, Peggy Carlton and Marge Smith. Jack (Blackie) Kirby is doing fine work in the hospital, with Al Painter handling the publicity.

**Steinel Flint Walk
Has 20 and 3 at 500**

FLINT, Mich., June 8.—The J. B. Steinel Midwest Walkathon Association show in the IMA Auditorium here has passed 500 hours with 20 couples and three solos still on the floor. May 22 a Colonial wedding was featured and drew a fine house. All contestants as well as
(See STEINEL FLINT on page 31)

LAST CALL

FOR S. M. FOX

Bay City Opening

JUNE 13

WALKATHON

Staff: Billy Lang, Moon Mullins and Sam Gore.

Announcing Opening of
LANSING, MICH.
JUNE 20

With the Coral Gables Staff,
Jack LaRue and King Brady.

Announcing Opening of
BATTLE CREEK, MICH.,
In Downtown Location,
JUNE 27

With Staff, Archie Gayer and
Doug Isitt.

JOIN THE OUTFIT THAT IS
ALWAYS IN ACTION

NEAA Contestants who can take fast show, come on.

**WALKATHON
CONTESTANTS**

Grand Summer Spot
ASBURY PARK

In Steeple Chase Bldg.
Fronting on Boardwalk

OPENS FRIDAY, JUNE 14

Want Flash Teams
Good Wardrobe and Talent

Good Floor Money and Sponsors
for Good Teams

No collect wires or phone.

Wire or Write

W. E. TEBBETTS

Steeple Chase Bldg.,
Asbury Park, N. J.

**HARRY H. COWL
announces opening of****THE EUROPEAN
WALK-A-SHOW**

at St. Paul, Thursday, June 20th

The Blue Ribbon Event of the Season. Up to \$1,750 in Prize Money. Have never yet failed to pay off. Strong M. C. staff headed by the inimitable Ted Brown. Last show at Minneapolis was one of the biggest in the country. This show promises to be even better. If you can take a short, fast, one fall show, come on. Best floor money and sponsors in the country assured.

Address all communications
224 Plymouth Bldg., Minneapolis, Minn.
Hamby Bros., Joe and Mary Landis,
Johnny Reed, Frenchy Lehman, Curley Shearer, Coobor Wilton, Van Mills, Jack Kelly, Martha Belman, Lynch, communicate at once. Can use A-I Comic.

**HAVE SWELL
VIRGIN SPOT**

and permit for WALKATHON. Partner wanted who can furnish Tent and Bleachers. Address **BOX D-893**, care The Billboard, Cincinnati.

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



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Wichita, Kan.
After a quarter of a century in the water-show business I have had my attention called to the absurd claims of divers telling of doing anywhere from 142 to 150 feet. Now there are no records of any such heights in any book of records, nor do the sports editors of any of the leading dailies find even newspaper accounts of any such dives that are authentic. It is true that many divers claim these dizzy heights and newspapers have stated that they did it, but that is far from being a record.

High Divers' Claims Aren't From Record

A man weighing 160 pounds and diving 150 feet would hit the water as a mere trifle of 24,000 pounds (12 tons)—and they have had the gall to say they came out unscathed! About 12 years ago a stunt man (name forgotten) did a dive somewhere near 150 feet for a movie outfit and lived. But all of his ribs were broken and his internal injuries finally killed him. He was never out of bed.

Two men, to my knowledge, did 120 feet, which is about all the human body can stand without permanent injury, but neither of these excellent divers ever cared to repeat the performance. First was Deafy Wilson, who in 1915, when with the Rice & Dore Water Circus, dived off the top arch of the railroad bridge in Marietta, O. Wilson bled from the mouth, nose, eyes and ears after doing a perfect head-first dive. He turned black and blue shortly after leaving the water. The other was Tommy Koheo, Hawaiian diver, who did a full two-and-a-half somersault from the Allegheny Bridge in 1924 in Pittsburgh, Pa. He had the same experience as Wilson. Neither one was able to dive again for several days. I was to blame in both cases, as I figured the height from the low-water marks on the piers instead of the high gauge. Both of these men were perfect physical specimens.

Why all this talk about the height of the Brooklyn Bridge? It is a matter of public record. From the center of the span it is 135 feet 6 inches above water. Steve Brodie's jump was on the side. He made this jump on July 23, 1886, and *The New York Times* of July 24, 1886, estimated that it was about 120 feet. Brodie had shoes, with heavy lead on the soles, that he slipped out of when he entered the water. P. McGovern is credited with having made the jump on July 12, 1926, and D. Carone is said to have made the leap for the movies on April 10, 1921.

Last May Joe Tomasovitch, weighted with 25 pounds of tools, plunged off the new Mississippi Bridge in New Orleans, a claimed distance of 150 feet, and managed to swim until rescued, despite his broken ribs and internal injuries. He is still in a hospital as this is written. His recovery is said to be very doubtful. Remember, these records are not for diving but for jumping, which is quite a different thing. The dives of Wilson and Koheo can be proved, as the bridges are still there and there were plenty of witnesses. W. H. (BILL) RICE.

Toledo.
Much credit is due the man or men who started the interesting discussion in The Forum about old-time baton jugglers and gun spinners. The first real baton act to cross my path was in about 1893. Two men whose names I cannot recall were with Gorton's Minstrels and were introduced after the opening medley as "wizards of the baton." It was not a long act but very clever. I next caught Barnody and Coreno at the Alvin Theater in Pittsburgh, Pa. Perhaps a year later one man featured gun spinning, firing gun during the spinning. The

other member of the act was the first man I ever saw to juggle five clubs.

My first pointers in baton juggling were obtained by watching a chap named Mack Roupe, who was drum major of the city band of Kittanning, Pa. He was very clever. Too bad that he passed on at an early age, as he would have made history in that line. I practiced four years, starting about 1898, and in 1902 made my professional debut with the New York Comedy Company, Clifton Whiteman, manager, in Waldoboro, Me., and at that time one Charles Hammond was doing a hoop-juggling act in the olio and featuring baton in parade of the Lucier Minstrels and his work created much talk. I spent a season with the New York Comedy Company and then for 83 weeks was with Archer & Forrester's Biograph Company, touring Nova Scotia, Cape Breton and Newfoundland. Returning to the States, I was with Davenport's Big City Shows, Brownlee & Reeds, Sanford's Unique Entertainers, Frank Kelly's Showboat, New Era Showboat, and during the middle of the season of 1908 I

Chicago, London drive, Clark street, Wonderland on Madison avenue, two baton jugglers were working the theaters and drawing much attention. Major O'Loughlin and Major Doyle and Anita and Lessick are oldtimers and clever. I caught Lessick in Toledo a few years ago with the new and ill-fated edition of the Al G. Field Minstrels and his act was good. W. P. Creswell, known as Bicycle Bill, would spin two batons while riding a bicycle very clever, and there was Johnnie Reilly, little whirlwind baton juggler, last heard from when he was with the Pickert Sisters' Stock Company in High Bridge, N. J., and there were the Glocks with their comedy line, "More water, Anna." The man of the act was a clever baton juggler.

Frank and Ethel Carmen did baton in their hoop act. Aimee Allaire has a baton, hats, club act with Lewis Bros. Circus; he uses a baton as a novelty, having it made in the shape of a golf club. Harry DeCleo, who is now with a medicine show in Michigan, tho I never caught his act, I hear is clever with a baton routine. All the names mentioned are bona fide baton jugglers and not the kind of mannikins we see today heading civic parades, high-school bands, etc., with gaudy uniforms, high shakos on their heads and batons all decked out in fancy cords and tassels, but who do no real juggling, spinning or throwing, as was done in the days when Charles Leedy headed the minstrel parade of the Field show.

In my opinion, there is nothing more beautiful than a real baton-juggling number either to open or close a jug-

Be Tolerant

The busy housewife or the busy office man, who is often approached these days by an agent, should be more patient than under ordinary circumstances.

Many folks are out of work; many who are broke have pride and don't want to go on government relief. All such as that who are trying in some honest way to make a dollar to feed their family should be encouraged, not sent from a door with a cross word or a slam of that door.

Of course you can't buy things you don't need from every agent who comes along. But you can be a spendthrift with your kindness, you can shell out your courtesies without it costing you a cent. Maybe you think that won't help but it will. When you send a man from your presence with his feelings hurt, he becomes discouraged and may quit what he is trying to do. If you are kind to him, even if you don't buy, he will have a better heart to go on.

With all of our boasted improvement there are still many who must struggle in any and every possible way to keep soul and body together. Don't mistreat them—they have hearts and feelings. Many of them have seen better days and are drifting from door to door trying to make a penny because there is a wife and children depending upon the results of their day's visitation to you.

Unkindness is always cruel but it is doubly cruel in times like this. (The above editorial is reprinted from the May 31 issue of *The Waco Record*, semi-weekly newspaper of Waco, Tex. It was written by Howard R. Smith, editor of the paper.—The Editors.)

joined the Sells-Floto Circus, featuring baton juggling in strut parade; during 1907 I worked parks with my novelty juggling act, which I always open with baton juggling and spinning, and since 1907 have appeared in small towns, as well as some cities, in halls, churches and schools, and baton juggling so far has never failed to make good.

To a degree it's an art not so well appreciated by the general public as it should be, as today, with all the enlightenment people have, I still find the public skeptical and figuring on two things—glue on your fingers or electricity in the baton. I've had them come backstage many times to examine my baton. Who recalls the colored team of Rastus and Banks? There was a boy who could cut the air with a baton. Sanford & Robinson had out a minstrel show thru the South around 1905 and the natives could talk of no one but Johnnie Whalen, the baton juggler. When I was playing museums around

gling act. Of course, the routines are so limited that it would be hard to do a whole act of this kind, but ahead of a minstrel or circus band it just cannot be beat as a feature. Let's hear more on the subject. Mr. Reilly's letter from Rochester, N. Y., was very good.

HARRY OPEL.

Des Moines, Ia.

I wonder if any of the old-time minstrel boys know the whereabouts of Sam Lee and Welby and Pearl, of the old Gorton's Minstrels. Sam Lee was with the Gorton show for years, doing an end and working in a musical act with Joe Gorton Jr. Perhaps Walter Brown Leonard, of Glens Falls, N. Y., could tell where these people are also about the DeRue boys,

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LONDON—Bert Ross, care "The Performer," 18

Charing Cross Road, London, W. C. 2. STONEY, AUSTRALIA—Martin C. Brennan, City Tailor,

call's Bldg., 198 Pitt Street. PARIS—Theodore Wolfman, Hotel Stevens, Rue Alfred-Stevens.



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Billy and Bobby; Happy Jack Lambert; Charlie Hammed, the hoopist, and Lionel Paris, baton juggler, who was with Lucier's Minstrels. He and Charlie Hammed did double baton in the parade. The last I heard of Fred Smith, baton juggler, he was in Corning, N. Y.

In reading Mr. Leonard's letter in The Forum concerning Lucier's Minstrels, I noted he was in error when he stated the Luciers used to live in New Hampshire. They used to live in Onset, Mass., where they had a home. I believe they have all passed on except Rose Lucier, and I think she is still in Onset.

FRANK ALLEN.

Saranac Lake

By BETTY HUNTINGTON

Mother Morris returned to Saranac Lake last week to make arrangements at Camp Intermission for her much-needed summer vacation. We wish to thank ma for working so hard on our annual drive, and needless to say she was given a warm welcome by her many children here at the Lodge.

Dr. Edgar Mayer, now of New York and former medical director of the NVA Lodge, was in town for a brief visit. He attended a doctor's meeting held here Tuesday afternoon. Among those present were Drs. Baldwin and Brown, of Trudeau, and Drs. Fischel, Wilson, Rothman and Immerman, of the NVA Lodge.

Sal Ragone enjoyed the company of one of his pals from Greenpoint, Brooklyn, Tommy Salvin, who, by the way, is quite a man about town and "knows all the answers."

Doris Gascoigne's childhood school teacher, Jerry Lynch, surprised her with a visit last week. Jerry teaches in Stockholm, N. Y., and it looks as tho it might turn out to be a sure thing for both of them some day. . . . Oh, yeah?

Tommy Vicks is back in town again and will continue to cure for the summer at Donning's Cottage on Main street.

Jack Hirsch, Boston "playboy" and prominent jewelry salesman, was in town for a few days and visited his many friends at the Lodge. He left some of his keepsakes behind.

Harry Gordon's wife and sister were up for a week-end visit. Mrs. Gordon likes Saranac and will stay for a while.

Mina Wallace is a recent arrival at the Lodge. She enjoyed the first visit here from her husband on Decoration Day. Mr. Moss was greatly impressed with our Lodge and is happy to know his wife is contented and doing well.

Please check on your health to avoid "the cure," but write to those you know in Saranac Lake.

JOHNNIE AND VERNIE BISHOP, who recently closed their third winter with the Bert Russell Players thru the Carolinas and Georgia, have again joined up with the Ward Show in the East. This will be the fourth straight summer with the latter outfit. Johnnie is doing the feature comedy and Vernie the ingenues.

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The Billboard reserves the right to edit all advertising copy.

ALLAN—Richard, 28, ballroom dancer, was killed May 26 in an automobile accident outside of Kalamazoo, Mich.

ALEXANDER—Allyn P., cameraman with Fox Movietone News, was killed May 27 at Sequoia National Park, Calif., when an army bombing plane in which he was a passenger crashed to the earth and burned. Alexander was a member of IATSE, Local 644.

BEARD—Gates N., 38, assistant manager of the Greenbrier Theater, Charles-town, W. Va., of pneumonia recently.

BECKER—Herman, 51, concessioner, at his home in Flint, Mich., June 3 after a short illness. He was a sports promoter and sponsored boxing and wrestling shows in Battle Creek for a number of years. Was a member of the BPOE, Battle Creek.

BEITNER—George B., 78, musician, at Epworth Hospital, South Bend, Ind., June 1 after a five-year illness of heart disease and complications. He retired from the amusement field some years ago to become a shoe dealer and civic leader in South Bend. Surviving are his widow, one sister, two stepisters and one stepbrother. Burial in Riverview Cemetery, South Bend.

BERGOFFEN—Herman, 55, whose death in Atlantic City June 1 was reported briefly in the last issue, was real estate and office manager of the Coast Holding Company, which built Coney Island's (N. Y.) Boardwalk in 1923. He joined the company after a number of years as instructor in English in Brooklyn Technical High School, Brooklyn, where he lived. Shortly afterward he became vice-president and general manager and in 1926 established his own realty office. Two years later he organized the National Skee-Ball Company in Coney Island with Maurice Plesien, now at the Brussels (Belgium) Exposition with the company's devices. His realty firm, headquartered in the brothers' Leow Theater Building, has negotiated 400 amusement leases, the majority in Coney, where he was a member of the Chamber of Commerce and an energetic civic worker. As a lawyer he had appeared as expert in several Supreme Court proceedings affecting show properties. He was active in the National Association of Amusement Parks, Pools and Beaches and of that organization's affiliate, Manufacturers and Dealers' Section, now called the American Recreational Equipment Association, and about a year ago served on the Coney advisory committee to the borough president of Brooklyn. He was a native of Austria, coming here at an early age. Burial in Lebanon Cemetery, Brooklyn, June 2. Widow, two daughters and a brother survive.

IN FOND MEMORY OF A DEAR FRIEND
MARTIN BOWERS
who died one year ago June 10th.
MRS. LENA JACKSON AND SON,
EDDIE JACKSON.

BONIFLS—Mrs. Belle Barton, widow of Fred G. Bonifls, publisher of *The Denver Post* and at one time part owner of the Sells-Floto Circus, at Denver June 3.

BOULTON—Sir Harold, 75, author of several musical works and a director of

George Grossmith

George Grossmith, 61, English actor and playwright, died in London June 6. He came from a noted theatrical family and was the son and namesake of an actor whose own biography is comparable to a Gilbert and Sullivan history. The deceased was noted for his versatility as an actor and his ability as a playwright.

He made his debut in July, 1892, in an operetta by his father and W. S. Gilbert. The complete list of plays in which he appeared fills nearly four columns in the theater's *Who's Who*. He made his first visit to this country in 1895 and clicked instantaneously. He returned here again in 1913, and when he went back to Europe made his debut as a producer, co-presenting the American hit, "Potash and Perlmutter."

He played in several other productions on Broadway, coming back on two additional occasions. Included in the list of attractions in which he appeared in New York are "Princess Charming," "Meet My Sister," "The School Girl" and "Fluffy Ruffles." He played in six or seven British pictures.

Surviving are his brother, Lawrence Grossmith, also an actor; his widow and Ena Grossmith, a daughter, also of the theater.

THE FINAL CURTAIN

the Royal Academy of Music, London, June 2 in that city.

BOWLORD—Roy, 54, employee of the Cole Bros. Circus, whose right arm was badly mangled by a freight train May 24 when the circus played Springfield, O., May 30 in St. Elizabeth Hospital, Youngstown, O. Body was taken to McVean Funeral Home, Youngstown, pending funeral arrangements.

BRADLEY—Leonora, 80, noted actress of two decades ago, in Boston May 31. She played with many stars, including Otis Skinner, E. H. Sothern and others. Her husband was Charles Bartholomew. She made her last appearance in 1923.

BROWN—Joseph, 76, head of the Brown Advertising Service, Jackson, Miss., specializing in posters and billboards, June 2 at a Jackson hospital. Two daughters and one son survive.

BROWN—Milton, 60, watchman at Paramount studios, Hollywood, and years ago a rider and roper with the Miller Bros.' 101 Ranch Wild West and other shows, May 31 at his home in Hollywood. Burial in Valhalla Cemetery, Burbank, Calif. He also formerly appeared in pictures.

CARGILL—John, one of the original stockholders of Oceana Agricultural Society, sponsoring Oceana County (Mich.) Fair, at his home in Hart, Mich., May 29. Surviving are a daughter, two brothers and a sister.

DE ALVIS—Grace, dramatic stock and repertoire performer and for several years in vaudeville, at Canyon, Tex., May 30 after a lingering illness with tuberculosis. Her last engagement was with Brunk's Comedians under canvas. The recent duststorms in the Western country hastened her death. Survived by her daughter, Freddie; a brother and her parents, Rev. and Mrs. Green, of Altus, Okla.

EDWARDS—Mrs. Ella, 78, for many years a well-known pianist, June 5 at the Masonic Home, Macon, Ill. Survived by a daughter, Mrs. Ethel Walworth, of Chicago.

GRIFFIN—Mrs. Erma Starr, formerly on the Columbia and Mutual burlesque wheels, at St. Mary's Hospital, Passaic, N. J., May 24. Interment in Lyndhurst. Her home was in East Rutherford, N. J. Her husband, Edward M. Griffin, survives.

GRIMES—Samuel L., 78, former concessioner at Cedar Point, near Sandusky, O., in Columbus, O., May 30. Burial in Oakland Cemetery, Sandusky. Thirty years ago he conceived an ice-cream sandwich which was introduced at Cedar Point.

HAMILTON—John, 68, chief engineer at the Rialto Theater, New York, for 17 years, in New York June 1. He was a familiar figure to Times Square. His widow, two daughters and two brothers survive.

KIBLER—John B., 97, pioneer circus agent, at his home in Girard, Pa., June 4. In his younger days he was advance agent for the old Dan Rice Circus and other shows of that time. Burial in that city.

KRAUSE—Mrs. Mary Jane, 77, mother of Mrs. Emma Parker, now with the "Crime Does Not Pay" show with United Shows of America, June 2 at her home in Dallas. Burial June 3 in Fishtrap Cemetery, Dallas.

LISHINE—Lubova Rostova, 18, stage dancer, May 30 at Nice, France. Her husband, David Lishine, stage and screen dancer, survives.

LOGAN—"Butch," candy butcher in burlesque houses and well known to carnival folks as a talker on girl shows, at the State-Harrison Theater, Chicago, June 5.

LOWRY—Mrs. Sarah E., 85, at the home of her daughter in Ligonier, Pa., May 2. Interment in that city on May 4. She was known by circus folk, being the mother of Mrs. James J. Tinkoom, whose husband is manager of the circus farms in Peru, Ind. She made her home with her daughter in the summer at home of James J. Tinkoom at Peru. Survived by three daughters and Aileen L. Tinkoom, granddaughter, formerly with John Robinson Circus.

MAGUIRE—John T., 69, in Meriden, Conn., May 28. He was a well-known press agent, also a violinist and radio

artist. Death occurred after a long illness.

NEWMAN—James T., 28, manager of the Sparks theaters in Sarasota, Fla., was killed in an automobile accident June 2 on the Tamiami Trail about 10 miles north of Sarasota. Newman was formerly manager of the Franklin Theater, Tampa. His widow and one child survive.

PASCOE—Cecl B., 53, well-known motion picture exhibitor in Western Pennsylvania, in Somerset, Pa., recently.

POWSER—Herbert F., 54, pioneer theater owner in Michigan, at his home in Detroit May 25. In 1905 he operated the Vaudette Theater, Lansing, Mich., as his first venture, later becoming associated with a booking agency out of Detroit. Surviving are his widow and two sisters.

ROBERTS—Mrs. Carolyn M., 44, in Bridgeport, Conn., after a lingering illness. She was one of the best known press agents in Connecticut, formerly with Pleasure Beach Amusement Park and Poli Plaza Theater, Bridgeport. She was the wife of William (Lord) Roberts, also a Bridgeport press agent.

ROCKWOOD—Charles C., 73, May 30 at Rockford, Ill., where he was a fireman for 30 years. Interment in Greenwood Cemetery June 2. Deceased was known to many vaudeville artists. His daughters, Gladys (deceased) and Mrs. Dorothy Rehm, were musicians. His son, Ray, was a stagehand. Other survivors are a daughter, Mrs. Daisy Banks, whose husband is a musician; a stepdaughter, Mrs. Naome Hamer, and four grandchildren, Robert and Lois Banks, dancers; Charmaine Rehm and Gertrude Rockwood, daughter of Fiozari, the dancer.

ROOSEVELT—Mrs. Caroline, 75, prominent a generation ago as Elas Von Blumen, distance bicycle rider and bicycle performer and in her earlier life champion woman walker of the world, June 3 at her home in Rochester, N. Y. In her cycling days she rode in the New Orleans Mardi Gras and in all the bigger cities of the East and Midwest. Half a century ago she won a 100-mile walking contest from Syracuse, N. Y., to Albany, N. Y. Survived by a son, Claude L. Roosevelt; three sisters and a brother. Funeral services were held June 5 in North Presbyterian Church, Rochester.

TAPPAN—Lewis S., sound technician with Fox Movietone News, May 27 at Sequoia National Park, Calif., when an army bombing plane in which he was riding fell to the earth and burned.

TIETJENS—Mrs. Marie B., 90, sponsor of St. Louis music activities and mother of Paul Tietjens, New York composer, in St. Louis May 30.

VIERECK—Mrs. Laura, 79, mother of George Sylvester Viereck, author, June 1 in Cassel, Eng. She was a friend of the former Kaiser and knew both Karl Marx and Frederick Engels when she was younger. She was a recognized authority on American-German relations. In the '80s she wrote dramatic criticism for papers published by her husband.

MARRIAGES

CARNE-DAWSON—Sturges Carne, film art director, May 24 at Los Angeles to Dorothy Dawson, secretary to George Cukor, motion picture director.

DUCHIN-OELRICHS—Eddie Duchin, orchestra leader, and Marjorie Oelrichs, socially prominent, in New York June 5.

HUFF-GENSEN—Chester Arthur Huff June 1 at the Christian Church in Los Angeles to Ruth Gay Jensen, radio singer, who recently appeared with Al Fenger and his Gang.

KNIGHT-MIX—Harry Knight, prominent in rodeo circles, and Ruth Mix, daughter of Tom Mix and a star in Western films, at Reno June 4.

MCCLELLAND-JACKSON—Gilbert McClelland, of the NBC press department in Chicago, and Mary Alice Jackson, of Michigan City, Ind., June 1. They will live in Chicago.

MARCUS-POWELL—Mervin R. Marcus, son of Lew Marcus, secretary of the W. G. Wade Shows, and himself interment with the same organization, May 30 in the Presbyterian Church, Pon-

tiac, Mich., to Janet Powell, nonprofessional.

NORRIS-ANDRE—Edward Norris, Metro-Goldwyn-Mayer contract player, June 2 at Santa Barbara, Calif., to Lona Andre, motion picture actress.

ROMERO-GRAY—Ramon Romero, film writer, to Gloria Gray, film actress and former Wampas baby star, June, 1934, at Mexicali, Baja Calif., they announced in Los Angeles June 3.

SMITH-O'BRIEN—Capt. John E. Smith and Eiddie O'Brien, both with the Lewis Bros. Circus, at Kankakee, Ill., recently.

STEARN-PARKER—Bert Stearn, United Artists exchange manager in Pittsburgh, and Patsy Parker, nonpro, in Wheeling, W. Va., recently.

TOLAND-BARCLAY—Gregg Toland, chief cinematographer with Samuel Goldwyn Productions, to Helene Barclay, writer, September 23, 1934, at Santa Fe, N. M., the couple announced in Los Angeles June 3. Mrs. Toland is the former wife of McClelland Barclay, magazine cover artist. She posed for many of his pictures and became known as the McClelland Barclay Girl.

WALL-FORBES—Wesley Wall to Mary Forbes, stage and screen actress and mother of Ralph Forbes, stage and film player, June 1 at Beverly Hills, Calif.

COMING MARRIAGES

Maxine Reiner, screen actress under contract to Paramount, to Joseph Myerson. Wedding will be held in July at Los Angeles.

Reata Hoyt, actress, to Joseph W. Reilly, film writer and chief of the Fox studios police force.

Eleanor Hunt, screen actress and former wife of Rex Lease, film player, and Frank Nolan, film technician, to George Hirliman, production head with Consolidated Pictures.

Esther Pressman, film actress and former dancer with Ted Lewis' Orchestra, to Harry Packer. Wedding in September.

BIRTHS

To Mr. and Mrs. P. H. Brouwer Jr. a son June 2 in Sydney, Fla. Father is a member of the Royal Holland Bell Ringers.

A son to Dr. and Mrs. Anton Lang Jr. in Washington May 30. Father is a son of the Oberammergau Passion Play actor noted for his portrayal of Christus.

To Mr. and Mrs. Cliff (Cowboy) Overmyer, sharpshooters, a boy at Fremont, O., recently.

DIVORCES

Alice Streiff, musician, from Thomas Streiff at Los Angeles May 29.

Marjorie Birmingham, radio singer, from Frederick Birmingham May 29 in Los Angeles.

Cora Beth Miller, former trapeze artist known as Cora Garrison, May 27 at Los Angeles from William Kirkwood Miller.

Virginia Bruce, screen actress, from John Gilbert, former screen star, June 3 at Los Angeles.

Peggy Gilliland, screen actress and aviatrix, from Leo Addison Deatrick at Los Angeles May 29.

Peggy Joan Burleigh, motion picture (See *DIVORCES* on page 75)

LEINEN WALKIE

(Continued from page 28)

to move the show to a better location which would offer easier transportation approach and greater parking facilities. If such a move is effected it will be both wise and timely, since these two problems have greatly handicapped the show since the opening eight weeks ago.

Contestants still lining up at the long table are Joe E. (Brown) Schmidt and Pat Stewart, Billy and Betty Landen, Pop Terry and Dottie Trafford, Jean Williams and Lou Wilson, Bill Ross and Eleanor Sadler, Francis West and Opal Gardner, Bill Martin and Helen Ludwig, Billy and Virginia Cain, Jimmy Sagryn and Ann Penot, Eddie Thompkins and Delores Gleason, and Estelle Kaiser, solo.

Woodrow Wilson Webster, the Oneida Indian enter, left for California to join an Indian orchestra unit. Jerry Farrell, night trainer, has been on the sick list for the past week. Francis West and Bill Martin now top the contestant entertainer roster. Polo shirts and white shoes and slacks are being sported by contestants, trainers and floor judges.

STEINEL FLINT

(Continued from page 28)

principals were in costume. Two 10-minute sprints are featured nightly.

The staff is headed by Al Baker, who is featured in top spot and doing great work, with capable assistance from Paul Roscoe, Chuck Payne and Mickey Thayer.

Contestants still going include Doc Miller and Ramona Del Ray, Ray Wilson and Sonya Petrovic, Jerry Geratolo and Helen Sobel, Bobby Madison and Mona Clark, Warren Jewel and Marie George, Al Wilson and Jean Jones, Earl Clark and Marge Downing, Johnny Groves and Marie Braughton, Jimmy Kelly and May Chareu, Jimmy Zimmerman and Iva Arnold, Benny Stone and Bobby Regan, Duke Furrington and Dot Munster, Charlie Loeb and Alice McIninch, Nick Petrovic and Florence Crane, Billy Lyons and Madeline Hannan, Tommy Lathrop and Karol Porter, Chet Naylor and Dimples Hauser, Angie Dosa and Margie Dosa, Jack Edwards and Lida Miller, John Pintaville and Margie Lee, with solos Jackie Leonard, Bob Guinn and Ed Wiselogle.

Wedding a Feature At Fox Muskegon Grind

MUSKEGON, Mich., June 8.—The S. M. Fox walkathon in the Armory here has passed its 500th hour with 14 couples battling away. Tuesday night witnessed the wedding of Jimmy Lynch and Alice Krug. The girls were costumed in colored cellophane dresses, with the boys wearing white coats and trousers. The wedding was put on twice in order to accommodate the number of turn-aways at the first ceremony.

Emcee staff includes Doug Isitt, Sam Gore and Archie Gayer.

Contestant Notes

CHARLIE NICOSI is "cooling off" in the ocean breezes at Santa Monica, Calif., after working in the San Francisco Hal J. Ross show.

BOBBY ALLEN has been resting in Tampa, Fla., since undergoing an operation on a knee following the Harry Cowl show in that city last winter and in which Bobby competed. Bobby informs us that his knee is in perfect condition again and that he is "rarin' to go." He would like to hear from Steve Barr, Larry Rock and Buddy Struck via the Mail-Forwarding Department of *The Billboard*.

SOPHIE BRADONICH is requested to get in touch with Irene Drahot, of Elgin, Ill., as quickly as possible thru the Mail-Forwarding Department of *The Billboard*.

PAUL CHICAGO, stunt man, is with the Merle C. Tebbetts show in Daytona Beach, Fla.

JAMES SAGRYN, walking in the Cleveland show, would like to hear from Jimmy and Buddy Dye.

JIMMY RICHEY and Leona Michael are vacationing in Cincinnati and were visitors at *The Billboard* office last week. They are resting in preparation for the Fox Bay City show and wish to contact Chuck Payne and Johnny Crowder.

SAMMY OTTO writes from Canton, O., that it is urgent for Duke Slanker to contact him thru *The Billboard* Mail Department.

POP TERRY would like to hear from Bobbie White thru *The Billboard*.

Staff Briefs

MRS. EDITH GIRTON is trying to locate Larry W. Troy. Matter is urgent, she says, and asks him to write care *The Billboard*.

SID CURTIS would like to have letters via *The Billboard* from Fred Crockett, Dick Edwards, Mac McGreevey, Jack Negley, Fred Mitchell, Stew Allen, Bobbie Reed, Johnnie Miller and Carl Schwenesson.

JACK FREEMAN writes in to tell us of the passing away of his brother, Kenneth Freeman, June 3 at the home of his

mother in Seattle. Kenneth had been sick for the past two years, and up to the time of his illness had been associated with Leo A. Seitzer and Walter E. Tebbetts as trainer on various shows. He had made a host of friends in the walkathon field and had helped many a kid over the tough spots. Jack especially wishes to thank the many friends who sent messages upon learning of the loss of his brother.

MICKEY RAY drops a line from Huntington, W. Va., to let us know he thinks George Grow is a prospect for development into one of the best air men in the field.

ARCHIE GAYER writes in from Muskegon, Mich., that last week his name appeared as being with three different shows and that he is anxious to have it understood that despite rumors, etc., to the contrary he is only with the Sam Fox Armory show, in Muskegon.

JERRY REYNOLDS, well-known trainer, etc., is now handling sound truck on the Mighty Sheesley Midway and was a visitor at the desk last week while the Sheesley show was playing Cincinnati.

TOM MATNEY and his Southern Club Orchestra, who recently completed an engagement with the Harry Cowl Knoxville show, is now playing the Fred Crockett (Eddie Gilmartin management) unit at Lynchburg, Va.

BENJAMIN W. LOVELAND, of the Connecticut Mutual Life Insurance Company, Hartford, Conn., writes he is holding two checks payable to the order of Charles A. Crane and would like to locate him in order to complete delivery of the money. When last heard from he was with the Jack Ray Fairmount, W. Va., show last fall.

DR. H. L. BERGER has been appointed official dentist for the Race of Nations show at the Broadway Arena in Cleveland.

SPENCER S. BURKE, former member of the Selzer organization, is staff pianist for the Red Leinen Cleveland show.

MR. AND MRS. TERNEY, contestants, and Nellie Saylor were guests of Doc J. P. King at the Cleveland show during the past week.

MAGIC

(Continued from page 27)

Pennsylvania. Mr. and Mrs. Birch are spending a few weeks' vacation in McConnelville, O., and Chicago. During his stay in McConnelville Birch will spend considerable time in his workshop, preparing new equipment for his summer tour, which is slated to get under way early in July.

EL-WYN and his Midnight Spook Party have landed a string of one-day dates from the Loew Circuit. Show opens June 22 at the State, Norfolk, followed by Loew's, Richmond; Regent, Harrisburg; Colonial, Reading; Century, Baltimore; Fox, Washington, and Valencia, Jamaica, L. I. Plays just one midnight show in each spot.

LORING CAMPBELL, who recently closed 28 weeks of lyceum time for the University of Kansas Circuit and the Gavin Bureau, covering 12 States, is currently playing vaude and club dates thru Minnesota and North Dakota.

CHANDA THE MAGICIAN is now with the Dixie Tent Show, currently touring the Virginia country. Princess Zeella is doing her mental act on the same show, assisted by Chanda.

LOUIS E. COLLINS (Roba) postcards from Clinton, Ill., under date of June 3: "While playing thru Michigan recently with the Lewis Bros.' Circus I had the pleasure of meeting several of Michigan's prominent magi, among them Doc Zola, Walter Z. Harris, George Summerfield and others. Fine bunch of boys and great hosts. Doc Seymour and wife are now on the Lewis Bros.' Side Show with their mental turn. I have closed with the circus to play fairs in company with the Flying Riddles."

DANTINI is working at the 14th Street Museum, East Rutherford, N. J., featuring his card routine. Hal Oliver, formerly with the Blackstone show, is managing the museum.

KINGSTON THE MAGICIAN worked the Elks' show at Evansville, Ind., the

night of June 3, booked thru Nell Dressdall, of St. Louis. Kingston says he has been doing well in the clubs and hotels around St. Louis.

LITTLE JOHNNY JONES, of Chicago, is planning a new unit, *Revue De Hades*, to take to the road in the fall.

THE GREAT KONMEN, after a three months' tour in Mexico and the States, is on his way to South America. He reports that Mexico is great for magic. His agent, Ernie DeVoy, is not making the trip to S. A., preferring to stick close to the States.

R. M. (DOC) GODWIN (Mr. Q) is presenting his buried alive with Corinne Nienstedt at Ocean Park Pier, Los Angeles, under the management of Rubin Linet. They are cabled to remain there indefinitely. Miss Nienstedt will attempt to set a new world's record during the Ocean Park Pier engagement. Mr. Q is dickering for a broadcast over two Los Angeles stations—KTMR and KPAC. "It looks like it might be a fair season, but after touring the Orient I am afraid to say that anything will be good," Godwin writes.

In Foreign Circue

PARIS, June 5.—The fakir Tahra Bey and Charles Brouilhet, exposé of illusions, staged a match of their talents at the Trocadero here recently.

Marbrus, illusionist, is at the Petit Casino here.

Rene Frank, musical illusionist, is at the Itallens in town.

The Syndical Association of Prestidigitateurs of Paris held its annual banquet at the Hotel des Deux-Mondes here, June 1.

Talamas, card manipulator, is at the Cigale here.

Pietro, magician, is presenting a good magic, sleight-of-hand and illusion show at the fair in Nancy.

Ynaleb, the fakir, is presenting a full-length illusion and magic show at the Rex in Lyons.

Kassner, magician and illusionist, is presenting full show at the Alhambra in Geneva, Switzerland.

Chefalo, magician, is appearing at the Reichshallen in Cologne, Germany.

BANDS AND ORCHESTRAS

(Continued from page 10)

Gardens June 5. It's Berger's eighth consecutive season at the hotel.

IVAN EPPINOFF is playing at Webster Hall, Detroit, after four months at the Hotel Arlington, Hot Springs.

JACK PAUL has moved from the Club Chalfonte in Pinehurst, N. C., to the Old English Tavern near Richmond, Va., for a month's engagement. Adelle Kastle and Betty and Jane, vocal duo, are presenting the specialties.

RUTH MORRIS, blues singer, and Lella Carter, dancer, are recent additions to Roy Wallace's combo that opened a lengthy engagement May 30 at the Old Hickory beer garden in Indianapolis. Wallace and company came to Old Hickory from 20 weeks at the Gondola Tavern in the same city.

LEM McCLAVE and band, consisting of 10 pieces and Bob Yates, vocalist, are playing an all-summer engagement at the Hotel Ventura in Ashland, Ky.

DON ROSS recently completed a series of college and club dates thruout Illinois and opened at Strong's Pavilion in Keego Harbor, Mich., the latter part of April, where he and his band will be located until October.

J. FRANK TERRY'S 17 Chicago Nightingales, Midwestern colored combination, recently closed an engagement at the Club Palorama in Schenectady, N. Y., and are currently making a three-week tour of Pennsylvania. Specialties are presented by "Yo Yo" Bill Simpson and Mary Six. Jimmy Daley, of the Stanley H. Willis Albany office, is booking the unit.

LAVERN FLOWMAN, versatile saxophonist with Si Noel's Rhythm Club, is confined to a York (Pa.) hospital with injuries received in a baseball game several weeks ago. Noel's orchestra is still playing at the Silver Inn, York.

JOE ASTORIA has taken over the Coral Gables County Club in Miami, Fla., for the summer and plans to operate every Friday and Saturday night,

using his own band. George O'Neill, J. Hartwell, Phil Kues, Gene Beecher, Julie Pelesco, John Lorino, Harry Taylor and Dale Clark complete the roster.

JACK RYAN'S Dreamland Orchestra, with the Three Dream Girls, opened last week at the Dreamland Ballroom in Newport, N. H. Jimmy Grela, trumpeter, is handling the arrangements.

TED RICHARDS and his Royal Cavaliers, now on tour, terminated a return engagement at the Municipal Airport Cafe in Des Moines, Ia., on Decoration Day.

LEN BOWDEN is on tour thru the South after working extensively thru the Middle West last spring.

GILL CREST, youthful maestro out of Ohio, opened June 9 at Conneaut Lake Park, Conneaut, Pa., with a newly organized 11-piece dance combo. Jimmy Scroggy and Bobby Boucher are being featured.

COLEMAN SACHS left the Terrace of the Hollywood Country Club in Birmingham, Ala., June 1 to open in the open-air ballroom at Pineville Beach in the same city.

JULES LANDE has been re-engaged by the St. Regis Hotel in New York to play at the Roof Garden for luncheon and in the Persian Room for cocktails.

AUSTIN WYLIE has been appointed guest conductor of the 16-piece Euclid Beach Park orchestra in Cleveland, O.

CARL (DEACON) MOORE replaces Clyde McCoy June 14 at the Hotel Claridge in Memphis, Tenn. Moore, who played at the Claridge for 11 weeks last winter, is set this time until early in July.

JERRY FODOR closed a six months' engagement at the Evergreen Club in Detroit last week to begin a four-week tour of the East.

GEORGE NODZO, back from a 16 weeks' tour with Clark Lowell's Band in Bedini's All-Star Revue, opened an indefinite engagement Decoration Day with his New Yorkers at Katrine Inn, near Lake Katrine, N. Y.

JACK ADCOCK and his Music were feted this week upon completion of their 75th consecutive week at the Open Door Cafe in Philadelphia.

DON CARPER, formerly with several name bands, including Hal Kemp, opened with his own band May 26 at Frank Steele's Cliff Dwellers Cafe in Los Angeles. Dolly Hobson is the featured vocalist with the band and takes an active part in the nightly floor show.

EARL CARPENTER and his orchestra opened at the Nassau Hotel, Long Beach, on June 8.

WILLIAM HALL, former CBS baritone, and his newly formed orchestra just finished a successful week at the State Theater, Minneapolis, and are currently at the Paramount, St. Paul.

'ROUND THE TABLE

(Continued from page 13)

following their six weeks' engagement at the Lobby No. 2 Club, Juarez, Mex. Bob and Lew are current at the Ringside Club, Fort Worth, Tex.

PAUL HOWARD, emcee, opened at Paul Delvetto's Flower Gardens, McKeesport, Pa., May 30 following dates in Chicago and New York. Present agreement calls for the presentation of legit as well as revue attractions. Music by Ernie Graham and his orchestra.

THE CURTAIN went up this week on the open-air season of Shreveport's Washington-Youre Hotel's night club. First-nighters found "Sleepy" Hall and his orchestra befitting the occasion. Club has \$1 cover charge, with floor shows at 11 p.m. and midnight, headed by the Marfields, dancing team which just concluded an eight weeks' engagement at the Black Hawk, Chicago.

ADRA COOPER, "The Golden Goddess," who dances with live snakes, is currently featured at the new Ches Parce, New Orleans night club.

BILL CAREY, popular singer, is appearing in the RKO film *Old Man Rhythm*.

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MUSIC ARRANGED—JEAN STOR, BOX 11, Station N, New York.

ORIGINAL SPECIAL ARRANGEMENTS THAT RIDE. Card brings list. 65c plan. VIC VICKERS, Easton, Md.

PIANO, ORCHESTRA ARRANGEMENTS—ANTHONY FARELL, Room 7, 6406 1/2 Sunset, Hollywood, Calif.

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AGENTS—STICK-ON-WINDOW SIGNS; 500% profit; free samples. METALLIC LETTER CO., 439 N. Clark, Chicago.

AGENTS—BIG PROFITS SELLING WINEX. One can makes gallon excellent wine. Sample prepaid, 39c; particulars. WINEX CO., Asbury Park, N. J.

BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today; no experience needed; free samples. RALCO, 1084 Washington, Boston, Mass.

BIG FLASH! EMBROIDERED 4-PIECE SCARF Sets, \$4.00 per dozen. Sample prepaid, 50c. HILDEBRAND, 934 North Ave., Chicago.

CALIFORNIA FLOWER BEADS SUREFIRE fast sellers. Big profits; low prices; catalog free. MISSION NO. 15, 2328 W. Pico, Los Angeles.

CARTON BOOKLETS—REAL STUFF, \$2.50 Hundred. Samples, 25c. RAY, Box 83, Sta. N, New York.

CHINESE MYSTERY PUZZLE—DRAWS crowds. Sample 10c. AULGOOD, Madrid, la.

CONCESSIONAIRES, PITCHMEN, BUY SPECIALTIES, prizes, premiums at lowest prices direct from manufacturer. Write immediately. BOX 438, Hudson Heights, N. J.

DELICIOUS SUMMER DRINK-CONCENTRATE. 1 gallon makes 96 gallons of refreshing Nectar; all flavors; price \$1.00 per gallon. Order now. BRAUGHT & CAGE MFG. CO., Des Moines, Ia.

EXPERIENCED PITCHMEN AND DEMONSTRATORS: steady employment; \$35.00 weekly and 10% commission. Give permanent address. BOX 46, Billboard, Chicago.

GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write GUNMETAL CO., Ave. C, Decatur, Ill.

MAKE YOUR OWN PRODUCTS—EMPLOY agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. NATIONAL SCIENTIFIC LABORATORIES, 1957W Broad, Richmond, Va.

MOSQUITO CHASER, QUICK MONEY FOR salesmen; \$1.50 dozen bottles; sample, 25c. UNITED SALES CO., 228 W. Wisconsin, Milwaukee, Wis.

NEW—MOST PRACTICAL STROPPER FOR double-edge razor blades. Indispensable combined tool, patented. Tremendous profits. Sample 10c. BLADE MASTER, 41 Union Square, New York.

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PENNY EACH—BEAUTIFUL GOLD REFLECTING Letters for Store Windows. Non-furnishables easily applied; free samples. ATLAS SIGN WORKS, 7941-L Halsted, Chicago.

PITCHMEN—BIG FLASH! LARGE 32-PAGE World's Fair Souvenir Books. Hundred, \$2; thousand, \$15. Two copies 15c postpaid. ELFKO, 525 South Dearborn, Chicago.

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SENSATIONAL SELLER! SOMETHING NEW! Write W. J. LYNCH, Springfield, Ill.

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J.

RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.

SELL METAL KEY CHECKS—SAMPLE WITH your name, address engraved, 25c. Key ring included. IRVIN BUSCHKOWSKY, 508-D Oak St., Chaska, Minn.

TWO BIG MONEY GETTERS—SNAP THE Rubber Band Trick, Rub the Spinning Propeller Stick. Each sample, 10c. UNGER, 571 Harrison, Chicago.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas. Free literature, PRUITT PRESS, Elburn, Ill.

100 BLADES, 49c; SUPPLIES, SPECIALTIES. List free. LLOYD'S, 1456 Jefferson, Buffalo, N. Y.

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ALLIGATORS ATTRACT CROWDS—LARGEST collection Live Alligators in world. Orders shipped same day received. FLORIDA ALLIGATOR FARM, Jacksonville, Fla.

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ANIMALS, BIRDS, MONKEYS, SNAKES—IMmediate shipments. WOHLSTADT, 186 Greenwich St., New York.

CHIHUAHUA DOGS (TOY DOGS), WEIGHT from 1 to 2 pounds, full grown, \$25.00. QUICK SERVICE ANIMAL, Laredo, Tex.

CHINESE DRAGONS, FRESH LOT, IMMEDIATE delivery. SNAKE KING, Brownsville, Tex.

CHINESE DRAGONS, LARGE, \$5.00; BLACK Iguanas, \$2.00; Leopard Iguanas, \$3.00. LAREDO ZOOLOGICAL, Laredo, Tex.

ELK, \$60.00 to \$85.00; BUFFALO, \$50.00 to \$100.00; Deer, \$40.00 to \$100.00 pair; Lions, \$50.00 to \$100.00. Plenty of other zoo stock priced to move fast. Perfect animals. Wire your order immediately to U-C-IT RANCH, Middleboro, Mass.

HEADQUARTERS FOR COMPLETE MOUSE Circuses. WORLD'S WONDERS, 849 Cornelia, Chicago.

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PETS—HONEY BEARS, TAME, \$35.00; Snookum Bears, Cubs, \$12.00; large, tame, \$20.00; Black Bears Cubs, \$40.00; Ant Bear, long beak, without teeth, \$35.00; Burro, young, tame, \$18.00; Kinkajou, tame, \$35.00; Spider Monkeys, tame, \$18.00; Ocelot, young, tame, \$25.00; Whistling Cat, \$35.00. LAREDO ZOOLOGICAL, Laredo, Tex.

SMALL CUB BEARS FOR SALE—RELIABLE BIRD CO., Winnipeg, Can.

SNAKES, TEXAS RATTLESNAKES, LARGE, \$5.00; 100 lbs. for \$35.00; Mexican Green, large, \$8.00; Boa Constrictors, large, \$5.00. LAREDO ZOOLOGICAL, Laredo, Tex.

SPECIAL—ARMADILLOS, YOUNG OR LARGE, \$1.50; Prairie Dogs, \$1.50; Horned Toads, \$1.00 per dozen. LAREDO ZOOLOGICAL, Laredo, Tex.

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SPECIAL OFFER—TAME SPIDER MONKEYS, \$18.00; tame Burros, \$18.00; Jabalins, \$11.00; Ocelots, \$25.00; Kinkajous, \$35.00; Honey Bears, \$35.00; Raccoons, \$7.00; Badgers, \$7.00; Armadillos, \$1.50; Horn Toads, \$1.00 dozen; Orange Squirrels, \$4.50; tame, Yellow Head Parrots, \$10.00; Talkers, \$15.00; Snookum Bears, \$11.00; Chinese Dragons, \$5.00; Boas, \$5.00; Prairie Dogs, \$1.50. Wire NATIONAL PRODUCTS COMPANY, Laredo, Tex.

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A-A-A BARGAIN—SCALES, EIGHTY Jennings Scales in selected locations, New York City, drug stores, etc. WORLD MFG. CO., INC., 27 Dixwell Ave., New Haven, Conn.

A-1 BARGAINS, RECONDITIONED—SPORTSMAN, \$60.00; Champion, \$37.00; Chicago Express, \$28.00; Cannon Fire Sr., \$27.00; Cavalcade, \$25.00; Criss Cross Lite, \$25.00; Scoralite, \$22.00; Turn Table, \$22.00; Beacon, \$22.50; Major League Sr., \$21.00; Rebound, \$22.00; Flying Trapeze Sr., \$20.00; Radio Station, \$18.50; C. O. D., \$18.00; Criss Cross, plain, \$18.00; Drop Kick, \$15.00; Relay Sr., \$15.00; Register, \$13.00; Subway, \$12.00; Signal Jr., \$12.00; American Beauty, \$9.00; Golden Gate, \$9.00; Relay Jr., \$6.00. NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy, Chicago.

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FOR RENT—NOVELTY MERCHANTMEN, IN perfect condition, to responsible parties, with or without merchandise agreement. QUAKER CITY MERCHANDISE SALES CORPORATION, 712 N. 16th, Philadelphia.

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LITE-A-LINES, TRIPLE CHUTE, \$35.00; Horseshoes, \$6.50; Spark Plugs, \$7.50; World Series, \$3.50; Contact Machine, \$5.00; Dicitte, \$3.50. Trade or buy Blue Front Mystery Vendors. NU-WAY SALES CO., Muskegon, Okla.

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Summer Special

issue of The Billboard

CLOSE IN CINCINNATI THURSDAY,

JUNE 20, 1935

25 OPERA PLACE CINCINNATI, O.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 20, INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED," AND SEND IT IN EARLY.

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PAY TABLES, LATEST MODEL ROCKET, \$30.00; Champion, \$40.00; Red Arrow, \$45.00; Sportsman, used less than one month, \$67.50. SQUARE AMUSEMENT COMPANY, 75 Cannon Street, Poughkeepsie, N. Y. jv20

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SEND STAMP FOR LIST OF USED MACHINES Get on our mailing list. You save money on machines and supplies. GOODBODY, 1825 East Main, Rochester, N. Y. jv13

TWENTY INTERNATIONAL MUTOSCOPE Electric Travelling Cranes, 1933 Side Door Model, at great price reduction. Write for wire today for all or part. First come, first served. CRANE MERCHANDISE CO., 160 Fifth Avenue, New York. jv22x

WANTED—MILLS ESCALATORS, ANY amount; highest prices paid. DURAND SALES CO., 236 N. Broadway, Green Bay, Wis.

WANTED—100 USED ROCKETS, CHAMPIONS, Red Arrows. State condition and price. BOX 590, Billboard, 1564 Broadway, New York. jv20

WANTED—MILLS ESCALATORS, ANY amount. BADGER BAY COMPANY, Green Bay, Wis. jv22

2 BLACK CABINET SPORTSMAN, \$42.50 each; 3 I. O. U Counter Games, 1 Horse Shoe, 3 Select-Ems, \$4.95 each; 10 Mills Nickel Puritan Bells, \$9.95 each; 4 Two Pal Twin Tables, \$4.95 each, 1/3 deposit. BENSON NOVELTY CO., Cameron, Tex.

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ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. jv15

NEW TRICK CARTOONING COURSE, \$1.00 postpaid. CRESSMAN, Washington, N. J. jv15

COSTUMES—WARDROBES

BAND COATS, FLASHY, \$2.50; RED CAPS, \$1.50; Ballyhoo Capes, \$3.00; Hulas, Scenery bargains. Regulation Coats, \$2.50; Caps, \$1.50. WALLACE, 2416 North Halsted, Chicago.

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CHORUS WARDROBE FOR SALE—15c to \$1 per costume; also Scenery. H. SHUTT, P. O. Box 1491, Little River Station, Miami, Fla.

FORMULAS

FASTEST MONEY MAKER IN YEARS—WRITE W. J. LYNCH, Springfield, Ill. x

FORMULAS—ALL KINDS, GUARANTEED; catalog free. KEMICO, B-66, Park Ridge, Ill. tnx

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FORMULAS—DOG SHAMPOO, SHOE WHITE, Flyspray, Vanilla and other fast sellers. Write ASSOCIATED CHEMISTS, Indianapolis, Ind.

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CIRCUS CONTRACTING, Press, Special Agent, Announcer, Director of Public Relations. Twenty seasons circus, musical comedy, minstrel, park experience. State salary. Join on wire. ROBERT SATL, 149 North Winter St., Adrian, Mich. ju15

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ORGANIZED BAND — Seven to eleven men; library; P. A. system; uniforms. Singers, vocalists, include Piano Team on one piano. Consider any reliable offer, including under another director. MITCHELL A. 205, 4700 N. Elgin Ave., Chicago, Ill. Longbeach 1741. ju15

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JUGGLER—MAGICIAN, PUNCH, ETC. ALDO, care O'Brien, 437 Pleasant Ave., New York. ju22

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PAMAHASIK'S BIRD CIRCUS, the Original and Greatest in the World. The act that makes everybody talk. Don't overlook the famous Pamahasia's Real Acting Birds. GEO. E. ROBERTS, Manager, Pundahack, A. 205, 4700 N. Elgin Ave., Philadelphia, Pa. Telephone SAgmore 5536.

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A-1 TRUMPET—Union, range, tone, take off, read, sober, age 25. Hams lay off. MUSICIAN, 155 Colfax St., Manchester, N. H. ju22

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BALLOONISTS AND PARACHUTE Jumpers operating from Airplanes and Balloons. Young artists, schooled by old heads. THOMPSON BROS. BALLOON CO., Aurora, Ill. Established 1903. ju6

BREAKING ALL RECORDS—Guaranteed drawing power. PREMIER WORLD'S FAIR MARIONETTES, Box 283, Iola, Kan. ju6

FREE ATTRACTIONS—You can secure bookings for the entire 1935 season thru a few small display advertisements in the FAIRS-EVENTS section of The Billboard. After running an inch single-column ad, at cost of only \$5.60 an insertion in The Billboard for a few weeks, Ritz and Dunn advised that they are already booked solid with the exception of one week. If you will send your advertising copy and instructions before June 19 they will reach us in time to make the first insertion in The Big Annual Summer Special Number.

MOTORCYCLE STUNT RIDER and Wall Crasher. Original stunt riding act with lady partner. FRANCIS SCHILLER, Wisconsin Rapids, Wis.

AMERICA'S BEST HIGH WIRE — THE Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. au3

AT LIBERTY — ERWIN BRANNING, THE Iron Man Allowing Automobile to Pass Over His Body. Girl doing Acrobatic Dance on Top of Car. Address ERWIN BRANNING, Cole Bros.' Circus, as per route.

BALLOON ASCENSIONS, PARACHUTE LEAPS furnished. July 4th open. HARDIE DILLINGER, 1020 W. 3d, Little Rock, Ark.

BALLOON ASCENSIONS FURNISHED—LADY and gent riders, doing three and six Parachute Drops at each ascension. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. ju15

BALLOON ASCENSIONS FURNISHED—DEATH Defying Parachute Leap; reasonable. ARMSTRONG BALLOON CO., New Canton, Ill. ju15

BOOKING CELEBRATIONS, FAIRS, PICNICS, night clubs, 3 acts. Dogs, Monkey Act, Table Fall, Trick House, 3 Clowns. EARL WRIGHT, Billboard, Chicago. ju22

CAPT. GEORGE WEBB, AMERICA'S PREMIER Night High Diver, thrilling and sensational. A real feature. No. 27 West Summit Ave., St. Paul, Minn., or see route. ju15

CHANCES EDUCATED HORSES—BILLY Sunday, Lady Ginger; also Crystal Boy, in the Roaring Flame, and Silver Lady, the Dancing Marvel. Eight acts. Select for outdoor events, fairs, rodeos, celebrations. Write L. EDW. CHANCE, Billboard, St. Louis.

HIGH TRAPEZE AND SWAYING POLE ACT—130 feet high, with a 500-ft. Slide for Life as a climax. A spectacular exhibition of skill and daring without life net or other safety devices. This act has exceptional drawing power. Write BOX C-389, The Billboard, Cincinnati, O. ju27

PUBLIC ADDRESS AND MUSIC REPRODUCING Service. Best quality obtainable; ample equipment for any job. LEARNED RADIO SERVICE, 422 B. West, phone 4222, Hutchinson, Kan. ju29

PUNCH AND JUDY, MAGICIAN, MUSICAL Act, Ventriloquist, Character Impersonator, Monologist, Comedian for ballyhoo or one-man show. RAY MILLER, 2809 Boardwalk, Atlantic City.

RADKE SISTERS — SENSATIONAL, ACROBATIC, Risley, Balancing Act. 318 Chicago Ave., Goshen, Ind. ju15

THE ROSARDS—THREE FREE ATTRACTIONS; guaranteed. The Rosards, Comedy Trick House Acrobatic Act; La Belle, Lady Aerial Top Act; Rosardo, Comedy Aerial Trapeze Act. \$50.00 cash bond, July 4th and later open. General Delivery, Des Moines, or Quincy, Ill. ju22

WILLIAMS & BERNICE CO.—4 HIGH-CLASS Well-known Comedy Trampoline (Bounding) Act, Aerial Rope Act, Clever Dog Act, Rubie Hay Wagon Act, other comedy numbers. Prices and literature on request. Permanent address, care Billboard, Cincinnati, O. ju6

A COMPLETE One-Ring Circus presented entirely by trained Monkeys, Baboons and Dogs. Write for description and literature. LATHAM'S MONKEY CIRCUS, Billboard, Cincinnati, O. ju22

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Combination managers write for prices. Literature on request. Address Billboard, Cincinnati, O. ju29

AT LIBERTY for Parks, Fairs, Bazaars, Celebrations. Comedy Slack Wire, Combination Juggling, Indoors or out. Nothing too big or too small. CECIL WOODS, Poplar Bluff, Mo.

AT LIBERTY for fairs and celebrations—Do three separate acts. Slack Wire Act, Comedy Juggling, Balancing Act and Comedy Chair Balancing Trapeze Act. CHESTER HUBER, Wabasha, Minn. ju22

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 20. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED," AND SEND IT IN EARLY.

ATTENTION! THE GREAT MARVEL, Frog Contortion Act. Open for engagements. Three and outdoor celebrations. 911 Payne Ct., N. E. Canton, O. ju18

GAILEY—Slack Wire, Combination Juggling, for Parks, Bazaars, Fairs, Celebrations. Salary reasonable. Write or wire 115 9th Ave., New York, N. Y.

CARL LINDAIR—High-class free act, broking circus, celebrations. Real novelty original trapeze act. Attractive apparatus, wardrobe. Prices reasonable. 1804 S. Anthony Blvd., Ft. Wayne, Ind. ju22

CLOWN SPEED COP—On Funny Ford Motorcycle; also do one-man Clown Band, Joost with Walkabouts and Wire Act. Riverview Park last week. Des Moines June 10 for Barnes-Caruthers. ART ATTILA, Billboard, Chicago.

EL REY SISTERS—Skating Marvels, open for fairs and celebrations. Write for literature, 130 Post Ave., New York, N. Y. ju29

LINDSEY GAYNOR TROUPE — Seven-Piece Clown Band. Produce Five different acts and clown numbers. Billboard Office, Chicago, Ill.

PAMAHASIK'S DOG, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. GEO. E. ROBERTS, Manager, Pamahasia, 515 West Erie, Philadelphia, Pa. Telephone SAgmore 5536.

THE VERY BEST—LAMONT'S Cockatoos and Macaws; the Bird Act. Recognized act, merit and quality. The act for your fair or park. W. J. Delaware, Chicago. ju22

VAUTELLE'S CIRCUS—Ten Dogs, Cats, Monkey and Comedy Acrobatic Clown Act for parks, fairs, celebrations. Go anywhere, never disappoint. Truck transportation. Rouaouke, Va. ju22

WESTERN ELECTRO Public Address and Music Reproducing System. Most complete sound service ever offered. Carry 14 speakers, 6 microphones, 3 complete amplifying systems. Can do street advertising. Serving such well-known fairs as the Virginia State, Ebenezer, Stoneboro, Flemington, N. J.; North Carolina State, etc. Write for descriptive circular. State your dates. ROELLER'S AMPLIFYING SERVICE, Dept. A, Pottsdam, Pa. ju16

**AT LIBERTY
PIANO PLAYERS**

COMPETENT PIANIST, single, young, wide professional experience as soloist-accompanist, also orchestra work. Play all types of music. Reliable opening only. **RAYMOND DEMPSEY**, Franklinville, N. Y. ju22

EXPERIENCED DANCE PIANIST—MAN, RELIABLE, no booze, low preferred. Write MUSICIAN, 3703 N. Ridgeway Ave., Chicago.

EXPERIENCED PIANIST—READ, FAKE, transpose. Reliable, single. **BOX C-37**, care Billboard, Cincinnati, O.

DANCE PIANIST-ARRANGER, all essentials, experienced. Will leave town. Can furnish men. **MILTON HENKIN**, Darlington Hotel, 4700 N. Lincoln Ave., Chicago, Ill. Longbech 1741. ju15

AT LIBERTY

VAUDEVILLE ARTISTS

SAXOMANIACS AT LIBERTY AFTER JUNE 14th. Fast novelty Saxophone quintet, flashy costumes. Featuring Black Page, Bass Sax. Photographs, publicity, etc. Act doubles band for stage, bally, pit or dancing. Thoroughly familiar with all branches of show business. A natural for unit, show boat, free act, fairs, minstrel, etc. Have own transportation. Now working. Address **MANAGER, 229 N. Pennsylvania St., Indianapolis, Ind.** ju22



ROUTE DEPARTMENT

When no date is given the week of June 8-14 is to be supplied.
In split week houses the acts below play June 12-14.

VAUDE-PRESENTATIONS

A
Abbott, Joan (Columbia) Baltimore.
Adair, Ted, Revue (Loew) Jersey City, N. J.
Adrian, PeeWee (Grand) Wallace, Ida., 14-17.
Ahearn, Chas., & Co. (State) Newark, N. J.
Alella & Romero (Elks) Rapid City, S. D., 15-19.
Alexander & Santos (Buffalo) Buffalo.
Allen, Lester, & Nellie Breen (Met.) Brooklyn.
Anderson & Allen (Scala) Berlin 1-30.
Ardelle (Cozy) Pittsburg, Kan., 15-17.
Argentine Marimbas (Elks) Rapid City, S. D., 15-18.
Arley, Four & One-Half (Century) Baltimore 14-20.
Armetta, Henry (Century) Baltimore.

B
Baclanova, Olga (Oriental) Chicago.
Barnes, Ruth (Mich.) Detroit.
Barr & Estes (Met.) Boston.
Barri, Bebe, Dancers (Pal.) New York.
Bartell, Harri, Althoff (Marbro) Chicago.
Beach, Drena (Excelsior) Alexandria, Egypt, 1-30.
Bedford, Bobby (Uptown) Pueblo, Colo., 15-17.
Bell, Carmen, Bros., & Grace (Boulevard) New York.
Belle, Meri (Riverside) Milwaukee.
Beno, Ben: Waterville, Me.; Rumford 17-22.
Bergen, Edgar, & Co. (State) Newark, N. J.
Bernard & Henry (Tower) Kansas City.
Bernivcl, Count (Earle) Philadelphia.
Bickford, Edward E., & Aylce Crandall (New Penn) Pittsburg.
Bobby & King (Fargo) Fargo, N. D., 16-18.
Boran, Arthur (Earle) Washington, D. C.
Brady Sisters (Cozy) Pittsburg, Kan., 15-17.
Broadway vs. Hollywood (Orph.) New York.
Brownlee, Hickville, Polles & Band (Dominion Park) Montreal, Can., 15-22.
Euster & Verne (State) Sioux Falls, S. D., 20-23.

C
Caitz Bros. (Oriental) Chicago.
California Collegians (Met.) Brooklyn.
Cantu (Columbia) Longview, Wash., 15-17.
Cards, Four (Riverside) Milwaukee.
Carney, Bob (Earle) Philadelphia.
Carolina Collegians, Eight (Cozy) Pittsburg, Kan., 15-17.
Car & Dawn Revue (Lincoln) Marion, Va.
Carson, Jack (Tower) Kansas City.
Cavaliers Band (Columbia) Longview, Wash., 15-17.
Chappelle & Carlton (Century) Baltimore.
Chavez, Ben (Liberty) Oklahoma City 15-18.
Chicago Folles (Uptown) Pueblo, Colo., 15-17.
Chumbercos, Florence (Adelphi) London 1-30.
Clark, Harry & Billy (Fargo) Fargo, N. D., 15-18.
Clifford & Clark (Liberty) Oklahoma City 15-18.
Co-Eds, Six (State) Sioux Falls, S. D., 20-23.
Collins, Alice (Cozy) Pittsburg, Kan., 15-17.
Collins, Charles (Adelphi) London 1-30.
Cook & King (Paramount) Waterloo, Ia., 14-16.
Cooper, Betty Jane (State) New York.
Croel & Allan (Boulevard) New York.
Croyley & Violet (Fargo) Fargo, N. D., 16-18.
Cuthrell, Jimmy (Cozy) Pittsburg, Kan., 15-17.

D
Darlow, Millie (Columbia) Longview, Wash., 15-17.
Davis, Benny, Unit (Stanley) Pueblo, Colo., 15-17.
Davis, Ches (Uptown) Pueblo, Colo., 15-17.
Del Gardo (Elks) Rapid City, S. D., 15-18.
Delmar, Simon (State) Sioux Falls, S. D., 20-23.
Diamond Brothers (Palladium) London 10-22.
Dixiana Revue (Cozy) Pittsburg, Kan., 15-17.
Dixie Spiritual Singers (Cozy) Pittsburg, Kan., 15-17.
Dixon & Pal (Gates Ave.) Brooklyn.
Dominoes, Three (Paradise) New York.
Donatella (Buffalo) Buffalo.
Dorothea & Andre (Paramount) Waterloo, Ia., 15-16.
Douglas, Milton, & Co. (Colonial) Dayton, O.
Dowling, Harry & Dan (Orph.) Boston.
Duchin, Eddy, & Orch. (Earle) Washington, D. C.

AT LIBERTY—Real med lecturer and straight man; look and dress the part. Sober and reliable. Salary or percentage. Have car. Answer 110 WESLEY, Cedar Park Hotel, Hot Springs, Ark.

AT LIBERTY NOW — Six clever performers, vaudeville or medicine show. Comedy Singers, Dancers, Musicians, Harmony Dup. Write FAMILY SHOW, 311 North St., San Antonio, Tex.

MAGICIANS, Illusionists, notice! MADEIRA SEYMOUR, Escape Artist, A-1 Jazz Pianist, at Liberty. State all first letter. Join on wire; ticket, 218 E. 9th St. Blvd., Salt Lake City, Utah. ju29

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MASTER CEREMONY, Singer, Novelty Line Producer, with 50 acts new, flashy wardrobe, desirous cafe connection anywhere. Ticket. **BERT LEE, 138 E. 6th St., St. Paul, Minn.** ju22

PAMAHASIK'S DOG, Pony, Monkey and Bird Circus. A complete, clean attraction, in a class all alone. Unlike all others, Yes, always has been. There but one the Original Prof. Pamahaska, in person himself. You will want the best show. Get in touch at once with this real attraction. **GARY E. ROBERTS, Manager, The Pamahaska Studio, 613 West Erie, Philadelphia, Pa.** Telephone SA6moro 5586.

SINGING, DANCING, Musical Comedian, Black, Rube, Straight, Fake Piano, Guitar, Saxophone. Age 36. JACK RIPPET, General Delivery, or Western Union, Akron, O.

Du Faye, Grace, & Co. (Chicago) Chicago.

E
Emile & Leone (Uptown) Pueblo, Colo., 15-17.
Erner & Fisher Revue (State) Newark, N. J.
Eton, Roy (The Roxy) New York.
Evening on Broadway (Texas) San Angelo, Tex., 13; (Liberty) Oklahoma City, Okla., 15-18; (Lawton) Lawton 19-20.
Everett & Conway (Shrine Circus) La Grange, Ore.

F
Farrell, Billy, & Dub Taylor (State-Lake) Chicago.
Fitch, Dan (Cozy) Pittsburg, Kan., 15-17.
Flashes, Three (Riverside) Milwaukee.
Filphen, Col. Jay C. (State) New York.
Fogarty, John (Pal.) New York.
Footlight Frolics (State) Sioux Falls, S. D., 20-23.
Foxy Sisters (State) Sioux Falls, S. D., 20-23.
Foster, Gae, Girls (Roxy) New York.
Francis, Baby (Grand) Wallace, Ida., 14-17.
Franks, Four (Ambassadeurs) Paris 1-30.
Fred & Tony (Paradise Club) Findlay, O.
French Legion Cadets (Grand) Wallace, Ida., 14-17.
Frenc & LaPell (Met.) Brooklyn.

G
Gauchoes, The (Elks) Rapid City, S. D., 16-18.
Garner, Wolf & Haines (Earle) Philadelphia.
Gascas, The (Elks) Rapid City, S. D., 16-18.
Gerrits, Paul (Mich.) Detroit.
Champagne Cocktail (Columbia) Longview, Wash., 15-17.
Gilbert, Bobby (Colonial) Dayton, O.
Gladstones, The (Steepchase Park) Coney Island, N. Y.; (Rock Springs Park) Chester, W. Va., 16-29.
Gleason & Allyn (Fargo) Fargo, N. D., 16-18.
Gracella & Theodore Revue (Orph.) Boston.
Graf, Grace & Kurt (Chicago) Chicago.
Grashan & Blake (State-Lake) Chicago.
Gratonas (Met.) Boston.

H
Hager, Clyde (Pal.) Fort Wayne, Ind., June 13-15.
Hall, Lew (Grand) Lancaster, Ky.
Hanley, Sylvia (Cozy) Pittsburg, Kan., 15-17.
Harlem Hillbillies (Boulevard) New York.
Harmony Aces (Cozy) Pittsburg, Kan., 15-17.
Hayworth, Seabee, Bdwy. Novelities (Stevens) Rock Hill, S. C., 12-13; (Buffalo) Buffalo 14-15.
Hickey Bros. (Loew) Jersey City, N. J.
Hilroy, Florence (Riverside) Milwaukee.
Hollywood Home (Colonial) Dayton, O.
Honey Family (Pal.) Chicago.
Honan, Helen (Pal.) New York.
Howard, Bob (Paradise) New York.
Howard, Pins & Howard (Oriental) Chicago.
Howard, Jay (Liberty) Oklahoma City 15-18.
Huling, Ray, & Seal (Valencia) Jamaica, N. Y.
Hyde, Alex (Paradise) New York.
Hyde, Herman, & Co. (Met.) Boston.

I
It's the Tops (Pal.) New York.

J
Jans & Lynton Revue (Fox) Philadelphia.
Janes, Bernice (Fargo) Fargo, N. D., 16-18.
Johnson, Great (Orph.) Boston.
Johnston, Grace, & Co. (Met.) Brooklyn.
Jones, Peg (Uptown) Pueblo, Colo., 15-17.
Joy & Jarrell (Elks) Rapid City, S. D., 16-18.

K
Kay, Dolly, & Co. (Orph.) Boston.

L
Lane, Jackie (Tower) Kansas City.
Lane & Kent (Riverside) Milwaukee.
Large & Morgner (Pal.) New York.
Lathrop Bros. (State) New York.
LaRue, Loretta (Paramount) Waterloo, Ia., 14-16.
Lee, Betty (State) Sioux Falls, S. D., 20-23.
Lee, Don, & Louise Revue (Fox) Washington, D. C.
Le Marquise (Grand) Wallace, Ida., 14-17.
LeRoy & Pals (Uptown) Pueblo, Colo., 15-17.
Lewis & Ames (Century) Baltimore.
Lewis & Ethel (Elks) Rapid City, S. D., 16-18.
Lewis, Trevor (Cozy) Pittsburg, Kan., 15-17.
Liazzed Arabs (Mich.) Detroit.

Lightner, Fred, & Rosella (Paradise) New York.
Lloyd, Russell (Cozy) Pittsburg, Kan., 15-17.
Loretta's Animals (Iocra Park) Youngstown, O.; Tarentum, Pa., 18-26.
Lowry, Ed (Paradise) New York.
Lucille & Bud (Princess) Nashville, Tenn.

M
Mack, Freddy (Roxy) New York.
Mandel, Will & Joe (Pal.) Fort Wayne, Ind., June 13-15.
Mangean, Hazel, & Co. (Variete Theaters) Petroland, U. S. R., 1-30.
Mason, Sylvia, & Co. (Valencia) Jamaica, N. Y.
Mansfield & Lamar (Grosvenor House) London 1-30.
Marion, Sid (Columbia) Longview, Wash., 15-17.
Marlow, Langdon & Auderer (State) Sioux Falls, S. D.
Marlowe, Selma (Fox) Detroit.
Marsh, Joan (State) New York.
Martin & Martin (Marbro) Chicago.
Michele Sisters, Four (State-Lake) Chicago.
Med & Nona (Liberty) Oklahoma City 15-18.
Meehan, Stanley (Paramount) Waterloo, Ia., 14-16.
Melody Lane Revue (Paramount) Waterloo, Ia., 14-16.
Melrose, Flying (Celebration) Cherrytree, Cal., 15-18.
Merman & Bronson Revue (Gates Ave.) Brooklyn.
Moore & Grant (Chicago) Chicago.
McBee Jr., Turk (Cozy) Pittsburg, Kan., 15-17.
McCarthy, Mary (State-Lake) Chicago.
McCurry & Gill (Paramount) Waterloo, Ia., 14-16.
Michon Bros. (State) New York.
Murphy, Senator (Met.) Brooklyn.
Munste, Yvonne (Grand) Wallace, Ida., 14-17.

N
Neiss Troupe (Roxy) New York.
Norman, Duke, Revue (Century) Baltimore.
Novis, Donald (Capitol) New York.

O
Oliver, Vic (Pal.) New York.

P
Page, Sid (Colonial) Dayton, O.
Pappalardo, Three (Elks) Rapid City, S. D., 16-18.
Paris Nights (Grand) Wallace, Ida., 14-17.
Payne Eros, Three (Tower) Kansas City.
Pepper, Jack & Co. (Mich.) Detroit.
Perkins, Ray (Fox) Detroit.
Phillips, Joe, & Co. (Valencia) Jamaica, N. Y.
Picon, Molly, & Co. (Mich.) Detroit.
Pincus, Bobbie, & Co. (Gates Ave.) Brooklyn.
Pisano, Fred, & Co. (Boulevard) New York.
Popeye the Sailor (State) Minneapolis.
Powell & Nedra (Earle) Washington, D. C.

Q
Quinn, Cracker (Cozy) Pittsburg, Kan., 15-17.

R
Rand, Sally, Unit (Pal.) Fort Wayne, Ind., June 13-15.
Ray, Martha (Valencia) Jamaica, N. Y.
Read's, Jimmy, Band (State) Sioux Falls, S. D., 20-23.
Reilly, Chas., & Co. (Fargo) Fargo, N. D., 16-18.
Reimer, Joyce (Fox) Detroit.
Richardson Twins (Liberty) Oklahoma City 15-18.
Rhythmic in Rhythm (Fargo) Fargo, N. D., 15-18.
Rhythm Queens, Three (Fargo) Fargo, N. D., 16-18.
Rimacs (State) New York.
Rio Nights (Elks) Rapid City, S. D., 16-18.
Robbins, Fred, & Co. (Capitol) New York.
Roberts, Whitely (State-Lake) Chicago.
Rogers, Roy (Marbro) Chicago.
Rogers, Sunshine, Co. (Auditorium) Perry, N. Y., 12-13; (Lancaster) Lancaster 14-15.
Rogers & Wynn (Tower) Kansas City.
Roulette (Capitol) New York.
Ross, Jerry (Princess) Nashville, Tenn.
Ross, Pierra & Shuster (Loew) Jersey City, N. J.
Roxy Rhythm Orch. (Roxy) New York.
Roy, Les & Dawn (Riverside) Milwaukee.
Royal, George (State) Sioux Falls, S. D., 20-23.

S
Savoy, Harry (Loew) Jersey City, N. J.
Seamon, Harry & Frank (State-Lake) Chicago.
Serenaders, Eight (Capitol) New York.
Shannon's, Richard, Band (Paramount) Waterloo, Ia., 14-16.
Shaver, Buster, & Co. (Orph.) New York.
Shaw, Carl, & Co. (Pal.) Chicago.
Sherman, Hal (Oriental) Chicago.
Sherry, Elinor (State) Newark, N. J.
Siegel, Al, & Carolyn Marsh (Fox) Washington, D. C.
Silver, Hal (Grand) Wallace, Ida., 14-17.
Sissle's, Noble, Harlem Unit (Lyric) Indianapolis.
Society Steppers, Three (Paramount) Waterloo, Ia., 14-16.
Spices of 1935 (Earle) Philadelphia.
Stanford, Frances (Uptown) Pueblo, Colo., 15-17.
Stewart, Don (Grosvenor House) London 1-30.
Stone, Bernice (Grosvenor House) London 1-30.
Stover, Ginger (Uptown) Pueblo, Colo., 15-17.
Stuart & Lash (Marbro) Chicago, 14-16.
Sutton, Ginger (Paramount) Waterloo, Ia.
Sydel, Paul, & Spotty (Oriental) Chicago.
Sykes, Harry (Shrine Circus) Aberdeen, S. D.; Deadwood 17-22.
Sylvian Dancers, Six (Cozy) Pittsburg, Kan., 15-17.

T
Tanner Sisters, Five (Grand) Wallace, Ida., 14-17.
Tanzi, Elvira (Columbia) Longview, Wash., 15-17.
Tarrs, Three (Columbia) Longview, Wash., 15-17.
Taylor, Peggy, & Co. (Pal.) Chicago.
Thornhill, Louie (Grand) Lancaster, Ky.
Thorson, Carl (Grand) Wallace, Ida., 14-17.
Thrillers, Three (Pal.) Fort Wayne, Ind., June 13-15.
Troxel, (Princess) Nashville, Tenn.
Troxel, Joe, May & Louise (Orph.) Boston.
Tucker, Sophie (Capitol) New York.

Tumbleweeds, Three (Columbia) Longview, Wash., 15-17.

U
Usher, Mae (Gates Ave.) Brooklyn.

V
Valors, Two (Loew) Jersey City, N. J.
Van, Vera (Fox) Philadelphia.
Vanessa (State) Sioux Falls, S. D., 20-23.
Verdi, Al, & Thema Lee (Princess) Nashville, Tenn.

W
Walton, Bert, & Co. (Orph.) New York.
Waters, Ethel (Chicago) Chicago.
Webb, Capt. Geo.: North Platte, Neb.
White, Sammy, & Bea Curtis (State) Newark, N. J.
Wiley's, Chet, Barbarians (Uptown) Pueblo, Colo., 15-17.
Wilkinson, Billy (Valencia) Jamaica, N. Y.
Winsett, Emille (Grand) Wallace, Ida., 14-17.
Wollers, Drain (Paramount) Waterloo, Ia., 14-16.
Wonder Girls, Seven (Oriental) Chicago.
Wonder, Tom & Betty (Dorchester Hotel) London 1-30.
Wyse Jr., Ross, & Co. (Boulevard) New York.

Y
Yerro, Vincent (Liberty) Oklahoma City 15-17.
Young, George (Columbia) Longview, Wash., 15-17.

Z
Zang & Todd (Uptown) Pueblo, Colo., 15-17.
Zingone (Orph.) New York.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Parsons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nc—night club, pa—amusement park, ro—roadhouse, re—restaurant, and t—theater.

(Week of June 16)

A
Aaronson, Irving: (Sylvan Club) Ft. Worth, Tex., nc.
Adams, John Q.: (Waynes) Dayton, O., re.
Adcock, Jack: (Open Door Cafe) Philadelphia, c.
Alfonso, Don: (Greenwich Village Inn) New York, nc.
Adams, Danny: (Gold Coast Embassy Club) Chicago, nc.
Augustoff, Jan: (Warwick) New York, h.

B
Bartal, Jenro: (Ambassador) New York, h.
Baste, Bob: (Liberty) Fredonia, N. Y., c.
Bell, Jimmy: (St. Clair) Chicago, h.
Bend, Chas.: (Zimmerman's) New York, re.
Berger, Jack: (Astor) New York, h.
Bernie, Ben: (Casino) Catalina Island, Calif., cc.
Bestor, Don: (Palomar) Los Angeles, h.
Biagini, Henry: (Coney Island) Cincinnati, p.
Blake, Lou: (Guyon's Paradise) Chicago, b.
Blyer, Archie: (Hollywood) New York, cb.
Bragle, Vincente: (Riviera) Englewood, N. J., ro.
Buccaners: (Recreation Park) Asheville, N. C., p.
Burchell, Gene: (Netherland Plaza) Cincinnati, h.
Burkhardt, Johnny: (Gibson) Cincinnati, h.
Burnett, Earl: (Trianon) Chicago, b.
Butler, Jack: (Circle) New York, br.

C
Caeceres, Emille: (Lido Club) Detroit, nc.
Carpenter, Earl: (Nassau) Long Beach, L. I., N. Y., h.
Carver, Jack: (Recreation Park) Garnerville, N. Y., h.
Clinton, George: (Sharlie's) Jamaica, L. I., N. Y., nc.
Coburn, Jolly: (Sky Club) Pittsburg, nc.
Coleman, Emil: (Plaza) New York, h.
Conn, Irving: (Arrowhead Inn) New York, ro.
Continental Gypsies: (L'Algon) Chicago, c.
Costas, Johnny: (Kilmeyer Brick Tavern) Albany, N. Y., re.
Crawford, Al: (Mayfair) New York, nc.
Cugat, Xavier: (Waldorf-Astoria) New York, h.

D
Dalloy, Frank: (Meadowbrook) Cedar Grove, Wis., re.
Davis, Charlie: (Roosevelt) New Orleans, h.
De Barbary, Yoshka: (Dubont) New York, c.
Decker, Paul: (Oriole Terrace) Detroit, nc.
Dela Rosa: (Gino's Cedar Garden) New York, re.
Denman, Hal: (Melody Club) Kokomo, Ind., nc.
Devron, George: (Congress) Chicago, h.
Dickerson, Carroll: (Grand Terrace) Chicago, nc.
Diels, Dick: (Plantation) Niagara Falls, N. Y., nc.
Dorsey Bros.: (Glen Island Casino) Westchester, N. Y., ro.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Earle) Washington, D. C., nc.
Durso, Mike: (Delmonico's) New York, nc.

E
Elkins, Eddie: (Club Normandie) New York City, nc.
Everette, Jack: (Kit Kat Club) Des Moines, Ia., nc.

F
Falvo, Joe: (West View Park) Pittsburg, Pa., p.
Felton, Happy: (Villa Rose Club) Houston, Tex., nc.
Fenton, Ray: (Cave) Union, N. J., nc.
Fernando, Don: (Copeland) Chicago, h.
Fernando, Angelo: (Great Northern) New York, h.
(See ROUTES on page 62)

MIX PULLING BIG CROWDS

Washington Is Good Territory

Three straw houses in one day at Spokane—new big top has been ordered

LIVINGSTON, Mont., June 8.—The Tom Mix Three-Ring Circus arrived in Montana playing to large crowds after breaking records in Eastern Washington. Dall Turney says: "It will save a lot of straw when the new big top arrives."

Tacoma proved to be a most enthusiastic engagement. Playing one day behind the Al G. Barnes Circus, Tom Mix fans jammed the midway, giving the show two turnaways. Two young boys, appearing to be about five and six, were found back at Tom Mix quarters trying to make a deal, a pocket knife for a picture they said. Mr. Mix smilingly bartered back. "You haven't any hosses you want to trade, have you?" Yakima, capacity matinee and straw evening crowd. Wenatchee, capacity business in drizzling rain all day and evening.

Spokane, four days behind the Barnes show, a record-breaker of the year, topping Eureka by several thousands. Show was forced to close down No. 2 ticket window at 7:30 in evening only to open again and sell out another turnaway the same evening, making three "straw to the curbs" shows. The last performance started at 10 o'clock. Mr. Mix started the day by visiting the crippled children at Shrine Hospital. Mr. Pierce, editor of *The Spokesman Review*, and Harper Joy were dinner guests at circus dining tent.

The show was well attended in Missoula, having capacity matinee and straw at night. Mr. Mix was royally received by Circus Fans who called at 11:30 o'clock to escort him to a luncheon given by the Lions Club. He was principal speaker and his subject, *The Pay Off*, was enthusiastically received. The chairman expressed the opinion that "cowboy philosophy" was mighty sound logic.

(See MIX PULLING on page 41)

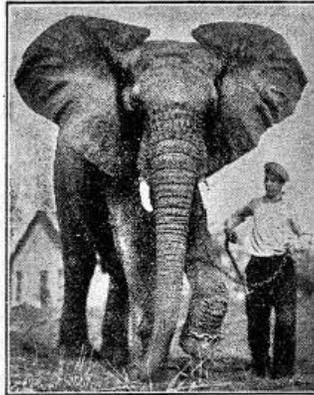
Providence Shrine Makes 70,000 Pull

PROVIDENCE, June 8.—Palestine Temple Shrine Circus-Carnival directed by George A. Hamid, Inc., and held in Pawtucket Armory all last week, drew 70,000 people, with two shows nightly. Memorial Day was huge, Hamid summing it up with "just like the good old days." Midway of merchandise wheels and rides was under direction of J. Harlocker and Brava on high pole scored heavily as free act. A matinee performance was given on Wednesday for orphans.

Bill contained George Christy's Circus; Jansley Troupe, Risley; Gold Dust Twins and Aunt Jemima and her Three Pancakes. Paul Denish, manager of Hamid's Boston office, managed show, with Christy equestrian director and Gene Randow, of Jemima act, in charge of clown alley. Special entertainment was provided by Tramer's hillbillies combination. Joe Cahill, manager of attractions of Brockton (Mass.) Fair, was a guest of Hamid during the week.

Betsy Ross Joins Lewis

PRINCETON, Ill., June 8.—Betsy Ross, trick and fancy rider, has joined Lewis Bros.' Circus. She has added several acts to her routine and is doing her spectacular "Cossack Jumping Act," using a new horse that she broke during the winter. All new stock is in the act and is being transported in a new semi-trailer, provided with completely equipped living quarters in front and a compartment for horses and baggage in the rear. Last winter Miss Ross made several motion pictures, playing lead roles opposite Frank Darrow, George O'Brien, John Mack Brown and Gene Autrey.



JUMBO II, giant African elephant, one of the features with the Cole Bros.-Clyde Beatty Circus. Keeper is James O'Conner. It is the first African elephant to be exhibited with a circus in this country for many years. Photo by Harry Atwell.

R-B Philly Week Highly Successful

PHILADELPHIA, June 8.—Bingling-Barnum Circus had the most successful week here that it has had in several years. Weather was perfect. At Decoration Day matinee folks were five deep on straw and canvas on hippodrome track. Ticket selling was stopped an hour before show started and many people were turned away. It was biggest matinee show ever had here and it has had some big ones. Turnaway night business nearly every night.

Barker To Advertise Ebsenburg, Pa., Fair

EBENSBURG, Pa., June 8.—Fred G. Barker, for many years advertising brigade agent with John Robinson Circus, has been engaged by the Ebsenburg Fair Association to do its advertising this year. Barker states he will be working for six weeks, having 10,000 sheets of paper and banners to post and tack and will cover approximately 100 square miles in advertising the fair. Ebsenburg Fair ranks as one of the biggest in the State. Cettin & Wilson Shows will be on the midway.

Barnes Show at Ontario, Ore., Begins After 11; Ends 1:30 A.M.

HAVRE, Mont., June 8.—Walla Walla, Wash., greeted the Al G. Barnes Circus, after a two years' absence, with two splendid houses.

Ontario, Ore., was billed for a night show only on May 29. Arrival was late and something that is seldom done by a big circus took place here. Performance started at 11:20 p.m. and it was 1:30 a.m. when the crowd left the big top. The tent was filled. It was a sight not often seen by even old-time trouper. It is on occasions of this kind when a circus organization is put to the test, and Manager S. L. Cronin and staff made every minute count.

Boise, Ida., on Decoration Day came thru with a big night house, the folks actually being up to the ring curb. Rain in Boise after the show was well on delayed the start for Twin Falls, and there was a late arrival. This city had not had a big circus for several years. Before things could be gotten ready for a late afternoon show thousands were packed in front of main entrance. The opportunity to cater to a waiting crowd was not overlooked by Mel Smith, who soon had his Side Show in full swing and his tent packed with folks. "Jupiter

Big Crowds in Mass. For Gorman Bros.' Show

FITCHBURG, Mass., June 8.—The Gorman Bros.' Circus is recording capacity crowds in the various Massachusetts cities played thus far. Show turned them away at Waltham and Lowell.

Dr. Leon Blackburn, in charge of front door, celebrated his 85th birthday anniversary at Waltham. At Lowell Poodles Hannaford visited Ronnie Silver, 8-year-old son of Manager Nat Silver of the Strand Theater, and other children at St. John's Hospital. Poodles brought balloons and other gifts. He told the children stories about Shirley Temple, the child picture star.

Manager Tom Gorman had the newsboys and members of the high-school band as his guests during the Lowell engagement.

Cole Animals Presented To Binghamton, N. Y., Zoo

BINGHAMTON, N. Y., June 8.—Cole Bros. Circus, which played here Decoration Day to packed houses, presented two young laughing hyenas and a 4-year-old Barbary Lioness to Ross Park Zoo. They were given by officials of the circus thru an arrangement with *The Binghamton Sun*.

At matinee patronage was so heavy that about 2,000 persons were placed on the track.

The show is now carried on 36 all-steel 70-foot cars. More cars, wagons and equipment are being added.

Evans Opening Set Back

MASSILLON, O., June 7.—J. J. Evans, local showman, plans to launch his opening circus on the golf links circus lot tomorrow. Originally scheduled to open June 1, the opening was set back because of Gooding Greater Shows playing the lot. All props, canvas and seats are new, according to Evans. Show will play the smaller towns in Ohio until the fairs start.

Russell, Lewis Battling

AURORA, Ill., June 8.—Russell Bros.' and Lewis Bros.' circuses are fighting each other in this State. Russell was at De Kalb on June 4 and Lewis is billed there for today. In other towns, notably Clinton, the Lewis show is ahead of Russell.

Pluvius" showed little consideration for the many expectant circusgoers packed on midway and literally drenched everyone with a near cloudburst. The crowd came thru front door in good temper, although wet thru and thru.

Pocatello, Ida., on June 1, never known as a great circus town, gave the show business way above what had been done there in late years. Bill Denny returned with Car 42, which had been damaged by fire in Wenatchee, Wash. Car had been repaired in shops at Spokane in five days. The sleeper "Mermaid," which had been used while 42 was being repaired, was released and the porter sent by the Pullman Company to take care of it remarked: "I sure hates to leave this here circus."

June 2 was the first Sunday "off" since opening at San Diego, Calif., March 22. Show trains reached Salt Lake City early Sunday morning and many folks hurried to Utah Hotel, where they were made welcome by Guy Toombes, manager, and a real circus lover. Monday, perfect weather. A big house in afternoon with plenty of straw at night.

President Grant of Mormon Church; (See BARNES SHOW on page 41)

Program, Staff Famous Robbins

AMBRIDGE, Pa., June 8.—Famous Robbins Circus, owned and operated by Southern Circus Corporation, gave this town the first tent show of the season Thursday and business, with ideal weather, was great. Show has been doing pretty good business generally since opening nearly three months ago in the South. It will remain around Pittsburgh for three weeks, then head west. On June 18 show will receive a new 100-foot round top with three 40-foot middle pieces, a 40 by 40 marquee and a new 850-seat grand-stand section. Travels on 47 show-owned trucks and 32 privately owned cars and trailers.

The Program

Tournament and entry; dogs and ponies; revolving table, featuring pony and dogs; Aerial Faustus, double traps; Verna and Buster LaBelle; military ponies; bucking mules; Pearl Harris, cloud swing; elephants; clowns; Barth and Meyers, perch act; trained goats; clowns; trained pigs; clown walkaround; Pearl's muscle grind; Aerial Walkers; the Maxmillians; military mules; clowns; trained bears; Liberty horses, with Bert Wallace; Royal Oriental Troupe; loop-the-loop on perch, featuring Barth and Meyers; riding lion in steel arena; leaping greyhounds; Riding Bartoni Family; fighting lions featuring Captain Wallace, and Flying Ortitas.

Featured performers include Frank Stero, Jeanette Wallace, Verna LaBelle, Manguerita, George, William and Jewell Bartoni, riding act; Buster LaBelle, aerialist; Swede Johnson, riding lion and bear act; James Ray, zebras and baby (See PROGRAM, STAFF on page 41)

Cold, Rainy Weather For Hagenbeck-Wallace

CORNING, N. Y., June 8.—Memorial Day in Canton, O., was one of the big days for the Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus, with hundreds on the straw, almost to ring curbs in afternoon and a good house at night. Duke Drukenbrod was busy greeting home-town folks all day, as was Harry Hill. Other visitors were Red Sheridan, Bill and Eva Loos and Pauline Sylvester's sister and family. Charley Johnson, monarch of Cleveland Grotto, and Mrs. Johnson were guests of the writer and wife. Warren, O., and New Castle, Pa., rounded out a good week's business.

Mickey King, aerialist, en route to Akron Shrine show, visited in New Castle, Sunday, June 2, in Oil City, Pa., the first baseball game of season was played by the George Davis team, a team composed of butchers from George Davis' concession department playing a team of waiters from George Davis' cookhouse. The score was 11 to 0 in favor of George Davis. Monday it rained at times, but a fair matinee and very good night house. A hard rain, just as night performance ended, almost flooded the lot and soaked many of the showfolks en route to coaches a short block away.

At Jamestown, N. Y., Young Rudy Rudynoff joined his parents to stay until school opens in the fall. Gary and Edna Vanderbilt, former showfolk, saw night show. Business, fair. Straw hats were again discarded and topcoats were worn.

Clean another cold and rainy day. A steady rain just before 7 p.m. affected night crowds. Daylight saving time is always a nuisance to showfolk, especially when it is changed back to standard time and we are not informed. At Olean nearly everyone was on the lot at 11 a.m., under the impression that it was noon.

EARL SHIPLEY.

Polack Show Outdoors

PENDLETON, Ore., June 8.—Polack Bros.' Circus played its first open-air engagement this season at the Roundup grounds this week under auspices of the ELKS. Business was good.

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(Conducted by JOHN SHEPARD, Editor "The
White Tops," 609 Fulton St., Chicago, Ill.)

Justus Schlotzhauer, Peoria, Ill., saw Lewis Bros. at Streator, Ill., May 30. Praises show and performance very highly. Was surprised to find a steel arena with cat act on program. Besides this show, Schlotzhauer has seen Sells-Sterling, Cole Bros., Hagenbeck-Wallace, Barney Bros. and the Roxy show.

A. L. Chumley, 1502 Duncan avenue, Chattanooga, Tenn., is again collecting circus material.

The Fort Plain (N. Y.) Standard of May 29 had a fine writeup on Barnett Circus, which played that city on May 27. The lot used was one of the two circus grounds in that town owned by George Duffy, Eastern vice-president of the C.F.A. and which he furnishes free to circuses. The article states that Mr. Duffy is to be thanked for bringing such a fine show to the community and trusts that he may be able to bring another bang-up show before the season is ended.

Harper Joy writes that Circus Day on the Barnes show in Spokane was a grand affair. All the orphans of the city were guests of Lions Club and the C.F.A. at matinee performance. A parade of kids, led by the circus band, wended its way down Riverside avenue and was about four blocks long. Harper was the generalissimo of the affair, raising the necessary funds and directing most of the organizing. About 250 children were present and they occupied a special section in grand stand. Were also furnished crackerjack, peanuts, etc. Harper caught the Tom Mix Circus at Grand Coulee Dam, Wash., on May 30 and again in Spokane the following day.

Frank Hartless, W. S. Sneed and Bob Shepard caught Russell Bros. Circus at De Kalb, Ill., on June 4. While there Walter Hohenadel, of Rochelle, came on the lot and the quartet had a great visit on this splendid motorized show.

Secretary Walter M. Buckingham has been literally "up to his chin" with work since his return from the Cincinnati gathering.

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rously with Ora O. Parks, press agent. Show returns to Ohio Monday appearing in Cleveland—two days on lake front and then in Toledo on Wednesday. Michigan will provide six stands, not including five days in Detroit. There is some talk about show moving into Canada for two weeks, following Detroit engagement.

Ray Choisser, calliope player, arrived in Binghamton and is giving a concert each day on lot at 6 o'clock, as well as appearing in parade. He brought on a new calliope from Pittsburgh, the latest design and containing 32 notes.

Another stock car arrived in Rochester and was added to the train, so no doubt something will be added to show within a few days, altho Jess Adkins and Zack Terrell will not talk about any additions at this time. However, Eddie Allen, elephant trainer, seems most cheerful about something.

The show has encountered opposition billing in practically every stand this season. However, the "wait paper" has not disturbed the steady flow of patrons to the white and red ticket wagons.

Two colored men, who, it is said, robbed Cole Bros. ticket wagon of \$285.90 on the run between Ithaca and Elmira, did not get far before being taken into custody. Carl Holley, of Baltimore, and Sebran Gordon, of Macon, Ga., were placed under arrest last Sunday in Port Jervis, N. Y. They were returned to Ithaca. The men, it is claimed, pried open the ticket wagon and took an iron safe and robbed it of the silver before tossing the safe along the Lackawanna right of way.

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Musicians all instruments, Big Show Performers, Girls preferred; Punch and Judy Man for Side Show. Be ready to join on wire, Russellville, June 18; Elkton, 14; Hopkinsville, 16; all Kentucky.

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**Straw Houses
For Cole Show**

BUFFALO, June 8. — Despite the increased seating capacity, "straw" houses are the rule nightly with the Cole Bros.-Clyde Beauty Circus, Binghamton, the Decoration Day stand, reported one of the largest day's grosses of the season, with even standing room at a premium at matinee. The night house was also filled.

Since entering Pennsylvania and New York thousands have witnessed the daily parade. This pageant brings the show much favorable publicity, as the Cole show is the only railroad circus giving street parade. The parade leaves the lot around 11 o'clock, as it is Harry McFarlan's idea to have it pass the main business corner promptly at 12.

Every town since Williamsport has reported excellent business and the surprises were Ithaca and Utica. Following Decoration Day and also a truck show by one day, Cole had the folks on the straw at night. In Utica on June 3 it was impossible to work many acts, so many people being seated on truck.

Elmira, Syracuse and Rochester lived up to their reputations as being good circus towns. A four-mile haul in Syracuse did not prevent parade and matinee being on time. Arrival in Rochester was on schedule and Trainmaster J. M. McGrath and assistants unloaded and had equipment ready to move to circus grounds within half an hour.

In Buffalo a per cent of gross of Friday business was donated to the Associated Charities and a neat sum was realized. Business was great at all four performances on Broadway and Bailey location. Advance crews had a wonderful billing in Buffalo, while *The Times, News* and *Courier-Express* co-operated gen-

**Detroit Show
Flops Second Week**

DETROIT, June 8.—The Dennis Curtis Fashion-Plate Circus flopped totally first half of this week, after playing to fair crowds for a full week, opening May 25 at Grand River and Oakman boulevard lot. Difficulties began on Sunday when the acts refused to go on without being paid, and no performances were given on that day.

The Michigan Labor Department took a hand in the matter, and acts opened for a single show on Monday night, playing to a small house for their own benefit. A number of performers told *The Billboard* correspondent that they had received no payment for first week's work up to Wednesday, altho Frank Daniel, representative of Mrs. Margaret Brooks, promoter of show, claimed that \$575 was paid to Al Sweet's Band and \$1,615 to the acts. Mrs. Brooks, however, was quoted by a reporter for *The Detroit Free Press* on Monday as refusing to make any payment for the first week's work unless the acts went on Sunday, which they did not do.

Attachment by the sheriff of box-office receipts was made on Saturday night to obtain funds in payment of a possible damage suit on behalf of a child, who was injured at opening night's show, and the acts became suspicious when attachment was made.

Responsibility for payment of any debts of the circus was disclaimed on behalf of Ionic Chapter, Royal Arch Masons, by Henry Smith, high priest, who stated that Mrs. Brooks was solely responsible. Claims of Daniel, Mrs. Brooks' representative, that Chapter members failed to turn in several hundred dollars in their possession for advance ticket sales on Saturday when, Brooks stated, it was due, were denied by Smith. Lack of central authority for the promotion was generally criticized by practitioners. (See DETROIT SHOW on page 41)

New Top for Milliken

DANVILLE, Pa., June 8. — Milliken Bros.' Circus put up a new Baker & Lockwood tent, a 70 with two 30s, at Ebensburg, Pa., May 24. Show was at Gallitzin, Pa., May 25, the first circus there in 12 years. Population is 4,800 and conditions are better than fair.



Under the Marquee

By CIRCUS SOLLY

BOB EUGENE Troupe is booked solid for the summer season.

JIM CURRY, dancing clown, recently worked the streets for the Loew Penn Theater, Pittsburgh.

BILLY FREEMAN, song and dance comedian, is in Side Show of Ringling-Barnum.

GEORGE E. HARDY is now in charge of No. 2 brigade of Ringling-Barnum, with Herbert Georke as boss bannerman.

MARTIN SNITZER saw Ringling-Barnum at Philadelphia and greatly enjoyed the performance.

IF PODLES HANNEFORD will send his route to Karl K. Knecht, 31 Adams street, Evansville, Ind., he will send him a letter he has for him from England.

BOBBY OLIVER visited Ted Girard and friends in Vic Robbins' Band on the Cole show at Binghamton, N. Y. He enjoyed the performance.

EDGAR KINSEY, for many years with Al Sweet's circus band, is now in Royal Oak, Mich., manager of the Sparks Funeral Home.

STERLING ROSE TRIO presented aerial act and comedy clown acrobatic table number at Shrine Circus, Akron, O., for Orrin Davenport.

J. S. ALOUND had a pleasant visit with Capt. J. E. Smith and F. C. Fisher on Lewis Bros.' Circus at Streator, Ill. Show had wonderful biz.

ALFRED J. MEYER and Della C. Brown, of Long Branch, N. J., caught the Big Show at the Garden and again at Brooklyn. Visited the Millettes. Della Brown is a second cousin to the late Dan Rice.

AFTER GETTING away to a slim matinee, handicapped by showers, Cole Bros.' show had capacity at night performance, with people on the ground, at Syracuse, N. Y.

H. L. SCOTT, former troupier, living in the circus city, Baraboo, Wis., saw Sells-Sterling when it played there and reports a very good big-top performance and side show.

BOBBIE PECK, formerly with Marsellus acrobatic act on Ringling-Barnum, and who later appeared in South America with her shawl act, is visiting relatives in Dallas, Tex.

ALBERT SHERWIN, clown, who was recently in Philadelphia with Bob Morton's show has just finished a comedy short for Warner Bros. in their Eastern studio. It was his second picture and he's slated to be in another one shortly.

MICKEY KING was one of feature acts at Shrine Circus, Akron, O. Harry D. Vernotsky was in charge of reserved seats. Jack Terlin had General Tom Thumb II as concert feature. He plans to play other Ohio dates with the attraction.

FLYING MELZORAS, playing celebrations around Pittsburgh, saw Barnett Bros., Hagenbeck-Wallace and Cole Bros. circuses and also visited numerous outdoor free attractions appearing at parks and celebrations.

ORA PARKS, press agent of the Cole show, recently landed columns of space in *The Akron Beacon Journal* and *The Akron Times Press*. He also had much space in *The Youngstown Vindicator* and *The Telegram* at Youngstown.

FRANK B. HUBIN advises that he has made arrangements with Atlantic City commissioners to allow Hagenbeck ele-

phants to bathe in the ocean when show plays the resort city June 20, also that newsreel people will take pictures of the herd. It will be a big publicity stunt for show. Hubin further says that he has had newspapers full of stories boasting coming of show.

FRED T. SLATER saw the Cole show at Binghamton, N. Y., and renewed acquaintances with Dr. and Mrs. Partello, Blackie Dillard and John Corey. Baggage and performing stock in fine shape. Says big and side shows did big business.

JACK RIDDLE and family and Louis E. Collins (Roba), until recently with Lewis Bros.' Circus, caught the Russell show at Decatur, Ill., at matinee, reporting a dandy program. Equipment looks good. All courtesies were extended to the visitors.

HOUSTON PICKUPS—J. Converse is in city making preparations for his miniature circus. A shipment of ponies was recently received. . . . Annual Society Circus was again produced by Frank J. Walter Jr. The Walters had their show on the lot.

THE ROSARDS visited the Barnes show and their daughter, Vivian, at Salt Lake City, June 2-3, on their way east. A dandy show and straw horse night of June 3. Rosards will play pioneer Day Celebration, Franklin, Ida., June 14-15. Vivian is in her second season with Barnes show, doing traps, cloud swing and iron-jaw.

RECENT visitors to the Circus Room, Cumberland Hotel, New York, were Johnny Judge, Reno McCree, Don D. Blaney, Jim Crouch; Gaylord White and Elaine Owens, World of Mirth Shows; Alfred J. Meyer, A. P. Clark, Mr. and Mrs. Joe Conway; Mathew J. Riley, Strates Shows; Louis V. Cooke and Vernon J. Reaver. Mr. Meyer has presented the Room with a copy of the *Life of Dan Rice*, also several photos of him.

RAY PETERSON reports following shows in Minnesota: Barney Bros., Schell Bros., Conroy Bros., Atterbury Bros., McCall Bros., Riggs Bros., nearly all doing very good business. McCall show bought new light plant. Schell is making long jumps and late in getting on lots. Tom Atkinson, owner of Barney Bros., is adding new seats, animals, and recently received a new banner line (12) and new 40 by 80 side-show top from Kerr, of Chicago. Saunders, tent man, was recently struck by a car and badly injured.

AFTER VISITING Sells-Sterling Circus John Wilson met many friends and old acquaintances and reports that Side Show, under management of his old friend, King Belle, is one of the finest on road. Harry Lenard is doing inside lecturing and has 12 platforms to do his work on, including minstrels and band. Business, in spite of cold weather for this time of year in Wisconsin, has been up to the average. Big show runs in fine order and has a roster of good performers and real troupers.

IN A RECENT issue it was stated that Frank B. Hubin lays claim to opening Atlantic City to circuses; that for more than three years he has been using every effort to open that city and has succeeded after his hard battle with the Hagenbeck show being granted a permit to show there June 20. In connection with this item pertaining to circuses in Atlantic City, Jean Kathryn Warner, widow of Ed C. Warner, says that in the 1922 year book of Sells-Floto Circus, Zack Terrell, manager, it was mentioned that Warner, then general agent and traffic manager of the Floto show, put the first circus in that city with one of its biggest engagements of the season.

Gorman Bros.' Circus First in at Providence

PROVIDENCE, June 8.—First circus to hit this city this season was Gorman Bros., which set up May 30 on the lot which later will accommodate the Ringling and Hagenbeck shows. Capacity audiences at both performances.

Harry Kiley, rider, who suffered a fall from his horse at New London, Conn., was sent to St. Joseph's Hospital here on doctor's advice when the show reached Providence. Show moved to Brockton, Mass., from this city.

Gorman Bros.' show also has distinction of being first show in State this year, the Kay Bros.' Circus is close on its heels. Gorman show has 50 trucks and trailers.

Gossip of the Dressing Rooms

Items for This Column Must Reach the Cincinnati Office Not Later Than Friday

RINGLING-BARNUM — Mrs. Mildred Wallenda was suddenly called to the sick bed of her mother, who is to undergo an operation in Cleveland.

Philadelphia was hospital week. Wednesday, at the General Hospital, Denaro's comedy clown horse appeared before the patients, minus the hairy covering for its hind legs. The Indians were naturally suspected as they have been known to scalp things before. Friday morning as the hilarious company of hospital entertainers were en route to the Jewish Hospital the heavens let down a deluge of rain interspersed with occasional thunder claps. The first couple of acts heroically battled the elements, after which the company, en masse, made a dive for the shelter of the bus, which upon their arrival was found to be on fire. A fire extinguisher soon extinguished the blaze, after which the weather man, changing his mind, enabled the program to be concluded in a burst of glorious sunshine. The hospital served a tasty lunch which was enjoyed, the only remark passed being made by one of the midgets who hoped we'd get back in time for lunch.

Eugene Danwill, with a group of star performers, has organized Danwill's International Soccer Team. Most of the players have played soccer in Poland, Germany and even Arabia. Lou Jacobs, clown, is goal keeper; Al Otaris, flying trapeze performer, plays center half-back; Joe Wallenda, high wire, is left half back; Jusseino Repinski, rider, and Emil Hamid, Arab tumbler, plays inside right, and learned the booting game in the land of the sheiks. Center forward is Eugene Danwill, springboard acrobat. Butch Polis, who balances his three comrades on top of a pole, plays outside left. Bill, Harry, Henry and Fritz, of the Mashchino family, are the forwards. Their first game was with the Nice Town Boys club which they won by 6 goals to 4. Their second game was against the Budd A. A. eleven, the score being 6, 8.

CHARLES F. CLARKE.

COLE BROS.—Ye scribe had a nice visit with Mr. and Mrs. Clyde Beatty. Conversation mostly show talk while the missus poured the coffee. Swell entertainers and real folks, those Beattys.

New faces on show. Crazy Ray made a round of handshaking in Binghamton, N. Y., prior to taking charge of steam calloppo. The Radke girls, acrobatic act, who are on No. 1 stage, and clicking. Magemi Nagami, Jap foot-juggling act, also going over in good style.

Rain doesn't bother the clowns much. Show has provided them with coats and hats for parade and a 42-foot canopy over their props. And are they proud!

Visitors. Mickey King at Binghamton. From the Downie show at Ithaca, N. Y., were Mr. and Mrs. Charles Sparks, Charles and Jewell Poplin, Theresa Morales, Mickey and Carl Larkins and Charlie Forrest. Mrs. Robert Gable and son, Bobby, circus fans, also were recent visitors. Bobby was busy with his camera.

Al Dean has added another middle piece to cookhouse to conform with the larger show. Clyde Beatty has the movie camera clicking. Obtained a shot of all the clowns in make-up, waiting for the flag, then the rush. Shot number two, all slowly coming out, wielding toothpicks. Otto Griebling is going in for something or other, practicing head-to-head with his wife. Here it's Swiss bell-ringing.

EMMETT KELLY.

SELLS-STERLING — Among recent visitors was Mrs. William Lindeman Sr., mother of the Lindeman brothers, owners of show. A dear old lady and loved by everyone in the back end, where she always visits when she comes to see the show. Dr. and Mrs. Tom Torney, circus fans of Madison, Wis., visited at Watertown, being guests of Will Walleit.

When show played Sheboygan Ralph Ward tried to find the American consul to see if he could obtain passage back to the United States. Don't let it get around, but Johnny Vofera was seen in a local tavern imbibing in a glass of milk. Charles Jeffords, yodeling cowboy, is being assisted by Belle Starr in concert.

Many old troupers were on lot at Baraboo. Among those seen were young Wally Gollmar, Mrs. Hocum and son, Ray, and daughter, Lucille, of the old Hocum rid-

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, June 8.—The last meeting of season until after outdoor season closes was held at clubrooms May 28. All officers and board of directors were retained for another year. Two new members were voted on board of directors, Nolly Tate and Chris Cornella, filling vacancies caused by death of Harvey Banvard and resignation of James Allen.

Ten acts left Friday to open in Aberdeen, S. D., with the G. G. Gray Circus. K. Sato, manager of Sakura Japanese troupe, has had in rehearsal for several weeks a second troupe of five people, three men and two women. They will be known as the Kimiwa Troupe.

Art Atilla has been booked at River-view Park to do his clown antics.

The George Geddis Trio will open at Massillon, O., June 10. Charles Eggs and Joe Kocher write that they are playing club dates in and around Philadelphia.

Novelle Brothers and Sally are with the *Follies de Patee* revue. Lido and Livon dance team will return to Chicago next week after a 12 weeks' engagement in Indianapolis.

LaMont's Cockatoos arrived here this week after wintering in Tampa. Sykes and Gerton, Happy Harrison's animal act and the Seven Tip Tops will play a circus promotion at Des Moines next week.

The McKeone family is practicing at club gym, getting ready for outdoor dates. LaSalle and Velly returned here after playing six weeks of club dates in Detroit.

Aerial Flowers open at Des Moines, Ia., next week. Alf Honey, of Honey family, playing the Palace, visited the club this week.

Gertrude Avery will start to rehearse at club next week. She is putting on a new revue for outdoor season at Fair. Martin Baada is rehearsing a balancing trapeze act at club.

Al Tint is with the WSM radio show playing thru the South. Ruton's Dogs are playing Idora Park, Youngstown, O.

Very Little Sunshine For Bailey Bros.' Show

HARRISONVILLE, Mo., June 8.—Bailey Bros.' Circus, which opened May 2 at Tulsa, Okla., had but eight days of sunshine up to last Saturday. Business at Okemah, Seminole, Kingfisher, Enid, Claremore and Miami, Okla., was near capacity, but at other stands, due to rain and cold weather, it was only fair.

Show is moving on time, but lost matinee at Nowata, Okla., May 29 due to a blowdown at Bartlesville the night before. Big top went down, but only damaging a middle piece. Show went into Missouri June 3.

Cleve Pullen replaced Charles Brent as manager at Oklahoma City. Charles Tompkins and wife were guests of Lew Nichols and E. Deacon Albright at El Reno, Okla., home of the Tompkins. Major Gordon W. Lillie visited at Ferry, Okla., also rode in parade at Tulsa with Mayor Penny.

Mrs. Isley, Phyllis Isley and Mrs. Palmer visited at Claremore, Okla., on Decoration Day. Mrs. Cleve Pullen and son, Harry, arrived at Claremore. Jack Glines visited at Webb City, Mo. E. E. Coleman will spend a few days next week with E. D. Albright. Mark Albright is expected to join June 14 with his candy floss.

The staff: Philip Isley, owner; Cleve Pullen, manager; Lew D. Nichols, side-show manager; E. Deacon Albright, treasurer; Frank Marshall, band leader; Fred Leonard, equestrian director; Captain Reynolds, superintendent of animals; J. Buchanan, superintendent side-show canvas; F. McCallister, electrician; Edward Hiller, general agent; P. C. Franklin, contractor; Captain Swift, superintendent concessions.

ing act. Bert Mayo is back in program after being laid up with a bad foot. Howard Cummings and Harry Davis have left clown alley and Ray Herman is now producing clown. FRED WORTHING.

GEORGE CHAPIMAN, Tim O'Day and F. C. Fisher left Lewis Bros. at Pontiac, Ill. Report business very good.

OLINGER BROS. MOTORIZED CIRCUS WANTS Hot and Pony Acts, Big Show Performers, Family Band (other Musicians write). State lowest salary. Concessions all open. CAN PLACE small, complete Sideshow with own outfit and transportation. Write, don't wire. Show opens June 25. **CLYDE OLINGER, Manager, R. F. D. No. 1, Kittanning, Pa.**

Mud Show Wants

Billposters who can drive trucks, Mechanics, Heavy snowed. Boss Canvasmen, Acts, Fred Guthrie snowed. Address **MUD SHOW, Upper Marlboro, Md.**



The Corral

By Rowdy Waddy

A 427-MILE "pony express" race with 10 cowboy and cowgirl entries, starting at Klamath Falls, Ore., will be staged in connection with the Molalla (Ore.) Buckaroo.

THE ADVANCE advertising truck of the Jones-Williamson Rodeo Show, in charge of Agent H. L. Filbert, has been busy in and around Elkhart, Ind., billing the show's opening for June 13.

BRONK RIDING, calf roping and other events were featured at the first Oregon rodeo for the '35 season at Scio. Oliver Beard, F. W. Elder and Hugh Shephard handled the show, which drew fair crowds.

AMONG exhibition workers booked for Ogden (Utah) Pioneer Days are Gene Kreig, Sam Garrett, Homer Holcomb, Monte Montana, Monte Regar and trained steer. Citizens of Ogden have been preparing atmosphere for the show, including growing whiskers and wearing cowboy and cowgirl regalia.

POWDER RIVER JACK and Kitten Lee have been engaged by Larry Laron, who is president Dude Ranchers' Association, to appear with their cowboy instrumental music and songs at the Cody (Wyo.) Stampede. Laron operates the old Buffalo Bill ranch, the EZZ, and the old Valley ranch, the Lazy JD, in that section. In the meantime Jack and Kitty will play and sing at Bates Park in Colorado.

MODESTO, Calif.—There was good attendance at the recent Modesto Rodeo. Lucky McFall was manager and arena director; judges, Albert Rowen, Al London, Paul Erickson and Chester Jones; starters, El Gould and Charles Drake; timers, Frank Fuller and Walter Shoemaker; announcer, Herb Chambers, Miller Sardella, of La Grange, suffered a broken pelvis bone when a horse fell on him. He was taken to a Modesto hospital. Winners: Bronk Riding, Frita Truan, Earvie Collins, Burrell Mulkey, Steer-dogging, Collins, Reynen and Bryan. Bull-roping, Lyle Fox, Burrell Mulkey, Mell Gurr. Steer Riding, Herb Belden, Ed Nunes, Schriber. Half-Mile Race, Welch, Graham and Coffee.

SECRETARY C. A. STUDER of the annual Anvil Park Rodeo, Canadian, Tex., states that preparations for the 13th annual event, July 3-5, are well under way. A truckload of Mexican bulldogging steers has been received, the remainder of the stock (bucking horses, Brahma steers and calves, for riding and roping, and cows for wild cow milking) is owned by the association. All events of the rodeo except trick riding and trick and fancy roping will be contest. Jasbo Fulkerson and his mule will clown. Winners will be Beale Queen, N. H. Sweeney and Orin Thompson. Some Indians from the Cherokee Reservation at Canton, Okla., will take part, with their tepees on the grounds and doing tribal dances in front of the grand stand. Dick Cann and his team of oxen will be in the grand entry.

ROAMIN' AROUND HOLLYWOOD — Harry Knight, Bobbie Calem and Yakima Canutt will act as judges at Tex Austin's World's Championship Cowboy Contest to be held here in August and Abe Lefton will officiate as arena clerk and emcee. . . . Johnnie Schneider and wife, George Marciel and Ned Winegar have returned from spending nine months in Australia and Johnnie contested at the Visalia Rodeo. . . . Bill Patten, injured in the back with spear, and Curley Dresden, injured, both in the making of the *Crusaders* picture, have left the hospital and returned to their respective homes in Hollywood and Van Nuys. . . . Ruth Mix, 21, of Hollywood, daughter of Tom Mix and his second wife, and Harry Knight, noted bronk rider, were married in Reno, Nev., June 4. After the Visalia Rodeo they slipped away to Reno, where they were secretly married. They were here to Tex Austin of their marriage.

Ruth has been making her home in Newhall, Calif., with her mother, who has gone east. She is under contract to Resolute Productions in Hollywood, being starred in Western films. She has finished two pictures and will make four more, to start work later in the summer. This is her second marriage. Harry is one of the topnotch bronk riders of North America, also has officiated as judge at many rodeos.

VISALIA, Calif.—There were turnaway crowds both days of the annual Visalia Rodeo and Fiesta, June 1-2, which is staged by a committee of business men and sponsored by the Visalia Chamber of Commerce. It is an RAA show. A parade was staged the first day and cowboy dances both nights. Abe Lefton was announcer; Hugh Bennett and Pinky Burns, judges; Oscar Warren, arena director. Stock furnished by Cuff Burrell. Clay Carr was gored in the stomach by a steer in bulldogging and was taken to Visalia Hospital—reported as doing well. Jack Meyers received a broken arm when thrown, due to a defective cinch. Winners: Sunday — Bronk Riding, Harry Knight, Burrell Mulkey, Turk Greenough, Finals, Burrell Mulkey, Harry Knight, Turk Greenough. Bareback Bronk, Fox O'Callahan, Smoky Snyder, John Schneider. Finals, Frank Schneider, Blondy Brunzell, Frita Truan. Steer Wrestling, Canada Kid (17), Hugh Bennett (19), Leonard Ward (32.2). Finals, Hugh Bennett, Canada Kid, Leonard Ward. Bareback Steer, Johnnie Schneider, Leonard Ward, Frank Schneider. Finals, Tom Bride, Smoky Snyder. Calf Roping, Ike Rude (33.4), Hugh Bennett (30), Hugh Strickland (30.3). Team Roping, Roy and Walt Stewart (21.1), Jess Byrd and Jess Hill (22.2), Girard Davis and Oscar Warren (31.1). Wild Cow Milking, Hugh Bennett (36), Lloyd Saunders (44.3), John Bowman (46.3). Pony Express Race, Jack Joseph, Reba Grey, Cy Grey. Monte Montana did trick riding and roping. Homer Holcomb clowned.

DEL RIO, Tex. — The four-day 11th annual Del Rio Rodeo at Cowboy Park drew heavy attendance despite high water cutting off traffic on some of the highways. The opening day attendance was estimated at 12,000. Mike Hastings and Earl Sellers were arena directors; Allen Holder, Everett Colburn and Bob Crosby, judges; Prosser Martin, announcer. Jimmie Nesbitt and his mule clowned. Louis Tindell did Roman standing jump over an auto; Louis and Velda Tindell, Pauline Nesbitt and Dick Griffith, trick riding; Gene and Donald McLaughlin, juveniles, trick roping exhibitions. Winners: First day—Calf Roping, Everett Shaw (19), Fred Barrett (20), Charles Jones (20 2-5),

Ralph Bennett and Joe Welch each (22 2-5). Bronk Riding, Eddie Curtis, Pete Grubb, John Jordan, Jackie Cooper. Bareback Bronk, Shorty Hill, Dan Utley, Hoyt Heffner. Bulldogging, Jimmie Nesbitt (8 3-5), Blacky Russell (9 4-5), Dick Truitt (10 4-5). Steer Riding, Frank Marion, Hoyt Heffner, Durwood Ryan. Second Day—Calf Roping, Bob Crosby (19 4-5), Charlie Jones (20 1-5), J. D. Amberg (20 2-5), Ralph Bennett (20 3-5). Bronk Riding, John Jordan, Milt Moe, Leo Murry, Buster Brown, Bareback Bronk, Pete Grubb, Dude Colbert, Eddie Curtis, Bulldogging, Dick Anderson (18), Mike Hastings (21 2-5), Andy Curtis (35). Steer Riding, Hoyt Heffner, Johnnie Williams and Walter Cravens tied for second and third, Dewey Ryan. Third Day—Calf Roping, Bob Crosby, Charlie Jones, Sonny Hancock, E. Fardee. Bronk Riding, Pete Grubb, Milt Moe, Buster Brown, Leo Murry. Bareback Bronk, Dick Griffith, Dude Colbert, Shorty Hill and Johnny Williams tied for third, Dan Utley. Bulldogging (third and fourth days), Jimmie Nesbitt, Rusty McGinty, Dick Truitt, Dick Anderson. Steer Riding, Dick Griffith, Jack Wilmet, Dude Colbert and Walter Cravens tied. Sunday—Calf Roping, Everett Shaw, Dub Young, Andrew Bode, Roy Mathews. Finals, Everett Shaw and Charlie Jones tied for first and second, Ralph Bennett, Roy Mathews. Bronk Riding, Leo Murray, John Jordan, Eddie Curtis, Jackie Cooper. Steer Riding, Dick Griffith, Shorty Hill, Frank Marion.

DETROIT SHOW

(Continued from page 39)
tically all parties concerned, and definite responsibility for the bloomer could not be placed. Contracts for the acts, as shown to *The Billboard* representative, were signed by Walter B. Graley, an officer of Ionic Chapter, who was responsible for the idea of the circus, according to Smith. Graley had taken out a license as a booking agent, as the Advance Booking Exchange, with offices in Calvin Theater Building, Dearborn, Mich. Representatives of the State Labor Department were to attempt to use the \$1,000 bond required of all agents to pay off the acts, but the entire situation represented a chaos of conflicting claims as this story was written.

PROGRAM, STAFF

(Continued from page 38)
elephant; Luciana, Orents, Samuel and Thol Maximilian, flying act; Pearl Harris, Aerial Pausts; Captain Wallace, in lion act; Bert Wallace, Thomas Berry and Helen Berry, manage; Barth and

Meyers, teeterboard; Louis Kannals, greyhounds; George Burton, dogs, ponies and military mules, and Clara, Charles and Tim Walker, aerialists.

Side Show

Jack Sampson, manager; Clara Sampson, ticket taker; Willie Smith's Minstrels; Mrs. Karsay, snakes; Marie Van, fan dancer; Professor Samuels, Punch and Judy, magic and ventriloquist; Mabel Heath, sword walker; Scotch Macks, Scotch bagpipers and dancers; Mlle. Karma, mentalist; Clara Sampson, trained cockatoos; Winsome Winnie, fat girl; Ruby Moore, Mabel Johnson, Cleo Warner and Eunice Barker, dancers; William Heath, inside lecturer; Walter Weaver and Leon Bennett, ticket sellers.

Staff

Southern Circus Corporation, owner and operator; Charles Donahue, treasurer; James M. Beach, general agent; Lester Buckley, manager advertising; George Caron, brigade manager; Fletcher Smith, general press representative; J. E. Parsons, legal adjuster; Jack Sampson, manager Side Show; Harry Tiffner, superintendent concessions; Albert Riggs, superintendent front door; Bennie Waters, bandmaster; Sam Golden, press agent back; R. Seat, ticket manager; Bert Wallace, equestrian director; C. B. Jones, master electrician; G. T. Valentine, superintendent mechanical department; Charles (Blackie) Foote, big top canvas; B. Bruce, props; Charles Jones, ring stock; Roger Boyd, elephants; James Ray, general utility; R. A. Walton, banners; Doc Crawford, 24-hour agent; Dixie Adams, superintendent cookhouse, with Teddy Crawford, assistant.
Recent visitors were Tex Sherman, of Hagenbeck-Wallace; Mr. and Mrs. Mel Fleming; Messrs. Loew and Lux, of the Erie Printing Company; the Pittsburgh correspondent of *The Billboard* and a number of circus fans.

MIX PULLING

(Continued from page 38)
Among Circus Fans who occupied a special box were Mr. and Mrs. Claude Elder and Mr. and Mrs. Fred Smith.
So far Mr. Mix is ahead in the cowboy contest in the after-show as to who has the least "misses" during the week's performance. Many new Ford V8s, which belong to various performers, are seen in the backyard. Walter and Ethel Jennier are leaving for Sullivan, Ind. Bill Flowers, doorman, has gone to Hollywood on some business for Mr. Mix. Arthur Gibson (Gibby) is at the hamburger stand. Several school professors dined in the circus dining tent in Missoula and report they will recommend Jack Burslem as steward any time, also the new chef who presides over the kitchen.
Harry Baker was unusually busy this week doing some special work for the show. Dan Pyne visited show at Deer Lodge. Duke R. Lee, announcer, arranged a free morning show at penitentiary at Deer Lodge, where Mr. Mix made a personal appearance and addressed the inmates. The big show band was there. Bell Troupe of acrobats, Arley Brothers; John Agee, equestrian director; several cowboys doing specialties in rope spinning and roping; Jack Knapp, Frank Gusky, Angie Gomez, Hank Linton, Herman Nolen and Tommie Privett and several clowns. Later, between shows, S. C. Small called to take Mr. Mix and Dail Turney fishing. Reports were in the affirmative.

BARNES SHOW

(Continued from page 38)
R. W. Mattison, general manager of Zion City Mercantile Institute, and Toombes were guests for luncheon in dining tent on circus grounds. Pictures were taken and newspapers played up this event strong. Toombes is president of Spokane Top of Circus Fans and was formerly manager of Davenport Hotel there. Guy is starting plans for a "top" in Salt Lake City.
Joe Hubbell and wife were visitors in Salt Lake City. Joe is manager in Los Angeles for Hearst Metrotone News and a great friend of the show. His daughter graduates from college here. Mel Vaught, carnival owner, was noticed on the lot.
Manager Cronin sent a show to Latter Day Saints Children's Hospital between shows and entertained several hundred crippled kiddies.
A wire was received Monday in Salt Lake City from Harper Joy, Circus Fan, saying that he would join show in Grand Forks, B. C., next week for a two-week visit. Stated he has several new clown walkarounds.



Circus Saints and Sinners Club

For the Old Trouper and a Home

Everybody is still talking about the Mayor La Guardia Dexter Fellows Tent Luncheon. As a result of the picture in *The New York Times* the writer has had four requests asking for the gadget for releasing so much pop corn . . . and talking of the pop corn, we want to thank the Tip Top Company for donating the two five-pound cans of this snowy dainty which played such an important part in the chief executive's initiation . . . next meeting of the Tent will be held on June 29, and the Fall Guy will be Jack Dempsey. . . . The Fall Guy Committee states that among the names obtained for the position of Fall Guy for the year 1935-1936 are Irv Cobb, Al Smith, Judge Landis and Will Rogers.
A meeting of executive committee of the Fellows Tent was held last Monday and the committee to call on the government officials re the prospective homes in Sarasota reported excellent progress. The details of the party to be given by the Tent next week in Italian village were outlined. The question of initiation costs and dues was again discussed, as steps must be taken to curb the flood of applications for membership blanks. The local treasurer, Ed Thornburgh, reported the exchequer in a healthy condition. Carlton Hub, of the Fall Guy committeemen, asked that the committee extend a vote of thanks to Abe Lyman for helping in obtaining the next Fall Guy and getting him to join out with the outfit.
We are informed by City Hall that the Witnauer All-Proof Watch presented to His Honor by the Dexter Fellow citizens is keeping fine time. . . . The Lambs' Club gave our prey, Tony Sarg, a party last Thursday night and it was a hum-

ding. . . . The agencies furnishing photographs claim that the La Guardia initiation pictures were among their best sellers in years. . . . Charley Somma will drop into the Big Burg next week. . . . George Hamid is an untiring worker for the OSSCA objective. He is a devoted friend and admirer of Sam Gumpertz and is keeping in close touch regarding all affairs in connection with Circus City to be run under auspices of the OSSCA. George's name was proposed for membership on the Fellows Tent executive committee and unanimously accepted. . . . Richard Patterson Jr., now vice-president of NBC, is slated for the presidency. . . . several members have asked us about the Book of Personal Reminiscences to be published and which was authored by Dexter Fellows. We will keep our members advised about its publication. We hope that diffident, bashful, shy and coy Dexter will put us wise to the publication date.

While reading obituary account of late Charles Pike Sawyer, of *The New York Post*, dated May 8 last, we became interested in the following: "To one circus performance Mr. Sawyer took no children, not even the children of army officers. On the day of the great blizzard of 1888 he covered news of the storm and then went to Madison Square Garden to cover the opening of the circus. Only 28 persons were present. P. T. Barnum himself was their host. He put on the full show and served refreshments. 'With clowns sitting on the edges of the boxes and helping us with the champagne and the food,' wrote Mr. Sawyer years later, 'a very pleasant evening resulted.'"
P. P. FITZGER, Nat'l Secy.

13th ANNUAL
ANVIL PARK RODEO
JULY 3-5
For Full List write
C. A. STUDER, Secy., Canadian, Tex.

NEW WHITE CITY UP

Worcester Start Hits 100% Gain

Opening biz registers big increase — added devices are pretentious features

WORCESTER, Mass., June 8. — New White City Park got off to an auspicious start on May 25 with 1,500 newsboys as guests. Spot has been completely revamped this season, employing 75 men for two months previous to opening. Green and white are season's colors, hundreds of new shade trees have been set out, a new amplifying unit installed and several new amusement devices added, among them being a new \$25,000 Palace of Fun, one of the largest in the East, designed and built by Harry C. Baker. Under his supervision a new glass house and shooting gallery have been erected. Skee Roll alleys and big open-air bingo are both new.

George A. Hamid, New York, owner of the park, is optimistic, declaring business, with the new park and new devices, has started off with an increase of about 100 per cent over last year. Big Bill Blomberg and his Pony and Dog Circus will be at the park all summer, training and performing animals and presenting a 30-minute act on the stage three times daily. Sol Jules, formerly of Luna Park, has exclusive on all games and has redecorated all game stands and is carrying high-class merchandise. New gasoline motor Custer Cars have re-

(See NEW WHITE CITY on page 46)

Shows From World's Fair Are in at Chi Riverview

CHICAGO, June 8.—Two feature attractions in Riverview Park are shows that played A Century of Progress last summer. Fountain of Youth, elaborate illusion show, was one of the later World's Fair attractions and features a bevy of girls in a unique and beautiful setting.

Venus on the Half Shell, also an illusion show, was highly popular at the fair and bids fair to repeat its success in Riverview. It shows a live girl, apparently about six inches long, who appears to be seated in an aquarium with fishes swimming about her.

A third attraction, a girl show, will open in a few days.

'35 Looks Good to Redden

SOUTH BEND, Ind., June 8.—Playland Park opened on Decoration Day with fresh paint, added attractions, auto races and fireworks. Manager Earl J. Redden said: "The season looks the best of any in the last five years." Large industrial picnics have been booked. Lloyd R. Anderson, Youngstown, O., is concession manager.

MONTREAL—Captain Schultz has his animal circus there, business has been good in Dominion Park, redecorated, and Manager George Ducharme expects an excellent season. Brownlee's Hickville Follies and band will play until June 22.

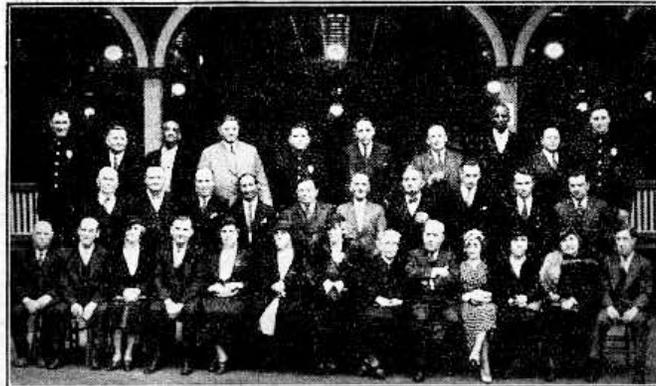
INDUSTRY SPEAKS

[Can Park Business Take a Leaf From Book of Big (Brother) Business?]

By W. B. HAEFFNER

Will Be a Special Feature of the

SUMMER NUMBER OF THE BILLBOARD DATED JUNE 29



THIRTY-THREE WEARERS OF THE 15-YEAR-OR-LONGER SERVICE STRIPE were cheered at a dinner given to employees of Kennywood Park, Pittsburgh, on May 20. Veteran amusement men reminisced on the days when Kennywood's chief attraction was a Figure Eight Roller Coaster, telling that a prophet who forecast five thrillers (three giants and two junior Coasters) would have been stoned out of the park. A. K. (Rosey) Rosewell, of radio, and Ace Brigode's Band kept things lively thruout the dinner. Smash hits were the tuneless American Indian hillbilly songs of Johnny Coupon, game attendant, characterized by Rosewell as "Without a Song." Here are vets of 15 years or more. Top row, left to right: Sellers W. Carrick, George Monaghan, W. M. Wentzel, Izzi Cervone, Regis Kennedy, John Richmond, Edward J. Kennelly, Edward Harkins, Elmer Dunlap and A. B. McSwigan. Middle row, left to right: W. L. Bennett, Herman Walsh, Roy Jacobs, John J. Balog, Lawrence Carter, Joseph Ehnert, Charles Derosé, Charles Mach, Frank Cervone and Alfred Anderson. Bottom row, left to right: John Casper, J. M. McTighe, John Chapple, Mrs. M. Hoffman, Miss Laura Yost, Mrs. Isabella Cook, F. W. Henninger, Mrs. Marie Bowers, Mrs. Anna Bond, J. F. McTighe, Mrs. Iola Guenther, Mrs. Elizabeth McKnight and Mrs. May McDougal.

NAAPPB Offices Open in Chicago

Secretary Hodge welcomes members to commodious and convenient location

FROM JUNE NAAAPPB BULLETIN

CHICAGO, June 8.—A new downtown office for the secretary of NAAAPPB has been installed. The address is Suite 2410, 100 North LaSalle street, and the latchstring is always hanging out for members of the park, pier, pool and beach industry.

Located in the heart of the Loop district, the new office is convenient to most of the leading Loop hotels, being merely a stone's throw from the hotels Sherman, Morrison and LaSalle.

All are requested to address the secretary at the above address henceforth.

All members of the industry are cordially invited to visit the new office and to avail themselves of the facilities which it affords for co-operation.

Collister Takes Chippewa

MEDINA, O., June 8.—L. G. Collister, former Cuyahoga County treasurer, was successful bidder of three for 1935 operation of Chippewa Lake Park here in receivership the past year, according to E. F. Masch, receiver. He took charge prior to Decoration Day opening, and the park will operate daily until Labor Day. Bid was 10 per cent of gross receipts, guarantee of \$7,500 for season, with \$1,500 cash payment upon taking charge.

Opening Grosses Heavier In Eastern Ohio District

CANTON, O., June 8.—Heaviest grosses in more than five years were reported by major Eastern Ohio amusement parks for Decoration Day openings. Ideal weather and improved industrial conditions were called responsible by operators. Concessioners reported spending crowds. Rides did better than for some time, and dance pavilions, beaches, pools and beer gardens catered to record crowds. Fireworks were offered in all major spots. Carl Sinclair, general manager of Meyers Lake Park, Canton, reported one of the largest opening day crowds in several years, concessioners topping last year's opening by 20 per cent.

Art Mallory, Craig Beach Park, near Youngstown, O., reported several hundred turned away because of lack of parking facilities. A record crowd was reported in Idora Park, Youngstown.

Rock Springs Park, Chester, W. Va., had one of the largest holiday crowds in several years, said Manager E. L. Hand. Excursion steamer George Washington brought several hundred from Pittsburgh. Summit Beach Park, Akron, drew large, with the ballroom doing well at night.

King Coming to Kids' Fete

ATLANTIC CITY, June 8. — Manuel King, 11-year-old lion trainer, will rush work on a motion picture to get to Atlantic City in time to play host to 5,000 children expected for the second annual Children's Week, preceding July 4 vacation period. King will appear at Young's Million-Dollar Pier as one of the season's headline attractions.

Oughta Be "Safe" Now

DETROIT, June 8.—The safe of Detroit Zoological Park was robbed of \$1,053.94 Sunday night. There is only one watchman and receipts from Miniature Railroad and concessions were kept in the safe overnight. About \$416 in small change was not taken. Director John T. Millen has since challenged any burglar to get at the safe, which will be moved nightly back of the lions' den. To enter the safe it will be necessary to go thru the den, past two steel doors and then crack the box with the lions for an audience.

Weather Is A Holdback

Biz reports good where rain has not interfered—season is delayed

FROM JUNE NAAAPPB BULLETIN

CHICAGO, June 8.—The secretary's office has endeavored to make a country-wide survey on operations up to date for the current season, having sent out a great many letters to all parts of the country with a request for immediate responses.

While all parties written have not been heard from, the replies received indicate that unseasonable weather has prevailed pretty much all over the United States.

One operator reports 23 days of rain out of 25 days of operation. Another reports the season five weeks late.

However, the weather seems to be the only discouraging factor, as all operators are unanimous in their reports that where weather has permitted, results have been most gratifying. If, therefore, we have a normal season from a weather standpoint, everything seems to indicate a very good season from a financial standpoint.

Bookings are universally heavier and the attitude of the patrons much improved. If the PWA spending program gets under way in the near future, a good year is an assured certainty, weather, of course, permitting.

K. C. Winnwood Opens Well

KANSAS CITY, Mo., June 8.—Winnwood Beach opened on June 1 and altho it rained greater part of the day, attendance was a surprise. All rides and shows were in operation, with one added ride, a Ferris Wheel. Bathing opened with the park and the beach has been reformed. Skating rink has been transformed into a dance hall, and there is dancing nightly with Red Fox and his band. Frank Winn has picnics booked and is expecting a successful season. C. H. Winger is president of Winnwood Operating Company and W. Schoolcraft cashier.

Steel Pier To Continue Policy of Single Admish

ATLANTIC CITY, June 8.—At the semi-annual meeting of directors of Steel Pier on June 1 President Frank P. Gravatt reported a wide range of announcements for the summer season, beginning on June 23.

While the president's report showed a decline in receipts for mid-winter months over the same period for the prior year, a steady rise in receipts since has been satisfactory. It was voted to continue policy of a single admission charge at entrance of the pier to all amusements on the pier.

In celebration of Steel Pier's 40th anniversary next year arrangements are on to bring three famous attractions from Europe, two from China and one from India for the season.

WESTPORT, Conn.—Restoration of Compo Beach to its former state as one of the finest beaches along Long Island Sound has been recommended by war department engineers of the U. S. erosion board. Based upon a recent survey, cost of restoration is estimated at almost \$100,000.

Sportlands

THE Sportland as a feature of amusement parks, piers, beaches and resorts is spreading rapidly. Quite a number of these enterprises are already offering this form of amusement and others are either installing it or planning to do so within the next few weeks.

It would be well for park owners and managers to watch the Sportland department in the Amusement Machines division of The Billboard each week and read what opportunities are offered therein for increased revenue in parks.

Approximately 300 representative parks of the United States and Canada have coin-operated amusement machines on their programs.



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Dots and Dashes

That New York American interscholastic swim meet gets under way at Jones Beach, L. I., this week-end. . . . No word yet on The New York Daily News water derby, but I understand some of the local tanks which co-operated in previous years refuse to tie up again this summer, all of which is very, very foolish, for The News' million and a half circulation is nothing to sneeze at.—Philo Smith, back as manager of the mammoth open-air pool in Palisades (N. J.) Amusement Park, boasts of being with the park longer than any other employee, 28 years to be exact. . . . And writing about Palisades reminds me that those waves manufactured in that tank are something to write home about.—It's a wonder there aren't more pools with artificial waves. . . . Cascades twin tanks, New York City, out again on a learn-to-swim whirl, this time being tied up with that bathing-suit company which will offer six free swim lessons at either Cascades, starting on June 17.—Ironically enough, on the same day Palisades pool's own learn-to-swim campaign, first ever held there, gets under way, with the hat people distributing tickets. . . . Lido swim pool, Harlem, New York, continues to tie up with all of the swimming campaigns conducted in its area, taking care of Negro applicants.—Wonder who's handling publicity for Miramar Pool, Bronx, New York, this summer. . . . Chris Eagen is listed as p. a. for Bronx Beach Club, and I understand many improvements have been made.—You might be interested to know that Mack Rose is now fully recovered from his recent illness. . . . It's to be regretted that with the tremendous publicity the Normandle received last week upon his (I know everyone labels a ship with the feminine gender, but I want to be different) arrival in New York that so little space was devoted to the gorgeous natatorium aboard.—It certainly is a peach of a tank. . . . Will Dare-Devil Jack and Harald Arias please communicate with the writer at once?—And I should also like to hear from Norris Staffer, Sandy Beach, Wichita, Kan., on his plans for that high-diving competition. . . . See where Len Schloss' Crystal Pool, Washington, D. C., is running its annual AAU meets. . . . Park Central indoor tank, New York City, closed its weekly series of amateur tourneys last week but will continue with swim races thruout summer, run every other week, with gym attractions on alternate weeks. . . . Congrats to Harry Barrett, of St. George indoor tank, for that swell picture break the other day in The New York American.—Capt. Charles Scully's aquatic school opens at Narrowsburg, N. Y., next week and I think it's a shame that so many men and women who attend these sessions go without jobs while other swimmers less proficient get the work. . . . How about pool owners making it compulsory for all their life guards and instructors to be graduates of some aquatic school before they can get jobs?—Come to think of it, Capt. Scully does more for the interest of swimming (See POOL WHIRL on page 45)

High Diving

A letter by W. H. (Bill) Rice regarding high-diving records appears in The Forum in this issue of The Billboard.

WANTED FOR BELMONT PARK MONTREAL, QUE., CAN.

On concession, Lindy-Loop, Caterpillar, Miniature Railway, Spillman Loop, Kiddie Ride, Water Skooter, etc. Skee-Ball and other legitimate Games. Over 1,250,000 population. Playing biggest Outdoor Act.

REX D. BILLINGS, General Manager.

AMERICAN LEGION PARK NEW BETHLEHEM, PA.

WANTS for July 4 Celebration, Rides, Concessions. Working all independent. No grafters. Biggest Park of kind in Western Pennsylvania. Big crowds.

L. W. HILLIARD, Concession Mgr., Limestone, Pa.

Ocean City, Md.

By HOWARD STANLEY

This summer resort will be buzzing with business about the middle of this month. . . . Majority of colony are anticipatory of banner season. . . . Pier Dance Hall featured septa Earl Hines and his Chi Grand Terrace Orchestra on June 10. . . . E. D. Frey's Walkathon chalked up to open on June 8. . . . Advance publicity is good and should bring results. . . . Fem hearts once again palpitating, for Harry and Louise Solomon, photomation boys, are back again for the season. . . . Lloyd E. Jester, popular with Boardwalk boys, is not complaining about the rental of his two blocks of buildings. . . . Our little feathered friend tells us that next year will see a newly constructed boardwalk, built along plans of Atlantic City's promenade. . . . This resort, still in rompers, is just starting to grow. . . . Joe Rapoport took time out from his penny game to spend the week in Philadelphia. . . . Louis Horwitz comes forth with another indication of prosperity. . . . Is enlarging his Pennyland Arcade to twice its size and plans to place bigger and better machines. . . . As in many parks and resorts, Ocean City really depends on July and August to reap its harvest.

Concession Regulars Again In Port Dalhousie Lakeside

PORT DALHOUSIE, Ont., June 8.—A good opening of Lakeside Park on May 24 is reported by H. McGeachie, who says "Ontario's Playground" has been made spick and span for the season.

Nearly all the old faces are on concession row. Mrs. Mantley has 6; E. H. McNulty, 2, one being a new three-high country store; H. McGeachie, 2; Rod Vassar, ball games; Os Rose, minnie golf and archery. Howard Brown put in a Caterpillar, making eight major rides, three kiddie rides and bicycle boats on the lake.

J. R. Empringham is general manager. Resident Manager Sid H. Brookson has a large corps of assistants. Park Foreman Bob Smith is assisted by Slim Ecatty.

Mission Beach Spot Leased

SAN DIEGO, Calif., June 8.—The eight-acre Mission Beach Amusement Center was taken over by the State last September, when it accepted a deed of ownership from the Spreckels Companies. The State at first said it would not accept it unless the city would operate it. After considerable study the city declined and the State asked for bidders and last week Ernest Pickering, Santa Monica, leased it from the State and announced he intends to make extensive improvements.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, June 8.—Decoration Day crowds lingered, giving the resort over last week-end a midsummer appearance, with plenty of money floating, and if weather holds out another big week-end is in sight. Lower Walk sprang into action and, despite Mayor Harry Bacharach's declaration that certain games are out this year, nearly a dozen places with elaborate setups have opened. Looks like more coin-operated amusement machine arcades than ever before.

Kiddie park, Texas avenue and Walk, getting ready for opening. Steeplechase kiddie park already going. Steel Pier taking down winter front. Million-Dollar Pier has winter setup down and is changing its front. Concessioners flocking in and getting set fast; should be a good year for them. Last Japanese ping-pong setup on Walk makes way for coin-machine arcade.

Carver's Diving Horses took first plunge from Steel Pier over week-end. . . . Steel Pier stole the show with first showing of Ross-McLarnin fight six two days after match. . . . Annette Kellerman, original bathing girl, made plenty of friends during week here with good showmanship. . . . Four Fantinos made their debut at Steel Pier circus arena this week-end, with new comedy act built by Charlie Hart clicking in good style.

CINCINNATI.—Engagement of Anderson's Comedy Circus in Coney Island here has been extended indefinitely.

Coney Island

By LEONARD TRAUBE

Business has been practically at a standstill, with consistent good weather not yet enjoyed. First real spending spree occurred over the week-end following Decoration Day, but rain and fog during the past week threw the whole amusement shooting match back for a loss. Mob is still grinding away at a nickel as far as the shows and many of the devices are concerned. Sammy Friedman's "Hall of Science" on the Boardwalk is maintaining its 10-cent standard, however.

Chamber of Commerce called a meeting of all amusement and kindred forces at Joe's Restaurant the other evening, but only half a dozen operators put in an appearance. Confab was called to consider a combination ticket plan for the entire isle. With attendance so slim, it'll take another meeting to decide things. George F. Kister, chamber's prez, couldn't attend.

Friends and associates were in deep mourning for Herman Bergoffen, prominent realtor and Skee-Ball projector, who died in Atlantic City. It was only last week, in these very columns, that Mr. Bergoffen furnished a brief history of the Herman Popper Building, where Syd Kahn has installed his Fascination game. The last time I saw Mr. Bergoffen was in his Coney office, where he was telling me of the work he was assigned to by the Supreme Court in Brooklyn, which always called upon his legal wisdom in deciding cases affecting property. His wife had been urging him to go with her and a party of friends to visit her favorite fortune teller's den in Manhattan, but Herman had to forego it due to the pressure of work. I mention this last bit merely to bring in the prophesy angle, and am just wondering if his friends, who did attend the ouija-board conclave, brought back something in their minds to predict his unexpected passing. I don't happen to be a devotee of the supernatural art, but I believe its advocates often claim tremendous prophecies for it. Were I an ardent follower of ouijas and its offshoots and had I been told that Herman Bergoffen was scheduled to depart from the scene, the first thing I would have done was punch the teller in the nose. Herman Bergoffen was one swell guy.

Ready To Fascinate

Sid Kahn was directing a big crew in the ground floor of the Popper Building in the preparation of one of the most elaborately flashed game stores in Coney. A preview, with an hour or so of free playing, was held the past Friday.

Nudist Colony

Sam Wagner and Louis Newman, impresarios of World Circus Side Show, have covered a hitherto blank wall with a Nudist Colony show as a nickel blow-off. Supreme extra added is still Albert-Alberta, last season billed variably as the Great Karos and the Alberta Family, but now labeled Paris de Paree. Howard Sterling has joined as outside talker, and so has Sam's son, Justin, after having been the ringmaster and announcer of Namy Salth's Circus in Playland, Rye. Justin's wife, Litri Darling, who did two (See CONEY ISLAND on page 47)

EARLY SEASON REPORTS

Even at this early date, reports from those Parks which are presenting Hamid Hit Acts are gratifying. Business is better when you use "Hit" Acts.

GEORGE A. HAMID Inc.
general amusements
1560 Broadway, New York

PENNY MACHINES FOR PARKS

We have 1,000 Miniature Baseball Machines, brand new, in original cartons. Formerly sold at \$16.50 Each. Closing out at \$5.00 Each, \$4.50 in Lots of 10.

Put 10 of these around your Park and each machine will bring you your money back every week. Write for circular.

R. I. MAUJER,
133 East Pearl St., CINCINNATI, O.

FOR SALE

4 Red Bug Cars in excellent condition with 8 batteries, including modern charging plant. Also MINIATURE Electric Railway Engine. Bargain.

HAMID AMUSEMENT CO., Inc.
1560 Broadway, New York City.

FOR SALE

New and Used Amusement Park Rides, Attractions and Equipment of every description.

PARK & BEACH SUPPLY CO., INC.
Suite 523, 205 E. 42nd Street, New York City.

CONCESSIONAIRES WANTED

KIDDIE RIDES—On Percentage basis. STANDS FOR RENT—VERY REASONABLE. Write Immediately.

J. CANTE, BEACH INVESTMENT CORP.
Union Beach, N. J.

It Helps You, the Paper and Advertisers to Mention The Billboard.

1935
Auto-SKOOTER-Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT 1/2 CENTURY OF PROGRESS! CHICAGO, ILL.

WATER SKOOTER.
LUSSE BROS., INC., 2309 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 48 Kingsway, London W. C. 2, England.

Controlling Your Entrances and Exits Scientifically

Write PEREY TURNSTILES
101 PARK AVE. NEW YORK

PALISADES AMUSEMENT PARK
PALISADE, NEW JERSEY

Have Choice Locations Open for Skill Games. Also can use a few High-Class Shows. Act quickly. Park is under Personal Direction of **ROSENTHAL BROS.**

Properly Publicized Parks, Pools

By PAUL C. MORRIS
FROM JUNE NAAPPB BULLETIN

"Sweet music emanating from two-legged sound trucks is indispensable to the man of shows who coveteth bathing in the golden waters of Utopia, hand-in-hand with the capricious maiden of success." Aye, what! Repeating, parrot-like, certain hackneyed sayings of the phrasemongers is liable to draw from one's listeners a heffy "razzberry" in the form of "as if we didn't know that," uttered while vigorously grasping their wrinkled proboscis with the thumb and forefinger.

Yet, do they really know it? We sometimes wonder if those who are annoyed at these bits of verbal orthodoxy realize that these axioms were arrived at only after costly experience.

We had intended to open this article with the statement that "the satisfied customer is your greatest advertising medium," but on second thought we realized that it was an "old show" and needed revision and some paint. Maybe a doling up would cause it to look entirely different and thus create attention even tho the result might sound like its creator had fallen into a barrel of applejack and had neglected to keep his mouth closed while "suffering" submersion.

Spill Printers' Ink

The essentials for successfully advertising a recreation center are not greatly different than any other line of endeavor when we come to analyze them. First, we must have the goods. It is yourself whom you are fooling with an inferior product. Next you must decide upon a price that is fair to both yourself and the customer. Then you must create, in the minds of your prospective patrons, a desire to sample your wares. There are hundreds of ways to advertise, but your ultimate success hangs by the thin thread of the satisfied customer.

The great P. T. Barnum was a teetotaler and one of his pet sayings, when displaying his aversion to liquor, was "There is but one liquid that the man who desires to be a success cannot use too much of, and that is printers' ink." But you will notice that the immortal P. T. always had a show that was worthy of the fluid he loved to fling so profusely.

Strange as it may seem, publicity made Barnum a bigger attraction personally than his entertainment. Yet his popularity did not happen by accident. He learned early the advantage of tying together a personality and an activity. How many in our industry today realize the value of such a combination? We once knew a man who, due to good fortune, reached a position of eminence in a certain profession only to come tumbling down from his pedestal because he lacked the ability to keep his ego in check at the right time and began to insult and damn the press and its representatives in a manner that was completely unnecessary. He had an opportunity to make a famous personality of himself only to see the chance go up in smoke after a couple of sizzling editorial barrages.

In advertising a park, never lose sight of the fact that the press is your best friend and you should always work for harmonious relations with that body. When you engage a man to do publicity be sure that he thoroughly understands the workings of news gathering forces and that he is not an outcast from their ranks. It might be well to go to your local publisher and get him to suggest a suitable person.

On Paid Advertising

You are in the business of selling pleasure; therefore, you must create in the minds of the citizens of your community a desire to partake of your wares. First comes the power of suggestion. You must tempt your prospective patron thru advertising. Your ad copy must carry an appeal. It must contain the spirit of play. Illustrate it with light, breezy, refreshing copy and art that will attract man's inherent desire for frivolity and fun. Your catalogs, leaflets, billboards, car cards, etc., must carry this same idea thruout. Don't be picaresque about your advertising budget. Remember that the successful merchants are always the ones who do consistent advertising.

In dealing with your local papers certain varying conditions face a new park

publicity man. In the larger communities very often the news and advertising departments are completely divorced. In the smaller publications this may not be the case. However, we would suggest that you contact the advertising manager first, as an introduction from that individual to the news editor always carries weight. Consider these two men as your best friends and whenever you are in a difficulty ask their advice. Some of the writer's very best ideas have originated thru their kind co-operation. But do not make the silly mistake of thinking that you can get all the publicity you want without some paid advertising. Without your actually having been in the publisher's shoes we cite this example to give you the newspaper's point of view. Just how do you feel towards a picnic party that comes to enjoy the privileges of your park and does not spend a dime? Well, that is the way the editor feels when you forget to loosen up and remember the fact that he also has a pay roll to meet.

Co-Operate With Press

In shaping your news releases get the readers' point of view. Make your stories interesting and full of the human element. If you cannot do it yourself, hire someone from the local news force to do it for you. He or she will be glad to receive this extra compensation and you will stand a better chance of actually seeing your stuff "click." Never show open partiality to any individual or group. Friendliness with the press pays big dividends to the showman. But like every other branch of life you can't be a piker and expect to get by. If something happens of an adverse nature in your park and you know that it will eventually get to the papers, give it to them yourself before someone else does. The news men are intelligent and decent and they will be lenient if you show a disposition to co-operate.

In your park it is well to have all employees schooled to be on the lookout for unusual things. This writer recalls having missed an excellent yarn because certain individuals had not been apprised of publicity values. A large educated chimpanzee got loose one morning during its trainer's absence, raided an ice box and drank what was supposed to have been a quantity of alcohol and went on a spree that was a scream. No, the writer did not let the chimp out of its coop, for if I had the press would have had the story while the animal was at large. On the contrary, we did not learn of it until the next day. And when we did learn of it all we could do was to grind our teeth and say good-bye to a ton of publicity.

Picnics are another source of excellent free publicity. You should see that your picnic representatives get as much information as is possible concerning these groups and then write a story for their local paper. Do this both before and after the affair. Any local celeb-

rities should be given as much prominence as possible. You will get better results if you will send the story to the outing committee with the request that they take it to their local editor. Photos of well-known persons running races, playing games, riding devices, swimming, etc., are always of interest and add prestige to your park.

Special Picnic Editions

Another excellent means of advertising is to give your outing groups a number of inexpensive picnic leaflets with a place for imprinting information concerning their affair. They do the actual work of mailing these to their members and friends. What more could you ask? Window cards can be distributed in the same manner. If you have a caravan of busses bringing an outing to your park be sure to see that the lead car has a banner telling where they are going.

Distribution of a few horns among the passengers won't make people on the street look the other way. If you have busses that have a regular stand on a busy city street by all means see that they have large, conspicuous signs on their sides, as not only the fellow who wants to take the bus to your park sees the sign, but the others passing by observe it as well. Be sure to supply the excursion agents of the boat lines, railroads, trolleys, busses, etc., with literature and plenty of co-operation.

At the opening of your park season it might be well to arrange for a special newspaper supplement. The writer has found these to be of great publicity value. Get the concessioners and those supplying you with materials to join with you in taking advertising space. The editor will furnish news columns for reading matter. In fact, he will aid you in putting it over. But first you must show him where he can make some money on the deal. Occasionally a large outing can be sold the idea of sponsoring a special page of advertising to stimulate action among their people.

Inside Advertising

Radio is another good form of advertising, providing it is properly handled. The mailing of a road map or a picture of your band to those requesting same is always a good means of checking the pulling power of your station. Popularizing your orchestra and entertainment by calling your park patrons' attention to your station and program helps a great deal. Actually watching the broadcasts by means of a crystal studio is a form of free act and makes your customers want to hear the station over the air. Hold radio-talent test nights for amateurs. There are many stunts that can be accomplished. Each performer has a lot of friends. Supply these embryo air artists with cards to mail to their friends, stating that they will be at your park on a certain night. You will be surprised at the following they can muster.

Speaking of cards in the park reminds us that advertising within the park is always an excellent idea. The very fact that people have come to your park proves that they are interested in the place. It is your job to keep these persons informed concerning future events. Illuminated cards nicely done

will turn the trick. A program containing news and pictures also will aid in keeping park activities before your public.

Carefully timed announcements over your park amplifying system concerning your various events can be of great advantage providing that it is not overdone. If you are one of the many operators who have been victimized by publicity-seeking individuals of the professional, business and political world who usually select a busy crowded day to have themselves paged, you can turn this stunt into good advertising by dropping a card to all of the doctors in your community, telling them that you will be glad to call them if they will report their presence in the park. If they do advise you when they are at your park, then arrange to page them by initials. This will discourage some of the alleged urgent requests that are phonies in nine out of ten cases.

Special Event Publicity

Don't forget to include postcard views and souvenirs of your park as valuable advertising assets. Really these represent one of your finest publicity mediums, as in addition to the propaganda you are spreading you are being paid a profit in the bargain. A nicely prepared booklet containing general information and an abundance of good pictures of your park can be made to serve a double purpose. First, you can sell them to your patrons as souvenirs. Second, by printing and inserting an additional leaflet describing your special picnic facilities these same catalogues can be mailed to outing committees.

The profits on the former will offset the costs of the latter. Toys and balloons bearing your imprint also aid in broadcasting your name in the community. Tire covers can be put into circulation by placing them on games as prizes. You can also sell them if they are well done. Get your friends and park employees to carry tire covers on their spare tires.

The writer believes that special events offer your very best opportunity for publicity. For example, it is our opinion that it would pay any recreation-center operator to have a building where all sorts of shows, exhibitions, demonstrations, etc., could be staged. You will be surprised at the money and advertising that you will receive from such a place. Say, for an example, an Antiques Show. Do you know that there are exhibitors who travel over the country buying and selling these goods? They can be induced to take space in your building. Think what a good, live publicity man could do with a stunt like that!

A covered wagon to parade the streets. Women driving, dressed as pioneers. Men in buckskins, carrying a flint lock, leading the way. An old fiddler's contest with a square dance. Prizes and a radio tieup. Get prominent people to exhibit their antiques. Old-time pictures in the papers. The longer one writes the more we can think of to make the picture more complete. An Antiques Show is just one of hundreds of stunts that can be sponsored by your park and perhaps some outside interests. Get the women of the social whirl interested in these events. Give part of the receipts to charity. After all you will get yours indirectly by attracting the best people to your park, and that is what you are primarily interested in. Last season we spoke of the benefits of a Hobby Show and the good that would result. If you have the proper facilities for staging exhibits you can have something going on all the time. These affairs are of a tremendous publicity value.

Get Tips From Crowds

At the winter convention of the New England Section of the NAAPPB we heard several excellent talks. These orators were right from our own ranks. What an asset these same men would be as guest speakers at your local service club or Chamber of Commerce dinners. The writer's past experience has taken him to many functions of all types, but we have never heard better talks than those given by some of our own members. When it comes your turn to entertain keep this fact in mind.

Another thing that every park publicity man should do is to mingle in the crowds and listen to the comments of patrons. You will be surprised at the material you pick up, especially when they do not know who you are.

We could keep on writing and writing. (See Properly Publicized opposite page)

A New Use for Chain Letter

FROM JUNE NAAPPB BULLETIN

One of our members, Ray Steck, lessee and manager of Lake Hellums, Enid, Okla., has submitted for the benefit of his fellow members a chain letter scheme which has been working with exceptionally fine results in an advertising way for him. Mr. Steck writes:

"I have something that I thought might interest you for your next bulletin. Why not change the chain letter fad into an advertising asset?"

"We are inclosing a copy of the free forms which we are distributing here to everyone interested in answering and writing chain letters, and they are taking them at the rate of 10,000 per day."

"We have put them out to all the merchants and have them on our own counters. Every one of them that is sent out to some other person or community is just that much more advertising for us, and the chain letter enthusiast pays the postage. In large quantities they cost approximately \$1.50 per thousand."

It costs little to try it out and it may prove an excellent advertising medium.

The form is printed on fair quality white paper, 8½ by 5½ inches, and is headed, "Prosperity Club." Underneath are five ruled lines for insertion of names. Under these is the wording, in black type, boxed:

"Swim, skate, play, free picnic grounds, Compliments of Lake Hellums, 5 miles north of Enid, Okla., Ray Steck, lessee." Underneath this appears the following:

"This chain was started in hope of bringing prosperity to you.

"Within three days copy five of these letters, omitting the top name and address, and add your own name and address to the bottom and mail to five of your friends to whom you wish prosperity to come.

"In omitting the top name send that person..... wrapped in paper as a donation....."

"In turn as your name leaves the top you may receive 15,625 letters with donations amounting to \$....."

"Is this worth..... to you?"

"Have the faith your friend had and this chain will not be broken."

Inspection of Riding Devices

By FRANK GAYNOR

(Reprinted by Request from 1922 Annual Report)
FROM JUNE NAAPB BULLETIN

It is a well-known fact that if a ride is built of good, new lumber, free from weather cracks and rot, this ride should stand up for two or three years without having to be touched with a spear or prospector's pick for rotten parts, such as friction pieces, track pieces, ledgers, intermediates, upright posts or walks on the structure.

Nevertheless, I would walk the ride and keep my eye on every ledger, upright post or track piece or intermediate for any open cracks where the water could lodge and soak in and have a tendency to rot the piece.

If I were doubtful of any piece of lumber I would sound this piece with the pick and if I found it in good condition, pass it by, but if soft and spongy, tho not decayed, mark it with a piece of greased chalk and watch it occasionally during the season, but if it shows rot, replace it, unless I thought it would be strong enough to last out the season, in which case I would leave it there and replace it the following spring before opening of the park.

Replace Broken Screws

I would also examine, as I walked around, all tracks and all joints in the tracks to see that no part of the track was curled or turned up, and if so, either put in new screws and screw the track down or put in a stove bolt to draw the track down tight.

I would also examine the track for broken screwheads and I would replace all broken screws; also see that the wheels follow the track around the structure and do not leave the track and wedge against the sides of the track iron, as often occurs, permitting the wheels to cut into the wood, which has a tendency to slow the cars up and, possibly, permitting to stick on the structure. I would take up such a piece of track and take my trowel, gauge or rule and measure the distance between the wheels and bend or curve my track to conform with the distance between the wheels.

This same rule could be applied to your friction track iron where the cars have a tendency to jump. I have known cars to jump over this friction iron and ride on the top of the friction iron. This could be eliminated by raising the friction iron or putting on another piece of friction iron, if you would have the room.

Bolting Pieces Down

I would also examine all vertical bracing and all cross-bracing and all lateral bracing for broken spikes or rotted ends and see that none of them hung loose over the heads of persons riding on the structure. The old method was to spike these members with two or more spikes and I have seen braces with only one spike in them.

The proper method is to bolt all these members so that they cannot fall down, which would happen under the old method should the spike rot or come loose from vibration. I have known members, where spiked, to come loose from the structure blown away, and falling clear of the structure; then, too, I have known and, in fact, made an inspection of a park only this past season where one member came loose, fell down and struck against a car and the upright posts and did not stop the car because the speed of the car was so great; but the X brace was broken, striking a woman riding in the rear seat and fracturing her skull. She died from the injury. I had all braces on this structure nailed and bolted to avoid another accident of this kind.

Guarding Against Rot

I would also examine the sprocket chain and sprocket wheels to see that no parts or teeth were broken, seeing, too, that the key holding the sprocket wheel on the shaft was tight. I have known sprocket wheels to wear in the teeth and chain, resulting in considerable lost motion between the teeth on the sprocket wheel and the chain, causing a stop of the wheel every time a car was run onto the chain.

The same applies to the flat wheel in use now instead of a sprocket wheel. I

have seen some of these worn so badly that you could see daylight clear thru the metal, and again I have seen them where they were not set in proper alignment and where, as a result, the chain was cutting the outside flange of the wheel, having this flange almost cut off. This, in time, would permit the chain to slip off the wheel, with the possibility of a serious accident. If these wheels located at the top of the incline are worn down one-half or three-fourths of an inch, when the car has reached the top of the incline, your chain dog does not release as readily and this causes the cars to release with a jerk.

The pins in the chains also wear and must be watched for replacement. The wooden timbers supporting the sprocket wheels, both at the bottom and especially at the top, carry a great strain in having the weight of three and four cars on them for a season of five months and should, therefore, be watched most carefully for rot and loose bolts. Invariably I have found in my inspections outside of Chicago these timbers so rotten that I could break them apart with my hands.

Attention to Cars

Also examine all brakes on the structure and see that they are in good condition and fit to operate perfectly and that all cables setting them are in good condition and not rusted away. Test all brakes on the structure and make sure they will stop all the cars before opening the ride to the public.

Also see that all bolts in your track pieces and intermediates and ledgers are tight and the nuts screwed up on same and see that all loose walk boards are nailed down, as the nails rot out more readily than anywhere else on the structure. This, I think, will cover the structure thoroughly.

Now for the cars. Turns the cars over on their sides and take off the friction wheels on one side and the track wheels on the other, taking out all the pins and examining them for wear on the pin and the bronze bushing or the Timken or the roller bearing to see if any are worn, and replace all worn parts. Clean all the wheels and pins in kerosene or gasoline, as dirt, waste and confetti and sometimes pieces of caps are wedged in between them.

Oftentimes the wheels are worn low on one side from running around the curves. If so, reverse the wheel and wear it on the opposite side, if there is metal enough left in the wheel.

When this side of your train is inspected and all wheels and pins examined and cleaned and all worn parts replaced, turn the cars on the other side and examine all wheels and pins in the same manner. Then examine all handles in all cars and see that all screws supporting them are tight and your car floors are not worn thru, which sometimes occurs. See, too, that all seats are tight and all upholstery in good condition and that your couplings are not broken or your hitch plates pulled thru the fronts or rears of your cars or bolts loose on your hitch plates, and in doing

this you will have your cars and structure in good condition for the season.

Walking Ride Daily

While the ride is in operation during the season I would have an employee of the ride walk the structure every day and look over the track for any loose track or boards, baby dolls, canes, caps or fur pieces that might have fallen out of the hands of some person riding the night previous, as we have found all these on structures in Chicago and have found them wedged in between the wheels and boxes on some of our rides, resulting in the car running slow and necessitating removing the train for inspection and remedying of trouble.

After the man has walked the ride and reported everything okeh, I would run a train around the structure, with no passengers, and wait for the train to return before opening the ride to the public. I would have one man as oiler, oil the car, wheels and all sprockets and boxes and examine them daily, as in following these last two suggestions you are making a daily inspection of your structure and machinery. I would also try out all brakes on the structure at least once a week, with my crew riding in the cars, thus making sure brakes were all in good condition.

At least once a week I would turn all the cars on their sides and examine all wheels by spinning them to see that none of them are broken and running free.

Also, at the same time, examine all chain dogs and safety dogs and see that none are broken off or stuck in the boxes with dirt or grease so they won't fall down to act freely. In doing this you know the condition of your cars and their safeties. I would set one day, say Thursday or Friday, to examine all cars so that in case any repairs are necessary you may have your trains in good condition for the Saturday and Sunday rush. Where you cannot turn over your cars I would have a space between the tracks where it is possible to stand under the cars and examine each train and, if necessary, raise the cars with a pry or wedge so wheels can be spun and all under parts of the car examined.

Ferris Wheel Foundations

So you might not think that we in Chicago want all praise for the care of our parks and our method of inspection, let me state that we came near having a serious accident on our A-erostat in Riverview thru the breaking of a gear. Three or four teeth broke in this gear and one tooth fell in the pinion; this prevented the pinion meshing and permitted the car to strike against the sides of the tower, slightly injuring several persons. This accident might have been avoided by a daily or a weekly inspection, supplemented by replacing all cast-iron gear wheels with steel.

We also had a minor accident in Chicago on another airship early this year in a traveling carnival. This was caused by reducing the metal in one of the sweeps from one-fourth to one-eighth inch. Where the one-eighth telescoped into the one-fourth the sweeps bent and permitted the cars to take a nosedive into the soft sand, crushing in the fronts a few inches. There were two women slightly injured in this accident and I think we were very fortunate,

indeed, having all those ships loaded to capacity and only a few persons slightly hurt.

I have noted in my travels outside of Chicago that often Ferris Wheels are set up on a pile foundation, using piles driven into the ground and a 12 by 12 timber set across those two piles and wooden timbers or tripods set up from this 12 by 12 timber to support the wheel.

This I consider a poor method of construction, as I have found the timber setting on top of the piles rotted and the side timbers or tripods also rotted, with the result that if a strong wind were to come from either side and throw the weight on timbers on the other side, causing these timbers to shift a little because of weakness thru decay, the wheel would have a tendency to tip over.

Alert, Capable Help

Another thing I noticed on these Ferris Wheels, known as the Conderman wheel made of steel tubing, where the ties are held together with a tape or piece of three-inch timber from pipe to pipe and are lagged or bolted together, they have a tendency to rot in the joints. These wooden pieces should be examined carefully, as they go high in the air and are subject to high winds and may fall or blow down on some person in the park. Our two wheels in Chicago are set on a concrete footing about eight feet at the bottom and tapering to four feet at the top, with steel rods set in concrete and bolted down, and the depth of our concrete varies from 12 to 24 feet.

In conclusion, let me relate what sometimes happens in spite of the most painstaking inspection and maintenance. We had a rail crack on the Joy Plane this past season. This ride has always been inspected and watched very carefully because we knew that if an accident ever did happen it might be a bad one, as the ride, which was one of the first ones built, had room for improvement in spots.

The operator heard the rail crack and immediately threw off the power and applied his brakes, with the result that it stopped almost instantly with injury to no one. It is, therefore, evident that to eliminate accidents entirely from your parks, not only must the construction of your devices be first class and your inspection rigid, but the employment of alert, capable help a big factor.

PROPERLY PUBLISHED—

(Continued from opposite page)
as we have only taken a small bucketful from the big lake of publicity possibilities. Perhaps the reader knows all of these tricks and many more in the bargain. But the big question is, Are you using them? There are just as many opportunities as there ever were—more perhaps. The worth-while publicity man who is fortunate enough to have free rein will sit down and figure out every possible angle in each endeavor and then build a plan of action. Successful park operators do not need to heed a word of this article, as they already know the value. However, we hope that our small effort has been of some assistance to the unfortunate publicity man who is compelled to labor under the leadership of owners who have yet to discover what it is all about.

POOL WHIRL—

(Continued from page 43)
than any man alive. . . . Or don't you agree with me?—If not, let's hear who your candidate is. . . . Wonder how many amusement parks actually "dump" their water in their pool at night so that the crowds who frequent the park then can watch them and go home and talk about the cleanliness of the pool. . . . That is to say, one amusement park pool man told me of this trick, but he forgot to add that by "dumping" the water around 9 at night instead of around dinner time, when they weren't any persons in the pool anyway, he offered his patrons his biggest free attraction, all of which took business away from his rides.—Incidentally, Logan Clendenen, the syndicate fella, had quite an article the other day on swimming pool sanitation. . . . If you get an opportunity by all means look it up.—That piece of property at 66th street and Broadway, New York City, which was so often brought up as a possible pool site, has finally been converted into a spot for second-hand cars. . . . And, starting next week, exploitation hints for outdoor and indoor tanks will be resumed.

More Profit, Members Thru "Learn-To-Swim" Campaigns

FROM JUNE NAAPB BULLETIN

No community service possesses more possibilities from every angle than "Learn-to-Swim" campaigns.

Innumerable men, women and children will want to learn to swim this spring and summer. They are anxious to learn not only for safety purposes but also for the recreational and health-giving benefits derived therefrom.

A "Learn-to-Swim" campaign will attract this large group of "non-swimmers" to your pool or beach immediately. More and more are these persons realizing the necessity of becoming "at home in the water."

For the past eight years the Jantzen Knitting Mills, thru its Jantzen School of Scientific Swimming, has co-operated with thousands of pools and beaches in the promotion of "Learn-to-Swim" campaigns. They are prepared to assist you in conducting a similar campaign.

Aside from the extensive publicity accruing to you thru your local newspapers you gain a definite good-will value. The novice who learns to swim never forgets the place where he was taught to overcome his fear and become "at home" in the water. Of more importance, perhaps, is the fact that your gross business during the "Learn-to-Swim" week will probably exceed the gross business of your peak weeks during midsummer.

Complete information for conducting a successful campaign will be furnished free of charge and without any obligation whatsoever. If you are interested, kindly communicate direct with P. H. Huedepohl, manager, Jantzen Swimming Association, Portland, Ore. Further details and information will be forwarded immediately.

American Recreational Equipment Association

By R. S. UZZELL

Our members are all saddened to hear of the sudden death of one of our esteemed members, Herman Bergoffen. Death occurred in Atlantic City. It was heart failure. It will be recalled that not long ago he had an operation for appendicitis.

At our Toronto meeting last November he apparently was in good health, took an active part in our meetings and was constantly in attendance at the booth of the National Skee-Ball Company when the exhibit room was open to the public.

He came to this country from Austria. Had the usual struggle of a youth in a new country. So well did he learn our language that he taught English in one of New York City's high schools. He soon left teaching for the more lucrative real estate business. In this field he succeeded so well that he became manager of Coast Holding Company, which, for a time, had extensive realty interests in Coney Island, N. Y.

Prominent in Realty

It was quite natural that he, in this connection, should come into close contact with another of our members who was a larger property holder in Coney Island, Morris Goldberg. This contact and friendship led Herman to become one of the buyers of Goldberg's famous Skee-Ball business. It was no small accomplishment to successfully succeed the popular and well-known Morris Goldberg. Bergoffen and his partner, Pete Plesien, were surely making a place for themselves in our industry, well and favorably known.

While giving loyal support to Plesien and the Skee-Ball Company, Bergoffen never gave up the real estate business and was often mentioned in the press in the sale or lease of important transactions in Coney Island. He handled the sale of the last L. A. Thompson Scenic Railway Company property in Coney Island and made the deal for the Flying Turns at Steeplechase last year.

He and Plesien brought out the Skee-Roll to replace the Skee-Ball alleys they took over from Goldberg. They accomplished this transition with credit to themselves and filled a real need in our industry. Here is a great loss to his family, his associate, friends and our organizations in the amusement fields.

Floods Damage Parks

There are parts of the West as much too wet this year as they were too dry last year. In McCook, Neb., the flooded Republican River took an entire amusement park away. It just completely wiped it off the map.

Elitch Gardens is situated in the higher part of North Denver, Colo. Had it been on the banks of the South Platte River there would have been great damage. Smaller resorts in Kansas, Colorado and Nebraska were severely damaged.

With milder weather the parks are having a chance. The first Sunday in June gave the East an ideal day and most places did well. It has stimulated interest of buyers, but, alas, it's late to get going now before July 4 for any attraction of major importance.

New York Building Up

It was, if possible, harder than last year for the manufacturer to get supplies and material. Stocks are depleted and many deal on a hand-to-mouth basis. Inventories are not kept up today, so that when they promise us a definite date of delivery they find only part of the order can be filled on time. Then to get the balance is the rub. But it's great to see a new attraction click again once it gets going.

Fred Panser goes back to college to celebrate the 25th year of his graduation. He just could not miss it. None of us blame you, Fred. We hope you may go back to make it 50 years. By care you could outlive our beloved Humphrey.

Building operations in Greater New York City are still on the increase.

HRICHSVILLE, O. — Riverside Park, again under management of W. G. Maurer, inaugurated its season on Decoration Day with Johnny Meese and his orchestra in the pavilion. Free acts and fireworks were used. A gate charge was made for the opening, admissions being rebated in the dance pavilion.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: When there's sun there's biz; when there's none there's none. . . . Bus lines running from Times Square district in New York to many of the Island's beach spots. Jones Beach leading attraction. . . . Jimmy (Rockaway) Mangan busy aplenty putting beaches into okeh shape. . . . La Cabana at Oceanside open with a splendid floor show.

Best remark of the week comes from that Freeport hot-dog king to the effect that "Charles Evans Hughes speaks a pretty good English." . . . Heated water in Island's outdoor pools seems to be the latest thing to catch on. . . . Dick (Long Island Daily Press) Lenihan added another layer to his popularity on the strength of his grand Town Crier affair at the Jamaica Center. Lots of the local amusement gentry turned out.

Krug's amusements at Broad Channel prove the argument that trade can be attracted from passing motorists if the "pull" is impressive enough. . . . Many improvements have been made at Valley Stream Park, and when the weather becomes warm enough night bathing'll begin. . . . Among other things, the Island has 120 yacht clubs, 117 golf and country clubs and approximately 30 airports, all of which give sufficient reason to label it one of the nation's most important play centers.

The tale goes that one North Shore millionaire, whose estate is so vast that one tires even thinking about it, just discovered he has an elegant outdoor swimming pool. . . . Bert Block, favorite roadhouse ork pilot on L. I., is expecting to broadcast over one of the networks this summer. . . . Wide variety of things plotted for the Freeport Stadium for the summer, with sporting events among them.

ROCKAWAY BEACH: Fairyland, kid spot at Edgemere, has the fanciest of the Walk's decorations, featuring Mother Hubbard, the Three Little Pigs, etc.

Sam Eifenbaum, who did his best to make the crowd around Beach 74th street and the Boardwalk beer-and-pretzel conscious, has shifted to Coney Island. . . . The new theater at the Boardwalk and Beach 33d street will be on the verge of completion when this item is stamped on paper. . . . There'll be 160 life guards on the beaches here this summer, the largest crew of its kind anywhere in the world. . . . Irv Schocket, the Arverne bathing pavilion boss, just found a sunburn preventative.

"Bud" Faber, one of the Faber brothers, pin-game prince, is handling a flasher at Edgemere.

LONG BEACH: Buses running in right from New York. . . . Whole beach is looking forward to the Rudnick Theater opening. . . . Bob's Old Tavern will feature the Melody Maids. . . . Dave Brown is behind the new Sans Souci Club. . . . Golf-ball driving a renewed craze around these portions. . . . Tango Archery, a European import, goin' over big. . . . Lido Club the swank hangout hereabouts. . . . Hotels getting better prices now than in several years. . . . One of the local papers took a line from this humble column and called it "an authentic rumor." . . . Thru the help of Phil Kaplan, of this place, this operative was able to crash into the May 25 issue of *Pearson's Weekly*, British publication, with a page and a half yarn on English boxers in America.

Good Weather Aid in Philly

PHILADELPHIA, June 8.—On Decoration Day all parks had wonderful business. In Willow Grove many improvements have been made by Manager E. E. Foehl. Electric "Fountain of Rainbows," rebuilt last season, will be featured with new and original effects. Vaude is presented in the outdoor theater.

Woodside Park opened Crystal Pool, and hot weather has brought excellent business. Free Sunday concerts are features of Sylvan Hall, and during the week minstrel shows, radio amateur nights and other attractions are good draws. Friday nights there are fireworks.

Grand View Park, Yerkes, Pa., close to the city, opened on Decoration Day to large attendance. Swimming, boating and dancing are principal features.

CINCINNATI—W. W. Devore, associated with Coney Island here for several decades, is again conducting the commissary at the Ohio River resort, assisted by his sons, Ward and William.

Rain Assurance Gag

NASHUA, N. H., June 8.—John T. Benson, owner of Benson Wild Animal Farm, has seven beavers at the farm which he declares are infallible weather prophets and he plans to use them as a source of prophecy for a weather signal he is to flash at night by a powerful electric beam to the countryside. Mr. Benson says when a heavy rain portends the beavers get busy and take out mud in their dam so that their pond will not be too high and thereby fill their house, entrance of which is under water, but when danger passes they quickly patch up the dam. How the beavers know it is going to rain heavily is a mystery, but they never fail in their judgment, says Mr. Benson, who is installing a light that can be seen for miles and he will flash it on nights when the beavers say "rain."

Playland, Rye, N. Y.

By THE VOICE

The floral displays and landscaping never looked better at the big Westchester playground, and much praise is due Chief Gardener Tiffany Lind. Floral scheme is one of pansies and tulips. . . . Tommy Coughlin, in addition to duties as manager of Kiddyland, has been appointed relief radio announcer at Music Tower. . . . Uncle Mike (Ben Hur) Wallace, dean of all weighing machine men, looks very youthful after winter in Miami. . . . Navy Sallih doing well with European One-Ring Circus. . . . Chief Electrician Dick Keuhner and assistant Thad Bell are hard at work. . . . "Scotty" Melville is helping them out. . . . Joe Cavanna, chief aid to Col. I. Austin Kelly, says he likes it better at park than dealing out frozen custard in White Plains. . . . Dick Williams and missus have returned and are busy coaxing shekels from patrons of Gus Rosasco's Games. . . . Kitty Holley is at Chink Game, while her daughter Marie is collecting. . . . The Three Graces—Lisbeth Brady, Marie Rocco and Anne Lipssett—are still as thick as ever (now we don't mean mentally). . . . Wonder why Nick Marino (Rudy Vallee) haunts the vicinity of the pop-corn stand. There must be a reason, even the pop corn isn't grape nuts. . . . Edith Stewart, daughter of our own genial "Min," is recovering from a serious eye injury and are we all glad! Good luck, Edith. . . . Ed Bogart, at Swooper, is a sure enough Beau Brummell of 'Nth Board'wak. . . . Gus Hudler still burns the boys up by telling them funny (?) stories while they are awaiting the weekly stipend. . . . Noticed that Patrolman Walters and Dan Keenan were in earnest conversation the other night. . . . Charlie Walters, the old veteran, is doing nicely, thank you, with the Skee Ball. . . . Mrs. Taylor and Mrs. Gmelch are "at home" in the boat and bathhouses. . . . Madam Jordan is attracting large crowds with forecasting. . . . Frank Laper around the other day. He's holding his own after having been ill for some time. . . . Frank Henle, good-natured chief painter, is back at work after besting a heavy siege of illness during the winter. . . . Pool and beach have opened and doing good business under good weather conditions. . . . Some more of the boys and gals next time. . . . Hasta manana.

Acts at Palisades Park are the Four Eagles, high wire; Madame Marce's Circus, Ricardos and Poodles and Noodles.

Circus Units

NEW YORK, June 8.—Current circus bill at George C. Tillyou's Steeplechase Park, Coney Island, has Captain Rudolph's Oddities, comprising Big Rosie, elephant; a camel, pony and a Great Dane; Gladstones, table rocking; Ledoux and Louise; Mike Cahill, cloud swings, and Frank Prevost, clown and ringmaster, both holdovers. Tudor Girls and Avery, with Eddie Keck, were at the Columbia Park Circus in North Bergen, N. J., and joined the Steeplechase lineup. Bill changed weekly. On a previous program were Felot and Wilson, acrobatic and novelty juggling act.

Luna has Dr. Bernard's Elephants, a peach of a baby bull act trio worked by Joe Hansen, who has inserted new tricks; Carlos Society Circus, a standby, with Charles Carlos announcing and directing the ring for the entire show; Welby Cooke, who replaced Hazel Williams on the cloud swing, Miss Williams being taken down with a severe case of blood poisoning due to rope friction, but expected back at the end of this week, with operation a success; Dippy Dears, clowns, and Cooke's trained horse, Sydney. Dr. Pierre Bernard is coming down from his country club in Nyack, N. Y., to watch the show for the first time this season.

Acts at Palisades Park are the Four Eagles, high wire; Madame Marce's Circus, Ricardos and Poodles and Noodles.

NEW WHITE CITY

(Continued from page 42)

placed the old Whoopee Cars, and have proved a tremendous draw. Another new ride, this year, formerly the Pretzel, has been modernized and is called the Jitters.

Maps Ad Campaign

Maybelle L. Henderson has been appointed resident manager of the park her fourth season there representing Mr. Hamid. Russ Henderson has been appointed director of publicity and exploitation, has planned an elaborate system of regular advertising in city and county newspapers, and arranged promotions such as talent nights, merchandise nights and tieups with local merchants on a two-for-one ticket basis. Many organizations have booked annual outings. Fred Pladd is general superintendent of grounds, previously being chief electrician.

Rides and concessions and their personnel: Spanish Villa, Harry W. Taylor, owner; John Hynes, managing director; playing name bands. Roller Coaster, General Amusements Operating Company, Frank Hoover, manager; Leo Jolie, operator; Viola Malm, treasurer. Dog-dog, Martin Ararberg, manager; Henry Bleau, operator; Marion Bleau, treasurer.

"Ex" on Refreshments

Games, Knock-'Em-Out-Teeth, Balloon Busting, Coffee Roll-Down, Doll, Cat Ball Games, Clown Ball Game, Sol Jules, manager; Milton Jules, assistant manager; Mrs. Sol Jules, treasurer. Skee-Roll alleys, Louis Bertold, manager; Arthur Emantel, operator. Bingo game, Mr. and Mrs. Robbins, Providence, managing for G. Gerber, Brockton; Constance Withstandley, cashier. Fun House, Andrew Stone, manager; Louis Bertold, technician; Irving Mullett, treasurer. Merry-Go-Round, Walter Johnson, manager; Ruth Hoover, cashier. Whip, Louis Bertold, manager; Al Gowans, operator. Bug, Herbert Barton, manager and operator; Nellie Patterson, cashier. Custer Cars, Don Vivlio, manager; Barbara Clarin, cashier. Jitters, Al Hamid, manager; Catherine Wilson, cashier. Water Skooter, owner, Sam Hamid; Ernest Cartier, manager.

Refreshment stands, exclusive by Sam Hamid, with a personnel of 35 people, supervised by Mrs. Suzanne Hamid. Miss White City, launch on lake, and bathhouse and beach under direction of park. Office, Maybelle L. Henderson, resident manager and personal representative of George Hamid; Marion E. Roberts, stenographer; Woodrow Wilson, public-address system operator; Elinore Norton, head cashier; Russ Henderson, director of publicity and exploitation. Penny arcade, Harold Gilmore, owner and manager; Milton Clark, assistant manager and operator; Richard Withstandley, assistant.

DECATUR, Ind. — Greenwaters bathing beach opened last week under management of Cal Yost, with Mel Collier as life guard.

Cedar Point Opens June 15

SANDUSKY, O., June 8.—Cedar Point on Lake Erie will open its summer season on June 15. Much new paint is in evidence, with some new concessions and attractions. Big dance pavilion, redecorated, will launch its season with Sal Gummings' Band, Cleveland, in for an indefinite stay.

Pickup in Carlin's Is 30%

BALTIMORE, June 8.—Carlin's Park enters its third week with a 30 per cent increase over last year. Most striking innovation is neonizing the entire park. Crowds have been flocking to the ballroom, which accommodates 2,000 couples. New on the midway are the Pretzel and Whip, latter replacing one which burned several seasons ago. Many outings have been booked.

WINDBER, Pa. — Lake Mount Park, under management of John E. Stefanko Jr., opened on Decoration Day, park and swimming pool having been renovated and, with concessions and improved midway, will be opened daily with a free gate.



By CLAUDE R. ELLIS
(Cincinnati Office)

CHEZ VOUS, Philadelphia, closed for the summer on June 8, following a most successful season. More than 75,000 persons have attended skating sessions since the fall opening on September 16. Many more thousands have been attracted to Chez Vous by dancing. It is said to be the only amusement place in the East where skating and dancing are conducted on the same floor, in different rooms, entirely separated, but both for one admission. Elizabeth Figel, owner and manager of the rink, will leave for the Orient on June 15 from Vancouver. During the past five years Mrs. Figel has traveled thru England, Germany, Russia, France, Italy, Belgium, Austria, Norway, Sweden and Denmark to obtain ideas for Chez Vous. She has visited rinks in all principal countries of the world, including Iceland, where a small rink is operated in the capital, Reykjavik. Mrs. Figel is accompanied on her extensive tours by her daughter, Violet Louise, considered one of the foremost fancy skaters of that section.

A RINK of permanent construction is being erected for Leon Ragsdale on the lake front north of Pehokee, Fla. It is on a 50-foot lot recently purchased by Mr. Ragsdale from the Okeelanta Corporation and will have floor space of about 40 by 96 feet. Building with a truss roof, will be double-floored with hard maple and sanded to a smooth finish.

A. M. BROWN, general manager of Buckeye Lake Park, near Newark, O., announced appointment of Paul Thomas as manager of the park roller rink, one of the largest in Central Ohio and with much new equipment. It will maintain a nightly schedule.

SONJA HENIE, Norwegian skater, won fourth place on a list of 15 celebrated Norwegians in a voting contest run by *The Aftenpost*, Oslo. The Three Veronas, acro roller skaters, are at the Liesberg, Gothenburg, Sweden. The Four Whirlwinds, American roller skaters, are playing a long engagement at the Lorry, Copenhagen. Mary and Erik Company, roller skaters, are at the Reichshallen, Cologne.

ARTISTIC ROLLER RINK has been opened in City Park, West Bend, Wis., by Arthur A. Jurena, who also operated the roller rink in Artistic Gardens, Keokuk, Wis. The new rink, with maple floor, is under canvas and there is matinee and evening skating daily.

W. C. PEARCE, Diamond Rink, Pittsburgh, is conducting a graceful skating contest, running from June 10 to 24. Events are held daily at 12:30 p.m., with entrants charged 10 cents, including skates. There are daily prizes to winners and final prize will be given at the concluding contest session.

RODNEY PETERS, manager of Palladium Rink, St. Louis, closed his rink for the season and will reopen early in September. Winners of this season's races held in Palladium were Chubby Lahay, Missouri State champion; Jimmy Hat-

ton, second; Whitey Christopher, third. Ladies' races, Eve Wikete, first; Sue Hatton, second. Mr. Peters is said to have gone to considerable expense to send a team, Chubby Lahay, Whitey Christopher and Jimmy Hatton, to Chicago to enter the six-day race in the Coliseum, but the team was refused entry.

INTEREST is being engendered in the 1,600-mile Vancouver, B. C., to San Diego, Calif., roller-skating derby, sponsored by Pacific Good Roads Association in conjunction with California Pacific International Exposition. It is said \$10,000 will be split among the first 10 finishers. It is expected some 150 will participate and may include Roland Cloni, New York; Chester Ashton, Italy, Tex.; Eddie Clark, crack log roller; Campsi Killum and Felix LeBlanc, Los Angeles.

AL CLARETT, of the Three Thrillers, which had a run of five months with Sally Rand at the Chi World's Fair last summer, advised from Louisville, Ky., that the act was on its fourth consecutive week with the Rand unit and playing to big biz. Al's partner, Frank Gallik, with him nearly 12 years, left to do his own act, and Al will do a double with Marjorie Weyrick, girl in the act. Al is an old Chicago White City skater, having been a pro about 14 years.

A WEDDING on skates proved a big draw in Land o' Dance Rink, Canton, O. Stunt was given a good newspaper buildup and advance ticket sale was large.

CHARLES MCINTOSH announced plans for a new skating rink in Detroit, to be the second to be built there this summer, with Bert Randall, National Skating Association secretary, planning another structure. McIntosh rink will be 85 by 90 feet, in the northwestern section, at Tiren and Livernois avenues. Its estimated cost is \$10,000 and it is expected to open on Labor Day.

Speed on Rollers

By CYRIL BEASTALL

Speed skating on rollers has not been very popular in the North of England since the World War, owing to shortage of really large floors. A temporary revival of interest, lasting about two years, occurred in the Midlands, starting in 1930 and coinciding with opening of several big rinks, notably Granby Halls and Boulevard in Leicester.

Embassy Rink, Birmingham, with its spacious skating surface, was a favorite rendezvous of Midland speedmen around that time and district amateur championship over one mile was staged there in 1930 and again two years later.

Harry Williams, vet Birmingham speedster, won the first event, and Eric Baines, another old stager, from Leicester boulevard, won the '32 championship. Boulevard rink, which had a 200 by 100-foot floor, was handicapped by exceptionally heavy expense of running and closed down again two years ago, but Granby Halls still remains open in season proper.

Derby, which has been a red-hot roller-skating center many years, possesses quite a number of promising speedmen, but has not had a big rink operating since 1913, and of the two rinks available today New Palais is easily preferable; floor is 106 by 54 feet and track always has been laid out 26 laps to a mile, but this is likely to be brought down to 23 laps by taking a narrower track when racing is revived this summer. A few years ago such prominent members of the local brigade (Derby) as Bill Ghigi, Arthur Mayes and Jim Lidstone joined speed clubs attached to Leicester rinks and met fair success; of later recruits to Derby speed circles Allen Spriggs has been most in the limelight.

New Palais one-mile unpaced record is 4:31 2-5, put up in 1932 by Vic Bell, Birmingham; this time may seem very slow, but I would point out that the floor, apart from size, is far from being fast, and Bell was reported fastest amateur miler in this country (England) when he came to Derby and lowered Jim Lidstone's existing figures by a mere three-fifths of a second!

NEW RINKS

Southampton has a new roller palace. Stadium Ice Rink, which operated from October, 1931, until last April, has been turned into a roller rink and reopened on June 8. Floor space is 180 by 80 feet, concern remaining under efficient management of D. W. Lister. Opening of Stag-Gate Roller Rink fea-

tured a night of exhibition skating by leading NSA performers, including Jim and Joan Lidstone, Derby; Ernest A. Clarke and Ronald D. Gilbey, London. Leamington Spa Roller Rink, opened last March, is doing good business under management of Charles Bright.

Recently opened Roller-drome, Dudley, is expected to operate all summer. It is in the old Town Hall, with floor space of 95 by 55 feet. A new open-air rink is scheduled to open in Bridlington, Yorks, during June.

Ritz Rink, Liverpool, has completed its third consecutive winter season and still under management of Billie Baldock, who reports consistently good patronage. Ritz will again keep its doors open all summer.

CONGRATULATIONS

Just had word of a wonderful performance in White City Park Rink, Boise, Ida. Congratulations to Walt Miller, Portland, Ore., upon his feat of skating 147 hours non-stop and regaining the world's record by a margin of no less than 17½ hours. Not bad going for a "young" man of 76!

CONEY ISLAND

(Continued from page 43)

acts with Salih, is with husband Justin. Ray Burns is goin' fast and furious as one of the few fem talkers in the country. Sahja, mindreader, and his mentor, Tommy McNeil, have the advantage of a swell stage layout. Strong Man Warren Lincoln Travis is clicking, and so are Magician Norma Kreager, Tattooist Frank Graf, Anderson Leopard Girls, the pinheads who double on bally, the new Electric Wiz and all the rest in this, the acme of Wagner-Newman freak diversions. Even the food at the lunch counter is tops. P. S.: Don't worry, I pay as I go. P. P. S.: Pete Robinson, skeleton, was due in as a feature.

Strictly Their Own

J. Reiben and Harry Wagners, of the Boardwalk Amusement Company, owner of the Walk front on the north side of the Bowery between West 12th street and Jones walk, are operating most of the property themselves this season instead of leasing out, as per their custom.

Windows of Eden

Freddie Meers, manager of Eden Musee, has taken the stand adjoining the show and placed in a window display, one of the neatest ideas ever to be offered on good old Surf avenue, which is full of ideas. That was Marion Locherty, "Circus Mother," visiting Freddie. And when the Bruno Richard Hauptmann appeal gets to the front page, Freddie will exploit same in wax. Wax shows being much like the newsreels in that respect.

Fems on Parade

The girls, the games at which they are attendants in Felman's Gameland and how they are best described are offered up by Doc Beebe, who runs the guessing scale. Pauline Barouch, pin games, "long and lean"; Clara Spencer, sketch and silhouette artist, "pensive"; Gertrude Lear, cigar shooting gallery, "short and cute"; Jean Potaris, penny game, "quite talkative"; Jeannette Williams, redeeming stand, "constantly smiling"; Lillian Settel, poker tables, "the little girl with the big voice"; Adeline Nasti, bowling, "better known as 'snippy'"; Jennie Fringo, baseball, "meets all comers"; Grace Judice, pin games, "related to Gracie Allen's long-lost brother"; Edith Nicholson, handwriting analyst, "true blonde." Tom Ambrosino, general utility, is described as "hey, Tommy!" That leaves but two left, both males, Beebe and Jules Tolces, manager of Gameland. I'll supply the one-line descriptions as, respectively, "wide-eyed and wide-awake" and "humorous twinkle in yon eye."

A Dash of Everything

Hired hands at Herman Beyer's gallery

and cat game, Bowery, having their shoes shined. Times must be oke. . . . Bumpers installed in a stand on Bowery, and Nathan's walk operating as a no blank store. . . . Apropos of nothing at all, talkers should bear in mind that cleanliness is an asset when ballying. . . . Joe Bevans working scales next to Luna on site of last year's Park Side Show. Slim Dyckman working front end. . . . Al Snyder has stepped out of gameries to help his mom manage photo gallery on Surf avenue. . . . Most expensive charge for ride here is the Kratus & Auer Loop-o-Plane on Surf and Sixth; two bits and worth it—you can hear the ladies scream all the way over here. . . . Jean Hallen and B. E. Jones have decorated their scale store in World's Fair manner. . . . The city's ban on sightseeing busses parking in Times Square (Manhattan) will work havoc with this industry. The moguls who make these restrictions should ride in the subway sometimes. These busses are much a part of Coney life. I'll miss them, even tho they did make me wait until a fillup. You wait in reserved-seat theaters, too. . . . For circuses at Steeplechase and Luna see another story in park section.

Luna Park

Jimmy Victor here in person with band, and so's brother Mike. . . . Max Rogers is getting up the vaude show in Willow Grove. . . . Tommy Toscano, formerly of New York's Silver Slipper Club, directing 11-piece ork in Elephant Ballroom. . . . C. M. Joe's Chinese-American esterle all fixed up in the manner. . . . Betty Bauerle, cashier at Presidents Show, hanging up her 10th season in park. . . . Bob Kirshman's shooting gallery managed to keep on going interruptedly that Saturday night despite a misunderstanding on the part of a license department inspector, the charming Mr. Donovan. . . . License Boss Bracker of Brooklyn was a visitor. . . . The boys and girls greeted Doc Zinbad, mentalist in Hu Gard's Mysteries, as he paraded along with new white flannel togery, looking like the business part of \$500,000 (half a million to you).

To Pick Miss N. O. at Beach

NEW ORLEANS, June 8. — With warmer weather the beaches are more popular. Pontchartrain has the Blue Parody Orchestra as a nightly feature in the Casino. Tony di Marco, who has had concessions at the beach many years, announced he was leaving to assume a new post in City Park here. His crew gave him a great sendoff. Harry Batt, beach manager, said Al Durning will have charge of the annual bathing beauty contest on July 14 to select Miss New Orleans.

Anniversary at Chattanooga

CHATTANOOGA, Tenn., June 8.—Lake Winnepesaukee packed them last week with a 10th anniversary program. Altho weather was cool, concessions did thriving business. Skating rink did well, as did drinks, candy and other concessions. Program was climaxed with a motorcycle dive into the lake and night fireworks. Chuck Braidwood, popular athlete, is assistant manager and plans weekly attractions. Mrs. Carl Dixon, as manager, took the bow for the birthday.

RUTON'S Dogs and Betty Thomas, aerial novelty, opened their park season on June 1 in Idora Park, Youngstown, O., followed by two weeks in Buckeye Lake Park, O., starting on June 9.

WHEELING, W. Va.—State Fair Park, Wheeling Island, opened its season on Decoration Day with all amusements in operation. Improvements are in evidence. Bob Nesbit and his orchestra launched the dance season. Roller skating, swimming, rides, fireworks and special features were on the holiday program.



The First Best Skate

QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1864.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

SEND US YOUR ORDER NOW!

Skates. Repairs.
Non-Slip Powder.
Broadcasting Systems.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

EXPO GATES OVER FORECAST

San Diego Revenue Is Topping Expectations; To Enlarge Bank

"It's a real thrill," is terse description of Lieut. Gov. Hatfield—souvenir ticket books, withdrawn, are over-sold by 250,000—Shriners bring many notables

SAN DIEGO, Calif., June 8.—Paid attendance on the early days of California Pacific International Exposition was: May 29, 59,365; May 30, 56,321; May 31, 18,761; June 1, 31,501, and June 2, 45,427. Emil Klicks, treasurer and director of the largest department of the fair, reported unpredicted thousands are passing daily thru the gates, coming from most distant parts of the earth to join the local population in the greatest show San Diego has ever seen. Attendance, gate receipts and revenue from concessions have averaged well above 50 per cent more than was expected before the opening, he declared. A large staff of cashiers, ticket takers and accountants have been swamped with the handling of huge sums. Banking headquarters on the grounds, believed adequate when gates opened, must be enlarged at once.

Associated with him in safeguarding funds and receipts is Raymond Wansley, official auditor of the fair. Mr. Klicks has chosen men established in San Diego to help him in supervision of \$701,000 subscribed by local business enterprises towards financing the fair and in keeping account of all receipts. In addition to being treasurer, Mr. Klicks is a member of the board of directors and of the finance and executive committees.

Shriners Bring Stars

Lieutenant Governor George J. Hatfield of California, guest of honor on Shrine Day, said: "It's a real thrill." That was his four-word description of the exposition.

With Los Angeles Shriners came Clark Gable, Harold Lloyd, Dick Powell, Lyle Talbot, Phil Reagan, Joe E. Brown and Monte Blue, of motion picture fame. All visited the Motion Picture Hall of Fame sponsored by the Screen Actors' Guild and Dominos Club of Hollywood. Other film actors and actresses greeting visitors were Edward G. Robinson, Sally Eilers, Blinnie Barnes, Thelma Todd, Betty Furness, Mary Brian, Lee Tracy, Robert Young, Edward Arnold, Warren William, Luella Webster Gleason, Francis Lederer, Ralph Morgan and Bella Lugosi.

Oversold by 250,000, the \$2.50 souvenir ticket books have been withdrawn from sale, it was announced by Harry P. Harrison, director of admissions. Original allotment was 1,000,000. With withdrawal also of 20 admissions, non-transferable tickets, which sold for \$5, the only tickets now available, besides general admission 50-cent tickets, are \$10 non-transferable season tickets.

Greggs on Midway

Home Movie Theater, Eastman Company exhibit in the Palace of Photography, began showing daily newscasts, including and featuring shots made on the grounds, a free feature.

One of the notable music features is the organ recital by Royal A. Brown. The city organist's program is interesting and he receives continuous applause. The great outdoor organ promises to be a magnet for music lovers. Another great musical feature are the concerts by the San Diego Symphony Orchestra under direction of Nino Marcelli in Ford Bowl, Havrah Hubbard, announcer.

The Greggs, "Autos That Pass in the Air," continue as the free attraction twice daily on the midway.

San Diego critics acclaim the Globe (See TAKE EXCEEDS on page 50)

LEAKS IN FAIR MANAGEMENT

By J. F. MALONE

Will Be a Special Feature of the

SUMMER NUMBER OF THE BILLBOARD

DATED JUNE 29

FAIRS--EVENTS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

Thanks!

SAN DIEGO, June 8.—The most popular periodical in Balboa Park at the California Pacific International Exposition these days, next to The Sun, is The Billboard, national weekly amusement publication. Hundreds of the people helping to stage the big show are trouperers, first, last and all the time.—San Diego Sun, June 1.

Grand Forks Expects Legion Conclave To Be Great Asset

GRAND FORKS, N. D., June 8.—With midway and grand-stand attractions booked, directors of North Dakota State Fair, June 25-29, predict the most successful annual since pre-depression days, looking to the State American Legion convention, June 23-25, as source of extra revenue.

On their way to Western Canada fairs, Barnes-Carruthers' Fascinations of 1935 will provide main grand-stand attraction, featuring five major numbers by Margot Koche's "Ballet Moderne" with 24 dancers. Extra grand-stand acts will be the Bryants and Liazzed Troupe.

United Shows of America, making its second consecutive visit, has been booked for the midway. Grand-stand show and carnival will begin operation at 11 p.m. on Tuesday, June 25, to avoid conflict with the Legion convention closing that night.

A feature will be display of the "Minnetonka," better known as "Old Betsy," early-day Northern Pacific locomotive featured in the "Wings of a Century" show at Chicago's A Century of Progress in 1933 and 1934. Auto races and novelty contests are scheduled as extra afternoon attractions for the grand stand. Motor races on Saturday are expected to draw the speediest dirt-track drivers.

Auto Racing Bill Advanced

BRIDGEPORT, Conn., June 8.—Commissioner of State Police is given power to prohibit or permit automobile racing in Connecticut under a bill passed in the Senate this week, providing that auto races shall not be held until permission shall have been given by the commissioner, who is directed to determine fitness of track and fitness of vehicles and equipment. Penalty for violation is a fine of \$200 or a jail term of six months or both.

More Directors in Frisco

SAN FRANCISCO, June 8.—As additional directors for 1938 Bay Bridge Exposition, Chairman Atholl McBean named Postmaster William H. McCarthy; Maurice E. Harrison, attorney and former chairman of the Democratic State Central Committee, and Matt I. Sullivan, former chief justice of California Supreme Court and president of the State Commission to the Panama Pacific Exposition, held here in 1915. They are to enlarge representation of civic interests.

Official Aid For Detroit

Michigan State is given much support — Kelley director of department

DETROIT, June 8.—Michigan State Fair will have probably the most active personal interest taken in it in years by State officials in Governor Frank D. Fitzgerald and Commissioner of Agriculture James F. Thomson. Both appeared before the Legislature favoring maintenance of appropriations for State and county fairs.

One-third more space has been reserved for industrial exhibits. Automotive industry centering in Detroit will be represented with exhibits from practically all manufacturers. Secretary George A. Prescott Jr. said \$20,000 had been spent on improvements, reconditioning and re-decorating all structures.

H. B. Kelley, secretary of Hillsdale County Fair, has been appointed director of live stock and exhibits by the governor. To accept the post Mr. Kelley resigned from the board of fair managers and his place was filled by Andrew Adams, of Litchfield, president of Michigan Horse Breeders' Association and foremost live-stock auctioneer.

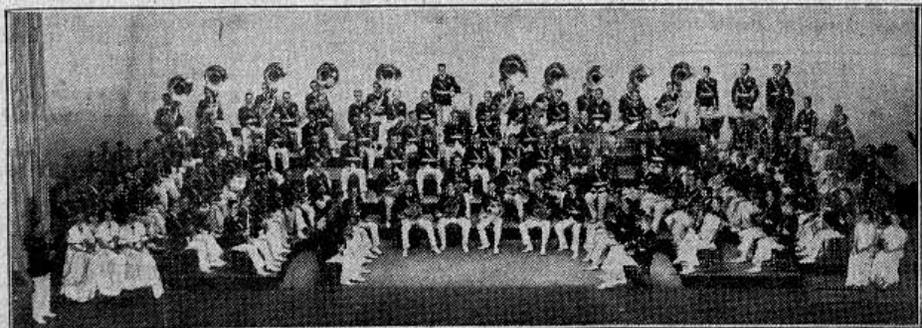
Sum of \$65,000 will be divided among agricultural exhibitors. Premiums have been increased in several departments. Interest displayed indicates a 25 per cent increase over last year's entries, according to Mr. Kelley.

Beckmann & Gerety's Shows will have all rides and shows and all concessions except refreshments. B. S. Gerety and Larry S. Hogan, general agent, were here this week laying out the midway, which will be more centrally located than in previous years by removal of surplus street car tracks and will be in a single section instead of being divided.

Pyro Concern Defies Fire

DANVILLE, Ill., June 8.—Following a fire, thought to have been of incendiary origin, which destroyed six buildings of the plant of Illinois Fireworks Company here, President J. P. Porcheddu said the concern would be able to fulfill all existing and future contracts 100 per cent. Four work buildings and two small stock houses burned, but 12 houses filled with stock remain.

DOVER, O.—Directors of Tuscarawas County Agricultural Society approved a proposal of the school board to lease a section of the eastern part of the fairgrounds as site for a new athletic stadium. The proposal, explains Secretary J. D. Craig, paves the way for making an application for FERA aid for the project. Board voted to lease the land for 25 years without charge and will use the stadium during the fair for free acts, pageants and other events.



PASADENA TOURNAMENT OF ROSES BAND, 150 pieces, presented by the department of music, Harold William Roberts, executive director, at California Pacific International Exposition, San Diego. Audre Stong is director.

FREE ACTS

You can secure bookings for the entire 1935 season thru a few small display advertisements in this section of The Billboard.

RITA and DUNN have been carrying an inch single column advertisement, at a cost of only \$5.60 an insertion in The Billboard, and, with the exception of one week, are already booked solid.

Under date of June 4 they wrote: "Please stop our advertisement that has been appearing in The Billboard recently for we are entirely booked up with the exception of only one week."

If you will send your advertising copy and instructions before June 19 they will reach us in time to make the first insertion in the

BIG ANNUAL SUMMER SPECIAL NUMBER

HIGH - CLASS CARNIVAL

Featuring Rides, wanted for week of July 4. Write

CHAMBER OF COMMERCE
IDAHO FALLS, IDA.

WANTED CONCESSIONS, SHOWS, FREE ACTS.
Four Celebrations:
NEW HAVEN, IND., June 18-22, Inc. (Firemen's)
GENEVA (Band), June 26-29, Inc. (Lion's Club), July 4-6, Inc. (Centennial.)
WAYNE DALE (Community Association), July 10-13, Inc.
RIDES ARE BOOKED.
Address **ELMER URBINE, Manager,** New Haven, Ind.

AT LIBERTY STRATOSPHERE MAN
World's Highest Trapeze and Swaying Pole Act
The Most Spectacular and Thrilling Act in Existence. Available for Fairs, Parks and Celebrations.
Permanent Address, Care of The Billboard, Cincinnati, O.

Outdoor Acts Wanted
AUGUST 16, BENNINGTON POST, AMERICAN LEGION.
Write
ABRAHAM RUSKIN, Bennington, Vt.

Hampshire, Illinois
Will Again Celebrate July 4.
Room for Two-Ring Circus. For Concessions write to
BAKER & PETERSEN,
Concession Committee, Hampshire, Ill.

WANTED RIDES, SHOWS, CONCESSIONS,
For July 3 and 4.
AT KAMPSVILLE, ILL.
State Routes Nos. 38-100-108.
Boat Races, Free Fish, Fireworks, Swimming, Dancing, Boating. 10,000 people expected.
ARTHUR F. KAMP.

WANTED FOR 8TH ANNUAL 4TH OF JULY CELEBRATION, ASHVILLE, OHIO
Rides, Concessions, Free Acts and Shows. Last year's attendance, 10,000 people.
See **CLYDE BRINKER** or **A. B. COOPER.**

WANTED Ferris Wheel, Merry-Go-Round, Kiddie Ride, FOR SOUTHWEST'S BIGGEST RODEO AND CELEBRATION, JULY 2-3-4.
Also Big Celebration Middle of August. Balloons, Novelties, other Concessions open.
CHAMBER OF COMMERCE
SILVER CITY, N. M.
ROBERT ATSON, Secretary.



By CLAUDE R. ELLIS

ANOTHER one joins the "Everybody Pays" procession. Increased attendance and revenue by means of low admission is the object of increasing numbers of major fairs. For the first time in its 35 years' history Missouri State Fair, Sedalia, will have a 25-cent gate this year. Secretary Charles W. Green says no passes will be issued. All State and fair officials, employees, performers, exhibitors, concessioners and visitors will be required to pay. Only exception will be children under 8 years, to be admitted free, and those under 14, who will be fair guests on Children's Day. More and more smart fair executives are taking their cue from Minnesota State Fair, successful pioneer in the "Everybody Pays" policy, which Secretary Raymond A. Lee has publicized so well.

TWO LIVE WIRES, who have proved their mettle by their home-town fairs, now on Michigan State Fair board—Harry B. Kelley, Hillsdale, and Robert P. Buckley, Bad Axe.

OUTLOOK for an Iowa State Fair this summer of old-time proportions in crowds, farm and live-stock entries and in commercial exhibits is reported as officials begin preparations. Better feeling thruout the State is reflected in a more than 50 per cent increase in early reservations of commercial exhibit space. With farm implement concerns in many Iowa towns unable to supply demand for equipment, companies selling farm items are increasing size of their exhibits and many companies that have not exhibited in recent years are making early space reservations. Greatly improved farm conditions are also reflected in entries for the agricultural show. All available space for county agricultural exhibits and individual farm exhibits has already been allotted. The 4-H Club show will be the largest in history of the fair and likewise the largest to be held in the United States this season, officials say.

They have added \$22,000 to this year's premiums compared with last year's, bringing the total of cash prizes to more than \$98,000.

"It looks like a real old-time fair—the kind that has made people always think of Iowa whenever the words 'State Fair' were mentioned," says Secretary A. R. Corey.

OMAHA really went to town for its return of pari-mutuel horse racing when 11,000 attended the Ak-Sar-Ben opening, after a dearth of five years, on Decoration Day. Legislature passed a law which it is hoped will pay State and other fair deficits and give the State a worth-while percentage.

SHORTS: First fairs of the season this month. . . . Folks still are "fair-minded," judging by reports from San Diego. . . . N. F. O'Hair has auto-race contract for the new Midwest Fair Circuit, headed by W. R. Hayes, Duquoin, Ill., and taking in Paris, Danville, Fairbury, Peoria, Quincy and Shelbyville, all Illinois. . . . Dime gate finally set for 1936 Pinellas County Fair, Largo, Fla., heretofore free. A new building on the grounds will be used by the county agricultural department. . . . H. E. Hart, former Cincinnati, managing De Kalb County Free Street Fair, Auburn, Ind., October 2-5, says last year's daily attendance exceeded 25,000. . . . No rodeo for Nebraska State Fair this year, Lincolnners deciding on regulation grandstand type of past years. . . . No birth control near Harold F. DePue's North Montana Fair, Great Falls. Had 15,800 kiddies Children's Day in '34; expects 20,000 this year. . . . When pari-mutuels appear on Maine State Fair track, Lewiston, during four weeks from July 8, a school for fair officials will enlighten them about the system to be used on Maine tracks. . . . Extent of preparations for the '36 Texas Centennial Central Exposition can be realized by the decision to pass up the '35 Dallas State Fair. . . . Cash premiums, aside from special awards, will total more than \$65,000 at Eastern States Exposition, Springfield, Mass.

FAIR SECRETARIES COMMITTEES

A well-displayed advertisement in THE BIG ANNUAL SUMMER SPECIAL NUMBER of The Billboard will enable you to contact Free Acts, Concessioners, Show Owners and Carnival Owners and in this way secure just the right type of entertainment for your Fair or Event.

For position of your advertisement in this department of The Summer Special send your copy and the instructions to reach Cincinnati office of The Billboard by WEDNESDAY, JUNE 19.

CARNIVAL WANTED AMERICAN INDIAN EXPOSITION, ANADARKO, OKLA., WEEK OF AUGUST 28

Must be high class; at least eight rides, twelve shows and not less than twenty-five concessions desired. Six-day crowd. Exposition featuring State All-Indian Baseball Tourney, beginning August 24. Anadarko is the center of Southwest Oklahoma Indians. Address SECRETARY-TREASURER.

ATTENTION! FAIR SECRETARIES SIX FLYING MELZORAS

AMERICA'S FOREMOST OUTDOOR DOUBLE WIDE FLYING RETURN ACT, FEATURING RAYMOND MELZORA ORIGINAL FLYING TRAPEZE CLOWN.

Announcing for the first time a Passing Leap, first to attempt and accomplished by The Melzoras, a high dive somewhat over the returning flyer. A feat considered impossible by the outstanding flyers a few years ago. Permanent address, 2509 Webber Street, Saginaw, Mich.

LOOK! FIREWORKS!

Old customers, as well as new, need not fear. Plenty of Fireworks on hand. Contracts will be executed 100%. Do not hesitate to place your order with us.
ILLINOIS FIREWORKS COMPANY, Box 792, Danville, Illinois

Grand-Stand Shows

GRAND-STAND shows for Murray County Fair, Slayton, Minn., and Blue Earth (Minn.) Fair will be furnished by Williams & Lee, who will send the Five Lees and other acts to Humboldt (Ia.) Fourth of July Celebration.

JACKSONVILLE Balloon Company was awarded Illinois State Fair contract to make ascensions, by Sidney Belmont Amusement Service, featuring a girl and boy jumping from the same bag. The company will also be in Baldwin Park, Quincy, Ill., on Fourth of July.

THOMAS LEE Artists' Bureau, supplying acts for Merced (Calif.) Stock Show and Roundup on June 21 and 22, will send Claude Sweeten's KFRC band and 35 entertainers. Acts for Turlock (Calif.) Melon Carnival on August 5-10 will also be furnished by the bureau. Ellis Levy, Frisco manager, said the bureau signed to stage a historical pageant at California State Fair, Sacramento, Charles Pressley to direct a cast of 150.

ARCHIE BALDRIDGE and Glenn Abernethy, operating Baldrige Balloon Company, are contracted for season's ascensions in Eastwood Amusement Park, East Detroit, working on Sundays, holidays and at special picnics. A second company goes to Columbus, Kan., for July 4.

HENRY H. LUEDERS, United Booking Office, signed Allen Linda and Aileen and Lamont's Cockatoos as first of 50 acts to be used in three shows for fairs. Rehearsals start on July 1 for 20 fairs booked to date, 15 in Michigan and 5 in Ohio.

DETROIT—Title of the Little World's Fair has been registered by Detroit Convention and Tourist Bureau to be used as subtitle of Detroit and Michigan Exposition, which played to record crowds in Convention Hall last winter. It probably will be made an annual indoor affair.

WANTED MERRY-GO-ROUND, FERRIS WHEEL AND OTHER RIDING DEVICES.

BIGGEST EVENT IN FIFTY YEARS ALBUQUERQUE'S GOLDEN JUBILEE HOMECOMING
WEEK OF JULY 1 TO 6
Wire Midway Manager, A. M. Nasiff,
112 South Second St., Albuquerque, N. M.

WANTED FOR WEEK OF JULY 4, WIGGINS, MISS.
Independent Rides and Shows except Coach, Candy Apples, Mug, etc., legitimate. Peddler spot in the South. Ambitious Young Men's Business Club, Free Barbeques, and Political Rally 4th. Only Celebration 80 miles. Factories, 2 shifts overtime. Farmers flush. No Celebration 8 years. Plenty pep, papers. **WANT Free Act.** Management with it. All communications **TOM BASS.** Pay your wires.

WANTED FREE ATTRACTIONS AND CONCESSIONS, CICERO FALL FESTIVAL AND CENTENNIAL
AUGUST 8, 9 AND 10.
E. A. CARSON, Secretary-Treasurer, Cicero, Ind.

WANTED CONCESSIONS AND SHOWS.
American Legion District Convention, Dixon, Ill., June 28 and 29. Rides are booked.
JOS. H. EICHLER, Dixon, Ill.

17th Annual Celebration, July 3-4
Rodeo, Bucking Contest, Racing, Baseball, Crowd last year over 8,500. **WANTED**—Carnival, Rides, Concessions, Contest Riders, Clowns. Address **CELEBRATION COMMITTEE, Vale, Ore.**

ATTENTION Will book Carnival for first week of July, Big Rodeo Celebration. Must have own Light Plant. Write or wire **BOYD SHELTON, Canadian, Tex.**

WANTED Week of July 4, Rides, Shows, Concessions for Street Carnival. Veterans of Foreign Wars, Niles, Mich. **H. J. BAKER, South 13th Street.**

NEWS

NOTES

CALIFORNIA PACIFIC

International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, 2546 C Street, San Diego.

Take Exceeds Hopes by 50%

Handling of expo's funds will necessitate enlarged facilities—Elks on tour

(Continued from page 48)

Theater Players in repertory of abbreviated Shakespearean plays in the Old Globe Theater. Six shows are given daily to capacity. Reports for first week: 2-30, *As You Like It*; 3-30, *Comedy of Errors*; 4-30, *Taming of the Shrew*; 7, *Julius Caesar*; 8, *Taming of the Shrew*; 9, *As You Like It*. Thomas Wood Stevens, directing; Major O. J. F. Keating, manager.

Television will be brought to the exposition this week, announced Waldo T. Tupper, director of exhibits, who com-

pleted negotiations with Television Exhibit Corporation, Chicago. Disclosing latest developments in the television field, the exhibit will be housed in the Palace of Electricity. Costing more than \$50,000, it will be in charge of W. R. Proczner, general manager and television engineer. Six television telephones will be installed, permitting visitors to see persons at opposite ends of the wire. A \$50,000 miniature replica of San Francisco has been installed in the State Building. Complete in every detail and drawn by scale, the replica was put in two days under supervision of Rudolph G. Theurkauf.

Prominent Elks, making a national tour, arrived to arrange for Elks' Day. Group included Michael F. Shannon, grand exalted ruler, Los Angeles; Axel Christiansen, Toledo; M. H. Golden, exalted ruler; Dr. C. H. Webber, exalted ruler-elect, and U. S. Grant, chairman of reception committee.

Fleet Coming In

The largest and most powerful fleet in American naval history will mobilize here on June 10 to remain 20 days and permit 55,000 officers and men to be guests of the exposition. In command of Admiral Joseph Mason Reeves will be 10 battleships, 14 heavy cruisers, 8 light cruisers, 4 aircraft carriers, 53 destroyers, 14 submarines and 32 tenders and auxiliaries. With the armada and including the district commandant will be 25 admirals.

A fortnight's controversy over admission from Mexico of 10 burros for "atmosphere" in the flower mart was settled. Customs passed the animals at Tijuana and they were loaded into trucks and hurried to the corral built for them in the grounds. Delay in admitting them was occasioned by the exposition's contention that the burros cost only \$50 on the hoof at a mine near Ensenada and that customs should admit them duty free as being within the \$100 worth of free goods admissible. Whether government or exposition forces won the argument wasn't revealed.

Karo Kato, Los Angeles, Japanese newspaper correspondent, visited the exposition. He recently made a tour of all principal cities of Mexico, addressing Rotary Clubs and other associations on the World's Fair. He reported great interest in the exposition among all Mexicans.

Streets of Paris show is featuring Aracella Ray in the original Oriental dance which she performed in the Paramount motion picture *Lives of a Bengal Lancer*, starring Gary Cooper.

The Rose at Opening

Ike Rose, veteran impresario, was here at the request of Nate Eagle for the opening. He has eight of his midgets in Midget City, Pick Sisters, Gladys Farkas, Marie Ellen Burback, Dany Montague, Hollis Edwards, Clarence Finch and Vance Swift. Mr. Rose intends to remain in San Diego for some time, as the climate may benefit his health.

More than 300 Texans arrived by special train to participate in "Whynot El Paso Day," headed by H. W. (Dusty) Waller, president of the club, and bringing 85 singers, dancers and other entertainers. Personnel of the entertainers includes Marshall Van Pool and his Whynot El Paso Orchestra, Tipica Orchestra; Courtney Proffitt, lyric soprano; Davids, six-foot-nine Mexican Indian slingshot expert; College of Mines Glee Club; Dale Bowman and Billy Gryder, tumblers; Alice Meisel, Leon Stoler and Eugene Sullivan, violinists; Ralph Marston, Michael Callahan and Jimmie Faust, trio, with Robert Stevenson, accompanist; Elena Escudero, Laurita Wostrup and Luz Villalobos, Mexican folk dancers. Texans will present a series of free entertainments at the Organ Amphitheater. Gold Gulch and the Indian Village as highlights of "Whynot El Paso Day."

George Regis, motion picture actor, who played in *Viva Villa* and *Bulldog Drummond*, visited as guest of Sam (Mickey) MacDougall, card manipulator, who is giving exhibitions in El

Zocalo amusement zone. Randall Rogers, representative of Jesse Lasky, of the Fox Film studios, accompanied Regis.

Foreign Relations List

Travel and Transportation Building was officially dedicated last Saturday. David H. Larson, in charge, which tells a graphic story of strides made in transportation during 400 years. President Frank G. Belcher was in charge of the dedication ceremonies. Fresno State College Band played.

Chairmen of committees in charge of foreign participation in House of Pacific Relations include Thomas Hislop, president British Empire Community committee; K. H. Chow, chairman Chinese Exposition committee; Dr. F. C. Svoboda, president Czechoslovak Exposition committee; H. Eskesen, chairman Danish Exposition committee; Dr. Frank G. Gigliotti, chairman Italian Educational Society Exposition committee; Lawrence Oliver, chairman Portuguese Exposition committee; L. C. Anderson, chairman Swedish Exposition committee; R. Eric Boden, Irish Free State; John Johnson, chairman Norwegian Exposition committee; R. S. Barbaschano, president Comité Exposition Pro-Mexico; Emil Medin, chairman Yugoslav Exposition committee; George W. Cramer, chairman German Exposition committee, and U. Obayashi, chairman Japanese Exposition committee.

Frederick Vining Fisher, formerly field representative of the U. S. Government and lecturer on Americanism for California State Board of Education, spoke on *The Lure of the Lands of the Golden Gate* in the auditorium of the House of Hospitality. Magnificent dissolving views in color of San Francisco and the Redwood Empire were shown.

Cycle Rider Thrills

James Lee, Lima, O., motorcycle rider in the "Globe of Death," demonstrated nerve and skill last Sunday in a spectacular crash as he fell to the base of the inclosure when his mount stalled as he was attempting the "upside down" ride. With his motor racing at top speed, he descended to the base of the globe and roared his motor for the "death ride." As he neared the top the motor cut out. Lee jumped and the motorcycle crashed to the bottom. Severely bruised, Lee got another motor, entered the globe and completed his act.

Special events for the week commencing June 9: Sunday, Optometrists' Day, American War Mothers, United Commercial Travelers; Tuesday, San Diego Army and Navy Academy, Retail Furniture Dealers' Day; Wednesday, Supreme Forest Woodmen Circle; Thursday, Pacific Coast Bowling Congress; Friday, Daughters of American Revolution, Flag Day, Sons of American Revolution; Saturday, League of California Municipalities, Turnverein Day, Harry C. Morgan is director of special days and events.

Electric Cop Protects

The gold spike which linked the Union Pacific Railroad, first rail transportation system to span the continent, in 1869, on display at the Wells-Fargo exhibit in a special showroom, is protected by a photo-electric eye. The unique "vault" is first of its kind to be established here. When the spike, worth more than \$6,000 in cash and a fortune for its historical significance, is locked up at night a beam of light that makes the "electric eye" is turned on. If the light beam is interrupted it sets off burglar alarms.

Bessie Clarke Drouet, painter, writer and sculptor, is here to complete details for exhibiting the painting *Immortality*, by Col. S. Stanley Todd, who also painted the sensational art work *The Nazarene*. *Immortality* is life-size, 10 by 8 feet, showing the Crucifixion. It will be hung in a hut in the Indian Village.

A. J. Humble opened his new show, "Flaming Fanny," in the Gold Gulch

concession under management of Harry Lee. Principal artists are Lou Allison, Dianne Winters and Pearl Reynolds. Business started with a bang.

Midgets at "Wedding"

Miss Andre has been engaged as feature dancer in the Cafe of the World, calling her presentation "The Living Crystal" dance.

Emily White, Portland, Ore., chosen as "Miss Oregon" in a contest sponsored by The Portland Oregonian, will represent Governor Charles H. Martin at the exposition.

True Vow Keepers, represented by couples married 50 years or more, were entertained with a program and tea in the House of Hospitality on June 5. In a mock ceremony several couples were remarried, with Dr. Alexander Monroe, a Congregational minister more than 50 years, officiating. Bridesmaid and best man were Eleanor Stubitiz and John Leal, midgets from the Eagle & Graham Midget City. Another feature was presentation of the Golden Book to Exposition President Frank G. Belcher, who placed the book in custody of E. G. Hunter, in charge of the State Societies' Headquarters in the House of Hospitality. All golden-wedded couples who visit the exposition may register in the book, which will be preserved in San Diego's archives. Couple will receive blue and gold buttons indicative of their registration.

Exposition Sparks

H. O. Davis, advisory councilor extraordinary of the exposition, formerly editor of *The Ladies' Home Journal*, now publishes a paper in Ventura and gives his services to large community promotions. He assisted with the 1932 Olympic Games in Los Angeles.

Tired of hoofing it about the grounds, W. L. Van Schaick, chairman of the grounds committee, demonstrated he hasn't forgotten how to ride a bike. He now swishes about on a shiny new red two-wheeler. The other day he was seen taking a turn with only one hand on the handle bar. Some fun!

UNUSUAL: San Diego's exposition first in history (so they say) to open with the management originally hired to build it. Frank Dragan started it. He's executive secretary and responsible for virtually all of international participation. Zack Farmer, managing director, and J. David Larson have been with the show since it was an egg.

Only major departments headed by local residents: Publicity, with Frank Purcell, ex-city editor of *The Sun*, in charge, and purchasing, with Harry Forster presiding.

Chief of Police George Sears, for first time in his 19 years on the San Diego police department, was dressed in police regulation uniform on opening day. He has never worn a uniform and never walked a beat.

Among red fezzes of the press department was that of Cruze Carriel, demon verb slinger. And Jack York and Bob Savage came in for a topnotch razzing. For two weeks they have been announcing they would take a day off on June 2 whether or no. Instead they turned up an hour earlier than usual at the same old stand.

Short Biographies Of People Engaged in Fair Business

Under this heading from time to time will appear a short biographical sketch of some person active in the fair field.

GEORGE A. PRESCOTT JR.

Born in Tawas City, Mich., on August 13, 1897. Still a resident of Tawas City, and on April 1 became new secretary of Michigan State Fair board. Closely associated with Michigan fairs 22 years; member State Fair board 10 years, in charge of horse department, exhibitor of Richland Short Horn cattle 20 years. Member Masonic bodies and live stock and real estate associations. Hobbies, hunting, fishing and horseback riding. Wife not active in fair work. They have three sons and a daughter.

CARNIVAL WANTED

For Celebration on Fair Grounds, Week of July 1 to 6. Write GEO. SHULER, JR., Secy., Southwest Fair Association, Dodge City, Kansas.

BIGGEST CELEBRATION IN THE MOUNTAINS, JULY 4th

Ready to contract Concessions (no Wheels), Novelty Privileges, clean Shows. LIVINGSTON MANOR CHAMBER OF COMMERCE.

T. G. ALLEN, Livingston Manor, N. Y.

Wanted A Carnival

With Ride and Concessions. July 2-3 Sidney, Montana.

WANTED

Merry-Go-Round, Concessions and Balloon Ascension, for July 4th Celebration. Address MINONK POST No. 142, AMERICAN LEGION, Minonk, Ill.

Want Shows & Concessions

For Two of the Best Celebrations in Virginia: RADFORD, VA., June 24 to 28. GALAX, VA., Big July 4th Celebration, July 1 to 6. Address all mail to HARRY W. WARD, Box No. 143, East Radford, Va.

FREE SAMPLES

Let us quote on Celluloid and Ribbon Badges. Special Work—Fast Service—Direct from Factory. LOU-WALT, INC., 823 Broadway, New York, N. Y.

ANNUAL REUNION, RIVERSIDE PARK

JULY 10-11-12-13. Carnival and Concessions wanted. JOHN ALLEN, Weeblesau, Mo.

BIG 4TH JULY V. F. W. CELEBRATION, And All Week. Concessions, work for Block. WANT Free Acts with Concessions, Wheels, Concessions and Shows. Hides hooped. Address V. F. W., P. O. Box 3, Bushnell, Ill.

WANTED

Street Shows, Free Acts, Concessions. 4th July Celebration. Fireworks. 4TH COMMITTEE, Streator, Ill.

4TH JULY OWENSVILLE FAIR GROUNDS, OWENSVILLE, O.—4 Days, Baby Show, Ball Game. One-day Fair. WANTED—Privileges and Novelty Men. Address CHAS. CRAVER, Barn Restaurant, Lodge and Game Sta., Cincinnati, O.

WANTED—RIDES AND SHOWS. CAMDENTON'S ANNUAL 4TH JULY CELEBRATION, JULY 4TH, 5TH, 6TH, R. L. WILKERSON, Camden, Mo.

WANTED RIDES AND SHOWS FIREMEN'S RIDES FAIR, JULY 1-6. A. C. LEWIS, SR., Secy., Lewistown, Pa.

FACES FIREARMS, BADGES

Miller Refuses Hire 'Demands'

Dramatic harassing staged at South Williamson, Ky.—attorney threatens suit

CINCINNATI, June 8.—According to a letter to *The Billboard* from Morris Miller, of Miller Bros. Exposition Shows, his organization was dramatically harassed early this week by deputy sheriffs and possibly other persons wearing badges during its engagement at what is called South Williamson, on the Kentucky side of the river at Williamson, W. Va.

When the midway opened at about 7 p.m. Monday, Mr. Miller states, 18 deputy sheriffs came to him and demanded that they be hired at \$5 each every night for the protection of the grounds, and had their pistols hanging in full view. The show management refused the "demand" and got into touch with the sheriff at the county seat, Pikeville, who Mr. Miller says advised him that since the show exhibited at Pikeville last week and

(See **FACES FIREARMS** on page 56)

Only Three Nights at K. C.

ST. JOSEPH, Mo., June 8.—John R. Castle, vice-president United Shows of America, in a statement to a representative of *The Billboard* at St. Joseph this week said that the organization was able to be open only on three nights of the 14 days at Kansas City, and that business on those three nights, even with the lot in bad shape (altho much money had been spent for cinders and shavings), was far above expectations of the owners.

Roy Wilson, Notice!

CINCINNATI, June 8.—Esther Wilson, Gadsden, Ala., wired *The Billboard* Tuesday that the mother of Roy Wilson, last year with Galler Shows, was seriously ill and to try to locate Mr. Wilson. Later the same day another telegram, from the same source, informed that his mother had died.

The Billboard has been unable to locate Mr. Wilson. Anyone knowing his address kindly inform him of the death of his mother.

R. & C. in Columbus During Elks' Meet

COLUMBUS, O., June 8.—L. Clifton Kelley, general agent Rubin & Cherry Exposition, has completed arrangements for the show to play here, downtown, during the Elks' national convention the week of July 15.

Mrs. Max Cohen Ill

CINCINNATI, June 8.—Mrs. Max Cohen, wife of the general counsel of the American Carnivals Association, has been seriously ill at their home in Rochester, N. Y. Because of her illness Mr. Cohen halted his visits to membership shows of the ACA for a week or two.



SEATED, some of the Cincinnati newspaper writers as guests of Manager John M. Sheesley at a special dinner prepared and served in Mrs. Minnie Pounds' eating emporium with Mighty Sheesley Midway the evening of June 4, when 46 of the newsmen were also guests at shows and other attractions on the midway in Cincinnati. Lew Heck, of *The Cincinnati Times-Star* staff, is standing, to the right of Mr. and Mrs. J. M. Sheesley (in center). The occasion was arranged by Floyd Newell during the first week of his return to the Sheesley organization as press representative and who was busy on other work when the photo was taken.

Great White Way Shows Fete Their Attaches

KANSAS CITY, Mo., June 8.—The Great White Way Shows recently entertained attaches of the show with a dance and party in the grill room of the Coates House Hotel. Sam Steffen acted as emcee and performers called upon to do acts responded readily. Refreshments were served and the party continued into the morning. Those present included: Mr. and Mrs. C. A. Vernon, Mr. and Mrs. C. C. Vernon, Mr. and Mrs. Roland Smith, Mr. and Mrs. Willie Wilson, Mr. and Mrs. Roy McCurdy, Mr. and Mrs. Sanberg and guests, Mr. and Mrs. Le Drew, Mr. and Mrs. Maple Williams, Mr. and Mrs. George Hall, Mr. and Mrs. Whitey O'Shea, Mr. and Mrs. J. Miller, Mr. and Mrs. Jess Hodges, Mr. and Mrs. Cotton Reed, Mr. and Mrs. Luther Harvey, Mr. and Mrs. Le Roy, Mr. and Mrs. Coople Herndon, Mr. and Mrs. Dick Oylard and troupe, Mr. and Mrs. Will Adams, "Mother" Tonnings, Mr. and Mrs. Doodle Gode, Mr. and Mrs. Al Hutchinson, Al Zeldman, Charlie Allan, George (Shorty) Parker, Jack Roberts, Milton Williams, Charlie Fischer, William Vaughn, Ernie Kaufman, Frank Wilson, Charlie Smith, Jack Ward, Pat Evans, D. C. Baker, William Burke, Bob Vernon and Harry Levy.

Traver Chautauqua Roster

NEW YORK, June 8.—Traver's Chautauqua Shows, which have been playing New Jersey stands since opening in Haledon three weeks ago, are manned by the following staff:

George W. Traver, owner; Harry F. Hall, manager; Jack Bancroft, secretary-treasurer; James Collins, special agent; Frank Brown, banner agent; Charles Houston, superintendent of rides; Hank Campbell, lot superintendent, and Harry Griffin, transportation. Ride foremen are Mike Murray, Merry-Go-Round; Joe Maralo, Ferris Wheel; Charles Houston, Whip; Jake Williams, Gilder, and Nick Maralo, kiddie rides. Mike Boris has frozen custard and Steve Gekas the cookhouse.

Show is carrying 20 concessions and 5 shows. Sherwood, flying trapeze, and DePhil and DePhil, wire act, are the free attractions.

CINCINNATI, June 8.—Elmer Brown, general agent D. D. Murphy Shows, advised *The Billboard* Thursday that he had just closed contract for his organization to furnish amusements at this year's Wabash County Fair at Mt. Carmel, Ill.

Sheesley's 2d Week Biz Off

Daily rains, cool nights for the latter half of exposition date in Cincinnati

CINCINNATI, June 8.—The expected increase of midway attendance and attractions' gross receipts during the second and final week of the Mighty Sheesley Midway's engagement here in connection with the Municipal Exposition in Music Hall, ending tomorrow, has been knocked by inclement weather. There has been rain every day this week, usually making its appearance at a most inopportune time, between 5 and 8 p.m.,

(See **SHEESLEY'S 2d** on page 56)

Show Youth Missing

CINCINNATI, June 8.—A letter to *The Billboard* from Mrs. Betty Williams, who, with her husband, Orville, is with the B. & B. Shows, states that her son,



Charles H. Poling, 14, is missing, and she and Mr. Williams are anxious to learn of his whereabouts. Mrs. Williams wrote *The Billboard* from Matewan, W. Va., where the show exhibited this week, and said that Charles was last seen June 4, where she was presumed to be accompanied by another youth, Paul Clyde Young, 18. The B. & B. Shows are booked for the week of June 10 at War, W. Va.

Goodings Around Pittsburgh

AMBRIDGE, Pa., June 8.—Mr. and Mrs. A. W. Gooding, well-known ride operators, have parted company with the Bright Light Shows, with which they were connected last season, and are now touring on their own. This week here is their third of the current season. They are booked around Pittsburgh territory for about two months. Business here has been good when favorable weather prevailed.

Their rides include: Merry-Go-Round, George Fisher, operator; Ferris Wheel, W. M. Welch, operator; Kiddie Auto Ride, Tommie McComb, operator; Heyday, Charlie Lindsay, operator. Ticket sellers and ticket takers include Leo Pagen, Jack Vogel, Harry Moler and Bernie Kille. Assistants on rides, Jess Helmar, Glen Siders and Sam Cly. Walter Byers is chief mechanic. H. M. Kennedy manages the cookhouse. Charlie Schwartz sells pop corn. Harry Arnold has ball game concession. Clarence Bittler is in charge of the callopo.

Hennies Get Tulsa; Add to Equipment

WATERLOO, Ia., June 8.—Hennies Bros. Shows have been awarded the midway contract at the Tulsa (Okla.) State Fair, which they will play following their date at the South Dakota State Fair at Huron.

The Hennies organization now has a monoplane for advertising in the air. The plane, which remains back with the show three days at week stands, tows a 100-foot banner advertising the show and its engagements.

A member of the executive staff advises that the show had the biggest still date last week, despite some inclement weather, at Rockford, Ill., and that an additional Ferris Wheel and a double Loop-o-Plane have been ordered, also three more trucks and trailers for transportation of the added rides.

BALLYHOO BROS.' Circulating Exposition A Century of Profit Show

By STARR DeBELLE

Paper Bay, N. J.,
Week ended June 8, 1935.

Dear Charlie:

The Ballyhoo Bros.' show is now on the shores of the Atlantic Ocean. The population of Paper Bay 20,000, which includes 10,000 sheet writers. The town so full of them they changed the name from Fish Port to Paper Bay. The show playing under the auspices of "The Sheet." Our company man booked the show in here because the town was full of papermen. He said, "Where there are sheet writers there must be money."

Auspices agreed to take care of the lot, license and the light, but asked for no percentage whatsoever. Looked like a free spot for the bosses. But everyone on the show did have to take \$1 yearly subscription for *The Farm and Echo*. Our man elated. One thousand people on the show. That's 1,000 dimes to him weekly for 40 weeks.

Natives here fish and farm for a livelihood. Before the papermen took over the town they only fished. But that gives them credit for helping build up the community. Farm products and fish being brought to the market daily. Eight shows in the town ahead of us. But one consolation, we won't be the last. Town open to all.

Lem Trucklow back to take up his duties. Sailed for Belgium on Friday. Will open our foreign office and handle our European bookings. Will also operate a root-beer barrel back with the show. We will probably play some good root-beer spots this season. He even promised to have the government cancel the Brussels Exposition should their dates conflict with ours.

Trucklow couldn't sell his place of business in Focatello. Gave it to his daughter; she gave it to her husband; (See **BALLYHOO** on page 56)

**DRY CLEANING
THE CARNIVAL?
UH HUH, MAYBE**

By CARLETON COLLINS

Will Be a
Special Feature
of the

**SUMMER NUMBER
of THE BILLBOARD
DATED JUNE 29**



CONCESSIONAIRES AND CARNIVALS
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JOHN R. CASTLE,
Vice-President, United Shows of America

Extends thanks and appreciation to the entire organization of the United Shows of America for the many nice gifts he received on his 54th birthday, May 19, while showing in Kansas City, especially those of W. R. (Bill) Hirsch, R. L. (Bob) Lohmar, and my beloved wife, Rely Castle.

Thanks also to my many Shreveport, La., friends for their beautiful telegrams and greeting cards, as well as the many friends in and out of the show business throughout the United States and Canada.

Furthermore, I wish to thank Howard R. Brandt and W. J. (Doc) Allman of the Gordon-Howard Company of Kansas City, for their wonderful gift, which will never be forgotten.

And last, but not least, Tony Martone of Kansas City, for his wonderful co-operation and his beautiful sentiments on my 54th birthday, not forgetting my dear friends, Mr. and Mrs. Dave Stevens of Kansas City.

P. S.—I am 100% for every man, woman and child with our organization—The United Shows of America—and am willing at all times to co-operate with them for our mutual benefit.

JOHN R. CASTLE

TENTS
NEW and USED

18x16 .. \$ 30.00	40x60 .. \$195.00
18x20 .. 40.00	40x80 .. 315.00
20x30 .. 75.00	50x50 .. 250.00
20x40 .. 100.00	50x75 .. 375.00
20x60 .. 135.00	50x100 .. 500.00
20x100 .. 210.00	60x80 .. 250.00
30x30 .. 145.00	60x50 .. 375.00
30x60 .. 220.00	60x120 .. 500.00
30x90 .. 295.00	70x110 .. 435.00
40x40 .. 175.00	80x180 .. 500.00

No Poles. Some of the above are new. Tents secured from large outfit and must be sold for Cash.

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INTERNATIONAL SPORTSMAN SHOW,
Brown-Thompson Bldg., Room 45, Hartford, Conn.



Showmen's League of America

CHICAGO, June 8.—First special board meeting of the summer was held in the League rooms yesterday. Attendance very representative, and action of interest to all members was taken, a decision that the League will stay in its present quarters for at least another year. The committee, consisting of Vice-President Jack Nelson, Treasurer Lew Keller and Secretary Joe Streibich, was instructed to enter into an agreement with the landlord and to have lease prepared for execution.

Applications of Orey Janssen, W. H. Rice, Joseph W. Diehl, O. N. Crafts, Archie S. Clark, Max Sharp, Arthur Radtke, John Quinn, Charles Whitehead, Joseph Y. Palmer, Robert Cooper, John O'Shea, Elmer L. Day presented for ballot and each was duly elected. Cards being mailed at an early date.

Welcome letters were received from Brothers Joe Rogers, Frank D. Shean, Eddie Brown and Lew Dufour.

All members be advised that all applications received after this date which are accompanied by the regular fee of \$10 for initiation and one year's dues of \$10 will receive a paid-up membership card for 1935.

The 1935 membership drive goes merrily along. The standing to date: Maxie Herman, 14; Harry Ross, 13; J. W. Conklin, 5; Sam J. Levy, 4; Joe Rogers, 3; Will Wright, 3; Jack Nelson, 3; Sol's Liberty Shows, 2; Ernie A. Young, 2; J. C. Simpson, 2; Dodson's World's Fair Shows, 1; Lew Keller, 1; G. E. Kohn, 1; Harry Lewiston, 1; Theo Forstall, 1; Frank D. Shean, 1; Joseph C. Mausby, 1; Frank R. Conklin, 1; Louis Fishman, 1; Peter Pivor, 1; L. S. Hogan, 1; J. L. Streibich, 1. Remember, there are valuable prizes for the winners, so all get busy and add to this total. (Rube Liebman, please note.)

And now into the heat of the annual drive for Cemetery Funds! Literature is being sent out daily and great results are in prospect. When yours arrives get busy and see if you cannot give this your whole-hearted support. President J. W. Conklin is going to it with a lot of pep and has already shown wonderful success. Let's all get behind it and help this wonderful work.

Brother Patty Ernst is on the sick list and underwent an operation. Late reports say he is improving nicely.

Mrs. Bertha Melville, widow of the late Brother Harry G. Melville, was in Chicago on business and took time to drop in for her usual visit. She never misses when she is in town.

Brother John Molsant was in the city from Aurora and spent part of his time at the League rooms. Says he will sure give action on the Cemetery Fund drive.

Visitors at the rooms during the week were John L. Lorman, Rudolph Singer, Samuel Bloom, Jim Morrissey, M. J. Doolan, Lew Keller, Harry Coddington, Jack Nelson, Forest Scott, Rob Brunlewe, Nat Hirsch, Sam Tessler, Ben Rosenzweig, Joe Miller, Peter Pivor.

Brother Col. Owens received a belated message of congratulations on his 50th wedding anniversary from Brother Frank D. Shean, who is now in Brussels, Belgium.

Brothers A. R. Cohn and James R. Miller left for the San Diego Fair by auto. Late report is that they arrived okeh.

Now, brother, what about your dues? Have you sent them in? If not, better attend to it at once.

Benefit Club on RPS Reorganized

LONDON, Ky., June 8.—The final organization meeting of the Royal Palm Shows' 1935 "Squawkers Club" was held in the minstrel show tent here Tuesday midnight. More than 100 members of the company attended and elected the following officers and appointed executive committees: Patrick Delaney, Grand Exalted Squawker; Francis Leslie, Vice-Grand Exalted Squawker; Mrs. Eric Hyde, Grand Squawker Keeperess of Records and Finances. Mrs. Mary Ann Alexander, chairman membership committee; Mrs. Patrick Delaney, chairman entertainment committee, and Mrs. Pearl Eldering, sick and benefits committee. The Grand Exalted Patrons designated by acclamation by the assembled are Berney Smuckler,

RUBIN AND CHERRY'S AMERICA'S MODEL SHOWS WANT CAPABLE SHOWMEN

WITH OR WITHOUT OUTFIT FOR SIDE SHOW, ILLUSION, FAT GIRL, HILL BILLY. HAVE BEAUTIFUL OUTFIT FOR ORGANIZED HAWAIIAN SHOW OR ANY SHOW OF MERIT.

This Show Has Best Still Dates and 10 Fairs, Starting First Week in August. WILL ALSO BOOK MONKEY SPEEDWAY, CATERPILLAR, LOOP-THE-LOOP. We Want Real Showmen Seeking Real Season's Work.

CAN PLACE ANY LEGITIMATE CONCESSION—EXCEPT WHEELS. WANTED—A-1 Trainmaster. Having Carnival Experience. Capable of Taking Care of Wagons and General Work. Also A-1 Lot Man, Who Can Get Them On and Off. Must be Sober, Reliable.

Can Use Experienced Billposter With Own Truck.

Wire or Write AMERICA'S MODEL SHOWS. WEEK JUNE 10TH, MENASHA, WIS.—WEEK JUNE 17TH, GREEN BAY, WIS.

HAVE FOR SALE: One Private Car, with Living Room, Four Bedrooms, Dining Room, Kitchen, Tub and Shower Baths. In A-1 condition. Now in use. ALSO Two Steel Cars. One Box and One Stock. Both Cars 72 ft. long. Can be used for elephant cave. These two cars best built cars in show business. Used one season.

Wire or Write RUBIN CRUBERG, Menasha, Wis.

June 17th, Bunker Hill Celebration CHARLESTOWN, BOSTON, MASS.

Capable Concessions wanted for the biggest spot of the season. Positively work for three days. Will be handled different than other years. Don't wire; come on. M. BROWN & S. YERKES.

COREY GREATER SHOWS

CURWENSVILLE, PA., this Week; BARNESBORO, PA., "Old Home Week and Pageant of Progress," next Week. 20,000 to 25,000 Daily Attendance.

WANTED—Shows of all kinds with their own outfits, Kiddy Auto Ride, Loop-o-Plane, Pony Track, Frozen Custard, Stock Wheels, Ball Games, Grind Stores. Address E. S. COREY, Curwensville, Pa.

Mrs. Marie K. Smuckler, Robert R. Kilne and Harry B. Saunders.

The club is the conception of Mrs. Smuckler and was instituted last year to promote social and fraternal activities within the organization, the main objective being that it shall not become necessary to call upon outside help to care for its sick nor to bury its dead. Funds are raised thru membership dues, "Kangaroo court" fines, dances and benefit entertainments. To date it has functioned entirely within its established policy.

The Grand Keeperess of Records and Finances reports the following paid-up membership for 1935: E. E. Baker, Thomas Garaffa, Harry B. Saunders, Malbelle Hyde, Benny Herman, Fred Potter, Fritz Pfiffer, Eddie Raymond, Ben Hogan, George Warren, Max Nuger, Jewel Nuger, Sol Nuger, Robert Champion, Jack Drake, William Kelley, Art Gardner, Jean Gardner, Polach Beaman, Al Laylor, Marge Laylor, Jack Baker, Homer Acuff, W. C. Foster, Nick Patrenos, W. J. Winslow, Doc Fleming, Pat Delaney, Marion Delaney, Beatrice Griffin, Albert Bragg, Marie K. Smuckler, Berney Smuckler, Sam Levy, Ernest Wilson, Jack Gupton, H. E. Waters, Nick Sciffes, W. E. Batey, Cleo Batey, Otis Stever, Helen Stever, James Mitchell, Inez Drake, Lee Curles, Kay Lyden, Lewie Weles, Charles Cartwright, Ernest Riddle, Clifton Clark, Earl Strain, Mrs. H. S. Trainer, B. M. Thompson, Francis Leslie, Buck Master Neal, Hubert Morrow, Don Roy John, Joe Rano, George Atlas, Theo Mitchell, C. W. Ward, Prof. L. Levitch, Bob Gruver, Margaret Messick, Charles Gross, Art A. Bonner, Mrs. Art A. Bonner, Pat Beerbower, Pearl Eldering, Bob Eldering, W. G. Wyatt, E. B. Hyde, George Ford, E. B. Hartman, Carl Heavener, Dewey Clark, Tex Allison, F. W. Hufford, Mrs. Bertha M. Kinsell, Bob Gordon, William Isenberger, Richard Scott, Jack Gordon, Martin Murphy, Paul Stirner, Lamar Lambert, Eddie Brenner and R. G. Hicks.

Jones Show Presents Flash at Washington

WASHINGTON, June 8.—The Johnny J. Jones Exposition started its return 10-day engagement here Wednesday night auspiciously, the showings the latter

Coleman Bros. Show WANTED WANTED

Grind Stores and Merchandise Wheel, Lady Drome Rider, Acts for Circus Side Show, Half-and Half, Kiddle Auto. Will buy or book same.

THOS. J. COLEMAN,
June 10-15, Hartford, Conn.; June 17-22, New London, Conn.

CRAFTS 20 BIG SHOWS

HAS FOR SALE—Miniature Auto Speedway—complete with portable track, 10 gasoline speed cars, 3 extra motors, ticket booth, lighting fixtures, etc. Ready to operate. Address as per route.

SUNSET AMUSEMENT CO.

WANT Pony Ride, Illusion, Mechanical or other Grind Shows. WANT Custard, Floss, Milk Bottles, String Game, Bumper, Striker. Girls for Girl Shows. Owwein, Ia., this week; Belle Plaine, next.

part of this week prior to the start of the National Shrine convention, which runs June 10-15. The show's location is Pennsylvania avenue at Fourth street, in the shadow of the Capitol dome.

There was heavy attendance opening night, but a heavy downpour of rain about 9:30, one of the worst storms of its kind here lately, spoiled the festivities.

The midway, all freshened up with new paint and tents, with some new rides and several added attractions, presents a beautiful appearance. "One hundred per cent Washington owned and operated" is the show's slogan.

E. Lawrence Phillips, the managing director, has been on hand, receiving the congratulations of a host of friends. Walter A. White, general manager, laid out the midway.

Many out-of-town people present, among them visiting showmen.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, June 8.—M. R. Du Pree operates several novelty stands.

MAY ALLEN GIBSON has the Pig-in-Blanket concession.

TWO MALTED MILK STANDS are being operated by W. E. Benbough.

LUIGI RANIERO has the Venetian Glass Blowers.

MRS. NAT D. RODGERS has two nifty horoscope stands.

WILL STROBEL is the owner of the German Beer Garden and Restaurant on the midway.

DANIEL ZAMPINO has a winner in the Grunt Derby concession.

CASO DE CUBA is being operated by Vincent G. Runyan.

MAJOR JAMES D. DOYLE is the "mayor" of Midget City. The office he held down at Chicago's A Century of Progress.

FRED REILY is operating 10 Viking Diggers.

WILLIAM McCLOSKEY, former carnival owner of Pittsburgh, is on the front of Sensation.

MR. AND MRS. ART LIVERMORE are in Spanish Village with Pycnograph, which they had at Chicago last two years.

ZORENE THE SUN WORSHIPER, with headquarters in Zero Gardens, says she was initiated to nudism as the result of an attack of pneumonia.

MILT B. RUNKLE, former well-known showman, now manager of Runkle Distributing Company, Los Angeles, mingled with his friends on the midway on opening day.

TALKERS taking part in the opening ceremonies of the Exposition broadcasting were Whitey Woods, of Midget City; Chuck Beddell, of Miss America; Arthur Comstock, of Ripley's "Believe It or Not" Odditorium; Mack Mac Coy, of Century Sensations; Bill Graning, of Trip to Boulder Dam; Harry Lee, Gold Gulch; Charley Farmer, Streets of Paris; Hugh Long, Gay's Lion Farm, and "Big Hat" Al Fisher, of Dufour & Rogers Attractions.

JACK AND BERTHA LUCAS are with the Graham & Eagle attractions. Jack got out the official program of Midget Farm and Midget City.

WILLIAM CALLICUT, veteran talker, is on the front of "Stella."

JOHN ALEXANDER POLLITT is negotiating for his "Shadow of the Cross" attraction.

MR. AND MRS. BARRY GRAY are connected with Dufour & Rogers attractions, Barry talking on "Life" and Mrs. Gray is with the Two-Headed Baby Show.

"PLAIN" DAVE MORRIS has a Penguin wheel on the Gold Gulch street. He is now known as "Brunko Dave."

CHARLES PETERS is pitching cards in Spanish Village.

GEORGE CROWDER, formerly promoter with Rubin & Cherry, Sheesley and other carnivals, visiting with friends.

GEORGE WILER, Los Angeles eating concessioner, looking things over. May stay here during the exposition.

CHIEF MYERS, former famous catcher with the New York Giants, is the chief of Indian police at "The End of the Trail."

AMONG VISITING SHOWMEN on the midway last week were Bert Fisher, F. G. Douglas, Jack Thomas, Kenneth Payne, Homer Simon, Maxie Miller, Frederick Nicholson, Jack Gerrity, Roy Bowen, W. B. Allen, Baldy Miller, Freddy Grepps, Jack Milton, Irving McCoy, Mickie McDougall, Teddy Goldstein, Eddie Lewitt, Harry Meadows and Roy Van Worth.

Also A. Samuel Goldman, attorney for the Pacific Coast Showmen's Association.

INDIANAPOLIS, June 8.—Articles of incorporation have been filed with the secretary of state by Indiana Sports, Inc., formed to operate amusement enterprises and manufacture amusement devices. The corporation has 100 shares of capital stock valued at \$100 a share, and the incorporators are Oscar A. Ahlgren, William Both and Charles Taylor.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 8.—Of extreme interest to motorized shows should be the comprehensive motor-accident report submitted to the House of Representatives by Congressman Ernest Lundeen, of Minnesota, on May 17. The congressman points out that in 1934 almost 36,000 deaths were caused by automobile accidents, or that "every 15 minutes someone was killed, and every 30 seconds some person injured in a traffic accident."

It is to the credit of the motorized carnival that it has contributed far less than its average to this appalling total of fatalities. It is pointed out that the majority of accidents take place on Sunday rather than on week days. Altho Sunday is the usual moving day for motorized carnivals, the fact is, however, that most of these Sunday accidents are caused between the hours of 5 and 6 in the evening, which in the average case is long after the show has finished its movement.

From such information as the report contains, it is evident that for the number of miles traveled and the number of vehicles involved the motorized carnival has been responsible for really very few motor accidents.

The report contains a large mass of information and any member of ACA desiring additional details will be supplied same upon request.

A few of the members have not as yet sent in the information requested for the 1935 bonds. The prompt reply and forwarding of this information will put the ACA office in a better position to render prompt service when and if needed.

We have also been requesting your preferences as to days and dates for our visitation to your shows. Altho the response has been satisfactory, a few of our members neglected replying. As you know, the purpose of these visits is to get your views on the activities of the association and also to give you an opportunity to discuss the association's activities insofar as they may relate to your organization. May we plan on having your reply soon so that we can complete our schedule?

Dallas

DALLAS, June 8.—Last week Mrs. Ralph Ray entertained at bridge and had among her guests several popular showwomen, among them Mrs. T. Riley Hickman, Mrs. Ketta Lindsay, Mrs. May Hansen, Mrs. Helen Reese and Mrs. Myrtle Potter. It was the last party of the bridge circle which had been operating since early last fall.

W. H. (Bill) Rice was in the city last week for a brief visit with friends, also to transact some business. He visited around the fair and Centennial offices and was a caller at the local office of The Billboard.

Mrs. Dave Stevens is in Menorah Hospital, Kansas City, according to information just received. She underwent a major operation last Monday. She would appreciate receiving letters from her showfolk acquaintances.

Mrs. Toby McFarland was in the city last week to get her daughter from Ursaline Academy, where she had been attending school. Mother and daughter left for Oregon to join Mr. McFarland on the Mel Vaught Shows, where he is manager.

Shows in the Southwest territory report good business since it stopped raining.

Showfolks who played the State Fair of Texas at Dallas in past years will be pleased to learn that Bob Jones has been named chief of police of Dallas by the new city administration. Jones has numerous friends in the show business.

Al C. Hansen Shows

Richmond, Ky. Week ended May 25. Location, Barnette showgrounds. No auspices. Weather, intermittent showers. Business, good. Winchester, Ky. Week ended June 1. Location, circus grounds. Weather, clear. Business, fair.

At Richmond: Long movement from Pineville over mountain roads with late arrival. Light rain nearly every day, but did not interfere with attendance. Heavy patronage latter part of week. Second best Saturday since opening. Influx of visiting general agents here. Robert

Kline, Royal Palm Shows; John Davis, L. J. Heth Shows, and Tom Terrill, Superior Shows, all paid short visits.

At Winchester: Short run from Richmond and all trucks on the lot early Sunday afternoon. Entire show ready to open Monday noon. Manager Hansen made a flying trip to Louisville and returned with Gladys Hansen, who had just finished school. Jack Thompson on sick list here with heavy cold. J. H. Davis now mail and The Billboard agent. His many friends on this show shocked to learn of "Cotton" Grissom's sorrowful catastrophe. Mr. and Mrs. Terrill, of Superior Shows, again visited here. WALTER B. FOX.

Bunts Greater Shows

Winnboro, S. C. Week ended June 1. Auspices, American Legion. Location, downtown. Weather, good. Business, fair.

Practically a return engagement. That is, the show played Winnboro Mills seven weeks ago, which is three miles from Winnboro. Almost everybody with the show went to the grave of Dad Sparkes on Friday morning to pay their respects. He was loved by all who knew him. Manager Bunts purchased a new Ford V-8 truck, making nine in the fleet. Superintendent Charles (Chuck) Staunko was a busy man this week, having all the rides repainted, and they look beautiful. Another major ride is to be added week after next, which will make seven rides in all. The tobacco crop looks good down here, and all with the show are looking forward to a nice business when the tobacco season opens. These showfolks were sorry to hear of the illness of Lyman H. Dunn, husband of Mabel Mack and manager of the Mabel Mack Show. Punch Allen is building a new show, but will not put it on until the fairs. ALTA MAY BUNTS.

Christ United Shows

Horse Cave, Ky. Week ended May 25. Auspices, Volunteer Fire Department. Weather, rain. Business, Friday and Saturday night, good. Hodgenville, Ky. Week ended June 1. Weather, mostly cloudy. Business, poor.

New arrivals: Harry Lamson back as general agent, replacing J. M. Agnew, who is now devoting all his time to his string of concessions. Mrs. Lamson going over big with her Iron Claws. Sheik Rosen again with it. Tom Hale much improved since his sick spell. "Dad" Christ still smiling despite the bad weather. Fred Christ back in the office again, and says he is mighty glad he don't have to worry about the advance now. Ben Mottie still painting, and still passing out hot dogs and 'burgers. Benny Meyers arrived from Cincinnati with a nicely flashed blanket wheel. Madam Burleson continues to top the midway with her Colored Revue. Joe Hollander with the Athletic Arena running a close second. R. Cubi made a quick exit with his Hawaiian Show for parts unknown. George (Sprussy) Spaulding also left. Paul Obershaw reports business not so good, but still getting by. Charles Triebel going over big with photo gallery. Made truck move from Horse Cave to Hodgenville and due to shortage of truck drivers General Manager Fred Christ and General Superintendent Ted Tidball donned overalls and the show moved. Jack Gardner, handling banners and promotions, not going over so big. John Thompson laughing loud and long, the Panita Show doing business. Mrs. Mabel Tidball is reported slightly indispensed. P. AGNEW.

TO PARK and CARNIVAL CONCESSIONAIRES Who want to MAKE MORE MONEY Mail the coupon below for Evans' PARK & CARNIVAL EQUIPMENT Catalogue. H.C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO

1500 KENO (LOTTO) Made up in 15 Sets of 100 Cards each. BINGO CORN GAMES FROM 25 to 300-CARD SETS. J. M. SIMMONS & CO., 19 W. Jackson Blvd., CHICAGO.

PRICED FROM \$750.00 up ALLAN HERSCHELL CO. 1935 DE LUXE KIDDIE AUTO RIDES. ALLAN HERSCHELL CO., INC. NORTH TONAWANDA, N. Y.

UNITED SHOWS OF AMERICA CAN PLACE three or four experienced Water Show Girls that can deliver. Also Man High Diver that can do 50 to 100-foot Dive. Two Clowns. UNITED SHOWS OF AMERICA June 10-15, SIOUX CITY, IA. June 17-22, SIOUX FALLS, S. D.

SEWARD'S 1935 HOROSCOPES
Samples, 25c.
SEWARD'S Full Line of Books on Character, Delicacies, Numerology, Etc.
A. F. SEWARD & COMPANY,
5216 Rokeby St., Chicago, Ill.

MIDWAY CONFAB
By THE MIXER

A STURDY KIDDIE RIDE

BIG ELI WHEELS have a reputation for years of service (1900 Model still working). A BABY ELI built for little folks—is an all-steel Wheel built inter-changeable for quick erection. Attractive, practical, complete. Add a BABY ELI to your Midway for the celebrations.

ELI BRIDGE COMPANY
Builders,
800 Case Avenue, JACKSONVILLE, ILL.

WHEELS Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.
\$12.00

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 234.
Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$24.00.

SLACK N.F. CO.
124-126 W. Lake St., Chicago, Ill.

MR. AND MRS. HARRY HUNTING have their Chairplane all-a-pretty in new paint with Bruce Shows.

THE WELL-KNOWN Jockey E. Day is now handling press work and other publicity for Crowley's United Shows.

America's Model Shows made a long jump into more Northern territory for this week, Seymour, Ind., to Menasha, Wis.

MR. AND MRS. H. C. STEARNS, late of Gruber's World's Exposition, joined Mighty Sheesley Midway, with Mouse Circus, at Cincinnati.

An applicable phrase this wet-weather spring after someone loosens a "tall" story:—"And then it rained!"

NICK PETRONAS and Nelda are reported nicely catering to the appetites of Royal Palm Shows folks and local visitors to the midway.

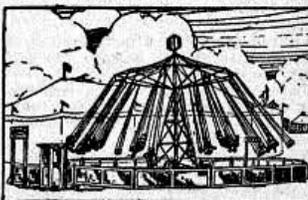
K. E. SIMMONS infomed that he had a pleasant visit on Blue Ribbon Shows recently and had special words of praise for Mr. and Mrs. Eddie Roth.

LEO TUNNEY, well-known talker of the Northwest, is on the front of Compton's Circus Side Show with West Coast Shows.

GEORGE W. (TOLEDO) JOHNSTON, who instead of trouping this spring has been working advertising stunts in and around Lexington, Ky., had gabfests with many acquaintances with Rubin & Cherry Exposition when that big midway opry played Lexington.

"SAILOR JOE" SIMMONS stepped "high, wide and hansum" in the construction and entertainment preparations of his African Village with World

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight, 8,500 lbs.
SMITH & SMITH, Springfield, Erie Co., New York.

ASTRO FORECASTS AND ANALYSES

1935. COMPLETE FOR ALL READINGS.
Single Sheets, 2 1/2 x 14. Typewritten. Per M. \$5.00.
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers.05
Samples of the 4 Readings. Four25c.
No. 1. 34-Page, Gold & Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK
116 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.1E
EGYPTIAN DREAM BOOK, Small Size, 64 Pages, No Numbers. Sample.05
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Samples, 25c.
FORTUNE TELLING WITH CARDS, Same Binding, 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label.
Our name or ads do not appear in any book.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

A REAL CHANCE FOR CARNIVAL AND FAIR MEN

Or anyone that wants to get into Soft Drink Business. Season now on!
A NEW SENSATIONAL DRINK DISPENSER. COMPLETE \$29.50

Dispenses Ice Cold Foamy Root Beer, Foamy Orange, or any drink you want to make. Full instructions and enough extract to make \$41.00 worth of drinks with each order for one Dispenser at \$29.50. Terms: 1/3 Deposit, Balance C. O. D.

CAN YOU BEAT IT? For Every 70c Investment, You Get a Return of \$8.30.

We have only a limited number of these new Dispensers left at this low introductory price. **GET YOURS NOW!** For full information, call, write or wire.

AMERICAN GIRL EXTRACT CO.
1800-24 Central Ave., Cincinnati, O.



WITH SEVERAL circuses in a billing scramble at Charleston, W. Va., recently, Gruber's World's Exposition Shows did heavy advertising and thru co-operation of their local auspices, American Legion, landed special announcement banners across three of the downtown streets, one of them shown in the reproduced photo.

EDDIE BLISS, sign painter for Crafts Shows and a ball game concessioner, has a trained dog that retrieves baseballs thrown by customers.

W. A. ATKINS, of Elgin, Ill., and his "pal," R. W. Smiley, visited the P. J. Speroni Shows early last week at St. Charles, Ill. Atkins writes in high praise of the Speroni organization.

AN ERROR appeared in the show letter of Johnny J. Jones Exposition last issue. Zella Bortz is still riding in Lowrey's Motordrome with Mighty Sheesley Midway.

CLARENCE L. POUNDS, son of Mr. and Mrs. Charles H. Pounds, of Mighty Sheesley Midway, graduated from the Sharon-

Warren Wright, boss of billing-lithographing crew on Dodson's World's Fair Shows, was hanging a big elephant shirt in Moline, Ill., in rain. Lady, passing by, looked from under her umbrella with the query: "Young man, how many elephants have you with your show?" Without missing a stroke of his brush, Wright smilingly replied: "I heard we had 10, but think they were drowned in the constant downpour at St. Louis." "Then," interrogated the lady, "why do you put up elephant advertising?" With a touch of sadness to his voice, Wright turned and sobbingly said: "Just to remind ourselves and the public what we might now have. However, Lady, we still have our preacher and he's the only one of the kind in captivity!"

NEW NOVELTY HIT!

FRAMED FLOWER GARDENS
7x9 inches. Artistic Home Decoration. Retail up to \$1.49. Will go big for Parks, Concessions, Pin Game Prizes. Dozen, \$9.00, F. O. B. New York. Sample, 75c. Postpaid. Deposit required on C. O. D. Orders.

CHARLES UFERT
19 East 17th Street, New York.

USED SHOW PROPERTY FOR SALE.
\$ 1.65 Pair Richardson Rink Skates, All Sizes.
\$40.00 Automobile Bumper Game with Track.
\$17.00 Set of 23 Musical Tumblers, Sweet Tone.
\$20.00 Forty-Nine States, Electric Flasher, Working Order.
\$15.00 New Umbrella Tent, 8x9', Sawed Doors, Floor.
WE BUY GUESS-YOUR-WEIGHT SCALES, CANDY FLOSS MACHINES, CONCESSION TENTS. Pay cash. **WELLS CURIOSITY SHOP**, 20 So. 2d St., Philadelphia, Pa.

PALACE OF WONDERS CAN PLACE FAT WOMAN

Man to work Chimpanzee. Also Man to make Openings. Show never closes. Write or wire
AUSTIN & KUNTZ,
Savin Rock, Conn.
Regards to all.
CAN USE Acts of merit at all times.

W. J. SWISHER SHOWS

Carrying Four Rides,
WANTS for Big Fourth of July Celebration, Opening July 1. Location, City Park, Columbus, Kan. Shows of merit. Concessions of all kinds which don't conflict. No grifts. Privileges right. Good proposition to Ball Games, Cook House and Photo Gallery. Archy Chapman writes. Shows write **W. J. SWISHER,** Columbus, Kan. Concessions write **W. M. MAHAFFEY,** Lawrenceburg, Ind. All mail Columbus, Kan, after June 20.

NET HIGH DIVER WANTED

Long season's work. Will teach any good, reliable young man. I have one of the best. High Diving Outside in the business. Write quick.
LATLIP SHOWS, 209 Elm St., Charleston, W. Va.
BEAVER DAN, WIS. Eagle State Convention, Downtown, June 18 to 22. WANT Shows, Rides and legitimate Concessions. No grift. Lucky boys stay away. **HENKE'S ATTRACTIONS, 2316 W. State, Milwaukee, Wis.**

J. W. OR KATHRYN HILDRETH

Or anyone knowing their present whereabouts, please advise immediately. Address **BOX 91, care The Billboard, St. Louis, Mo.**
NOTICE—Carnival Shows and Walkabout, just outside city limits, northwest of Wilson, N. C., on 58 Highway, near Airport. A good location. Rent reasonable. A nice level field, about 12 acres. Phone 4703, L. H. LAMM, Wilson, N. C. R. 2.

CURIOSITIES

Animal or Human, with or without Banners. 10' Whale with Banner, \$85.00. New Price List Free. **WELSON SUPPLY HOUSE, 514 E. 4th St., Boston, Mass.**

WANTED

For Holy Trinity Church Spring Festival and Jubilee, at Wyandotte, Mich., from June 10 to 25. This show will be on Shipyard Lot. All Concessions and Shows open. Nothing too big for this spot. Other spots follow. Address **M. C. H. CHISHOLM, Wolverine Hotel, Room 624, Detroit, Mich.**

Gaff Bros.' 80, 81 or 82 Big Shows Combined

Via Rail, Motor and Air

By J. GAFF (Old Hickory)

Cady's Mill Pond, Va. June 5, 1935.

Dear Mixer:

Laid over here to let the folks have some good fishing and basket parties in the grove.

Visited V. L. Redford at Jamaica. Retired showman who specializes in raising frogs for the New Orleans canning company. All hands had feast of fried frog legs.

Learn that Major Privilege and the Ballyhoo Boys were week-end guests of the stockyards at Ashland, where they took the sheep dip.

Drawhead Girls had a motorcycle escort when they showed Atlee, as far as the city limits.

Goliath, Motordrome riding rabbit, laying off this week, as E. Lon Beastley, his manager, again fed him a boa constrictor.

Our Old Plantation Days show closed at Alexandria. They couldn't compete with the local talent that ganged the front.

Now have all air-conditioned flats. Have started billing towns with neon signs. Will present them to Chambers of Commerce after show leaves.

An apparently empty taxi pulled onto our midway and all the Ballyhoo Brothers stepped out. We gave them the freedom of our No. 2 cookhouse.

Have doubled our pay roll in order that all hands can have two weeks' summer vacation with pay.

Have installed a beauty parlor and Turkish baths in pfe car No. 6.

We will pay all license fees for opposition shows that want to day-and-date us, also supply paper.

New 10-motored staff plane will be ready for us at Langley Field.

Regards to all from all.

MAURICE MILLER, son of Mr. and Mrs. Morris Miller, of Miller Bros' Exposition Shows, was a member of the graduating class of Batavia, O., High School last week. Maurice and his mother made a motor trip to Cincinnati to visit with acquaintances on Mighty Sheesley Midway.

COINCIDENT to Chris M. Smith's return to the fold about two years, now doing publicity for H. Bantley's Shows. Mrs. Smith is sojourning for a while with Mrs. Harry Copping and Mrs. Bantley in Reynoldsville, Pa.—the three were pals on the old Smith Greater Shows for years.

CHARLES CURRAN, general agent Crafts Shows, has been sporting a new sedan. By the way, according to report, Charles escaped the hospital in Los Angeles only thru the prompt efforts of Dr. Ralph Smith, of Pacific Coast Showmen's Association, halting an attack of pneumonia. Curran is now well on the road to recovery.

HOUSTON "PICKUPS"—Louis Isman, agent, has been in and out of here at frequent intervals since spring set in. Coy Brothers have practically forsaken the lure of the road for permanent stands and are now in Houston. Texas Centennial continues to hold out on Houston lots, the show going along in great shape, according to R. W. (Tommy) Stevens.

Mr. and Mrs. Elmer Hanscom and Mr. and Mrs. Roy Ludington, of Crafts Shows, recently decided to try some Chinese cuisine after the night show. After ordering chowmein and customary what goes with it, they asked for an extra plate for service.

When the bill was presented Hanscom questioned its correctness. Said the Chinaman: "You atern chowmein, that's fortye cents; one orda loast porkee, twenty cents; two cents tax." "Sure," said Hanscom, "but that's only 62 cents and your check here is 67 cents." "O, sho, O, sho," said the restaurant man, "you catchem extra plate, so me chargee nickel extra plate." "That's a gyp," sharply retorted Hanscom and laughed heartily. "Oh, no, me no gypce. Me all same carnival people, you catchem nickel on main gate, me catchem nickel extra here, too!" (Crafts Shows had a 5-cent gate at San Leandro, Calif.)

DURING the engagement of the United Shows of America in Kansas City, Mo., the city officials, including Mayor Smith, worked unstintingly with John R. Castle in getting matters straightened out for their exhibition at 17th and Paseo. Plenty of credit must go to Tony Martone, who worked day and night with Mr. Castle to put this engagement over and make it a success.

ZENDA info that her company of six people appearing at Willow Grove Park, Pa., is under her own management, not managed by Frank Sterling as mentioned in a paragraph under Philadelphia Pick-ups in last issue, also that Sterling has no connection with her organization.

Walter Winchell in his radio news broadcast recently mentioned John W. Dillinger, Mrs. Barrow and Mrs. Parker as booked with United Shows of America. A reproduced group photo of Mr. Dillinger, Mrs. Barrow and Mrs. Parker appeared on this page in the June 1 issue. Winchell's announcement, however, was given several weeks ago. The Mixer intended making reference to this sooner but neglected doing so.

BESIDES their concessions with Crafts Shows, Ragland and Korte have a string of coin machines operating in California from the Mexican border to San Francisco. Ben Korte makes a 1,000-mile route, accompanied by a mechanic, Romeo Perron, every two weeks. Margaret Ragland has been ably taking care of the southern part of the State, John (Ragland) functioning with the Crafts oppy.

A SPECIAL entertainment was presented by performers from United Shows of America at Mercy Hospital for Children in Kansas City, Mo., sponsored by The Star and The Times newspapers, and included the following performers: Ada Myers' Showboat Band, Betty Kane and Elsie Daniels, songs; Will Too Sweet and Jimmy Mitchell, black-face comedy and dances; Prof. Ross Campbell, magician; Eli (Blimbo) Cassis, clowning and acrobatic dance; Earl Chambers' monkeys, with Doc Perkins as emcee and Capt. Shanty Mahoney in charge of the party.

RALPH LOCKETT, former carnival secretary and publicist, has been visiting friends with West's World's Wonder, Kaus United, Marks, World of Mirth and Mohawk Valley Shows. Lockett is now classified advertising manager of The Newport News (Va.) Daily Press and Times-Herald. He states that Leo Bistany's Mohawk Valley Shows recently had a good week on a new location adjacent to the city limits of Newport News.

MRS. ELIZABETH FENN, who did not troupe this spring with her public wedding promotions, has been successfully busy with her duties as director of the Montgomery County (Ala.) section of contest and some other events in a "national better housing" movement. A story of the awarding of prizes on the front steps of the State Capitol Building, along with cuts of winners and Mrs. Fenn, appeared in a recent edition of The Montgomery Advertiser.

KANSAS CITY "PICKUPS"—Ellis White left to join West Bros' Shows, where he will have the cookhouse. Elmer Velare, of Royal American Shows, was a visitor. Returned to the show at Springfield, Ill. John Francis was a visitor here and has engaged Sam Benjamin as his advance agent, the show at Junction City, Kan., water bound. John R. Castle, of United Shows of America, was a visitor here and stated that the show would remain another week in St. Joseph, Mo., the railroad unable to move them on account of high water. Ed Ward visiting here for three days. Noble C. Fairly, of the Henries Shows, stopped here over last Sunday.

"PICKUPS" from Fred Reine's Palace of Wonders at Revere Beach, Mass.—Interior of show attractive with a maze of colored silks, satins, velvets and plushes. The performance roster: Lady Viola, tattooed lady; Sully, xylophone specialties, Seal, Seal Boy; Patsy Rogers, swords, also blades illusion; Shepherd Abdulla, Holyland exhibit; Al Flossco, magician; Mystic Oddie, mentalist, assisted by Chester Nalrene; Chief and Princess White Eagle, Western act; Bill Hart, glass blowing, assisted by George Nagle; Fred's Comedy Circus—dogs, ponies and bucking mule, Dannie Brooks and George Smith, assistants; Charlie Phelon, feats of strength; two-headed baby in charge of Phoebe Hyde, in the annex; Harry Hadean, charge of front;

George Kayes, second openings; Jimmie Peasley, tickets; Red Missier, ticket taker, and John Perry, secretary.

ROSTER of Hutchens' Modern Museum with West's World's Wonder Shows: Mr. and Mrs. John T. Hutchens, owners, the former manager and front, the latter secretary and treasurer; W. M. Montgomery, assistant manager; Joe Young and M. L. Morse, tickets; Mrs. L. B. Williams, chief cook; Bobby Clark, waiter; Trixie Hutchens, wire artist; Chief Congo, tortures; James J. Jagger, fire act and tattooing; Marcus Logsdon, midget strong man; Logsdon and Buster Williams, midget boxers; Madame Zetta, mentalist; Inez Evans, casket of death; John Louman, musical act; Leopold (L. B. Williams) spotted boy; two-headed baby; Buddy Davis and Lou Louetta in the annex. Three house trailers, four autos, two trucks and one large wagon owned by West's Shows.

D. D. Murphy Shows

St. Louis. Week ended June 1. No auspices. Location, 19th and Penrose streets. Weather, unfavorable. Business, satisfactory when weather permitted.

Since this show opened on April 4 at Wellston it has encountered almost constant rain and cold weather, but it has weathered the storm in good fashion, enlarging at every lot played. The show purchased a Loop-o-Plane from Abner Kline. Tommy Thomas is building a new Side Show, with a 124-foot banner line. The show remains on this location for another week, then one more lot here before starting its circuit of fairs at Paris, Ill. All of which is from an executive of the show.

Ball Game Operators! YOUR CANDY TROUBLES ARE OVER, WE GOT GOOD CANDY CHEAP. No longer need you turn your back when you hand out candy. Here's candy, we eat, you eat, they'll eat. And REAL FLASH, too. All are delicious high quality Chocolates and packed as you want them. PHEASANT PACKAGE—Full Pound, Carton of 24 Lbs. \$6.00 ESTELLE PACKAGE—Half Pound, Carton of 24 Lbs. 3.60 LOS CABIN—1/2 Lb. Carton of 24. 4.16 OLD TIME PACKAGE—6 Oz. Carton 50. 5.00 LOIS PACKAGE—12 Chocolates, Carton of 100. 5.50 BIG TOP PACKAGE—8 Chocolate Kisses, Carton 100. 2.00 HAPPY DAYS PACKAGE—4 Molasses Kisses, 200 Carton. 2.20 SWAGGER STICKS—Best Grade Made Gross. 5.75 HIGH FLASH Heavy Parade Games, Fancy Crock, Dozen. 1.85 Wisconsin De Luxe Plaster at Factory Prices on Most Items. Pillows, Cane Goods, Ash Trays, Bouncer Balls, Stuffed Toys, Rubber Balls, and Toys, Trays, Steins, Liters, Pipes, Pen Sets, Cigarette Boxes. If you operate a Ball Game, you just gotta see our Catalog. It's yours, free for the asking. Most live-wire Ball Game Operators now buying here. Why? Because we have THE LIVE Items at 25% must accompany orders. balance collect. HEX MFG. CO., 468-470 Seneca St., BUFFALO, N. Y.

MAKE \$50.00 A DAY — CANDY FLOSS Now is the time to get your Candy Floss Machine—the biggest money-maker of all times. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. We make only the original guaranteed machines. Write to E. O. ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.

MAKE FINEST SOFT DRINKS FOR 10c PER GALLON — COMPLETE ORANGE, LEMON-LIME, GRAPE, CHERRY, ROOT BEER Make your Syrup by simply mixing 14 pounds of sugar and one gallon water until thoroughly dissolved. This makes 2 gallons Syrup, at a cost of 35c per gallon. 1 Quart ORANGE CONCENTRATE (for Other Flavors).....\$2.00 1 Pint Fruit Acid Solution (We send this free)..... .00 8 Gallons Syrup, at 35c per Gallon..... .28 40 Gallons Water..... .00 Total, 48 Gallons, cost.....\$4.80 You cannot make finer drinks. We do not sell less than one quart of one flavor. GOLD MEDAL PRODUCTS CO., 133 East Pearl, Cincinnati.

BEER DISPENSING EQUIPMENT — AT — BANKRUPT PRICES COUNTER COIL BOXES (Original Price, \$65.00) NOW \$36.00; WHITE KING NOVELTY BARS, Two Half Barrels, Heavy Cork Board, Insulated (Original Price, \$185.00). Special, Complete with Tap Rods and Gas Gauge, \$78.00; Two Full Barrel Novelty Bar, with large center storage space for Bottled Goods (Original Price \$320.00). Special White They Last, Complete, \$125.00. Supply of Beautiful Porcelain Enamel Novelty Bars with Mug Washers and Chippers (Original Price \$295.00), Now \$150.00. WRITE TODAY FOR COMPLETE LIST OF BARGAINS. BURCH MANUFACTURING CO., 1906 WYANDOTTE, KANSAS CITY, MO.

SPORTSMAN SHOW OUTDOORS . . . UNDER AUSPICES Booked for 10 Weeks, Opening the Latter Part of June—Playing Large Cities in Industrial New England. WANTED—Log Rollers, Skiing Act, Wood Choppers, Indian for Archery Act, Motordrome, Shooting Gallery, Opening for Trick Pistol Shot and Wild West Exhibit, Indian Village. All must be first-class. PITCHMEN'S EXCLUSIVES—What have you? Frozen Custard, Novelties, Scales, Etc. Have World's Champion Chief Indian Bill Collier, Trick Caster; Ted Monteal, Champion Archer, and many other top-notch performers, all in Free Act Exhibitions. Write—Don't Wire—Tell All in First Letter. INTERNATIONAL SPORTSMAN SHOW Brown-Thompson Bldg., Room 45, Hartford, Conn.

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BAR-BROWN SHOWS THIS SHOW PLAYS HARRIMAN, TENN., NEXT WEEK, JUNE 17 TO 22, DOWNTOWN, UNDER STRONG AUSPICES. LARGE PAY DAY. OTHER GOOD ONES FOLLOW. WANT any Shows not conflicting, a few more legitimate Stock Concessions. Good opening for Whip, Tilt-a-Whirl, Lady-Loop or any Flat Ride. Also Kiddie Rides. Experienced Ride Help write F. Z. VASCHE. WANT Colored Musicians and Performers. Address O. E. BARFIELD, Chattanooga, Tenn., June 10 to 15.

THE B. AND B. SHOWS WANT To join immediately, Fat Show, Mechanical City or any other Show not conflicting. Concessions—Want Long-Range Gallery, American Palmist, etc. Purl Shields wants Musicians and Performers for Minstrel. Chris M. Smith, get in touch with us immediately. Penny Arcade with own Transportation wanted. All address, this week, War, W. Va.

Chop Suey

By W. H. (BILL) RICE

SWEETWATER, Tex. — Writing this (June 1) in the Santa Fe Railroad station. Washout, so don't know when I'll get out. Here four hours now. This town is the home of Harley Sadler, of the tent repertoire show. Sure has a nice home here, but one of the natives said "he ain't never in it."

I did not mean that Spike Huggins had a 30-car show but was trying to tell him a 30-car show is going to make the Northwest in 1936.

Visited with Moxey Hanley in Kansas City, also my old champion cook, "Ma" Turner. Hanley is doing plenty of business with his quick photo machines.

(Age must be getting me.) Eisenbarth, the old boat showman, lived at Marietta, O., instead of in O. O. McIntyre's home town. Thought it funny McIntyre never mentioned this great old trouter.

Courtney Ryley Cooper, now about the top-money grabber among his classification of writers, wired me from Denver in 1916: "Bill, I want to get married and haven't the jack to make trip to Los Angeles, unless you can send mileage." I sent the mileage for him and enough to bring the bride back.

Doc Allman plenty heavy and selling callopes. . . . George Howk, Dave Lachman, Tony Marrino and other old friends at the Heart of America Showman's Club. . . . Stayed at the home of Mickey Rosco, who is salesman for a motor company. He was the best water clown I ever had. . . . Ivy Rice can never give a good show with equipment that performers can't work on, nor make the performance click without any music. . . . Lovey Rice laid up a few days with bad tonsils. . . . Dot Brown joined the show at Wichita and leaves at St. Joe. Too bad, as she has looks and is a great performer. . . . Saw Jim Dyer at Amarillo, and he looks the same as he did 19 years ago. Did not see the misus, "Sillina," that Allen (Live Power) King puts up all the paper for. Why not? She saved his life.

Here's my best wishes to Walter K. Sibley, Joe Rogers and Harry Gravage, now at the Brussels Exposition.

The Texas Centennial at Dallas is about ready to start building. They have more cash (\$11,500,000) to work with than any exposition ever had in this country.

Since the Dallas Fair has been definitely called off, Houston, Tex., has moved its dates to October 4-13 and Beaumont to October 12-20.

Western States Shows have managed to keep out of the red in spite of five weeks of rainy weather. . . . J. George Loos has what looks like a honey for the Fourth, Stamford Celebration and Cowboys' Reunion. . . . Mrs. C. A. Wortham's rides are all in the center of the Texas Centennial proposed midway site and she has a six-year lease of the location. . . . Called on Gregg Wellinghoff in The Billboard's Dallas offices. Had not seen him since 1932 in Chicago, when Larry Hogan and I were mixing up some drinks. . . . Had dinner with Mr. and Mrs. J. C. Bridges in their beautiful home in Dallas. To the trouper's the misus was Mary Connors. . . . Paul Jones now selling Centennial bonds. . . . Roy Ruxard still secretary for State Fair of Texas. He and his son have a ticket and coupon printing plant.

Detroit Pickups

DETROIT, June 8. — The high-water mark of local carnivals for the season so far was reached last week and this week, with at least three shows playing in the territory.

Dumas & Reid's Happyland Shows were in Royal Oak. The University of Detroit May Fair brought out Elmer F. Cote and Mamie Krause, who combined their shows for the run, May 28-June 2, playing on the campus. A large number of independent concessions were operated directly by the university committee, and the large football stadium was used for special attractions and shows. Average nightly attendance was 15,000 people. W. G. Wade Shows played at River Rouge and West Jefferson avenues in River Rouge, west side suburb, under auspices of Veterans of Foreign Wars, to very good crowds. The Wade Shows have expanded to six rides, six shows and a number of concessions. Lew Marcus has rejoined the show as secretary after three years' absence, and William Bahnsen joined with his Circus Side Show and Girl Revue this week.

Philadelphia Pickups

PHILADELPHIA, June 8. — The museums are closed for the season after prosperous runs for both. Will reopen on Labor Day. Dan Gorman, of Eighth Street Museum, is now at the Brussels, Belgium, Exposition and word from him is that weather there has been more or less cold and rainy, holding attendance down, but on good days big crowds attend. Bob Hickey, also of the Eighth Street Museum, is resting in the city. Says he has bought a winter home at Miami. The Hassons, of South Street Museum, will have shows at Wildwood, Asbury Park and Sandusky, O., for the summer season.

Max Gruberg was a visitor during the week. Stayed a couple of days and returned to the show. Said that weather conditions had been very bad so far this season, rain and cold.

Eddie Vaughan, of Ringling-Barnum Circus, was host to the Philadelphia outdoor representative of *The Billboard* and his wife Decoration Day.

Jere Shaw is looking forward for the best season in some time. Says that bookings are far ahead of last year.

Buck Taylor, since disposing of his rodeo, is resting at his farm near Doylestown.

American United Shows

Ellensburg, Wash. Week ended May 25. Weather, unfavorable first three days. Business, fair. Toppenish, Wash. Week ended June 1. Location, depot lot, in heart of town. Weather, favorable. Business, good.

Show had a day and date at Toppenish on Sunday with Tom Mix Circus and Wild West, which was visited (and enjoyed) by many of the carnival folks. Harry Meyers has added a three-ton White truck to the equipment of his cookhouse, which is managed by Ralph Meeker, with Donald Warfel as chef; Tommy Gibson and Marvin Highland, waiters; Frank Donnelly, pantyman; F. L. Clark and M. L. Hendrickson, dishwashers. Charlie Gilmore has the juice stand. Monty Montgomery has his Iron Claw mounted on a new semi-trailer—a flashy outfit. E. O. Douglas has 12 concessions, Mrs. Douglas taking care of the stock. E. H. Avery has his two strikers, his cigar gallery operated by Earl Root and Marie Bartley. O. H. Allen has his lead gallery mounted on a new four-wheel trailer, Red Mason and Jack Morrison his assistants. Verda Endicott running pop corn and candy floss; Mae Snobar, penny pitch, and Mrs. Thelma Carlisle, ice cream. Mr. and Mrs. Anderson have photo gallery. Shows: Athletic Show—Red Hill, manager; J. W. Harris, tickets. Chef Sanders' new open-front platform show very attractive. Mickey Mousse Circus—Curlee Jones, manager; Pearl and Mamie Jones, assistants. Ten-in-One—Floyd Brasel, manager; Thomas Moyer, lecturer; Eddie Gunther, tickets; Charles Handwerk, tickets and added attraction; Trizie, fat girl; Arthur Burton, human volcano; King and Queen, "tiny mite" midgets; Bonita Bergere, bullet-proof lady; Dora McKittrick, burned alive. Rides: H. H. Avery's Loop-the-Loop—Wayne Endicott, foreman; Pat Hogen, second man; Jimmy Ward, tickets. Ferris Wheel—Whitney Bartley, foreman; Alex Ruls, second man; L. Olson, tickets. Merry-Go-Round—Jimmy Bennett, foreman; M. Christensen, second man; Charley Wood, tickets. Merry Mixup—Fred Hollyoak, foreman; Clarence W. Betts, second man; Willard Buckingham, tickets. Loop-o-Plane—Paul Hensel, foreman; Carl Jones, second man; Mrs. M. L. Hendrickson, tickets. John (Mex) Snobar is electrician; Dutch, night watchman; Curlee Jones, trainmaster and mail and *The Billboard*; George Allin, in charge of the office; Frank Kirsch and H. Carlisle, general agents.

CURLEE JONES.

Joyland Shows

Coalport, Pa. Week ended June 1. Auspices, local band. Location, Pleasure Park. Weather, favorable. Business, fair.

Beautiful spot for the event. Mr. and Mrs. C. Cox, of pitching notes, visited Wednesday night. Mrs. Charles spent Decoration Day with her husband, the manager. Mack Fralley, of the Ferris Wheel, was called home because of the death of his grandfather. The Saturday matinee was well attended.

MRS. R. E. HAWKINS.



Pacific Coast Showmen's Assn.

LOS ANGELES, June 8.—There were 22 members present at the Monday night meeting. Milt Runkle won the \$2 prize. After the closing there was a nice luncheon with beer. For next meeting Runkle will furnish the lunch and Downie will buy the beer.

A nice letter was received from Eddie Brown. Thanked the PCSA for the well-wishes telegram sent and stated that the exposition at San Diego had opened in a blaze of glory.

Charlie Farmer came back from San Diego and is working in the "circus" picture being shot at MGM.

A letter to John T. Backman from John Miller and Nellie, informed that John underwent an operation on his tongue at Rochester, Minn. The surgeon thinks that X-ray and some other treatments will fix him up okeh. John expects to be back here within two or three weeks.

America's Model Shows

Louisville, Ky. Week ended June 1. Location, 28th and Broadway. Auspices, Echmont Athletic Club. Weather, good. Business, fair.

Many visitors here this week. Mr. and Mrs. Rubin Gruberg drove over from Lexington, Mr. Gruberg remaining all week, Mrs. Gruberg returning to the other show on Wednesday. Both were pleased with the progress the show has made this season. Bert Minor here to replace Ed Saunders as treasurer and was greeted by many of his old friends. Ben Weiss, Cash Miller and Zeke Shumway spent a couple of days with the show. Mrs. Raynell Brown arrived on Sunday to visit with her hubby, the well-known Fitzle. Raynell reported business and conditions as being excellent. She departed Tuesday morning for Springfield, Ill., where her attractions were appearing with Royal American Shows. J. C. McCaffery left Tuesday night for a few days in Chicago. Walter Davis, well-known press agent and photographer, spent a day with the writer. Al C. Hansen and daughter of Al C. Hansen Shows playing near by, here reminiscing with many of their friends. *The Herald Post* co-operated with the show in every way, and its staff, Emory Barr, Jay McCuean and Larry Hart, were nightly visitors. Saturday was Kids' Day and a goodly number were on hand thru the efforts of *The Herald Post*. It was a very pleasant week.

NEIL BERK.

BALLYHOO

(Continued from page 51)

he gave it to his mother, who gave it to a son-in-law, who swapped it for a penny pitch and joined the show.

Our embelmed whale arrived. Floated from Frisco to Paper Bay. Arrived in bad shape. Had been harpooned 30 times by different whaling crews while en route. The last crew tried to claim it. The deep-sea show manager opened with it. Buy a bottle of whale oil perfume and see the show free. If it smells anything like the whale, there will be no repeats.

Tuesday our auspices needed more money for the lot rent. Made everyone with the show take a subscription to the *Fishmongers' Gazette*. A dollar a year, but they gave clutch pencils as premiums. Wednesday they needed money for the light bill. Again 1,000 subscriptions for the *Rake and Plov*. This time needle books as premiums. Thursday they needed money for the license, so we all became readers and subscribers for *The Deep-Sea Angler*. Razor hones the premium this time. Friday, they needed six money and we all went broke subscribing for *The Land Wealth*. And they rubbed it in by giving billfolds as premiums. They must have run out of stock Saturday. They didn't show up at all. The two to profit by this date, the show's mail man and the slum-wheel operator, who has enough donated stock to run all season.

MAJOR PRIVILEGE.

FACES FIREARMS

(Continued from page 51)

was recommended, not to give them one cent.

About 9 o'clock Monday night an eating stand man was arrested on the charge of having sold a sandwich without collecting a tax and soon afterward a girl

working a ball game had pistols pointed at her and was arrested, also an attorney of Williamson was assaulted and arrested, presumably while patronizing the ball game, according to Mr. Miller's letter, which also stated that "the deputies have harassed the show all week"—probably meaning up to Thursday, day of the writing of the letter. Mr. Miller inclosed a newspaper clipping from *The Daily News*, Williamson, W. Va., of June 2, an article headed "Lawyer Claims False Arrest; Plans Action," and reading as follows:

"Claiming false arrest and humiliation, together with a good bit of discomfort as the result of an alleged unprovoked assault, Attorney Sam Hurst today says he is bringing suit for \$20,000 damages against a Pike County, Ky., deputy sheriff and the officer's bondsman.

"Mr. Hurst went to the carnival, circus or whatever the show is across the river, last night and according to his own story became interested in the activities of a 'mountain deputy' who was going around looking for a gambling joint to close up. Mr. Hurst says the deputy found a lone and defenseless girl and arrested her for something or other and then took him into custody also. But before Mr. Hurst was placed under arrest, he says the deputy cracked him alongside the face and then slapped him so sharply on the hand that blood flowed. The victim of this alleged unprovoked assault claims that he was just walking around with a crowd of other people watching the artillery mounted deputy from Blackberry awe the show people. The deputy turned on him, he claims, and assaulted him without provocation.

"The girl was fined \$17 right off, Mr. Hurst says, but he refused to pay the fine for his imaginary misdemeanor and was prepared to go to jail when a friend intervened and informed the deputy that he made a grave error. The prisoner, somewhat shaken by the assault and the over-large bore of the small cannon that had been flipped in his face, was reluctantly freed by the deputy, who probably had never arrested anyone before who carried a cane and just hated to give up such a fancy prize.

"A letter to *The Daily News* in (Continued on Page 8)
(EDITOR'S NOTE: The continuation of the article was not inclosed in Mr. Miller's letter.)

SHEESLEY'S 2D

(Continued from page 51)

and unseasonable cool nights—last night many people on the midway wore topcoats. The daily gate admissions have been numbered in thousands, but not the many thousands anticipated.

Tuesday more than 40 newspaper men of Cincinnati were guests of Manager John M. Sheesley at a specially prepared dinner in the midway restaurant and afterward in a body were escorted by Mr. Sheesley and some members of his executive staff, including Floyd Newell, who this week returned as press representative for the show after last season's absence and who made arrangements for the gathering and presented Mr. Sheesley's invitations to the daily papers' folk.

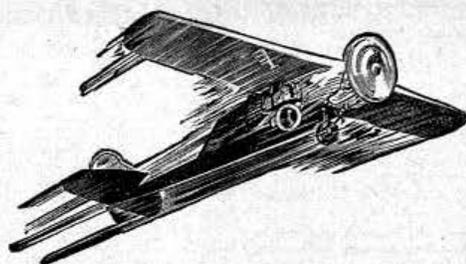
There was a change in the free act program last Sunday evening, the Lamby Brothers, flying trapeze (catcher in cradle instead of on swinging bar, also trampoline stunts to catcher and flying bar by the comedian), on the spot previously occupied by Solomon's Water Circus. The Billetti Troupe (high wire) continues as one of the free attractions.

Among showfolk joining the company this week were Mr. and Mrs. Louis (Pickles) Keis, late of Royal Palm Shows, Mrs. Keis relieving Trainmaster Howard Ingram in operation of the Hollywood Follies attraction, which has undergone a number of changes in its entertainment roster, Mrs. Keis bringing along some of her personnel. Mr. and Mrs. Harry Lewis (Mrs. Lewis formerly Sarah Stone) also joined the show, to open their concessions at the next stand, Akron, a two weeks' engagement.

H. C. FitzGerald, the veteran press representative who has been handling stories and other publicity with the show this spring, will do some special work on late summer and fall engagements for Mr. Sheesley.

There have been more than 200 amusement folk visitors from carnivals, circuses, fairs, parks, theaters and other branches of the profession. To give a creditable list of them would be impossible. Among those making special motor trips for visits were Mr. and Mrs. Phil O'Neil, formerly with Sheesley, operated organizations, now with Great Superior Shows.

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Wallace Bros.' All-Canadian

Smith Falls, Ont. Week ended June 1. Weather, rain first two days, last four days clear and bright. Location, Mackenzie's Field. Business, good. No auspices.

This week broke all records of the season so far. With weather conditions as they were and no auspices, it was a remarkable stroke of luck for all concerned. J. P. Sullivan is seen daily around the lot greeting all with that same broad smile. Throughout the latter part of the week the midway was a seething mass of humanity. Bright lights and plenty of music gave the people that old carnival spirit. Shows and rides gayly attired in flags. Mollie Lavote's Side Show topped the shows, with George Curtis' Follies of 1935 a close second. Among the rides, the Caterpillar, under management of Joe McClusky, got top money, with the El Wheel taking second place. Concessions did well. Phil Cronin and Joe Harris, owners of the 10 concessions, were smiles throughout the week. Mrs. J. P. Sullivan, with her new shooting gallery and pitch-till-win, also did very well. There was no need to ask Cris Savlo and Joe Happy how business was, one look was enough. Joe Willis, cashier at the main entrance, greeted all comers with smiles. Bill Graff, general agent, had the town well padded two weeks ahead of the show. Captain Baldwin, artist, having all banners newly painted, is now replacing the painting on the new Merry-Go-Round.

WALTER MCCLUSKY.

Anderson-Strader Shows

Grand Island, Neb. Week ended June 1. Fourth week of season (Norfolk, Fremont and Grand Island). Weather, much rain. Business, averaged fair.

Show makes a gorgeous display with an abundance of illumination, new canvas and banners and paint. Have a five-cent gate. The writer, Capt. George Webb, high diver, free act. Staff includes: H. W. Anderson, general agent; M. A. Strader, manager; Mrs. M. A. Strader, treasurer; Art Hutchinson, advance and banners; Kid Sailor, lot superintendent; Jack Laine, electrician; L. Peavy, trainmaster and night watchman; Winifred Fuller, charge of front gate; Frank Skillings, official announcer. Shows: Ten-in-One — William (Bill) Johnson, manager; Stub Drury, talker; Mike Hudson, tickets; Dagmar, Electrica, Chief Togo; Lady, the Wonder Dog; La Messes, Rose-Earl. Previews of 1950 — Salika Martin, manager and dancer; Blacky Miller, openings; O. E. Becklund, tickets; Jackie Pavey and Florence Mathews, dancers. Athletic Arena—Tom Flemming, manager and wrestler; Jimmie Farnell, boxer; Big Boy Williams, wrestler and boxer; E. A. Williams, tickets. Serpentina — James Horton, manager. Eva—Clayton Baker, manager and talk-

er; James Burke Jr., tickets. "Colonel" — "World's Largest Hog"—J. B. Allison, owner. Paris—Edward Hegg, manager; entertainers, Bob Percefield, Freckles Dunn, Evelyn Hegg, Ruby Rossell, Marcella Percefield, Dot Baker and Edith Pettit. Monkeyland—Dad Proctor, owner-manager; Mrs. Proctor, trainer; George and Dick Proctor, tickets. Nudist Colony—Albert Martin, manager; Art Hassett, tickets; models, Velma Brown, Buddy Howey and Blondy Cooper. Rides: Merry-Go-Round—Ray Edmonds, foreman; Jim Kearns, tickets. El Wheel—Floyd Bishop, foreman; Alvin Bishop, tickets. Tilt-a-Whirl—L. D. Lunn, foreman; Shorty Hynes, tickets. Merry Mix-up — Ralph Sooter, foreman; Maxine Radcliff, tickets. Kiddie Autos — Ed Hegg, owner. Kiddie Swan Ride—Hugh Carlin, owner and operator. Concessions: Ralph's Midway Cafe—Ralph Parrish, owner; Clyde Meeks and Jimmie McBeth, cooks; D. A. Shannon, F. O. Howey and H. A. Newman, waiters; Gabe and Grace King (corn game), P. H. McAllister and V. G. Radcliff, Sid Fuller, Billy Gonzales, George Nolan; Bob Wells and family, four; Vergil (Sticky) Stillwell (pop corn), Mrs. M. M. Parrish (grab), Rawl Johnson, Daddy Ryan, Bob Pettit, Merrill Ferguson, Norma Johnson and Elsie Stillwell.

J. J. Page Shows

Beckley, W. Va. Engagement ended May 25. Location, Harper road. Weather, rain and cold. Business, almost nil. Oak Hill, W. Va. Week ended June 1. Auspices, American Legion. Location, fairgrounds. Weather, fair. Business, excellent.

At Beckley: Of nine showing days all rained out but about four, and it took the entire personnel to get the grounds in shape. O. E. Bradley, crackerjack concessioner, made a trip to Knoxville to superintend rehabilitating his concessions in the park there. Visits were exchanged with Small & Bullock Shows. Barkoot's sandwich stand on wheels arrived—a darb—can get ready in five minutes. Billy Winters joined and will associate himself with Billy Clark in framing several concessions. Owner Page away on a scouting trip.

At Oak Hill: A truck move from Beckley, and Sunday evening the entire show up and ready. The fairgrounds being downtown, folks came thruout the day and milled around, watching the work. It was estimated that around 400 cars passed the front of the lot. Wonderful committee, all the co-operation possible in conjunction with the co-operation from the "fourth estate." Also this is the first show in the city in three years. So a wonderful week was had by all. Jack Rainey and Wade Beard did good business with their oorn game—nicely flashed. The Minstrel Show registered a big week. Mr. and Mrs. Joe Rador joined with a flashy cookhouse. The

State tax is a mighty complicated affair for some folks, as it requires a penny here and there, etc., and the brunt of the work falls on Mrs. Savage, secretary of the show. Said she thought if the governor of West Virginia was issuing commissions or titles, such as Colonel or something, same as the governor of another State, all show secretaries should be entitled to one. But at that the folks in this section are acquainted with the matter and offer no complaint for a tax on a ride, show or concession.

R. E. SAVAGE.

L. J. Heth Shows

Old Hickory, Tenn. Week ended June 1. Auspices, Junior Order United American Mechanics. Location, business district. Business, far below expectation.

With exception of Saturday night, business poor. People came early, stayed late and really spent on the last day, but insufficient to put all shows, rides and concessions out of the red. Monotony broken Thursday night by a social event provided by Mrs. L. J. Heth, who entertained at a delightful bridge luncheon in her hotel suite. General Agent John B. Davis returned for a few hours Tuesday and reported season's booking practically completed. Bill Dollar is still setting a fast pace with banners. Everything has been repainted and most of the show fronts are new, including the canvas.

Staff: L. J. Heth, owner-manager; Mrs. L. J. Heth, secretary-treasurer; George J. Kelly, lot superintendent; Charlie Strickler, general utility; Billy Jones, electrician; "Sailor Jack" Weston, artist; George Holloway, carpenter; Jim Pruitt, transportation. Shows: Engomar Ray's "Something New at Last." Charlie Woodcock's "Adam and Eve," featuring Claude Baxter, O. C. Cunningham and the missus, Dixie, with Mysterious Girl, Zoma. Charlie Ecker's Girls in Cellophane, featuring Cora Burton and Peggy in Rumba dancing; Bob Burton handling the front. Howell's Congress of Living Wonders, with 100-foot banner line, recently painted by Charlie Johnson, Chicago artist; Charlie Collum, on front; Rube Stephens, tickets. Athletic Arena, featuring Billy Fitzhenry, managed by Herb Titenberg. Scott's Minstrels handled by Billy Burns. Rides: Harry Bestland and the missus, with their attractive Chairplane, and Marion, auto kiddie ride. Ferris Wheel, Johnnie A. Brown, foreman, and Charlie Purcell, tickets. Airplane Swings, Bob Luckens, foreman, and David Stanley, tickets. Merry-Go-Round, Chick Newell, foreman. Nine concessions, including cookhouse, which is presided over by Red Brown and the missus, assisted by C. G. Niles. Taylor and Moore's flying trapeze is the free act.

DOC HOWELL.

Johnny J. Jones Exposition

New Brighton, Pa. Week ended June 1. Location, Junction Park. Auspices, Beaver County Firemen's Association. Weather, fine. Business, good.

The midway at Junction Park, with the tri-cities of Beaver, Beaver Falls and Rochester, drew large crowds at night and Saturday matinee. It was an old-home week for Tom Allen, a former resident of Rochester, Pa., and every night saw the popular Tom surrounded by boyhood friends. His sister, Mrs. Anna Price, still resides in Rochester, so Tom enjoyed home cooking all week. His brother, Joe, shared in the honors of the home-looks. Decoration Day, with ideal weather, was big. More than 100 members of the "Secretary Hawkins Club" of The Pittsburgh Press, in charge of Ed J. Ritzenbaugh, staff writer, attended the midway Tuesday night, and Billy Junior, son of Bill Senior and Vera Spriggs, was made an honorary member during a performance in the Society Circus. Arthur Atherton, secretary-treasurer, happy on Decoration Day, on receipt of a telegram announcing the birth of a son to his sister, Mrs. Charles Hellebusch, at Louisville, Ky. The new arrival christened Arthur Atherton Hellebusch. Elton A. Rogers (Freezo, the Human Polar Bear), accompanied by his wife, Ginger, arrived to present his act at Washington. Joe Pearl busy with his duties as mail man, commissary. The Billboard agent and in charge of main entrance ticket sales. The beautiful new front for Thad Rising's Brownskin Follies completed by Charlie Kidder and his crew. Jim Tierney, of Joe Stly's cookhouse, turning out some appetizing menus. Ervin (Whitey) Walker here on a visit to his wife, Jean Brown Walker, and the baby.

WALTER D. NEALAND.

Royal Amusement Co.

Bells Tenn. Four days ended May 25. Auspices, Bells May Festival, sponsored by Chamber of Commerce. Weather, cool. Business, good. Sharon, Tenn. Week ended June 1. Auspices, American Legion. Weather, good, except Saturday afternoon. Business, fair.

Bells: This was the opening stand. Manager Clayton made a short talk to the entire personnel, urging co-operation on the part of each one toward a successful season. J. E. Clayton is owner-manager and contracting agent; P. M. Murphy, special agent, and Louis Morgan, electrician. Shows at this spot: P. M. Murphy's Melba Show, Josie Martin, Nellie Davis and Vivian Nickerson, entertainers; Denver Callahan, tickets. Mr. and Mrs. Billy Latham's Monkey Circus. J. D. McDermott had his ride booked for this date. Merry-Go-Round and Chairplane, owned by Manager Clayton, to be added. Ride help includes Neil Walker, George Harris, Lee Newton and Tyree Robertson. Among those having concessions or acting as agents at this spot were Clarence Boothby, G. T. Cox, Rufus Elam, Clyde Elam, Bill May, Mr. and Mrs. Ray A. Barton, Joe Froese, J. N. Koestick, Michael Durkett, C. A. Mann, W. J. Carroll, Joe Morgan, Mr. and Mrs. Louis Morgan, George Morgan, Hazel and Agnes Morgan, W. H. Rohrer, G. H. Norris, Mr. and Mrs. Charlie Drill, Mr. and Mrs. Dick Campbell, Mae Dunne, Harry (Dutch) Bender, J. H. Bowers and Mr. and Mrs. Frank Mullins.

At Sharon: Among concessioners joining at this place were John Frink, accompanied by Frank Keifer, and Mr. and Mrs. C. Y. Smith. Prince A. Rahajsh also joined with his Side Show. Jimmie McKees and Louis Sellers were added to the ride help.

J. B. ELLIOTT.

Crescent Canadian Shows

Oliver, B. C. Week ended June 1. Location, at base of large gold and silver smelter, but regardless of this fact business practically nil.

The new ride, Loop-o-Plane, getting its share of business. The Merry-Go-Round topping all rides, the Vaudeville Show topping all shows. Show now carrying for still dates 5 rides, 6 shows and 22 concessions. Jimmy Edwards, formerly of Sheeley Shows, arrived to take care of front end of cookhouse. The "General" (Henry Meyerhoff) hopping around with paint getting equipment ready for the fairs. Bertie Peters, milk bottle queen, still knocking them over. Red Wheeler and wife still honeymooning. Jack Busesels, with Albertina, still jackingpot. The writer gazing at the scenery. Charles Braddin, better known as "Mousey," teaching the mice how to act. Push-Em-Up-Tony eating his own peanuts. Bill Corey (fishpond note) crooning over the radio in behalf of the show. Eddy Harbottle and wife still planning to buy that home in Alaska. Mr. and Mrs. Farnell expanding Side Show for fairs. Sam Macdonald, Sam Stefanko and Henry Sosnoski playing over radio for show. Slim Allan talking on front of Vaudeville—newcomers to that attraction Evelyn Spears and Sally Spears. "Illusion Fame" Peter Fay, with the assistance of Elsie Campbell and Dave McDougal, still drawing them. Monzo, geek showman, catching rattlesnakes in the mountains. Percy LaBell, foreman of Loop-o-Plane, thrilling the patrons. Mr. and Mrs. Chandler longing for the big tops. The "Sob and Weep Club" has been organized. The genial hostess, Mrs. H. Meyerhoff, Chiefess of the "Sob Sisters," and Col. Dave Ferrier, Chief of the Weep Brothers—weeping towels to be furnished by the "Brothers." Everyone happy. Three more weeks and the starting of the Class B Fairs at Garman, Manitoba.

GEORGE (SPOT) TIPPS.

Small & Bullock Enterprises

Madison, W. Va. Week ended June 1. Weather, variable. Business, averaged fair.

Fourteenth week of the season. Opened at Bath, S. C., with Graniteville, Langley, Saluda, Laurens and Greer, S. C., following, then to Coeburn, Va., followed by Matoaka, Sophia, Rhodell, Glen White and Edwight, W. Va. Visits were exchanged with the J. J. Page Shows while they were playing Beckley and this show in Glen White. At Edwight, Mr. and Mrs. Bullock's daughter, Virginia, came on for a short visit. Mr. and Mrs. Percy Martin, of the World's Exposition Shows, were visitors this week. Mr. Bullock recently returned from a business trip thru the East.

HARRY LEE.

CONKLIN'S SHOWS

Canada's Finest and only Railroad Show

CAN PLACE legitimate Concessions, Eating Concessions. Have good proposition for Scale Man at the following Fairs and Celebrations:

SHERBROOKE, QUE.—Fair, June 30-July 6.
ST. JOHN, N. B. CAN.—Legion Celebration July 8-13.

HALIFAX, N. S.—Deep Sea Rodeo and Aquatic Carnival, July 15-20.

MONCTON, N. B.—Masonic Celebration, July 22-27.

MONTREAL EXHIBITION—August 5-10.
PETERBORO, ONT.—Fair, August 19-24.
KINGSTON, ONT.—Fair, August 26-28.

WANT Man to handle Platform Show with Two-Bodied Baby, 4 Arms, 4 Legs, 1 Head and Alive.

HAVE FOR SALE—Two Calliopes in first-class condition.

Apply MR. J. W. CONKLIN

Timmins, Ont., June 10-15; Rouyn, Que., June 17-22; Ottawa, Ont., June 24-29.

No Gate — No Racket — No Coupon Tickets

GREAT SUTTON SHOWS

AMERICA'S CLEANEST CARNIVAL.

WANT TO BOOK Loop-o-Plane and Whip. Will furnish new 30x60 Tent and Panel Front for good Stage Show of any kind. WANTED—Colored Performers and Musicians on salary, and you get it. WANT Baritone, two Saxs, one Trombone. Fair Secretaries in Indiana look us over. Terre Haute Ind., June 10-15. Sailor Harris wants Acts for Ten-in-One. F. M. SUTTON.

William Glick Exposition

Perth Amboy, N. J. Week ended June 1. Location, Hopelawn showgrounds. Auspices, Hopelawn Fire Company. Weather, two rainy nights. Business, good.

With an eight-mile haul from the circus lot at Baltimore to the train, then a 190-mile railroad move, the show opened on schedule time, and Monday night found the midway packed and jammed, the pay gate registering a nice gross, but the spending on the midway a bit light for the size of the crowd, the rides getting the biggest play. Tuesday everything picked up and all had a good night. Black clouds and rain almost killed Wednesday night's business. Decoration Day gave the show a good day play and big at night. Friday another rainy night, but not lost entirely. Saturday sunshine and another good crowd of spenders. The Athletic Show in the top-money class. Credit is due Kid Ellis in the high-class manner that the show is presented. It makes friends everywhere he goes. Clementine Coffey's Girl Revue hitting on all four. A nice flash and interesting show. George Murry now the show's "specialist." Now doing a Chic Sale. Many visitors from West's World's Wonder Shows, just a few miles away. Billie and Buddy Anthony, from World of Mirth Shows, visiting friends on this midway. The writer's new show coming along nicely. Will open on the 4th of July. Julia Young now one of the ticket sellers on the main gate. The wagon building is still going on. There will soon be wagons for all.

STARR DeBELLE.

Pollie & Berger Exposition

Lansing, Mich. Week ended June 1. Location, Foster showgrounds. Weather, Monday and Tuesday lost by rain; remainder, fine. Business, good.

Splendid spread of big tops made the midway doubly effective as to flash, size and character of entertainment. Earl Smith moved to larger top, with enlarged performance. Former Side Show outfit stored and outfit moved into Circus Annex top, with Joe Hilton and larger personnel. Frank Denig joined with Mouse Circus. Emil Paul building new show outfit and on trip to Chicago for materials and people. Glenn Hackett now handling banners and second-agent work a week ahead. Office car is being remodeled and all trucks, cars and trailers being relettered. "Pollie & Berger Exposition and Wild Animal Circus." Aluminum on all equipment trimmed with red, blue and yellow. Merchant ticket campaign inaugurated to use the circus performance in a tieup of partial-payment tickets. Representative members of celebration committees and fair officials among recent visitors include those from Albion, Grayling, Charlotte, Ithaca, Alma, Caro and Saginaw. Of these events, the latest to be signed up is the Centennial at Grayling. Concessions not listed before include Ida Davis, two sets of diggers; "Happy Jack," 2; John Earns, 1; J. Johnson, scales; Merrill Gorton, long-range gallery, with Ted Davis in charge; Phil Heath and W. L. Smith, 1, and taffy and crackerjack concession of Eddie (Peco) Applegate. George Dunigan and partners, who operate frozen custard, building another outfit for the midway. Red Lane, formerly with John Mulder's concessions, joined Johnnie Pollie's staff of agents, and Johnnie's bingo now has a public-address system, making three such systems on the show now. Calliope truck covering around 100 miles daily. All of which is from an executive of the show.

Marks Shows

Staunton, Va. Week ended June 1. Auspices, Stonevale Camp. Modern Woodmen of America. Location, fairgrounds. Weather, variable, rain. Business, poor.

A fill-in date and not much was expected. The route was changed to move Bluefield up to a later date, Princeton was canceled for the time being, and a second week in Charlottesville and the Staunton engagement were substituted. The entire organization extended sympathy to George Holliday (frozen custard), who was called to Steubenville, O., by the death of his mother, who had been ill several weeks. Holliday returned Saturday and was joined by his son, who will remain until his college reopens. John H. Marks was host to the newsboys of *The News Leader* and *Evening Leader*, both of which gave wonderful co-operation during the engagement. The boys chaperoned by J.

H. Powell, circulation manager, and Sergeant J. S. Lively, of the Staunton Police Department. Children from the Hayes Memorial Home, a colored institution, were Mr. Marks' guests Saturday afternoon. The auspices worked hard to make the engagement a success. Janice Mildred Beard, of Waynesboro, Va., operator of ball-throwing games, and Harry Russell Luken, of Reading, Pa., a concession clerk, were united in marriage at the public wedding Friday night, the bride being attended by Waynesboro schoolmates, and hundreds of her friends and relatives from Augusta County's second city attended the ceremony. "Happy" Dawley received another large shipment of "performers" for his Mickey Mouse Circus. "Cowboy" Charley Dawley, aged 4, is torn between becoming a "ride operator" or "opening a cookhouse" and remains the pet of the midway. Jimmy Rafferty's Artists and Models Show about ready to open, with new top, new effects and new panel front. Minor Bell and his wife; Gus Dull, outdoor show booster; City Manager Ruff, State Tax Commissioner Holsinger and Manager Matthews, of the Virginia Public Service Company's Staunton office, were nightly visitors and praised the show. Clarence Witz was playing the home town and as a result was "hard to get along with" during the week. He was host every night to groups of old friends. Mrs. Ray Devore and little daughter spent several days with Ray Devore, head griddle man of Witz's midway cafe.

CARLETON COLLINS.

R. H. Work Shows

South Fork, Pa. Week ended June 1. Auspices, Auxiliary American Legion. Weather, rain one day. Business, good.

The one day of rain did more good than harm, as the show was breaking in a new lot that needed water badly. Lot packed down good and the people came out just the same. Decoration Day brought a nice crowd to the midway in the afternoon as well as at night. Work has been started on the new Mickey Mouse Show, also a new Snake Show. Mrs. Joe Ihle has added an attractive tinting booth to her husband's photo gallery. Mrs. Joe Branham confined to her trailer for two days but up and feeling better now. Mr. and Mrs. Leonardson joined with their ice-cream concession. Mr. Work's two daughters and their husbands, Mr. and Mrs. Clair Shank and Mr. and Mrs. Ivan Kinter, visiting their father and brother, Thad. R. H. Work Jr., out of school for the summer, is expected on the show soon. Visits were exchanged with Winters Shows in Conemaugh, eight miles away.

HAZEL REDMOND.

Endy Bros.' Shows

Lansford, Pa. Week ended June 1. Auspices, Mayor's Welfare Fund. Weather, clear. Business, fair.

One of the best Decoration Day spots this show has ever had. They came early and stayed late. Altho the lot was small Louie Kaufman, lot superintendent, did a wonderful job in laying out the midway. General Manager David B. Endy returned to the show with a new Packard automobile. John Hudock and Tom Romasick, of the Hazleton (Pa.) Heights Fire Company, where the show will be next week, paid a visit to the show and were impressed with its magnitude. A. L. Kymmer, of Newton, N. J., show fan, paid a visit and was entertained by the manager. Conley's Aerial Circus, presented nightly, continues to draw the crowds. The Great Manta (Sea Monster) is hitting its stride and is being featured with the show. The writer, after 10 years doing publicity for various theaters thru-out Pennsylvania, has joined the show as press agent.

J. L. THOMAS.

World of Mirth Shows

Plainfield, N. J. Week ended June 2. Location, Seventh street at Rock avenue. Auspices, Arbor Fire Department. Weather, rain Friday night. Business, good.

Vittorio Zucchini, rocketing high above the towers of twin Ferris Wheels from his big cannon, pulled a new thrill from his bag of tricks on opening night. When Queenie, loness star of Earl Purtle's Motordrome, escaped from her cage the following evening for a frolic on the midway further interest was created. A general pickup in attendance continued thruout the nine-day stand, with Decoration Day providing the banner business of the early season. Visitors from West's World's Wonder Shows, led



STILL THE HOTTEST NUMBER at Riverview Park, Chicago GOING STRONGER THAN EVER. NOTHING LIKE IT SINCE THE "KEWPIE" DOLL.
New, Original, Reinforced Plastic Dolls. 12" High. Hand-Painted. Natural Colors, Real Feathers. Red, Blue, Green.
(CELLOPHANE WRAPPED)

CONCESSIONAIRES
CARNIVALS, FAIRS, CIRCUSES, WHEELS, PARKS, ETC. Line up with us quick, for these and other "Blue Ribbon" Wins. "FAN DANCERS" Total Dozen \$4.20. "GAY 90c." \$4.80. 1/2 Deposit on C. O. Order. Lower Prices in Quantities. 2 SAMPLES (1 OF EACH), \$1.00. Cash with Order Only. You can't afford to miss these. A trial will convince you.

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Get the "Low-Down" on our fascinating and profitable Deals. Exclusive numbers. Real repeaters.
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ROGERS and READING SHOWS

WANT—Shows and Concessions—WANT

SOUTH NASHVILLE WELFARE ASSOCIATION CELEBRATION, JUNE 17 TO 29, HAYMARKET, NASHVILLE, TENN.; THEN

BIG FOURTH OF JULY CELEBRATION, MARTIN, TENN.

Followed by Fourteen Fairs, Starting August 6—CELINA, HARTSVILLE, CALLATIN, TRACY CITY, PETERSBURG, McMINNVILLE, SPARTA, CROSSVILLE, MANCHESTER, UNION CITY, HUNTINGTON, PARSONS, PARIS, DRESDEN; all Tennessee.

WANT SHOWS OF MERIT, especially Motordrome and Mechanical City (T. J. Apple and Joe Teska wire).

WANT LEGITIMATE CONCESSIONS except Cook House, Corn Game, Photo Gallery. ALL OTHERS OPEN. NO GRIFT. WANT—Book No. 5 Ferris Wheel for Six Weeks' Work on Nashville Lots, then Place Same at Our Fairs. No. 2 Unit. Prepay All Wires.
H. V. ROGERS, 814 Clark Place, Nashville, Tenn.

WANT FOR AL C. HANSEN SHOWS

For best spots in Ohio and Eastern Smoke Stack Territory, with a long string of Southern Fairs to follow: Reliable Foremen for Whip and Tilt-a-Whirl. If not capable do not apply. Salary sure to producers, rain or shine. Experienced Minstral Performers and Musicians. Pete Pullman wants Cook. Eric Diggers and legitimate Concessions. Shows that do not conflict. Rates reasonable.

BIG FOURTH OF JULY CELEBRATION

Address Ironton, O., Week of June 10 to 15; Middleport, O., follows.

16 FAIRS **16 FAIRS**
WANTED CANADIAN B. CIRCUIT WANTED
OPENING JUNE 28TH, OARMAN, MANITOBA.
Shows of Merit, also One Ride. Will furnish outfit to CAPABLE Showmen. Concessions All Open; No Exclusive. (Have Sold Novelties.) Reasonable Rates. No Hackett; No Gift; Good Opportunity for Grab, Custard or any Legitimate Concessions.
Will Bond Equipment and People in and out of Canada through Emerson, Manitoba. (Port of entry.) Special Train and Sleeping Cars between all dates. Wire
CRESCENT CANADIAN SHOWS
Granbrook, B. C., June 10th to 12th; Natal, B. O., June 13th to 15th; Coleman, Alberta, June 17th to 19th; Bellevue, Alberta, June 20th to 22d; Swift Current, Sask., June 24th to 26th.

by Frank West and his wife, were numerous, particularly on Sunday night when a big part of the organization came from near-by New Brunswick. Arthur Campfield, of the Baker-Lockwood New York branch, was a visitor, as was J. Frank Hatch, veteran show owner, who passed an afternoon of pleasant reminiscing with Ralph Smith and other oldtimers. Weather was frequently threatening, but except for Friday night when rain broke into the program no serious damage resulted. Jack Linderman's new Miniature Merry-Go-Round has arrived and now shares with the Kiddie Auto Ride for the juvenile ride business. The newsboys of *The Courier-News* and *The Dannelien Chronicle* were guests of the management. Frank Tezzano, candy butcher, now with the show.
GAYLORD WHITE.

Gruberg's World's Exposition

Beckley, W. Va. Week ended June 1. Location, swimming pool show grounds, Sprague. No auspices. Weather, some rain. Business, good.

The weather man gave the show the best break of the season so far. The location, in Sprague, at the edge of the city limits of Beckley, is a new lot. Was used the first time last season by any carnival by this show. The miners were not working so good this year, and the threatening strike slowed business up some, but the Beckley vicinity is one of those show spots that's hard to beat. Children's Day, Friday, found one of the largest crowds of the season. Visitors included Mr. and Mrs. Billie Clark, J. J. Page and others of J. J. Page Shows, playing Oak Hill, a nearby town. Oscar Williams, owner-manager of the swimming pool adjoining the show lot, also owner of lot, gave the show every co-operation to make the engagement a success. Manager Max Gruberg and Mrs. Gruberg left for Bal-

World Pleasure Show
WANT Photo Gallery, Frozen Custard, American Palmistry, legitimate Grind Stores and Wheels. WANT TO JOIN AT ONCE—Ferris Wheel Operator and other Ride Help. WANT Shows with own outfit. WANT Talker. Oddities of all kinds. Tattooer for Circus Side Show. Address this week, St. Marys, Pa.; show June 17. Firemen's Celebration, on Streets, Emporium, Pa.
BERT ROSENBERGER, Manager.

J. R. EDWARDS SHOWS—WANTED for K. of P. Festival, Willard, O., this week; Fremont, week of June 17 to 22; Firemen's Convention, Union City, Ind., week of June 24; Greenville, O., Legion 4th of July Celebration, week of July 1; Ten-in-One Show, Snake Show, Platform Show, Mickey Mouse, Illusion, 25¢ with own outfit. Following Concessions: Candy Floss, Tuffy Candy, Fishpond, Lead Gallery, Hoop-a-La, High Striker, Devil's Bowling Alley and Stock Wheels. Come on. J. R. EDWARDS SHOWS, Willard, O.

WANT
Capable, experienced Man Agent for heart-shaped Photo-Gift-You-Win. Must be sober and reliable.
SMALL & BULLOCK SHOWS
Madison, W. Va., Week June 10.

WANT Ferris Wheel Foreman. Must have Eli Button, be gentleman and reliable. Salary, \$15.00 and board per week, and get paid every week. Also Man to take charge Photo Gallery 2 for dime. Must be experienced.
JOE GALLER, Brewton, Ala.

SHOWS THAT HAUL THEMSELVES. And Grind Concessions. Hawaiian Show wants Man and Wife Talker or Musician, and Dancer. Delavan, Ill., Firemen's Jubilee, June 9 to 15; Chillihothe, Ill., June 17-22. First Show in town for three years.
ANNA JANE PEARSON SHOWS.

timore, Philadelphia and New York on a business trip. Mrs. Rose Gruberg stopped off in Philadelphia and promised to bring their lovely daughter, Nancy, back with her when she returns to the show. The writer left Beckley on a booking trip. PERCY MARTIN.

Highway 13. Can you beat it? 'Hello, World' Ewing and wife stopped off last week for a short visit. They are looking well. I would certainly like to see some of my old friends and most sincerely hope that some of them stop off to see me. I'm on Highway 13, near Higginsville, Mo."

GORDON H. SAGE . . . one of the most popular men in Pitchdom, admitted that he was married last spring, but has kept it a secret till now. Sage married Vera Frederick, of St. Louis. Sage has opened a St. Louis office and intends to sell his products to pitchmen thru his ads that will soon run in this department.

LESTER KANE . . . is working a St. Louis chain store with a corn-punk demonstration and, as usual, Lester is clicking. Next week he goes to Bloomington on the same chain and returns to St. Louis the following week.

TED TRUSTY . . . is working Springfield, Ill., in a chain store with darners.

S. McLAUGHLIN . . . and Harry Gruver are working a Buddha joint in a chain store in St. Louis for Tommy Burns. They are clicking.

HARRY (CALCULATOR) WILLIAMS . . . and Scopy Williams are holding down St. Louis with med. These boys intend to stay in the Mound City for some time, saying they are doing okeh and can't see themselves burning up any fluid making trips to spots that they are not certain of.

CHARLES CAMMARATA . . . well known in Pitchdom, dropped dead of heart disease while drinking a cup of coffee in a restaurant in St. Louis. Cammarata was buried in Calvary Cemetery June 5.

LeVERN HAYDEN . . . pitches from St. Paul that he and his wife are demonstrating shop cleaner in local chain stores. "Mayo," tells Hayden,

"is working corn punk in a Minneapolis chain store, and that Eddie Gillespie is working the heart machine."

DOC FRYE . . . writes: "Saw your old friends Doc George A. Groom and wife at the Indianapolis races. They were in the grand stand enjoying the spectacle. Seemed to be quite a number of the boys working the big race."

"THIS IS MY FIRST . . ." writes Mason R. Painter from Buffalo, N. Y. "The pitchman's department in *The Billboard* has been my friend since my first day in the business. After three years of active work in the field I hope that I can be classed as a recognized pitchman. In those three years many of the boys and girls have crossed my path and, in my opinion, most of them are beyond reproach. It has been this pitchman's habit to always give straight tips. It doesn't cost any more. At the beginning of my career Frank Conley was very kind in aiding me, as was Charles Hall, of New Haven, and it is my wish that everyone knows that their thoughtfulness is appreciated. Charlie thought I was helping him by letting him ride with me, but if it had not been for Charlie putting me on the spots, it is quite possible that I would not be pitching today. Frank Libby was on Broadway with sharpeners last Saturday. The opening part of the season is not as good as the same part last year, due partly to the weather and partly to the fact that many firms are paying by check this year rather than by cash in Pennsylvania and New York. There are very few pitchmen around here. Several homeguards are peddling blades and novelties. Buffalo is open to your o. m. and veterans' readers, but the rest sneak. In many places one cannot even work a

Pitchmen I Have Met
By SID SIDENBERG

Pitching is a peculiar business, for it is conducted differently from any other game known in the direct selling field.

Making a pitch is not all that is connected with this business, for every now and then I run on to some of the boys who are marvels in their talks and demonstrations and when the turn comes they fall like a pin-perced toy balloon. There is a reason for it—and it is very obvious. The worker is either in the wrong spot, a spot that has been hammered to death, or in a community where the people are tight-fisted. Take the average worker that has been successful and you will find a fellow who does not set up anywhere "just because a spot is easy to make," but will make every effort to fix a spot that will show results and bring returns for his efforts.

One of the cleverest workers and adjusters I have run into in a long time is Al Meyers, who works the Svengal deck and magic to perfection. The last time I saw this boy work he was putting out running white mice, and he sure made those toys do their stuff.

Myers recently worked the Svengal deck on the Century of Progress grounds and made himself a post-war bank roll. Right after the close of the fair, instead of lying low and working any old spot, he paid a good-sized privilege fee and jumped south with Kramer's Believe It or Not Oddities show, selling decks to the patrons of that outfit, and from what I have seen and heard from others, that boy was one of the top money-getters of the aggregation.

Myers got into the game via tabloid show outfits. His home adjoined Frank North's home, who is well known in tab.

North took a liking to Al and took him out on the road with him and played him in different parts until Al became of age. North then promoted him to advancing and adjusting spots and dates for his tent shows.

When things took a drop in '29, which slowed up everything in every line, Al jumped out on his own hook and has made good.

He calls Omaha, Neb., home and is 28 years old.

MY TWO-PIECE PEN AND PENCIL COMB.
"Star Dust," Also Onyx and Black, I Find is One of My Best Sellers. "It's All in My Two-Tone Point."
NEW DEAL NOW GETTING THE MONEY. PARK PENS AND PARKER BLADES.
Everything in Fountain Pens and Pencils. Price List Now Ready



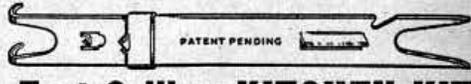
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SAFETY ROLLER ADJUSTABLE GAUGE
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Indispensable in Every Home. Made in 3 sizes. Sells for 25c and up. Sample complete with Knife . . . 25c
AGENTS WANTED. Write today for Quantity Prices.
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The New, Fast Selling KITCHEN-KIT
A fast seller for Distributors, Demonstrators and Salesmen. Five kitchen tools combined in one—hook fork for lifting, can opener, paring knife, bottle opener and meat fork. 13" long, 1 1/4" wide. Looks good and does the work. Needed in every kitchen. No competition. First man out sold 125 dozen. Send 25c for sample in fine display box. Get our selling proposition.
HYDE & WARD CO., 8 S. College Street, Akron, Ohio.

\$1.00 STARTS YOU IN BUSINESS
BIG MONEY—ALL YEAR ROUND
Our Guarantee of Best Quality at Lowest Prices Beats Any Competition.

WASH TIES! \$8.50 Gr.—90c Sample Dz.
Printed Broadcloths and Percales. Guaranteed Washable. Greatly in Demand!

SILK-LINED TIES
\$18.00 Gro., \$1.75 Sample Doz. New Low Prices on Bouclics, Satin Stripes, Woven Jacquards, Latest Seasonal Patterns.

PATENTED
SLYDE-ON Ready Tied Ties!
\$30.00 Gross—\$2.75 Sample Doz. COMPLETE LINE MEN'S NECKWEAR!

MEN'S HOSE, SHIRTS AND TIES TO MATCH AND OTHER NOVELTIES.
Send for Our ILLUSTRATED CATALOGUE and See for Yourself why OUR MEN ARE THE BIGGEST MONEY MAKERS!
25% Cash—Bal. C. O. D.—Money Refunded.

BOULEVARD CRAVATS
22 W. 21st Street, Dept. B-6-15, NEW YORK

FACE POWDER AND PERFUME COMBINATION—
Fine Quality Powder and Perfume, Cellulose Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pay-Off on the Market. Per Combination. **4c**

SUN GLASSES—
Shell Frame, Assorted Colored Lenses. Dozen. **60c**

BLUE STEEL BLADES—
Etched. 5 Blades to Package. Cellulose. Per 100. **35c**

25% Deposit With Orders.
NEW FREE CATALOG JUST OUT
PONTIAC MDSE. CO., Inc.
11 East 17th St., New York City.

LEADER TIE
The Tie with the ready-made knot holds its shape for a lifetime.
SILK LINED—Latest 1935 Colors.
55c Seller—Repeater.
\$2.75 Per Dozen.
3 Sample Ties, \$1.00 Prepaid. Money refunded if not satisfied.
M. LEVINE, INC.,
13 N. 19th Street, Philadelphia, Pa.



doorway. Pittsburgh is open to doorways and lots, but very few seem to be getting money. Wheeling is open to your o. m. on private property. Bradford, Butler, Brownville, Oil City and Warren are open to your o. m. Jeannette, Connellsville, Ford City and Washington are open to readers. Erie is open to private property, but it is a good town to go thru quickly. All of Maryland is open to readers, for the most part reasonable, and the District of Columbia, markets and doorways. I cannot 'kick' about the pitch business. Since making it my livelihood I have taken care of several debts and obligations and so far have not seen hard times. Enough can always be made when the weather is on my side, and I see no reason why a pitchman should ever be broke. I was glad to see a pipe recently from Edgar Clark, the gentleman who taught me the trade."

RICHARD J. MEDBURY . . . is re-quested to get in touch by wire at once with his sister, Mildred Hillabright, 7511 St. Clair avenue, Cleveland, O. Medbury's mother recently died and the family is trying to hold her body until he gets home. The last word the family received from Medbury was from Philadelphia, but they could not locate him thru the papers there.

J. R. STEPHENS . . . shoots from Youngstown, O.: "You will find Akron has the lid on tight. No pitchmen wanted. But had no trouble squaring with strait-jacket and chains. Good spot if you can adjust it."

"SAW ONE OF . . ." the Smith Brothers (identified by the whiskers) working in Dalton, Ga., cards Bob Posey, Cleveland, Tenn. "Would like to read pipes from Montana, Idaho and Oregon. Cold and rain have bothered biz around here considerably the past week. Chattanooga is n. g. This town is a good one, one of the best."

YO-YO TOPS . . . are coming back strong.

MORRIS KAHNTROFF . . . and Tom Rogers spent a few days in Cincinnati recently, concurrent with the appearance on a local lot of the Mighty Sheesley Midway. The boys were looking prosperous, driving a new straight eight coupe. Morris pipes as follows: "Well, well, well! Finally got together. Introducing the hottest, most powerful pitch team known to Jamdom, the

AGENTS! PITCHMEN! Grab this Winner
INVISIBLE FLY SWATTER

SELLS ON SIGHT. Invisible Fly Swatter sells on sight. Transparent—won't scratch furniture—won't tear clothing, etc.—absolutely sanitary. Everybody buys—millions of prospects. Send to this \$300,000 company at once for details or better yet, get started NOW with our NO RISK Sample Offer.

PARISIAN NOVELTY CO.
Dept. F-4615, 3510 South Western Ave., Chicago, Ill.

SAMPLE OFFER
Send 25c (stamps or coin) to cover cost of mailing, and we will send two full size samples and money-making plan. Money back if not satisfied.

MINERAL WATER CRYSTALS
REDUCED 33 1/3%
HERE ARE THE NEW PRICES:
\$1.50 SIZE—Lots of 50 or More. 19c
\$1.00 SIZE—Lots of 50 or More. 12c
DEAL OF TWO SIZES—Lots of 50 or More. 30c
SAMPLE DEAL—Prepaid. 50c
COUPONS—Per Thousand. 75c
Prices F. O. B. Dallas.
Write for information on our Brand New Size Mineral Water Crystals Package.
COUPON MEN—Write for List of Deals for Coupon Sales.
TERMS: One-Half Deposit, Bal. C. O. D. Get behind this deal at once. These prices will enable you to get the business.
UNIVERSAL LABORATORIES, Dallas, Texas

HUM-A-TUNE WHISTLE MEN! Attention



Excellent money making proposition for a limited number of good whistle men. Free sample to expert and who supply previous record when replying. Others desiring sample, send 10cents.
Western Mfg. Co. Guardian Bldg. St. Paul, Minn.

SOAP
PLAIN, PRIVATE LABEL OR STOCK.
Write for Prices.
NUTRO MEDICINE CO.
18 South Peoria Street, CHICAGO, ILL.

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

Mighty Morris Kahntroff and king of jam men, Tom Rogers. We sure are going to make the other boys step aside. Went over to Latonia while here and from the way we were taking pot shots at the bangtalls you would think we had been idle much of late. Drove to Cincy from New York last Sunday. Saw Harry Malers and many others. Looks to me like Tom is thinking of taking unto himself a bride, and the best man will be none other than yours truly. Good luck to all the auction boys who have more than one set of china and one lamp. Sorry we didn't get to see Studly and Andy. S. Miles Jones and

Johnny Hicks are on the Coast. George Bodoni and family are with the Mighty Shaesley Midway, George having the auction store."

"SURE SEEMS TO ME . . .
as the Jack Knebel is one of the smartest operators today," pipes Jimmy Correll, New York. "That is a smart flash he has. I met him in Allentown, Pa., four weeks ago, where I was pitching blades. Have seen many pitchmen but he out-sells them all. Personally I think his store flash is better. Met him after the store closed. He is an entirely different sort of a fellow. Doesn't talk much, won't gamble and is always thinking out a better way to make money. Some flashy dresser, and a prince of a fellow. I'm working flukum on the streets here and getting money. Would like a pipe from Doc Sardi."

SPEEDWAY NEWS

By SID SIDENBERG

(News on the Indianapolis race received too late for publication last week).

Frank Murphy and William T. Murray, on the leaf, were much in evidence.

Don Travis was at the main gate snatching the long green with a mug joint while the patrons patiently waited for their cars to move up to the parking spaces.

Bill Guant got his share with paste from patrons lined up at midnight, waiting for the gates to open. They were lined up around the concessions like bees.

It was estimated there were some 150,000 people attracted to the Big Event, the plenty of 'em didn't lay it on the line for seats inside.

Leroy Crandall showed up around midnight and put over one of his clever sales.

In one of the best spots opposite the track, the Kovars, Boris and Juanita, were getting it with astrology readings. What a flash they have.

At Stover, of spark-plug fame, was clicking with a jar wrench demonstration.

Doc Charles Smith, of Muncie, Ind., was working med on a lot opposite the track and passing out plenty of the lax.

Harry Clark, of peeler fame, was doing well. Harry has a new house car with all the modern conveniences and was well rested when the big crowd gathered at midnight. First time I saw Harry in years and he looked prosperous.

William Sheford, the novelty hustler, was here for his 17th consecutive season.

Ivan Holley was on the grounds with a novelty rack and is one of the boys who started early to collect the shekels.

Edna Morgan got outfit up just before the crowd started coming heavy, and if flash means anything she must have gotten plenty sugar. Edna has made this event before and was located in one of the choicest spots.

J. Carl Brown, with static eliminators, had a wonderful flash and was assisted

in his demonstration by his missus and Glenn Sears.

ROUTES

(Continued from page 37)

Ferdinando, Felix: (Palarama Cafe) Syracuse, N. Y., c.
Fields, Al: (Billy Gallagher's) New York, nc.
Fields, Shep: (Pallmer House) Chicago, h.
Fischer, Charles: (Grotto) Kalamazoo, Mich., nc.
Fisher, Buddy: (St. Paul) St. Paul, h.
Fleck, Bill: (Cafe de Parée) Los Angeles, nc.
Freeman, Jerry: (Peltman's) Coney Island, New York, h.

G
Gasparre, Dick: (Place Piqualle) New York, nc.
Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re.
Gill, Emerson: (The Willows) Pittsburgh, nc.
Gillis, Leo: (Pierre) New York, h.
Gled, Charlie: (Island Park) Gardenville, N. Y., p.
Golden, Nell: (Man About Town) New York, nc.
Goodman, Al: (Winter Garden) New York, nc.
Goodman, Benny: (Roosevelt) New York, h.
Gotthelf, Manfred: (Monte Cristo) Chicago, re.
Grant, Bob: (Savoy-Flaza) New York, h.
Grier, Jimmy: (Biltmore) Los Angeles, h.

H
Hall, George: (Taft) New York, h.
Hall, William: (Paramount) St. Paul, t.
Halstead, Henry: (Park Central) New York, h.
Handler, Al: (Limehouse) Chicago, c.
Harlow, Fred: (Adolphus) Ft. Worth, Tex., h.
Heidt, Horace: (Drake) Chicago, h.
Herbeck, Ray: (Showboat) San Diego, Calif., nc.
Hill, Teddy: (Ubang) New York, nc.
Hirsch, Richard: (Ritz-Carlton) New York, h.
Hoff, Carl: (French Casino) New York, cb.
Hogan, Bill: (Edgewater Beach) Chicago, h.
Hollander, Will: (New Yorker) New York, h.
Holst, Ernie: (El Morocco) New York, re.

J
Jelesnik, Eugene: (Hollywood) New York, cb.
Johnson, Charlie: (Small's Paradise) New York, nc.
Jones, Herb: (Merry-Go-Round) Ft. Wayne, Ind., nc.

K
Kardos, Gene: (Loyale) New York, c.
Kavelin, Al: (Blossom Heath) Detroit, Mich.
Kay, Herbie: (Lakeside) Denver, p.
Kellam, Milton: (Summit Inn) Baltimore, Md., re.

K
Keller, Leonard: (Bismarck) Chicago, h.
Keates, Henri: (Cocoanut Grove) Morton Grove, Ill., nc.
Kersey, Tommy: (Club Delmar) Galveston, Tex., nc.
Knapp, Tommy: (Beverly Wilshire) Beverly Hills, Calif., h.
Kroll, Nathan: (Vanderbilt) New York, h.
Krumin, Costya: (Russian Bear) New York, re.
Kysar, Kay: (Meadowbrook C. C.) St. Louis, re.

L
Landau, Mike: (Ranch) New York, nc.
Lande, Jules: (St. Regis) New York, h.
Larin, Lester: (Navarro) New York, h.
LaForte, Joe: (Coc Roags) New York, nc.
Larri: (Piccadilly) New York, h.
Leafer, Alan: (Tavern-on-the-Green) New York, re.
Lee, Glenn: (Terrace Garden) Chicago, c.
Leicht, Enoch: (McAlpin) New York, h.
Lishon, Elmer: (Royale-Frolies) Chicago, nc.
Little, Little Jack: (Westwood Gardens) Detroit, c.
Lombardo, Guy: (Waldorf Astoria) New York City, h.

L
Lucas, Clyde: (New Yorker) New York, h.
Lyman, Abe: (Paradise-on-the-Lake) Detroit, nc.
Lynch, Phil: (Childs' Paramount) New York, re.

M
McDonald's Music Mixers: (Milton Park Inn) Milton, Pa., nc.
McGillis, Bill: (Melody Gardens) Detroit, nc.
Maek, Austin: (After-the-Show Club) Chicago, nc.
Main, Freddie: (Ambassador) Los Angeles, h.
Martin, Ted: (Savoy-Flaza) New York, h.
Marton, Don: (French Casino) New York, cb.
Masters, Frankie: (College Inn) Chicago, nc.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Mazur, Roy: (Oriental Gardens) Chicago, c.
Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h.
Meo, Jimmy: (Royale-Frolies) Chicago, nc.
Messner, Dick: (Lincoln) New York, h.
Meyers, Jack: (Club New Yorker) New York, nc.

M
Michel, Marti: (Montclair) New York, h.
Miller, Bert: (Eastern Star) Detroit, nc.
Monahan, Tommy: (Paradise) New York, cb.
Moore, Carl: (Desoum): (Clairde) Memphis, Tenn., h.
Moss, Joe: (Vanderbilt) New York, h.

N
Navara, Leon: (St. Moritz) New York, h.
Nelbaur, Eddie: (Casino Moderne) Chicago, c.
Noble, Ray: (Rainbow Room, Radio City) New York, nc.
Noel, Si: (Silver Inn, nc, and Beaver Hotel) York, Pa.

O
O'Hara, Ray Fluke: (Lum's) New York, re.
Olive, Eddie: (Roosevelt) Hollywood, Calif., h.
Oliver, Fiorello: (Anna Heald's) New York, re.
Olman, Val: (Rainbow Grill, Radio City) New York, nc.
Orsten, Perc: (Douglass) Newark, N. J., h.
Osborne, Will: (Lexington) New York, h.

P
Pancho: (Pierre) New York, h.
Pecorara, Dick: (Monta Risa) New York, re.
Pendarvis, Paul: (Pal.) San Francisco, h.
Pollack, Ben: (Lincoln Tavern) Morton Grove, Ill., nc.
Prima, Louis: (Famous Door) New York, nc.
R
Rainbow Ramblers: (Flaza) Haverhill, Mass., h.
Raphael, Don: (Cubanacan) New York, nc.
Ray, Barney: (Muehlebach) Kansas City, Mo., h.

Reisman, Leo: (Central Park Casino) New York, nc.
Reish, Benny: (Club Bohemia) Detroit, nc.
Rice, Al: (Cocoanut Grove) Lansing, Mich., h.
Richards, Don: (Weylin) New York, h.
Rodrigo, Nano: (El Morocco) New York, h.
Rodriguez: (Versailles) New York, cb.
Ross, Don: (Strong's Pavilion) Keego Harbor, Mich., nc.
Roth, Eddie: (Club Alabama) Chicago, nc.
Russell, Luis: (Gonnie's) New York, cb.

S
Sabin, Paul: (Lexington) New York, h.
Sammaroo, Gene: (Hendrick-Hudson) Troy, N. Y., h.
Sanders, Joe: (Blackhawk) Chicago, c.
Schreiber, Carl: (Canton Tea Gardens) Chicago, c.
Schuster, Mitchell: (Park Lane) New York, h.
Scott, Chic: (Club Greyhound) Louisville, re.

S
Seler, Irving: (Dixie) New York, h.
Sheridan, Phil: (Statatorium Park) Spokane, Wash., h.
Simons, Seymour: (Rice) Houston, Tex., h.
Skeets, Charlie: (Florida) New York, nc.
Smith, Joseph O.: (Versailles) New York, cb.
Somik, Harry: (Schroeder) Milwaukee, h.
Stanley, Stan: (Avalon) Niles, Mich., nc.
Starr, Fred: (Claremont) New York City, re.
Stein, Maurice: (Paramount Club) Chicago, nc.

T
Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc.
Tree, Michael: (Edison) New York, h.
Tyler, Ted: (Club Del Rio) South River, Md., nc.

V
Vagabond, Charles: (Edwards) Jackson, Miss., h.
Vander, Johnny: (Joyland Park Casino) Lexington, Ky., b.
Velas, Esther: (Roosevelt) New York, h.
Velasco, Emil: (Waldorf-Astoria) New York, h.
Vosen, Nick: (Edison) New York, h.

W
Wardlaw, Jack: (Greater Royal Grove) Omaha, re.
Wedel, Jack: (Pere Marquette) Peoria, Ill., h.
Wesley, Al: (Four Trees) New York, nc.
White, Del: (Cafe of the World) San Diego Expo., c.
Whiteman, Paul (Junior Orch.): (Schrafft's) New York City, re.
Wilcox, Howdy: (Summit Heights) Fenon, Mich., nc.
Wiley, Hod: (College Inn) Dayton, O., nc.
Williams, Fess: (Savoy) New York, h.

Z
Zito, Horacio: (Stevens) Chicago, h.

DRAMATIC AND MUSICAL

Abbey Players: (Hollis St.) Boston 10-15.
First Legion: (Morocco) Los Angeles 10-15.
Laburnum Grove: (Grand) Chicago.
Three Men on a Horse: (Harris) Chicago.
Three Men on a Horse: (Biltmore) Los Angeles 10-15.

MISCELLANEOUS

Becker, Magician: Cambridge, O., 10-15;
Coschocton 17-22.
Candler's Merry Gang: Copperhill, Tenn., 10-15.
Coast-to-Coast Road Show: E. Thetford, Vt., 10-15; Post Mills 17-22.
Coleman's Oddities: Hazel Dell, Ill., 10-15.
Daniel, 2-10, Magician: Morton, Ill., 10-15.
DeCleo, Mystic: Ithaca, Mich., 10-15.
Delmar, Hypnotist: (Fair) Fairmount, Mo., 13-15.
Dresser & Morris Circus: Wenona, Ill., 12;
Roanoke 13; Washburn 14; (Rainbow Garden) Peoria 15-22.
Lofstrom & St. Eloi Monkeys: Montevideo, Minn., 10-15; Barnesville 17-22.
Lucy, Thos. E., Protean Artist: Dennard, Ark. 14; Berryville 15; Lebanon, Mo., 16-17; Camdenton 18.
Marine-Firestone Co.: Weatherford, Tex., 10-15.
Marquis & Gordon, Magicians: Portsmouth, O., 10-15; E. Liverpool 17-22.
Montague, Magician: Also Wisler's Animal Show: Holden, Utah, 13; Cassis 14; Delta 15; Lyndyld 17; Oak City 18; Scipio 20.
Original Floating Theater: Urbanna, Va., 10-15; Port Royal 17-22.
Road Show: Porter Springs, Ga., 11-12; Dawsonville 13-14.
Schneider's, Doc, Yodeling Cowboys: (Station WGY) Schenectady, N. Y., 10-15.
Virgil, Illusionist: Auburn, Calif., 12; Reno, Nev., 13-15.
Wright, C. A., Dog & Vaude Show: W. Topsham, Vt., 12; Waltham 13-15.

CARNIVAL COMPANIES

(Routes for this section must be in Cincinnati office by Friday afternoon.)
America's Model: Menasha, Wis., 10-15.
Anderson-Strader: North Platte, Neb., 10-15; Cheyenne, Wyo., 17-22.
Bar-Brown: Chattanooga, Tenn., 10-15; Har-riman 17-22.
Barker, J. L.: Lacon, Ill., 10-15.
Beckmann & Gerety: Champaign, Ill., 10-15.
Bendix: New Rockford, N. D., 10-13; Min-neaukan 14-15.
Big Four: Macon, Ga., 10-15.
Blue Ribbon: Terre Haute, Ind., 10-15.
Buck, O. C.: Mt. Kisco, N. Y., 10-15.
Christ United: Carrollton, Ky., 10-15; Erlan-ger 17-22.
Colley, J. J.: Lexington, Okla., 10-15.
Conklin's All-Canadian: Timmins, Ont., Can., 10-15; Rouyn, Que., 17-22.
Corey Greater, No. 1: Curwensville, Pa., 10-15; Barnesboro 17-22.
Corey Greater, No. 2: Phillipsburg, Pa., 10-15.
Crafts 20 Big: Hayward, Calif., 10-15; Brent-wood 21-23.
Crowley's United: Keokuk, Ia., 10-15.
Curl Greater: Waverly, O., 10-15; Peables 17-22.
Diez & Morrison: Mercer, Pa., 10-15; Emlen-ton 17-22.
Dalley Bros.: Pawhuska, Okla., 10-15.
Edwards, J. R.: Willard, O., 10-15.

DE LUXE CONTINENTAL SINGLE-EDGE BLADES



QUALITY BLADES FOR REPEAT BUSINESS
Continental Customers Stay Sold!!!
CONTINENTAL BLADES are sold from Coast to Coast only through the established jobbing trade. Nearest jobber's name furnished upon request.
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WANTED: LIVE WIRE CREW MANAGERS AND STATE FAIR Representatives
to handle sale of fastest selling Wall Type Can Opener on market. Most simple article of its kind at popular low price. Attractive proposition for real go-getters. Send 50c for mounted demonstrating model to be credited on first gross order.
RELIABLE MFG. CO.
10 S. LaSalle St., Dept. B, Chicago, Ill.

REX HONES Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. C. O. D.
Each Hone in flashy silver box, priced \$1.00. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. The REX HONES always sold for a much higher price. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1504 West Madison St., Dept. BR-6, Chicago, Ill.



TROPICAL HELMETS

Sun and Weather Proof. Made of Imported Hand-Woven Straw—Finished in Snow White Enamel. Fits all heads.

A RED HOT NUMBER FOR BEACH AND STREET WORKERS.

\$24.00 Per Gross

One-third deposit with order. Hats are lightweight. No heavy shipments.

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- F. & M. Am. Co.: Renova, Pa., 10-15.
- Georgia Attrs.: Blacksburg, S. C., 10-15.
- Click, Wm., Expo., Bayonet, N. J., 10-15.
- Golden Bell Children, Okla., 10-15.
- Cluck West: Grand Meadow, Minn., 10-15.
- Gooding Greater: Zanesville, O., 10-15; Delaware 19-22.
- Great Superior: Madison, Ind., 10-15; Newport, Ky., 17-22.
- Gruberg's World's Expo.: Pocahontas, Va., 10-15; Maysville, Ky., 17-22.
- Henke's Attrs.: (S. First & Orchard sts.) Milwaukee, Wis., 10-15; Beaver Dam 17-22.
- Heth, L. J.: Clarksville, Tenn., 10-15.
- Hilderbrand United: Klamath Falls, Ore., 10-15.
- Howard Bros.: Cambridge, O., 10-15.
- Jones, Johnny J., Expo.: (Pa. ave. at 4th st.) Washington, D. C., 10-15; Charleroi, Pa., 17-22.
- Kaus United: Hornell, N. Y., 10-15.
- Klonis, John D.: Lovell, Mass., 10-15; Charlestown 17.
- Knepp & Dohmert: Warren, Pa., 10-15; Bradford 17-22.
- Lacasse Am. Co.: Fitchburg, Mass., 10-15; Marlboro 17-22.
- Landes, J. L.: Manhattan, Kan., 10-15; Leavenworth 17-22.
- Lang, Dee: Oskaloosa, Ia., 10-15.
- Lewis Art: New Bedford, Mass., 10-15.
- M. & B.: Flat River, Mo., 10-15.
- Marks: Grafton, W. Va., 10-15; Fairmont 17-22.
- Mighty Argyle: Wellston, Mo., 10-22.
- Miller Bros.: Logan, W. Va., 10-15.
- Miner's Model: Shamokin, Pa., 10-15; Reading 17-22.
- Page, J. J.: Bluefield, W. Va., 10-15; Williamson 17-22.
- Pan-American: Streator, Ill., 10-15.
- Pearson, Anna Jane: Delavan, Ill., 10-15; Chillicothe 17-22.
- Pollie & Berger: Midland, Mich., 10-15; Saginaw 17-22.
- Reading United: Campbellsville, Ky., 10-15; Mumfordsville 17-22.
- Reid Greater: Crossville, Tenn., 10-15.
- Robeson United: Carolina Beach, Wilmington, N. C., until Sept. 7.
- Rogers & Powell: Ellington, Mo., 10-15.
- Royal American: Peoria, Ill., 10-15.
- Royal Palm: Middleboro, Ky., 10-15; La Follette, Tenn., 17-22.
- Rubin & Cherry Expo.: Portsmouth, O., 10-15.
- Scott, George T.: Bonners Ferry, Ida., 11-16.
- Sheesley Midway: Akron, O., 10-22.
- Small & Bullock: Madison, W. Va., 10-15.
- Smith, J. Lacy: Lafayette, O., 10-15.
- Snapp Greater: Baraboo, Wis., 10-15.
- Sof's Liberty: Streator, Ill., 10-15; De Kalb 17-22.
- Speroni, P. J.: Sterling, Ill., 10-15.
- Sirates: Watervliet, N. Y., 10-15; Glens Falls 17-22.
- Sunsets Am. Co.: Oelwein, Ia., 10-15; Belle Plaine 17-22.
- Thomas, Dug: Ozark, Mo., 10-15.
- Tilley: Elgin, Ill., 10-15; North Chicago 17-22.
- United Shows of America: Sioux City, Ia., 10-15; Sioux Falls, S. D., 17-22.
- Wade, R. H.: Girard, O., 10-15.
- Wade, W. C.: (W. Fort & Miller road) Detroit, Mich., 10-15.
- Wallace Bros.: Beaver Dam, Ky., 10-15.
- Ward, John B.: Mayfield, Ky., 10-15.
- Winters Expo.: Ellwood, Ky., Pa., 10-15.
- Wolf Greater: Le Mars, Ia., 10-15.
- World of Mirth: Hackensack, N. J., 10-15.



LEW HECK, of *The Cincinnati Times-Star*, was among a group of newspapermen who were guests of the Mighty Sheesley Midway on Tuesday night of last week, both at dinner and on a tour of inspection of the midway, and if you don't think he enjoyed the fun and laughter provided, read the following taken from his column, *Notes and Comment*, two days later:

"Next we step to the Parkway which is so much like a stream dividing the Exposition neatly into two worlds as it were. On the farther shore of the Parkway, set in the old city hospital lot, is the Mighty Sheesley Midway, a little world of fun and laughter in itself, packed to its boundaries with the many shows Capt. John M. Sheesley has assembled during his years as a show chief. There is nothing serious there, not even the gigantic python which seems to grin at you as it projects an explorative fang. . . . Everywhere on the old hospital lot an uproar of merriment in odd contrast to the quiet, altho crowded, scene which you have just left across the Parkway. You notice that the people you saw so quietly and studiously engaged in traversing the corridors of Music Hall now are a part of this joyous uproar on the Sheesley Midway. The spirit of fun is contagious. Everybody hops right into it. It all makes up a well-balanced Exposition, the very best sort of an Exposition, we think. . . ."

Several circuses are warring against one another, but the B. & B. Shows (current) are really in War this week. West Virginia is the State, just in case.

HURRAH for *The Cleveland News!* Read this editorial (headed *A Real American*) reprinted from its issue of June 6 and you circus men and circus lovers will join in the salute:

"There is more sentiment in Congress than one might imagine.

"Here is Representative C. V. Truax, of Ohio, offering a bill to 'preserve a declining national institution'—the circus. To do so, he proposes that the federal amusement tax on circus tickets be removed. Uncle Sam, he believes, can get along without the pennies of children.

"The circus ticket! How often it means scrimping and saving and running errands from the time the first gaudy posters blossom forth on the billboards! The arrival in the railroad yards of an early morning! The gorgeous parade in which even the freaks take part! The return to the lot! All this is free. But the ticket—that takes money or an extraordinary agility in slipping under a tent flap.

"Our heart warms toward Congressman Truax, of Ohio. He has the essentially American viewpoint, tho how he could manage to think of the lowly circus in the midst of all the commotion in Washington is a mystery. If a 'declining national institution' which every youngster loves and every adult cherishes in his memory can be saved by legislation, we're for it."

Conditions in the Northwest this year look very encouraging. Crops are better than they have been for some time. Business is improving almost daily and it appears as tho the Northwest will have a better year for fairs than for a long time. Montana itself will have approximately double the number of fairs this year that it had in 1934.

WILLIAM G. STIEGLER, dramatic editor of *The Cincinnati Times-Star*, in his column, *Between Scenes*, issue of June 1, got hot under the collar and devoted a fat paragraph to Bill Fields and Beverly Kelley and their trouble with the Ringling-Baronum Circus. He said, in part: "The circus' quaint notion about newspaper publicity is revealed in a recent statement that Ringling press men 'have been warned to avoid dramatic sections of newspapers as much as possible.'"

"The blast of editorial protest that has greeted this inexcusable display

FOR FAIRS AND OUTDOOR ENTERTAINMENT

Will offer you a combined RODEO AND CIRCUS. Will furnish you 30 head of Stock, consisting of Horses, Ponies, Mules, Steers, Buffalo and Goats. Carrying 14 people in all. Guaranteeing a first-class entertainment appreciated by the community. Featuring MIGHTY, the World's Champion High-Jumping Horse. For Fairs can furnish Horses for Fast Races and Roman Standing Races. Address

TRAMER CIRCUS AND I. X. L. RANCH RODEO ASSOCIATES, Billboard, New York.

WANTED SHOWS AND CONCESSIONS

NATIONAL AGRICULTURAL AND LIVE STOCK FAIR

August 10-18—CHICAGO, ILL.—Nine Days

No Shows Too Big for This FAIR.

No Feature Too Great for This FAIR.

DAVID E. RUSSELL, Director of Amusements and Concessions, Chicago, Ill.

30 North La Salle Street,

WANTED POLLIE & BERGER EXPOSITION AND WILD ANIMAL CIRCUS

Have a fine, complete outfit for a Minstrel Show. WANT Manager that can produce show. Nuff write. WANT Talkers and Cringers. CAN PLACE good Griddle Man and Counter Men for Cook House. CONCESSIONS—CAN PLACE Stock Wheels and legitimate Grind Stores. WANTED—Small Band for Circus. Sitch or Schraar write. WANTED—High-class Press Agent. Bill Hillier wire. All address as per route: Midland, Mich., this week; Saginaw Mardi-Gras, starting June 15, 8 Days; Alpen, Mich., Round-Up, week June 24; then Albion, Mich., Centennial and 4th July Celebration on the Main Streets.

KEYSTONE SHOWS WANT

For ten weeks Street Fairs and Celebrations, Sensational Free Act. State lowest price for summer's work. Concessions all open. Want Shows. Will furnish outfit to any worthwhile shows. Rimersburg, Pa., this week; Slippery Rock, week June 17.

C. A. HARTZBERG, Manager.

MOHAWK VALLEY SHOWS WANT

FOR RICHWOOD, W. VA., FOURTH OF JULY CELEBRATION, AND COVINGTON, VA. FIREMEN'S CELEBRATION.

CAN USE Ten-in-One or Fire-in-One. Girl Show, Monkey Show, Motordrome, good organized Minstrel Show. RIDES—Tilt-a-Whirl, Kiddie Rides. CONCESSIONS—Let me hear what you have. Nothing exclusive. Good opening for Custard, Long Range Gallery. This show has string of 10 Fairs, starting early in August. Week of June 10, Bassett, Va.; week of June 17, Covington, Va. Wire or write.

For Additional Carnival Routes See Page 74

CIRCUS AND WILD WEST
(Routes for this section must be in Cincinnati office by Friday afternoon.)

- Barnes, Al G.: Lethbridge, Alta., Can., 11; Cranbrook, B. C., 12; Nelson, 13; Grand Forks 14; Pontiacton 15; Vancouver 17-18; Chilliwack 19; Kamloops 20; Vernon 21; Revelstoke 22.
- Cole Bros.-Clyde Beatty: Cleveland, O., 11; Toledo 12; Jackson, Mich., 13; Grand Rapids 14; Lansing 15; Detroit 16.
- Haag, Mighty: Russellville, Ky., 13; Elkton 14; Hopkinsville 15.
- Hagenbeck-Wallace-4-Paw-Bells Bros.: Williamsport, Pa., 11; Harrisburg 12; Pottsville 13; Pottstown 14; Easton 15.
- Lee: Dexter, R. I., 12; Central Falls 13-14; Geneva 15; Ashton 17; Manton 18; Thornton 19.
- Main, Walter L.: Westport, Md., 11; Cumberland 12; Bedford, Pa., 13.
- Mk. Tom: Hardin, Mont., 11; Sheridan, Wyo., 12; Buffalo, W. Va., Casper 14; Rawlins 15; Laramie 17; Ft. Collins, Colo., 18; Longmont 19; Boulder 20; Denver 21-22.
- Orange Bros.: Princeton, Mo., 11; Bethany 12; Albany 13; Maryville 14; Hamburg, Ia., 15.
- Poleck Bros.: Le Grange, Ga., 11; Ringling Bros. and Barnum & Bailey: Newark, N. J., 11; Jersey City 13; Paterson 13; Middletown, N. Y., 14; Poughkeepsie 15; Danbury, Conn., 17; New Haven 18; Hartford 19; Stamford 20; Bridgeport 21; New London 22.

For Additional Circus Routes See Page 74

J. R. Edwards Attractions

Mansfield, O. Week ended June 1. Weather, variable. Business, fair.

With a beautiful front entrance, all canvas and trucks new looking and with brilliant illumination at night the midway presents a very attractive appearance. The callope continues providing music and loud-speaker announcements on streets. The midway cafe has been having a nice business.

W. N. KELLER.

either of tactlessness or ignorance should apprise Mr. Butler of the fact that his circus policy has antagonized an army of the best and most loyal friends the circus ever had."

Every time an elephant stampedes, and especially when there are fatalities or injuries, it's a black eye to the circus. Circus men cannot take too much precaution in guarding against this stampeding. If a bull shows any signs of danger, by all means keep it away from the circus.

J. L. Barker Shows

Fairbury, Ill. Week ended June 1. No auspices. Location, city park. Weather, part rain and cool. Business, good.

The opening on Monday night was slim, due to part rain. The remainder of the week was good, the rides holding the honors. Show located uptown, one block from main business part. C. S. Reed, formerly general agent this show and at present general agent Pan-American Shows, spent a few hours of visiting on the midway. Visits were exchanged with Hughie Shows at Forrest. Charlie McGee, the original "Irish" McGee, fighter and wrestler, is now residing at Fairbury. Charlie's mother passed away last November and he has been batching. Several attaches of the show roomed with Charlie and many an hour was passed talking of the by-gones. Several visitors from Bloom's Gold Medal Shows. Jimmy Fry joined with two concessions. Jimmy is slated to do some decorating on the Merry-Go-Round and a few ticket boxes. Ben West has added another concession to the lineup. Wells Brothers with an Erie Digger. Sam Tyus, former Ferris Wheel foreman on this show, is in the Soldiers' Home at Johnson City, Tenn., with a broken arm and would like to hear from some of his friends. Joe Scott, owner the cook-house, on the sick list, not able to be about. Mrs. George LaBrel joined Mrs. Jake Moore's girl show. Mr. and Mrs. Evans, late of Bloom's Gold Medal Shows, joined with a palmtree.

EUGENE C. COOK.

WHERE IS J.W. LORD?

Please communicate his address to BOX 297, Muscatine, Ia. Very important.

WILL BOOK MERRY-GO-ROUND

To Join immediately. Must be in A-1 condition. WORLD'S EXPOSITION SHOWS, Pocahontas, Va.

parade of the Drum and Bugle Corps and 250 newbies—who were guests of the show that night. The two clowns, Smilo and Corky, were in charge, ably assisted by members of the committee. Memorial Day a big crowd on the grounds and everyone enjoyed the biggest day's business of the season so far. On Tuesday night Mayor Hatfield delivered an address from the platform of the Wall of Death, praising the show and the committee. On Friday afternoon Mayor Hatfield was in charge of orphan children who were guests of the show. This was one of the best committees that this show has ever had the pleasure of doing business with, and they were 100 per cent for the show to make the engagement the success it was. Committees from Connellsville, Greensburg, Mt. Pleasant, Pittsburgh, Cumberland (Md.) and Fairmont (W. Va.) over to see the show. Incidentally, the committee from Pittsburgh arrived in an airplane. J. W. Wilson away on a business trip. Mrs. Leo Carrell home in Pittsburgh for the week. Baby Lillian (Mrs. L. W. Jeannette) had the misfortune of someone stealing her dog on Saturday night. Close race for top money on the shows this week between the Wall of Death, 1935 Scandals and Circus Side Show. All concessions enjoyed a nice week's business. Cards were received this week and distributed to members of this organization who have joined the American Carnivals Association.

GEORGE HIRSBERG.

Cetlin & Wilson Shows

Untontown, Pa. Week ended June 1. Auspices, Post 51, Drum and Bugle Corps. Location, Reagan showgrounds. Weather, rain Wednesday night. Business, very good.

Opened Monday night with a street



By LEONARD TRAUBE
(New York Office)

Reunion in New Jersey

YOUR correspondent thought it would be smart to slay a brace of pigeons with a single pellet by meeting the midway boys and girls of three or four shows under one roof. It does save a lot of time and, except for the fact that your weary correspondent's more energetic colleagues and travelmates forced him to stay with it until the milkman was just about on the last lap of his rounds on behalf of bigger and better babies, he emerged from the engagement practically unscathed.

The roof in question was the ballroom of George Traver's Island Park in Paterson, N. J., converted into a restaurant with a dash of night club for the occasion, which occurred on Thursday evening of last week. L. H. (that stands for Harvey) "Doc" Cann, who once labored furiously as general agent for Traver's Chautauqua Shows, looked at the Jersey midway map and concocted the bright idea of getting the mob of the traveling shows together for an evening. The Doc now spends his fury on routing the World of Mirth Shows, and as his belated career also includes a couple of years as advance emissary with West's World's Wonder Shows, representation from those two outfits, plus Mr. Traver's own cavalcade, all of which were within 15 miles of one another in the Skeeter State, was indeed very gratifying.

We started off by alighting in front of the marquee of World of Mirth and, altho Mr. Cann was not there to greet us in the manner to which we are accustomed, and befitting our lofty station in life (meaning a playboy-giri duo, a dental surgeon and your slave's bitter half), Max Linderman, the manager, subbed for him more than handily. Mr. Cann, it appears, was matching bellows with the slinister individuals who comprise the comedy relief in that African panorama of the Linderman extravaganza with the Frank Buck label. By this time Joe Minchin, of the Paterson Circus Pans, had joined the party, and Mrs. Linderman's mate Max proceeded to do the honors. Mrs. Linderman was playing hookey from her elaborate custard store on wheels and was spotted in cncfab at one of the game stores. From there we drifted into Slim Kelly's Coney Island Side Show and waited 20 minutes before Mr. Cann, having abandoned the head hunters, put in an appearance.

Manager Kelly gave us the key to the side-show city and we were all engrossed in Medusa, the lady with the normal head and the body of a child. Messrs. Linderman and Cann had repeatedly urged us to see the Medusa act, but it developed later, on their own say-so in fact, that they were watching this girl for the first time in the six weeks or so that the show has been going. Apparent-

ly they were inspired by our presence in general and the presence of the dental surgeon in particular, for the gentleman promised them cavities free or something, we couldn't make it all out very clearly, what with Mr. Cann's somnorous tones still ringing in our ears.

Presently Joe Casper, producer of the *Foities Bergere* revue, pranced in and we all departed for his bally platform, the equivalent of a ringside seat, for a view of Vittorio Zaccchini's flight thru space after a catapult from the mouth of his cannon. They have done something compelling with this act on this midway by having the human projectile fly over a pair of Ferris Wheels and just barely skimming over them and landing into a huge net. There must have been 3,000 people watching the attraction, which helps more than somewhat in the matter of James Stephenson and Norman Selby selling tickets at the front gate. The Zaccchini finish was the signal for a stampeo into Casper's feminine array, a smartly costumed and ably produced show with a precision line and a number of cute and candid specialties which are delighting the natives at all points.

Here and there in the jaunt we ran into the Carlson Sisters, fat girls, with Dot continuing to pan your kumble servant "because you never mention us" and Flo assuaging (hey hey) our feelings in that delightful way of hers; Mr. and Mrs. Earl Purple, of the Lion Motor-drome; Sailor Joe Simmons, of Darkest Africa; Ike and Mike, of Mr. and Mrs. Mervin Rogers' Midget Village, and others.

At Island Park Traver dished up the lighting effects on the rides, especially the red ball topping a newly installed Aeroplane device, fresh from Grand View Park in Singac, and then dished up service for 100 or so, the dish being spaghetti and meat globes, thrown in by Host and Hostess Traver, the hostess being none other than Minnie. By this time the lager was beginning to take its toll, but we do remember an hour or two in the swell bar and then a hop back to the ballroom to hear Cann emcee an introduction of the Travers; of K. F. Ketchum, retired showman, and, for vague and unaccountable reasons, your fagged-out reporter. Harry F. Hall, manager of Traver's carnival, helped out by throwing in the sponge for us.

The guy who seemed to be having the best time was Gaylord Whit, press agent of the Mirth ops, who managed to get an eyeful and earful of everything in his quiet, ultra-polite way.

It was a grand reunion of personnel of three carnivals in an amusement park, with a sprinkling of showfolk from William Glick's organization.

FRANK D. SHEAN writes from the Brussels Exposition under a May 29 date that "the fair is just about complete, with visitors expected to attend in quantities by June 1." He mentions that the shows with which he is connected (Dufour & Rogers) "have been doing nice business the last two weeks, the weather being warm and summerlike."—Bert Nevins, p. a. of Pallsades Park, brought Alyce Jane McHenry, the girl with the righted upside-down stomach, over for a visit and the gazettes and cameras favored him with a flock of publicity.—According to Herb Maddy, the Hartford (Conn.) Rodeo, handled by Frank Moore and Frank Wirth, played to over 50,000 admissions for the Grotto. Outfit, directed by Col. Jim Eskew, is playing Norwich this week for the K. of C., to be followed by Lewiston, Me., for the Chamber of Commerce. Cy Compton, formerly in charge of the concert on the Ringling show, is garnering applause steadily.—After an overdose of Michigan moonshine, an imaginative reporter out Detroit gave an evangelist credit for putting a "curse" on a circus exhibiting there, following a sermon by the preacher in which he prayed that a stop would be put to the show. It seems the sermon was followed by circus injuries, and the fantastic-minded scribe called it a curse. Very pretty yarn and also very touching, but it seems too bad that the tent preacher couldn't stand the competition.—A. Griffith Grey and Lon Ramsdell, of Tom shows and carnivals, have taken the Maryland View Hotel in Long Beach, N. Y.—A Rochester newspaper reports that Herman Hoctor, ex of the Great Lakes Shows, is now connected with the Hill Stone Works.—A Boston agent "dares" me to print certain information he forwarded to me. I "dare" him to prove certain statements he has made in letters to practically everyone in New York and other Eastern points.—

William Judkins Hewitt landed swell breaks for Berney Smuckler's Royal Palm Shows during their Kentucky engagements, especially in Glasgow.—Mrs. Richard Ringling's son, a military academy lad of 15, will spend the summer on her Montana ranch.—Today, news magazine, is readying a story based on what is called the comeback of the county fair.—Squire John T. Clements of Hudson County, N. J., picked up a first edition of that gem called *Struggles and Triumphs: Or 40 Years' Recollections of P. T. Barnum* and paid all of 50 cents for it.—Reproductions in miniature of famous naval battles are being toyed with by Long Island State Park Commission as possible attractions for Jones Beach, with Argyle Lake the slated scene. Whether this means that pro amusements will be considered is another question. So far Jones Beach has remained cool to the amusement idea.

Crafts 20 Big Shows

San Leandro, Calif. Week ended June 1. Location, downtown—14th and Begier street—lot. *Auspices, Veterans. Business, fair.*

One of the shortest moves of the season made in good time by the master of transportation, Mack Doman, and chief mechanic, Sam Hinson, all trucks leaving at daybreak and spotted on location within two hours' time, the distance from the Emeryville lot being 15 miles. O. N. Crafts and Bud Burke, lot superintendent, called to Los Angeles and did not return until show was set up. Mr. Crafts spent one day back with the show, then hopped in his plane with Mrs. Crafts and left for San Diego to spend a few days at the fair. Around the lot—Walter Klenck, the "ball game king," complimented Manager Ludington on the darb location he gave him recently. Harry Bernard, ex-carnival owner, who has several concessions on the show, left to make a few picnics near by and will be back soon. Mrs. Elmer Hanscomb clicking with her photo booth, which sports a flashy neon sign. New flashy banner for the girl show arrived and erected by George Dixon. House trailer craze struck the show. Ed Kanthe bought a new one, George Hafer and E. S. Fitzgeralds building one and C. L. Turner building a new one after selling the one he owned to Al Maier of the Arcade. Thomas Jefferson Myers, the genial secretary, was also struck with the housecar craze, but was unable to find just what he wanted. Charley Curran, general agent, opines that if many more house trailers come on he will have to get an additional lot in each town. Anna John Budd remodeling the Side Show. All rides being given their midseason painting prior to starting the rodeo and celebration dates. Walter H. Capps, special officer with show, was called to Modesto account of the illness of his father, but returned opening night. Summer weather really set in, but on account of the near-by water and cool breezes overcoats still common on the midway at night.

ROY SCOTT.

Wallace Bros.' Shows

Russellville, Ky. Week ended June 1. *Auspices, Police and Fire Department. Location, depot lot, heart of town. Weather, favorable. Business, fair.*

The show so far this season has an unbroken record of opening Monday nights. Johnny Webb and his sister, Mary, joined with their 100-foot Side Show, which has a fine list of attractions, and has been topping the midway, the Minstrel Show a close second. Tom Moss and brothers joined with three concessions. Mr. and Mrs. William A. McKinley, assisted by Mrs. William Wallace, are doing nicely with photo gallery. Sailor Lewis, wrestler, joined the Athletic Show, managed by Adam (Pop) Erbie. Mrs. Redwing Parkins gave a birthday party on May 30 to the six-year-old son of Mr. and Mrs. Edile O'Brien, who received many presents. Mrs. Parkins was assisted by Mrs. May Grissom.

MARGARET MILLER.

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

A. H. RESLER, Reskrem Silver Manufacturing Company, in addition to studying the merchandising of loving cups, medals, badges, etc., has also given considerable time to the historical background of the custom of prize awards. He states that it dates back to the early Greek tournaments, and finds that the matter of making prize awards has been followed down thru the ages. Mr. Resler has what he claims to be the most complete library on the subject of such trophies.

ALTHO THE QUEEN PRODUCTS COMPANY is a newly formed company, its owners are old hands at the line they are manufacturing. Samuel Spiegel and Samuel Sadek are pioneer manufacturers of foot powders, and have a large following among demonstrators, particularly of the type who follow fairs or work department stores. They claim their improved product is meeting with approval and report lively sales from various parts of the country.

Dee Lang's Shows

Ottumwa, Ia. Week ended June 1. *No auspices. Location, West End showgrounds. Weather, terrible. Business, okeh when weather permitted.*

The move from Quincy, Ill., to Ottumwa demonstrated advantages of motorized transportation. The show left Quincy on Sunday night, jumped 150 miles and all attractions opened Monday evening, the entire move in a continuous downfall of rain. Weather hampered what might have been the banner week of the season at Ottumwa. Rain fell every day except Memorial Day and completely ruined Saturday. Dismantling orders were given at 7 p.m. Saturday, and with the lot a sea of water it was late Sunday when the last of the equipment was on its way to Muscatine. The car of Mr. Lang, containing, besides himself, Mrs. Lang and Bill McClean, general agent, was struck near Fairfield, Ia., by a light-model coupe. All three of the show people were treated for cuts and bruises. Altho his car was wrecked, Mr. Lang feels that he and his passengers were indeed fortunate. Mrs. Lang returned to her duties in the office Tuesday night, little the worse for her experience. The general agent, however, because of a deep cut on his chin, is now referred to as "Scarface Bill." The band from the Dixieland on Parade (minstrel show) plays an uptown concert each afternoon. Pat O'Brien has been placed in charge of the complaint department in Rex Howe's cookhouse.

MARK WILLIAMS.

Howard Bros.' Shows

Parkersburg, W. Va. Second week ended June 1. *Weather, variable. Business, satisfactory.*

Three large factories near the lot and payday each week. H. W. Armstrong joined with his Tiny Town Circus. Betty Wagner here with her ball game. Rita and Dunn drawing crowds with their high-wire free act. Happy Jack Eckert, fat man, received plenty newspaper publicity. Paul Gouldsberry's mother passed away on Tuesday. The show sent a large basket of flowers. Lillian Kirk joined her father and mother. With a 5-cent gate there were many children on the lot Saturday. Many of the personnel attended the Hagenbeck-Wallace-4-Paw Sells Circus. The show holds contract for the Ripley, W. Va., Fair. Two new cars were purchased by the show.

WALTER BAKER.

WILSON'S SHOWS

WANT Shows and legitimate Concessions. We have a route of Street Fairs and Celebrations in the very best of money territory. CAN PLACE one sensational Free Act. Fisher & Graham wire. June 13 to 15, Street Fair, Vassar, Mich. We have a real 4th of July show.

WALTER L. MAIN CIRCUS SIDE SHOW

WANTS Fan Dancers, Colored Musicians, Singers and Dancers, Freak to feature, Boss Carriassmen, Other Useful People. Answer Bedford, June 13; Saxton, 14; Mt. Union, 15; Lewiston, 16-17; all Pennsylvania.

WANTED CONCESSIONS

Summer Festival, July 4, 5, 6. Center of Michigan Oil Fields. Attendance last year 30,000. SECRETARY FESTIVAL COMMITTEE, St. Louis, Mich.

WANTED SHOWS, LEGITIMATE CONCESSIONS. LINTON, IND. June 17-22; JARPER, IND., June 24-29; VINCENTS, W. Va., July 4. Offers for low. WANT Kiddie Rides, 5 Rides. 1 per State license. RUMBLE AMUSEMENT, Petersburg, Ind.

BREMER MIDWAY ATTRACTION

WANTS Concessions, legitimate; no Wheels WILL. BOOK Con Game. Hays 9 early Fairs, starting Saratoville, Minn., June 20. Address as per route.

LETTER LIST

(Continued from page 33)

Daly, F.	DeVine, Joe	De Vos, Lem	De Witt, J. E.	Duke, Jr., Harry	Edwards, Harry O.	Evans, Henry O.	Fetter, Edward	Gordon, Buddy	Gilbert Bros.	Gray, Roy C.	Hales, Roy	Hamilton, Ollie	Handing, Steve F.	Haclo, Vasa	Harrington, E. A.	Harris, T. P.	Heun, Henry	Holler, T. M.	Howard, Joe	Howard, Johnny	Huddler, George	Jackson, Valdo	Jans, M.	Kaiser, Jack	Kastan, Max	Krug, C. H.	LaMar, Paul	Lantz, J. W.	Lee, L. E.	Lazette, C. R.	Lennon, R. J.	McCoy, Charles	McCray, E. D.	Martin, Billie	Middleton, Gordon	Miller, Charles	Miller, Jewel	Miller, Ralph A.	Monroe, Bobbie Lee	Moon, Herbert	Mrd. Chief	Murphy, Pat	Myer, John F.	Osborne, Glenn	Pasha, Thos. Geo.	Patton, McConley	Phillon & Martin	Price, D. M.	Rawlins, William	Remy, Eugene	Riley, Red	Roberts, F. E.	Roberts, J. W.	Robison, Rob	Sheffield, Wynne N.	Simont, W. E.	Smith, Amos	Stevens, T. J.	Swires, Carl W.	Tidwell, Grady	Trout, Taylor	Tyler, Whitner	Williams, Eddie	Williams, W. H.	Wilson, H. D.	Wilson, Wm. M.	Young, Billy	Young, Blaine
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Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

Preamble

According to the laws, all States define persons, firms or corporations who transport their property or merchandise "as private carriers," and private carriers are not exempt from any law, ordinance, court decision or court ruling and shall be governed at all times as that of any for hire public carrier. Any motorized show operating vehicles of a commercial type is subject to all penalties likewise and by law.

We solicit your co-operation in reporting to and aiding this department by giving us the facts on any difficulties you have encountered with the laws and ordinances in any city or State. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O. We are prepared to give you remedies for these conditions which will prevent others from falling into the same trap.

John Wolly Fox

We are submitting your case to the superior officers of that State and suggest that you keep in close contact with The Billboard Route Department. Please wire us immediately the name of the hotel concerned, date of arrest and charge, also the number of persons of your company involved in the case.

Georgetown, Ky.

Motorized shows when in this vicinity must use precaution and protect their womenfolk. Certain persons arrested by a motorcycle policeman were fined \$79.80 and were victims of circumstances. A special investigation is under way. If any others have had difficulty in town we would appreciate knowing the facts in each case. Register your letter and mail to The Billboard at once.

Special Attention

Several letters have come to this department concerning rackets and other traps in Kentucky. We suggest if your cases warrant the act of immediate relief that you contact Clifford Claypool, Commissioner of Motor Transportation, Frankfort, Ky.

This department also has been advised that fake free entrance coupons bearing the names of certain large motorized shows are in circulation. Watch out for these coupons—they may cost you money.

General Information

In the event of accident on the highways, never admit fault to other parties. What may seem a minor case often gets into the hands of attorneys and becomes a big one. Be sure to get the names of

witnesses. Never leave the scene of an accident without first reporting same and offering assistance. This is a law requirement in many States and rigidly enforced by several. To report accidents to local authorities in some States is not sufficient and does not remove responsibility. In major accidents have the scenes photographed and get sworn statements covering photos.

Georgia

Heretofore this department has given the reason why one who travels should not use the plates of this State. Georgia does not have reciprocal agreements with many States and several States do not honor Georgia license. This is due to the low license rate of Georgia in comparison with the rates in other States. This condition brought war between Indiana and Ohio by Indiana having the lower rate. License wars spring up over night and one never knows how safe he may be with Georgia plates. We do not wish to condemn Georgia, yet the facts must be given as presented to us.

Three Cheers

A. H. Westfall, of the Motorized Sales & Advertising Company, says he has read The Billboard "since the days of our esteemed friend, Bill Donaldson."

Mr. Lowe, president of the Gas City Transfer Company, which operates a fleet of 50 highway trucks, says that he enjoys reading this department.

Ohio

The Gallagher Bill requiring all vehicles to come to a complete stop before crossing main highways will become a law August 29. No exemptions will be granted under any condition. A heavy penalty is provided for those who violate the law, which will be rigidly enforced.

Gasoline Tax Rates

Here's a table showing the gasoline tax rate, including the Federal tax, in most of the States: Alabama, Louisiana, Missouri, New Mexico, Mississippi and Florida have additional county, city and township gas taxes: 3 cents, Connecticut, District of Columbia, Missouri, Rhode Island, 4 cents, California, Delaware, Illinois, Iowa, Kansas, Massachusetts, Michigan, Minnesota, New Jersey, New York, North Dakota, Pennsylvania; 5 cents, Colorado, Indiana, Ohio, Maine, Maryland, Nebraska, Nevada, Oklahoma, New Hampshire, South Dakota, Texas, Utah, Vermont, West Virginia, Wisconsin, Wyoming; 6 cents, Arizona, Idaho, Kentucky, Louisiana, Montana, Oregon, New Mexico, Virginia, Washington; 7 cents, Alabama, Arkansas, Georgia, Mississippi, North Carolina, South Carolina; 8 cents, Florida, Tennessee.

Operators of motorized fleets are entitled to rebate of taxes in some States if the fuel is used for purposes other than motor vehicles. Taxes are not applicable when fuel is used for rides, light plants, stationary engines or for motor vehicles if fuel is consumed while at a standstill.

This department will give you further details on this matter on request.

Fireworks

A new Interstate Commerce Commission ruling requires fireworks to be transported in heavy all-steel containers and kept in such containers at all times. If transporting over a State line, the containers must be labeled "Explosives," and the vehicle must bear a label reading "Inflammable." These labels will be furnished by the ICC, we are informed. Special precaution must be used in handling fireworks, because most insurance policies do not cover this type of accident.

Carbonate-Tetra-Chloride

The uses of this chemical are very broad. We recommend that it be used for cleaning purposes instead of gasoline. The chemical is used in all fire extinguishers and is commonly used for cleaning clothes. It is a wonder cleaner, non-inflammable and unharmed to clothes and fabrics. It cleans faster and does not leave spots or circles. The chemical must be kept in tight containers, as the evaporation is like that of gasoline. Carbonate-Tetra-Chloride may be obtained from any fire department.

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.
Sidney, O.
SHOWMEN'S TRAFFIC BUREAU.

W. E. West Shows

Konawa, Okla. Week ended June 1. Location, Ragland lot. No auspices. Weather, variable. Business, accordingly.

Jupiter Pluvius marred what would have been a successful week's engagement. When the weather permitted the people turned out en masse and the shows and rides enjoyed nice patronage. Sailor Jack Orr's Athletic Show, with Bobby Walters, still top-money show. Pauline Livezey and Julia Clifford new arrivals on Jimmie Lewis' Scandals of 1935. "Honest Pete" Holmes, concessioner, passing out plenty of merchandise and enjoying good patronage. Curley Ellis adding new attractions to his Pit Show, and it looks like a winner. Mr. West paid a hurried visit here and expressed satisfaction on the appearance of the show. Much credit is due Mrs. W. E. West, who is managing this organization on its 1935 tour. Mr. West's business interests will keep him away from the show for the first season since its inception. Mrs. West and Joe Jenkins went to Oklahoma City on a buying trip. Glen Banta, with two capable assistants, has the cookhouse well flashed and greets customers with ever-present smiles. Bill Stroud a visitor on the midway. Mr. and Mrs. Myron Clevenger late arrivals with four concessions. Myron will return to the staff as electrician, his second year in that capacity with this show.

EDGAR MEEKS.

FED TAX

(Continued from page 3)

"suitable arrangements can be made for their (performers) support after the home is established." Property is to be deemed "free and clear," according to a statement a few days ago by Mrs. Ringling, whose initial announcement on the subject two months ago touched off the spark which switched the proposed home from Richmond, Va., CSSG headquarters, to the Florida city. The Richmond group, headed by Charles Somma, general manager of the Virginia State Fair and chairman of national committees of the club, is ready to swing over its full support on the basis of co-operation from Messrs. Gumpertz and Hamid and Mrs. Ringling and is withholding its plans for an admission \$200 until negotiations are complete.

It is understood that Mr. Gumpertz talked with high Washington officials when the show appeared there and an emissary group was named to carry an appeal to Secretary of the Treasury Henry Morgenthau Jr. Plan in view is to obtain Secretary Morgenthau's sympathy toward outright repeal or rebate of a certain portion of the tax for home upkeep. Energies are being marshaled to gain the support of Postmaster-General Farley, who will be asked to discuss the question with Mr. Morgenthau.

F. Darius Benham, national president of the club; Tony Sarg, head of the local Dexter Fellows Tent; Orson Kilborn, manager of club's benefit shows; Fred P. Pitzer, national secretary, and others on the club's executive committee have appointed a committee to approach Mr. Farley.

Working in concert with Messrs. Gumpertz and Hamid is Pat Valdo, personnel director of Ringling units, who has been assigned to sound out the performer field and get their reaction. In this connection a plan has been conceived by Mr. Hamid, whose structure is as follows:

Artists working on Ringling shows would accept a voluntary reduction of 10 per cent of their salaries for one week, revenue derived therefrom to be turned over to the maintenance fund. Mr. Hamid would ask the performers under contract or not otherwise under contract to him to do likewise. A plan will be set in motion to have other booking offices and agencies follow suit, and a special committee will work among the independent circus organizations for the 10 per cent donation from artists.

Mr. Hamid said that "as a former performer myself, I have struggled with them as a boy and know that they will support this worthy project 100 per cent."

It is urged that performers send their views on the subject to Mr. Gumpertz if they are on the Hagenbeck-Wallace or Al G. Barnes circuses, to Mr. Valdo if they are on the Ringling-Barnum show; to Mr. Hamid, 1560 Broadway, New York City, if they are free-lance artists (parks, fairs, etc.), and to Mr. Benham, 22 East 40th street, New York City, if

WANTED ONE OUTSTANDING ATTRACTION

That can be added to our group of feature shows at these outstanding engagements:

- Brandon, Provincial Exhibition;
- Calgary Exhibition and Stampedo;
- Edmonton Provincial Exhibition;
- Saskatoon Provincial Exhibition;
- Regina Provincial Exhibition;
- Winnipeg Exhibition;
- Canadian Lake-Head Exhibition, Fort William-Port Arthur, Ontario;
- Tri-State Fair, Duluth, Minn.;
- Minnesota State Fair, Minneapolis-St. Paul;
- World's Largest County Fair, Spencer, Iowa;
- Tennessee State Fair, Nashville;
- Alabama State Fair, Birmingham;
- South-eastern Fair, Atlanta;
- Mississippi-Alabama Fair, Tupelo, Miss.;
- Mississippi State Fair, Jackson;
- Mississippi Fair and Dairy Shows, Meridian;
- Greater Gulf Coast Fair, Mobile;
- Florida West Coast Fair, Pensacola;
- Florida Fair and Casparilla, Tampa;
- Central Florida Exposition, Orlando;
- Orange Festival, Winter Haven;
- Pinellas County Fair, Largo;
- Northern Florida Fair, Jacksonville;
- National Cotton Show, Memphis.

FOR SALE

Chairplane, first-class condition; complete Deep Sea Diving Outfit with tank, pump, diving suits, etc.; complete Motordrome in first-class condition with top.

ROYAL AMERICAN SHOWS

Wire to Cedar Rapids, Iowa, Week of June 17.

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MOULTRIE, GA., JUNE 26, 27, 28.

No time to dicker. Give lowest figures in first letter.

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LUCILE ANDERSON

HIGH DIVER

Exclusive Management of ARTHUR L. HILL, 237 West 46th Street, New York, N. Y.

FOR SALE

10 Gravity Rids Cars, in excellent condition, very cheap for immediate disposal.

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FOR SALE

PORTABLE ROLLER SKATING RINK, Complete, 50x110, in good condition. References. Write for particulars.

ED. L. TURNER

2118 Spruce St., Hannibal, Mo.

WANTED-WANTED

Free Acts, Concessions and Merry Go-Rounds, for Monster Fourth of July Celebration, at Peshigo, Wis. Address DR. E. J. CARTER, Chairman Concession Committee, Peshigo, Wis.

they are on other shows. A committee is being formed to decide eligibility of old and disabled troupers for entry in the first bungalows on the Sarasota site.

Circus and Carnival Workers

We are headquarters for fastest selling Novelties. New Inflated Toys: Poppy, Mickey Mouse, Pluto the Pup, Tom Mix, Gro. \$8.40. Printed Mickey Mouse Round Balloons, \$9.50 Gross. Mickey Mouse Head Balloons, \$9.50 and \$4.00 Gross. Streetmen Printed Gas and Air Balloons, \$3.25 Gross. Lash Whips, \$7.50 Gross. Flying Birds, \$2.50 Gross. Seaside Novelties, Sand Toys, China Novelties, Seaside Novelties, Cans, Dolls, etc. Also Primitives for Bingo and Beano Games. Full line inflated Toys and Balloons forwarded upon receipt of \$1.00. All orders shipped promptly with 25% advance deposit. No Catalogue. Send trial orders. Free information.



NASELLA BROS., 43 Hanover Street Boston, Mass.

WANTED CARNIVAL

Week of July 1 to 6. Race Meet, July 4. Big crowds. Free gate. Big Celebration.

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WANTED—Carnival, Shows, Free Acts

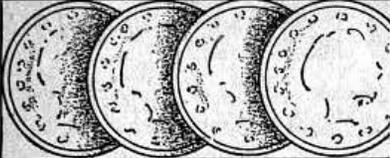
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OZARK SUMMIT EXPOSITION

OZARK'S GREATEST SHOW AND FESTIVAL, August 14, 15, 16, 17, Mansfield, Mo.

FOR SALE—Net High Dive Outfit, 70' Balloon, 6 Parachutes. All in good condition. No link. Address BOX D-684, care Billboard, Cincinnati, O.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

PUBLIC POLICY

Any type of amusement that must appeal to the general public should give attention to the development of public policy. This merely means in many cases the recognition of those practices that offend public taste and avoiding them.

A business that is afflicted with an unfavorable reputation in its beginning will find it necessary to adopt a vigorous public policy in its own defense in order to survive attacks that come from various sources.

But members of the amusement games business, like people engaged in any other lines of business, find themselves too busy with private affairs to work at promoting a campaign to win public approval for the modern games. This is where the necessity of active trade associations, under good leadership, shows up and becomes the only way to secure public good will.

The real difficulty is that only a minority of the trade seems to recognize that any attention need be paid to public feeling, and that the amusement games can be promoted by the same methods which were used in the days before the pinball games.

I contend that there will never be enough money in operating the popular pinball games to support a racket, or pay protection of any consequence to police officials. There is not enough money in operating the games to interest anyone, or any group that must have "big money."

The success of the pinball games business depends upon small, individual operators who are in the business to make a living, and who prefer to operate their games with as little trouble as possible. This type of operator will be closely allied with some distributor or jobber, upon whom he depends for advice and credit in many cases to keep his route supplied with machines. This type of operator must have the benefit of public favor for his games, for he does not make enough to engage in rackets or pay protection. These men need the approval of the public so that they can conduct their business as any other legitimate amusement enterprise would be conducted.

This development of the small, independent operator of pinball games, allied with a local jobber, seems the best hope for providing volume of sales for the manufacturers. Many good operators have already come to the conclusion that there is not enough money in pinball games to be forever confronted with legal troubles of one kind and another. The men who want to stay in the business are beginning to feel that manufacturers must assist in bringing about a settled condition in the operating field if machines are to be bought in quantities. These are the men who will be content to operate pinball games for a living and who are willing to forget "big money."

It is to this class of operators that public good will means the chance to make a living in a legitimate amusement enterprise. They are the ones who should recognize that organization is perhaps the best way to attain that general approval of amusement games which will mean for them a more settled business. Organizations in themselves are in many cases nothing more nor less than a racket, but under present conditions the independent operator is faced with the necessity of some kind of unity in meeting his problems.

The general difficulty of getting any kind of unity in the trade is widely recognized because the trade has a hang-

over of a number of divisive interests. More than one person in the trade has strongly expressed the opinion that it is being destroyed from within. Certainly, anyone acquainted with the trade is convinced that there is little united effort at present to build public good will or insure a prolonged future for the amusement games.

But there are some friendly elements on the outside of the trade. The independent retail merchant is beginning to realize more and more what the games mean to him. A recent survey in Pennsylvania by the Department of Commerce reveals the fact that 86 per cent of all retail trade is being done by the big stores and chains. The small merchant must face these facts and will come more and more to befriend the operators and the amusement games business.

The year 1935 has also seen the pinball games accepted by the big amusement field as a definite form of amusement. The permanent benefits of this recognition can hardly be realized at the present time. When large metropolitan dailies publish pictures of celebrities like Paul Whiteman, Ben Lyon, Bebe Daniels and others playing pinball, that is an admission of the games into amusement circles that will break down prejudice and create public approval in a way that could not be obtained by any other method. So the amusement games business can begin to count on the friendship of retail merchants and celebrities in the amusement world to be worth something in the future.

The next necessary step in building up public favor will be to break down newspaper prejudice. This will require effective organization and a lot of reforming within the ranks of the trade. Many operators have felt how intimidating and unfair local newspaper prejudice can be. Since most operators of pinball games are family men trying to make a living, they are not experienced in meeting newspaper opposition and in most cases are completely discouraged and demoralized. The newspaper business is afflicted with rackets, as are other lines of business, and it is hard to imagine a racket of less principle than that which some newspapers have of attacking and misrepresenting the business of operating pinball games. But it is done and the issues can only be met by organization.

Organizations of operators should have a statement of public policy which can be expressed openly and vigorously. The public may feel that the local organization is simply a bunch of racketeers unless that organization convinces the public otherwise. Public policy must be based on principles that will meet the approval of the public. Such policy need not be angelic, but simply based on a few recognized principles of doing business. Then those policies must be expressed vigorously when the games business is attacked. The trade needs some good spokesmen who can speak with logic and conviction to defend its reputation and its rights.

The Billboard thru its editorial pages has tried to give expression to those ideas and policies that represent the most progressive elements of the trade. These ideas are not original but represent the experience gained by men in all sections of the country who apparently are doing some thinking about how to deal with the public. Readers who follow our news and editorial reports will be in constant touch with developments in the trade and should know the best arguments in favor of the amusement games business. That is our contribution to building up a useful public policy. **SILVER SAM.**

Novelty Firm Is Pleader for Ops

NEWARK, N. J., June 8.—Following the disturbances in New York territory about cranes and diggers, Art Metal Works, Inc., large manufacturers of novelties used as premiums with these types of machines, addressed a letter to Honorable Paul Moss, license commissioner of New York, calling his attention to the far-reaching effects a ban on diggers in New York would have.

"As manufacturers of merchandise largely used in the so-called crane machines," the letter stated, "we address you in connection with the situation which we understand is arising in relation to their operation in the city of New York.

"Let us state in the first place that the goods we make for use in these machines is of the highest grade quality, nationally advertised, sold the world over, and the inclosed few sheets from our catalog will give you some idea thereof.

"We emphasize this because we want to bring home the fact that quality products are used in connections of this sort. And frankly, we are seriously concerned with the effect on our business that would be caused by restrictions imposed upon their operation. We employ here many hundreds of people. Should this outlet for our goods be cut off, it would mean the dismissal of many of them, an economic factor which we are very averse to contemplating at times like these.

"We realize, however, that this may not be the determining factor and therefore wish to say a word in relation to the concerns to whom we sell our goods for use in their machines. We find them to be a high type of merchant who pay their bills promptly, respect their obligations and rank on as high a plane as any class of dealers on our books. Were this not the case we could not afford to sell them.

"It would seem to us that this also should be a factor to be taken into consideration by you, particularly in connection with the many people to whom they also give employment.

"Regarding the machines themselves we respectfully submit that they fill a real want in the daily life of Americans and provide an outlet for skill and amusement that might otherwise be directed to channels much less innocent.

"On behalf, therefore, of ourselves, our employees, of the machine operators and their employees, we urge your earnest consideration whereby additional restriction will not be imposed. We write you as a large concern not unmindful of the many factors which enter this situation, and if there is any co-operation which we can extend to you in the exercise of your duties we remain at your service in any manner in which we can be of assistance."

Business Reports From Detroit Are Seasonal

DETROIT, June 8.—A substantial seasonal increase was reported in business this week by F. E. Turner, president of the Detroit Vending Company and the Nik-o-Lok Company. The increase is important in the last two and a half

PINBALL TOURNAMENTS
By **WALTER W. HURD**
Will Be a Special Feature of the
SUMMER NUMBER
of **THE BILLBOARD**
DATED **JUNE 29**

the patronage of gum, nut and similar machines in the Detroit area has been notably increased as a result, tho the net increase is not greatly over a year ago.

The service machines operated by the Nik-o-Lok Company have shown a far more decided increase, which Turner attributed to increased employment in this territory. The situation is general in the several neighboring States where this company operates, but most pronounced in Detroit, which has been the one important industrial center in the country to show a major business increase this spring.

James Brown, Detroit operator, reported a current slump in coin-machine play this past week. The holidays, which were taken advantage of by many Detroiters for a prolonged week-end out of town, were chiefly responsible. With fewer people in town, the play was naturally much less, and industrial and commercial locations suffered most.

Brown is now operating a route of about 50 pin games, almost entirely in major downtown locations. He has the reputation among his business rivals of picking only the biggest and best locations in town.

Hotels are among the leading Brown locations. Some of these, he reports, are doing very good business. They usually require a varied type of machine, and novelty is a fairly important factor despite the transient trade. Brown is a firm believer in changing machines frequently and believes that the time to do this is when play first begins to slack off on any particular style of pin game.

Jobber in North Texas

WICHITA FALLS, Tex., June 8.—Lone Star Coin Machine Company is one of the State's leading coin-machine firms. The organization is headed by H. W. Carpenter, a man who is well liked by all who know him. They operate and also do an attractive jobbing business. When Sweet Sally, that unique counter machine, came out about two years ago the Lone Star Coin Machine Company was appointed distributor for North Texas. It did a good job on Sweet Sally the same as it has done on many other numbers. It is always open for any jobbing deal in Texas. Mr. Carpenter is always active in association work and has been a member of the Texas Coin Vending Machine Operators' Association since it was first organized. He has visited the last two coin-machine shows held in Chicago and plans to attend the 1936 show also.

INTRANNIC



Model A - - \$99.50
TICKET VENDOR AND PAYOUT

Model B - - \$94.50
PAYOUT NO TICKET UNIT

Model C - - \$49.50
NO PAYOUT NO TICKET UNIT

New AND Larger FRISKY

SHOOT FIRST THEN SPIN



\$39.50

F. O. B. Chicago.

Those 4 words explain the tremendous popularity of FRISKY. It's the Real McCoy of 21 games! Player doesn't merely shoot to score 21—he ACTUALLY PLAYS the old Hit Me game. SHOOT FIRST—as many balls as desired, for player's "hand"—THEN SPIN Dial to see what the "dealer" has! That's really 21!

CHOICE OF STRAIGHT NICKEL PLAY OR 4-COIN SLOT

PLANETELLUS

The coin-machine sensation of the century. Delivers sealed envelope containing **ASTROLOGICAL READING** for ANY BIRTHDAY in the year. Sold on **EXCLUSIVE TERRITORY** Franchise only—and territories are going fast! Write or wire today for **TERRITORIAL PROPOSITION**.

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All Bally Machines Licensed by Consolidated Patents Corp., Patent No. 1,802,521. JOHN A. FITZGIBBONS, Eastern Factory Representative, 453 W. 47th St., New York, N. Y.



CONFERRING ON ANGLITE, new game to be made by Cotncraft Corporation and sold by Gerber & Glass. Left to right, Herb Breitenstein, Max Glass, Paul Gerber and Ed Wohlfiel.

NU WAY VENDERS

for Peanuts and Small Confections



For use in Beer Gardens, Drug Stores, Restaurants, etc. Sturdy, well built and attractive machines. Entirely Hygienic as peanuts or confections drop into hand—not necessary to insert fingers to get them. Made with table or wall brackets, or counter stand. Money makers right from the minute they are installed.

We specialize in the manufacture of Merchandise Vending Machines, including the American Cigarette Venders. Write for complete information and prices.

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NEW DIGGER CANDIES CRANE-BERRIES

Now Available **HARD SHELL CANDIES** FOR VENDING MACHINES. All Popular Colors and Flavors. **BREATH PELLETS** and Many Other Confections Suitable for Packing in Cellophane or Glassine Bags. **WRITE FOR PRICES.**

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

- how EXHIBIT TICKET TABLE OPERATORS are getting the BREAK!

1ST WHIRLPOOL

2ND GATEWAY

- and NOW

Rodeo

Yip-Yip-Yip-pee—a real thrilling RODEO show—with kickers—and kickers—in fact three of them to give players the biggest performance of fast-kicking action—ever assembled or seen in a ticket table to make it thrilling to that thrilling wooly west sport—RODEO.



To operators of EXHIBIT TICKET TABLES—it means just the purchase of the board—ready to insert instantly. The board is embellished with picturesque cowboys—prancing and kicking horses—produced in full colors—to make it the most attractive pin table on any location today. It's a ten ball table—with fast action kickers—to propel balls—to right—to left and all sorts of directions—over the board, where every shot counts.

NOW READY FOR DELIVERY

No. 4 COMING SOON

No. 5 COMING SOON

No. 6 COMING

No. 7 SOON

etc.

IT PAYS TO OPERATE EXHIBIT TICKET TABLES

Just a New Board makes a New Table

GET TICKET TABLES FOR PERMANENT PROFITS

See Your Jobber Now

EXHIBIT SUPPLY CO. 4222 W-LAKE ST-CHICAGO

NADA Will Meet In Chi June 22

CHICAGO, June 8.—The National Automatic Distributors' Association will hold its regular quarterly meeting of the board in Chicago June 22 and 23, according to R. L. Wilds, managing director. Early reports indicate that the entire membership will be in attendance to join in the general discussion covering many current problems confronting the industry.

Shortly after the close of the February convention the association moved the national headquarters from Boston to Chicago. Offices are maintained in the LaSalle-Wacker Building. This move has brought NADA in closer touch with the manufacturers and has created greater co-operation between the two, as well as being of additional service to the members.

Following are the officers of NADA: David S. Bond, president; E. V. Ross, secretary-treasurer; Babe Kaufman, S. L. Stanley, B. D. Lazar, M. M. Marcus and William Marmer, members of the board; R. L. Wilds, managing director.

Establish Unique Plan For Repairing Machines

BALTIMORE, June 8.—The Oriole Coin Machine Corporation and its three branches have put a simple, effective and low-cost method into operation for the maintenance and repair of coin devices.

A flat in-advance weekly charge is made to all member operators. Upon payment of this charge the member operator may call up and have a mechanic go out on location to repair a machine. Or the operator may bring in the machine, being charged for parts only if parts are necessary. This makes possible better working equipment on location, for an operator will quickly bring in a machine when something is proving somewhat balky. Players are thus kept from being irritated by an out-of-commission machine and so better relations are maintained all around.

For the operator whose repairs are small a flat per hour charge is made for his use of a mechanic.

Operators have found this to be a better and less costly system, and it facilitates the repair of their equipment because a member operator is naturally given preference over a nonmember. Now operators are telling each other that this system, as put into effect by Oriole, has saved them many headaches.

Modern Places Record Order for Box Score

NEW YORK, June 8.—Nat Cohn, president of Modern Vending Company, broke his own former record order by placing a first order for 15 carloads of the new Box Score baseball games. Upon receipt of verification from the factory in Chicago manufacturing these new baseball games, Mr. Cohn and Mr. Sommer immediately released the news of this first order for the new games.

The 15 carloads total approximately 5,250 games at a retail cost of better than \$250,000. This order exceeds the record order placed by the firm for a former baseball game when a \$100,000 check was given.

Nat Cohn explained that this game, the Box Score, "is without any doubt

the final word in pinball history. It is the greatest game that I have ever seen. My last flight to Chicago was to especially see this game and I can truly state that I do not believe there will again be anything to even equal it.

"The game makes every move and every play of big league baseball. It is electrically equipped and yet offers skill in play. It will sell in the higher price field. The game has a realistic baseball diamond scientifically arranged. The balls run the bases and are controlled by the player. The electrical arrangement of the game is so unique that every move is duplicated and the action is doubled for every play adding an electrical thrill following the mechanical movement."

There are other interesting and unique mechanical and electrical actions such as the umpire calling, "Yer out," when the machine is tilted.

New Baseball Game Has Electric Score Board

AURORA, Ill., June 8.—Stoner Corporation is introducing a new baseball game called Ball Fan, for which is claimed much of the realism of baseball. It is made in a 21x41-inch hardwood cabinet, ornamented in two-tone green and silver. The playing field is described as handsomely decorated in five colors and lavishly trimmed with metal.

It is said to offer singles, two-baggers, triple hits, home runs. The ball automatically replays itself time after time, and lights flash as the runners slide home. The score is also recorded on an electric board.

Describing the game, Harry Stoner stated that "it is a magnet for crowds. In its first week Ball Fan has already proved its money-making power on test spots. Look over the shoulders of the crowd—watch the game in action. The player tries his best skill shots to place his men on the bases. Then he tries for the scoring holes. So many things can happen in a short time that you can almost smell the dust as the whole field becomes alive with breath-taking action, while across the lot the electric board brightens with your score."

Game Sold to Exhibit

DALLAS, June 8.—Electro Ball Company, Inc., local firm, designed a new game called Jockey Club and placed 25 on location in the Southwest territory. The game met with instant success and was sold to Exhibit Supply Company, Chicago, for manufacture and distribution.

The game has the thrills of a race track and produces the principles of horse racing, including the indication of winning, placing and showing horses. It is covered by design patent No. 230568.

The first game was placed in the lobby of the Baker Hotel in Dallas, where the machine was played for an average of 14 hours a day.

Willis Joins Consolidated

SYRACUSE, N. Y., June 8.—G. R. Willis, formerly of the Willis Games Corporation, has taken over the second-hand department of the Consolidated Games Company, this city.

Coming Soon!
SPELLING BEE
ASK YOUR JOBBER

ORIGINAL PENNY CIGARETTE MACHINE with GUM VENDER
NEW and PROFITABLE



New 20-Stop Reels. Exclusive Penny Play. Pin Review Ball Gum Release. Large Plain Reward Card. Reading Package or Points (optional). Removable, accessible, clean, simple Mechanism. Special Tilting or Shaking Device Prevents Cheating. Self-Tilt automatically covers reels is shaken or tilted.

Beautiful colored aluminum castings. Positive coin release. No repeat play. Eye-pleasing appeal. Hoists profit. Gross Plays \$20 to \$75 Weekly. Set for 60% Pay-Out, 40% Profit. With Register, \$17.50 Paid. \$2.00 Extra. Made to Go Play on Order at No Extra Cost.
SICKING MFG. CO., Inc.
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B HERB BESSER B
Recommends the Following New Proven Winners Ready for Immediate Delivery:

STONER'S BALL FAN	\$39.50
GENCO BASEBALL	49.50
SPLIGHT	47.50
SINK OR SWIM	39.50
HOLD & DRAW COUNTER GAME	29.50
ROCKOLA'S "21"	39.50

CLOSE-OUTS IN USED GAMES:
ARMY & NAVY \$20.00
REBOUND 15.00
WORLD SERIES 5.00
SCORE-A-LITE 22.50
FLEET 3.00
PURITAN VENDER, with Jackpot 7.50
QUICKSILVER 49.90
We Will Accept Your Used Slot Machines, Counter Games and Pin Games in Trade.

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Attention Operators
DID YOU GET that Replacement Reward Card, Back Bracket and five specially made Dice for your Select 'Em, Boosters, Baby Shoes, L. O. U., Horse Shoes, etc. If not, get busy. They are hot hot! \$1.50 for set, complete.

Baby Bells, \$5.00; With Jackpot, \$6.50; World Series, \$5.00; Flash Ball Marble Game, \$2.00; 1c Base Target, \$3.00; Big Game Hunters, \$3.00; Jigsaw, \$4.00; Dutch Pools, \$2.00; Pokereels, \$6.00; Dicoomatics, \$5.00; 21 Vendors, \$8.00; Ha Cha, \$1.00; Gypsy, \$4.00; 1c Horse Race, \$3.00; 1c Baseball, \$3.00; Odd Penny Flipper, \$1.00; 1c Play Balls, \$1.00; Greyhounds, \$2.00; Gold Rush, \$4.00; Lightning, \$10.00; Big Bertha, \$10.00; Golden Gates, \$8.00; 44' Contact, \$12.00; 44' Forward Pools, \$10.00; Official Sweepstakes, \$4.50; Little Duke (Late Model), \$17.50; Live Power, \$15.00; Magic Clock, \$5.00; Register, \$15.00; Select 'Em Dice, \$8.00; Signal, \$12.00; One-Half Cash, Balance C. O. D.

GREAT STATES MFG. CO.,
1605 E. 39th St., Kansas City, Mo.

NEW REPLACEMENT BACK
To fit any Lite-Up Game that lights on back. No wires to chance. Slips on in one moment. It's new and beautiful. \$5.00 Each. **BINGHAMTON NOVELTY, 35 Mary St., Binghamton, N. Y.**
It Helps You, the Paper and Advertisers to Mention The Billboard.



PLANT FOR MAKING NEW GAME—The Coincraft Corporation, a new manufacturing firm, opens a modern plant to make the new game Angitte. It will be sold internationally by Gerber & Glass, Chicago distributors.

Paris Show Reveals Size Of French Automatic Biz

More than 40 firms show at first annual exhibit—one American firm exhibits machines—3,000 visitors said to have viewed the exposition

PARIS, June 8.—The first exposition of amusement machines in Paris proved a substantial success in every respect in spite of taking place at a time when the political and general business conditions of France were anything but favorable. Under the direct supervision of Rene Godin, chief editor of *La Revue de l'Automatique*, the coin-machine trade paper of France, the Fair-Exposition of Automatic Machines was held at the Hotel Modern, in Paris, May 27, 28 and 29. Original plans called for the use of only the big "Salon d'Honneur" of the hotel but the large number of demands for exhibit space forced the promoters to install annexes in an adjoining room and in the corridors. More than forty firms occupied stands at the exposition, but the number of firms represented was at least double that figure as most stands exposed the products of two or more manufacturers.

American manufactured coin machines of all types were in the majority, but many machines made in France, England and Belgium were also on view. The only firm from the United States having its own stand at the exposition was the International Mutoscope Reel Company, of New York, which exhibited late models of its Crane, Magic Finger and Checkers machines. William Rabkin, president of the firm, was in charge of the stand, which was one of the live spots of the show.

The show was well handled and evidently had been given considerable publicity as distributors and operators attended from practically all parts of Europe as well as from Northern Africa. At least 3,000 visitors viewed the exhibit during the three days of the exposition and the big majority were live prospects as most of them placed orders for machines or established contacts for future business.

The exposition closed on Friday night with a banquet at which more than 100 guests were present. William Rabkin assisted at the banquet and extended the good wishes of the amusement trade of the United States to its colleagues of Europe. A large delegation of distributors from England, headed by F. Mellor, editor, and Edward Graves, London manager, of *The World's Fair*, English amusement and coin-machine paper, attended the exposition and banquet.

Paris firms exhibiting at the exposition were Gerance Francaise des Appareils Automatiques, prizes; La Radio Automatique Francaise, radios; Etablissements Blanchard, games, billiard tables; Ets. Glasinger, prizes; Ets. Forestry, slot machines; Ets. Barne, games; Ets. Enriquez & Cie, prizes; Ets. Soveno, prizes; Ets. Derouin, games; Ets. Bussoz Freres, slot machines; C. F. R., coin chutes, prizes; Unic Stella, games and slot machines; Comptoir General de l'Automatique, games and slot machines; Scott, Adickes & Co. (Paris office), games and cranes; Societe J. A. F., merchandise distributors; Omnium Automatic, games, slot machines; JAK, games; Schaul, prizes; Drimmer, prizes; Sined, games; Concordia, merchandise distributors; Malcuit, games, slot machines; Claus, chocolates; Appareils Controleurs, automatic gasoline pumps; Deutertre "Le Comtroler," coin chute; Herman, cranes; L. R. B., cranes; Autoreflex, games; Boudot, cranes; Charlier, games; Martin & Company, games; C. A. P. A., perfumes; Sylvestre, games; Kauffmann, prizes; Trocadero, candy; Constantin, cranes.

Other French firms exhibiting were Ets. Loubet, La Garenne, slot machines; Ludo, games, Nice; Soprano & Bosini, Bagnolet, games, cranes; Ets. Nova, Marcen-Bareuil, rifle; Roger Gouby, Vincennes, cranes; Novelty-Automatic, Marseille, games, cranes, slot machines.

Firms outside of France who exhibited were S. E. F. A. C. A., Brussels, automatic rifle; International Mutoscope Reel Co., Inc., New York, games, cranes.

Firms exhibiting at the "Poire de Paris," May 18 to June 3, were Ets. Forestry, Paris, slot machines; Ets. Enriquez & Co., Paris, prizes; Soprano & Bosini, Vincennes, games, cranes; Roger Gouby, Vincennes, cranes; Ets. Cosaque, Paris, slot machines, cranes, salesboards; J. Dodson, Paris, automatic orchestra.

According to reports, a West Texas operator has invented and is securing patents on a unique pinball game. The idea of the game is said to be very new and distinctive and looks very promising.

NACOMM Members Queried As to Code Continuance

CHICAGO, June 8.—Following the recent adverse decision of the U. S. Supreme Court against the NRA, C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, issued a bulletin to all members asking for suggestions and a response on the continuance of the manufacturers' code.

"Members of the industry were among the first to respond to the President's Re-Employment Agreement (PRA) in 1933, voluntarily establishing minimum wages and maximum hours," it said.

"An industry code was promptly prepared and filed in Washington. Under the approved code a high standard of competitive conditions—minimum wages, maximum hours, no child labor, observance of trade-practice provisions—has prevailed.

"Donald Richberg, in commenting on the Supreme Court's NRA decision, has urged all industries to continue to operate in observance of the code provisions relating to hours and wages and standards of fair competition.

"Counsel for the code authority is of the opinion that, pending consideration by Congress of the whole situation, members of the industry may continue observance of the labor and trade-practice provisions of the code. Such action by all members will unquestionably be for the best interests of the industry, and this includes your company as a member of the industry.

"In order that we may have an expression of intention of industry mem-

Baseball Games Come and Go but "MAJOR LEAGUE" Goes on FOREVER!!!

Nothing can equal MAJOR LEAGUE—or even approach it in Player-Appeal and HEAVY EARNING POWER, as PROVED by a Steady Stream of Daily Orders for this Master of All Baseball Amusement Machines. MAJOR LEAGUE—Engineered for over a YEAR—PERFECT in Every Detail—is the ONE Game that performs identically to the game on the outdoor diamond. It's the ONE Baseball Game that's HERE to STAY—the ONE for YOU to operate NOW!

Equip Those Baseball Locations with The Best Ball-Playing Action—Equip with MAJOR LEAGUE!

... and Right Beside It— "ROTO-LITE"

for a different form of Fascinating Diversion. A Light-Up Game with Lights in MOTION—More Appealing—More Animated by FAR—MORE PROFITABLE to Alert Operators who KNOW what ROTO-LITE is doing—who KNOW that ROTO-LITE EARNS MORE MONEY! Write for PROOF and Full Details!

... then "Move In" with "NEONCONTACT"

Write, Wire FOR FULL DETAILS TODAY!

by far the Most Outstanding Game on the market today—Priced so LOW as compared to its cost—yet, so FULL of CASH-GETTING Ability—that to take this NEON Light-Up Wonder is indeed a WISE INVESTMENT in EARNINGS that ENDURE!

PACIFIC AMUSEMENT MFG. CO.,
4223 W. Lake St., 1320 S. Hope St.
Chicago, Ill. Los Angeles, Calif.

bers, it is suggested that you write or telegraph this office at once as follows: "This is to advise that until further notice this company will observe the provisions of the code of fair competition for the Coin-Operated Machine Manufacturing Industry as heretofore approved in Washington and requests the code authority to continue to function as may be required for such purposes."

"The chairman and counsel for the code authority are keeping in close touch with the situation in Washington. A code authority meeting will be held shortly for the purpose of arriving at definite recommendations for industry procedure under present conditions. Your suggestions as to policies and actions to be considered are requested."



LAYOUT OF GAMES FOR THE MILWAUKEE TOURNAMENT—A pioneer step in the holding of city-wide pinball tournaments, much interest has been shown in the management of such affairs. Here is how the games were arranged. Full details will be given in a feature article in the June 29 issue of *The Billboard*.

LEADERS AND FIGHTERS WHY NOT?

WE ARE NEVER UNDERSOLD OR WILL SELL FOR LESS

- RAZOR BLADES, Double Edge, 5 to a box, cellophane wrapped. Your choice, 1,000 Blades, Jobs 1,000 Blades, guaranteed first quality \$3.80 Other Attractive Blade Values, 5 to box, cello, wrapped, 100 Blades 45c, 50c, 55c
- STYPTIC PENCILS, Stops Bleeding When Applied to Cuts, New Attractive Labels, Gross. 45c
- WITCH HAZEL, 16-oz. Bottle. Exceptional Value (N. Y.). Gr. 11.00
- SHAVING CREAM & DENTAL CREAM, Large Size, 4c
- SHAVING SOAP, Regular Size, Special, Gross Lots Each Cake. 1c
- CASILE SOAP, Toilet Large Cello. Foil Wrapped or in Ind. Box, Doz. \$1.00 Box 7 Cakes Assorted 91c
- SOAPS, Box. 72c
- HOLLYWOOD NIGHTS PERFUME, 51 value, Fast 25c seller, A dozen or more, assorted, will surprise you. This package must be appreciated. Dozen. 72c
- FACE POWDER, Fine Quality and Extra Large Bottle of PERFUME, Amber Cellophane, Wrapped (N. Y.). Set. 4c
- SUN TAN OIL, BRILLIANTINE, NAIL POLISH REMOVER, DEODORANT, these four numbers Attractive Labels and Capped, Half Gross. 5.50
- IODINE with Acetone, Extra Special, Gross. 2.95
- PETROLEUM JELLY, in Glass Jars with Attractive Enamel Printed Cap, Genuine Snow White, Best Packing, Size No. 2, Gross. \$2.85
- Size No. 4 (Guaranteed 4-oz.). Label Priced 15c. Dozen. .48
- Size No. 8 (Guaranteed 8-oz.). Label Priced 25c. Dozen. .90
- Size No. 16 (Guaranteed 16-oz.). Label Priced 35c. Dozen. 1.50
- Petroleum Jelly is like Wheat, so the up with the Best Priced Product on the Market.
- TALCUM POWDER, Giant 13-oz. Can, Gross. 5.90
- TOILET SETS, Men's & Ladies', 3 and 4 Pieces, \$1 Value, Cutout, Bargain, 2 Styles, Doz. Sets, \$2.00. 2.40
- BOBBIE HAIR PINS, 25 on Card. 2.25
- SUN AND SPORT GLASSES, Shell Frames, Assorted Color Lenses, Four Big Values, DOZEN 48c, 72c, \$1.10, \$1.55
- ADHESIVE TAPE, Clear Chick Spool, 1/2x8 and 1x2 1/2, Gross Lots, Each. 4c
- GAUZE BANDAGES, Made in U. S. A. Individual Board, First 44, 40, Mesh, 1/2x2, Doz. 22c. 2 Inch. Doz. 42c. 1 1/2 Inch. Doz. 32c. 3 Inch. Doz. 60c
- MERCHANDISE FOR SIDE LINE SALESMEN, Extra Big Value, Sample Gross. 55c
- CARDED ASPIRIN, SODA MINTS, BREATHE PELLETS, LAXATIVE TABLETS, and Tablets, \$4.00. Packed Separately, 20 Sale. 9c
- ASPIRIN, Genuine, made by the Best Aspirin Co. of Canada, Guaranteed, Grain Tablets, Attractive Tins of 12, Best on the Market, Gr. Tins. 1.95
- CORR PADS, in Attractive Lithograph Box, Extra Spec. Doz. Boxes 25c
- CHOCOLATE LAXATIVES, Dz. Boxes 27c
- THE HOLDER & COLLAR FASTENER SET, Hand Pkd., On Display Card, Fast 10c Seller, Biggest Value Ever, Gross Sets. 2.75
- CHINA PORCELAIN PIN CUSHIONS (N. Y.) Gross. 2.95
- 10c FRIGION TAPE, 2-oz. Size, Attract. Pkd. (N. Y.), Doz. Boxes 20c
- WHITE SHOE POLISH, Large Bottle, Dozen. 40c
- COPPER TEA STRAINERS, Extra Special (N. Y.) Gross. 3.75
- STAINLESS STEEL PARING KNIVES, (N. Y.) Gross. 3.35
- FLY SWATTERS, Long Handles, Doz. 22c
- FLY RIBBON, 100 Rolls, 100. 85c
- FLY SPRAY, 16-oz. Cans (N. Y.) Dz. 80c
- MOTH TABS, 10c Size, Dozen. 25c
- MOTH TABS, 25c Size, Dozen. 45c
- DISINFECTANT, 4-oz. Dozen. 30c
- BOWL DEODORIZERS or Toilet Bowl Cleaners, Cellophane, Gr. 3.75
- 15c EGG or COCKTAIL BEATERS (N. Y.) Dozen. 72c
- FLAVORING EXTRACTS, 8-oz. size, Labeled price \$1.00, Colonial Value (Chicago) Gross. 7.00
- SEWING THREAD, 1,200 Yard Spools, Black or White, (N. Y.) 100 Spool Lots, Spec. (Special). 6c
- SHOE LACES, High Quality, Imported, Paired, Banded and Boxed, 27-Inch (N. Y.) Gross. 35c
- THUMB TACKS, Imported, 96 to Box, 100 Boxes. 85c
- PENCILS, Hexagon, Metal Tip and Red Eraser. 89c
- POCKET INDEX BOOKS, Old Import, Gross. 4.75
- COMBINATION DISCOR SHARPENER & LOOP NEEDLE THREADS (Sells for 10c). 100 Combination. 1.50
- CRACKERJACK ALUMINUM CLEANER, Large 8-oz. Can, A very fine product. (N. Y.) Knockout Special Value, Gross. 2.95
- ARMY AND NAVY NEEDLE BOOKS (N. Y.) Gross. 1.20
- NEEDLE BOOKS, Style Gold, Gr. \$6.75
- NEEDLE BOOKS, Style BBB, Gr. 4.75
- NEEDLE BOOKS, Gold Mine, Gr. 4.25
- NEEDLE BOOKS, American, 100. 3.10
- NEEDLE BOOKS, Lifetime, 100. 6.75

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MILLS SALES CO.
 901 Broadway 27 South Wells St.
 NEW YORK CITY CHICAGO, ILL.
 85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

Pennsylvania State Assn. Is Launched at Harrisburg

More than 100 attend meeting to hear plans—officers and committees are chosen to begin work—antiquated law gives trouble in Keystone State

HARRISBURG, Pa., June 8.—The Pennsylvania Association of Coin Machine Industry was organized here June 6 at the Penn-Harris Hotel, with more than 100 coinmen representing jobbers and operators from 25 cities and towns over the State. There was much enthusiasm manifested in the deliberations. H. B. Gibson, representing the National Association of Coin-Operated Machine Manufacturers, was the first speaker. He urged those present to take an active part in furthering their own business thru the medium of an active and progressive organization. He spoke of House Bill No. 6924, which would have brought hardship upon the industry, but stated that this bill in all probability would die in committee. He said that 146 bills affecting coin machines had been introduced this year in the various States. He also gave many excellent reasons for maintaining of active State associations to promote the welfare of the industry.

Benjamin Levi, an attorney of Harrisburg, was introduced and spoke about an old Pennsylvania law enacted May 25, 1907, relating to billiards, pool and kindred games, which is being used by mercantile appraisers in the various counties of the Commonwealth to levy \$21.50 on the location for the first coin machine and \$10 for every additional machine. He stated that a case was brought before the Bedford County Court and the assessment was decided proper. The attorney predicted that many other legal cases will result from this practice and the association should take steps to combat this unjust assessment. He also spoke of another pending legislative measure which, if passed, would increase the assessment to \$41.25 for the next two years.

A general discussion followed the remarks of Mr. Gibson and Mr. Levi, in which many of those attending participated. Many phases of the State Association were touched and it was decided to effect an organization by electing officers to serve for a period of 90 days, when another meeting would be called. The following officers were elected: President, Irwin Freedman, Harrisburg; vice-president, Benjamin Sterling, Scranton; secretary-manager, Michael Schoenfeld, Philadelphia, and treasurer, Irwin Newman, Philadelphia. A board of directors was appointed, including the following: Myer Abelson, Pittsburgh; Emanuel Liadrakis, Shenandoah; E. R. Fidler, Reading; Jack Loser, Harrisburg; J. J. Bowling, Clearfield; D. Snyder, Allentown; P. J. Achenbach, Bloomsburg; E. Vanderslice, Pottsville; E. A. Freedman, York; Charles Porta, Clarion; Sidney Bash, Scranton; Louis Underberger, Wilkes-Barre; Samuel Klein, Benjamin Franklin, J. W. Rothstein, William Heligh, Philadelphia; B. D. Langer, Alfred Bloch, Pittsburgh; A. Slep, Johnstown, and William Frank, Chester. The appointees are to make a thoro canvass in their respective communities for members. Prior to the organization meeting a luncheon was served.

Unique Method Used To Announce Pinball Game

NEW YORK, June 8.—The Modern Vending Company used an attractive reading notice in *The New York American* May 30 to announce Box Score, the new baseball game, to the pinball fans in New York territory. It is said to be probably the first use of such a method to announce a new pinball game to the public and indicates the enterprise of the Modern firm. The notice reads as follows:

"Box Score, new pinball game, like big league. Pinball devotees who also are baseball fans will have a chance to satisfy both interests when Box Score, a new pinball game, is seen here in a short time.

"The new game will represent baseball just as it is played on big league fields, it was said yesterday.

"Contexts will be arranged for pinball players, league schedules will be drawn up and other baseball ideas incorporated in the new sport."

Tyes Not With Chi Company
 CHICAGO, June 8.—Chicago Coin Machine Company wishes it known that John Tye and C. E. Tye are not connected with this organization. These persons have no authority to accept orders or take deposits in the name of the Chicago Coin Machine Company.

Important News

To keep posted on progress in the coin-machine industry, coinmen should read all the news in *The Billboard* every week. Just as sure as you miss an issue there is something important in it that you should have seen.

In this issue there are three important news stories that should be of interest to all. A late report on exports of coin machines shows that the trade is still growing. A report on the formation of the Pennsylvania State Operators' Association will interest those studying the growth of organization. A newsy report of the first French coin-machine show also is of real interest.

These news reports are made possible by having news men on the spot when the big events were happening.

Pinball Operators Ask Why the Discrimination

PITTSBURGH, June 8.—Focusing their attention on outdoor skill-game devices which attract the players thru the merchandise rewards offered, Western Pennsylvania pin-game distributors and operators hope to convince the authorities that their trade is worked on exactly the same basis.

While pin games in this area have been declared legal, they can be operated for amusement purposes only. In other words, the operator cannot offer any reward to players running up high scores on skill games. At the same time it is legal to operate various devices used in parks, playgrounds and other outdoor amusement centers and lure customers with prizes. Those devices, such as the jack rabbit race board or the penny-tossing game, are not considered as skillful games, as are the latest types in pin games.

The why and wherefore is just what local coinmen want to know. At present only impromptu meetings are held planning ways and means of approaching this matter in the proper way and convince authorities that they, too, have the legal right to offer rewards to pin-game players. It is hoped in local circles that when the final plans are shaped a strong enough argument will have been mapped out to win this point for the trade.

Handles Service Calls

TULSA, Okla., June 8.—L. T. Newlin, local distrib, offers operators a unique service. He offers the operators the use of his entire mechanical department and repair shop, where they may repair their own machines at no cost whatsoever. He also allows operators to list his phone with their locations and he gladly and willingly accepts the operator's phone calls. Ops may come into Newlin's place, check their file on phone calls

and hop out and take care of any out-of-order machines or whatever the call might relate to.

Mr. Newlin is located in the heart of the business section and his place is handy for all operators. He carries a large selection of machines in stock and operators may secure any machine they might want at his place at any time. He uses a unique method in creating good will among the various social and women's organizations of Tulsa. If they are holding a function of any sort he willingly loans them pinball machines free of charge for their various affairs. This has proved a real public relations stunt that has accomplished much and created good will for the coin-machine business with these organizations. He also supplies hospitals and orphanages with free games for the inmates to play.

Planning Crane Exports

NEW YORK, June 8.—Machine Corporation of America, large operator of Mutoscope cranes, is entering the foreign markets. The firm is headed by Philip B. Fitzpatrick, formerly one of the largest cigar manufacturers in this State; also George E. Lambert, who was financial secretary for a large chain of New England theaters, and Herbert Sommers, well known to the amusement field in all its branches.

The firm plans direct contact with European and Asiatic countries as well as South America. It is offering some of the best bargains in perfectly reconditioned machines which are tested by experts previous to shipment.

It does a large business at present and offers foreign buyers a correct approach to the use of cranes. It also will offer the advice of its capable staff gleaned from many years of experience in the market.

It will completely rebuild machines for foreign coins. Its ambition is to start European and Asiatic operators off on the right channel and help them to grow progressively.



CHARLOTTE NOREEN AND MARY EILLEN BUCKLEY, talented daughters of Jim Buckley, sales manager of Bally Manufacturing Company. Although only 13 and 14 years of age, respectively, the young ladies have already gained recognition as artists and their dancing has entertained many important gatherings.

BILLBOARD LEGAL NEWS

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

Take Steps For Prizes

Jersey operators hold open meeting to continue campaign for prizes

NEWARK, N. J., June 8.—In one of the largest open meetings of operators in the State, the local Essex County organization met at the call of D. M. Steinberg, president of the New Jersey Automatic Merchandisers' Association.

Officials of the New Jersey Amusement Board of Trade were present at

the meeting. Mr. Steinberg made the opening address and explained the situation in detail. He was followed by other speakers, including Samuel Broudy, George Ponsler, Bill Gersh, Murray Goldstein, Murray J. Saltzman and others active in coin-machine affairs here and in New York City.

Several important steps were taken, including the raising of a fund by subscription from the floor, the appointment of Bill Gersh as publicity director and the beginning of an impressive advertising program in local newspapers.

Michigan Aids National Move

DETROIT, June 8.—Plans for definite organization of a national association were discussed this week by F. E. Turner, president of the Automatic Merchandisers' Association of Michigan, who was for many years secretary and treasurer of the old AMA of America.

As a result of the decision taken at the Chicago convention in February a meeting is being planned for Grand Rapids, to be held probably in August, altho a definite date has not been set.

Local association activity in Michigan has languished with the failure of moves for taxation or restrictive licensing of machines for the present, according to Turner.

Bills Fail in Michigan Legislative Avalanche

DETROIT, June 8.—Attempts to pass restrictive legislation on coin machines did not succeed at the past session of the Michigan Legislature. Bills which would have legalized slot machines and similar devices were killed or left in committee.

A fifth bill was introduced to legalize prizes, games of chance and evidently slot machines. Under a possible interpretation it would have legalized the devices by taxing them.

Await Result on Tests

BALTIMORE, June 8.—Coin-machine distributors report business quiet here while everyone is awaiting the outcome of the test cases which are on the docket for this term of court and due to come up any day now.

AMERICAN SALES CORPORATION CHICAGO, ILL. 936 WRIGHTWOOD AVE. 96% OF ALL AUTOMOBILES ARE PURCHASED ON A TIME PAYMENT PLAN.

DO NOT BUY USED MACHINES!! UNTIL YOU HAVE READ THIS AD

We Offer Subject to Prior Sale the Following Slightly Used Machines at Unheard of Prices:

Table listing various amusement machines and their prices, such as Subway, Major League, Cannon, Dice-O-Matic, Drop Kick, etc.

WE ALSO ARE IN POSITION TO OFFER ALL NEW GAMES FOR IMMEDIATE DELIVERY, SUCH AS SINK OR SWIM, SPOT-LITE, GENCO BASEBALL, EXHIBIT'S DEALER, SHOW-DOWN, ROCK-OLA'S "21", HIT-ME, HOLD AND DRAW AND KINGS.

When ordering kindly specify method of shipment preferred and whether 1c or 5c play is desired. One-third deposit in cash, money order or cashier's check must accompany orders, balance C. O. D.

MORRIS NOVELTY COMPANY 4505 MANCHESTER AVE. ST. LOUIS, MO.

USED MACHINE CLOSE OUTS Criss-Cross-A-Lite, Rebound, Autobank, Beacon, Rebound, Jr., Flying Trapeze, I. O. U. Radio Sta., Army & Navy, Live Power, Flying Trapeze, Jr., Crick Shot, Golden Gate, Electro, Lightning.

ACME VENDING COMPANY 1121 ST. NICHOLAS AVE. 448 NINTH AVE. NEW YORK, N.Y.

DEAL WITH CARL - ALWAYS A SQUARE DEAL MIDWEST HEADQUARTERS for MILLS and BALLY LINES

Table listing various amusement machines and their prices, such as Traffic, Frisky, Planettellus, Rangers, Equity, Tickette, O. T. Vanders, Rockola's "21", Spotlight, Starlette, Sink or Swim, Dealer, Tick 'A' Lite.

UNITED AMUSEMENT CO., 3411 Main St., Kansas City, Mo.

HARLICH SALESBOARD CATALOG

Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate sales boards or sell them—you simply can't get along without this big new catalog.

Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich sales boards.

SEND FOR IT NOW HARLICH MFG. CO. 1401-1417 W. Jackson Blvd., Chicago, Illinois

SWAGGER CANES Bright Colors with Flashy Silk Tassels. OAK MICKEY BALLOONS, Giant Colored FUR MONKEYS, 4-COLOR WHISTLING BIRDS, No. 8 Cat CIRCUS BALLOONS, WILLSON SUN GLASSES, REAL STRAW HATS with Long Colored Feathers, Best Maple Parade CANES, Large ROSE SQUITS, Ride 'Em Cowboy FELT HATS with Large Feathers, Strap Wrist WATCHES, JUBILEE SPORT SUN GLASSES, Buck Roger DISINTEGRATOR GUN, Aristocrat SHELL SPORT GLASSES, New Stock INFLATED JAP TOYS, New No. 12 JAP BEACH BALLS, Extra Large SILK PARASOLS, SAILOR HATS, BETTY BOOP and MICKEY MOUSE DOLLS.

OPERATORS—SAVE MONEY Write for our new Bulletin No. 150, featuring New and Used Machines at Bargain Prices. AMERICAN COIN MACHINE COMPANY, 114 Lowell Street Rochester, N. Y.

port, however, that the skill games continue in popularity, and players are still jingling nickels thru the slots unmindful of the pending legal proceedings.

Florida Operators Talk Things Over

TAMPA, Fla., June 8.—The meeting of the Florida Operators' Association here at the Thomas Jefferson Hotel May 30 had good results in allaying some of the fears of operators over the State.

While many questions were left unanswered, members of the organization returned to their homes with a much better understanding of the present situation. It is expected that a Supreme Court test may be necessary to determine the exact application of some of the legislation.

LATEST BLADE SENSATION! Whizz 6's BLUE TEMPERED W STEEL BLADE Packed six Blades to the package, to sell 6 for 5c. Going over big. All first-class Blue Steel Etched Blades to fit Double-Edge Razor. 55c Per Carton of 20 Packs (120 Blades) YOUNG NOVELTY CO., Inc. 100 Hanover St., Boston, Mass. Free Sample. 50% Deposit With Order.

Coming Soon! SPELLING REE ASK YOUR JOBBER SAY "I SAW IT IN THE BILLBOARD."

THE SPORTLANDS

» » » » AMUSEMENT CENTER GIFT SHOPS « « « «

Sportlands in Resort Centers

NEW YORK, June 8.—Sportlands at the various resorts near this city hit stride full blast this past week-end. With weather perfect and the crowds crashing to the boardwalks of the leading resort spots here for a one-day holiday, the sportlands received the first taste of the season's business and liked it.

Coney Island, the Rockaways, Long Branch, Asbury Park, Atlantic City and other important spots surrounding the metropolitan area all reported tremendous business over the week-end. Both Saturday and Sunday weather was the most perfect enjoyed this season.

Weather was warm, skies clear, and the tinge of a soft, cool breeze in the air brought out the promenaders at all the important spots. The crowds lined the boardwalks during the day and late into the evening.

Sportspot men report that people seem to have loosened up a bit and that money flowed much more freely than in the past few years. The public seems to be coming back strong for the resort merriment and are taking up everything in sight for a laugh.

The well-known spots, such as Fabers in the Rockaways, enjoyed a remarkable business. Feltman's new gameland had a big day. A. A. Seeger's in Asbury Park was crowded to capacity. The play was fast and furious, with crowds hugely enjoying themselves, reports indicate.

Pinball was the most prominent of the games displayed and the one to receive the greatest play. Concessioners of skee-roll and other large equipment reported business excellent. Operators with games on locations in the resort towns reported play jumping ahead. The mountain regions haven't yet felt the full force of the play. The mountain season opens in grand style within another few weeks and enjoys its biggest boom during the months of July and August, when the towns are crowded to capacity.

It is also understood that sportlands (See **SPORTLANDS** IN opposite page)



PERRY V. KUSIS, veteran arcade owner in Chicago and proprietor of the Sportland Arcade.

Cleanliness Is Sportland Mark

CHICAGO, June 8.—Perry V. Kusis, who boasts of 30 years in the arcade business in Chicago, is keenly watching for expansion opportunities in the sportland field here. Formerly operating three arcades in the city, he has modernized his present location at Halsted and Madison streets, on Chicago's West Side, into the Sportland Arcade and says that there are real opportunities in this field. Kusis is progressive in his outlook, and not only studies the growth of the coin-machine business but watches other lines of business to gather ideas from them.

His Sportland Arcade has 125x25 feet of floor space, thus providing plenty of room for a number of modern pin games, a large collection of the familiar arcade machines, a photographic studio, shooting gallery and other types of (See **CLEANLINESS** IN opposite page)

CROWDS

By BILL GERSH

One of the most amazing facts about the modern sportlands is the large crowds which they attract and which the owners have not yet learned to use to the most profitable advantage from a merchandising standpoint.

At the present time 10 of New York's major sportlands attract almost 70,000 persons each day. This remarkable achievement can be classified as due to the popularity of the spots and the economical means which they offer for entertaining relaxation.

The 10 spots so chosen are all grouped within the Times Square area in this city, with only two outside of this realm of Broadway's night sector.

Classifying Schork & Schaffer's Sports Palace at 52d street and Broadway as the No. 1 spot, the others follow: Faber's at 48th street and Broadway, Faber's at 53d street and Broadway, Sachs & Silberling at 28th street and Broadway, Sachs & Silberling at 8th street and Broadway, Dave Simon's at 96th street and Broadway, The Barrel House at 42d street near 7th avenue, Rex at 42d street near 8th avenue and the two Schork & Schaffer spots on 42d street near Broadway.

Intelligent concessioners have taken advantage of these facts and have purchased display space from these sportlands. Ice cream vendors are seen in front of some of the 42d street spots. Candy vendors have entered some of the Broadway spots. Leblang's Ticket Office has entered Schork & Schaffer's 52d street and Broadway spot. Chess and checker men are in practically all of these spots for advertising purposes and have offered the sportshops unusually large commissions in return for the right to display merchandise and signs about the spots.

The 70,000 persons per day cannot be classified as tremendous circulation in New York in newspaper language, it is still a well-known fact that the great difference in cost makes sportlands one of the greatest of all advertising places. It is a surety that General Outdoor Advertising Company would charge tremendous prices for the windows of these 10 spots listed.

As yet, with this effective and powerful display feature, the sportland men have overlooked one of the greatest advantages of all in not using most of their front window space on Broadway and 42d street for favorable publicity purposes.

It can easily be imagined that if 100 of the sportlands in this city would offer the use of their front windows to the sportland association for a placard advising the general public of their code of ethics and charge the message at least once a week the benefits so gained in favorable public opinion would aid materially and tremendously in the further growth of the sportlands.

Such display is invaluable at this time. With favorable public opinion on the side of the sportlands, no political influences in the country would dare persecute them. Three or four times during the year voluntary petitions of one character or another could be offered to the public and these would be certain to prove effective at a future date. If only 50 per cent of the patronage of the sportshops could be signed to agree they "like to play in sportlands," the weight such signatures would have would be tremendously in favor of the sportlands.

The time to use the effective window display space of the sportlands has arrived and the present is the time to start a campaign which will eventually be beneficial to all the sportland fraternity.

OPERATORS-PARKS-CONCESSIONS
SPECIAL PRICES On All the Finest Premium Merchandise Especially Chosen and Suited for Your Needs.
FREE! WRITE TODAY FOR OUR BI-WEEKLY BULLETIN.
JERSEY TRADING CO., 11-15 E. Runyon St., Newark, N.J.

COUPONS AND TICKETS FOR
Merchandise Premiums Used With Pin Games, Marble Games and Other Machines

100 87th AVE. SPORTLAND 100
100 81st AVE. SPORTLAND 100
ELLIOTT TICKET CO.

WRITE FOR PRICE LIST ALSO
RESERVED SEAT TICKETS
PAD, STRIP TICKETS, COUPON BOOKS-RESTAURANT CHECKS
ROLL AND MACHINE TICKETS
12 VESTRY ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.



40th ANNIVERSARY SPECIALS

A great opportunity for you to buy the Electric Traveling Crane, Poker-Face Checkers and Checker-Lite at Record-Breaking Savings. . . .

WRITE OR WIRE TODAY FOR SPECIAL PRICES

MANUFACTURED BY **INTERNATIONAL MUTOSCOPE REEL CO.** 516 W. 34th ST. INC. NEW YORK CITY
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"



Premium Firm To Start Big Drive

NEW YORK, June 8.—Morris Struhl, well known to the coin-machine industry as distributor and manufacturer of premium merchandise for the diggers, pinball games and sportland trade, will soon present a 16-page catalog especially arranged for the sportland industry which, it is believed, will be the last word in detail for this market.

The firm is now hard at work planning for the sportland market and believes that within the year there will be at least 2,000 sportlands in operation in the country. They have been continuously receiving reports of the opening of sportlands in various cities and the general belief is that the interest aroused thruout the country requires the special attention of experts in outfitting these merchandise playlands.

The firm for some time has been specializing in this field and is considered a leader in the sale of sportland merchandise. Their knowledge of the coupon systems as used in the various sportlands and the type of merchandise is invaluable to the operator. It is also believed that liberal advertising to the sportlands will be one of the greatest stimulants for further sportland openings thruout the country.

Teddy, Archie and Sadie Struhl are co-operating in the management of the firm.

Restaurant Opens Big Sportland at Resort

CONEY ISLAND, N. Y., June 8.—Feltman's Restaurant, well known to all who have visited the Boardwalk here, opened this week with one of the largest gamelands yet seen at any resort. This is located on the Surf avenue promenade which passes right thru the restaurant.

There is an up-to-the-minute sportland with a huge display of merchandise prizes and the very latest and most novel in pinball games. In addition to this huge feature, there is also a cigaret shooting gallery, the new Kake Eaters concession, a bowling game, country store, rifle range, poker games, penny pitching and a guessing game operated by Doc Beebe, who has been in this business for more than 22 years.

There is in use a new profit-sharing ticket system redeemable at a special counter. Trees are everywhere. Benches for visitors. There is a beautiful and elaborate system of illumination in use. The decorations are among the most attractive yet seen in the sportland world for a resort spot. Everything is being done to attract the finest and largest crowds, with tempting play offers being made all day long.

One of the greatest attractions in this spot is the use of pretty girl attendants. This is the first sportspot in New York history to use girls as attendants. The (See **Restaurant Opens** opposite page)

BE WISE! BUY WHERE THEY ALL BUY!

AUTO WHIZ BANGS 90c
Original, Red, White and Blue. Connects to Spark Plug. Will Shoot, Whistle and Scream. Doz.

RAZOR BLADES—Double edge, blue steel, color wrapped. Per 100. \$3.75

FLY RIBBON—Made in U. S. A. 100. 80c (Jan. 1 to 100)

SUN TAN OIL—2-Oz. Bottles. Doz. 45c

MOTH TABS—10c Size. Doz. 28c

MOTH TABS—25c Size. Doz. 49c

ASPIRIN—20 Packs 3c Card 9c
25% Deposit. Balance C. O. D.

Send for NEW 1935 CATALOGUE 1000 MONEY MAKERS

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

NO—
We Are Not Going Out of Business
JUST CLEANING HOUSE !!

REBUILT MACHINES WITH NEW MACHINE GUARANTEE

BEACON	\$19.50
CAVALCADE	23.50
ROCKELITE	18.00
SCORE-A-LITE	22.50
4 CONTACTS, JR. Each	9.90
4 MAJIK KEYS, SR. Each	9.90
1 MAJIK KEYS, JR.	7.90
1 MAJOR LEAGUE	17.90
1 SIGNAL, JR.	13.90
4 SIGNALS, SR. Each	18.90
1 A. B. T. WINNER (\$90.00)	29.90
1 WORLD SERIES	5.90
1 AIRWAY	4.90
1 GOLDEN GATE	9.90
MILLS Q. Ts. (Rebuilt)	35.00

Before You Buy Any of the Latest Games, Be Sure You Get Our "Yellow Sheet No. 69." Bargains Galore!

Immediate Shipment While the Quantities Last.
UNION NOVELTY CO., Inc.
4459 Olive Street, St. Louis, Mo.

CONCESSIONAIRES
DIGGER AND CLAW OPERATORS

3-Pc. PIGSKIN WALLET SET (50c Retail Value). While they last. Per Set. 19c

POCKET FLASHLIGHT, Assorted Colors, Complete, Each. 11c

AUTOMATIC POCKET LIGHTER, Assorted Colors (\$1 retail value), Durable and attractive, Each. 21c

JUMBO AUTOMATIC PENCILS, Ea. 4 1/2c

NEW NOVELTY ASH TRAYS, Ea. 2 1/2c

2-BL. POCKET KNIVES, Assorted Colors, Pen and Jacks, Each. 8c

2-Pc. PERFUME SETS, Each. 7c

BOX CAMERAS, Including Film, Ea. 7c

MEN'S HANKERCHIEFS (in Cello. Env.) Each. 2c

ANIMAL TABLE LIGHTERS (Antimony) Each. 8c

Send for NEW SPRING BUYERS GUIDE 25% deposit with order. For single sample add 25c for postage.

J. C. MARGOLIS
812-820 Broadway, NEW YORK, N. Y.

6 TABLETS-5c

NEW SILVER FOIL ASPIRIN DISPLAY 50 TINS

Write for Details HOUSE TO HOUSE ITEMS

CHAMPION SPECIALTY CO.
814-B Central Street, Kansas City, Mo.

COMIC (pull) CHAIN LETTER

It's a scream! A lot of Fun! and you can sell 'em like Hot Cakes. \$1.20 per 100, or \$9.50 per 1,000. In 10c. Very Hot. Doz. \$2.50.

"CATCH IT" Best Sellers. Doz. 50c; Gro. \$5.00.

AEROPLANE TRICK. The Propeller Whirls from Left to Right, on Vio. Lens. Doz. 80c.

CRACKER. NEW. FUNNY. SPICY. Made of Aluminum, 8" Long. Per Doz. \$3.25 (Leg Shape). WISEROCKS. New Business. Card Size. 1/2 to 1 Set in Env. Very Hot. Doz. \$2.50.

2 Different SPECIAL POLICE BADGE. Heavy Cast Metal. Reg. Size and Shape. SPECIAL. \$1.10 Dozen.

Wizz Bangs. Doz. 90c

Fu Manchu Teeth. Doz. 80c

Fortune Tel. Cds. Doz. 90c

Cig. Vanishers. Doz. 35c

West. Squidder. Doz. 80c

Doggonit 3 Layer. Doz. 60c

Order from above, or send \$2.00 for samples of best sellers. 50 of them and catalogue.

MAGNOTRIX NOV. CORP., 188 Park Row, N. Y.

Parks Urged To Try Sportlands

A. C. Hartmann, outdoor editor of *The Billboard*, invited the attention of park managers and other outdoor amusement places to the rapid growth of sportlands in these fields. In his "Weekly Broadcast" he says that "the popularity of coin-operated amusement machines at parks, piers, beaches and resorts is greater today than it has ever been. A survey shows that of the 700 or more such places of amusement in the United States and Canada, approximately 300 have these machines as a feature.

"Quite a number of these 300 parks are offering their machines in the form of sportlands after being especially equipped for that purpose, and other parks are planning such installations in the near future. The sportland is one of the latest developments in the coin-machine industry, and park men who have gone in for this form of amusement report it a nice revenue producer.

"Every park, pier, beach and resort manager would do well to study the ideas and suggestions offered in the Sportland Division of the Amusement Machines Department of *The Billboard*. You might find there just the things you want to know for running up your receipts. Don't read only one issue and then forget about it. Read them all—make a habit of doing this.

"Operators of games with carnivals, etc., please note: The reason for the success of the sportland is accounted for in no small degree by the associations of the owners of such enterprises keeping the standards up and racketeers out of the business. As *Sales Management* recently said: 'They want people to get something for their money besides amusement. That's what builds regular trade. It even has created bookkeeping systems in many sportlands, where long lists of customers' accounts are kept, showing credits for points won day by day; debits for merchandise withdrawn.'

A two-column boxed notice was also inserted in the Parks and Pools department of *The Billboard*, calling attention to the use of amusement games in sportlands, as follows:

"The sportland as a feature of amusement parks, piers, beaches and resorts is spreading rapidly. Quite a number of these enterprises are already offering this form of amusement and others are either installing it or planning to do so within the next few weeks.

"It would be well for park owners and managers to watch the Sportland department in the Amusement Machines division of *The Billboard* each week and read what opportunities are offered therein for increased revenue in parks.

"Approximately 300 representative parks of the United States and Canada have coin-operated amusement machines on their programs."

Sportland for Shriners

PROVIDENCE, June 8.—Morris Kuschner and Robert L. Butler, president and treasurer, respectively, of X-L Sales and Service, Inc., of this city, had a flashy and well-patronized sportland in operation at the annual Shrine Circus staged here last week by Palestine Temple, AONMS, for the benefit of the crippled children's hospital at Springfield, Mass. The X-L boys included in their layout 10 new model electric traveling crane machines and about the same number of pin games, among them Jig Saw, World's Series, Dyscus and others.

CLEANLINESS IS—

(Continued from opposite page)

amusement. The pinball games are located in three different sections of the sportland and thus offer maximum appeal to players. Kusis has the reputation of maintaining the cleanest amusement center to be found, according to many observers. In fact, cleanliness is his religion and he challenges anybody to find dust on the tops of any of his machines. An exhaust fan is used to remove the smoke and fumes from the shooting gallery. Machines are placed alongside the walls and a row down the center of the room. The location is near three theaters and patronage is excellent.

A feature among the machines is the coin-operated moving picture machines developed and placed by Charley Timroth, who has spent years in bringing this type of machine to where it can be

successfully operated as an automatic amusement device. There are 19 of the machines in the sportland and they have a special appeal to the West Side clientele. Because most of the patrons are men, neat little signs of "Men Only" are placed on each movie machine. The pictures furnished are very spicy, but each one is passed by the local board of censors before being placed in the machines in order to avoid complications.

RESTAURANT OPENS—

(Continued from opposite page)

femmes are very pretty and have been carefully trained to please the customers in every respect.

This famous spot is under the management of Julius Tolces, who has had wide experience in the amusement world.

SPORTLANDS IN—

(Continued from opposite page)

will appear in all the most prominent of the mountain resort towns in both New York and New Jersey, as well as Connecticut. Monticello will again have two or three sportspots, with play expected bigger this year than last. The resort season was rainy, to say the least, last year.

The great influx of sportlands in the Rockaways is expected to result in much keener competition this year. The Jersey shore will be crowded as usual, with spots bigger and brighter. The amusement parks also report a fair start for the season.

Play of the games has not fallen off during the week days in town, but is expected to lose about 15 to 20 per cent during the next few months from normal. Play suffers in the city during the week-ends with the public taking its big holiday at the beaches and other resort spots. Operators are moving equipment to the resort towns to catch this play.

Newspaper Helps Operators' Cause

(Reprinted from *The Newark, N. J., Ledger*, June 2, 1935)

Pinball, the sport of the rocking-chair athlete and the tired business man's substitute for putting the shot and hurling the javelin—frowned on recently by the court—found itself defended recently as the root of all things good in business.

You pay your nickel and you shoot and each little ball rolls up employment, revenue for the government, happiness for the customer and happiness for the storekeeper, it is claimed in a statement released by the New Jersey Amusement Board of Trade, the State organization of the pinball operators.

"The pinball games," reads the statement, "act as the medium by which hundreds of thousands of dollars' worth of merchandise of every conceivable sort is constantly moved thru forced sale. The prizes for periodic high-score play helped hundreds of factories to continue their present employment and have also helped to continue the employment of other thousands of persons directly and indirectly connected with the pinball industry."

And the prizes? Well, says the statement, the kings of swat, football, rowing and tennis collect. Are the princelings of pinball to be left out in the cold?

Besides, says the Amusement Board of Trade, all games improve with the offering of competitive prizes, and pinball is no exception. With the incentive of a radio, a cigaret case, a traveling case or a wrist watch, a man sometimes rises to hitherto undreamed-of heights of pinball—stimulating competition and raising the standards of the sport.

The pinball operators in Essex County, where Judge Brennan ruled that the games using immediate and uncertain prize awards are illegal, claimed in the statement that this does not rule out prizes put on display for periodic high scores.

The games, the operators hold, have helped "thousands of storekeepers weather the depression and continue their employment, as well as aid further sales revenue stimulated by the pinball games bringing and retaining customers in their stores."

License fees for the games amount to \$20,000 a year in Essex County, the operators say, aside from the 10 per cent excise tax paid the federal government on every game.



Cocktail Sets

Here's the newest in Cocktail Shakers and complete Cocktail Sets. The new Tiptle Tumbler (Cocktail Shaker) is made up in Satin-Ray Aluminum or sparkling Chromium. Rich black molded top and bottom protect hands from chill of contents. Non-clogging top screws on—will not fall off. Three-pint capacity. Trays and Cups to match. Excellent prizes for Sportlands!

Write for Bulletins and Prices on up-to-date Prizes for Games and Coin Machines!

WEST BEND ALUMINUM CO.

Dept. 636, West Bend, Wis.

5 HI-LO'S

PYRAMID
Your PROFITS with HI-LO
The Greatest Step-Up Board Ever Sold.

600 Holes, at 5c a punch, with large, oversized tickets that read from 000 to 599, in a thick, steel, protected board. "HI-LO" is an individual board (not a series).

"HI-LO" takes its \$30.00, and shows an average profit of over \$18.00, yet has both \$10.00 and \$15.00 possible hits for the players to shoot for.

"HI-LO" Puts You Far Ahead of All Competition. RUSH YOUR ORDER NOW! Sample Boards, \$2.25 Ea. (with Enamel and Celluloid Protector Over Jack Pot Holes). Lots of 1 Dozen or More, at \$1.66 Each, Net, Including Tax.

SUPERIOR PRODUCTS, INC.,
2900 So. Michigan Ave., Chicago, Ill.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Liners.

A New Deal — Big Buy Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog. **RHODE-SPENCER CO.**
Wholesale House, Chicago.
223-25 W. Madison St., Chicago.

WANTED Mills Factory Built
Double Jack Bells and Venders, State Rights.
E. A. H., 3011 Montrose Ave., Chicago, Ill.

Coming Soon!
SPELLING BEE
ASK YOUR JOBBER

COMING!

A New Remarkable
BASEBALL GAME
with the most realistic baseball
action ever incorporated in a game.



Watch next week's Billboard for the newest baseball success! The nearest thing to the real game—ACTUAL PLAYERS run the bases, not balls or lights. Balls, Strikes, Hits, Singles, Doubles, Triples, Home Runs, Outs, Errors . . . Excitement, Thrills! A real drawing card for "big league" profits! Electric scoreboard records hits and runs. Ready for delivery June 20th. Price \$49.50.

*Don't get caught off base. Play safe.
Get this greatest game of all time!*

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO, ILL.

OUR CATALOGUE READY NOW

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY. *Write FOR CATALOGUE*

MIDWEST MERCHANDISE CO.

formerly MIDWEST NOVELTY CO.
1026 BROADWAY, KANSAS CITY, MISSOURI.

DID YOU GET OUR NEW CATALOG

Get Your Copy Today — Keep Up With the Times
CONCESSIONERS—PARKMEN

If you are not getting top money now it's time to get lined up on New Flash!! Always something new—LATEST REDUCED PRICES. One or a Carload. All Orders Shipped the Same Day.

WISCONSIN DE LUXE CORP.
1902 North Third Street Milwaukee, Wisconsin

DELUXE PROMOTIONS

Playing for Outstanding Auspices—In Selected Spots Since 1919

WANTED—HIGH DIVERS and Diving Girls. We have our own equipment. (Jerry O'Brien, McDonald and Jamison, wire.)

CAN PLACE legitimate Grind Stores on No. 1 and 2 units—Fish Pond, Cane Rack, String Game, Hoop-La, Corn Game, etc.

PROMOTERS to handle Advertising and Exhibit Space on our Promotions.

WILL BOOK OR BUY Kiddie Rides—No. 5 Eli Wheel.

FOR SALE—Wild West Arena complete—20x40 Tents—Concession Tents.

All Address **JAS. BELL COMPANY**, 36 Green Street, Newark, N. J.

KRAUSE GREATER SHOWS

Want to join next week in Franklin, Pa., at the American Legion Celebration, Two-Abreast Merry-Go-Round and Loop-O-Plane Ride, also one more Show and legitimate Concessions. Address, this week, Cherry Tree, Indiana County, Pa.

SANTA FE EXPOSITION SHOWS

Will book two more Shows. Will book Whip or Tilt-a-Whirl. Will book any legitimate Concessions; Cookhouse open. St. Johns, Kan., June 10 to 16.

VANDEVENTER AND CHOUTEAU AVE., ST. LOUIS, MO., THIS WEEK

8700 Bond Ave., East St. Louis, Ill., Week of June 17; Madison, Ill., Street Celebration, Week of June 23; Barry, Ill., Big Fourth of July Celebration and All Week on Streets. Also Have 14 Street Celebrations and Home Comings Contracted.

MIGHTY ARGYLE SHOWS want for above dates, Corn Game and legitimate Concessions only. Have Outfits for Side Show, Hill Billies, Athletic and Single Pit. CAN USE Ride Help. John Sturkey, painter, and Babe Labara, banner man, come on. WANT two girl Entertainers and Steed Outfits or Fisher Accordion for Hawaiian Show. Concessions who can run sewing machine. WILL BOOK Kiddie Auto Ride and one Flat Ride with own transportation. This is a railroad show. Address all mail to

LOUIS LA PAGE, Manager, per Route.

Endy Bros. Shows, Inc., THREE LARGEST CELEBRATIONS IN THE EAST IN A ROW

SIX COUNTY FIREMEN'S CONVENTION, TAMAQUA, PA., WEEK JUNE 17; AMERICAN LEGION CIRCUS AND EXPOSITION, ARDMORE, PA., WEEK JUNE 24; AMERICAN LEGION JULY 4TH CELEBRATION, STROUBSBURG, PA., WEEK JULY 4

ALL CONCESSIONS OPEN—Blue Machine, Waffles, Grab and other legitimate Concessions, Palmistry. SHOWS—Minutrel, Monkey Circus, Two-in-One Acts. WILL BOOK Caterpillar or Tilt-a-Whirl. All address

DAVID B. ENDY, Freetand, Pa., this Week.

Revive Well-Known Game In Form of Skill-Katch

LOS ANGELES, June 8.—A well-known principle in penny devices appeared here in new and dignified dress when the Sands Manufacturing Corporation announced the Skill-Katch machine. It is said to be covered by patents granted in 1926 and 1935 and provides an interesting array of nine jackpots with visible windows. The jackpots refill automatically.

The device offers the patron the well-known skill amusement of depositing a coin which trickles down thru pins to be caught by a movable box or basket at the bottom of the playing board. The board is vertical on this machine. Two styles of attractive cabinets are used in the machine. The machine is built in models to accept any denomination of coin up to quarters. The firm reports a demand for the machines greater than it can fill and orders are being shipped in the order received.

Additional Routes

(Received too late for classification)

Alexander Players: Medford, Minn., 10-15.
Brown Show: Prairie Farm, Wis., 10-15.
Burke & Gordon Show: Borton, Ill., 10-15.
Chicago Players: Theatrical Center, Va., 10-15.
Dandy Dixie Shows: Cullen, Va., 12-12.
Dixie Fun Show: Decala, Ga., 10-15.
Enos, Rue, Trio: (Shrine Circus) La Grande, Ore., 10-15.
Felton, King: Ardmore, Okla., 10-14.
Frazier-James Dance Group: Denver, Colo., 10-15.
Fuller, Howard J., & Sister: (O. H.) Ashland, O., 12; (Southern) Bucyrus 13-14; (State) Sandusky 15-16.
Harian Med. Show: Brownsville, Pa., 10-15.
Harris Road Show: Remer, Minn., 10-15.
Jennings-Porter Show: Quincy, Calif., 14-20.
LaVola, Don: (Shrine Circus) La Grande, Ore., 10-15.
LaZellas, Aerial: (Circus) KallsPELL, Mont., 10-15.
Lewis H. Kay, Players: Duluth, Minn., 12-18.
Lone Star Comedians: Blue Ridge, Tex., 10-15.
McNally Tent Show: Rosendale, N. Y., 10-15.
Majestic Showboat: Brownsville, Pa., 12-13.
Miller, Al H., Show: Broxton, Ga., 10-15.
Murdoch: Allison, Pa., 12.
Pavard Show: Needville, Tex., 10-15.
Phillipson Comedy Co.: Westport, Ind., 10-15.
Princess Edna Show: Frankston, Tex., 10-15.
Rand's Canine Revue: (Memorial) Mt. Vernon, O., 13-14; (Westland) Portsmouth 15-15.
Ray Am. Co.: Oklee, Minn., 10-15.
Raylato Concert Co.: Muncie, Ind., 10-15.
Rogers, Sunshine, Co.: (Andrews) Salamanca, N. Y., 16-17; (Cap.) Dunkirk 18-20.
Sarpstein Show: Grand, Mich., 10-15.
Simpson Movie Show: Merrill, Mich., 10-15.
Thomson & LaMonte Show: Effingham, S. C., 10-15.
Williams Show: Oneonta, N. Y., 10-15.

REPERTOIRE

Billroy Comedians, Billy Wehle's: St. Marys, Pa., 12; Renovo 13; Lock Haven 14; Towanda 15.
Blythe Players: Johnson, Vt., 10-15.
Chase-Lister Co.: Audubon, Ia., 10-15.
Choates Comedians: Golconda, Ill., 10-15.
Ginnivan, Frank, Dramatic Co.: Clinton, Mich., 10-15.
Ginnivan, Norma, Dramatic Co.: Bryan, O., 10-15.
Heftner-Vinson Players: Maysville, Ky., 10-12; Mt. Sterling 13-15.
Kell Show: Glenwood, Ark., 10-15.
Lewis Players: West Point, Va., 10-15.
Neal Stock Co.: Eaton, O., 10-15.
Oberst Show: Rochester, Minn., 10-15.
Pitts Players: Kenton, Tenn., 10-15.
Princess Stock Co.: Glater, Mo., 10-15.
Roberson Players: Edgerton, Wis., 10-15.
Sadler's Own Co.: Tyler, Tex., 10-15.
Scout Players: White Cloud, Mich., 13-15.
Sweet Players: Spencer, Ia., 13.

ADDITIONAL CIRCUS

Bailey Bros.: Lexington, Mo., 11; Carrollton 12; Moberly 13; Macon 14; Monroe City 15.
Bryan Bros.: Murray City, O., 11; Corning 12; Crooksville 13; Roseville 14.
Conroy Bros.: Wabasso, Minn., 11; Morton 12.
Lewis Bros.: Fostoria, O., 15.
Milliken Bros.: Shickshinny, Pa., 11; Noxen 12; Tunkhannock 13; Dushore 14; Laceyville 15.
Seal Bros.: O'Neill, Neb., 13.
Vanderburg Bros.: Haver, Ill., 14; E. Dubuque 15; Manchester, Ia., 16-17.

ADDITIONAL CARNIVAL

All-American: San Angelo, Tex., 10-15.
B. & B.: War, W. Va., 10-15.
Bach, O. J.: Newark, N. Y., 10-15.
Bantly: Struthers, O., 10-15.
Barkoot Bros.: Butler, Ind., 10-15.
Beck, P. H.: Cynthiana, Ky., 10-15.
Bockus, Curtis L.: Waterville, Me., 10-15; Rumford 17-22.
Bremer Attrs.: Montevideo, Minn., 10-15; Barnesville 16-17.
Bright Light: Masontown, Pa., 10-15; Oakland, Md., 17-22.
Bruce Greater: Loudon, Tenn., 10-15.
Bunt's Greater: Spartanburg, S. C., 10-15.
Central State: Okene, Okla., 10-15.
Cetin & Wilson: Wilkesburg, Pa., 10-15.
Coleman Bros.: Hartford, Conn., 10-15; New London 17-22.
Crescent Canadian: Natal, B. C., Can., 13-15; Coleman, Alta., 17-19; Bellevue 20-22.
(See ROUTES on page 78)

DOLLY DIMPLES

GIVE-AWAY PACKAGE

★ Very Classy, Contains Nut Chocolate Caramels.

Packed 100 Pkgs. to Carton. **\$2.00**
Per Carton

500 Packages . . . **10.00**

25% Deposit with All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1935 CATALOG.



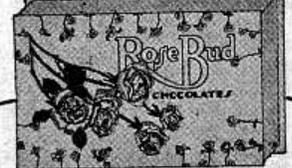
MARVEL CANDY CO., Inc.
101-103 Wooster St., New York City

ATTENTION! PARKS, FAIRS, CARNIVALS



We manufacture a complete line of Plaster Novelties from 3c up. Write in today for Catalog and Price List. Terms: 50% with order, balance C. O. D. For a better flash and finish, see us. One-day service.

LOUISVILLE STATUARY CO.
116 Stoll Ave., Louisville, Ky.



ROSE BUD CHOCOLATES

Double Layer Ass. Chocolates, 4 Doz. to Carton, Ass. Boxes, 20% Deposit with Order. Est. G. D. Carton Send for FREE Illus. Catalog. **\$5.00**

DELIGHT SWEETS, INC.
50 East 11th Street, NEW YORK CITY.

Concessionaires . . .

NOVELTY SUPPLY FOR

FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPECANOE CITY, OHIO

J. C. WEER SHOWS WANT

The following: Snake Show, Monkey Circus, Midget Mouse Circus, Illusion, Animal Show, Mechanical City (Herring wire), Fish Pond, Bowling Alley, Lead Gallery, Pitch Tilt You Win, Hoopla, all kinds Grind Stores, Frozen Custard (Grubaugh wire), All Wheels open. Want good Pony Truck. Want Agent who can help on show and do billing. Sailor Harris wire, have proposition for you. Want all kinds of Ride Help, Tilt-a-Whirl, Wheel and Whip Foreman. Want good Truck Mechanic, with tools. Dowagiac, Mich., this week.

STANDARD CIRCUS ACTS

Six weeks' consecutive auspices. Want Aerial, Ground and Novelty Acts, Wild and Domestic Animal Acts, Side Show Attractions, Musicians, Phone Salesmen. Will buy Seats, Canvas, Trucks.

GREAT AMERICAN CIRCUS.
422 State Street, Erie, Pa.

WANT

Cook House, Corn Game, Stock and Grind Concessions, \$10.00; Popcorn open. Good man for Athletic Show. Want Beans and Performer for Big Show. Second Man for Ferris Wheel. Come on, will place you. Want good Banner Man. Ball Games are open. Wire or come at once. Sebree, Ky. If any packages sent Sebree, Ky.

FRANK OWEN'S GOLDEN GATE SHOWS.

MOTORIZE

Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

It Helps You, the Paper and Advertisers to Mention The Billboard.

UNIVERSAL OFFERS

The Convenience of 4 Shipping Points:
**NEW YORK—CHICAGO—NEW OR-
 LEANS—SAN FRANCISCO.**
 The Finest Set-Up in the Industry.

- | | | |
|---------|--------------|-----|
| NASH | BLUE STEEL | 45c |
| | BLADES, 100. | |
| HARMONY | BLU & STEEL | 50c |
| | BLADES, 100. | |
| NASH | SINGLE EDGE | 70c |
| | BLADES, 100. | |

SHOE LACES, high quality, Imported.
 Each dozen pair cellophane wrapped.
 Black or Brown:

- | | | |
|----------|-----------|-----|
| 24 Inch. | Per Gross | 36c |
| 27 Inch. | Per Gross | 39c |
| 30 Inch. | Per Gross | 48c |
| 40 Inch. | Per Gross | 54c |

- 7-CAKE SOAP ASSORTMENT.** 10c
 Unusual Value, Per Box ...
POWDER & PERFUME SET. 4 1/2c
 Cellophaned, Per Set ...
SUN GLASSES. Ass. Colors, 12
 on Display Card, Dozen ... 50c
SPORT GOGGLES. Ass. Colors,
 12 on Display Card, Dozen ... 1.65

A Complete Line of Over 1,000 Items
 at Lowest Prices. Free Catalog.
ORDER FROM OUR NEAREST BRANCH

**UNIVERSAL
 MERCHANDISE
 COMPANY**

37 Union Square,
 New York, N. Y.
 512 Canal,
 New Orleans, La.
 676 Mission St.,
 San Francisco, Calif.
 123 South Wells St.,
 Chicago, Ill.

**EUREKA SHOWS
 LAST CALL**

OPENING JUNE 17TH,
**HUDSON VALLEY FIREMEN'S
 CONVENTION, MONTICELLO, N. Y.**
 Can Use a Ferris Wheel and Kiddie Rides.
 Opening for a Real Side Show or any
 Money-Getting Show. Want Legitimate
 Concessions of all kinds. **MAE BISTARY,**
 P. O. Box 626, Monticello, N. Y.

**BUNTS' GREATER
 SHOWS**

GREENVILLE, TENN., JUNE 17 to 22.
**WANT legitimate Concessions all kinds
 also Cook House, Privilege in Meal Tick-
 ets. Opening for real money-getting
 Shows. Punch Allen wants Front Man
 and Acts for Inside, also Minstrel Show
 Musicians on salary. Address this week,
 Spartanburg, S. C.**

W. E. WEST MOTORIZED SHOW

All Concessions open except Corn Game and Cook
 House. **WILL BOOK Shows of merit. I have
 Cops and Fronts. Largest Fourth of July Cele-
 bration in the State, Prague, Okla. Other Cele-
 brations and Fairs to Follow. Tecumseh, Okla.,
 all this week. Come on, or wire MRS. W. E.
 WEST for location.**

CARNIVAL WANTED

JULY 1st to 6th, Inc., JOLIET, ILL.
 Lot located six blocks from heart of city.
 I. O. O. F. Auxiliaries.
 S. ROSS, 674 Cass Street.

**AMERICAN LEGION PICNIC
 and AIR CIRCUS**

JULY 3 AND 4, KOSHKONONG, MO.
 Shows, Rides and legitimate Concessions wanted.
 First Celebration here for ten years. Conditions
 final. Address **LEGION COMMITTEE, Kosh-
 konong, Mo.**

GOLDEN BELT SHOWS WANT

For best Fourth July Celebration in Middle West
 and Balance season. Concessions of all kinds,
 including Bingo, Nubby Red and others, wire quick.
 Art Gardner, wire. Want Side Show and Grand
 Shows with own acts, liberal proposition. Con-
 cessions set Rides available for July Fourth. Address
 Claremore, Okla.

WANTED TO BUY

BIG ELI FERRIS WHEEL No. 5.
FRED A. MILLER
 Lafondora Apts., No. 401, DETROIT, MICH.

CARNIVAL WANTED

Or independent Rides at Funk's Lake, Winchester,
 Ind., June 30 to July 4.

WANTED 80 x 200 TENT

Must be in A-1 shape. State lowest price. Also
 Electric Light 100' x 200' w/4 capacity. **S. MIL-
 LARD, U. S. Grant Hotel, San Diego, Calif.**

BARKER SHOWS WANT

General Agent, Corn Game Agent, Concession
 Agents, Grind Shows, Palmistry, Cigarette Gallery,
 Fish Pond; others open, \$10.00. Geek Shows open.
 Mcon, Ill., this week.

**Welcome New
 Manufacturer**

*Will introduce new light-
 up game thru Gerber and
 Glass*

CHICAGO, June 8.—Coin machine
 manufacturing circles were alive this
 week with the first announcement of the
 new Coincraft Corporation formed to
 manufacture a game called Angle-lite.
 Entering the field with a commodious and
 modernly equipped plant, rapid strides in
 the manufacture of amusement games
 are expected from the organization.
 Principals in the Coincraft firm are Herb
 Brettenstein and Ed Wohlfield, both well
 known in inventive and engineering
 circles to the manufacturing industry in
 Chicago, and Major Riddle, Chicago busi-
 ness man. Mr. Brettenstein was formerly
 in the engineering department of the
 Bally Manufacturing Company. Both
 Brettenstein and Wohlfield have had ex-
 perience in developing some of the out-
 standing game hits of the trade.

The manufacturing plant is located at
 4949 North Crawford Avenue. It is a
 large building equipped with modern
 machinery for developing and assembling
 games and provides plenty of space for
 necessary manufacturing facilities.

A new departure in distribution was
 seen when it was announced that the
 well-known distributing firm of Gerber
 and Glass would sell the new game in-
 ternationally. This firm will handle the
 entire output and officials state that dis-
 tributing connections are rapidly being
 completed in all the market centers. One
 of the first outlets announced was that
 Modern Vending Company, of New York,
 would distribute Angle-lite in New York,
 New Jersey, Pennsylvania and Connecti-
 cut, and would also distribute the game to
 all foreign countries. Nat Cohn and
 Irving Sommer, of the Modern firm, were
 in Chicago this week to complete details
 of the arrangement.

Paul Gerber and Max Glass, principals
 in the Gerber & Glass Distributing Com-
 pany, have established important records
 in the distribution of games over the
 Mid-West territory. This will be their
 first venture into the world markets to
 handle the entire output of a new table
 game.

The first game to be manufactured by
 the Coincraft firm, Angle-lite, is said to
 incorporate some new and unusual fea-
 tures. It will use modern, transparent
 lighting effects, a new consolation
 award idea, electric lighting tilt, a free-
 play arrangement with an electric kicker,
 a new type light-up scoring board, and
 some new features in adjustability. It
 will be a modernistic cabinet and the
 playing field is said to be very attractive.

New Orleans Distributor

NEW ORLEANS, June 8.—Specialty
 Amusement Sales Company is New Or-
 leans' newest distributing firm. The
 firm recently opened for business at
 1716 Sonlat street, with attractive
 offices and showrooms. It offers special
 service to operators and will handle all
 leading coin-operated machines. George
 C. Cummins Jr. is head of the new
 organization. He is a man of wide ex-
 perience in the business of operating.

Texas Trade Twinkles

Helen Savage, manager of the Auto-
 matic Amusement Company, Fort Worth,
 and her assistant manager, Pearl
 Stuckey, were Houston visitors recently.
 Helen, who hails from good ole Tennes-
 see and who has been residing in Texas
 less than a year, says the more she sees
 of Texas the better she likes it. Helen
 was photographed a few days ago by a
 Fort Worth newspaper and her picture
 will be used with a feature article about
 the coin-machine jobbing business.
 Miss Stuckey, somewhat of a newcomer
 into the business, already has the ear-
 marks of a professional. She certainly
 knows her coin machines and can
 handle sales like a pioneer. These two
 girls are doing a nice business and
 rendering operators a good service.

West Texas operators in the vicinity
 of Wichita Falls met Friday night, May
 24, and formed an organization which
 will be known as one of the State asso-

ciation's locals. H. W. Carpenter was
 the sponsor of the organizing activities,
 which resulted in a charter membership
 of some 35 operators and jobbers. C. H.
 Roberts, of Vernon, was elected presi-
 dent of the Wichita Falls group. A
 number of visitors were present from
 Dallas and Fort Worth.

Business for operators looms brightly
 in Texas at this period of the year.
 Outside amusement centers are opening
 up every day and all in all promise for
 an increased "take" is in evidence. Lake
 Worth, one of the South's largest out-
 door amusement centers, has opened
 full time and hundreds of coin machines
 have been placed along the Boardwalk
 and around the entire grounds. Swim-
 ming pools are open and these pools
 afford spots for at least three floor units
 and a couple of counter games at each
 pool. All cities have from six to a dozen
 pools. Many other stands are open and
 all offer a revenue for the operator.

Music continues to top the list, with
 pinball games running an easy second.
 Penny merchandisers are again coming
 into their own and scales are appearing
 everywhere. Cigaret venders are receiv-
 ing more attention and a number of
 large operating organizations are ex-
 panding their cigaret activities. Diggers
 are being permitted in more locations
 and seem to be doing nicely.

Stickers Widely Used

DALLAS, June 8.—A. C. Hughes, sales
 manager of the phonograph department
 of Electro Ball Company, Dallas, lost his
 mother thru death May 30. Mrs. Hughes
 was 87 years of age and had made her
 home with her son.

M. C. Phillips, Tyler (Tex.) operator,
 completed plans to start production of a
 new one-ball payout machine. The ma-
 chine is the newest thing in automatic
 payouts and far different from anything
 on the market at the present time, he
 says.

Sam Gentilich, New Orleans, expanded
 his territory to include Oklahoma City.
 Gentilich is one of the South's most
 extensive operators. Gentilich left late
 this week for Los Angeles for a 10-day
 business trip.

Mr. and Mrs. Tennis Kolts and Mr.
 and Mrs. Fred Cole are visiting in Dallas
 with Mr. and Mrs. Ken C. Willis. All
 are officials of the Neutron Amusement
 Corporation, Dallas. The Coles and
 Kolts are en route to the West Coast
 for a vacation.

Practically all the machines operating
 around Dallas bear the "stickers" of the
 State and local organizations. The
 stickers are sold by the associations for
 revenue purposes. If you don't have
 your supply contact Secretary John
 Backman immediately at his address,
 5400 Goodwin, Dallas.

DIVORCES

(Continued from page 30)
 actress, from McDonald Burleigh May 29
 in Los Angeles.
 Aline Witmark from Julius P. Wit-
 mark of M. Witmark & Sons, New York
 music publishers, in that city June 1.

Late Deaths

(The following items were received at
 press time. More details in the next is-
 sue.)

EHRING—Mrs. Fred, many years in
 outdoor show business and mother of
 Otto F. Ehring, Columbus, O., showman,
 at Charlotte, N. C., May 9 of heart fail-
 ure. Also survived by her husband, at
 Charlotte, who suffered a stroke.

SMITH—Max, 60, former music critic,
 in New York June 8.

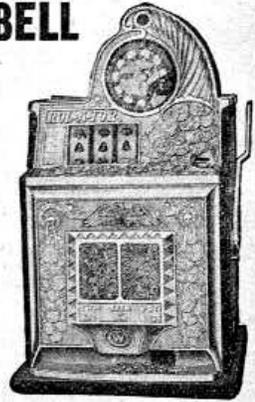
WOLZ—Peter, 70, prominent in Coney
 Island (N. Y.) amusement fields for
 many years, in Brooklyn June 6.

MARRIAGES

ISAACOFF-SIGMAN—Leah Sigman, of
 secretarial staff of George A. Hamid,
 Inc., booking office, to Seymour Isaacoff,
 June 15 in Aperia Temple, Brooklyn.
 Entire booking office staff attended.

SANDERS-SILVERSTEIN—Charles I.
 Sanders, dance drummer and son of Mr.
 and Mrs. Alfred Sanders, known in
 vaude as Sanders and LaMarr, to Mil-
 dred Silverstein, nonpro, June 8.

**ROL-A-TOP
 BELL**



The above machine is the first
 and only Bell type machine on
 the market with a coin top
 showing the last 9 coins, the
 best protection against slugs.

Built in 3 Models,
 Bell, Front Vender and Gold Award
 Built for 1c-5c-10c-25c Play
 Made Only By

WATLING MFG. CO.
 4640-4660 W. FULTON ST.
 CHICAGO, ILL.
 Est. 1889—Tel.: COLUMBUS 2770.
 Cable address "WATLINGITE" Chicago

**SUPER-SENSATIONAL
 REDUCTIONS**

**ON
 AMERICA'S BEST
 RECONDITIONED GAMES**

- Check the Prices and Remember These
 Are Electro-Ball Reconditioned Games.
- | | |
|---------------------------|---------|
| LIGHTNING (Baby) | \$ 6.00 |
| CONTACT, Jr. or Sr. | 7.50 |
| SHYVER'S KICK-OFF, Jr. | 10.00 |
| SHYVER'S CANNON FIRE, Jr. | 13.50 |
| AUTOCOUNT | 13.50 |
| JENNINGS FOOTBALL | 13.50 |
| MAJOR LEAGUE, Sr. or Jr. | 15.00 |
| REBOUND, Jr. | 15.00 |
| AUTOBANK | 17.50 |
| ROCKET | 19.50 |
| RED ARROW | 40.00 |

FLOR SAMPLES:
 ROCKELITE EXPRESS \$25.00
 CHICAGO EXPRESS 27.50
 and Hundreds of Other Super Bar-
 gains. Write for List.
 1/3 Cash With Order, Balance C. O. D.

ELECTRO BALL CO., Inc.
 1200 CAMP DALLAS

WANTED IMMEDIATELY

WATER HIGH DIVER
 Lonly preferred, but will consider man. Several
 weeks' work. Address
GOODING GREATER SHOWS
 ZANESVILLE, O., this week.

LIGHTER

No. M243—Octagon Shaped Lighter. De-
 pendable.
 SAMPLE, 6c; DOZEN, 65c; GROSS, \$5.50.

- | | | |
|-------------------------------|--------|--------|
| 15" Imitation Pearl Necklaces | \$0.30 | \$2.85 |
| Needle Threaders | .07 | .48 |
| Perfume in Vials | .21 | 1.75 |
| League of Needle Books | .39 | 3.45 |
| Men's Ties | .29 | 2.75 |
| Dental Cream | .55 | 5.95 |
| Airship Needle Book | .17 | 1.75 |
| Pon Pon Boats | .35 | 3.90 |
| Guaranteed Wrist Watch | Each | 1.69 |

SPORS CO.
 6-35 Erie St., Le Center, Minn.

WAIT FOR BOX SCORE



The World's FIRST Real Baseball Pin Game!

Every Play—Every ACTION of an actual Big League Baseball Game—Electrically Arranged. Singles—Doubles—Triples—Home Runs—Walks—Strike-Outs—Errors—Put-Outs—Assists—Bunts—Flies—Double Plays—Stolen Bases—The Balls RUN THE BASES like Big League Baseball Players! NEW, EXCITING! DIFFERENT! THRILLING! GLAMOROUSLY BEAUTIFUL! AND—"It's Precision Built!"

"IT'S A DAVAL GAME"

Picture shows Catcher Phelps of the Brooklyn Dodgers crashing heavily after colliding with Jimmy Wilson of the Philadelphia Phillies. Wilson stole home to win game for Phillies in the Ninth Inning. A BIG LEAGUE PLAY YOU'LL ACTUALLY SEE on BOX SCORE!

Small Merchants Need the Games

WASHINGTON, June 8.—That independent retail merchants will welcome the revenue from pinball games more than ever, placed in their stores by professional operators, was seen in a survey recently released by the Department of Commerce. It has been suggested that with increases in retail business merchants might refuse the games which they welcomed during the depression.

But the survey made by the Department of Commerce covering retail stores in Pennsylvania shows that 86 per cent of the total retail trade still goes to the big stores and chains. This leaves only 14 per cent of the volume for the small merchants, who constitute 67 per cent of the number of stores. Operators feel that this fact will cause small merchants to welcome amusement games, which they can get from the professional operator without investing a penny.

"As in previous studies," the survey showed, "it is again found that stores having sales from \$1,000 to \$3,000 were the most numerous group under the \$10,000 class. They were 22 per cent of all retail stores in the State. Fourteen per cent of Pennsylvania's stores had volume of less than \$1,000 and accounted for only 5 per cent of the State's reported sales."

It was emphasized that rural residents do much shopping in urban places.

"Urban stores outnumbered rural stores in total and in every size of business range and accounted for much larger proportions of the reported sales," the report stated. "Twenty-seven per cent of the stores were in rural areas . . . but sales were only 15 per cent rural."

"Only 26 per cent of the rural stores had sales of more than \$10,000, while 35 per cent of the urban stores fell in that class."

Cigar Chain Installs Games in Many Stores

PITTSBURGH, June 8.—United Cigar Company here has added "sportland corners" in each of its stores. The latest types of pin games, for the first time in the history of the concern, have been installed in the leading locations here and prominently displayed. Business has been great the last two weeks, with new players recruited daily.

READY SOON!

RANGER

PISTOL PRACTICE GAME
with or without
AUTOMATIC PAYOUT
will operate in only one of
**EXCLUSIVE TERRITORY
FRANCHISE**
WRITE FOR PROPOSITION—TODAY!

BALLY MFG. CO.
2642 BELMONT AVE., CHICAGO

**1c MIDGET LEADER 1c
SALESBOARD
(NOT A COIN MACHINE)**



Easy To Play
Big Profits
8 Winners To Each Board

Takes Small Space
On Counter
8 in. x 10 in.

FASTEST SALESBOARD ON MARKET
Sells for including 25% Dep. Bal. C.O.D. \$7.50, 5 Rents. Write for Circular.
Extra Refills, Carbons of 5-1,000, 1000s, 95c.
OPERATOR'S PRICE, \$4.75.
K. C. NOV. CO., INC. 415 Market Street Philadelphia, Pa.

West Bros. Amusement Co.

WANTS Concessions that work for Stock, Man for Photo Gallery, Bruce Barham wants Man for Curn Game. Rids Help comes on WANT Special Agent with car, Carpenter and Builder, West Burlington, Ia., this week; Ottumwa, Ia., week June 17.

AMUSEMENT CONCESSION OPERATORS
Interested in July Fourth Celebration in Eve town write.
T. R. McKIBBIN, Box 37, Sutton, Neb.

- Standard American: Tazewell, Va., 10-15.
- State Fair: Rawlins, Wyo., 10-15.
- Travel: Carlstadt, N. J., 10-15.
- Wallace Bros. of Canada: Ottawa, Ont., Can., 10-15.
- Weer, J. C.: Dowagiac, Mich., 10-15.
- West Bros.' Am. Co.: W. Burlington, Ia., 10-15.
- West W. E., Motorized: Tecumseh, Okla., 10-15.
- West Coast: Yakima, Wash., 10-15.
- Western State: Denver, Colo., 10-15.
- West's World's Wonder: Lynchburg, N. J., 10-15.
- Wilson's: Vassar, Mich., 10-15.
- Work, R. H.: Apollo, Pa., 10-15; Rural Valley 17-22.
- World of Pleasure: St. Marys, Pa., 10-15; Emporium 17-22.

Elephant Accident Delays Atterbury Bros.' Circus

CROOKSTON, Minn., June 8.—A coroner's jury found William H. Woodcock, of Ottumwa, Ia., elephant trainer of Atterbury Bros.' Circus, guilty of negligence, and circus equipment was placed under police guard pending the outcome of attachment proceedings brought by the father of 9-year-old Margaret Ann Francis, who was killed when an elephant broke away from its trainer here June 6. Woodcock was committed to Polk County jail, charged with second-degree manslaughter.

The elephant, an 18-year-old female named Virginia, owned by Mrs. Nellie Hoegewoning, broke away as it was being led along the outside of the circus tent near the close of the afternoon performance. It plunged thru a slit in the canvas, upset a bleacher section and trod thru the crowd until it was stopped by Mrs. Frank Young, peanut concessioner with the circus, who was holding her four months' old baby, Patty, in her arms as the elephant charged toward them. Unable to move, she threw up her arm, shouting "Virginia!" "The elephant stopped," she said later, "and Bill (Woodcock, the trainer) reached her and took her out of the way of the crowd. She was quiet after that."

After the interruption the performance was completed. The evening show, minus the elephant act, was given. Detention of the circus management and equipment at Crookston, however, prevented the show from going to Ada, Minn., for its scheduled performances the next day.

Fratellinis in Switzerland

PARIS, June 3.—The Fratellinis, clowns, are playing the principal cities of Switzerland with a circus and vaudeville bill including the Three Riddlers, comedy acrobatic number.

SUMMER LEADERS



No. 13—A FENCE. RIN TIN DOG, 8 1/2 in. high, 9 in. long.
No. 33—HORSE, 12 in. high.
No. 9-H—ELE. PHANT, 8 1/2 in. high.
No. 51—RIN TIN DOG, 1 1/2 in. high.

Painted Assorted High Gloss Colors, Trimmed in Silver Metallic. Packed 25 to Case.

*** 15c EACH ON ALL THE ABOVE ITEMS ***

Writes for a Complete New List. Now Ready. 25% deposit, balance C. O. D. Prompt shipments.

SOUTHERN PREMIUM MFG. CO., Dallas, Texas

Be Wise!
BUY YOUR GAMES FROM

Reconditioned Rockets, \$29.50

Excellent Condition—Guaranteed Mechanically Perfect.
Write for List of Used Equipment.

MARKOPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

RUSH YOUR ORDERS IMMEDIATELY

CANNON FIRE SR. \$18.50	SUPER 3 \$8.50	AMERICAN BEAUTY \$5.00
LIVE POWER 10.50	CONTACT (Master) ... 5.00	PENNANT 2.50
SIGNAL JR. 9.00		

"BEAT ACES" REPLACEMENT BOARD \$12.50
FITS CABINETS 19x38

5c-25c MILLS ESCALATOR SILENT DOUBLE JACK FRONT VENDOR..... \$29.50
5c-25c MILLS SINGLE JACK FRONT VENDOR..... 10.50
MILLS LOOKS, \$1.00 Each. STEEL STANDS, \$1.00 Each.

NEW YORK VENDING CO., 32 La Salle St., Monument 2-5625, New York City

DIXIE EXPOSITION SHOWS

WANT TO BUY OR SELL

Rides not conflicting with Merry-Go-Round, Ferris Wheel, Kiddie Auto and Chairplane. Shows not conflicting. Legitimate Concessions, Agents for Stock Grind Stores. WANT High Wire Act, Man with Calliope or Public Address System. Showing Loyall, Ky., this week; Harlan, next. Address C. D. SCOTT or JOE HAMPTON, Harlan, Ky.

WANTED CARNIVAL SHOWS, RIDES and CONCESSIONS JULY 17-20

Also Want Grand Stand Acts

L. W. KENNY, Secy. Under New Management
Monroe County Fair, Tomah, Wis.

WANTED FOR POLACK BROS. FRATERNAL CIRCUS

BOSS MECHANIC on Trucks and ELECTRICIAN, also BOSS CANYASMAN for Wild West outfit. FLOOTER, must be capable of managing campaign and advertising. Only reliable men with references and show experience considered. Address

FRV. J. POLACK, Manager,
Week June 10th, La Grande, Ores; week June 17th, Mayflower Hotel, Seattle, Wash.

ROUTES

- (Continued from page 74)
- Cumberland Valley: Mt. Pleasant, Tenn., 10-15.
 - Dodson's World's Fair: Moline, Ill., 10-15; Davenport, Ia., 17-22.
 - Emy Bros.: Freeland, Pa., 10-15; Tamaqua 17-22.
 - Enterprise: Newton, Ia., 10-15.
 - Florida Am. Co.: Newberry, Fla., 10-15.
 - Gold Medal: Battle Creek, Mich., 10-15.
 - Golden Eagle: Yates Center, Kan., 10-15.
 - Gooding Greater No. 2: Warren, O., 10-15.
 - Great Conny Island: West Plains, Mo., 10-15.
 - Great Dixieland: Ava, Mo., 10-15.
 - Great Sutton: Terre Haute, Ind., 10-15.
 - Greater United: Marlin, Tex., 10-15.
 - Hames, Bill: Weatherford, Tex., 10-15.
 - Hansen, Al C.: Ironton, O., 10-15; Middletown 17-22.
 - Happyland: Birmingham, Mich., 10-15.
 - Hennies Bros.: Sioux Falls, S. D., 10-15.
 - Hildegard Expo.: (Fair) Barnesville, Minn., 20-22.
 - Hughes Bros.: Ashkum, Ill., 10-15.
 - Joe's Playland: Webb City, Okla., 10-15.
 - Joyland: Phillipsburg, Pa., 10-15.
 - Kelly, Cora: St. Charles, Mich., 10-15; Chesaning 17-22.
 - Keynote: Elmersburg, Pa., 10-15; Slippery Rock 17-22.
 - King United: Paris, Ill., 10-15.
 - Krause Greater: Cherry Tree, Pa., 10-15.
 - Landes, J. L. (Correction): Hays, Kan., 10-15; Leavenworth 17-22.
 - Lang, Dee: 26 Madison, Ia., 17-22.
 - Layman, Frank: (18th & Broadway) Kansas City, Mo., 10-22.
 - Lemoin: Clinton, Mass., 10-15.
 - McMahon: Norfolk, Neb., 10-15.
 - Marks (Correction): Clarksburg, W. Va., 10-15.
 - Martin Bros.: Jamestown, Tenn., 10-15.
 - Midwest Attrs.: Snomac, Okla., 10-15.
 - Mohawk Valley: Bessett, Va., 10-15; Covington 17-22.
 - Murphy, D. D.: (18th & Gravois sts.) St. Louis, Mo., 10-15.
 - New Deal: Salem, Ind., 10-15; Lawrenceburg 17-22.
 - Peerless: Alliquippa, Pa., 10-15.
 - Royal & Powell (Correction): Malden, Mo., 10-15.
 - Royal Amusement Co.: Gleason, Tenn., 10-15.
 - Santa Fe Expo.: St. John, Kan., 10-15.
 - Slebrand Bros.: Kalispell, Mont., 10-15.
 - Smith Great Atlantic: Lonscombing, Md., 10-15.

Exports for Four Months Above Same Period of '34

Pinball exports reach total of 15,000 machines—vending machines also show increase in export trade—Mexican ban reported not to apply to pinball games

WASHINGTON, June 8.—Keeping pace with domestic industry, which has been steadily on the increase, the foreign market on coin machines shot ahead by leaps and bounds when it was revealed according to an announcement made by the motion picture specialties division of the Department of Commerce here that American exports on coin machines for the first four months of 1935 had increased \$142,484 in dollar volume over the first four months of 1934. These figures should be particularly interesting to the industry since they substantiate *The Billboard* forecast of some weeks ago that foreign countries are and from all indications will continue to be potential markets for American-made coin machines.

According to the report, the United States during the first four months of 1935 exported no less than 14,307 coin machines of the pinball type at a dollar value of \$395,788, an increase of 4,465 machines at a dollar value of \$142,484 over the first four months of 1934, when the United States exported 9,842 machines at a dollar value of \$253,304.

At the same time commodity vending machines other than the pinball type increased considerably. During the first four months of 1935 commodity vending machines numbered 2,521 at a dollar value of \$111,687, while for the same period in 1934 exports of American machines totaled 2,014 at a dollar value of \$108,924.

It is obvious from these figures that the foreign market as well as the domestic is definitely on the increase, and if American manufacturers are interested in foreign exploitation now would seem the logical time to launch their campaigns. For many months coin-machine manufacturers have been considering the possibility of foreign exploitation campaigns, and *The Billboard* in an effort to cooperate more closely with industry has been keeping close watch on export figures prepared by the Department of Commerce, thereby keeping abreast of the present trend.

According to the Commerce Department's announcement, it is estimated that there are at present 1,250,000 vending machines in operation in Germany, the large majority of which retail at 10 pennings.

The use of vending machines has grown tremendously in this country during the last few years. There are machines for vending all kinds of goods, including beverages, phonograph records, bird seed, flowers and a goodly portion of pinball games. The daily turnover of the machines in German varies greatly, depending upon their location. Aside from the machines selling railroad tickets, the largest turnover is undoubtedly registered by the cigaret-vending machines, many of which, in special locations, have to be refilled several times a day.

The development of the use of coin machines in other European countries is, however, much greater than in Germany. Denmark, for example, has the largest number of machines per capita and almost 25 per cent of the total turnover of the Danish retail trade is accounted for by these machines. Next in importance among European countries is England, where about 5 per cent of the turnover of the retail trade comes from machines. Great Britain, incidentally, still surpasses all other countries as a market for the pin game, which is gaining in popularity there almost as rapidly as it does over here.

Our neighbor in the South, the Republic of Mexico, also presents a noteworthy market for exploitation of American pinball games. According to a recent dispatch from a Consulate General, and released exclusively to *The Billboard*, it would seem that the Mayan country is almost virgin territory.

The dispatch written in reply to an inquiry as to whether the Mexican government could ascertain whether the recent prohibition against gambling applied also to diversion of the pinball type points out that machines were now in use, and the player, if skillful, received a reward either in money or merchandise for his successful efforts. A response was evoked from officials that the recent presidential decree against gambling of any sort within the republic would render it impossible to introduce a machine whose use is designed for gambling or betting.

Since the pinball game is purely one of skill, it would seem that it would meet

no opposition in Mexico if exploited in the proper fashion.

The dispatch further states that there are no marble pin games being operated at present in the public establishments in Mexico. Aside from the fact that marble machines were introduced about four years ago, which were designed to play football, the game never attained popularity and was ultimately withdrawn.

The dispatch further states that the Mexican tariff schedule does not provide classification for games of the pinball type, and suggests that should machines meet the requirements of the government the best method of introducing them would be thru the medium of an indent agent.

Costello Dubbed As Mills Agent

NEW YORK, June 8.—According to *The New York Herald Tribune*, June 1, Frank Costello was among four men held by federal agents as conspirators in a plot to transport stolen jewelry from Miami to New York.

The Herald Tribune goes on to say: "Frank Costello, of 241 Central Park West, generally considered to be one of the big shots in the slot-machine racket, with a heavy interest in the Mills Novelty Company, of Chicago, maker of the machines. He was under investigation by the New York police for his alleged activities in slot machines and pin games. Costello is a friend of 'Dandy Phil' Kastel, former bucket shop operator, also a slot-machine kingpin. Costello was connected with the Mills company's offices at 1850 Broadway when they were raided a year ago.

"Costello game himself up to authorities in the Federal Building around noontime yesterday. He appeared before Francis W. H. Adams, United States attorney, with his counsel, Moe Polakoff. The others had been arrested by agents of the Bureau of Investigation, United States Department of Justice, on Thursday, interrogated at length and placed in the House of Detention overnight."

Mr. Adams said that "as to Frank Costello, he is also a gambler without any apparent legitimate source of livelihood. He is and has been interested in what is known as the slot-machine racket. I am asking for \$15,000 in his case. I do not know of any convictions on his part. He tells me, however, that he was a defendant in the liquor conspiracy trial in which Big Bill Dwyer was convicted some years ago and that the jury disagreed in his, Costello's, case."

Fast Playing Counter Game Offered by Bally

CHICAGO, June 8.—A new automatic pay-out game is the latest offering of the Bally Manufacturing Company. It is called Silver Streak, played with one ball in such a way that the player may receive from one to five separate awards on the one ball. Altho built primarily as a counter game, the machine can also be operated as a table model by means of a special metal stand.

"The first Silver Streak announcement," according to Ray Moloney, Bally's president, "resulted in an avalanche of orders, proving conclusively that there is a tremendous demand for a small, compact, automatic pay-out counter game. Upon being approached with the proposition of taking over the game, we naturally made our own investigations, talking not only to operators but also to location owners and players. Everywhere we were greeted

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10 Ball play

LEGAL PAYOUT VENDOR

Legal Everywhere!
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New York: American Vending Co. 773 Coney Island Ave., Brooklyn. 45 Elizabeth Ave., Newark, N. J.



with the same favorable reaction, and some of the collection reports we saw were almost unbelievable.

"I'd be accused of exaggeration if I said what some of the machines are taking in on location. But I will promise you that operators who get going with them will clean up the fastest, juiciest profits they've seen in a long time. The game takes only about eight seconds to play and the fact that there are no blanks, no miss holes on the board—and a chance for one ball to pay out five times as it zigzags down the field—is something that gets and holds the players."

Small Candies at Peak

UNION CITY, N. J., June 8.—Union Candy Manufacturing Company, pioneer manufacturer of candy for cranes and diggers, announces a lively interest in its products. The firm states that production this year has reached its highest peak. Walter Friedman, sales manager, is favorably known in the amusement machine industry and regarded as a go-getter when it comes to candy orders. The factory in Union City is equipped with the most modern candy-making machinery and enjoys an enviable reputation among the industrial lists of Union City. It claims a Coast-to-Coast distribution of its products.

Vendex Has Improved Model

BOSTON, June 8.—Vendex Company here is busy on production of an improved nut vender which will be announced at an early date. Vendex patents cover seven original construction features and the new improvements will be covered by additional patents.

The concern reports a fine volume of business during the last year and is planning for increased output during the coming year, as the improvement in general business conditions all over the country and the need for replacement of obsolete vending units warrant this view.

CHINA DOLL LAMPS SILK SHADES

\$6.50 DOZ.

B240—Glazed Porcelain Boy and Girl Figure, painted silk shade, height 11 1/2". A flashy lamp that looks a \$1.50 value. Less than 1 Dozen, ea. 75c.

TIE CLIP SETS IN BOXES

\$6.00 GROSS

B242—Flashy Collar Holder and Tie Clip Set, complete in box, with \$1.00 price tag. Less than 1 Gross, Dozen 60c.
B243—Tie Clip Sets without Boxes. Gross \$3.20.

GOGGLES

\$7.20 GROSS

B244—45 M. N. Amber or Green Lenses, dark colored rod frames. Each in envelope. Less than 1 Gross, Dozen 65c.
B245—Shell Frame with Glass Lenses as above. Gross \$12.00; Dozen, \$1.10.
B246—Sport Goggles, large size, White or Yellow Finish, Metal Frame. Dozen, \$1.95; Gross, \$21.00.

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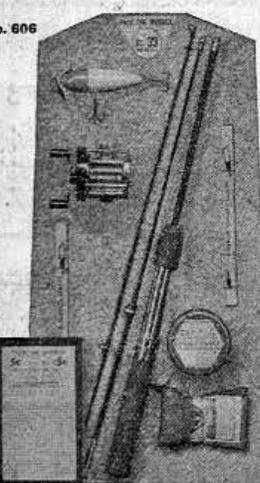
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E. B. Ribble, formerly a florist at Big Springs, Tex., has sold his business to enter the merchandise machine operating business. He has invested extensively in penny merchandise equipment of various types. Mr. Ribble told this writer that he was pleased beyond measure with his operating business and intends to make it his life's work.

Mo. Ops Hold Lively Meet

Constitution, by-laws and label plan adopted—members to get protection

ST. LOUIS, June 8.—The meeting of the Missouri Amusement Machine Association, held Friday night, May 31, at the Musicians' Club, this city, typified the old adage "In unity there is strength." It was conceded by the 60 members present that it was the most interesting meeting ever held by the St. Louis operators.

The officers of the association, comprised of Walter Koch, president; Abe Jeffries, vice-president; John Beckmann, secretary; Al Miller, treasurer, and Abe Levy, sergeant at arms, were at the official table. New by-laws and a new constitution were adopted, which will appear complete in a forthcoming issue of *The Billboard*. The St. Louis operators are inclined to believe that theirs is the model set of rules by which an operators' association should be guided.

The label plan was adopted at the meeting, effective July 1, at which time all members of the association will place metal tags on all pin games in operation in St. Louis and St. Louis County. The association agreed that all members will be protected on pin games whenever said labels appear on the machines and that the association will fight all cases that might arise in St. Louis and St. Louis County, the legal fees and costs to come out of the association's treasury. Attorneys and bondsmen were decided upon at the meeting to handle all legal phases of any cases of any member that might arise.

D. Gottlieb & Company, of Chicago, donated a new Cyclone game to the Missouri operators as an attendance prize. M. L. Tozer, St. Louis, was the lucky winner.

New St. Louis Jobber

ST. LOUIS, June 8.—The A. B. C. Games Company, which has heretofore operated coin machines exclusively, will open its new jobbing office here next week. The firm name will remain the same and the new jobbing house will handle all of the late coin-operated machines and a full line of supplies. Walter Koch is the manager of the A. B. C. Games Company, and associated with him in the firm are Elmer Pohlman, Charles T. Stevens and William B. Tiber.

IBM CONCLAVE

(Continued from page 4)

registration and to a brief meeting at Warner's Ohio Theater, which included memorial services for departed IBM members and the appointment of various committees. Tuesday evening was staged one of the largest and most colorful parades Lima has ever seen, with the various Lima business houses co-operating. Lineup included 17 bands and drum corps and some 25 beautifully decorated floats. On the program at Tuesday night's show at Warner's Ohio Theater were Ireland, Russ Walsh, Jimmy Trimble, Caroselli, Jack Gwynne and Company, the De Luxe Four, Jean Foley, Al Baker, Al Saal and W. W. Durbin. Charles Leedy did the emceeing.

WEDNESDAY'S ACTIVITIES

On Wednesday morning the visiting magicians were invited to visit W. W. Durbin's American Egyptian Hall at Kenton, O. Transportation was provided for those who desired to make the trip. Wednesday afternoon the magicians' only session was held at Warner's Ohio Theater, with Herman L. Weber in charge. The session was strictly of an educational nature and created a great deal of favorable comment. Herman L. Weber read a paper prepared by Percy Abbott entitled *Choosing Your Field*. Ed Wolff spoke on the subject of preparing programs. Burling Hull, of New York, struck a responsive chord with his talk on *Dramatic Presentation*. It was the most interesting and best delivered talk of the session. Baffles Brush followed with a comedy talk on *Use of Situation*, which was followed by a talk on *The Magic of Printer's Ink*, by T. J. Crawford. Al P. Saal spoke on *Deportment and Appearance*. Jimmy Trimble read a paper prepared by John Mulholland and entitled *Before a Performance*. Reports of *Your Show* was the subject of a talk by Charles Leedy, while John Giordmaine spoke on the subject of *Getting the Money*. A series of blackouts was then presented to illustrate the subject of *Handling the Committeeman*.

The magicians' only session was followed by a children's show emceed by Amzy Lockwood, with the following comprising the program: Lesta, Percy Abbott, John Giordmaine, Charlie Beckler, Bill Neff, Fred Robison and Billy Russell. The Wednesday night show comprised the following acts: Fred P. Robison, John Giordmaine, Edwood and Ripel, Goodlette Dodson, Dr. Sheeier, Percy Abbott, Leslie Guest and Nina, Dr. Jack C. Danks, Weber the Wizard, Dr. Harlan Tarbell and Bunker, with Max Terhune as the emcee.

THURSDAY'S ACTIVITIES

Thursday morning was given over to the regular annual business meeting, including the report of the committee selected to count the votes, selection of the next convention city, awarding of prizes in the amateur contest, report of resolutions committee and miscellaneous business.

The Thursday night show included the following acts: Billy Russell, George Krinog, H. Adrian Smith, Mysterious Haenchen, Don Sweet, Gray Nicholson, Larry Hess, Max Terhune, Bert Barr, Percy Abbott, with Al Baker as emcee.

Billy Russell had charge of the free acts presented twice daily for the Lima citizens on the public square. Those who gave their services were Burling Hull, Elmer Eckam, Zonda, Booth, Lewis Gerber, Mysterious Edwards, Bill Hart, Chaffrey and Billy Russell. In addition, Clarence Thomas and Elmer Eckam made an escape from the John Dillinger cell in the local courthouse.

Magie dealers who had booths at the convention headquarters in the Eagles' Temple were Al Baker, Arthur P. Pelsman, Elmer Eckam; Jack Chanin, of Earl Brema & Son; William H. Wilson, Burling Hull, Ireland Magic Company, Haenchen & Company, Joe Berg, Percy Abbott and Horace Marshall.

Those who signed the register at the

IBM headquarters at the Eagles' Temple were:

Julius Attfeld, Percy Abbott, Robert C. Anderson, Paul Ansted, Lyman H. Allen Jr., Anderson Ashburn, W. J. Arenholz, A. A. A. Almot, F. Andrews.

William F. Becker Jr., Claude Bowden, Al Baker, Walter B. Beck, R. D. Blair, Charles Beckler, Jules B. Benson, R. M. Boffenmyer, Mrs. Ralph A. Bowerman, A. J. Bush, Benj. S. Baumgardner, J. Elder Blackledge, Baffles, Walter G. Barrington, Ralph A. Bowerman, Kenneth Bennett, Horace Bookman, Dr. and Mrs. H. W. Buser, George W. Bennett, C. Coris, John Booth, Reel Bordner, Burt Barr, Mr. and Mrs. A. W. Bennett, Mike Brian, Howard J. Britt, E. T. Busslan, Richard Brown, Leo Brazellon, F. L. Bunker, Lawson N. Buss, Murray B. Butler, Samuel Berland.

Harry E. Cecil, Marton Eddings, Frank W. Carter, Alfred Capece, Alfred L. Caroselli, Lyman Carter, Frank H. Caton, Doris Caton, Glen Clemens, Frank W. Carter Jr., A. Coke Cecil, Jack Chanin, Bob Clark, Ada G. Christine (Ripell), Richard E. Clegg, Sam J. Collins, Louis Cimino, T. J. Crawford, John P. Christine (Ellwood).

Al Du Charme, C. S. David, Jesse E. Dill, Dr. Jack O. Danks, 2-10 Daniel, John H. Davison, Thomas M. Dowd, Jeannette Dill, Fred C. Dorrers, Roy-A-Dohs, Will De Selve, Goodlette Dodson, Mr. and Mrs. Frank Dingler, F. W. Durbin, W. W. Durbin, William Degenais, Walt G. DeWesse, John Deighman, Everett Duncan.

Mysterious Edwards, Lou Euphrat, Mr. and Mrs. Elmer Eckam, Rev. Sherman H. Epler, Eric Everts, Mr. and Mrs. George Edman, Charles E. Farren, Arthur P. Felsman, Harry Ferris, Jean Foley, Dr. and Mrs. Ralph C. Flowers, J. Lynn Fisher, Helen G. Felsman, Charles F. Findling, G. V. Furman, Cecil F. Furman, C. W. Fricke.

Mr. and Mrs. R. Temple Greystoke, Roger Gabel, Lewis Gerber, Waldemar J. Gydeman, William M. Garrison, James S. Grigsby, Robert Green, Harry Gindl, John Giordmaine, John Graham, John J. Grdina, Ethel Belle Gibson, Walter B. Gregge, Nina Guest, Leslie F. Guest, Sam H. Garner, Ann Guppert, Eddy Gwynne, Mac Gwynne, Roger Apel Gwynne, Ann Gwynne.

Harold F. Harn, Terry Hart, Arno E. Hart, A. B. Harrington, Jim R. Harris, Harold Hughes, F. C. Haenchen, Edward Howard, James Howard, Donald E. Hoffmaster, Mr. and Mrs. N. W. Hoeker, Mr. and Mrs. Larry Hess, Oliver B. Hart, Frank H. Holmes, Mr. and Mrs. L. B. Henry, F. R. Hennon, Tom E. Hollingsworth, Lorraine Hueber, Burling Hull, Ted Heuber, Marie Heuber, S. L. Howells, Carlotta Hollingsworth, Mr. and Mrs. H. R. Hoyt, H. R. Hulse, Dr. J. G. F. Holston.

Al H. Isaacs, Everett E. Ingram, L. L. Ireland, Jack Inoway (Jack and Yoshi).

Mrs. Henry P. Jones, Stewart James, Francis Joannini, Henry P. Jones, Roland Jacobson, Stewart Judah, Clifford L. Jones (Lesta).

Charles R. Krantz, J. Harvey Kirkbride, Chosl Korim, "Chucky" Kootz, Joseph C. Keller, George Krinog, Ed Kuekes, George D. Kitzinger.

William Lang, Robert E. Lightell, Dr. and Mrs. Kenneth P. Lowry, James W. Loobey, Mr. and Mrs. John D. Lippy Jr., Dr. Viola Lockwood, Harrison Lowrey, Edward L. Little, Charles A. Leedy, Amzy Lockwood, Mr. and Mrs. F. M. Loobey, John J. Long, Vernon E. Lax, John Linch.

LeRoy McGinnis, Al McGuirk, R. J. McIntosh, W. A. MacWilliams, J. R. McNair, C. N. Milbourn, Carroll A. Munson, Russell E. Murdock, Horace Marshall, Mr. and Mrs. Roy B. Besade, Eugene Maxwell, Otis Manning, Chester E. Mack, E. G. Mahoney, Harold Miller, Caro G. (Gig) Miller, W. T. Miskelly, Sam Mayer, Albert F. Munroe, E. J. Moore, Philip Messenkopf.

William T. Neff, W. Nicola, Charles A. Nicol, E. A. Nelson, C. H. Nerdengard, Russell B. Nagelsbach, Mr. and Mrs. Grady S. Nicholson.

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Mr. and Mrs. W. A. Sidey, Wilbur Sidey, Dr. E. G. Schutte, Duke Sterns, Bill Sachs, Bill Salo, Paul Stadelman, E. J. Shows, Edward C. Snyder, George W. Shade, Joseph S. Schreck, Gerald H. Shows, W. G. (Bill) Schreiber, Alfred P. Saal, H. L. Salling, Mrs. S. S. Snyder, John Snyder Jr., Kenneth H. Schreiber, L. H. Stepleton, Al Smith, Willard Sporleder, Charles Silva, A. H. Stoner, H. Adrian Smith, T. O. Sturm, Mr. and Mrs. Rudolph Schlunegger, H. G. Strickler, Don Sweet.

Harlan Tarbell, H. H. Taylor, C. R. Tracy, John M. Taylor, F. Elliott Ray, Tampa, H. Tuttle, Lynn B. Timmerman, Armando Tomel, Jimmy Trimble, Robert G. Thrasher, A. E. Thornbury.

Bob Ungewitter, John S. Van Gelder, Francis Vandever, F. E. Van Der Veer, M.D.; Jack Vosburgh.

William J. Weber, Ray L. Wright, Harry E. Weldgen, M. C. Ward, A. Raymond Wefers, Warren the Wizard, Robert Wieders, Laur Don Wheaton, C. Wasniowski, A. Warsaw, Hoyt Wheeland, Willard H. Wieschna, Spencer D. Wiles, Ed Wolf, Robert H. Wolcott, Leslie Wilson, Orville I. Wilson, Albert Wheeler, Victoria Warnesson, Herman L. Weber, W. Russ Walsh.

Master X, Dr. A. E. Zimmer, Dr. W. S. Zarick, "Zonda" Sonya Zondorin, Edna B. Zolg, Doris J. Zola, Leo J. Zolg.

Dr. G. B. Himes, Mildred M. Pemberton, Eunice Ansley, Bernadette Himes, Thelma Nevittes, A. T. Coulouber, Jack Lippincott, W. F. Wurth, Dr. W. E. Zimer, Maurice R. Zimer, Mr. and Mrs. Jack Lathrop, R. D. Blair, Margaret Reeves, Dorothy L. Brown, D. Claudius Brown, George A. Holly and Max Terhune.

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- B5—Parade Canes (Light Finish Handwork) Doz. 1.65
- B6—Parade Canes (Lacquered Mahogany) Doz. 2.00
- B7—Jug Canes Per 100 75c
- B8—Swagger Sticks Gro. 6.75
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 - Skyracer 15.00
 - Rebound, Jr. 10.00
 - Merry-Go-Round 10.00
 - Forward Pass 10.00
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A few outstanding reasons why BASE HIT is rightly called the WORLD'S GREATEST LIGHT-UP BASEBALL GAME! Proven big play—proven big profits! Unique features that keep them playing—10 ball play . . . batters run bases in flashing moving lights . . . hits, runs in lights . . . automatic electric score board.

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 Lowest priced motor-powered pin game ever offered! "Magic Button" — brings back score after lights go out. . . Electric anti-tilt on score board. . . A. B. T. coin chute. . . Pick-Proof lock. . . Economical, positive lighting and power with separate circuits. You're in the big league with BASE HIT! Get ready for big league profits!

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CIGARETTE MACHINES, Now and Used; 5, 10, 25c MACHINES from \$10.00 to \$55.00 Each; RACE HORSE PAY-OFF MACHINES; IRON CLAWS, \$17.50 up to \$150.00 Each; K. O. FIGHTERS, \$74.50 Each; POOL TABLES, Come in or write us your needs.

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We Make Liberal Allowances for Old Machines. Write for Our Complete List and Quotations.

Thank You for Mentioning The Billboard.

Receive Biggest Order For Games to Chinese

BROOKLYN, June 8.—A. A. Berger, of Supreme Vending Company, Inc., reports that the firm has at last reached into the Chinese market to obtain the first quantity order received from that far Asiatic country. Mr. Berger is manager of the export department for the firm.

The order comes from Hongkong, China, and calls for 25 used games which the firm advertised in *The Billboard*. The order does not specify any definite coin chute and it is believed that this matter will be taken care of when the machines reach their destination.

Mr. Berger has already inclosed an explanation chart for the Chinese firm advising it that by removing the center "dog" from the coin chute this would allow the Chinese coin to pass thru to the coin box. The coin has a square hole in its center.

Mr. Berger predicted some weeks ago that the Asiatic market would gain in importance, since the firm has been constantly shipping to the European field. They have been trying very hard to reach into the Chinese market, which they feel will respond to coin machines, and this is the first quantity order they have received from China.

Lichtman Develops Game

NEW YORK, June 8.—Charley Lichtman, of the New York Vending Company, reports that he has a new game, Airmail, almost ready for the market. It is an electrical light-up game and is unique in play action.

The balls create a series of lights that actually seem to carry the air mail from city to city as designated on the playing board and the backboard of the game.

Charley will have the game ready for national delivery within a few weeks and is ready to produce the game in large quantity, he says. It is his belief that Airmail will be one of the outstanding sensations in the country in a very short time.

Coming Soon!

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IMMEDIATE DELIVERIES

—ON—

STONER'S NEW BALL FAN

LITE-UP BASEBALL GAME.
 Operators Price, \$39.50
 SINK or SWIM, \$39.50

Guaranteed Reconditioned Machines.

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HOCKEY (Seeburg).....	19.50
A. B. T. WINNER.....	32.50
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MILLS TICKETTE.....	9.50
FORWARD PASS.....	7.50

1/3 Deposit, Balance C. O. D.

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25 Other Real Bargains. OUR PRICES ARE LOWER. Weekly list mailed. We buy, sell and Trade.

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NO BLANKS!
EVERY PUNCH
TAKES
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A 1,000-Hole Board with every Punch a Winner. The First of Its Kind on the Market. A Fast-Playing Board with a \$10.00 Prize.
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Any desired payout instantly obtained without monkeying with pins, doctoring award cards or fussing with any mechanical gadgets. It's worth the price of the machine just to get this clever confidential secret.

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\$29.50

All Metal Stand \$2.75

With this stand you can operate SILVER STREAK as a standard floor model.

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FOR YOU

All Plays and Scores Recorded by
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*(This prevents player from claiming a winner
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Watch the Players GO When a
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RUN IS MADE!
After Player Gets 3 Out..
The Game Automatically
"LOCKS UP."
Size 41"x21"

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