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JUNE 19, 1937

15 CENTS

The Billboard

The World's Foremost Amusement Weekly



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RADIO, MUSIC CONVENTIONS

Predict Hot NAB Election Battle

Network men claim balance of power in industry group too heavily indie

NEW YORK, June 12.—If network opinion, expressed unofficially here during the past week, crystallizes into action at the convention of the National Association of Broadcasters in Chicago, starting June 20, this year's election battle should settle into a hectic fight. Local chain execs are loath to speak on the election phase, seeking to avoid any pre-convention opinions on the part of other attendants and also figuring it's best to watch developments at the convention before going on record. However, sentiment clearly indicates that chain officials feel that the NAB balance of power went over too sharply in favor of the indies last year and that it is vital that this year's elections bring about a better balance of control as between the networks and indies. Right now, claims network opinion, the balance is way over in favor of the indies.

Web execs acknowledge that the network influence before last year was too strong and that a greater voice for the independents was in order. However, sit-
(See **HOT NAB** on page 7)

Dallas Expo Draws 2-Day Gates Of Over 91,000; Midway Biz Heavy

DALLAS, June 14.—An opening up to expectations came for Greater Texas and Pan-American Exposition on Saturday, when total admissions were 51,202. Opening found the midway strong and exhibits generally weak, with exceptions, but crowds flocked to the shows. Sunday attendance was about 40,000.

Business on the midway began at noon on Saturday, with the villages opening at various hours until dark. Road to Rio opened at 7 p.m. and led in cash business. Black Forest had about 8,000 attendance. World a Million Years Ago played to 4,700. Bowery had a 3,000 gate. Ripley gate was good and Kiddieland rides were heavily patronized. Show-

boat played to capacity. Premiere of the *Cavalcade of the Americas* drew capacity of 4,200 and later performances in proportion.

As the gate held up thru Sunday Road to Rio, Black Forest and others were planning more seats and small shows. Crowds of the first two days found comparatively little of interest in the exhibit halls. Altho no official report was available, Pan-American Casino is understood to have played to three-quarters capacity.

Midway is the cleanest and most attractive ever seen here. Nudism is present, but in refined forms. Most of the
(See **DALLAS EXPO** on page 91)

AFM Conclave Biggest Ever

Grave problems confront gathering—all incumbents expected to seek re-election

LOUISVILLE, June 14.—The 42d annual convention of the American Federation of Musicians opened this morning at the Kentucky Hotel here, with President Joseph N. Weber as presiding officer for the 37th year. Three hundred and sixty-three locals are represented by 527 delegates as compared with 436 delegates last year. Easily the biggest convention in musicians' history, it will be faced with grave problems, based mainly on mechanization of music and its threat to employment of musicians.

The New York local, largest in the federation, has submitted to Weber a plan to regulate the making of phonograph records and electrical transcriptions. New York is backing Chicago in an effort to get the convention to vote rules calling for records to be labeled for home use only and for transcriptions to be produced for single use and under a licensing system controlling recording companies.

Strong opposition is expected to the probable request by Weber that members be taxed 1 cent per month for the American Federation of Labor's war chest to fight the CIO. An attempt will be made by New York to extend the theater drive nationally, but the fed-
(See **AFM CONCLAVE** on page 96)

Philly Cafes Take Nosedive; Unfavorable Publicity Does It

PHILADELPHIA, June 12.—Just when things looked bright for a prosperous summer in niteries a barrage of unfavorable publicity sent all expectations into a nosedive. Following a clean-up order from the office of Mayor Wilson, an attorney for the liquor dealers' association charged that taprooms and smaller spots were fronting for gamblers and the bangtail bookies. No sooner was that

allegation squelched when another crusading barrister hailed Benny the Bum's and 1214 Club on charges of illegal sales and lewd entertainment. Altho the magistrate threw the cases out, the attending publicity did the industry no good.

The smoke had hardly cleared when Coroner Hersch demanded a probe of
(See **PHILLY CAFES** on page 91)

Radio Investigation Looks Set

Connery Bill Okeh Expected

Canvass of House Rules Committee shows Congressional inquiry favored

WASHINGTON, June 14.—Representative William P. Connery Jr. (Dem., Mass.) is confident that the powerful House Rules Committee will consider his resolution to hold a Congressional investigation of the entire radio industry at its next meeting, and that the committee will vote for the investigation. This is based on a personal canvass of Rules Committee members who have given assurance of early action. It is reliably reported that if the committee fails to vote for the measure or if it continues to keep the resolution buried certain members of the House will move for impeachment of Federal Communications Commissioners. This move, if successful, would have the same effect as the Connery resolution because, it is believed, the defense would involve industry transactions. However, this final resort for action is believed unnecessary.

Senators Wallace H. White Jr. (Rep., Maine) and Burton K. Wheeler (Dem., Mont.) have been watching developments in the House and it is believed that they will urge a Senate investigation of radio if the lower House fails to act. Senator White would like to have the radio question thoroughly aired, more from the standpoint of an analysis of public regulation of radio, while Senator Wheeler's interest springs from his liberal tendencies. When radio monopoly was first mentioned Senator Wheeler was

tied up in his fight against revision of the Supreme Court and with that question more or less out of the way it is felt that he will become more active in the radio situation.

House members supporting Connery who will actively push investigation are Richard B. Wigglesworth (Rep., Mass.) and Thomas R. Amllie (Progressive, Wis.). Rules Chairman O'Conner is also credited as sympathetic toward an inquiry.

"Teapot Dome"

Representative Amllie's interest was first revealed in a mimeographed letter to his constituents in which he compared radio to any other natural resource and advocated similar steps for its preservation. He cited various radio station sales and further stated "Teapot Dome was a noisier scandal than the administration of the Federal Communi-

ations Commission, but it doesn't smell any worse."

Connery's resolution (labeled H. Res. 61) states that Congress in creating the FCC expressly reserved to the people of the United States control of all radio frequencies and charges that despite this restriction a select few have the exclusive right to clear-channel and other highly desirable broadcasting facilities, which in effect is a monopoly in radio. Certain types of radio programs are allegedly indecent and contrary to the laws of radio and that it is "contrary to public policy, convenience, or necessity to allow any private groups to traffic in a property reserved to and for the people."

Investigating committee will be composed of seven members of the House of Representatives who shall be appointed
(See **RADIO INVESTIGATION** page 6)

Radio's WPA Protests Cut

Hit inclusion of radio in service units which get 50% cut—demand board

NEW YORK, June 12.—Committee representing the radio division of the Federal Theater Project called on William Farnsworth, deputy national director, yesterday to protest out of 50 per cent of personnel. Radio division voiced two objections; one, the proposed 30 per cent cut of the national theater project and, two, the inclusion of the radio division in the "service units" division. This classification is due to get a 50 per cent axing and includes such groups as play readers and others.

Protest committee consisted of representatives of Actors' Equity, City Project Council, Federation of Architects, Engineers, Chemists and Technicians and the Supervisors' Council of the Federal Theater. Committee also demanded that a review board decide the classification fate of the division as a whole and also demanded that an appeal board be set up to act on individual pink slip cases.

Farnsworth agreed to wire Harry Hopkins the committee's protests, and the committee wired Mrs. Hallie Flannigan to "request an audience" to protest classification. Group stressed that more than 50 per cent of the radio division are actors, and that radio division is the most productive of all branches of the theater project.

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1,709 Canned on N. Y. Federal Theater; New Quota, 4,016

5% non-relievers permitted—"nonessential" elements to go—some units dropped—theatrical unions pass resolution for protection of members—"hunger march" talk

NEW YORK, June 12.—In accordance with the cut in WPA appropriations, the Federal Theater will prune its personnel of 1,709 by July 15. This cut of 27½ per cent will leave the quota at 4,016, as compared to the current figure of 5,726. Letter to this effect has been released to all FTP workers by Mrs. Hallie Flanagan, director. Supervisors are informed that each project, when cut, must not show more than 5 per cent non-relief, all nonessential elements being slated to get the ax first. Nonessential administrative and supervisory personnel will also be eliminated, both on the whole project and individual projects. In considering acting, directing and purely theatrical personnel, the officials will be guided by (1) actual value to the FTP, and (2) professional training, achievement and attitude.

Names of those to be dropped will be submitted by supervisors to each division head (Messrs. Farnsworth, Barber or Hart, as the case may be) and heads of national bureaus will submit their lists to Irwin A. Rubinstein, counsel. Planning board will then go over the names. Washington has stated the dismissal notices are to be final.

Five phases of the FTP, housed in five theaters, will be retained, comprising Modern Plays at the Adelphi; Classical Repertory and Children's Theater, at the Maxine Elliott; Living Newspaper and Dance Theater, at the Ritz. Three self-contained units will be maintained, the Community Drama, Negro Theater and Marlonette Theater.

The Jewish Theater, Variety Theater, including vaudeville and circus, and the Circuit Theater, consisting of the Suitcase and Caravan theaters, will also be retained. Experimental and Popular-Price theaters will be dropped. A national service bureau, merging the activities of six hitherto separate bureaus, namely, the Federal Magazine, Play Bureau, National Loan Bureau, Radio, C. C. C. and Polloy Board will be set up.

The elimination of a project does not mean elimination of its personnel, who, to some extent, will be absorbed by other groups.

Friday's meeting of theatrical groups (See 1,709 CANNED on page 12)

"Tobacco Road" Opens on Boat

MICHIGAN CITY, Ind., June 12.—Lake Michigan's chilly blasts and a scattered local audience greeted the opening of *Tobacco Road* on the Dixiana Showboat last night. Producers Jack Kirkland and Sam H. Grisman are planning to camp here for the entire summer and attract theatergoers from Chicago (51 miles away), where authorities censored the evil-tongued Jester Lester and his penniless tobacco-growing family.

A heavy exploitation campaign is being mapped by Norman Markwell, press agent, in the local summer resort and neighboring communities. Tleups (See "TOBACCO ROAD" on page 13)

England's Summer Slump

LONDON, June 5.—With the coming of summer English vaude will suffer its annual slump. General Theater Corporation and Moss Empires, major circuits here, will close 60 per cent of their houses for periods of from three weeks to two months, with all spots reopening August 2. Fred Collins' circuit of four houses will be dark for several weeks during June and July. Stoll's, Syndicate Hyams Brothers and Union Cinemas circuits will remain unchanged and will run their usual quota of vaude.

Have You Filed Security Number With All Employers?

WASHINGTON, June 14.—Social Security board urges every worker to make certain that each of his employers since the beginning of the year has a record of his Social Security number. Wage earners should mail this information to any employer they worked for earlier in the year, as well as checking up on their present employer's records.

Workers who have not yet done so should file an application for an account number with the board thru their union, employer or at any post office. Blanks may be secured from the post office.

WPA "Case of P. Lawrence" Is Dull Social-Melo Combo

NEW YORK, June 12.—While not an absolute sleeping potion, the WPA's Negro Theater production of the *Case of Philip Lawrence*, which opened Tuesday, is pretty boring stuff. George Macentee adapted it from *Eleven P.M.* and attempted to prop a stirring social protest on top of an obvious melodrama. Result is hash but stale.

An educated and intelligent Negro lad is frustrated in his attempts to secure a decent job because of racial prejudice. He considers an emcee post in a night

French Casino Gets Clipped byirate Patron

NEW YORK, June 12.—A tough customer, who objected to paying \$6 for food when he had only ordered highballs, cost the French Casino here damages of \$1,000 and \$111.90 in costs, as the Appellate term of the Supreme Court upheld the two-year-old verdict of a City Court jury.

According to plaintiff Earl Tewksbury, the Casino's credit manager had insulted him after he refused to lay out hard-earned money for food he hadn't eaten. The credit manager, said Tewksbury, asked him if he was "a wise guy," told him they had a large overhead, and said the chef would wrap the meal up and Tewksbury could take it home if he didn't feel like eating it then and there.

Still stubborn, Tewksbury held his ground, the manager had him taken to the lockup, but police refused to hold him.

Basis of Tewksbury's suit was false arrest. The Casino asked for a dismissal on the grounds that Tewksbury had never been officially arrested.

This is not the first time the Casino has been involved in scrapes with patrons.

"Room Service" to Pix for \$250,000

NEW YORK, June 12.—Record price of \$250,000 for the film rights to *Room Service*, by John Murray and Allen Boretz, was paid by Warner Bros.' Pictures. Play, produced by George Abbott on Broadway, is about three weeks old. Figure compares to \$225,000, the previous high, paid for the rights to *Broadway* 11 years ago. *Broadway*, however, later garnered \$35,000 more for talkie rights. Record for talkies until now has been \$200,000, paid by Columbia for *You Can't Take It With You*.

Other leaders are *Dead End*, \$165,000; *Tovarich*, \$160,000; *Green Pastures*, \$175,000; *Stage Door*, \$150,000; *Daddy*, \$150,000; *The Women*, \$125,000; *The Petrified Forest*, \$100,000, and *Anything Goes*, \$100,000.

Cast Edits Paper

NEW YORK, June 12.—Company of *Babes in Arms* is putting out a mimeographed intimate scandal sheet concerned with backstage chatter about persons connected with the show. Called *The Diaper Diaper*, sheet is edited by Bobby Lane. Mitzel Green and others of the cast contribute.

English Comedian's Mishap

LONDON, June 5.—While playing the Theater Royal, Chatham, with an Anglo-American unit, Ted Lee, of the English act of the Three Edmund Boys, sustained injuries which may result in the amputation of his right hand. Loading a prop gun used in the after-piece of the show, the gun went off, shattering his hand from the wrist.

CIO Ad Men Elect Heads

American Ad Guild, led by Crawford, states plans — Managers-NYTPR confab

NEW YORK, June 12.—At a meeting of newly elected executive committee of American Advertising Guild, now affiliated with the CIO, an extensive plan for organizing advertising and publicity fields was formulated. Lewis Merrill, president of the newly organized white collar international of the CIO known as the United and Professional Office Workers of America, advised AAG execs that the Guild's constitution would have to be revised so as to include clerks and other non-professionals in publicity and advertising.

AAG delegates voted the CIO affiliation at the first national convention of Office and Professional Workers, held in Philadelphia recently. Delegates' decision was ratified by a unanimous vote of the membership June 1.

Officers to serve until October 31, 1939, are Merritt Crawford, president; Dan Brown, vice-president, and a recording secretary and treasurer. Executive board is comprised of 15 members.

NEW YORK, June 12.—League of New York Theaters and New York Theatrical Press Representatives are continuing negotiations for a contract. Brock Pemberton, spokesman for the managers, says the League feels there should be a fair agreement between its men and the press agents. Pointed out, however, that the contract would hold between the p.-a. body and individual League members, the League having no will to force its members into agreement.

Yesterday League submitted recommendations on the contract to the p. a.'s.

S. F. Exposition Flops

SAN FRANCISCO, June 12.—Industrial Exposition held in Dreamland Auditorium during the Golden Gate Bridge Fiesta was a flop. Doors closed with three days still to go. The 20-piece band refused to go on the stand without pay, so the musicians suffered no loss. However, A. G. Windsor, manager of the event, was hauled up before the Labor Commission to show cause why he couldn't pay the acts and entertainment. Among the acts which stood to lose what money they had been promised were the Golden Rollers and Al Castle. Action by the commission is still pending.

Imps Out; Gals In

PHILADELPHIA, June 12.—Following the morality ban on female impersonators as niterie talent, Al Erhlick makes a turn-about-face with a girl show at his Ballyhoo Club. Nan O'Rourke comes in as mistress of ceremonies.

CIRO RIMAC (This Week's Cover Subject)

CIRO RIMAC is without a doubt the outstanding exponent of South and Central American rhythms in the show business. Long recognized as a leader in his field in the States, Rimac and his colorful band and dancing act are on their second European tour, a previous visit last year having been marked by a highly successful engagement in Charles B. Cochran's revue, "Follow the Sun." Rimac comes from Lima, Peru, where he attained recognition as the South American country's best dancer, a prolific composer and a dynamic band conductor. When he first appeared on the American vaudeville scene with his offering he attracted considerable attention and started new vogues in Latin rhythms. Both he and Mrs. Rimac, who appears as a dancer in the offering, taught many screen stars the intricate routines of the Maxixe, rumba and other dances now universally popular. Of considerable importance in the "Rumbaland Muchachos" act is the work of Charley Rimac, son of the standard bearer. Charley is essentially a fast dancer but is adept also at comedy.

Rimac's bookings will keep him in the British Isles and on the Continent at least until the end of the year.

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127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

Theater Tax Socks Chains

Fight against Pennsylvania Bill expected—no action yet in Wisconsin

HARRISBURG, Pa., June 12.—Chain theaters in Pennsylvania are expected to take a cue from grocery interests and sue the Commonwealth of Pennsylvania to prevent enforcement of the chain theater law imposing graduated levies on chain theaters.

American Stores Company and the Atlantic & Pacific chain stores have filed suit in the Dauphin County Court (Harrisburg) declaring it "violates the uniformity clause of the State constitution and attempts to put a graduated tax upon the same class of property when the only difference is the multiple number of establishments."

MADISON, Wis., June 12.—Bill providing for a seat tax on theaters ranging from 5 cents to \$5 has been introduced in the State Assembly by John Grobschmidt, Milwaukee.

Under the measure chains with from two to five houses would be obliged to pay a 5-cent seat tax, those with from six to 10 houses a 10-cent tax, with the tax increasing progressively with each group of five theaters between 10 and 500. For chains with more than 500 houses the tax would be \$5 per seat.

Bill is sponsored by the independent exhibitors and is in line with suggested legislation presented at the recent Allied national convention here.

Nuisance Tax Bill Passes; One-Year Extension Fails

WASHINGTON, June 12.—Nuisance tax bill was passed by the House of Representatives at yesterday's session. Vote was 230 yeas, 93 nays and 103 not voting.

Most of the opposition was the expected Republican criticism and from the fur, cosmetic and copper interests. John J. O'Connor (Dem., New York), chairman of the House rules committee, in his strong opposition to "nuisance taxes," predicted that "if the Congress passes the bill extending the nuisance taxes for two years more these taxes, unjust as they admittedly are, will become permanent. They never will be repealed."

Indications, however, point to removal of admissions tax on legitimate stage productions at the next session of Congress.

Republicans tried to maneuver the majority into an extension for only one year so that the tax would come up for renewal just prior to the Congressional elections. However, the one-year amendment was offered by a Democrat, Representative John D. Dingell, of Michigan. It was beaten 74 to 50.

Detroit Stagehands Elect

DETROIT, June 12.—International Alliance of Theatrical Stage Employees, Local 88, held its annual election at the Tuller Hotel. Following officers were elected for 1937-'38: President, Clyde Adler, carpenter at Michigan Theater; first vice-president, Larry Kosins, electrician at Paines State Theater; second vice-president, Arthur Cochran, electrician, Madison Theater; secretary-treasurer, Edward L. King, property man at Michigan Theater; business manager, Joseph T. Finnegan.

SEND IN ROUTES

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

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

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

Social Tax Dodgers Open To Criminal Action in N.Y.

NEW YORK, June 12.—Criminal action will be taken against employers who consistently or willfully fail to make monthly tax returns stipulated under the old-age benefit title of the federal Social Security Act. Joseph T. Higgins, collector of Internal Revenue of the third New York district, issued the warning but did not indicate how soon the punitive measure would be imposed.

Columbia Holds Pix Ball League Lead

NEW YORK, June 12.—Despite losing to Skouras last week 3 to 1, Columbia still tops the Motion Picture Baseball League with a percentage of 800. Scores of other games during the week are Skouras 8, NBC 5; Consolidated 7, Paramount 3; MGM 5, RKO 4; and RKO 6, Paramount 0. Consolidated, winning from Para, jumped into second place. Saturday's game between MGM and RKO ran 13 innings. In the Skouras-Columbia game Kay, of Skouras, allowed only two hits.

League standing follows:

	Won	Lost	Pct.
Columbia	4	1	.800
Consolidated	3	1	.750
RKO	4	2	.667
Skouras	3	2	.667
MGM	3	2	.600
Apeda Studios	1	4	.200
Paramount	1	5	.166
NBC	0	3	.000

Wilmington House Help Lines Up With IATSE

WILMINGTON, Del., June 12.—Wilmington theater service men, from assistant theater managers down the line, formed a union here Monday known as B 94 Special Department, International Alliance Theatrical Stage Employees. New organization does not include projectionists or other theater employees already organized.

Officers of the new group are: President, Bayard J. Barnes; vice-president, Hardwick Fosell; recording secretary, Charles Pesce; financial and corresponding secretary, Leonard Howard; treasurer, Lawrence Fosell; business manager, Merritt Fragg. Organization boasts a membership of more than 50 Wilmington theater service men.

N. Y. Hipp Opera Over

NEW YORK, June 12.—Operatic performances at the New York Hippodrome will be discontinued during the summer, but will be presented again in September, according to Alfredo Almaggi, director of the Hippodrome Opera Company. Meanwhile the 20th Century Sporting Club, lessee of the Hippodrome, may commence renovating the theater according to its plans for an ice-sports arena.

Patron Wins Question Contest; Theater Closes Before Payoff

MEMPHIS, June 12.—Orpheum Theater, largest showhouse of the Midwest, went dark suddenly Tuesday afternoon. The doors closed after a stenographer appeared at the theater Monday night to press her claim for \$300 which she said was due her for giving a correct reply to a query during a recent "question night" program. She said she called at the theater upon instructions of J. Virgil Posey, manager, but sponsors of the program in which the complainant competed refused to accept her answer as correct and declined to pay the prize.

The question which the patron was asked on May 17 was, "What city has the greatest number of art treasures in the world?" Her reply was Paris.

The program conductor said that the correct answer was Florence, contending that he took his answer from a book compiled by Frederick J. Haskins, of Washington.

Following the refusal to accept her answer as correct, the complainant appeared at the theater and presented a list of books on which she based her claim that the correct answer was Paris. The incident became more complicated

802 Musicians Pull a Sit-In

Pack lunch and sit thru five shows at N. Y. Palace—order reigns

NEW YORK, June 14.—Changing its theater drive strategy Musicians' Local 802 pulled a spectacular "sit in" at the RKO Palace Theater Saturday. Musicians, variously estimated at between 180 and 400, the latter figure including "friends" of the union, began (See 802 MUSICIANS on page 91)

Philly Mayor's Benefit

PHILADELPHIA, June 12.—Having qualified as theatrical censor, Mayor S. Davis Wilson now turns theatrical producer. "The greatest array of headlining artists brought together for a single show" is the way Hlzovner puts it in planning a musical extravaganza for the benefit of his Milk Fund on June 22 at Convention Hall. Marking the first time a monster benefit show was ever staged in Philadelphia, Ferde Grofe comes here to lead the Philadelphia Orchestra, and every available star of stage, screen and radio is expected to appear. Those already consenting to perform include Jane Pickens, Donald Dickson, Lucille Manners and the Southernaires male quartet.

Wm. Fait in South America

NEW YORK, June 12.—William Fait, former theater manager, who has been located in South America for the last 20 years, has had his American representative send several beauty-parlor operators to Brazil to train native operators. Fait formerly handled George Eastman's theatrical interests and at one time managed the Eastman Theater, Rochester, N. Y.

Studes Peeve Boothmen

DES MOINES, June 12.—Rurt P. Martin, new president of the Iowa Association of Stage Employees and Projectionists, announces his organization will discourage the operation of school motion picture machines by pupils as a safety measure.

2,000 Go Daffy Over Columbia Swing Session

NEW YORK, June 14.—Two thousand enthusiastic alligators packed an air theater Saturday night and wildly cheered Columbia's Anniversary Swing Club Program, most extravagant radio swing session since hot music caught the public fancy. Smart exploitation, plus clever program arrangement, has practically given Columbia a monopoly (See 2,000 GO DAFFY on page 91)

Osterman on Water-Wagon

NEW YORK, June 12.—Jack Osterman, now at the Club Mirador, goes thru a nightly workout with a hypnotist to muster up will power with which to keep sober. Soon the frequency of these treatments by a local physician will be changed to weekly, and later monthly doses, until Jack loathes the stuff.

Future biographical note: "All I am or ever hope to be I owe to hypnotic weaning."

KLZ, KVOR Hosts to National Ad Execs

DENVER, June 14.—KLZ, Denver, and KVOR, Colorado Springs, Colo., will be hosts next week to 50 national advertising executives who will spend a week in (See KLZ, KVOR on page 91)

THE BILTMORE BOYS

Just closed 18 weeks Wm. Penn Hotel, Pittsburgh. Watch for opening date. Permanent address, Billboard, N. Y.

THEATRICAL LEASE

Theater for summer, seats, played summer stock last 10 summers. Rent secondary to good productions. Theater loving community. Wire, write or phone T. LEE LEMMON, City Clerk, Cape May, N. J.

WANTED

Next Man with small car to do Advance and Sell Merchants' Tickets. Salary sure. Open until Christmas. Use wife on tickets. Also want experienced Canvasman. No booze. Small show. State all tickets unless I know you. REGAL TENT SHOW, Morrison, Tenn.

WANT

Alto Sax and Trumpet for Small Dance Orchestra. A-1 Mechanic on Ford Trucks and experienced Trailer Drivers and Working Men. June 14, 15, 16, Columbia; 17, 18, 19, Rutell Springs; 21, 22, 23, Greensburg. All Kentucky. BUD HAWKINS.

WANT MEDICINE LECTURER

For Twenty-People Free Show under canvas now working. Single man preferred, willing to work office pitch on Saturdays and the Tobacco Markets. This is a real outfit. Those who answered before, answer again. Agitators lay off. Cause of this ad. Dr. Morris, write. Colored Musicians, Trombones, Sax wanted. NINA SCOTT'S JACK RABBIT MINSTRELS, Burlington, N. C.

Colored People

Musicians all kinds. 15 Highbrowers for line girls. Producer Billy Arnte Boykin, Durham Bros. P.O. Killbrough write. OLD 7-11 SHOW, 1520 Jonesboro Road, Atlanta, Ga.

WANTED QUICK

Boss Canvasman, Automobile Mechanic to take care of light plant. Sober and must move it. Two-night stand. Wire or write your lowest salary. GEORGE BISHOP SCANDALS, Berlin, Pa.

HEFFNER-VINSON CO.

Want Mechanic. Also Cook for 12 Canvasmen. Address JIMMIE HEFFNER, Cynthia, Ky., June 18 and 19.

WANTED TO BUY

Japanese or Chinese Scenery in good condition. Would like to locate Japanese Set that was in Circle Theatre, New York City, three years ago.

Write to BOX 795, The Billboard, 1564 Broadway, New York.

QUALITY STOCK TICKETS

ONE ROLL... \$ 50
FIVE ROLLS... 2.00
TEN ROLLS... 3.50
ROLLS 2,000 EACH.
No. C. O. D. Orders Accepted.

TICKETS

Let us quote on your special printed orders. Are you in a hurry for then, write THE TOLEDO TICKET CO. TOLEDO, OHIO.

SPECIAL PRINTED

10,000 .. \$ 6.95
30,000 .. 9.85
50,000 .. 12.75
100,000 ... 20.00
1,000,000 .. 150.50

RADIO INVESTIGATION DUE

Long-Pending Inquiry Expected To Get House Rules Okeh Soon

Rep. Amlic, Wisconsin, says "FCC administration smells" in letter to constituents—industry favors inquiry, claiming nothing to fear and best to get it over

(Continued from page 3)

by Speaker Bankhead (Dem., Ala.) and will have authority to dissect all matters pertaining to radio and the broadcasting field, with especial attention being paid to the question of monopoly. The investigation will hold hearings during the session and recess of the present Congress and will be able to compel the production of books, papers and documents of either government or private agencies.

Opposition

Altho reported dead on several occasions, the investigation is very much alive, according to radio-minded members of Congress. For a time the inquiry was a subject something like Mark Twain's weather—everyone talked about it but didn't do anything about it. Everyone said there was no opposition to an investigation—at least no one wanted to go down on the record as opposition. Any questions on the merits of a radio quiz always got a deprecating answer which ran like this, "We would welcome an investigation, but we believe that it is unnecessary and the noise and

irrelevant material which would come out would needlessly harm the industry. Anyhow there's nothing that the commission can't find for themselves or at least remedy the worst of the faults."

There is a certain amount of lip-service being given to the probe idea, but there are many in the FCC, in Congress and in the industry itself who would really welcome an honest sifting of radio, if only to lay the ghost which has prowled the industry with charges of corruption, monopoly, etc. Chance that any of the networks might obtain favor or support thru ability to give various congressmen time on national broadcasts is thoroly discounted by Capitol authorities because there are too many congressmen for allotment of radio time.

Probable result of investigation, tho a very distant result, is the declaration of radio as a public utility and as such subject to regulation as to rates for service.

NBC Spreads Sustainers, But Cuts Costly Shows

NEW YORK, June 12.—NBC appears to be cutting down on its larger sustaining shows to make way for more sustainers over the summer time. Increased sustaining time open means that programs with heavy budgets are getting the ax, so that the sustaining cash allotment doesn't climb too high.

One such show is said to be the Sunday morning comics program, dramatizing the *Daily News* funny sheets. Program folds tomorrow after 84 weeks. Cast had 25 dramatic actors, an eight-piece orchestra and script and production staff. May come back in the fall.

NBC Sending Small Army to NAB Meet

NEW YORK, June 12.—As usual New York will contribute from various sources a major-sized contingent of radio execs to the NAB convention. Largest delegation will be from NBC, this list following:

NBC

Frank Mason, vice-president; A. L. Ashby, vice-president and general counsel; A. H. (Doc) Morton, manager, m. and o. stations; Clay Morgan, promotion director; Reginald Brophy, stations relations manager; Jesse Butcher, Keith Higgins, Otto Brandt and Sheldon Hickox Jr., station relations; C. W. Horn, research and development director; Lloyd Egner, manager; Frank Chizzini, Reginald Thomas, Gus Heiniger, Robert Freidheim, NBC Thesaurus; Frank Russell, Washington, vice-president; Kenneth Berkeley, manager WRC-WMAL; P. J. Hennessey Jr., Washington legal division; station managers, Harry Woodman, KDKA; Leslie Joy, KYW; A. E. Nelson, KOA; Vernon Pribble, WTAM; Kolin Hager, WGY; John Holman, WBZ-WBZA; Niles Trammell, central division vice-president; P. G. Parker, assistant general manager, NBC Chicago office, and Oliver Morton, Chicago sales.

CBS

Partial CBS list includes Mefford Runyon, vice-president; Joseph Rearn, general counsel; Victor Ratner, promotion director; Edwin S. Reynolds, promotion contact for owned and operated stations; Herbert Akerberg, director station relations; John (Jap) Gude, manager, station relations; Lincoln Dellar, station sales; Art Kemp and Art Hayes, radio sales; station managers, Harold Fellowes, WEEI; James House, KMOK; Earl Gammons, WCCO; John McCormack, WKCR, and Don Thornburgh, vice-president in charge of Pacific Coast operations.

WOR-MBS

Alfred J. McCosker, WOR president and Mutual chairman; Theodore C. Streibert, WOR general manager and Mutual treasurer; Fred Weber, MBS general manager; Lester Gottlieb, Mutual press co-ordinator, with G. W. Johnstone, WOR press director, also likely to go. Naturally, the Chicago MBS execs will be in attendance.

Both NBC and CBS will have get-togethers after the NAB meet is over for their various station managers.

Mutual Puts on Feed Bag at NAB

NEW YORK, June 12.—Mutual will throw a breakfast for trade paper reporters exclusively Monday, June 21, opening day of the NAB. Somehow or other, Mutual spokesmen stress that there'll be plenty of tomato juice available.

It's for the newspaper gang exclusively. No execs allowed at all. And no speeches.

World's Rep Firm Decision After NAB

NEW YORK, June 12.—Radio Markets, World Broadcasting subsidiary, announced exactly one year ago to represent small market stations, but still not actively in representation, may start in earnest or fold completely after the NAB Chicago convention. World made its announcement last year and started working on acquiring a list of stations, transcription company spokesman saying that station reaction at that time was favorable.

One of the reasons offered as delaying the start of Markets is the entry of Transamerican Broadcasting and Television into the field. TBT has nabbed itself a flock of stations, on exclusive and non-exclusive representation deals. World will probably see how the wind blows at the broadcasters' get-together and then make a decision either way.

Percy Deutsch, World president, is throwing a dinner Saturday night, June 19, for station officials in Chicago.

Empire State Broadcasts

NEW YORK, June 12.—Sponsors are being offered Gotham's top peak for broadcasts "to be sponsored by high-type products." Broadcasts from Empire State Building's observatories are to be handled by Publicity Associates. Firm stresses fact that question and answer type show would attract attention because of many rubbernecks.

Television tests, conducted by National Broadcasting Company, not included.

Sponsor Uses 8½ Hrs. One Day

KMOX advertiser uses cast of 132, all kinds of shows—from 7 a.m. to midnight

ST. LOUIS, June 12.—Believed to set a record for one day's commercial sponsorship is the 8½-hour schedule paid for on KMOX by St. Louis Dairy Company. Advertiser spurlged to tell the populace of the opening of a new dairy plant.

Schedule started yesterday at 7 a.m., continuing until midnight. One-half hour was used every hour. There were nine half-hour programs, three quarter-hour stanzas, one 60-minute show and one 2½-hour program, totaling 14 individual productions.

Altogether 159 people took part in the campaign, with 132 in the cast. Jack Fulton headed the performers' list. Agency was Brad Simpson, Jim Daugherty of the agency handling. Programs included *Pulse of the City*, a special wax job; joint sponsorship with the Kellogg Company of a ball game, hill-billies, kids' programs, a woman commentator, Negro choir, minstrel and musical shows, and an hour adaptation of *Dark Angel*, starring Dolly Orton and Marvin Mueller, with Ben Feld's Orchestra.

Campaign was not done along stunt lines, but was aimed to reach the entire St. Louis listening area by using the whole radio day with shows designed to please taste varieties. Firm has been in business 69 years.

Shepard Answers CIO Censor Claim

BOSTON, June 12.—John Shepard III, president of the Yankee and Colonial networks, will represent those chains at the NAB convention in Chicago next week. Shepard leaves today. He will go to the convention with no idea of presenting plans and propositions in regard to the CIO situation. He feels that his policy in the matter has been made clear in the recent Lewis episode.

Shepard told *The Billboard*: "I know of other stations which have refused such talks entirely, and it seems now that it would have been better had we refused them outright, too. However, we decided to sell the time, subject to conditions, namely announcements of station policy before and after the broadcast." (Other local broadcasters cited the same instance of announcements before and following political talks.)

"Regarding Mr. Lewis' question of how it would look if newspaper editors prefaced an interview with him with a box to the effect that the owners did not agree with what he said there is but one answer. Newspapers do not necessarily have to print everything that is said, while a radio station has the entire address and must of necessity protect itself."

Expect UP-TR Libel Suit To Be Settled

NEW YORK, June 12.—Following settlement of Transradio's \$1,700,000 suit against CBS, NBC, newspaper wire services and officials of all, it is expected that Transradio will also settle with United Press on the libel suit recently instituted by TR. By settlement of the first suit, which alleged restraint of trade against Transradio, when the latter was organized and the networks and newspaper publishers' association established the Press-Radio agreement, Transradio has been given recognition as an established news service.

Announcement stated that the PR agreement, as modified, stands. Modifications mainly applied to sale of news by both networks and wire services, mainly UP and INS, as members of the Press Radio Bureau.

N. Y. Station Publicity Chart

NEW YORK, June 12.—Compilation presented below is *The Billboard's* regular listing of New York's radio station's publicity breaks. For the compilation, nine New York metropolitan dailies and three Brooklyn dailies are the sources checked for the mentions. Column mentions are listed under one column; highlight or best boxes under the other. Totals are for the period checked and the comparative period last year, the year, for the purpose of this record, being divided into 13 months of four-week periods. This record covers three weeks, starting May 16 and ending June 5. On June 7 one of the Brooklyn dailies figured in the count, the *Times-Union*, suspended publication.

WEAF, in the period totals as against last year, shows a distinct loss of ground, with WABC and WJZ both stepping up

over 1936. WOR has improved its standing over periods of this year. WINS, the Hearst station, has moved into seventh place, aided by its newspaper relations, WNEW going into the eighth position from seventh. Otherwise, the standing is substantially the same.

Station	Highlight Column Mentions	Column Mentions	Period Total	Period 1936 Total
1. WABC	857	310	1,167	1,119
2. WJZ	695	295	990	923
3. WEAF	604	198	802	1,130
4. WOR	262	165	427	488
5. WMCA	247	116	363	380
6. WHN	111	67	178	296
7. WINS	111	55	166	190
8. WNEW	119	19	138	252
9. WNYC	89	27	96	67
10. WQXR	68	12	80	no rec.
				1936
11. WEVD	41	10	51	65
12. WBNX	--	4	4	20

Broadcasters and the AFM

Of particular interest to broadcasters this year is the annual convention, starting June 14 in Louisville, Ky., of the American Federation of Musicians. It is expected, according to studies of the report of President Joe Weber and other factors, that the musicians will give considerable attention to problems which involve the radio industry. One such is a proposal to have a national rate for musicians on network programs; another important problem concerns the attitude of the AFM on mechanization, mainly electrical transcriptions and the control of broadcasting of phonograph records.

Complete record of the actions taken by the musicians will be in the June 26 issue of *The Billboard*, written by a staff reporter attending the musicians' meeting.

A complete account of the news of the 15th annual NAB convention will appear in the July 3 issue of *The Billboard*, on sale June 30. News affecting radio, of the AFA convention in New York, at the same time as NAB meets, will also be in the July 3 issue.

WMCA Mikemen \$42 Minimum

Station signs "agreement" with announcers' guild chapter—not a contract

NEW YORK, June 12.—A \$42 minimum weekly salary, general increases and a 40-hour week were made effective in an "agreement" reached by WMCA and the WMCA chapter of the American Guild of Radio Announcers and Producers. Negotiations were carried on between Donald Plamm and William Wiseman, station execs, and the chapter's bargaining committee, headed by James F. Clemenger. Provisions are outlined in the form of a memorandum or "agreement." It is understood that the Guild considers this as a basis for a future contract. Present agreement runs to January 1, 1938, with provisions for a three-year renewal.

According to the station's announcement, all announcers and producers "receive salary increases, effective immediately, with a provision in the announcer's agreement that provides for what amounts to be a guarantee that the announcer will receive commercial assignments to increase his salary by at least 20 per cent. Two weeks' vacation with full pay is provided for those in the employ of the station for a year or more. Two weeks' full pay is guaranteed in the event of sickness, and two weeks' notice in the event of discharge for violation of rules or other reasons as outlined in the agreement.

"The agreement does not guarantee a five-day week, as many commercial contracts are written so as to require the presence of announcers on six or seven days of each week, but wherever possible all hours of work will be grouped so as to give the staff members as much continuous time off as possible.

"It is believed this is the first instance of a radio station guaranteeing announcers commercial contracts. The agreement specifically states that announcers have the right to reject, without prejudice, all offers made by sponsors for special work on commercial accounts, and also permits the individual announcer to draw up to 20 per cent of his base pay against possible earnings on commercial broadcasts in the future."

According to the Guild, it is "the highest minimum for any station of WMCA's size in the country." Guild also declared that the five-day week is, in effect, the same as that at CBS in that announcers are allowed to work more than five days per week if commercial commitments require their services. "Agreement" is designed, according to Roy Langham, of the Guild, "to tide over the period of absence on vacation of executives of the station."

Air Freaks Hard To Get; Costly Feeding

NEW YORK, June 12.—Domestic freaks of the type used on audience participation shows are running low and producers are worrying about this type of "talent" for summer and fall shows. While not all the radio side-show attractions have been used by *We, the People*; Philip Morris and similar productions, producers see that the well is running dry and are figuring the costs of importing the one-shot stars.

One of the chief assets of the audience participation show has been its cheapness, but costs of transporting and feeding the guests have been mounting. While costs of most talent of this nature have been "fixed" at a fairly definite level, thought now is to import European talent. One producer is thinking of trying to interest a steamship line in a tieup. Radio man sees free air plugs for the boat company thru the use of credits, incidental in copy or deliberately plugged. Transatlantic boats would, in exchange, give the freaks free rides and feed 'em.

Morris' Vallee Monopoly

NEW YORK, June 14.—Morris Agency, thru Sammy Weisbord, set four of the guest artists on the Vallee program for this Thursday. The bookings are Joe Laurie, his fourth week; Talulah Bankhead, doing a Dorothy Parker script; Fannie Brice, with a Dave Freedman script, and Mitzel Green.

Copyright Service

For the benefit of all those concerned with copyright problems as affecting the show business, *The Billboard* has arranged with Arthur E. Garmalze, New York attorney, for a question and answer column on matters of this nature. Any person in the show business—radio, music, night spots, etc.—desirous of information on a copyright problem, should address the inquiry to Mr. Garmalze, in care of the New York office of *The Billboard*. There is no charge for this service.

Copyright today, by virtue of radio and other new or comparatively new uses for music, constitutes a major problem in the amusement field.

Mr. Garmalze, who was an organizer in 1927 of the Columbia Broadcasting System, is internationally known in the copyright field. He was concerned with the drafting of the Canadian copyright act; has appeared before copyright conventions in South America and Europe, and before Washington copyright hearings during the past 20 years.

Hot NAB Election Anticipated; Agenda Set for Annual Meeting

(Continued from page 3)
uation as it is today, in their eyes, is equally as unpropitious, calling for a leveling off between the two factions. In the face of what presently seems to indicate a fairly placid convention, officials in New York claim they expect elections to be the center of a hot fight, more so than in many years.

Agenda

WASHINGTON, June 12.—Mayor Edward J. Kelly of Chicago will make a welcoming address to NAB delegates Monday, June 21, to be followed by an opening address from NAB President O. W. Myers. Following, Judge Eugene Octave Sykes, of the Broadcast Division of the FCC, will speak on the duties and responsibilities of the broadcasters. Rest of Monday morning will be taken up by reports from the treasurer, Harold Hough (WBAP), Managing Director James W. Baldwin and the report of the nominating committee. No sessions are scheduled for Monday afternoon except committees which may be called by their respective chairmen.

Tuesday

Tuesday morning will be devoted to election of officers. The incumbents Myers; John Elmer, first vice-president; Gardner Cowles Jr., second vice-president, and Hough are at the expiration of their terms of office. Of the 15 directors, Harry C. Butcher, Washington; John J. Gillen Jr., Omaha; Alfred J. McCosker, Newark; Gordon Persons, Montgomery, Ala., and Frank M. Russell, Washington, are finishing their terms and their posts will have to be filled. One other vacancy on the board of directors is due to the death of W. Wright Gedde, Detroit, his office to be filled for one year. Following the election the report of the resolutions committee and the elections committee will be read. Tuesday afternoon will be taken up with a report from the engineering committee which will be read by J. H. DeWitt (WSM).

Wednesday

Wednesday forenoon is scheduled for the following addresses: *Introductory Remarks and Explanation of the Commercial Section Organization*, by H. K. Carpenter (WHE); *Report of the Sales Managers' Division*, by Lewis H. Avery (WGR); *Report of the Committee on National Sales Methods and Costs*, by Carl Everson (WEKC); *An Agency Man Looks at Broadcasting*, by Arthur Pryor (Barton, Barton, Durstine & Osborn, Inc.); *Report of the Committee on Radio Research*, by Arthur B. Church (KMBC); *Report of the Committee on Radio Promotion*, by John J. Gillen Jr. (WOW); *A Retailer Makes an Appraisal of Radio*, by Marvin Oreck (Oreck's, Inc., Duluth); *Report of the Committee on Standardization of Sales Forms*, by Martin Campbell (WFAX).

The balance of Wednesday morning will be used in discussing and voting upon resolutions pertaining to the commercial section. In the afternoon session there will be a panel discussion conducted by commercial section Chairman H. K. Carpenter which will have as subjects: *How Should a Station Service Its Local Accounts?*, *How Can We Simplify Our Rate Cards?*, *How Can Our Present Methods of Securing National Spot Business Be Improved?*, *How Can Creative Selling Be Encouraged?*, *What Information Should Stations Release With Respect to Their Circulation?* and *What Is Your Definition of the Term Merchandising?*

Convention meetings will close with the installation of officers and no further activity is scheduled until the annual banquet Wednesday evening.

N. Y. Sunday Eve Audience Shown at 30% of Set Total

NEW YORK, June 12.—WMCA and Macfadden Publications, using Ross Federal research organization, made a survey of the 10 to 11 o'clock New York City Sunday night audience June 6. Publishers wanted a check on WMCA's *Good Will Hour* which it may sponsor.

Survey outfit completed 3,041 telephone calls, net result showing 262 families with radios tuned in. Of these, survey offers, the largest number, 176, were listening to WMCA. Successive station audiences were 165, 80, 68 and 16, with 102 listeners either refusing information or ignorant of the station to which they were dialed.

In addition to asking what station was being heard, survey makers also queried as to whether the listener had heard *Good Will Hour* within various numbers of weeks in recent time. Purpose was to attempt to provide a picture of the show's audience on a basis of more than one evening.

Heavy Music

TORONTO, June 12.—Songbirds have a chance to sing from the "World's Largest Songbook" in a CKRB community sing. Book weighs over 3,000 pounds and each page is a 200-pounder. It takes Sando the Strong Man to swing the pages. Program is a tieup between station, Sunnyside Beach and Weston Biscuit Company. Singers numbered 10,000 last Sunday night.

Future List

Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts. It has been newspaper custom for years to observe such dates, radio adopting newspaper practice right down the line. Frequent additions and revisions of the list will be published.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for August, 1937.

- August 1. Sister ship of dirigible Hindenburg will be launched. NRA's Blue Eagle first appeared, 1933.
- 2. Hindenburg died, 1934. Frigate *Constitution* sailed from Boston on her famous cruise, 125th anniversary.
- 3. Stanley Baldwin's 70th birthday. Haakon VII of Norway's 65th birthday.
- 5. First convention of Progressive Party at Chicago 25 years ago. Executive council of American Federation of Labor suspended Committee for Industrial Organization unions, 1936.
- 6. Ben Jonson, English dramatist, died, 300th anniversary. First draft of Federal Constitution reported to Philadelphia Convention. Justice Crater, New York, disappeared, 1930. Wife may now seek court order declaring him legally dead.
- 9. Henry V (Prince Hal) of England, born; 550th anniversary.
- 10. Former President Hoover is 63.
- 14. Roosevelt signed Social Security Act, 1935.
- 15. Trial trip of Fitch's steamboat on Delaware River, 150 years ago.
- 17. Open-air library at Bryant Park, New York City, opened 1935.
- 18. Virginia Dare, first child of English parents, born in colony of Virginia, 350 years ago. Born on Roanoke Island.
- 19. British ship *Guerrero* surrendered to *Constitution*, 125 years ago.
- 20. William Booth, founder and general, Salvation Army, died 25 years ago.
- 23. Zinovieff, Kameneff and other "old Bolsheviks" sentenced to death in Russia, 1936. Sacco and Vanzetti electrocuted 10 years ago.
- 24. Johns Hopkins University, Baltimore, incorporated 70 years ago.
- 26. August Heckscher's 88th birthday.
- 29. Maurice Maeterlinck born 1860. Brigham Young died 60 years ago.
- 30. Anne Hutchinson banished from Massachusetts, 300 years ago.
- 30. Second battle of Bull Run, Civil War, 75th anniversary.

Barnyard, Bucolic Bernhards To Get NBC Talent Scout's O.O.

NEW YORK, June 12.—In its search for new talent, in accordance with a recently decided upon policy of building its own future radio acts, NBC is sending its talent scout, J. Ernest Cutting, on a tour of Eastern summer theaters. It's the first time a radio station or network has ever gone into the mountains in a quest for talent. NBC recently came to the conclusion that for the future radio would have to provide its own talent, starting from scratch to build the performers into name proportions, with vaude and legit both losing ground steadily as talent sources.

In sending Cutting, whose idea to look at barnyard talent it is, NBC is expecting him to keep an especial eye open for motion picture talent. NBC has been concentrating lately on selling its

radio-built acts to Hollywood, figuring the radio buildup makes this easier and that by the same token the radio talent, bolstered by film work, becomes increasingly valuable as a network contract artist. While Cutting will look for talent of all descriptions, possible film talent will most likely be the main object. Film companies have been looking over the sun-tan players for a long time, meaning that NBC partly goes into competition with them in its talent search.

Cutting broadcast tonight over an NBC hookup, talking about the network's quest for new performers and pointing to recent NBC buildups now either big in radio or films or en route there, such as Walter Cassel, Dorothy Lamour and Doris Weston.

Maybe summer resorts will be next.

**ADAM HATS—
"WORN BY MILLIONS"**

WHN
DIAL
1010

**HEARD BY
MILLIONS**

WHN
1540 Broadway
By association with the M.-G.-M studios and Loew's chain of theatres, this station has the key to the greatest talent chest in the world—and it's at the disposal of our advertisers.

Advertisers who want to get their message across to the world's richest market effectively and economically use New York's No. 1 Showmanship Station.

Represented by **E. KATZ SPECIAL ADVERTISING AGENCY**

Air Briefs

New York

FRED SMITH, of King's Features, back and nice and tan. . . All of a sudden, Milton Lewis, WMCA script writer, is in Paris. . . There's been trouble finding suitable guests for the Ford Sunday nights. . . Lillian Okun now with the Hudson Advertising Company, a downtowner. . . Sam Henry, of World Broadcasting, soldiering with the ROTC.

Rhythm show with guests. It won't be Saturday next season.

It won't be *Do You Want To Be an Actor?* but "So you're going to be an actor?" WNEW is airing auditions for various summer stock houses. Producers will have the chicken roost thespians go thru their paces, but minus the gong business. . . LeRoy Keller, of United Press, Detroit for a few days. . . Frank Crumit will emcee *Universal*

Latest of the Remember When? stunts to be done by WHN Tuesdays. Spieler will give news events of 10 and 15 years ago. Then a picture of that particular year will be mentioned. First batch of fans naming star will get duquets to pet Loew theaters. . . Marjorie Mueller, of Script Library, leaves June 20 for a European jaunt. . . Irving S. Strouse now handling publicity for Paul White-man and Artists Management. . . While Procter & Gamble continue their large radio expenditures during the summer, Lever Bros., chief rival, are cutting down on radio expenditures, asking stations for cancellations of contracts until the fall. About eight have said okeh on this, rest refusing to cancel.

Chicago

WBBM's *Manhattan Mother* may go commercial in the fall, a trio of sponsors now bidding for this show. Station is trying to keep it in Chicago and continue to employ a local cast. . . Jack Fulton and Franklyn MacCormack, local CBS artists, among the latest to get screen tests. . . Jackie Heller replaced Johnnie Johnston as vocalist on the *NBC Club Matinee* programs. . . Holly Shively, who became manager of radio service for Lord & Thomas, succeeding Lew Goodkind, will continue to be in charge of radio publicity for the agency. . . Burrige D. Butler, WLS prez, will picnic his staff artists at the Burr Ridge Farm on Sunday. . . Eddie Sim-

mons, WAAF program director, joined WGN's production staff. . . Bunny Daniels, of the J. Walter Thompson Agency, entertained the press at the Congress Casino during opening of Jesse Crawford's engagement. . . Margaret Heckle and Neal Keel, the Monroes of *Across the Breakfast Table*, moved from KMBC, Kansas City, to WBBM here to continue as a thrice-weekly feature for the Household Finance Corporation. Title changed to *Across the Dinner Table*, as the show is piped at 5:45 p.m. . . Elmore Vincent and Don Johnson, NBC's Senator Fish-face and Professor Figgisbottle, toying with a movie offer. . . Quin Ryan landed a year's contract for a daily sports broadcast over WGN. Miller Brewing Company footing the bill.

Pan-American Copyright Act Fails To Protect, Court Says

NEW YORK, June 12.—Citizens of American Republics signatory to the Buenos Aires Copyright Convention of 1910 cannot claim copyright protection in the United States merely because the U. S. is a signatory member, according to a precedential decision handed down in Southern District Court of New York by Judge Alfred Cox in a suit brought by Juan Luis Portuando against Columbia Phonograph Company and Pedro Flores. Portuando alleged Flores published a composition infringing on one of Portuando's. Suit against Columbia was based on a phonograph record Columbia made of Flores' composition.

Court decision, while limited only to the question of copyright reciprocity on mechanicals, infers that general reciprocal copyright matters between the United States and other signatories of the convention will be treated similarly. Upon the strength of Article 3 of the 1910 convention, stating that the acknowledgment of a copyright obtained in one State shall produce its full rights in other States "without the necessity of the complying with any other formality," plaintiff considered himself covered in this country. Litigation, however, revealed that the agreement reached by the convention was of no use to plaintiff because the United States has not passed an enabling act, and that in order to be protected plaintiff would have had to comply with formalities of U. S. copyright law; namely, registration and deposit of copies.

Legal authorities point out that heretofore United States citizens have had sufficient copyright protection in other American Republics signatory to the convention without being required to go thru the formalities of depositing copies. It is considered possible, however, that this may change as a result of this decision.

It is also pointed out that the entry of the United States into the Rome convention (revision of the Berne convention) would mean similar lack of protection unless the United States passed enabling legislation to carry out the rulings of the convention.

Countries signatory to the Buenos Aires treaty are the United States, Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Salvador, Uruguay and Venezuela.

Attorney for defendants was Arthur E. Garmaize.

Trendle-King Incorporate Housewives Air Show

DETROIT, June 12.—The *Ann-Worth-Housewife* program has been incorporated under the laws of Michigan in order to protect the name. Incorporators are George W. Trendle, John H. King and Howard O. Pierce. Program has long been popular over WXYZ, Detroit.

"Fun With Figures"

NEW YORK, June 12.—Agency boys are glaring at charts on pages 20-21 in CBS's *Radio in 1937*. Two bar charts illustrate number of radio sets in use during day and during evening hours. Figures reveal that 57.6 per cent of sets "are in use some time each day before 6 p.m.," while "64 per cent of all radios are in use some time each day after 6 p.m."

Accompanying the graphs is this statement: "Observe that the daytime audience is 90 per cent of the evening audience. . . And this is what has the boys pointing fingers. Graphs refer to radio sets, they say, while the text uses "audience." It's claimed that the 90 per cent figure is misleading because the evening audience is considerably larger than the daytime audience, even the 90 per cent of the total sets may be on during the day."



THE COLUMBIA BROADCASTING SYSTEM

Radio for the nation



America's BEST FOREIGN LANGUAGE STATION



WBNX NEW YORK 1000 WATTS DAY AND NIGHT

THE COPYRIGHT SITUATION

Copyright Amendments Explained

Duffy Bill S. 7
Bloom Bill H. R. 3004
Moser Bill H. R. 2695
(All above identical)

Daly Bill H. R. 5275
Guffey Bill S. 2240
(Artists' Bill)

Sheppard Bill S. 2031
(Existing Law Amended Only
as Indicated)

An assignee's right to copyright a manuscript must be evidenced by a written agreement. (Section 1.)

The performer shall be deemed an author and his rendition a writing the reproduction of which by any means shall not constitute a publication. (Section 30.)

Renditions and performances (of works in public domain (Section 6) included) when reproduced on any and all substances or by any means (phonograph records, discs, sound tracks, tapes) are subject matter of copyright (Section 5) by deposit of one copy for unpublished and two copies for published. (Sections 11 and 12.) The grant by the musical copyright owner of public performance rights shall not carry the right to reproduce a rendition by any of the means here enumerated. (Section 1.)

Compilations, abridgements, adaptations, arrangements, dramatization, translations, other versions of works in public domain or of copyrighted works made under consent or of works republished with new matter, shall bear a notice and application shall state under which version or versions copyright is claimed. (Section 1.)

The individual rights constituting copyright are amplified, as, the right to communicate to the public by radio broadcasting, radio facsimile, wired radio, telephony, television or other means of transmission. (Section 1.) Continuities, works prepared for radio broadcasting or for recording may be copyrighted. (Section 4.)

Copyright in a composite work such as periodical gives a separate copyright to each author of each contribution. (Section 2.)

Foreign works protected without formality but without retroactive liability. (Section 6.) All copyrighted material created by a citizen of and distributed in United States in book, pamphlet, map or sheet form shall be printed in United States. (Section 11.)

Manufacture in the United States shall be required of all records, discs, sound tracks. (Section 13.) The affidavit of United States manufacture shall state name, place and time of manufacture. (Section 14.) Their labels shall have a copyright notice. (Section 15.)

Statutory mechanical license retained. Mechanical reproductions of foreign works made before they become protected can continue to be publicly performed thru such mechanical reproductions. (Section 1.)

Statutory mechanical license is eliminated. (Section 1.)

Their importation prohibited if compositions that are unlawful here.

they contain adaptations of musical (Section 19.)

Term: 28 years and renewal of 28 years similar to existing law. (Section 15.)

Term: 56 years but no assignment or grant of any interest beyond 28 years valid; the other 28 years shall devolve similarly to existing law. (Section 18.)

Damages for infringement not exceeding \$20. A broadcast over two or more stations is one infringement. (Section 17.)

Damages for infringement by any means of the right of rendition or performance from \$250 to \$5,000. (Section 20.)

Auditory reception by use of radio receiving set, wired radio or other distributing apparatus permitted if no admission fee is charged. (Section 17.)

Responsibility and liability placed solely upon originating station when two or more stations broadcast simultaneously. (Section 2.)

Responsibility and liability placed solely upon maker and his distributing agent of electrical transcriptions and of other forms of recording made for broadcasts. (Section 2.)

Honor clause: subject to limitations by contract; customary arranging, adaptation for broadcasting, motion pictures and mechanical reproductions allowed. (Section 23.)

Copyright fully divisible as to rights and territory. (Section 24.)

Failure to record an assignment shall bar the assignee from bringing an action for use made subsequent to date of assignment. (Section 3.)

B. & W. Adds to Labor News Budget

LOUISVILLE, June 12.—An increase in the number of labor programs sponsored by Brown & Williamson Tobacco Company is expected. Recent additions have been WGBI, Scranton, Pa., and WCFL, Chicago, to the tobacco firm's list. Products include Raleigh, Wings, Kools and several brands of pipe and chewing tobacco. Sponsors' regular air stanzas all account that products are union made. Mention handled by Batten, Barton, Dunstine & Osborne. Special union programs, however, are placed direct and consist of Chester M. Wright's *March of Labor* talks. Programs originate on WOL, Washington, and are piped to WEVD, New York. WCFL, Chicago Federation of Labor outlet, and WGBI get discs three days later.

Brown & Williamson, long friendly toward organized labor, swung into labor talk sponsorship after first paying the wire charges for airing the 1935 Ameri-

can Federation of Labor convention at Atlantic City, N. J. Firm took a brief credit with the announcement that it had "made possible" the broadcasting of the pow-wow. Wright is editor of the International Labor News Service, which reaches some 200 labor papers and has a following in trade union circles.

Sponsor gets cuff promotional tieups from various labor groups. Cards and throwaways are distributed at union meetings and WEVD makes special mention of Wright's talks on other programs. Several labor unions buy time on this New York station and attention is directed to B. & W.'s stanza on their programs. Station considers that listening to Wright is part of a general labor educational campaign and tobacco company benefits by the extra promotion.

Speechless Feed Honors John Shepard

PROVIDENCE, June 12. — Fifteenth anniversary dinner of the Shepard-owned radio WEAN here last Saturday

was planned as a speechless banquet, and it got off as scheduled. Altho the nearest approach to a speech during the entire banquet was the toast by John Shepard Jr. to his son, John Shepard III, who established the station in 1922. Over 150 Yankee network officials were present at the Crown Hotel, together with station representatives, agency men and city officials.

Radio men present included Sheldon B. Hitchcock Jr., NBC; James Jonnison, WEAN manager; Richard Voynow, WEAN sales manager; Irving Vermilya, WNBH, New Bedford; Cedric Foster, WTHH, Hartford; Charles Stiles and Sol Chain, WNBH; Paul Swinclair and Edwin J. Morey, WNLC, New London.

From the Yankee-Colonial networks in Boston Roy L. Harlow, assistant to the president; Gerald Harrison, press; Linus Travers, production; Leland Bickford, editor of the Yankee-Colonial news services; William Warner, WAAB sales manager; Carleton McVarish, promotion director; Al Stephenson, publicity director; James Bonner and Robert Taylor, of the promotion department; George Steffy, production.

Chart Shows Changes Asked

Complete explanation offered of all bills seeking to revise 1909 copyright act

Appended chart is a condensed presentation of proposed amendments to the copyright law of 1909. In view of increased uses for music and other copyrightable material thru radio and other phases of mechanization, and in view of the conflicting interests of broadcasters, artists, recording companies and copyright proprietors, all of whose problems are not adequately settled by the 1909 law, this digest is particularly apropos.

Of the five bills considered below, those introduced by Duffy, Bloom and Moser are identical and pertain to publishing. The Daly and Guffey measures are identical, pertaining to rights of performing artists. The Sheppard Bill, in contradistinction to the others, which are bills which would revise the 1909 law, only seeks to amend that law. This fact is indicated in the chart.

Duffy Bill has the backing of the broadcasters but is opposed by ASCAP. Daly Bill is sponsored by the National Association of Performing Artists, headed by Fred Waring. The Sheppard Bill, introduced on behalf of broadcasters, would mean payment for music by the per piece system rather than a percentage basis and would leave damages for innocent infringement up to the courts. It is opposed by ASCAP.

With Washington activity on copyright constant—hearings, etc.—and with the NAB convention starting, this chart, prepared by Arthur E. Garmalze, copyright expert, is timely. It is the first time shown in all categories have been provided with a brief, complete digest of legislation affecting their pocketbooks.

To use the chart: Bills are listed under three columns, those bills appearing in the same column are correlated. In the columns below the bills are brief legal interpretations of the proposed changes, with the parallel material also showing how another bill or bills compare in connection with the same problem. Where interpretations extend across more than one column it means both bills are similar in this particular phase.

WSGN Goes for News

BIRMINGHAM, Ala., June 12.—News-casting gained new prominence over WSGN, Birmingham News station, this week with an increase of over 100 per cent in devoted daily time. Thru new setup in airing of INS flashes and news accounts station now has 11 new periods daily, comprising 45,000 words of International data alone. Three news-casters are dividing the day into three divisions, W. R. Membrey in charge of the morning programs, Winthrop Kelley in the afternoon and Percy Taylor after 6:30 p.m.

Have Your Choice— An Act or a Grave

DETROIT, June 12.—Robert Bretland, manager of the Metro-Polyton Entertainment Bureau, is on OKLW with a new program advertising a cemetery, White Chapel Memorial Park. Program goes on seven mornings a week, with organ music by Bretland.

Program also gives a plug for the Bureau's production and school activities, including the Rainbow Chorus. Latter group went off the air last week after being on steadily since October and will spend the summer giving concerts in the Detroit city parks under municipal auspices.

Program Reviews

EDST Unless Otherwise Indicated

"Pittsburgh Varieties"

Reviewed Tuesday, 7:30-8 p.m.
Style—Variety. Sponsor—Philadelphia Company. Station—KDKA (Pittsburgh).

This is the 179th program sponsored by this light firm, featuring local guest stars and sustaining ork plus chorus, furnishes pleasant half hour. Not unusual in content or manner of presentation, half hour is refreshing, both in variety of talent and brief, pointed plugs.

Tonight headlined "Cavalcade of Jackie Heller," Pittsburgh native, who sang and enacted autobiographical bits, and pianist Earl Wild, who played a Strauss waltz, then one of own compositions. Regular ork, led by Al Egizi, gave out somewhat tinney arrangement of Gee, *But You're Swell* and slick swing version of *Comin' Thru the Rye*, as well as accompaniments for guest artists. Male chorus on martial music completed spot numbers.

Commercials and program announcements by trigger-voiced Bill Sutherland, station staff-man. M. F.

"Radio Gossip Club"

Reviewed Wednesday, 2-2:15 p.m.
Style—Chatter. Sponsor—Illinois Meat Company. Agency—J. L. Sugden. Station—WBBM (Chicago).

Eddie and Fannie Cavanaugh, well-known radio couple in the Windy City area, conduct this five-a-week radio gossip series in an informal and entertaining manner. Answer queries pertaining to radio personalities and follow with local news notes of interest to air fans, plus guest stars. Brief opening and closing commercials selling meat products are handled by Paul Luther.

Hon.

"Your Neck of the Woods"

Reviewed Monday, 10:30-11 p.m.
Style—Talk and music. Sustaining on WABC (CBS network).

Author Carl Carmer has a neat audience-building-and-holding idea here that seems also to be cheap to produce. Weekly half hours are devoted to different States and legends, history, lore and music of each particular State are aired weekly. Program has plenty of appeal and Carmer is the man for the job. Author of *Stars Fell on Alabama* and other books is too brainy to go overboard on the folksy or sentimental side as many might be inclined.

Carmer has a pleasant, cultured, informal personality, ideally suited for this program. On show heard Arkansas was selected as the State to be honored.

Tidbits of history, done in an amusing fashion, were told. Added to this were a hunting song and the *Arkansas Traveler*. Singer on the program tried hard, but she lacked the gusto and feeling for such stuff. Too soft and sweet.

While material seemed to be first-hand stuff, it's the sort of thing that can be easily dug out of books and freshened up for the air clientele. Nice running show and not too highbrow.

B. H.

Sugar Bowl Game Open

NEW ORLEANS, June 12.—Joseph M. Cousins, president of the New Orleans Mid-Winter Sports Association, today denied that a contract had been entered into between the association and any radio network for the rights to the next Sugar Bowl game. In making this statement, Cousins said that he did so at the request of the executive board of the association following rumors that the association had sold its rights to NBC for \$10,000. The two past Sugar Bowl games have both been NBC piped.

Olive Oil Firm Using Air Buildup

NEW YORK, June 12.—Test campaign to determine how radio can build markets for a new product, unaided by newspaper or other media, will be started next week by Pagliacci Company. Firm distributes Italian foods and opening spot announcements, six weekly, will plug olive oil.

Company is a new one and has no following with Italian-American or other consumers. Announcements will be in Italian on WEVD.

KSFO Gives In, Adding Daily Newscast Series

SAN FRANCISCO, June 12.—Return of Sam Hayes in a six-a-week quarter-hour newscast for Bank of America on KSFO and the Coast CBS net gives this town plenty of air news and gives the dailies another headache.

KSFO boasted until recently that it had no news, presumably to curry favor with the local press. Now, however, it has 45 minutes daily. CBS outlet is still well down the list, however, when compared with other stations in amount of news. KPO has 70 minutes a day, while KJBS has 60 minutes.

KFRC, Don Lee outlet, leads with at least 95 minutes. Of this 45 minutes is to the Don Lee net and the rest is local.

In addition to the regular broadcasts, these and other local stations give news flashes between programs thruout the day. There are also many special news-type programs such as S. & W.'s "Junior News Parade," KGO's sport highlights, style and shopping news, household hints and theatrical news.

Set WHK NBC Rate

CLEVELAND, June 12.—WHK replaces WGAR as a member of National Broadcasting System's basic Blue September 26. Station rate will be \$340 per evening hour. Affiliated with *Plain Dealer and News*.

Defeat Station Tax

LITTLE ROCK, Ark., June 12.—The city of Little Rock struck a snag June 10 when Chancellor Frank Dodge ruled that a privilege tax could not be levied against radio stations engaged in interstate commerce. City Attorney Ed I. McKinley Jr. said the case would not be appealed to the Supreme Court, partly because the Georgia Supreme Court decided a similar case in favor of radio stations. The city sought to levy a tax of \$100 annually against KLRA and KGHJ.

NEW YORK, June 12.—Federation *Cavalcade* will be part of a fall campaign for the Federation of Jewish Charities produced by the Blow agency. Program will consist of guest talent similar to theater benefit idea and will be on a local station. Agency is contributing services and talent will do likewise.

Senate Gets Wis. Anti-ASCAP Bill Aimed at 'Music Racket'

Wisconsin State Legislature seeks federal legislation to protect "innocent business men"—referred to Senate patents committee—Nebraska, Michigan situations

WASHINGTON, June 14.—The Senate has turned the Joint Resolution of the Wisconsin State Legislature, which thunders against music "racketeering," over to the Senate Committee on Patents. Chairman McAdoo (Dem., Calif.) will present the Wisconsin petition for national legislation to "correct copyright abuses" before his fellow committee members when hearings on three bills for copyrights are started. Hearings, however, will have to wait until hearings on a bill to establish a Court of Patent Appeals are finished. Two days, beginning June 22, are believed sufficient for the patent bill and, following the committee report, presumably a week later, the copyright measures will be considered.

Wisconsin charges that corporations have been organized for the purpose of obtaining from composers and creators of musical compositions the assignments of copyrights, and by various racketeering methods obtaining money from proprietors of public places where music is played by victrolas, radio or individuals. The alleged methods include threats of lawsuits, use of investigators to obtain "infringement" evidence and bringing of wholesale actions in federal courts. Claiming that "large sums of money have been taken from unsuspecting and innocent business men for which they have received nothing in return, and . . . the tactics and methods of such corporations and their agents can be restrained or regulated effectively only by federal legislation . . . the Legislature of the State of Wisconsin respectfully memorializes the Congress of the United States to enact legislation prohibiting such racketeering on copyright music."

The patent hearings will consider three bills on copyright which include measures introduced by Senator Duffy (Dem., Wis.), Senator Shepard (Dem., Tex.) and Senator Guffy (Dem., Pa.). These bills are explained and compared elsewhere in the Radio Department. The Duffy Bill passed the Senate last year but died in the House, but its revival this session is expected to pass both Houses, altho it is expected a powerful ASCAP lobby will be thrown against it.

Wisconsin

MADISON, Wis., June 12.—The Cashman Bill, relating to a franchise tax on music brokers and the regulation of private investigators of public rendition of copyrighted music, was passed by the Legislature June 8 and has been sent to the governor for signing.

Bill provides that music brokers are required to pay a 25 per cent franchise tax on their gross receipts from persons within Wisconsin for licenses for the public rendition of copyrighted music.

Private investigators are required to file application with the secretary of state giving name, residence, former and present occupation, employer's name, names of copyright owners for whom information is sought, and the basis and rate of remuneration. Annual fee for license under the bill is \$25.

Violators are subject to a fine of from \$200 to \$500.

Buck's Statement

DETROIT, June 12.—Gene Buck, president of the American Society of Composers, recently appearing before the Senate committee on State affairs, at Lansing in opposition to Senate Bill No. 331, which has to do with the copyright music law, said: "A man will open a radio station, pay the engineer to design it, pay for the material to build it, pay for operators to run it, for talent to provide his programs, for an orchestra to play his music—and music comprises 75 per cent of this raw material—but it never occurs to him to pay for the music." He continued: "The job of the American Society of Composers is to see that he does pay for that music."

Nebraska Situation

LINCOLN, Neb., June 14.—Applying for a restraining order against enforcement of the recent legislative bill to abolish ASCAP's operation in Nebraska, Gene Buck, president of the society, charged among other things that (See SENATE GETS on page 13)

Indie Gives Pittsburgh First Fight Series

PITTSBURGH, June 14.—First regular schedule of fight broadcasts is set here to start today, with WWSW airing weekly matches from Hickey Park. Joe Tucker will blow-by-blow for Duquesne Brewing Company, order going thru Walker-Downing agency.

Commercial another feather in hat of *Post-Gazette*-owned station, out to make its name as Pittsburgh's sports broadcaster. Bike races, PGA tourney, football, baseball and almost every other kind of contest have been aired in past few months.

WMC Promotes Several

MEMPHIS, June 12.—WMC, as part of an expansion move, has upped several staff members. Bill Fielding was named merchandising director in charge of local sales. He had been production director, with William H. Ramsey to take over this post. Earl Moreland is now chief spler.

Heilmann Gets Cnrions

DETROIT, June 14.—Harry Heilmann, baseball veteran and sports broadcaster of the Michigan Radio Network, will do an inquiring reporter in a series which starts today over the Michigan chain.

New program is sponsored by the Heckman Biscuit Company.

GRANT and his ORCHESTRA

On RADIO'S Longest Show for General Mills
WMC Daily
2:30-5:30 p.m.
Lee Grant turns in a true surprise, band doing a tip-top variety job.
BILLBOARD, May 1, 1937.

GRACE and SCOTTY

WEAF Red WJZ Blue
RADIO CITY Coast to Coast

GUS ARNHEIM

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

JOE MARSALA

his clarinet and His Chicagoans
Now 12th wk. HICKORY HOUSE, N. Y.
Variety Recordings

★ **HARRY SALTER**

conducts
"LUCKY STRIKE HIT PARADE"

Every Wednesday
10-10:45 P.M. EDST

★ **RED NETWORK NBC**

PHOTO REPRODUCTIONS IN ALL SIZES

SUMMER SPECIAL
100 — 8 x 10 — \$6.90 Any. Desired
MOSS PHOTO SERVICE 1545 Broadway, New York, N. Y.

AFM Report Cites Gains

Secretary reports 3 locals added — 1,537 cases to exec board for the year

LOUISVILLE, June 12.—As indicating improved conditions for musicians, Fred Birnbach, secretary of the American Federation of Musicians, reports a gain of three locals for the fiscal year as compared with a loss of 31 locals last year, and an increase in 539 cases contained on the docket of the international executive board. One hundred and sixty-four of the board's total of 1,537 cases have still to be completed.

In conjunction with these figures showing a jump in activity, Birnbach says the work of the federation's other departments has increased proportionately.

Total conditional membership cards issued during the year numbered 945, or 73 less than the previous year. On the other hand, 73 conditional transfer cards were issued as against 23 for last year.

Gain of three locals results from issuing of 23 charters and canceling 20. Those issued are for Olympia, Wash.; International Falls, Minn.; Lynchburg, Va.; Roanoke, Va.; Crawfordville, Ind.; Helper, Utah; Yanpton, S. D.; Sandusky, O.; San Luis Obispo, Calif.; Macomb, Ill.; Lewistown, Pa.; Helena, Ark.; Spencer, Ia. (reinstated); Columbia, Mo.; Seattle, Wash. (restored colored unit); Elwood City, Pa. (restored); Deer Lodge, Mont. (restored); New Kensington, Pa. (restored); East Aurora, N. Y. (restored); Moberly, Mo.; Sayre, Pa. (restored); Santa Ana, Calif. (restored); Birmingham, Ala. (restored colored unit).

Decca Beats "Anthems" Ork

CHICAGO, June 12.—Decca Records won out this week in a suit brought by J. Clifton Hull, manager and owner of the Anthems of Joy Ork, in Municipal Court here for \$10,000. The ork contended that its contract with Decca was breached when the firm did not record 24 selections, as agreed. Decca contended that it was under no obligation to record if practice recordings proved unacceptable and unsatisfactory, the court holding in this contention. Henry A. Kalchheim represented Decca.

Buckeye Lake Bookings Set

BUCKEYE LAKE, O., June 12.—Doc Perkins, new Pier manager here, began the season May 26 with Johnny Hamp and ork, followed by Rita Roy and her NBC Ork June 3. Biz swell with both units.

Perkins plans to bring more name bands here than ever before. Among those booked are Paul Whiteman, Ina Ray Hutton, Clyde McCoy, Austin Wiley, Les Brown, Blue Barron and Cab Calloway. Booking handled by Stan Zucker, of CRA, in Cleveland.

Gus Edwards Quits CRA

NEW YORK, June 12.—Gus C. Edwards, general manager and vice-president of CRA, turned in his resignation Thursday to become effective July 15. His new connection has not been announced. Edwards, now in the Texas territory for CRA, joined the firm when it absorbed Kennaway agency a few months ago.

More Detroit Bands Set

DETROIT, June 12.—Bernard Besman, of American Attractions Orchestra Division, announces the Baker Twins will close at Woods Ballroom here tonight and then do one-nighters in Michigan. Bob Shepler and orchestra set to play at the Mayfair, Lansing, to September 8. Charlie Lazin's Orchestra will continue for eight weeks more at the Oasis, here.

Des Moines Ballroom Opens

DES MOINES, June 12.—Abe Frankel, owner of Riverview amusement park, has signed Dick Tevel, of KSO and KRNT, as emcee at Riviera ballroom for the summer. Jerry Gates' orchestra set.

Disc News in This Issue

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

CRA Signs 3 More Spots Exclusively

NEW YORK, June 12.—Consolidated Radio Artists, Inc., has signed three more summer spots exclusively. A 26-week contract with the Beverly Hills Country Club, Newport, Ky., features Barney Rapp from the 15th.

At the Waco Pavilion, near Seymour, Ind., CRA will bill Lee Bennett from July 9 to 22; Maurice Sherman, July 23 to August 6, and "Tweet" Hogan the remainder of the season.

Thru CRA's Dallas office, the lineup at the Rice Hotel, Houston, is as follows: Don Bestor until July 6; Reggie Childs, to July 23, when Jack Denny comes along from the Drake Hotel, Chicago. Upon leaving the Rice Bestor will open at Peabody Hotel, Memphis, July 7, and at the New Penn, Pittsburgh, July 30.

Club Rents Ballrooms; Promotes Dance Evenings

SAN FRANCISCO, June 12.—The Diplomat Club, headed by Al Bramy, has taken over the Oakland ballroom, changed its name to the Mayfair and is giving dances Saturdays with Noel Thomas' Orchestra. The place has failed to do good business, which has been the case with every organization that tried to promote it.

In San Francisco the club rents Wolohan's Ballroom Fridays and, with Thomas' Ork, draws from 1,000 to 1,400 dancers. For the summer it has taken over the Gurneywood Bowl at Gurneyville and has installed Bob Saunders Orchestra six nights a week. Plans are under way to air Saunders over the Coast CBS net, which would mean an 80-mile line haul.

Saunders and Thomas are being booked thru Associated American Artists.

Work for Colored Bands

DETROIT, June 12.—The former Musicians' Booking and Service Bureau has altered the firm name to the Colored Musicians' Booking and Service Bureau and is specializing in colored orchestra work. Ted Sanford is acting as field man, and Jap Sneed, who operated the Studio Attractions as an affiliate of the office, is no longer connected. Orville Mumford, general manager, reports prospects for colored bands in this territory are good.

Harry Moss To Expand

NEW YORK, June 12.—Harry Moss, of Associated Radio Artists, is touring the Midwest to handle bookings for his accounts and to open branch offices.

R-O'K's "Slow But Sure" Way; Angle in Big Agency Situation

NEW YORK, June 12.—With other big band agencies scrambling for bands, Rockwell-O'Keefe explains the reason why it has only 30 bands under management today is its policy to never take a band under an exclusive contract without first finding it a job. Organized three and a half years ago when it had only Casa Loma, Claude Hopkins and Victor Young under contract, it claims

the "slow but sure" way is the "best type of management."

Consolidated Radio Artists, a year old, has about 130 bands under contract, while Music Corporation of America, around 12 years old, has more than 200 under management. Irving Mills, Radio Orchestra Corporation, Associated Radio Artists, Paul Wimbish, Harold F. Oxley, Charles Schribman and Meyer Davis are among the offices handling anywhere from three to 20 bands each.

Defending its policy of cautious expansion, R-O'K claims it has lost only two notable bands—Tommy Dorsey, because of the Dorsey brothers' split, and Riley Farley.

The spectacular competition between MCA and CRA to corner the band field has raised the question among bands as to whether it is more profitable to tie up with a big office or not. Big-office advocates point out the exclusive booking contracts, the vast exploitation machinery, radio connections, picture and stage angles, and finally that if a band is really good only a big agency can exploit its possibilities properly.

On the other hand, those favoring the smaller agencies claim the smaller offices can give more personal attention to a band and that thru splitting commission they, too, can spot a deserving band into the better places.

Anti-ASCAP Bill Dead Issue in Ill.

CHICAGO, June 12.—State Legislature at Springfield closes in two weeks, leaving the anti-ASCAP bill, introduced several months ago, a dead issue on the House docket.

Bill provided for abolishment of all composer, author and publisher organizations in Illinois, but with more important issues to handle and diversified opinions raised on the constitutionality of the bill, it was not deemed urgent, according to E. S. Hartman, local ASCAP head.

Old-Time Music Clicks

DETROIT, June 12.—Old-time dancing is drawing crowds Monday nights to the Oriental Cafe, Highland Park, where Frappier's Old-Time Orchestra plays.

Oriental is being run by Tony Miller, former Chicago vaude agent, and Izetta, formerly billed in Keith vaudeville as "Queen of the Accordion." Duo continue to do their specialties at their own night spot. Izetta, using the stage name of Cookie, directs the band, plays piano, accordion and sings. Mountain Red, hillbilly singer on WMBC, is soloist at the spot, doing guitar numbers also.

Writers-Pubs Pact Near

NEW YORK, June 12.—Quarrel between songwriters and publishers carried over into this week, with a tentative agreement on a 50-50 split over sync and transcription fees being reported, but no definite arrangements made. Harry Fox, chairman of the board of Music Publishers' Protective Association, said nothing definite was agreed upon. Next contact is scheduled for Tuesday.

Robbins Absorbs Miller

NEW YORK, June 12.—Miller Music, Inc., has been taken over by Robbins Music Corporation, MGM - controlled publishing house. Affairs of Miller Music will be handled separately.

Buddy Morris To Return

NEW YORK, June 12.—E. H. (Buddy) Morris, vice-president and general manager of the Music Publishers' Holding Corporation, music subsidiary of Warner, has been recuperating on the West Coast from a prolonged illness and will return here soon.

Reviews of Records

By M. H. ORODENKER

Victor

Same stand-bys for this label, and while they all deliver tip-top tootings the surprise element for the wax cult is beginning to wear thin. BUNNY BERIGAN, improving with each session, has his best to date in *The First Time I Saw You*. A torrid tempo for the torrid trumpeting, the band hitting it solid. For the reverse Victor fills with an importation of the British dance master, ROY FOX, making a sweet brand of music with *Harbor Lights* (25593). EDDY DUCHIN gives per usual for *Ten o'Clock Town* and *A Star Is Born* (25589), as does TOMMY DORSEY for *Love Is Nearer Out of Season* and *Our Penthouse on Third Avenue* (25591), all tunes from the flicker folio with a pop flavoring.

For the swing standard LIONEL HAMPTON gives another jamfest with the hitting strains of *On the Sunny Side of the Street* and in traffic-stopping tempo, *I Know That You Know* (25592). Johnny Hodges highlights the street side

with superb saxology, and while the reverse has Hampton taking over the drum sticks from Cozy Cole for the stop choruses, Buster Bailey's riffing on the clarinet is nothing short of terrific.

Decca

Once again Decca points the way in testing the commercial possibilities of instrumental soloists. This packet brings six sides by PIETRO (DIERO) and his accordion, whose appeal should engulf a wider scope than the fraternity of squeeze-box tutors and scholars. That his mastery of the vertical keyboard is complete, the prize push-puddler gives a waltz medley with *Giribairin*, O Sole Mio, *Cielito Lino* and *La Spagnola*; the spirited marching songs, *Pietro's Return* and *Sharpshooters' March*, and a sample of his flawless technique for the *Dora mazurka* and *Elvira waltzer* (1276, 1277, 1278).

Satisfying periods of standard synopation are offered by LENNIE HAYTON in (See REVIEWS OF RECORDS page 27)

New Mexico Bars Bands

Out of State musicians taxed heavily — anti-AFM angle — bands avoid N. M.

SANTA FE, N. M., June 12.—Conditions for musicians in New Mexico are becoming unbearable, indications being the local authorities are becoming "tax-crazy" as far as traveling bands and tourists are concerned. According to Charles L. Clover, pianist, highway department officials require that anyone coming into the State for work or profit must pay all required taxes before entering the State, said taxes being collected at the various ports of entry along the State line.

A band composed of eight men which recently stopped at a port of entry was nicked for \$8 a man, \$15 for the leader and manager and had to pay license fees for two cars and additional fees for brake and light tests, which totaled \$107.75.

Daily newspapers are worried about unfavorable publicity and playing up the Shylock angle of the situation, harping on the fact that a band was held at San Jon for various taxes, the sum being finally put up by local citizens. Before the arrangements were completed, policemen arrived to collect the levy.

Clover claims the Independent Musicians' Protective Union of Albuquerque, N. M., which is allegedly outspoken in its opposition to the American Federation of Musicians, fostered a bill barring "outside" musicians from the State and allowing none to work until after one year's residence. Bill was killed in committee but apparently sneaked thru as an amendment to the tax law. Aimed at all crafts and trades, bill is especially effective against musicians, who are easily spotted at ports of entry owing to large instrument cases.

New Phila. Musicians Elect

NEW PHILADELPHIA, O., June 12.—John W. Meese has been elected president of Local No. 404, American Federation of Musicians, succeeding V. J. Weber, of Dover, O. Other officers are Marvin Miller, vice-president; Carl A. Wolfe, secretary; C. E. Knisely, treasurer, and B. A. McConnell, Harry Kaerman and John Helwig, trustees.

Turn to Radio Department for additional news on the music and radio copyright situation.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks. WJZ and WEAJ (NBC) and WABC (CBS) from Friday, June 4, thru Thursday, June 10, and also, for comparative purposes, from Friday, May 28, thru Thursday, June 3. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position	Title	Publisher	Plugs			
			June 4-10	May 28-June 3	Net. Ind.	Net. Ind.
1.	September in the Rain (F)	Remick	32	26	26	22
2.	Never in a Million Years (F)	Robbins	28	27	27	23
3.	Carelessly	Berlin	27	22	25	26
4.	Where Are You? (F)	Feist	26	26	23	16
5.	It Looks Like Rain	Morris	26	6	27	5
6.	Sailboat in the Moonlight	Crawford	24	21	16	14
7.	Sweet Leliani (F)	Select	24	17	21	16
8.	There's a Lull in My Life (F)	Robbins	23	18	21	22
9.	Where or When? (M)	Chappell	22	24	15	19
10.	They Can't Take That Away From Me (F)	Chappell	22	21	28	24
11.	On a Little Dream Ranch	Shapiro, Bernstein	21	9	12	8
12.	Was It Rain? (F)	Santley-Joy	20	26	15	21
13.	They All Laughed (F)	Chappell	20	22	17	24
14.	When Two Love Each Other	Davis	19	5	19	6
15.	Love Bug Will Bite You	Santley-Joy	17	28	22	18
16.	Swing High, Swing Low (F)	Famous	17	12	14	17
17.	Toodle-oo	Words & Music	17	8	11	11
18.	Wake Up and Live (F)	Robbins	16	17	6	20
19.	Johnny One-Note (M)	Chappell	15	16	16	15
20.	Blue Hawaii (F)	Famous	15	10	15	23
21.	Turn Off the Moon (F)	Popular	15	7	16	8
22.	You're Looking for Romance	Ager, Yellen	14	27	5	16
23.	Merry-Go-Round Broke Down	Harms	14	14	9	8
24.	Let's Call the Whole Thing Off (M)	Chappell	13	16	20	19
25.	The You and Me That Used To Be	Berlin	12	12	14	11
26.	Cause My Baby Says It's So	Remick	12	12	7	10
27.	I'm Bubbling Over (F)	Robbins	12	9	10	16
28.	That Foolish Feeling (F)	Feist	12	4	11	8
29.	Caravan	Mills	11	14	2	6
30.	Havin' a Wonderful Time	Pauli-Pioneer	11	13	8	9
31.	My Little Buckaroo	Witmark	11	7	7	8
32.	Little Old-Fashioned Music Box	Harms	11	6	8	5
33.	Love Is Never Out of Season (F)	Feist	11	3	5	2
34.	Too Marvelous for Words (F)	Harms	10	13	9	21
35.	Little Old Lady (M)	Chappell	10	7	8	10
36.	I'm Hatin' This Waltin' Around	Harms	10	6	8	8
37.	All God's Chillun Got Rhythm (F)	Robbins	10	6	6	3
38.	Good Mornin' (F)	Famous	10	5	5	9
39.	How Could You?	Remick	9	19	14	13
40.	It's Swell of You (F)	Robbins	9	15	16	15
41.	You're Precious to Me	Marks	9	12	11	16
42.	I Know Now (F)	Remick	9	10	6	6
43.	Can't You Hear That Mountain Music?	Famous	9	5	8	6
44.	So Rare	Sherman Clay	8	4	7	8
45.	Bugle Call Rag	Mills	8	4	1	3
46.	Stardust	Mills	8	10	6	10
47.	Sweet Is the Word for You (F)	Famous	8	10	6	7
48.	I Hum a Waltz	Miller	8	3	13	5
49.	Tomorrow Is Another Day (F)	Robbins	8	3	6	2
50.	Our Penthouse on Third Avenue (F)	Feist	8	3	2	2
51.	Stompin' at the Savoy	Robbins	8	1	5	4
52.	You Will Never Go to Heaven	Donaldson	7	15	9	12
53.	Big Boy Blue	Schuster	7	14	6	3
54.	Boo Hoo	Shapiro, Bernstein	7	12	7	10
55.	Love Song of Long Ago (F)	Feist	7	7	4	2
56.	You Can't Run Away From Love	Remick	7	6	7	11
57.	Cuban Pete	Hollywood	7	5	11	3
58.	Rockin' Chair Swing	Red Star	7	4	6	5
59.	Study in Brown	Simon	7	5	0	1
60.	Satan Takes a Holiday	Exclusive	7	2	5	7
61.	You're My Desire	Harms	7	0	1	0
62.	Scattin' at the Kit Kat	Mills	6	10	4	7
63.	Night Over Shanghai (F)	Remick	6	8	9	5
64.	Without Your Love	Miller	6	8	6	6
65.	Honeysuckle Rose	Santley-Joy	6	8	0	2
66.	Strangers in the Dark (M)	Crawford	6	7	4	4
67.	Shall We Dance? (F)	Chappell	6	6	6	5
68.	Seventh Heaven (F)	Hollywood	6	4	6	2
69.	Sweet Sue	Shapiro, Bernstein	6	4	1	1
70.	Miller's Daughter Mary Ann	Shapiro, Bernstein	6	3	8	3
71.	Love Is a Merry-Go-Round	Shapiro, Bernstein	6	1	7	2
72.	Sing and Be Happy (F)	Fox	6	1	4	2

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ended June 14.

Sheet-Music Leaders

(Week Ending June 12)

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

Sales of music by the Maurice Richmond Music Corporation, Inc. are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. September in the Rain (Remick) (1)
2. It Looks Like Rain (Morris) (11)
3. Sweet Leliani (Select) (2)
4. Never in a Million Years (Robbins) (4)
5. Carelessly (Berlin) (3)
6. Merry-Go-Round Broke Down (Harms)
7. Blue Hawaii (Famous) (5)
8. Little Old Lady (Chappell) (3)
9. Was It Rain? (Santley-Joy) (3)
10. Where Are You? (Feist) (12)
11. Love Bug Will Bite You (Santley-Joy) (7)
12. The You and Me That Used To Be (Berlin) (14)
13. Where or When? (Chappell)
14. Sailboat in the Moonlight (Crawford)
15. They Can't Take That Away From Me (Chappell) (13)

PHONOGRAPH RECORD best sellers will be found on page 85.

Band Reviews

Count Basie and Band

Reviewed at the Apollo Theater, New York City. Style—Smooth, hot band.

Instrumentation: Count Basie, piano; Earl Warren, Herschel Evans, Jack Washington, Lester Young, saxes; Walter Page, bass; Freddy Green, guitar; Joe Jones, drum; Ed Louis, Bobby Moore, Clayton, trumpets; Dan Miner, George Hunt, trombones.

With a first-rate rhythm section to back it, this band stays in the groove and works together solidly to give heat. Unknown six months ago, Basie and the boys have been making quite a name for themselves since they rode in from the Kansas plains.

The band was obviously inhibited by the stage and didn't give as much as they seem able to. Went to town in their opening number, *Daisy Stamp*, and closed with *Toby*, a bit of jam the boys worked out for themselves, Lester Young taking two sax choruses and showing plenty of tone and excitement. Warren doubled in two vocals, *Where Are You?* and *Body and Soul*, which were on the sugary side but got a big reception from the house. Billie Holiday, now with the Basie outfit and one of the top hat warblers around, sang *Can't Get Started With You* with a drawl and sex and feeling that made you want to listen to her forever.

Band needs more showmanship and color if it's to gain wider popularity. Basie's smile and gestures should be played up more, as well as the Krupanic of drummer Jones, who has a genuine vitality and go in his sticks. Basie's ivory-pounding is easily in a class with that of "Father" Hines, and the piano should take more of a spot. Brasses lack tonal richness, but this should develop with time because the group is composed of young musicians.

Maceo Birch is doing the arrangements. The band opened at the Savoy Ballroom for three weeks June 13. *Zolotou.*

More Song Book Raids in N. O.

NEW ORLEANS, June 12.—Seven local news stands were made defendants in federal court this week in the latest of a series of suits filed here for alleged copyright law infringements by members of the Music Publishers' Association.

Defendants have been instrumental, the petition said, in distribution of "Paramount No. 20" song book in which are printed six songs forbidden as its contents. Damages involved at \$250 on each of 42 counts, six counts for each of the seven dealers.

Plaintiffs are Santley-Joy, Douglas & Gumble; Southern, Schuster and Miller and Select Publications.

1,709 CANNED

(Continued from page 4)

protesting the cuts passed a resolution saying, "We hereby resolve that we will stand together as one united body and refuse to accept dismissals of a single member of any of our organizations, and will take such action as is necessary to make this resolution effective."

A delegation was to take this to Washington and also give copies to Mrs. Flanagan and Farnsworth. Present at the meeting were representatives of Equity, Chorus Equity, Musicians' Local 802, Stagehands' Local 1, Scenic Artists' 829, Theatrical Wardrobe Attendants, American Federation of Actors, Association of Theatrical Agents and Managers. Meanwhile the WEA'ers are talking of a hunger march on Washington.

DENVER, June 8.—Starting on a new plan for the fall season, the Denver WPA Theater Project will produce one show each month instead of two, and 10 actors will be added.

Plans for the summer include *Elektra* in the Greek outdoor theater in the Civic Center.

DES MOINES, June 12.—The Federal Theater plans to continue summer stock at Lake Okoboji, Arnolds Park, Ia. Bernard Suss, former director of a stock company in Minneapolis, may be director for the Arnolds Park stay.

Herbert Ashton Jr., retiring director, will attend the summer theater sessions of Vassar, Poughkeepsie, N. Y.

Chi Music Notes

CHICAGO, June 12.—Pliner and Earle, piano duo, opened at the College Inn here. Al Pliner is from the local Leo Feist office.

Fred Dempsey, local manager for Words & Music, was recently elected to the Professional Music Men, Inc., board. Music men held their first picnic this season at Long Lake Friday.

Walter Hirsch and Lou Handman authored *Don't Ever Change*, published by Santley-Joy, for a forthcoming picture, *Rhythm in the Clouds*. Song being piped over the air by Carol Weyman.

Sid Goldstein arrived here recently to represent Miller Music, Inc. Ray Gilbert, arranger and material

writer for Sligh & Tyrell, has penned *I'm Burke the Jerk from Albuquerque*, now being used by Jerry Lester at the Royale Frolics.

Detroit Song Contest Set

DETROIT, June 12.—Plans for a State-wide songwriters' contest are being completed by Cecil Binkrant, of Peerless Music Publishers. Contest will be put on over the air, probably with a sponsor, and will run thru the summer. Leading bands have promised to play the winners.

SAM FOX is sponsoring *CCC Follow On*, featured in the Monogram film *Blazing Barriers*.

Music Items

CLARENCE E. STEINBERG, prexy of Music Friends Service, Inc., has had additional honors thrust upon him. Besides holding office of town attorney of Roslyn, L. I., N. Y., he has just been appointed acting police judge at the same place.

HUBERT J. BRAUN, of the Braun Organization of Music, which recently opened a branch in New York, is in town on business connected with several other enterprises, besides consulting with his Eastern representative, William Ortmann, about two new songs, *Might Have Been* and *Out Where the Trail Begins*.

LEW BROWN and Ray Henderson, again as a song-writing team, will work out of Crawford Music Publishing Company, which will handle their numbers. By a strange twist of events, they are back with the same concern of which they were once partners.

JACK MEAKIN, orchestra leader, was a visitor to the Roy Music Company, New York, last week. Meakin came from San Francisco to meet O. B. La Freniere and his son, Charles, regarding Meakin's latest composition, *Cats on Parade*.

HERBERT MARKS, of the E. B. Marks Music Company, reports the return of Alfred Solman, composer of *The Bird on Nellie's Hat*, *I Wish I Had My Old Girl Back Again*, *When the Bell in the Light-house Rings*, etc. Solman's latest is *Try-Tappin'*, described as a real novelty.

Another problem confronting music publishers, especially independents, is how to start a song on its way. With radio the best channel of exploitation, the aid of band leaders is essential. Their co-operation is not always easy. Special arrangements, continuous contacts and other procedures must be considered. Artists, those in particular on commercials, usually have little say as to what numbers they should use over the air. On sustanings, conditions are a trifle better, with a chance of a plug in the publishers' favor. When it comes to an opportunity to have a star introduce a new work, tunes already heard usually receive the preference. Performers who have tried out late releases have found that their reception is usually weak.

FRANK MAGINE, writer and owner of the Anglo Continental Music Company, Chicago, has established a branch with the Bob Miller office, New York. He is concentrating on two recent releases, *Mediterranean Lady*, from the Universal picture *Singing Bandit*, and *In a Trance*, novelty waltz.

JACK MILLS MUSIC COMPANY is publishing Will Hudson's latest, *You're My Desire*. Also Woody Herman's hot clarinet solos in folio form, with his own versions of *Dinah*, *Ain't Misbehavin'* and other Mills hits.

MOVIE TONE MUSIC has added *My Sweet Tahiti*. It is from the Martin Johnson jungle epic *Borneo*. Lew Lehr, Movie-tone news commentator, furnished the lyric.

JOHNNY FARRO'S *Formal Night in Harlem* is being featured in a movie short of the same name.

AFTER MAKING *Sorryglad* a hit in Philadelphia, Frank Capano and Ed Seleto are pushing their new song in new territory. Tin Pan Alley Music Company is publishing it.

WAYNE CODY, juve entertainer over WFIL, Philadelphia, reviving a ditty from his old vaude routine, *The Wedding of the Clocks*.

CLAUDE LAPHAM, music arranger and composer, who recently returned to New York from a trip to the Far East, is now located in the offices of Sam C. Fox Music Publishing Company.

J. C. WOODARDS has placed two songs with G. McKinley Coleman Music Publishers, New York, a waltz ballad, *What Will Tomorrow Bring?*, and a novelty fox trot, *When the Grouse Came to Town*. Woodards is piano-accordionist with Ringling Bros.-Barnum & Bailey Circus.

SESAC Adds U. S. Catalogs

Runs total up to 85 publishing houses—including National Music Company

NEW YORK, June 12.—Society of European Stage Authors and Composers (SESAC) has acquired additional American repertory. All licensees have been informed that SESAC, besides its previous catalogs, now holds exclusive copyright and performing rights to all musical compositions and publications included in copyrighted catalogs of the following:

Chart Music Publishing House, Inc.; De Vaignie Music Corporation; Franklin Earl Hathaway, music publisher; W. H. Sajewsky and National Music Company, Inc. All above are Chicago houses, the last mentioned including Albright Music Company, H. W. Fairbank Company, Hart Music Company, Select Music Company and Windsor Music Company. Other new houses with SESAC are K. L. King Music House, Fort Dodge, Ia.; J. A. Parks Company, York, Neb., and Paul A. Schmitt Music Company, Minneapolis.

Publications of above houses are now also available thru SESAC's program service department.

This latest branching out of the European society gives it control of copyright and performing rights of some 85 houses, counting as units the auxiliaries of National Music Company.

Bandleaders Forget Dues

PHILADELPHIA, June 12.—That traveling bandleaders belong to so many AFM locals that they can never keep proper track of their affiliations was pointed out by Jeff Keen, *Daily News* columnist. Current issue of *The Philadelphia Musician*, Local 77's house organ, advises that Alexander Smallens, Dick Himber, and Ernie Valles, who became Val Erny in New York, have been dropped from membership in the local body for nonpayment of dues.

Wired Music Banned

PHILADELPHIA, June 12.—Objections raised by the local musicians' union brought about the defeat of an ordinance which would have permitted the Muse-Art Corporation to transmit music and entertainment over phone wires to hotels, night clubs and restaurants. A. Rex Riccardi, secretary of Local 77, heading a delegation appearing before the Public Safety Committee of City Council, charged that the mechanized music could be used for strike-breaking purposes and would serve as a contributing factor in increasing unemployment among the musicians.

Paper Ruins Band Contest

NEW YORK, June 12.—The Westchester *Hue and Cry* is conducting a poll to select its readers' three favorite orchestras, which will be featured in coming county social events. The front-page ballot lists 22 national radio and night club orchestras and 22 Westchester crews and allows even a write-in in each class should none of the 44 suit the Westchester smart set.

New Orleans Club Sold

NEW ORLEANS, June 12.—Uncle Charlie's night club was sold this week to J. McGowan for cash. Uncle Charlie is Charles A. Breath Sr., who opened the spot a decade ago.

MCA Ties Up Wichita

WICHITA, Kan., June 12.—This city is wondering about the "exclusive Music Corporation of America contracts" advertised last week. 400 Club gave notice in daily papers that MCA granted it exclusive contract. New Blue-Moon, hall-room and night spot, proclaimed in bigger type that it has MCA exclusively too. It looks like Wichita is now an MCA town, as these spots take all the same attractions.

Can't Play Bass Viol Any More; Wants \$100,000

DETROIT, June 12.—A \$100,000 damage suit brought by Marge Rivers, member of a female orchestra of Washington, against the Eastern Michigan Motorbus Company was heard this week by Federal Judge Ernest A. O'Brien in Federal Court here.

Miss Rivers was in a bus chartered by the orchestra to carry them to Flint, Mich., which turned over near Flint. She claims to have received sprained wrist and injured fingers which have rendered her unable to play the bass viol since that time with her usual skill.

Stuff and Emilio Jam in Buffalo

BUFFALO, June 12.—Stuff Smith and his Onyx Club swingers had a tough session of it the other night during their four-night stand in the Montgomery Hotel here.

After the crowd had dispersed who should be seated around one of the tables but Emilio Caceres, whose band treats the dancers at Chez Ami, and his brother Ernie and Johnny Gomez. Stuff thought he would give the snoopers a lesson or two on his violin, but Emilio caught up with him fast and away they went like a couple of buzzing bees. Gomez joined Emilio with his guitar and Ernie caught on with alternate use of his baritone sax and clarinet, while Stuff's supporters gave him guitar and bass support. It was a neck-and-neck jam session that lasted from 3 to 6 o'clock in the morning.

All the tricks he had in his bag were pulled out in the open by Stuff. But Emilio is no beginner either and he soon gave Stuff, "the boy who made good in the big town," plenty fits. It all ended with Stuff's and Emilio's cohorts engaging in a clever repartee until Stuff finally made his exit.

Mickey Lipman Leaves MCA

CHICAGO, June 12.—Mickey Lipman, for the last two years in charge of local musician jobs for Music Corporation of America, is leaving his post Tuesday to enroll in the music department of Northwestern University and take a six-month course for his master's degree. Vice-President Morris Lipsie will appoint his successor this week.

"TOBACCO ROAD"

(Continued from page 4)
with transportation lines in Chicago are being made to facilitate travel problems. Whether or not this work will establish a local run for Kirkland's adaptation of Erskine Caldwell's piece remains to be seen.

A uniformly good cast enacts the now-famed characters, and Calvin Thomas' Jester Lester is second only to that of Henry Hull. He portrays Georgia's back-country rascal with relish and seldom is caught overacting. Sara Perry makes a properly stern Ada Lester, while Marron Willis stands out with his lumbering and stupid Lov Bensey. Others in the cast include Anthony Albert, Susan Lang, Adelyn Woodington, Fred Sutton, Frederica Going, Elaine Adams, Thomas Hughes and Frederick B. Mannatt.

Technically the play looks surprisingly well on the boat's small but well-lighted stage. The auditorium, neat and modern, seats 1,089. Boat has a small balcony. Dancing on the upper deck follows the nightly performance, Hal Zander's nine-piece band furnishing the music. Prices range from 55 cents to \$1.65.

According to Grisman, local authorities are helpless in hampering *Tobacco Road's* local engagement should they declare it indecent, as a permit has been issued him from the Department of Commerce in Washington.

SENATE GETS

(Continued from page 10)
bill is class legislation and takes over powers in the State delegated only to the Congress of the United States. The bill was put thru the unicameral session in its closing days and provides for \$5,000 fine if ASCAP is caught trafficking in Nebraska. Buck's contention is that Nebraska

has no right to assume power to define ownership of copyrights, or keep ASCAP from entering into voluntary contractual agreements licensing the use of copyrighted music.

Subpenaed were the secretary of state, Lancaster County attorney, State attorney-general and county officers of 10 representative counties in the State. No date has been set for the hearing on the restraining order, while the constitutionality of the bill is being determined.

Governor Cochran signed the bill after it passed the Legislature almost unanimously, altho opposed strenuously by the society. He said at the time it was up to the courts to determine its constitutionality.

L. J. TePoel, one of the constitutional advisory council who advised against it in the Legislature, filed the complaint for Buck.

Bill Clark at WIRE

INDIANAPOLIS, Ind., June 14.—William A. Clark, formerly manager of Station WCPO, arrived in Indianapolis, Thursday to assume his new duties as manager of Station WIRE. WIRE is owned by Eugene C. Pulliam, newspaper publisher of Lebanon, Ind., who purchased the station several months ago.

KJBS Gets Good Pickings

SAN FRANCISCO, June 12.—KJBS, the Northern California Radio System station, had the best month in its history in May, according to Manager Ralph Brunton. If June continues the way it is going, said Brunton, it will beat the all-time business record set by May.

Weiss, Eickelberg East

SAN FRANCISCO, June 12.—Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, and Wilbur Eickelberg, manager of KFRC, San Francisco, will leave for the East June 15 to confer with advertising agency and Mutual network executives on the fall schedule and to attend the National Association of Broadcasters' convention in Chicago.

Stork Clause!

CHICAGO, June 12.—Eddy Duchin, playing with his orchestra at the Palmer House, is expecting to become a father any day now. As a result, when he signed a contract for the local engagement he made provisions for a three-day vacation following the arrival of the stork at his New York home. He keeps the wires busy checking on the expected guest.

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Radio Appeal a Must for Name Band Buildup, Bookers Claim

More important than films, records, dance dates, is claim —band agencies make study of band broadcasts—list of what's usually wrong with bands on air

NEW YORK, June 12.—No band can get into the name class if it doesn't come over the radio first rate. That's the opinion of most band bookers today. Viewing radio as the show window for band music, bookers claim radio is more effective than records, dance dates or even pictures. Radio gives a band commercial value even more than pictures, for so few firms using a band give it any sort of real break. The leader might get a buildup, but the band itself rarely. As a result, name bands making plenty of dough on the road usually find it wise to run back to permanent dance engagements so that they can get network wires. Many a name band on the downgrade has been able to climb back thru either sustaining or commercial network broadcasts.

Consolidated Radio Artists, thru its NBC tieup, and Music Corporation of America, thru its CBS and MBS contracts, have been able to arrange wires for most of their key bands. Almost every other agency is always striving to get its bands on the air.

Aware of the importance of good broadcasts, most bands going on the air for the first time have their broadcast waxed for checking later. Balance of instruments is the problem of most new bands on the air.

According to band bookers, here's what's usually wrong with bands on the radio: poor pacing of program, too many vocals, vocalists with unimpressive voices; poor diction by vocalist, leader or instrumentalist making own announcements; band leaders making jittery announcements; incorrect setting of instruments in their relation to the mike, poor selection of numbers.

The trouble with most band leaders, the bookers say, is that they regard radio as publicity and don't worry enough about technique. The bigger band agencies try to meet this situation by advising bands on correct radio technique. CRA, for example, has Ed Kirkeby, formerly with Victor Studios, and Bill Burnham catching their bands on the radio and giving advice. When a new CRA band goes on the air, Charlie Green, president, usually asks the entire staff to tune in and hand in written memos. NBC often suggests improvements to bands it puts on the air.

Rockwell-O'Keefe is another big agency studying waxings of some of the bands on the air. It often studies recordings off the air first before approaching a new band.

First CRA-F&M Flexible Unit

NEW YORK, June 12.—First crystallization of Consolidated Radio Artists' plans to put together flexible units for dance and theater dates is *Hollywood Hit Parade of 1937*. Built around the Hollywood idea, the show runs 50 minutes and features many of the younger dancers and singers who have appeared in recent pix.

Unit includes music by Jackie Coogan and his ork, the dance team of Don Eddy and Lillian Torres, comedienne Lynn Marberry, ex-Columbia pic-player Sally O'Neil, and Princess Luana, who appeared in *Waikiki Wedding* and *Hit Parade*.

F. & M., which placed some of the talent, collaborates with CRA on the production, CRA handling exploitation and booking.

No dates yet.

Take Over A. C. Club

NEW YORK, June 12.—Al Felshin, Ben Lemisch and Benny the Bum, of Philly nitery fame, are behind the Ritz Gardens, latest Atlantic City night palace, which opens July 2. Booking by Harry Biben, of Philadelphia, and Will Weber, of New York.

Libby Show Being Booked

NEW YORK, June 12.—Tony Shayne and Bert Jonas are booking for George Libby's new show which will open at the Hotel Walton, Philadelphia, Monday. Guido and Eva, dance team, already set for the opening two weeks.

New Dempsey Cafe Balked by Church

WASHINGTON, June 12.—Jack Dempsey failed in his plan to set a Washington nitery in the new block-long Trans-Lux Theater Building.

Opposition from a near-by Presbyterian church to any sort of liquor license being granted within the Trans-Lux delayed Dempsey, and, before the Alcohol Beverage Control Board could decide, Trans-Lux accepted an NBC offer for the mezzanine, which, together with the ground floor, had been skedged for the Dempsey dine-and-dancery.

National Broadcasting has already rented the second floor to house the facilities of their two local outlets, WRC and WMAL, transmitter being located in Maryland.

New York:

HAROLD FONVILLE is now accompanying pianist for Mitzel Fervar at Radio City Rainbow Room. . . . ALBERT FULLER is planning an extravagant exploitation campaign for Mario and Florio when the team returns to the Palmer House, Chicago, in the fall.

PATRICIA BOWMAN'S first showing in St. Louis this summer will be in *Pink Lady*, followed by the American premier of *Wild Violets*. . . . MITCHELL AYRES' musicians at the Hollywood were auditioned for a commercial radio show in the fall. . . . VERN FERN will open at the Mt. Royal Hotel, Montreal, June 17. . . . RUFÉ DAVIS among coming attractions at the Waldorf-Astoria. . . . STANLEY BURNS and Willie, ventriloquist act, stay on at Martin's indefinitely. . . . INGA BORG and JULIAN HARRISON, her new partner, introduced *The Sphinx* at Jimmie Kelly's to the accompaniment of an illustrated booklet distributed to patrons gratis. . . . BERNICE ISRAEL, six-year-old, is Freddie Pulton's latest child prodigy. . . . ISABELLE BROWN has been at Jimmie Kelly's 54 consecutive weeks. . . . LEAN LEVAL, dancer, has been added to the Kelly show. . . . FOREST OF THE WILD BEASTS is the name of a nitery Max Golforb and Neil Lang stumbled upon near Atlantic City.

Chicago:

LOU HOLTZ is scheduled to open at the Chez Paree July 2 instead of Cocoanut Grove, a last-minute change in negotiations causing the switch. . . . GARNER, WOLFE AND HAKINS are leaving for the Coast in September to make a picture with Ted Healy. . . . WINSTON AND SUTTON, WBEM piano team, are in their ninth month at Waldman's Restaurant. . . . SLIGH & TYRRELL office booked the opening show into the Bangor Caves Club, Birmingham, Ala. Spot is located in a natural cave underground. . . . FRITZI WICK and Ray Wencil head the bill at Tony Crea's Paramount Club, which opens Wednesday after being dark several months. Harvey Haxton and Haxton, Frances Kay and Marge LaTour round out the bill.

LOYANNE AND RENARD, dance team, who closed their first engagement at the Stevens Hotel Wednesday, have been booked for a return stay, beginning June 24. . . . ILLIANA has succeeded

Chicken Beats Talent

CHICAGO, June 12.—Jerry Lester, emcee, has finally come to the conclusion that the reason night spot shows do not go over too well during the dinner hour is that "you can't compete with chicken."

Last two or three clubs he worked specialize in chicken dinners.

MCA Invades St. Louis Area

CHICAGO, June 12.—Music Corporation of America invaded St. Louis last week and added to its books the Mounds Country Club, starting July 8. In addition, it placed an act into the Park Plaza Hotel here for the first time, Couvert and Rged opening an indefinite engagement Friday. Eddie Elkort, of the MCA office, was there this week to handle negotiations.

The Meadowbrook Country Club, in this area, booked by MCA, signed for three bands. Anson Weeks in for two weeks, to be followed by Little Jack Little and Freddie Martin.

Hoosiers Get New Clubs

INDIANAPOLIS, June 14.—The Plantation, new night club, features the music of Lou Blake. Headline attraction for the floor show last week was Evelyn Burns. Three floor shows nightly.

Skyroom, new spot atop the Hotel Severin, opened for its summer season. Music is by Amos Otstot.

Club Chatter

Frances Maddux as featured singer at the Bon-Air Country Club. . . . EDDY DUCHIN is equaling all-time records established by other names at the Palmer House. . . . GAYE KNIGHT and June March open at McVans Nitery, Buffalo, June 14.

GUS VAN in for four weeks at Cocoanut Grove, beginning June 25. . . . KAY TOLAND, singer, and Dick Hamilton booked by Sligh & Tyrrell for six months in the Orient. Leave July 6.

Here and There:

RICHARDS AND MONNETTE go into a second week at Cavaliers Hotel Beach Club, Virginia Beach, thru ROC. . . . RICHARDS AND GOLFORB booked Eric Correa's Band, Litka Kademova, Barbara May, Lillian Bond and the Three Music Weavers for Babette's, Atlantic City. . . . CHICK EVANS, Doris Dean and Johnny Blackburn's Orchestra fill the opening summer bill at the Golden Gate Club, Salida, Colo. . . . MURRY PICKFORD is current at the Plaza Club, Steubenville, O. . . . BORDINE AND CAROLE and the DeLovelies have been holding forth three weeks at Rudd's Beach, Schenectady, N. Y. . . . GENE DANA'S contract with Wagon Wheel, Houston, calls for a minimum 12-week run, with option.

GINA AND GIANE sailed on the S. S. Conte di Savoia June 12 for a two-month vacation in Italy. . . . ENTIRE SHOW, comprising Dean Murphy, Barbara Parks, the Duanos, Curry and Cooley and the Frances Allis Dancers, is held over for a third week at the Mounds Country Club, St. Louis.

RODRIGO AND FRANCINE held over at the Book-Cadillac, Detroit, until June 24. . . . MOORE AND REVEL are being held at the Chez Paree, Chicago, for two more weeks. They open at the Fort Worth Centennial June 26. . . . HOT-CHA HINTON is still at the Club Piccadilly, Baltimore, after 48 weeks. . . . PAUL MALL, Nelson and Marsh, Ruth Wayne, the Berger Sisters and Barrett and Smith are held over at Lookout House, Covington, Ky. . . . RONNIE KINGSBURY'S Town Toppers are in their tenth week at Jimmy Brink's Town Club, Cincinnati. . . . MURIEL PARKER, appearing in the Blue Room of the Roosevelt Hotel, New Orleans, was predicted to be a great favorite by Mel Washburn in his column, "The Spotlight," in *The New Orleans Tribune*.

Jersey Cafes In a Pickle

Bill bans employment of women after 12 p.m.—attack on validity seen

TRENTON, N. J., June 12.—Night spots in New Jersey face a real threat in a bill pushed thru the State Legislature in the closing hours and prohibiting employment of women between midnight and 7 o'clock in the morning.

Language of the act is sweeping and, if enforced to the letter by the State Labor Department, could well eliminate female floor shows and other entertainment provided by women and girls after midnight.

Purpose of the act is "to protect the health of females employed in manufacturing establishments, bakeries and laundries and restaurants by providing an adequate period of rest at night. . . . Hotel restaurants are excluded.

An attack upon the validity of the law is seen almost certain. Niteries, which get fairly well started about midnight, would be forced to eliminate floor shows after that hour.

The legislature returns June 28 for a one-night stand, principally to look over the relief situation; but, if pressure is strong enough, it is not unlikely reconsideration of the act will be accorded.

State Labor Commissioner John J. Toohy Jr. announced this week his department would strictly enforce the law.

Chi's French Casino Folds

CHICAGO, June 12.—Casino Parisienne, local takeoff of New York's French Casino, which operated to poor business since its opening in the Morrison Hotel last Christmas Week, finally folded Wednesday night with a reported \$600,000 in the red. Despite the facts that it was the most elaborate spot in this area (\$125,000 having been spent for redecoration, etc.) and featured some of the best shows in town, night clubbers stayed away in droves.

Reasons for its failure advanced here are the stiff tariffs in effect during the Casino's early days, when customers staying for the two nightly shows were taxed with twin cover charges and the spot's generally expensive policy.

A last-minute effort to keep the Casino open was made early in the week by slashing acts' salaries. Hudson Wonders, one of the acts, walked out, refusing a cut. Reopening of the spot in the fall remains uncertain, hotel officials stating that no operator has as yet been lined up.

1,800-Seat World Fair Cafe Planned

NEW YORK, June 12.—Nicholas H. Weiss, architect and designer, has been commissioned to design the night club at the entrance of the World's Fair, Flushing, L. I. The Night Club of Tomorrow, tentative title, will be operated by Charles Snyder, and will have a seating capacity of 1,800.

Salida, Colo., Club Set

SALIDA, Colo., June 14.—Tonight the Golden Gate Club inaugurates its new summer policy of a nightly floor show. Jack Blue, of Denver, books the acts. Johnny Blackburn's orchestra furnishes dance music.

"Good-Will" Night

WHEELING, W. Va., June 12.—"Good-Will" Night has been inaugurated by the management of the Hollywood Venetian Room. Each Monday night at 11:30 a number is drawn and the lucky person receives the money. It is similar to the picture show "banks." You have to be present to receive the award.

Screeno Again For RKO, Loew

Blasts hope of break for flesh—circuits claim N. Y. patrons demand games

NEW YORK, June 12.—Any hope of a vaude break in this area from RKO and Loew was rudely shattered this week when both circuits about-faced and announced that their theaters will resume audience games, involving Screeno and other cash giveaway stunts. When both circuits discontinued giveaways early in March, there was considerable speculation in the field and some intimation from circuit execs that a few houses might be thrown into flesh policies as a means of stimulating attendance.

Loew announced its return to audience games in a statement from C. C. Moskowitz. Latter's statement revealed that the games were eliminated owing to length of performances and because of the feeling that they had served their purpose as a passing novelty. Reason for the return of the games is attributed to the many requests from the theater patrons. The games go back into the Loew houses June 18.

RKO goes back to the games June 19 but even on a more elaborate scale than previously. A number of the houses will play Screeno two nights each week, and in many cases the cash awards will be increased. RKO also attributes its return to the games to the popular demand of theater patrons.

Immediately after the elimination of the games in March there was some activity on discussing the possibility of flesh for some of the circuit houses. Main idea was to use cheap shows, such as talent nights and the like, but in some instances there was talk of using band shows of professional acts. However, it was thought that this idea flopped because it would be necessary to tilt admission prices and that the policy would have difficulty competing against indie houses with a low admission scale and cash giveaways.

British Ministry Limits Doubling

LONDON, June 5.—Following representations by the Variety Artists' Federation and other bodies, the British Ministry of Labor has restricted permits for foreign artists appearing in England. Under the new ruling, foreign acts will only be allowed to play two engagements in one week under the following schedule: Two vaude theaters in the London area, two hotels or cabarets in the same area, one vaude theater and one club or cabaret, one vaude or cabaret date plus two broadcasts, an engagement in production in London with permission to double in one vaude house or one cabaret or to give two broadcasts. Ruling came as a result of several foreign acts playing as many as two vaude stands and two cabaret dates as well as being heard over the air during one week.

A further restriction that is contemplated is limiting the extent of the act of a foreign act in Great Britain to a maximum period of six months with re-entry not allowed until a further period of from three to six months has expired. This rule will be waived in certain cases, such as that of a foreign act presenting its own unit in which a heavy proportion of home talent is employed.

Meanwhile, the question of doubling in out-of-town houses, especially on the Union Cinemas Circuit, is being keenly fought by the Variety Artists' Federation.

With reference to the matter of restricting the number of foreign acts, notably American, applying for permits to play in Great Britain, no action is contemplated.

F. & M. Salt Lake Office

SALT LAKE CITY, June 12. — Max Bradford, of the Fanchon & Marco Coast office, is here to establish an F. & M. branch office. A band leader and m. c. at the local Orpheum Theater three years ago, Bradford stated that a talent office here is necessary because of the city's key position in the Intermountain territory.

Uncle Sam's Chorus School

CHICAGO, June 12.—Uncle Sam is doing his share to develop chorus talent and reduce the current scarcity of line girls in this area. Shapely and pretty gals who are enlisted with the Federal Youth Administration are encouraged to train themselves as dancers. William Moyer, dance director, is in charge of the budding chorus gal class and trains the kids in a homemade theater constructed in an old government building. The fresh lines are getting their first professional experience with the Federal vaude and musical shows here.

F. & M. To Hold On To Roxy, New York

NEW YORK, June 12.—Fanchon & Marco will retain its connection with the Roxy Theater here, despite the house's change of ownership, according to report. Twentieth Century-Fox will take the house over from the court soon, but will retain F. & M. as the operator, which has been the case for the last five years.

New owner of the house is understood to be planning an expenditure of over \$100,000 on improvements, involving the stage, seats and marquee.

Chevrolet Dealers' Shows

DETROIT, June 12.—Dale Rhodes has signed up for a series of special shows for General Motors Chevrolet dealers in this territory. Acts on the shows include Carter and Holmes, Bobbie Cook and Freddie Mahr. Shows are usually given outdoors in good weather, on the car lots, and attract crowds as high as 2,000.

Orpheum, Salt Lake, Flesh

SALT LAKE CITY, June 12.—Orpheum Theater here went into a stage-show policy yesterday, with By Woodbury as leader of the union house band. The Roxy, town's other stage-show house, is working with non-union music, the house being picketed.

Chicago Federal Shows Awaken Flesh Interest

Neighborhoods and small towns press operators for vaude return—federal shows in theaters halted by musicians' union—audiences prefer straight vaude

CHICAGO, June 12.—The 18-month run of Federal Theater vaude units in school and public auditoriums here has revived interest in flesh in neighborhoods and small towns to such an extent that theater operators have been pressed for the return of vaude, W. Earl Bronson, head of the local vaude project, reveals. Movie house managers, both chain and independent, have been contacting Bronson's department for information regarding the booking of vaude shows into their theaters. While negotiations between Bronson and the house ops are being continued, actual presentation of vaude shows in theaters will await the ironing out of several technical difficulties, not the least being the fact that James Petrillo, head of the Chicago Federation of Musicians, will not permit the employment of WPA musicians in regular theaters.

Daley Managing N. Y. Beauty Stunt

ALBANY, N. Y., June 12.—Jimmy Daley, now managing the New York State Beauty Pageant, plans to run about 50 beauty contests during July and August. With New York divided into four sections, a Miss Western New York, Eastern New York, Northern New York and Central New York will be selected.

Pageant has effected a tieup with Warner Bros. and elimination contests will be held in the Warner houses of Albany, Troy and Utica, beginning July 1.

Finals take place August 18, 19 and 20 at the Strand Theater, Albany, when Miss Empire State is picked. She will vie with other U. S. beauties for the glory of being chosen Miss America in September at Atlantic City.

Fisher Suing Marty May

NEW YORK, June 12.—Arthur Fisher is suing Marty May, alleging breach of contract. May is now under contract to Fanchon & Marco, whereas Fisher, doubling as a booker and manager, claims to hold a prior contract on May.

Vaudeville Notes

CHICAGO NOTES: Lillian Bernard and Flo Henrie will double between Club Alabam and State-Lake Theater week of July 2. . . . Jackie Heller is back in town and now doing radio work. . . . Rumor is current that Stratford showing nights may be moved to Warner's Capitol. . . . Chicago, Chicago, is holding its entire show for a second week, first holdover since Veloz and Yolanda bill in December. Stage show is headed by Vic Hyde. . . . Ross, Pierre and Schuster will fill a week at the Lyric, Indianapolis, beginning June 25, before starting their fair season. . . . Eddie Elkort, of MCA, Chicago, back from business trips to Cincinnati and St. Louis. . . . Dorothy Moss, of the Theatrical Booking Office, now on her two-week vacation.

JOHNNY HYDE, of the William Morris Agency, planned back to Hollywood Friday evening after a three-week stay in New York. Mildred Webber, also of the Morris office, sailed Saturday night on the Oriente for a vacation in Cuba. . . . Jesse Kaye, of Fanchon & Marco, left last week-end for a 10-day vacation at the Wayne Country Club in Pennsylvania. . . . John Schultz is at home recuperating from an eye operation. . . . Al Raymond, formerly in vaude, is now operating the Hurricane Bar-B-Q in Miami. . . . Ray Sax sailed from Southampton June 11 on the Ile de France after a year and a half in Europe. . . . Cilly Feindt sailed Saturday on the Hansen for her home in Berlin, where she'll vacation for a month prior to working the Scala, Berlin, and Paris dates. She expects to return to America in the fall.

STEPIN FETCHIT and Roscoe Ates have been booked by the Simon Agency for the Million-Dollar Pier, Atlantic City, weeks of July 2 and 9. . . . Milt Britton Band is scheduled for an eight-week booking in South America, starting July 17. . . . Sir Harry Lauder sailed Saturday on the Cameronia for Glasgow, completing a six-month world tour. . . .

B. S. Moss returned to New York Monday from Europe on the Normandie. . . . Mickey Bond is press-agenting Benny Meroff, building up Meroff's jibe music idea. . . . With Tex Ritter on his personal appearance tour are Snub Pollard, Augie Gomez and Princess White Cloud. . . . Jewish Theatrical Guild will hold its annual meeting and election of officers Thursday (17) at its office in New York. . . . Fanchon & Marco has sold another troupe of Gae Foster girls, Loew buying the line for the Capitol, Washington, weeks of July 16 and 23.

GLADYS CRANE will go into the Earle, Philadelphia, week of July 2. . . . Royal Bagoteers, closing with the King's Scandals unit, started on vacations. Mr. and Mrs. Jim Baggett went to Mendon, Mass.; Cal Kenyon is at his home in Providence, and Lillian Millar and Trom Breen are at their home in Long Island. Act is scheduled to open in August on fair bookings for George Hamid. . . . Sybil Roth is on the Coast, current at the Beacon, Vancouver, and following with the Golden Gate, San Francisco, and Orpheum, Los Angeles. . . . Sam Shayon, of F. & M., has sold the Wizard of Oz to CBS for sustaining, starting starting in July. He also has the rights for the Tailspin Tommy cartoon strip for radio and pix. . . . Homer B. Mason, formerly of the team of Mason & Keeler, who has been in charge of radio and vaude production for the WPA in Connecticut for the last year and a half, has been promoted to general director of all productions at the Park Theater, Bridgeport, only Federal Theater Project in Connecticut, succeeding Charles B. Atkin. . . . Cab Calloway and band, while in Milwaukee for a week's engagement at Fox's Palace, trounced the local Variety Tent to the tune of 15 to 3 in a charity baseball game. . . . Thompson Bartlett is again emceeing the amateur shows each Monday night from the stage of E. J. Welsfeldt's Riverside, Milwaukee, succeeding Al Buettner, who is leaving for the Coast.

Radio Unit in Indianapolis

INDIANAPOLIS, June 14.—WLW All-Star Radio Revue is booked to open at the Lyric here Friday. Talent of the Cincinnati radio station will appear on the program and several will commute between the cities. Paul Sullivan, WLW news commentator, will fly in Saturday morning and appear on the Lyric stage with the show that day and Sunday. Bob Newhall will be the show's headliner for the remainder of the week. The Lyric dressing rooms and sections backstage are being prepared so that members of the troupe can broadcast their regular programs, which will be piped to Cincinnati by special wires. Studio facilities of Station WIRE are also to be utilized by WLW performers for some of the programs.

Rockettes Going to Paris

NEW YORK, June 14.—The Rockettes, 46 girls of the Radio City Music Hall, will leave here Saturday on the Ile de France to appear for one day, July 2, at the Fete de la Danse, a feature of the International Dance Festival of the Paris Exposition. Russell Markert, Gus Eysell and Gene Snyder will accompany the girls.

Orpheum, Memphis, Folds

MEMPHIS, June 12.—The Orpheum, combo house here, closed last Sunday after switching the week previous from a full week to four days. Last show playing there was George Choo's Paris on Parade. No definite date has been set for the fall opening.

LELA MOORE

"Dance of the Lovers"

JUST RETURNED FROM EUROPE

ROXY, NEW YORK, WEEK JUNE 11

SECOND RETURN ENGAGEMENT

Dir.—NAT KALCHEIM

WM. MORRIS AGENCY

JAY
and
LOU

SEILER

Week
JUNE 17

RADIO CITY
MUSIC HALL

New
York

featuring

"SKI JUMPERS NITE-MARE"

and

"MARCH OF THE TOYS"

June 25—Michigan Theatre,
Detroit, Mich.
Aug. 16—Municipal Opera,
"Babes in Toyland,"
St. Louis, Mo.

LIME TRIO

LOEW'S STATE
New York
Week JUNE 10th

SIMON AGENCY
RCA Building, New York

New Stage Thrill SAUL GRAUMAN CO.

and his

"MUSICAL STAIRATONE"
LOEW'S STATE, New York
Week June 10, 1937

Direction

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Midwest
JACK KALCHEIM ACCY.

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, June 10)

State's the only one of its kind—it's to vaude today what the Palace was years ago in the days of two-a-day. Another terrific five-act show, plus a good b.-o. pix, *They Gave Him a Gun*, but the stage show has b. o., too, that of Benny Fields. This bill is paced by an emcee, Red Skelton, who very soon will be b. o., for this lad has talent and a personality that can't miss. Show runs 72 minutes, and every minute was a treat as attested to by the consistently hearty approval of the audience. House was packed at this last show opening day.

Saul Grauman and Company open, a dyed-in-the-wool flash act, one that involves expensive production and is not one of those cheap minnie flashes of which there have been too many lately. Grauman has three girls in his support, all dancers, and they've got looks, wear nice clothes and work okeh. They are Sunny Ray, Kay George and Inez Scott. Feature of the act is Grauman's brainchild, musical stairs, which give off tunes when danced upon by the quartet. It's terrific and presented well.

Red Skelton starts his emceeing from here, and he clicked from the start. It wouldn't be long before this good-looking lad is snatched up by pix, legit or radio—he fits all of them. He's got a swell gift of gab, employing a fair stock of gags, and is rapid-fire in his delivery. His pieces of business are his forte, the tops being that most hilarious dunking bit. Also funny are his imitations of how people walk, hopping over puddles and the like. The audience wanted more and more of him.

Lime Trio are as ever a strong hit with their novel turn, which isn't so novel any more considering the many times this reviewer has seen it. Still audiences go very big for it each and every time. That Gollywog contortionist is the last word in body twisters, and the act itself is presented cleverly.

Benny Fields, a repeater, again sets this reviewer ga-ga over his singing. He's got that sincerity in his voice and rich vocal qualities that make you sit back and have yourself wrapped up entirely in him. What's more he's got a delivery that goes with his voice. He sang on and on, songs that are glove-fit for him, and the audience pounded palms merrily. Blossom Seelye came on for a bow, and the hand she got was swell.

Alphonse Berg closes, a good finisher for the bill. It's another novelty, showing him off as a modiste of some distinction who can take regular hunks of dress material and design dresses on models in lightning fashion. Has five girls with him, three of them stunners. *Sidney Harris.*

Girl has the looks and voice. Delivered *I've Got My Love To Keep Me Warm, This Is My Last Affair and He Ain't Got Rhythm*. Could have done another number but didn't seem to feel like doing it.

Johnny Lee and Three Lees were a sock closing act. Johnny is still the nut pianist and the excellent Russian-step dancer. The Three Lees do a lot of nonsense that smacks of Ritz Brothers caliber. Act is clean and funny.

Fair house first show opening day. On screen, *Let Them Live* (Paramount). *Sam Hontigberg.*

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 10)

Music Hall presents a novel show this week—a *Sports Revue* which is not only aesthetically entertaining but also brings to the audience Sandor Glancz and Laszlo Bellak in a game of table tennis. Illustrating a few trick shots at first, the opponents settle down to a tight game, Bellak coming thru in the latter part to win by 21 to 19. Umpire Herbert W. Allen announced. A cute idea.

Music Hall Ballet precedes the tennis match, the gals coming out against a background showing the Rockefeller Plaza skating rink. Set is beautifully done and is realistic even to the passers-by on the sidewalks. Girls, dressed in light blue and white, prouette and glide in skating routines. Business is pretty and graceful.

Glee Club, in a piece titled *Football*, appears in football uniforms and even throws a few forward passes before going into its warbling. Sing *Boola Boola* and other college tunes, as well as appropriate special music furnished by Pem Davenport and Joe Linz. Alex Rotov, diminutive funster, peeps the proceedings with his antics as a cheer leader.

Rowing in Central Park presents the Four Craddocks, dressed as sailors, who step out of a stunning lake setting onto the stage. Quartet is the last word in acro, straight and comedy. Technique involves beginning their stunts straight and developing them into high comedy. Work is clever and wonderfully agile and polished, particularly their three-high routines. Act also incorporates knock-about and falls. Sock was terrific, easily the best-clicking piece of business on the bill.

Closer, *Fencing*, has the Rockettes appropriately and prettily costumed. Routines are adapted from fencing, the girls handling their foils with great aplomb. Straightening out into their customary high-kicking business, the line draws its usual spontaneous applause. Entire bill appears for finale.

Show is introed by Music Hall symphony playing Johann Strauss' *Overture to Die Fledermaus*.

Fix, *Woman Chases Man* (UA). Fair house. *Paul Ackerman.*

State-Lake, Chicago

(Reviewed Friday Afternoon, June 11)

A fair to middlin' five-act bill, to celebrate Verne Buck's departure on a two-month vacation for California. This is the house ork leader's first leave of absence in four years and for his last show he does the usual nice-to-have-been-here speech and solos on his violin with a Hungarian melody during the finale, topped with a tambourine number by the girl line.

House lovelies open the 50-minute show with a routine but cute top-hat strut, ushering in Don and Bette Lynne in some nicely routined, musical comedy flavored tap numbers. Young and personable, team makes a neat opening with a trio of tapping concoctions. Don's rubbery legwork one of highlights.

Keaton and Armfield do a comedy and dance act that does not rate the 12 minutes they use up. Some of the gags are off color, with the clean material pretty old. Miss Armfield does nice high-kick work and a fair Hepburn impersonation. A bit with a chalk-faced stooge is funny. Team closes with a soft-shoe routine to *It's Sleepy Time Down South* while a vocal is milked offstage.

Howard Nichols followed with some good hoop-juggling, using three, four, five, nine and ten hoops at a time. Has some clever tricks in stock and his closing hoop-rolling-into-tent bit is a winner. Three bows.

Doris Rhodes, recently a warbler in a local night club, did not have the proper musical support to turn in a sock act.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 11)

Nothing much on tap this week, but they spread it on thick. Lou Shrader moves his trench tooters to the stage and a line of 12, the Roxettes, make three appearances to give it a revue aura. Nothing stronger than Estelle Taylor's name on the outside to bring 'em in and management makes up the deficiency by billing it as an "Anniversary Jamboree." Exactly who's anniversary isn't clear, nor does anyone care.

In spite of the poor routing there is Eddie White to thank for keeping it all moving along. Handling the emcee chores, White wins the hometowners over from scratch, building up the acts neatly and saving enough hussans for his turn.

Following the spirited rhythmic of the stage tooters, not done overly well, Roxettes open with a slow rumba, showing nothing on the ball. Makes the umpteenth line bearing that moniker to show here this season. Ruthie Long follows with tapology spasms. Gal has to overcome a slow start before the folks wise up that she's got something. Billed as the "Eleanor Powell of 1938," which is cramming the annus a bit, but puts over her airy taps with a sending sock.

The Six De Cardos build up a lifetime of thrills. Three males and three fems, they step up at start and regale with their crackerjack teeterboarding, one member blindfolded for the smash

finish that leaves the stubholders gasping.

Line returns for a smart fan-dance routine. No epidemics display on this one, rather a classical touch to the feathered evolutions. Eddie White takes over the tooters for a pop in traffic-stopping tempo, also not done overly well, and makes way for Miss Taylor.

It's been five years since the ex-cinematic made a pass at this house as a singer. Having her tonsils tutored since then, she gives a nice display of balladery. Hardly a song saleslady in the peerless class, she was nicely received and remembered, doing three in one and earning an encore.

Following too close on her heels, White goes into his piping spasm, for the interlude bringing on Patsy Dell, carrot-topped looker, who dances with a spineless devotion to eccentricity. It's all sharp tootsie tossing and rates among the most delightful dance doings this town has seen in some time.

Eddie White carries on with stock ribbing tactics. While he has beaucoup power in his pipes and all sorts of experience, having been around longer than the perennial musical comedy juvenile yet looking younger each year, it's his infectious smile and his unaffected informal air that make him a hit.

Roxyettes round it out with regulation precision terps. Clyde Hager, altho billed out front, failed to appear. Dudley Wilkinson does the piano assists for Miss Taylor's turn.

Screen has *There Goes My Girl* (RKO-Radio). Biz light. Oro.

Roxy, New York

(Reviewed Friday Evening, June 11)

This isn't going to be any too healthy a week for the Roxy, not with that lightweight piz, *There Goes My Girl*. The Fanchon & Marco stage show is up to par, pleasant but not sensational. Nice lineup of acts, five of them, in addition to the 24 Gae Foster Girls, as grand a troupe of kids ever to trod the boards. This week they're doing a roller-skating routine, another one of their many athletic accomplishments. A great help to the show is the sterling work of the pit ork under the direction of Eddie Paul.

Opening with a Hungarian production number, the Foster kids trip thru some spirited dancing. Brings on the Seven Demnatis, who are an early sock. Opening with neat pyramids, they go into the punch of the act when they unleash their amazing tumbling. Then Miss Woolford's Pets, a dog act that's different in that the pooches are dachshunds. They are expertly trained dogs and they go thru their regulation paces without a hitch. Audience liked the act a lot. Mike Ballero is the show's impersona-

Some Jump

NEW YORK, June 14.—A record tilt in salary is the asking price of \$8,500 for Milton Berle, a jump of four grand since playing the State in January at \$4,500 plus a split over 36 grand. Reason for the tilt is his feature role in the RKO-Radio piz, *New Faces*, which has not been released yet. So far there have been no takers at the new asking price.

tor, and he's got talent for doing take-offs of celebs. He's abusing the talent, however, in doing too much, and he'd be better off in cutting down on his impersonations and making more interesting studies. He's got the voices down pat, and among his many takeoffs are Fred Allen, Ed Robinson, Cagney, Wallace Beery, Arliss, the Shadow, Charlie Chan, Ed Wynn and Roosevelt.

Preceded by a park production number, Lela Moore gets her inning with her *Dance of the Lovers*, wherein she does the stunt all by herself of a man and girl being amorous. It's cleverly done and deceiving the audience taking to the act handily. For some reason the colored act of Harris and Howell are billed as the *Harlemantacs*. They go over well with their amusing gab and with Howell's singing and bits on the uke and fiddle. Paul Harris works in well at the finish for comedy and hoofing.

Closing number is the Foster kids on the roller skates. They go thru a lot of difficult formations, the end girls thrilling with their fast skating to keep up with the pivots. Number is presented well, and audience tendered the kids much applause appreciation.

Sidney Harris.

Oriental, Chicago

(Reviewed Friday Afternoon, June 11)

Plenty of clean comedy here this week, most of it in dance form. Following a standard movements routine by the Dorothy Hild Ballet, Horton Spurr, eccentric dancer, gets the show off to a good start with his bouncing-ball work. His pantomime satire of a new golfer and his old *Dancing Around* number get many laughs, while his head and back tricks to the music of *Truckin'* make a sock finish.

Joan Abbott, blond torch singer, duces, which is too early for her type of act. Had a tough time getting started, but managed to arouse a nice hand at exit time. Offered *Swing High, Swing Low, Too Marvelous for Words* and *This Is My Last Affair*.

Hap Hazard (Hal Hart) follows with his standard juggling and wire-walking act and proved a show-stopper. His Elmer type of talk thruout the turn is simple and funny. Swell wire tricks include rope-jumping on one foot and walking over a ladder. Wire contraption is set up and removed during the act by Hap and his wife, Mary Hart.

The Three Reddingtons, trampoline artists, are another great turn, getting plenty of laughs with their odd postures in the air. Highlight is the man in two topnotch numbers that are padded with comedy.

Roy Smeck, string instrument wizard, lives up to his title, strumming a novel banjo arrangement of *Tiger Rag*, giving impressions of three banjos played at the same time and the ticking of a clock. Turns next to a Hawaiian electric guitar for *Moon Over Miami*, good, altho tune is outdated. Comes back for a takeoff of Bill Robinson's stair dance on a ukulele. A hit.

Master and Rollins, next, are in tough spot following Smeck. They warm up, however, with their funny dance work and have the house in their favor when they close with their Astaire-Rogers satire. Act would benefit by slicing some of the excess talk, particularly the too familiar gags. Master is a clever and fast soft-shoe dancer, as he proved himself in his slow-motion routine, and Miss Rollins is a lanky and hilariously homely partner.

House line closes with a military parade number. Business was average second show opening day. *Pick a Star* (Metro) on screen. Sam Hontyberg.

Brixton Empress, London

(Week of May 31)

Empress, Brixton, is one of London's best known suburban family vaude houses. Generally a strong eight or nine-turn vaude program or a revue is offered, but this week the value nose-dives with a unit Mrs. O'Hara's Birth-

day Party, which is about the least entertaining of the many units now playing English vaude. Life-savers to this show are Nina Mae McKinney and Dave Seed and Company, both American acts.

Karlson Four, quartet of girl dancers and rope climbers, provide a satisfactory opener. Walker and Ray, comics, rate fair. Three Edmund Boys do a peppy and versatile act that features instrumental dancing and singing. Gets over.

Dave Seed, pint-sized American comedian, with efficient aids in Jack Janis, a dandy straight, and Lillian White, a looker and a swell worker, is everything to this show. He is responsible for 80 per cent of the comedy and is plenty original. Gets belly laughs galore and the outfronters are loath to let him depart.

Nina Mae McKinney has a decided personality and a good voice. Turns in an excellent job with *Harlem* and *What Did I Do?* Has two colored pianists to help.

Iszy Bonn, Hebe monologist, has a good quota of laughs to his credit.

Rest of show is a free-for-all, which centers around the idea of an Irish woman giving a party for her daughter, Sheila, who is supposedly coming of age. Grand opportunity for fun, but it misses by a mile and proves to be woefully weak and unfunny. Only livens up when Dave Seed and Chick Elliott, portly singing comedy gal, take the stage. Femme who plays the role of "Sheila" rates mention, as she is possibly the world's worst performer. Amateurish in her deportment, she cannot walk a stage properly or talk distinctly and yet her name gets heavy billing. Devito-Denny Four, American hoke act, with tons of props in lieu of real talent, come in at the end of the show. They mean little and have obviously worn out their welcome in London thru failing to change their act.

Bert Ross.

Wintergarten, Berlin

(Month of June)

With the Scala closed for the months of June and July, the Wintergarten is minus strong opposition.

Five Stephanis are a hit in the opening frame with smart gymnastic and endurance feats. Schlot's Marionettes play a quick repeat and score with a smart puppet show in which the transformations are clever and ingenious. Trio Darlon, dancers, are okeh with waltzes and adagio numbers.

Ise Stobrawa, local singer and impressionist, appeals. Perezoff Sisters and Kiko have a good comedy juggling entry that holds a bunch of first-rate tricks. Elisabeth Endres, youthful dancer on the wire, is one of the biggest hits of the entire program. She should go far.

Pauline Chappelle and Harry Carlton are the only American act on the bill, and are a big hit. Couple do a great act in which a terrific endurance feat consisting of a rollover, while the girl is supported by the man, up and down a long flight of steps. Three Manley Brothers, Danish clown entertainers and known all over Europe, close intermission with an act that's funny and novel. Boys are expert laughgetters and also coax music out of the most surprising props. Cappella and Veronique, French adagio and interpretative dancers, are exceedingly graceful and plenty liked here.

Ketty Mara presents her performing chimpanzee. It's a familiar type of act for this house, but still makes the grade. Three Astonis command attention for some first-class and daring perch balances. Heinrich Kohlbandt, German comedian, is strictly local in appeal, but plenty popular here. Joe Biller's 10 Mexican Ladies, colorful and versatile girl band, headline and close the program. Act moves fast and has a good selection of numbers and novelties and the girls are easy on the eyes. Individual hits are recorded by Ruth Tuxedo and Peggy Craddock. Program is evenly balanced and moves at a fast tempo. Business is good.

Pitts Radio Amateurs Click

PITTSBURGH, June 12.—Backed by three months' radio plugging and biggest newspaper exploitation in city's history, *Wilkins' Amateur Radio Revue* drew around \$15,000 this week at the Stanley here, with Warner figuring on sending the show into the sticks. First local radio show to be brought to the stage of a combo house, the WJAS Sunday program cost its sponsors in excess of \$5,000 for newspaper advertising.

Martha Raye's Dates Set

NEW YORK, June 14.—Martha Raye's personal appearances at Paramount theaters have been definitely set. She will open July 7 at the local Paramount and on successive weeks play the Metropolitan, Boston; Michigan, Detroit, and Chicago, Chicago. Her salary a week is \$5,250, with Paramount paying all fares for a party of three.

Brighton House Folds

NEW YORK, June 12.—The Brighton Theater, Brighton Beach, is scheduled to drop its two-a-day flesh policy tomorrow night. House has been running two weeks to poor business. Sam Briskman is the operator, while the Dow office is the booker.

Danwills Settle Commission Suit

CHICAGO, June 12.—Fred Rosenthal, local agent, instituted suit for commissions against the Seven Danwills in Municipal Court here thru his attorney, Henry A. Kalcheim. The act's salary was attached last week at the Palace here, and the case was dismissed when the act made a payment of \$200.

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Night Club Reviews

Cocoanut Grove, Chicago

The leading summer spot in the Windy City area this season, operated by the amiable Ben Lenhoff, of Bail-Bail. Full-hour floor bills topped by a name, excellent service and reasonable prices are the drawing cards.

Irene Bordonl is the opening show's attraction and, while lacking the spark and fire of her heyday, is still the favorite female Maurice Chevalier. A Saturday night mob enjoyed her songs, some slightly risqué, others of the popular variety. Her magnetic delivery was much in evidence doing *Oooh, It's Nice*; *Be Mine*; *That's What Love Is All About*; *Maybe, Perhaps, and Life Begins When You're in Love*. Ticker Freeman accompanies on the piano.

Garner, Wolfe and Hakins (Ted Healy's stooges) top the comedy honors with their mad and merry antics. It is a good night club act, and inebriates, instead of ruining the turn, actually bolster it with their uninvited remarks. Boys have many rough and funny bits and in addition are talented on musical instruments.

Theodore and Denesha proved an able and versatile dance team, working in the different departments with equal ease

and grace. Have a very good tango number, a *Three Moods* routine, in which they do modernistic, fox trot and rumba work; a graceful waltz and a sensational adagio presentation. Standouts are original and daring tricks.

A different swing dance team are Jerry and Turk, the girl a female Cab Calloway with an unruly mop of black hair and the boy (Turk) with a deadpan disposition and nimble feet. Act has been in this territory for over 40 weeks and going over big with its hi-de-hi foot work. Are white, flashily costumed and plenty good.

Louise Miller, attractive and talented songstress, held the attention with her interpretative deliveries of pop tunes, including *Never in a Million Years*, *That Foolish Feeling* and *Pennies From Heaven*. Girl has a dynamic voice and should be excellent radio material. Helene Carol is the featured danseuse, executing a Moorish number with admirable neatness.

A line of 10 lively Muriel Kretlow girls are featured, lending beauty and flash to the entire show. In their opening *Jammin'* routine Marcella Sherr, personable soubret, leads the girls. Displays talent and should be encouraged to start on her own.

Excellent show and dance music is furnished by Mark Fisher and his 10-piece outfit. Not the least asset in the band is its active leader, who emcees the show properly and sings in a great operatic tenor voice. Intermission music is played by Frances Lellani's Tropical Four, who please with both Hawaiian and American numbers.

Sam Honigberg.

Club Alabam, Chicago

One of several spots in Chicago's Greenwich Village open almost continuously and keeping the customers entertained at all hours of the night. Operated by Gene Harris and has a table capacity of 100. A trio of three-piece orchestras have been here for years, alternating for dance and show sessions. Acts, too, are kept for indefinite engagements.

Lillian Bernard and Flo Henrie, female Van and Schenk team, have been featured for over a year. The former vaude act has built up a lot of business for the spot, making friends both on and off the floor. Change material frequently and deliver it in an intimate and refreshing manner. Girls make a nice appearance and do different numbers during each of the four nightly shows.

Betty and Buddy, the former a midget, do dance numbers that are not particularly good, although passable in the small clubs. Betty is a cute number, and Buddy, in combo routines, works in much the same manner as Buster Shaver with Olive and George.

Effie Burton, prima donna, stayed on for *Was It a Dream?*, which had its bad moments during her high-note stages. The small bands are those of Dave Unell,

drummer; Chet Robinson, pianist, and Eddie Perry, pianist. Each has one of his musicians double as vocalist.

No cover or minimum at any time.

Sam Honigberg.

Riviera, Fort Lee, N. J.

His much-publicized Riviera burned down last winter, Ben Marden has built a new swank roadhouse on the old site. Easily the most glittering spot in New Jersey, it is also one of the most magnificent in the New York area.

This is undoubtedly the last word in night club construction, being one of the very few night clubs planned and built as a night club, rather than starting off as a restaurant and then expanding. As a result, the Riviera is not only a slick movie-set type of night club but it is also functional, which ought to mean economical operation. The band stand revolves, the two bands switching in no time. There are no poles obstructing view of the show. A triple terrace effect gives all a good view of the dance floor and band stand and also of the magnificent view of the exterior, with the light-studded George Washington Bridge arching proudly in the background.

When weather is permissible, the glass walls, electrically operated, can be lowered to floor level and the 52-ton dome can be raised, converting the spot into an outdoor cafe, amidst the breath-taking view of the Hudson River, the bridge and the Manhattan skyline beyond. The stage (designed by Albert Johnson) revolves, moves forward and recedes, altho its mobility was not demonstrated at the opening. The stage floor, altho smooth enough for dancing by patrons, will probably not be good enough for ballroom dancers and perhaps explains why a ballroom team is not in the first show.

The indirect lighting is quite restful, with the lighting for the show an excellent job. As for the show itself, it has to fight hard for attention from patrons busy gazing. The girls (18 chorus and 18 parade) are beautiful and sport the lovely costumes designed by William Weaver and executed by Veronica (with lace from David E. Schwab & Company and shoes by I. Miller). Among the outstanding costumes are the embroidered black net hooded capes over chiffon dresses, the medieval costumes in the *I'll Paint a Picture of an Angel* number and the blue taffeta dresses in the Gibson girl scene. The girls prance thru engaging formations conceived by Harland Dixon and Ned McGurn, assisted by Dan Brennan.

The music comprises *The Image of You*; *I'm Happy, Darling*, *Dancing With You*; *Whippoorwill* in a *Willow Tree*; *You'll Get a Cold in Your Toes and It's the Smile That Gets 'Em*. Lyrics by Joe Young and music by Fred E. Ahlert, with Leo Feist, Inc., publishing. The music is in truth, not particularly memorable, with *It's the Smile That Gets 'Em*, sung by brunet Lois Kay, the only tune outstanding.

Mickey Alpert, former emcee, leads the new 13-piece band and does a good job at show accompaniment and dance music. Hardly the "rhythm sensation" he is billed, his band is nevertheless a good swingy and rather sweet outfit. It enticed a mob of dancers to the floor. Pat O'Shea, tenor, formerly with the Ben Bernie Band, is the band's vocalist, and a good one, too. Alpert himself does occasional snatches of song and introduces the show's opening. Marion Pierce was to have been mistress of ceremonies, but did not open. Show is going on without emceeing.

The Garcia Mexican Marimba Band (seven men, two of whom are at the marimba) play rumbas, tangoes and other fancy Latin rhythms in excellent style.

The acts are not terrific, but good enough. Cross and Dunn are outstanding and easily steal the show with their saucy lyrics, sung with excellent diction and style. Josephine Huston, in a lovely blue net dress, again impressed with her expressive singing voice and interesting special arrangements. Includes two new ones from MGM's coming *Broadway Melody of 1937* (*Your Broadway and Mine* and *Yours and Mine*). Buster Shaver and his charming midgets, Olive and George, again excite the customers with their novel song-and-dancing, while the Condos Brothers (two) are easy clicks with their rubber-leg hard tap hoofing.

Ben Yost and his Collegians (eight husky fellows) puff out their chests and sing lusty songs about love and war and whatnot. Easy-to-hear stuff and easy-to-look-at singers.

Louis Allen Abramson takes the bow as architect and Anthony J. Burke as contractor. Helmy Kresa and Hawley Aedes provide the music arrangements. Carl Erbe did the swell pre-opening publicity job. Special opening price was \$10, but now it's settled down to \$3.50 dinner—which is a bargain, considering the dinner, dancing and atmosphere.

Paul Dents.

Village Casino, New York

This is easily the most beautiful night club in the village section. Formerly the Village Inn and now managed by Jim Riley, it is a handsome place sporting lurid murals and a plentitude of mirrors. If it weren't for the pole smack in the center of the dance floor, it would be almost a perfect club so far as visibility is concerned.

The usual summer slump has caused the usual trimming of show. The current entertainment is skimpy, but it is sold amazingly well by the emcee and gives the impression of a hefty production show. Basis is the line of six sexy, gorgeous girls, each a looker and doing more parade than actual dance routines.

The specialty talent is not so hot, but Emcee Peter Randall rushes forward with his ingratiating personality to give the show a lively pace and save it from dullness. Randall, here for six months, is at his best, spilling a load of gags and special ditties. He has improved vastly.

Laura Dean, pretty and with a Garbo-like face, has a rather throaty, but limited voice. More personality than real voice. Shapely Yvonne Nova is doing the nude numbers, but clothing herself just enough to avoid censorship. Her first is in a tease in a butterfly outfit. Blond Helen Kearns (with band leader Jack Albin at the piano) offers spicily lyrics in song-talk fashion. Lyrics are bawdy, but the audience liked them.

Albin's Band is a good one, but Albin's piano outstanding. Between-show entertainment is provided by a colored instrumental trio, Three Sharps.

Spot has a capacity of about 300. There's a \$1.50 minimum weekdays and Sundays, but no cover. Paul Dents.

Pan-American Casino, Dallas

A near-capacity crowd of about 2,000 gave lusty approval to the Pan-American Casino when it opened here as top amusement spot of the Pan-American Exposition, with a \$10-per-person preview Friday night.

The blue and gray colors of the casino made a resplendent setting for the acts of Chester Hale's chorus, Lyn Murray's Gauchos, Borrah Minnevitth's Harmonica Rascals, Stan Kavanaugh's comedy juggling, Georges and Jaina, the Three Sailors, featured singer Jack Arthur, Art Jarrett and band and Ted Pio-Rito's Band.

With formal opening of the exposition at noon Saturday (June 12), the casino was reopened for the first of its weekly matinees and a 147-day season with two shows nightly.

Opening act, impressive for costuming, was Jack Arthur leading Murray's Gauchos in *El Gaucho*. Georges and Jaina followed with *Tango in Scarlet*, but their big hit came later with *Moonlight Fantasy*, executed before a green back creating a double shadow.

Precision and breath-taking snap marked Chester Hale's girls' performance in *Texatina*, with Art Jarrett singing *Blue Bonnet* and with Jack Arthur singing and working with Gauchos in *Don't You Know Or Don't You Care?* Entire company, lavishly costumed and lighted, took part in the pagan finale accompanied by Ravel's *Bolero*.

Comedy occupied at least half of the two-hour show. First were Three Sailors in deadpan ridicule and tap-dancing acrobatics. Kavanaugh's juggling was next. Minnevitth's harmonica band was a combination of melodies and slapstick. Chorus and ballet numbers were fast and colorful throutout. Minnevitth act, tho a bit too much of the same thing, was the only number to get a second call.

Casino was organized by George Marshall, exposition director of special entertainments. Other directors are Chester Hale, stager; Jo Mielziner, decorator; Charles LeMaire, costumer, and Constantine De Pinna, designer. Music is by Sammy Fain, with lyrics by Irving Kahal. Ray Kavanaugh conducts pit orchestra. Herbert De Shong.



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funny black-face drummer act.—BERT
ROSS, Billboard.
Dir.: LEDDY & SMITH, N. Y.

885 Club, Chicago

Joe Miller's small and intimate club continues to do good business with its no-cover, no-minimum policy and presentation of two versatile musical outfits and a strong act for the three nightly floor shows. The bands, four-piece combinations, are ideally suited for this square room.

Four Dictators, a capable instrumental quartet, hold one of the featured spots on the band stand. Act comprises Chuck Ikerd, electric steel guitar; Walter Machlan, bass; Harry Shook, sax and clarinet, and Earl Bergman, Spanish guitar. Boys display ability in the delivery of a variation of tunes musically and vocally. Ikerd, Shook and Bergman compose a song trio, while Shook and Bergman are spotted individually in solos.

Sally Sage, cuts and peppery-voiced songstress, is vocalizing with the Dictators. Girl is attractive and a decorative asset on a band stand.

Don Castellanos and his Cuban Rumba Band, four pieces, are the other fitting combination making a success of some of the dance sessions. The boys are well versed in Latin tunes, which they sell with proper verve and danceable rhythm and sandwich in occasional American numbers. Don himself plays the marimba, and the remaining trio are George Rosa, guitar; Salvador Lopez, bass, and Matt Dugrosamo, accordion. Susana Cantu is their shapely and fiery vocalist.

Les Reis and Art Dunn, piano team, hold the lone spot in the floor show. Make a highly pleasing combination in this room, serving the customers with clever material dished out informally and entertainingly. Are filling a four-week engagement. *Sam Hontyberg.*

Old Howard, Boston

(Reviewed Tuesday Afternoon, June 8)

Following a record run of 41 weeks of Indie Circuit shows, the Old Howard management this week began a month of stock before closing for the summer.

Show, *Nothing But Stars*, runs 140 minutes and ranks high in entertainment value and production. To use that shop-worn phrase, it definitely proves that burly fare doesn't have to reek with dirt. Comedians Mike Sachs and Charles (Red) Marshall have an easy time garnering the bellies. A minimum of dialog is needed for the comics to get their stuff over.

Scenes have the proper buildup and satisfactory tags. In fact, the show as a unit could have played vaudeville without censoring.

Stripping contingent went over the top for a win, with the day chalked up for Mabel Francis, brunet. Her hot, rhythmic bump appearances caused the mercury to soar. Boys called her out innumerable times. Socke, Brunet Dolores Dawn was okeh on the slow parading, stopping at the wings each time she peeled. Dolores Leland, brunet, played to the boxes and pleased with her type. The trio warbled quite well, too. Julie Bryan, who she received a fair hand, needs a different slant on stripping.

Miss Leland is featured in production numbers, doing an American bolero snake-hip strip and some modernistic dancing. Mimi Reed, control dancer, rated highly with her routines and won over the house with her effervescence. Milt Bronson's soft-shoe is weak, but his Russian dancing is okeh for a good hand. He's also a straight man and vocalist. Alice Kennedy is an exceptionally fine straight woman; so are Murray Leonard and Tom Bundy in the male class. Line (16) has some of the liveliest and peppiest chorines seen here in some time and adds much to the production. Wardrobe, scenic and lighting effects are unusually good. Coordination back stage helped much to keep *Stars* accelerating at a fast clip. *Sidney J. Payne.*

Ritz-Carlton Roof, Ritz-Carlton Hotel, Boston

Third season of this 17th-story penthouse lawn party atop the town's swankiest hostelry is bringing in the smart set for capacity biz. The roof, overlooking the Charles River basin, M. I. T. and all that is Boston, has 10,000 square feet, with 500 customers capable of enjoying the delicious food,

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drinks and dancing. Current attraction, known to society dancers, is Jack Marshall's Ork.

Spot is bizarre and fanciful. Season's illusion is transplanted here in the form of some rich guy's lawn.

Marshall is popular here, with his lads capable of dishing out anything. Virtually melody in the sky.

John P. Murphy is manager. He's trying out a double-band policy. Has engaged a rumba outfit to play alternately.

Season here is 18 weeks, ending the last week in September. *Sidney Payne.*

Dorchester Hotel, London

Now in its third week, Henry Sherek's *Just for Fun* is grand entertainment at this ritzy Park Lane nitery.

Comedy is a strong element, with inimitable Joe Jackson in his familiar hobo role the leader. Jackson is good for plenty of belly laughs, and the usually refined patrons let themselves go when the pantomimist is holding court.

Spoken humor from suave and perfectly tailored Naunton Wayne, who is by many miles England's best emcee, finds a ready mark. Wayne knows his audiences from vaude to clubs and he carries all before him.

Greta Gynt from Norway is a smart impressionist of types and her dandy act is enhanced by an ingratiating personality and a keen sense of humor.

Dancing at its best comes from Maurice and Cordoba, perfectly matched pair, who are grace personified in their rhythmic ballroom routines.

Sixteen Albertina Rasch Girls are well up to standard and make several appearances. Best number is the *Tin Toy Parade*. Jack Jackson's Band is a steady feature here and praised alike by dancers and artists. Show caught was on Derby night and spot was packed. *Bert Ross.*

Savoy Hotel, London

Current entertainment is down to three acts, all naturals for this spot.

Now in their fifth week here, Estelle and Leroy are about the best dance team to play here in more than a year. Couple are graceful and look elegant. Pay lots of attention to costuming, routine and musical arrangements. Change their numbers frequently and make their work stand out.

Jeanne Devereaux, ballerina, is tops on technique and rhythm and shines with her appealing balloon dance and exhilarating toe tap. Combines ballet with modernistic steps. Routine is

marked by originality that wins her a corking reception.

Les Pierrotys, two French acrobatic comedians, not only excel with the most difficult and thrilling endurance balances, but the clown partner surprises with pipes that would do credit to an opera singer. Does various types of child and animal mimicry, in addition to strong facial and gymnastic comedy. *Bert Ross.*

London Night Spots

(Week of June 7)

Two new openings at the Cafe de Paris. Paul Whiteman's Rhythm Boys hit heavily with their hot vocals and instrumentals, and Frank Libuse revives his zany ribbing-waiter stunt. Local diners don't get the idea at first, but when they realize what it's all about it's a cinch for Libuse. Lew Stone and his band remain here.

The Duncan Sisters, who haven't been seen in London since 1928, had an auspicious opening at the Cafe Anglals, where they are proving a sure-fire attraction. Girls still retain their sense of humor and are plenty popular.

Gaudsmith Brothers, acro-medians, with their almost human pouches, have (See *NIGHT CLUBS* on page 21)

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Orchestra Notes

HAL MUNRO, now in his eighth month at Ivanhoe's, Chicago, signed his fourth contract with that spot. Recently added Bobby Dey, 18-year-old vocalist.

BARRY WALKER and his Stetson Orchestra closed at the Chateau Lido, Daytona Beach, Fla., Thursday and are going into Chicago.

BOBBY MARTIN and his American dance band are at Chez Florence in Paris.

JIMMIE PICKARD and his Chinese Syncopators are at the Empire in Brussels.

RAY VENTURA and his Collegians are at the Palais des Beaux-Arts in Brussels. JACK WARDLAW and ork opened May 29 at Jacksonville (Fla.) Beach Pier dance palace, indefinite stay.

HOTEL BOSSERT, New York, has signed Betty Allan and Vince Laydell, vocalists with Will McCune and his Staccato-Styled Music, for the coming season for its Marine Roof entertainment.

DEAN HUDSON and his Florida Clubmen, who played finals at the universities of Richmond and Randolph-Macon, open June 19 at Lumina, Wrightsville Beach, N. C.

FIRST RECORDINGS of Horace Heidt and his Brigadiers since they were signed by Brunswick will be released about July 1. Ork now playing at the Biltmore, New York.

FOLLOWING A TOUR of 13 Western States, Kay Barclay and her California All-Girl Orchestra are set for the Central Ballroom, Lake Okoboji, Ia. Band opens in Colorado Springs, Colo., June 29 for four weeks. Booked by Reg D. Marshall, of Hollywood.

ELI DANTZIG and orchestra, now at the Hotel St. George, Brooklyn, played for the West Point graduation hop June 11. One of the few outside bands to play at West Point, ork was booked directly by the War Department.

DAVE BURNSIDE'S 12 men opened for the summer at Poinsett Hotel, Greenville, S. C. Broadcast nightly over WPCB.

MAXMILLIAN BERGERE occupies the Ross Penton Farms, Deal, N. J. in this summer interim between his second and third seasons at the Biltmore, Miami.

LOU SHERWOOD, 28-year-old trumpet player, has organized his own band. He had been with Eddy Duchin and Leo Reisman.

LITTLE JOE HART and band replace Jack Crawford at the 400 Club, Wichita, Kan. Nancy Neal on vocals.

DICK GASPARE and orchestra have been in San Francisco three weeks waiting for the hotel strike to end so they can go to work at the Mark Hopkins.

ANSON WEEKS, who once went into Frisco's Mark Hopkins for two weeks and stayed five years, is expected to return there for a six weeks' engagement late in the summer.

PAUL PNDARVIS, while waiting for the Frisco strike to end, is keeping his boys in shape with a series of one-nighters in Northern California. The contracts on these jobs are so drawn that he can pass them up should the Palace Hotel Rose Room Bowl, Frisco, open.

BENNY GOODMAN booked for Sweets Ballroom, Oakland, Calif., June 18 and Fresno the 19th. One thousand dollars a night against 60 per cent of the gate is said to be the cost.

GLEN GRAY and Casa Loma crew, who have broken all records at the Los Angeles Palomar, are having some one-nighters lined up by Rockwell-O'Keefe. Ballroom managers up and down the Coast are signing contracts calling for \$1,250 per engagement.

PHIL HARRIS will play for a monster outdoor dance at the Mt. Shasta (Calif.) Fourth of July Celebration.

FRED WARING, who will play the Frisco Golden Gate Theater the last of June, wants \$2,500 for a one-nighter in the bay region. He may get it.

ERSKINE HAWKINS' Band has been dated for a series of one-night stands thru Harry Moss, of Associated Radio Artists, and arrangements with the William Morris office.

JOHNNY MESSNER is the subject of some pending radio deals. ARA reports TOMMY (RED) TOMPKINS' assignment at Lakeside Park, Barnesville, Pa., June 17 set thru ARA.

"FATS" WALLER heads coastward, stopping for a series of Ohio engagements arranged between ARA and Philip L. Ponce.

JULIAN WOODWORTH returns to the Saucon Valley Country Club, Allentown, Pa., July 3. ARA deal.

CARLOS MOLINA and band open Thursday at the Stevens Hotel, Chicago, following Lou Bring's outfit.

JIMMY DORSEY'S Ork is set for the Congress Hotel, Chicago, when Jesse Crawford leaves that spot.

IRVING SIEGEL and Al Brix, new song team, have enlisted help of George Edmund's Orchestra to put over their new song, *Montana Moon*.

SID DICKLER'S Orchestra has been held over to June 25 at Frankie's Forest Park Circle Ballroom, Dayton, O. Band has been attracting capacity houses, besides being aired over WSMK twice nightly.

GEORGE SOMMERS and his Falconians forsake Ocean City, N. J., for the Chateau Monterey, Wildwood, N. J.

BOB KAY brings his musikers down from Philadelphia for his second season at the Martinique Cafe, Wildwood, N. J.

JOE MILKOF takes over the music assignment at the Silver Lake Inn, Clementon, N. J., Maestro Mickey Famiplant moving to Beach Club, Wildwood, N. J.

JOE LANDY moves from the Lamb's Tavern, Springfield, Pa., to the Bala Inn, Bala, Pa.

REOPENING of the Girard Cafe, Philadelphia, brings in Rudy Rio for the music.

FRANK CRAVEN and orchestra are winding up their second year at Club Washington, East Liverpool, O.

CHARLIE ARMSTEAD and orchestra opened recently at Showboat Ballroom, St. Louis. Band features Red Hare, comedian and trumpeter, and Ottilie Alburn, vocalist, and airs over KMOX and WLL.

BOB HERRON and orchestra opened at Southern Club, Pampa, Tex., May 28.

DICK MILLS and combo closed a two-week engagement at Cedar Lane Night Club, Opelousas, La., June 14 and opened the following night at O'Neal's Night Club, Vicksburg, Miss., for an indefinite stay. Bebe Cash is the new vocalist.

Blossom Heath, Shreveport, Blossom on Gambling Charge

SHREVEPORT, La., June 12.—Declared by the District Court here to be a "nuisance," Blossom Heath night club, night spot of North Louisiana, must be locked for a year. Court acted on a petition filed by the district attorney last week seeking a padlock injunction against the club, operated by Joe Reno, T. L. Bonomo, Maurice Glorioso and Joseph Glorioso.

Among those who testified was Lynel Davis, ork manager, who declared he saw no gambling. Bonomo was fined \$1,000 and costs, half of which was suspended.

BRANDON, Miss., June 5.—Operators of 15 East Jackson night clubs faced padlock proceedings in a new drive against gambling spots.

Delmonico Takes Over Lexington, Ky., Club

NEW YORK, June 12.—Al Delmonico has taken over another club, the Springhurst Country Club, Lexington, Ky., which he will open this week. Spot has been turned over to MCA for band bookings but in six weeks will add a floor show also.

Delmonico will again run the Piping Rock, Saratoga, spot opening July 26. Talent for the two spots is handled by Herman Citron.

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BLUE BARRON, thru CRA, goes into Westview Park, Pittsburgh, June 14. He shifts from the Southern Tavern, Cleveland, where he has been for nine months broadcasting over WTAM.

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Reviews of Acts

Dawn Sisters

Reviewed at State Lake Theater, Chicago. Style—Comedy dancing. Setting—Front of band. Time—Six minutes.

Joan and Simone Dawn do a short and funny satire on ballet dancing. Wear ballet costumes and work in many laugh-provoking bits. A better opening would help, the current starter, a recitation of *Why Do They Die in the Classical Dance?* (or some such title) being too slow. The redhead in the act works up most of the belly laughs while the blonde engages in a straight ballet routine. Received well in this house. Hon.

Vernon Rathburn and Co.

Reviewed at State Lake Theater, Chicago. Style—Musical. Setting—In two. Time—Ten minutes.

Vernon Rathburn still stacks up as an excellent saxophone tooter. Uses a fem pianist and a songstress in the act. Opens with a straight number on the sax and then toots his neat laughing tune. Peggy Anderson comes on to warble *Blue Hawaii* and puts it over sweetly. Vernon accompanies her on a guitar. He follows of the sax with his version of *Nola* and on the cornet with *St. Louis Blues*. Peggy does a toe number during latter tune, but it is very weak. Hon.

Floyd Christy and Hal Gould

Reviewed at Roxy Theater, New York. Style—Comedy acrobatics. Setting—In three. Time—Twelve minutes.

Christy, who used to be teamed with Jack Whiting, goes thru essentially the same routine with Gould. Business is a

combination of acro and comedy, the comedy being delivered first in regular give-and-take gag style and later in conjunction with the team's hoke acro. Open with chatter about a role in a play, go into a bit of rough stuff and follow with a satire on circus acrobats. Ace bit of nonsense is a slow-motion turn.

Played to a heavy hand here. P. A.

Murray Wood

Reviewed at Roxy Theater, New York. Style—Singing and dancing. Setting—Special. Time—Five minutes.

Billed the miniature fashion plate of song, Murray Wood looks the part. Unlike so many midgets, Wood has definite dancing and singing talent, together with stage presence. Makes his entrance with two pretty girls and warbles the novelty tune, *Let's Call the Whole Thing Off*. Follows with a short session of hoofing, arm in arm with the femmes, and goes off to a nice hand.

Act, as presented here, is short, pleasant and is aided by good production, the Gae Foster girls filling in as background. P. A.

Eugene

Reviewed at Roxy Theater, New York. Style—Instrumental. Setting—In three. Time—Ten minutes.

Despite a surplus of xylophonists, Eugene is a welcome addition. Technique is brilliant, with the arrangements embellishing rather than covering the melody. Played both classical and pop numbers, including *Light Cavalry*, *Never in a Million Years* and *Tiger Rag*. Every one socked, with the last rendition a beauty.

Deserved, and received, a round ovation. P. A.

Argyries Adds Bookings

ROCHESTER, N. Y., June 12.—Arthur Argyries, manager of the Mutual Entertainment Exchange here, is now booking the following spots in this territory: In Rochester, Times Square Club, Bartlett Club, Brightview Club, Powers Hotel, Golden Grill Inn, Terrace Gardens, Breakers Club and Point Pleasant Hotel; Hillcrest Cafe, Binghamton, N. Y.; Tap House and Melody Gardens, Elmira, N. Y.; Moonglow Club and Candee Club, Syracuse, N. Y.; Como Club and Hanny's, Buffalo, N. Y.; Toto's Zeppelin, Holyoke, Mass.; Hotel Wagner, Bath, N. Y.

OEC Meets in Cleveland

CLEVELAND, June 12.—Ohio Entertainers' Club, a new organization, met here Sunday for the purpose of organizing agents and entertainers in this area, with a view towards adjusting salaries and improving working conditions in this territory. According to Thomas Selgert, a member of the organization, the OEC will meet here each Sunday afternoon. It is also planned to organize branch clubs in Columbus, Cincinnati and Toledo, Siegert says.

NIGHT CLUB

(Continued from page 19)

been added to Cochran's *Eve in the Park* revue at the Trocadero Grill Room, where they are a laughter and applause hit. The youthful and versatile American youngsters, Patsy and Bobby, tie the show into knots with their dancing and

Profits Liquidated

CLEVELAND, June 12.—John Moh-wish, partner in Kingside Grill, requested the Ohio State Liquor Board to suspend the permit of the place. Reason given is that his partners are drinking up the profits of the place and a halt is necessary in order to readjust affairs.



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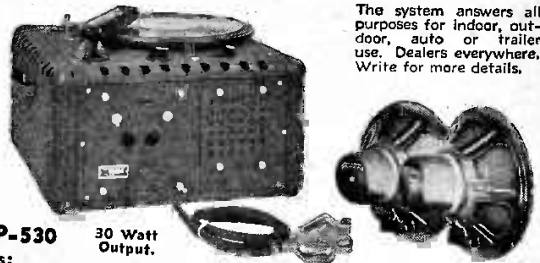
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Dance at MARLOW'S PARK

Acts Asked To Eat in Spots That Feed Them

CHICAGO, June 12. — A local agency, with several Eastern hotel accounts of its books, insists that acts it books eat in the spots they are working.

Hotel managers, agency claims, burn up when they see their acts walk to more popular-priced restaurants for their meals.

acrobatics. Kids have a wealth of personality.

Hildegard, London's fave femme singing star, packs them in at the newly opened and exclusive Trianon. She's a sensation, with seven and eight numbers called for at each session.

Allen Stanley retains her popularity at the Berkeley Hotel. Another popular entry here is that of the Anglo-American piano-singing team of Walsh and Barker.

Another newcomer is Howard Brooks, American monologist and magician, who interpolates a wealth of zippy and laugh-fetehing talk into his expert conjuring. He's a hit at the May Fair, where Mary Jane Walsh vocalizes to good effect and the personable Reader Twins score with their dances.

The graceful De Marcos are still tops in the opinion of London's ritziest dance devotees, who flock to see them at the Grosvenor House, where Paul Gerrits scores with his monologs on roller skates and Gall-Gall conjures from table to table.

All spots report business excellent due to the Derby and other events that bring patronage into town. Bert Ross.

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Equity Tackles Problem of Further Federal Theater Cuts

Mrs. Flanagan notified 1,700 will be cut in N. Y.—Gillmore says Equity would be willing to manage the project if necessary—project clipped in five States

NEW YORK, June 12.—With the smoke of the recent election battle cleared away, Equity is getting set to tackle its other problems. Most pressing at the moment is the WPA Theater situation, President Frank Gillmore confirming reports that the FTP faces a 27½ per cent cut by July 15. Mrs. Hallie Flanagan, FTP director, has been so informed from Washington, the letter stating that some 1,700 on the New York project would have to go. In view of the announced cut in WPA appropriation, this ties in with the reported liquidation of the project in Iowa, Nebraska, Texas, Maine and perhaps one or two other States. Stand of Equity is that, should the cut be inevitable, the non-pros should get the ax first. Thursday Assistant Administrator William F. Farnsworth told a delegation of FTP workers that he would send a letter to Washington protesting the cuts.

Possibility of an abbreviated Federal theater pruned of all its non-professional elements and placed under the protective wing of Actors' Equity has been broached. Gillmore Thursday said he personally would not be averse to Equity taking a crack at managing the FTP, adding that Equity would then have to stand criticisms leveled at the management of the FTP. Opinion of Gillmore, however, is that Mrs. Flanagan has done a splendid job in view of the mammoth undertaking.

Meanwhile a requisition for more paper for the WPA circus, to be used for handbills, lithos, etc., has been turned down. Also reported that City Projects Council threatens to picket the homes of any supervisors who give names of CPC members for dismissal.

Wilder Does Ibsen Revision for Colo.

DENVER, June 12.—Adaptation of Ibsen's *Doll House* to be used at this year's play festival at Central City, Colo., has been written by Thornton Wilder, novelist. Wilder has brought the action up to date by applying it to marriage problems today. Will be produced in the old Central City Opera House July 17 to August 7.

Plans call for the production of the same adaptation in New York this winter.

Richard Aldrich, who will boss the works at the Opera House, has left for the old mining town 60 miles west of here. The cast, with Ruth Gordon as star, will go to Central City next week, with Jed Harris as director and producer.

Sheila Barrett has signed to top the night club in the Teller House. Club will open the same night as the *Doll House* and operate Fridays and Saturdays for three weeks.

Secret Ballot Poll Result Out June 17

NEW YORK, June 12.—Returns of the Equity referendum on the secret ballot will be counted June 17, according to Frank Gillmore, AEA president. Gillmore this week reiterated the administration's viewpoint that passage of the measure would seriously menace the conduct of the meetings. *Equity Magazine* in the past has quoted Paul Turner, counsel for the association, and other legal opinion to this effect.

Pittsburgh Outlook Good; \$40,000 for Theater Fixing

PITTSBURGH, June 12.—Good season for flesh is foreseen here next year by Harry Brown. He will spend \$40,000 on improving his Nixon Theater, sole legit spot in what the theater convention called "America's best road town." Theater is expected to reopen early in September after 38 weeks' season ended in May, most successful in 10 years.

Charles Brown to Coast

NEW YORK, June 12.—Charles D. Brown, who recently ended his engagement here in *High Tor*, has sailed for California. Returns next fall to appear again under management of Guthrie McClintic.

\$75,000 Advance ATS Sale in Chi

CHICAGO, June 12.—Heaviest advance seat reservations in the history of the American Theater Society here is reported by Thoda Crockett, local head. In the last month \$75,000 worth of tickets have been reserved. Advance campaign closes Tuesday.

Listed as ATS attractions for the coming season are *Victoria Regina* and *The Merchant of Venice*, December; *King Richard II*, February, and such possibilities as *High Tor*, *Tovarich*, *The Women* and *Having Wonderful Time*.

Coast FTP Plans House

LOS ANGELES, June 12.—Federal Theater Project plans to construct a new 250-seat house here this fall. Policy change at FTP's Musart will give the house over at the same time to the colored unit exclusively. New season schedule includes three plays by George Bernard Shaw, three by Eugene O'Neill and eight others. Tours of the 11 Western States are being routed for *Merchant of Venice* in September, concert dance group, vaude revues and three legists.

Rush Plans Road Show

DETROIT, June 12.—James Rush, producer of the Michigan Players and the Metropolitan Players in this territory, is planning to prepare a road-show organization to tour Northern Michigan cities. Said that while there appeared to be a fair demand for legit road shows in the smaller towns, conditions were such that it was almost impossible to secure a theater because of pix tieups.

Gov't Art Dept. Hearings; Again

WASHINGTON, June 12.—Representative William I. Sirovich, New York Democrat, and Committee on Copyright and Patents will resume hearings on bill to establish a Federal department of Science, Art and Literature.

Slated to appear are Theater Guild officials, Eddie Dowling and Mrs. Hallie Flanagan, of the WPA Federal Theater. Idea is to revamp the theater project so that the living drama can become a permanent part of American life.

Little Theater Clicks

NEW ORLEANS, June 12.—Closed to legit due to alleged selfish flicker interests, local theater patronage has done well by one of the oldest and best established little theaters in the country this past season. All attendance records were broken by the Petit Theater du Vieux Carre, which will run a summer workshop season. Alfred Savoir's *He* will be the highlight play of the summer season and the repertory for next season.

Old Theater Restoration

NEW ORLEANS, June 12.—Show place of America in ante bellum days, the old French Opera House here may be replaced, according to plans for a city-wide meeting scheduled this week. Original theater, in which appeared stars of the 19th century, was destroyed years ago by fire.

BROADWAY RUNS

Performances to June 12, inclusive.

Dramatic	Opened	Perf.
Able's Irish Rose (revival) (Little)	May	12... 38
Bat, The (revival) (Majestic)	May	31... 17
Behind Red Lights (46th St.)	Jan.	13... 175
Boy Meets Girl (Ambassador)	Nov.	27... 653
Brother Rat (Hilfmore)	Dec.	16... 210
Dead End (Belasco)	Oct.	28... 681
Exquisition (Vanderbilt)	Apr.	9... 75
Having Wonderful Time (Lyceum)	Feb.	19... 131
Penny Wise (Morosco)	Apr.	19... 64
Rum Service (Court)	May	19... 30
Tobacco Road (Forrest)	Dec.	14... 1,098
Tovarich (Plymouth)	Oct.	15... 271
You Can't Take It With You (Booth)	Dec.	14... 211
Women, The (Barrymore)	Dec.	26... 196
Yes, My Darling Daughter (Playhouse)	Feb.	9... 141
Babes In Arms (Shubert)	Apr.	14... 69
Show Is On, The (Winter Garden)	Dec.	25... 196

\$1-Top Legit For Providence

PROVIDENCE, June 12.—Contracts were signed Tuesday between Associated Theaters, Inc., this city, and Jules Leventhal, of New York, to bring an eight-week season of \$1-top legit attractions to the Empire Theater here, starting June 28, with *First Lady* penciled in as the first attraction. Leventhal put his shows into the RKO-Albee here last summer for six weeks and did excellent business.

Theater corporation has also signed contracts with United Booking Office which will bring all road show attractions sent out from that office next fall and winter into the Empire, which, since Associated Theaters took it over last summer, has been a subsequent-run film house. Stage has been rebuilt and new electrical equipment installed. A pit for 10 musicians is now being installed and larger box-office facilities will be built. House seats 1,828 people.

Gordon To Film Own Stage Plays

NEW YORK, June 12.—Max Gordon Plays and Pictures Corporation will produce three stage plays for the screen for the 1938-'39 season. *The Women*, currently at the Ethel Barrymore Theater, will be the first and will be released in the autumn of 1938. Gordon office is discussing national and world release matter with several major distributing companies.

Gordon believes the day is not far off when legit producers will see their way clear to produce both stage and screen versions of plays. This, he thinks, will result in bringing to the stage some of the leading-dramatists who have joined the Hollywood gold rush.

Chicago WPA Show Flops; But Stays

CHICAGO, June 12.—Despite failure at the box office, WPA's *Mississippi Rainbow*, featuring an all-Negro cast, has been held for 15 weeks at the Princess Theater to keep its people working. Passes have been distributed liberally to assure a nightly audience.

FTP's musical revue, *O Say, Can You Sing?*, which was scheduled for a re-opening this spring, is being rehearsed for similar reasons. Show has now been in rehearsal stage for six weeks, with the latest opening date announced for Thursday.

FTP Publicity Reratings

NEW YORK, June 12.—Reratings for men in the WPA Federal Theater publicity department came thru this week, the 13 general press representatives receiving \$130 as against \$120 a month, effective June 1. Press representatives, assistants to the general reps, are boosted from \$94 to \$120. One publicity man will be assigned to each of the theater units.

Argument for rerating was that the men were needed for 39 hours a week to handle shows. Understood men must deliver or else.

Tax Exemption In Fall, Maybe

Sirovich to reintroduce bill in next Congress — says passage is sure this time

WASHINGTON, June 12.—Tax on admissions to legit theaters is certain to be repealed at the next session of Congress, according to Representative William Sirovich, New York Democrat. Bearing out this attitude, it is reported that Chairman Doughton of the House Ways and Means Committee is in favor of terminating the tax.

Sirovich last May introduced a bill to terminate the tax on admissions to "places of amusements wherein the spoken drama is presented exclusively." Bill makes it clear that it would only apply to admissions to plays, operettas or musical comedies, and "shall not be deemed applicable to motion pictures, radio, television, stock or vaudeville performances."

Bill will necessarily die upon adjournment of the present Congress, but will be reintroduced early in the session of the 76th Congress.

"Faustus" Opens In 2 More Spots

NEW ORLEANS, June 12.—Federal Theater Project here opened Tuesday with *Dr. Faustus*, played in a remodeled commercial movie studio converted into a theater of approximately 200 capacity. Jammed for the first night, play will continue for the rest of the week.

There are 70 members in the troupe. Walter Armitage and Charles Nielsen were outstanding. WPA pit ork also must be commended. P. M.

DETROIT, June 12.—Detroit Federal Theater will present *Dr. Faustus* at the People's Theater here, opening June 23.

Kimron Friar, playwright with the local FTP, has revised the original Marlowe script.

Federal Theater went dark Sunday night after a three-week near-record run of *Let Freedom Ring* and will stay closed until the opening of *Dr. Faustus* in order to allow rehearsals.

Two other plays, *Taming of the Shrew* and *They Shall Arise*, have also been placed in rehearsal.

Eastern Offices of Screen Guild in N. Y.

NEW YORK, June 12.—Kenneth Thompson, executive secretary of Screen Actors' Guild, is scheduled to arrive here Monday to set up Eastern headquarters for SAG. Guild contract with the producers specifies such an arrangement.

Also understood that the Eastern office will negotiate matters involving tieups with its parent body, Actors' Equity.

New Philly WPA Head

PHILADELPHIA, June 12.—Mrs. Gertrude Sharkey, former Philadelphia Civic Theater leader, has assumed command of Federal Theater Project 85 State director. Since its inception local Federal Theater has been noteworthy for its promises and inactivity.

Philly Highbrow Season

PHILADELPHIA, June 12.—Philadelphia Forum, presenting a calendar of intellectual and cultural events each season, announces three Theater Guild productions during the 1937-'38 season. *Jane Eyre* and *The Masque of Kings* have been definitely set.

Four More B'way Closings

NEW YORK, June 12.—Slated to close tonight are *Dead End*, after an 85-week run at the Belasco Theater; *Behind Red Lights*, at the 46th Street Theater, after 175 performances; *Penny Wise*, at the Morosco, after 64 performances, and a revival of *The Bat*, at the Majestic, after a two-week stay.

Summer Theater News

Alan Brock, of the Bentham office, has made the following placements: David Rollins, for entire season at Provincetown, Mass.; Jack Foley, entire season with Farragut Players, Rye Beach, N. H.; Frances Amherst, Irving Morrow and Dorothy Scott, for the season with the Connecticut Players, Milford, Conn.; also with the Connecticut Players, Shering Oliver, Lulu McConnell, Almira Sessions, Mrs. Patrick Campbell, Olga Baclanova, Rosemary Ames, Hal LeRoy, Leona Powers and Hal Conklin.

First half of the eight-week season at the Newport Casino, opening July 13, has the following on schedule: *Sweet Sorrows*, new English comedy by Eric Swift, starring Doris Dalton; *Retreat From Folly*, current London success, starring Margaret Anglin and featuring Stiano Braggiotti; *The Secret Heart*, a new comedy from the French of Yvan Noe, featuring Guy de Vestel, actor-director of the French Theater of New York, and *The Vinegar Tree*, with Leona Powers.

Guy Palmerton Players open their fourth season at the Lake Whalom Theater, Pitchburg, Mass., June 21 with *When Ladies Meet*. Company is to include Adrienne Earle and Frank Lyon in the leads and Robert Perry, Irene Shirley, Nancy Duncan, Ruth Amos, Marian Grant, Joyce Bell, John Gordon and others.

Second offering of the current season at Robert Porterfield's Barter Theater, Abingdon, Va., will be *Distaff Side*, headed by Grace Mills and including Nell Harrison, J. H. Heron, Elizabeth Sparks, John Dickens, Peggy Watkins, Francis Stringfellow, Jane Kemper and others. Performances Thursday thru Saturday, June 17-19.

Mary Young Theater, Centerville, Mass., opens July 5, the eight or nine-week schedule including at least four new plays. Mary Young, as usual, will be supervising director, with E. Stanley Pratt as director and Mrs. Helen Archibald as associate. Slated to appear are Jane Barnes, William P. Carlton, Lady Dorothy Standing, Eric Kalkhurst and Carlyle Moore Jr. Productions skidded are *All's Fair*, a new comedy by J. H. Morris, to be followed by *The Children's Hour*, *The Command To Love* and *Help Yourself*. A new piece by Edgar Selwyn is being considered for future production.

New York-Gulfport Players open their 10-week season at the Chapel Playhouse in Gulfport June 28. Plays expected to be presented include *Candlelight, Tonight at 8:30* and other Noel Coward plays, *Boy Meets Girl*, *Last Warning*, *Much Ado About Nothing*, *Spring Dance*, *Blind Alley* and *Hay Fever*. Four of Broadway's leading favorites, Grace George, Helen Menken, Joyce Arling and Mrs. James Bell, will appear in other productions.

Kathleen Kent and Robert Ober will head the permanent cast of the Green Mountain Playhouse for its second season at Burlington, Vt., this summer. A new feature of the Playhouse this year will be the introduction of an apprentice group thruout the entire eight weeks' session.

Robert Henderson's dramatic festival season at the Lydia Mendelssohn Theater, Ann Arbor, Mich., has entered its fourth week. Practically capacity house has greeted every production so far.

The Henderson season closes this week with *Tovarich*, given its first production outside of New York, starring Elena Miramova, Evelyn Varden, Dennis Hoy and Robert Graham. Play goes on at advanced prices with a \$2.50 top, in contrast to the \$1.50 top for all other productions.

Plymouth Playhouse, Milford, Conn., opens its 10-week season June 28 with three of the plays from Noel Coward's latest successful venture, *Tonight at 8:30*, according to Marcus Merwin, managing director of the Connecticut Players. Stars will be Lois Wilson and Sterling Oliver.

Lulu McConnell will be the second week's star in *Cradie Snatchers*, followed (See *Summer Theater on 4th col.*)

From Out Front

By EUGENE BURR

This reporter, who can stick his neck out with enthusiastic abandon, is about to stick it out again—this time in that yearly neck-sticking-out event, the choice of the 10 best performances of the season. In a year as filled with fine performances as the one just past, such choosing becomes a tricky and dangerous job, a job indulged in only by the chronically weak-minded or by a dramatic reporter with a column to fill. Only one ray of hope appears in the entire picture—the obvious, complete and overwhelming preeminence of the performance of Maurice Evans as King Richard II. No one could possibly quarrel with that, and Mr. Evans is hereby nominated as first choice.

As for the other nine places, they are filled several times over by performances of performances come to mind; and even when such hundreds are needed, at least 30 remain to defy any further pruning. Three lists will therefore be offered, a first 10, a second 10 and 10 honorable mentions; and it should be remembered that the difference between the performance listed second and that listed 30th is not very great. Acting standards were excellent during the season.

In any case, the choice represents merely the personal viewpoint of a single spectator, and can therefore be dismissed with appropriate growls and expressions of disgust.

The first 10: (1) Maurice Evans in the title role of *King Richard II*; (2) Leslie Howard in the title role of *Hamlet*; (3) Arthur Byron as Polonius in the rival (or Gielgud) production of *Hamlet*; (4) Judith Anderson as the queen in the Gielgud *Hamlet*; (5) Peggy Wood in the title role of *Miss Quix*; (6) Augustin Duncan as John of Gaunt in *King Richard II*; (7) Katherine Locke as the little wage-slave in *Having Wonderful Time*; (8) John Raby as the young prisoner in *Chalked Out*; (9) Charles D. Brown as the bibulous Dutch ghost in *High Tor*, and (10) Leona Powers as the head nurse in *Red Harvest*.

There may be minor quarrels with that choice, but, it seems to me, no great quarrel is possible. No one with sense, taste, intelligence or appreciation would dream of disputing Mr. Evans' place. Mr. Howard's *Hamlet*, a thoughtful, intelligent, sensitive, well rounded and tremendously effective characterization, was roundly damned by critics who are careful to follow intellectual fashions, but it was none the less—and by long odds—the finest performance of the long-suffering prince that I have ever been privileged to see. Mr. Byron's Polonius was an amazingly powerful and believable picture of an aging statesman, the only Polonius I have ever seen who might, in his prime, have been the great man Shakespeare insists he once was. Miss Anderson's queen brought the light of clarity and understanding to play upon a much underrated and much maligned woman, creating fine effect and great sympathy, and bringing at long last some semblance of meaning to many of the play's lines. Miss Wood's performance was a detailed, carefully thought out, moving and glowing character study. Mr. Duncan's John of Gaunt was as majestic a piece of acting as has been seen on our stage in seasons. Miss Locke's sympathy and tenderness in her first major assignment have been acclaimed everywhere, and stamp her as perhaps the most promising of all our younger players. Mr. Raby, also in his first major assignment, made believable, harrowing and amazingly effective a character that was, after all, cut only to pattern. The rich strength and effect of Miss Power's performance lifted it high above the inept play upon which it was wasted.

It is to be noted, as a matter of mild interest, that the first four performances listed, and also the sixth, were offered in Shakespearean productions. Shakespeare, above all a craftsman, knew how to write parts that display performers to best advantage—but this season we were fortunate in having Shakespearean productions wherein, in many instances, the performers outshone their roles. That is less usual than it might at first appear.

The second 10, rating little if any beneath the first: (1) Jessie Royce Landis as the horror-ridden wife in *Love From a Stranger*; (2) Irene Browne as the aging gadabout in *Promise*; (3) Ruth Gordon in the title role of *The Country Wife*; (4) Lucile Watson as the perplexed mother in *Yes, My Darling Daughter*; (5) Lillian Gish as Ophelia in the Gielgud *Hamlet*; (6) Mildred Natwick as Miss Garnett in *Candida*; (7) Grant Mitchell as the harried drug-store proprietor in *Tide Rising*; (8) Henry Travers as Grandpapa Sycamore in *You Can't Take It With You*; (9) Philip Loeb as the mad director in *Room Service*, and (10) Paula Bateman as the most courageous of the pioneering women in *200 Were Chosen*.

And the third 10, all of them, it seems to a disgruntled reporter, rating places in a first 10 which obstinately refuses to accommodate them: (1) Leon Ames as the embattled English instructor in *Bright Honor*; (2) Russell Collins in the title role of *Johnny Johnson*; (3) Ronald Brogan as one of the young junkies in *So Proudly We Hail*; (4) Ian Keith as Bolingbroke in *King Richard II*; (5) Joseph Greenwald as the Jewish father in *Hitch Your Wagon*; (6) Ian McLean as the unfortunate Scottish provost in *Storm Over Patsy*; (7) John Alexander as the gentle behemoth of *Swing Your Lady*; (8) Jay Fasset as the confused employer in *Tovarich*; (9) Charles Dalton as Northumberland in *King Richard II*, and (10) Amelia Romano as Virginia Clemm in *Plumes in the Dust*.

If there are sins of commission there, according to accepted critical lights, they must be overshadowed by sins of omission in a list that fails to include such shiny red apples of the average critical eye as Marta Abba, Noel Coward, Gertrude Lawrence, John Gielgud and Katharine Cornell.

Miss Abba was omitted, not because she gave a bad performance in *Tovarich*—as a matter of fact, she gave an extremely charming one—but because the light-weight humors of the play never permitted her to show the extent of her talent. Mr. Coward was omitted because this perverse reporter feels that no one in his right senses could ever accuse Mr. Coward of even pretending to act any other character than that one he seems to find so absorbing—namely, Noel Coward. Miss Lawrence was omitted because it was my quaint notion that any performer who insistently plays directly to patrons in the first five rows, and who occasionally seems to be counting the house, isn't a very good performer. Mr. Gielgud was omitted because his much-vaunted performance, in which he seemed to be trying to combine the best features of *Hamlet* and the man on the flying trapeze, appeared to me to be one of the most asinine and least effective boob-startlers ever to be perpetrated by a performer more intent in selling himself than the character at hand. Miss Cornell was omitted because her *Candida* was simply a dishing out of determined charm, and because her Ophar, in *The Wingless Victory*, muffled the ringing glory of Mr. Maxwell Anderson's blank verse and made the character, in her big scene, seem less like a Malayan princess than a Malayan fishwife.

If this be treason, make the most of it.

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TEACHERS' SUMMER COURSE JULY 12-AUGUST 20

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

Chorus Equity Notes

At the annual meeting of the Chorus Equity Association the following officers and members of the executive committee on the regular ticket were elected: Paul Duilzell, chairman of the executive committee; Henrietta Merriman, recording secretary; for the executive committee (members to serve for three years), Albert Amato, Jay Amiss, Jean Beryl, Freeman Bloodgood, Dorothy Forsythe, Leroy MacLean and Hobson Young, and Margaret Henzel to serve one year, replacing John Walsh.

★One new member joined association last week.

We are holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Leila Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

On July 5, 1937, all mail held in this office prior to January 1, 1937, will be sent to the last address we have on file for the member or, failing to have such an address, returned to the post office.

Beginning next week this column will carry an alphabetical list of mail held. Because of the amount it will be impossible to carry a complete list in any one issue. If you do not see this column until your name has been passed alphabetically write and ask if we are holding mail for you.

Chorus Equity has continued its efforts on behalf of its members who have had to accept employment on the WPA Federal Theater Project. When this project was cut down last fall the regular Chorus Equity members came thru unscathed, and those who did receive pink slips were reinstated upon the intervention of the association—their cases having been examined by the association and their need vouched for. On June 8 Chorus Equity was represented on the committee which appeared before the Senate appropriation committee in Washington to protest the proposed cuts in WPA theater appropriations and which demanded maintenance of the Federal Theater Project at its full strength.

Be sure that your correct address is on file in this office.

CHORUS EQUITY ASSOCIATION.

SUMMER THEATER

(Continued from 1st col.)

by Mrs. Patrick Campbell in *The 13th Chair*; Olga Baclanova, in *20th Century*; Rosemary Ames, in *Accent on Youth*; Walter Greaza, in *Libel*, with Walter Beck and Frances Amherst; Hal LeRoy in his first legit appearance, in *Broadway*, with Jean Sargent and Tucker McGuire; Leona Powers, in *The Vinegar Tree*, with Hal Conklin; Claudia Morgan, in *Heroes Don't Care*, a new comedy from London.

Charles S. Monroe will do publicity; Charles S. Rogers is scenery designer. Darrel Yoakum will be technician, and Margeret Hazelwood will be a director, assisting Richard Gage, general director.

Sarobia Country Theater, Eddington, Pa., begins its 1937 season the latter part of June. Playing on a weekly circuit, the company plans to produce revivals, tryouts and a Shakespearean production.

Lawn Players, Folsom, Pa., combine art with drama for their premiere production. Program calls for an exhibit of oil paintings by Paul Martel and a one-acter by Sada Cowan, *Sinistrum of Skaggerak*.

Helen Ford will be starred in the opening production of the Berkshire Playhouse, Stockbridge, Mass., which begins its 10th season of summer stock June 28. The play in which she will appear is to have its American premiere at that time. (See *Summer Theater on page 27*)

(43rd Anniversary)

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 Write T. BELL, Secretary, 68 West 85 St., N. Y.

Thru Sugar's Domino

A Correction

WE HUMBLY apologize to our readers for the nice things we said about the Loew Circuit in the edition of this pillar that appeared in the March 6 issue. Like the objectively minded historian we should have waited for time to do its unerring job of placing things in their proper perspective before rushing into print.

On the regrettable occasion referred to we placed a wreath of laurel on the head of Leo the Lion's theater-operating wing for its decision to definitely eliminate so-called audience games from the Greater New York circuit. Of course, naive soul that we are, we did not realize at the time that Charles O. Moskowitz, Loew's general theater executive, was giving vent to his inimitable sense of humor and was talking to the trade press with his tongue (and a cigar) in his cheek when he stated:

This will completely wind up the games as far as our theaters are concerned.

We quote further, not from The Billboard but from our esteemed contemporary, Motion Picture Daily, in its February 25, 1937, issue:

Pointing out that Loew's theaters were the last to adopt the games and declaring a desire to be the first to abandon them, Moskowitz said: "All games will be eliminated from Loew theaters permanently or until such time as the public indicates without a shadow of a doubt that they will not patronize our theaters unless we do have the games."

So far so good, but the day we are writing this (Wednesday) there came to our desk a press notice sent out by Oscar A. Doob, Loew's press and advertising chief, in which it is announced that Loew theaters in the metropolitan area, with few exceptions, will resume audience games the week of June 18. Moskowitz is given as the authority for this announcement and there follow these quotes from the seemingly inconsistent right arm of Nicholas M. Schenck:

Some months ago we eliminated Screeno, Bank Nights and other games owing to the length of the performances, and feeling that they had served their purpose as a passing novelty. However, during the past few weeks we have received thousands of requests from our patrons all over the city, asking that they be reinstated. In response to this overwhelming demand these audience games will be reinstated in those theaters where they have enjoyed greatest popularity.

It is apparent from this that Brother Moskowitz desires to put the soft pedal on his once heroic assertion that Loew doesn't like the audience games and that it will not restore them unless its existence is threatened. Maybe Moskowitz was kidding in the first place or maybe the sad fact is that Loew had changed the character of its patronage to such an extent by espousing audience games that a falling off in business was the result of the kibosh put on the games last February.

So we apologize for saying nice things about a circuit that has cried "wolf" twice and finds itself in a tough position right now as regards making those who take their show business seriously believe what it is saying.

Apparently we are in for another siege of the audience gambling and giveaway epidemic. Again the substantial theaters of the country, under the energetic leadership of Loew, will desert show business and go into the considerably more precarious business of mass gambling and giveaways. What a sad dish to set before the spirits of the showmen who sweat and strained and sent themselves to early graves building up what has degenerated into a thimble disguised theater front for a mass gambling spree. Within the law because the very essence of the practice makes it a football for politicians and others who are so adept at making shekels that if you threw them into a manure pile they would emerge with a stack of gold in their hands.

If we are to accept Moskowitz's original statement quoted in Motion Picture Daily as the unvarnished truth we would have to conclude that MGM product and other product booked by Loew for its theaters are not quite as good as trade-paper ads crack them up to be. Didn't Moskowitz say that the games will be eliminated until such time as the public indicates that they will not patronize Loew theaters unless the games are restored? If Bellwether MGM is in such a sad state there is something definitely wrong with the picture industry. If Loew theaters, long regarded as the paragon of chain-store operation, have no other way to cure anaemia of the box office than to renege on the elimination of chance games, it is a sad prospect indeed for those who still hope to see stage shows restored in the leading theaters of the country.

We wonder whether Moskowitz and his cohorts really understand what they are letting themselves in for by restoring chance games to their New York houses. We wonder whether they realize what an inviting noose they are shaping for their necks, said noose to be drawn taut when and if by the scum of politics who wait and pray for such opportunities. And we wonder whether Loew and the other outfits that will undoubtedly follow its lead appreciate how far they are straying from the show business. And finally we wonder whether these poor deluded souls are aware of the fact that their only salvation is to keep to the path of show business.

We shall continue to wonder and we doubt whether we will ever be enlightened. Meanwhile we apologize again for the nice things we said in the March 6 column.

The Broadway Beat

By GEORGE SPELVIN

MR. SPELVIN, tireless and exacting in the performance of what he considers his duty, passes this on: If you're tall, dark and good-looking, and smell nice and the gals like you, hurry to MGM. They're looking for juveniles. . . . Al Nilson, WOR engineer, who lives with his family on the Chinese junk Amoy at Nyack, has installed an engine in the ship and will launch it during July. . . . Maury Gaffney, of CBS, just had his house in Westchester painted. . . . Ralph Wilshin, of National Screen Service, hops back to California the week of June 14. . . . Paging O'Henry, or maybe Thomas Hardy's Little Ironies: That pitchman selling the Lord's prayer on your penny at the erstwhile stage entrance to Minsky's Republic. . . . New York flashes: Drunken deaf and dumb mute being tossed off the Eighth avenue bus at 24th street, the other night and emitting guttural noises. . . . But for a merry hah-hah get hold of the folder Evans & Salter, CBS concert management firm, sent out on Nino Martini. One of the most ghastly pieces of overwritten gibberish to reach the desk.

David Bamberg, sock South American magi who put on a swell two-hour show some time ago at El Teatro Cervantes, Spanish house in Harlem, is going back to the land of chile. The bookers here drive him nuts. Bamberg, a matinee idol in Havana, can go down there, take it easy and play six and seven months at a stretch in one theater. All of which seems very sensible, but is unfortunate for the Sten, some of whose magic fans had counted on seeing Bamberg put on his show in a Broadway legit spot.

Sir Harry Lauder (remember?) is one Scotchman who spends. Gave a luncheon last Wednesday in the Rainbow Room to a group of old theatrical associates, including Jack Lait, Nate Spingold, Ed Pidgeon, Jerome Wilzlin, Louis Wilzlin, Henry Berlinghoff, Martin Wagner, Willard Coxey, John Hyde, William Murray, Harry Keller, Mrs. William Morris and Ruth Morris. . . . The 5 and 10-cent stores plugged sales of Jean Harlow's photo immediately following the star's death. And MGM didn't waste a moment before sending out a release. . . . Henny Youngman turned down an offer from Paramount to appear in *Artists and Models* when the company refused to guarantee any footage. . . . Val Irving is now working alone, having split with Eddie Jackson and Cy Reeve. . . . Pardon the Winchellism, but Milton Berle's sister will become a mother in four months. . . . Bee Kalmus, singer, and Cy Kronfeld, Broadway merchant, will take the plunge June 18. . . . W. G. Van Schmus, managing director of Radio City Music Hall, is in receipt of a Doctor of Humanities degree conferred by Washington and Jefferson College.

There's more to this than meets the eye: When Carl Erbe, p. a. for the new Riviera, sent out his gilded invitations to the press (at a cost of precisely 21 cents each) the invites never arrived. The stuff was so classy and slippery that the post office could not cancel the stamps and therefore held up the mail. . . . One of Mr. Spelvin's dimmer-witted stooges found that when you light a box of matches in your hand it hots. Claims he is sulphuring terribly! . . . Spelvin, incidentally, has nothing against those juice joints dotting his street, but asks: do they have to smell so awful?

Wendell Goodwin, press rep for the WPA circus, inquired of one of the down-at-heels side-show ladies whether she had been in the Florodora sextet. "Yes-s-s," says the female. "I'll send you a wheelchair," says Mr. Goodwin. Had a narrow escape. . . . Eleanora Barrie, doll in the Federal Theater, is still emoting in *Power*.

Chicago Chat

By NAT GREEN

YANK TAYLOR, erstwhile radio ed of *The Daily Times* and more recently a grower of limes (limes to limes, so to speak) in Florida, is back in the old burg and with Dixie, his wife, will spend the summer at swanky Lake Geneva. . . . Yank has developed a new variety of limes by crossing the common lime with the kumquat and it is claimed it imparts a delicious flavor to highballs. . . . Steve Trumbull, formerly with CBS, also is growing limes in Florida. . . . Richard Mills and Shirley Heller, who were married in Pittsburgh last week, will reside in Chicago, where Mills is manager of Mills Music, Inc. . . . B. & K. ballying the *Elephant Boy* picture at the Garrick with jungle settings and a mechanical elephant in the outer lobby. . . . Maurine and Norva, dance team who were popular at the Continental Room of the Stevens here, write from San Francisco that they are having a successful engagement at the Bal Tabarin there. . . . Jerry Lester, talented young emcee now at Royale-Frolics, is making a terrific hit. . . . Has a world of excellent material and knows how to put it across. . . . A boy whom the night spots should grab is Sammy Williams, colored lad at Gibby's. . . . Altho it is said he doesn't read a note, he plays the piano and electric organ like nobody's business.

Thoda Cocroft, head of the American Theater Society, will leave soon for her annual jaunt to California. . . . Walgreen drug stores are being patrolled by two picket lines, one with banners declaring the stores are unfair to organized labor, the other with signs saying they are fair. . . . Paul Whitman made a single appearance on the CBS *Poetic Melodies* program last week in honor of his former tenor vocalist, Jack Fulton, star of the program. . . . Janis Andre is wowing 'em at Colosimo's with her Lady Godiva number. . . . It's good to see Eddie Gilmartin back in the ballroom game here. . . . He's very popular and will be an asset to the Trianon as manager. . . . Too bad marriage had to break up the dance team of Santschi and Buckley. . . . Lorraine Santschi "went and done it" last week, and her partner, Josephine Buckley, will walk down the aisle Tuesday of this week. . . . Terry (Lucky Strike) Turner in from the West Coast on his way to New York. . . . Terry has an interest in *The World a Million Years Ago* show at the Dallas expo.

Business not so hot in Loop vaude-movie houses. . . . For that matter, shows have not been so hot, either. . . . Apparently there is difficulty in lining up good stage bills as well as good pictures. . . . Willard Rutzen, of the Morrison, will be one of the judges who will select a Cherry Queen at the National Cherry Festival next month. . . . Jimmy (Liberty Inn) McGovern has temporarily left North Clark street night life flat to make a fishing trip to Minnesota. . . . Eddie Neibaur starting his seventh season at Wil-Shore, Dan Devlin's outdoor dance spot. . . . The Eddy Duchins are awaiting the stork. . . . Eddy, incidentally, is doing a grand job at the Empire Room of the Palmer House and packing 'em in. . . . Gladys Hight, dancing teacher, has been appointed judge from the United States for the International Dance Congress that opens in Paris this week. . . . She is taking with her to France a group of 24 dance pupils.

"Woman Chases Man"

(UNITED ARTISTS)

Time, 70 minutes. Release date, May 7. Directed by John Blystone. Produced by Samuel Goldwyn. Story by Lynn Root and Frank Fenton. Screen play by Dorothy Parker, Alan Campbell and Joe Bigelow. Cast: Miriam Hopkins, Joel McCrea, Charles Winninger, Eric Rhodes, Ella Logan, Leona Mariele, Broderick Crawford, Charles Halton, William Jaffrey and George Chandler. Reviewed at Radio City Music Hall, New York.

Of the type usually described by the savinned critics as "light summer fare," *Woman Chases Man* is good for a load of laugh right thru. Script, in which Dorothy Parker had a hand, is full of bright quips and dialog, leaning heavily toward the nutty side. Chief among the screwballs involved are Miriam Hopkins and Charles Winninger, and between them they eventually turn Joel McCrea so happily insane that he winds up sleeping in a tree. Audience exits all a-giggle, probably hearing bells too.

Yarn involves E. J. Nolan, who dissipates the fortune of his son in crazy schemes and inventions; Kenneth Nolan, the sop who tries to keep his father in check; Virginia Travis, a female architect who combines with Nolan senior to persuade Kenneth to part with \$100,000 to carry thru B. J.'s latest brainstrom, Nolan Heights. Kenneth is made to see the light, in the process of which he falls in love with Virginia and gets the lowdown on a couple of Continental swindlers long parked on his trail.

Direction by Blystone is able, leads are carried off well and supporting roles handled in ace fashion.

Paul Ackerman.

"The Go Getter"

(WARNER)

Time, 95 minutes. Release date, May 22. Directed by Busby Berkeley. Screen play by Deimar Daves, based on a story by Peter B. Kyne. Courtesy Cosmopolitan production. Cast: Charles Winninger, Willard Robertson, Anita Louise, George Brent, John Eldredge, Henry O'Neill, Herbert Rawlinson, Harry Beresford and Ed Gargan. Reviewed at the New Criterion, New York.

How a survivor of the wrecked airship Macon becomes a super-lumber salesman and son-in-law to a shipping and lumber magnate despite the handicap of an artificial leg has possibilities for a good Class B picture, providing the fix-in's are bearable. Here the legitimate kernel has been blown up until it blasted from its own imbecilities.

With all due respect to Winninger, Brent and the others whom we suspect of being normal individuals—every one appears as mentally balanced as the less violent inmates in an insane asylum. From the unconvincing crash of the airship at the beginning of the picture to Brent's being made general manager of the Ricks Lumber Company, the actors are led thru a series of activities which do not coincide with universal standards of sanity and reason. The pity of it all its utter lack of humor. Winninger could have been a comic eccentric in his role of the old-fashioned industrialist. Instead he sounds more like a maniac for all his fiendish ejaculations.

The story summarized conceals asinities. Brent's Bill Austin faces life with a cork leg and courage imbued by his captain's motto: "It Shall Be Done." When the lumber company's junior execs refuse to hire him he plods on to Cappy, the owner, wins a trial and makes good, selling dead stock and emptying the firm's warehouse supplies. He overcomes every obstacle natural and planted, including the supreme test of the blue vase. It was the height of stupid practical jokes, but the go-getter surmounted it in true flicker fashion.

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Among the glaring absurdities hereabouts was his jumping overboard from a westbound steamer 14 miles out from the Golden Gate, to swim back to Frisco because he was needed to settle a strike.

If an exhibitor is sure his public lacks even that one ounce of intelligence charitably attributed to motion picture audiences as a whole, then he can show this film on a bargain day. Sylvia Weiss.

"African Holiday"

(HARRY C. PEARSON)

Time, 58 minutes. Release date, June 3. Narrated, produced and presented by Harry C. Pearson. Photographed in Africa by Mr. and Mrs. Harry C. Pearson. Edited by Hal Hall.

Pearson, a retired business man and big-game hunter, made this film for his own pleasure in Africa during 1935. It is the usual travel film, with banal shots of landscapes, animals, natives and Mr. and Mrs. Pearson. Some of the material is interesting, but it's spoiled by bad photography. Many shots are blurry, others are taken from an angle so obvious that it prevents any graphic presentation of the material.

Closeup of a young Masai savage drinking the warm blood of a freshly killed bullock during an initiation ritual is good; also pictures of a religious cult dancing in frenzy amidst deadly cobras, adders, black mombas and other snakes. Best sequence is one of the okapi (described as the world's rarest animal) at close range. Merian Cooper might have made something exciting and beautiful from all this. The Pearsons never rise above the level of journalism into real cinema.

Accompanying narration was, like all other accompanying narrations, unutterably inane.

Considering type of picture, biz was unusually good for a week-day matinee, with the orchestra filled. May indicate a broad interest in travel films, which exhibitors would do well to consider in planning schedules. Maurice Zolotow.

"Fifty Roads to Town"

(20TH CENTURY-FOX)

Time, 81 minutes. Release date, April 16. Director, Norman Tauroug. Screen play by George Marion Jr. and William Conselman, based on a novel by Louis Frederick Nebel. Cast: Don Ameche, Ann Sothern, Slim Summerville, Jane Darwell, John Qualen, Douglas Fowley, Allan Lane, Alan Dinehart, Stepin Fetchit, Paul Hurst, Spencer Charters and others. Reviewed at the Roxy Theater, New York.

This picture is lousy, the only doubt being whether it is very much so. Plot hinges on that old stand-by, mistaken identity, and presents Don Ameche and Ann Sothern in the leads. Audience is first galled by some trite dialog and some fast automobile driving.

Shortly after the traffic cop is left behind Ameche and Sothern are cozily ensconced in a cabin in the wilderness. He has a gun, is evidently hiding from something or someone and refuses to let the girl go away. Cupid steals upon this pair of incipient love birds, and it is indeed a relief when Mr. Ameche turns out to be a respectable gentleman rather than a bandit.

Slim Summerville and Stepin Fetchit fall to give the general drabness of this comedy any hypo. Ameche is handsome enough anyway. Sothern dabs perfume behind her ears before dropping off to sleep. This must be sex appeal. Paul Ackerman.

"Maternite"

(FRENCH MOTION PICTURE CORP.)

Time, 78 minutes. Release date not given. Produced by Synchro-Cine. Directed by Jean Choux. Scenario by Jean Choux and Laurent Veneuil, from the latter's novel. Photography by Christian Matras. Cast: Francoise Rosay, Hella Muller, Felix Oudart, Therese Reigrier and others. Reviewed at the Belmont Theater, New York.

The handicapped by a hackneyed story, this French film, because of superb direction and photography, must be rated as one of the best imports to hit these shores in many a week.

With the trend in picture production (both foreign and domestic) running to straight narrative documentation (social, historical or fictional), *Maternite*, created in the style of impressionistic

montage which fuses widely scattered shots together to suggest a mood, bucks this trend and recalls the finest picture work of Eisenstein and Pudovkin. Director Choux has done a magnificent cinema job, telling his story almost entirely with visual images and small sharp details which, tho minute, open up a whole range of character and situation. Photography of leaves, sky, trees, running water and especially faces leaves nothing to be desired. Acting of Francoise Rosay (mayor's of *Carnival in Flanders*) as the rich lady and Hella Muller is delicate and restrained.

Story concerns a peasant girl (Muller) who gives up her illegitimate child to a wealthy family and keeps the secret all her life, tho she suffers doing so. Sequence in which Mile. Muller is torn between love for infant and desire to see that he gets the best things of life is excellently paced, rising to an effective climax.

Biz bad when this reviewer caught the show, which is a pity, because aesthetes would go for this film if it were exploited better. Also possibility of drawing some lowbrow trade by playing up another angle. Maurice Zolotow.

"Parnell"

(MGM)

Time, 119 minutes. Release date, June 4. Directed by John M. Stahl. Screen play by John Van Druen and S. N. Behrman from the stage play by Elsie T. Schaulfler. Cast: Clark Gable, Myrna Loy, Edna May Oliver, Edmund Guess, Alan Marshall, Donald Crisp, Billie Burke, Berton Charehill, Donald Meek and others. Reviewed at the Capitol Theater, New York.

Here is a bit of Ireland's stormy history, presented in a somewhat slow-moving manner by MGM. But with marquee names such as Gable and Loy, it should mean lines at the box office. While this bit of history is, in itself, actually a good-sized chapter of Erin's history, the wooden direction gives one the idea of incidents put together slowly and lacking much of the dramatic intensity that was available.

Parnell sought to give Ireland home rule. But when success seemed closing in on him, his Irish supporters deserted him because the breath of scandal had touched his reputation. There's excellent dramatic material here, but Director Stahl's rather heavy hand has passed over much of it and has grasped the obvious too often.

But it's by no means a flop and, with the names, it should mean business. Gable is fast learning the acting business and while his playing lacked any semblance of feeling, he went thru the motions—which will please his public. Miss Loy is a mobile clotheshorse of pleasing personality who has little time for emoting. But she can strut. So there it is—Parnell, Gable, Loy and a fair crew of supporters. Benn Hall.

"Border Cafe"

(RKO)

Time, 65 minutes. Release date, June 25. Directed by Lew Lenders. Screen play by Lionel House from Thomas Gill's "In the Mexican Quarter." Cast: Harry Carey, John Beal, Armida, George Irving, Leona Roberts, J. Carroll Nash, Lee Patrick, Paul Fix, Max Wagner and Walter Miller.

Here is a Western that is tame enough to be recommended to adolescents and exciting enough to appease adults. Amusing interludes woven into the pic-

Film Shorts

"Love in Arms"

(EDUCATIONAL)

One of those minor colligate pieces where the boys and girls of neighboring schools are hampered in their love lives by an old hen in charge of the girls' dormitories. NIELA GOEDELLE, petite and chic, screens well and sings with an arresting voice. Unfortunately the tunes in this short are mediocre with the exception of *You're Here, You're There, You're Everywhere*.

Boy friend is LEE SULLIVAN, a good-looking youngster, who was not handled capably. Has a pretty smile but gives out with it too much. Voice is fair but cannot do much with such age-worn tripe as *The Girl of Sigma Chi*. A male chorus is heard occasionally.

Comedy material is well handled by GEORGE SHELTON and EDDIE HALL, two zanies, who put over some Groucho Marx stuff with a bang. Ackerman.

"Girls Ahoy"

(EDUCATIONAL)

TOM PATRICOLA and BUSTER WEST, dancing comics, are in the navy for Educational. Do a bit of nimble stepping aboard ship and go thru a comedy sequence involving a tangle with the officers. Old stuff but still good for some laughs.

Nutty pace is kept up ashore when Tom and Buster attempt to save the father of their girl friends from a good-looking frump titled Alimony Annie. Comedy is of the wild sort, involving a chase thru windows, a screwy motorcycle ride and a final set-to with the gang negotiating the marriage.

The boys screen okay, but would perhaps show to better advantage in a production calling for more legwork and better comedy lines. Ackerman.

Implications are wholly false.

No one will mind this rejuvenated plot wherein a pampered New England heir comes into his own midst fresh air and wholesome company because modern shades dress it up. "Protection" rackets swap places with the old type of rustling, and the villain is the best of what's left since Capone and the boys were picked up, or knocked down.

In this hour of entertainment Keith Whitney starts as a wealthy drunk, sprawled out in a cafe on the Texas-Mexican border. He obtains funds from his family on the pretext of investing it in a ranch. News that his parents were to visit him on his ranch accounts for his submitting to the cowboy training administered by Tex, an old Harvard classmate of young Whitney's father. At the same time, he becomes dangerously fond of the little Mexican dancer who now has the maid's job on Tex's ranch.

From the second half of the story, the racketeers fail to browbeat Tex into paying one grand for the "protection" of his cattle. Forcing their way into a Whitney family reunion, the gangsters kidnap the dancer and papa Whitney. Usual chase and rifle practice deliver justice to the yeggmen. The Whitneys go home to mind their own business, and Jack gets his Jill. Sylvia Weiss.

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N. Y. BURLY HAS CHANCE

Mayor Sees Operators as Others Resort to Courts for Licenses

Operators organizing and drafting code after seeing LaGuardia—Oriental fighting Moss in Supreme Court—Irving Place going into court on constitutional rights

NEW YORK, June 12.—Dark since May 1, when the license department refused license renewals, the local ex-burlesque houses are due for an early break. Mayor LaGuardia saw a group of managers Monday of this week and intimated that he might give them some relief, provided they get themselves organized and submit to him satisfactory evidence that they can conduct their houses in an inoffensive manner. The operators of the Irving Place Theater and the Oriental Theater are resorting to the courts for their licenses, the Oriental seeking a license for colored shows and not burlesque. It is understood that Harry Brandt, theater operator, interceded for the burlesque operators and arranged the meeting with the mayor. The mayor's talk to the operators was considered as a favorable one and he was for giving them quick action. The operators have been meeting all week, lining up another managers' organization and drawing up a code of ethics that would meet with the approval of the mayor. It is rumored that they figure on appointing a czar for the field, the name of former Mayor Jimmy Walker being mentioned, and they are also figuring on replacing strip acts with vaude turns and confining nudity to immobile posing numbers.

According to report, all the ex-burlesque houses, with the exception of three, have signified their intentions of becoming members of the organization. Those not scheduled for membership in the group are the Oriental and the Irving Place, which are resorting to the courts. The Oxford, Brooklyn, is also understood not to be participating in the organization. The Burlesque Artists' Association was to have seen the mayor Thursday, but this appointment did not come off. Instead, it is expected that the actor organization will meet with him early next week.

The corporation operating the Oriental served License Commissioner Paul Moss yesterday with papers that are returnable Monday morning in Supreme Court. Theater obtained a show cause order signed by Justice Louis A. Valente, which demands of Moss an explanation as to why a license should not be granted the theater. The Minskys, operating the house, are willing to take their license on a month-to-month arrangement, and also willing to sign papers by which they will surrender their license after they fail to heed any warnings from the license department. Theater is represented by Nathaniel Phillips, attorney.

Irving Place Theater is taking its action to the United States District Court, seeking a hearing before the Statutory Court of three judges on the grounds that it has been deprived of its constitutional privileges. In being denied a license, the theater contends that the 14th amendment of the Constitution has been violated, that of property rights. Sarcastically speaking, the theater's attorney, Archibald Palmer, points out that in being refused a license the theater's management has even been refused the right to go to jail if an indecent show is produced. Palmer wrote the mayor early this week, pointing out that house-cleaning of burlesque can be done from within by eliminating striptease acts, nude lobby material, selling of obscene literature and filthy dialog on the stage.

Liberty, Frisco, Goes Pix

SAN FRANCISCO, June 12.—Liberty Theater, second most important burlesque house here, has taken out the shows for the summer and will run major foreign pictures until about Labor Day. At that time, according to "Pop" Klein, owner, who is supervising the presentation of the film attractions, the live talent will be reinstated. Charles Michels, of the Kearney, the city's third burly house, says it, too, will resume with live-talent shows in the fall.

Chicago Luring Song And Dancers To Strip

CHICAGO, June 12.—Scarcity of talented strip acts foreseen for next season has stimulated a drive in the Milt Schuster office here to corral new faces and encourage good song and dance singles to turn to strip work. It is pointed out that girls now earning between \$25 and \$30 a week doing a specialty in night clubs can double and triple their salaries in burly houses next season by developing one or two strip numbers. The recent drive against smut in burlesque has brought demands from managers for talented strippers. Girls offering little more than good looks will find their booking voyage in rough sailing next season, it is contended.

A number of good singers and dancers have already been lined up for strip work and are now shaping routines in small clubs in this area. Kept in mind is the fact that wherever stripping will be banned the girls will have a good act lined up nevertheless.

Philly Entertainers' Benefit

PHILADELPHIA, June 12.—United Entertainers' Association plans a benefit show and dance at Moose Hall Tuesday. Proceeds will be used to set up a fund for sick and needy performers. Diana Johnson, UEA vice-president, is in charge.

Burlesque Reviews

Capitol, San Francisco

(Reviewed Tuesday Afternoon, June 8)

Before a fair mid-week afternoon house, the Capitol *Follies*, produced by Joe Barnett, ran smoothly thru 85 minutes of entertainment that gave no indication that the burly censorship wave was even close to Frisco. The material was as spicy as ever; the gags as blue as necessary, even more so in a couple of instances, and the gals as nude as desirable.

The show moved swiftly thru seven scenes, all well staged and capably executed by a good cast of principals and a snappy line of 14 dancers. Five strip girls, each more shapely than the one previous, were spotted thru the show and proved its main attraction. First was Ann Leonard, who also sang *September in the Rain* in a pleasant voice. Louise Phelps also added a song to her dance. Shapely Helen Colby needed no song to get over with the audience.

Kitty (Peaches) Ellis sang *The Glory of Love* and then did a strip specialty that drew a good hand. Anyone who gets an enthusiastic hand in a Frisco burlesque house has got to be good. Luscious and blond, Miss Ellis did okeh. Billed only as Chloe, the final stripper really left the boys wanting more. Thoroughly well put together, Miss Chloe gave out some Grade A strip dancing.

During one of the ensemble numbers, Veggie Carrol did an attractive dance using two flashlights for eerie effects. Al Larpenteur did an excellent tap routine to *Orpheus in Hades*.

One of the scenes, *Hello, Bill*, was a little more obviously vulgar than was necessary, detracting greatly from its comedy value. It featured principals Fuller, Rydeen, Watson and Leonard. These same four in a later scene, done all in pantomime, were very amusing.

Bob Worth's Band in the pit. Costumes and scenery very attractive. Pat Kelly.

Burly Briefs

JOE QUITNER is getting ready to open his Globe, Atlantic City, with burlesque June 25. Erma Voogee has been set by Nat Mortan for the house. . . . Helene Cortez is at her home in Brooklyn recuperating from her recent operation in Detroit. . . . Betty Palmer, Eva Collins and Virginia Bryan returned last week on the Queen Mary from a European trip. . . . Jacqueline Joyce is back at the Mirador Club, New York, with new dance routines and brushing up on a couple of new ones. . . . Mrs. Charles McNally is at the St. Clair Hospital, New York, where she underwent an operation for an acute attack of appendicitis. . . . Nat Mortan has lined up booking assignments for night clubs in Red Bank and Long Branch, N. J., which open with floor shows June 25.

TOM PHILLIPS, head of the Burlesque Artists' Association, was in Troy, N. Y., from Tuesday to Thursday attending the Elks' convention. . . . Alvino has joined Alex Gerber's vaude unit. . . . Writing a thesis on burlesque brought a Doctor of Philosophy degree at New York University to David Dressler, chief State parole officer of New York. His writing was supposed to have been based on his viewing 1,000 burly performances. . . . Pat Kearney is too emphatic a talker, resulting in an injury to his knuckle

when he pounded his fist into the palm of his hand.

CHICAGO BRIEFS: Milt Schuster booked Georgia Clyne into McGovern's night club here Monday for an indefinite engagement. Georgia came in from the Roxy, Cleveland. . . . Marlon Morgan closes at the Rialto June 17 to hop to California with hubby Buster Lorenzo for a vacation. She will be succeeded at the Rialto by Charmaine. . . . Dewey Michaels brought his military-schooled son home to Buffalo for a summer rest. . . . Benny Moore vacationing at home in Peoria, Ill. . . . Hal Rathburn in Cleveland taking in the Great Lakes Exposition. . . . Hamp and Beck off to Grand Rapids, Mich., on a vacation. . . . Charles Country and Kenny Brenna, comedy team, and their straight man, Jack Buckley, are leaving this area for the first time in five years to fill several weeks at the Casino, Toronto, starting June 27. Will return to the Rialto for the fall season. . . . Recent Schuster bookings include Harry Cleex and Marie Voe Palace, Buffalo; Dagmar, Casino, Toronto; Sally O'Day, 606 Club here; Vanya Karanova, Harry's New York Bar here, and Billy Ainsley, Dalton's Follies Theater, Los Angeles, for 12 weeks.

U-Notes

By UNO

SUNNY (SMILES) SLANE is vacationing at home in Columbus, O. Ditto Clyde Bates in Cuba, Mo.; Benny (Wop) Moore and Lucy Baxter, Peoria, Ill.; Bert Saunders and Dorothy DeHaven, Newport, R. I.; Dorothy Morgan, Royal Pines, Lake George, N. Y., and Vilma Joszy and Eddie Shafer, New York.

BOYD HEATHEN is now one of the Montmartre Trio at Jimmie Kelly's nitery, New York. He joined Vaughn Comfort and John Rockwood six weeks ago.

ANN LEE forced to return to the Galinger Hospital, Washington, for further treatment of the operation she underwent in March. Registered under her family name, Ann Lee Newman.

LILLIAN DIXON recovering from an operation at the Polyclinic Hospital, New York, June 4.

ROXANNE LEVINSKY spotted by Joe Williams into the Shoreboat Restaurant, Bronx, New York, to do a fan and a modernistic dance for two weeks with options.

CAROL NONANDI, Peggy O'Neill, Louis Chapman, Neil Lang and several members of the 12 Aristocrats comprised the entertainers at the season's opening of the Hotel Calvert, Atlantic City, operated by Jeanette Milestone.

HELEN DEAU VIRRE, Shirley Herman, Natalie and Darnell, Margot Lopez, Lee Jackson, June Morgan, Joan Carroll and June Lacey took part in a first anniversary celebration of the Nomad Club, Atlantic City, that lasted three days, May 28, 29 and 30.

JOAN LEE, Milton Frome and Harry and Marian Baum left New York June 14 on a motor trip to California to visit Margie Lee, who is working for Popkin & Ringer.

BILLY (BEEF TRUST) WATSON, fishing and bungalow renting at his ocean-front home in Belmar, N. J., writes he has many propositions for next season.

DOROTHY ORENNON, with last season's *Nothing But Dames*, indie show, and four other girls constitute a chorus unit placed in the Lucky Cafe, Brooklyn, by William Neeley, who also produced the numbers.

PAULA LIND is heading an eight-girl revue at Tony LaRose's Chez Paree, Atlantic City.

ALLEN GILBERT's musical revue, the second week's bill at the Brighton, Brighton Beach, had Ann Pennington, Joy St. Clair, Raynor and Briscoe, Lee Royce, Marvin Lawlor, Mason Sisters, Deauville Boys, Waller and Lee; Haig, Hayes and Howe; Krinaud; Three Blue Jackets; Gilbert's chorus of 30, including a ballet unit, and Doreen Hart, Virginia Wilson, Kitty Forgette and Arline Stewart, part of the six showgirl group.

PROFESSIONAL CARDS

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Tab Tattles

OLIVER KIGHT and wife, now working for the Gus Sun office, opened Sunday at the Roxy, Cleveland. . . Seigel (Sunshine) Rogers is attending to a bit of business in Rochester, N. Y., while the wife, Ruth, is resting at the home of her folks in Texas. They expect to take to the road again in the fall. . . Ray Kolb, who entered Christ Hospital, Cincinnati, the other week for a major bladder operation, has been removed to his home, 917 Sixth avenue, Dayton, Ky. Operation was a complete success, but Ray will have to take several weeks' rest before he will be able to work again. . . Joe Hayworth, nine-year-old son of "SeaBee" and Marton Hayworth, is assisting the canvassmen on the Dea Cook Show. Sort of learning the business from the ground up.

HARRY CLARK'S Winter Garden Revue is headed for Kemp dates in the Carolinas after winding up for Lucas & Jenkins in Georgia. Company comprises Lampino and Company, Murdoch and Mayo, Tommy O'Neil, Jenny Brother, a six-girl line and Frankie Swehned's six-piece orchestra, including Don Drake, Dick Dixon, Rex Waldo, Bill Erbacher and Ike Patterson. . . Renee and Jack Keating have closed their Houston engagement to join the Charley Hunter-Jack Pfeiffer Showboat Players, currently working under canvas in Virginia. . . Recent additions to H. B. Poole's Happy Hour Theater tab, Houston, are Cotton and Chick Watts, Leslie Long, Kettle Frazer and Dorothy Kauble. Cotton has taken over the producing at the house. Business is reported as good considering the hot weather. . . Red Mack is reported to be doing well with his Club Washington in East Liverpool, O.

SYD RAY, formerly featured with a number of the larger tabs in the past, is now with the Borden Dairy Products, Fresno, Calif., producing and acting as song leader of Borden's Sundae Sing, a Sunday night feature over *The Fresno Bee* Station KMJ. . . Fred Hurley, tab and burly owner-manager, last week opened his new enterprise, the Ritz Club, on Route 69 at Island View, near Lakeview, O. Fred hopes to make it a year-round proposition. . . The Renos and the Shaws are reported to be feuding again. . . Jacqueline Maison's *Rhythm Girls Revue*, Jay C. Maison, manager-producer, which has been holding forth at Steve Dykos' Mohawk Club, Peoria, Ill., has been signed to carry on indefinitely at Dykos' Rainbow Gardens there, which opens June 15. In the revue are Jacqueline Maison, the Joyce Sisters, the Burke Sisters, Helen Traub, Delores Kjoborn, Ginger Lee, Jimmie West, and Jay C. Maison, emcee. Wallace Fitch's Ork supplies the dance and dine times. Miss Maison will also maintain a line of girls at the Mohawk Club, where the Three Jacks and Queen of Rhythm (Cladys, Virge, Earl and Bob) will supply the music. . . Arthur P. Almond, former piano leader with various tabs in this country and forced to return to his native England some 10 months ago, writes from London under recent date: "Reading a recent issue of *The Billboard* made me wish more than ever to be back 'home,' where I feel I belong. But friend (?) consul says 'no.' So what? About September I'll have another try at getting to Canada and thence to the States. But all this is in the laps of the gods, and like the cat said when it went behind the piano, 'That remains to be seen!'"

REVIEWS OF RECORDS—

(Continued from page 12)

You Can't Run Away From Love Tonight, I Know Now, Night Over Shanghai and The Lady Who Couldn't Be Kissed (1267, 1268), and REGGIE CHILDS, who imparts a definite Hal Kemp touch to *A Carnival in Venice and Honeybunch*, the latter ditty a honey.

Strong on the rhythmic riding is the MAL HALLETT coupling of *Turn Off the Moon and Easy on the Eyes* (1270) and CHICK WEBB both in a *Cryin' Mood* and swinging on the *Rusty Hinge* (1273), both bands dishing out a brand of tooting that's tops. On the short side of the ledger falls MIKE RILEY with *That's Southern Hospitality and Jammin'* (1271), his band not having arrived as yet for wax purposes, and SEGAR ELLIS' noble experiment with *Shivery Stomp and Three Little Words* (1275). Ellis

features brass in his new combo, four trumpets, four trombones and a single tenor sax playing mostly clarinet. While the band shows to advantage for his original stomp, the pop side lacks proper scoring for the unique instrumentation.

Decca joins the *Twilight in Turkey* samplers, with STUFF SMITH getting the assignment. The Smith stuffers make torrid swingography of this wacky opus, their interpretation holding up with T. Dorsey's try. And to make this number a must-have of the jazzquizzes Stuff backs it with his *Onyx Club Spree* (1279). A revival of Chicago jazz that harks back to the Original Dixieland Band era brings the MOUND CITY BLUE BLOWERS with their jamfest on *High Society Blues and Muskrat Ramble* (1274). And for a bit of torchy swinging LIL ARMSTRONG, the ex-Mrs. Louie, shows nicely her word painting with *I'm Kneekin' at the Cabin Door* and *I'm on a Sit-Down Strike for Rhythm* (1272), a barrel-house crew on the backup to make the dirges deep indigo.

Variety

The swing merchants shine on these labels, and rightly. FRANK NEWTON swings his Gabriel horn with a gin-mill abandon for *There's No Two Ways About It* and *Cause My Baby Says It's So* (550), inspiring Fats Brown's alto sax and the vet clarinetist Edmund Hall. RED NICHOLS rides again with *Love's Old Sweet Song*, first in a series of semi-classics adapted to modern swing, and *Troublesome Trumpet* (545), a dandy dish that brings the carrot-top cornetist back to the cat cult. LUCKY MILLINDER couples two by Chappie White, *Prelude to a Stomp* and *Rhythm Jam* (546). Tab Smith's sax intonations surefire for sending the immune. NOBLE SISSLE returns to the wax fraternity with a sentimental coupling of *Bandana Days* and *I'm Just Wild About Harry* (552) from the Sissle-Blake *Shuffle Along* revue of the early '20s. Both sides played in a spirited, rather than swingy, tempo, featuring Sissle's ace clarinet and soprano sax star, Sydney Becket. An exponent of the New Orleans style, Becket is one of those immortal acts who never took time out to learn how to read music, playing only thru memory.

GEORGE HALL forges to the head among smooth syncopators with a dandy double of Cotton Club ditties, *Where Is the Sun? and Old Plantation* (547), and vocalist DOLLY DAWN lends her name to the label for *Swell People and To a Sweet Pretty Thing* (544).

Vocalion

PHIL HARRIS has a commercial couplet that finds him in his true element, *Between the Devil and the Deep Blue Sea and Darktown Strutters' Ball* (3565), band having lots a snap and Harris waxing his bary pipes gingerly. Making standard yet smooth syncopating, SAMMY KAYE sways 'em with *Alibi Baby and Why Do You Pass Me By?* (3556), and RED JESSUP doubles *Toodle-Oo with Can't You Hear That Mountain Music?* (3554).

EDDIE STONE, vocalist with Isham Jones, lends his moniker to the label for the Larry Clinton opuses, *A Study in Brown and Satan Takes a Holiday* (3555),

Endurance Shows

KENNY GRUWELL, of Pasadena, Calif., posts in to say that he's now working in Los Angeles, but that he hopes to be with a show again in the near future. "Sure miss the kids a lot," Kenny writes. "Would like to hear from the gang that was in the 1932 Los Angeles and Santa Monica shows."

HELEN CHESTER, formerly of the endurance field, is now operating her own night club on Route 7 at Steubenville, O.

WE HAVE INQUIRIES recently on Zeke Youngblood, W. E. Tebbitts, Eric Ross, Alma Bennett, Johnnie Martin and Millie Sweet, Bill Owens, Eddie Cotton, Bernie Marr, Ernie C. Mesle, Dud Nelson, Raymond Wray, Boots Bowen, Schnozzle Roth, J. B. Steinel, Lois Guyton, Al Howard, Roma Terry, Hal Brown, Frenchie and Betty Poulet, Hank Shelby and Chic Abbott.

HENRY AND ELLA LEWIS are still located in Marysville, Calif. Henry has left the Aloha there and is now at the Beach Bowl Hotel in Marysville and doing pretty well. "I am a constant read-

What, No Esperanto?

DETROIT, June 12.—Pickets put on last September by the IATSE at the Brooklyn Theater have been carrying signs for several months that don't say a thing, it has been discovered. Original signs were in English and made little impression in a Mexican settlement. Somebody got the idea Spanish would be better, and a sign painter who claimed to know the language was hired. It was only after considerable active service that somebody, seeing that the vernacular made as little impression on the natives as the original English, brought over a Spanish student, and result proved the signs to be in a wholly unknown tongue, evidently product of the painter's imagination.

House has consistently done poor business since pickets started last September, and Chester Brown, proprietor, has expressed his desire to employ union men if business warrants. Brown is a former IA stage-hand member.

Unusual harmony between pickets and management has been characteristic from the first. Pickets have suggested to the cashier that the house close up early when business is slow, letting both the staff and the pickets off early for the evening.

proving nothing more than that the Jones boys can read the music of swing-cophile. ERSKINE HAWKINS makes a mild genre of swing for Stephen Foster's *Suwannee River* and *Dear Old Southland* (3567), giving a convincing sample of high C's when trumpeting down the Swanee. HENRY (RED) ALLEN, luminary among the trumpeting cats, with a pick-up crew of septa sonders, fails to raise the temperature with *A Love Song of Long Ago* and *Sticks and Bones* (3564).

Bluebird

OZZIE NELSON rocks the rhythm solidly with *Peckin' and Jelly Fish* (6974), but sub-standard stock stuff is peddled by CHARLIE BARNET on four sides, *Love Is a Merry-Go-Round, The First Time I Saw You, You're Looking for Romance* and *In Your Own Little Way* (6973, 6975). A corn special has BOB SKYLES describing *She's Built Like a Great Big Fiddle* and *I Got a Crow To Pick With You* (6978), a classic not only for the cracker-barrel cats, but will even make West 52d street hillbilly conscious, and the MODERN MOUNTAINERS, with Smoky Wood warbling with gusto, also sneak up in the pop list with the way low-down *Dirty-Dog Blues* and a listenable ballad, *Drifting Along* (6976).

Savannah Musicians Elect

SAVANNAH, Ga., June 12.—Henry J. Applewhite, local orchestra director and leader of ROTC band, was elected president of the new Local No. 447, American Federation of Musicians, at a recent organization meeting. Oscar S. McClellan is executive officer.

Other officers are Dallas L. McClellan, vice-president; O. H. McClellan, sec-

retary and treasurer; J. H. Scarborough, sergeant at arms; Kenneth E. Falmer, William Wolfe, Carlton Saxon and R. E. Reed, directors.

Price scale committee includes Mrs. Henry Getz, Henry B. Hill, D. L. McClellan, James Reed and Earl Wolfe. Applewhite and O. H. McClellan are alternates.

Between 50 and 60 local musicians have already signed to become members.

SUMMER THEATER—

(Continued from page 23)

It is *Mariette*, a musical romance by Sacha Guitry.

Director William Miles announces that the theater will operate on a 10-week schedule. Other plays besides *Mariette* and *Canada* to be produced during the summer include *The Texas Nightingale*, *Storm Over Patsy*, *Many Mansions*, *Miss Quis*, *Tonight at 8:30* and *Patience*.

Among the players booked are Alexander Kirkland, Ann Andrews, Peggy Wood, Alexander Clark, Mary Wickes, Lewis Martin, Edmund George, Ellen Hall and Robert Allen.

In conjunction with its regular summer stock company the Robin Hood Theater at Arden, Del., this season will offer a practical course in acting and stagecraft for a few qualified students of the theater. Approved applicants will form an apprentice group, which will receive instruction, follow the work of the theater and take part in minor roles. Season opens July 5 and closes August 28. Esther Porter will direct the group.

Boyd Holloway Show Folds

PETERSBURG, Va., June 12.—Boyd Holloway's Milt Tolbert Show, which began its swing under canvas a few weeks back, folded here last Saturday. The Holloway brothers trucked their equipment back to Monroe, N. C., for storage. In all probability Boyd Holloway will reopen the show in September to make the North Carolina tobacco territory.

Majestic Is Doing Well

EAST LIVERPOOL, O., June 12.—Snowboat Majestic, plying the upper Ohio River, is playing the larger towns along the course to excellent business. Four days here gave the boat four big houses. Bills here were *Clouds and Sunshine* and *Marriage of Elisabeth*. Several vaudeville acts are offered in addition to the drama presentation. Admission is 35 cents top, which includes reserves.

International Announces Another Virgin HUTCHINSON, KAN.

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ATTENTION CONTESTANTS!

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NOTICE CONTESTANTS WALKATHON DERBY

SHOW OPENING THURSDAY, JUNE 24th, DANVILLE, ILL.

This show sponsored by the American Legion. Have 75,000 population within six miles. Broadcast three times daily. Last show here five years ago; never had a modern heat show here. This will be a short snappy show. Guarantee sponsors to good teams. Shower baths? Yes. Will take care of you on arrival. Concessions still open. No collect wires.

INTERSTATE AMUSEMENT CO., Zeke Youngblood, Mgr.
Care PEARSON HOTEL, DANVILLE, ILL.

Heffner Reports Biz Tops in Ky.

CINCINNATI, June 12.—Heffner-Vinson Show, Jimmie Heffner, manager, is currently playing its established territory in Kentucky, where, according to word from Manager Heffner, the show is enjoying a bang-up business. "Nothing short of a tornado or a downpour could keep us from doing business in our Blue Grass territory," Heffner says.

In a communication to the rep desk from Versailles, Ky., Manager Heffner says: "Last spring, Herman Lewis, my character man, sent in a writeup and you sure did at the blue pencil to it. Naturally I take it from that that you did not believe what Lewis had to say about our show. Would like to have you come down and catch it and if you don't say yourself that it's one of the best shows of its kind you ever saw I'll miss my guess. And if you don't say it's the most gorgeously costumed show of its kind you ever saw I'll buy you the best \$10 hat in Cincinnati."

Jim Heffner this week met Young Buddy Hale, manager of the Milt Tolbert Show. "He's a very likable chap and seems to be a real manager in spite of his age," Heffner reports.

Included in the Heffner-Vinson roster this season are Jimmie Heffner and Beatrice LeRoy, owners-managers; Billy Armond, Marigold Lawrence, Herman and Dolly Lewis; Betty Noble, featured acrobatic dancer; Dan Argyle, Dorothy LaGwinn, Calvin LaGwinn; the Rhythm Boys ork, comprising Danny Sharpe, Otto Divanti, Dave Seibert, Cowboy Gwinn, Ralph Herbert, Ollie Tool and Henry Batterson. There are eight girls in line. Hoxie Tucker is boss canvassman and Jimmie Davies is mechanic and electrician. Esther Davies is cook for the working crew of 12 men. Ben and Lilly Heffner are the contractors, with Joe McDurham and Albert Dunn looking after the billing.

Hayworths Join Dea Cook; Business in Maryland Off

STOCKTON, Md., June 12.—"SeaBee" Hayworth, comedian, and wife, Marion Andrews, who closed a brief tour with Bbyd Holloway's Milt Tolbert Show at Petersburg, Va., last Saturday, joined the Dea Cook Show here Monday. Hayworth will produce both the main show and concert. Ervil Hart, who worked with Hayworth's unit the past winter, is another recent addition to the Cook lineup.

Dea Cook Show is playing three-day and week stands on the Eastern shore of Maryland and will head back to its old territory in Virginia, the Carolinas and Georgia for the late summer and fall. Business in this section is just fair, due largely to short crops.

Cook players are working under an attractive Baker-Lockwood outfit and the show's rolling stock is all new.

Ann Nielsen Under Knife

NORWALK, Conn., June 12.—Annie May Nielsen Quintard, known on the stage as Ann Nielsen, daughter of the well-known dramatic actress Hortense Nielsen, underwent a serious operation recently at the Post Graduate Hospital, New York. She is making a good recovery and expects to soon be convalescent. Owing to the serious nature of her daughter's illness Hortense Nielsen was forced to cancel her Southern bookings with women's clubs and similar organizations to be at her daughter's bedside.

Billroy Briefs

Haverhill, Mass., June 12.—Everything quiet around the show over the week-end, due to Mr. and Mrs. Billy Wehle's three days' absence, and everybody trying to be on their good behavior. Daisy Mae Murphy, from Quitman, Ga., managed the show during (See BILLROY BRIEFS opposite page)

Rep Ripples

"SEABEE" AND MARION HAYWORTH were recent visitors on the Original Floating Theater, where they enjoyed a pleasant set-to with Boob Brasfield and members of his company. "Boob has a good show on board and is doing good business," Hayworth pipes. "Also visited the Jimmie Hodges tent show at Emporia, Va., recently. Jimmie has the most beautiful of the larger outfits I've ever seen in these parts in years. Both outfit and trucks are the last word in flash equipment."

HARRY ROLLINS and wife pulled into Cincinnati early last week after a long stay in Florida. Mrs. Rollins, who has been ailing for some time, is now under a physician's care in Cincy. Mr. and Mrs. Rollins have been working clubs in the Southland since closing with the Billroy show in Texas last fall.

ESTELLE RAMSEY is with the Gordon Players this season, touring Illinois and Indiana.

FRED LYTELL, who formerly operated his own shows, has joined Capt. J. W. Menke's Golden Rod Showboat for the season.

Chick Boyes Opens In Lincoln June 21

LINCOLN, Neb., June 14.—Chick Boyes Players open on the West Lincoln lot here for the summer, beginning next Monday (21). Boyes missed showing here last season, but was on the lot for the two summers before.

Has the town billed heavily and is bringing along Evelyn, mentalist, as an added feature. Boyes' show, under canvas here in 1934, had a highly successful season but went a little under the 1934 run the following year.

Arlington Good for Lewis

ARLINGTON, Va., June 12.—Dick Lewis Tent Show played Arlington Monday night, sponsored by the local fire department, to nearly a full house. Mr. and Mrs. Denton and Spencer A. Stine and son, Herbert, of Washington, were visitors on the show here. The Washington Times carried a story on the Dick Lewis Show Company, also had a spot on a Washington radio station Monday morning, announced by Arthur Godfrey.

Al Laudo in School Work

FITCHBURG, Mass., June 12.—Albert Laudo, former stock actor and stage director and husband of Henrietta Bagley Laudo, Fitchburg actress, is now on the staff of the Junior High School at Dunedin, Fla. He gave the principal address at the graduation exercises there last week. Laudo retired from the stage several years ago. He was for many years owner-manager of the Albert Laudo Stock Company, well known in the East.

Rechtin Lauds Roberson Show

HARVARD, Ill., June 12.—George Roberson Tent Dramatic Company, now in its third week and heading for Minnesota and Wisconsin territory, played here last Sunday night, presenting *Smilin' Thru*. Show numbers 28 people and business here was good.

Walter Rechtin, who has just returned from the Coast with *Shuffle Along*, caught the performance here Sunday night and expressed himself as highly pleased with the presentation. "*Smilin' Thru* was presented in an admirable manner," Rechtin said. "It was the best staged production I have ever seen under the tops. Jack Sexton and Phoebe Fulton handled the stellar roles in a most satisfactory manner and were given good support by the remainder of the cast. Show's rolling stock is second to none, the top is all that one could ask for and the show is neat and clean in every respect. We need more shows like this in the rural communities."

Roy LaRenzo has charge of the scenic and lighting effects. Show totes a novelty orchestra and a liberal assortment of between-the-act specialties.

Business Okeh for J. Doug Morgan Rep

PITTSFIELD, Ill., June 12.—J. Doug Morgan Show, which recently made the long jump north from Texarkana, Tex., to Chester, Ill., losing only one day in the leap, has been enjoying satisfactory business since the opening, March 8, whenever favored with "decent" weather, reports Manager J. Doug Morgan.

Show still presents Neale Helvey and Jimmie Martin on the comedy end, together with Little Midge Kling Rector, a company of 12 and a stage band of seven. Attraction is bigger and better than ever, Morgan says.

Company's 10 trucks are being painted for the summer trek.

Billroy Show In Massachusetts

PROVIDENCE, June 12.—Billroy's Comedians played Attleboro, Mass., last Tuesday, the first tent show to show these parts in years. Providence correspondent for *The Billboard* caught the show there. The large tent, despite series of showers throuout the day, was perfectly dry within.

First person met on the lot was Owner-Manager Billy Wehle, who with Mrs. Wehle had on the previous day flown from Boston to Cincinnati to attend commencement exercises Monday night at Ohio Military Institute, where their son, Billy Jr., graduated with the highest scholastic and athletic honors ever attained by any cadet in the school.

Mrs. Wehle played the lead in the evening comedy performance and, tho tired from the trip, nevertheless gave a lively and pleasing performance. Wehle does the announcements for prize-package sales and the after-concert and makes his spiels one of the entertainment highlights of the evening; Swell layout of premiums displayed and plenty of big prizes handed out.

Lack of program makes it difficult to give credit to individual performers, but show boasts an attractive line of eight girls. All numbers flashily and cleanly costumed in a style surprising for a tent attraction. Several of the girls step (See BILLROY SHOW on page 35)

Ed Ward Rep in Odessa, Mo.

ODESSA, Mo., June 12.—Ed C. Ward's Princess Stock Company played here this week and the natives turned out in goodly numbers. Show has played here annually for the last 20 years and is well known thru Central Missouri. Ed Ward is being featured in principal comedy roles. Besides Manager Ward, roster includes Lucille Clemons Ward, Wanda Marie Ward, Toby Shelton, Billy Vansant, Helen Vansant, Jimmie Griffith, Gavie Griffith, Tommy Blake and Dinah Lee Vansant. Larry Haggard is on the advance and Blacky Sherrer and three assistants are in charge of the top.

Tex Rose Show Doing Okeh on Penny Trek

MONTGOMERY, Pa., June 12.—Tex Rose Tent Show, now in its third week of one-nighters in this State, reports business as "very satisfactory." Manager Rose has just returned from a quick trip to Philadelphia, where he picked up 200 more reserve chairs from the Van Tent and Awning Company.

All new canvas has been ordered from the Hogshire Tent and Awning Company. A new 30-foot semi-trailer, seating 25 people, has been purchased to serve as a dining car. King Wayne's Royal Jesters, a swing combo, are a feature of the show. Jackie McKnight has just acquired a new electric guitar.

Zesser Acquires Detroit House

DETROIT, June 12.—Alexander Zesser, who was advance agent for the Dubinsky Bros.' Stock Company for 15 years in the Kansas City territory, retiring six years ago, has taken over the Ritz Theater, east side Detroit house, from Steve T. Congress and is operating it himself.

O. H. Glor Has Med Opry

FORT WORTH, Tex., June 12.—O. H. Glor, formerly associated with repertoire attractions, now has medicine show playing dates in this territory. Associated with Glor in the venture are Hazel Glor, Doris Berkeley and Dick Moreno.

Original Floating Theater

SUFFOLK, Va., June 12.—Original Floating Theater floated up to the banks of Deep Creek, which has two filling stations, one store and 50 houses, and, believe it or not, played to wonderful business every night. Doves came from Norfolk to see the show, and we all went shopping in Norfolk. Thayer Roberts purchased a set of Chinese fingernails. Madame Neva bought a dress and hat. Some of the musicians spent the day on East Main street looking for a saxophone but found none.

Among those who were not present at the Cotton Club, New York, Sunday night were Mr. and Mrs. Pop Shannon. (See Original Floating opposte page)

Kansas City Jottings

KANSAS CITY, Mo., June 12.—Charles Rehl, general business man, formerly with many Eastern stock and rep companies, is a new arrival from Madison, Wis. He will be seen with a Midwest tent show soon.

P. Agar Lyons, formerly with Jack Harvey Players, has signed with the Golden Rod Showboat.

Bob Williams has closed with the Hila Morgan show and was spotted on the local rialto this week.

Mr. and Mrs. E. C. Bickford, formerly with Chick Boyes for a number of years, have joined the Hugo Players.

Dickson's Chicago Players recently opened a circle at Breckenridge, Minn.

Skippy Lamore's Comedians opened the tent season at Colon, Mich., recently to big business. Roster includes, besides Manager Lamore, Jean Rozelle, Orton Marr, Dorothea Holt, Frank Meyers, Lee Hayden, Emma May Cook and William Hynes. Tex McBride is in charge of the outfit, with Wendell Wilber, Dick Reek, Amos Andrews and Harley Otis as assistants.

Justus-Romatin Players, after several weeks in Nebraska, have invaded South Dakota.

Ray and Leola Ewart recently joined Billy (Toby) Young's Comedians.

Millicent Devere recently closed with Jimmy Warren's Comedians in the South. Carl Fleming recently joined Hugo's Comedians in Nebraska.

Ed (Irish) Lucas and Hazel Heston are now on the West Coast.

Bob Gentry is said to have closed with the Wilder circle in Minnesota.

Jack and Elsie Lowry, formerly with the Federal stock in Peoria, Ill., have gone to Dallas, where Lowry will have the management of a show at the expo.

Jess Onstott recently joined the Adams circle in Nebraska.

Jack and Lola Belle Parsons recently joined the Frank Ginnivan Show in Michigan.

Roster of Walters' Comedians, now playing Kansas, includes Herbert Walters, manager; Helen Walters, Ross McKay, Margaret McKay, Tudor McKay, L. K. McKay, Mr. and Mrs. Tudge Manley, Mr. and Mrs. Wayne Hinkle and Mr. and Mrs. F. W. Maxfield.

Jack Brown has joined the Harry Brown Show in Wisconsin for another season.

Edgar Settles, former orchestra leader and pianist with the J. Doug. Morgan show, was spotted on the main stem here this week.

Dinah Lee, daughter of Mr. and Mrs. Billy Vansant, now with the Princess Stock Company, suffered a broken collar bone recently when a set door fell on her. She is getting along nicely.

Olem Blomgren who has been in (See KANSAS CITY on opposite page)

WANTED

DRAMATIC PEOPLE WITH TENT SHOW EXPERIENCE. Prefer those with own transportation. Those doing specialties or doubling brass given preference. Musicians or orchestral Band of 9 or 9 pieces who double orchestra. Must be hot. State all first letter. Don't misrepresent. Salary sure and long reason. Boss Canvassman who can frame show—also handle Electric Light Plant and drive Truck. Canvassman who drive Trucks. Will buy complete Dramatic Tent Show. Give full particulars and lowest cash price. No junk. Address

ORTON BROS., 134-46 234th St., Rosedale, N. Y.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ISOLA BROTHERS are presenting their illusion numbers at the Kursaal, Geneva, Switzerland.

HOWARD DE COURCY, illusionist, is at the Kuchlin Theater in Basle, Switzerland.

PRINCE ELMER and Albert Kniffin have just closed their Hindu Midget Mystery Show on the Coast and stored the equipment at Nipomo, Calif. Kniffin will take the show on tour this fall, with Mrs. Kniffin as his assistant.

THE GREAT LELAND (Leland Sangster) is playing the month of June in and around San Diego, Calif. He worked the Navy Home-Coming and Mardi Gras June 2-5; was guest artist at Rainbow Gardens night club for the midnight show June 2 and last Sunday (13) concluded a week's stand at the Paris Inn. "Magic seems to be a novelty here," says Leland. "Audiences applaud every effect, which is a novelty with me."

LYDD PRIDDY, young South Bend, Ind., magish, is doing magic, Punch and vent at O'Brien's Marvelorium, Revere Beach, Mass., for the summer. George LaFollette is managing the attraction and spending his spare moments building effects for a musical mystery show which he plans to launch in the fall. Silent Mora, Hansen, Ralston and Durant were recent visitors to Revere Beach.

MYSTIC DeCLEO has closed with the Chief Rolling Cloud med opy to join the Livingston Players in Central Ohio.

SALVAIL, manager of the Ten-in-One show on the Wallace Bros.' Shows this season, was the guest of the Magicians' Club of Ottawa, Ont., during the show's recent engagement in that city.

JOE OVETTE and Salvail are planning to frame a magic and Punch show in the fall to play two-night stands in Canada and the States. Ovette is summering in Carlsbad Springs, Ont. He is dividing his time between playing an occasional date and writing a book on illusions, which he expects to have ready for the printer before the end of August.

OTIS MANNING, now in his seventh week at the Mayfair, Washington, plans to head eastward from there.

FRANK PORTILLO, Washington magish, plans to take in the first annual marionette conference to be held in Cincinnati late this month. Portillo has organized a professional marionette company of five people. The group is working on figures and expects to begin showing in the fall with a program of variety numbers and plays.

FRANK MARSHALL, vent artist and magician, cracked the rotogravure sections of both *The Washington Star* and *The Washington Post* of Sunday, June 6. He was shown in three different shots with his vent figures and marionettes in the making.

DR. BEN PARDO, mentalist, for the last eight seasons with Pete Kortjes' side show on the Beckmann & Gerety Shows, is now spending a four-month vacation in the Netherlands visiting with his parents. This is his first visit to his native Holland in 35 years. Writing from Amsterdam under date of June 1, Dr. Pardo says: "I could not refrain from visiting my countryman, Okito (Theo Bamberg), at his beautiful home, the Pagoda, at Ryswyk, Zuid, Holland. However, as he was performing in Paris, I did not see him. His charming wife showed me his Oriental-styled home, a showplace of extreme interest. Madam Bamberg told me that all the beautiful Oriental furniture was constructed by Okito himself. I also contacted Amsterdam's famous and only mentalist, Maloit. We swapped many a good idea. Am now on my way to the Paris exposition and hope to see Okito's show there."

IT WAS Johnny DeVant and not Bill Baird, as reported here last week, who played the Indiana Theater, Indianapolis, recently with the *Hollywood Ingenues* unit. DeVant joined the company in Chicago recently when Paul

Rosini left. The mistake in names came about thru the fact that the theater's advance billings for the week erroneously carried the names of Bill Baird, Harry Savoy and several others who did not appear. DeVant had visits from Paxton, Poliard and Dr. Brumfield during his run in the Hoosier capital. He plans to continue indefinitely with *Hollywood Ingenues*.

MAL B. LIPPINCOTT, magician, is back in the outdoor show field after playing indoors since he closed his magic tent show in the fall of 1930. Mal, his wife and daughter are with Eagleson's Jangleland Show on the Dixie Model Shows in West Virginia. "We're in our 10th week and business is good," Lippincott typewrites. "We present no magic inside, only on the bally. I have added a new sedan delivery truck to transport my magical equipment."

PALMER AND DOREEN, featuring the magic kettle, opened Sunday at Murray's Buffet, Richmond, Ind., for a week's run after working a string of club dates in Cincinnati the past week.

LESTER LAKE (Marvelo) opened his outdoor season with his "burned-alive" act at Harrison, O., Monday (14) and follows with the last half of the week at Sharonville, O. Marvelo reports that he is set for the summer and fall on a long string of fair and special event bookings.

HARRY E. LESTER, known for four decades as the "Original Great Lester," ventriloquist and magician, is in his eighth week at the Wivel Restaurant, New York.

DON GREENWOOD, Portland, Ore., magish, was a visitor at the magic desk last Saturday, accompanied by Jay Palmer, of Palmer and Doreen. Greenwood has been working out of Cincinnati the last two months. He expects to spring with a new act in the near future.

DR. CHARLES HOFFMAN, "the highest paid bartender in the world," pulled into Cincinnati last Friday, after winding up a week's stay at the Colonial Theater, Dayton, O. He opens at the Beverly Hills Country Club, Newport, Ky., Tuesday (15) for a three-week stand. Hoffman and the writer gave magic a mulling bout over a couple of Scotch and sodas shortly after his arrival in the Queen City.

L. RAYMOND COX was called home to Denver recently, due to the death of his sister, Mary, who formerly was his assistant for two years. Cox and his Wonder Workers will begin a one-night tour of Maine, New Hampshire, Vermont and New York around July 1. This will mark his seventh season in the same territory. He has purchased new costumes and engaged new people for the forthcoming tour. Cox will again return to Florida next winter.

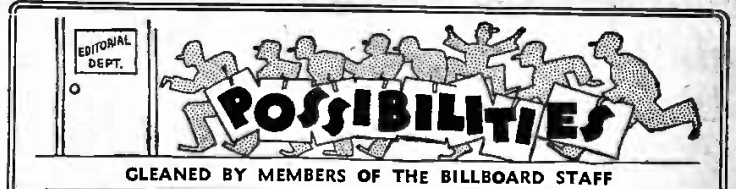
SYLVIAN'S MAGIC SHOP recently moved from Providence to Conimicut, R. I., where it now is operating the magic business under the name of Warwick Novelty Company.

KANSAS CITY

(Continued from opposite page)
commercial lines for several years, is now in business in Texas.
Eddie Hart Players had their canvas badly torn in a severe windstorm recently at Sargent, Neb.
Roster of the Eddie and Mona Hart Players, now showing Nebraska, includes, besides the Harts, Mildred Tubbs, Lula Nethaway, Jimmie Tubbs, Buddy Ross, Jay Hooper and Ed (Corky) Render. Ray Livingston has charge of canvas, and Mrs. Buddy Ross, front gate.

BILLROY BRIEFS

(Continued from opposite page)
Whehle's absence and did a good job of it, I guess. At least we didn't get fired. Orchids to Marjorie Noble, who jumped into Mrs. Whehle's part and did herself proud. Can't say as much for all of the men who tried to take care of Whehle's duties. Cal West was as busy as a cross-eyed man with the palsy trying to



The purpose of this department is to benefit producers, backers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

LOUIS POLAN—current in the WPA's one-acter, Paul Green's *Hymn to the Rising Sun*. He puts over a thoughtful, craftsmanlike job, resisting a tremendous temptation to become melodramatic. Plays the role of a sadistic captain in charge of a Southern prison camp, handling it with accuracy and feeling.

DAVE DRISCOLL—WOR announcer and news commentator. He is one of the top mike spellers, especially in the younger age bracket, in the East. Voice has zing, color and personality, and as a film commentator, sports, newsreels, etc., he'd be a distinct asset.

EDWARD SEGAL—whose current performance in the WPA's one-acter, *Unto Such Glory*, displays a lively sense of dramatic feeling and value.

He plays with much gusto and life a country hubby who pulls a fast one. Young, fair looking and able to do good character stuff.

JERRY LAWRENCE—a young announcer recently added to the CBS roster. He is worth a close study for films. Voice is a sock item, but add to that his former acting experience, ability to handle lines and his good looks.

For RADIO

JOE LEWIS—night club comedian, whose type of comedy and delivery should provide laugh ripples on the air waves. His is a quiet delivery, perfectly suited for radio, and his material is always amusing and of a brand that is far reaching in appeal. Besides the comedy talk he also offers a number of hilarious comedy songs.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

RED MUNGER, former principal end man with Max Trout's Minstrels, is now resting at Saugatuck, Mich., with

turn in a fire alarm on a dial phone. Leonard Fye, our bass slapper, presented Art Farley with an alarm clock to wake him up for his cues during the show, which wasn't a bad idea at all. Buddy (Angel-Face) Hawkins is not speaking to Mayo Holland this week. Can't blame him; Mayo is fickle at times.

The slugging team of Crider and Nelson almost massacred a few of the natives over in Clinton. The less said about it the better, for when Morris gets started he doesn't know his own strength. Wonder where Lillian got all those blisters.

There are going to be a lot of unit shows going out at the end of our tent season, according to the talk in the men's dressing room. I personally know of seven that will play the Sparks and Martin times. As for me I have already signed with Luke Eubanks and his *Dazzling Debutantes*, featuring Edith Farley and her strip tease.

Little Billy Wehle is the proud owner of a new Ford V-8, presented to him by his parents in honor of his graduation from Ohio Military Institute. Winona Wehle has to be satisfied with reading *Gone With the Wind*. By the way, my personal nomination for the part of Rhett Butler goes to Red Dulin, probably en route somewhere.

WAYNE BARTLETT.

ORIGINAL FLOATING

(Continued from opposite page)
Mr. and Mrs. Angelo Fongio and Mr. and Mrs. Lyle.

There are shows all around us and all are doing good business. We go to Suffolk, Va.; then to Smithfield. Red and Marie Corley joined this week, adding one more sax and clarinet and one more streamlined stylette to our musical revue.

Mr. and Mrs. Ireland, of the Ireland Candy Company, formerly of St. Louis and retired concessioners, who for the past few years have been promoting Merritts Island, Cocoa, Fla., have leased their island casino and holdings for 10 years. Now touring the country and yesting, but I believe you'll soon see a new park opening or a new carnival on the road. The Irelands spent four days in Deep Creek, then left for up-State in Maine. BOOB BRASFIELD.

a badly infected arm. His friends may write him care General Delivery, Saugatuck.

PROF. WALTER BROWN LEONARD and wife are at present touring thru Canada. Leonard writes from Ottawa that John R. Van Arnam is in that section on a booking trip.

DAN QUINLAN (Daniel Cullinan), interlocutor, director and owner; born Elmira, N. Y., April 21, 1863. First minstrel engagement with Barlow-Wilson Minstrels, 1883. Subsequent engagements McNish, Johnson & Slavin; Sweatnam, Rice & Fagan; McNish, Ramza, Arno, George Wilson, Billy Van and Primrose & West minstrels; also organized Quinlan & Wall's Minstrels. Present address and activities: writing and producing in Elmira, N. Y.

"I WAS UP IN New Hampshire on vacation and ran into Nick Glenn, of the Old Coburn show," writes George Stevartson from Boston. "Nick was on the WPA vaude unit in Manchester, N. H. He is well and said he is past 70 now. Nick is still doing blackface. We had a few beers and talked over old times. I was out on a Tom show with Nick, and later was with him on the Neil O'Brien show."

IN A VISIT to the NVA Lodge at Saranac Lake, N. Y., the other day, Prof. Walter Brown Leonard made a special effort to see Happy Benway, minstrel vet, but was told that Hap was living in the village, where he is employed. Leonard didn't have the time to look him up and therefore missed him. He was also unsuccessful in contacting John C. Loudon, *The Billboard* correspondent, at the Lodge.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN C. BRENNAN.
198 City Tattersalls Building, Pitt Street, Sydney.
Australian Office of THE BILLBOARD.

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.

New York.
May I compliment *The Billboard* on the statement in the May 22 issue titled, "Art for Masses Must Provide Relaxation"? The point is indeed well taken and I am sure you won't mind my calling your attention to the statement at the end of the third paragraph: "It is for this reason primarily that the so-called modern school of dancing, which is based on the ballet, is in the doldrums." On the contrary the entire technicals of all the modern dance schools are exactly opposite to ballet technique. It is a difference having considerable consequences in the dance art.
PAUL R. MILTON,
Editor, *Dance*.

Brazil, Ind.
Why do some people write and knock a branch of the show profession without looking into the matter more and then giving both sides of the case? I'm referring to the letter from Thomas Selgert decrying what he terms the "smut and nudgy acts." I wonder how long Mr. Selgert has been in the show business. And I wonder what kind of an act he has. He never mentioned that in his letter. Mr. Selgert, I am operating a girl revue at present, featuring strip-tease, semi-nude and nude numbers and interspersing these acts with risqué jokes and gags—smut as you term them—and I'm making money, the girls are making money and everyone is satisfied. Why? Because the public demands them. Did it ever occur to you, Mr. Selgert, just how far a strip-tease artist would go in her profession if the public didn't demand her appearance by repeatedly paying to see her perform? You have made this very clear in your own statement when you said: "... the regular professional act is given the usual merry-go-round ... that spot managers are demanding girls and strip and near-nude teasers." And you know very well why the spot managers demand those acts, don't you? Because you haven't got the act the public wants. I could name you hundreds of acts that are tops in their profession who are not "strip and near-nude teasers." And why are they at the top of their profession? The public likes them and pays to see them perform. Now let me say a word about my show. When we opened the season we employed a five-piece orchestra, a dancing team, comedian, master of ceremonies and seven beautiful girls with talent and no strip-tease or nude numbers. This combination lasted for three weeks, with business nil and the "nut" big. What did we do? We changed our acts. And we are not giving vulgar shows. (No respectable showman will stoop to vulgarity and obscenity in his shows.) You are well aware of the fact that some of the priceless paintings by the old masters are nudes, aren't you, Mr. Selgert? The strip-tease dancer is an artist—a smart showlady able to grasp what the public wants and progressive enough to give it to them and stay in the show business without "making the rounds of the so-called booking agents in quest of coffee and money dates." GENE PADGETT.

San Quentin, Calif.
I thought it might be interesting and surprising to know how some of San Quentin's citizens are rehabilitating themselves via the tune-pan alley route. The occasional boost which periodicals such as *The Billboard* give them are encouraging indeed to men who are working toward the comeback trail. *The Billboard* fills a good spot when one ponders on the whys and wherefores of this confusing thing called life. The following is taken from *The San Quentin Sports-News* from "Melody Lane" under date of May 16:

"Melody Lane"
Is Workshop of San Quentinites

"Songwriters of San Quentin are contributing more than a fair share of lilted lyrics and sweet notes to the music world. Their melodies are hummed from California to Timbuktu. From Washington, D. C., comes word that two Quentinites, Tony Costello and Pat Malone, are copyrighting a new song that promises to be a smash hit, *Sit-Down Strike* (Dan Cupid's gonna call a sit-down strike). The title and words devised by Malone and the timely tune by Costello. This team is also responsible for the popular *Kisses in Silk*. Another top-notch novelty number, *When Your Sugar Salts You Down*, finds the words and music authored by Pat Malone. Frank Eagler, instrumentalist in Bob Baranger's Cafe, has cached a lockerful of original and tuneful verses, of which the currently popular one is *You're Mine, All Mine, Almost*. His peppy *Spirit of Education*, written in conjunction with Malone, is well remembered. There is Sal Annino's masterpiece, *Only You*, already becoming famous, with more songs in preparation. The his specialty is in the arranging field, Tiny Sparks has had time to compose the musical feature *Pretending*."
FREDERICK PAUL.

Portland, Ore.
One of my fellow carnival press agents stated in a recent issue of *The Billboard*: "I believe this is a record for one day's broadcast on a carnival." So I am inclosing a letter regarding my contracts showing that we not only broadcast more than four times a day, tie up and use special radio inter-

views over the radios and use CBS and NBC whenever it is profitable to our organization. The past week on KOIN in Portland we have been on the air 12 times a day and that is a record for any carnival over large stations. We have gone on the air from 10 to 18 times a day not only this year but for the past four years. We believe there is no better advertising for the carnival business than radio and newspapers. The co-operation shown our shows in all of the Northwest has been without doubt one of the prime factors of our successful seasons in past years. Radio is not new to our organization and we are looking forward to television for our broadcasts in the near future, combining remote controls and interviews. In Portland we spent \$193 for radio, \$150 for newspapers, \$96 for boards, more than \$100 for paper and added amounts with weekly newspapers surrounding the city. The results have been very gratifying and the money considered well spent. This is not meant to be a "slam" at anyone, but only to give a general idea of what the carnival

Legit Shouldn't Razz Hollywood

AT THE American Theater Council convention in New York recently the legit boys—writers, actors, critics and producers—had their usual good time putting the razz on Hollywood. Proving again legit's abysmal shortsightedness. Add to which, a good deal of sour grapes.

Let's analyze this thing. The bulk of the legit talent making the gold coast trek is young talent. But more than the factor of the lovely Hollywood money in that westward trip is this vital, tragically vital, point—the theater doesn't take care of its own. It hasn't for years, long before everything was blamed on Hollywood. There may be some producers who are exceptions to this rule—George Abbott is one. He has a deal with Warner Bros. for financing his shows. Speaks eloquently, that, doesn't it?

Let's analyze a little more. It's going to take plenty of dough to bring about the legit renaissance sought. If guesses are good, it will take more dough than legit, thru its individuals, cares to pony up. Study your theatrical trade papers for the past few years and you'll see that almost everything said at the convention has been said, more than once, before. "The road wants shows" was no longer news seven or eight years ago. The same stories came up then. A few shows went out, cleaned up and the country wanted more. That was considered sock stuff at the convention. Applause is easy.

Pictures realize now that they need legit as much as legit needs itself. The theater, unlike vaudeville, can't die, because the theater is too vital. But the theater can continue to hobble for a long and dreary time.

The answer is that legit should stop yapping at Hollywood's heels, buckle down and realize that if shows are to go on Broadway, if shows are to go on tour, if theaters all over the nation are to open, pictures and picture dough will be indispensable.

Talk is cheap; production isn't.

business is on the West Coast and in the Northwest, as many times I have noted that numerous Eastern shows comment on two to three broadcasts a day for their shows, and we want them to know that the Coast defenders are up and at them every day.
LUCILLE KING.

Denison, Ia.
The Billboard is entitled to thanks for the kind consideration it has given our show since opening of the present season. Regardless of the length or trend of our show letters, *The Billboard* has printed them and has shown us that we are welcome to send in any and all news or happenings about the show, and we always know that we will find them in the next issue. I wonder if all carnivals, large and small, realize how paramount it is to keep the names of their shows in front of the eyes of fair secretaries, who after all are looking for attractions that are meritorious. Regardless of the sales talk of the general agent, it is pretty hard to book good fairs or even still dates if one's show isn't known or at least a word or two is seen about it in *The Billboard* from time to time. We feel sure that the kind words that it has printed about us have been beneficial to a great extent in the bookings that we have for the rest of the season and we are looking forward to the biggest and best season in the history of the show. Our hats are off to *The Billboard* for all that it has done for the carnival business. We feel sure that we can always look to it for advice and help and know that any and every thing that it may suggest or recommend to us will be beneficial and will be accepted by us with the fullest appreciation and thanks.
STANLEY J. GROSS.

Aurora, Ill.
Some time ago in a Forum letter I mentioned some little-known-of circuses but neglected to mention one especially good show which opened near Chicago about 1908. It was called Bodkin Bros.' Railroad Circus and was framed by Fred Bodkin and Big Otto Bretenkretz, of Milwaukee, who owned the animals and most of the stock. Captain Cardo worked Big Otto's lions; Effie Fay was the principal rider; James Murphy, singing clown; other clowns were Harry and Roy La Pearl, Hi Ki, Stick Davenport, Bill Reno—all in La Pearl's clown band. I saw the show when it closed the season in Mineral Point, Wis. Mike Bodkin was agent. Two circus men, Mr. Coup and Dan Costello, induced P. T. Barnum, who ran a large museum, to be the angel of a circus which soon was the largest in the world. Coup & Costello ran the show for two years and P. T. Barnum the New York office end of the show in addition to his museum. Costello sold out and went out for himself. He lost everything and was soon looking for

another angel. At a place about seven miles from Dubuque, Ia., was a lead-mining camp where a prospector struck it rich. Costello arrived, induced the miner to finance a circus, and they started out in too much of a hurry and soon the miner and Costello were both broke. About 25 years ago in South-west Wisconsin a train on which I was riding stopped in Leslie, Wis., where less than 20 people lived. I saw there about 40 railroad cars. 101 Ranch Wild West Show was sidetracked because of a wreck it had had. I could not get any details of the wreck, as my train pulled out too soon. Who knows about this wreck? Another good circus legal adjuster that I have not seen mentioned was M. C. (Pat) Bacon on an official of an oil company but takes time off each fall to start horses at State and county fairs.
FRANK H. THOMPSON.

When Big Otto, Bodkin Framed Railroad Show

43d YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
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No telegraphic advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.

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Saranac Lake
By JOHN C. LOUDEN
Constance Reeves and orchestra are booked in the Lakeside Inn, Lake Placid, for an indefinite engagement. Orchestra has just finished a long season at the Lake Placid Club. Constance is an ex-NVAer and has been well since she left here.
Lucille McKay is our latest guest-patient. She hails from Moline, Ill., where her husband is manager of the Le Claire Theater.
Mrs. Dan Lee, of New Jersey, is visiting her husband at the lodge. She is well pleased with Dan's progress and hopes to have him home soon.
Hazel Coleman and May Eskin left Saranac Lake last week to spend a few days' vacation in New York.
Dr. Karl Fischel, medical superintendent of the Will Rogers Memorial Hospital, left Saranac Lake last week to attend a doctors' convention in Atlantic City.
Ned McGushion was pleasantly surprised last week by a visit from Bell Walsh, of the State Conservation Bureau, Albany, N. Y., who brought glad tidings to Ned from his friend Bill Duffy, New York fight promoter.
Mr. Birk, owner of the Swiss Chalet night club in Saranac, brought his three mountain troubadours, Slim Jim and Tim, to the lodge last week. They entertained the patients with songs and music.
Write to those you know in Saranac Lake.

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Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Parcel Post
Anderson, Ralph
Bernard W. 10c
Birth, Billy, 8c
Cook, F. C. 8c
Oowan, Doc. 8c
DeMar, 8c
Marlette, 5c
Denny, Buck, 8c
Evans, Robert, Lee 10c

Indies' List
Adams, Mrs. J. O.
Alessandro, Mario
Alli, Anna
Mrs. Irene
Allen, Peggy Jane

Kelley, Kitty
Kalum, Lucy
Kane, Sweet Marie
Kennedy, Mrs. B.
Kent, Mrs. Sarah
Kiermaier, Josephine
King, LaMar
King, George

Castello, Frank
Castello, Miller N.
Canturo, Ralph
Cervino, V. L.
Chalmers, Chas. S.

Deneseus, Frank
Denise, Edward
Denison, Joe
Denson, Bill
Dere, Frank

Gee, Raymond, Curley
George, Buddy
George, Donald
George, W. W.

Arriaga, Jeanne
Asheley, Mrs. E.
Averett, Savannah
Avery, Joan
Bachman, Mrs. Billie
Barnett, Mrs. Edna

Prato, Mrs. Frank
Pruitt, Mrs. Jack
Raffel, Arline
Ransom Sisters
Ramsey, Estelle
Ramsey, Mrs.

Walters, Shirley
Ward, Kaye Lee
Warren, Mrs. V.
Watson, Mrs. Pauline
Wayne, Betty

Dixon, A. M.
Donson, Eddie
Duggert, Art
Dunich, Mrs. A.
Doris, B. L. M.

Glass, Albert
Glasscock, D.
Glanzer, R.
Gloth, Robert
Goff, B. M.

Boudurant, Mrs.
Booth, Harriet
Bortz, Zella
Boswell, Mrs. B.
Boyd, Mrs. Zenlen

Reggie, Miss R. A.
Reese, Mrs. Bobbie
Reeves, Evelyn
Reeves, Mrs. Howard
Reid, Margie
Reid, Mrs. Edmond

Wilson, Ethel
Wilson, Mrs. Ruby
Wilson, Mrs. T.
Woodall, Mrs. Billy
Worman, Mrs. Kate
Wright, Helen

Bozwell, J. J.
Brazzini, E.
Brayner, Billy
Brayner, Paul
Brayner, Fred
Brayner, Mike

Green, John
Green, Johnnie
Green, Johnny
Green, Sammie
Greene, Wm. E.

Brown, Mrs. Francis
Brown, Mrs. Vera
Brown, Mrs. Wm. I.
Byan, Clara
Byrd, Sally

Reynolds, May
Reynolds, Vera
Reynolds, Viola
Richardson, Jade
Richards, Charrolett
Richie, Mitzel

Wright, Helen
Zerm, Lotie
Barnes, Ralph
Barnes, Rogers
Barnett, Ernest

Collins, Willard
Collman, R. C.
Collman, Wm. Helen
Congo, Chief
Conroy, Billy

Hammond, M. E.
Hamilton, Elden
Hamilton, Joe H.
Hamilton, Olive
Hammond, Wm. E.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used. (See LETTER LIST on page 67)

ALLEN—James Cory, 56, veteran showman, June 5. He once operated a small circus during the early mud show days of the Middle West. Survived by his widow, Rosa Luigi Allen; nine children and a brother, Dan. Body was taken to the Davis Funeral Home, Kirksville, Mo., where it lay in state. Funeral conducted by Rev. B. N. Covert and burial in Highland Park Cemetery, Kirksville.

ANTHONY—Eugene A., 48, operator of the Ideal Theater, Pocatouls, La., since 1915, in Marine Hospital, New Orleans, May 31 after a six months' illness. Masonic rites conducted at Pocatouls the following day. Surviving are widow, sister and two brothers.

BAER—Mrs. Mabel McKinley, 58, singer, at her home in Somerset, Pa., June 7 after an illness of several weeks. A niece of President McKinley, she began studying music at the age of 15. After her debut in San Francisco in 1903 she crossed the United States five times, singing on the vaudeville stage. She left vaudeville in 1919 to study opera. Mrs. Baer made frequent appearances at the Metropolitan Opera House as a soprano soloist. She rounded out her career with radio concerts and church singing.

BETTERIDGE—William, 22, was killed in Atlantic Stadium, Los Angeles, in a three-car smash of midge racing autos. He was widely known in that field.

BLUM—Phil, 83, veteran employee of the Saenger Circuit, working in various capacities since founding of the company, after long illness at his home in New Orleans. He retired from active duty several years ago.

BURNS—Dr. Joseph P., 76, singer and music composer, June 4 in Misericordia Hospital, Philadelphia, from shock and injuries received in a fall. He won first prize for baritone singing at the Chicago Exposition in 1893 when he was a singer in grand opera and authored many war-time songs. Altho he later turned to medicine, a well-known

Jean Harlow

Jean Harlow, Metro-Goldwyn-Mayer picture star, died June 7 of uraemic poisoning at the Good Samaritan Hospital, Los Angeles. She was taken ill May 29 and subsequently was reported in a serious condition from inflammation of the gall bladder. She had been working on her latest picture, *Saratoga*, in which she was costarred with Clark Gable, when stricken.

Miss Harlow was born in Kansas City, Mo., the daughter of Dr. and Mrs. Mont C. Carpenter. Her real name was Harlean Carpenter, but she adopted her mother's name when she made her first picture. From the ages of 10 to 13 Miss Harlow lived in Hollywood and studied at the Hollywood School for Girls. Later she returned to Kansas City and enrolled at the Bigelow School.

Her entrance into pictures was a matter of chance. She went to the Fox Studio with a girl friend who was working in pictures. A Fox official saw her and gave her a letter to the casting director. Her first job was in a mob scene. Later Hal Roach offered her a part in one of his comedies and she signed a five-year contract with the Roach Studio. However, at her request, she was soon released from the Roach contract. Some time later she appeared with Clara Bow in *The Saturday Night Kid*. At the Christie Studio she met Ben Lyon and James Hall, who were making *Hell's Angels*, the picture in which she won nationwide popularity.

When she came under the management of MGM she was made the star in the picture *The Secret Six*. Pictures that followed included *The Beast of the City*, *Red-Headed Woman*, *Red Dust*, *Hold Your Man*, *Bombshell*, *Dinner at Eight*, *The Girl From Missouri*, *Reckless*, *China Seas*, *Riff Ruff*, *Wife vs. Secretary*, *Suez*, *Libeled Lady*, *Pensonal Property*, *City Sentinel*, *Three Wise Girls*, *The Iron Man*, *Goldie* and *Platinum Blonde*.

Surviving are her mother, Mrs. Jean Bello; her father, Dr. Mont Clair Carpenter; her stepfather, Marino Bello, and a cousin, Jimmie Chadney.

Private funeral services were held at the Wee Kirk o' the Heather in Forest Lawn Memorial Park, Glendale, Calif., June 9.

The Final Curtain

obstretician here, he retained his interest in music in leading church choirs. His widow, Mrs. Mary A. Burns, survives.

CHECCI—Ugo, 77, theatrical director, June 7, Florence, Italy.

COLLIER—Mary, theater cashier, killed by gas in New York June 6.

CORBIN—Edmond Gilmore, vaudeville performer, at the Samaritan Hospital, Troy, N. Y., of thrombosis May 19. A banjo player and monologist, he had played with the team of Claudius, Corbin, Hale and Corbin. Surviving is Mrs. Anna Corbin, his widow.

COUTHOU—Florence, 75, well-known ticket broker, at her home in Chicago June 11. Called Queen of the Brokers, Miss Couthou at one time had agencies strung from Coast to Coast and was reputed to have an estate valued at nearly \$3,000,000, but which dwindled to practically nothing in recent years.

COX—Mary E., 33, sister of L. Raymond Cox, magician, whom she assisted in his magic act for two years, in General Hospital, Denver, June 2. Besides her brother, her parents survive. Burial in the family lot at Fairmont Cemetery, Denver.

DANIELS—Albert J., 23, rodeo performer, of Fort Worth, Tex., in Pottstown, Pa., June 8. Funeral services in Fort Worth June 10. Survived by his father, two sisters and four brothers.

DAWSON—Clarence J., formerly advance ticket agent for Ringling-Barnum Circus, at Columbus, O., June 6, as briefly mentioned in *Late Deaths* last week. For 25 years he was downtown ticket agent for Ringling Bros. and Barnum & Bailey shows. His widow, Kitty B., was in wardrobe department of Barnum & Bailey Circus for many years. Stanley F. Dawson, a brother, who is ticket seller with Cole Bros. Circus, also survives. Burial in Green Lawn Cemetery, Columbus.

DeGEER—Claude L., 39, leaped to death from a captive balloon June 5 in Eastwood Park, Detroit, when the parachute used in his double parachute jump failed to open. He had been performing these stunts for the last 10 years. Survived by his widow and four children.

DODD—Capt. Harry Meville, 48, city alderman and manager of theatrical interest in Savannah, Ga., June 6 following a nervous breakdown. He was a veteran of the World War. In 1933 he was made manager of the Lucas-Jenkins theatrical interests, Savannah. As sports editor of *The Savannah Morning News* he was one of the best known in the South. Survived by his widow, Mrs. Mary Smith Dodd; four daughters, Patricia, Muriel, Cornelia and Sally, and one son, Harry M. Jr.

DRUM—Peggy, 25, after a long illness in New York June 6. She was the younger sister of Kathryn Carver, actress, and formerly married to Adolphe Menjou.

DUNN—Delores, 7, daughter of Mrs. Mary Stone, of Greater Exposition Shows, of pneumonia in Chicago recently. Interment in Rose Hill Cemetery, that city.

GAHM—Philip, 71, pianist and composer, at the Lenox Hill Hospital, New York, of cardiac pneumonia June 9. A native of Germany, Gahm had played with the Boston Symphony Orchestra and on the concert stage since 1885. He wrote 100 compositions and piano arrangements and served for many years as music editor for Carl Fischer. He was a member of the American Society of Composers, Authors and Publishers. Survived by a sister, Mrs. Amelia Noether, West Roxbury, Mass., and a brother, Philip, Dorchester, Mass.

GALSTER—Vernon, 62, formerly musician with Byron Spauin's Show, West and Al G. Field Minstrels and in vaudeville, in Bureau, Ill., June 9. He was a member of Knights Templars, Peoria, Ill. Body shipped to his home town, Syracuse, N. Y., for burial.

HAYES—Florence, 21, New York dancer, recently appearing at the Bal Tabarin in Paris, killed in automobile collision in Paris May 25.

HENDERSON—W. J., 82, for 35 years music critic of *The New York Sun*, of a gunshot wound in New York June 5.

HUBBARD—Leslie, 65, concessioner for 30 years on various shows, among which were Hames and Wortham, of bronchial pneumonia in Mathis, Tex., June 2. Survived by his widow; a sister, Mrs. Bettie Viridill, and a brother, D. C. Hubbard. Burial in Mathis Cemetery.

HURLEY—Mrs. Myrtle, wife of Joseph Hurley, carnival concessioner, at her home in Phoenix City, Ala., June 9.

KENNEDY—Joseph H., 51, president of the Kennedy-Callanan Advertising Company and formerly prominent in the theatrical and circus field, suddenly at Las Vegas, Nev., June 5. Following his association with major circuses, he went to Los Angeles to handle publicity for the Sid Grauman chain of theaters. He was a member of the Pacific Coast Showmen's Association. Survived by a widow, Mrs. Louise Kennedy, a son, George; a brother, Charles, and two sisters, Mrs. Jane Ingram and Mrs. Mary Keefe. Interment in Inglewood, Calif.

KENT—Percy R., 47, in New York after a week's illness with spinal meningitis May 29. A former vice-president of Fox in charge of real estate for West Coast theaters, he had recently been doing similar work in New York with the National Theaters Company. Kent was a brother of S. R. Kent, president of 20th Century-Fox, and of Larry Kent, head of the F-WC film booking department. Also surviving are his parents, his widow, another brother, a sister and three children.

KINGSBURY—Col. Howard Thayer, 67, lawyer, writer, translator, at his home in New York June 4. Kingsbury's translation of Rostand's *Cyrano de Bergerac* was used by Richard Mansfield when he played *Cyrano* in 1898.

McILHENNY—John D., 67, for 30 years an employee of the RCA-Victor Company, June 1 at his home in Camden, N. J., after an illness of a week.

MACKEY—John H., 72, State labor inspector of Florida and for 14 years president of the Jacksonville, Fla., musicians' union, in that city recently. Mackey introduced the first picture machine to Florida over 30 years ago. Survived by his mother, his widow and several children.

MEADE—Mrs. Janet, 85, mother of Dwight A. Meade, former stock actor, at Salem, Mass., June 3.

MENDES d'ABREU—Aida, daughter of the clown, Porto, in Paris May 25.

MONCURE—R. C. L., 65, member of the Virginia State Board of Moving Picture Censors, in a Richmond, Va., hospital May 25 after a brief illness. He had been a member of the censors board for 16 years and was formerly a State senator. Surviving are his widow, the former Mary Wallace; two daughters, Mrs. Dora Wallace and Mrs. Marguerite Gascolgne, and a brother, Judge Robinson Moncure, of Alexandria.

MULVIHILL—William S., in Shelton, Conn., May 30 after a long illness. He was a former well-known minstrel star and soloist in Danbury, Conn., and directed many reviews thruout that State.

NEVIN—Henry C., 83, veteran band and orchestra director, recently at his home in Newcastle, N. B., after a brief illness. He was and *Hark! What Do I Hear?* He had been a band and orchestra musician for 85 years and had headed the Newcastle Band for over 25 years. Surviving are three sisters. Burial was at Newcastle, his birthplace.

OWSLEY—Monroe, stage and screen actor, June 7 while en route from Los Angeles to San Francisco. Among recent pictures in which he appeared were *The Hit Parade*, *Yellowstone*, *Hideaway*, *Girl Goin' to Town*, *Rumba* and *Remember Last Night*. He was a native of Atlanta, where his father was a manu-

facturing executive. His mother was a concert singer. He began his career when he joined a road company and played 119 one-night stands in a tent-show production of George M. Cohan's *The Meanest Man in the World*. He made his Broadway debut in *Young Blood* with Helen Hayes.

PIKE—Mrs. Margaret Chavons, wife of B. L. Pike Jr., general utility man with the eating emporium on the Johnny J. Jones Exposition, at her home in Augusta, Ga., June 4.

SCAMMELL—Arnold D., 70, organist and composer, June 4 at Malverne, L. I. Scammell had once instructed Jesse Crawford, organist.

SCHULTE—Joseph H. Sr., 78, prominent in band and music circles and one of the original members of the Schulte Band and Orchestra, which was organized in 1887 by his brother, Adolph Schulte, June 5 at his home in Racine, Wis. He was a trombonist with the Racine Symphony Orchestra. Survivors include his widow, five daughters, two sons, one sister and two brothers.

SLYKER—Dale, 34, who has spent several years as animal trainer with carnival troupes, June 3 at a sanitarium in Shreveport, La. Slyker first joined the C. A. Wortham Shows and later was connected with Beckmann & Gerety, Morris & Castle and Goldin Bros.' shows. Survived by his parents, two brothers and an aunt.

SMITH—Harry J., 51, connected with circuses for many years and for the last nine years at Golden City Park, Canarsie, N. Y., at Newark, N. J., June 1 after a brief illness. He was the brother of Mae Lithgow. Other survivors are his widow, Catherine; two sisters and two brothers. Body was cremated at the Rosehill Crematory, Linden, N. J.

STRIKLIN—Mrs. Elizabeth, 63, wife of Sam Striklin, at the Aultman Hospital, Canton, O., June 5 after a three-day illness of stomach complications and gallstone. She toured the country for years with her husband, who was well known with his dog and pony show in vaudeville and with outdoor theatrical shows. In recent years she and her husband have been in the concession end of show business. Besides her husband, a son, J. Richard Fremont, well known in the promotion field, and three sisters, Mrs. Mary Jerman, Clemma and Lucille Heddeson, survive. Burial in North Lawn Cemetery, Canton, O.

THOMAS—Mrs. Sophia S., 64, singer, June 2 at her home in Highland Park, Pa., after a short illness. Two sons and two daughters survive.

VERNON—Robert, 54, cyclist and motordrome rider, in a hospital at Columbia, Mo., June 4. He spent most of his life in show business, booking as Robert Vernon or Bob Bole. He is credited with originating the motordrome idea. As a motordrome rider he traveled with circuses and carnivals thruout America and Europe. He has been with the Greater American Shows for the last 10 years. Other shows he was with include Nat Reiss, Campbell, Wortham, Beckmann & Gerety, Loos, Vernon Bros. and Dorman. Survived by a brother and sister. Body was taken to Kirksville, Mo., for burial.

WANDAS—William, of the team of Billy and Flo Wandas, in St. Louis June 2 after a long illness. He began in theatrical work in 1908, when he teamed with Harry Vogel, playing nearly every vaudeville circuit in the country. He later turned to musical comedy and dramatic shows. He was with the Frank Long and Kelly Stock companies, Robert L. Sherman stock, Union Square and William B. Friedlander's *Night Clerk* companies. Besides his wife, Flo, he leaves his father, three sisters and three brothers. Burial in St. Louis June 6.

WILLIAMS—Malcolm, 67, stage and screen actor, in New York June 10 of heart disease. Williams, husband of Florence Reed, actress, was a character actor and played in many Broadway successes. He stood out for his performances in *The Wisdom Tooth*, 1926; *The Comic*, 1927, and *Little Accident*, 1928. He was interested in the experimental theater and during 1926 worked with the Actors' Theater, a little-theater group, and played in a revival of O'Neill's *Beyond the Horizon*. In 1928 he had a supporting part in Paramount's film (*See FINAL CURTAIN on page 77*)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Aarons, Ruth Hughes (Radio City Rainbow Room) NYC, nc. Abbott Dancers (Palmer House) Chi, h. Abbott, George (Geary) San Francisco, t. Abbott, Joan (Oriental) Chi, t. Adair (French Casino) NYC, nc. Adams, Happy Jack (Silver Dollar) Harrisburg, Pa, h. Adella (Casa Valencia) NYC, nc. Adreon, Emilee (Villa Venice) Chi, c. Adrian, Iris (Kit Kat) Phila, nc. Alan & Anise (Cotton Club) NYC, nc. Alene & Evans (Oriental) Chi, t. Alen & Parker (Nine-Mile House) Cincinnati, nc. Allis, Francis (Casino Da Urca) Rio de Janeiro. Amonte, Marie (Le Mirage) NYC, nc. Ama, Nysa (Bertolotti) NYC. Anderson, Edna (Terrace Gardens) Rochester, N. Y., c. Anderson, Ivey (Cotton Club) NYC, nc. Anderson, Randall (Roosevelt) New Orleans, h. Andre, Janis (Colosseum) Chi, nc. Antonio & Rene (Yumurti) NYC, nc. Antonio & Rene De Marco (Grosvenor House) London, h. Arden, Donn (Commodore Club) Detroit, nc. Aristocrats of Adagio (Torch Club) Canton, O. Aristocrats, Four (Palmer House) Chi, h. Arleys, The (Olympic Park) Irvington, N.J., p. Armando & Maria (Brown Derby) Boston, c. Armstrong, Joe (White Way) Alto, N. J., h. Arthur, Jack (Casino) Dallas, t. Asburn, Harris & Yvonne (Essex House) NYC, h.

Babcock, Jimmy (Hofbrau) Hoboken, N. J., re. Baker, Jerry (Arcola Inn) Arcola, N. J., ro. Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p. Ballentine & Pierce (Stevens) Chi, h. Ballero, Mark (Roxxy) NYC, t. Banks, Sadie (Old Rumanian) NYC, re. Baplle & Lamb (New Yorker) NYC, h. Barclay, Les (Queens Terrace) NYC, nc. Barclays, The (Nine-Mile House) Cincinnati, nc. Barna, Viktor (Radio City Rainbow Room) NYC, nc. Barnes, Lee & Nichols (McVans Club) Buffalo, nc. Baron & Blair (Astor) NYC, h. Barra, Cappy (St. George) Brooklyn, h. Barrie, Elaine, & Harry Holman (Michigan) Detroit, t. Barton, Mavy (Jimmy Kelly's) NYC, nc. Bass, Paul (Garfield) NYC, re. Beckman, Jack (Yacht) NYC, nc. Bell & Grey (Polish Village) Saginaw, Mich. Belmont Bros. (Ramona Park) Grand Rapids, Mich. (Teddy Bear Club) Detroit, nc. Bell's Hawaiian (Cave City) Cave City, Tenn., O. 18. (Rivoli) Grants Pass, Ore. (Indian) Roseburg, Ore., 18. (Rex) Eugene, 19, t. Benda, Francis: Hannibal, Mo. Bennett, Ethel (Old Rumanian) NYC, re. Ben, Ben: St. Louis, Mo. Bentley, Gladys (Piccadilly) Phila, nc. Benton, Larry (Mitchell's Playhouse) Chi, nc. Berg, Alphonse & Co. (State) NYC, t. Beri, Ben (Paramount) NYC, t. Bernard & Henrie (Club Alabama) Chi, nc. Bernhardt & Graham (Congress) Chi, h. Bernier, Nelda (Edgewater) Lafayette, La., nc. Bert & Jay (Colonial Village) Peoria, Ill., nc. Bessinger, "Radio Frank" (New Yorker) NYC, h. Beyle & Martinez (Arrowhead Inn) NYC, ro. Bing, Herman (Capitol) Washington, D. C., t. Blair, Ellen (Palmer House) Chi, h. Blakeley, Bidda (Monsiegnor) NYC, nc. Blanchard, Jerry (18) NYC, nc. Blanche & Elliott (Bal Tabarin) San Francisco, c. Bienders, Four (Embassy Club) San Francisco, nc. Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, nc. Bonita (Wivel) NYC, re. Booth, John (Chez Paree) Omaha, nc. Boran, Arthur (Unity) Stroudsburg, Pa., c. Bordin & Carole (Rudds Beach) Schenectady, N. Y., nc. Borg, Inga (Jimmy Kelly's) NYC, nc. Borry, Allen (Roosevelt) New Orleans, h. Bouche, Nevla (Edgewater) Lafayette, La., nc. Bowes International Show (Met.) Boston, t. Bows, Major, All-Girl Unit (Riverside) Milwaukee, t. Bows, La Verne (Ballyhoop Club) Columbus, O., nc. Boyer, Lucienne (Cafe de Paris) London, nc. Bradford, Barbara (Paradise) NYC, re. Bradshaw, Tiny (Piccadilly) Phila, nc. Bray, Alma (Mirador) NYC, nc. Brice, Larry (Terrace Gardens) Jamestown, N. Y., re. Briant, Johnny (Loew) Montreal, t. Brito, Phil (Mount Royal) Montreal, h. Brown Bros. (Mayfair Club) Detroit 14-20, nc. Brown, Danny (Club Lido) Youngstown, O., nc. Brown, Evans (Wonder Bar) Mansfield, O., nc. Brown, Mardo (Cotton Club) NYC, nc. Brown, Otis (Plantation) NYC, nc. Bruce, Betty (French Casino) NYC, nc. Bryson, Clay (Montclair) NYC, h. Buckley, Dick (Planet Mars) Chi, nc. Buckley, Neil (Congress) Chi, h. Buddy & Selma (Mayflower Casino) Chi, nc. Burke, Johnny (Oriental) Chi, t. Burns, Books (806 Club) Chi, nc. Bush, Barbara (Village Barn) NYC, nc. Buss & Tucker (Sawdust Trail) NYC, nc. Buser & Warren (Dude Ranch) Berwyn, Md., ro. Byrd, Muriel (Shelton) NYC, h.

B. Cabdos & Baline (Roosevelt) New Orleans, h. Calgary Bros. (Cocoanut Grove) Hollywood, nc. Calloway, Cab & Orch. (Pal.) Chi, t. Cameron, Lady Yukona (Leon & Eddie's) NYC, re. Campbell's, Roy, Ambassadors (Capitol) Washington, D. O., t. Cardonas, The (Beacon) Winnepeg, Can., t. (Pal.) Minneapolis 19-20, t. Carewe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., nc. Carille, Charles (Congress) Chi, h. Carpenter, Imogene (New Yorker) NYC, h. Carr, Billy (806 Club) Chi, nc. Carroll, Helene (Cocoanut Grove) Waukegan, Ill., ro. Carroll, Marie (Gaynor's Club) Milwaukee, nc. Carroll, Winnie (Dizzy) NYC, nc. Casey, Emmett (Gay '90s) NYC, nc. Cassinelli, Dolores (Moris) NYC, re. Caslis, Beth (Silver Lake Inn) Phila, ro. Chaney, Charlie (Frank's Casino) Chi, nc. Christy, Floyd (Loew) Montreal, t. Clare & Sanna Sisters (Earle) Washington, D. C. Chad (Colonial) Dayton, O., t. Chas. Chad (Sands Point Casino) Long Island, c. Chilton & Thomas (Pal.) Cleveland, t. Clemens, Margie (Edison) NYC, h. Cobey, Lew (White) NYC, h. Coe & Duda (Pelican Club) Houston, Tex., nc. Coe, Mary (McAlpin) Elmira, N. Y., c. Colette & Barry (Brown) Louisville, Ky. Colette & Galle (Gold Nugget) Canon City, Colo., nc. Comique Continentals (Capitol) Lancaster, Pa. Condos Bros. (Riviera) Ft. Lee, N. J., ro. Connell, Dick (McAlpin) NYC, h. Connor, Nadine (Sands Point Casino) Long Island, c. Continental Three (Brass Ball) NYC, re. Conrad & Haycock (Flamingo) Orlando, Fla., nc. Constock, Frances (Radioland) Great Lakes Expo, Cleveland. Cooper, Evelyn (Kit Kat) NYC, nc. Coral Islanders (Montclair) NYC, h. Corbetts, The (Times Square Supper Club) Rochester, N. Y., nc. Corella, Claudia (El Gaucho) NYC, nc. Corinne, Mlle. (Yacht Club) Chi, nc. Corliss & Palmer (Chicago) Omaha, nc. Cortello, George (McVans) Buffalo, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cortez & Marquis (Lotus Gardens) Cleveland, t. Cossacks, Three (Paradise) NYC, re. Courtney, Ann (Montclair) NYC, h. Coy, Johnny (Frolics) NYC, nc. Craig, Harry "Giggles" (Club K-9) Baltimore, Md. Crane, Ford (Nixon Cafe) Pittsburgh, nc. Craven, Fran (Bertolotti) NYC, re. Crawford, Jesse & Helen (Congress) Chi, h. Cross & Dunn (Riviera) Fort Lee, N. J., ro. Crowley, Jimmie (Torch Club) Cleveland, nc. Cummis, Margaret (Monsiegnor) NYC, nc. Cummins, Walter (Claridge) Memphis, h. Cunningham, Fairy (Club Riviera) Kansas City, Mo., nc. Curtis, Rube (Greater Texas & Pan Amer. Expo.) Dallas.

D'Arcy Girls: Ft. Dodge, Ia. D'Avalos, Rodolfo & Albertina (El Chico) NYC, nc. Dale, Virginia (Silver Bowl) Sacramento, nc. Dean, Jean (McAlpin) NYC, nc. Davis, Eddie (Leon & Eddie's) NYC, nc. Davis, Lois (Eldorado) Detroit, nc. Davies, Mary (Wonder Bar) Mansfield, O., nc. Dawn & Darrow (Royale Frolics) Chi, nc. Day, Tiny (Fritze's Fiesta) Crystal Lake, Ill., ro. Daye, Ruth (Chez Paree) Chi, nc. DeBolt Twins (Royal Palms) Miami, Fla., nc. DeCarde, Six (Earle) Phila, t. DeSabbian, Lew (Park Central) NYC, h. DeWitt & Vehr Lens (Blue Moon) Tulsa, Okla., nc. De Ring, Trudy (Avalon) Cleveland, O., nc. Dean, Bert & Co. (Highland Gardens) Grand Haven, Mich. Dean, Ernie (Gaiety Cabaret) Brussels, O. Dean, Laura (Village Casino) NYC, nc. Dean, Shannon (Paradise) NYC, re. Debonairs, Six (Hollywood) NYC, re. Debutantes, Four (New Yorker) NYC, h. DeFores, Felipe (Yumurti) NYC, nc. DeFonzo, Edna (Radio City Rainbow Room) NYC, nc. DeMarco, Joe (Golden Grill) Rochester, N. Y., nc. DeRonda & Barry (Chamberlin) Old Point Comfort, Va., h. DeShon, Maxine (Colosimo's) Chi, nc. DeCarde, Six (Earle) Phila, t. DeRay, Monya (Golden Grill) Rochester, N. Y., nc. Dell, Fatsy (Earle) Phila, t. Demati Troupe (Roxxy) NYC, t. Dexter, Herbert (Village Moderne) Chi, ro. Diaz, Don, Dolores & Demis (Congress) Chi, h. Diaz, Hazel (Small's) NYC, nc. Diaz, Jose (El Gaucho) NYC, nc. Dickson, Dorothy (Tower) Kansas City, Mo., t. Dietz, The (88 Club) Chi, nc. Digges, May (Cotton Club) NYC, nc. Dillon & Farlow (Cocoanut Grove) Phila, c. Dimas & Anita (Bal Tabarin) NYC, nc.

Dimitri & Virgil (El Gaucho) NYC, nc. Di Palma, Angelo (Nixon Cafe) Pittsburgh, nc. Dolores & Rosini (Village Casino) NYC, h. Doris, Miss (Versailles) NYC, re. Dover, Jane (Edison) NYC, h. Draper, Paul (Plaza) NYC, h. Dryton Sisters & Jack (McVans Club) Buffalo, nc. Drew, Allen (Harlem Hollywood) NYC, nc. Duanos (Mounds) St. Louis, cc. Dudley, Bessie (Cotton Club) NYC, nc. Duffy & Wait (New Yorker) NYC, h. Dukes, Three (Chez Ray Ventura) Paris, nc. Dunn, Vera (Famous Door) Boston, nc. Dunn & Clayton (Barrel of Fun) NYC, nc. Duskin, Joyce (Paradise) NYC, re. Duval, Dorothy (Brevoort) Chi, h. Dynamite Hooker (Loew) Montreal, t. Earl, Jack & Betty (Capitol) Washington, D. O., t. E. E. Barnes & Gordon (Stork) Providence, nc. Edwards Sisters (Kit Kat) NYC, nc. Elliott, Johnny (Orph.) Springfield, Ill., t. Eltons (Hollywood) NYC, re. Erno, Kiraly (Hungarian Club) NYC, re. Enos, Rue; Marshallown, Ia. Enrico, Edna (Famous Door) Boston, nc. Eskie, Madam (McVans) Buffalo, nc. Enrico, Don (Colosimo's) Chi, re. Enrico & Novello (Versailles) NYC, nc. Evans & Renato (Melody Gardens) Elmira, N. Y., t. Everett & Conway (Roxxy) Salt Lake City; (Center) Denver 24-30, t.

F. Farmer, Ohio (Stork) NYC, nc. Farrar, Jane (1523) Phila, nc. Faye, Frances (1214) Phila, nc. Faye, Joyce (Bertolotti's) NYC, re. Felicia & Delrey (Lotus) Washington, D. O., re.

Fenton, Mildred (Roosevelt) New Orleans, h. Ferguson, Bobby (Dude Ranch) Berwyn, Md. Fern, Vera (Mt. Royal) Montreal, h. Fervar, Mitti (Radio City Rainbow Room) NYC, nc. Fields, Benny (State) NYC, t. Fink & Wula (Charlot) Detroit, nc. Flo-Rito, Ted, & Orch. (Casino) Dallas, t. Florence & Alvarez (Sands Point Bath) Long Island, c. Flores, Marissa (Waldorf-Astoria) NYC, h. Flying Whirlie (Park Central) NYC, h. Fonds & St. Clair (Olmos Dinner Club) San Antonio 4-18. Fontaine, Evan Burrows (Adelphia) Phila, h. Fontaine Sisters (Edgewater) Lafayette, La., nc. Foote, Herbert (Edgewater Beach Hotel) Chi, h. Foran Sisters & Tom (Mayfair) Cleveland, nc. Forbes, Maria (Weylin) NYC, h. Forbes, Sunny (St. Regis) NYC, h. Ford & Barnes (806 Club) Chi, nc. Ford, Gene (Torch Club) Baltimore, Md. Ford, Nora (806 Club) Chi, nc. Foster, Faith (Mayfair) Detroit, nc. Four Sons of Satan (French Casino) NYC, c. Fowler, LaMaE (Dixon's Cafe) Omaha, c. Frakson (Mayfair) London, nc. Francis & Carroll (Mayfair) Chi, nc. Frankin, Cas (St. George) Brooklyn, h. Frank & Fuller (Ringside Club) Ft. Worth, Tex., 4-17. Frazer, Jack (Playland Park) Rye, N. Y. Freiber, Milton (Park Circle) NYC, ra. Froos, Sylvia (Michigan) Detroit, t.

G. Gabby, Frank (Adelphia) Phila, h. Gais, Lorraine (Versailles) NYC, nc. Gals & Loyde (Drake) NYC, nc. Gang, Connie (Chez Ami) Buffalo, nc. Gardner, Muriel, & Marvin Kane (Carlton) London, h. Garette, Jeanette (Roosevelt) New Orleans, h. Gaston (Monte Carlo) Detroit, nc. Gates & Claire (Alhambra) Buffalo, nc. Gautier's Steeplechase (Edgewater Beach) Chi, h. Gaynor, Marilyn (Chateau Moderne) NYC, re. Gerriets, Paul (Grosvenor House) London, h. Giants of Rhythm, Three (Cotton Club) NYC, nc. Gibson, Virginia (Bagdad) Miami, nc. Gilbert, Edna (Gay '90s) NYC, nc. Gilmore, Patricia (Leon & Eddie's) NYC, nc. Gianilla, La (Valencia) NYC, nc. Glover & Lamae (Rainbow Grill, Radio City) NYC, nc. Goss, Three (Plantation) NYC, nc. Gott, Jerry (Adelphia) Phila, h. Golden, Les (Brown Derby) Boston, nc. Goodell, Danzi (Adelphia) Phila, h.

Goodelle, Nella (Plaza) NYC, h. Goodman, Benny, & Orch. (Stanley) Pittsburgh, t. Grauman, Saul, Revus (State) NYC, t. Grant, Barney (Park Central) NYC, h. Grasl, Rudi (Berkely) London, h. Green, Al (Pioneer) NYC, nc. Griffin, George (Sands Point Casino) Long Island, c. Guarecotas Las (El Chico) NYC, nc. Guy, Barrington (Plantation) NYC, nc. Guy, Vernon (Parrish) Phila, nc.

H. Hager, Clyde (Earle) Phila, t. Hale, Chester, Girls (Pal.) Cleveland, t. Hale, June (Variety) NYC, nc. Hale, Ted (Chez Paree) Chi, nc. Hall, Bob (Drake) Chi, nc. Hall, Frank (Bon Air) Chicago, cc. Halladay, Ruby (Chez Brummel) Oaunes, France. Hamilton, Betty (Edgewater) Lafayette, La., nc. Hande & Mills (Gloria) Columbus, nc. Haney, J. Francis: English, Ind., 18; Birdseye, Ind., 19. Hap Hazard (Oriental) Chi, t. Harlemaniacs (Roxxy) NYC, t. Harper, Ruth (Mount Royal) Montreal, Que., h. Harris, Don (Nine-Mile House) Cincinnati, nc. Harris, Tom & Mickey (Vesuvio) St. Petersburg, Fla., nc. Harrison, Spike (Gay '90s) NYC, nc. Harston, Marion (Small's) NYC, nc. Hayden, Tommy (Wivel) NYC, re. Hazz, Waves, Three (College Inn) Chi, nc. Heath, Ann (Pierre) NYC, h. Henry, Noel (Granada) NYC, h. Herrera, Sarita (Yumurti) NYC, nc. Hickory Nuts (Wivel) NYC, re. Hilliard, Jack (Royal Frolics) Chi, nc. Hinton, Hal (214) Phila, nc. Hoffman, Max (Chez Maurice) Montreal, h. Holden, Bruce (Palmer House) Chi, h. Holland & Hart (Palmer House) Chi, h. Holmes, George (Black Cat) NYC, nc. Holton, Don (Syraoux) Syracuse, N. Y., h. Houghton, Dorothy (Harry's New York Cabaret) Chi, nc. Howard, Al (Surgar Grove Park) Tiffin, O. Howard, Joe E. (Gay '90s) NYC, nc. Hudspeth, Dr. & Madame (Dutch Mill) Binghamton, N. Y., t. Huff, Tiny (Barrel of Fun) NYC, nc. Hughes, Lysbeth (Biltmore) NYC, h. Hunt, Frances (Stevens) Chi, h. Huston, Josephine (Riviera) Ft. Lee, N. J., ro. Hutton, Ina Ray (Rialto) Waukegan, Ill., b. Hyde, Vic (Chicago) Chi, t.

Ice Ballet (Boston) Boston. Ider's Trio (Roosevelt) Pittsburgh, Pa., h. Iliana (Bon-Air) Chi, cc. Internationals, Three (Roosevelt) NYC, h. Irving, Jack (Harry's New York Cabaret) Chi, h. Irwin, Rene (Sherwood) Burlington, Vt., h.

J. Jackson & Nedrow (Royals Frolics) Chi, nc. James, Hal (Club Elite) Dayton, O., nc. James & Peitz (Ball-Ball) Chi, nc. Jans, Leonard (Dante's Inferno) St. Louis, Mo. Jarrett, Art (Casino) Dallas, t. Javneilo, Marie (Barritz) Phila, nc. Jeanette & Kalan (Lord Baltimore) Baltimore, h. Jeffers, Dot (Park Central) NYC, h. Jerome, Walter & Bud (Chase) St. Louis, h. Jerome, Gene (LaSalle) Chi, h. Jerry & Turk (Cocoanut Grove) Waukegan, Ill., ro. Jockeys Two (Villepigue's) Brooklyn, re. Joffe, Ruth (Famous Door) NYC, nc. John Jr. Wally (Commodore) St. Louis, h. Johnny & George (Yacht) NYC, nc. Johnson, Elinor (806 Club) Chi, nc. Johnson, Jay (St. George) Brooklyn, h. Johnson, Lucille (Paradise) NYC, re. Johnson, Mae (Flamingo) NYC, nc. Jones, Alan (Radio City Rainbow Room) NYC, nc. Jose & Patricia (El Chico) NYC, nc. Joyce, Jacqueline (Mirador) NYC, nc. Joyce, Sally (Ball-Ball) Chi, nc. Juan & Maria (Via Lago) Chi, nc.

K. Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h. Karson Musicales (Terre Haute) Terre Haute, Ind., h. Kask, Lorraine (Edgewater Beach) Chi, h. Kavanaugh, Stan (Casino) Dallas, t. Kay, Dolly (Royale Frolics) Chi, nc. Kaye, Jane (Blackhawk) Chi, nc. Kaye, Johnny, & Playboys (Plaza Cafe) Steubenville, O., nc. Keaton & Armfield (State-Lake) Chi, t. Keck, Eddie (Shrine Circus) Ft. Wayne, Ind. Keller, Loretta (Cocoanut Grove) Boston, nc. Kenney, Billy (Cortez) El Paso, Tex., h. Kenny, Helen (Park Central) NYC, h. Kerns, Helen (Village Casino) NYC, nc. Khadrak, Nicolas (Russian Art) NYC, re. Kradocks, Four (Casino Farietta) Chi, nc. Kramer, Ida (Swane) NYC, nc. Kressels, Four: Ganton, S. D.; Miller, S. D., 19-21.

L. La Fons, The (Colosimo's) Chi, nc. La Marr, Renee, Trio (Colosimo's) Chi, nc. La Marr, Bobby (New Ear) Baltimore, nc. La Monte, Jean (Frontenac) Detroit, nc. LaRue, Eddie (Ballroom) Columbus, O., nc. LaRue, Eddie (Club Blaise) Cleveland, h. LeVess & Margo (Red Gables) Indianapolis, nc. LaVoia, Don; Marshalltown, Ia. LaVonne, Jane (Blackhawk) Chi, nc. LaZellus, Arnie (Lycium) St. Paul, t. (Fair) Moose Jaw, Can., 21-28, t. Laird, Ruth, & Her Texas Ricketts (Adelphia) Phila, h. Lamarr, Henry (Gay '90s) NYC, re. Lamont, Don (Hollywood) NYC, re. Landis, Jeanne (Kit Kat) Phila, nc. Lane, Toni (Frolics) NYC, nc. Lang, Edie (Mirador) NYC, nc. Langham's Torrid Tempos (Sun Set Tavern) Okla., nc. Lathrops, The (Farmout) NYC, t. Lavier, Jack (Pal.) Cleveland, t. Lawton, Reed (Mon Paris) NYC, re. LeVan, Shuffies (Bartlett) Rochester, N. Y., nc. Lemay, Jimmy & Dad (Great Lakes Expo) Cleveland, h.

Lede, Lita (Chez Paree) Chi. nc.
Lee, Bonny (Trocaadero) Dallas, Tex., nc.
Lee, Bob (Wivel) NYC, re.
Lee, Dean (McVans) Buffalo, nc.

Nary, Charles (St. Regis) NYC, h.
Nazaro Jr., Na. (Lido) Montreal, nc.
Nelson, Orzle, & Band (Paramount) NYC, t.
Nelson's Boxing Cats (Leon & Eddie's) NYC, nc.

Rene & Rome (Dutch Village) Toledo, O., nc.
Reno, Tom (Times Square Supper Club) Rochester, N. Y., nc.
Reyes, Paul & Eva (College Inn) Chi., nc.

Thury, Iona de (Tokay) NYC, re.
The Toe Girls (Casanova) Hollywood, Calif., nc.
Tip Top (Black Cat) NYC, nc.

THE NONCHALANTS

Now Playing EARLE THEATER, Washington, D. C.

MUSIC CORPORATION OF AMERICA

Noll, Ediss, & Marion Nolan (Urea Casino) Rio de Janeiro, Brazil.
Norman & McKay (Casino da Urea) Rio de Janeiro.
Norman, Fay (Paddock Club) Louisville, nc.

Liazed Arab (Michigan) Detroit, t.
Lime Trio (St. Regis) NYC, nc.
Lindstroms, The (Casino Parisien) Chi., nc.

Roberts, Three (French Casino) NYC, nc.
Robins Sisters (Royal Frolics) Chi., nc.
Rock, Mildred (Mayflower Casino) Chi., re.

Valdez, Vern (Club Piccadilly) Baltimore, nc.
Vale & Stewart (Gaily Cabaret) Brussels, c.
Varros & McDowell (Congress) Chi., h.

McBride, Jack (Romance Inn) Angola, N. C., nc.
McCoy, Bob (Biltmore) NYC, h.
McCulley & Jean (Village Barn) NYC, nc.

O'Dell, Dell (Arrowhead Inn) NYC, r.
O'Donnell, Ione (606 Club) Chi., nc.
O'Neil, Catherine (Royal Palm) Miami, nc.

Ross, David (Whirl) NYC, re.
Rolph, Wynona (Buckingham) Mo., h.
Romero, Arturo (Columbia) Mo., t.

Wald, Dorothy (Colosimo's) Chi., nc.
Walker, Jack (Yacht) Chi., nc.
Walker, Buddy (Yacht) NYC, nc.

McKenny, Julia (Piccadilly) Phila., nc.
McKeones, The Four (Hillorest) Binghamton, N. Y., c.
McMahon, Larry (Village Barn) NYC, nc.

Parsons, Kay (Sawdust Trail) NYC, nc.
Petersen, Whirling (Top) NYC, nc.
Paul, Don (Orph.) Springfield, Ill., t.

Shaver, Buster (Riviera) Ft. Lee, N. J., re.
Shaw, Ed (Mirador) NYC, nc.
Shayne, Gloria (Mayflower Casino) Chi., nc.

Walters, Eichel (Cotton Club) NYC, cb.
Webster, Jim (Onyx) NYC, nc.
Westman, Ed (Wagner) Bath, N. Y., h.

Marino, Joe (Famous Door) Chi., nc.
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.

Queen of Rhythm, Four (Schlitz Winter Garden) Chi., nc.
Racketeers, Three (Oranthe) NYC, no.
Radloff, Bee & Ray (El Dorado) Detroit, no.

Stuart & Lee (Benny the Bum's) Phila., nc.
Sue Lyde (Chez Paree) Chi., nc.
Sullivan, Mickey (Eden Gardens) Worcester, Mass., nc.

Abbott, Dick (Emerson) Baltimore, h.
Abbs, Vic (Drake) Chi., h.
Abrams, Al (Mayfair Casino) Cape May, N. J., nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Myers, Thmie (Mitchell's Playhouse) Chi., nc.
Myrus (College Inn) Chi., nc.

Renard, Jeri (Open Door) Chi., nc.
Renae & Estelle (Cotton Club) NYC, nc.

Thompson, Helen Waterbury (Ambassador) NYC, h.
Thorn, Hal (Whirling Top) NYC, nc.

Blaine, Jerry (Park Central) NYC, h.
Blake, Lou (Park Plaza) St. Louis, h.

Boroff, Mischa: (Morocco) Mountaineide, N. Y.
Borr, Mischa: (Sherry-Netherlands) NYC, re.
Brandwynne, Nat: (Essex House) NYC, re.

Grler, Jimmy: (Biltmore Bowl) Los Angeles, ca.
Hall, George: (Taft) New York, h.
Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.

Martin, Slim: (Zenda's) Los Angeles, ca.
Morton, Don: (Frolics) NYC, nc.
Maluro, Henry: (Three Door Inn) Bridgeport, Conn.

Stein, Maurie: (Chez Paree) Chi, nc.
Stern, Harold: (Merri-Go-Round) Brooklyn, nc.
Stevenson, Tommy: (Southland) Boston, re.

Caeceres, Emilio: (Chez-Ami) Buffalo, nc.
Galloway, Gab: (Pal) Chi, l.
Campbell, Jan: (Howitts) Lake George, N. Y., h.

Harris, Claude: (Josey's Stables) Detroit, nc.
Harris, Ken: (Rendezvous) Battle Creek, Mich., re.
Harris, Tommy: (Bertolotti's) NYC, re.

Messner, Dick: (McAlpin) NYC, h.
Messner, Johnny: (McAlpin) NYC, h.
M. Y. C.: (Woodland Tavern) Ardsley, N. Y., c.

Thomas, Eddie: (Nut Club) NYC, nc.
Thomas, Noel: (Mayfair) Oakland, Calif., nc.
Thompson, Ellis: (Zell's) NYC, nc.

Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
Capello, Joe: (Jimmy Kelly's) NYC, nc.

Henderson, Fletcher: (Grand Terrace) Chi, nc.
Henderson, Stuart: (Wonder Bar) Port Huron, Mich., nc.

Moore, Eddie: (Eagles) Ithaca, N. Y., b.
McCall, Larry: (Merry Gardens) Lynchburg, Va., re.

Travers, Vincent: (French Casino) NYC, nc.
Trotter, Jack: (Sweet's) Oakland, Calif., b.

Castellanos, Don: (885 Club) Chi, nc.
Castle, Frank: (Deauville) San Francisco, nc.

Hirado: (La Rue) NYC, re.
Hoeflinger, Al: (Clement Inn) Phila, re.

Nagel, Harold: (Pierre) NYC, h.
Navarro, Al: (Belvedere) Baltimore, h.

Valle, Rudy: (Astor) NYC, h.
VanWinkle, Joe: (Melody Grill) Kokomo, Ind.

Childs, Reggie: (New Penn) Pittsburgh, nc.
Chiquito: (El Morocco) NYC, nc.

Hoffman, George: (Old Heidelberg Inn) Den-Ver, Mo., re.
Hoffman, Miriam: (Merry-Go-Round) Brooklyn, N. Y., nc.

Olson, Walter: (New Julius) Gardenville, N. Y., re.
Osborne, Will: (Fairmont) San Francisco, h.

Wagner, Bill: (Jimmy Kelly's) Brooklyn, re.
Wagner, Prince: (St. Moritz) NYC, h.

Conrad, Lew: (Cocoanut Grove) Boston, nc.
Cornelius, Paul: (Peony Park) Omaha, nc.

Imperial Trio: (Imperial) NYC, h.
Iowa Ramblers: (Longville) Longville, Minn., nc.

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
Panche: (Plaza) NYC, h.

West, Neil: (Lewiston) Lewiston, Mich., b.
Whalen, Jimmy: (Bertolotti) NYC, cb.

D'Arcy, Phil: (Governor Clinton) NYC, h.
Daley, Frank: (Meadowbrook) Cedar Grove, N. J., re.

Jackson, Jimmy: (Chateau C. C.) Milwaukee, Wis., nc.

Quaranta, Charles: (Mile-a-Way Pavilion) Grand Junction, Colo.

Whitney, Palmer: (Baker) St. Charles, Ill., h.

Dan, Arthur: (Park Lane) NYC, h.
Dantzig, Eli: (St. George) NYC, h.

Kahn, Al: (Overbrook Villa) Phila, re.
Kahn, Paul: (Commodore) NYC, h.

Rainey, Dud: (Brass Rail) Parkersburg, W. Va., nc.

Brother Rat: (Geary) San Francisco 14-18.

Earl, Glenn: (Ork) Sand Lake, Mich.
Edmund, George: (Loyale) NYC, c.

La Salle, Frank: (Wivel) New York, nc.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.

Sabin, Paul: (Blossom Heath) Detroit, re.
Sanders, Hal: (Le Montparnasse) NYC, re.

DeCleo, Magician: Fort Clinton, O., 15-25.

Gaines, Charlie: (Morocco) Phila, nc.
Garcia: (Riviera) Ft. Lee, N. J., re.

McCarn, Grace: (Chinese T Gardens) Detroit, Mich., re.

Sillman, Phil: (Cocoanut Palms) Eastwood Park, Detroit, p.

Long, Leon: Magician: Cordova, Ala., 20-22; Flat Creek 23-26.

Graf, Johnny: (Anchorage Inn) Phila, nc.

McCarthy, Clyde: (Peabody) Memphis, h.

Smith, Joe: (Mayfair) Boston, nc.

CHAS. A. ROSSKAM.

DRAMATIC AND MUSICAL

MISCELLANEOUS

BILLROY SHOW

(Continued from page 28)
out in specialties, including a neat sister team of tappers, a swell little blond acro dancer and another miss, programmed Yolanda, who does a balloon number behind a scrim drop in the after-concert, Morris Nelson emcees the show and does a part in the main bill, in which Hal Crider plays the lead. Nelson has plenty of personality and is a good straight in the comedy skits in the concert, in which Cal West, blackface, is featured. West also works with Mrs. Wehle and the company's character woman in a hillbilly specialty which went over big. Crider also does a song specialty and works in the concert skits. There's a man and woman team whose work also is clever, especially the man's upside-down dancing. A nine-piece swing band, under direction of Gus Schultz, plays an hour before-performance concert, accompanies for the show and works as prize package and concert ticket salesmen besides, doing a good job on all assignments. Show runs about an hour, with concert about half that time, and both performances are surprisingly satisfying entertainment. No dirt, no smut, no strip teasers, and lighting and costuming are far superior to the average tab show. This troupe can step into any theater or night club and satisfy. Doing good business in this their third season in the East. Sold out near Boston Monday night in the rain.

First Railer In 10 Years

Cole makes Cortland, N. Y., after 180-mile run, but not without difficulties

WORCESTER, Mass., June 12.—Cole Bros. was the first railroad circus to play Cortland, N. Y., in 10 years. Using the Lehigh Valley from Rochester, run was some 180 miles and necessitated going thru three divisions. Despite this and the fact that haul in Rochester was four miles, first section arrived in Cortland at 10:20. The Lehigh, having only single tracks here, first section had to be unloaded before second could be spotted. A steady rain was in progress, but fortunately show was on one of the hardest and finest lots, the fairgrounds, encountered this season. It was decided to call off parade, and afternoon show got underway one hour late to a good crowd of "up-staters." An accident took place at the runs that could have had more serious results when jack wagon number 93 lost its bull ring as it started down the runs. Then the left front wheel came off as it hit the ground, sliding off into a near-by fence but doing little real damage. A new wheel was soon put on and wagon was on its way to lot.

With a short run into Syracuse everything moved on schedule. Good afternoon house; at night a turnout with more than 1,000 sitting on straw. After night show in Syracuse Ken Maynard motored to Sidney, N. Y., and spent the night with his friend, Capt. Dan Fox, of the New York State Police. Fox has several ex-cowboys and circus riders in his (See **FIRST RAILER** on page 39)

Big Day for R-B At Harrisburg, Pa.

HARRISBURG, Pa., June 12.—Ringling-Barnum played to capacity houses at both performances here June 4. Despite the local school board refusing to dismiss school during the afternoon, an estimated 15,000 persons jammed the showgrounds for the largest circus attendance here in years.

During the evening thousands more jammed the big show and side exhibits to make the R-B stop here probably the greatest attended in local history.

Karl Renus Hurt

LONDON, May 30.—Karl Renus, member of the Richards troupe of acrobats with Bertram Mills' Circus, fractured his leg in an accident at Kettering, England, the other week. Act was performing a pyramid when one of the members slipped and all fell to the ground. Renus was the only one injured.

Arensens Join Lewis Bros.

NEW WATERFORD, O., June 12.—The Arensens, Jimmy and Barney, have joined Lewis Bros. Circus for remainder of the summer. They do comedy acrobatics, clowning and a wire turn.

**RIGHT THIS WAY TO
THE BIG SHOW
SUMMER
SPECIAL
NUMBER
Of The Billboard
Dated June 26
with
Animal Exhibits
By B. H. Patrick
As a Feature**

Tie This One If You Can

OMAR, W. Va., June 12.—Lot contracted for Dan Rice Circus was four miles from post office. Ray Marsh Brydon made a quick switch to centrally located grounds, extremely small, and before agreement was signed it was stipulated that beer garden located on back of lot alongside railroad tracks was to have a clear entrance at all times before, after and during circus performance.

This necessitated using one of front door entrances exclusively for beer garden. "Big Bill" Erickson on job, asking each person entering "front door." "Where are you going, beer garden or circus?"

Scheme worked perfectly, with beer garden patrons going to circus and circus customers visiting beer garden continuously.

First Sunday Date For Wallace Bros.

DETROIT, June 12.—Wallace Bros. Circus is scheduled to play its first Sunday date of the season tomorrow at the Zeider Speedway lot. The show played in Detroit (Ecorse) last Monday.

Show was within 100 miles of Detroit the remainder of the week.

Manager Ray W. Rogers reports very good business.

Mix Show Has Sellout At Night in Bridgeport

BRIDGEPORT, Conn., June 12.—Tom Mix's Circus, playing here June 4, had a fair matinee, but evening performance was a sellout with plenty of straw spread. Wild West packed them in also.

Next show here will be Ringling, June 14. It will be the first time in many years that it has not played a Saturday date in its old home town.



PERSONNEL of band with Hagenbeck-Wallace Circus. Front row, left to right, Henry Kyles, leader; Jess Walton, Eugene Slick; second, Henry Paulsen, Vern Miller, Walter Bowne, Ned Nishan, Ray Brownell, Al F. Martin; third, Bill Michaels, Joe Browning, Hal Hutchinson, Joe Malinovsky, Fred Mullers, Larry Ganyard and Spike McKechnie. Two were missing when photo was taken.

Plenty Money Spent in Towns; Interesting Figures by Watts

ST. ALBANS, W. Va., June 12.—Four items covering an expenditure of over \$7,200 can dispel any argument advanced that a circus takes all the money out of town. Ira Watts, manager of Dan Rice Circus, in a Rotary Club address gave some interesting figures and surprised his listeners with the information that the Dan Rice Circus has shown in 36 towns in West Virginia to date, has paid government, State, county and city tax in each town played, has traveled 1,641 miles in the State, using 11,042 gallons of gas, the cookhouse expense was \$2,227, laundry \$924, \$1,858 for hay and feed and innumerable other expenses that the layman has no idea of. Showing that performers and workmen spend money in each town visited, that hotels and restaurants benefit and when one considers that every day is not a red letter one, Mr. Watts presented an angle that was unknown to many members who listened with keen interest to his interesting talk.

Prosecuting Attorney Lafe Chapin of Mingo County visited with the show at

H-W Makes 300-Mile Jump From Sharon, Pa., to Huntington, Ind.

SHARON, Pa., June 12.—Following the policy of being the first railroad circus into the important cities, Hagenbeck-Wallace will make a long Sunday run of 300 miles, from here to Huntington, Ind., via the Erie Railroad. General Manager Howard Y. Bary and his agent, C. W. Finney, decided at a conference several weeks ago to make New York State and then turn rapidly westward, with St. Louis as the destination for a four-day stand, starting June 17.

The circus trains are scheduled to reach Huntington at 2 o'clock Sunday afternoon and it will be the first time in seven or eight years that a big railroad show has exhibited in Huntington. The La-Fontaine Hotel has received over 100 reservations for rooms Sunday.

During the past week Jake Posey, boss of ring stock, has been away most every day purchasing horses and has bought over 30 head of fine thoroughbreds since he joined the show in Pittsburgh. "Spot"

Connors has also been buying additional baggage stock and his department is now 100 per cent equipped with the finest of Percherons, Clydesdales, also a few Belgians. Poodles Hanneford, Freddy Freeman and other horsemen are working on the new ring stock between performances.

The Peru car shops have completed the new advertising car, which will be shipped to the advance within a few days. It is the last word in steel construction and is equipped for passenger service on the finest trains in America. Not only is it an all-steel under frame, but also has steel sides. It has two big state-rooms, sleeping berths for 24 men and a large paste room, as well as locker space to permit carrying poster and advertising material for 30 days. It is varnished in pure white and presents a beautiful picture which is sure to attract attention in all cities. The other advertising car will be returned to quarters and put into condition to serve as a No. 2 bill car.

Another Chevrolet tractor, the second automatic stake puller, was delivered at Auburn, N. Y., and immediately pressed into service. These two automatic stake pullers are of great assistance at night and pull all the stakes on the menagerie and big top in remarkable time. In addition they haul wagons and cages to and from the runs. When the two new canvas Chevrolet tractors arrive there will be six tractors to aid in moving the show.

Long runs are in store for the show after leaving Huntington June 14. Tuesday the show appears in La Fayette, then Wednesday in Decatur, Ill., with a 113-mile jump to St. Louis, via the Wabash.

Pa. Eighth State For Haag This Year

MERCERSBURG, Pa., June 12.—Mighty Haag Circus entered Pennsylvania here June 11, being the eighth State show has played since opening season in Marianna, Fla., 10 weeks ago.

Made a 50-mile jump to Mercersburg from Brunswick, Md. An extended West Virginia tour was completed at Charles Town earlier in the week.

Show's equipment is in excellent shape and long jumps have been the rule lately. Performance is winning praise, elephant act worked by Helen Haag is an outstanding feature.

Royal Again Moves After 5-Day Tieup

CINCINNATI, June 12.—Royal Bros. Circus is again in operation after a lay-off of five days caused thru legal proceedings, according to a letter from Owner Leroy C. Crandell. For two of these days, Crandell says, he and Delmo Wells, also of the show, were confined in Lincoln County Jail at Carrizozo, N. M., and that when brought before Justice Chavez they were found not guilty of the charges preferred against them and dismissed.

The trouble, Crandell declares, arose when a woman in the audience was hit in the eye with a cracker of a whip that broke off in Tex Crawford's whip-cracking act in the concert while playing at Tinnie, N. M., June 1.

Proceeds Divided For Midget Benefit

SAN ANTONIO, June 12.—Proceeds of a benefit show, staged by performers of the Stanley Graham Midget Circus, which folded here last week, were divided June 9 between the midgets and hotel and restaurant men, who have housed and fed them since they hit town two weeks ago.

Remnants of the circus took the stage of the Majestic Theater Tuesday night after the movie run had closed and packed in 1,500 folk for an hour-and-a-half bill. Showing was arranged by William O'Donnell, manager for Interstate Circuit here, who contributed the gross, less tax if any, to the troupe. Show grossed \$800.

Of 122 little folk who came here with the show the last week in May only 75 remain and about 50 of those plan to pocket the few bucks distribution and make for Dallas. Pan-American Exposition opening there may provide spot for some of them.

Twenty midgets, with John Lester and Mrs. Ike Rose, stayed over till Friday night for a benefit show arranged by the Friendly Neighbors. Shows were given matinee and night on boards of Municipal Auditorium. Bill included Lester's English midgets, Dudley's midget acrobats, Mrs. Rose's Parisian midgets and Mrs. Power's four elephants. Lester also has a pony act with 12 animals. Take of the show was split 50-50 between the performers and the Friendly Neighbors, local charity society.

Nearly all the little folk were independent. Exceptions are those contracted to Lester and Mrs. Rose. Lester is dickering for contract with Interstate and may open soon in Dallas.

Williamson. Formerly a bandman with the show, Chapin turned back history's pages and spent an enjoyable day on the lot that was located on the Kentucky side of the town.

Howard King, legal adjuster, has joined the trailer cony, presenting his wife with a new traveling palace at Madison. A surprise housewarming marked the event.

Members of the Spaul Family Show visited at Marmet and were entertained by Ray Marsh Brydon.

Considerable excitement was caused by the executive staff upon the sudden appearance of Deep Sea Red McPhee. At first it was feared that he had met with foul play and a report was made to the police. After a thoro investigation by county officials he was located at Montgomery with a carnival. As the first wagon of the long caravan pulled on the lot at Hurricane the driver was greeted by Deep Sea. Like the prodigal son, he was welcomed home, but there was no fatted calf, as the nearest butcher shop was eight miles away.



With the Circus Fans

By THE RINGMASTER

C.F.A.
 President, **FRANK H. HARTLESS, W. M.** BUCKINGHAM, 2980 West Lake Street, Chicago, Ill.
 Secretary, **THOMAS RAY**, Norwich, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., June 12.—George Duffy and Bill Linney visited at Binghamton, N. Y., June 5. Members Dann, Heock, Scholderer and Barlow III entertained them at luncheon in Hotel Arlington and then attended matinee performance of Cole Bros' Circus. Later Duffy and Linney were entertained at dinner by Jess Adkins and were taken aboard the show train. Fort Plain not having a tent of its own, members Duffy and Linney are considered members of the Pat Valdo Tent.

Mr. and Mrs. Walter Buckingham, of Norwich, Conn., caught evening performance of Downie Bros. at Meriden June 3 and spent all day Friday with show in New London. After matinee entertained Mr. and Mrs. Sparks, Mr. and Mrs. Bugs Raymond, Edna Holden and John R. Tarrant at dinner at Light-house Inn. On Saturday Mrs. Buckingham caught afternoon show of Kay Bros. in Williamsville, and Mr. and Mrs. Felix Callahan, the Raymonds, Edna Holden, John R. Tarrant and Buckingham caught evening show.

Storms H. Shultz Jr., of Galesburg, has seen Russell show three times; Famous Robbins, Sells-Sterling twice and Hall's Wild Animal Circus twice. Fred Pitkin, equestrian director with Robbins, is a native of Galesburg and an old schoolmate of Shultz's.

George H. Barlow III, of Binghamton, writes: "Went to Elmira May 28 and saw Hagebeck-Wallace. Saw Cole Bros. in Cortland, N. Y., June 3 and twice in Binghamton June 5. Caught Beers-Barnes at Whitney Point June 8 and Ringling-Barnum June 11 at Scranton, Pa. A great summer so far."

The Shrine Temples of Texas held their third All-State Ceremonial in Wichita Falls May 21-22. They staged two big parades. Circus Fans Foster Loring and A. M. Biedenhan, of San Antonio, were present and Loring

brought along his CFA callope for the parades.

When in Chicago June 3 W. H. Hohenadel spent a pleasant lunch hour with the Atwell gang at Hotel Sherman. In evening had dinner and spent a couple of hours visiting with John Shepard, former editor of *White Tops*.

Bill Montague, of West Hartford, Conn., has established a circus record for himself by attending three different shows on as many consecutive nights. Evening of June 2 attended Mix show in Hartford. Evening of June 3 he saw Downie Bros. at Meriden and visited with Charles Sparks, Charles Katz and Harry Mack. On June 4 attended Kay Bros. and visited with Mr. and Mrs. William Ketrow, Mr. and Mrs. Dan Stewart, Buck Leahy and others. Following Fans met on lot and attended show together: Jim Hoye and guest, Elmer Lindquist, of Hartford; Harry Hasting and wife, of New Britain, and Charlie Davitt, of Springfield.

Voyle N. (Army) Armstrong and wife, of Wichita Falls, Tex., will leave there latter part of June to visit relatives in Bedford, Ind. As this is the off-season for circuses in Texas the Armstrongs hope they will be lucky enough to find some white tops spread some place along their route.

Head Lands on Front Page of Binghamton Sun

BINGHAMTON, N. Y., June 12.—When Cole Bros' Circus played here June 5 Bernie Head, on press staff, obtained "circus day program" with picture on front page of *The Binghamton Sun*.

In spite of four "hot boxes" on some of their railroad equipment which held up the first train at Whitney Point, N. Y., for about two hours and delayed arrival until 8 a.m. the circus gave a parade that reached principal thoroughfare at 12:30 p.m. and matinee performance on time.

The show is one of the best equipped that ever went on tour. There are at least six new flat cars and Pullmans on the train as well as new baggage wagons and the finest stringer wagon that the writer, George Barlow III, has ever seen. All new vehicles are equipped with hard rubber tires. The lighting system is as near like a stage lighting system as can be effectively used in a circus tent. Canvas is all new and beautifully cut and trimmed in colors. Big top has four 53-foot center poles and is a 170 with three 80s. Grand stand is 14 tiers high.

Performance is excellent and was well received. A good matinee and capacity night house.

Ken Maynard was entertained here by Capt. Dan E. Fox, George Duffy and William Linney, of Fort Plain, Circus Fans, were guests of Jess Adkins.

Rainy Weather Hurts WPA Biz

NEW YORK, June 12.—The WPA Federal Theater circus closed its week's run at Madison Square Garden Bowl parking field June 5. Rainy weather hurt biz considerably during early part of week, but Friday night and both performances on Saturday found heavy houses. Show got a nice break in Long Island newspapers.

Eva Berducci joined show here. She does a routine of trick roping. Assisting her in the display is "Bennie," a tumbling zanie.

Walter Diggs, managing director, announced that the Side Show will open Tuesday night in Staten Island. In addition to using several acts on the inside, there will be a big ballyhoo on outside. George Dupree will make the openings and Lou Schafer will be inside lecturer, reports Wendell J. Goodwin.

Buck Guest of Honor

PHILADELPHIA, June 12.—Frank Buck, collector of wild animals and trainer, was the guest of honor last Friday at a dinner-dance celebrating the 50th anniversary of the Alumni of the School of Veterinary Medicine at the University of Pennsylvania. More than 400 veterinarians from all sections of the country attended.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

Barnes Biz Is Very Good

Several head of baggage horses added—new poles and stakes purchased

YAKIMA, Wash., June 12.—The Al G. Barnes and Sells-Floto Circus has been experiencing splendid weather and business has been exceptionally good, especially the two-day stand at Vancouver, B. C., and Tacoma, Wash., which was Saturday and a matinee only on Sunday.

Several head of baggage horses, all white, were added to Mike Tschudy's department. New poles and stakes were purchased by Manager S. L. Cronin for nearly all departments in Washington. Plenty of paint is being used, show taking advantage of good weather.

Harold Kyte, circus fan of Yakima, visited show six days and returned home from Mt. Vernon to take care of business duties prior to arrival of the show there.

James M. Beach visited at Tacoma and complimented on courtesies extended, as well as the best dinner he ever had with a circus. He is general agent of Famous Robbins Circus and reports business very good on its route into Wyoming, Colorado and Utah.

A zebra was born on closing day at Seattle and was named "Seattle Red Cross." The press department had a publicity tieup with the Red Cross there on the second day, in the main business district, which made all the papers. The show has been receiving many full-page spreads. The press along the line has complimented the show on having fine art.

Hubin's Tribute to Taylor

CINCINNATI, June 12.—Frank B. Hubin, old-time showman of Atlantic City, submits the following tribute to Buck Taylor, who died at Doylestown, Pa., May 30:

"The passing of this fine man, none better, a diamond in the rough, with a heart as pure and kind as the driven snow, Buck Taylor will be missed by the many poor unfortunates he assisted, who were down and out, and with his kind co-operation placed them back among the prosperous class. Also many charitable organizations were helped. Buck was a great lover of children and used to say to me, 'Frank, I like you as you are like all showfolks—you like the little kids, and no little boy or girl was refused admission even if they did not have the money to purchase a ticket.'

"The amusement world and a loyal 100 per cent a real American, a square shooter, a lovable husband, a kind father. Pages could be written of this big, fine pal of mine for over 40 years. Will be missed, and to be joined by your old pals later on. As you and I always said, the show must go on."

Leases Harbor Tract to R-B

MILWAUKEE, June 12.—Milwaukee Harbor Commission has leased part of the north harbor tract on the lake front to Ringling-Barnum for August 14-15.

ARE YOU READY FOR THE FOURTH

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 AL G. BARNES-SELLS FLOTO CIRCUS
 MIXED GROUP OF LIONS AND TIGERS

Under the Marquee

By CIRCUS SOLLY

JUNE BILLIE is featured aerialist with Walter L. Main Circus.

TOM MIX show had a good matinee and capacity night house at Hartford, Conn. Was first in there.

PEARL LaSALL, of LaSall Sisters, pens that she is again with Robert G. Wing, who has the Seal and Lee Circus.

WHITEY HARRIS and Hazel Cotter advise that they are not with Lewis Bros.' Circus.

BANNER squarers of Cole Bros. obtained some nice locations at Montpelier, Vt., for June 18.

LET'S HEAR from the band leaders and musicians with items of interest for a column of their own. Send notes frequently.

AGNES M. TASSINARI, of Quincy, Mass., writes that she was highly pleased with the Mix show.

JACK BROWN, billboard of Newark, N. J., says that Ringling-Barnum strawed 'em there.

MACK MCGOWEN, of the Mix show, was called home on business. Expects to return to show later in season.

BOBBY RUSSELL JR., circus and vaude performer, is not trouping this season. He is located at Seabell, Va.

FRANK OPPIE is now at Rockaway Beach with Morey Schayer and his band, playing at Sallah European Circus for the season.

S. W. GUMPERTZ might change the route of the Ringling-Barnum Circus and not go to the Coast this year as the East looks pretty good to him.

SAM FREED, of Schenectady, N. Y., drove to Amsterdam June 5 to see Hagenbeck-Wallace Circus and had a long visit with Howard Y. Bary.

R. M. HARVEY is highly pleased with his connection with Jack Hoxie Circus as general agent and reports show doing excellent business.

MANY musicians with Cole Bros. met old friends at Syracuse, N. Y. George Bishop has relatives there and Vic Robinson attended Manlius Military School.

HERBERT A. DOUGLAS infos that Jack Hoxie Circus did satisfactory biz at Pottstown and Coatesville, Pa., first in at both towns.

AN AGENT states that circuses must be out of Minnesota 30 days before the State Fair, which opens September 4, otherwise there will be a stiff fine.

MIX show at Fitchburg, Mass., May 31 made a last-minute shift and used regular circus lot in Lunenburg, over Fitchburg city line.

WALTER L. MAIN Circus has reached the New England field of opposition activity. Kay Bros.' Circus was ahead of Main in Williamantic, Conn., by five days.

ERNEST L. KENT pens that Wallace Bros.' Circus at Pontiac, Mich., June 5 had a good matinee and capacity at night. He visited with a number of the folks.

COLE BROS. and Downie Bros. were but 35 miles apart June 11, former being in Worcester, Mass., and latter in Lowell. Visits were exchanged. Downie exhibited in Lowell on same date last year.

CHUCK LANKFORD, after 10 days as ticket seller on Hagenbeck-Wallace, is now with Cole Bros. He is in concession department, handling the Ken Maynard novelties.

E. F. DAY, of Long Branch, N. J., visited the Main show when in that State and renewed old friendships. Big show, Side Show and Concert biz has been very good.

CHARLES R. MCCARTHY pens that Cole Bros. had a fair afternoon and straw night house at Syracuse. Parade was first there in many years. Ringling-Barnum is billed for July 2.

LEW W. LAHEY entertained Franz

Woska, superintendent of menagerie, and Jack Spencer, on bulls, at dinner when Ringling-Barnum was in Philadelphia.

CALVIN WHYTES, with the Four Kressels, enjoyed a surprise birthday luncheon June 4 given by Charles Kressel and wife. Others in attendance were Joe Kressel, Cecil Woods and wife.

MORRIS troupe of acrobats of Jeffersonville, Ind., trained by an old trumbler and leaper of the '90s, the late Harry Morris Sr., is one of the prominent acts with Haag Bros.' Circus.

IN LAST WEEK'S issue it was stated that Harris Bros.' Show would exhibit outside the city limits of Brigham City, Utah. This should have been Russell Bros.' Circus.

CHARLES T. HUNT, of Eddy Bros.' Circus, is the first showman in the United States to air-condition a circus tent. The air-conditioning equipment is carried on a special truck and reduces the temperature under the canvas from 10 to 15 degrees. It is having a pronounced effect on business. The success of the experiment on the Hunt show will undoubtedly encourage other circuses to follow suit.

FRED T. SLATER had a dandy time when Cole Bros. was at Binghamton, N. Y., meeting many old trouper friends. Show has a good day's biz, as did the Side Show. Plenty of paper up there for Ringling-Barnum July 1.

LUCKY BILL NEWTON, father of Honest Bill Newton, suffered a heat stroke at Morristown, N. J., and spent a week at Memorial Hospital, Orange, N. J. He returned to Walter L. Main Circus at Peekskill, N. Y.

FRANK BLOTTZ, who has been with the Barnes show, saw Russell Bros.' Circus at Laramie, Wyo., June 8 and speaks highly of the organization. Says that the movie stunt in the concert is a darp.

BILLY NELSON, clown, who had been working streets in Cincinnati, called at The Billboard offices last week and said that he had been stopped, due to fact that there is an ordinance against working the thorofares.

HARRY BOWMAN, of Jeannette, Pa., formerly with J. Augustus Jones and E. H. Jones shows, has visited Cole Bros., Jack Hoxie, Walter L. Main, Wallace Bros., Beers-Barnes, Downie Bros. and Hagenbeck-Wallace shows and says that all report good business.

DONALD L. ROCKWOOD caught the Mix advance at Waterville, Me. (show there June 15), and had a chat with Bill Dowd, lithographer. Also saw Dan Turney and Ed Conroy, press agent. Show is first in Maine this year. Trailer used by Conroy was given a new coat of paint.

EVERY CIRCUS should have a printed program for the benefit of the public and the performers. Also it will be for the benefit of the show as it aids in the enjoyment of a performance and usually is a source of revenue from advertising, too.

A READER estimates the increased wage scale on the Ringling-Barnum Circus will up the annual expenses \$165,000. He also asks: "With Social Security now an established fact, isn't it time to call a halt to numerous benefits to raise money for an old troupers' home?"

JAMES M. BEACH, general agent of Famous Robbins Circus, attended matinee performance of the Barnes show at Tacoma, Wash., and reports seeing a dandy performance. Says that ushers are courteous in seating patrons and that attendants in every department are neatly uniformed.

DOC AND MA KELLY caught Downie Bros. at New London, Conn., June 4 and visited with old friends. Walter and Mabel Buckingham, Bugs Raymond and other CPA of Norwich, Conn., attended. The Kelleys have retired from road and have a cut-flower business at Gales Ferry, Conn.

M. C. HARDMAN, of Colorado Springs, Colo., and wife caught Russell Bros. at



MIDGE DEVER is with Wallace Bros.' Circus working in Ted Lewis' Wild West.

Boulder June 3 and greatly enjoyed performance. Says that one example that more shows could follow is having their ushers help children to their seats. He noticed ushers carrying children up the aisles.

JOSEPH P. SCHAD, with Chase & Son Circus, fell at Reinbeck, Ia., while performing on trapeze when a rigging rope broke. He is suffering from sprained vertebrae in back but is still going. Is doing four acts in big show, has charge of Side Show, doing magic and illusions. Viola Schad, mentalist and "sawing body in three," is in kid show.

IN ALL THE FICTION and non-fiction stories published about the circus there is one important department that receives scant attention—the advance. There is just as much romance and thrills in the work on the advance as there is back with the big tops, but the advance does not always get public recognition for its work. Every season brings out a new crop of clever, unusual and difficult achievements on the advance of various shows, but we have never seen them reach the magazine stories.

J. FRANCIS HANEY purchased the Anderson Dog, Pony and Monkey Show June 2 and has renamed it Uncle Andy's Variety Frolie. New trailers and trucks have been added, as well as the Haney troupe of tap dancers and Arizona cowhands. Show is playing one-night stands in Southern Indiana and doing good biz.

GOV. FRANCIS P. MURPHY of New Hampshire and Mayor Alvin A. Lucier of Nashua were guests of Tom Mix in that city. At Concord Cliff McDougall, press agent, arranged with Warden Charles B. Clarke of State prison to put on a special show for penitentiary inmates. At close of show held in the prison ball yard the entertainers were guests of prison management for supper.

FAMOUS ROBBINS Circus was in Montand, Idaho and Washington last week playing towns of medium size. Jimmie Heron is playing Sunday stands and had Toppenish, Wash., for June 13. He has not been worried with opposition. Has equipment with which he can make jumps of 80 to 100 miles if necessary to pick the best ones. His average business has been satisfactory.

MARTIN W. ZIELIE, the only surviving member of Ringling Bros.' Classic and Comic Concert Company, of 1886, is retired and living at 1819 G street, N. W., Washington, D. C. He joined the Ringling group at Sterling, Neb., and continued the remainder of season with them. He later on was associated with Sells Bros.' Circus, and in later years was soloist with the Boston Ideal Opera Company.

European Notes

PARIS, June 7.—Togan and Geneva, American wire walkers; Buck and Chic, rope spinners; Peters and Dorian, barrel jumpers, and the two Stonleys, equestrians, are at the Kuchlin Theater in Basle. Garden and Gray, comedy cyclists, are at the Kursaal in Geneva. Paul and

Dressing Room Gossip

COLE BROS.—Weather has been a bit warm. Gang all in a happy mood. First baseball game played was at North Adams, Mass., between cowboys and candy butchers. Have no report as to the outcome. Otto Griebing has returned and will be in harness in a few days. Wants to thank friends who wrote him while in hospital. Chester Barnett has the firehouse going good; keeps adding gags. Now has the mules with hose cart. Joe Short rings the bell and Art Lind does the nightgown leap.

Philip Sweet has joined clown alley. Doc Keene was back, chatting of the old days in Syracuse. Not trouping since John Robinson days, Jimmie Foster is busy rounding up the baseball inclined. Gene Allen was out of the show for a few days, elephant stepping on her foot. Is okeh now. Ernie Sylvester, the sign man, is in backyard quite a bit with his gab; also Deniham keeps the gang around the snack stand in good humor. Joe Short finishing another recitation of the Kid's Last Fight over in the alley.

It's rather a tie between the comedy riding acts, coupe gag and bullfight for the big howls in the show. Chester Barnett is also scoring big with sled and gags with the dogs. Katy Luckey assists Mrs. MacFarlan with the wardrobe—nice wardrobe, nice top. Mr. MacFarlan always can be found asleep about 6 p.m. there. Elephant gang was going to shave Ed Davis' hair off, but so far has backed out.

Clyde Beatty and wife, plus Captain Bernardi, made a fine catch of fish the other day. Kinko take notice. Quite a bit of practicing between shows. Zoppes are always at it, also Carl Lesater and gang, Christiansen, Jack Joyce and John Smith. Art Lind is practicing on unsupported ladder. Notice the new lights bring out the color in the joey's suits, also all colors in big top have more value with the new lights. Skinny Dawson emptying a case of beer on a bet makes him the champion. No report as to cookhouse champion eater so far. That reminds me, I had better get over myself before they pull the flag.

EMMETT KELLY.

RINGLING-BARNUM—George Hartzel, former clown, and wife visited in Philadelphia. Albert Moore, midget clown, claims Philly as his home, at least his high chair at home was in evidence. The Dirty Dozen Club opened for one day and two more members were initiated. Paul Jung and Shura Newberger. Roster of club: Willie Moser, president and (See DRESSING ROOM on page 41)

Several H-W Advance Staff Changes Made

CINCINNATI, June 12.—Several changes have been made in the advance staff of Hagenbeck-Wallace Circus in the last week or two. George Degnon, contracting press agent, has been replaced by Ralph Williams. J. D. Tyree is now manager of advertising car No. 1, succeeding Barney Kern.

Others no longer with the show are John Nevin, contracting agent; Arthur Diggs, brigade agent; Charley Turner, of the No. 2 car (truck), and Fred Hutchinson, 24-hour man. D. A. Lawrence and Vernon Reaver are now handling the contracting-agent duties.

Nino Ghezzi, hand-to-hand balancers, and the Juvelys, novelty balancers, are at the Nofesfaltet Park in Stockholm. Miss Quintilla, wire walker, is at the Arizona in Budapest.

The Circo Hipodromo Luffman is playing Barcelona, Portugal, with the Venus Trio, Mendon Brothers, Luffman Brothers, Five Arriolas, Duran Brothers, Luffman Family, Fabiano and Gomez.

French Elephants A.W.O.L.

PARIS, June 7.—Six elephants of the Cirque 4 Frores Bouillon staged runaways two nights in succession, breaking away from their trainers after completing their performances at Lorient and at Vannes recently. After a three-hour chase at Lorient the pachyderms, frightened by blaze in a truck whose load of hay had caught fire, were corralled and coaxed back to the circus but evidently enjoyed their escapade and staged a repetition at Vannes.

Seal Loses Show At Corydon, Ia.

FAIRCHILD, Ia., June 12.—Seal Bros. Circus lost its first performance this season at Corydon, Ia., when a heavy rain fell just at opening time and continued until it was too late for a night show. Show was off the lot by 1 a.m.

Business has been variable, but show has not lost money. The parade, headed by two beautiful horses ridden by Janie Guyer and Margie Boisen, who carry large American flags, is a big drawing card. Following this is Bud E. Anderson's private car; band, directed by Professor Kofron; wild animal cages and tableaux wagons, horse drawn. Bringing up the rear are camels, elephants and callope played by Marie Henry. Parade is nearly a mile long.

The Program

Performance is presented in three rings. It includes Janie Guyer, iron jaw; Baby Maxine Walters, aerialist; Henry Duo, tight wire; Four Harfers, acrobats; Charles Dryden, barrel kicking and clowning; Jimmie Goodwin, the upside-down man; Four Canerios, high-bar act; Guy Wilson and troupe of Alaskan huskies; Six Rodenaughs, pyramid and cartwheels around the track; the Boisons, equestrians; Sells Brothers, bicycle turn; Bud Anderson's high-school horses, featuring Golden Glow; three elephant acts, supervised by Capt. Ben Bowman and worked by Misses Janie, Canerio and Wilson; Bowman does a head carry. Program is under direction of Bert Rickman.

Wild West concert is handled by Bud Anderson, who does trick roping and big horse catches. Other acts are Eddie Boisen, roping and bronk riding; Margie Boisen, Misses Hamilton and Vernon, trick riders; Whipping Smiths, novelty whip act; Chief Clear and family with a band of Sioux Indians, in war dance, sharpshooting and archery shooting; Pete Hanagan, Hollywood cowboy.

Slide Show, under direction of J. C. McBride, is doing nice business. The colored minstrel show, the Leroy's and the White family go over well. Luke Anderson's lunch stands and all privileges are having good biz.

The Staff

Staff includes Bud E. Anderson, owner-general manager; Joe B. Webb, assistant manager and legal adjuster; Albert Sigbee, general agent; Jackie D. Wilcox, press ahead; W. F. Wilcox, brigade agent (six billposters and four lithographers are used on brigade, opposition handled by Ames Wilson and five men); Mrs. Anderson and Mrs. Espy are in the wagon; L. B. Sanders, in charge of front door; John J. Lynn, purchasing agent; Loren Dole and Eddie Boisen, reserved seats; Mrs. Peggy Kofron, stewardess; William Mitchell, boss mechanic; Pete Hanagan, boss hostler; Shorty Lynn, lot superintendent; Bob Holiday, boss canvasman; William Stevanton, assistant; Tiny Gertz, boss of props; Frank Ellis, banners and 24-hour man.

FIRST RAILER

(Continued from page 36)
famous horse troop, including Cody Compton, son of the famous Cy. Bill Mossman also is there.

With a straight shoot on the Lackawanna of only 80 miles it was expected arrival in Binghamton would be an early one. Such was not the case, however, when four hot boxes delayed arrival until 8 a.m. The haul there is short to the old fairgrounds, now known as Stowe Park. Parade got away at 11:30 and doors were opened right on the dot. Both shows at Binghamton were well attended, with a packed tent at night.

Capt. Fox and several of his troupers spent the day on lot visiting with Maynard and many of his friends with the show. F. M. Farrell, former side-show manager, came over from his home in Ithaca, accompanied by "Spry" Williamson, to see afternoon show and have a word of greeting with their friends. Mayor Zuber of near-by Norwich, N. Y., and George Sholderer, of same city, circus enthusiasts, paid show a visit there. George Dann, Bill Heacox, William Daly, Stuart English, G. H. Barlow III, George Duffy and W. T. Linney, members of the CFA, attended at Binghamton. Barlow is well known for his miniature circus, on which he has worked for several years and is still working.

Invitation in Braille

LONDON, May 29.—When Bertram Mills Circus, now playing a summer tenting season in England, appeared at Peterborough, important center in the "sticks," this week Mr. Mills invited the blind people to visit the circus free.

For the occasion special invitations printed in the Braille system were sent out. Translations were thus: "Bertram Mills invites the blind people of Peterborough to a performance of his circus at 4:45 p.m. on Thursday."

Over 400 blind folks accepted the offer and after the performance the visitors were entertained at tea by the proprietors and artists. It is believed that this is the first invitation of its kind ever extended in England.

Here and There

ST. CLOUD, Minn., June 12.—Mr. and Mrs. Mickey Blie are handling promotion at Marshalltown, Ia., for Polack Bros. Circus.

The Shrine at Fargo, N. D., will put on a rodeo at the fairgrounds. Harry Oran is general chairman.

Chamber of Commerce at Huron, S. D., has engaged Polack Bros. Circus for night attraction at fairgrounds for their celebration, at which time will be the dedication of the new U. S. Airport, which will be named after W. W. Howes, first assistant postmaster-general, who hails from Huron. During the afternoon the Mel Swanson Air Circus will be offered. The government will be represented with officials from Washington, including Mr. Howes, also six government planes, as well as planes of the Hanford Air Service and Oil Companies. The celebration will be billed within a 100-mile radius of Huron.

In Aberdeen, S. D., will be found a theater manager who is a friend of outdoor showmen in Herb GeHagen. There are two ex-troupers in Aberdeen now in business there. Lew Fein, haberdasher, and Walt Brown, manager of the Radisson Hotel.

Jay Gould's Million-Dollar Spectacle Shows played Bristol, N. D., Decoration Day. Jay lived in Bristol when a small boy and this was his first visit to the old home town since he became a showman. He made one of those Al Reeves speeches and there was much hand-shaking.

G. O. Dupuis, on promotional staff for Polack Bros., will go to the Shrine National Convention at Detroit. Last year while in Bismarck, N. D., he was made a member of the Mandan Indians (Shrine Patrol) and presented with a gold membership card and a fancy Indian feather headpiece.

T. DWIGHT PEPPLER.

Los Angeles

LOS ANGELES, June 12.—Jimmie Woods is recovering from illness that took him away from the Yankee Patterson Show, which reopened June 10 at Walnut Park, Calif., and will play under auspices for a time. Bob Winslow has taken over the press job back.

Harry C. Baker, who opened as local contractor with the Barnes show, has joined the Golden Gate Shows as agent. Barney Unrath and wife closed with Howe Bros. Circus and are resting at the beaches.

Blossom Robinson is set for two picture jobs, musical flickers that will go into production as soon as labor conditions have improved.

The Circus Retains Its Lure

(Reprinted from Nation's Business for June, 1937)

Between 10,000 and 12,000 men and women will find employment on the circus lot this year, according to an estimate by A. C. Hartmann, editor of *The Billboard*. Like most other businesses, the circus too, particularly the little fellow, shows signs of expansion.

While the number of railroad shows has dwindled to four, the total of all circuses has increased from 33 in 1935 to 42 in 1937. There were 37 to start the season in 1936, but four were left stranded after a short period.

Tractors have superseded railroad trains and draft horses as a means of transportation from one stand to another in all except the four largest, where the colorful six and eight-horse teams may still be seen hauling the heavy equipment wagons from train to circus lot.

Mr. Hartmann estimates that under normal conditions at least 20,000,000 spectators will be drawn to the big top in one season. The largest circuses have been known to draw as many as 30,000 people to two performances.

Medium-sized shows count it as a good day when they draw from 12,000 to 18,000 and the smaller organizations hope to attract 5,000 to 8,000 from the surrounding countryside.

Wash. Fans' Views On Auditorium

WASHINGTON, June 12.—Melvin D. Hildreth, chairman of the legislative committee of the Circus Fans' Association wrote to C. Marshall Finnan, superintendent of national parks, telling him of the views of the Fans on the building of an auditorium in Washington. The letter read: "One of the things needed in Washington is a satisfactory, government-owned circus lot. The property at the end of East Capitol street at 19th street would be ideal for that purpose. There is an abundance of room at that point and if the auditorium was placed at that site it would gradually become a public center for national events of varying nature, of which the circus would, of course, be only incidental."

The government has put into the hands of the Capital Auditorium Commission the problem of finding a site and type for the Treasury Department to start building. Ice skating and hockey enthusiasts want the proposed building to include facilities for their sport. In short if the wishes of everyone are carried out Washington will have a plant which will rival Madison Square Garden.

The commission is favoring a downtown site but the Circus Fans insist that there should be enough grounds surrounding the auditorium to facilitate the parking of automobiles. The East Capitol street lot is already government owned and is large enough to permit building the auditorium, which might also be used as a National Guard armory, an open stadium designed to play host for future Army-Navy games, a circus lot and public drill ground.

The District National Guard has been housed in the old National Hotel and, altho it has been agitating for a new specially designed armory, there is some effort to tie it to the auditorium project.

Cole Bros. in Albany

ALBANY, N. Y., June 12.—The first visit here of the Cole Bros. and Clyde Beatty Circus was favored by ideal weather. An arduous street parade covering a distance of over nine miles astonished the young generation and was pronounced by oldtimers to be equal to the best given in the halcyon days of Barnum and Adam Forepaugh. When the new post office was reached the parade made a halt and the elephant herd executed a military drill under the direction of Gene Allen and co-workers.

Ora Parks was on his toes all morning and landed some unusual parade pictures in the evening papers.

Jess Adkins, Noyles Burkhardt and his brother, William Cronin and Mayor Hoffman did the honors on the main entrance. I sat thru both performances with James Jomopoulos, foreign agent, and Mr. Thele, animal importer. Afternoon business was light, but in the evening there was an overflow house, with half the hippodrome track strawed.

Harold Barnes, the youthful wire walker who had been in the hospital at Pittsburgh for two weeks, rejoined the show here and worked in splendid form. John Joyce, who regards Albany as his home, was overwhelmed with social attentions from his innumerable friends.

Clyde Beatty and his charming wife, Harriet, received half a dozen individual encores after their thrilling numbers. The Aurella troupe of Spanish riders have speeded up their work and adopted American methods since their debut in

15 Years Ago

(From The Billboard Dated June 17, 1922)

The Walter L. Main Circus tour thru New England States was proving a profitable one. . . . Syracuse proved to be a red one for Hagenbeck-Wallace Circus. . . . Despite the fact that conditions in the mill towns of Massachusetts, Rhode Island, Connecticut and New Hampshire were bad, due to strikes in the textile industry, the Ringling-Barnum, Sells-Floto and Sparks were making that territory. . . . John Robinson Circus was invading the Canton district for the third time of the season. Improvement in industrial conditions in Eastern Ohio was said to have been responsible for altering the show's route.

Max Wilshire Circus was stranded at Oaktown, Ind., June 9. . . . *The Plain Dealer*, of Bath, N. Y., hung a lot of paper for Campbell Bros.' Trained Wild Animal Show when it devoted much space to complimenting the organization on a good clean performance, deportment, etc. . . . Eight new midget pachyderms had just been added to the Sells-Floto Circus. . . . Despite the fact that the organization was encountering much rain Gollmar Bros. Circus was doing okeh business in Colorado. . . . Howe's Great London Circus played Ashland, Ore., to capacity crowds and good business at both performances May 29. It was the first circus to appear there in five years.

The Marlboro (Mass.) *Enterprise* and *The Concord* (N. H.) *Evening Patriot* were running readers and cuts galore of the Walter L. Main Circus. . . . City officials of Geneva, N. Y., declared a civic holiday when Ringling-Barnum Circus exhibited there June 6. It was the first time a tent show of any size appeared in the city since 1905. . . . The school board of Butler, Pa., had just reached a decision whereby circus days were to become holidays.

this country at the New York Hippodrome.

Needless to say, the show is exceptionally strong in stars of the caliber of the Gvetonas, Georgia Sweet, the Beehes Ribbles, the Illingtons and the Harolds, Jorgensen Christiansen, Rita La Plata, and Chester Barnett, with his phenomenal dog, Trixie.

Emmett Kelly monopolized attention at all times. This great clown with his facial drolleries and subtle pantomimery is assuredly a master of his art. Otto Griebeling is still on the sick list since his recent fall.

Stanley Dawson received news of his brother Clarence's death and left immediately for Columbus, O.

TOWNSEND WALSH.



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The Corral

By ROWDY WADDY

CHIEF HARRY G. SUMMERS, of Ponsford, Minn., is presenting his fire-eating and war dancing act in Cincinnati theaters.

DAKOTA BILL BAKER'S Wild West Circus is now playing its third week in South Carolina territory. Organization comprises a canopy layout, one truck, two cars, three trailers and eight performers. Show will play North Carolina, Virginia and Maryland, according to Baker.

TOMMY PRIVETT (son of the late Boogger Red Privett), with Tim McCoy's Wild West concert on the Ringling-Barnum Circus, joined the ranks of the benedicts when he was wed to Alice Scott, of Paterson, N. J., and sister of Dear Scott, cowboy artist, June 11 at Scranton, Pa.

PRAIRIE LILLIE ALLEN, ace cowgirl bronk rider of 25 years ago and now residing in New York, visited the JE Ranch Rodeo when it played West New York, N. J., recently. Others well known in the rodeo field who visited the show at Paterson, N. J., included Frank Biron, Louis Tatti and Frank Moore.

CY TALLON, whose radio and rodeo achievements have won him fame thru the Inter-Mountain West, has been named master of ceremonies for the Covered Wagon Days Rodeo to be held this summer at the fairgrounds, Salt Lake City. Tallon succeeds Pete Kercher and Prosser Martin, who officiated in 1936 and 1935 respectively.

INCLUDED AMONG the talent array contracted to appear at the Old Greer County Pioneers' Reunion and Rodeo to be held soon in Mangum, Okla., are the Five Ramseys, John Lindsey, Johnnie Grimes, Jean Creed, Vivian White, Vaughn Kreig and Baldwin Parker and his band of Comanche Indians. L. M. Tittle is secretary of the three-day event.

FRANK RUSH JR. has started an intensive publicity campaign for his annual rodeo at Craterville Park, Okla., this summer. For the first time during the 13 years that the rodeo has been an annual feature there will be a night show to which will be added a huge fireworks spectacle under the direction of William Engelke.

EARL ANDERSON has been contracted to furnish the stock for the Spud Rodeo and Races to be held in connection with the Independence Day Celebration at Greeley, Colo. Officials for the event include H. T. Ise, president; E. H. Folbrecht, secretary; R. S. Bell, J. E. Hall, J. P. Culbertson, G. V. Crowell, Charles Galland, H. B. Jacobson, J. T. Kirby and Reese Wilkinson.

THE WILL ROGERS Memorial Commission, which will have charge of expenditure of \$200,000 State appropriation for erection of the Will Rogers Memorial, will hold its organization meeting in Oklahoma City, Okla., June 30. Governor Marland, who selected the commission, said he understood Mrs. Rogers was ready to deed the site for a

4th ANNUAL RODEO

Sedro Woolley, Washington, July 2-4. Bronk Riding, Bareback Riding, Steer Wrestling, Cow Milking, Wild Horse Race, Brahms Riding. All events are contests. Prize Money! Over \$2,000 now in hands of local bank. Address: C. S. BROWN, Sedro Woolley, or ROSE WALL, Seattle, Wash.

FIFTEENTH ANNUAL

ANVIL PARK RODEO

JULY 2, 3 AND 5.

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"HOWDY, FOLKS!" says Jeanne Godshall to her numerous friends in the rodeo world. Miss Godshall is the daughter of Cal Godshall, who is president and general manager of the Victorville (Calif.) Rodeo. Although only 18 years old, she is an expert horsewoman and widely known in the West.

memorial building near Claremore, Rogers' home town.

PLANS to produce one of the biggest and fastest rodeos in the West in connection with the Centralia Pioneer Celebration, which will be held this summer in Centralia, Wash., are already getting under way, according to O. E. Nelson, publicity chairman. West Coast Amusement Company has been awarded all concession rights. Officers of the Centralia Pioneer Celebration Association, sponsor, include Fred Powell, president; H. E. Grimm, vice-president, and Don Reynolds, secretary-treasurer.

RESULTS of the annual California Stampede held May 30-31 at the Flying J Ranch, Marysville, Calif., follow: Bronk Riding—Burrel Mulkey, Eddie Woods; Turk Greenough and Leo Murray split third and fourth. Bareback Riding—Paul Karney, Smokey Snyder, Shorty Hill. Bull Riding—Joe Burrel, Smokey Snyder, Paul Karney and Ray Bartram split third and fourth. Officials included Ed C. Johnson, stamped director; Ross Miller, arena director; Perry Ivory and Andy Juaregui, judges, and Homer Holcomb, clown.

TEXAS ANN MIX'S troupe, scheduled to play the Du Bois Theater, Du Bois, Pa., recently had to cancel the engagement when a scarlet fever epidemic developed. Show, however, did not lose any time, as Ray Salzer, agent, jumped out and lined up several other dates. While in Du Bois the troupe spent a pleasant hour's visit with Tom Mix's mother. Show's lineup includes Texas Ann Mix, Texas Eddie, Dixie Southworth, Boots Word, Buddy Havice and Ray Salzer. Motor equipment includes several trucks and trailers and a sound equipment truck.

WINNERS at the Visalia (Calif.) Rodeo, June 5 and 6, were: Bronk Riding—Alvin Gordon; Eddie Woods, Nick Knight and Perry Ivory split second, third and fourth. Team Roping—Walt Stewart and Ray Stewart, Girard Davis and Hugh Bennett, Emmett Gill and Everett Bowerman, Hugh Strickland and A. Gill. Bareback Riding—Dick Griffith, Joe Burrel; Paul Carney and Pete Grubb split third and fourth. Steer Wrestling—Clay Carr, Everett Bowman, Gene Ross, Oral Zumalt. Oscar Warren was arena director, with Abe Lefton master of ceremonies. Clay Carr and Andy Juaregui were judges and Homer Holcomb and Jess Kell clowns. Homer Griffith and Alice Van presented their trick riding acts.

THE JE RANCH RODEO at Miller Stadium, West New York, June 2 to 5, got away to a good start opening night, was practically rained out the second night and for the remaining three performances jammed the stadium to capacity. Fog Horn Clancy, handling the publicity, worked the school assemblies with his daughter, Helen Clancy Hammerschmidt, doing fancy roping and distributing kiddies' cut-rate tickets for the Saturday matinee, resulting in the attendance of more than 4,000 kiddies. The show moved to the Highcliff Stadium,

Paterson, N. J., for June 9-12, with opposition for closing day being the Ringling-Barnum Circus. Following the Paterson date the organization will have an open week in which to rest and get ready for the big rodeo at Rochester, N. Y., where Colonel Eskew will furnish the stock and direct the arena.

FOURTH ANNUAL Arkansas-Oklahoma rodeo at Andrews Field, Fort Smith, Ark., closed June 3 with a hold-over show because of rain on the scheduled closing night, June 2, according to J. E. Garner. Attendance at the seven performances totaled about 35,000. Weather reduced attendance at two of the scheduled performances, but gross was well over last year. Seating capacity at Andrews Field, which had been more than doubled especially for the rodeo, will be further enlarged for next season, according to the Chamber of Commerce, sponsor. Final results follow: Calf Roping—Clyde Burke (54.1, three calves), Buck Goodspeed (61.6), Dick Truitt (63). Bulldogging—Herschel Ross (44.6, three steers), Jim Nesbit (45.1), Shorty Ricker (45.6). Brahma Bull Riding—Hughie Long, Jim Whiteman, Hoyt Hefner, Bronk Riding—Milt Moe, Hub Whiteman, John Jordan. Non-contest events included Mane Hold Bronk Riding, Cow-girls' Bronk Riding, Wild Cow Milking, Wild Horse Races, Junior Steer Riding and seven specialty acts. Officials were Homer Todd, producer; R. K. Rodgers, general chairman; George Elliott, announcer; J. E. (Pat) Garner, publicity and radio broadcast, and Barton Carter, arena director.

PRESENTING what was said to be the best exhibition of its kind ever staged in Akron, O., the Circle 6 Rodeo Company, featuring Buck Owens, grossed heavily at the municipal airport there recently under Eagles' auspices. Radio and newspapers were used to exploit the four-day event in real circus fashion. Light matinee business was offset by near-capacity houses at night for three days of the engagement. Rain the last night prevented the presentation of the scheduled performance, but an extra one held the following night nearly filled the big arena. Much of the event's success was attributed to the untiring efforts of Shorty Fulton, airport manager. A true Western-style wedding the second night proved a big draw. Another highlight was Glen Hodson's horse, "Radio Queen." Owens, who participated in every event except the grand entry, also proved a big draw. Show's lineup, in addition to Owens, includes Rita Tybell, Ray and Ann Doering, Al and Grace Jones, Bud Hyder, Slim Zucer, S. Boyd, Wilson and Bob Kimberly, T. Gunderman, Ralph Speakman, Dick Selder, Hal George, Tony Yunkers, Bill McMann, Jack King, M. Down, Eleanor Wilson, Glen Hodson, Tommy Plunkett, Ruth Williams, Joe Rhoades, Bud Speakman and Paul Mousy. Executive staff: Ralph V. Parson, president; Ray Richman, vice-president; Ernest H. Rulman, secretary, and Gertrude C. Parson, treasurer.

RAIN both nights considerably held down attendance at the two-day third annual Top-o'-Texas Rodeo, staged June 3-4 at Pampa, Tex., under Chamber of Commerce auspices. Matinee performances, however, played to the largest attendance in event's history. Stock was furnished by Beutler Bros. Trick and fancy roping exhibitions were presented by Eleanor, Maxine, Joyce and Marvin Ramsey and Norma and Clark Shultz. Charles Shultz, clown of the show. Junior Calwell was unable to participate the last day due to injuries sustained when he was trampled by a bucking horse. John Currie also sustained injuries to his leg that prevented him from competing the second day. Results: Calf Roping, first day, Bill Van Vector 16.6 seconds; Bob Crosby and Buddy Ellison split second and third (19). Second day, H. T. Burns (15.2), Tom Robison (19), Bob Crosby (21.6). Finals, two calves, H. T. Burns (38.2), Bob Crosby (40.6), Irby Mundy (42.8). Bulldogging, first day, Eddie Curtis (7), Joe Fleming, (7.6), Elmo Walls (9). Second day, Andy Curtis (7), Hugh Ridley (7.8), Joe Fleming (10). Finals, two steers, Hugh Ridley and Joe Fleming tied for first and second (17.6), Andy Curtis (19). Bronk Riding, first day, Eddie Curtis, Bruce Ross, Whitey Stewart. Second day, Charlie Brodnax, Andy Curtis, Whitey Stewart. Finals, Charlie Brodnax, Eddie Curtis, Whitey Stewart. Steer Riding, first day, Jimmie Olsen, Charlie Colbert, Elmo Walls. Second day, Elmo Walls, Jimmie Olsen, Earl West. Officials included Lynn Beutler, arena director; Lon L. Blanscet,

Dexter Fellows

(CSSCA)

Tent Tattles

By F. DARIUS BENHAM

Pinch Hitting for Fred P. Pitzer

NEW YORK, June 12.—Batting for Fred Pitzer is not easy. He knows all the pitches and has a batting average of 1.000 when it comes to matters pertaining to the Circus Saints and Sinners. However, Fred, like other tireless workers, is entitled to a holiday. He promises to return for the last meeting of the season, which takes place June 23 instead of the last Wednesday of the month. The Fall Guy will be David Sarnoff, main guy of the RCA.

At the recent annual meeting at Seventh Park Hotel it was voted by the executive committee to hold the regular monthly luncheon the second Wednesday in the month instead of the fourth, due to the fact that so often the last Wednesday comes close to Christmas and other important holidays.

The Fellows Tent has taken on 110 new members the past season, which has been the most successful one the club has enjoyed. Three were lost by death and there were four resignations. Membership now reaches nearly 400. An average of 200 attend the luncheons in the Commodore. We reached a new high when 375 were present for ex-Mayor Jimmie Walker.

Nine Meetings a Year

It also was decided at the annual election to hold nine meetings a year instead of 10, beginning in October, and each May to have a night party such as the one given to Gov. Harold Hoffman of New Jersey. Although the hut was nearly \$4,000 for that affair, Treasurer Thornburg reported that several hundred dollars was made, which will go to the Old Troupers Home.

Chalmers L. Ponceast, one of the new board of directors, is to be the new State commander of the Masonic lodge in July. We welcome Pan back to the fold—hard worker, one of the pioneers of the Saints and Sinners and a real pal.

Kilborn, like Pitzer, is a tireless worker for the Saints and Sinners. His father was one of America's best known bankers and left to his son a fair for working out problems, especially financial ones. Orson came into the organization when it was sadly in need of a man of his type, one who could spare the time, give to it his knowledge of thoro business and add the touch that was needed—a business foundation. This writer and substitute for Fred at this time feels mighty proud that he played such an important part in getting him to accept the presidency, a job he has done so well.

In closing may I declare to those who are interested in the success of the Dexter Fellows Tent that with such a man as Orson Kilborn head of our club those identified with it and the old trupper will see the dream come true—the Home for the Circus Performer in Sarasota, Fla.

Notes From France

PARIS, June 7.—Off week for circuses in Paris, the only event being the annual benefit show for the race-track jockeys at the Cirque Medrano on Saturday night, at which the leading jockeys, circus acts and stage and vaude stars took part.

The big top of the Cirque Medrano is playing three-day stand in Toulouse; Cirque 4 Freres Bouglione, Atlantic Coast towns; Cirque Bureau, Pезon's menagerie, Gallon's sea lions and Van Ben David's menagerie, street fair in Aurillac; Pietro's Music Hall, Defauw's menagerie and Amar Fichair's menagerie, street fair in Rochefort, and Michelet's menagerie at Limoges.

The Defetts, jugglers; Flore, Jack and Harry, gymnasts; Joe and Fani, acrobats; Innovated, bike novelty, and Rexy Trio, comedy acrobats, are at the Casino Municipal in Nice. The Omanis, hand-to-hand balancers, are at the Jeteo Casino in Nice, and Short and Long, American acro comics, are at the Casino in Juan-les-Pins.

Eddie Smith and Aubra Bowers, judges; C. A. Studer, arena secretary and announcer, and Don L. Kite, assistant secretary.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

EFFECTIVE progress in organization of the new Roller-Skating Operators' Association of the United States is reported by Secretary Fred Martin, general manager of Arena Gardens Rink, Detroit.

"We are making wonderful strides in the right direction," he writes, "and I truly believe that by the time of the fall opening we will have an active and stable organization. Some prominent rink operators from different parts of the country have already joined the association unsolicited and all of them express great faith in its merits as a factor beneficial to roller skating and rink operation."

Officers selected at the Detroit meeting in April are Victor J. Brown, Dreamland Park Rink, Newark, N. J., president; Rodney Peters, Palladium Rink, St. Louis, vice-president, and Mr. Martin, secretary-treasurer.

FIRST 10-mile speed roller race was offered skaters in Alaskan Ice Palace, Wichita, Kan., as a Decoration Day feature. Ten teams of two men each entered, recruited from the Southwest. Spectators were admitted free by Manager Bruce Rayl.

ROLLER skating has been introduced in downtown Akron, O., where K. of C. Hall has been converted into a rink. Sessions are announced nightly except Mondays and Wednesdays, with the rink redecorated and all equipment new.

DIAMOND Square Roller Rink, Pittsburgh, is presenting an hour-and-a-half skate revue managed by Joe Fuchs. Acts trained by Fred Kelly, including bull fight on wheels and a 10-girl chorus dancing on skates, have been billed by Western Pennsylvania hotels and country clubs as a novelty show. Starring 76-year-old Fred Murree (Bright Star), Indian fancy roller skater, acts have also been free-showing at Aspinwall Veterans' Hospital, St. Vincent's College; Heinz House, Pittsburgh, and Wintergarden Rink, Meadville. On the traveling unit revues skaters have volunteered services, all being regular Diamond Rink patrons.

WHITE ROSE Skating Arena, Harrisburg, Pa., will remain open all summer for the first time in its 10 years of operation, said Manager Charles Harkins. Two nights a week are on regular schedule, Monday, beginners' night, and Friday being open to the public.

JOHNNY UEBEL, Dover, O., won first prize in a one and one-half mile derby in Wheeling, W. Va., recently, leading the field by a lap and a half. Floyd Uebel, also of Dover, finished second; Paul Hall, Wheeling, third, and James Osgood, New Philadelphia, O., fourth.

ARENA Gardens Rink, Detroit, closed for summer on June 13. General Manager Fred Martin reporting one of the greatest seasons in history of Detroit. He said it has been proved to his satisfaction that skaters are favorably impressed with his "proper dress" regulation—"no sweaters, no jackets of any kind for men; no slacks or beach pajamas for girls. Above all, no metal rollers sold or permitted on the floor. All in all, maintaining a clean, refined and attractive atmosphere at all times." "During the 10 weeks before reopening on September 4 we have outlined an extensive program of remodeling, enlarging pipe organ, re-decorating the entire hall and adding 1,200 pairs of latest model Chicago fiber roller skates," he said. "Upon reopening

we want our skaters and club members, 4,000 to date, to have a perfect rink. A program of summer activities for club members is under supervision of Ann Fivek, club secretary, assisted by a committee, Robert D. Martin, Jesse Bell and Thea E. Bourget. A proposed trip to Chicago for July 3-5 has been changed to Al Dexter's Rink at Crystal Beach Park on Lake Erie, just outside of Niagara Falls, Canada, returning July 5 by the way of Cleveland, visiting the rink there and the exposition. On August 22 the club will sponsor a boat ride to Put-in-Bay, summer spot with all attractions, including a rink. Best part of this trip will be basket lunch, the one with the biggest basket will have the most friends. Some 600 went on this trip last summer and the committee expects more than 1,000 on August 22. The committee has notified the skating clubs in Cleveland and Niagara Falls vicinities and they are planning to join our party."

RECENT references as to sizes of rinks in the States and in Great Britain inspired Armand J. Schaub Sr., Cincinnati, former rink operator and manager, to submit a list of figures as a result of considerable research. He said that he was assisted on the figures by Cyril Beastall, Derby, Eng., frequent contributor to *The Billboard*, a skating official across the pond and widely known in European roller circles. Figures given refer to the number of square feet on main floors of the rinks: Army, Chicago, 35,000; Rollerdom, Culver City, Calif., 23,690; Oaks, Portland, Ore., 23,100; Embassy, Birmingham, Eng., 23,088; White City, Chicago, 21,600; Palladium, St. Louis, 21,600; Rollerdom, Cincinnati, 21,000; Shrine Rink, Los Angeles, 19,800; Riverview, Chicago, 19,000; Arena Gardens, Detroit, 19,264; Moulin Rouge, Johannesburg, South Africa, 18,000; Imperial, Portland, Ore., 16,100; Norwood, Cincinnati, 16,000; Fordham Palace, New York, 16,000; Salem, Salem, Ore., 15,600; Alexandria Palace, London, Eng., 15,200; Brixton, London, Eng., 14,400; Forest Gate, London, Eng., 14,300; Batley, Yorkshire, Eng., 14,300; Madison Gardens, Chicago, 14,250; Carlin's, Baltimore, Md., 10,000; Brooklyn, N. Y., 12,760; Majestic, Manchester, Eng., 12,375; Straude, Sydney, New South Wales, 10,000. List is subject to change and additions, it is stated.

"I HAVE returned home after six weeks in the Pittsburgh territory, most of the dates being repeaters from last fall," writes Fred Murree (Bright Star), Red Lion (Pa.) Indian fancy roller skater, who will be 77 years old on October 7. "I have one theater booking, but I am trying to keep out of vaudeville and confine my work to rinks, but rink managers do not appear willing to pay the price. I believe it will be possible to take a trip to England in the fall. Before I go over, however, I want to line up a route to the West Coast. Large crowds at all my dates convinces me that the old-time exhibition skating is still wonderful for the box office. I hope I can get more young skaters to take it up, as so many express a desire to learn it. I hope by the next Olympic Games we will be able to see a roller skater bring the figure-skating championship to the States. There appear to be plenty of speed boys but no figure-skaters, altho there should be a lot of good material on which to work. I am interested now in two young women in Oregon. A rink man told me recently that I am like old wine—grow better with age. I don't know what 10 years more will do to me, but let's hope that I can make the grade."

DRESSING ROOM

(Continued from page 38)

Judge; Paul Jerome, secretary; Walter Gulce, superintendent night judge; Clarence Bruce, master of card table; Louie Nagel, Ted Ernesto, Johnny Grady, Jimmy Reiffenach, Hank Cody, Santos Giorioso, Albert Uyena. Their policy is to tell the truth and nothing but the truth so help me, judge.

The Wild West department had a glorious day Sunday when folks chartered a bus and journeyed to Elverton, Pa., 50 miles away, to see Jim Eskew's Rodeo and Wild West. From reports it was a wow. Met Cy Compton and Poncha Villa. Party included Frankie and Johnny Farthing, Mr. and Mrs. Billy Walte, Dave and Delores Nemo, Bobby Cropper, Mr. and Mrs. Booger McCarthy; Indians, Flying Cloud, Little Elk and Sundown; from big dressing room, Eureka Repenski, Lucille Wallenberg, Tad Toska and the Clevere family. At Harrisburg another big day. To the writer

it seems like the management will have to farm and bale its own straw. Doc Cycler, brother and family spent the day there. Don Michill, circus fan, drove over from Allentown; also Bob Good, from same city. Arthur Stimson, in treasury department at Washington, was guest of Everett Hart. Franz Woska, superintendent of menagerie, will receive a shipment of zebras.

At Harrisburg Mayor John A. F. Hall entertained many circus folks at his home. Those present: Ed Guillaume, Polodore, Willie Moser, Felix Adler, Ted Ernesto, Jimmy Reiffenach and Chief Iron Eyes. At Reading, Pa., looking down clown alley—Harry Nelson hammering away on an added prop to his last roster clown gag; Jack LeClair, the Beau Brummell of Fall River, reading fan mail; Jerry Bangs taking a nap; Charlie Bell going to Coney Island over Sunday. Looking out in backyard—women's sewing circle has started; some playing cards, others watching a chess game between Eddie Rooney and Harry Ritley. Paul Horompo, little man with big voice, with clown makeup is singing with band *When My Dream Boat Comes Home*. Jimmy Reading, of the Four Readings, paid a visit. Elmo Sylvester, formerly of Four Comrades, also visited.

The Great Lippy Family drove over from Gettysburg, visiting many friends. In dining tent Johnny Yorlo head waiter, and co-workers have placed a large radio, playing during meal hours. Antonette Concello is accomplishing triple somersault. Louie Delano is manager of backyard coffee shop. It has been decided not to participate in baseball this season. Golf, foot racing and plenty of "who is who" conversation. As in past years, when show arrived at Newark on Sunday, Joe Cook invited Ella and Fred Bradna, Humphrey Dowlens, newspaper man from Bridgeport, Conn., and police commissioner of Mountain Lake, N. Y., and wife, Mr. and Mrs. Art Hamilton, to spend the day at his beautiful home and gave them a great time.

Don Francisco and wife were visitors at Newark. Bluch Landolf is looking forward to Hartford, Conn., where Circus Fans will entertain circus folks at Lobster House June 17. It is known at this writing as the Bluch Landolf Tent. Wayne Larey, of Concello act, is also accomplishing triple somersault to catcher. Mickey King visited in Newark. Car 90 was the scene of who is right, who's wrong. Chesty has the floor, they are in a huddle, decision granted and Chesty wins. Salutis is proud of his moving picture dancing mule, Virgil.

JOE LEWIS.

DAN RICE—M. V. Atwood, associate editor of all Gannett newspapers, is planning his vacation with us. He expects to try his hand as a candy butcher. Red Monroe could use a good, reliable governess for his kindergarten class. Interesting to hear Bandsman Meredith tell his version of how he applied at a seminary at Williamston for a room. Tiger Tagerson received a rousing reception at Gilbert at the conclusion of his specialty. Many of the townsfolk joined in the sincere greetings. Cliff Schell has a peeve. Thinks he should receive recognition thru the press for his bravery in fanning his top piece at the Barney bull in the menagerie recently. Zingaro contemplates carrying his own chef to make pasta fagol.

Williamson laundry man decided that Trailer May would do okeh in the prize ring. Slim Webb in active training to meet all comers, especially carpenters. Mystery pop-corn girl proved to be daughter of Bandmaster Lee Hinkley. Baltimore Diamond Edmundson to lead a jug band shortly. Butch Cohen vouches the information that the handmen are first in line when the flag goes up. They, in turn, have nothing but praise for the cookhouse. Solo clarinetist holds record for 16 hot cakes at one sitting. Notwithstanding rumors circulated by Ray Craemer, Captain Conrade is coming along nicely and will soon be on the job again. Walter Buckingham, CFA of Norwich, Conn., promises to visit

with Ira Watts. Harry Baugh hasn't written yet. MIKE ORADELL.

BARNES-SELLS-FLOTO—Hazel Moss has rejoined after a tonsil operation. Was absent two weeks. Helen White had a birthday party at Bellingham, attended by friends of the dressing room. Milt Taylor has become a full-fledged camera enthusiast, having a F5 candid camera, with all the necessary gadgets and carrying cases, like a true pro. Milt was even caught in the act of taking a picture of himself "in the berth" by looking in the mirror and getting a reverse shot. The latest sporting news is that the men's dressing room is assembling a bowling team to play the front door team. Billy Pape is the backyard "champ," having an average of 180.

A quartet has been rehearsing in the men's dressing room, but no names will be mentioned at this writing because "Jerry," singing donkey, joined at the debut. The show received a two-page spread on *Young Hollywood Goes to the Circus in Screen Guide* of June. Bert Nelson received a nice spread on *Lions and Tigers in Popular Science* of July. Has another coming in *National Pet*. News from Alma Taylor is that she is getting along nicely and expects to re-join soon. The women of the dressing room sent her a fine assortment of yarn to make a quilt while convalescing.

Wellington Mack, of Seattle, visited at Tacoma and spent the day with Bert Nelson. Leonard Wakling, head porter, is convalescing in hospital at Portland and expects to return soon. A few of the backyard sports are checkers, rummy and baseball games.

HAGENBECK-WALLACE—New ballet top arrived in backyard. Among first to occupy it were Jean Taylor, Sue Malos, Geneva Ward and Bobbie Peck. The Hannefords received private dressing top. Looks good with new chairs and tables. Ted Merchant is breaking new Wild West stock. Plinky Hollis and Roy Barrett keep the ribbing going—no one takes them seriously. Wardrobe department is keeping busy. Mrs. Ivanpohs in charge. New wardrobe for ballet is in the making. Janet May is tops, act going over big. She just finished a sweater for Mickey Freeman. Josephine Martin is up to her old trick, collecting perfume and hats. Katherine Clark, baton twirler, received third set of uniforms.

Joe Hodgini is breaking new Roman standing teams. Mrs. Bary is directing the designing of the wardrobe. Mamie Smith has all her girls trained well in doing ladder work and dancing. LaVern Hauser has a new jumper and waltz and rare horse. Cheerful Gardner has a first-class barber shop in his top. Eva Kelly is doing a web act. Dorothy Davenport is recovering from a strained ligament. Believe it or not, Jean Taylor and Eva Kelly gained a pound in six weeks. Both are talking of going on a diet. Madame Bedini is back after a long sick spell. Mabel Karoller is judge in women's kangaroo court. Eddie Reese keeps the baseball scores. Bessie Gardner won 10 on the game and bought the Coca-Colas. B. HISER.

Tent Shows in Sweden

STOCKHOLM, June 7.—Five important tent circuses are touring Sweden. Schumann, Altenburg, Orlando, Scott and Mijares-Schreiber.

On the Scott program are the Marlo-Medini Troupe, unsupported ladders; Five Artonis, bar and trapeze; Ten Ciro, gymnasts; Aron Tummen's lions; Lehti's bears; Gerald von Heine, high-school horses; Five Comedian Sailors, acrobats; Marjorie Chepperfield, equestrienne; Bruna and Jolanda, equilibrista, and the Bronatt Family, clowns.

With the Orlando are the Baltzar Sisters, aerial; Three Lupeuscu, equilibrista; Two Vidors, cyclists; Konyots Troupe, teeterboard leapers; Eliland Orlando, horses; Athella Orlando, high-school horse; Patsy and Oliver, eccentric dancers; Thaler's dogs; Sarrasani's tigers, and Kucki, clown.



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OCEAN WALK IN A. C.

New Creation By Steel Pier

Unique feature also is to serve to detour traffic in rush periods of summer

ATLANTIC CITY, June 12.—A boardwalk over the ocean, a half-mile from shore, is what has been accomplished by Atlantic City Steel Pier in its new addition, on which a crew of workmen has been busy for several months and which has just been completed.

This walk starts just beyond the pier's third theater and extends from the pier for a long stretch to the front of its ballroom. Besides being a unique feature of the pier, it will also serve to detour traffic between the theaters and the ballroom during rush periods of summer, avoiding congestion.

From this ocean boardwalk can also be viewed Steel Pier water carnival, operated by Lt.-Commander Frank W. Sterling, retired, and featuring Rex, aquaplaning dog. The 530 feet of the new ocean boardwalk is lined with benches and affords a sweeping view of the entire Atlantic City beachfront.

Opening of Marshall Hall Retarded by Work on Pier

WASHINGTON, June 12. — Marshall Hall is well started on its 64th season as a Maryland amusement spot for Washingtonians who take the Wilson Line trip down the Potomac to this well-shrubbed park. Reopening on May 29, sponsored by Oklahoma State Society in Washington, found repairs incomplete with a few attractions not yet opened.

Delay is caused by damage done by the spring flood which forced all work to be devoted to rebuilding the landing dock. Three new rides will be added this year and the management said \$15,000 will be spent in further improvements. Oklahoma congressmen had eight horses brought from the Third Cavalry, Fort Myer, Va., and used in an impromptu rodeo.

L. C. Addison, general manager for the fifth consecutive year, announced that the old arch which greeted boat passengers has been removed and will be replaced by an imposing electric archway.

Beach Sets 50-Year Record

HOUSTON, June 12.—A 50-year attendance record was broken on opening day at Sylvan Beach, LaPorte, on Houston Bay. Management will present name bands during the season, including Rudy Vallee, Bobby Meeker, Jan Garber, Ted Weems, Tommy Dorsey, Isham Jones, Phil Harris and others. Season opened with Herman Waldman and ork.

**RIGHT THIS WAY TO
THE BIG SHOW
SUMMER
SPECIAL
NUMBER**

Of The Billboard
Dated June 26
with

**Advantages of
Early Act
Booking
As a Feature**



IN EUCLID BEACH PARK, Cleveland, where President Harvey J. Humphrey is anticipating one of the biggest seasons in many years, the Surprise House, modern front of which is shown here, is one of the innovations. It is replete with astounding effects which are worked thru radio control and without use of visible mechanism or the electric eye.

Pretzel Placed in Summit

AKRON, June 12.—A Pretzel ride installed in Summit Beach Park opened for operation on June 4, owned and operated by Morey Kutzen and Rilla McLain, Eastwood Park, Detroit. Leon Cassidy, of Pretzel Ride Amusement Company, personally supervised installation. Park publicity department gave the ride owners and Mr. Cassidy a special exploitation buildup in Akron newspapers and on the radio. Leo (Frenchy) Foullet was sent from Eastwood Park to manage the ride, which has been doing excellent business.

Name Orks at Cincy Coney

CINCINNATI, June 12.—Benny Goodman and his orchestra have been booked for one night in Moonlite Gardens, Coney Island, on June 18. Noble Sissle and his orchestra opened a two-week engagement in Moonlite Gardens tonight with the Goodman engagement the only interruption. Coney's new clubhouse is ready for opening, to be dedicated with special programs nightly with Smittle and His Gang. Forrest Bradford and his orchestra play for free dancing on the steamer Island Queen. Great crowds have been visiting the "new and greater" Coney, completely rehabilitated from effects of the January flood.

Improved Venice Pier Launches Summer Season to Big Business

VENICE, Calif., June 12.—Venice Pier, dressed with many improvements and added attractions, reported a record summer opening on May 29 and that business during the spring season has been big. Ship Cafe, under management of Tommy Jacobs, presents a fine appearance and draws a rather select clientele. Venice Ballroom, under management Jack Connors, has been presenting name orchestras but will change policy and open this week with the Olympic Derby. Associated with Connors are Jack Knapp and Bettie Slaughter, secretary.

Rides: Giant Dipper, operated by Venice Dipper Company; Mrs. L. St. Clair, president; Hal Lewis, manager; Fred Streit, Howard Strickler, assistants; Mert Forbes, Tommy Tassig, inside; Maude Keller, cashier. Racem, W. D. Newcom, owner; Al Allison, manager; Richard Flannery, Carl Moore, James Saunders, Harry Corbin, assistants; Irene Blessing, cashier. Kiddie Ride Park, Mr. and Mrs. R. E. True, owners; Auto Skooter, Ferris Wheel and Kiddie Airplane rides, Luther True, foreman; George True, assistant; Norm Kennealy, mechanic; A. H. True, cashier. Dragon Slide, American Amusement Rides Com-

Glaziers Active In Broad Ripple

INDIANAPOLIS, June 12. — Douglas Glazier, former manager of Park Island, Lake Orion, Mich., and Mrs. Glazier are in Broad Ripple Park here, having relinquished the Michigan resort because of inadequate space for enlargement. They have a smaller Penny Arcade, managed by Harold Bradley, at Hyland Gardens, Grand Haven, Mich., but Mr. Glazier is not there with his larger arcade, as was recently reported, it is stated.

Don Phillips and his orchestra, who were playing at Park Island last season when fire destroyed the ballroom, are playing for dancing nightly in the ballroom in Broad Ripple Park, broadcasting nightly over WFBI. This band lost heavily in the Park Island fire. Broad Ripple ballroom has been remodeled and redecorated.

Mrs. and Mrs. Wayne Bradley, who had charge of Mr. Glazier's large arcade at Park Island, are in charge of it in Broad Ripple, where Mr. Glazier has added much modern arcade equipment and has also installed a sportland. Excellent business is reported and list of picnics is large. Broad Ripple pool is known as one of the largest in the United States.

100 Grand in Kennywood Is In Real Coin

PITTSBURGH, June 12.—More than \$100,000, "and not press-agent figures," were spent in remodeling and redecorating Kennywood Park this spring, declared Manager A. Brady McSwigan.

Extensive additions included installation of underground power line, improved sewer system, electrically lighted fountain in middle of the swim pool and a two-story pavilion diner. Landmark changes included enlarging Kiddyland with addition of three rides, expanded arcade, modernized sportland building dressed in A Century of Progress style and a redecorated band stand.

Considering weather, business so far has warranted the expense, with picnic bookings ahead of a prosperous 1936 and Sunday turnstiles clicking to capacity when rain doesn't fall. Night draw, the ballroom, features Ray Pearl until June 13, when Dick Barrie moves in for two weeks, followed by Jess Hawkins' Band. Free acts included Laddie Lamont and the Satanellos. Park may also book occasional top-name bands for one-night stands, Mr. McSwigan said.

Belmont Given Beauty Keynote

Montreal spot, piloted by Billings, in second season of 3-year building program

MONTREAL, June 12.—Belmont Park opened its second season of a definitely planned three-year improvement program with record preview business on May 16 and kept up the tempo for its formal opening on May 22. Original Four Queens, fireworks and outdoor talks made up the free attraction bill. Spot has contracted for the best of George A. Hamid attractions, highlights of which are the Otaris and the Kimrls, standout of the Billy Rose Jumbo show.

Chief among new devices are the new streamline Lusse Skooters, housed in a beautiful new modernistic building and owned by R. S. Uzzell; dual Loop-o-Plane, by William Uzzell; Tilt-a-Whirl, by J. Matz, and No. 13 Spook Street, brought from Great Lakes Exposition by Miles Amusement Company. Among new games is Loopit, which got off to a flying start under the handling of Baskerville and Joselin, Toronto.

General color scheme is mild white highlighted with casein blue, red and yellow, much of which is augmented by indirect lighting at night. Lighted tropical umbrellas and mushroom luminaires add much to general beauty of sloping lawns. Topped by French and British flags, with all employees in costume, Belmont Park is declared by patrons to be a thing of beauty. Investment by concessioners and management in the past two seasons approximates \$175,000, including duty and tax on devices and (See BELMONT GIVEN on page 49)

**RIGHT THIS WAY TO
THE BIG SHOW
SUMMER
SPECIAL
NUMBER**

Of The Billboard
Dated June 26
with

**Coney Comes
Smiling Thru
By Edward L. Schott
As a Feature**

American Recreational Equipment Association

By R. S. UZZELL

Along with other joys of spring a new arrival came to the household of Fred W. Pearce. He is perhaps too modest to tell us about it; the information came thru other sources. Last reports were that Fred was doing well. We congratulate the happy parents and hope to see them this summer.

New England park men mourn the loss of Tom McCasker, one of their colorful personalities. The summer meeting this year is in Crescent Park, Providence, where "Mac" had been a concessioner many years. He knew the hot-dog and pop-corn business well but an athlete with a pep and go at threescore and ten made him stand out among men, especially when seen in action on a baseball diamond. He made younger men look to their laurels. It was a pleasure to see and talk with him. When Ulysses of old took his last departure from ancient Ithaca none could be found who could draw his bow. It is no figure of speech when we say Tom McCasker's place cannot be filled.

Prospects in St. Louis

Reports of better earnings, when weather permits operation, continue to come. It is quite the rule to see some reference to this joyful fact in all letters coming to this desk. But the slump where there is a strike and shut-down is the fly in the ointment. The powers that be want us to pay taxes. How can we do this when hampered all along the line?

Things are not going so well at the Paris Exposition. Labor troubles and general disturbance have taken their toll. How can they expect men to continue in business when they must suffer losses at every turn?

It is gratifying to know that Coney Island, Cincinnati, is doing a fine volume of business now that rehabilitation work has rectified the enormous flood damage. The cost ran into large figures. In several particulars this beautiful resort is now more substantial than in pre-flood days. The plucky management is well deserving of the liberal patronage now enjoyed.

Lakeside Park, St. Louis, sold at auction last week, is reported to have been bought in by the management. New policy is not yet fully formed. Here is a natural setting that could be developed into an automobile and bus resort. In times past the dam has gone out and allowed one of the lakes to drain. A larger and stronger dam would be the remedy. Now some real money should be spent to make it a live, going concern.

Late Deliveries Coming

The new park in Buffalo has been handicapped by bad weather and some other factors so that it is not fully under way yet and is short of the original plan. They tell us their picnic season gets under way toward the end of June and will put them on the map. The lack of walks and parking space make it look incomplete. Perhaps the present handicaps will be wiped out in June. Present indications would point to no major rides there this season. The management seems confident that they can make this spot click for Greater Buffalo. They started late and did not get purchase agreements completed in time to do justice to themselves and the location this year.

Deliveries of material are still the fly in the ointment. Deliveries promised in February are now coming thru. The producers did all they could, hampered at every turn, but that does not help a lot of us in satisfying customers.

The spirit of optimism still mounts. Those who would have welcomed a buyer with open arms are now deciding they are too young to retire. Our business is not different than any other in this respect.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

WANTED

A few good rides for the summer season.
M. S. LEWIS
Rainbow Gardens, Crystal, Mich.

Thousands Visit in Philly; Willow Grove Adds Indians

PHILADELPHIA, June 12.—Altho South Jersey shore resorts attracted the majority of holiday throngs on Decoration Day week-end, local amusement parks report biggest attendance since depression for the three days.

Woodside Park, combining swimming pool and amusement section, claimed 650,000 visitors. Willow Grove Park, outside city limits, entertained 150,000 visitors.

Willow Grove adds an Indian Village. The Indians recently completed an educational tour of schools in Pennsylvania, New Jersey and Delaware.

Dayton's Forest Goes on Six a Week With Free Acts

DAYTON, O., June 12.—Forest Park went from its preliminary season, opening on Easter, to six-day-a-week operation over Decoration Day week-end to good business, reports Publicity Director Reese H. Jones. In Circle Ballroom, under management of Mr. Jones, Sid Dickler and his orchestra are current, building a large following. With table accommodations for 1,500, the ballroom operates on free-lance policy.

Outstanding free acts will be used all season, opening having been made with the Five Flying LeVans. Three new rides have been added, making 10 in all. New midway features have been added and the entire park has been painted. Picnic grounds have been made more attractive by provision of new comfort stations and provision has been made for group games by installation of horse-shoe courts, under official regulations of Miami Valley Association, and a new baseball diamond has been laid out.

Picnic grounds are equipped to care for large crowds. Several picnics have been held and tomorrow Dayton postal clerks and letter carriers will hold an outing of several thousand. Large industrial picnics have been signed.

Valdosta Spot Undergoes Additions and Improvements

VALDOSTA, Ga., June 12.—George Simpkins, president of Marks Lake Park Company and well-known park operator and ride builder, began early in the year reconditioning and repainting all buildings, rides and concessions. New features were added to the midway, including a beer garden. A few obsolete rides were razed and several carloads of shrubbery planted.

Due to remodeling, opening date was put back to June 7 from May 10. Heavy picnic bookings are reported. Henry Gantt, in his third year as concession manager, reports opening day far better than for two years.

C. A. Rivers, veteran concessioner, who has candy floss, for five years was park manager. Pat Hillman, another vet, is back with a game. Hal Peterson has increased his pony track stock and also operates kiddie rides again. Earl Thomas is superintendent. Bathing booms because hot days, under management of John Crawley. Moonlight Ballroom, all-year-round dance spot, plays name bands on Sundays. Dick Sutton is booking bands and handling exploitation. Robert Clark, many years in charge of the park office, has Mrs. H. A. Westbrook as assistant.

Nantasket Fleet Addition

BOSTON, June 12.—Starting the 119th consecutive season of Nantasket-Boston Steamboat Company and its predecessors on May 27, the steamer Town of Hull, latest addition to the fleet, was christened by Miss June Galiano, niece of the late Captain Alfred Galiano and of the late Captain Joseph Galiano, both connected with the line many years. Weather permitting, the company anticipates an unusual season. Town of Hull, recently purchased, was the former Empire State steamer. Over the holidays the line scheduled 10 round trips from Boston to Nantasket and Pemberton.

RAVENNA, O.—Fourth regional fire school and second Ohio Fire Exposition will be held this year in near-by Lake Brady Park. A dozen Eastern Ohio parks sought the two-day fire-fighters' event, which was held last year in Meyers Lake Park, Canton, O.

Palisades, N. J.

By MARION CAHN

Nice business over week-end. Showers on Sunday, just enough to crowd every table in all of Anna Steinberger's eat shops but not enough to send the crowds home. Leg contest went over nicely with about 20 girls competing. All contestants wore black masks to build up idea of only legs counting.

Lake Placid Bobsled opened on June 12. Looks awfully good, with probably the steepest climbs of any ride in the country. George Hamid came over to watch that all-important first car go over and make the grade.

Buddy Schatts has changed his stand to include birds and cages. Original plants proved too heavy for folks to carry around the park. New scheme working out swell with one-win flasher.

Norma Brooks, of the office staff, stricken with appendicitis and out for what we all hope will only be a few weeks. New announcer for free-act bills is Scott (Buck) Buckley, formerly with Teleflash. Arrangements have been completed by Bert Nevins for appearance of a 125-piece symphony orchestra from the New York Schools of Music to appear as a free act on June 20. Arthur Cremin, director of the school, will conduct.

Tony Ganim still ailing at last report but hopes to be back soon. Solly Solomon, judged the highest high diver in the world at our contest last year, is booked into the park for week-end of July 4. A good idea would be to have a contest with suitable prizes for the cleanest concession in the park, tho the cleanliness itself ought to work out into a so much better business that it would be prize enough in itself. Crowd of showgirls coming down now nightly between shows from Ben Marden's recently opened Riviera. They certainly dress up the park.

Free-act week of June 7 showed the Four Queens, who came in as usual with a grand act. They have a new slide for life which proved breathtaking.

Pools in Philly District Favored by Good Weather

PHILADELPHIA, June 12.—Swimming pools have been favored with best weather the past two weeks and business has been excellent. Crystal Pool, Woodside Park, has several new features.

Boulevard Pools has many attractions to bring swimmers. Besides the pool a roller rink is a favorite. Diving events and features are given weekly.

R. G. Robbins is conducting the roller rink at Rainbow Lake, Vineland, N. J., this year. He also operates the roller rink in Aicyon Park, Pitman, N. J. In the latter he has constructed 10,000 feet of new flooring and is equipped with all new skates.

J. Hindliffe, who has Penny Arcade, pin games and photo gallery in Carsonia Park, reports good business.

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WANT

Owing to disappointment am in need of a first-class Whip Operator. One that knows all about roping and keeping in shape. If married, can give job to the Mrs. as Ticket Agent if desired. Wire or write full information at once.

R. M. SPANGLER, Owner-Mgr., Rolling Green Park, Sunbury, Pa.

VIRGINIA BEACH

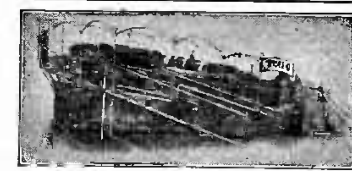
Healthiest and Fastest Growing Beach on the East Coast

Concessions for Rent—Salt Water Taffy, Photo Gallery, Frozen Custard and few more legitimate concessions.

KIDDIE RIDES—Will Book on Percentage or Rent for Season.

WANTED—Orchestra for season and Free Acts. Fire High Dive and other Sensational Acts. State rock-bottom price and forward description.

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1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.

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Two Sizes—12-Car, 18-Car. For Permanent or Portable Use.

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WATER SKOOTER.

WANTED FOR FREE GATE PARK AT ATLANTIC CITY

MISSOURI AND BOARDWALK

RIDES—Merry-Go-Round, Ferris Wheel and any other money-making rides.

SHOWS—Ten-in-One, Cack Shows, Athletic Show. What have you?

Have opening for Concessions of all kinds. Have 110-ft. Ski Jump for Free Attraction. Open July 1st to Labor Day. Advise ride owners and showmen come on and look us over. The only free admission park in Atlantic City.

SPORTSMEN'S PARK

MISSOURI & BOARDWALK

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Swim-for-Health Week

The column this week is turned over to Martin Stern, executive secretary of the Swim-for-Health committee, who writes, in part:

"I am sure your thousands of readers would like to receive the last-minute information regarding the National Swim-for-Health Week campaign, which is to be conducted during the week of June 21 and which is being sent to you exclusively, of course.

"More than 20,000 retail outlets for bathing suits are co-operating in promotion of this event. Among these stores are represented every leading chain organization in the country. One chain is to have two distinct window displays in more than 700 of its 1,275 stores handling bathing suits and beach accessories. Every manager and employee has been notified of the week thru a feature article appearing in the monthly house organ. The managers were called upon to contact swimming pools and beach operators for local tieups.

"May I suggest that if a store manager of this chain has not made advances for these tieups the pool operator in turn visit the organization. In cities where these chain stores are not represented it would not be difficult for a beach or pool operator to contact the independent retailer.

"To back up this co-operation promotional event newspapers thruout the country not only have been notified of our detailed plans and asked to sponsor local events to take advantage of additional advertising space but these publications will receive, thru syndicate, series of swimming articles, such as *The Value of Swimming to Health, 1937 Bathing Suit Fashions* with photographs and *The Latest Styles in Beach Accessories*.

"The Central Press Association is releasing a series of six articles on various swimming strokes to some 400 newspapers thruout the country during the week. These are written exclusively for Central Press by Eleanor Holm Jarrett, famous swimmer.

Big Publicity Planned

"The United Features Syndicate is releasing a feature article on the value of swimming to health, written jointly by Lily Pons and Rose Bampton, both of the Metropolitan Opera Company, and by Barbara Weeks and Jean Parker, feature film players. *Look* magazine, in its issue of June 8, released a series of bathing suit photos of Betty Williams, Swim-for-Health Week Girl, with a credit caption. *Life* magazine is preparing pages of bathing suit photos, picturing history of the development of bathing suits from the '90s to the present day, to be published in the June 21 or June 28 issue.

"Exclusive feature fashion articles and photos will appear in one newspaper in each of the following cities during the week: Birmingham, Ala.; Los Angeles, Oakland, Sacramento, San Francisco, Denver; Hartford, Conn.; Washington, Miami, Atlanta, Chicago; Indianapolis, Fort Wayne, Ind.; Des Moines, Ia.; Wichita, Kan.; Louisville, New Orleans,

Baltimore, Boston; Evanston, Ill.; Detroit, Grand Rapids, Minneapolis, Kansas City, St. Louis, Omaha, Newark, Albany, Buffalo, Brooklyn, Rochester, Syracuse, Akron, Columbus, Dayton, Toledo, Cincinnati, Cleveland; Springfield, Ill.; Portland, Ore.; Philadelphia, Pittsburgh, Providence, Memphis, Dallas, Richmond, Seattle, Spokane and Milwaukee.

"These articles are separate and distinct from those that will be sent to papers in these communities by syndicates. Gladys Glad, writing for Central Press, and numerous other beauty experts will feature Swim-for-Health Week in their columns during that period. On June 22 Parks Johnson and Wally Butterworth will discuss Swim-for-Health Week on their Vox Pop program over the Red network of NBC at 9 p. m. Eastern daylight-saving time.

"More than 8,000 pools thruout the United States have been notified of the detailed plans. Municipal pools thruout the country have received sample units of the National seven-color posters for display in lobbies and recreation rooms. All commercial and municipal pools on our list have received hundreds of Swim-for-Health Week stamps to be used on their correspondence.

"The outstanding promotion of any one pool that has come to our attention is the one being conducted by E. G. Brinkman, president of New Fontaine Ferry Park, Louisville. Mr. Brinkman ordered one-sheet posters and window cards in a sufficient quantity to cover every store within a radius of many miles of his establishment. The local papers and merchants are batting 100 per cent for the New Fontaine Ferry Park. Y. M. C. A.'s and Y. W. C. A.'s from every part of the United States have signified their intention of putting in local Learn-To-Swim campaigns during that week. From the colored Y in Harlem to the white Y in San Diego, Calif., the Ys are pulling in one direction for a successful promotion.

"The *New York Evening Journal* is the leading publication in the country putting on a special drive for Swim-for-Health Week. It will publish special feature sections of retail store and pool advertisements, as well as beautiful layouts of publicity. Best available figure is that some 300 newspapers are running similar campaigns.

Cities Are Co-Operating

"Thru their recreational or park departments cities have tied in with the event. About 50 of these have come to our attention. Is it possible that commercial pool owners, with hundreds of thousands of dollars invested in their plants, will sit back idly and let a promotion of this kind slide by without taking advantage of the national hook-ups, as well as the possible local tieups that they can make? Will they allow municipal pools and the Ys to make all advantageous contracts with the stores and newspapers?

"As this is the last issue of *The Billboard* to be published in time for commercial pool owners and beach operators to get busy and plan a promotion of their own, let me repeat that both independent retailer and chain store outlets are anxious to co-operate in the successful promotion of Swim-for-Health Week in their communities.

"I believe your media is the best in the country to reach these men, who

should be familiar with exploitation and promotional ideas. I am, therefore, taking advantage of your courtesy to use your columns in calling upon these persons to get busy immediately after reading this and plan events which will give them sound local publicity. Swimming meets for boys and girls in the novice, junior and senior divisions could be held. A tieup can be made with local stores to offer valuable or even inexpensive prizes for winners of these meets.

"Thru their co-operation, we can successfully realize the purposes of the campaign, which are to increase the number of persons participating in the sport and recreation of swimming, thus increasing the numbers passing thru the turnstiles of these establishments.

"Sincerely appreciating your kind co-operation of the past, I remain,
"Very truly yours,
"MARTIN STERN."

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, June 12.—(Doc) Slean, of the Convention Bureau, had things figured perfectly in dating the American Medical Association convention which held forth here this week and filled the town with nearly 20,000 professional people following right on the heels of the record Decoration Day crowd. The AMA took over the Auditorium completely from bow to stern and a few of the regulars found they had to move elsewhere. Publicity Director Mall Dodson had to do a fast move to a telephone booth when the AMA publicity crew settled in. Following this will be the car builders, again taking over the hall. And amusement people are finding a harvest in June. The AMA was especially good for the flickers and all did capacity.

Children's Week program will open at end of the month with a day on Young's Million-Dollar Pier, where visiting youngsters will be the guests of Capt. John L. Young. A series of events, with amusement men leading the way, is planned, with President Frank P. Gravatt climaxing the week with a gala party on Steel Pier. Sybil Jason, screen star, headed Steel Pier week-end bill, while Art Frank scored most of the major honors with a fast comedy turn. Alex Bartha winds up his winter road tour this week to summer at Steel Pier with his ork.

Manager Harvey Anderson of the Apollo is recovering after an emergency operation and giving the beach sun-chairs a break. Philip Morris has moved in this week to entertain the AMA. Lord Mayor Ashton of Blackpool, England, was vacationing here this week and added his praise to the attempted resort trip to Paris next year as a "Go-to-Town" ballyhoo.

Sportland at Missouri avenue and Boardwalk opened cold on Sunday and closed the same way Sunday night, which proves some people never will learn. Doc Coney arrived, bag and baggage, and opened his baby incubators on the Boardwalk and will be the only one allowed to operate on the wooden way via donation method. The shooting gallery is coming back and business is picking up for the Walk spots. Tony, of the hot-dog stand right up from the Auditorium, was getting "Doc" all over the place this week because his working uniform so resembled those worn by a number of physicians working in exhibits around the big hall. Sand artists, who have been one of the resort's beach-front attractions for some years, may be no more, says Mayor C. D. White, unless they begin to again act like sand artists and not Boardwalk cartoonists. Mayor declares they had increased in number entirely beyond need. Garden Pier featuring wrestling with Myer Saul as promoter, will shortly add boxing. Rose Coyle, Miss America of 1937, took part in a beach fashion show this week for the AMA. George Tyson, last year's jubilee director, arrived and set up machinery for this year's event. George Petty, *Esquire* artist, did the posters which will be used for bally.

GADSDEN, Ala.—Captain J. N. Seymour Jr., nationally known swimmer and operator of swimming pools and amusement resorts, has been selected as manager of municipal auditorium and swimming pool here. He has extensive plans for producing entertainments for both auditorium and pool, owned by the city and operated under lease by Etowah County Post, American Legion.

Revere Beach, Mass.

By BEACHCOMBER

It saddened us to hear of the sudden passing of George Manchester, venerable trouter with the old Johnny J. Jones crowd. George went out with his boots on the streets of Boston... apoplexy—he was clinging to a bag of candy, an inveterate candy eater. Manchester owned his own circus in the halcyon days, was ahead of Brown & Dyer, Bockus & Kilonis and other carnivals, and of late years went in for store shows. Glenn Porter displaying a tang of class in the Jungle Python Show here that will head him for the top rung of the ladder. He should be America's No. 1 snake showman in a few years. Has youth, appearance and that innate ability. More concessions here this season than in previous years and money is being cut up just a bit too fine. Games are mostly taking up frontage previously tenanted by drinkeries and eateries. Howard Johnson's 70-foot set-up under the Nautical Roof Garden should take the lion's share of the money spent on food and drink, altho this year's business all along the line indicates a banner year. Bill Hurley's new flasher game on front of the finest Merry-Go-Round your writer has ever seen, supplanting a penny pitch. Howard Bauscher, Harry C. Baker's old ride engineer, is on the new Derby Racer. He says one in Nebraska "beats it," but we have never been to Nebraska, and Bauscher has built coasters everywhere in the land. The Cyclone continues to run away with the ride business. George LaFollette doing more "show" on the front of the European Museum than most shows have on the inside. A beaver for work, LaFollette will return to theaters in the fall. Has his entire show here and mulls over it daily, making ready. Red Brady came in with his new Octopus ride and placed it on back of his lot—Loop-o-Plane and Acroplane down front. Jack Shea is working back and forth between Brady's setup—Baker's Tumble Bug and McGinness' Custer Cars—they never stop. Tom Harding adds Ferris Wheel to his lineup of rides on the north end. There seems to be no end to new attractions and the spending of money here this season. Dr. Eli Miller renovates drug store, new modernistic stainless steel setup. This is *The Billboard* headquarters. Dan (Philadelphia) Gorman opened and closed wild man pit show in three days and left for Coney Island. Roy Hooker, who worked the front, went to work on a guess-your-weight scales. Harry Prince has been flying between East Boston and Newark many times last two weeks assembling machines for his new Sportland. Spot will have latest styles in pin games, photomats, etc. Has spent easily \$15,000, while others were just thinking about it; "Waggy" did it. Cy Walker will have charge of a new pineapple drink stand for Prince, which will supplant one of his concessions. It's a new "Broadway" idea and should score here. Shorty Pete Crandall managing bantam bowling alleys, new idea that is being popularly received. William L. Heckler Jr. (Les to you) has the Trained Flea Circus as Annex attraction in European Museum. Bostonites have never seen it before, and it's "grabbing." The other Heckler Flea Circus unit, under direction of Roy Heckler, remains at the 42d Street (New York) Museum, but unit here is billed as "The New Home of the Famous Trained Flea Circus From Broadway and 42d Street." Pop Nasella, pioneer guess weight and novelty man with old mud shows, enjoying good business with carnival concessioners thru New England. Has well-stocked store in Boston, lives in Revere and on the beach front every night hustling trade. He's 70 years young. Three skill shooting galleries with the "jackpot cash prize" idea that showed up on the fairs last season now installed here, cutting in on the no-prize galleries. All salaried employees, including freaks, working acts, ride hands, ticket sellers and ticket takers, are on Social Security. Acts employed here report this is not being done elsewhere. In fact, some came in minus their wages due. Capt. Ringman Mack is in the Annex of the Jungle Python Show with his shrunken heads and going over well; he wants to pull a fire engine on the boulevard Bunker Hill night, June 16, but the metropolitan police frown on the idea. Big fireworks program, first of the season, scheduled for Bunker Hill night. Business Men's Association, headed by John Hurley, up and doing. Going to send Pioneer John's photo in for publication soon. Rosters next week.

LAST CALL

Summer Special

on sale

early next week!

If you haven't sent your advertising copy instructions, rush them AIRMAIL SPECIAL DELIVERY TODAY or WIRE to repeat previous advertisement.

41st Bow Big In Norumbega

Mgr. Clair sees improved season — Woods' Circus back for second session

AUBURNDALE, Mass., June 12.—When Norumbega Park here opened its 41st season on May 29 ideal weather brought record attendance at New England's oldest amusement park, Manager Arch E. Clair and William Johnston, publicity director, declared. Grounds have been undergoing complete landscaping to augment floral displays for which the park has long been noted. Buildings and rides are repainted and an added ride, Lindy Loop, was sellout on opening days. Outing bookings greatly exceeded those of last season.

Billie Woods' Circus is back for a second season with 70 performing animals, presented twice daily as a free act. Bryan Woods is trainer and Otis Harrington attendant. A five-piece band plays performances. Manager Clair expects one of the best seasons in the park's history.

Roster includes Manager Clair; secretary, Peg Danforth; assistants, Helen Murdock, Paul Barnicle; Totem Pole Ballroom, Bill Johnston, publicity director; floorman, Ed Nichols, host; Fea Johnston, cashier; checkroom; Tom O'Neil, Paul McGrath, Melvin Woodbury and Francis O'Brien, checkroom; Ko Healy, matron; Sue Edmunds, reserved section; Peg Needham, relief girl.

Superintendent of park rides, Al Buseh; Merry-Go-Round, Bill Condon, foreman; Ray Hadley, Billy Coen; Ferris Wheel, Chet Macomber, foreman, Arthur News; Lindy Loop, Ed Sargent, foreman; Henry Doheney; Dodgem, Jack Banville, foreman; Davis Sampson; Caterpillar, Fred Cookson, foreman; Penny Arcade, Lionel Cormier, foreman; James Martin, F. Ring; Crystal Maze, Ray Finnigan, foreman; Golf and Archery, Eben Baker, manager; Ernest Lyford; launches, Ken Pryor, manager; games, Mary Gannon, manager; Doug Ober, chief clerk; John Forristal, Buddy Murdock, Arthur Thivierge, Moon Mullins, J. Gallagher and C. Gallagher, clerks; orthophonic, Grace Hughes, operator; movie operator, Ernest James; gate ticket collectors, John Flood, John Monahan; night watchman, Mr. Carr; matron women's cottage, Mrs. Mary McLaughlin; cashiers, Ada Jones, Olive Murdock, Margaret McLaughlin, Thomas Hayden.

Special officers, Frank Stevens, chief; Fred Obercracker, Ben Lyons, Walter Lyons, Jim Lyons, George King; maintenance department, John Hession, foreman; William Shaughnessy, D. Kerr, Dave Selgel, Dick Adams, Tom McNamara; Vincent Young, carpenter; Frank Davis, electrician. Totem Ballroom is open nightly with frequent changes. Traveling orks are booked. Waldorf System, Inc., again has the eatery concession.

Sunnyside Sing Song Draws

TORONTO, June 12.—First Sunday night outdoor community sing song in Sunnyside Beach Park on June 6 had attendance of more than 10,000. Program, aired over CFRB, is to run 13 weeks, rain or shine. In event of rain it will be held in the roller rink. World's largest songbook, erected on the stage of the Orthophonic, weighs over 3,000 pounds, is over 20 feet high, each page weighs 200 pounds and letters in words of songs are over a foot high and printed in yellow on black background. Swinging pages are hinged, and a strong man (Sando), dressed in leopard skin, was hired to turn the pages. Program runs an hour, and Tommy McClure, manager of attractions, is emcee.

Biz Up for Rolling Green

SUNBURY, Pa., June 12.—Decorated Day week-end attendance was estimated at 35,000 and business since then has been on the upgrade compared with other years, said R. M. Spangler, owner and manager of Rolling Green Park. The theater opened on May 31 to a big matinee and packed night house. He said dance business is 23 per cent ahead of last year at this time and that rides, and concessions show a marked increase. A better season is expected because of park improvements and local conditions.

Polar Bear Bally

ATLANTIC CITY, June 12.—Polar bears in a northern setting, with temperature in the lower brackets, while Boardwalk crowds a few feet away sweat in midsummer heat, will be a unique bally for Atlantic City Auditorium's summer ice carnival which opens in the middle of July. At a conference with General Manager Phil Thompson the bear idea was hit upon and the new publicity director, Mall Dodson, was given the job of rounding up some bears. Thinking that as his previous connections had been mainly night spots and that he might have the wrong kind of "bears" on his mind, Manager Thompson presented him with a copy of *North America's Wild Animals*. The bears will be in appropriate setting in the big lobby.

Pontchartrain Rides Draw

NEW ORLEANS, La., June 12.—Thousands of Shriners are set for a St. John Day outing at Pontchartrain Beach next Sunday. Addresses, Dutch lunch, free rides for kids and an array of amusements are scheduled by Manager Harry Batt. Summer weather and free acts have brought out biggest crowds in beach history. Three-a-day by Oscar V. Babcock jams the boardwalk. Vito and his ork in the Casino are drawing best crowds in several seasons and rides get a big play.

Swedish Spots Playing Acts

STOCKHOLM, June 5.—Cabaret hall in Liseberg Park, Gothenburg, is presenting several acts, including Four Macks, American roller skaters; Two Battons, hoofers; Freddy Dosh, imitations; Renita, Kremer, dancer, and Gsovsky Ballet. These acts are in No. 1 vaude unit playing a chain of amusement parks in Sweden: Lilo, trapeze; Four Avantis, perch; Two Albertus, acrobats; Two Steffens, jumpers; Jenny Jaeger, juggler; Eric Soder, strong man, and Lucie Blanche, dancer.

Newport Beach Deal Closed by Trustees

NEWPORT, R. I., June 12.—City council on May 25 accepted, 13 to 6, the proposal made to the city by trustees of Newport Beach and recommended by the board of aldermen, and in consequence work will be rushed to get the beach in operation. Some attractions were put in operation on Decoration Day.

Under new terms trustees are to pay the city at once from a surplus on hand \$5,000 toward the \$20,000 owed; annual rent of beach is reduced from \$4,000 to \$2,000; at end of season trustees are to pay the city 25 per cent of net profits, to be charged off against balance of the debt, with city a preferred creditor, and the existing deed of trust is continued five years.

Opposition at the council meeting was voiced by William Maney, Machinists' Union, who said his organization felt the beach should be run for the benefit of all citizens and not let to individuals to make a profit.

Kerr Active for Chippewa

MEDINA, O., June 12.—W. A. (Doc) Kerr, active in development of Chippewa Lake Park and entering his 16th season there, has more than 30 head of stock which he plans to use at his pony track in addition to several riding horses. He also has a novelty store on the midway. Hailing from near-by Wooster, for years he has assisted outdoor showmen in contracting the town as well as being a booster for annual Wayne County Fair, where he exhibits his pony stock. He predicts a great season for Chippewa.

School Outings for Summit

AKRON, June 12.—A tieup for June 21-25 has been made by Summit Beach Park here with *The Beacon-Journal* for a series of school outings. Newspaper is using a coupon daily for free swimming and free rides. Park management has contracted for twice daily appearance that week of Naida Roberts' Circus. One of its biggest week's grosses of the season is anticipated.

Coney Island, New York

By ROGER LITTLEFORD JR.

According to reports, business along the runway early part of last week failed to hit expectations, altho weather was okeh. A shower Sunday afternoon and a steady drizzle beginning about 9 p.m. turned what would have been a good day into an average one. Business as a whole over the week-end was satisfactory but nothing more.

Department of public health and Coney Island Chamber of Commerce cracked down on eateries and juice stands last week, claiming that sanitation conditions were anything but satisfactory and warning operators that unless drastic changes were made in handling of food serious action would result. Officials pointed out that in almost all instances bartenders, waiters and counter men were not nearly careful and painstaking enough in preparation and handling of food and that most establishments were still using archaic equipment. This corner sincerely hopes the drive is successful. Coney Island in general needs it.

Police served side-show talkers over the week-end with papers to appear in court on a charge of obstructing sidewalk traffic. It seems that the mayor and his police commissioner visited the vicinity on Sunday when literally hundreds of thousands of people were out for a good time and experienced no end of hardship wending their way around. Talkers appeared in court on June 9 and cases were postponed until June 14.

Rosen's 15th Season

Dave Rosen, beginning his 15th season at Coney Island, is operating another side show on Surf avenue and reports that the season so far gives indications of being a big one. Current attractions lineup includes Ajax, sword swallower; Milne, human ostrich; Two-Headed Girl Illusion; Marle DeVoise, upside-down escape artist; Elma, wonder-bodied girl (ostified); California nudist camp, Iron-Tongue Girl, a couple of illusions and Ray Sheldon and his Sing Sing electric chair in the annex. Tiny and

Playland, Rye, N. Y.

By J. WILSON CLIFFE

The weather man has been unusually kind the past week and if opening weeks of the season can be used as a criterion 1937 is sure to be a banner one. Business has been excellent and all concessioners are wearing smiles "that won't rub off."

Les Kimria, big free attraction, is still wowing the thrill seekers. Hudson-De-Lange Ork is clicking merrily at the Casino and playing to big business. Chief Gardener Tiffany Lind is in the process of changing the floral scheme of the grounds. Fannies are being replaced by petunias by a hard-working crew under supervision of George (Judy) Senneta. Tom Woodward, manager of the bathhouse, and his assistant, Sherman Downer, have the pool and beach in wonderful shape. In fact, the writer believes that Playland's pool is unsurpassed.

Parking Superintendent Dave Asta and his large corps of willing and able assistants have been kept on the jump lately handling thousands of cars that visit the big park every day. Capt. Alec Walters and First Mate John Walters have assembled an A-1 crew at the lake station. Superintendent George Baker; his assistant, Tom Coughlan, and Bruno LiGrigni, maintenance foreman, are all over the park keeping everything shipshape. Electrical staff includes Dick Khauner, chief; Tad Bell, assistant, and John Nuamo. Needless to say, theirs is a big job taking care of the thousands of bulbs and fixtures thruout Playland.

Henry Caretti is managing Laugh-In-The-Dark. Ed Brunner has the Dragon Coaster. Walter Sears the Dodgem. Ed (Beau Brummell) Bogert is relieving this season. Jess Hutchinson, vet pop-corn man, and Jerry Madden, candy man, two boys from the city of beans, culture and codfish, are here again and managing their respective stands. Bill Montgomery (from the South) and the missus are back with Col. Auslin Kelly. Nick (Vallee) Marino is in charge of the men's restroom at the bathhouse. Mary Capel, of the Worth Boardwalk wheel game, is handling the latest items from China. Tony Capel is bossing the Walking Charlie game.

Weekly award of a Chevrolet sedan is proving a strong attraction. Auditing staff for 1937 has O. O. Lindbergh, chief; G. Rowley, W. Harmon, H. Ward Jr., H. Halstead, E. Louse, D. Seavey and Jo Liberati. Betty Murden and Adelaide McCahill are holding down the phone switchboard. George Brackman is assisting Fred Merritt manage the refreshment stands. Bill Popper has been appointed assistant to Jack Cliffe at the mune town. Ye scribe is growing weary so will sign off—Hasta Luego.

Wildwood, N. J.

By ORO

The city had one of the biggest Decoration Days in history of the resort as a climax to a week-end little short of stupendous. Reports from all sections on the island indicate the season just about one month ahead of the calendar, approximating July conditions.

Sunday night musical concerts on the beach by Wildwood Choral Society, inaugurated last season, will be resumed, starting next week. Mickey Familant and his orchestra were elected to make municipal music at the city-owned and operated Beach Club.

That better business will prevail is indicated by advance bookings this month of the National Marbles Tournament on June 28-July 2. Arrangements are being made to seat 5,000 to witness the games. Annual encampment of New Jersey Spanish War Veterans will be on June 24-27, while Veterans of Foreign Wars will gather here in annual encampment on June 24-27.

made with Jackson when the latter brought him together with Wagner. According to Billy, Johnson is receiving \$50 a day on good days and \$25 when it rains. Dan (Philadelphia) Gorman has returned to Coney from Revere Beach, Mass., where he operated a pit show first few days of that park's season. Pineapple juice stands, arranged in Hawaiian motif and so popular this summer along Broadway, are beginning to make their appearance at Coney. The one on the Bowery was experiencing swell biz the day we passed.

New Juice Stands In

Bill Feister's new Sidewalk Cafe at the avenue and Eighth street opened last week and is offering one of the cleverest and cleanest eating setups on the Island. Establishment is on the site of Billy Jackson's 1936 midget show. It sports decorative embellishments to the tune of a couple of grand and a rotisserie supposed to have set back the operators something in the neighborhood of \$2,500. Total expenditures involved are reported to be \$7,000.

Speaking of Billy Jackson, the little Broadway booker this week served papers on Jack Johnson, ex-pugilistic champ and current headliner at the Wagner side show. Seems it is alleged, that Johnson has forgotten about a little 5 per cent commission arrangement

DALLAS BOWS AT PREVIEWS

Expo Inaugural Has Big Parade And Colorful Ceremony at Gate

Night festivities staged in Pan-American Casino, Road to Rio and Black Forest—midway, titled La Rambla, is ready for early crowds—Marshall games next month

DALLAS, June 12.—Opening day festivities of Greater Texas and Pan-American Exposition began at 9:45 a.m. today when a long street parade originated in the downtown area and marched thru the business district to the front gate, where Governor Allred of Texas and other dignitaries representing many nations formally opened the fair. A night of revelry preceded the opening. Highlight was the \$10-per-person preview of Pan-American Casino. Other previews were staged at Road to Rio and Black Forest. Road to Rio entertainment lasted until dawn, with many guests remaining for breakfast.

Howard Hill, special events department program director, was in charge of the parade. Gen. L. S. Davidson, area commander of the National Guard, was marshal.

In the line of march were autos bearing dignitaries of Latin-American nations; 11th Infantry from Ft. Benjamin Harrison, Indianapolis, stationed at the fair army camp; National Guard and reserve officers' units with their bands, and floats carrying many midway entertainers.

Kids Open Jeweled Lock

Governor Allred was master of ceremonies for the gate opening. Original plan of having official emissaries from each of the 21 nations of the Western world actually turn a key of the front gate lock was abandoned. Instead, small girls turned the 21 keys necessary to open the \$75,000 gold and jeweled lock. Then the full procession of dignitaries marched down the colorful Esplanade of State to the Hall of State, where United States Senator Tom Connally, of Texas, officially declared the exposition opened at high noon.

Foreign representatives taking part included Enrique Pawling, commercial chief of Mexican department of national economy and personal representative of (See DALLAS BOWS on page 48)

23d for Brorein

TAMPA, June 12.—W. G. Brorein, founder of Florida Fair here, was re-elected president of Florida Fair Association and Gasparilla Carnival at the annual meeting of directors for the 23d successive year. F. T. Strieder was reappointed general manager, and January 25 was selected as opening day for the 1938 fair.

New Jersey Fireworks Law Stands Up in a Court Test

ATLANTIC CITY, June 12.—New Jersey's two-week-old law banning sale of fireworks this week passed its first court test in an appeal of Trenton Fireworks Company and came off winner. Federal Judge Forman, calling the law "salutary legislation," denied the appeal of the company for an injunction against enforcement.

The fireworks company, jobbers, charged the act was confiscatory, unconstitutional and destructive of property rights.

While the act is broad in its sweep, it exempts displays by municipalities, fairs or organizations where displays are made by experts and under safe conditions.

York Meet Set in January

YORK, Pa., June 12.—Pennsylvania State Association of County Fairs will hold its 1938 annual meeting here in the Hotel Yorktowne on January 26, announced President Samuel S. Lewis, of York Fair, who suggested the date, which was approved by officers of the State association. Mr. Lewis and officers of the York Fair will act as hosts and arrangements committee. Officers of the organization are Samuel B. Russell, Lewistown, president; William B. Brice Jr., Bedford; Harry B. Correll, Bloomsburg; John H. Rutter, York, vice-presidents; Charles W. Swoyer, Reading, secretary-treasurer.

Jewel Tower Set for G. G.

Frisco expo will have 400-foot theme shaft—unity pledged in Los Angeles

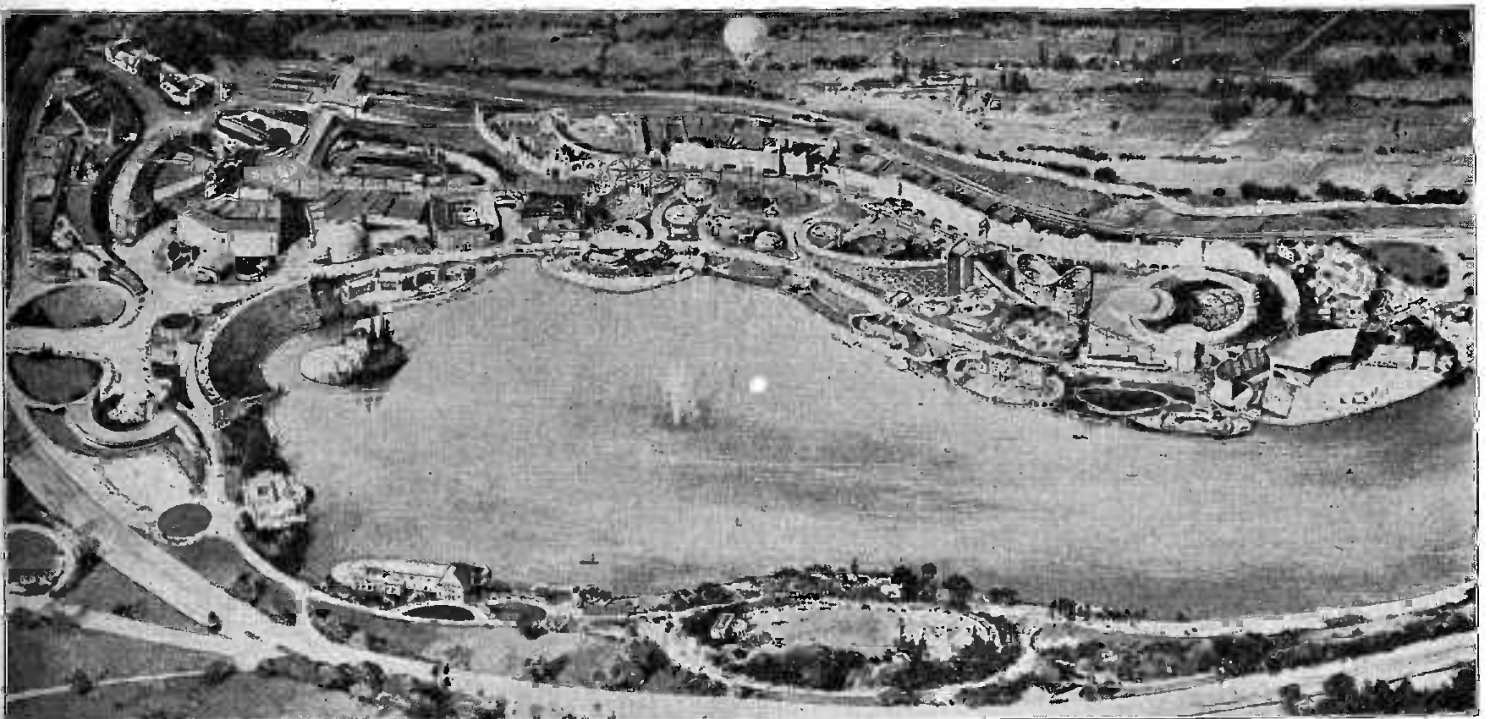
SAN FRANCISCO, June 12.—A 400-foot tower, costing about \$375,000, will be started this month for the 1939 Golden Gate International Exposition. Casting aside last doubts about building the central theme shaft on Exposition (See JEWEL TOWER on page 49)

Thrills on Brockton Sunday

BROCKTON, Mass., June 12.—Brockton Fair of 1937 will open with Lucky Teter and his Hell Drivers as Sunday afternoon grand-stand attraction. Secretary Frank H. Kingman said. Monday will be Children's Day and on Tuesday a balloon race will be featured. Auto races will be on Friday and Saturday and harness horse racing Monday thru Thursday. Nationality Village, with a separate building for each nationality, promises to be an interesting setup. Style Show will be continued. A musical revue will be night attraction.

Ryder Resigns in Boonville

BOONVILLE, N. Y., June 12.—R. H. Ryder, last year general manager and before that secretary of Boonville Fair, has resigned. During the time he has been connected with the fair he has had charge of all concessions and midway and last year, he reports, saw the largest receipts from this department in history of the fair. Midway will be taken over by E. R. Hargrave, past director of the fair. George A. Hamid attractions will be in front of the grand stand and O. C. Buck's Exposition on the midway.



AMUSEMENT "CITY" OF NEW YORK WORLD'S FAIR OF 1939. Artist's conception of how the 280-acre amusement zone, surrounding and including Meadow Lake, will look from the air. Featuring this "Rainbow Coast" of many-hued buildings, gay flags and brilliant lighting effects will be a complete children's play world (extreme upper left), a great marine amphitheater to be built by the State of New York on shore of the lake (left), a spectacle stadium (extreme right) and an extravaganza restaurant (adjacent to stadium).

Fun Zone in N. Y. Will Be Big Loop

NEW YORK, June 12.—An artificial geyser will rise at intervals from the center of Meadow Lake, to be used for boating and water sports, in the 280-acre amusement zone of the New York World's Fair of 1939, depicted in the view on the first page of the Fairs-Expositions department in this issue of *The Billboard*.

Main avenue of the amusement zone will be in form of a loop swinging down the shore of the lake as far as the stadium and then back along a great 70-foot facade behind which will be housed every variety of roofed attraction. Open-air devices are to be within the loop, while along the lake front will be a boat-house, several restaurants, a show boat and a Venetian Village.

Section between the amphitheater and the independent subway terminal is to be occupied by theaters, restaurants, motion picture houses, auditoria and other large buildings.

On the near side of the lake is shown a grass oval where horse shows, rodeo and similar events may be staged, an (See FUN ZONE on page 49)

Gal Contest Award Top Publicity Stunt for Fort Worth's Fiesta

FORT WORTH, Tex., June 12.—Miss Grey Downs, Temple, was selected as Texas Sweetheart No. 1 by Billy Rose from a group of 69 contestants from as many Texas towns in Municipal Auditorium here on June 5. Auditorium was packed, hundreds being turned away. The contest proved "Publicity Stunt No. 1" for the fiesta, as the event was broadcast over WBAP, Fort Worth. Miss Downs will have a featured role in Casa Manana Revue.

David W. Gulon, Texas composer and arranger, has been signed by Rose as one of the composers to be presented in Melody Lane in Jumbo building. He will play *Home on the Range*. Larry Lee and his Beverly-Wilshire Orchestra, who recently completed three weeks in Casino Park ballroom, Lake Worth, have been signed by Rose as second orchestra for Casa Manana. Paul Whiteman and his band will hold the main spot. Prices for opening night performances in Casa Manana on June 26 are to be the same, \$1.50 per person, as for any other Saturday night performance. Rose decided against upping opening night tariff.

Ticket Sale Over 300,000

Advance ticket sales for the fiesta have passed the 300,000 mark. Harry Harrison has two lecturers speaking before local clubs, Charles Eagle Plume and Samuel W. Grathwell. First of the 24-sheet advertising has gone up at Arch Adams and Camp Bowie boulevard, near the grounds. Billboard advertising started this week. Largest outdoor advertising campaign in history of the theater is again claimed, with Pat Bacon in charge of putting up advertising.

Final auditions for dancers and showgirls for Pioneer Palace Revue were held on June 8. Three routines will be used in the revue, titled *There's Nothing New*. Original Dixieland Jazz Band will demonstrate that today's swing is the jazz of 20 years ago, while the two Pat Rooneys will show that the original Pat was doing today's dances 30 years ago. Singers will point out similarities of today's torch songs to ballads of former years. Rose selected five showgirls for Casa Manana and two for the revue from among Sweetheart candidates.

Only acts already rehearsing for the show are Harriet Hootor, ballerina; Everett Marshall, singer, and California Varsity Eight, singing octet. Octet have several new members, including Sidney Greene, Bill Tabor and Joe DeLisle. Ralph Douglas is arranger and Edna Fox accompanist. The 700 costumes for Casa Manana and other shows are slated to be ready by June 23, four days before the opening. Casa Manana costumes are to play a vital part in the revue, helping to carry out ideas of each scene.

Extra Workmen Put On

Casa Manana rehearsals on June 7 went on a 13-hour-a-day schedule, to continue until opening. Leo Chenko, New York designer, is here constructing 24 life-size hobby horses of steel, papier-mache and white plush, for use by ballet dancers in Casa Manana Revue.

City council rejected a lease contract for a test and demonstration oil well proposed on the grounds, and has ordered a more binding one prepared, as council is still interested in the oil-well proposition. Three councilmen opposed

first contract on grounds that it did not bind drillers to continue if a ticket sale to the attraction were not satisfactory. Council approved a contract for free use of parking space on the city-owned Centennial grounds for the fiesta, over the objection of Mayor Hammond, who argued that since the fiesta will charge for parking in the areas (charge was 25 cents last year) the city should receive some of the revenue. Fiesta is to use the two parking lots in front of the showgrounds, another being constructed by the city back of the grounds. Council decided that 17 policemen are enough to patrol the grounds, about half as many as last year.

Two nurses and an ambulance driver are to be in the regular cast for the free thrill show in The Last Frontier arena, to be presented twice nightly. Acts for this show include Captain Proske, animal act; Oscar V. Babcock, Paroff Trio, Madame Alle and Company and Great Cedra. Post office, town hall, barber shop, pool hall and other structures on Sunset Trail will be furnished as replicas of their pioneer predecessors, according to Rose.

Recent rains slowed up painting and carpentry work and extras, have been employed to rush work on buildings and grounds. Stage for Firefly Garden is being constructed, as is the fence to surround the garden.

Wiping Out \$15,000 Debt in Minnesota

By V. WALTER BRENNER

Publicity Director, Grant County (Minn.) Fair

Crop prospects in this section being very favorable, the best in years, and management of Grant County Fair having been able to survive and go forward in the lean years, it is looking forward to a banner year and opening up the pocketbook to put over a big show.

Five of DeWaldo Circus Attractions have been booked, DeWaldo Duo, bicyclists; Henderson's Dogs, Bonnie Miller Trio, Wigand Troupe and the Yoshidas. A revue also is to be booked and there will be harness and running horse races. Frisk's Greater Shows will be on the midway.

Secretary E. R. Haney, who has held the office more than 19 years, took over at a time when the association was about \$15,000 in debt and he has been a big factor in wiping the slate clean, building three new buildings on the grounds, constructing a new race track, making other improvements and placing the organization where it now has one of the finest plants in the State and a neat cash balance in the bank.

Mr. Haney was ably aided by his wife and J. J. Olson, of Herman, who, until he passed to the great beyond a year ago, was president of the association. Mr. Haney and his wife, who has been superintendent of the women's department many years, are very small in stature but are veritable human dynamos when it comes to work. Mr. Olson stood 6 feet 3 inches and weighed close to 300 pounds. When they worked together he and Mr. Haney were about the most mismatched team in size that one could imagine, but on the pull they surely brought Grant County Fair out of the gutter. Cognizance of Mr. Haney's ability as a fair man was taken last winter when he was elected to the board of directors of Minnesota Federation of County Fairs.

Cross To Visit Mass. Fairs

BOSTON, June 12.—Robert F. Cross, Osterville, new director of division of reclamation, soil survey and fairs of Massachusetts Department of Agriculture, who succeeds George J. Moran, Somerville, is working hand in hand with his assistant, Alfred W. Lombard, and is planning to visit as many fairs as possible. He was first president of Cape Cod Horticultural Society, member of the board and superintendent of halls of Barnstable County Agricultural Society many years. He is president of Massachusetts Nurserymen's Association and is a member of New England Nurserymen's Association and affiliated with the Farm Bureau and Grange.



E. R. HANEY, secretary of Grant County Fair, Herman, Minn., who has held that post more than 19 years, taking over when the association was about \$15,000 in debt. Board members give much credit to him and to Mrs. Haney, superintendent of the women's department, as factors in wiping the slate clean, erecting three buildings, constructing one of the best tracks in the State, shaping up an excellent plant and creating a neat cash bank balance.

Paris Expo Patrons Given Two for One

PARIS, June 7.—Visitors to the uncompleted Paris Exposition on opening day were surprised by being admitted free, tickets failing to arrive until late in the afternoon. Because of the uncompleted state of the expo visitors are allowed two visits for a single admission fee.

Construction is being rushed on rides and buildings in the two amusement park zones and the public was to be admitted after the official inauguration of the parks on June 9. These parks will be the most elaborate ever constructed at any exposition in France and will offer many sensational rides and novel attractions, bars, cafes, lunch counters, restaurants and cabarets of all types. Mills Novelty Company is installing automatic machines in a special pavilion and Novelty-Automatic firm, Paris, is erecting a two-story building to house a big battery of Tom Mix Radio Rifles.

Altho buildings and landscaping are far from complete, the exposition is drawing large crowds, more than 500,000 passing thru gates during opening week. Among week-end visitors were the BAMOS delegation from England and many Americans attending the Paris automatic machine show. Expo is open only from noon until 9 o'clock, but these hours will be altered as soon as construction work is further advanced. Less than 10 of the 30 gates are ready for receiving visitors and temporary fencing still surrounds a big portion of the grounds.

HOUSTON—Space for 1,200 head of live stock will be provided for 1938 Houston Fat Stock Show and Live Stock Exposition in the new Jesse Jones Coliseum, said J. W. Sartwell, president of the exposition.

WHITEVILLE, Tenn. — Hardeman County Fair Association elected Roy W. Black, president; A. M. Kahn, secretary; Curtis Vaughan, treasurer.

Chambliss Is Beautifying Greensboro, N. C., Grounds

GREENSBORO, N. C., June 12.—With Norman Y. Chambliss, manager, having headquarters on Greensboro Fairgrounds, great progress is being made in the improvement program. All buildings on the grounds are being repainted, including grand stand and main entrances. Mr. Chambliss is trying to arrange with the city to use the grounds for a playground and picnics.

M. S. Younts, Greensboro, has been named assistant manager of Greensboro Fair, as well as Rowan County Fair, Salisbury, N. C. Mr. Younts was resident manager of Greensboro Fair in 1936. Admission, day and night, will be 35 cents. Cetlin & Wilson Shows will be on the midway. Stress is being laid on industrial and agricultural exhibits. Mr. Chambliss is also directing from Greensboro operation of Rowan County Fair; Sampson County Fair, Clinton; Rocky Mount Fair and Williamston Fair.

Attractions will be furnished by George A. Hamid, Inc. Lucky Teter's Hell Drivers will be a special attraction and there will be pro auto racing. Johnny J. Jones Exposition will play Rowan County Fair, Cetlin & Wilson Shows will play Greensboro and Clinton and West's World's Wonder Shows will play Rocky Mount and Williamston, Mr. Chambliss said.

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BACK TO THE OLD DATES, SEPT. 3-10-11. WANT Shows and Concessions. A special invitation to old friends and concessionaires. Write HAROLD ROWE, Secretary, Medaryville, Ind.

Having Our County Fair

FIRST WEEK IN SEPTEMBER.

Want to hear from a Carnival.

BARAGA COUNTY FAIR ASSOCIATION. Mrs. May L. Stark, Sec'y, Baraga, Mich.

WANT INDEPENDENT RIDES, SHOWS, CONCESSIONS AND FREE ACTS, June 21-26. Attendance One Day Last year, 15,000. Answer R. E. DILLERY, Sec'y., Fair Association and Horse Show, Guthrie, Ky.

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For August 4 to 7, inclusive. RUSSELL COUNTY FAIR ASSN., RUSSELL SPRINGS, KY. W. W. OWENS, Sec'y.

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Also want Free Acts for Grand Stand. Might use a Circus as a Free Act. What have you to offer? Rice Bros. Circus, are you coming our way? Write me. Sperona, George Dorman, Isler, C. R. Leggette, Crowley, Dailey Bros., what have you to offer? Write or wire M. W. CONWELL, Knoxville, Ia.

RIGHT THIS WAY TO THE BIG SHOW

SUMMER SPECIAL NUMBER

Of The Billboard Dated June 26 with

Prosperity and Fairs

By P. T. Strieder As a Feature



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

New Units To Go on Midway

Crown of the Andes and Midget Theater are listed —kids' days on Mondays

CLEVELAND, June 12.—Two new attractions were added to the amusement area of Great Lakes Exposition this week. They are Crown of the Andes and a midget theater. Both will be spotted within Streets of the World. Crown of the Andes is an exhibition of jewels, principally emeralds, said to be valued at \$6,000,000. They are possessed by a Chicago syndicate headed by Warren Piper, who has devoted most of his life to acquiring the collection. It is claimed collection embraces one-third of all known emeralds in the world. On Thursday Almon R. Shaffer, associate expo director, headed a party which flew to Chicago to inspect the collection preparatory to bringing it here.

Exhibit will be housed on site of The Miracle of last season, directly before Streets of the World entrance. Structure is being rebuilt and redecorated. Class will be given exhibit by canopied entrance and carpeted approach. Gas chambers are being built to protect jewels with hidden guards and two machine guns. Claim is made that these are real jewels, not replicas, and that this will be the last showing of the Crown preparatory to breaking it in the fall for piecemeal sale. Crown of the Andes belonged to one of the last of the Montezumas, fell into the hands of Spanish invaders and finally was acquired by syndicate of Chicago jewelers and millionaires.

Weather Hurts Gates

Nate Eagle, who with Mrs. Eagle arrived a week ago, has signed to present Midget Vaudeville. Spot is being readied in Streets of the World. With the folding of Stanley Graham's Midget Circus Eagle engaged a troupe of 12 midget actors who will be presented in space allotted to Olympia last season. Show will open as soon as players arrive and bill is shaped.

The week proved disappointing in point of attendance. Things progressed nicely until Monday, when rain started intermittently and continued thru Wednesday night with a drop in temperature. However, concessioners are looking forward to improved conditions

Previously reported	201,014
Thursday, June 3	16,811
Friday, June 4	16,712
Saturday, June 5	24,322
Sunday, June 6	32,365
Monday, June 7	15,777
Tuesday, June 8	15,694
Wednesday, June 9	10,484
Total for 12 days	333,459
Days to go	89

with next week, when schools will be closed and commencement ended, releasing parents and children for the vacation period. In line with this two special features have been inaugurated.

First is Monday, Kids' Day. Elwood T. Bailey, director of special days, has delegated management of these to Fred Heldfeldt, who last year played the lord mayor of London in the bally of the Old Globe Theater. Plan is to make Mondays children's days with 5-cent shows and rides. There will be all sorts of contests with cash and other prizes. First will be on June 21.

New National Days

Other special event is National Family Day. In conjunction with The Cleveland News a campaign has been started to find the largest family of each nationality in Greater Cleveland, limited to father, mother and children. First on list is Polish. Family will be guests of the expo for a day with dinner in Streets of the World, being served national fare.

An added educational exhibit was launched on Wednesday in Streets of the World with opening of the reproduction of Cloth Hall of Krakow. Exhibit embraces examples of Polish handiwork with carving, embroidery and other peasant crafts, loaned by Polish Government and Polish Institute of Arts and Letters. John M. Budarz, Pittsburgh, institute's representative, turned over the exhibit to Associate Director Shaffer after being welcomed by Dr. Nicola Cerri, United States commissioner general at the expo. Articles valued at \$10,000 were brought over by the Polish motor ship Bakery. John A. Goutley, in charge of Streets of the World, expected delivery before the expo opened. First consignment was sent on the Hindenburg and burned with the ship, necessitating assembly of another display.

Second educational exhibit will go on view on Wednesday with unveiling of the Transparent Woman in the health section of Making of a Nation. Camp Transparent Woman is said to be the only one of its kind and is being brought from Atlantic City, where it is being shown before members of the American Medical Association in annual conven-

tion. Two-hour inaugural ceremonies are scheduled over WGAR and Mutual network.

Ripley Show Drawing

Monday saw Uncle Ezra (Pat Barrett) and his Hot-Shot Hoosiers at Sherwin-Williams Radioland doing their EZRA broadcast. State Director of Commerce Alfred A. Benesch made Barrett an admiral of the Great Lakes Navy, presenting him with a hat in token thereof. Al Pearce and his Gang, brought to Cleveland by local Ford dealers, broadcast from Hanna Theater and later visited the grounds and mingled with Ezra's crowd. So did Don McNeil, who came to WTAM to confer regarding possibility of a new commercial.

One of the biggest drawing cards on the midway is Ripley's Odditorium with its 10 stages, 20 acts, blue-outfitted front men with white caps and gloves and snappy setup, both front and interior. Manager Frank Zambreno has five lecturers, Virgil P. McBybee, Glen Dressig, Richard Ward, Clifton Burge and Lew Parker. Exhibited at present are James Miller, one-man band; Ed Anata Hayes, anatomical wonder; Andrew A. Galley, iron-handed man; Marvello, handless pianist; Leo Kongse, human pin cushion; Freda Pushnik, armless girl; Forrest Lewis, Popeye impersonator; Johnny Eck, half boy; Clarence Willard, the man who grows; John W. Dunning, who pulls weights with his eyelids; Mme. Mimi Garneau, neon light swallower; Clarence Kehr, 12-year-old boy-man; William Whiteman, who sears his body with a blowtorch, and Edward Edema, who inflates his stomach with a tire pump.

DALLAS BOWS

(Continued from page 46)

President Lazaro Cardenas; Dr. Fernando Rodriguez Del Rey, Mexican commissioner; Ing. Fernando Sayaga, Mexican exhibit manager; Gustavo L. Telementes, governor of the State of Chihuahua, Mexico; Jesus Valdes Sanchez, governor of the State of Coahuila, Mexico; T. L. Evans, Haitian consul, of Houston; Dr. Ganzalo Carias, Honduran general consul, of New York; Jose Villafranca Jr., of the Honduran consulate; P. N. De Abreu, Brazilian consul from New Orleans; Commissioners Guillermo Perez and J. Raoul Allegret, of Venezuela; Commissioner Humberto Garovita and Consul Robert Burgher, of Guatemala; Capt. Erskine Locke, commissioner of Ecuador; William St. Clair, commissioner, and representative of President A. Samosa of Nicaragua; Fernando Berckmeyer, of San Francisco, Peruvian consul general, and Louis P. Navarro, representative of Peru.

Previews Are Lively

Everything was thrown open as soon as ceremonies were finished. Already on hand was the famous National Marimba Band, of Nicaragua, and the U.S. Marine Band is scheduled to arrive for a series of concerts beginning on Sunday. Friday night previews and early Saturday performances revealed the following about the midway, which at the exposition is officially called La Rambla:

Road to Rio is making the strongest play, while Black Forest is running a close second.

The Bowery represents an investment of \$25,000 or more and is headed by Nat D. Rodgers, president, and E. W. McConnell, treasurer. It is on the site formerly occupied by Stanley Graham's Midget Village and is constructed to resemble the old Bowery of New York City. Inside spots include Steve Brodie's Tavern, Chuck Conner's Night Club, Tony Pastor's Opera House, Diamond Lil's Night Club and the Bowery Night Court, into which celebrities are hailed and fined.

Ray Fox, old-time minstrel man, is emcee of the Bowery and judge of the night court. Hazel Fox, his wife, plays character parts. Sunny Fox, his daughter, is Diamond Lil. More than 80 persons are employed in the Bowery. A beef trust chorus of 10 girls is billed as the "Thundering Herd," each weighing more than 360 pounds, and playing old-time burlesque.

Friday night preview at Show Boat was an uproarious occasion. Proprietor W. J. (Billy) Collins was host to a jammed house for his first Dallas presentation of *Murder in the Old Red Barn*. Given top billing are the Dorans, Guy and Frank, as female impersonators in the olio. Neely Edwards, voted most popular entertainer of the Texas Centennial Exposition last year, is emcee. Noel Collier plays the title role. John Wagner and Peggy Humphrey, popular

stars of the troupe, are also cast in important parts. Mr. Collins has entirely redecorated the Show Boat and has fitted out a large Cabin Club upstairs, especially as a press lounge. Admission at Show Boat is 50 cents.

Black Forest Makes Bid

Black Forest has been made one of the brightest spots on the midway. Entire front has been outlined in bright blue neon. Manager William Rowley announced that he is out for the biggest gross gate on the street and has hired Phil E. Fox, director of publicity for the Centennial, as press representative to push exploitation of his skating and feature acts, as well as to make his terrace a popular lounging and eating place.

Top billing at Black Forest is currently given to Rosita Royce, dancer who carries doves on her head, shoulders and arms. Her specialty is the dove dance, with seven birds taking the place of fans, bubbles or apples. She also performs a butterfly dance, clad only in cellophane. Emcee is Frank Barden, leader of the Heidelberg Chorus. Ernie Kratzipfer's Orchestra is back in the gallery above the skating rink. Bill Swallender, U. S. junior champion ice skater, and Phyllis Rebholz, recently with Sonja Henie, are outstanding among the dozen or more skating cast members. Everett McGowan and Ruth Mack are appearing again in their apache dance. Don Condon, stilt and comedy skater, is back with a skating bull fight burlesque.

Genevieve Trojan, amateur girl champion of Michigan, is turning professional by skating solo in the show. LaVerna Busher, Uksila and Vida and others have returned. Carlos Kent plays the electric organ. Atmosphere of Black Forest is Bavarian, with all waiters and attendants in costume.

Pan-American Games Next

With 17 top acts the Ripley Believe-It-or-Not show is contending for its share of big grosses. Manager J. Ed Brown predicts a busy season. Acts in the 40-cent show include D. D. Rankin, Yankee Whittier; Charles Buellis, rice writer; D. D. McLean, one-man band; John (Esau) Blackburn, modern Esau; Flexible Freddy; Joan Whisnant, armless girl, and her ohum Mary Higgins; Elma Von Lynd, three-legged woman; Michael Siciliana; William Lord, mental marvel; Frank Coleman, handless wonder; Johnny Eck, legless marvel; Raphael Hubbard, weight lifter; Tryarot, lightning artist; Jackie Heitmann, memory marvel; B. A. Bryant, pin cushion; A. Meyers, human telescope; John T. Saylor's "Pop-eye."

Gene Raymond and William Powell, screen stars, will arrive on June 26 to judge a unique Search-for-Beauty Contest. Instead of being judged on parade, the 100 beauties who will be allowed to enter must stand judging after being ducked in water. Contest will be a free attraction, staged by the special events department in co-operation with a new magazine. Another event for the near future is opening of George Marshall's Pan-American games on July 15.

Twenty-four major foods companies have exhibits in the Foods Building. Several spaces were being negotiated for on opening day. Retail Grocers' Association of Dallas has fitted out a rest lounge. An exposition special event is free moving pictures, educational and travelog films in the Artists' Auditorium of the Foods Building. A Major Bowes amateur company is scheduled to give five daily performances in Magnolia Petroleum Company's enlarged lounge-theater for the entire season, exhibit being placed regularly on a Bowes circuit. New in the Varied Industries Building are grouped exhibits of electrical and gas appliances.

REPORTING more contracts this season and a brighter outlook, Conductor James Neeld, Neeld's Concert Band, has booked Lincoln County Fair, Fayetteville, Tenn., and two days at the Capitol Theater during fair week; repeated booking of Middle District Fair, Lawrenceburg, Tenn., and North Alabama State Fair, Florence, Tenn. Jump between Lawrenceburg and Southeastern Fair, Atlanta, will be broken with a two-day concert engagement at the Princess Theater, Columbia, Tenn.

Social Security Act

Questions and Answers on the Social Security Act will be found in the carnival department.

LAST CALL Summer Special

on sale
early next week!

If you haven't sent your advertising copy instructions, rush them AIRMAIL SPECIAL DELIVERY TODAY or WIRE to repeat previous advertisement.

Trenton Grounds Busy With Auto Races, Trots and Firemen's Fete

TRENTON, N. J., June 12.—With a Decoration Day auto racing program successfully staged, Director George A. Hamid is turning his attention to the next events of the season's program on New Jersey State Fair grounds. They are a three-day harness racing meet of Penn-Jersey Circuit and New Jersey State Firemen's Field Day.

About 12,000 were attracted to the auto races and the stands were well filled. Bleachers were sold out and grand stand and clubhouse seats and boxes were in demand. Mr. Hamid had as guests fair officials from Pennsylvania and New York. Mrs. Hamid entertained a number of guests in the clubhouse section of the stand and George A. Hamid Jr. had as guests a number of Princeton College classmates. From the Hamid offices in New York there were present Miss Dorothy Packman, executive secretary to Mr. Hamid, and Leonard Traube, public relations director.

Forty-three drivers participated in events under auspices of New Jersey State Fair and under supervision of Hankinson Speedways, with Charlie Williams and Sam Nunnis handling racing. Events were all closely contested. There was excellent police supervision, directed by Harry E. LaBregue, secretary-manager of the fair, and publicity was handled by Herb Dutton and Ed Connelly.

Some of the fastest half-mile trotters and pacers will be on hand when the Penn-Jersey Circuit opens at Trenton.

The horses started at the Village Farms in Langhorne, moved to Reading for June 3, 4 and 5 and then to Hanover, Pa. After the Hatfield (Pa.) meet they will come to Trenton and the season will be ended in Flemington. In Trenton about \$3,500 will be awarded in purses.

During the same week there will be a carnival on the fairgrounds under auspices of Mercerville Fire Company. Firemen's field day is expected to attract thousands. Trophies have been offered by Governor Hoffman and others for parade winners and contest champions. There will be an exhibition of "Fighting the Flames" at night and fireworks. Davis J. Newell, Mercer County fire warden, is chairman of the general committee, and S. H. Barrett directing head, celebration being under joint auspices of Mercer County Firemen's Association and New Jersey State Fair.

FUN ZONE

(Continued from page 46)
"epicurean" restaurant and, next to the amphitheater, a headquarters for exhibitors. The rest of this area will be utilized for picnics and relaxation.

JEWEL TOWER

(Continued from page 46)
Island, world's fair officials revealed a low bid of \$276,000 to build the steel and concrete structure proper. Another \$100,000 will be spent in embellishing the tower. Rising steel prices caused William F. Day, expo works director, to consider discarding the plan for the tower. It began to look too expensive, even for a \$50,000,000 fair.

But the exposition will go ahead on the bid, Mr. Day declared. It was settled thereby that the fair will have a tower the approximate height of a 35-story office building—an octagonal shaft 75 feet in diameter, higher than the crest of Yerba Buena Island and dominating the whole bay.

800 Men Working

Central court of exhibit pavilions will encircle the tower. A low bid of \$215,000 has been placed to build the pavilions. Tower will be a work of beauty, not for use of exhibit or observation purposes. Idea of a big balcony at the top for sightseers was discarded, because sufficiently large elevators would cost about \$500,000. The skyscraper shaft will be a counterpart of the 1915 Panama-Pacific Exposition's Tower of Jewels. Chimes probably will be placed in it.

On 400-acre Treasure Island, now more than 95 per cent reclaimed from the bay, more than 800 men are employed on \$4,000,000 worth of construction. Two more European nations, Portugal and Finland, have indicated they will probably participate. The \$1,300,000 planting program was added to by a gift of trees and shrubbery worth thousands of dollars from the estate of the late James L. Flood.

Support Seen in Los

Hailing unity of Los Angeles with San Francisco in support of the 1939 fair, Los Angeles Advertising Club celebrated "Golden Gate International Exposition Day" there on Tuesday. Entire program was devoted to the exposition, with Clyde M. Vandenberg, director of expo publicity, as principal speaker, talking on *Selling a World's Fair*. Also attending from San Francisco was Brig.-Gen. William E. Gillmore, exposition director of governmental participation, who told of progress in signing up States and nations for official exhibits, and A. J. Cleary, chief administrative officer of San Francisco, representing Mayor Rossi.

A combination radio and television stunt, peering into the future and portraying the exposition as it will appear when it opens in 1939, was staged by Art Linkletter, head of the radio division of the fair. Next morning the officials addressed Los Angeles Breakfast Club in the interests of the exposition. Charles Levitt, Los Angeles representative of the exposition, was chairman of the Ad Club meeting.

Motors Carry Message

About 2,500,000 California motor vehicles will carry the words, "1939 World's Fair" on license plates during 1938-'39. More than 100,000 colorful illustrated stickers bearing the message, "To Build a Magic City To Match Our Bridges," will be attached to bills sent out by

Pacific Gas and Electric Company, assisting to put over the exposition's \$7,500,000 public subscription campaign. Gas company subscribed \$250,000.

Park Free Acts

IN FERNBROOK PARK, Wilkes-Barre, Pa., Al G. (Speed) Waldron and his thrill troupe performed to capacity crowds on Decoration Day.

DURING a series of school outings on June 21-25 in a tieup between management of Summit Beach Park, Akron, and *The Seacon-Journal* Naida Roberta's Circus will be presented.

JACK MALLOY'S Circus Revue is in Idlewild Park, Ligonier, Pa., for Manager C. C. Macdonald, presenting Roman rings, dog and pony act and Nancy Darrell, trapeze. Johnny Oteri, midget with the troupe, was tendered a party on his 21st birthday anniversary.

BENNY and Betty Fox, aerialists, are doing their "Dance of Death" in Riverside Park, Indianapolis.

FLYING ALLENS, two sisters and a brother, Edward, Florence and Gloria, were scheduled for three parachute jumps over the week-end in Craig Beach Park, Diamond, O.

FREE vaudeville and band concerts will be presented Monday nights until the middle of September in Bay Beach Park, Green Bay, Wis. Roller-skate races are held Sunday afternoons and evenings.

BROAD RIPPLE PARK, Indianapolis, presented a balloon ascension by Claude L. Shafer, featuring a triple parachute jump, not opening the third chute until within 200 feet of the ground.

LUCKY TETER and his Hell Drivers drew 17,000 to State Fair Park, West Allis, Wis., on June 6 in their final performance of the season. Nearly 80,000 paid spectators have seen them there in two seasons. Eugene Troupe was featured the week of June 6, followed by the Six Flying Melzoras, with two shows daily.

IMPROVED VENICE

(Continued from page 42)
opening next week. Funhouse, Mrs. H. C. Voden, owner; Bozo, magical clown, on front, with Tiny Major George, bally; Win Van Sichel, piano-accordionist; Ted Newcom, Ray Cathcart, inside; Bessie Jones, tickets. Giant Octopus, U. G. (Doc) Harris, lecturer; Bob Crawford, tickets. New Motordrome not ready for opening. Magic Carpet, George Sells, manager; Pearl Kinney, inside; Ora Seeley, tickets.

Many New Concessions

Concessions: Magic barrel, Soldier Bill Llewellyn, Pick-em-out, Red Wheeler, Mike McAndrews, Frozen dainties, Ben and Adeline Yager, Catherine Smith, New Penny Arcade, T. M. Reed, owner; William Johnson, manager; Kay Dacsen, cashier. Balloon darts, Harry Kellogg, Walter Schweitzer. Lamps and novelties, Ben Kahn, Tobe Reeder. Sidewalk of Paris Cafe, Bob Murphy, owner; Gene Hatfield, Dale Pelton, "Snuzzle" Goodhart, Dan Keene, assistants. Arctic foods, J. Brownell, Ellen Tice, Eulah Parmenter. Photo strips, R. C. Harvey, owner; Ada Oyer, Burns Raley, assistants. Grapho-analyst, Verda Miller, third year. Balloon darts, C. C. Miller, Barney Sapiro, Harry Freeman. Archery range, Casey Peck, Verna Bert. House of Usher, Princess Sallie, astrology. Baseball, B. B. Dale, Dickie Huebottor, John Hilliard, Tommy Murray. Fish-till-win, T. Fugaja, M. Tomaya, T. Yano. Amos and Andy, coon dodger, Frank Ramey, manager; Bill Bowers, Elmer Nevins. Skee-Ball Arcade, T. M. Reed, owner; Ben Bathe, Jim Cleary. Funhouse Cafe, Mr. and Mrs. Clifford (Ken) Kinney; M. Neary, cashier. Tip-em over, Harry Takal, owner; A. Toy, M. Makekawa, Jimmie Blake. Long-range lead gallery, Raymond Swain, Charles Mattis, Richard Davis. Bottle game, Osajima, B. Oshaki. Rabbit race, H. Takal, owner; B. Kaskey, A. Kamaga. Pop-gun range, B.

Asher, Frank Kitamura. Ham and bacon, Babe Miller, Jack Powell, Charles Hyman; Charley Tuman, owner. Auction, Harry Slater, Fred Usher, Harry Adams, Benny Gross, Jack Sucher, Neils Lausten. Bumper game, Ray Marshall, M. Tuohy. Bottle game, Gladys Morris, Louis Gilke. String game, Ethel Blake, Mina Summers. Knock-em-over, Bill Rouscher, Ted Garner. Long-range lead gallery, swimming ducks, Glen Neidifer, Barney Fleming. Novelties, N. Picun, Dave Dorsey. Cigaret store, Herb Usher, Andy Doyle. Grunt derby, Tony Evans, Bill Jergens, Oscar Reichmiller. Cat rack, B. Tamita, E. Tomiyama. Ham and bacon, George Chehalis, manager; B. Berne, George Gaither. Photo strips, McIntire and Craig; Tex Boles, assistant. Radio guns, Fay Parker, J. Yarnell. Cigaret store, Louis Watts, M. Simons. Penny Viewscope, N. E. Sterner. Pop-em-over, A. Shirer, Ed Stevens. Del Monte Club, Charley Tuman, owner; foods, entertainment and cocktail rendezvous.

BELMONT GIVEN

(Continued from page 42)
material from the States, the latter adding much to the difficulty of promotion.

Rex D. Billings, as general manager, is assisted by Maurice A. Lamarre as secretary and treasurer. Rex D. Billings Jr. heads picnic solicitation.



OAK RUBBER CO.
BALLOONS

GORGEOUS PRINTS

Multi-color effects that are without an equal. Eye appeal that assures big business. Ask your jobber or write us for catalog.

The OAK RUBBER CO. RAVENNA, OHIO.

TIMONIUM, MD., STATE FAIR

12 Days—2 Sundays, September 5 to 16
Want clean Shows. Legitimate Wheels and Concessions. Merchandise only. Lucky boys save stamps. (Sorry.) Will consider selling Shows and Rides flat. Concessions \$5.00 per foot. Novelties sold. Free Acts write. Sure protection for Merchandise Wheels against controlled Wheels. JOHN T. McCASLIN, 126 E. Baltimore St., Baltimore, Md.

GALVESTON FIREMEN'S ANNUAL STREET FAIR

AUGUST 25-26-27-28.
WANTS
Concessions, Ball Games, Pitch-Till-You-Win. Good, clean Shows. No C-Joints.
GLEN C. LAWRENCE, Secy., Galveston, Indiana

ACTS WANTED Franklin County Fair

WINCHESTER, TENN., SEPTEMBER 2-4.
J. F. VAUGHAN, Secy.

Wanted Carnival

to play at
HITCHCOCK COUNTY FAIR
Oultborton, Neb. Dates: August 26, 27, 28, 29.
1937. LOYD H. METZER, Secy.

HACKETTSTOWN, N. J., FAIR

Saturday, July 31, to Saturday, August 7, inclusive
WANTED—RODEO, MINSTREL SHOW, MONKEY RACE, MECHANICAL CITY, or what have you?
HOWARD S. SUTTON, Secy.

Fair Grounds

SEDALIA, Mo.—Secretary Charles W. Green said there will be no State-wide beauty pageant this year at Missouri State Fair, contrary to recent reports. State amateur dance championship, Mr. Green said, will be the only special event officially sponsored by the 1937 State Fair. While the State Fair sponsored beauty pageants for the first two years they were in operation in Missouri, the management this year decided to change the fair's sponsored event so as to effect a change in attractions.

WASHINGTON.—The President is expected to sign the joint resolution passed by both houses of Congress, introduced by William B. Barry, Democrat, Queens County, N. Y., to protect the copyright and patents of foreign exhibitors at the New York World's Fair in 1939.

SHREVEPORT, La.—Construction began last week on foundation for a State exhibition building on Louisiana State Fair grounds. Initial outlay involves about \$20,000. Finished joint administration and exhibit building will cost about \$750,000.

BATON ROUGE, La.—East Baton Rouge Parish Fair Association has opened a membership drive. Sponsors plan to hold 1937 event in agricultural center now under construction at Louisiana State University. Additions will include a style show, larger stock exhibits and a baby show. Advertising committee is Fred Dent, W. L. Hause and Frank L. Barrow.

OLYMPIA, Wash.—A new State law now in effect appropriates \$10,000 for premiums at 1937 county and district fairs. The money will be matched by local agencies and used to pay prizes for 4-H boys' and girls' clubs.

ALBANY, N. Y.—Race Secretary Gilbert Wetmore, of the Grand Circuit race meeting at New York State Fair, Syracuse, announced that 300 of the country's fastest trotters and pacers have been entered in the 17 early closing events for the five days' racing. Practically all of the largest stables in 13 States have entered one or more horses. Big event will be the All-American mile-and-a-half handicap dash for trotters of an estimated value of \$16,000.

ST. STEPHEN, N. B.—St. Stephen Exhibition Association, which will feature harness racing at the 1937 fair, has different seating accommodations for different types of attractions, vaudeville, racing, baseball. Grand stand is for vaudeville and racing and bleachers for baseball.

Lynch Shows Take Halifax

Show reconditioned—season opens big—side show a feature—free act carried

HALIFAX, N. S., Canada, June 12.—After a parade of the city's civic organizations which was led by the show's calliope, and which finished in front of the marquee, the Bill Lynch Shows opened on the Commons here May 22 in a blaze of glory with all new canvas and reconditioned equipment. Much credit is due to the show's electrician, Dusty Miller, for all the new and novel lighting effects seen on the new and enlarged midway. Coney Island Side Show topped midway, with all the other shows reporting good business. Side Show is under a new 130-foot top with the show colors of orange and blue and outstanding eye-full. Banner line is 150 feet with all new banners by Millard. Following is roster of the Side Show: Chief Woolfoo and his, Darkest Africa exhibit, including Conjicki, long-necked girl; Gumbe, duck-billed woman; Wambi, sword walker; Foonkong, fire dancer; Adah and company, possibly the only two-girl mental act; Walter DeLenn, magician and lecturer; Jean St. Clair, (See LYNCH SHOWS on page 53)

Carnivals May Be Next Union Target

CHICAGO, June 12.—J. C. McCaffery, president of the Showmen's League of America, has received reports that a movement to unionize the carnivals is to be started by the CIO. At least one carnival is reported to have been approached and it is expected that organizers soon will be visiting the larger shows and attempting to line them up. In view of this move, President McCaffery has sent letters to some 30 shows asking them to state their views on unionizing and suggesting that they be prepared to consider or combat the move. If sufficient interest is shown it is probable a meeting of carnival owners may be called to consider the issue.

Canton Open to Carnivals; Gooding Booked for City

CANTON, O., June 12.—Contrary to reports this city has not been closed to carnivals, altho license fee is provided by city ordinance for shows of this type. Sponsors are not required to pay the fee, it was said. Mayor James Secombe informed *The Billboard* representative here that he had sanctioned a permit for the Gooding Greater Shows to appear here for the D. A. V. for a week, starting Monday, June 28. It will be the first carnival to play here this year. He would not say if others would be permitted or not. The city's downtown lot will be used by the Gooding Shows.

RIGHT THIS WAY TO THE BIG SHOW

SUMMER SPECIAL NUMBER

Of The Billboard Dated June 26

with

What About the Carnival Employee?

By Jack V. Lyles

As a Feature



A GROUP OF KAUS UNITED SHOWS' SHOWFOLK posed beside P. Van Ault's penny arcade truck at Perth Amboy, N. J., recently. From left to right, Mrs. Edith Van Ault, Burr Van Ault, Mrs. James Carl, Mrs. O. F. Mack, Mrs. Frank Bee, Claudie Woods, James Carl Jr., Mrs. Clarence Overman, Clarence Overman, kiddies Donald and Sis Bee and Audery Millen.

Self-Regulation Seen as Solution To Concession Problem in Detroit

DETROIT, June 12.—Discussions among Detroit carnival operators have centered on the present policy of almost wide-open shows, as permitted for the past two or three years as long as carnivals have been under proper auspices and granted a special permit by city council.

The recent three weeks' engagement of the Max Goodman Wonder Show here presented an effective contrast. Goodman operates only strictly legitimate merchandise wheels. Operators drew the conclusion this week that the Goodman Show's poor crowds were due to this policy, but a careful analysis shows that this is untrue. Bad weather and the 10-cent gate policy were the factors that discouraged Detroiters visiting this lot. It was evidently a mistake to charge for a gate in a territory not used to it, but those who did go in were well pleased,

and the shows went thru without a squawk.

Farsighted showmen were agreed that Detroit can be an excellent town for carnivals, as it has been in the past. It has, in fact, supported 10 shows this spring, including about five new ones. Shows can play here six months a year, moving from lot to lot, if they want to stay that long, just getting new sponsors each move.

But the continuance of the open gambling policy is likely to cause a reaction, it was indicated. Self-regulation by carnival operators rather than forced regulation by authorities was pointed out as the remedy. At present the censor no longer has jurisdiction over carnivals, following the decision about three years ago to abandon annual licenses for these shows and substitute special licenses under sponsors.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Jack Pot, Wis.
Week ended June 5, 1937.

Dear Onlon:

Due to our advance car getting behind the show, this town was yet unbilled on our arrival. We expect the paper to go up either the coming Saturday or perhaps Friday. Nevertheless we always fulfill our contract with the different committees even tho a few weeks late. They didn't know we were coming but they always know that we have been there after we're gone.

Auspices here, Convention of Carnival Gaming Concessioners. This also included 40-mile African dips and penny pitches. The town was gaily decorated on the arrival of the caravan as well as the 33,000 concessioners. Each operator brought his or her booth with them to try to mix a little business with pleasure. The object of the convention was to decide who ranked the highest, wheel or grind store agents. This subject brought up many heated debates that ended up in a contest of power. Using local players with money as martyrs for the cause.

After the show was set up there still remained 800 blocks of city streets for the concessions. But the little showman with the big heart, Pete Ballyhoo, refused to accept money for footage, saying, "Boys, this is your week, as far as we are concerned there will be no money involved." This great sportsman like spirit brought a rousing cheer from the owners and agents who hadn't intended to pay him in the first place.

The first real battle of the week started on Sunday before the opening. The leading and best hotel was filled up with wheel men. This the grind store

agents decided was an insult to their art. They fought in the lobby, on the steps, in the halls and rooms. Then the hotel manager stepped in demanding the room rent in advance. This not only stopped the fight but emptied the house.

In order to accommodate all of the convention visitors a special top was ordered, an 80-foot round top with three 40-foot middle pieces. Probably the largest order the company had ever received in the way of a black top. Daily from 7 a.m. to the following day at 4 a.m. the convention top was packed with concessioners. Different games were played to decide who was who, wheel or grind agents. To arouse a bit of public interest the heart and bridge games were broadcast to the townsfolk. All agreed that it was the most unusual program. Some later stated that they never listened in until the children retired.

Due to the switching of decks, the ones that we had used in winter quarters, to be disqualified caused the show agents to lose many honors. The thumb prints and broken edges on the old decks badly missed.

Thursday during the parade of sticks wearing flash blankets around their shoulders the convention suddenly broke up in a riot. All caused by the electrician trying to collect his "cut in tips." Before he arrived at the fifth booth the others disappeared as if by magic. Due to the intense June heat the five Ballyhoo Bros. passed out. Our company doctor diagnosing the case stated, "It is not a case of sun stroke, but a new carnival malady known as BINGO Batty."

STARR DeBELLE.

Gov. LaFollette Visits R. & C.

The Grubergs entertain chief executive of the Badger State at Madison

MADISON, Wis., June 12.—The Rubin & Cherry Exposition, rated as one of the leading carnivals, opened a week's engagement here Monday night following the second most profitable stand of the season at East Moline, Ill.

Despite the fact that another carnival preceded them here a week previous and faced chilly weather all week, it appeared as not detrimental to the popularity of this carnival in the capital city of the Badger State, as each night has seen increasing crowds of liberal spenders. On Wednesday night Gov. (See GOV. LaFOLLETTE on page 53)

Gooding Shows Hit By Severe Storm

WHEELING, W. Va., June 12.—A severe storm with the force of a hurricane struck the No. 1 unit of the F. E. Gooding Greater Shows here at 6 o'clock Wednesday evening.

The speed of the wind was of such velocity that it moved the Eli Wheel and tipped it over to about 45-degree angle and badly damaged it. Earl Myers' Streets of Paris show front was wrecked and top badly torn. R. S. Smith's Side Show was completely demolished. Over-the-Falls funhouse was damaged considerably. The beautiful arch at the main entrance, the pride of the show, was completely demolished.

Another Eli Wheel was sent out from the shows' headquarters at Columbus, O., and the show opened again the following day, Thursday, June 10.

Irving Lytle, master mechanic for the shows, assisted by a crew of men, started immediately to rebuild shows and entrance arch. Total damage estimated at \$5,000.

Shesley Loses Day Thru Strike of Auto Workers

LANSING, Mich., June 12.—Caught in the grips of this strike-bound city, Mighty Shesley Midway, for the first time since its inception, was forcibly closed Monday by UAW strikers.

Some 200 strikers making the rounds on their "holiday" entered the Foster showgrounds early in the afternoon and "advised" Shesley officials to close up for the day. According to Floyd Newell, press agent for the show, another large delegation of auto workers converged on the railroad docks and halted unloading operations after only a third of the equipment had been removed from the cars.

All places of business, including department stores, small stores, theaters and the City Hall, were forced to close their doors under threats by union members.

A steady downpour drenched the lot Tuesday. Members of *The State Journal* editorial department were guests at a banquet at the carnival cookhouse Wednesday. This had been scheduled for Monday night.

HOW A TOWNER FEELS WHEN HE SEES AN AMUSEMENT JOB WELL DONE

Watch for The Show That's Never Finished

By Gene Whitmore
Editor "American Business"

In an Early Issue

Great Lakes Exposition Midway

CLEVELAND, June 12.—Erni-Semm, double-body boy, celebrated his sixth birthday this week. There was a cake, party and candles. . . . Mrs. Kitty Cole and Mrs. Lola Waters, who lecture for Dufour & Rogers, spotters-spot, served as hostesses to most of concessioners on grounds.

Jack Raynor, former lecturer for Ripley Auditorium, is auditioning for Sherwin-Williams Radioland. . . . Jane Alfred, one of swimmers for Billy Rose's Aquacade, is doing same for Stubby Gordon. . . . Margaret Meek, elected Queen of Great Lakes in a newspaper contest, is receiving visitors in addition to appearing in Rose's show. . . . Harold Waddell, one of Singing Collegians of local radio fame, is assisting as radio program director. . . . Charlie Steffel, who emceed Alpine Village for Herman Pirschner last summer, is back on job.

David Pritchard, former actor and associate with Tony Sarg for last eight seasons, is in charge of marionette show on site of Old Globe Theater. His associates are Denise Dooley, Elsie Dvorak, Don George and Victor Jones, with Dave Williams and Pick Doran handling props.

Winterland is giving over 4,000 feet of ice to tyros who wish to skate. Time is 1 to 3 each afternoon and Cleveland Figure Skating Club, society and backers of exposition are taking advantage of it. . . . Westbrook Pegler was among newspaper men who attended opening. . . . Mrs. Frank P. Duffield and daughter, Carol, and Mr. and Mrs. John Frances Hale were visitors this week. . . . John Alexander Politt has come on to handle exploitation for Hargrave & Reicher's *The Drunkard*.

Bill Hayes, veteran newspaper man known throught country, is handing passes for his associates at main gate. . . . Working under Sammy Brinn, in charge of admissions, who for last 15 years has been associated with Lincoln G. Dickey, general manager of the exposition.

Good press stunt was staged by Streets of World when Shegedi, African idol, was stolen from African Village. Plenty of publicity ensued. . . . Loop-o-Plane, in which late Harry Collister was interested, is now handled by Bob Miller, his partner. Leon Baird is manager, with Kid Sharp, former prize fighter, as talker and operator. . . . Mrs. Freida Wilson, who came on to visit her husband, Cliff Wilson, handles "Monster Shows" on Midway, returned to Royal American Shows last week.

Johnny Gower and band have been outfitted with a change of three costumes for Streets of World. . . . Jean, who handled Funny House in Cleveland, has a curio shop on Streets of World. . . . Jimmy Ague, local radio star, is appearing in Radioland. . . . Pirschner has outfitted Otto Thurm's Band with \$1,400 worth of Tyrolean costumes for Alpine Village. . . . Robert E. Lee, radio announcer for exposition, is an Ohio Wesleyan student. . . . Phil and Cliff Henderson, who make their jack promoting national air races, were visitors this week.

John A. Maney, well known to Cleveland as "King of Pitchmen," is operating on Bridge of Presidents, pitching floroscopes, gyroscopes and Pluto Pup. . . . Bert Roda, floroscope man, is associated. . . . Johnny has a stand in Higbee Rounda, where Mrs. Johnny is in charge.

"La Rambla" Midway Dallas Exposition

DALLAS, June 12.—The midway has been eliminated at the Pan-American Exposition. The street here is "La Rambla," a name chosen to represent the epitome of Latin gayety.

But there was little gayety last week when word came thru that every concessioner, exhibitor, performer and employee must pay a \$1 service fee for his grounds pass.

The midway is definitely the heart of this show. It has gone up, just as the exhibit halls have declined, in comparison with the lineup at the Texas Centennial last year.

I. S. Norris is manager of the Maxwell House Coffee Shop. George Haley has severed connection with Dufour & Rogers and is now operating a restaurant in

Road to Rio. J. C. McCaffery visited friends here as he returned north from San Antonio. Chuck Bedell is talking in front of the Bowery after having held a similar spot last year at Streets of All Nations. He has been with the Rubin & Cherry Shows since then. Snake-Old Jones is operating the Funhouse on the site formerly occupied by the Snake Show.

Here directing Ripley show rehearsals, C. C. Pyle is to leave Monday for California. C. C. Cook will return to the Coast with Pyle. Al Humkie is back at the Bowery. Joe Rogers has recovered from a short illness. Lew Dufour is planning to remain for a few days before returning to Cleveland. Rudy Illions is on the midway, operating the Illions rides. Murray Goldberg is back with four scales stands. Seen daily: Denny Pugh, Nate Miller, Charlie Maxwell and Speedy Babbs.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 12.—Tentative arrangements indicate that next on our visitation program will be Cettin & Wilson Shows exhibiting at Bradford, Pa., next week. We have heard considerable about the *Streets of Cairo*, which is being featured by this organization, and we shall look forward with interest to witnessing the feature.

By the time this column appears in print the association's bulletin No. 4 will be in the hands of its members, and with this bulletin will be included the 1937 certificates of membership showing good standing in the association, which certificates we urge that each member preserve.

Inclosed with the bulletin will also be listing sheets for personnel memberships and such membership cards as are now ready for issuance. Attention is invited to the further details contained in the bulletin and it is requested that the membership respond promptly as to the various matters therein set forth.

Considerable interest is still being manifested in the matter of the so-called Social Security laws, particularly the provisions of the various State laws. As previously indicated, space will not permit the digest of each one of the laws of each State, but we shall be glad to discuss the provisions of the laws of such States as our membership indicates it is particularly interested in.

We again request that our membership communicate with this office with reference to the inclusion of their shows on our current year's visitation list. It is important that we have this information at an early date so that schedules convenient to our members and to us may be developed.

Kansas City

KANSAS CITY, Mo., June 12.—Jack Creach spent several days on business; he arrived from Florida.

Mrs. Gregg Wellinghoff stayed overnight on her way to Chicago. F. H. Henie here for a week on business.

Kenneth Waite arrived here from Dallas, Texas. He was to have joined out with the midget circus but for some reason failed to get started.

Toney Martone, of the Fairly-Martone Shows, spent several days here on business. He left with M. J. (Doc) Allman to join show at Waterloo, Ia.

Mrs. Ryan, who has been operating coffee shop in Coates House hotel, moved her equipment out and will take an extended vacation with her mother. They will motor thru Canada and New England States and visit relatives in Pennsylvania. Mrs. Ryan will return in fall and open another coffee shop on Broadway. Jack Moon will remain in Kansas City, operating the Hearts concession at Fairylard Park.

Cliff Adams has joined staff of Midwest Merchandise Company and made his first trip visiting shows in Texas and Oklahoma. He reports that business was good and he likes selling game.

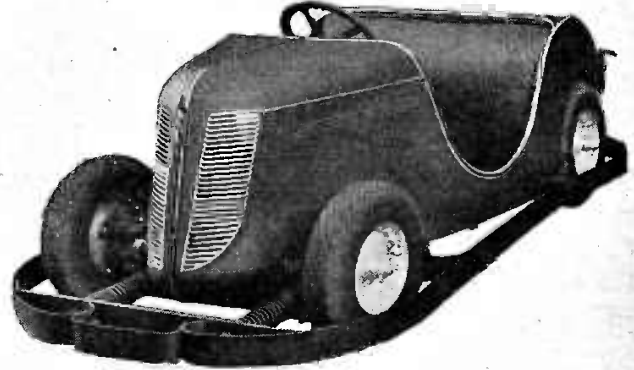
Jockey Stevens, formerly with Mel Vaught Shows, is now back with Roy Marr on W. A. Gibbs Shows.

Mr. and Mrs. H. T. Freed, of Daily Bros' Shows, were here on business and were joined by their daughter, who has finished school.

Virginia Waldron went to work at Fairylard Park for George Howk. Judy Food also joined Howk force at park.

SPILLMAN'S NEW SPEEDWAY AUTO

FOR PARKS OR CARNIVALS.



Here's the sturdiest, Best Looking, Most Efficient Gasoline Auto ever built for Amusement Ride purposes. Sold separately or in fleets with complete 50'x90' oval portable speedway. Descriptive Literature Upon Request.

SPILLMAN ENGINEERING CORP.

NORTH TONAWANDA, N. Y.

IT'S TIME TO GET GOING!

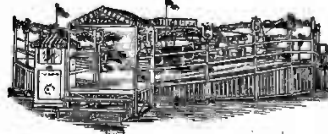
Get Set To Break All Your Ride Records With the

1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.



Candy Packages Crushed Pineapples The Scoop for Candy Buyers. Carolina 4 1/2 ea. Candies Contains Chocolate Crushed Pineapples in a FLASHY BOX WRAPPED IN ASSORTED COLORED CELLOPHANE. Packed 110 to Carton. Per Carton. \$4.95 25% Deposit. Bal. C. O. D. Write for Catalog. 1203 Calhoun St., Columbia, S. C. EAULA CANDY CO.

Philadelphia

PHILADELPHIA, June 12.—Weather has been very favorable to shows during past week. Endy Bros' Shows had an excellent week's business last week at Westmorland and Hunting Park avenues.

Mrs. Eddie Vaughan and granddaughter, Betty McKee, were visitors with Mrs. B. H. Patrick during stay of Ringling-Barnum Circus in city.

Arthur Campfield, representative of Baker-Lockwood, was a visitor at Endy Bros' Shows. He was accompanied by Arthur L. Hill, booking agent, of New York.

Joe Sloan is still on road. This year with Endy Bros. with his Pitch-Till-Win.

Endy Bros. have made many improvements since opening. Complete new 150-ft. side show has been built with all new banners and top. Motordrome has been completely rebuilt and many other new fronts and tents have replaced old ones. Several new trailers and trucks have been added to rolling equipment. Show now makes a very fine appearance on lot.

Harry G. Wilson, old-time carnival and circus man, was visitor to Ringling-Barnum while here. His health is somewhat improved. Judge J. C. Kelly, circus adjuster, also retired here, was a visitor at circus.

Street Fairs in France Prominent and Popular

PARIS, June 7.—While street fairs in Paris during June will be limited to a comparatively small fair in the Place Armand-Carel, June 13 to 27, there will be numerous fairs in the suburbs and in various parts of the country.

Among the important street fairs scheduled for June are those at Belfort, June 28 to July 18; Chalons-sur-Saone, June 20 to July 20; Nancy, May 16 to June 13; Rennes, June 6 to 27; Saint-Brieuc, June 12 to 27, and Strasbourg, June 19 to July 18.

LOOK what 1c WILL BUY



FLASHY BOXES GOOD CANDY FOR Shooting Gallery—Fish Pond—Slum Spindle—Country Store and all Concessionaires Using GIVEAWAY MERCHANDISE

Choice of Boxes: Arabian Nights—Days O' Gold—High Jinks. \$10.00 per 1000 pkgs. \$2.50 per case of 250 pkgs

25% Deposit With Order. CASEY CONCESSION CO. 1132 South Wabash Avenue, Chicago, Ohioago.

NEW USED TENTS

FOR SALE OR RENT WRITE FOR FREE CATALOG. VANDERHERCHEN, INC. 2846 Emerald St., Philadelphia, Pa.

TRUCKS

AUTOMOBILES—MOTORIZE YOUR SHOW Write CHARLIE T. GOSS with STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

AL C. HANSEN SHOWS

CAN PLACE CLEAN COOK HOUSE. PRIVILEGE IN MEALS. Address: DEWITT, IA., this week.

WORLD OF MIRTH SHOWS

WANT Three or Four Female Midget Entertainers, one to Play Piano. Salary from office.

WALLY COBB, Trainmaster, needs three or four good, experienced Train Polers.

Need two reliable Canvas Men who can handle Wagon Fronts.

Can use several Light Colored Girls due to enlarging Best Framed Colored Revue on the Road. Salary sure.

Address All Replies Massena, N. Y.
MAX LINDERMAN, Gen. Mgr. Week June 14.

V. F. W. CELEBRATION

TEN DAYS—BENEFIT BUILDING FUND
HOMESTEAD, PA., ON THE STREETS—MAIN LOCATION IN TOWN
Steel Center—Everybody Working Here—Starting Pay Day
Week June 23 to July 2

WANTED—Shows, Rides and Concessions. Six more weeks following Pittsburgh vicinity. Wire at once
JAKE FISHER, Mayfair Hotel, Pittsburgh, Pa.
P. S.—Jack Gallagher, Sam Taylor, answer.

WANTED FOR GALA JULY 4th CELEBRATION

JULY 3rd TO 8th
INDEPENDENT RIDES, SHOWS, PRIVILEGES, ETC.
JULY 4 — FIREWORKS!
JULY 7 AND 8 — MIDGET AUTO RACES!
Contests, Special Features
and

Daily—MILT HINKLE'S Texas RANGERS RODEO—Daily
REAL MONEY FOR YOUR PRE-FAIR SEASON!
Address G. W. GRINNELL, Fair Grounds, Batavia, N. Y.

LINDY LOOP RIDE FOR EXCHANGE

Would like to trade same for No. 5, 12 or 16 Big Eli Wheel. Lindy Loop in excellent condition, same overhauled last winter, with new type drive, new bally curtains, new canvas covers for cars and rebuilt engine. Reason for disposing of same is that we have too many flat rides. Address inquiries
F. E. GOODING, Box 386, Columbus, Ohio

SPENCER & CLARK EXPOSITION SHOWS

Showing in EAST PALESTINE, O., WEEK OF JUNE 21. First Show in Ten Years. Two Big Parades Nights. Twenty Cups Given Away. Baby Contest, Public Wedding, Complete Build-up. Auspices of Volunteer Fire Co. CHICORA, PA., WEEK JULY 4. Largest Fireworks Display in Years, two Parades, Complete Build-up. WANTED
SHOWS RIDES CONCESSIONS
C. D. (JACK) CLARK, Mgr.; SAM E. SPENCER, Treas., Cheswick, Pa., June 14-19.

AL G. HODGE SHOWS, INC.

GARY, IND., THIS WEEK, 13TH AND MASS. STS., IN THE HEART OF THE CITY.
Want: UNION Billposter with car or truck. Wire or come on. Must have Circus experience. Cunningham wants sober, reliable Cook House Help. We have no good will promoters to visit shows and promote from other shows. We use The Billboard when we want anything. Celebrations and Fairs, we have one open week. Wire, write or call us and we will send representative, or pay us a visit. All address W. M. TUCKER and ANDY CARSON, Managers.
HARRY W. LAMON, Personal Representative. Gary, Ind., this week—The Steel City.

SILVER STATE SHOWS WANT

Capable Man for Athletic Show. Minstrel Show People with Band. Want one or two good Grind Shows. Want one more sensational Free Act. State lowest salary. Want Grind Store Agents, also experienced Ride Help. Useful People in all lines. Address SILVER STATE SHOWS, Billings, Mont., week June 14; Shelby, Mont., week June 21; Kalispell, Mont., big Fourth Celebration

Dodson Legion Post Has Outing on Ohio River

RANKIN, Pa., June 12.—Arthur E. Dodson American Legion Post 784 held a grand party and dance Wednesday, May 26, at Huntingdon, W. Va. Affair took place on Ohio River boat Queen Marie.

More than 200 Legionnaires and wives, members of the Dodson Shows and local invited guests took part in one of most brilliant and entertaining functions it has ever been their good fortune to sponsor. After close of night's business all assembled at river dock and embarked on boat at 1 a. m. It was a beautiful, warm night, temperature was well over 80 mark. Moon and stars shone above romantic Ohio River and countryside in all their glory. Boat was gaily decorated with flags, bunting, multi-colored balloons and myriads of soft, restful lights. Women dressed in gorgeous gowns and men in gay summer togs danced in spacious ballroom while others enjoyed promenade around boat deck. It presented a scene hard to duplicate. Joy and gladness reigned supreme whole night thru.

What impressed most was genuine congeniality that prevailed. A Gilbert and Sullivan opera setting in reality. Ray Balzer, chairman of party and dance committee, acted as emcee. In a few well-chosen words he introduced Mel G. Dodson, who welcomed all on board. He expressed himself as more than pleased with large turnout for first get-acquainted party and dance of new season.

In wishing everybody a gay and pleasant time he hoped all would get to know and understand each other better and to all times work in harmony for betterment of outdoor show world in general. Dancing held sway without any interruptions. Music was furnished by orchestra of Etta Louise Blake's Gay Parade Revue and colored orchestra from Sol Spelght's Southern Revelers.

Mrs. Don Montgomery sang a number of popular songs to thunderous rounds of applause. Beverages and refreshments were plentiful and of very best. Early morning sun was seen breaking thru eastern clouds when last of party had stepped off gangplank. Ray Balzer and his able committee in charge of affair were showered with high praise and congratulations by all who attended. Reported by Dave Carroll.

Shreveport Mayor Does Not Like Sound Trucks!

SHREVEPORT, La., June 12.—Mayor Sam Caldwell introduced an ordinance at this week's meeting of the city council asking that operation of sound trucks in downtown section of Shreveport be prohibited. The mayor, in introducing his ordinance, said that numerous complaints had been pouring into his office the past several days suggesting that something be done about it.

The present city ordinance restricts operation of sound trucks to the noon hour and after 5 p. m., upon payment of \$25 for a permit. The council will probably vote on the matter during the coming week.

DETROIT, June 12.—Edwin E. and Sadie Brown, one of the oldest tattoo teams in country, have opened a new store here opposite Navin Field. Mrs. Brown is also doing business in a tent on Fifth avenue, as well. Joe Clingan, veteran tattooist of Toledo and Harbor Springs, Ind., visited Browns this week.

15 Years Ago

(From The Billboard Dated June 17, 1922)

H. T. Freed Exposition closed a profitable two-week engagement at Toledo under joint auspices of the American Legion and St. Stephan's Catholic Church. . . . Despite inclement weather, Siegrist & Sibon Shows were playing to fair business in Illinois. . . . Jack Oliver, general representative for the Miller Bros.' Shows, had just contracted an engagement on a downtown lot location in Louisville under Veterans of Foreign Wars auspices for the week of June 19. . . . Victor D. Levitt, head of the Levitt, Brown & Huggins Shows, and Harry Gordon, his promoter, were seriously injured May 24 when Levitt's automobile, in which the two were riding from Redding, Calif., to Portland, Ore., overturned near Myrtle Creek, Ore.

Sam Feldman, known to outdoor showfolk as Willie Miller, was recovering from an operation performed at the Bellevue Hospital, New York. . . . The Strayer-Steffen Attractions opened their season at Trenthamer's Park, near Milwaukee, to gratifying results. . . . Con T. Kennedy Shows were playing a return engagement at Elgin, Ill., under Firemen's Pension Fund auspices. . . . Playing under auspices of the Moose, Johnny J. Jones Exposition eclipsed all known Canton attendance records when it attracted about 100,000 persons to its midway during its week's stand there.

Detroit was proving a red one for the Brown & Dyer Shows. . . . After having their Topeka (Kan.) date canceled due to a mistake in arrangements the J. George Loos Shows exhibited in Ottawa, Kan., to a swell week's business. . . . Zeidman & Pollie Exposition Shows' engagement at Norwood, O., proved highly satisfactory. It was the first show of its nature to satisfactorily and completely fill a week's engagement in that city for many years. . . . After closing two successful weeks at St. Louis Wortham's World's Best Shows ran into Hannibal, Mo., for a five-day engagement.

Hansher Bros.' Attractions were playing a return date in Milwaukee after a successful week's engagement in Racine, Wis., under Eagles' auspices. . . . Eureka, Kan., under American Legion auspices, proved a good stand for the J. Ordway McCart Shows.

READING'S UNITED SHOWS

Concessions that want to play real money games let me hear from you. Grind Shows Wanted. Low percentage. Need Cookhouse Help. Burkesville, Ky., this week; Care City, Ky., next week; then the biggest Fourth of July spot in the South at Huntingdon, Tenn.

WANTED CONcession AGENTS

For Clothes Pin and Roll Down Stores. Must be sober and reliable. Address FRANKLIN, Care GOLD MEDAL SHOWS, Chicago Heights, Ill., this week.

SECOND-HAND SHOW PROPERTY FOR SALE \$40.00 Portable Fish Pond with Motor and Fish. \$50.00 Two-Headed Wax Baby, life-size specimen. \$14.75 Umbrella Tent, 9x9 ft., Screen Door and Windows. \$3.50 New Ticket Box. Parolol, beautiful colors. 15c Each Pennant Flags on Streamers, good colors. Send list. We buy Skates, all makes; Guess Your Weight Scales, Concession Tents. Pay cash. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

CARNIVAL OWNERS AND MANAGERS IMPORTANT NOTICE

The next issue will be the big annual Summer Special Number. Because it will be necessary to go to press earlier than usual due to increased size and distribution NO TELEGRAPHED OR TELEPHONED SHOW ADS WILL BE ACCEPTED AFTER 9 A.M. (Eastern Standard Time) MONDAY, JUNE 21. Wire important late SHOW ADS Sunday Night.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JUNE 19

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 12.—Monday night's meeting attracted 43 members, with Dr. Ralph E. Smith, first vice-president, and Frank Downie, newly appointed secretary, being the only ones of the official family present. Silent tribute was paid to Brother Joe C. Kennedy before the meeting opened. Usual business routine was handled expeditiously.

Communications: Peggy Forstall, president of the Ladies' Auxiliary, lettered thanks for the use of the clubrooms for their usual monthly party. She suggested that the ladies' organization, as a gesture of friendliness and gratefulness to the club, wished to sponsor a big summer outing at which time the ladies will supply the refreshments. The kind offer was accepted. Other welcome communications were received from Felix Burk, Dick Wayne Barlow, Marie LeDoux, Lucky Ball, C. C. Carey, Jack Lyons, Mrs. Walter Emick and L. M. Mayes.

New members: Eleven new members were elected and five others were handed over to the board for further consideration. Huxley H. Avery, credited to Ted LeFors and L. A. Godfrey; Charles Francis Haley, credited to Steve Henry; John Robert Ward, credited to Chet Bryant and Frank Downie; Harris A. Warner, credited to O. H. Allyn and Ted LeFors; John McCullum Buck, credited to Frank Downie and Chet Bryant; Pierre Oulette, credited to Ted LeFors and John Snobar; Carl H. Steffens, credited to Chet Bryant and Frank J. Downie; Orlando H. Allyn Jr., credited to Ted LeFors and A. B. Miller; C. J. Tryon, credited to Eddie Gamble and Chet Bryant; P. William Pemberton, credited to Bones Hartzell and Harry C. Rawlings; Norman Peel, credited to Frank Leroy Bennett and B. M. Cunningham.

Weekly award went to Ed Walsh.

WANTED LARGE CARNIVAL

With at least 5 Rides and 5 Shows (no nudes) and 40 or more Concessions; games of skill only. For American Legion Festival. Excellent location in sight of the United States Capitol Building. Ten-day stand, July 19 to 31.

Address CAPTAIN C. M. JOHNS, National Guard Armory, 6th Street and Pennsylvania Ave., N. W., Washington, D. C.

TILLEY SHOWS

Want Shows with or without outfits, Talkers for Shows, Concession Agents. Can place Candy Floss and Concessions, also Ride Help. Mark Williams can place Side Show Acts. Address Highwood, Ill., week of June 14.

BUFFALO BAZAAR CO.

Wants, June 30-July 5, five nights, two days, for Hallstead, Pa. Sesquicentennial and Susquehanna County Firemen's Convention combined. Shows of all kinds. Fourteen miles from Binghamton and Triple Cities. Lot in heart of the town on U. S. 11. We have parades, bands, pageant, fireworks and plenty of co-operation. Can use other attractions that do not conflict. HOWARD POTTER, this week Susquehanna, Pa.

RAY DALEY

Wants account of enlarging Side Show several better type attractions, also half and half of something sensational for annex, also Talker. If you do as you contract to do and mind your own business, and if your contract is in keeping with the rest of my show you will have a swell season. I pay rain or shine. Can use one more attractive Girl for Posing Show, excellent pay. Send photo. RAY DALEY, care L. J. HETH SHOWS, Richmond, Ind., this week.

W. S. MALARKEY

Can place Shows and Concessions for 12 straight weeks at fairs and celebrations commencing at Livingston Manor, N. Y., July 5. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED GIRLS-DANCERS

Oriental, Hawaiian, Rumba, Caricos for seashore resort. Very pleasant conditions, long season. Write or wire. ANNETTE McKIERVAN, 85 Holmes St., West Haven, Conn.

Eddie Deck and Al Hagen, visitors, were introduced to the members. Doc Cunningham offered a plan whereby the club would stage a gigantic party this summer at the Jack Schaller Lawn Park, offering a program of circus, carnival and Vaudeville as entertainment features. Doc was appointed chairman for the event, with the privilege of selecting his associates. Ed Walsh offered to supply the tickets and printing.

At this juncture Frank Downie read suggestions from President Will Wright relative to the Cemetery Fund Drive. Wright has mailed out more than 400 books, each of which contains 25 shares. It is the club's intention to permit members to share in the bonuses to be awarded at the 16th annual Charity Banquet and Ball. Refreshments and lunch for the meeting were donated by Harry Sussman. He received a vote of thanks.

Erbas Opens New Range in Detroit; Has Innovations

DETROIT, June 12.—Another Detroit rifle range was opened two weeks ago, this one being the Urban Rifle Range on one of the city's leading east side thoroughfares, with the distinction of being one of two ranges along this highway, and near important industrial and shopping center.

Thomas W. Erbas, a newcomer to show business, is the proprietor of this range. In selecting a name, he adopted a slight variation of the spelling of his own name, as a more familiar form. The spot itself is one of the best laid-out and best looking in the city, according to statement of city inspectors.

One feature that is drawing afternoon trade is the regular placing of the baseball scores upon the windows—Detroit is very baseball-minded. Another feature is a radio, constantly going in the range, and serving to draw other customers as well as "klibitzers" who look on a while and ultimately become patrons themselves. Evening business is the best along this street, Erbas observed to *The Billboard* correspondent.

GOV. LaFOLLETTE

(Continued from page 50)

Phil LaFollette, an old friend of Walter D. Nealand, general press representative of the shows, paid an unofficial visit to the midway. He looked things over and voiced his full approval of the ensemble of carnival amusements in general as presented by Rubin Gruberg and Mrs. Annie Gruberg, who were hosts to the chief executive of the State during the evening.

Another prominent guest during the week was Sverre O. Braathen, local attorney, member of the Circus Fans' Association and head of the W. C. Coup Tent of that organization. He has nevertheless turned carnival enthusiast.

Yesterday General Director Gruberg set the week's gross as being well over \$15,000 for this date, which terminates tonight. He accepted this patronage of Madisonsites as indicating that his carnival was welcomed on repeat dates here.

Several additions have been made to the lineup of shows recently, prominent of which is the Casino de Patee show, which is a conception of Elsie Calvert, prominent show woman, who joined some weeks ago. Cleo Hoffman, another show woman of outstanding talent, has returned to the exposition and is now mistress of ceremonies with the Artist and Models show, another of Gruberg's features.

LYNCH SHOWS

(Continued from page 50)

Iron tongue; Louise Caro, decapitation illusion; Slim Klein, tattooed man and boss canvasman; Wes MacDonald, fire worker; Great Conrad, in feats of strength and experiments of the mad scientist; in annex is Albert-Alberta with his brother Steve, who have been featured in leading theaters and Coney Island for past 10 years. Annex, with its gorgeous drapes, modernistic furnishings and indirect lighting, make it one of the best and most luxurious ever to be seen in Canada. Front has Mr. Lasky making No. 1 openings, assisted by Frenchy Brown. Three ticket boxes and a hillbilly band with three ballyhoo girls keep front plenty alive. Alie Steinhadt is manager. Captain Smith's diving ponies are featured free act. Writer has Unborn show, being manager and inside lecturer. Betty Sheldon, talker and tickets, with Yank Moms on ballyhoo. Exceptional business. Reported by Scottie Sheldon.

GREENVILLE, MICH., HOMECOMING AND FOURTH OF JULY CELEBRATION

JULY 1 TO 5—ON THE MAIN STREETS

Contests, Parades, etc. This is a bona-fide celebration. Can place Shows and Concessions. Other celebrations in Northern Michigan to follow, with a long circuit of fairs beginning August 9 at Gratiot County Fair, Ithaca, Mich. Address

W. G. WADE SHOWS
289 Elmhurst, Detroit, Mich.

WANTED - TRI STATE SHOWS - WANTED

Rides, Shows, Concessions. Big 4th of July Celebration, Roseville, Mich. All Concessions open. All Rides except Merry-Go-Round, Tilt, Ferris Wheel, Kiddie Auto. Cook House, Soft Drinks for balance of season. Want reliable Ride Help, Girls for Girl Show, Ride Foreman for Tilt and Merry-Go-Round. Can use good Advance Agent with car. Shows of all kinds except Girl Show. CHAS. ZEIGLER, 406 Hazelhurst, W., Ferndale, Mich. Ferndale, Mich., week 14; Oakridge and Woodward. LOUIS MARGOLIS, Mgr.

JOYLAND SHOWS

RIDES WANTED: One More Flat Ride. Ride Help. All Rides. Foreman for Tilt-A-Whirl. Good pay.

SHOWS WANTED: Fun House, Monkey Drome, Motordrome. Apple get in touch with me. Crime Show, Walk Thru. Paul Houck can use outstanding Freaks. Salary no limit.

CAN PLACE CONCESSIONS: Fish Pond, Bowling Alley, Frozen Custard, Waffles, Cane Rack, Knife Rack. Madam LaFayette wants American Reader, one that calls names preferred.

Address ROSCOE T. WADE, Joyland Shows, Muskegon, Mich., June 14.

MAXINE ROSS WANTS FOR DOUGLAS GREATER SHOWS

Dancers and Talkers. Ji, Earl and Gladys, Andy Diamon. Wire per route. South Bend, Wash., June 14-19; Hoquiam, 21-26; Sedro Woolley, 28-July 3.

SAXONADERS ANNUAL FIESTA CELEBRATION, Fort Wayne, Ind.

Six Big Days — JUNE 21-28 — Six Big Nights.

NORTHERN INDIANA'S BIGGEST CELEBRATION FOR 1937.

Bands, Free Acts, Parades, Pageants, Contests. Autos given away. 35,000 Tickets already sold in advance. WILL BOOK OR TRY Loop-o-Plane. CAN PLACE Concessions, Wheels, Sium Joints, Candy Apples, Cotton Candy, Novelties. Shows, Unborn, Motor Drome. Model City or Farm. Address

ZIMDARS GREATER SHOWS, Per Route

ADRIAN (MICH.) JULY 4th CELEBRATION, July 2-3-4-5

ONE OF THE BEST IN MICHIGAN. ON THE FAIRGROUNDS WITH FREE ADMISSION. HORSE RACES, FIREWORKS, FREE ATTRACTIONS, AN ANNUAL EVENT WHICH HAS ALWAYS DRAWN BIG CROWDS.

CAN PLACE Rides not conflicting with Merry-Go-Round, Ferris Wheel or Whip (No Kid Rides wanted). Also attractive Shows, Reasonable percentage. CAN PLACE a few more legitimate Concessions, except Ball Games and Penny Pitch. Address

NORTHWESTERN SHOWS, 36 East Woodbridge St., Detroit, Mich.

CRYSTAL MIDWAY ATTRACTIONS WANT

SHOWS AND CONCESSIONS TO JOIN JULY 21.

Three Big Rodeos, Legion Convention, and Fairs to follow. Carry 8 Rides and will book more. WANT Caterpillar Foreman—must be A-1.

CAN USE Grab Joint, Candy Apples, Candy Floss, Popcorn, Peanuts and Custard. Also Corn Game and Minstrel. Side Shows and Free Acts write.

RAY STECK, Enid, Okla.

BAZINET SHOWS WANT

CONCESSIONS: DICERS, PUNK RACK, RAT GAME, HOOP-LA, AMERICAN PALMISTRY, HI STRIKER.

WANT SHOWS, either independent or will furnish new Tops and Fronts; Mechanical, Big Snake, Illusion, Mickey Mouse, Fun House. CAP. MATTHEWS WANTS Performers for 10-in-1. Shorty Henches come on. Address as per route.

BROADWAY SHOWS OF AMERICA

Can place 1 or 2 Shows. Also Talkers for Monkey Circus and Girl Revue. Want Concessions of all kinds. Rates reasonable. Can place Promoter to put on Contest and New Deal Fairs. Want Free Acts. Address all mail and wires as per route: Dunbar, W. Va., June 14-19; Grantsville, week June 21; Spencer, W. Va., week July 4.

H. C. SMITH, Manager.

J. F. DEHNERT, Director.

DICK'S PARAMOUNT SHOWS, INC.

WANTED RIDES: Loop-o-Plane, Single or Double, or a 3-Unit Loop the Loop. CONCESSIONS: Crind Stores, Photo Gallery, Shooting Gallery, Fishpond, any Grind Stores except Ball Games. Privilege reasonable.

SHOWS: With own outfit, liberal percentage. SIDE-SHOW ACTS.

Week June 14th to 19th, Natick, Mass. Write or wire DICK GILSDORF, General Manager.

Midway Confab

By THE MIXER

A FLASHY FRONT with nothing behind it is like a man all dressed up but hungry.

WHERE DID all the midgets go?

HAVE YOU a midget in your home now?

JOE WALSH, one time special agent for a lot of big carnivals, is remembered. But what is he doing now?

HERMAN B. TRIBUE cards from Vine-land, N. J.: "Have mouse concession with Marks Shows."

SOME IN carnival business are so confused that they go east on a Western trip.—Soapy Glue.

CLAUDE R. ELLIS has a befitting expression for certain occasions, it is: "The sheriff is breathing on their necks."

MR. AND MRS. P. JACKSON card from Omaha, Neb.: "We have gotten word to Clarence Thompson that his wife is ill. Thank *The Billboard*."

LINDEN L. WEST cards from Flat River, Mo.: "Left Burdick's All-Texas



JACK RUBACK, president Heart of America Showmen's Club and general manager Western States Shows. He is out in the open with the declaration that he will top all in the membership drive of 1937 for the Kansas City organization.

Shows. Now have two girl shows with Castle United Shows."

MR. AND MRS. P. JACKSON report from Omaha, Neb., that they would like to have Clarence Thompson communi-cate with them, as his wife is very ill.

FAILURE IS used by those with an ob-jective and determination to climb up.—Wadley Tif.

NEIL BERK, general agent West World Wonder Shows, wired that he booked fair at Roanoke, Va., of which John L. God-win is secretary.

WAYNE HATFIELD cards from Mor-ganton, N. C.: "Will not be on road this season as Mrs. Hatfield is in hospital here. We were formerly with Bruce Greater Shows."

LAWRENCE LaLONDE cards from Redding, Calif.: "Will place No. 2 Side Show with Martin United Shows to open in Albany, Ore. Paul-Pauline will be in annex."

B. (BLACKIE) KRIM cards from Milledgeville, Ga., that he is in trouble in that city and states that he was formerly with Johnny J. Jones and Rubin & Cherry Expositions.

SOME PRESS agents use the quotes to em-phazize, they say. Doc Waddell is over-stocked with quotation marks, it seems.

ROYAL AMERICAN used plenty adver-tising before and during Davenport, Ia., engagement. This management seems to appreciate the fact that newspaper ad-

vertising is an essential factor in the op-eration of a carnival.

MRS. GRANT CHANDLER, on front-gate tickets with the Goodman Wonder Show, does an executivelike job of her other jobs, which include handling the mail for the show and *The Billboard* sales agent on the lot.

WALTER B. FOX cards from Port Wayne, Ind.: "*The Billboard* is doing fine. Keep up the good work. Danny Klein, who was recently discharged from Veterans' Hospital, Tuscaloosa, Ala., is with Majestic Exposition Shows."

FOSTER BELL, press agent, arrived in Cincinnati from New York recently. While east for several months he was press agent for a carnival. This fall Bell will head a theatrical attraction out of Chicago or New York.

NAPOLEON was the young man that created his own opportunities. What are you waiting for?

BILL BOYD, formerly a Lee Erdman cook with Endy Shows, letters from Miami, Fla., that he is working in that city as a short-order cook and that he had eating stand for Erdman last season.

MR. AND MRS. EDWARD J. IRVINE, mentalist, of Washington, D. C., visited *The Billboard* offices last week en route to Modernistic Shows, Zanesville, O.



HARRY COPPING BANTLY, 19, son of Mr. and Mrs. Herman Bantly and grandson of Mr. and Mrs. Harry Copping, well-known showfolk from Reynoldsville, Pa. He is now on his school vacation and will spend the summer months with Bantly's All-American Shows as secretary and treasurer of the Goodfellows Club, the show's social and fraternal or-ganization. This fall term he will be a senior at Allegheny College, where he will finish his pre-medical studies.

Both stated that they were also talkers. Mrs. Irvine specializing on girl shows.

ELOISE LOWRY, press agent Buckeye State Shows, reports from Crystal Springs, Miss., that Harry Starbuck, who was the show's secretary in 1936, is back again in same capacity for balance of season.

W. A. (SNAKE) KING letters from San Antonio, Tex.: "Speaking of the late Midget Circus: This show was the greatest dream of any dreamer and no one has ever seen anything like it be-fore. However, yesterday's dream house is now gone."

KEEP HEELS on your shoes level, head up, your eyes, mind and heart open, and you will make a good ride boy, if you have a strong back and arms.—Tillie Faw Clothes.

MAY JOE ARNALD letters from Beloit, Wis.: "Joined the John and Mary Webb Side Show with Sol's Liberty Shows for balance of season. All new velvet drops are being made to flash up

the annex to be in keeping with the rest of the show."

NORMAN BURNS: E. Prescott, of Los Angeles advises that your brother is critically ill. If Slebrand Bros.' Piccadilly Circus folk know where Burns is have them get in touch with Prescott care Pacific Coast Showmen's Association, Los Angeles.

HARRY LEONARD cards from Bed-ford, Ind.: "Ray-Raynette is now with Ray Daly's Side Show on L. J. Heth Shows and reports business okeh. Mary Leonard, of Harlo and Mario, impaleant act, is her manager. Le Ceil is scoring with her mental act."

ED M. BURK, former circus general agent and founder of Foley & Burk Shows, now retired, visited Fred Beck-mann on Beckmann & Gerety Shows recently. They talked of show business past and present and had a most en-joyable time together. What a hook these two could write!

CROWN AND ANCHOR SHOWS! Over and under has helped a lot of small carnivals to make a move or two. Moral: Always give a sucker an even break.

RUBIN GRUBERG still talks about wonderful carved wagon fronts late Fred Lewis turned out and bemoans fact that no one seems to have taken his place in that line of carnival construction. Rubin & Cherry have had several of Lewis' original fronts revamped and they do stand out on that midway.

BECKMANN & GERETY have a won-derful side show, big top style with high booths for each attraction, beautifully decorated and illuminated and 44 three-deck banners as its front. Some side show. They also have an outstanding chromium front for "Fountain of Youth," illusion show.

FRANK AND VERA VARDON letter from Los Angeles: "We contracted for season with Billie Webster and were sup-posed to join White City Shows at Trinidad, Colo. He left Easter week, but we have heard from Mrs. Corey, own-er of White City Shows. We have been in show business all over world and practically in it all our lives."

WILLIAM D. PINK, riding device oper-ator, visited *The Billboard* offices last week while in from Zanesville, O., on business. He stated that he sold his nine-car Tilt-a-Whirl to Morris Miller and now has an Octopus ride on the Modernistic Shows. William D. said to

WHEELS
Park Special
30 in. in diam-eter. Beautifully painted. We carry in stock 12-75, 20-24 and 30 numbers. Special Price.
\$12.75
BINGO GAME
75-Player, com-plete. \$5.25. In-cluding Tax.
Send for our new 1937 Catalogue, full of new Games, Dolls, Blankets, Lamps, Alu-minum Ware, Candy, Pillow Tops, Ballroom Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 137.
Heavy Convention Walking Canes.
Ink Mechanism Finishes.
Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1937.
Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 8-p., with Blue Cover. Each03
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Samples of the 4 Readings. Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
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NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Pol-icy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15
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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.
SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

SPECIAL POWER UNITS
— FOR —
OCTOPUS RIDE
20 H. P. - 4 Cyl. - \$450.00
30 H. P. - 6 Cyl. - 510.00
LOW WHEEL TRACKS
Power Units for all Rides.
Self-Starter Extra.
— TERMS —
E. B. KELLEY CO., Inc.
4387 Vernon Blvd.,
Long Island City, N. Y.

POP CORN
SOUTH AMERICAN GROWN
SPECIAL WHITE — \$5.50
S. A. YELLOW — 6.00
Both Per 100 Lbs. — F. O. B. Kansas City.
THE BAGNALL CO., Kansas City, Mo.

1937-38 ASTRO FORECASTS
With Full Hourly and Daily Guide.
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

HUBERT'S MUSEUM Inc.
228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAFFER.

NOVELTY ACTS
OR ANY ACT SUITABLE FOR SIDE SHOW.
ALSO STRONG BALLY ATTRACTION.
Marvin Smith, Billie Taylor write
FRED THOMAS
Care States Shows Corp., Oneonta, N. Y.

MOVE the BIG ELI Way

Fast, dependable, economical, long-lived!
BIG ELI Semi-Trailers "Never LET YOU DOWN"
ELI BRIDGE COMPANY
Builders of Dependable Products.
Wolcott & Case, JACKSONVILLE, ILL.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight, about 2,000 lbs. Air-planes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

POP CORN
OUR CUSTOMERS KNOW THAT EACH AND EVERY BAG OF HOOSIER PRIDE BRAND WILL HAVE THE HIGHEST POPPING QUALITY FROM TOP TO BOTTOM.
Mail us a postal card. Electric Corn Poppers, \$35.00 to \$400.00.
THE INDIANA POP CORN COMPANY,
Muncie, Ind.

tell the ride boys that he now has a truck also.

A FIRST of May billposter will always bill in front of depots and bus stations. He will also call the manager's attention to his billing job.

TAYLOR AND MOORE, aerialists, letters from Redkey, Ind.: "We were forced to cancel our contract with Greater Exposition Shows due to illness of Miss Moore. She has been ailing all season. On advice of her physician she will be idle for a month. Act has been contracted for some fairs by the Gus Sun Office."

JACK LaVALLEY letters from Foxburg, Pa.: "LaValley diving act is featured with Keystone Shows as a free act with five people. Zeke LaValley is doing the announcing." Captain Jack: "When you send in full names of your water-workers they will be published. Miss or Mr. So-and-So does not mean a thing. Men and women have names and have a right to have them used in full."

HARRY P. BOWMAN letters from Jeannette, Pa.: "George and Nellie King, side-show performers, joined Corey Greater Shows. Joe Lunn, formerly with R. H. Work Carnival, is located in Oakford Park with pop-corn wagon. Bert Casey, formerly The Billboard agent on Kratuse Greater Shows, is laid up with rheumatism at home of his daughter here."

T. L. DEDRICK, manager Happy Days Shows, letters from Cadiz, Ky.: "Signed contracts with Hon. R. E. Dillery, secretary of fair and horse show at Guthrie, Ky., to furnish all shows, rides, concessions, fireworks and white band for the third annual event sponsored by American Legion. Last year attendance was 14,500 and cash premiums amounted to \$3,700."

SUMMER SPECIAL NUMBER! Last call! All matter of any kind for the carnival department should be in the Cincinnati office of The Billboard, Thursday, June 17, issue dated June 26. This issue will be the Big Surprise! Act quick!

J. L. (JACK) MURRAY, formerly one of mainstays of Johnny J. Jones Exposition and following the demise of Johnny J. Jones was associate owner and manager of exposition, is now owner of Murray's Modern Midway. Last winter J. L. launched Imperial United Shows in Alexandria City, Ala., and not wishing to conflict with Imperial Shows, an already established title, he launched Murray's Modern Midway.

DOC WADDELL gives the following: "Three years ago I met the well-known Hawaiian musicians, Charley Miller, leader; Lee McKay, Joe Whitney and Pete Davison at the Hotel Woodruff, Joliet, Ill. They play also at the Hotel Leland, Aurora, Ill., and have been do-



PAUL TOWE, general manager Silver States Shows, a Western carnival organization piloted by Billy Geer as general agent. Towe is shown here viewing his carnival located in a valley from the top of a mountain in a city where it was playing. This scene is typical of many localities in vicinity of the Rocky Mountains.

ing so for the last five years, an enviable record. They have homes in Aurora, big touring cars and all modern luxuries.

J. W. WESTERN letters from Weir, Miss.: "Golden Valley Shows had a good week at Ackerman, Miss. Getting minstrel show ready. Doc Bass is agent and legal adjuster and has a new photo machine. John E. Willoughby is second advance and banner man." J. W.: In giving route kindly state what State towns are in and in giving names give right and full ones. Surely "Cigar Dave" must have a right name and Maloney a first name.

THE BILLBOARD carried an exclusive story last week regarding bulletin issued by U. S. Department of Agriculture on behalf of chameleons, how to care for and feed. Now if same responsible department of government will do something for welfare of Mexican jumping beans all will be magnificent.

LITTLE JOE MILLER, of Miller Amusing Company, cards from Lebanon, Ind.: "Read in Midway Confab about fire that hit Bennie Herman and Sam Levy. Sorry to learn of their losses, as both are darn nice boys. Experience is a good teacher. I have only one stand and truck but I carry three hand fire extinguishers with extra fluid. Have already put out one big fire and two small ones. It is my idea that a fire 'putter-out' is very cheap protection."

Abe Jones, Brother of Exposition Founder, Remembered by Relatives and Friends

Memorial services for Abe Jones, brother of the late Johnny J. Jones of carnival and exposition fame, were conducted afternoon of May 19 at Grandview Cemetery, Johnstown, Pa., by Rev. Edward L. Reed, rector of St. Mark's Episcopal Church.

Members of the Jones family, together with officials of the Johnny J. Jones Exposition, attended the services, which have been held each year since the death of Mr. Jones June 4, 1928, at Canton, O.

Here for the services at the grave of Abe Jones were Mrs. Phil C. Travis, widow, who since remarried and resides at Nashville, Tenn.; Mrs. Grant Smith, Crooked Creek, Tioga County, sister of Abe and Johnny J. Jones, and Mrs. Hody Jones, widow of the man born in Tioga County whose name has been associated with carnivals and expositions for many years.

W. H. (BILL) RICE cards from Colorado Springs, Colo.: "Congo Jim was an imitation of Whale Show, a beautiful setup as to equipment. I had \$400 worth of art work and mats from single to six columns, everything a press agent could want. However, no take inside. He ran four days and was to change to two-bit circus. He was taken sick and went to Mayo Brothers. Hank Gowdy went to midget circus at San Antonio and I am with Yellowstone Shows."

THE REPORT that M. Jacke Miller died in Kansas City a few weeks ago is not true. "I was very sick in Kansas City but am still among the living, thanks to the efforts of the Heart of America's Showmen's Club members and several specialists," writes Miller. "I will not be on the road this year, but will visit all the shows I can. All troupers and road people are welcome at my home here in Mountain View, Mo., where The Billboard is always on file."

IT IS TOO BAD that so many carnivals have fronts and nothing behind them, while others do. Those with real entertainment behind fronts are not suffering this season for lack of business. This is year for carnival to fill long-felt want for entertainment in flesh. My, what an attraction Gypsy Rose Lee would be with a carnival.

F. E. GOODING, executive head of Gooding Amusement Company of Columbus, O., visited The Billboard office last week. Gooding operates four carnival units, Gooding Greater Shows (No. 1), Gooding Greater Shows (No. 2), American Exposition Shows (No. 3), and Gooding Shows (No. 4). Blaine Gooding, manager. F. E. reported profitable business for all his attractions when favored with good weather. Aside from his carnival interests he has a number of rides at Great Lakes Exposition, Cleveland, and is rated as owner and operator of



MRS. JOSEPHINE HAYWOOD hails from Barnesville, Ga., and operates a ball-throwing game on the Marks Shows. Her competitors rate her as having a technique all her own when it comes to persuading midway visitors to "chuck 'em in" for which they, when successful, carry away a prize every time.

largest number of portable riding devices in outdoor show business.

FLO JONES letters from Hamilton, New Zealand: "Am reader of The Billboard and from America and I rush to Martin Brennan in Sydney, Australia, for a copy. Some do not know how others enjoy reading it when they are so far from home. Shows are so different over here. Am known as Princess Pontus and after two years in Australia and New Zealand will return home to America December 4. Had a wonderful tour with a show over here and have been a constant reader of The Billboard, and it seems like being in America when I get my copy. Have most of the Australian and New Zealand showmen I have met buying The Billboard."

THE BILLBOARD gets many letters weekly from fair secretaries, exhibition managers and executive heads of celebrations and sponsored events wanting to know if such and such a carnival is railroad or motorized. Any carnival managers who think the filing of such information with The Billboard will be of any value to them are at liberty to do so. Again The Billboard is not a booking office.

DOC (JACK) WILSON, of Life Show on Sol's Liberty Shows, letters from Sterling, Ill.: "Looks like I am on this show to stay as it is such a nice show and such grand people to be around. Mrs. Wilson was on for a visit at Madison, Ill. This State is like a checkerboard for carnivals, all battle to get ahead of other, both little and big. Looks like Wisconsin will get a coming too. Favorite sport seems to be to jump in a car and visit two or three each day and to see what they can copy or grab from other fellow. This show is booked solid until closing unless a switch becomes necessary ahead. Bill Soloman is ahead with Hardin, old-time agent, who left side shows to take Rube Leibman's place, as Rube had to give it up at Madison and return to American Hospital, Chicago, sponsored by Showmen's League."

WILLIAM F. ALDRICH has a Hawaiian Show with the Royal American Shows and if there ever was a Hawaiian Show on a carnival this is one. All musical instruments are electrified to meet the demands for tones and shading necessary to the solo and grand ensemble. This show has native singers, dancers and musicians. Not a single one can or does the "cooch," which so many of the so-called Hawaiian Shows have and think necessary. The company travels in state on one of the stateroom cars on the Royal American train. B. D. (Doc)



LOADS ON ONE SEMI-TRAILER. EIERLY AIRCRAFT CORP., ABNER K. KLINE, Factory Representative.

EVANS
MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. D. and Oases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

BUSHAY AMUSEMENT CO.
Wanted
Will buy or book a Two-Abreast Merry-Go-Round. Following Concessions open: Candy Floss, Candy Apples, Corn Game, Cigarette Shooting Gallery and other Concessions. CAN USE Free Acts. Gardner, Mass., June 21-26.

OCTOPUS
"World's Newest Ride Sensation."
56 UNITS
Sold to Date. Accepting Orders for July Delivery
NOW
SALEM, OREGON

Morris, of the West Coast, is the talker and he knows how to sell the show to the public. Doc learned how from the late George W. Rollins, Harry Wilson, John H. Oyler and George Owens, who knew and now know how to talk on the front of shows.

HEY, YOU! It is a more subtle policy, if you must have your griff, to pay the fixing dough demanded by the lawless law on the quiet, than to stand for a "shake," a forced confession of guilt, a bow-out by a judge who is in on it and unsavory newspaper publicity in the newspapers in which you did not advertise your show. Get next to yourself! Play the game as it is played today if you must carry the gimicks.

WHEN ROYAL AMERICAN SHOWS enter Canada for its initial stand of season at Brandon, Man., it will be considerably larger than it is now and it is plenty large at this writing. Cars, rides, shows and other equipment will be added and in aggregate will be largest carnival to ever enter Dominion of Canada. This is according to Carl J. Sedlmayr, general manager of shows, and he is not given to false statements, much to his credit. Ninth light tower now used on still dates for parking will be added to eight now on midway and will make nine light towers for midway illumination in addition to two naval searchlight units which have been used by these shows for several years. Now if they had a big uniform band called "Royal Americans," Sedlmayr & Velare Brothers would be their own World's Fair.

Value of Advertising in The Billboard Recognized

The Billboard Publishing Company,
Cincinnati, Ohio.

Advertising Manager:

Dear Sir:

While talking to your representative in Cincinnati I overlooked mentioning that Mr. Paul Isenbarger, of Peru, Ind., who, by the way, has been associated with show people in a big way for many years as a Ford dealer, was responsible for my placing our advertising with your publication. As a matter of fact, he pointed out the advantage of striking the market we cater to with such a practice.

Now I wish to report to *The Billboard* that as a result of contracting for this advertising we have established Mr. Paul Isenbarger as our Indiana representative. We thought this item would be a matter of news to you and suggest that you announce his appointment, as I am positive it will be a notice of interest to the buyers of your publication.

Yours very truly,

HARRY G. SHAUGHNESSY,

Sales Manager,
Tralette Division, Peninsular
Metal Products Corporation.

NOTES FROM Wallace Bros.' Shows of Canada by Harry Proulx: On streets, but rain at Peterborough, Ont. Brockville, under Loyal Orange Lodge No. 1, oldest fraternal organization in Canada; good business. Located on Water street, block from city hall, and favored with first summer weather of season. Chief Montour's Wrestling Arena topped midway. Al Salvail's Side Show and Mrs. George Week's Monkey Speedway running close second. Thursday nearly entire personnel of show motored to Oakland Cemetery for a memorial service conducted by Rev. Cannon L. E. Davis, Anglican rector of Brockville, in memory of Harry Hernet, 20-year-old employee of the Sheesley Shows, accidentally killed at Brockville on July 8, 1930, when run over by a show wagon while equipment was being unloaded. A wreath was laid on grave by writer, assistant man-

WANTED

Account enlarging Side Show Freak to feature, also Pat Girl. Can place useful people at all times. Address W. E. ARTHUR, care West Coast Amusement Co., Weed, Calif., June 14 to 20; Bend, Ore., June 22 to 27.

J. R. EDWARDS SHOWS WANTS FOR

North Baltimore, O., Legion Celebration, week of June 21st. Upper Sandusky, O., to follow, Fourth of July Celebration. Mansfield, O., first one in, week of July 6th to 10th. Ashland, O., Firemen's Celebration, week of July 12th. Putnam Pumpkin Show, Zanesville, O., week of July 25th to 30th. Napoleon, O., American Legion Celebration, week of August 2-7th. Cygnet, O., Annual Home-Coming, week August 9th to 14th. Concessions that work for stock. No "G" WHEELS. Phil Phillips wants high-class Talker for 10-in.-1. Want High-Diving Act for Putnam Pumpkin Show, July 25-30. Also Want Athletic Show for Cygnet Home-Coming (only). Defiance, O., this week. Address all mail to Defiance, O.

ager of Wallace Shows. J. P. Sullivan, owner of show, was in Buffalo, and Al Brown, agent, had gone to Ottawa and could not attend.

CARNIVAL RADIO BROADCASTERS: There is enough bunk, bamboozle and misinformation already on air without you joining in to make it worse. Truthful advertising is productive of results, untruthful is not. Take heed. Stop exaggerating, as the carnival of today can stand on its own merit and does not need to have truth embellished to extent that some are resorting to. Recently heard a carnival broadcast in which carnival press agent said carnival he represented had a Scooter that cost \$45,000. This is bunk. No Scooter has yet cost that amount of money.—Red Onion.

JAMES F. MURPHY wrote A. C. Hartmann from Fairmont, W. Va., that



MRS. ELFLEDA FISHER, lecturer and secretary of Carl J. Lauther's Oddities side show on the Johnny J. Jones Exposition. Photo taken recently in Pittsburgh, as she stood beside her private auto.

Gooding Greater Shows No. 1 get plenty of business when the weather is favorable. **JOHN ELLIS** cards from Lansing, Mich.: "Mrs. Ellis and myself are back again on the Mighty Sheesley Midway and glad." **E. C. MAY** wrote from Lansing, Mich.: "Left Sheesley show in Toledo, O., and went to Harper Hospital, Detroit, for a hernia operation, which was successful. Dr. McLean operated. Joined the show here Wednesday and feel okeh, but will have to take it easy for a couple of weeks. Mrs. May, assisted by Joe Rowan, handled by business while I was away. The next bad news was the day I was released from the hospital. After packing the car preparatory to leaving Detroit for Lansing, we parked it on a boulevard while we stayed over night with some friends. Thieves broke into it and stole everything we had, including my wife's trunk. Will be in shipshape in a few weeks. Leaving for Grand Rapids, Mich."

JAMES NEELD, conductor Neeld's Concert Band, letters from Columbia, Tenn.: "It has recently been brought to my attention an article that made the statement that, or rather left the impression, that my band had contracted with the Modernistic Shows. This article was placed without my consent or knowledge and is not true. R. C. McCarter, manager of the shows, did ask that I take the band out for the season. This I refused to even consider. Later he asked that I organize and furnish him a band to be billed as the Modernistic Concert Band and I was to stay with the shows for four weeks. Heard nothing from him later concerning the matter and it seems that a little free publicity was all that was wanted. Neeld's Band has never been with any carnival or show of any type. Have signed with the Gus Sun Office for 1937." So, Neeld's Concert

Band must be too good for a carnival.—Red Onion.

WALTON DE PELLATON letters from Wildwood, Calif.: "Hilderbrand's Shows forced to cancel Ukiah and continue northward in an attempt to cross a condemned bridge located at Rock Creek on Highway 101. Due to two 20-ton trucks meeting in center of bridge, foundation cracked and it was condemned until repaired. Only four-ton trucks overall were allowed to cross after minute inspection; everything over that tonnage was forced to unload and gilly the wares across, and then cross with empty truck and reload. . . . Entire aggregation reached bridge at 2 in morning and blocked traffic for miles. In order to remove blockade trucks were finally allowed to cross at their own risk and by 5 o'clock entire caravan had reached the opposite side and proceeded on journey into Wildwood for a five-day showing. Next morning bridge was closed to traffic. . . . Bonfires kept showfolk warm, while hot coffee was served by ladies of show. . . . Some of more fortunate housecars served ham and eggs to hungry showfolk. Bridge was 70 miles from the nearest town."

PROBABLY NEVER before in the history of carnivals has there been such a demand for good carnivals for dates under auspices as there has been this season. The *Billboard* receives and has been receiving many letters weekly from all over the continent asking for routes and permanent addresses of carnivals. However, The *Billboard* is not a booking office, but is willing to render service consistent with its policy as a publication devoted to show business. As for recommending



MRS. E. C. DRUM, secretary and treasurer of F. E. Gooding Greater Shows. She is shown here in her uniform as a recently made Honorary Standby Member of the D. V. A., Springfield, O., where she handled their annual spring celebration for the 10th consecutive year.

any carnival in particular that is not within its obligation to show business as a publication.

JOE S. SCHOLIBO, press agent Henries Bros.' Shows, says Jack Rhodes, master mechanic, wants to know who remembers when Red Onion rode the water wagon at Laredo, Tex., in 1914; when the John Miller Shows were playing that date. Jack: The Onion thought it was the Lackmann-Loos Shows, but does not recall. However, he does remember that Dave Lachmann, J. George Loos, Walter F. Stanley and others were there and that he paid a fine in City Hall for not eating a big bunch of large onions presented him by mayor of Laredo.

FRANK B. JOERLING'S CONTRIBUTION: **BILL TANK**, who is in charge of office wagon on Western States Shows, was seen eating an ice cream soda in a beer parlor in Trinidad, Colo. To those who know "Bill" this was a very unusual incident and the reason was a city ordinance which made it too late for him to get beer.

MR. AND MRS. NOBLE C. FAIRLY have received word that their son, Paul, who will close his first year's studies at the Munich (Germany) University on June 25, will go to Italy to take up his summer studies.

A "dream that has really come true" is the Royal American Shows. **ONE OF THE** most popular meeting places of outdoor showfolk when in Kan-

sas City is Henry (Fat) Duncan's "Big Top Tavern." The entire tavern is plastered with "show paper" all the way from window cards to 24-sheets. Practically every circus and carnival playing the Middle West has some "paper" up in "Fat's" popular emporium. Duncan was for years in the carnival business before settling down in the Gate City of the West.

BOB MAYS, electrician, and his assistant, Andy Twining, are keeping the Western States Shows well lighted and Manager Jack Ruback advises that he is very well pleased with their services.

WALTER DAVIS, formerly press agent of Johnny J. Jones Exposition, but now staff photographer St. Petersburg (Fla.) *Times*, letters from that city: "Enclosed photos of three sons of well-known showmen, Johnny J. Jones Jr., Joey (Peezee) Hoffman and Carl J. Sedlmayr Jr., taken in St. Petersburg some time ago. They attended school at Haines City, Fla. Been missing the road plenty this year, but should be able to stick it out now and be a homebody. Fish are running and Collier Coast Hotels that Frank Winchell is connected with are filled with gentlemen of rod and reel from all parts of country angling for 'silver king,' tarpon. Weather in Florida in summer is delightful; so far have not had a day over 90 and all-time high for St. Petersburg is 97. Generally runs around 80 and rains almost every day—kind of weather The Onion saw in South America, I suppose; quick rains and all over. If I go north this summer will stop in Cincinnati and then catch a couple of shows. Would like to see that good son of Erin, Tom Allen, he is a great guy. Starr DeBelle has done a great job on Johnny J. Jones Show so far and I hope he keeps going strong as he's got plenty on the ball if he wants to use it. Regards to *The Billboard* and show business in general."

ARTFUL PRESS AGENCY: "It's quite a stunt for a press agent to go to the local sheets and arrange to review the town as seen thru the eyes of a stranger and for this have the papers review the shows unaccompanied or coached by the press agent of the carnival. Some press agents lean to art, music, theater, banking, commerce, industry and so on. The idea is to handle a local subject to which the press agent is inclined. Those with the sculpture complex could review all the monuments in a town and they could possibly tell the people locally some of the beauties of their monuments (stay out of graveyards) they had never before noticed. Go to it and show the editors that you are more than merely a carnival press agent. Plenty more to this idea. N. E.: Take your own photographs.

Dick Collins Discovers "Jealousy Bug"

DICK COLLINS describes the Jealousy Bug thus: "When the Lord made all the good and beautiful things in this world he had some scraps left over, too bad to put into the hearts of rattlesnakes, scorpions, skunks or any kind of venomous insect, so he put them all together, labeled them with suspicion, enveloped them with hatred and lies, jealousy and vilification and called them Knockers. A most insidious insect was evolved from the mess—the Jealousy Bug. Now this Jealousy Bug is a bad actor. It bites people so badly that it is said it obscures their vision. They talk of things they think they have seen and imagine a lot of things they never have seen."

ROY E. LUDINGTON'S pickups from San Francisco: Bridge fiesta biggest since Diamond Jubilee for novelty men. One prominent dealer said to have grossed \$0 grand in advance and during celebration dates. . . . Harry Bernard and Joe Krug have dissolved partnership, Krug taking his unit out and Bernard leasing the World's Fair Shows equipment. . . . A novelty stunt occurring June 17 on a prominent West Coast carnival will be marriage of Roger Warren and Katherine Boynton on Double Loop-o-Plane ride. Bridesmaid, best man, groom and bride, with minister, will board plane and ceremony will be performed in mid-air and actual knot being tied upside down. First wedding ever performed upside down, it is believed. . . . Billy Bozell, old-time side-show man, still going strong on West Coast. . . . Mrs. John R. Castle visiting San Francisco during fiesta days and noticed on several of the carnival lots,

American United Shows

Pasco, Wash. Week ended May 29. Location, downtown. Auspices, Veterans Foreign Wars. Weather, duststorms two nights. Business, poor.

This week show split into two parts, one playing Pasco and other Wabitsburg, Wash. H. H. Avery managing second unit and reported business good two days during celebration, but rest of week total blank. This one proved first losing week of year for entire show. Reason given is show too big for town and canning season not open yet. Shows' baseball team chalked up another loser but has hopes of finding a team it can beat before season is over. Writer made an error in reporting Al Wheeler as building a new show, it should have read Al DeWitt. Midge Holden installed new spotlighting effect in girl revue. John Bauer adding man with 15-inch chest expansion. Wayne Endicot's wild animal show in contest with Tex Gillman for top-money honors. Mrs. Al Miller and Junior out from Seattle for a visit. Mrs. George Allin received notice of death of brother's wife in Seattle, being struck down by speeding car. During windstorm on Tuesday night Ten-in-One was blown down, damage slight due to quick work of Ray Bevins, John Snowbar and Tex Gillman in organizing crew to lower big tops. Blanch Griffin, aided by Peggie Snow, continues to top ball games. George French left and is playing with French Ziegler Shows. Mrs. Rosard, of free acts, busy shopping and making baby clothes for what she calls "Red Head" back in Los Angeles. Al G. Barnes-Sells Floto Circus seem to have entire Northwest covered with paper. Advance crew visited lot. Management ordered new Octopus ride to be delivered when Abner K. Kline can get around to it, as was said by Dad Allin. It is with very much regret that writer and part of Marlo-LeFors Company's free attraction are leaving this show to join White City Shows in Caldwell, Ida. Joan Avery takes up press work after this writing. TED LEFORS.

Endy Bros.' Shows

Philadelphia, May 24 to 29. Showgrounds, 66th and Ogontz avenues. Auspices, American Legion. Weather, two days of rain. Business, good.

Circus week with Ringling-Barnum Circus gave show greatest spring date ever played, with 42,000 paid admissions thru two entrances for the week. Grounds were so small three shows and one ride had to be left off. Shows and rides up did tremendous business, Octopus ride topping all. Several shows stood them up. Speedy Hayes' motor-drome headed the list. Concessions, while no wheels could be operated, had a nice week. Bill Quigly's hot dogs doing mile-a-minute race to customers. Visitors from Ringling-Barnum, Mr. and Mrs. H. Peterson (Bonnie and Pete) and Mrs. Art Hasting. Mr. and Mrs. B. H. Patrick, of The Billboard, also visited.

The Record and Inquirer gave show nice publicity. Another welcome visitor was David Endy's mother's sister, better known as Aunt Ella, and a party of friends. Bench Bentum diving act still favorite. HARRY BENTUM.

Hilderbrand's United Shows

Marshfield, Ore. Six days ending May 30. Location, circus lot. Auspices, Union Labor Council. Business, excellent. Weather, variable.

Third location on Northwestern tour shattered all records for previous exhibitions and, despite rain first night, 3,600 inhabitants passed thru marquee. Attendance increased nightly, attracting citizens of North Bend, Couquille, Myrtle Point and Bandon-by-the-Sea, latter town destroyed by a disastrous fire last year. Union Labor Council did everything possible to make engagement a financial success and was ably assisted by FOE Lodge of Marshfield. Elaborate radio program undertaken by Lucille King presented over KOOS added greatly to attendance. Programs were taken from personnel of show. A birthday party tendered to Annette Heller by members of show. Madam Deimar Meyers spent day visiting on show en route from Detroit to Los Angeles. Mr. and Mrs. Ben Doubbert were visitors en route to Los Angeles. Newlyweds, Mr. and Mrs. George Vanderhoef, were extended best wishes of show when they decided to remain in Marshfield, where Vanderhoef received an attractive position, John Yoakum, of Couquille, was a nightly visitor. Yoakum was free at-

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

traction during 1935. Vivien Taylor III two days. Charles T. Marshall substituted for Taylor in free act. Fredrych Nelson was also ill and Marshall substituted in act. Max Williams, in clown regalia, was a special added attraction. Mrs. Ann Cross, manager for Bud Cross concessions, is all smiles as she makes her nightly rounds superintending her concessions. Chet Saunders, with aid of Roy Keith Julian, opened his new show entitled "Tim Tyler." Johnnie Boston arrived with two concessions. D. O. McCarty spent week visiting homefolk. Bud Cross made a trip to Silverton and returned with Bud Jr. Mr. and Mrs. Howard Clifford arrived with their new housecar from Los Angeles to join their parents, Mr. and Mrs. H. B. Clifford. Surprise party given Mrs. Jimmy Heller in big top, where refreshments and entertainment were provided by following guests: Mrs. Mae Stewart, Mrs. Marie Alton, Claire Hertl, Lucille Kimball, Burt Lewis, Mark Verdon, Rex Alexander, Don Varo, Al Sauners, James Dorgan, Al Lombardi, Al Spears, Jimmy Heller, Lyman Grisham, Dan Barnett and Reggie Marrion. WALTON DE PELLATON.



JACK EDWARDS, agent J. George Loos, who presents the Greater United Shows on its ever-onward tour thru the Southwest. Edwards recently scored some good press work in The Wichita (Kan.) Beacon and Eagle newspapers of which he is much pleased.

New England Shows

Ossining, N. Y. Week ended May 29. Location, intersection of old and new Albany post road. Auspices, Exempt Volunteer Firemen. Weather, fair. Business, good. Pay gate, 10 cents.

Very enjoyable and profitable week. Midway crowded nightly. Every show, ride and concession received profitable patronage. Mrs. Frank Pope joined with diggers. Lloyd Williams brought on monkey drome and topped all shows opening night. Hazel Fetzer, manager of Stack Hubbard's sex show, engaged more girls. Manager Billy Giroud constantly on midway greeting visitors. Jimmy Stapleton was gone several days booking spots. SONIA GIROUD.

Gruberg's Exposition Shows

Schenectady, N. Y. Second week, May 24-29. Location, Van Vranken circus grounds. Ten-cent gate. Weather, fair, except Wednesday rained out. Business, good.

Impossible happened. For once a second week paid dividends. Show only scratched surface first week owing to rain and cold, but three days were what may be termed good. Gruberg, not by special request, but after consulting Manager Milt Morris, decided on his own initiative to stay over. Presentation of conditions to powers that be in city hall, and with good offices of city clerk Si Etken everything was arranged, with the result that shows made money. Another factor was co-operation of auspices, and particularly police department. Engagement thruout was pleas-

ant, with no "kicks" recorded against organization. Press, particularly Schenectady Gazette, carried a story every single issue for 18 days, with art and liberal space. Newton Kelly resigned from management of side show. His place has been taken by William Sylvin. Mrs. Sylvin is with him. Another arrival is Tex Stewart and wife. Tex will be busy improving decorative scheme of shows, interior and exterior, as Gruberg is not stopping activities in this direction until he is satisfied. Max is his own most critical critic. Dr. John Fisher is kept busy with show attaches and general public. He keeps showfolk healthy, sees that everything in way of sanitary measures is enforced and every glass and dish used in Cafe Bayruth by Barkoot Pasha is regularly sterilized after using. General Agent Eddie Rahm, whose home is here, was on hand nearly every day. Joe Mannheimer, Adonis of promoters, got a great showing with banners and his detail work here excellent. Frank Rupp, superintendent of rides, has everything on the grounds running with clocklike precision. Louis Firpo, trainmaster, has everything loading and unloading with precision and dispatch. Mrs. Milt Morris is wearing that smile that won't come off. Richard Scott's artists, new ones, are strengthening minstrel show. Gerald Weeks has a well-organized simian hippodrome. Princess Violet entertains in midget village. Marguerite (Pancakes) Hewett making a hit in Frolics with upside-down dance. Airline Raffle burst into



J. A. PEARL is shown here with Menia, the trained elephant, on the Johnny J. Jones Exposition putting her thru her stand-up pose. However, Pearl is not a pachyderm expert but to date is the champion Billboard salesman in number of copies sold weekly on carnivals.

print when it was discovered that she was one of the heroines of the Kentucky flood. She is one of Artists Models attraction operated by Mrs. Norman Wolf. Jack Montague engaging new talent and selling more copies of The Billboard than ever, increasing his supply weekly. DICK COLLINS.

Joyland Shows

Port Huron, Mich. May 24 to 31. Location, 24th at Lapeer streets. Auspices, International Railway Machinists. Weather, rain and cool. Business, good.

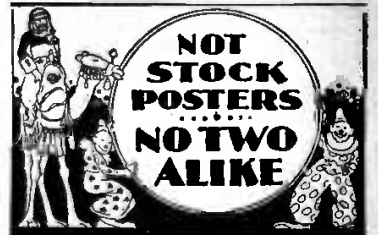
Last Monday night. Opened Tuesday in rain and lot very muddy. Last of week weather broke. Riding devices: Merry-Go-Round, Double Ell Wheels, Tilt-a-Whirl, Double Loop-o-Plane, Chairplane, Aeroplane, Kiddie Auto and gasoline auto cars. Shows: Paul Houck, Ten-in-One, with new 120-foot top; African Village, with a 75-foot top; Madam Chamberlain, dog and pony show; Wayne Daykin, one-ring circus, consisting of trained goats, trapeze and aerial acts, and Joe (Kid) Bennett's A Night in Hawaii, with a new outfit and costumes. Concessions: Pullmans, Mr. and Mrs. Pete, he operating eatorium and she milk bottles. C. N. Pearce and Lil Pearce, three ball games, pitch-till-you-win, pop-em-in and cork gallery,

with assistance of Pewee and Mr. and Mrs. C. R. Liegness; L. Cole, long-range shooting gallery; Mrs. Rex Allen, novelties and penny pitch; M. Gross and L. Bush, photo studios; Pop Biddle, cotton candy; Frank Condon, ball game; Nicholas Boys, two Temples of Mystery and a penny pitch. J. P. Morgan, manager corn game, is designer and builder of same. John Quinn, operating a string of 10 concessions and puts out plenty of merchandise. Visitors: Joseph L. Streibich, secretary Showman's League of America; N. Hirsch and John M. Sheesley. Frank Rathburg, secretary of Laper County Fair, was also a visitor. Rathburg is also secretary and manager of St. Cloud County Fair, Yale, and Arenac County Fair, Standish, Mich. W. Postwaite and wife operating scales and ball game. Happy Hooper has penny arcade. Staff: Roscoe T. Wade, general manager and owner; Douglas E. Wade, assistant manager and publicity; Mrs. Roscoe T. Wade, secretary and treasurer; Lew Marcuse, Social Security secretary and auditor; Harry Mills, general agent; Joseph Bennett, special agent; George Schimberg, chief electrician; W. Postwaite, master mechanic; Fred Hoey, lot superintendent, and Land Fair, calliope operator. DOUGLAS R. WADE.

Buckeye State Shows

Hazlehurst, Miss. Week ended May 29. Location, Cross and Monticello streets. Weather, hot. Business, fair.

Long move from Natchez, where show had one of biggest week's business of season, which left all concessioners and personnel in happy frame of mind. Rides and concessions went up with usual promptness. Business seemed slow after rush and bustle in Natchez, Sunday, while putting up one of rides, Buddy Myers received bruised hand. Red Roberts, concessioner, paid folk at home, Little Rock, Ark., a visit, returning to show Saturday. Concessioners joining: Lucille Jackson, cigaret shooting gallery; Harry Hisco (Key Check Harry), pop corn, and Harold Frazier, brother of D. L. Frazier, arrived to take



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H.W.M. POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

POPCORN

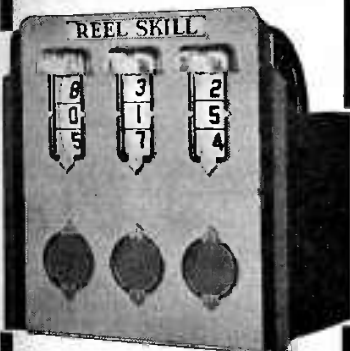
SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

CANDY FLOSS & CORN POPPERS
Cheapest, Best, Genuine Many models. 10 patents. Latest Pat. 4/20/37. Floss \$100. Electric Poppers \$20. Bands & Ribbons \$2.50 Ea. Heads \$20, Double \$30. Guaranteed. Catalog Free. NAT'L FLOSS MFG'N. CO.
310 East 35th St., New York City.

REEL-SKILL



SENSATIONAL BALL GAME! 3 BALLS FOR 10c

Be first to cash in on this hottest and newest sensational grind store!

Can be flashed with the highest quality merchandise. Operates on percentage so you know how much merchandise to throw out for amount of play. Game is played by throwing baseballs from a distance of 6'. Women and children find it easy and fascinating—yet ball players go for it in a big way!

No high-powered ball queens needed—any inexperienced agent can clean up top profits easily. Flashy 4'x4' front, plated trimmings, light-up effects, that players can't resist! Large Score Cards furnished.

Reports prove that REEL-SKILL will be the top grind store in any park or show. Write at once for prices and details. IMMEDIATE DELIVERY.

ELLIOTT PRODUCTS CO.
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charge of D. L.'s snowball concession. Harry Ennis and J. A. Gintsch painting their house trailers. Two new trucks have been decorated and lettered. Manager Joe Galler was away several days attending Shrine ceremonies in Jackson, Miss. Mr. and Mrs. Roy Littleton, ex-concessioners, now residing in Jackson, drove down Sunday and visited Mr. and Mrs. Galler. Pete and Pat Weininger, of Rogers & Powell Show, paid visit Friday.
ELOISE LOWRY.

C. W. Nail Shows

Pine Bluff, Ark. May 24-29. Location, post office lot. Weather, fair. Business, good. Auspices, Chamber of Commerce.

First uptown location for any show in 10 years. Business far better than any spot played this year. Opening Monday night to near capacity business. Date same as annual Cotton Carnival and many out-of-town visitors. Lot was secured thru merchants' association and that body gave every possible co-operation. Earl Atkinson, special and press agent, had birthday Tuesday and received many gifts. Cookhouse, managed by Jack Doyle, has been reconditioned and repainted. Dick Halke, general agent, is commended for untiring efforts in securing spot.
L. E. DUKE.

Byers & Beach Shows

Newton, Ia. Week ended May 29. Location, carrier lot. Auspices, none. Weather, rain first three days, last three fair. Business, good.

Local factories running at peak. Show reported best week of season. Favored with moderate temperatures for first time to date, crowds responded liberally last two nights. After recovering from recent illness "Ski-Hi Girl" drew praise of press. Adding to midway are two ball games framed by Blackie Sullivan. Visitors: William Grund and family, of Grund Novelty Company; Jim Garvis, of Denver, and C. Deuben, en route to New York, all stopping to exchange experiences with Harry Beach and Carl Byers.
DON TRUEBLOOD.

Happy Days Shows

Elkton, Ky. Week ended May 29. Auspices, Jefferson Davis Post No. 91. American Legion. Shanklin's lot. Weather, fair and warm. Business, good. Free gate until Saturday, then 5 cents with display of fireworks.

Many visitors from Royal Palm Shows. O. V. Carty, bandmaster, signed contract with this show for the balance of this season, working out notice with Haag Bros.' Circus, which also played Thursday here to nice business. Betty-John and nine people joined. Have signed for season and worked Saturday night to wonderful business and present best side show this show ever had. Cannon Harris and wife joined. Signed contracts for season and will present their human projectile cannon act and lady triple parachute jumper. Thanks to one ad in *The Billboard*, show nearly completed midway, band and acts. J. J. Marion and wife girl revue and blue eyes clicked, along with Dent's *Cotton Club Follies*. Assistant manager and writer's Joy Box, funhouse, enjoyed its first real business since opening in Montgomery, Ala. Two new tops, sidewalls, pit cloths, bally cloths and prosceniums ordered from Charles G. Driver and O. Henry Tent and Awning Company. Special Agent L. E. Heth doing excellent work ahead. Mrs. Albert Heth's bingo corn game a flash. Lil's Midway Cafe feeding all folk with a two-bit pitch-till-you-win across from lot. Art Buggs grinding 'em in funhouse. Maggie and Midget proud of their family of seven thoroughbred black and tan puppies. Manager and Mrs. Dedrick on trip north in interest of show. Leon Dedrick, father of manager, residing in Cincinnati and captain of U. S. Steamer Kentucky, very sick but some better. Captain trying to finish his 40 years' government service on the river. Hon. John Stumpe, Mrs. Stumpe and Jack Jr., of Pinckneyville (Ill.) Fair, were visitors and their guests were Mr. and Mrs. Ed Weithorn, owners and operators of a chain of 5-and-10-cent stores in Southern Illinois, Mrs. Wethorn being widow of late Victor D. Levitt, one of America's best known and loved showman of old school. She said she just likes to meet folks, see show and cut up a few jackpots of way back. Secretary Mead and Treasurer Hargrave of McLeansboro (Ill.) Fair Association were here same night.
FLOYD R. HETH.

Bantly's All-American Shows

Punxsutawney, Pa. Week ended May 19. Auspices, Elk Run Fire Company. Location, city ball park. Ten-cent gate. Weather, rain two nights, balance cool and damp. Business, good.

Blowdown Thursday afternoon made girl-show top look like a hula dancer's skirt, but thanks to efficient help a new top immediately replaced one that was ripped. Everyone had a nice night's business. Baby give-away and wedding Thursday and Friday helped to increase the attendance. Saturday largest crowd of season and they spent money. John Handel, chairman, and committee on job every minute. Mayor Hughes, Squire Hotchkiss, Chief Milborn and Officer Collins on lot every night and all regular fellows. Mr. and Mrs. Ray Hilborn while in Barnesboro were guests of West on Wallace Bros.' Circus. Emmett Johnson, human pincushion, called home to Indianapolis to attend funeral of sister. Hager Twins (Dot and Virginia) joined Jack White's *Rhythm Revue* as specialty tap, toe and rumba dancers. Happy Daze joined with Bud and Blossom, colored revue. Mrs. Stanley A. Hull leaving for visit to family in Wisconsin. Sam Hull in charge of Miami diggers during Mrs. Hull's absence. Mr. and Mrs. Gayler Henderson joined with lead gallery. Attendance at Goodfellows' Club increasing each week and programs getting better.
HARRY E. WILSON.

Liberty National Shows

Leitchfield, Ky. Week ended May 29. Weather and business, good.

Manager Harry Whitefield and Special Agent Jack Williams returned from booking trip. Secretary A. L. Reading has a crew of five men working rebuilding and enlarging show's equipment. New motor and lighting equipment arrived from Eli Bridge Company for Eli Wheel. Management purchased all new main cable and built new terminal plug-in boxes. Staff: Harry Whitefield, manager; A. L. Reading, secretary-treasurer; Jack Williams, special agent; R. D. Jones, publicity and sound car. Rides: Merry-Go-Round, T. M. Kendrick, foreman; Buster Keeling, second man; John Wolf, tickets. Eli Wheel, George White, foreman; Mrs. T. M. Kendrick, tickets. Chairplane, Dan Conner, foreman; C. Morgan, assistant; Mrs. A. A. Hilley, tickets. Athletic Show, Kid Wonder and three assistants topping all shows. Doc Harris, manager Jungleland Show. Concessions: Corn game, Mr. and Mrs. Tom Collins, owners and managers, using sound system with very elaborate setup, topping concessions. Cookhouse, Mrs. A. L. Reading, owner; A. A. Hilley, manager; Bob Peterson, griddle. L. B. McLaughlin, diggers. E. Stoddard, photo. Mrs. Harry Whitefield, George White, J. T. Miner, Mrs. J. T. Miner, E. M. Newton, A. J. Dostalk, Bob Yarnell and R. D. Jones, concessioners. Show moves on its own trucks, with William R. Rowland, superintendent of transportation, and E. M. Newton assistant.
RAY D. JONES.

World of Mirth Shows

Plainfield, N. J. Eight days ended May 31. Location, Rock avenue and Seventh street, Arbor. Auspices, Arbor Fire Department. Weather, good. Business, excellent.

For more than monetary reasons this record-breaking eight-day engagement, most successful with a single exception in three seasons, was a satisfying one for General Manager Max Linderman. Accepted today as the best known show-grounds in this area, the potentialities of the Rock avenue location in Arbor township were first visualized four years ago by Linderman when it was nothing but a huge vacant lot overrun with weeds and virgin to show purposes. Draining patronage from the thickly populated communities in which it is centered, as well as from near-by Plainfield, the location gave the show new season records nightly excepting Wednesday, when showmen fell thru engagement, reaching a climax Saturday, when more than 10,000 paid gate admissions. Electing to please Plainfield amusement seekers who have become accustomed to having the World of Mirth attractions for their Decoration Day entertainment fare, the shows were held over Sunday and Monday instead of moving at once to Clifton, N. J., after the Saturday night show as originally planned. Change appeared a wise one in view of the holiday business done. L. Harvey Cann rejoined the shows this week. Mrs.

Cann is merchandising quantities of pop corn and peanuts from a new store that is in keeping with standards which Mrs. Linderman has set with her new custard outfit. J. D. Wright Jr., accompanied by Mrs. Wright, visitor from Clifton, where he is promoting a popularity contest and a public wedding in connection with the appearance of the show. Public praise of the many handsome trailers owned by World of Mirth troupers has been repetitious since opening of season and almost every week sees addition of new ones to fleet. Among newer ones are owned by Gerald Smellens, special agent, and Bill Brown, owner of the Heyday. A surprise to many has been showing of Dot and Flo Carlson, fat sisters from Brooklyn, who this year are producing their own show and calling it *Gay '90s*. Assisted by Cliff Younger, they have surrounded themselves with talent, including the personable Harold Whalen, formerly of the Jans and Whalen vaudeville team; Johnny Cummings, clown, and "Musical" Johnson, and with an entertaining hodgepodge of amusement they are winning their share of receipts. As usual *Plainfield Courier-News*, one of Gannett chain, gave show liberal publicity, as well as the Spayth paper printed in Dunellen, N. J.
GAYLORD WHITE.

Douglas Greater Shows

Bellingham, Wash. May 24 to 29. Auspices, V. F. W. Location, Railroad avenue uptown. Weather, cold. Business, good.

Show opened Monday for Queen Victoria birthday. Midway was crowded with Canadian people. Maxine Ross' girl show top money. Ten-in-One second. Octopus top money of rides, Dodgem second, Eli Wheel showing on Main street third. Merry-Go-Round organ overhauled and tuned. Drive-Yourself painted red and blue, owned by Brooks, who purchased new Dodge truck to haul ride. Frank Kirsch Kiddie Auto ride is being painted with new designs. Bill Meyer's Pony-Go-Round is equipped with new canvas, saddles and bridles. Speedy Jack Golick, who had slight accident while riding Motordrome, took a tumble and is now crippled. Dars-Devil Jack is riding Drome alone. George Stiles' bingo topping all concessions. Slim Cottle with rotary machine second. Roy Wilson's shooting gallery going over big. Dougout Cowling with Fritz watching midway. Mrs. Curlee Jones purchased new floss machine. Curlee Jones is handling the pop corn. Al Hamilton string of four concessions. B. R. (Bud) Kennedy broke brake cable on Loop-o-Plane. Buster Endicott broke in Verly G. Ehly in doing free act on Wheel. Louie Pellegrin now carrying basket in bingo game. Slim Ragen is going strong on binger. Peterson is carrying linemen's pliers. Leonard Fajerson is assistant electrician. Shorty "Little People" Hughes has the slum wheel. Harry Goodman has two of flashiest concessions on midway. Mrs. E. O. Douglas and Mrs. George Stiles visited in Vancouver and Blaine. Manager E. O. Douglas is going to "fish" show in fine shape. Mrs. E. O. Douglas is proud of new office wagon. Roy Miller with cookhouse has been feeding show troupe without a squawk. Lisco Pearson is show's Social Security secretary. Visitors: Charles Wood, formerly of American United Shows; Jack Nash, Eyerly and Kline, of Eyerly Corporation, Salem, Ore., flew up for a visit; Mr. and Mrs. Ben Dobbert, of Downie Bros.' Tent and Awning; C. A. Tremain, father of Slim Tremain, secretary West Coast Shows; Chi Morgan, general agent White City Shows; Mr. and Mrs. C. E. Renfro, of Lynden, Wash., and Mr. and Mrs. Tom Furnival, of Vancouver, B. C. Carl Butt motoring thru from Birmingham, Ala., in a 30-passenger bus with his *Harlem Revue* of 20 people.
CURLEE JONES.

Goodman Wonder Show

Detroit. Seven days ending May 31. Location, Vernor highway and Waterman avenue. Auspices, Veterans Foreign Wars. Ten-cent gate. Weather, inclement first part of week, later seasonable. Business, just fair.

It is likely no other show ever experienced heart-breaking combination of terrible weather and awful lots as consistently as Goodman Show did in its three weeks here. Everything nature seemed able to throw in its way was present in abundance. However, these difficulties did not weaken spirit of co-operation between department heads and helpers in any degree. Show moved as

scheduled and met with patronage in keeping with conditions. Last of three lots, that at Waterman avenue and Vernor highway, was by far best occupied by show in Motor City. It was not of kind to be found in showmen's dream book but it served its purpose well enough to give show a fair week of business. Located at junction of two main arteries, show attracted no end of attention with its brilliant lighting system. This no doubt added materially to the week's business. From severe chill early in week sun came out and reminded all that summer is really here. It got to point of depression before nomads folded their tents and stole away to conquer new fields.

Many visitors at earlier spots repeated calls. Two came an especially long way to renew acquaintance. They are Mr. and Mrs. Fred Jones, of Smith Mills, Ky. They are old friends of Eddie Latham, head electrician for show. They spent day with Mr. and Mrs. Latham. Detroit's unlimited line of inspections and requirements proved a hard nut to crack, but the persistent and willing showfolk eked out a kernel worth while. Show remained in Detroit over Decoration Day and then hit the trail.
BEVERLY WHITE.

Hennies Bros.' Shows

Peoria, Ill. Week ended May 29. Auspices, Post No. 2, American Legion. Location, 1900 Lincoln avenue. Weather, chilly and rain. Attendance and business, poor.

A case of too many carnivals—one two weeks previous and one a week ahead and week with show. Seemed as if folk were about fed up, and rain and chilly nights also played their part in making a good date a mighty mediocre one. Anyway it gave folks of two big outstanding carnivals a chance to visit back and forth. Visitors: Mr. and Mrs. Vinc Brooks, Carl J. Sedlmayr, Elmer Velare, Curtis Velare, Walter De Voyné, Mr. and Mrs. Lorow; Ginger Ray and sister, Laura Raynell; Noble C. Fairly, Tony Martone and Tommy Martin, Joe Redding, Peeze Hoffman, Mr. and Mrs. Charles T. Goss, Joseph Streiblich and daughter and William Judkins Hewitt, carnival editor of *The Billboard*. Five of six floodlights and 20-mile beacon towers are up and in operation and await completion of neon tubing which will be used to strip tower as decoration. Great committee, Peoria Post No. 2, of Legion, under which show played, headed by M. L. Bork, commander; Lee Ritchey and William B. Hedges, last two real dyed-in-wood, circus and show fans. Radio Station WMBD; program manager, Harold Bean; owner, Edgar Bell, and other staff members put Hennies Bros.' Shows announcement on air each day with 15-minute program and on Saturday station sent out to lot a short-wave set to send midway to its transmitting station and then put out over air. More than an hour of real "midway happenings." Part of a station celebration of its increase from 1,000-watt to 5,000-watt power. *Peoria Journal* and *Peoria Star* threw their papers open to show and Legion boys and each day found "Legion Festival" with stories and much art and advertising department co-operated with writer in securing space in different merchants' ads, run a special design signature out advertising festival and Legion show, giving show-grounds' location and dates. Robert L. Lohmar back on show a few days. His home, Morton, Ill., nine miles away, and during the week Mrs. Lohmar had many of showfolk for luncheons or dinner during week's stay. Mrs. Joseph S. Scholibo returned to show after a visit with her folk in St. Louis. Mrs. Oscar Halverson underwent an appendix operation latter part of week while show was playing Bloomington and returned to Peoria. Mrs. Jack Dondlinger had a mighty bad arm, due to an obstinate carbuncle, that had to have doctor's care and a two days' confinement in the hospital. Bob Porritt, son of Mr. and Mrs. Robert Porritt, visited at Bloomington, Ill.
JOE S. SCHOLIBO.

Greater United Shows

Wichita, Kan. Two weeks, May 24 to June 5. Three nights rain. Business, excellent. Ten-cent pay gate.
Show in its entirety had a very good week at Ponca City, Okla. Saturday W. H. (Bill) Rice paid a visit. J. George Loos signed contracts for Veterans Foreign Wars State convention at Enid, Okla., on a downtown location. During Wichita engagement W. F. (Bill) Floto

and wife were nightly visitors. Management attributes big business at this stand to efforts of Floto for securing daily writeups and cuts in *Wichita Eagle* and *The Beacon*. Max and John Levand, publishers *The Beacon*, gave show their fullest co-operation. John McMahon and wife, of *Streets of Paris* fame, spent an evening. Every show, ride and concession has been repainted, giving show an appearance of newness.
BROADWAY JONES.

West Bros.' Amusement Co.

Stout Falls, S. D. Week ended May 29. Location, West 12th street. Auspices, V. F. W. Weather, rain. Business, fair.

Third date here under same committee. While business was not up to standard due to rain it was still one of best spots so far. Rain killed entirely first two nights and showers in afternoon Friday and Saturday held down crowds. Octopus, getting its first real chance at people, easily topped all rides, Tilt-a-Whirl running second. Among shows Teddy Wilson's *Rainbow Follies* got top money, with W. J. Dunne's Side Show second. Show is carrying Octopus, Tilt-a-Whirl, two Eli Wheels, Merry-Go-Round, Chairplane, Loop-o-Plane, Caterpillar, Blue Goose, Kiddie Autos and Pony Track. New shows added are V. McArdles' Monkey Circus with a new 90-foot front and banners and Teddy Wilson's Snake Den. R. E. Barnett, who operated frozen custard machine on show, sold outfit to Earl Barnhart and left for East. Ellis White, secretary for show's insurance fund, reports over \$300 in treasury. His report further shows that 23 different sick cases have been taken care of as well as all burial expenses for Roy Gates, who died on show. Fund is handled by a board of directors elected by entire show. They are George Campbell, Bill Christy and Glen Osborn. Every member of show organization participates in fund. Dues are 10 cents per week. Four new wagon fronts mounted on 24-foot semi-trailers are being constructed under supervision of John Tatge, boss carpenter. Entire show is being repainted. Twenty-four spotlights were added to electrical equipment. Bruce Barham returned to show after a trip thru Dakotas.
BRUCE BARHAM.

Frisk Greater Shows

Grand Rapids, Mtn. Week ended May 29. Weather, fair. Business, good. Auspices, V. F. W. Location, two blocks from Main street. Free gate.

Show unable to move on lot Monday on account of heavy rains but opened to a good attendance Tuesday and had a fair attendance rest of week, rides getting a good play. Saturday night, however, midway was jammed and people stayed late, everyone doing plenty business. Glenn Smith has been confined to hospital with an infection in his left hand. Mrs. B. C. Frisk made a trip to Minneapolis. Walter Jorgan booked Hoop-La with show. Connie Murry still waiting for motor scooters.
GENE RIEL.

Fairly-Martone Shows

Kewanee, Ill. Week ended May 29. Weather, rain one night. Business, good.

Best week of season in both weather and business. First two consecutive days of nice weather had since opening of show nine weeks ago. Interchange of visits during week was had with Royal American Shows, playing Peoria, and Rubin & Cherry Exposition, playing Galesburg. Co-operation which American Legion gave during engagement will long be remembered. During week Elmer Velare and wife and Curtis Velare and wife spent a day and night with friends on show. Other visitors: Jake and Elsie Brizendine, Peezy Hoffman and wife, Sunny Bernett and wife, Slim Johnson, Doc Allman, Mrs. Vince Books, Louis Lanerd and J. Smart and wife. Dubuque, Ia., Monday, Tuesday and Wednesday. All shows and rides had biggest opening night of season and should there be such a thing as a jinx everyone on show thinks that it has been broken. Midway was full of visitors Tuesday night from Al Hansen Shows, playing two miles away across river in East Dubuque. Mrs. Pat Southerland is in Mercy Hospital here and in a very bad condition with typhoid pneumonia; past two years she has been with Alice Melville Revue. Charles Morphew Jr., foreman of Skooter, will be able to join show in

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manager; W. J. Lindsay, secretary; C. S. Noel, general agent; M. E. Reynolds, lot superintendent; Carl Jarvis, electrician; Joe Hulet, assistant electrician; Red Miller, superintendent building, and Dan Kelly, superintendent transportation. Rides: Merry-Go-Round, R. D. Dalley, foreman; Mrs. R. D. Dalley, tickets. Eli Wheel, D. H. Battern, foreman; Mrs. D. H. Battern, tickets. Tilt-a-Whirl, Blackie Miller, foreman; W. H. Browne and Frank Robinson, assistants; Wanda Miller, tickets. Loop-o-Plane, Fred Clark, owner and manager, with George Clark and Albert Dadds operators. Chairplane, George L. Trotter, owner and operator; Blackie Blackburn, assistant. Baby Autos, Mrs. George L. Trotter, owner and operator; Red Gould, assistant. Shows: Side Show, W. H. McClanahan, owner; Richard Hard, manager and front; Russel Grant tickets; Duke Del Rio, knife thrower and fire eater; Mrs. Richard Hard, sword box and electric chair; Bill Jenkins, tattooer; Betty, impalement act; Big Emma and Pete Cole, annex. Battlefield, mechanical show; J. E. Miller, owner and manager; Red Miller, operator; Paul Raymond and Ray Crowner, tickets. Athletic, Bob O'Leary, manager; Mrs. Bob O'Leary, tickets; Johnny Hutchins, fighter, and Gary (Bulldog) Patterson and Raymond Kirk, wrestlers and fighters. Hawaiian, Bill Stovall, manager and front; Joyce Jackson, Mrs. Bill Stovall and Doris Delores, dancers. Monkey and Nudist Colony, D. D. Duke, manager. Barrel o' Fun, funhouse, owned and operated by management. Concessions: Corn game, A. N. Opsal, owner; Mrs. A. N. Opsal, operator; agents, Anna Belle Clark, Ernest Lowgin and Milo Jones. Cookhouse, Al Verschoore, owner and chef; Mrs. Al Verschoore, cashier; Charles Davis and

Newman, Calif. Week ended May 16. Location, city park. Auspices, Portuguese celebration. Business, good. Weather, warm.
"Show completed a 400-mile jump from Newman to Mt. Shasta in order to get into territory of their celebrations and fairs. Trip was very successful, only mishap fell to of William Goff, who had a little wheel and axle trouble. This is first "still" spot that show has played this season.
SAMMIE FULLER JR.

Reynolds & Wells United

East Peoria, Ill. May 31 to June 5. Auspices, police department. Weather and business, bad.
Show encountered first losing week here. Tilt-a-Whirl continued top-money getter on rides, with Eli Wheel close second. Roster: L. C. Reynolds, general manager; H. Wells, business

Shorty Miller, waiters. Buck McClanahan, with Charles Conley, Pat Sisk, H. B. Bright, James Reese and Cecil Guinn, agents. Lead gallery, Mr. and Mrs. S. H. Duff. Photo gallery, Mr. and Mrs. L. C. Johnson. Cigaret gallery, Mrs. M. E. Reynolds, owner; Milton Frey, agent. Bumper, Mrs. W. Patrick. Ball games, A. N. Opsal; Mrs. F. C. Clark, agent. Mrs. Blackie Miller and Mrs. Ruth Wells, penny pitch; Frank Cannon, Chuck Ballon, Red Kolb. Under and Over, W. Patrick. Astrology, Mrs. Frank Canon. Candy floss, Mrs. June Jarvis. Snow cones, Dorothy Jarvis. Pop corn and ice cream, M. E. Reynolds. Erle diggers, Mrs. Peggy Reynolds and Ruth Wells. Country store, Al Verschoore, owner; Melton Miller, agent. Scales, Phil Yager.

W. J. LINDSAY.

Zimdars Greater Shows

Streator, Ill. Week ended May 29. Auspices, American Legion. Location, Evergreen Park. Weather and business, fair.

Attendance large and weather was good for first time this season, but business was slow. Show had a good lot. Frank Waldron and Jake Miller cele-

brated their birthdays. Charles S. Reed, general agent, came in with contracts. Buddy Mann is doing well with his Octopus. Visitors: Joe Tilley, of Tilley Shows; Mrs. Spononi, general agent of Spononi Shows; Goldie and family, several from Pacific Bros.' Shows, advance corps of Hannic Hippodrome Shows and sales agent of Continental Supply Company. CHARLES SEIP.

Groves Shows

Greencastle, Ind. May 24-29. Auspices, none. Business, good.

Show's first full week of good weather. Attendance good. All shows are getting additional lights and paint. John Dugan has his Hula Show in shape and doing well. Blacky Jones has a new cane concession. John Dale a visitor. College students here turned out in large numbers and behaved wonderfully.

L. M. NELSON.

White City Shows

Glenns Ferry, Ida. Five days ended May 29. Location, downtown. Weather, warm. Business, fair.

Show opened to fair crowd Monday. Public-address car did good in surrounding towns, and Wednesday attendance was satisfactory. This was a short week, as show opened in Caldwell Saturday. Johnnie Sterling added a new cigarette gallery. Betty Corey left for summer camp. Irish McMillen continues to top all shows with Athletic Arena. Co-operation from city officials and merchants. General Agent Morgan is turning. Tilt-a-Whirl top ride, with the Ell Wheel close second. A group of show people enjoyed a picnic at Hot Springs. Everyone acted like children again as they dived in fried chicken Owner Mrs. C. F. Corey fried in her covered-wagon trailer. Refreshments were served after swimming was over. JACK ELHART.

Greater Exposition Shows

Peru, Ill. Week ended May 29. Location, Pulaski street circus grounds. Auspices, South Shore Boat Club. Pay gate, 10 cents. Weather, one night rain, others ideal. Business, good.

Opening night thronged midway. Large attendance Tuesday night, but rain drove many home. Wednesday night another large attendance and profitable patronage. Each night increased. Children's Saturday matinee profitable. Friday, Big Ben clockworks' pay day. Friday night delivered extraordinary increase over previous nights. Saturday night almost equaled Friday business. Ted Webb's frozen delight, Edward Simpson, manager, joined. Mrs. Eunice Morgan, treasurer three rides for 10 cents booth. Emil Schonbarger, legal department chief, recovered from flu. Leo

Foreman to Chicago to be with his mother several weeks. Thomas Sherman back. John Starkey, official painter, completed banners for Honolulu dance. Earl Scout, band leader, and wife, Alice Melville, of girl show fame, came from Hennies Bros. at Kewanee to enjoy party. Harry Noyes, first citizen of Kewanee, visitor. Hennies Bros.' people and Greater Exposition group exchanged visits. Same with McClelland Shows and Royal American at Peoria. Joe Mizner, scales, weighed heaviest person in his career, Charley Boskins, Oswego, Ill. Mizner missed his weight five pounds. Tipped scales at 496. Rajah Rodah and Maxine entertained Rotarians and Kiwanis Club. Press praised them as out-of-the-ordinary magicians and mentalists. Barney Stone (Nathaniel Stone), producer girls shows, soon to introduce in his Paris Before Dawn oval revolving stage diffusing neon and gold light rays. Howard Brown; Fred Atkins, comedian, and William Turner, eccentric dancer, big hit in Ola Thomas' daktown revue. Charles Miller, old-time press agent, now managing editor *Peru News-Herald*, banqueted. Parties in Eddie Davis' dining tent for Manager Hutton, of whale unit, showing La Salle and his assistants, Doc Barnett and Jack Holland; Bob Halleck, Al Fisher, and Robert Kobacher, of Morris Miller's Shows. Jack Draper, in addition to Octopus duties, official driver special daytime trucks. Mr. and Mrs. Harold Griffin going big with bingo. James Jergenson tops as chief mechanic. His wife, Jeanne, has nifty photo studio. *Peru News-Herald* and *La Salle Post-Tribune* lavish with space.

DOC WADELLE.

Regal United Shows

Tulsa, Okla. Week ended June 5. Location, two miles from town. Business, fair. Weather, good.

Show's ninth week in Oklahoma and everything has gone fine. Mrs. Madeline Meadows went to her home in Missouri for a visit. Mrs. C. E. Meadows' parents arrived from Beaumont, Tex., with two children that had been in school. Meadows is having quite a bit of painting and building done. A new callopper trailer is being built, also a semi-trailer, a new arch, new crestsings on the Merry-Go-Round and several new fronts. Charley Cudney, Ell Wheel owner, is building a trailer for a Chevrolet truck that he recently purchased. Claude Williams is remodeling his housecar and has built a Noida Show. Mrs. Jimmie Wilson and three small children came from Iowa. Mr. and Mrs. Johnnie Pressler came in with their strip photo gallery. Dixon, baby ride operator, has finished a housecar for his wife and two children, who came in from Southern Oklahoma. Rides: Mixup, C. E. Meadows. Merry-Go-Round and Loop-o-

Plane, Ned Rao. Baby Auto ride, C. Dixon. Drive Yourself Autos, M. Benson. Shows: Minstrel Show, Earl Hornaday, manager. Athletic Show and Snake Show, Ted Sharkey. Hula Show and Nalda Show, Claude Williams. Honey Moon Hotel, Ralph Glenn, manager. Concessions: Cookhouse, George Pitchois; shooting gallery, Sam Hard; blanket wheel, Floyd Barnes; hoopla, Mrs. Earl Hornaday; penny pitch, Mrs. Charles Cudney; mentalist camp, Mrs. Tobie Green; photo gallery, Jack Dugan; snow, pop corn and slum wheel, Mrs. Al Nation; swinger, Jimmie Wilson; corn game, Mrs. L. A. Newland, manager; hit and miss ball game, L. A. Newland, operator; jingle board, string game and three blanket and doll stands, pitch-till-you-win, cigarette shooting gallery, corn game and slum wheel, office. Staff: C. E. Meadows, owner and manager; Mrs. C. E. Meadows, secretary; Earl Hornaday, lot man; Slim Harkins, banner man; Al Nation, painter; Mrs. Al Nation, *The Billboard* and mail. MRS. AL NATION.

L. J. Heth Shows

Bedford, Ind. Week ended June 5. Location, Hitchcock showgrounds. Weather, one night lost by rain. Auspices, Bedford Lions' Club. Business, very good.

Show first in engagement well advertised, fine co-operation by auspices made this best date of season. J. (Bill) Garner joined as general representative. Visitors: John and Lon Dale and Attorney Al Newburger, all of Indianapolis. Ray Daly's Posing Show got top money, with Billy Pitzer's Giresque running second. Octopus topped rides, with Tilt-a-Whirl and Swooper running second and third. Charles Miller topped concession row. Henry Heth has completely recovered from injuries received from burns. JOE J. FONTANA.

Latlip's Home State Shows

Fairmount, W. Va. Week ended May 29. Location, Athletic Field, heart of town. Weather, fair. Business, good.

With support of Chairman Golden of committee engagement was a success. Wonderful co-operation was given by newspaper, *The Weston Independent*. Writup with Captain Latlip's picture on front page giving history of his trouping. New marquee arrived from Anchor Supply Company. Orange and blue side wall made a great flash. Five-cent gate, with Latlip Twins selling tickets in new boxes. Both dressed alike each in trunk and made a good flash for entrance. New Loop-o-Plane arrived from factory Tuesday and ready to go same night. No time was lost by Manager Morris Voltaggio. New front for it was built by Davis. New 50-kilowatt transformer was installed here to take care of added rides and attractions. Octopus top money ride, Twin Ell Wheels second, Captain Denham is pleasing with his Midget City. Altho in his late 80s still a good talker. Free acts are Four Latlip Sisters, tumbling and aerial acts, and Flying Davis on trapeze. Latlip Sisters received a surprise when their father presented them with a new Palace house trailer. Walter Cole added another concession. Harrison McCoy added two concessions, rebuilt and repainted Chairplane. He is also an owner of a new house trailer. Two new semi-trailers, 24 feet long, delivered, which makes show completely motorized. Frank Voltaggio away on a business trip in interest of show. Mr. and Mrs. Marshall Gallop, of Lake City, Fla., good friends of Manager Voltaggio, have gone in concession business. General Agent Griffith back on show with contracts. Visitors: Morrison, secretary of the Sutton, W. Va., Fair; Spot Ragland and Eddie Cole. This writer's first experience on a carnival and been appointed by manager to make a weekly report to *The Billboard*. LOUISE GALLOP.

Art Lewis Shows

Troy, N. Y. Week ended May 29. Location, Lauretta grounds. Business, big. Auspices, VFW. Weather, fair.

After a bang-up week at New London, Conn., where show was set up in Calkins Park, center of city, auspices American Legion, first big jump of season was made to Troy. Show arrived in time to be ready for opening Monday night and proved another red one. Gate clicked nightly with shows, rides and concessions all getting good share of patronage. Show-hungry Trojans came and stayed late. Visits were exchanged by both personnels of this show and World Exposition Shows, exhibiting at (See SHOW LETTERS on page 63).

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STOCK MODELS—CUSTOM BUILT MODELS

Ask the Man Who Builds them. "The Outstanding Dollar for Dollar Trailer Value". Literature sent upon request.

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Accept materials you can get locally—about \$88. Price includes 18 ft. tubular steel chassis or 18 ft. body, steel back and complex running gear with tires and landing brakes; roof bows, canvas welding, mouldings; windows; sink, pump, sink, lavatory, heating and cook stove; ventilators, inside and draped cushions—in fact everything.

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Auto Trailer Coupler \$1.95
(Rocky Mt. States West \$2.25. Postpaid)
Adjustable Bumper Hitch \$1.35.

This hitch can be put on taken off, or adjusted to 6 different positions with a wrench. Postpaid \$1.35. Without Ball (Rocky Mt. States West \$1.50). Write for Catalog on Trailer Hardware and Camping Trailers.

We Specialize in Trailer Axles—Either With or Without Brakes
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NEW AND USED TRAILERS—COVERED WAGON TRAILERS.

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Completely finished Streamline Coach, also Other Styles

PRICE \$450.00 AND UP.

Commercial Coaches.

\$350.00 Up. Dealers Wanted

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ALBANY, N. Y., June 12.—Governor Lehman has signed the bill to amend the Penal Law relative to burglary and crime, which includes house trailer in the definition of building. Amendment reads as follows: "Building. The term 'building,' as used in this article, includes a railway car, vessel, house trailer, booth, tent, shop, inclosed ginseng garden or other erection or inclosure." The act takes effect July 1.

MADISON, Wis., June 12.—The Genzmer Bill, No. 169-A, which prohibits throwing of lighted cigarets, cigars, etc., on any public highway has been signed by Gov. Phillip F. La Follette. Where violation of this statute results in damage to persons or property in an amount of less than \$25, fine shall be not more than \$10 or 10 days' imprisonment. Where damage exceeds \$25 fine shall not exceed \$100 nor more than six months in jail.

WASHINGTON, June 12.—District of Columbia Commissioner's Special Trailer Committee, headed by Corporation Counsel Edward W. Thomas, has asked the District Zoning Commission to designate areas barred to parking of trailers. Thomas said that his group had agreed that the parking of trailers should be regulated and that selection of the places for the camps of such transients was essentially a zoning matter. Present regulations allow trailers to be parked and used in any zone of the District for as long as 24 hours.

LITTLE ROCK, Ark., June 12.—New

164-section uniform traffic law went into effect Thursday in Arkansas, governing operation of all kinds of motor vehicles, tractors, animal-drawn vehicles, busses, trailers and even pedestrians thru Act 300 of the 1937 Legislature. No speed limits are specified, but no person shall drive on open highways at a speed greater than is "reasonable and prudent" under conditions then existing. In no case may a limit in excess of 45 miles per hour be prescribed by thru highways where they go thru residential sections of areas where there are few intersections. No motor truck shall follow closer than 200 feet behind another truck except when ready to pass. Tractors, derricks, rollers and other heavy equipment having a normal speed of six miles an hour or less and a vertical body or load clearance of less than nine inches above the roadway shall not cross tracks at a grade crossing unless superintendent of that railroad is given proper notice. Coasting on a down grade is prohibited. No trailer is permitted without a reflector and all lighting equipment must be visible 500 feet away. Busses, trucks and trailers having a width of more than 80 inches or a length of more than 30 feet shall display three green lights in front and three red lights behind. Wagons must have headlights visible 500 feet ahead. Solid rubber tires are only allowed on trucks sold prior to July, 1933, and may be operated then only within incorporated limits of cities. A series of maximum weights for various-sized tires is prescribed.

Social Security Act

Questions and Answers

THE writer of this page has returned from Washington, D. C., after two days of continuous conferences with officials of the Informational Service of the Social Security Board and of the Social Security Division of the Miscellaneous Tax Unit of the Bureau of Internal Revenue on questions of utmost importance to the outdoor show world. Robert Huse, associate director of the Informational Service, and his able assistant, Mrs. Thorne, as well as N. W. Arick, acting head of the Social Security Division of the Bureau of Internal Revenue, and his assistants were not only highly interested in the submitted questions, but also of greatest help and assistance in the practical solution of a number of the problems that confront the outdoor show world in connection with the regulations of the Social Security Act.

The representative of *The Billboard* submitted at the end of his conferences the following recommendation to the officials of the Bureau of Internal Revenue, with whom he had direct contact: "In view of the many different interpretations of the tax regulations by Internal Revenue Collectors all over the country in checking up on outdoor shows, and in view of the many peculiar and particular problems confronting the outdoor show world in living up to the tax regulations of the Social Security Act, problems which no other industry will have and which are only to be encountered in the outdoor show world, *The Billboard* respectfully suggests that this matter be made the subject of a memorandum to all Internal Revenue Collectors by the Commissioner of Internal Revenue.

"This memorandum should set forth all the difficulties the outdoor show world is meeting with in conforming to the regulations of the Act. It also should stress the point that all outdoor showmen would willingly live up to the law as soon as the Bureau of Internal Revenue can make the necessary official rulings for the problems of this industry, which at this time are not very easy to solve, as there are many borderline cases which could be and have been subject to various interpretations by show owners as well as Internal Revenue Collectors.

"It is respectfully asked that the Commissioner of Internal Revenue instruct his Revenue Collectors all over the country that in all cases where their interpretations of the regulations differ from the showmen's conceptions to collect all the facts in such cases both from their own viewpoint as well as from the viewpoint of the showmen and submit all facts, accompanied by necessary documentary evidence, immediately to the Commissioner of Internal Revenue at Washington for a special ruling in the case, provided there has not been an official ruling made previously in a case with the same facts as a base.

"In the meantime, until such rulings are made, the Internal Revenue Collectors shall not take any steps against any showman, impose penalties or cause other inconveniences to the showmen, provided that the Internal Revenue Collector is convinced that the showman in question wants to live up to the Social Security Act and its tax regulations.

"This recommendation shall not apply to any case where the Internal Revenue Collector finds a clear case of fraudulent or intended tax evasion, but in all cases where there is just cause for a reasonable doubt in the mind of the Internal Revenue Collector who handles this special case in the field."

Mr. Arick accepted this recommendation immediately. He declared it to be sound and valuable both from the viewpoint of the Bureau of Internal Revenue and of the show world, as it would do away with a great many conditions now existing. He promised to submit this recommendation immediately to his superiors for their approval, which he thought would be forthcoming, and we have not the least doubt that this memorandum to all Internal Revenue Collectors will be issued by the Commissioner of Internal Revenue very shortly, if it has not been issued by the time these lines appear in print.

Statement to Show World

Mr. Arick also asked us to publish the following statement to the show world: "The *Billboard* is doing a great work by keeping the outdoor show world informed on the tax regulations of the Social Security Act and helping in the interpretations of the Act by applying official rulings in other industries to the peculiar problems of the show world. This is also of great importance to the Bureau of Internal Revenue and a great help to us here at Washington.

"We wish that you would impress the fol-

lowing facts upon the minds of the show people: This is a new law and naturally it will have to take some time until rulings can be made for every industry in the country. You have so many special problems that it will take intensive study of general habits and of special cases here in our office until we have your industry entirely straightened out and familiarized with everything the law requests. We realize that in an industry such as yours there are many inconveniences connected with the compliance to the regulations, and we feel assured in this office that all Internal Revenue Collectors in the field will feel the same way and assist the showmen in every possible way to live up to the law.

"We also wish to ask the showmen not to be impatient with our Revenue Collectors. They have not made this law, but they are expected to enforce it. That is their sworn duty. It is also a new and very complicated law to our Revenue Collectors. You must remember that they have to collect a great number of different federal taxes, and the study of the tax regulations of the Social Security Act is not an easy one for these men. It will doubtless be some time before they are entirely familiar with all regulations, and in the meantime we would suggest that showmen, wherever they contact an Internal Revenue Collector, meet him in a friendly spirit, ask questions and receive answers, debate special problems that are on their minds with the officials, and try to co-operate with our men in the field. If the show world will do this there should be no friction of any kind; there should be no misunderstandings; there should be only good will on all sides.

"The *Billboard* has done so far splendid work in this connection and we hope it will continue to do so. We are grateful for it and we shall do all in our power in this office to help along and see to it that the official rulings in all doubtful cases come to you as quickly as it can possibly be done with the tremendous amount of work we have to do."

The Informational Service of the Social Security Board also praised the work of *The Billboard* highly and promised every co-operation in the interpretation of administrative questions, which are the only ones this government agency can decide.

"Every word you have published in *The Billboard* on the Social Security Act has been read most carefully in this office and the work you have done has been splendid," the writer was assured. "One of our attorneys who is also familiar with the tax regulations of the Act has read all articles and came to the conclusion that you were correct in fully 80 per cent of your interpretations, which is a great batting average. Ten per cent of the interpretations were doubtful, as they represent border-line cases, in which the interpretation by the Bureau of Internal Revenue may be somewhat different, and in only 10 per cent of your interpretations we believe that the final ruling will be different from your own opinion. Most of the latter class are so difficult to decide that it will take the office of the General Counsel of the Internal Revenue Bureau to make a final and authoritative ruling."

Official Opinions

The representative of *The Billboard* submitted a list of 27 written questions to officials of the Internal Revenue Bureau, covering practically every field of the outdoor amusement field and every special case that appears generally in this field. These questions were thoroughly discussed with authoritative sources in a conference lasting four hours. The matter in hand was of such interest to the officials that they even forgot their lunch hour and attended the conference without a break from 10:45 a.m. to 3 p.m. on June 4.

Anyone who knows the working of governmental agencies is aware of the fact that official rulings cannot be given in such a conference, as such rulings must be written and approved. However, the officials in question were in a position to give their opinion on many questions, which will help a great deal, and they did so most willingly. On their suggestion, all questions submitted are

now re-formed and re-written to apply to specific and individual cases as required by the regulations. This is being done now. The first batch of these questions has already been forwarded to the Commissioner of Internal Revenue, and while the official opinions given are of the greatest value, we will submit every single question again for a formal ruling, so all confusion is cleared up once and for all. We want every interpretation, every ruling in writing and officially approved for the protection of the outdoor show world.

Of greatest interest was the discussion about the status of circus performers under the Unemployment Section of the Act. At present the Social Security Act provides no exemption clause for such performers, but it was admitted that several State laws consider bona fide circus performers as "professionals" and "seasonal workers" and do exempt them from State Unemployment Laws. In fact, one or two of the State agencies have come out openly and declared they do not wish to include circus performers in their Unemployment Law on account of the nature of their work and because they are afraid that circus performers would only be a drain on the State unemployment fund.

It is not violating a confidence to state here that the Bureau of Internal Revenue plans to conform the Social Security Act by amendments of regulations more to the unemployment laws of the individual States. There are at present a great many discrepancies which will have to be straightened out between Federal and individual State regulations. *The Billboard* is going to try to have circus performers declared officially as professionals under the Social Security Act Unemployment section. It will, naturally, take an official ruling on this point.

In a recent official ruling, published in the issue of the Internal Revenue Bulletin of May 31, it is stated:

"Generally, individuals who follow an independent trade, business or profession in which they offer their services to the public are independent contractors and not employees."

This official ruling may have a great bearing on riding device, slide show and concession owners who have booked their attractions on carnivals. A chiroprapist has leased space for his work in a department store. He receives no salary from the store, but pays to it a specified percentage of his gross receipts for the use of the space and facilities provided by the store. It is stated that the store has no control or right of control over the chiroprapist's activities. The official ruling declares that the chiroprapist is an independent contractor and not an employee of the department store.

The same principles should apply to all independent owners of amusement devices and concessions, booked with a carnival, and should make each and every owner of such an independent attraction an independent contractor, who would have to take care of his own tax transactions under the Social Security Act, with no responsibility on the part of the carnival owner in regard to his independent attractions. We have stressed this point and ruling in our inquiry for an official ruling on the unit question for carnivals.

It was suggested to us to advise carnival owners, until an official ruling is made, to make individual arrangements with every independent show owner on their lot on how the Social Security taxes should be handled. It was also suggested that at this time it would be the best to keep all tax records, etc., in the office of the carnivals, as previously suggested in *The Billboard*, so Revenue Collectors can check up and advise on the proper compliance with the tax regulations of the law. The ruling on the unit question will be one of the first that will be made at our request.

Will Affect Concessions

A new ruling which may affect many branches of the outdoor show business

was made a few days ago and reads: "A contractor who engages workers and furnishes them with machines and tools with which to work, such contractor having the right to discharge the workers, being primarily liable to pay their wages and controlling them not only as to what be done but how it shall be done, is the employer of the workers so engaged for the purpose of Titles VIII and IX of the Social Security Act."

Further on this ruling states: "The fact that the concern agrees to pay to the contractor a sum sufficient to cover the wages of the person working under him, plus an amount for overhead and profit, does not tend to change the legal relationship of the parties involved."

Under this ruling every concession superintendent of a circus, regardless of the fact that he has leased the concession department at a fixed rental or runs it on a percentage of the profits, may be declared an independent contractor and not an employee of the circus in the official ruling on this question which we expect shortly.

If this principle is upheld by the Internal Revenue Bureau in its final decision in regard to organized bands and orchestras, playing hotels, amusement parks, fairs, celebrations, etc., it may lead to a confirmation of the original ruling on bands and orchestras playing in hotels and made in October, 1936. In this decision the band or orchestra leader was declared an independent contractor and responsible for the collection and payment of the Social Security taxes.

The American Federation of Musicians has made a very strong fight at Washington against this interpretation. We understand that the AFM will have a final hearing on this question in the near future, but we doubt that the original ruling will be changed, because the same principle has appeared in practically every official ruling that has been made by the General Counsel of the Bureau of Internal Revenue in recent weeks.

The opinion given to the writer on the musicians' question was that according (See SOCIAL SECURITY on page 66)



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PAYROLL SYSTEMS—Our simplified National Payroll Records are just what you need. The simplest to use. Every record you need is before you at ONE writing, bound in compact form, for easy filing. Sufficient record for one employee for one year, \$60 prepaid. Send coin or stamps, shipped same day. Write today for quantity prices and samples. Will enclose worker's own record book with each order.

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RIDE HELP WANTED

BOOZERS SAVE YOUR TIME.

Farris Wheel, Tilt-a-Whirl, Merry-Go-Round and Kiddie Ride. Must be real operators. Top Wages. Rides working church locations exclusively in Chicago.

M. J. DOOLAN RIDES
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DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER.
A Guaranteed Attraction.
Write for Particulars.
Permanent Address, Tonawanda, N. Y.

WANTED

Ferris Wheel, Merry-Go-Round, Concessions, FOR A THREE-DAY CENTENNIAL AND HOMECOMING CELEBRATION, JULY 3, 4 AND 5. 5,000 Expected. No Gambling Devices. CASSVILLE CENTENNIAL CELEBRATION COMMITTEE, Cassville, Wis.

WANTED

INDEPENDENT CONCESSIONS AND SHOWS For July 2 and 3, for **HUGE FESTIVAL AND CARNIVAL**, On the Streets of Sycamore, Ill. **Floos, Photo, Lead Gallery, Bowling Alley, Hand Binger, Candy Apes and other Concessions working for stock. No Ball Games. Privilege reasonable. The Wanda Shows will be on the Midway. Address MR. HENRIKEN, Sec'y, Chamber of Commerce, Sycamore, Ill.**

Want Carnival

IN MARION, O., For Week Starting July 26, 1937. In answering send full details to **H. B. PRIOR, 459 Blaine Ave., Marion, O.**

WANTED

Independent Rides, Shows and Concessions of all kinds. **Second Annual Labor Day Celebration** Write **E. B. WIRT, 442 East Pine St., New London, Wis.**

WANTED

HIGH-CLASS CARNIVAL BETWEEN NOW AND JULY 24, Outskirts of Lynchburg. Write **SHRADER FIELD, INC., 416 Peoples Bank Bldg., Lynchburg, Va.**

WANTED

Shows, Rides, Concessions and Free Acts for **ELKS' HOME COMING AND CELEBRATION,** July 4-5-6-7-8-9-10. Could use a large Carnival. Bob Kobacker get in touch with me. **BOB OALLWAY, Elks' Club, Taylorville, Ill.**

WANTED

Rides and Concessions, also a few good, clean Shows and Free Acts for the **JULY 5TH CELEBRATION.** Communicate with **RALPH RUBENDALL, Polo, Ill. Auspices American Legion.**

Wanted Carnival

4th OF JULY CELEBRATION Decatur Veterans of Foreign Wars. Address **CHELSE G. GISSNA, Decatur, Ill.**

WANTED

August 18 & 19, 1937

RIDES AND ACTS

Write **H. CUNNINGHAM, Chairman, American Legion Festival Committee, Billsfield, Mich.**

WANTED

Rides and Concessions for **12th Annual Grant County Fair and American Legion Rodeo,** August 31-September 1 and 2. Write **M. O. JOHNSON, Hyannis, Neb.**

FERNDALE FIREMEN'S JUBILEE

Johnstown, Pa., June 21-28. Want Ferris Wheel this big celebration and seven celebrations to follow community sponsored. Percentage low. Concessions open. **M. A. BEAM, Windber, Pa.**

WANTED

FOR WEEK JULY 5th Shows, Rides and Legitimate Concessions, Alamo, Tenn., around the Square. Grifters stay at home. Press Agent contact President Chamber of Commerce. Live spot, County Seat. **T. H. STRANGE.**

WANTED SHOWS AND CONCESSIONS

ANNUAL AMERICAN LEGION CELEBRATION. One of Southern Indiana's Best Spots. **JULY 12 to 17, PAOLI, INDIANA**

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS** (Communications to 25-27 Opera Place, Cincinnati, O.)

Varied Program For Salem Event

SALEM, Ill., June 12.—An extensive entertainment program featuring Johnny J. Jones Exposition and a huge free stage show, comprising 50 people, has been outlined for the eight-day 54th annual Marion County Soldiers and Sailors' Reunion to be staged this summer under American Legion and United Spanish War Veterans' auspices, said Earl W. Merritt, general chairman. Other features will include open-air dancing nightly, parades and drum and bugle corps and band contests; Legion Day, Veterans' Day, Republican Day, Democratic Day, Fire Fighters' Day, Spanish War Veterans' Day and Old Settlers' Day.

Egyptian Fire Fighters Association of Southern Illinois, comprising 38 counties, will hold its convention here in connection with the event. Convention speakers will include fire chiefs from St. Louis and Chicago and prominent association members. A mammoth parade, composed of fire-fighting equip-

Co-Operation

KEWANEE, Ill., June 12.—"Kewanee Post No. 31, Department of Illinois, American Legion, feels that it owes *The Billboard* a great deal of thanks for the splendid co-operation given us in putting on our 1937 Kewanee Post Spring Festival on May 24-29 and we wish to thank the editor of the Sponsored Events Department for his kind interest."—**HAROLD D. COMP, Grand Historian d'Illinois, La Societe des 40 Hommes et 8 Chevaux.**

Buckeye Shows for Biloxi

BILOXI, Miss., June 12.—Attendance of 100,000 is expected for this city's Independence Celebration at which Governor Leche of Louisiana and Governor White of Mississippi are scheduled to compete in a yacht race. Merchants have raised more than \$1,500 for fireworks and other attractions and the Buckeye State Shows have been contracted to furnish the midway.



PARADE "CABOOSE" USED EXTENSIVELY in and around Montreal to exploit the *Hamid-Morton Trained Animal Circus* held on May 22-29 in one of Canada's leading arenas and sports centers, the Forum. Show, concluding the *National Producing Company's (Hamid-Morton) 1936-'37 season, was an unqualified success and was cited by press and public as one of the greatest three-ring aggregations ever to play in the Dominion.*

ment from every county in Southern Illinois and featuring quaint and obsolete equipment, including most modern types, will be held.

Association's officials include Albert Herring, president; C. C. Forsman, secretary; C. E. Retting, executive chairman, and Peter Ling, treasurer.

Oregon Trail Pageant Has Big Cast; Pioneer Parade

EUGENE, Ore., June 12.—Coming Oregon Trail Pageant and Pioneer Parade here will be its fourth annual presentation. More than 2,000 people are in the cast, scores of horses, oxen, cattle, sheep, dogs and hogs.

Setting is on a stage 350 feet long by 110 feet deep and 60 feet high, with a one-half mile track in the background serving as an entrance and exit for episodes. Pageant is directed by Doris Smith and written by W. F. G. Thacher. In the pioneer parade will be many original covered wagons and other relics. West Coast Amusement Company, W. T. Jessup, manager, will furnish attractions and concessions.

HELP This Department by Telling Committees About It.

Chippewa Expo Draws Big

CHIPPWEA FALLS, Wis., June 12.—Thousands attended the four-day Chippewa Valley Centennial and Home-Coming Exposition, which ended on June 8. Entertainment included parades, band concerts, log rolling, chopping and loading contests, fireworks, historical pageant and Scout review on the fairgrounds and daily free acts on street platforms, which included Waino and May, wire and contortion; Velma Shottwell Griffin's accordion ensemble, Miss Henderson and performing canines, Accordion Gypsies, De Waldo's novelty cycle act and Hiram and Mirandy act.

Miller Books Badger Fetes

MARSHFIELD, Wis., June 12.—More than 50,000 invitations have been sent out to former county residents to attend Marshfield's Golden Jubilee and Old Settlers' Homecoming, said Fair Secretary R. R. Williams, in charge of arrangements. Business men are sponsoring the celebration and there will be a pageant, parades and contests and shows, rides and concessions by Miller Bros.' Shows, which also are to play celebrations in Beaver Dam and Beloit, Wis.

Free Acts, Rides, Shows Featured at Framingham

FRAMINGHAM, Mass., June 12.—Free acts, rides, shows and concessions are to be features of the Midsummer Carnival which will be held here this summer under Chamber of Commerce auspices, with Charles Kyle director of amusements.

Pyrotechnic displays will also be a feature each night of the four-day event. John Paul is general chairman.

Klein Has Two Ohio Dates

CANTON, O., June 12.—C. A. Klein announced here last week that he has closed contracts to produce an exposition under Waynesburg Fair Association auspices this summer. Shows, rides, concessions, a rodeo and free attractions are to be featured. Klein said he had also been awarded a contract for promotion of a week's outdoor exposition at Hubbard, O., under Hubbard Cricket Club auspices. Present plans call for a midway, rides, shows and concessions with at least two free acts.

Canton Is To Celebrate

CANTON, O., June 12.—Thanks to Mayor Secombe, this city will have an old-fashioned Independence Day Community Celebration. A citizens' committee, headed by the mayor, will sponsor the one-day event. Plans call for concessions, shows and free attractions. Other features are to include a rodeo, parade, band concerts, athletic events and fireworks. J. C. Callinan is in charge of arrangements. Secombe's Independence Day promotion last year drew more than 40,000.

Art B. Thomas Shows Signed

BRYANT, S. D., June 12.—Plans are rapidly progressing for this city's 50th Anniversary Celebration to be staged under American Legion auspices with business men co-operating. Art B. Thomas Shows will be a feature of the two-day event. A departure from the usual award of an automobile as grand prize has been made this year, and instead \$500 in cash awards will be made. A special feature will be award of a gold watch to one of the many pioneers who have resided in Hamlin, Clark and Kingsbury counties 50 years or more.

Kewanee Post Raises Funds

KEWANEE, Ill., June 12.—At the annual Spring Festival of Kewanee Post, American Legion, on May 24-29 Fairly-Martone Shows were on the midway and free act was the D'Arcy Sisters. Kewanee Post, which raises money for its community work by these festivals, realized nearly \$400, it was stated, for its treasury. Fairly-Martone Shows, title then being Hennies Bros.' Shows, played the engagement last year.

Brashear Directs in Gallup

GALLUP, N. M., June 12.—Don M. Brashear, formerly general agent of the Yellowstone Shows, is managing director of an Independence Celebration to be staged by the Veterans of Foreign Wars Post. Features will be a parade, pageant, midget auto races, fireworks, and rides and concessions to be on business streets, Siefert's rides having been contracted. American Legion Post will put on boxing bouts. Commander Bill Fey is general chairman and Guldo Zecca is concession manager.

WANTED RODEO

Can put first-class Rodeo in Fair Grounds, CANTON, O. JULY 23-4, with Free Show on 5th Show out 5th not advertised. (Cole Bros. broke record here two weeks ago). No Rodeo here in 2 years. Phone or wire at once **GALLIPAN, Mayor's Office, Canton, O. P. S.**—Rides wanted also. **W. H. WADE** contact me.

AMERICAN LEGION

Will Put on a Celebration **JULY 4TH AND 5TH, AT DE PERE, WIS.** PERSONS INTERESTED IN FURNISHING ENTERTAINMENT WRITE **CLARENCE E. RILEY, Sec'y, De Pere, Wis.**

SHOWS and CONCESSIONS WANTED FOR

OLD SETTLERS' DAY, THURSDAY, AUG. 19. SHOWS—Milton R. Lorber. CONCESSIONS—R. Luckenbill. **COLUMBIA CITY, IND.**

Beardstown Prepares For Annual Fish Fry

BEARDSTOWN, Ill., June 12.—Preparations for the annual Free Fish Fry to be held here on Friday of Carnival Week this summer are already under way, according to C. R. Ratcliffe. Event, which has been an annual feature for the last 44 years, is under American Legion auspices.

The fact that there is a big lock and dam project, employing 4,000, near here has led officials to anticipate one of the biggest years in the event's history. A carnival will be on the midway. Committee officials include Pius Stauffer, C. R. Ratcliffe, O. B. Burnett, Morris Avery and E. Miller Dunn.

Shorts

MERLE A. BEAM, Windber, Pa., opened at Old Home Week, Sligo, Pa., first of 10 celebrations he has booked, with seven rides, two shows, 30 concessions and two free acts. One of the shows featured Agnes and Sara Horner, 18-year-old comely fat-girl identical twins.

CITY Council, Neenah, Wis., appropriated \$600 for the American Legion Post's annual Independence Celebration in Riverside Park, about \$500 of which will go for fireworks.

RACINE (Wis.) city council appropriated \$1,000 for a Goodwill Independence Celebration to include parade, concert, street dancing and fireworks. Bernard Magruder is chairman and Edna Christensen secretary of the celebration committee.

ENTERTAINMENT for a two-day Independence Celebration in Riverside Park, Watertown, Wis., will include Heinie and his Grenadiers, WLS entertainers; 105th Cavalry and bands and fireworks.

STEINER Trio, comedy novelty bars, were at Sligo (Pa.) Old Home Week Celebration on June 7-12.

AMERICAN Legion Post in De Pere, Wis., will again present a two-day and two-night Independence Celebration on Brown County Fair grounds with races, fireworks and free attractions, reported Clarence E. Riley, secretary. This year's celebration will be the 10th anniversary of such events arranged by the post.

"TRUCKIN' ALONG," a Federal Theater Production presented by 40 septias, will be feature attraction at the Postal Employees' Outing at Raphael Gardens, Philadelphia, in celebration of Independence Day. National Alliance of Postal Employees and Motor Vehicle Service Association are sponsors.

ATTENDANCE totaling more than 100,000 set a new mark for the annual Birmingham (Ala.) Air Carnival on June 5 and 6, under Birmingham Aero Club sponsorship. Prominent figures participating included Frank Hawks, Alexander Papan and Dale Myers. A queen ruled over the event.

CARL B. CHICK is chairman of a committee in charge of arrangements for the Independence Day Celebration to be held in Jackson, O., under Veterans of Foreign Wars auspices, in co-operation with merchants.

CHAMBER OF COMMERCE will sponsor both the Cotton County Free Fair and the Turkey Carnival to be staged in Walters, Okla., next fall. C. C. Stephens is committee secretary.

INDEPENDENCE Celebration in Hancock, N. Y., will have rides, shows, concessions, free acts, public wedding and display booths, and publicity will include heavy billing in the territory and daily broadcasts from Binghamton, N. Y.

THE 1938 Memphis Cotton Carnival will be held earlier than usual, George J. Eckert, president, announced, to avoid conflict with dates of conventions booked.

SHOW LETTERS

(Continued from page 60)

Schenectady. Among visitors were Max Gruberg, accompanied by Edward P. Rahn; Mrs. Milton Morris and Mrs. Barbara McIntyre visiting with Mrs. Alyne Morency; Jack Montague and wife, C. W. Cracraft, Foster Bell and Jack V. Lyles. Newton Kelly joined with fat girl show. J. C. Rogers is now operating reptile exhibition. Jimmy Robichaud has Laughland completed with very unique front. Bucky Yeager is new addition to concession row. F. PERCY MORENCY.

W. E. West Motorized Shows

Paola, Kan. Week ended May 29. Weather and business satisfactory. W. E. West purchased an Ell Wheel and a new Mixup. Show now has twin wheels, Alvin Van Dyke, foreman. Kyrie Seals has Kiddie Autos; Jack Whitney, Merry-Go-Round; Buddie Gallager, Kiddie Ride. Mr. and Mrs. Ames, managing Lovers' Lane, have painted a picture extending across entire front drawing favorable comment. Bobbie Burns, armless wonder, managing side show; Mrs. Burns, snake enchantress; Pete Holmes, tattoo artist; Roy Bedwell, fire king; Bobbie, the pop-eyed jeep; Jack Sterling, human pin cushion; Marie Ralph, of Naples, Italy, boy turning to woman; Eddie Miller, tickets. Jordan's musical review is now featured; prima donna Senorita Rena La Bell, singer and dancer; Master Virgil Dwain Jordan, tumbler; Lloyd Fanning, black-face comedian and soloist with stringed instrument; Billy Jordan, xylophone artist; Mrs. Jordan, tickets. Jack Gallager is manager of illusion show; Blackie Seamster, manager of a single pit girl show; Blackie Adams, tickets. Jack Rooney, manager athletic show, which topped midway; Irish Kennedy, combination wrestler and boxer; Jimmy (Kid) Burns, wrestler; Frankie Rooney, tickets. Curly Ellis, manager Hawaiian show; Mrs. Ellis and Mrs. Eddie Thompson, dancers. This show recently renamed *Follies of 1937*. T. R. Rohn, chief electrician, lot man and ride superintendent. Concessioners are Mr. and Mrs. Davis, Mr. and Mrs. Carson, Mr. and Mrs. Huff, Mr. and Mrs. Carter; Mr. and Mrs. Williams, cookhouse; Roy Johnson, lead gallery; Mrs. Cleo Rooney, penny pitch; Carmen Kennedy, ball game; Jimmy Ewing, corn game. Two daughters of Mr. and Mrs. West arrived after finishing school. Maybell returned from Saline, where she was in Marymount Academy, and Virginia from Oklahoma City. Each of the young ladies operates a concession. Bobbie and Flo Mason were married last Thursday on the show. BILLY JORDAN.

Winters Exposition Shows

Ambridge, Pa. Week ended May 29. Location, main street next to post office. Disabled American Veterans World War. Weather, some rain. Business, very good. Gate, shows, rides and concessions did good business. Percy Martin joined here as general manager. Walter J. Javens severed his connections with the show here. Mills and Mills, free act, left to fill dates previously contracted. Ethel Garland, free act, continues. Albert Beresoff, sound-truck operator, is framing ice-cream concession. ALICE J. WINTERS.

F. H. Bee Shows

Mt. Sterling, Ky. Week ended June 5. Location, uptown. Weather, rain. No auspices. Business, good when weather permitted. Move from Morehead by trucks. Ready for opening 6 o'clock Sunday evening. Big crowd first night, followed by two nights of steady rain. Tenth consecutive year showing Mt. Sterling. Three local papers and populace welcomed return. Free prize drawings nightly except Friday, when clown Walter S. Walters, of this show for past nine years, and Mrs. Lillian Yeager, of Elizabethtown, Ky., were united in matrimony at a public wedding on midway. Prof. Vincent Bellemo and Royal Italian Band making a hit. Dressed in bright red uniforms. Leonard McLemore says he didn't know there are so many kiddie ride men wanting jobs until he put an "ad" in *The Billboard*. More than 40 wires and letters received. McLemore has two kiddie rides and eight concessions. Jack Rainey and Wade Beard have flashy corn game. Gus Bethume busy with cookhouse. Louie and Kate Augustine furnish band truck in addition to four concessions. Mrs. C. H. Krug and son joined Krug

WANTED
July 17th thru 31st
MUSKEGON CENTENNIAL
To Complete Midway
Drome, Fun House, Glass House, Ten-in-One (with or without illusions), Deep Sea Diving Act, Monkey Circus, Midget Village, etc.
Write best offer, complete description and k.w. requirements. Picture of flash front first letter. No games or stock wheels. Rides contracted.
MUSKEGON CENTENNIAL not a promotion; you deal direct and only with R. F. LINGELBACH, Chairman, Midway Concessions, Muskegon Citizens' Centennial Association, Muskegon, Michigan.

Lake County Annual July 4th Celebration
Crown Point, Indiana, July 3rd, 4th and 5th.
Wanted: Eating Stands, Ball Games, Popcorn, Cracker Jack, Taffy Candy, Snow Ball, Custard, Six Cats, Novelties, Independent Shows, Legitimate Concessions of all kinds, Wheels, Photo Gallery, Rides booked. Want Free Acts. This promises to be the biggest Fourth of July Celebration ever staged. We have Horse Races, Free Acts, Bands, etc. Some of the largest organizations in this county are participating. With a drawing population of 5,000, 000 people within a radius of 100 miles, it is estimated that a minimum of 3,000,000 will attend the Celebration. The ideal location of the Crown Point, Ind., Fair Grounds, in the heart of Lake County, the world's largest industrial county, with a wide variety of continuous entertainments, means "repeat" business with a possible actual attendance of twice the above stated number.
All address E. M. GORDON, Superintendent of Concessions, Crown Point, Ind.

Associated Amusement Attractions
Presents Michigan's Greatest Fiesta
AMERICAN LEGION MIRTH QUAKE
BIG RAPIDS, MICH., JULY 3 to 10, INCLUSIVE
Wanted—Free Acts, Independent Shows, Rides and Concessions. All address MILTON BENNETT, Gen. Mgr., Motts Hotel, Big Rapids, Mich.

6 BIG DAYS WANTED GOOD CLEAN CARNIVAL 6 BIG DAYS
For Our
ANNUAL "FREE FISH FRY" AND HOMECOMING!
Sponsored by AMERICAN LEGION POST 605. 1st, 2d or 4th week in August. Annual event for 44 years. Must have plenty of rides and shows. 50,000 people to draw from.
Write CHAIRMAN C. R. (BUTCH) RATCLIFFE, Beardstown, Ill.

on show. Mom Creager welcome visitor. Slim Reynolds has illusion show. King Kong Peters in charge of athletic arena. Jimmie Carter has Zomo Show, assisted by Mary Carter. William Floyd manager of the minstrel show, Viola Keaton stage manager. John Thompson has Hawaiian show. Jimmie Abbott has snake show. Motordrome not up this week. Attendance more than double that in former years. Joe Smith is building new concession. Bill Brown, general lot man, rebuilt photo concession with gold and silver leaf paint. Skinny Barham returned after two weeks' vacation. Charlie Bumpus left with his concessions. George O'Neal arrived with new Plymouth coupe and trailer. Crip Gurl purchased new Anchor top. Jack Robison still guessing weights. Bob Parker has set of Bartlett's diggers. Bee Bartholomew and wife have the frozen custard. Dishes Poole stocking patrons up with plenty of glassware with his "Nickel In." Happy Stewart getting top money with Loop-o-Plane. E. E. Baker, ride superintendent, has a ball game. E. E. BAKER.

Johnny J. Jones Exposition
Pittsburgh, Pa. Week ended June 5. Second location, East Liberty circus grounds. Weather, ideal. Business, good. With runs set right at lot on Exposition Park location, train was loaded in double quick time and on way to East Liberty circus grounds, six miles away. This no doubt the shortest run of season. Again show was unloaded on lot, which gave everyone ample time to set up attractions and be in readiness for Monday opening. Memorial Day brought out early-spending crowd that stayed on midway until 1:30 a.m. Rest of (See SHOW LETTERS on page 74)

WANT
for 16 consecutive bona fide Fairs immediately: Merry-Go-Round, Chairplane, Tilt-a-Whirl, Octopus, Scooter, Motordrome, Wax Show, Animal Show, Free Acts and Musicians for White Band; all or any part with or without own transportation. All replies BOX D-32, care The Billboard, Cincinnati, O.

4th of July Celebration
Monster bonfire, gorgeous display of fireworks. Largest 3-day celebration in the section, attracting 80,000 people each night. WM. J. TALBOT, Com., the American Legion, Quincy Post 95, Revere Rd. and Mechanic St., Quincy, Mass.

WANTED
FOR AMERICAN LEGION AND MERCHANTS' HOMECOMING FAIR, September 21st to 25th. Rides, Shows, Acts and Concessions. Write HENRY E. SMEADER, Sec'y, Box 102, Floriston, Ind.

Large Carnival Wanted
by the American Legion Post 131 for the last of July or August.
FRANK P. KOVACH, Chairman
5 W. 21st St., Chicago Heights, Ill.

WANTED
FERRIS WHEEL — MERRY-GO-ROUND — KIDDIE RIDE,
For July 4 and 5.
AMERICAN LEGION, Danville, Ill.

CONCESSIONS - SHOWS - WANTED
For July 3rd, 4th, 5th, AT KAMPSVILLE, ILL.
On the Illinois River. State Routes 100-108. Big Free Fish Fry, Mammoth Fire Works, Prominent Speakers, Bands, Radio Talent, Boating, Swimming and Dancing.
J. L. LIKES, Chairman.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS-DEMONSTRATORS — RUC GUIDES. Darners, Hemstitchers, Embroidery Guides, Threaders. Good sellers. Samples (2), 25c. COLBERT, Box 494, Santa Monica, Calif. je26

AUTOMOTIVE ACCESSORY SALESMEN

Wanted: Capable men with knowledge of wax and polish products and well acquainted with automotive trade to represent a fast-growing concern manufacturing a nationally advertised automobile liquid wax and cleaner. Drawing account or salary. Reference required. Applications held confidential. **BOX C-265, Billboard, Cincinnati, O.** x

BIG MONEY APPLYING GOLD INITIALS ON

Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO," 1305 Washington, Boston, Mass. x

COLD REFLECTING WINDOW SIGN LETTERS,

penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS, 7941F Halsted, Chicago, Ill.** jy3x

CONCESSIONAIRES, PARKMEN, STREETMEN,

Fair and Carnival Workers. Sell Jungle Rose Beans. Sells for 5c. Fast seller, big profits. Particulars free. Samples 10c. **NATURAL FLOWER PRODUCTS, P. O. Box 661, Ft. Lauderdale, Fla.** je26

LIQUID SKIN CLEANSER, MAKE-UP REMOVER.

Big seller, large profits. Send for free sample, details. **MILLS CHARMAID CO., 907 Gunnison St., Chicago, Ill.** x

LOCAL AGENTS WANTED TO WEAR AND

demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **H. J. GRAVES, President, 1300 Harrison, Dept. T-807, Chicago, Ill.** x

MAKE MORE MONEY TAKING ORDERS;

Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses, Sales Kit Free! Experience unnecessary. **NIMROD COMPANY, Department 43, 4922-28 Lincoln Ave., Chicago.** jy3

MEXICAN HAND-MADE FEATHER PICTURES

leave enormous profits. Size 4x9", retails \$1.00; costs \$2.64 dozen, including duty. Free particulars. Sample 30c stamps. **MARQUEZ, Apartado 1176-B, Mexico City, Mexico.** jy10

NO PEDDLING—FREE BOOKLET DESCRIBES

107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand, New York.** ju26x

PROFIT 2,000% — ACREEABLE EASY WORK

applying Gold Initials on Automobiles. Every owner buys \$3 to \$15 daily earnings. Write for complete details and free samples. **AMERICAN MONOGRAM COMPANY, Dept. 20, Dunellen, N. J.** x

SELL FAN BLADES, LEE, TEXIDE, SILVERTEX,

Lafax, Bandages, Sundries, Novelties, etc. **KEARNY, WHOLESALE DRUG, 456 Kearny St., San Francisco, Calif.** jy3x

THEY'RE RUNNING. EVERYBODY'S PLAYING

Horses. Desbo Chart picks 'em. Many long shots. Simple, easy. Sells for only 50c. Flashy package. Particulars free. **DESBO, 2328W Pico, Los Angeles, Calif.** jy3x

WHERE TO BUY AT WHOLESALE 500,000

Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** je26x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCODILES. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN, Silver Springs, Fla. Wire via Ocala.** jy3

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. **SNAKE KING, Brownsville, Tex.** jy31

BEAR CUBS FOR SALE—SMALL AND TAME. Write to Canada's largest exporters of bears. **RELIABLE BIRD CO., Winnipeg, Can.** je26

BIG DEN'S ASSORTED SNAKES, \$10.00 AND UP. Dragons and Iguanas cheap. Cash with orders. **TEXAS SNAKE FARM, Brownsville, Tex.** jy17x

COYOTE PUP, \$5.00; DEN HARMLESS SNAKES, \$10.00. Pair Kangaroo Rats, \$2.50; Pair Prairie Dogs, \$3.50; Dozert Racing Turtles, \$3.50. Cash. **LEM LAIRD, Harper, Kan.** x

PLENTY HEALTHY SNAKES, ALL KINDS. Alligators, Armadillos, Gilas, Iguanas, Chamelions, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Coatumundis, Rats, Mice, Owls, Macaws, Parrakeets, Parrots. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** jy3

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

FORD FUNNY STORIES, 10c, 25 VOLUMES Encyclopedia Britannica, \$10. Business, Story Books. Write **JOE CHERRY, 406 E. Philadelphia, Detroit, Mich.** x

BUSINESS OPPORTUNITIES

CORN POPPERS AND GASOLINE BURNERS. Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO., 111 Locust, Des Moines, Ia.** jy10x

SELL BY MAIL! BOOKS, NOVELTIES, BARGAINS! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO, 438 N. Wells, Chicago.** tfrx

COSTUMES, UNIFORMS, WARDROBE

BAND COATS, REULATION, \$2.50; CAPS, every color, new, \$1.50. Cellophane Orientals, Chorus, Ballyhoo Capes, Cloths. White Mess Jackets. **WALLACE, 2416 North Halsted, Chicago.**

PENNY ARCADE LOCATIONS WANTED WITH or without machines. Write **EMANUEL NAGLER, 973 Tiffany St., Bronx, N. Y.** je26x

2,000 COSTUMES—HULA, STRIP, CHORUS, Tap, Strut Oriental, close out, \$1.95 up. Write for descriptive list and state your needs. **HARRODS, 1439 N. Western, Hollywood, Calif.** je26x

COIN-OPERATED MACHINES SECOND-HAND

Notice
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABSOLUTE BARCAIN—ASSORTED MARBLE (Pin) Games, equipped with new Eveready Batteries, 1c or 5c slots, 12 for \$50.00; single, \$5.00. Deposit required. **KLOTZ SALES, 17 Wellhouse Bldg., Atlanta, Ga.**

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** je26x

BUMPERS, \$25.00; SKIPPERS, \$45.00; STONER Bell Fan, \$35.00; Turf Champs, \$65.00; Crossline, \$39.50; Slots, \$10.00; Mills Double Jaks, \$25.00; Skee Balls, \$35.00 up; Pay Tables! all kinds, low prices. **LEHIGH SPECIALTY CO., Second and Green, Philadelphia, Pa.** x

DOLLAR SPECIALS — PIN AND COUNTER Games. Two games for price of one, plus \$1.00. List free. **COLEMAN NOVELTY, Rockford, Ill.**

ELECTRIC GUNS—RAY-O-LITE, \$150; TARGETTE, \$125; Jungle Dodger, \$70; Flying Duck, \$90. AUTOMATIC SALES, 2818 Madison, Covington, Ky.

ERIE DIGGERS, \$15.00; IRON CLAWS, K-O Fighters, cheap; Victor Penny General Merchandisers, \$7.50; lots of 10, \$7.00; Cent-A-Smoke Cigarette Vendors, \$4.50. **NATIONAL, 4242 Market, Philadelphia, Pa.** x

FIRECRACKERS CONVERTED INTO NEW BASE- ball Bumper Type Machine, \$15.00 with latest features. **O. D. GRIFFIN CO., 4762 Woodward Ave., Detroit, Mich.**

FOR SALE, BARGAIN — ONE-BALL PIN Tables, Slot Machines, Counter Games. Repair work, supplies and parts. **DIXIE COIN MACHINE CO., 5 South Eutaw St., Baltimore, Md.** je26x

FOR SALE—BUMPERS, \$20.00; SCOREBOARDS, \$30.00; Hi-De-Ho, \$15.00, 1/3 deposit. **MT. ROYAL NOVELTY CO., 23 W. Mt. Royal, Baltimore, Md.** x

ABSOLUTELY CLOSING OUT—BALLY RE- liance, nickel, late model, \$25.00; 1c Chief, No. 129001, \$60.00; four 5c Chief Bells, No. 121,000, \$60.00; six 5c Chiefs, No. 129-130,000, \$70.00; 10c Chief, No. 118860, \$50.00; 10c Chief, No. 120953, \$70.00; \$1.00 Chief, No. 128,240, \$50.00; two 5c Dixie Bells, No. 127,000, \$65.00; 1c Little Duke, No. 18164, \$25.00; five, like new, 5c Chiefs, \$90.00; two Penny Blue Fronts, No. 320,000, \$40.00; five nickel Blue Fronts, No. 360-400,000, \$50.00; four nickel Blue Fronts with Milco Attachments, No. 370,000, \$55.00; 10c Blue Front, No. 376201, \$52.50; 10c Blue Front, No. 377203, \$60.00; 10c and 25c Extra, No. 360,000, \$55.00; Futurities, two 10c, No. 380,000, \$75.00; 25c No. 381750, \$65.00; 5c, No. 385038, \$50.00; 25c Red Front, No. 382818, \$70.00; 1c Pace, No. FB29361M, \$37.50; 5c Bonus, No. 415286, \$85.00; 1c Pace, No. MD18378, \$20.00; fifteen 5c Pace, No. 28-43,000M, \$45.00; 5c Pace, No. FS22634, \$40.00; four nickel Pace, No. FB30-42,000M, \$50.00; 10c Pace, No. FS26-921M, \$47.50; two 50c Pace, No. FB30,000M, \$50.00; two 5c Treasury, No. L73,000, \$32.50; 1c, 1c-10c, No. L9537, \$25.00; 1c Waiting No. FS20, \$50.00; 5c Waiting No. 41022, \$5.00; 10c Waiting No. 70354, \$32.50. All above Mystery-pay, some GA awards. 5c Columbia, No. 1487, \$50.00; 5c Columbia, like new, \$61.00; two 5c FOKs, No. 280,000, \$25.00; six QTs, No. 4-9,000, \$25.00; two 5c Rol-A-Tops, No. 70,000, \$40.00. Tables—Alamos, \$10.00; All Stars, \$22.50; Bally Derby, \$22.50; Bonus, \$22.50; Boosters, \$35.00; Bumpers, \$20.00; Challengers, \$15.00; three Chuck-A-Lettes, \$125.00; Daily Doubles, \$14.00; Daily Races, \$20.00; Deluxes, \$10.00; Mills Dewey, \$110.00; Diggers, Microscope, 1934, \$22.50; Fence Busters, \$20.00; Gold Awards, \$8.00; Hialeahs, \$15.00; Hi-De-Ho, \$10.00; Hi Hands, \$5.00; Hollywoods, \$17.50; Jockey Club, \$125.00; Mills McCoy, \$22.50; Kings, \$5.00; Major League, \$5.00; Manhattans, \$2.00; Marksmans, \$37.50; Multiple, \$15.00; Mills Owl, \$80.00; Pay Day, \$7.50; Pamco Ballots, Palookas, Parlay and Plugs, \$20.00; Peerless, \$14.00; Peakness, \$65.00; Rambler, \$10.00; Ranger, \$12.50; Rays Track, No. 1060, \$155.00; Rays Track, No. 3939, \$155.00; Rays Track, No. 1047, \$140.00; Rays Track, \$140.00; Rocket, \$5.00; Sunshine Baseballs and Derbys, \$17.50; Stewart & McCutcheon Cig. Vender, 6 column, 1934, \$20.00; Skippers, \$37.50; Stampedes, \$8.00; Paces Races, No. 4834, \$275.00, like new; Rosemont by Pacific, \$175.00; 1935-'36 Rockola Multi-selector, \$122.50; Groetchens, \$3.50; Gems, \$6.50; Hazards, \$3.00; Hit Mes, \$2.50; I.O.U.s, \$4.00; Penny Packs, \$4.50; Punctettes, \$3.00; Reel 21s, \$4.50; Rhythmic, \$5.00; Reel 25s, \$4.00; Trickettes, \$2.25; Twins, \$4.00; Twins Dodge Trucks, 1935-'37, Building and Equipment, cheap. **NATIONAL AGENCY, Box 165, Columbus, Ga.** Phone 1683. x

FOUR BUCKLEY DICER TREASURE MA- chines, used only four months, \$85.00 each; five of various type machines, used about six months, \$75.00 each. All machines in good condition, like new. 1/3 deposit, balance C. O. D. Write or wire **ROBERT EHRHARDT, 608 N. Market St., Shreveport, La.**

KENEY BOWLETTES — 10 AND 14 FOOT; Rola Scores, 9 foot, \$47.50 each; Bank Rolls, 14 foot, \$67.50. All in perfect condition. One-half with order, balance C. O. D. **LOUISVILLE NOVELTY COMPANY, 330 East Breckenridge St., Louisville, Ky.**

MILLS NICKEL-DIME BLUE FRONTS, \$50.00; Mills Nickel Silent Gold Awards, \$40.00; Victoria Nickel Double Jackpots, \$20.00; Penny Little Dukes, \$10.00; Triple Dukes, \$15.00. Third deposit. **CHEROKEE NOVELTY, Cherokee, Okla.**

MILLS SMALL SCALES, \$25.00. ONE CENT 5 Jacks, \$5.00. Cards for Paces, Rays Races, Slots, Punch Boards, Carnival Wheels or anything if price is right. **O'BRIEN, 89 Thames, Newport, R. I.** x

MUST SELL IMMEDIATELY — WATLING Rollatops, used last winter, serials around severely thousands, mystery payouts, twenty five reels, vander attachment, extra good condition, 8 nickels; 3 dimes, 3 quarters, \$42.50 each; any five for two hundred dollars. Jennings Chiefs, 6 nickels, 2 dimes, 2 quarters, finest condition, look new, serials around one hundred eighteen thousand, a bargain at \$55.00 each, or any five for \$250.00. Have two Rockola 12-Record Phonographs, 1936 model, walnut cabinet, perfect condition, looks new, \$135.00 each, or both for \$250.00. 1/3 deposit. Will ship same day order received. Reference Dun & Bradstreet. **W. F. DUGGAN, Eustis, Fla.** jy3x

ONE JUNCLE DODGER, USED LESS THAN sixty days, \$50.00, or will trade for Slots. **M. A. AMUSEMENT COMPANY, Jackson, Tenn.**

ONLY 14 LEFT—NICKEL PACES RACES, '37 models, 30 to 1 odds, closing out at \$250.00; two Rays Tracks, serial over 3700, \$175.00; One hundred dollars deposit required on each machine. **WALKER SALES CO., Waco, Tex.** x

MUST SELL, BARGAINS—2 SLIGHTLY USED 1937 Oak Cabinet Paces Races, Serials 4393-4396, either 20-1 or 30-1 payout, check separator, \$250.00; one Black Cabinet Paces Races, A-1 condition, \$140.00; 2 Bally Snappys, \$40.00; 3 Turf Champs, ticket and cash, \$45.00; 10 Peakness, \$60.00; Jennings 5c Console (almost new), \$75.00; Flicker, \$25.00; 4 Jumbos, Bonus, Daily Races, Peerless, \$10.00 each; Counter Games, Buckley Bones (5c), slightly used, \$50.00; 5c Reliance, \$25.00; 25c Reliance, \$25.00; Buckley Horses, 21 Vender, 2 Daval Races, \$4.50 each. Every machine guaranteed. 1/3 deposit. **J. J. HARVEY AMUSEMENT CO., 1100 Harp St., Raleigh, N. C.** x

ONE-BALL PAYOUTS—BALLY DERBY, \$22.00; Jumbos, \$17.50; Prospectors, \$15.00; Bumpers (non-payouts), \$22.50; Daily Races, \$20.00; Sunshine Derbies, \$18.00; Long Shot, \$15.00; Electric Eyes, \$25.00; Giants, \$14.00; 1 Digger, hand operated, \$12.50; Pamco Parlays, \$20.00; Rockola Deluxe, \$14.00; Alamo, \$20.00; Daily Doubles, \$14.00; Happy Days (non-payouts), \$17.50; Tycoons, \$15.00; Q-T Tables, \$22.50; Equity, \$17.50; 5c Waiting Rotatops, \$37.50; 5c Mills Silent Escalator Vendors, \$22.50; 10c Mills Escalator, \$32.50; Gooseneck 10c Double Jackpot, \$25.00; Single Jackpot 10c, \$15.00. 25% cash. **SOUTHERN VENDING MACHINE COMPANY, Charlotte, N. C.** x

PENNY ARCADE MACHINES, INCLUDING Rifles, Hockeys, Athletics, Fortune Tellers. Bargains. 500 Pin Games, \$3.00 up. Cranes, Claws, Diggers, \$20.00 up. **MUNVES, 145 Park Row, New York.** je26x

PRICED FOR QUICK SALE — TWO RAYS Tracks, Serials 2171 and 2501, A-1 condition, \$140.00 each. One Mills Blue Front Gold Award, late serial, \$45.00; two Mills Mystery Escalator Roman Heads, late serial, \$40.00 each; six Mills Penny and one 5-cent Q-T, \$22.50 each, serial over 2000. 1/3 deposit with order. **V. N. REASER, P. O. Box 78, Victoria, Tex.**

SALE OF FIRECRACKERS, \$25.00; BUMPERS, \$25.00; Bowlettes, perfect, \$75.00. Other bargains available. **O. D. GRIFFIN CO., 4762 Woodward Ave., Detroit, Mich.** x

SMALL OPERATOR WISHES TO DISPOSE OF one Chief, 3 Blue Fronts, 3 Mills Twin Jacks. Write **K. SMITH, Sarcoxie, Mo.**

TOM MIX RADIO RIFLE, ROCK-O-BALL Senior, Floor Demonstrators, sacrifice for cash or will take in trade Late Model World Series, Paces Races or Exhibits Jockey Club, or what have you? **STEWART'S RADIO, 136 North Pennsylvania, Indianapolis, Ind.** jy3x

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WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Life-A-Lines and Galloping Dominoes. **AMUSEMENT NOVELTY SUPPLY CO., Elmira, N. Y.** jy19x

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FOR SALE—5 ELECTRIC LIGHTING PLANT Generators, 4 to 5 Kilowatts each. Sell one or more, reasonable. Apply HARRY INCALLS, Swampscott, Mass.

FROZEN CUSTARD, ICE CREAM MACHINES. New electric aluminum portable counter models, \$200. Write CONCESSION SPECIALTIES, 310 East 35th, New York. je19x

NU-WA FROZEN CUSTARD MACHINE, \$400 cash. Used two seasons. A-1 condition. GENERAL EQUIPMENT CO., 423 W. South St., Indianapolis, Ind. x

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Potato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. jy31x

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A-1 ATTRACTIONS—PUBLIC ENEMIES, Midget Museum, Ant Circus, Giant Octopus, Tent, Banners, Sideshow, Doll House Illusion, Unborn Show, Mouse Circus, Two-Headed Baby, Illusions. UNIVERSAL, 3238 S. State, Chicago.

AMPLIFYING SYSTEM—2 SPEAKERS, 2 Microphones, Automatic Record Changer. New turn-down machine. Will sacrifice. LEONA NOLAN, New Castle, Pa.

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FOR SALE—16 LENGTHS OF BLUES, 2 CANOPY Taps, 1 Electric Light Plant, 10 K.W.; 2 Trained Dogs. J. J. EVANS, Massillon, O.

FOR SALE—MUSEE ANATOMY, CAESARIAN Life-Size Model; Two-Headed Baby, etc. Also Unborn. A. E. BEASLEY, 2930 Prospect Ave., Cleveland, O. je26

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A-1 TRUMPET PLAYER—TO MANAGE FILLING Station and play with City Band. Must be sober and reliable. TENNESSEE LUCION BAND, Care Billboard, Cincinnati, O.

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LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich. je19

LINE GIRLS DOING TAP OR BALLET Specialties, Vocalists, Impersonators, 5-Piece Bands. State fully. BOX 794, Billboard, 1564 Broadway, New York.

WANTED FOR REP UNDER CANVAS—MAN, Piano, double Stage. Also man, General Business. State salary. BILLY BLYTHE PLAYER, Cambridge, Md.

WANTED—EXPERIENCED COSEL AND Show Tent Operator. Write SIEGEL TENT & AWNING CO., St. Louis, Mo., giving experience and reference.

WANTED—EXPERIENCED TENOR SAX, immediately, who can transpose when necessary. Feature Vocalist given preference. Play Fourth Sax. State full details. JACK MILLS, Sioux City, Ia.

WANTED—TWO TEAMS, INCLUDING PIANO Player. THOS. F. WIEDEMAN, General Delivery, North Birmingham, Ala.

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A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937-'38 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete list in world. Send 140 illustrated page catalogue, 30c. NELSON ENTERPRISES, 198 South Third, Columbus, O. je26

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42nd St., New York City. jy17x

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MISCELLANEOUS

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MOUNTED GROUNDSQUIRRELS, \$12 DOZ., Delivered. Assorted poses. Sample \$1.50. As prizes they double your business. STRANGE'S TAXIDERMAY, Clarkston, Wash. je26x

NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. je19

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. jy10x

WILL TRADE RIVER CAMP, 3 COTTAGES, Spring, Fishing, Bathing. Trade for Portable Skating Rink or Coin Operated Phonographs. RAINBOW AMUSEMENT CO., Mountain View, Mo.

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EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. MONARCH THEATER SUPPLY CO., Memphis, Tenn. je26

ROAD-SHOW SOUND SPECIALS—WESTERN'S Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. je26x

ROADSHOW ATTRACTIONS—SPECIALS, Westerns, Stills, Reviews, Prints perfect. Lists free. MINOT FILMS, Poultney, Vt.

SILENT FILMS FOR SALE OR RENT, WEEKLY rates or exchange for 16MM. Sound or Silent. TEITEL FILM SERVICE, 440 N. Illinois, Indianapolis, Ind. je26x

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WANTED—PORTABLE SOUND MOVING PICTURE Machine and Films. Useful Medicine People write. DR. A. R. PANGBORN, 138 S. Negley Ave., Pittsburgh, Pa.

WRITE TODAY!! OUR NEW LIST SOUND-Silent Projection Equipment, Film now available. Lowest prices quoted. ZENITH, 308 W. 44th, New York.

PERSONALS

ANYONE KNOWING JACK HANLEY OR JACK Kent notify him of sudden death of his father. HANLEY, 7732 South Peoria, Chicago.

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BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. WIRE CRIP SANITARY BRUSH CORPORATION, 220 Southern Boulevard, New York. ju26x
SALESMEN, WACON JOBBER, BIG MONEY, Counter Display, Carded Mdse., Sensational bargains. Hosiery, Notions, Cosmetics, Razor Blades, etc. Write, wire for catalogue. Salesmen wanted, commissions, drawing account. Wonderful proposition. UNITED MOSE CO., 8 N. Broadway, Oklahoma City. x

SPARKLING CLO-BRITE SIGNS SELL FAST TO Stores, Restaurants Taverns. Lasting gold finish. Plenty profit. J. A. BAXTER, Cambridge, O. jy17x

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. jy10

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. je26

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LOWEST PRICED POST CARD DUPLICATOR, inked, and 50 Word Copy on Stencil, 47c prepaid. Samples free. DOUCHERTY DUPLICATOR, 9 Wash., Phillipsburg, N. J. x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit; balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

\$1 WITH YOUR ORDER BRINGS 5,000 6x9 Circulars, plus \$3.25 when delivered. 1,000, \$1.30; 2,000, \$2.00 cash. HARDY PUBLISHING CO., Bad Axe, Mich. je19

200 (14x22) 6 PLY, 1 COLOR WINDOW Cards, \$6.00; BUMPER SIGNS, 50, 7x28, \$2.75. "DOC" ANCEL, Ex-Trouper, Leavittsburg, O.

WANTED TO BUY, LEASE OR RENT

PENNY ARCADE EQUIPMENT WANTED, WITH or without location. Write EMANUEL NACLER, 973 Tiffany St., Bronx, N. Y.

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AT LIBERTY AGENTS AND MANAGERS

YOUNG MAN, GOOD PERSONALITY, REFERENCES, wants work with Show as Advance Agent, etc. Has public-address system. Will go anywhere. For full particulars write BOX 383, Philippi, W. Va. jy3

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—SEVEN-Piece Orchestra Doubling 25 Instruments. Novelty versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms, latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. BOX C-258, The Billboard, Cincinnati, O. jy17

DANCE ORCHESTRA—TWELVE-PIECE. Vocalists, Good Equipment, Amplifying System and New Uniforms. Available now. WOODY RYAN AND HIS SOUTHERN COLONELS, Martin, Tenn.

ED. MACK'S ORCHESTRA AVAILABLE FOR engagements after July 5th. Cut shows; good equipment. P.-A., Vocalist, Wardrobe and reference. Six or more pieces. Reliable bookers and night clubs write 1130 East High St., Lima, O. jy3

AVAILABLE AFTER JUNE 30—Fast, Versatile Dance Band. Seven men, Dixieland Swing and unusually full, sweet ensemble for small combination. All facilities for resort, hotel, club, floor shows, etc. Vocalists, Entertainers, Specialties, Arrangements. A class organization and sure crowd pleaser. Reliable. Detailed propositions invited. BOX C-287, Billboard, Cincinnati, O. je26

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Trumpet Player. Read, plenty tone, swing. Age 24, appearance, go anywhere. Double in brass but willing to do work between acts. Bill Holliday. 111 4th Ave., N. W., Rosnoke, Va. je26

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—WOMAN, STRAIGHT OR CHARACTER Parts, Pianist; 39 years, 5 ft. 3 in., 140 lbs.; appearance. Child Actress, 10 years; Comedy Song and Dance Specialties. Transportation. State salary. MARIE EDMONDS, 324 Irvington Ave., Indianapolis, Ind.

DRAMATIC ACTOR AND DIRECTOR—20 years experience. Rich background. First Character or as Cast. Desires connection with reliable show for summer. Salary secondary due to advanced season. Does not double in brass but willing to do work between acts. CHARLES REHL, Room 508, YMCA, Kansas City, Mo. je26

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal Magic, Business builder for theatre, night club, hotel attractions. Oriental presentation. Private readings. Salary for act, percentage on readings. PRINCE YOSE, care The Billboard, Cincinnati, O. jy3

AT LIBERTY MISCELLANEOUS

A-1 MED LECTURER—DRESS ON AND OFF. Strictly sober. Show or consider good team. Address DR. JACK FLOYD, Gen. Del., Vandalia, Ill.

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SECRETARY-TREASURER—Fast Typist, Book-keeper. Can handle Social Security records. Sell sheets. Age 20. Honest, sober, dependable. Double stage. JERRY ELLER, Box 601, Stockton, Calif. je19

AT LIBERTY M. P. OPERATORS

OPERATOR—Fifteen years' experience, any sound equipment. Go anywhere. Address OPERATOR, 205 Wilson St., Gallion, O. jy19

AT LIBERTY MUSICIANS

A-1 DRUMMER—UNION, THOROUGHLY Experienced hotel, theatre, steamship, wishes first class, reliable engagement anywhere. Neat, Sober, dependable. MUSICIAN, 307 Glenlake, Toronto, Can.

AT LIBERTY—SOUSAPHONE AND STRING Bass. Experienced dance man. Neat and congenial, reliable. CARL W. SHOLL, Hicksville, O. je19

DRUMMER—ACE 23, SINGLE UNION. READ, Swing, Take-off. Grooved tempos. Can play any style according to band. Only reliable parties answer. BUDDY STEVENS, Box 42, Farnsworth, Tex. je26

FLUTIST—THOROUGHLY ROUTINED, desires location, but all matters welcome; also temporary engagements. C. KINAMAN, Gen. Del., New York City.

GIRL TRUMPET—EXPERIENCED IN ALL LINES of work. Write BOX 2075, Wahnkon, Minn. je26

CUITARIST—STANDARD AND ELECTRIC Hawaiian. Fast, modern style, solid rhythm. Good reader or jam. Intros, modulations, choruses. Can be featured. Young, good appearance and personality. Experienced hotel, radio and nite club. Cut floor shows. Sing some. Fine instruments and own excellent sound system. Positively know the business and can cut. Working and not broke—simply desire change. No objection to distance but job must be reliable. Union. Don't need ticket. Can join at once. Write or wire all in first. CUITARIST, Care Fern Sorenson, 2915 Sunset Place, Los Angeles, Calif.

GUITARIST AT LIBERTY—DOUBLE TROMBONE, also Vocal. Experienced, reliable. Prefer location, join immediately. Don't misrepresent. **W. C. HART**, Central Y.M.C.A., Cincinnati, O.

TENOR SAX—TRANSPOSING ALTO PARTS AT sight. Double Clarinet, some Trumpet, good Piano. Fake, arrange. At liberty account disagreement. Union. Write, don't wire. **GOS5**, Spencerville, O.

MODERN GUITARIST—ELECTRIFIED OUT-fit. Rhythm. Also take choruses, read, fake, wide experience. Will join on wire anywhere. Send ticket. Communicate **BOX C-263**, Billboard, Cincinnati, O. je19

TROMBONIST, JUNE 15—EXPERIENCED Vaudeville, Night Club, Modern Brass Band and wherever playing the spots is essential. **WINSTON WASCHER**, 307 S. Randolph, Champaign, Ill. je19

TRUMPET AND TENOR SAX—AVAILABLE June 15. Union, read, jam, will separate. Wire or write, **MUSICIANS**, care Siper Theater, Kokomo, Ind.

AT LIBERTY—Bartone, Trombone, Eb Bass, Eb Alto. Money guaranteed. Send ticket. **LOUIS CANGEMI**, 4630 MaMt St., St. Louis, Mo.

AT LIBERTY—Alto Sax Player doubling on Clarinet and Guitar Player. Young, experienced and can sing. Good health. Prefer a good modern dance band. Can cut anything. Available any time. Address **LIKE CORNELIA**, 1511 Woodlawn Ave., Middletown, O.

AT LIBERTY—A-1 Trap Drummer, Chimes, Bells, Tympani, Double Trumpet. Long experience, trouper. Wishes location with concert band. Music side line if necessary. **C. A. GRAMER**, 925 N. Dearborn St., Chicago. je26

BAND DIRECTOR—Teacher. Organizer of eleven years' experience in municipal and school bands. Good library. Best references and credentials. Address **P. O. BOX 464**, Central City, Ky. je17

BASS DRUMMER—Fifteen years' concert and circus, open for fairs or what have you? Have ton and half large house car truck suitable baggage or transportation. Sober, dependable. No twelve dollar week jobs. **CRAIG FERGUSON**, 1448 N. E. 1st Ave., Miami, Fla.

DRUMMER—Young, sober. Krupa swing style experience. Have specials featuring drums, complete white pearl outfit, doubling bells. Have car. Home lay off. **CHARLES FINKRITER**, 307 Summer St., Kroyerford, Pa., near Philadelphia.

GIRL Eb ALTO SAX and Clarinet wishes connection with reliable band. Dance experience. Location preferred. **DORIS MAGEL**, 760 W. Kirk, San Antonio, Tex.

RHYTHM SOUBAPHONE—Plenty of experience, night road and fake. Want to connect with a good dance band on location or one with at least four nights a week. Write or wire **LOWNEY P. HARRIS**, 118 1/2 N. Main St., Eldorado, Kan.

AT LIBERTY

PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. **JOHNSON BALLOON CO.**, Clayton, N. J. je19

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. **JACKSONVILLE BALLOON**, Jacksonville, Ill. je19

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. je26

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old man. Yes, we have **Big Man, THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. Established 1903. je19

WILLIAMS AND BERNICE, Trampoline, Aerial, Dog Act, Rube Haywagon. Billboard, Cincinnati. je3

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. je19

ATTENTION BALLOON ASCENSIONS furnished by experienced operators. Three to five parachute drops. Parks, fairs, celebrations. References furnished. **O. E. RUTH**, 1021 Collier St., Indianapolis, Ind.

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. **ETHEL PRITCHETT**, 329 Indiana St., Danville, Ind. je3

BALLOON ASCENSIONS FURNISHED Reasonably. Death Defying Parachute Acts. **ARMSTRONG BALLOON CO.**, New Canton, Ill. je26

BINK, KING OF THE SLACK WIRE—THREE acts; Wire, Trapeze and Comedy Juggling, all real acts. **GEO. BINK**, R. 1, Box 112, Cudahy, Wis. je26

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address **P. O. BOX 21**, Williamston, Mich. je19

LEO DEMERS, EUROPEAN ACROBATIC NOV-elty. One of the best single acts in the business. Act is original and will please on any program. If you are interested in the very best wire or write today. 1504 State Road, Menominee, Mich. je19

THREE HIGH CLASS ACTS—COMEDY TRIPLE Horizontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, home-comings, parks, etc. Write for price. **LA-BLONDE TROUPE**, 915 Court St., Pekin, Ill.

Show Family Album



THE GREGORY FAMILY, famous for its acrobatic and gymnastic feats years ago, as it appeared in 1907. Charles J. Gregory, head of the troupe, was at one time a partner of John Wingfield. In 1876, he was one of the original Russian Athletes, who at that time included George Dunbar, "Wash" Antonia and Napper Lowanda. In 1883 Gregory organized Gregory Bros. Circus and conducted it for seven years. At the time the above picture was taken he was engaged by John B. Wills as special feature with "The Two Old Cronies" Company. Shown with him are his three daughters, Bessie, Belle (who is now Mrs. B. Costello) and Margarette, who was very young at the time.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

AERIAL COWDENS—Standard attractions of merit. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address Billboard, Cincinnati, O. je10

AT LIBERTY—Circus, Fairs and Celebrations. Six Mule Liberty Act. World Famous Trick and Educated Mules. Doing many feature numbers. Formerly Cole Bros' Circus. **ART ATTILA**, Billboard, Chicago. je3

CHARLES LA CROIX—The Original In Person. An outstanding Novelty, Trapeze Act in a class by itself. A high-class picture free attraction. Available for 4th July celebrations, fairs, home comings, etc. Special large, modernistic advertising posters free. Flashy equipment and wardrobe. Book a tent act at a price you can afford to pay. Address **CHARLES LA CROIX**, 1304 South Anthony Blvd., Fort Wayne, Ind.

GLOWN MOTORCYCLE COP on Funny Cycle. Works like "Funny Ford" act. Platform, truck or street. Also Comedy Juggling. Comedy Wire. Formerly Cole Bros' Circus. **ART ATTILA**, Billboard, Chicago.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1008 Buco St., Cincinnati, O. je3

PAMAHASIKKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasikka himself for this attraction. Address **GEO. E. ROBERTS**, Manager Pamahasikka's Studio, 613 W. Erie, Philadelphia. Telephone SAGmore 5336.

STEINER TRIO—America's Outstanding Comedy Bar Act. One Young Lady, two Gents; also 3 People. Comedy Acrobatic Novelty, including big screen Clown Number. Literature and terms on request. 13802 Glenwood Ave., Detroit, Mich. je26

TEX ROBERTSON and Indian Chief Summers. Spectacular Wild West acts, open for celebrations, parks, fairs, tute clubs, lodges, banquets. Write care Billboard, Cincinnati, O.

VAUTELLE'S CIRCUS—Ten Dogs, Cats, Monkey, two distinct acts; different from all others. Wonderful Twisting, Somersault, Dogs, Catewalk and Charleston Dancing Dogs. Kicking Mule, Dog-Trained Cats that get the laughs. Act No. 2. Acrobatic Clown and Mr. Jiggs, Giant Rhesus Comedy Monkey in something new for parks, fairs, circuses and indoor shows. Go anywhere, any time. Have sound system for street bally. Home address: 429 16th Ave., Moline, Ill.

AT LIBERTY

PIANO PLAYERS

DANCE PIANIST—UNION, RELIABLE. READ, fake plenty. Coffee and cake deals lay off. Want ticket in advance for security. **HERB HURLEY**, 315 N. 3rd St., East Grand Forks, Minn.

PIANIST—EXPERIENCED ORCHESTRA, SOLO-ist, Accompanist. Concert or Dance. Good sight reader. Can fake, transpose. All offers considered. State salary, requirements. **P. O. BOX 313**, Rochester, N. H.

AT LIBERTY—Sight Reading Pianist. Fake, transpose. Thirteen years' experience. Don't double stage. Also team, Boy, eighteen; Girl, eight. Singing and dancing specialties. Both do parts. Salary thirty dollars per week for all three. **NELLIE ROBERTS EATON**, Gen. Del., St. Charles, Mo.

PIANIST-ACCOMPANIST—Union, experienced Concert, Radio, Dance, etc. Want location with reliable organized orchestra that has good paying proposition. **GEO. DINARD**, Gen. Del., Augusta, Ga.

YOUNG MAN—Thirty, experienced all lines of Professional Piano Playing, desires reliable opening. Write, stating details, salary etc. **RAYMOND DEMPSEY**, Franklinville, N. Y. je26

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—Team for Rep. or Med. Change strong for two weeks. Irish, Black, Novelty Acts, Dancers, Frolics, put on Acts and make them go. Ready to go in Missouri or Kansas. Wire or write. Full particulars. Open at once. **MED TEAM**, St. Joseph, Mo. je19

LADY PERFORMER—Doing Singing, Dancing, Talking Specialties. Change 10 nights. A-1 in Acts. Bits. Dependable, reliable and lady. Join at once. **MISS GUSSIE FLAMMIE**, Gen. Del., Troy, N. Y. je19

VERSATILE NOVELTY TEAM—Salary or per cent. Have complete med outfit. Lecturer and teams write **GLENNY & FORD**, Billboard, Cincinnati, O.

SOCIAL SECURITY

(Continued from page 61)

to official understanding new forms of contracts are now used by bands and orchestras which are settling this question among the concerned parties themselves. There may be some government objection to this procedure, however, because the government must be protected against requests for refunds on taxes paid by the wrong party. Before such an agreement between private parties in regard to who shall pay the tax is officially accepted it must, according to our impression, contain absolutely iron-clad provisions that no refund demands to the government can be made by either party to such an agreement.

It will be of greatest interest to the entire outdoor show world how the request of the AFM is answered by the Bureau of Internal Revenue, because the same principles applying to this ruling will appear again and again in many cases affecting other fields in the outdoor show world. Naturally we shall comment extensively on this ruling as soon as it is officially issued.

Pitchmen Not Subject to Tax

The opinion given us in regard to pitchmen was so outspoken and plain that it will not require a special ruling. Pitchmen are considered as independent business men and are not subject to the Social Security Act and its regulations, provided they have no employees.

This also applies to balloon and novelties sellers who follow a circus as long as they are not controlled by the circus. In other words, if a balloon man follows a circus from town to town and disposes his wares on the streets of the town, without being subject to orders from the circus, he is an independent business man, even if he buys his supply daily from the concession department of a circus. In this case the concession department of a circus is considered the same as a wholesale house, where the salesman could buy his wares.

The principle involved in a recent newsboys' decision applies also to pitchmen. Newsboys that are buying their papers from the circulation department of a newspaper and selling the papers anywhere they want and can get rid of them are independent business men and not subject to the taxes, while carrier newsboys subject to the orders of the circulation manager and delivering papers to customers in a certain territory under control of the newspaper are employees and subject to the tax.

Holdbacks, Fines, Unpaid Salaries

Official opinion on so-called holdbacks confirms the former interpretations of *The Billboard* on this point. Taxes on holdbacks are due only when they are paid to the employee, because they are not actually due until earned by the employee by fulfillment of his contract with the show.

In regard to fines an official ruling will have to be made. It is a border-line question and a great deal will depend on the question if a fine was imposed during the regular work and working hours of the employee and for the reason that he was unable to give the full work the show was entitled to, or if the fine was imposed for violation of rules outside of the regular work and working hours.

The opinions in regard to wages due employees but not collected if they are leaving without notice in the middle of a week differed and also require an official ruling. The prevailing opinion was that the wages were constructively paid when credited to the employee on the books of the show, and that the employee could demand payments of these wages at any time if earned. He could, for instance, draw against them just before leaving a show. These wages will probably be taxable.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

Summer Boosts Athletic Mdse.

NEW YORK, June 12. — With the American sports-loving public again thronging the tennis courts, golf courses, fishing streams and other outdoor exercise spots, the demand for athletic merchandise is again on the upswing. Sportsware has been gradually advancing in popularity during the last few years and merchandisers believe it will be more popular than ever this year.

According to reports, many repeat orders for sports equipment are being received at the wholesale houses due to the fact that resort spots are getting a big play from sport-lovers. The industry is naturally profiting from these sales and is placing larger orders with manufacturers as the items are more or less staple in character and can withstand seasonal display from one year to the next. Concessioners in year-round spots are also said to be purchasing large stocks of sports equipment.

Most wholesalers believe that the merchandise will hold the gains it has made and will increase in popularity thruout the summer. They point to the success that buyers had with these products last year and also cite the fact that the majority of concessions are featuring some sports items this season. Many regard this merchandise as one of the best summer staples and predict that it will remain so for many years to come.

Big Demand for Summer Items at Eastern Spots

NEW YORK, June 12.—Wholesale merchandisers here report that the almost perfect summer weather, plus liberal merchandise awards by resort operators, are responsible for an unusually good demand for summer items. In fact, the clever display and large selection of awards is given much credit for the swell attendance to date, and concessioners are looking forward to a banner season. Repeat orders for resort merchandise have been numerous.

Amusement outlets are using perhaps the greatest amount and widest variety of merchandise in their history. A profusion of electrical appliances, smoking accessories, midget radio sets, cooking sets and silverware is on display at almost every center. Some classy exhibits of moderately priced china, pottery and glass are also being shown with a great demand for summer drink accessories. Beer sets, punch bowls, tea services, cocktail sets and buffet luncheon services not only lend themselves to attractive display and stimulate play but are really being distributed in liberal quantity by operators.

Leading merchandise distributors further reported that the added stimulus (See **BIG DEMAND** on page 73)

RIGHT THIS WAY TO THE BIG SHOW SUMMER SPECIAL NUMBER

Of The Billboard
Dated June 26
with

Merchandise Hit Parade of 1937

By Maurice Davis
As a Feature

Public Prefers Merchandise To Cig Awards, Survey Shows

NEW YORK, June 12.—A survey conducted by one of the better known wholesale merchandise firms here disclosed the fact that the public definitely prefers merchandise to cigaret awards. Where formerly many of the men reported that they could not get along without cigaret awards, this checkup revealed that these claims were more or less erroneous, for many of the men have discovered that a display of good attractive prizes gets more attention from the public.

According to this survey, the lead which merchandise awards has taken over cigars assures the wholesale merchandise industry that quality merchandise is meeting public approval. Even such items as the miniature imitation ivories of elephants, camels, horses and other animals and figures are reported to be chosen by the public in preference to cigars. The difference in cost between such novelties and cigars also gives the merchandise buyer a greater percentage of profit. As long as the concessioner continues to use his skill as a showman in attractively displaying his merchandise awards both he and the merchandise industry will benefit.

Use of cigars as merchandise awards was popular in former years, especially with the one-cent-play games. This practice has been discontinued in many spots, with many believing that it will eventually fade from the picture. Cigaret awards have also lost prestige on salesboards. Many men have also eliminated their use as consolation awards. At one time the too liberal use of cigaret awards came in for much criticism from parents, who believed that minors could too easily obtain the packages. Eliminating this evil has always been the hope of many merchandise men as well as quite a few of the leading concessioners. The preference of the public for merchandise has, therefore, solved the situation for the majority of people concerned.

Increase Noted In Store Sales

CINCINNATI, June 12.—Definite advances in department store sales were registered here last week, with reports indicating increases over both the previous week and the corresponding period of last year, according to the weekly survey of the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce.

Items such as house furnishings, women's and men's accessories and sport

items came in for a continued heavy demand, it was reported. No change in wholesale dry goods sales was apparent as compared with the same 1936 week, but a slight improvement over the previous 1937 week was noted. A lull in wholesale shoe sales was likewise reported. Factory shipments of shoes were ahead of last year, however.

Metal trades' employment and production were steady, but a falling off in orders placed was noted during the week. Activity in the building industry was reflected in the valuation of building permits issued in May, which were ahead of last year and the previous week.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

MEMORIAL DAY week-end, catching as it did the first spell of warm weather in the Eastern section of the country, came thru with a bang. With a daily attendance of 500,000 at Coney Island and similar big crowds elsewhere, concessioners have had a foretaste of what this summer may mean for them if they will make use of their opportunities. Openings showed that the larger operators, at least, do understand their market. Premium displays were well diversified and presented a good mixture of well-priced stuff. Some branded merchandise was seen. Fronts have been modernized and the trade has put its best foot forward.

What about business? The impression is that concessioners have been doing well. Games were active and some operators were in the market the following Tuesday for quick fill-ins. Wholesalers seem to think that reorders will show up in larger volume by the first half of the month, with fair activity continuing thru early summer. Little as yet is known from the backwoods. Time was too short to obtain their reactions. I happen to know, however, that several of the up-State places have been doing good business. If the heat continues the demand will swing to summer items, with beach articles in the lead. Streetmen have been doing well. Sun glasses have made a surprisingly good showing. They are being pushed hard and are becoming a distinct beach fashion. If you decide to feature them, make sure you have a good selection of colored rims. Women buy them to go with their dresses.

Traffic jams along leading highways are opening the door to good opportunities for active men. Colored goggles were sold by one man and another did good business with a windshield glare protector. Souvenirs also moved well. My suspicion that much of the souvenir business would be swiped by the chain stores has unfortunately come true. The five-and-dime stores had their windows full of them after Memorial Day, which didn't allow street operators much of a chance. I have been told that good spots have developed in the evening after store closings. There is enough left of the business to make it worth while. However, this is one of the instances where curb operators let a good thing slip thru their fingers by lack of attention.

The situation in the tableware field calls for some clarification. Readers of this column will remember that I cautioned them to buy early as prices would rise. From what I gather, little of the old stock is left and larger pieces especially are practically off the market. If you desire to buy at old prices you'll have to do some hustling real soon. On the other hand, if you cannot fill your needs do not worry too much. Everybody, including big department stores, is in the same boat. Anything that reaches the dealers after June 15 will cost at least 20 per cent more. If you are interested in neckties, handkerchiefs and belts my advice is to buy stripes. They are the latest mode in men's wear and are being pushed heavily.

Week's Retail Trade Exceeds Level of 1936

WASHINGTON, June 12. — Retail trade thruout the country responded to the stimulating influences of summer weather last week and exceeded the levels of the same period of last year by substantial margins, according to the Department of Commerce report covering 37 key cities. Wholesale markets, particularly in apparel lines, also showed improvement, the report stated.

Most encouraging feature of the report was the revelation of widespread building activities. Labor disturbances continued in many parts of the country, exerting a depressing effect on some lines of business.

Decoration Day Biz Biggest in Years

NEW YORK, June 12.—Now that reports of Decoration Day business have come in, this city's wholesalers are of the opinion that resort trade will be the biggest the wholesale merchandise industry here has enjoyed for many years. Memorial Day week-end, which is usually regarded as the barometer for the season, found resort crowds at Coney Island, Rockaway, Far Rockaways, Long Branch, Asbury Park and Atlantic City. The jam of the crowds in the concession and amusement spots was so great that some of the spots reported record-breaking business.

Many wholesalers expressed the belief that more merchandise was turned over this past Decoration Day week-end than has been the case for the last 10 years. The statement at first sounds highly colored, the men back up their statements with the amount of repeat orders which arrived from the various resort spots and showed that the majority of the merchandise they had on hand was actually cleared away in record time. Bowling game concessions, as well as bingo, fortune, rolldown and other mid-way games, were said to have used a tremendous number of prizes. Pitchmen also had a gala day in these spots. Many were reported to have moved all their stock before the end of the week-end.

Next Issue LIST NUMBER

Will Feature the Following Lists:

- FAIRS
- CONVENTIONS
- COMING EVENTS
- DOG SHOWS
- FRONTIER CONTESTS
- JULY 4 CELEBRATIONS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard

Circulation Dept.,
25 Opera Place
Cincinnati, Ohio

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Roto-Beam

A new air circulator, called Roto-Beam, recently introduced to the market by Motor Service and Manufacturing Company, is said to simultaneously project five streams of air at high velocity over a large distance. Company claims that

the circulator, working on the two-fold principle of suction and pressure, takes the place of several electric fans and that there is considerably less electricity used. The propeller of the circulator may be adjusted to any position within two complete circles, both horizontally and vertically, so that air streams may be directed by a simple twist of the wrist toward any point. Light and portable, it may be placed anywhere.

Plastic Serving Tray

A new serving tray made of Alplide, a new plastic compound which permits the production of special prize or gift specialty items in the low-price limits, has just been introduced by Standard Plastics Corporation. Tray has separate sections for glasses, cups, sandwiches, salads, cigaret or cigar rest and a thumb groove for ease in holding it in the left hand while the right hand is free. Eliminates sliding of cups or glasses, as each serving stays in its own compartment. It is light in weight, sturdy and has a china-like finish.

Picnic Basket

A picnic basket that is colorful and completely equipped, ready for use, is Parker Metal Decorating Company's latest number for prize use. Besides being a quality basket in a red and white checkered design, it comes furnished with 8 forks, 8 spoons, 8 plates, 8 napkins and 12 cups. Its added appeal is in its moderate price and the fact that the company assures prompt deliveries.

New Projector

Moviescope Development Company is reported to be perfecting a non-electrical projector which will require no screen, using 16 mm. film. Machine is still in the process of development and more detailed information is expected in a few months. Joseph E. Hofweber and Ambos Heed are the men promoting it.

Binoculars

A special offer of binoculars is being marketed thru Amalgamated Importers, Inc. Company has a type equipped with shoulder straps, said to give exceptionally clear vision and magnifying power for a low-priced glass of this quality. They are designed especially for race track fans and travelers.

ANIMALS ON WHEELS!



JUST WATCH YOUR PROFITS ROLL IN!

Here is the hottest item we have ever offered! Big, beautiful Dogs and Bears, made of finest quality close pile brushed rayon plush. Built on extra strong steel frame with steel platform and oversized 4 1/2 inch rubber-tired wheels. Leather collar and leash. Natural looking eyes. ST. BERNARD Dogs are 20 in. long x 19 in. high. STROLLING BEARS are 24 in. long x 14 in. high. A buy if ever there was one—order now and cash in on summer profits!

\$3.00 EACH LOTS OF 6

Sample... \$3.50
Rush your order for sample now. Money back if it is not all we claim.

OPERATORS 1
500 Hole Gc Salesboard **63c**

SILVER MFG. CO.
612 N. Michigan Ave., Dept. D, CHICAGO.

Strong enough to carry a 200 lb. man!

THE BUYING GUIDE OF THE SHOW WORLD

OUR NEW "CATALOG No. 128" IS READY FOR MAILING!

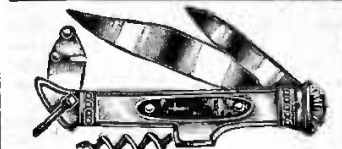
When Writing, State Business You Are In, As We Do Not Sell Consumers.

Ingersoll Mite Wrist Watch



Just Look—only 1.50 each

B1W78
INGERSOLL MITE WRIST WATCH, at the market's lowest price. Former wholesale price was \$3.33. Chromium plated case with open link metal band. Silvered dial with gift boxes. Unbreakable crystal. Each in original box with \$5.00 price mark.




COMBINATION GLASS CUTTER KNIFE— Two Blades, Clip and Pen, Glass Cutter and Corkscrew, Nickel Finish, Metal Handle, Center with Fancy Colored Ocelluloid Inlay. Equipped with Shackle Chain, Size of Knife Closed, 3 1/2". One Dozen in Package.

B10C178.
PER GROSS **12.00** PER DOZEN **1.05**

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N. SHURE CO.
Adams and Wells Sts., CHICAGO, ILL.

TINY ROUND WATCHES for WOMEN and GIRLS



B13W13— Smart chrome cases with matching bands, guaranteed jewel movements. Our own importation. Each \$2.45
Lots of 12. Each 2.25

Photo View Novelties



B22J37—Cash in with this hot selling Novelty. Polished Nickel Tie Clip with French Art View Miniatures. Strong Lens greatly magnifies and gives sharp image. Price per Dozen **\$1.90**

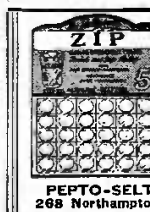
B16J68—Photo Pencils, Assorted Mottled Barrels. **\$2.50** Dozen

B17J56—Photo Fountain Pens, Assorted Color Barrels. **\$3.25** Dozen

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25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 373, containing 164 pages of Novelties, Jewelry and Premiums.

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—30 on card—
25 cards at 25c
50 cards at 42c
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Terms: F. O. B. Boston, 25% with order. Balance C. D. D. Minimum order 10 cards. Send for Catalog.

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JEWELED WRIST WATCHES



NEW LADIES' & MEN'S SWISS WRIST WATCH. Attractive New Chromium Case. Complete with Bracelet. \$2.49
let to match, in Gift Box. In Lots of 6. Each Samples \$1.00 Extra.

Send for Catalog.
PLYMOUTH JEWELRY EXCH.,
163 Canal St., Dept. B, New York City.

FUR TAILS



GENUINE FOX TAILS \$5.00 Per 100
\$45.00 1000

Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, motor, etc. and Bushy, first grade red, white and blue silk streamer. Fair traders, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. **ORDER TODAY!**

H. M. J. FUR CO. 150 W. 28th St., New York, N. Y.

2 FAST NUMBERS



THE REAL ALKALIZER.
Packed 30 Alkaline Tablets to a Display Card. Retail Value, \$1.50. Each **22c**

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The Original 3 Cigarette Imported Type—Sells on Sight, Dozen. **50c**

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BENGOR PRODUCTS CO., 875 BROADWAY, NEW YORK CITY

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Size 14 1/2" x 10" x 8 1/2"
Hand Rubbed Bent End Cabinet.

Hand-Rubbed Walnut Cabinet, Large Oversized 7"x6" Gold Dial, 5 Tubes, Two Bands—550-1500 and 1500-4000 K. C. Both Set and Tubes R. C. A. Licensed and Guaranteed, AC-DC, 60 Cycle, 110 Volts, Oversize Dynamic Speaker, Extra Rugged Heavy Chassis, Packed in Air-Cushion Carton.

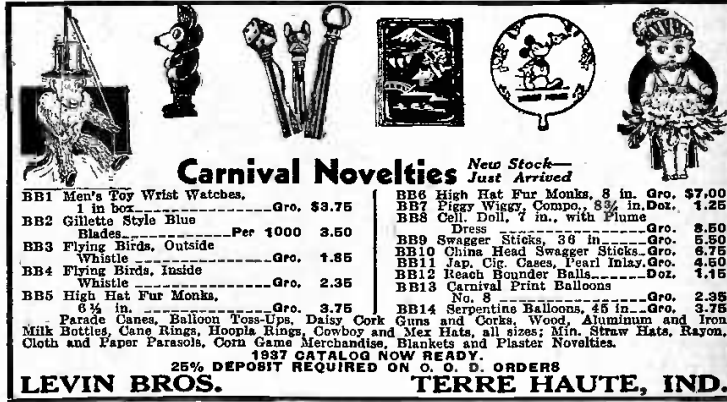
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14 W. 17th St. New York City

Carnival Novelties



BB1 Men's Toy Wrist Watches. 1 in box Gro. \$3.75

BB2 Gillette Style Blue Blades. Per 1000 3.50

BB3 Flying Birds, Outside Whistle. Gro. 1.85

BB4 Flying Birds, Inside Whistle. Gro. 2.35

BB5 High Hat Fur Monks, 6 1/2 in. Gro. 3.75

BB6 High Hat Fur Monks, 8 in. Gro. \$7.00

BB7 Furry Wig, Combo 8 1/2 in. Doz. 1.25

BB8 Cig. Doll, in. with Plume Dress. Gro. 8.50

BB9 Swaggar Sticks, 36 in. Gro. 5.50

BB10 China Head Swaggar Sticks, 60 in. Gro. 6.75

BB11 Jap. Cig. Cases, Pearl Inlay. Gro. 4.50

BB12 Reach Bouncer Balls. Doz. 1.15

BB13 Carnival Print Balloons, No. 8. Gro. 2.35


BB14 Serpentina Balloons, 45 in. Gro. 3.75

Parade Canes, Balloon Coss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopie Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.

MIDWEST MERCHANDISE CO.



BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Dozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty.

A NEW BABE BALL POOL BOOKLET, Large Profits. Send 25c in stamps for sample and quantity prices.

Two-Tone Parade Canes, Gross \$7.50, Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charms, Gross 80c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 938, New Carnival Catalog soon.

1026-28 BROADWAY, KANSAS CITY, MISSOURI.

GET YOUR SHARE OF EXTRA PROFITS!

- SUN GLASSES, on Disp. Cards. Gro. \$9.50
- SIDELINE GOODS, A-1 Qual. Gro. .95
- MOTH CAKES, Giant, 100 for... 3.50
- SWATTERS. Gro. 2.50

25% Deposit, Balance C. O. D.

CHAMPION SPECIALTY CO., 814-T Central St., Kansas City, Mo.

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALES BOARDS, PREMIUMS, BALLOONS. You Get What You Ask For—No Substitution. No order too small or too large. Free Sample Case. Write for Details and Catalog.

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We are **Never Undersold** or **We Will Sell for Less . . .**

Exceptional Values in:
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 901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALE

NOTES from SUPPLY HOUSES

Burel & Company have announced a plan for vending machine operators to stimulate play on machines in which charms or toys are included with the merchandise vended. To every person who sends in evidence that he has acquired at least 25 different small charms from vending machines the Burel concern will send for a nominal sum 12 large charms, including a rhino, rooster, swan, robin, male penguin, one jeep, one female penguin, one rare bird, one elephant, one Chinese duck and a camel.

B. J. Marshall, Inc., announces its latest catalog, showing a full line of prizes, is being distributed to operators of coin machines and salesboards. Book will also be mailed to any bona fide members of the trade.

H. C. Bonfig, general sales manager of the RCA-Victor Company, told 300 wholesale distributors meeting here in convention last week that radio sales this year, according to present indications, will set an all-time high. Distributors came here from near-by States for a preview showing of new radio and phonograph models.

Several radical improvements were noted in new receiving sets, notably push-button automatic electric tuning, a new overseas dial which slots 50 times more space to foreign stations and a

Sonic-Arc "magic voice" for improved tone quality.

Tropical Colada Machine and Equipment Company claims to be a pioneer in the manufacture of equipment for making and dispensing Pina Colada, tropical drink which is fast gaining in vogue in New York. With attractive Hawaiian atmosphere, booths and stores are springing up in many parts of New York City, dispensing the tropical drink. The idea lends itself to colorful ballyhoo.

Harry I. Schwartz, experienced in sheet-metal manufacturing for many years, immediately saw the opportunity and marketed tanks especially built for this type drink. Schwartz, incidentally, is honorary mayor of the Bowery.

Excitement has been running high at Benson Camera Company the last few weeks. Lillian Kriegsmann changed her name last week to Mrs. Rothenberg. She is secretary to Philip Prichap. At present David Levinson, company manager, is getting all set to take a trip to Europe, where he will play around for about six weeks.

A free booklet dealing with the wholesale jobbing business is now being distributed to all those interested by the Pro-Co-Pax Corporation. It is said to set forth the opportunity for ambitious men in this modern-day field of selling and to show by means of facts that it is a business worthy of serious consideration by anyone desirous of financial success.

Ben Klebanoff's De-Lite Sales Company has taken over the gift department of Quality Premium Distributors. Fred Gladeck, former motion picture exhibitor, is a new addition to the Quality office as an associate to Charley Goodwin and Dave Barrist.

69c EACH

No. 8101 Case Metal, Assorted Colors. Snap or Time Picture. Size: 1 1/2 x 1 1/2 IN.

TEN FOR \$6.50

Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
 223-225 W. Madison St., Chicago.

CARNIVAL NOVELTIES

Our Prices Are Always Lowest

High Hat Fur Monkey, 8 in. Gro. \$4.50
 Cell. Feather Dress Doll, 7 in. Gro. 6.50
 China Head Swag, 5 in. Gro. 9.50
 Swinger Stick, 28 in. Gro. 6.50
 Water Guns, New Style, Gro. 3.50
 Dak. Balloons, Streetmen Special, in flats 10 inches, Gro. 2.75
 Rayon Parasols, 8 Rib, Doz. 1.50

SPECIALTIES
 Get Our Price List.
 Blue Blades, D. E. 1,000 \$3.25
 Aspirin, Tins, Gro. 1.75
 Sun Glasses, Shell, Convex Lens, Doz. .80
 Send 25¢ Deposit on C. O. D. Orders.

OPTICAN BROTHERS
 All Orders Shipped Same Day Received
 300 W. 9th St., Kansas City, Mo.

REX HONES Now Less Than 3c Each

\$4.25 a Gross

Send \$1.00, Bal. C. O. D., Plus Postage.

Each hone in handy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Plumber. Home men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-6, Chicago, Ill.

"BROWN BOMBER" STATUES

In Fighting Pose. New lifelike. 12" high. Golden-Bronze finish. Colored folks wild over them. Attractive salesboard plans. A sure cleanup. Sample, \$1.00; \$5.40 per Dozen. Write quick. B. H. FAIR MFG. CO., 1918 Sunnyside, Chicago.

TEDDY THE DRUM MAJOR

Going Great with Sales Boards and Wheels.

\$21. Doz.

Terms: 1/3rd with order. Bal. C.O.D. 1 Doz. to cash.

American made and Well Made. Stands 36 in. high.

Order today and get going.

Just out and on tests has attracted unusual attention, with big business.

PERSIA MFG. CO., 416 N. Sangamon CHICAGO

BIG FLASH - BIG VALUE

Georgous **25 INCH** HIGH

HONEY BEAR

ONLY \$30.00 Doz.

PACKED BULK SAMPLE
 1 Doz. to carton \$3.00

Here is a bigger, better, flashier Honey Bear. A Honey Bear which will stop the crowds, make them play and keep them playing. The greatest value ever offered in stuffed animals.

Honey Bear is soft stuffed, with movable legs, head and arms, felt sole and paws, large glass eyes and embroidered nose. All completely finished in silk plush with large Ribbon Bow. Color: Brown and Rich Orange Combination.

RUSH YOUR ORDERS TODAY
 25% with order. Balance C. O. D.

CHASE ELECTRICAL SUPPLY CO.
 265 CANAL STREET, NEW YORK, N. Y.

NOW READY FOR SUMMER SEASON

THE ALL PURPOSE RADIO - OPERATES ON AC AND DC CURRENT

It represents the ULTIMATE in PERFORMANCE and APPEARANCE. It is a STURDILY constructed set available in RED, BLACK, BROWN, BLUE and WHITE, equipped with a handle making it FULLY portable. Size 6 7/8" x 7 1/2". It is provided with a HINGED COVER COMPLETELY enclosing controls. It is FULLY guaranteed against mechanical defects, self-contained and complete, and dynamic in performance. Not built for price but for quality. Compare the difference.

ONLY \$7.75 - Each
 \$7.50 In Lots of Six.

SEND \$1.75
 Balance C. O. D. Personnel in radio since 1922.

REAL MFG. COMPANY, BELL ST., FINDLAY, OHIO.

HOT AND BOTHERED

The cutest pup ever produced. Composition, highly enameled.

7 1/4 inches high
 7 inches long
 4 dozen to the shipping carton.

\$27.00 Per Gross

25% Deposit with order, balance C. O. D.

The Hufelder Corporation,
 20 West 17th St., New York, N. Y.

RED HOT HEX ITEMS !! FOR FIVE CENT BINGO !!

Bridge Sets, 4 Napkins, Tablecloth, boxed, Doz. \$5.75
 Oriental Tablecloths, gold fringe, 44 in. to 16, Doz. 5.75
 Turkish Towel and Wash Cloth Set, boxed, Doz. 4.50
 Large Velour Davenport Pillows, Doz. 4.75
 Fancy Guest Towel Sets, pair in display box, Doz. 3.50
 Wash Cloth Sets in display box, doz. 2.50
 13-inch Pottery Lamp, 9-inch Shade, Doz. 5.75
 15-inch Maple Vanity Lamps, Pleat Shade, Doz. 6.25
 Glass Cereal Sets, 4 large, 4 small jars, Doz. 7.00
 Heavy Antimony Creamer Set with Tray, Doz. sets 5.75
 All Glass Vanity Lamps, asst. colors, 9 inch, Doz. 6.15
 Porcelain Coffee Maker, 6 cup size, Doz. 7.75
 Polished aluminum 3 pint Cocktail Shakers, Doz. 5.75
 18x12 Inch highly polished Chromium Trays, Doz. 5.75
 Chrome Ice Cube Set, Blue glass bowl, tongs, Doz. 5.00
 Men's Set, Pair Brushes and Comb in display box, Doz. 5.00
 3-qt. Aluminum French Fryer, heat-proof handle, Doz. 5.75
 Imported lacquered full-size Smokers, asst. colors, Doz. 5.50
 Large pieces, aluminum asst., 6 kinds, 2 each, Doz. 5.75
 10-inch aluminum round Roasters, flash label, Doz. 5.75
 Aluminum Dripolators, modern style, 8 cup size, Doz. 5.75
 Log Cabin design china Creamer Set, Doz. 6.00
 Men's Cigaret Case and Lighter, set in display box, Doz. 5.75
 China native Tea, teapot and 6 cups, Doz. sets 5.50
 12 lb. silver granite oval Roasters, flash label, Doz. 7.00
 3-piece Carving Set in display box, enamel handles, Doz. 5.75
 4-Jar Kitchen Range Set in display box, new style, Doz. 4.00
 Large China Cookie Jars, red handle, Doz. 5.75
 Blue glass three-piece Console Set, Doz. sets 5.75
 Extra large China Teapots, hand painted design, Doz. 4.50
 China Cake Plate, red handle, Doz. 7.00
 1m. cut glass Salad Bowl Set, 12 in. plate, 9 in. bowl, Doz. 4.00
 Blue glass, ship design, Highball Set, 13 pcs., 8x12 oz. tray, Doz. 6.75
 13-piece blue old fash. Highball Set, ship design, Doz. 6.75
 5-piece Colonial Glass Breakfast Set, ch. tray, Doz. 5.75
 Special value Ringed 7-piece Water Set, large size, Doz. 5.75
 6 Pink Sherbet Glasses on 8x12 Chrome Tray, Doz. 5.75
 7-piece glass Berry Sets, boxed individually, Doz. 3.75
 5-piece glass Mix Bowl Sets, ind., boxed, Doz. 4.20
 Fancy metal Cake Box with carrier, ind. boxed, Doz. 4.50
 4-piece Canister Set, Coffee, sugar, tea, flour, Doz. 4.50
 Fancy metal Bread Box, large size, Doz. 5.50
 Olive enamel Cash or Tackle Box, inner tray, large, Doz. 5.25
 Large step-on Garbage Cans, inner 10 qt. galv. pail, Doz. 8.50
 Fireproof Glass Doz. 5.75
 Colored glass Cocktail Sets, nickel top shaker, 6 gls. Doz. 6.50

Send for Our 1937 Catalog

HEX MFG. CO.,
 468-470 Seneca St., Buffalo, N. Y.

LIVE TURTLES

Resorts, Parks, Fairs, Expositions. Sell Souvenirs that are Different!

Biggest souvenir sensation today! Fishlove's Live WONDER TURTLES command the greatest attention and MOST SALES because they are different. THAT ARE DIFFERENT - attractive and tiny.

Measure about 2 in. long. Beautifully painted and decorated with water-proof multi-color flower, scottie, bathing girl, etc., designs. Ideally suited for Fairs, Expositions, Carnivals, Circuses, Resorts, Parks and Pools. Name of Fair, Town, Resort or People's name (John, Mary, etc.), hand-lettered on their shells.

\$10 PER 100

Islands hand lettered Name or Town

at no extra charge. Details upon request. Fishes can't resist these long life pets at 25c each!

Sample dozen, \$1.50 Prepaid. Weight, approx. 6 lbs. per 100. Individual SELF-MAILING, waxed. Postal-Approved boxes, 1c each. **WONDER TURTLE FOOD** (10c seller) in Cellulose Envelopes, \$3.00 per 100. Unsold Turtles repaid and returned, 2c each. All prices F. O. B. Chicago.

Rush Your Order at Once!

H. FISHLOVE & CO., 1429 Orleans St., Chicago (Est. 1916)

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

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PENS • PENCILS • COMBOS



ZIP! ONE PULL—IT'S FULL!

JOHN F. SULLIVAN

458 Broadway, NEW YORK CITY.

LATEST STYLES IN RINGS
 Games and Whitestone. Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.

OLYMPIC BEAD CO.,
 307 5th Ave., New York.

FREE Catalog

UNDERWOOD

JUMBOS ASSORTED
 FREE! 1 Gross Boxes with Each Gross Order.
SPECIAL \$21.00 PER GROSS.
 25% With Order, Balance C. O. D.

GRODIN PEN CO.,
 396 Broadway, New York City.

SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.

Send 25c for sample assortment and prices.

CAPITOL SHOE LACE & FINDINGS CORP.,
 317 BOWERY, NEW YORK N. Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.

ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
 Dept. H-91, Box 383, Hamilton, Ontario.

SOMETHING NEW! THE PENCIL WITH 48 INCHES OF LEAD

JAS. KELLEY, The Fountain Pen King,
 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

AGENTS

BIRTHDAY AND CONVALESCENT GREETING CARDS,
 In Boxed Assortments.
 Very liberal commissions. Write for particulars.

DOROTHEA ANTEL
 226 West 72d Street, New York, N. Y.

PEN WORKERS

SPECIAL: PLUNGERS \$18.00 and COMBOS \$18.00 Gr. and up

Fitted With Durlum Points. SEND FOR OUR LATEST PRICE LIST ON PENS-PENCILS-COMBOS AND SETS.

SUPERIOR PEN CO.,
 15 Beekman St., New York City.

ELGIN of WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases.
 7-Jewel, 16 Size Elgin and Waltham, \$2.75.
 Flash Carnival Watches that do not run. 50c each. Send for Price List.

Your Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO.,
 Old Gold and Silver Buyers and Refiners.
 113 N. Broadway, St. Louis, Mo.

ELGIN & WALTHAM WATCHES \$1.85

In New Cases, As Low As..

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.

H. SPARBER & CO.
 108 North 7th Street, St. Louis, Mo.

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

PIPES for PITCHMEN

A department for Pitchmen, Omonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

REPORTS BEING WANTED . . .
 from Detroit indicate that conditions are plenty tough in that town. Some spots can be worked, but very little money can be had and some of the boys are reported to be in a bad way.

BOSTON AND KIWI WEBB . . .
 entertainers with the Ross Dyar med aggregation for a number of years, are now with the Van Red Feather organization. Abe Cobe, Owen Red Feather, Chief Running Buffalo and his sqaw, Beebe, and papoose are other well-known med performers with the organization.

WE RECENTLY ran across a fellow who, without solicitation, informed us that he did not desire to have his name appear in the Pipes column. Leonard Rosen, who happened to be near the spot and overheard the remark, ventured the opinion that the fellow didn't want his name to appear because he had used the nefarious practice of fingering almost all of the boys with whom he had come in contact. We'll omit his name for the reason that space in the column is too expensive and limited, especially when one takes this particular mooch into consideration.

LEONARD ROSEN . . .
 of block and blade fame, is making a dash for Baltimore to catch the government pay days.

MIKE REYNOLDS . . .
 of the old school, is still in harness working the books.

JACK RUSHIN . . .
 is working coils successfully in Detroit and has been buying some equipment for his layout.

BETTY EATON . . .
 is holding down Auburn, Ind., and clicking right along with her hard layout.

JIMMY BURNELL . . .
 has been working out of Lexington, Ky., and, as usual, is clicking at the sales and court days.

HUSTLER'S TIPS: A sure-fire money maker is within the reach of the fellows working corn punk. The addition of the foot powder to the corn punk would pay a fellow all he could spend while making the rounds of the taverns by selling powder as a foot case to bartenders. Few are the bartenders who do not complain of sore feet. Walters, bus boys, etc., are also good prospects.

DR. LEON STREETS . . .
 blew into Terre Haute, Ind., recently from Arkansas. Writing from the Hoosier City under date of June 2, he says: "Princess Bear Foot and I will open our med show here June 7. Organization comprises 10 people, including myself as manager; Mrs. Streets, straights; Slim Streets, blackface; Tina Rose Streets, singing and dancing; Princess Bear Foot, cowgirl songs, dances, roping and shooting act; Walter Webber, comic; Mrs.

Webber, piano, and Little Bear Foot, second lecturer. Two Reo trucks will transport the show, which also includes an electric light plant, p.-a. system, new canvas and a 14x16-foot stage."

THINGS WE NEVER HEAR: "We hope you can get all you can possibly carry."

DUNK HALL'S . . .
 all-vaudeville show which opened three weeks ago at Swayzee, Ind., is now playing Marion, Ind., to good business. Organization's roster includes Dunk Hall, owner and manager; the Clens, Elmer, Marie and Junior; Rug Burns, Dolly Lee, Mamie Nash, Lee and Moore, George LeRoy, George (Buck) Moore and Fay DeGollo. Show is playing week stands. Kenny Bird, comedian for several seasons with the White Owl Med Company, visited the show at Marion.

CHARLIE SEYMOUR . . .
 links from Council Bluffs, Mo., that Charlie Neuman is spreading varnish all over that city to a good turn. Seymour adds that Mike Madden has left the city and will return to St. Louis, where he will work his cleaner.

HARRY (MYSTIC) DeCLEO . . .
 infos from Bettsville, O., where he recently closed with the Chief Rolling Cloud med opry, due to a fractured leg sustained in a box escape, that he is active again and is now connected with the Dave Livingston Med Company, comprising eight people. Harry says he is doing his magic and escape act. He adds that business in Northern Ohio has been good.

MEMORIES: Remember when Harry (Calculator) Williams worked on a canceled permit to 10,000 men in the Chevrolet hole at Flint, Mich., and made what was reputed to be the largest passout in the history of Pitchdom?

HERBERT JOHNSON . . .
 tells from Fort Smith, Ark., under date of June 7: "Took a trip down to Little Rock last Thursday to visit Smoky Pittman and wife, Patsy Baker and Happy O'Curran and wife, Montez, who were injured in an auto crash about five weeks ago. I found them all smiling and at work again with the exception of Smoky, who will not be able to return to the show for several weeks. Happy has a new personnel and is putting on a real show. I plan to head north soon to make the Wisconsin and Michigan fairs."

GEORGE J. (HEAVY) MITCHELL . . .
 letters from Michigan City, Ind., that he would like to read pipes from Harry S. Weber, Floyd and Marge Johnstone, Chief Red Feather, Tommy Adkins and George Earl.

HAPPY O'CURRAN . . .
 pens from Little Rock, Ark., under date of June 7: "Reorganized my show after our recent accident and we are now in our fourth week at the Besserville lot here. Smoky Pittman, who was the most seriously injured in the accident, is on the road to recovery, but still confined to St. Vincent's Hospital here and would appreciate receiving letters from his friends. Roster includes Patsy Baker, Mrs. O'Curran, Lloyd DeHart, Bob Stock, Baby Besser, Buddy McNutt, Birdie Scarbrough and yours truly. Herbert Johnstone, accompanied by Mr. and Mrs. Jugh Hanlon, of Fort Smith, Ark., visited us here. Other visitors included Jimmy Smith and wife, Jimmy Jukes and wife, Doc and Mrs. Sheeks, Chief Meyers and wife and Johnnie Muller."

TRIPOD OPININGS: It isn't necessary to watch your enemies, because they know you have your eyes on them. The fellows who call you friend are the ones who require the constant ogling.

MRS. HARRY HOWARD . . .
 lines from Ardmore, Tenn., that her husband is still in poor health. She adds that due to terrible weather conditions she hasn't been able to work more than a few nights. As if that isn't enough trouble for one person, someone

OAK RUBBER CO. BALLOONS

TOP MONEY TAKERS

Mickey Mouse balloons top all others in popularity, sales volume and profits. Cash in with this outstanding array of Toss-Ups, Prints and Heads.

Sold by Leading Jobbers.

Copyright by Walt Disney Enterprises.

The OAK RUBBER CO. RAVENNA, OHIO.

Just Out of NEW CATALOG

- RING DEMONSTRATIONS
- ENGRAVING MERCHANDISE
- FAIR MERCHANDISE
- PHOTO JEWELRY

If you are a buyer of Jewelry Items costing from \$6.00 to \$48.00 per gross, this Catalog will interest you. Send today for Catalog 21.

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

ENGRAVING MACHINES!

New Signet Jewelry For Engravers. \$2.00 brings 20 asst. Brooches, Bracelets, Rings, etc., with lowest prices. Special: Gold-plated Identification Bracelet, \$7.50 Gross. Send for circular on latest model Diamond Point Engraving Machine.

Moore's Electrograver Co.,
 651 S. STATE ST., CHICAGO, ILL.

PEARL \$24.00 PLUNGERS

Ink Gauge—Tells When to Refill—Fillres Band—Streamline Design.

New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready, 50c

3 Different Samples. Prepaid

JACKWIN PEN COMPANY
 50 W. 28th St., New York, N. Y.

PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
 1501-17 W. BANCROFT ST., TOLEDO, OHIO

FACTORY PRICES BLADES FREE DELIVERY

Details FREE. (Samples 10c).

NATIONAL BLADE CO.,
 37 South Avenue, Dept. 1-G, Rochester, N. Y.

PEELER WORKERS

"A NEW ALL-PURPOSE VEGETABLE KNIFE." Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries.

Write for Amazing Introductory Offer.

NOVELTY MFG. CO.,
 54 W. 7th Street, St. Paul, Minn.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES
 Mtg. Pharmacists, Columbus, O.
 137 E. Spring Street,

RIGHT THIS WAY TO THE BIG SHOW

SUMMER SPECIAL NUMBER

Of The Billboard
 Dated June 26
 with
This and That About Pitchdom

By Tom Sigourney
 As a Feature

HERE'S THE DEAL

That's Getting the Money!



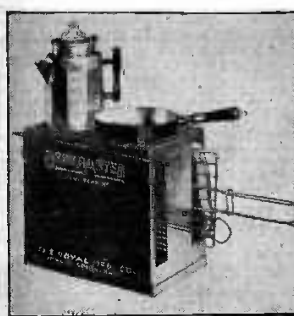
WE HAVE SOLD OVER 2,000,000 HOSE SINCE WE ORIGINATED HOSE DEALS.

It's Sure Fire—for Coupon or Street Work. Consists of: 1 Pair First Quality, Full Length, Sheer, Lustrous Hose; 2 Oz. Face Powder; 2-Dram Gardenia Perfume; Metal Container Lip-stick; Rouge in Beautiful Bakelite Case.

5-Pc. Deal, price 39c Sample 60c
Illustrated Coupons 85c per M

Pitchmen, Coupon Operators, Street Workers! We have opened a new Downtown Store for your convenience, located at 1812 Main Street, the largest, most complete stock of fast-selling profit-makers ever shown in the Southwest. Visit us in Dallas. Write for new 100-page Catalog, just off the press.

UNIVERSAL LABORATORIES
DALLAS, TEXAS



Everybody Wants One!

New BROILOASTER CHARCOAL STOVE

Sells like hot cakes at tourist camps, roadside stands, summer resorts, county and State fairs, or State park entrances. Broils vertically on both sides of center fire, with cooking space on top also. Most compact efficient stove yet invented. List Price, \$3.95. Liberal discounts to hustling sales agents.

Send for Sales Ideas, Outlets and Quantity Prices.

THE ROYAL MFG. CO.
Bowling Green, Ohio



LARGE SPANISH HATS, Fancy Ball Fringe, Doz. \$1.75, Gr. \$19.00

Large Coole Hats, Doz. \$1.25
Large Spanish Dolls, Doz. 1.50
Jumbo Fur Monkeys, Doz. 1.20
New Mechanical Looping
Alpines, Fast Selling
Streetmen's Novelty.
Doz. Sample 25c. 2.00

1937 Carnival and Seashore Price List now ready. Send for Free Copy Today.

25% Deposit With Orders, Balance C. O. D.

EPSTEIN NOVELTY CO., Inc.

116 Park Row, New York.

5 1/2 inch (CLOSED) PLUNGER
a big buy!

VISIBLE INK BARREL

Nothing skimpier about it! Generous size, self-starter! Keeps writing smoothly—indeinitely. Leak-proof. Precision made. Gold-plated durium points. Cork or rubber plunger. Gold-plated, acid-tested, untarnishable clips. Sample 25c.

EVERLAST, DEPT. B., 303 Fourth Avenue, N.Y.C.

well known to Mrs. Howard came along and stole part of the show just as she was about to reach a spot where the organization could get started.

H. H. MAGEE . . .
scribbles from Monterey, Mex., that he is working the sheet there to a swell business. He says he expects to work Mexico City soon. "Pay your head tax here and take your best hold," he adds.

MONEY SPOTS: One of the best spots in Alabama is Bessemer, on the outskirts of Birmingham, the steel center of the South. You fellows making Birmingham should by all means give Bessemer the once over, as it is one of the surest money spots south of the Mason-Dixon line. Tuscaloosa and Fayetteville, near by in the same State, are also good spots. Birmingham has been reported closed, but it has been proved that those coming to town have always managed to work a doorway on the Race Track, the loop district of the steel metropolis.

NEWARK COOK . . .
fogs thru from Newark, O., that Gene Anderson, knife sharpener worker, has deserted that line of endeavor in favor of operating a concession stand with the Cole Bros.-Clyde Beatty Circus. Cook adds that he has been wintering in Newark, but will start out with the hoes and blades soon.

HARRY RILEY . . .
is all hyped up over the prospects of the new five-spot shooting galleries. He says they are sure money getters for any good workers.

RALPH O'KEEFE . . .
has been booked to work Hamilton, O., with his cleaner demonstration.

JULIUS ROSEN . . .
brother of Leonard, is working with Bozo Sazlow, putting out the static eliminators. They are reported to be doing a good business, working between Baltimore and the nation's capital.

PITCHMEN'S SAYINGS: "I'm building another trailer."—Chief Rolling Cloud.

REPORTS DRIFTING IN . . .
indicate that Billy and Mabel Beam have come back into their own and that they are contemplating going back into the med opra game in the same big way they operated before switching to working single-o.

SAM COE . . .
and seven other pitchmen were given tickets for blocking traffic on the sidewalks while working a lot in Detroit recently. All received fines.

JOE MILLER . . .
is making the celebrations at Norwood, O., with the knife sharpeners.

ELLSWORTH . . .
is headed for Indianapolis for a workout preparatory to heading for Bedford, Ind., to visit with his old partner of horoscope fame, George Nicholson.

JOE MORRIS . . .
is headed north from St. Louis, working towards Chicago and taking in the spots along the way.

PITCHING ON a muddy corner is a thing of the past. The successful pitchman is one who progresses with the times.

CECIL LINNABARRY . . .
of gold wire fame, wig-wags from Indianapolis that the shops are working

Pitchmen I Have Met

By SID SIDENBERG

In the days when circuses donned their best paint and costumes, plenty of trailer-hustlers, who were welcome, kept the people excited and on tiptoes, adding to their curiosity and making the show a bigger drawing card than ever.

In these days when the circuses do not parade the trailer has been tabooed. However, I believe that these trailer fellows are a real advertisement that cannot be bought for cash, as their antics and hustling yells give a town the circus spirit that it would not otherwise have.

One of the best known and most successful trailers is Sammy Cook, one of the best dressed and cleverest whistle hustlers in the business. He puts more people under the big top at no expense to the show than a lot of paper does, because he is what I would call "reminder advertising." He reminds people who saw the paper and forgot all about it that the show is in town.

Sammy always dons his tuxedo and stovepipe lid when working, and I claim that he can get the permit to work the busiest streets in the congested districts—far away from the circus lots—and when he is whistling and people are inquiring, how could he help being an asset to a circus?

Between seasons Sammy spends most of his time with his family in Miami Beach, Fla., where his two kiddies, Dorothy, 13, and Frankie, 3, attend school.

Cook, who has just hit the half-century mark, has been in Pitchdom for 30 years. He is a member of the American Legion, Masons and Elks.

full time there and general conditions in the town look good. Almost all of the boys left the Hoosier capital immediately after the races, leaving Cecil and a few other knights to look after the customers. Ernie Atherton and wife are on the road with their fountain pen deal and getting a good play. Cecil adds that he will remain in Indianapolis until after July 4, heading then for Chicago and the lake breezes.

A PITCHMAN when working is a guy entirely surrounded by curiosity.

MORRIS DAVIDSON . . .
is reported to be accumulating plenty of the filthy lucre, working tie forms in chain stores.

JOE WAHL . . .
of ginseng fame, is reported to be booked solid in a chain store for three years.

ART NELSON . . .
affable exponent of the rad pitch, visited the pipes desk recently while en route to Cleveland, where he plans to trade his car for a new Studebaker. Art inticed that he is working on a new layout which he plans to spring in about two weeks. He is also operating a number of rad demonstrations in several Midwestern cities.

"SEE BY THE PIPES . . . if I am still that someone is wondering if I am still in the land of the living," cracks Dr. A. M. Johansen from Omaha. "Yes, boys, I'm still kicking and doing fairly well in my old age. I have a little fever at present, but I get it every spring when the bluebirds begin to sing, and some day I'm going to pull stakes, rocking chair, trailer and all and follow that darn old bird. When I sit in my rocking chair at night reviewing memories of long ago I can see all the boys walking down memory lane, such as George Cleveland, Sir Rogers and George Beaton (all of whom have passed away), Sam Jones, Johnny Hicks, Morris Kahn-troff, Benny Gross, Harry Corry and a legion of others."

MORE TIME SPENT on a lot making pitches and less time spent in a lobby cutting up air-castle, jackpots makes tripod a happier boy.

T. J. (SENATOR) ROCKWELL . . .
one thru from Spokane, Wash., under date of May 23. "Came over here a week ago from Portland, Ore., for the Sportsmen's Show, which ends tonight at midnight. I only saw four other

pitchmen here, but there were a lot of sheeties and novelty workers. Reader here is \$100 per day, no less. Seems as tho they don't want us here. I worked the markets here for two days to fair business. A person can work the factories if he is careful about the bulls. Plan to stay here another week and then head east."

THIS ISN'T a funny old world, it's the people who inhabit it who are funny. Take the fellow, for instance, who started in as a failure and then made a success of being a failure, a lazy man, a rum-dum, a pessimist or a guy who claims the world owes him a living and then waits for someone to throw it in his lap, meanwhile rapping everybody and everything. In comparison look over the boys in the business who are hard workers and getting the money. You'll notice a broad smile and a good word for everybody and everything. We believe it's human nature and not a funny old world.

RICHARD LeROY . . .
made a whale of a pitch at Vandalia, Ill., recently. He used his wife in an escape act as a bally and drew a tremendous tip.

CY ULLMAN . . .
is working Des Moines with the paper to good business.

MRS. PAUL H. MILLER . . .
the former Ethel Hart, inks from Minneapolis that she and her husband are now in the land of the lakes. She says that they recently made Springfield, Ill., and the town is open on the Seventh street corner on your o. m. "Davenport, Ia.," she continues, "is closed, but we worked a chain store in Des Moines to good business. Also saw Leland Johnson taking in the folding money there. He has a swell flash and a new car. Would like to see some pipes from Jack Paavey and Babe Keating."

GEORGE A. YOUNG . . .
versatile pitchman from Pittsburgh, is reported to be working to good business in Cleveland.

SHORTY MARTZ . . .
is reported to be working tieforms in Des Moines to some swell takes.

THE KEY to success in Pitchdom is regularity.

BILLY BEAM . . .
and wife write from Paintsville, Ky., that they recently spent two pleasant weeks cutting time with Frank Hauer at Richmond and Grayson, Ky., and with George Rabbitfoot and wife in West Liberty, Ky. Billy adds that he is still purveying his ginseng package.

TOM MALLOY . . .
comes thru with the following on the prevalent conditions in Maine: "Worked Waterville recently to mediocre business. Spot is out of the money. Reader is free on private property. Dexter and Dover have free readers. There's money in both spots, and if you don't get it it's your own fault. You just pick your spot and go to work. Madison and Farmington are open and fair. Skowhegan is just so-so. Have been working can openers at 25 cents a throw and the trains can't haul them fast enough. My kid brother Joe, who is handling ties, is smoking 10-cent cigars and always seems to have a package of wampum. Saw Gypsy Jack Dillon making a noon pitch at a mill in Augusta recently."

JAMES WILLIAMS . . .
who, before retiring from the road, was an ace medicine showman, is now residing in Springfield, Ill., where he is seriously ill. Williams has also lost the sight in one of his eyes.

ROBERT (RED) MARCUS . . .
is up and at 'em and in the money at the big dolings in Cleveland.

CHARLES CASHER . . .
and wife are working a large department store in Akron on some huge takes. This couple really has what it takes when it comes to purveying the hair tonic.

JACK HOOKBURY . . .
is headed for New York on a buying tour and threatens to become keen competition to the boys working the lots and corners.

KENTUCKY LEE . . .
is conspicuous by his absence from Daytons, O. He is reported to be working around Pittsburgh making some two-sided lectures and getting his share of the mazuma.

Pitchdom Five Years Ago

Harry C. Sutphen was working his cleansing soaps and mothballs pads with flower odors thru Aurora, Ill. to good business. . . . Harry Malers was still undergoing treatment in New York and holding his own despite his incapacitation. . . . Joe Wahl said "good-bye" to New York, where he had been working in pitch stores, and hid himself to Kansas City, Mo. . . . Harry Barris had his neatly framed store at Rockaway Beach, N. Y., going strong. . . . Spot Warner returned to the lead and was finding business fair in Wisconsin. . . . Ray Herbers was finding Milwaukee to be the most prosperous city he had invaded in four months. . . . Business in Philadelphia was none too forte for Coffee Mike Savener. . . . Tom Sigourney had just moved his sex show to the Boardwalk, Coney Island, from his spot on Sixth avenue, New York. . . . Altho there was no lack of tip in Lewiston, Me., the natives there had practically no money at all, according to Hoot McFarland. . . . Floyd Taber blew into Cincinnati to give the Queen City a week's play with the shivs. . . . Cash Rogers, the penman, was decorating and flourishing the Spencorian at Tremont, Utah. . . . Happy Durand quit the Reed & Day Show in favor of operating the candy stand and grab with the Happy Phillipson Comedy Company. . . . Jockey Charles Ross opened a medicine pitch store right in the heart of Spokane, Wash. . . . Harry J. Adams, pitchman and showman, had just fallen heir to a comfortable fortune. . . . Professor Fredricks was working horoscopes on a lot next door to the Fox Theater in Detroit. . . . A. Proctor, veteran purveyor of glims, was passing his idle hours by amusing himself with poetry writing. . . . Mendleson and Baris closed their store on Washington street, Brooklyn, after a long run. . . . Ed Mathews was working thru Idaho preparatory to opening a store in Portland, Ore. . . . Bill Medar and Fulton were working hones in the Motor City to some swell takes. . . . A. L. Clark, "sox-selling fool," reported from Dallas that about the only thing hot on the road was the weather. . . . That's all.

IT'S CERTAINLY a grand feeling to know that we carry a bank roll large enough to sustain us if we should happen to run into a series of tough breaks.

GUY WARNER . . . is making spots in Kentucky and getting his share of the loose gelt at the sales and court days.

ADELMAN AND HESS . . . working the sharpeners as a team, made Anderson, Ind., recently and obtained some real dough.

FITZGERALD . . . has been giving the usual good account of himself working the graters in Chicago stores.

HARRY CARR . . . has been working a good corner in Newport, Ky., and the Vine street lot in Cincinnati on week days with the watches and razor blades to swell results. Harry made the races with Leonard Rosen Decoration Day.

BILL (RED) McCOY . . . is holding down the Mound City with the crawling babies and is getting his share of the coin.

INCLUDED AMONG . . . in Detroit are Gypsy Brown, Soapy Williams, Cavanaugh and Young on the Roxie lot, Sam Sohn, Doc Bill Evans, Zemle Phillips, the Carlyles, Wild Bill Ellis, Sammy Berman and Bill Meader. Bert Glauner is doing a swell business with his store in Grand Rapids, Mich.

JOE WAHL . . . pulled into Dayton, O., to work a chain store, while Dick and Honey Jacobs and Red McCool have returned to the main street parking lot for a post workout.

DAVE SCHOEN . . . and wife are holding down a corner at Bloomington, Ill., and awaiting the arrival of Robert (Red) Guthridge. They will make spots in Illinois until the fair season.

REPORTS FROM . . . the Great White Way indicate that the streets, as well as the sidewalks, of old New York are shut down as tight as a drum. It is also reported that Victor Edison Perry is contemplating opening a store on the Boardwalk in Atlantic City, while from the same source we learn that Al Siegel is opening a store on Times Square.

SAM SCHOEN . . . brother of Dave, is working neckties on the Woodward avenue lot in the Motor City.

REPORTS EMANATING FROM . . . Detroit are to the effect that the officials are hostile and that the powers-that-be are citing the boys.

LESTER KANE . . . is reported to be corraling the cocoons, working hair oils in stores.

EDDIE GILLESPIE . . . is working Detroit with ties and tie forms to a satisfactory take.

AKRON . . . is sloughed to the boys getting the big tips.

LOUISVILLE . . . is open to the tie-market only.

KID CARRIGAN . . . is working psylum seeds and is reported to be in the money.

PITCH CONTINGENT . . . now working in and around St. Louis includes Doc White, Harry and Gerard Williams, Doc Beaver, Roundy Caruthers, Carl Herbert, Bert Doto, Carl Janne, Lou Whiteman, Esther Ebel and George Beyer.

MILTON (CURLEY) BARTOK . . . is reported to be making spots in Pennsylvania to swell results.

IT'S WRONG . . . to accuse a hot-spot worker of getting "cold feet." The boy is just coming to his senses.

DOC C. L. BRUCKNER . . . recently worked Moraine City, O., and got some real scores with his heavy health book at the Frigidaire plant.

RECAMIER
Successor to the Business Conducted by
HARRIET HUBBARD AYER
During Year 1886-1887

NATIONALLY KNOWN COSMETICS FOR COUPON WORKERS AND AGENTS

Offers Sensational Cosmetic Deal
A \$3.25 VALUE FOR 69¢

FACE POWDER \$1.00
COLD CREAM .75
LIPSTICK .75
PERFUME 1.00
TOTAL VALUE \$3.25
ALL FOR 69¢

Here's the big money making deal you have been looking for! Operators are cleaning up with this combination of nationally known cosmetics. Customers immediately recognize the name of these products which result in immediate sales.

SAMPLE SET 33¢ EACH
DOZEN DEALS 28¢ EACH
GROSS DEALS 26¢ EACH

B & N SALES CO.
119 So. Wells Street, Chicago, Ill. and All Branches.

Not Connected with Business Conducted Since 1907 by HARRIET HUBBARD AYER

A BIG . . . attraction has taken up almost all of the lot on 13th street, Washington, which means that pitching has been closed out, at least temporarily.

RALPH KRAUSE . . . and brother, two of the oldest pitchmen on the sidewalks of New York, are still up and at 'em and claim that the streets of the big village would not be closed if it were not for the nefarious practices of some of those who complain when the streets are closed.

JACK RUSHIN' . . . has purchased a big umbrella which he will use when pitching the coils to the throngs this summer.

HOLDORF . . . and Krugal and their coterie of med and astrology workers are contemplating invading Chicago soon.

DOC MILLER . . . and William Buttens, med purveyors, blew into Cincinnati last week en route to Dayton, O., from Knoxville, Tenn. During a short visit to the pipes desk they infoed that they have been working the med thru drug store windows with a p.-a. system to good takes. They added that Lexington, Ky., is closed.

LEE COLE . . . and Harry Carr took enough time off from their pitching labors on a Vine street lot in Cincinnati last week to visit the pipes desk and offer the first report on their newly organized Tapped-Out Amusement Company. "Officers, elected," the report reads, "are Harry Carr, president; Lee Cole, secretary, and Jack Madigan, treasurer. We have decided by unanimous vote to allow our distinguished treasurer to handle all funds. However, to fully protect our own interests we have decided to have all members form a permanent bodyguard to watch our treasurer. Our motto is 'If a pitchman is tapped out help him.' All he has to do is to leave his left arm or a pair of garters for security. We would like to hear from our roving members, and Jack Klein is anxious to learn if Raymond Lindsey has been initiated into the order as yet. We are interested in Si Hart's reports and anxious to see him obtain the gold-plated Packard. We want Si to know that we have our chemical engineer, Lee Cole, working on a brand-new gold-plate flukem. Any of you \$10,000-a-year men who are about to become tapped out don't fall to get in touch with us. Our refusal will be polite."

GEORGE A. SAUERWEIN . . . queries from Memphis concerning the whereabouts of Captain Matlock. He says he is anxious to read a pipe from the Captain.

SI HART . . . is hitting the bull's-eye these days. This time he loosens his prosperity guns on the workers at Moraine City, O. Says Si: "I followed Leonard Rosen in here. Seems as the Leonard left just one day too soon. I caught the fellows at Moraine City on pay day and I suppose you would like to know what I did to those boys. Well, I loaded them with plenty of the watches I am giving out as samples. If you happen to make the plant the fellows there will tell you that I am the most liberal guy who ever worked that patch of grass on the highway. Those guys have watches that

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES

Immediate profits. No investment to start. Earn big Profits Weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties - including Layman's Aspirin - awarded Good Housekeeping Seal of Approval - advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 112%. Get Free Facts. World's Products Co., Dept. 688-B, Spencer, Ind.

Complete Line 5¢-10¢ Counter Goods

SOCIAL SECURITY

PAYROLL SYSTEMS. Biggest and easiest money-maker. Now that the U. S. Supreme Court has put its o. k. on the act, every call is a sale! Send 25¢ for complete saleable sample kit or write today for further information.

BUSINESS SUPPLIES, 255 7th Ave., New York.

WATCHES ELGIN and WALTHAM

PRICED FROM \$1.75

Send for our Free Catalogue, showing you the biggest values in rebuilt watches.

ROSEN & WALTZ

801, Sansom St., Dept. L, Philadelphia, Pa.

"will not lose a minute in a coon's age" and enough razor blades to keep the whiskers off their smiling faces for days to come. I want them to smile when I come around, because I know they will wear the same smile when I leave. All the boys know me. They know too that I'm the boy who helps bring prosperity and aids in keeping the factories running full time in order that they may work all the time. When I come to town they know what I'm doing for them and I collect. It won't be long now before you see me driving down the avenue in that Packard."

HERE'S ANOTHER . . . epigrams of Tom Sigourney's: "Yes, I take a drink, sometimes several of them. Show me a man who never took a drink and I'll show you a man who never did much of anything."

"JUST DROPPED IN HERE . . . after working my way up from Miami with the coils," cracks J. B. Birdsong from Portland, Me. "I can understand now why Maine went Republican. I asked a person here where the post office was and he didn't know. Believe it or not, he had lived here all his life."

BIG DEMAND . . . (Continued from page 68) A given salesboard play at outdoor spots by the summer weather has reflected itself in largely increased demands for this outlet. The tendency to feature capital awards, which is now prevalent in many sections of the country, has presented the industry with one more opportunity for a sizable profit on a minimum turnover of goods. Exceptional popular items currently for this purpose are auto radios, outboard motors, candid cameras and movie cameras, g'adstone bags, fitted cases and quality timepieces.

LAST CALL

Summer Special

on sale
early next week!

If you haven't sent your advertising copy instructions, rush them AIRMAIL SPECIAL DELIVERY TODAY or WIRE to repeat previous advertisement.

SHOW LETTERS

(Continued from page 63)

week until Saturday usual after-holiday crowds turned out. Saturday gave show very good children's matinee and a packed and jammed midway at night, all attractions registering high grosses. Zeke Shumway purchased more motor equipment for Hell Drivers. Bill Couch covered miles of territory with sound truck. Dr. Timothy Needham's new hospital tent fully equipped. Joe Pearl, *The Billboard* top-notch salesman, proud of his record. Edgar Hart, who suffered with a paralytic stroke, convalescing. Bob Beatty, who has been confined to his room under doctor's care, now up. Due to ever increasing of electrical equipment Dave Sorg and assistants busiest men on lot. Visitors: Fizzle Brown and Bobby Cohen, concessioners of West Shows; Moe Eberstein, special agent, and Mrs. Ed Brewer and Press Representative Dave Carroll, Dodson Shows. Mrs. H. D. Hartwick and Helen McGowan visited homefolk, and reciprocated with nightly visits on midway. STARR DEBELLE.

Dodson World's Fair Shows

Huntington, W. Va. Week ended May 22. Location, circus grounds. Auspices, Fire Department. Weather, clear and warm. Business, excellent.

C. Guy Dodson said this was one of the biggest still dates played under most ideal conditions in history of show. Monday night 7,500 people attended and the number Wednesday and Thursday even larger. Friday 9,972 people jammed midway. All concession operators reported big week. Saturday matinee for mothers and children a success. Saturday night was a big one. People began coming on the lot at 6:30 o'clock and a force of six front-gate ticket sellers and three on back gate was required, as it was the busiest night in show's history. According to Vernon Korhn, show secretary, 12,841 passed thru turnstiles during evening. Elmer Day, bingo operator, smashed all records. He was busy every night until past midnight. Cy Holliday, Scooter foreman, worked his crew in relays. It was 2 o'clock Sunday morning when bingo and Scooter stopped. Etta Louise Blake, manager of Gay Paree Revue, topped midway. Sol Speight's Southern Revelers, all-colored show, close second. Ida Woolsey's Caballeros of Rumba, native Cuban show, was near top all week. A new ticket office, half circular portable style, with three individual wickers, was set up here. W. H. (Bill) Davis, manager Leaping Lena Show, rejoined following a two-week stay in St. Francis Hospital. Charleston, W. Va. William Berridge, frozen custard operator, reaped in coin. Major James West added Fred Ballweg to Royal Scotch Highland Band. Dewey Clark, former trouper, now a local hotel manager, visited nightly. Mr. and Mrs. George Regan came on from San Antonio to operate a pennant concession. Ray Balzer entered the Huntington Sanitarium Saturday to undergo medical treatment for throat ailment. He is expected back on show. Visitors: Neil Clark, Mr. and Mrs. Tom Holmes, Frederick Marshall, Nathan Howard, Edward Perkins, Theodore Rome, William Terry, Evelyn Maynard, Sylvia Marr, Jerry Holman, Tom Lowery, Mr. and Mrs. George Thompson, Benjamin Ways and Henry Orton. DAVE CARROLL.

Strates Shows

Binghamton, N. Y. Week ended June 5. Bennett Field Airport showgrounds. Weather, fair and rain. Business, fair. This city proved by far best week of season, but as usual arch enemy, "Jupe Pluvius," spoiled it somewhat by annexing a couple nights of rain. As a whole week proved very good for all shows, rides and concessions. Being old home of General Manager James E. Strates, "boss" was kept busy entertaining old friends and it seemed like a real homecoming to Jimmy. W. S. Mallarkey proved an efficient aid in arranging date. Henry K. Leworthy, secretary Dunkirk (N. Y.) fair, was visitor and delivered Business Manager William Breesse a new 1937 Ford V-8. He left for points in New York on booking trip. Partello, of Cole Bros. Circus, was visitor Saturday as show played day and date with Strates Shows, with only two blocks separating showgrounds. Many visits were exchanged between two shows. Several members of Reithoffer Shows were also on midway. Dr. Zander and Company are presenting *Mystic India* and introducing new illusions that are attracting crowds. Paige & Breesse's new snake show, containing two pythons, is

getting its share of patronage. Another meeting of Strates Benevolent and Social Club will be held.

BEN H. VOORHEIS.

Modernistic Shows

Chillicothe, O. Week ended June 5. Location, East Main street lot. Auspices, VFW. Weather, some rain. Business, fair.

Opened Monday night to fair crowd. Despite rain on Saturday night during opening hour, a good day's receipts was registered. George Smith joined with Whip and Chairplane. E. C. McCarter has delivery of new semi-trailer purchased from Charlie Goss. McCarter bought new Tilt-a-Whirl. George Lucas was visitor and entertained by management. He placed Ridee-O for August delivery. Side show reports nice business. Minstrel show features Joe T. Brown as orchestra leader and is doing publicity work with Virgil Fisher, special agent, on radio hookups and local advertising. Fred Miller and girl revue did business. Karl Sunderland and mixed lion and dog act is proving very popular attraction. Storm Saturday night did little damage to show but hurt crowd in a big way. Frank Flanagan, chief electrician, reports new electrical truck and cable delivered. HARRY FITZGERALD.

Beckmann & Gerety Shows

Kankakee, Ill. Week ended June 5. Location, fairgrounds. Weather, unsettled. Business, fair.

Lure of lakes, streams and woods, Indianapolis races, big league ball games in Chicago were probably all contributory causes that took people out of town on Memorial Day. Pretty quiet Main street after early morning parade of veterans and a big midway in deep repose anxiously awaiting expectant throng of holiday spenders who failed to appear. Fair crowd ventured out in evening and a few of shows and rides did satisfactory business. Rain and cool weather most of week was not conducive to good business. H. P. Mayer, city editor *Republican-News*, Kankakee's one daily, liberally gave of space for stories and art, but even this did not have a tendency to make populace carnival minded. Rotund Glen (Tiny) Weston is back on his old job of passing out coffee and sinkers for Charlie MacDougall. Tiny, according to boss Charlie, is an asset to midway grab stand, even tho he does eat much and often. S. T. Jessop, president United States Tent and Awning Company, was welcome visitor, also was Nat Green, of Chicago office of *The Billboard*. KENT HOSMER.

Mighty Sheesley Midway

Flint, Mich. Week ended June 5. Auspices, VFW. Business, fair. Weather, rain Saturday.

This strike-torn city of national interest a few months ago proved to be a fairly good date for everyone concerned. Saturday, which is usually big night, was lost due to heavy rains which made lot so slippery and muddy that it was practically impossible to walk. While in hospital to get her husband, Clay May, out, the car of Mr. and Mrs. Clay May was stripped of their radio and all their belongings were stolen. Clay is rapidly recovering from recent operation and states he will soon be in harness. Friendly opposition, Wallace Bros. Circus, Harold Engles, general press man, and the writer have co-operated many times since show's opening at Charlotte, N. C., to mutual advantage. Three-hour delay on arrival due to wagon breaking down, but everything up and ready on Monday night even with swampy lot. Lorraine Wallace busy breaking in another new lion, which she told the writer was collar broke and could be used for street gags. Joe Hatfield blocked traffic last week, pulling a cannon with eyelds on a "Man on the Street Broadcast." Crew on Whale Show: Howard Ingran, manager; James Ryan, front; John Ellis and Albert McDonald, inside lecturers; Mrs. John Ellis and Mrs. Henry Muehe, tickets, all are natty attired in sailor uniforms, which make a pleasing appearance and sells show. Bob Morris handling front of Harlem on Parade. June Palmer, Myrna Friend, Gall Donahue and Dorothy Pickard added showgirls to Night in Paris Revue. John T. Stewart is new calliope and piano player. Patricia Cherrington recovered from recent illness and rejoined show. Jean Campbell really sells inside of Federal Prison Show with his convincing lecture. Al Renton's new Palace of Wonders show is a hit. John

M. Sheesley and writer had a bus man's holiday at fine home of Claude Hamilton, who was with this show day it opened, 28 years ago. Piece de resistance was fine dinner served by Mrs. Claude Hamilton. Marvin Bradley rapidly recovering from smashed finger incurred covering from smashed finger incurred while unloading train. Jean Spencer replaced Mrs. Bob Thomas on front gate temporarily while Mrs. Thomas is in hospital undergoing a major operation. Mrs. Jeanne Williams on sick list. Andy Harris had his scales neozoned. Orville Sollar, now operator of "Mighty Elephant" sound car of show. Other show-women please note: Mrs. William Zeldman was seen other day repairing her kiddie auto ride, not supervising but doing it herself; just another one of those things that makes a success of life. Incidentally the Zeldmans have purchased a new car and trailer. Bill Gray has new car. David Latlip sneaked out mountains of West Virginia long enough to say hello to his many friends on the show and to purchase a new trailer. Visitors: Sam Levy, Frank Duffield, L. Young, P. Yonkey and Al Latto. FLOYD NEWELL.

Rubin & Cherry Exposition

East Moline, Ill. Week ended June 5. Thirteenth street grounds. Auspices, the American Legion. Weather, fair. Business, good.

With Royal American Shows playing across river at Davenport, Ia., much visiting between shows resulted. Wednesday Carl J. Sedlmayr and Elmer Velare visited. Following night Rubin Gruber flanked by Max Kimmerer, jungle monsters' impresario; Mrs. Kimmerer and Senor Fermine, rumba show producer, returned call. Cleo Hoffman and Chuck Bedell announced taking over "Miss America" show with many radical changes planned. Writer and Jack Shephard, squintorium proprietor, planning a new and dynamic crime show. Daily broadcasts aided attendance not a little, with S. H. Dudley Jr., colored baton wielder in Club Plantation Revue, and Ward Caldwell, pianist at Midget City, receiving the most fan mail. Walter D. Nealand reported from Madison, Wis., that a very favorable press is in that city. Mrs. Annie Gruber left for Philadelphia for a short vacation. Manager Joe Redding away on business. WALTER HALE.

Silver States Shows

Thermopolis, Wyo. Week ended June 5. Location, Rodeo Park. Business, rained out.

Monday and Tuesday nights lost to rain. Wednesday, cleared up, got a good night. Thursday, hot all day, at 5 p.m. clouded up, then rained all night and all day Friday and Saturday. Lot in such a condition show was completely rained out. Manager Towe sent workmen to sand pit and got sand by loads and placed on grounds, but to no avail. Showing under local Fire Department on night show did get whole town to turn out. General Agent Billy Gear purchased a new car and to break it in made a trip covering 2,076 miles on territory now booked in Montana, Wyoming and Colorado before coming back to the show. Manager Towe has all new canvas, even concession tops. Tony Spring has new corn game and canvas is all new, this making Tony six concessions on show, including Kiddie Autos. Milo Anthony has been putting them in by the hundreds on every stand with 120-foot Twenty-In-One. Tilt-a-Whirl getting share of ride play. Mitch Freeman still filling the arch with banners each week. Agent Gear received a letter from a committee wanting a show for their city and in addressing letter with following title for shows, "The Several States Shows," Butte, Mont., Billy got letter. Here is a good title for some new ones. BILL NELSON.

Marks Shows

Vineland, N. J. Week ended June 5. Auspices, Theodore Roosevelt Post, American Legion. Location, Landis avenue and Delsea drive. Weather, variable, one night rained late. Business, good; about 20 per cent over 1936.

One of banner dates for show in New Jersey. Biggest Monday of season, with almost a steady play from noon until after midnight. Tuesday and Wednesday, slump. Thursday's upclimb halted by a late rain, but a pay day on Friday sent business soaring again and returned a big night's business with best Saturday night, and largest single night's gate since Charlottesville, Va. John Schnel-

der, post commander, and other members of committee gave most loyal co-operation. So did two local evening newspapers, *Journal and Times*. Under supervision of Bert H. Britt a cage was built on truck for two young lions purchased by Marks from Warren E. Buck. Framework was started on cage to contain two bears also purchased from Buck. Marks will use these animals, along with others from Monkey Circus and Animal Show, in a novel idea originated by him. Cages will be placed in marquee and crowds will pass thru something like menagerie entrance to a circus. This is in line with policy to increase interest and business at front gate.

Jimmy Rafferty built a trailer here for use of Li' Abner Club and it is being equipped with tables, service counters and the latest clubroom equipment. Mrs. Rafferty will be hostess with G. H. Riggsby as head waiter. C. Jack Schafer joined with a Penny Land. John P. Hart and Wilbur Church are his assistants. Leo Brenner joined with two ball games and he and Mrs. Brenner used plenty of merchandise during week. Most of those on sick list have recovered. Mrs. Flo O'Dell being on job again with Josephine Hayward's ball game. Madame Rosellia joined here to head annex features in new Museum of Oddities. Vernon Moore is expanding, taking over Rafferty bowling alley and giving it usual Moore flash with rhinestone-studded backdrops and plush counter cloths that attract. Billie Acree, niece of Mrs. E. H. Hawkins, is on for the summer. Visitors: Robert R. Kline, Joe Daly, Mrs. Marks and Baby Jean came in from Richmond for a short visit. Allen B. Carr, chairman of Camden committee and chief of Woodlynne Fire Company, visited and joined annual fishing party to South Jersey Coast. Marks fishermen netted 497 croakers, weak fish and trout. Those making trip, Walter Holiday and daughter, Jackie; James Roach, James S. Laird, Jimmy Hurd, Herman Tribune and Frank Bresk. Little Jackie Holiday led field with 29 catches. Writer celebrated another birthday. CARLETON COLLINS.

Harris Carnival

Noblesville, Ind. Week ended June 5. Weather, good. Business, good. Location, downtown.

With five-cent gate show opened good Monday night. Harry Clark, while working on Chairplane, got his hand caught in gears, necessitating amputation of index finger and part of thumb on his right hand. He is on job again. Mr. and Mrs. Harris' third boy, Jack, was hurt in a fall. Cat and dog free act holds crowd. Case Corbin has returned to his home in Kokomo, Ind., and Al and Fay Fromuth now have girl revue. Charley Lee and Mrs. Lee joined with two concessions. Chick Wagner left. Lou Bartel continues to keep things warm around Athletic Show. Visitors: Ed Groves and his agent, T. J. Smith; Sam Metzger and wife from Indianapolis. Rides are being painted. GEORGE GAIN.

McClellan Shows

Pektn, Ill. June 1-6. Weather, fair. Auspices, Trade Council. Business, fair. Eddie Bennett reported biggest week for corn game this season. A surprise party for Mrs. John T. Hutchins was given in celebration of her 56th birthday. All 21 members of Hutchins museum took part. Many presents were given, and show staff was present. Show has eight-piece band. L. OPSAL.

Curl Greater Shows

Xenia, O. Week ended June 5. Weather, rain on Saturday. Business, satisfactory. Auspices, Elks. Location, four blocks from business section.

After first two nights there were large crowds. Orphans were guests of show at kiddie matinee Saturday. Whole unit played day and date with show Saturday. Writer renewed acquaintance with Capt. David Barnett, veteran of Pacific Whaling Company. Recent arrivals: Mr. and Mrs. Wilson, mentalist; Mr. and Mrs. Hubert Sturgil. He is in Denton's Cafe and she is on Casa Loma Polles. Charles Dalton and son are on front of Annex Show. Marvelous Merle joined with his novel aerial free act. Pat Bloomgren, brother of Mrs. Edwards, returned to his home near Bradford, Pa. Manager Curl's brother and family were visitors. Jettie, daughter of Mr. and Mrs. Pat Hardin, now out of school and with her parents on show. L. E. (ROBA) COLLINS.

Golden State Shows

San Francisco, Calif. Week ended June 6. Auspices, Golden Gate Bridge Celebration Fiesta. Business (second week), fair. Weather, windy and cold evenings.

Due to a surfeit of attractions and cold evenings business fell way off during second week of this mammoth celebration. Two weeks is a long time for general public to celebrate and business suffered in consequence. Majority of showfolk took opportunity of visiting new Golden Gate Bridge and taking in sights. Parties were very much in evidence. Will Wright and staff were guests of Tom DiMaggio, who is managing new Fish Grotto and Cocktail Bar opened by his brother, Joe DiMaggio, of New York Yankees fame, at Fisherman's Wharf. Mr. and Mrs. Bill Hobday, manager of Side Show, gave a party at Embassy night club and over 25 attended. Hickman's Miniature Circus did exceptional business and received plenty of publicity from local press.

Visitors: Mr. and Mrs. Ben Dobbert (Downie Bros.); Mike Krekos, of West Coast Amusement Company; Harry S. Clark; Bill Kindel, of Kindel & Graham; Felix Burk, an old wire worker, who now only plays big fairs, also is a charter member of PCSA and takes great interest in work of this organization; Sammy Corenson, who ran carnivals in this territory for many years, now in fur business; Tom Heene, old-time showman, and Mr. and Mrs. Roy Luddington.

Charlie Walpert left with his concessions to fulfill a contract made with Gilroy Roundup committee to handle their '49 camp during the celebration. Mr. and Mrs. Dick Kanthe, of Athletic Show, took opportunity to visit Dick's brother, Ed Kanthe, and wife, who were playing on one of other shows in city.

JOHN H. HOBDAY.

West Coast Amusement Co.

North Sacramento, Calif. Week ended June 5. Auspices, fire department and Legion. Weather, hot. Business, none.

Thought when show played Livermore it had played banner spot for poor business, but this one was in every way more disheartening. However, this spot was split with Jackson Fair and 69th Italian Fonic, but 30 miles distant, not only balanced week but put it way ahead. Phil Williams, well-known general agent, paid a visit. Leo Leos made a trip home and had two-day visit with his family. Manager Mike Krekos spent several days visiting fiesta at San Francisco. Glen and Mrs. Loomis spent much time fishing. Darrell DeCoe, past national commander of VFW organization, nightly visitor. Phil Danz, vice-president of Bank of America of Sacramento, Calif., also visitor. Dutch Stienheart and missus left. Hoop-La and all. Howdy Walker building a new concession. Manager Krekos planning a trip to Honolulu. Frank Forest and missus visited from Clark Shows. M. E. Arthur keeps adding to his lineup of side shows. Carl Holts and his Nudist Revue, with Zoriata, "Queen of Nudists," heads by far all of other midway attractions for grosses.

Bert Clausen and flying squadron gets his string of major riding devices in air in plenty of time. Fred Shirley back on job as electrician. Joe Zotter daily visitor. Ben Dobbert and family visited and as usual took a nice canvas order back with him.

W. T. JESSUP.

Cetlin & Wilson Shows

Uniontown, Pa. Week ended June 5. Auspices, U. M. W. of A. Location, Regan showgrounds. Weather, threatening. Business, fair.

Everything in readiness at noon Monday in anticipation of big day's business, but sadly disappointed, no afternoon crowd and a poor crowd at night. Clear weather Tuesday and Wednesday with rain on Thursday, and continual cloudy on Friday and Saturday. Latter was best day of week. No free attraction at this location, but had "Jack Pot" night every night. Visitors: Mel Dodson, Lee Cuddy. Mr. and Mrs. Harry Wilson, Bert Rosenberger and Eddie Lewis. Speedy Merrill's Wall of Death top money show, with Paradise Revue second, Leo Carrell's Monkey Circus next. Octopus top ride. Scooter and Caterpillar close seconds. Ted Miller again scored very nicely with local newspapers. Duke Jeannette ordered new banners for Side Show, and Leo Carrell has a new green tunnel ordered for Caterpillar. Show has a new

tent ordered for Harlem Revue and the Side Show. New front for Paradise Revue, which was destroyed by storm in York, Pa., is about completed. Business so far this season has been way behind gross of last season, but whenever weather permitted gross has been bigger. Harry Dunkel is getting rest of still dates lined up, owing to changing of route, due to unforeseen occurrences.

GEORGE HIRSHBERG.

O. C. Buck Expositions

Danbury, Conn. Week ended June 5. Auspices, American Legion. Business, fair.

Not up to expectations. Monday was observed as Decoration Day. Streets were lined with people waiting for parade, but after parade they all seemed to go to lakes. However, at night crowds were very good but seemed to be a little shy on concessions; shows and rides did a fair business. Committee under direction of Tom Atherton for Legion did everything possible to make week successful and the committee after all received more money than last year. Two sitdown strikes in local hat factories hurt very much. New Monkey Show has been opened by management, also Big Snake Show. Donald Hankins, sound equipment expert from Philadelphia, on for a few days with new sound sets for various shows. Arthur E. Campfield, of Baker-Lockwood, visited and took orders for more canvas. Mathew J. Riley, general representative Endy Bros.' Shows, recent visitor.

ROSS MANNING.

Crystal Exposition Shows

Lenoir, N. C. Week ended June 5. Auspices, National Guard. Weather, good. Business, good entire week.

Railroad move from Spruce Pine, N. C. Working boys under leadership of Charles Staunko, superintendent of rides, got show ready to open on time Monday night. Train was late five and a half hours. Cars not spotted until 2:30 p.m. Monday. Gate opened at 7 o'clock with all shows and rides in full operation. Location of show at edge of city limits. Busses and the taxi company coming right up to grounds made transportation for customers and showfolk ideal. Despite there were three night baseball games during week everyone seemed satisfied with business at end of week. Flying Moores joined with casting act. Doc Felmet is back again. Three years ago when Doc joined show he was talking on side shows. Returned and was made special agent. Left again, returned and was made general agent. Left again and returned Wednesday to occupy berth as assistant manager of show. Manager Bunts received notice that his new Ell Wheel will be at Winston-Salem, N. C. Entire show attended party given by Good Fellows' Club Thursday night. Biggest kick of all at party was when Alta Mae Bunts stepped to stage dressed as a North Carolina hillbilly and sang Oh, Listen to the Mocking Bird.

PUNCH ALLEN.

Happyland Shows

Royal Oak, Mich. May 29 to June 6. Auspices, American Legion. Weather, fair, some rain. Business, fair.

No mud, no water, even a little grass on lot and not a truck got stuck. Night off on this move and almost everyone went visiting other shows. Some to Goodman's in Detroit, others to Sheesley's in Pontiac. First three days on this location were very good. Weather being very nice and holiday on Monday brought gross up quite a bit. Business fell off during middle of week. But began to gradually pick up again, altho last Saturday was almost a total loss because of rain. Plenty of cards, paper and newspaper advertising, also splendid co-operation on part of the committee.

LETTER LIST

(Continued from page 67)

- Burke, John J. Fianeng, John
Butcher, O. J. Freeman, Bob L.
Canfield, Jim Gordon, The Great
Carnier, William Grant, Sol
Carr, John & Irene Haley, Walter
Castigan, Edward Harris, Frank
Coffelt, W. R. Harris, Harry
Connors, Biddy Hart, B. K. &
Connors, John Tex Webb
Covington, Johnnie Heller, George Red
Davis, Cecile Henderson, E. G.
Davis, Ed (Grabbo)
Davis, James N. Henderson, Frank
Deeru, Kenneth Hoffmann, Col.
Dene, Eugene Arthur
Dyer, J. L. (Tony) Holland, Chet
Eckhardt, Everette Honest Ed & Alice

CITY FOURTH OF JULY CELEBRATION ON THE MAIN STREET. Fireworks, Bonfire, Free Attractions. The Biggest Affair ever attempted in New England. Six Days and Six Nights. Band Concerts, Big Parades. Free Admission. The Mayor will open the Celebration. The Chamber of Commerce has donated a large sum of money for Attractions. The Streets will be Decorated, and the Merchants will keep their stores open Day and Night, offering the public the biggest Sales and Bargains in their stores in years for the Celebration. All City Organizations and different organizations are pledged to co-operate for Nashua, N. H., biggest Fourth of July Celebration, under the management of the American Legion Band. Same Committee that was so successful with Legion State Convention. Show opens Wednesday morning, June 30, on the street, and will run to Saturday night. Outfit will be taken down and will open Sunday afternoon at the Airport, where Band Concert, Free Attractions and Big Bonfire take place. Monday morning, Free Show. Afternoon, Parade and Attractions. Evening, Big Fireworks Display. Two days on the Field all four days on the street in front of merchants' stores. WANT: Merry-Go-Round, Ferris Wheel, Chair-a-June, or any Rides that can set up on street; Games of Skill and Stock Merchandise Wheels, Popcorn, Eating Stands, Souvenirs, clean Shows, 10-in-1, etc. Demonstrators for inside of Merchants' Stores. Free Acts in this territory get in touch with us. For Ground Space, apply HARRY INGALLS, American Legion Headquarters, Nashua, N. H. For immediate reply address all Mail to his residence—142 Burrell St., Swampscott, Mass. Telephone: Breakers 5421.

WANTS Cumberland Valley Shows WANTS FOR BIG 4TH OF JULY CELEBRATION AT STEARNS, KY., AND 12 FAIRS TO FOLLOW. Loop-a-Plume or any other Ride that doesn't conflict. Shows, with or without outfit. All legitimate Concessions open except Cook House, Corn Game and Popcorn. Chorus Girls and Musicians for Minstrel Show, or would consider organized Troupe, parade and salary. Race Ales wanted for Cook House and Corn Game Help. Eddie O'Shea needs Wrestlers and Fighters. Charlie Morgan want Uncle Bob. Address all mail to ELLIS WINTON, Manager, Coal Creek, Tenn.

LAST CALL Summer Special on sale early next week! If you haven't sent your advertising copy instructions, rush them AIRMAIL SPECIAL DELIVERY TODAY or WIRE to repeat previous advertisement.

John T. Rea received new canvas and banners for all-girl revue. Sam Doyle, torture man, has again joined John Rea's Side Show as entertainer; this makes his fourth year. Captain Ritz completed new front for Motordrome. Mr. and Mrs. J. C. McCarthy, concessioners, have new de luxe house trailer. Harry Boyles received new truck and semi-trailer. It is 24 feet, enameled a brilliant orange and trimmed in black. V. L. DICKEY.

Eric B. Hyde Shows Glasgow, Ky. Week ended May 22. Location, ball park. Business, record breaker for season. Personnel and show forgot all the rain and wind of previous weeks and in most cases left Glasgow well and happy. Bowling Green, Ky. Week ended May 29. Location, circus grounds. Business, good. Auspices, none. Attendance very good. People liked the midway circus and paid in goodly numbers to view it. Captain Cushing, fire diver, back in the program after a week's layoff due to painful burns due to high-test gas. Somerset, Ky. Week ended June 5. Location, fairgrounds. Business, good. Auspices, none. Somerset gave the show good support. Some rain. Big Saturday night. Long move from Bowling Green made in time for regular opening Monday night. JAN HYTER.

WANT TO BOOK For good String of Fairs or Celebrations with reliable people, No. 5 Ell Wheel, Chair-plane, 10-car Kiddy Ride, A-No. 1 shape. New semi-trailer transportation. Give full particulars in first letter, Can use good Ride Help. Write or wire MRS. LENA FAUST, F. & M. Shows, Phillipsburg, Pa.

Bernard Mills on Talent Scouting Tour NEW YORK, June 12.—Bernard Mills, son of the British circus owner, Bertram Mills, departed from this city early in the week on a talent scouting tour of the United States. Mills, who has been in this country for several weeks, will remain on this side of the Atlantic until June 30, when he returns to London. U. S. trip will take him to most of the larger circuses, besides the large Western expositions. Mills spent several days with the Ringling-Barnum show as it played thru the East. He reported that the Mills Circus is now on its tenting season in England, and, according to latest reports from his brother, is enjoying exceptional business. He expects a big winter at Olympia this year.

Hamilton Buys Concession Tents Following Fire NEW YORK, June 12.—Hamilton Producing Company, Eastern carnival operating out of Jersey City, N. J., this week purchased ten 14 by 10-foot concession tops from the Powers Tent and Awning Company. John Kelly, New York made the sale. Fire last week on the Hamilton lot destroyed several concessions, but fortunately was checked before serious damage was done to the show.

Hartmann's Broadcast

OCCASIONALLY we are criticized by our readers for alleged inaccuracies creeping into the news columns. They say some press agents and show-letter writers not only exaggerate but lie outright when telling of the activities of their organizations. Rarely are the complainants specific, and when they are asked to give the names of those alleged to be guilty, even for our private information so that an investigation, without revealing names, can be made, in 9 cases out of 10 they fail to come thru.

Recently we carried a story on the opening of Gruberg's World's Exposition Shows. Therein was a statement that \$40,000 was spent by Max Gruberg in putting out the show this year. A complainant said the statement was untrue. "I know for a fact that no such sum was spent, nor near that amount," he stated. "Forty thousand dollars will buy a lot of show property when you do not spend any of it for cars or wagons. I interviewed people who have seen the show since opening and also saw it toward the close of last season, and they say it is practically the same as it was when it closed. Of course, it has been painted up and some repairs made, which cost at the most probably \$1,000. Show people exaggerate more or less, mostly more than less, and same can be excused, but such flagrant exaggeration as the statement in Dick Collins' story makes *The Billboard* appear silly, and that is what it did as everybody I spoke to laughed about it. I know you do not want *The Billboard* to appear in that light."

We admire this complainant for being specific, because it places us in a position to put the challenge up to Dick Collins. And did he answer? You bet he did—even to the point of itemizing. "With reference to the show coming out this year 'practically the same as it was' last year, to quote you letter, I am going to ask the complainant and the ones on his side if:

"There were two or three Ferris Wheels on the show last year? There were two; this year there are three. Cost a little over the \$1,000 they estimated we spent.

"Did they see a Tilt-a-Whirl on the show in 1936? They did not. There is one, and a new one, too, this year.

"Did they see a Caterpillar on the show last year? They did not. There is one this year.

"Did they see a Lindy Loop? Yes, they did, but not the new one we now have.

"Did they see a Kiddie Auto Ride on the show in 1936? They did not. We have an entirely new one this year. And we have a Ride-O and Octopus coming.

"With \$800 spent with the Spillman Engineering Company for new parts for the 12 rides we carry, renovated and repainted in winter quarters, and the cost of the new additions, the total is \$14,100. These figures can be corroborated by Sellner Manufacturing Company (Tilt-a-Whirl) and Allan Herschell Company (Kiddie Ride).

"The cost of new parts and other equipment ran up a bill of \$800 with the Spillman Engineering Company, making the new rides and additions come to a total of \$14,900, all of which can be easily verified. So much for the rides.

"Did our carping critics see a Circus Side Show, 170 feet long, entirely new, tent, banners, poles, electrical equipment and inside appurtenances? It is here to be seen.

"Did they see an entirely new Motor-drome, front Drome, bally stand, bicycles, banners and a new panel front of 100 feet? It's here.

"Did they see an entirely new Alca-traz Prison tent, front, solid panels, ticket boxes, etc., all made in winter quarters? It's going well on the midway.

"Did they see an entirely new Life Show, everything from tent to ticket box new, except the exhibits? We have it.

"Did they see an Illusion (Mysteria Show) 150 feet long, all new except one or two banners, but this year with new



THIS IS WHAT A 1937 CASA MANANA COSTUME will look like at Fort Worth Fiesta, a gorgeous gown worn by Miss Christine Harris, statuesque showgirl. The skirt, one of the numerous unique costumes for Billy Rose's show there, is made of many yards of sheer spun glass cloth in sunburst pleats. The fitted blouse with puffed sleeves is silver lame, dotted with quarter-sized spangles. Headdress is sheet glass cloth, three feet high, with silver curls fitted to the head.

tent, front, etc.? They did if they looked at all.

"Did they see an entirely new Sex Show, new front, plush curtains covering it for 90 feet? It's here.

"Did they see an entirely new Alphrodite Show, front tent to ticket box? It's getting money.

"Did they see a Monkey Circus outfit, long sidewalk, new banners for 114 feet length, new platform, new trapeze, ladders, towers, etc., where a lot of new monkeys with more sense than some people who have never seen them possess? Well, it's working and getting the filthy lucre.

"Did they see the new stage, paintings and equipment of the Rainbow Follies and the Harlem Show? Well, they are something we are proud of and get plenty jack.

"Did they notice that we have an entirely new and original Moulin Rouge Funhouse, everything new to the ropes and bulbs? It's here.

"If you will write the B. A. B. Organ Company, of New York City, you will find that we spent \$1,500 with them. What do skeptics say about that? You can hear the three organs and two calliopes playing if you visit us.

"Again if you will inquire of the U. S. Tent and Awning Company, of Chicago, you will find there was around \$4,000 spent with them; \$500 with O. Henry Tent and Awning Company and

\$1,500 with the Dize T. and A. Company, of Winston-Salem. Write to Hollander Paint Company, of Philadelphia, and see if our bill for paint was not, in round figures, about \$1,100, and \$500 from Fulton Paint Company, of Atlanta; electrical equipment and globes from Standard Electric Company, of Chicago, cost, to be exact, \$422.80; from J. Cornfield Electric Company, of Philadelphia, \$800; floodlights from G. Electric of New Jersey, \$300.

"We spent \$6,000 with Bishopville (S. C.) Motor Company for new equipment; \$3,000 with Riggs & Hughes, of Bishopville, for hardware; \$3,100 with Carolina Lumber Company, of Bishopville; \$2,000 with Sumpter Machinery Company, Sumpter, S. C.

"We bought and built two new 100-kw. transformers and a 10-ton steel auto truck for our electric wagon; built a steel collapsible tower on the truck, and the winter-quarters wages from last November to middle of April were about \$2,000.

"I could go on and add quite a few more dollars to this, but the above figures total \$41,422, or \$1,422 more than I first stated.

"Now, Al, all of the above can be verified. A letter or wire will get you verification and we welcome it.

"P. S.—Just discovered three other items: Pittsburgh Plant Cable Company, \$400 for cables; W. F. Mangels Company,

Coney Island, \$700 for parts; Broderick & Bascombe, St. Louis, \$300 for cables."

Nobody is more desirous and anxious to have news in *The Billboard* as authentic as possible than we are. When we find, after investigation, we are being misled, no further news will be published from those proven guilty without first verifying. On the other hand, if the complainants are found to be misleading, we, naturally, will continue to publish the news from those whose statements have been verified.

We, therefore, ask complainants to be sincere and reasonable. State specifically which reports are untrue. If the complaints are made purely out of jealousy the quicker stopped the better we will like it.

THERE is no disputing the fact that carnivals can be clean—if and when. Anyway, it does our heart good, because we know that it is good for the business in general, every time we read complimentary notices in the daily press, not so much those that appear before the engagement but during and after it.

Here is part of a seven-inch notice that Oscar Buck, of the O. C. Buck Expositions, received in *The Stroudsburg (Pa.) Record*, issue of June 9, while showing at the Elks' Charity Fair for the benefit of the East Stroudsburg Lodge of Elks' Charity Fund:

"Oscar Buck, as he is called by his friends and employees, has shown to the public that a carnival can be run in a clean, fair and square manner, for there is not a 'gyp' joint on the entire lot. Every show, every concession and every ride is operated in a manner that has met with the approval not only of the committee but of the entire community, for on every side can be heard comments on the cleanliness of the carnival."

Oscar must be proud of such comment. And he is fully deserving of it. It is this kind of stuff that makes the future of the carnival more sound. There can never be too much of it.

THERE'S something to a carnival press agent who can grab off newspaper space like this: Front-page story with an eight-column, two-line streamer (one-inch letters) and two-column, two-line bank (three-quarter-inch letters), the story filling the remaining space in the last column of the page and continued on the second page to the extent of 10 inches. And in the same issue two large illustrations of attractions consuming about one-third of a page.

That was the kind of work Dave Carroll, press agent, did for 'Dodson's World's Fair Shows in *The Pittsburgh Sun-Telegraph* of June 7 while appearing at the Rankin Firemen's Carnival.

Johnson Stock Deal Nears Head; Quashes Cincy Rumor

SAN ANTONIO, June 12.—Col. W. T. Johnson confirmed rumors that he was negotiating a deal for the sale of his rodeo stock. However, he declined comment on who the projected deal was with or the sale price contemplated. He said the deal would be closed within a few days, if possible, and that an announcement would be made at that time.

Colonel Johnson quashed the rumor that he would furnish horses for a Cincinnati rodeo with the statement that it was absolutely untrue. Most of his stock is now on his ranch near Spofford, Tex., where he has been all week.

Philly Levies Taxes

PHILADELPHIA, June 12.—A 10 per cent tax on gross receipts of billboards and advertising signs was imposed by city council upon suggestion of its finance committee. Measure is estimated to return \$200,000.

Another special tax ordinance puts an amusement levy of 1 per cent on each 25-cent admission paid to theaters, amusement parks, arenas, athletic contests, carnivals, circuses, roof gardens and night clubs. Tax measure is expected to bring in \$5,000,000 to the city's depleted coffers.

Demand for N. Y. Fair Probe Stirs Up C. S. Angle Anent Employees

NEW YORK, June 12.—A complete investigation of inner-workings of the New York World's Fair of 1939 was demanded this week by Kew Gardens Board of Trade. In a letter to Mayor LaGuardia the board urged that Paul J. Kern, civil service commissioner, be instructed to examine all activities of the fair to decide for himself if the Fair Corporation is developing into an "entity unto itself without governmental supervision."

The request was prompted by a statement earlier in the week by Kern that fair jobs are being given to "outside favorites" instead of to civil service eligibles of the city of New York. Grover Whalen, president of the fair,

declared he would refuse to be drawn into any controversy with the civil service commission, and pointed out that all employees of the fair could not, by the nature of their work, be civil service eligibles.

Earlier in the week Whalen announced that, after conferring with President Roosevelt, he is expecting action shortly on the new bill calling for governmental outlay of \$3,000,000 for federal participation in the fair. He indicated that the President did not commit himself but that from the tone of the conversation he felt that there is little doubt that the measure will get sanction of the White House.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Notes From the Crossroads

By NAT GREEN

GRAND-STAND shows should be a profitable source of revenue for every fair. As a matter of fact, some of them are profitable and some are not, even when weather and other conditions apparently are favorable. Perhaps a booking agent friend of ours hit upon one reason for some of the shows failing to draw when he said: "I have been interested in the special articles *The Billboard* has been publishing. The writers have given many very good suggestions, but there is one thing they seem to have overlooked. That is adequate advertising of the grand-stand show ON THE FAIRGROUNDS. I am firmly convinced that with more advertising of the show within the grounds attendance could be largely increased. The fair management would find it profitable to follow the example of theaters, which dress up the front of the house with lobby displays, posters and so forth to attract the eyes of passers-by."

"Even on the larger fairs," the agent continued, "I have noticed that there is practically no advertising matter around the grand-stand ticket offices. People passing by may hear a spiel over the public-address system ballying the show, but there are no photos, no lists or descriptions of the acts or attractions that are to be seen inside. Such displays would arrest the attention of people passing by, interest them and sell a lot of additional tickets. An attractive display board with photos and names of the acts would entail very little expense. It would pay to have one near every ticket booth. Some 'blowups' of favorable press notices, large posters of the attractions and more attractive lighting also would be a big boost to the show. An expenditure of \$25 along these lines no doubt would draw several hundred dollars extra into the grand stand."

From our own experience at fairs, we believe the agent has the right idea. It is a mistake to depend wholly upon newspaper stories, billboard advertising and a public-address system. All of these are excellent mediums, but if they were backed up by attractive visual ads at grand-stand ticket offices, the results would be far more satisfactory.

Notes from here and there: Raymond Lee, secretary of the Minnesota State Fair, was a visitor on the Royal American Shows at Davenport. So also was former Governor Leonard of Florida. J. C. McCaffery and Ray Dean back from the ill-fated midget circus. Dean is leaving for Canada to handle sweets for Caysee Concession Company on the Class B fairs. Mrs. J. C. McCaffery in Chi from Florida. Harry Potter is going to make 'em all sit up and take notice of his flying act, which is to be with one of the larger circuses next season. George Degnon closed with H-W at St. Louis and, after spending a few days in Chi, proceeded east. L. S. (Lonesome Larry) Hogan, unlike Garbo, doesn't like to be alone. He's never happier than when entertaining friends—and Larry knows how to entertain. He's becoming something of a Beau Brummell, too (Bob Lohmar, take notice!). Max Goodman dropped in, displaying his cheery smile and crooning *Happy Days Are Here Again*. Eddie Maxwell, who recently closed with Noah's Ark, looking things over in the Windy City. Roy Bowen, who recently returned to Dallas after a tip to Mexico City and Monterey, stopped off in Anamosa Pass, Tex., long enough to hook several piscatorial beauties. Pete Cortez, side-show man, will have all the comforts of home in his house-on-wheels this summer, even to home-cooked meals, his wife being a marvelous cook.

Anent the 4-Paw Wild West poster mentioned last week, Harry W. Cole writes from Detroit: "The half-sheet poster you refer to doesn't quite go back to the '60s. Dr. Carver's Wild West was a feature with Forepaugh's Circus in 1885, the first time a circus carried a Wild West show. The next season his Wild West was with W. W. Cole's Circus, the last season Cole's show was on the road. Johnny Castle spending

some time in Chi. Bill Naylor dropped in to say hello and report that the H-W show is up and coming. Roy Knapp's Junior Rough Riders were a picturesque feature of the Jubilee horse show here last week. They hail from Kansas City, Kan., and the personnel ranges from 3 to 15 years of age, all trick and fancy riders, who put on an entertaining exhibition. Heretofore they have played only within a 100-mile radius of their home town, but it looks as if in another year they will be branching out.

Circus Solly Says:

OSCAR LOWANDE, until recently with the New York WPA circus, departed for Boston last week to join the WPA circus in that city. Will remain there indefinitely, in capacity of adviser and assistant administrator.

BERT TURNER, clown, returned to New York recently from the Hagenbeck-Wallace Circus.

GEORGE BARTON has returned to New York from the Hagenbeck-Wallace Circus.

ED KELTY, circus photographer, has fully recovered from the foot injury that confined him to bed for more than three weeks and is here and there on the Eastern circus lots. Took spec and personal shots of the Eddy Bros., Downie Bros., Walter L. Main and Ringling-Barnum while those shows played in proximity of New York.

TOWNSEND WALSH sailed for Paris June 10 on the DeGrasse to negotiate for two European acts for Jess Adkins and Zack Terrell.

FINAL CURTAIN

(Continued from page 32)

The First Kiss. His last stage appearance was in *Purity*, 1930.

ZORIAN—Vahan, 27, pianist, June 9, Summit, N. J.

Marriages

ALENE-JAMES—Doug Alene, of Alene and Evans, acrobatic team, to Dorothy James, dancer, recently.

BOYD-BRADLEY—William Boyd and Grace Bradley, film players, at Los Angeles June 5.

DONNELLY-NELSON—Carson Donnelly, of the piano team of Noble and Donnelly, now at Mayflower Casino, Chicago, and Evelyn (Babs) Nelson, featured vocalist with the band there, in that city June 8.

ENGLAND-ORVAL—Ralph England, son of Floyd England, of Decatur, Ill., and Eileen Orval, daughter of Mrs. Camill Orval, of Glad, Ill., both of Greater Exposition Shows, at Ottawa, Ill., recently.

FRIAR-BERGER—Bud Friar, booking agent, and Pearl P. Berger, vaudeville singer, in New York May 25.

FITZGERALD-SANTSCHI—Edward J. Fitzgerald, nonprofessional, and Lorraine Santschi, dancer and cabaret entertainer, in Chicago June 1.

HORNBERG-MORGAN—Charles Hornberg Jr., New York, nonprofessional, and Claudia Morgan, stage and screen actress, in Fredericksburg, Va., May 14.

MANN-BRADFORD—George K. Mann, stage and screen comedian, and Barbara Bradford, nonprofessional, in New York June 6.

MARTIN-TURNER—Maurice Martin, orchestra leader, and Rosalie Turner, classical dancer, both of Wichita, Kan., at El Dorado, Kan., May 10.

MASCOE-WILLIAMS—Wilfred (Fred) Mascoe, trombonist on Cole Bros.' Circus, to Anna H. Williams, nonprofessional, February 4 at Tampa, Fla., it has just been learned.

MERCIER-JESSOP—C. A. Mercier, technical adviser with Rubin & Cherry Exposition Shows, to Cecelia Jessop, daughter of Mr. and Mrs. C. W. Jessop, of that show, at Rockford, Ill., June 9.

MILLS-HELLER—Richard Mills, manager of the Chicago branch of the Mills Music Company, to Shirley Heller, sister of Jackie Heller, at Pittsburgh June 6.

MUCKLE - KENDRICK — Dr. Craig

NEW YORK'S BIGGEST SOFT DRINK SENSATION
PINA COLADA—ORANGE COLADA—TROPICAL DRINK
 THESE DRINKS ARE MAKING REAL MONEY.
FREE NEW! SENSATIONAL! HEALTHFUL!
 You be the first to cash in on this opportunity.
 Profits tremendous.
DEALERS—DISTRIBUTORS
CONCESSIONAIRES
 Get Our Price—Call to See Us At Once—Do Not Delay.
 We Are First in the Field
 to Manufacture **EQUIPMENT**
TROPICAL COLADA MACH. & EQUIPMENT CO. 355 BOWERY
 NEW YORK CITY

ORANGE STATE SHOWS WANT

For RICHLAND, VA., FOURTH OF JULY CELEBRATION

In the Heart of the City. Fireworks, Balloon Ascensions, Athletic Sports. All mines are working. Ask anybody that played it last year. This Show has ten Fairs booked starting in August, and all winter in Florida. Showmen, if you are not getting any money where you are I can place you for this big doing and the rest of the season. Would like to book Loop-O-Plane or Tilt-A-Whirl. Concessionaires: I can place anything legitimate. Have good opening for American Palmistry, Custard, Diggers, Cigarette Shooting Gallery. Like to hear from one more good High Free Act. Write or wire.
 LEO M. BISTANY, Abingdon, Va., June 14; Honaker, Va., Week of June 21.

A. LEE HINCKLEY

Can place Musicians for DAN RICE CIRCUS—A-1 Sousaphone, Clarinet that Doubles Baritone Sax, also use two Melophones. John Kyle, wire. This show has long season and pays off, or I would not be here. Booze is the cause of this ad, so if you let it interfere with your work you won't last. All reply Care BILLBOARD, CINCINNATI, OHIO.

Wright Muckle and Christine Murdoch Kendrick, radio songstress heard over Station WIP, Philadelphia, June 3 at Haverford, Pa.

NEIGHBOR-WELLS — Albert (Bud) Neighbor, dance band leader, Dennison, O., and Marguerite Lucille Wells, nonpro, of Conneaut, O., at New Cumberland, W. Va., April 28, it has just been learned.

SELF-CALLAHAN—Lucian Self, stage manager of *You Can't Take It With You* in Chicago, and Margaret Callahan, heroine in the play, in that city June 11.

SHOOK-MILASIUS — Harry Shook, clarinet and sax player with the Four Dictators at 895 Club, Chicago, and Judy Milasius, nonprofessional, in that city recently.

SKRYPYAC-STRICKLAND — John Skrypyac, son of Louis Skrypyac, of Meriden, Conn., and Darlene Strickland, daughter of Herman Strickland, of Streator, Ill., both of Greater Exposition Shows, at Peoria, Ill., recently.

WILLIAMS-STEVENS—Raymond Williams and Hazel Wilson Stevens, both members of the Arena Shows, at Rural Valley, Pa., June 5.

WINOKUR-BERMAN—Maurice Winokur, manager of Benny the Bum's night club, Philadelphia, and May Berman, nonprofessional, June 6 in that city.

Coming Marriages

Catherine W. Taylor, member of the Savoy Opera Company, Philadelphia, and T. Gihon Jordon, nonpro, of Ventnor, N. J., in Chestnut Hill, Pa., in the fall.

Peggy Farnsworth, program department Station KYW, Philadelphia, and Marty Callan, nonpro, in Philadelphia soon.

Shields Djerkins, sound engineer for Station WXYZ, Detroit, and Margaret McAuley August 21.

Births

A daughter to Mr. and Mrs. A. P. Dreith May 30 in Denver. Mother is the former Vera Wassmer, Salt Lake City dancer.

To Mr. and Mrs. Charles Rowe, a six-pound daughter June 1 in Monongahela Memorial Hospital, Pittsburgh. Father is announcer at Station WCAE, Pittsburgh.

A 6½-pound daughter, Harriet, to Mr. and Mrs. M. H. Orondenker June 4 at Mt. Sinai Hospital, Philadelphia. Father is Philadelphia correspondent for *The Billboard*.

A daughter, Susan, to Mr. and Mrs.

BLUE RIDGE SHOWS WANT

Concessions all kinds. Sell exclusive Corn Game, Frozen Custard, Photos, Popcorn, Diggers, Rides, Walk Ride Help. Have Harry-Go-Round, Ferris Wheel, Chairplane. Book any Rides not conflicting. Also Kiddie Rides. Shows, good proposition for Ten-in-One. Doc Baker wire. Any other Show with own equipment. Twenty-five per cent. Bill and Vera Kimmel, Bob Waver. Address JOE KARR, Highpoint Mines, Herlan County, Ky. Notice! All Concessions work. Plenty money, Harlan Coal Mines.

Lewis Bros. Circus WANTS

Side Show People. Musical and Novelty Acts, Squaring Frenks, Jig Band that can entertain. Side Show Manager. Man for Punch, Magic and Inside Lecturer; also Big Show Acts. Girls to do Swinging Ladder, Iron Jaw and Slide Stange. People to work Stock, Boss Canvasman, White Ross, can place you, Big Top Men, white or colored. Press Agent back with show, must be first class. Wednesday, Wilford Thursday, Medina; Friday, Norwalk, and Saturday, Port Clinton, all Ohio.

OGDENSBURG, N. Y.
 Across the River From Canada.

INTERNATIONAL CELEBRATION

5 DAYS & NIGHTS: JULY 1-2-3-4-5
 3 Holiday in Group: JULY 1—Dominion Day in Canada. JULY 2 & 3—Special Days. JULY 4 & 5—4th of July Celebration, Main Sts., Downtown and Park, 400' Aways. Entertain Canadian Regiment and Big Military Band. Parades, Bands and Other Attractions. Everything within reason goes. Committee headed by Mayor. WANT Rides, Shows, Concessions of all kinds, and what have you? Wire or write
 CHARLES D. INGRAM, Ogdenburg, N. Y.

CONSOLIDATED CIRCUS CO. WANTS

Circus performers of all kinds. Can place two Teams doing Ground or Aerial Acts. Those doing two or more given preference. Can also place four Clowns. Have all concessions for sale. Good opportunity for the right people. Address CONSOLIDATED CIRCUS CO., Clinton, June 17; Hancock, 18; Starbuck, 19; Oakis, 21; Browerville, 22; Henning, 23; Sebeka, 24; Akeley, 25; Walker, 26. All Minnesota.

ATTENTION SHOWMEN

When in Hazard, Ky., don't overlook New Showground, just outside city limits; has new Board Fence.
 C. D. BRASHEAR, Owner.

Jack Schwartz in Bridgeport, Conn., May 24. Father owns and manages the West End Theater, that city.

Divorces

Florence Atanasoff from Andon Atanasoff, former co-owner of the World Theater, Milwaukee, in that city June 2.

Myrtle McGuyre Moody, of Mighty Haag Circus, from Raymon Moody, formerly of Downie Bros. Circus, in Macon, Ga., June 4.

Patricia Crowell from Charles Joseph Feehey, stage employee of the Westport Theater, Westport, Conn.

Emily Harrison Underwood, nonprofessional, from J. S. (Toby) Underwood, (See DIVORCES on page 93)

Out in the Open



by Roger Littleford Jr.

Bernard Mills Visits

BERNARD N. MILLS, son of Bertram Mills and co-operator of the Mills Circus interests, dropped by to bid cheerio before leaving on a talent-scouting trip thru the States. Seems that showmen on the other side of the Atlantic are having the same difficulty as our own in contacting new and attractive acts. Comedy and thrill numbers, according to Mills, are as hard to find these days as a theater playing straight vaude, and the performers who do develop new routines along those lines will be set for plenty of work.

Mills will contact the leading American circuses and expositions in the East and Middle West before returning to his native land June 31. He reported that the Bertram Mills Circus, now touring Britain under canvas, is enjoying a good year and should return to London in the fall with plenty of success behind it.

It probably hurt everyone interested in the circus business to learn of the demise of Stanley Graham's midget sawdust show in San Antonio last week. Graham had an idea, a good idea, for novelty in the circus business and despite his lack of success should be commended for trying—we need new ideas in outdoor show business. . . . Ringling-Barnumites have been in and out of New York while playing near-by New Jersey spots. It's their last opportunity to visit Manhattan in many a moon. . . . Failure of Hagenbeck-Wallace Circus to get its route to the publication office in time for last week's issue had *The Billboard* phone operators in New York hustling aplenty. Not until a route is withheld does one realize how many people, showfolk and laymen, are vitally interested in show movements.

T. A. Loveland, manager of the Frank Buck Enterprises at Amityville, L. I., shoots a note to let us know he likes circuses. "In this day and age," scribes T. A., "you wouldn't think anyone would drive 100 miles to see a circus. I drove to New Haven to catch the Tom Mix show and came away not the least bit disappointed. Everything moved rapidly and smoothly and the attention of the crowd was held thruout the afternoon." . . . Ed Kelly, New York circus photog, up and around again after bedding it for three weeks with a nasty stone bruise. Too many circus lots, maybe.

An Outdoor Act Speaks

ANSWERING our discussion in last issue of single-day stands for free acts at fairs, Floyd Bernard, of Merrill Brothers and Sister turn, writes: "Yes, there'll be plenty of 'sap acts' that will play one-day stands at fairs this summer and then complain about working conditions. Why is it that performers can't seem capable of grasping the idea that without them there could be no show business? One-day stands and 'three or four hundred-mile jumps—boy! They'll bellyache plenty, but do nothing about it."

Emil Pallenberg's bear act at Steeplechase Park in Coney Island received some colorful breaks in New York dailies recently when one of the highly trained beasts underwent an abdominal operation. Several papers went for the yarn in a big way. . . . Mrs. George A. Hamid, wife of the New York showman, off to Chicago to supervise rehearsals of the *Revelations* grand-stand revue being assembled for the Eastern fair season. . . . George Hamid Jr., having completed his freshman year at Princeton, joined the ranks of active showmen at the Decoration Day auto races in his dad's Trenton (N. J.) fairgrounds. He handled the checking-up duties on the gates and, according to the elder George, did a good job of it.

Life Goes to a Fair

WITHIN a few weeks *Life*, the weekly photo mag, will devote major part of an issue to outdoor show business, listing what events to see and compiling dates and interesting particulars of the big fairs, rodeos and expositions. Plenty of pictures will be used, naturally. . . . Probably in the same issue the George A.

Hamid office will be depicted, thru a series of photos, as a typical part of outdoor show business. . . . By the time this appears in print Colonel W. T. Johnson, the San Antonio rancher-rodeo operator, will have sold a majority of his stock to Everett Colburn and colleagues. Johnson will not return to Madison Square Garden this year, but the rodeo will, under new management. Altho we regret that the jolly Colonel will not be with us in October, it's gratifying to know that he has turned over the rodeo reins to such-capable successors.

Fred Lynch, of Radio City Music Hall, announced last week that the big theater's famous precision dancers, the Rockettes, will represent the United States at the International Dance Festival at the Paris Exposition on July 2. The 46 American gals will present only four of their best known numbers at one performance, after which they will return to New York. That's a long way to go for a one-night stand, but then the hard-working dancers certainly deserve it.

Doc H. D. Hartwick in town for a couple of days, during which he purchased a couple of pythons from Barrett Park Zoo, Staten Island, for his snake show on the Beckmann & Gerety Shows. Doc reports a pretty good season so far. "Happy Larry" Hogan, general agent, is as jovial and busy as ever, Doc advises.

Los Angeles

LOS ANGELES, June 12.—Babcock Shows had a big week at El Monte, Calif., as did the United Shows at Whittier, Calif.

Carnivals north of this city and several in the southern part of the State report that when favored with good weather breaks they have been doing business of profitable proportions. With a decided change for the better as to the range of the barometer, there is every indication that all will have a record season.

Candy Moore, in from Oceanside, Calif., and retired for the time being, is engaged in the chicken business on his ranch near San Luis Rey, Calif.

Norman J. Peel, one of the better known agents, is in town and is frequently seen with another veteran, Nick Wagner.

Charley Frank and Neal Eastman are making special events.

C. H. Steffan Shows are playing spots in suburban Los Angeles and report business as satisfactory.

Carrie Bryant is with the Frank W. Babcock Shows.

United Shows had a good opening at the Attendena (Calif.) Fiesta and are booked for several weeks ahead, according to George Moffat.

Frank W. Babcock, of the shows bearing his name, was in town recently and reported the opening at the Beaumont, Calif., annual Cherry Festival as very good.

Al Hagen is in town, but has no definite plans to announce as yet.

Lucky Ball writes as doing well with the L. J. Landes Shows, working under the new title, "The Moving Picture Sword Swallower."

Eddie Deck is living in this city and states that he is well satisfied now that he is having a rest.

Jack Bullock has the Elmer Hanscoms rides at Willow Lake Park, Calif.

Felix Burk cards from the Bay Cities district that he is taking things easy prior to putting out several wire work stores now contracted for fairs and sponsored events.

John T. Backman and Will Z. Smith are making special events.

Doc Cunningham, in addition to many other activities, will handle the talkers on the fronts of the shows contracted for the event under Al Malakah Temple Shrine auspices. Joe Anfenger is director.

Joe Glacey infos from Cleveland that from his personal observation the gate thus far has not been up to expectations and as a result the fellows are not getting rich.

Rita LeDoux advises from the C. F. Zelger Shows that she is enjoying a pleasant and successful season on that fast-moving organization.

The veteran Charley Haley is in town and doing okeh with one of the local theaters.

Hap Young is reading his "Paris Sidewalk Cafe" to fill contracts for

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 12.—The first Cemetery Fund Benefit show of the summer was held by the Great Superior Show at Elgin, Ill., June 10 in the minstrel top with Dr. Henri Clayton acting as emcee and Roy Skinners' Band furnishing the music. Program consisted of fine performances by Professor Wesly, Eileen Merrill, Al Singer and Robert Bovey. The wonderful co-operation given the affair by the entire organization is worthy of comment and highly appreciated by League members and officers. Officials of the organization are Colonel O. J. Beaty, manager; Mrs. O. J. Beaty, treasurer; Dr. Henri Clayton, secretary; Jack Duffy, advance, and Mike Faust on the legal end. Mike Doolan and Secretary Joe Streibich attended the affair and were highly pleased with the fine reception accorded them.

W. Terry Martin and Phil Rocco, formerly of the Great Superior Shows, have leased the rides owned by Art Pettit and are now operating at Elmhurst, Ill., under the name of Capitol City Shows. T. Gregory Murphy is doing the advance. Both boys were popular on the Great Superior Shows. They have been assured of every co-operation possible by Manager Beaty. They were among those present at the benefit show.

Mrs. Sam J. Levy, wife of our past

major fairs and events in California.

Frank Funkhouser, prominent in California politics, aided showfolks no little in his stand against adverse legislation affecting outdoor shows.

Rajah Tagore is doing magic at clubs and special events.

Dr. Ralph E. Smith has completed a new illusion show.

Dan Meggs is planning to go east with a well-known carnival.

John Kuntz, former showman, is critically ill at his home in East Los Angeles.

Charles Livesey is doing publicity work at the Grand National Theater.

Ed Mozart, veteran showman, is reported to be recovering from a recent illness.

George Simonds left here to join the United Shows at Altadena, Calif. He will be associated with Whitey Olson and Flo Appel.

Mrs. Leo J. Haggerty is recovering from a recent illness.

Marie Weisenberg is working at a local movie studio.

Harry C. Baker, formerly with Tom Mix and Barnes circuses, left to join the Golden Gate Shows at San Francisco as general agent.

Mr. and Mrs. E. Thibodeux stopped off here while en route from Paris to the Orient. They plan to locate in Shanghai.

Ben Dobbert, making outdoor shows and parks in the North, writes that all seem to be doing well.

president, sustained painful injuries in an auto accident during the week. Latest reports say she is resting nicely, but an X-ray examination will be necessary.

President McCaffery returned from the South, spent a few days in Chicago and then left on a business trip. Brother Max Goodman was in town for a few days on business. Fred Meyers is undergoing treatment in the American Hospital. Brother Frank D. Shean sent in a letter accompanied by another application. Other messages were received from George H. Fowler and Jack Temkin.

Fritze Brown mailed in another application. Rube Liebman has departed for North Dakota. Jake Faust has concessions with the Great Superior Shows. Mike Doolan advises that he has the rides working and finds business okeh. He says he has more inquiries than he can handle. Brother Joe Archer is on the sick list and advises that he may have to go into the hospital for treatment.

Chairman Sam J. Levy advises that the date for the Silver Anniversary Banquet and Ball has been set for December 1. Arrangements have been progressing nicely and it is his plan to make the 25th Anniversary Celebration an outstanding event.

Visitors during the week included Charles H. Hall, Irving Maltz, Jack Pritchard, J. C. McCaffery, Sam Doolinger, Julius Wagner, Lew Keller, Whitey Lehrter, Harry H. Hancock, M. J. Doolan and Vince McCabe.

Secretary Streibich and M. J. Doolan visited the Imperial Shows at their Blue Island location and had a pleasant chat with Owners Edward A. Hock and Dave Tennyson, and Al Hock and Cecil Rice.

The 1937 Silver Anniversary Cemetery Fun Drive is on its way. Results to date include those of Tampa Fair, Ted Webb and Greater Superior Shows and Chairman Carl Sedlmayr feels that it will surpass the 1936 drive.

Letters are being mailed to all shows in the hope that they may be prevailed upon to stage a benefit performance. This method of raising funds proved very effective in 1936 and the club has hopes that all shows will hold one this year.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

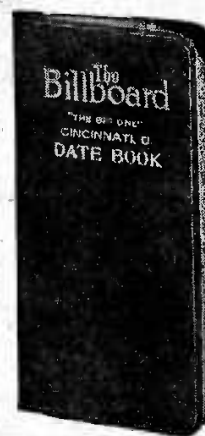
It brings outdoor showmen in closer contact and fraternal friendship, for the betterment of all concerned, and also for the wholesome betterment of showdom in general.

NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.



Name in gold letters on covers, 15c extra for each line.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of *The Billboard*. Mailed to any part of the world for 25c each.

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ALL MAIL ORDERS SHOULD BE SENT TO
CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Old-Time Showmen

By CHARLES BERNARD

Wonder how many readers of *The Billboard* can recall events of the 1885 circus season? During the holidays closing 1884 and beginning 1885 Barnum, Bailey & Hutchinson published an advertisement of 10-inch display double-column width, headed "A Rare Chance," in which they offered for sale an entire menagerie ready for travel. The featured items offered were "the famous American-born baby elephant, Bridgeport, and its mother, Queen, together with the giant elephant, Goliath, and nine cages of fine animals. Much other menagerie equipment was in the offerings, which the advertisement stated would fill four cars.

Thus started 1885 as news gossip for the circus fraternity, and it was soon followed by the announcements of other show owners and the profession. First week in January J. E. Warner, C. W.

Fuller, W. W. Durand and Louis E. Cooke, of the Adam Forepaugh staff, were in conference at Philadelphia winter quarters. An inquiry of frequent occurrence is on the subject of the early tours of Frank A. Robbins' own circus. There is evidence of his being well organized for the 1885 season by his advertising for people in all branches of a three-ring circus and 50-cage menagerie. King, Burk & Company had office in the Crawford House, Cincinnati, and were engaging performers, animal acts and concert people for the traveling season.

In New Orleans, middle of January, the Buffalo Bill Wild West was having a very profitable engagement. Colonel Cody and Manager Salisbury bought the interest of Captain Bogardus in the show, but he and his sons remained with it on salary. The engagement in New Orleans was extended beyond its original contracts and was still doing a nice business middle of February. George S. Cole made the announcement early in February that after operating the concert four seasons with the Hillier Circus he was engaged to manage concert with the Frank A. Robbins' Circus for the 1885 season. The Barnum, Bailey & Hutchinson opening date at Madison Square Garden was Monday, March 16.

O. S. Cary General Agent

Hurlbert & Hunting's Circus opened its 1885 season at Corning, N. Y., May 2 as one of the wagon-transported shows of that year and presented a very pleasing program at popular prices. O. S. Cary was general agent. Show's itinerary for May was thru New York and Pennsylvania towns. Cleveland, O., had Adam Forepaugh May 12 to crowded tents. At finish of the boxing act by the elephant, "John L. Sullivan," and his trainer the big pachyderm made a dash for the seats and gave the crowd a bad scare, but Thompson rushed out of the ring and had the beast under control before any serious damage was done. At Grand Rapids, Mich., where W. W. Cole Circus was heavily billed for June 1 and Adam Forepaugh show for June 18, both under permit issued subject to license of \$100, city council voted to raise the license to \$250 per day.

Twenty thousand people were reported having visited the W. W. Cole Circus at Detroit on May 26 and many were turned away at both performances. The Chicago engagement of the Buffalo Bill Wild West was to immense crowds daily. Sunday attendance reached near 40,000. At Port Wayne, Ind., during the exhibition of the Buffalo Bill Wild West a statement given by Frank Richmond, of the staff, gave the number of Indians employed as 58, Mexicans 12, about 150 people used in operation of the show; 150 head of horses, 15 Texas cattle, 4 buffaloes and two elk; 18 cars used to transport the show. The tragic death of Sam Lawrence, in charge of sleeping cars on the W. W. Cole Circus, night of June 18 in a Michigan town, was one of the most unfortunate happenings with shows during 1885. Lawrence and a show detective named Barry had not been on friendly terms and when Lawrence found Barry occupying a berth in the sleeper where he was not supposed to ride trouble ensued and Lawrence shot Barry, who in turn shot Lawrence thru the heart, killing him instantly. That was the evidence given by occupants of the car at the coroner's inquest.

The death of Levi J. North at his Brooklyn, N. Y., home on July 6, 1885, took from the circus profession one of its best artists and most active members over a 50-year period. At the age of 12 he joined the Quick & Mead Circus, then exhibiting under canvas in the Military Gardens, Brooklyn, and his last public appearance was in New York City in 1872.

Three in Minnesota

MINNEAPOLIS, June 12.—Three circuses are now in this State—Chase & Son, Norris Bros. and Conroy Bros. Shows coming into State before July 1 must place full year license plates on trucks. After that date shows can get in for 30 days.

After 80 days of rain, mud and high winds the Chase show has been having a few days of real weather and business is picking up. Elkader, McGregor, Monona, Sumner, Clarksburg, Tama and Nevada, Ia., were good. Show has lost one day and one matinee due to cloudbursts in Kansas.

Ed Hiller, general agent of Norris show, visited at Parkersburg, Ia.

WANTED

ON ACCOUNT OF DISAPPOINTMENT HIGH SENSATIONAL FREE ACT

Will book Shows with own outfit or will finance right party to build new and novel shows that do not conflict. This is a railroad show, everything loads on wagons.

Marine-Firestone Side Show wants Talkers, Ticket Sellers, salary or per cent, also want Side Show People and Acts.

W. A. Ramey wants Minstrel Show Talker and Colored Band Musicians. We play the best Celebrations and Fairs in Texas, including two Fourth of July Celebrations. Out until Middle of December. Long season. State all in first letter. Address as per route

BILL HAMES SHOWS

San Angelo, Texas, June 18 to 26, Inclusive.

WANT SHOWS WITH OR WITHOUT OUTFIT

Have outfit for Hawaiians, Minstrels and Outlaws, Athletic, Snake Show. Have complete outfit for Side Show, Good looking Fat Girl for Pit Show, Midget Show. Concessions: Can Place Merchandise Wheels, Ten Cents, No G Wheels or Coupon Stores wanted. All Legitimate Grind Stores, American Palmist, Hoop-La, Scales, Pitch-Till-U-Win, Ball Games, Frozen Custard, Candy Apples, Candy Floss, Shooting Gallery, Photo Gallery, Penny Pitch or any other kind of Legitimate Stores. Leo Brenner wire. Have good dates booked. Billposter Wanted, Ride Help Wanted for Merry-Go-Round, Ferris Wheel and need Two Men for Chair-o-Plane. Write or wire to GEN. MGR. EDWARD O'BRIEN, this week, June 14 to 19, Lawrence, Mass.; June 21 to 26, Peabody, Mass.

P. S.: Will Book good Free Act for the season if price is right.

O'BRIEN'S GREATER SHOWS

HELLER'S ACME SHOWS

Gloversville, N. Y., next week, International and Good Will; week June 28-July 5, Malone, N. Y., Annual Celebration. WANT Loop-o-Plane, experienced Ride Men, Shows, Frozen Custard, Banner Man, Diggers. Have 14 Fairs starting first week in August. Haverstraw, N. Y., this week. Address per route.

HARRY HELLER, General Manager.

WANTED FOR HANCOCK, N. Y., BIG FOURTH OF JULY CELEBRATION

OPENING WEEK JULY 5.

Rides of all kinds, Chairplane, Brigades wire, also Ernie Marole. WANT Shows of all kinds, especially Side Shows and Girl Revue. Jimmie Mellman wire. Have two Tents can furnish capable showman. WANT Cook House, Bowdy wire. Also Bingo and Photo Gallery exclusive. Also can place legitimate Concessions of all kinds for this date, and ten other Celebrations to follow. CAN PLACE High Free Acts. Jimmie Jamerson, Dare-Devil Oliver and Floyd Worley wire; Stretch can place you. This is a bona-fide Celebration, billed like a Circus; Fire Works and Free Acts nightly. All address STANLEY ROBERTS, Hancock, N. Y.

COREY GREATER SHOWS

This week Houtzdale, Pa. (Old Home Week); next week Paint Boro (Firemen's Celebration); Coalport, Pa. (Fourth of July Celebration week July 5th). WANTED: Kiddie Autos, Loop-o-Plane, Flat Rides, Organized Plant Show or any shows of merit. Arcade, Diggers, Palmist, Ball Games, Stock Wheels and Grind Stores of all kinds for long season of Celebrations and Fairs. Clark Coley, Mabel Mack, George Usher and Junious Young come on. Address as per route.

CAN PLACE STOCK CONCESSIONS

FOR VETERANS OF FOREIGN WARS' CONVENTION, MAYFIELD, KY.

Positively Located Around Court House Square, FIVE DAYS AND NIGHTS, JUNE 15 TO 18. Good opening for Wheels, Ball Games, Fishpond, Grind Stores of all kinds. Have Fun on Farm with new Top, Banners, complete, will turn over 50/50 to capable operator that will take care of same. Our Fairs start Sparta, Ill., week July 26, ending Jennings, Ia., in November. HAVE FOR SALE—Our Little Beauty Swing, Whip, Leasing Lena. CAN PLACE Loop-the-Loon and other Foremen. Will Finance Concessions. Agents, come on. All wires RALPH MILLER, Mayfield, Ky.

MURRAY'S MODERN MIDWAY

Wants for Two Big Weeks in Dayton, including Moose Fourth of July Celebration, opening June 28. Want Sensational High Free Act. Bee Kyle, Sol Solomon, Edith Selgrist answer. McHenry Wants Ride Help. Nick Patronis Wants Cookhouse Help. Tennessee wire. Will Book or Buy Flat Ride. Have new top for organized Side Show or Single Acts, wire. Want Legitimate Concessions, \$15. Fair manager with open dates wanting to contract modern and new equipped show wire J. L. MURRAY, General Manager, Columbus, O., this week.

Ten-In-One Side Show AT LIBERTY

Owing to wreck of tent in storm. Must have use of Tent until new one is finished. Wire by Western Union.

W. H. SMITH

Miller Hotel, Martins Ferry, O.

CHRIST UNITED SHOWS WANT

Ten-In-One, Monkey Circus or any other good Grind Shows. Also Legitimate Concessions. Two big Fourth of July Celebrations. Eaton this week; then Richmond, Ind., downtown location; Hillsboro, O., week June 28 to July 5; then Athens' big American Legion Celebration, starting July 5. Want A-1 Ferris Wheel Man, also Chairplane Foreman, also Lot Man and Electrician. Joe Sachs wants Agents for Nait Joint, Swinger and Grind Stores. CHRIST UNITED SHOWS, Eaton, O., this week.

WANTED for BARNEY BROS. CIRCUS

Side Show Boss Canvasman, Ticket Seller, Freak to Feature, Colored Band, Four People, One Woman who can Sing and Dance. Blackie Ballard, Dan Roby, Joe Holland, Jersey Carr wire. Answer Western Union to RALPH NOBLE, care above show, Seattle, Wash.

WANTED

Circus or Carnival for Sponsored Event.

LYONS MUSIC CO.

Crawfordsville, Ind.

SILVER BROS. CIRCUS WANTS

One more Team doing two or more acts, also Wild West people, small troupe of Indians. Write or wire Ellicentville, Wednesday; Collins Center, Thursday; Angola, Friday; Holland, Saturday; all New York.

Sunset Amusement Co.

Want Fishpond, Bowling Alley, Candy Floss, Cus-cud, Hoopla. Will book Penny Arcade, Geek, Mechanical or Crime Show, 25 per cent. Chas. Hearn wants Working Acts for Side Show. Fort Madison, Ia.; next week, Oskaloosa, Ia.

FOREMAN WANTED

For Philadelphia, Toboggan Merry-Go-Round. Must be sober and reliable. Address

M. SHEESLEY

MIGHTY SHEESLEY MIDWAY. This week Grand Rapids, Mich.; next week Green Bay, Wis.

Gerard's Greater Shows

WANTED—OCTOPUS FOREMAN—FOREMAN FOR MERRY-GO-ROUND. STACY KNOTT wire. FOR SALE—Latest Model DE LUXE KOHR CUSTARD MACHINE, Good Condition, \$250. CHAS. GERARD, 2515 Newtown Avenue, Astoria, L. I., N. Y.

ORIGINAL

14 INCH DRUM MAJOR DOLLS

\$1.80 Doz., \$21.00 Gross

- Large Cowboy, Sailor or Bell Hop. Gro. \$21.00
- 9-In. Sailor, Bell Hop or Cowboy. Gro. 8.00
- Full Selection of Lucky Charms. Gro. .75
- Best Silk Lash Whips. Gro. 6.00
- Oak Miskey Mouse Toss Up. Gro. 4.25
- Best Whistle Birds. Gro. 2.00
- "Ride 'Em Cowboy" Hats. Gro. 7.00
- Large Hi-Hat Fur Monkey. Gro. 7.20
- 23" Silk Parasols. Gro. 9.80
- Serpentine Balloons. Gro. 3.25
- Giant Workers, 36c Each.
- Large Colored Goolie Hats. Doz. 1.20
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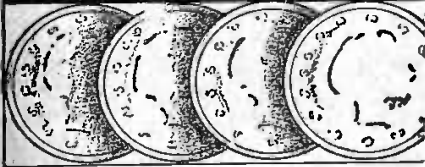
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SKILL

Cartoonist Milt Gross takes a gentle jab at the skill in skill games which should be appreciated even by the skill games industry. There are members of the trade who quake with fear at such fun poking by cartoonists. But the ultimate result of such publicity is to make the games more popular and to arouse the curiosity of people who have not yet played the games.

The whole question of skill in skill games has been the subject of much exaggerated argument. Most legal statutes and pleadings are based on the theory of "predominant skill," a question about as sensible as arguing which comes first the chicken or the egg, or the old philosophical question of how many angels could stand on the point of a needle. Yet we have statutes which propose to determine the difference between games of chance and games of skill upon the theory of "dominating skill" as the dividing line.

Any thinking person who observes the arguments from the sidelines cannot help being amused, as if it were possible to decide whether skill predominates in anything. The only sensible attitude toward mechanical games in an enlightened age is to ask that such games offer an element of skill to be classed as skill games. A bill introduced in a State Legislature recently offered such a standard for licensing skill games, indicating that eventually legislatures and courts may come to the common-sense viewpoint of things.

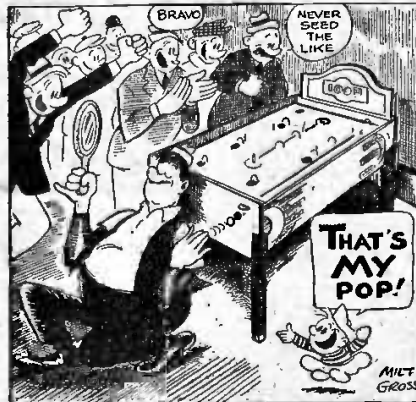
Suppose that the idea of skill in coin-operated amusement games is exaggerated, as the cartoonist suggests. The Philadelphia Record (June 29, 1936) published one of the most sensible suggestions on skill games that have yet appeared in print. Commenting on these smart laboratory tests which get into print at intervals purporting to show how small is the element of skill in pinball games, the editorial suggested that people who play such games "in all probability do not really want to know the exact likelihood of their winning, but only want an element of excitement in life which has become uninteresting and drab."

In other words, there are millions of people in the world who would like to live in a country where they could play a game occasionally without somebody on

the sideline shouting that "the game only offers 2 to 9 per cent of skill improvement in 97,000 plays."

What this country evidently needs is more people who can appreciate the fact that other people like to play mechanical games simply for the amusement and diversion they offer and are willing to pay full value for that amusement even tho the chances of winning an award or prize are very small.

What opponents of mechanical games need to realize is that such contrivances offer a definite amusement value to millions of people. The spirit of the age has contributed to such amusement features. In the days when coin-operated machines were a curiosity, men who were in the business 20 years ago say that it was almost necessary to teach the public how to play machines. In modern times the public takes to mechanical games as the proverbial duck takes to water. Millions of people like mechanical amusement and are willing to pay for it.



A Pinball Champion Shows His Skill
—MILT GROSS in N. Y. Daily Mirror.

Opponents of mechanical games should also realize that millions of people get amusement and diversion in taking a chance. Even gambling in itself is one of the oldest and most popular forms of amusement. People by the millions are willing to pay for the privilege of taking a chance because to them it has a definite amusement value whether they win or lose.

In coin-operated games of skill the player's angle is to learn the weaknesses of the game. That will always be true of any mechanical game. Any player can eventually learn to "beat" a mechanical game if he tries long enough. The problem of the amusement games industry has always been to invent new and interesting mechanical contrivances and to make them as foolproof as possible. Experienced operators of games keep buying new games and shifting them from place to place as an intelligent business practice just as the intelligent merchant changes his displays of goods to attract customers.

The use of a little common sense and realism by the critics of skill games would put a damper on their publicity-seeking efforts.

Genco Twins May Rival the Quins

CHICAGO, June 12.—"While newspapers announce contests for the most beautiful twins, triplets and other multiple offspring combinations and the quintuplets continue to garner publicity in the four corners of the earth, America's coinmen are sounding their praises of another set of twins that, while not featured in newsreel and rotogravure, have swiftly and surely captivated the affections of the members of the operating fraternity," said Dave Gensberg, spokesman for Genco, Inc.

"I am referring to Genco's latest pair of profit-producing twins, our five-ball bumper-spring novelty games, Home Stretch and Auto Derby, which began making money for operators from the moment of their timely birth and which, to hear operators talk, will be making money for their owners for a long time to come.

"Reports from our distributors and their operator customers indicate that the two games are well started on the way to an unusually long season of profitable operation."

Home Stretch and Auto Derby, released several weeks ago, have been in steady volume production since they were first announced, Genco officials say. They further report that orders which have been piling up steadily for the games will keep them in production for an indefinite length of time.

Telephone Order From South Africa

CHICAGO, June 12.—Outstanding among a growing number of coinmen in South Africa, Max Jude, head of the Automatic Machine Service, Johannesburg and East London, South Africa, was the first to achieve the distinction of having made a long-distance telephone call to the United States for the purpose of ordering coin-operated equipment. The call was received by Hugh Burras, sales manager for the Western Equipment and Supply Company.

To make his position among coin-machine distributors even more unique, Jude followed his telephone call with a personal visit to the States, achieving the further distinction of being probably the first South African coinman to have made a buying trip to the States.

While in Chicago Jude made his headquarters at the Western Equipment and Supply Company offices, where he placed a substantial order for a num-

RIGHT THIS WAY TO THE BIG SHOW

SUMMER SPECIAL NUMBER

Of The Billboard Dated June 26 with

Making Money With Vending Machines

By H. F. Reves As a Feature

ber of the late Western releases, among them Preview and Air Derby. Said Jude: "After having visited the plants and offices of the many manufacturers in Chicago I decided my best bet was Western Equipment and Supply games. I do not think that it is necessary for me to explain to coinmen the reasons for my choice, as all of them know the qualities of Jimmy Johnson's creations."

News of Mercury In Jumbo Message

NEW YORK, June 12.—John A. Fitzgibbons used a novel jumbo telegram to announce to the 2,000 operators in his territory that his firm had received its first sample five-ball bumper pin game, Mercury. Leading ops were called in to view the game upon its arrival. Their reactions were so favorable, Fitzgibbons relates, that he decided to let all the ops in the East know about the game as quickly as possible and had the huge telegram rushed to everyone within 24 hours after the game arrived at the firm's headquarters.

The telegram measured 12x17 inches. It featured the Mercury game and also carried information of other games, including Bally Bells, Bally Favorite, Golden Wheel, Fair Grounds, Carom, Nugget and Sum Fun.

Fitzgibbons reported: "Mercury features a steel play field, which makes for the fastest rolling ball action yet to be seen. The bumpers are rubber edged for speedier rebounds and the sides of the game are lined with live rubber for faster bounding action. The speed of the big steel ball as it bounces from spring to spring is so rapid that it is almost impossible to count the clicks as they score."

Lew Wolf, William Blatt, Fitzgibbons and others who were present when the game was uncrated stated that it should be one of the biggest hits ever seen in this territory.

KEENEY'S Track Time

The Biggest Seller of all

Console Cabinet Games!

7-PLAY SLOT

3 DIALS

CHANGING ODDS UP TO 140 TO 1

4 Interchangeable Tops:

KEEN-BELL (BELL FRUIT)

KEENETTE (NUM-BERS)

KEEN-KUBES (DICE)

OPERATORS \$279.50
Check Separator or Ticket Models \$15 Extra

Order Direct or Thru Keeney Distributors



J. H. KEENEY & CO.

2001 CALUMET AVENUE, CHICAGO, ILL.

Chicoin Exec To Vacation in West

CHICAGO, June 12.—Sam Gensberg, who with Sam Wolberg guides the destinies of the Chicago Coin Corporation, leaves Chicago soon for an extended tour of the West. He will be accompanied by Mrs. Gensberg and son, Avrum.

Gensberg plans to take in the Southwest and Pacific Coast on his leisurely trip. He expects to be away for several months from the bustling Chicago Coin plant, where production on Springtime, Paddock and the more recent Sensation of 1937 is said to have kept him and his associates hopping daily from morning until night. Altho the trip is planned as a vacation, Sam expects to visit with jobbers and distributors en route.

GAYLORD 1937 Model AIR CIRCULATORS

Distributed in Texas, Oklahoma, Arkansas and Louisiana by

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Special Discount to Operators

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JENNINGS HUNTER	7.50

1/3 Deposit, Balance C. O. D.

BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO.



"BLAME THE CAMERA," says Louis Rosenberg, Rony Novelty Company, Toronto. "I got a good score on Bally's Golden Wheel even if it doesn't show."

MONARCH THAT'S THE NAME REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

SPECIALS: BALLY BUMPER \$29.50
BALLY JUMBO 13.50

RECONDITIONED PAYOUTS

All Stars	\$22.50	Rambler	\$17.50
Bonus	22.50	Ballet	24.50
Challenger	22.50	Trojan	17.50
Derby	22.50	Mystery 3	12.50
Round Up	22.50	Play Sr.	17.50
Belmont	32.50	Round 'N'	22.50
Sky High	14.50	Peakness	72.50
Baffle Ball	12.50	Repeater	15.80
Fence Buster	27.80	Paragon	12.50

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BIG GAME	BEAMLITE	SCOREALITE	SIGNAL
\$4.50 each.	3 for \$12.00		

COUNTER GAMES. Sportland \$ 8.50

Daval Races	\$8.50	Real Dice	9.50
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Penny Smoke	7.00	Shoe	6.00
Wagon	6.50	17th Tat Toe	6.00

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Lots of 5 or More, \$250.00 Each,
2 ROCKOLA TOM MIX RIFLES, \$225.00 Each.

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Bally Roll	\$49.50	Hi Hand	\$ 5.00	21,000	\$ 5.00
Flicker	32.50	Frisky	5.00	Bónanza	5.00
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Zenith	7.00				

Every used game reconditioned ready to put out on location.
TERMS—One-Third Down, Balance C. O. D.

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Phone—Fitzroy 5770.

CLOSE-OUT SPECIALS

ROYAL RACES	\$72.50
JUMBO	15.00
STOP 'EM (Bumper)	22.50
THREE STAR (Bumper)	22.50
SKIPPER	54.50
GREAT GUNS (Reg. 1 Ball)	4.00
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TRAPLITE (Ticket)	18.50
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IDEAL NOVELTY CO. 1518 MARKET ST., TOLEDO, O.

ATTENTION CANADIAN OPERATORS!

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100 PACE'S COMETS (1 Year Old)

PACE'S RACES (Brand New)

All Prices F.O.B. Windsor

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100 MILLS BLUE FRONTS

LATE MODELS. SEND SERIAL NUMBERS AND LOWEST CASH PRICE.

INDEPENDENT NOVELTY CO.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Popular Wedding

DETROIT, June 12.—A group of 75 Detroit operators and their friends journeyed to Sebewaing, Mich., June 6 to attend the marriage of Gearhard (Gar) Wolpermen, superintendent of the J. & J. Novelty Company, Detroit jobber, and Helen Krause, daughter of a pioneer family of the Thumb District of Michigan.

Wedding was solemnized in the German Lutheran Church, with a celebration later in Arbeiter Hall. About 700 persons attended, mostly from out of town. Plenty of good German cooking and refreshments were generously served to all.

Following the celebration, the bride and groom left by car for a Western honeymoon to last about three weeks. They will visit Sidney, Mont., and Washington State and will spend some time in Chicago on their return.

Supreme Boosts Display Space

BROOKLYN, June 12.—Willie Blatt, president of the Supreme Vending Company, Inc., has increased his display space to accommodate the three hits which his firm is featuring at this time. "The biggest of them all," reports Blatt, "is Boo-Hoo, the five-ball bumper-action game which is bringing the players a new thrill in pinball play. The game is easily the outstanding hit at the present time and we are receiving large orders for the game every day."

"The second game is Bumper Bowling, which is getting a great deal of attention at this time due to the fact that it meets the approval of operators who need a game to open closed territory. It is a roll-down game which uses five rubber balls and has a fascinating field and attractive light-up backboard.

"Our third game," he continued, "is African Golf. This is one of the deluxe console bells that are capturing attention everywhere, and it has brought in the biggest money-making reports in the history of our firm. The game," he concluded, "is sure to be one of the outstanding games in the history of this territory and I already have placed a large advance order to insure our customers prompt delivery."

Elliott To Offer Two New Machines

CHICAGO, June 12.—"You're dead right," said H. J. (Heine) Fisher, "there is a surprise coming from the Elliott Products Company. I can say this much now that the surprise will be in the nature of two new radically different games; one a novelty and the other a counter machine. Both will be announced soon, and until then I can't tell you a thing more. Meanwhile in a few days our plant will start on continuous day and night production schedule and arrangements are being made to add considerable more factory space, too. Business is brisk right now and with two new and different games ready to get going we expect startling action."

Fisher added that official announcement of the new games will be made as soon as he returns from the East.

Bally Features Counter Games

CHICAGO, June 12.—Aiming at 100 per cent location coverage for the operator, Bally Manufacturing Company is currently featuring what is described as a complete and well-rounded line of counter games.

"In every territory," Jim Buckley, general sales manager, pointed out, "there are many spots too small or crowded to accommodate table games. Yet these very locations are often ideal coin machine spots and we have designed our line of counter games to enable operators to serve such locations.

"Our newest counter game hit is Sum-Fun, with the clever 'win-a-sum' award system, which has the kind of come-on that fills the cash box in a hurry. Little gold coins whirl round and round on three spinning reels, and when three-of-a-kind come up, player collects the sum of all three coins. For example, three dimes receive 30 cents; three quarters, 75 cents; three dollars, \$3, etc. Every spin comes so close, players can't resist trying again. Sum-Fun requires only six square inches of counter space, to earn really big money.

"Leading in sales volume is our Nugget, coin-operated salesboard, which operates on the same basis as a 1,000-hole board, except that numbers are never punched out and the board never needs replacement. Three reels whirl, stop and show one of the 1,000 possible numbers. Winners are posted on a flashy five-color front with gold coin seals, providing real old-time salesboard atmosphere. Nugget is another gold mine in six square inches of counter space.

"Our Bally Baby counter game, thousands of which have been on location from 12 to 18 months, continues to earn good money and is almost as good a seller today as it was when introduced back in January, 1936. It is really three games in one, as the operator can quickly change reels provided with each machine. First, there's the penny cigarete game, conceded to be one of the fastest smokers salesmen ever devised; second, the nickel-dime-quarter trade stimulator, with awards spelled out on the reels; third, the numbers game, with 400-to-1 odds. All three are popular with the public and it looks as tho Bally Baby is one of those rare games that keeps on making money year after year.

"Also in the counter class is our Reliance payout dice game. The game plays real '7-11' dice with real dice that spin and whirl as if thrown by hand. Paying out automatically on the same basis as a regular dice game, Reliance has the added attraction of a \$25 jackpot for throwing four 'naturals' in a row. Reliance has also been on location well over a year and is still a best seller."

Metal Field May Be an Innovation

CHICAGO, June 12.—Operators in all parts of the country expressed pleasure at the announcement that Exhibit Supply Company was again in production on novelty pin games, according to Sales Manager Leo J. Kelly. The first new pin-game release is called Track Meet.

"We are back in the pin-game business again," said Kelly, "because we see a definite need for a game that will give the players new action and a new enjoyment. In Track Meet we give the player a new reason to play, for the game is pegged with new thrills. The greatest innovation is the mirror-like metal playing field, which permits ball action never before possible.

"Our bumper springs do not have to be entirely depressed to make contact," he continued. "Inasmuch as they are actuated in conjunction with the metal playing field the ball need make only a slight contact with the bumper spring to actuate the skip-proof scoring mechanism. There is a definite skill in the play. The double automatic ticker action is new treatment of an old idea that made Exhibit's Drop Kick the most outstanding success of its day.

"In bringing out Track Meet we give the operators a game that is definitely new in player appeal, last-ball suspense and yet full of all those psychological features that have caused pin games to give the public the greatest fun possible for a nickel."

Demand Catapults For Foto-Finish

CHICAGO, June 12.—D. Gottlieb & Company report a rush of orders for their new horse-race payout far in excess of expectations. Production facilities are taxed to the limit, Gottlieb officials claim, and they are experiencing difficulty in making fast enough delivery to please everybody. "The new game," they say, "made a sensational showing in tests. As a result the distributors have placed extra heavy orders and are pressing for delivery."

"I hope," said Dave Gottlieb, president of the company, "that operators will try to be patient with jobbers, while we are doing everything we can to speed up production and make prompt delivery. Please remember that our high standards of quality in manufacture must be maintained and every machine must pass rigid inspection before it can leave the factory. We've always lived up to this rule regardless of the rush, for we know that it pays best in the end. Besides Foto-Finish, we are in heavy production on Electric Score-board and Electric 21, two table games we recently introduced. In addition, old favorites like Derby Day, Miss America, Speed King and High Card are still in steady demand."



ENJOYING A TWO-DAY CELEBRATION as guests of the Wrenn Sales Company, Dallas. More than 500 people visited the Wrenn offices and plant during the two days. A hillbilly entertainer is shaking hands with Homer Capehart in the picture.

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PROTECTS EARNINGS
 WITH **EPCO BELL LOCK**
 FOR ALL COIN OPERATED EQUIPMENT...
ELIMINATES SERVICE CALLS
 WITH **Chereton ELECTRO-TIMER**
 FOR PIN GAMES...
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Let's Cut the Melon

By CHARLES SCHLICHT
Divisional Sales Manager of Mills Novelty Company

The Melon Bell is nothing more or less than the popular Mills Cherry Bell equipped with the largest, juiciest and most appealing jackpot ever offered by any machine.

As you probably know, heretofore there have been numerous attempts made in an effort to provide a jackpot of unusual dimensions. The principal difficulty has been trouble experienced in attempting to handle such a tremendous mass of coins mechanically. There was also the difficulty encountered in reloading such a large jackpot. Obviously, a reserve could not be provided of sufficient proportions, so the nearest approach to the desired result was a machine that came out with a false jackpot, which to all appearances was the reserve, but did not work mechanically. This was not especially practical because the coins were always seen in the same arrangement; in fact, stayed arranged the same, week in and week out, month in and month out, thereby creating an impression in the player's mind that the jackpot was present only for purposes of player appeal and was not a basic part of the operation of the machine.

None of these objections or drawbacks is present on the Melon Bell. The Melon jackpot consists of a special casting attached to the front of the machine and secured by a locking device. The contents of the jackpot is arranged by hand at the time of installation, and on the reels there are characters representing melons which, when aligned under the indicator, entitle the player to the contents of the large Melon jackpot. When these line up under the indicator he merely calls the merchant; the merchant unlocks the jackpot, giving him the contents.

So that the operator may know definitely the number of times the Melon jackpot has occurred a register on the inside is arranged. Each time the three melon characters line up under the indicator there is a recording of the register. Naturally the amount in the Melon jackpot is agreed upon between the merchant and the operator in advance so that there is no room for controversy. You can therefore see that the Melon Bell is a practical operating machine—one which you can place in any of your permanent locations with the same degree of practicability as any regular jackpot bell.

The approximate capacity of the nickel-play Melon jackpot is 160 coins. However, if the operator so sees fit he can increase this by adding dimes, quarters, 50-cent pieces, silver dollars or even paper money; so we believe it will be apparent to anyone that the possibilities of the machine are practically unlimited. It is entirely feasible to offer a jackpot to the equivalent of 400 coins of the denominations that the machine is built for.

Ashley Expects Big Summer Biz

DETROIT, June 12.—A shop that is distinctly designed for working rather than for mere display of equipment is the impression the quarters of the American Novelty Company make upon the visitor. Shop is near downtown, where parking is easily available.

James Ashley, proprietor, is the general host in a room designed for service to operators as well as for control and handling of his own machine routes. Ashley does a sizable jobbing business in the amusement game field.

"Conditions are just opening up in Northern Michigan," he stated this week. "This part of the country should be good for the summer months. We keep our machines, particularly pin games, out on location all the year, but they do a very slow business during eight months when the country is closed as far as resort traffic is concerned."

Ashley is selling premiums as well and has been in the field since before the depression handling lines for salesboard dealers, carnival operators and for operators. He is specializing now in higher priced premiums, particularly in Detroit radios, on the ground that a quality product makes a splendid premium and that credit difficulties and other financial problems are much less on such sales.

Track Time Wins In 24-Hour Spot

CHICAGO, June 12.—According to Ray Becker, sales manager of J. H. Keeney & Company, one of the most severe tests ever given a coin-operated game was meted out to a Track Time made by the Keeney firm.

"Many weeks ago," says Becker, "one of our distributors sold a Track Time to a well-known operator who immediately placed the game on a popular location. This location is open and running full force 24 hours a day. Patronage at all times is heavy and is made up of the types of persons out for a good time—and hang the expense. From the moment of its installation Track Time received attention from the patrons and at no time, during its stay has it ever been idle.

"The operator has used but two of the replacement tops to date, and plans to use the third within a short time. Regardless of which top was in use, no cessation of interest was noticed. Rather, play and interest have increased. The Track Time top, as well as the other tops, Keen-Kubes and Keen-Bell, were interchanged several times to determine which would prove most profitable, and each time the top was replaced play became heavier. With a third top, Keenette, to work with, the operator writes that he will be able to maintain interest in an always high and always increasing degree."

Production on a game such as Track Time of necessity cannot be rushed, according to J. H. (Jack) Keeney, popular head of the Keeney organization. "Our automatic play test takes time, as does the careful assembly of the game. We pride ourselves on the fact that Track Times are the ultimate in mechanical perfection and the tops in earning power. Constant repeat orders have justified the preparation and great expense involved in the development of our de luxe machine."

Ponser Predicts Crest in July

NEW YORK, June 12.—George Ponsler predicts that the summer season will be one of the biggest in the history of the coin-machine industry. As he puts it: "There has been a definite swing to larger purchases and more and more operators are concentrating on increasing the size of their routes. With the season at the resorts promising to be one of the most profitable in years, there is little doubt that there will be more machines sold to accommodate the larger crowds."

Ponsler also states that his firm is well prepared to handle the summer business and that shipments of new games are being made every day to resort territories. He expects the general business pickup to reach its crest during July and believes that the entire industry will benefit. He reports that more de luxe console equipment is being sold by his firm to resort ops and states that these games not only will do a fine business but will also add to the enjoyment of the vacationers.

Ted Stoner Now Owns Race Horse

AURORA, Ill., June 12.—One of the race horses embodied in the new Stoner game, Latonia, can be seen grazing in a field near the Stoner factory.

While attending a horse show near Aurora a few Sundays ago, Ted Stoner purchased a ticket on a young horse that was being raffled off. The next morning he awoke to find himself the owner of the sprightly young filly. Stoner reports that the filly is fast becoming the pet of the neighborhood. He predicts that one of these days she'll hold her own against the bluebloods, and if she lives up to the tradition of the Aristocrat line she'll lead the field.

Milwaukee Council Has Bill To Legalize Pins

MILWAUKEE, June 12.—An ordinance was introduced in the common council June 7 by "the chair by request" to legalize pinball machines that do not pay off. It has been referred to the joint judiciary and license committee. The police department June 11 started enforcement of an ordinance adopted last winter which classifies all pinball machines as of the same kind and prohibits them in Milwaukee.

CENTER FOR BARGAINS
 RECONDITIONED AUTOMATIC PAYOUT TABLES

BAFFLE BALL PROSPECTOR	\$8.00
AGE STAMPEDE	
GOLD RUSH	
BIG FIVE	
JUMBO MONOPOLE	\$14.50
SUNSHINE DERBY	
ROUND UP	
MAMMOTH	
PAMCO PARLAY	\$19.50
DOUBLE SCORE	
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PEERLESS	
SUNSHINE BASEBALL	\$25.00
PAMCO BELLS	
MULTI-PLAY	
ALL STAR TYCOON	
MCCOY	\$39.50
DAILY RACES, Mystery	
FENCE BUSTER	
SKILL ROLL	
HI DE HO	\$59.50
DERBY DAY	
COLLEGE FOOTBALL	
PREAKNESS	
FLYING DUCK	\$75.00
MARKSMAN	
MARKSMAN	\$49.50
MARKSMAN	
MARKSMAN	\$79.50
MARKSMAN	

1/3 Deposit, Balance C. O. D.
 F. O. B. Milwaukee, Wis.
NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
 3725 W. Center St., Milwaukee, Wis.

Exhibitors at the Paris Trade Show

Following firms exhibited at the third annual French coin-machine show, held in Paris May 27, 28 and 29:

Office Francais de l'Automatique, payout machines and cranes; Enriques & Company, prize merchandise; Etablissements Bignell, Jennings machines; Automatique Amusement Stella, games, vendors; La Revue de l'Automatique, trade paper; Marsellhan & Finkelstein, prize merchandise; Scott-Adickes & Company, distributors of games; H. Derouin, manufacturer of payouts; Drimmer, prize merchandise; E. Gissinger, prize merchandise; S. Wolff & Company, prize merchandise; Marcel Billon, games; Gerance Francaise, distributor payout games; Bonzini & Soprani, manufacturers cranes; C. F. R., locks, selectors, etc.; E. L. E. A., selectors; Etab. G. Boudot, manufacturer games, cranes, etc.

Miquel, games; JAK, Pacific games; Automatic Exploitation, distributor games; C. R. C. C., distributors Mills machines; Le Cosaque, games; Kauffmann Freres & Company, prize merchandise; Mico, distributor payouts; Roulette M. M., games; Negoce Automatic, distributor games; Schaul & Company, prize merchandise; Jeux Automatiques de l'Artisanat Francais, games; Famulus, prize merchandise; S. E. M. I. S., manufacturers game; Strauss & Dugas, distributors payouts; Automatiques Poul-laude, counter merchandiser, games; Novelty Automatic, distributor American games; Les Jeux Automatiques d'Adresse, games; Holding Automatic, distributor games; Malcuit, games; Soc. d'Etudes et d'Exploitation d'Appareils Automatiques, games; Union Commercial Automatique, distributor games; Muller, distributor games; Bonbons Raymond, mint rolls; Chab, prize merchandise; O. I. D. A., mint rolls; Houpalix, prize merchandise; M. Helain, distributor games; J. Delangre, games; Syndicat des Distributeurs de Confitiserie, operators' association; Selector G. N., selectors; R. Berthet.

Games Concession At Jersey Resort

WILDWOOD, N. J., June 12.—Taking its place among the tried and true pitch games along the indoor midway provided by the Casino Arcade, on the land side of the Boardwalk at this South Jersey ocean resort, is a concessioner's stand that for the first time makes an appeal to the play spirit of vacationers with amusement machines. Pointing the way to new locations for operators, Frank F. Engel and Michael Spector, who operate the Automatic Amusement Company, Philadelphia, have leased the former pitch stand for the summer.

Every conceivable type of amusement machine is on display and merchandise is awarded to the high scorers. Pre-season business indicates a banner year for the new enterprise, having won the instant favor of week-end visitors.

Stand also serves as a showroom for the Automatic Amusement Company, with many automatic music machines on display for interested prospectives. Engel is president of the Music Box Association of Philadelphia and is chairman of the board of the Amusement Machines Association of Philadelphia.

HERE'S THE BARGAIN OF THE WEEK
 15 Seeburg Midget Coin-Operated Pianos. Original cost price \$365.00 each. Closing out at \$25.00 each, F. O. B. Connersville. Send \$10.00 cash with order, balance C. O. D.
WESTERN SALES CORPORATION
 Established 1927
 CONNERSVILLE, INDIANA

CLOSE OUTS

10 SEEBURG SELECTOPHONES	Each	\$90.00
5 PAGES RACES, Late Serials		180.00
1 CHALLENGER		27.50
1 MULTIPLE		32.50
3 CREDIT		18.00
3 DELUXE 46		12.50
8 BALLY JUMBO		13.50
3 DOUBLE SCORE		14.50
5 GIANTS		9.75
1 TEN GRAND		19.50
1 SNAPPY		37.50
2 CAROMS		97.50
20 BALLY BUMPERS		28.50
5 THREE STARS		32.50
25 DAVAL REL 215		7.50
15 DAVAL RACES		9.00
3 SANDYS HORSES		7.50

TERMS: 1/3 With Order, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
 101-103 N. Fulton Ave., Evansville, Ind.

ALL O.K.-READY TO GO

Role Score, 9-ft. Skee Balls	\$45.00
X-Ray Pokers, Scientific	55.00
Seeburg Selectophones	50.00
A.B.T. 1c Moving Targets	22.50
Reel Dice, Counter Game	7.00
Reel "21", Counter Game	7.00
Coat Line, Dice	5.00
Mills Tickettes	2.75
Mills Modern Scales, Late	24.50
Mills 25c Reserve J.P. Bells	20.00
Pamco Pinch Hitter, One Ball	18.50
Jennings Cocktail Hours	15.00
Mad Caps, Extra Clean	9.00
Shipman Stamp Vendors, New	10.50

E. O. LIKENS
 924 Fifth St., N. W., Washington, D. C.

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 for the
LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

End your correspondence to advertisers by mentioning The Billboard.

Rural Power Is Aid to Phonos

CHICAGO, June 12.—"First a surveyor, then the worker, then Seeburg Melody King." This, according to reports received by H. E. Roberts, sales manager for the J. P. Seeburg Corporation, is the order of the day in America's nationwide rural electrification program.

A report was received from a Middle West operator who has been carefully watching the electrical development of rural communities. He writes: "After the linemen have left and current is available to what were formerly considered backwoods areas a complete new life comes to being in the activities of the inhabitants. Amusements previously denied to them, such as electrically operated amusement devices and electrical appliances of all types, are eagerly accepted by the many families. Naturally the small crossroads, hamlets and villages have taken a new lease on life and are becoming centers of entertainment. In establishing my routes of coin-operated phonographs I have found it well worth while to follow rural electrification with my Seeburg instruments. It is amazing how quickly location patrons in newly developed communities such as those described have taken to Seeburg's Melody Kings, especially the Model K. As a test I first located several older models of different makes of phonographs, then substituted Model K, and I found that music lovers and amusement seekers are the same in Sleepy Hollow as they are on Fifth avenue. They want the best and are willing to pay for it."

Roberts reports that many instances of this type have been quoted by operators to demonstrate the superiority of Melody King on locations of every type.



"Model K is enjoying the greatest sales in the history of automatic phonograph manufacturing and has received an added impetus with the opening of the resort season," said Mr. Roberts. "Double-shift production has been found inadequate to provide the necessary quantities of the instrument. We are soon to inaugurate a third shift at our plant, thus reaching the point of 24-hour production."

"Imperial 20" Is Setting Great Record

CHICAGO, June 12.—Rock-Ola's new Imperial 20 is said to be proving the most sensational phonograph Rock-Ola has ever produced. The office reports that distributors are clamoring for deliveries to fill orders received from operators. Nothing like the present demand has ever been experienced at the big Rock-Ola plant before.

"Operators," said a Rock-Ola official, "have found that the 20-record job has increased their phonograph returns considerably, which is only natural, for many patrons in a location will play every record on a machine and, of course, when they have played the usual number some patrons feel that's all

there is to it, but with 20 records in the machine it means that many more nickels are put into the music box before a patron is satisfied that he has heard everything.

"It is not uncommon for a manufacturer to be compelled to double his production almost overnight and frequently to triple his production, but in the case of Rock-Ola's Imperial 20 production has been stepped up 15 times during last 40 days. In other words, it is now necessary to produce 15 times as many machines as were being produced only 30 days ago and still it is not sufficient to meet the constantly increasing orders. Imperial 20 is receiving the quickest acceptance ever known among the various Rock-Ola phonographs."

Gersabeck Firms In Consolidation

DETROIT, June 12.—Dorothy Gersabeck, proprietor of the Brunswick Record Distributing Company, is moving the quarters of the organization to the headquarters of the parent organization, the City Music Company, operated by her father, Fred A. Gersabeck.

The current move will enable the firm to concentrate all its business in one location. Three special audition booths are available here for playing and listening to records, and operators can make their selections privately. More help is also available to give better service to operators. Company has discontinued all activities in the music machine field, except the selling of records and servicing.

RCA Victor Will Boost Advertising of Records

CAMDEN, N. J., June 12.—Because of the continued increase in disk record sales RCA-Victor will increase by 26 per cent its advertising budget for phonograph records. Resumption of large-scale national newspaper advertising after three years' lapse, with schedules in approximately 200 big-city newspapers, was announced as part of a greatly increased advertising and promotion program which will be launched, according to Thomas F. Joyce, advertising manager.

The RCA-Victor magazine campaign calls for full-page color or double-page spread advertisements every week in *The Saturday Evening Post* and every third week in *Collier's*. Other magazine campaigns are tentatively scheduled in several national monthlies.

New Orleans

NEW ORLEANS, June 12.—Coin-machine jobbers report heavy demand for the better known games. The hot weather seems to have had little effect on the sales of machines, altho it is frankly admitted that play is off in some quarters. The wet spell of the past week was detrimental to business and local operators felt the effects of the fall of nearly five inches of rain on the best money-making days of the week, Friday thru Sunday.

There was a big blowout at the Hotel New Orleans Wednesday night for Ed Stern, of J. P. Seeburg's Southern headquarters in Dallas. Ed was Johnny-on-the-spot, however, and did himself proud in the name of "dear old Seeburg." About 75 operators and distributors attended at the invitation of Burt Trammell, New Orleans office manager for Electro-Ball. Widely known thru this section, many complimentary remarks were heard about Ed and Burt and particularly about the fine new machines of the Seeburg Company. A buffet luncheon was served.

Two of the latest offsprings of the Chicago Coin Corporation, Paddock and Sweet 21, are on display in the show-

rooms of the Dixie Coin Machine Company, territory distributor.

"Yock" Iaconopelli reports a brisk demand for Jennings' Dixie Belle. He reports the best sales year in his experience in distribution of slot machines. "Louisiana operators are pushing us persistently for the Dixie Belle new consoles and counter models as well," Yock says. "Our sales since we have been appointed territory distributors by Jennings are even larger than our original expectations."

Following his recent appointment as distributor in Louisiana, Mississippi and Southern Alabama for the new seven-play A. C. Multi-Bell slots, F. W. King, of the C. & N. Sales Company, is running around, taking orders like nobody's business. He is at present on a two weeks' business trip thru the territory and writes home that the seven-play A. C. is selling at a brisk pace. "Bad business is unheard of in my territory," he writes. "Everywhere I go in Alabama and Mississippi I find operators anxious to buy new machines, all reporting little letup in business with warmer weather."

New Orleans Coin Venders' Association held a well-attended meeting Tuesday night at the office of the Dixie Coin Machine Company. Meeting was presided over by President Julius Pace, who praised members present for their fine co-operation. "Our association is one of the smoothest running groups in the country. The 100 per cent co-operation of our members makes me proud of being leader."

Detroit

DETROIT, June 12.—J. L. Hackett, head of the Hackett Vending Machine Company, left his brother, Bernard A., in charge of his business while he went out of the city last week. Company is reported to be preparing a new-type selective cigaret vender.

Bally's Mercury pin table was recently approved by the Detroit Police Department for operation in this city, according to Michael Angott, of the Angott Coin Machine Exchange. It was also learned this week that Angott is building a home in Rosedale Gardens, one of the better Detroit suburbs.

Frank D. Noble, East Side operator, bought more phonographs the past week. Noble already has an extensive route of Mills machines in the territory.

Sam Rosenthal, proprietor of the National Novelty and Amusement Company, is discontinuing the use of the General Novelty and Amusement Company name, under which he also operated for some

Sheet-Music Leaders

(Week Ending June 12)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

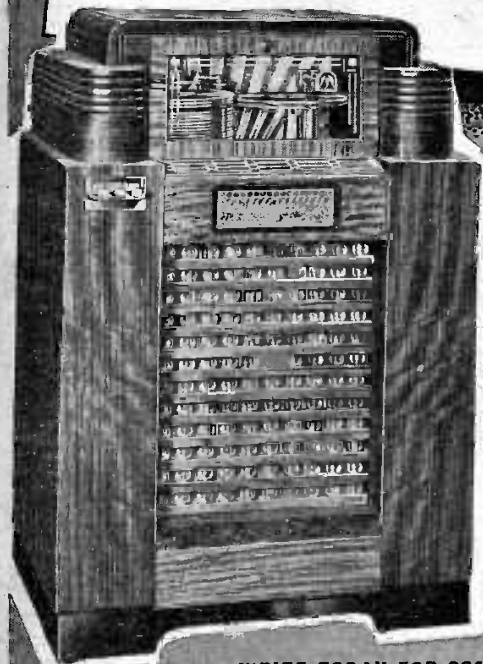
1. September in the Rain (Remick) (1)
2. It Looks Like Rain (Morris) (11)
3. Sweet Leilani (Select) (2)
4. Never in a Million Years (Robbins) (4)
5. Carelessly (Berlin) (3)
6. Merry-Go-Round Broke Down (Harms)
7. Blue Hawaii (Famous) (5)
8. Little Old Lady (Chappell) (3)
9. Was It Rain? (Santly-Joy) (8)
10. Where Are You? (Feist) (12)
11. Love Bug Will Bite You (Santly-Joy) (7)
12. The You and Me That Used To Be (Berlin) (14)
13. Where or When? (Chappell)
14. Sailboat in the Moonlight (Crawford)
15. They Can't Take That Away From Me (Chappell) (13)

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 Immediate installation of the
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 MELODY KING Model "K"

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RESULTS!

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 Cure
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 SEEBURG FRANCHISE
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J. P. SEEBURG CORPORATION
 1510 DAYTON STREET • CHICAGO, ILLINOIS

time. Organization is now being operated solely under the National name.

Don C. Kline, operating the Kline Coin Machine Sales Company, has just returned from a trip thru Northern Michigan and reports that prospects look good. Kline recently dissolved his partnership in the Reliable Amusement Company and is now operating independently under his own firm name.

"One great trouble with the industry today is the too rapid obsolescence of pinball and other amusement games," states Charles H. Potter, of the Michigan Snacks Company. "The operator cannot survive by just working for the manufacturer," he maintains. Potter himself is concentrating his activities in the vending-machine field, but he still operates a large route of pin tables.

Sam Rosenthal and Max Schubert returned last week from Pittsburgh, where they attended the grand opening of the new branch office of the Banner Specialty Company. I. H. Rothstein, head of the Banner Company, has been a close friend of Schubert for many years.

Richard Griffin, who recently resigned as a partner in the Reliable Amusement Company, is now operating under his own name. Griffin has established headquarters here and operates chiefly in the up-State territory with a route of pinball games.

The firm of Business Boosters, operated by Fred Harris and Harry J. White, is said to be concentrating more and more on the operation of music machines.

Altho T. Mehlbrandt has quit the music-machine business, his action was not prompted by the fact that he didn't like it or didn't make money. On the contrary he dissolved his business for the very good reason that he has left town. Mehlbrandt has bought a farm in Colorado, where he plans to settle permanently.

Mark Marshall, son of the head of the B. J. Marshall Company, Inc., has been accepted as an interne at Harper Hospital by Dr. George Moriarity, son of the famous baseball player. Young Marshall, who made a brilliant scholastic record, was the only graduate of the Michigan medical schools who was accepted for the coveted post.

"No coin-machine operator should forget to put his telephone number on the machines he puts out on location," states Max Schubert, of Schubert & Company. "It is especially important for the vending-machine operator to do this so that the location owner can notify him when stock must be replaced. Pin-game operators should also follow the practice so that the machine may be serviced promptly whenever trouble arises."



GIBSON BRADSHAW, president of the Bradshaw & Griffin Company, Denver, reports that business in his territory is very good.

Jobber Produces Movies of Ops

DETROIT, June 12.—J. & J. Novelty Company, operated by James A. Passanante and J. R. Walsh, is planning to move into its new building in three weeks. Building was especially erected for the firm and is believed to be one of the few instances in the industry in which a building has been constructed for a jobbing business. It has air conditioning among other conveniences.

What is probably an innovation by a jobbing firm is the preparation of special motion pictures that serve as entertainment and also an object lesson to operators. Passanante is a movie camera fan and makes his own scenarios about as carefully as a commercial producer would do.

He has visited leading coin-machine factories in various parts of the country and procured reels of their activities, showing the assembly line and the complete story of how the machine is put together. In this way the operator can secure the experience and understanding of actual details of the inside of machines that no amount of careful taking

apart of finished machines will ever quite give.

Then, not satisfied with this fundamental film, Passanante has taken pictures of good and bad practices in operating—from such simple things as keeping machines clean and attractive at all times to the more specialized operations of the business. The way these results usually pay the operator in the form of better business has been graphically illustrated by the actual unposed crowds gathered around the machines properly operated, while machines in poor locations or poor condition are shown deserted, as they usually are.

A special theater has been constructed in Passanante's home for showing the films, as well as his own personal pictures. Every so often a group of operator friends and customers are invited over for an evening and they are given an interesting object lesson in the business thru the projection of these pictures.

Huber Appointed Chicago Distrib

DETROIT, June 12.—G. W. Rapin, general sales manager of the A. C. Novelty Company, spent most of last week in Chicago contacting leading figures in the industry there. J. O. Huber, of the Huber Coin Machine Sales, has been appointed Chicago distributor for the territory. Rapin announced.

Harry Knupp, secretary of the company, accompanied Rapin on the Chicago trip and then left to make an extended trip thru the Central Western States in the interests of the A. C. organization.

Rock-o-Ball Sales Increase

CHICAGO, June 12.—A steady flow of shipments of the new Triple Score Electric Rock-o-Ball senior and junior models is reported as leaving the huge Rock-Ola plant daily, Sunday shifts being necessary at the factory to keep up with the uniform demand of orders from all over the country.

A peculiar feature of the fact is that nearly every section of the country is said to be reacting with new interest. Rock-Ola officials state the trend is general thruout the country and consistent week after week. Orders are about equal as far as the size of the machine is concerned.

Many operators report that Rock-o-Ball earnings have reached a new high and some of their machines will soon celebrate an entire year on the same location.

1938 Show

The 1938 Coin Machine Show plans were set in motion at a recent meeting of the Convention Committee of the National Association of Coin-Operated Machine Manufacturers.

The annual show will again be held at the Hotel Sherman, Chicago. Dates selected for the show are January 17, 18, 19 and 20, 1938.

The show committee, of which N. Marshall Seeburg is chairman, will welcome suggestions from previous exhibitors or from visitors to the show which may improve the exhibit and make it more helpful either to exhibitors or visitors. Such suggestions should be addressed to NACOMM, 120 South LaSalle street, Chicago.

Fitzgibbons' Baseball Team Issues Challenge

NEW YORK, June 12.—Bally Bullets, baseball team of Fitzgibbons Distributors, Inc., have issued a challenge to all baseball teams in the coin-machine league.

The nine employees who comprise the team report that they are having a hard time getting games with coin-machine teams in this territory.

"The boys are willing to travel," states Phil Coogan, manager of the team, "and are also willing to make it a keg of beer for the winners."

Radio Rifles in Demand

CHICAGO, June 12.—That the popularity of the Tom Mix Radio Rifle continues is attested to by the constant demand upon the big Rock-Ola plant to keep operators supplied with the rifle.

Rock-Ola distributors from all sections report a steady flow of orders from their local operators who have found that the Rifle is an "all-season" game.

Operators report that the play on the Tom Mix Rifles is bigger right now than it was last fall during the regular hunting season, when people are supposed to be more in a reasonable frame of mind for testing their shooting skill.



The Only Long-Life Photo Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output. Endorsed By All Leading Manufacturer and Record Distributing Companies. Standard for All Phonos. Double Ribbed for 1937 Models. PERMO PRODUCTS CORP. 6415 Ravenswood Ave. Chicago, Ill.

Five Best Record Sellers for Week Ended June 14

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B6987—"Our Penthouse on Third Avenue" and "Love is Never Out of Season." Ozzie Nelson Orchestra.	7888—"Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan manner.	1175—"Sweet Leilani" and "Blue Hawaii." Bing Crosby.	123—"Skattin' at the Kit Kat" and "New Birmingham Break-down." Duke Ellington Orchestra.	556—"Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra.	25577—"Alibi Baby" and "Gypsy From Poughkeepsie." Tommy Dorsey's Clam Bake Seven.	3520—"They Can't Take That Away From Me" and "Let's Call the Whole Thing Off." Billie Holiday Orchestra.
2	B6966—"Without Your Love" and "Toodle-oo." Shep Fields Rippling Rhythm Orchestra.	7884—"It's Swell of You" and "There's a Lull in My Life." Teddy Wilson Orchestra.	1280—"Johnny One-Note" and "I Live Again." Victor Young Orchestra.	119—"Lullaby to a Lamp Post" and "At a Cuban Cabaret." Irving Mills Swyngphonc Orchestra.	515—"Caravan" and "Stompy Jones." Barney Bigard and Jazz-operators.	25588—"Swanee River" and "Love Is a Merry-Go-Round." Bunny Berigan Orchestra.	3553—"Rockin' Chair" and "Little Joe." Mildred Bailey Orchestra.
3	B6911—"Everybody's Truckin'" and "Who's Cryin' Sweet Papa Now?" Modern Mountaineers.	7895—"All God's Chillun Got Rhythm" and "It Goes to Your Feet." Art Shaw Orchestra.	1281—"You and Me That Used to Be" and "Cause My Baby Says It's So." Mal Hallett Orchestra.	108—"Twilight in Turkey" and "Minute in Jazz." Raymond Scott Quintet.	557—"You and Me That Used to Be" and "Alibi Baby." Dolly Dawn's Dawn Patrol.	25585—"Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra.	3543—"Where Is the Sun?" and "Don't Know If I'm Comin' or Goin'." Billie Holiday Orchestra.
4	B6967—"A Sailboat in the Moonlight" and "He Walked Right In." Charlie Barnet Orchestra.	7886—"It Looks Like Rain in Cherry Blossom Lane" and "Gypsy From Poughkeepsie." Eddy Duchin Deutsch Orchestra.	1282—"Alibi Baby" and "You're Looking for Romance." Mal Hallett Orchestra.	122—"Solitude" and "Casa Loma Stomp." Cappy Barra's Harmonica Swing Ensemble.	559—"Message From the Man in the Moon" and "Tomorrow is Another Day." George Hall Orchestra.	25594—"Sailboat in the Moonlight" and "Gone With the Wind." Guy Lombardo Royal Canadians.	3556—"Alibi Baby" and "Why Do You Pass Me By?" Swing and Sway with Sammy Kaye.
5	B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra.	7867—"How Could You?" and "Carelessly." Teddy Wilson Orchestra.	1273—"Rusty Hinge" and "Crink Mood." Chick Webb Orchestra.	112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra.	564—"Solace" and "Four and One-Half Street." Barney Bigard Jazzopaters.	25596—"Strangers in the Dark" and "Happy Birthday to Love." Tommy Dorsey Orchestra.	3545—"If You Leave Me" and "Uphear Shout." Erskine Hawkins Bama State Collegians.

SPECIAL SALE

MILLS \$50.00 TROUBADOUR each

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Schubb Lists Tips To Vending Ops

DETROIT, June 12.—Widespread increase in the number of vending machine operators in recent months has prompted Max Schubb, veteran local operator, to spiel some basic, but too often forgotten, ideas and rules of vending operation.

"Don't let merchandise accumulate in the machine," Schubb soliloquized. "The public won't drop money into a machine if the merchandise doesn't look good. Rust, particularly, is to be avoided, because it gives a bad impression. Keep the mechanism looking bright and shiny.

"Buying cheap merchandise doesn't pay. This will deteriorate and kill all repeat business. In filling nut venders, for instance, throw away all small residue when you refill the machine. Don't just let it stay in there in the hope that the old stock will not be noticed in the larger bulk of the new.

"Dan Meyer, popular local operator, rarely fills his machines to the top except on popular locations. A half or even a quarter full is enough. In this way, a week's supply can be left, and no more. There is little loss on the machine remainder, and the customer always gets fresh stock, not mostly fresh stock mixed with enough stale to leave a very bad taste. After all," he concluded, "getting a little and getting it often is better than getting a lot and getting it seldom."



Epstein Imports New Lucky Charms

NEW YORK, June 12.—Epstein Novelty Company, importer of toys for vending machines, reports that it is in direct contact with manufacturers in the Far East and is constantly receiving shipments of lucky charms. "As soon as new numbers are created," officials of the company state, "we are among the first to receive shipments. We believe that interest in vending machines can be maintained and multiplied by adding new designs.

"To obtain the best results we recommend that operators make up their own assortments. Judging by the reports we receive, certain items have a stronger appeal in some localities than in others. Consequently by buying individual numbers operators can cater to local tastes."

Epstein Novelty Company is one of the pioneers in the toy charm field. Originally catering to the concessioners, it quickly sensed the enormous market in the vending machine field and established a separate department headed by an experienced vending machine man who is said to study the trend of the trade and knows what to offer. Firm reports a large volume of sales for the first half of 1937.

Venitor Machines Bring in New Ops

DETROIT, June 12.—Much new blood is being brought into the industry thru the activity of the Venitor Corporation, manufacturers of Tid-Bit Shops and other vending machines. Company's machines are proving especially attractive to experienced business men in many lines of activity who have been able to see the possibilities for successful operation in the coin machine field. As a result, they have come into the industry with fresh capital and the perspective of a general business background.

These two factors have meant, first that the new operators are able to go ahead with plans for growth without financial restrictions; and, second, that they are able to inject modern ideas of merchandising into their operations.

M. L. Joslin, manager of the Pack-It Company of America, affiliate of the Venitor Corporation, who has been away for several weeks, is expected to return to the city the end of June.

Angott Enters Vending Field

DETROIT, June 12.—Angott Coin Machine Exchange Company is turning more attention toward the operation of venders. Without in any way detracting from the amusement field, Angott feels that a well-balanced plan of operation will provide for both types of machines.

"We have been concentrating upon vending machines," he stated, "because they represent the most stable type of operation. Pin game operators, in general, are making good money, especially if they keep up to the demand of the times for new models. With the ven-

ders, we know that we will still have a good business 20 years from now."

Company recently purchased about 2,500 Stewart & McGuire machines. These are the new six-column selective gum vender and will be used on routes operated directly by Angott.

Vending Trade Opposes Bill

MADISON, Wis., June 12.—Vending machine organizations expressed opposition at a hearing on Ingram Bill No. 272-S here June 3. Michael Klein, counsel for the Milwaukee vending machine operators, and William Duckow, Milwaukee vending machine operator, said that the tax proposed for vending machines would be too high.

The bill seeks to tax vending machines from 50 cents to \$3 each, and amusement machines \$20, in addition to an occupational tax of \$50 on service operators of all types of vending machines.

Original bill licensed slot machines at \$100 each, but this was eliminated by the conservation commission, which is charged with the administration of the bill and which will use the revenue for establishing public hunting and fishing grounds.

H. R. MacKenzie, director of the conservation commission, was the only one to appear in favor of the measure.

Laster Reports Business Slump

DETROIT, June 12.—"Business is slowing up locally because of the recent steel strikes," C. Ray Laster, manager of the Penny King Company, manufacturer, said this week. Company does extensive operating in the vending field in Detroit and is in close touch with local business conditions.

Manufacturing orders for the ball gum machine made by the company continue to come in regularly, altho the volume has not taken any spectacular rise, Laster reports. A special publicity and promotion campaign will not be started until later.

Elmer Hendrickson, who is the other partner in the enterprise, is now in Syracuse, N. Y., but keeps in close touch with the business.

Detroit

DETROIT, June 12.—J. & J. Novelty Company reports that it has been selling Northwestern's new selective nut vender so fast that over 150 orders are still to be delivered. Orders are pouring into the Northwestern plant so rapidly, they maintain, that it is impossible for the firm to meet the demand.

Homer Burns, veteran operator and service man, has moved his quarters to North Emerson avenue. At present he is operating a number of nut machines and is formulating plans to expand his operations into other lines.

Robert Galen, one of the city's old-time ops, is leaving the coin machine business. Galen has been the Michigan distributor for Hansen scales for some time. Besides the large scale route, he also operated other types of machines and did considerable jobbing. Galen has sold his routes to the Lemke Coin Machine Company and other organizations.

"We are shifting more and more to the vending machine field," declared Charles H. Potter, of the Michigan Snacks Company. "We plan to have about 400 of these triple selective venders on location in our territory. In this way we will have something solid to fall back on no matter what happens in the other fields."

Plans for a national merchandising campaign are being prepared by the

Protex Corporation. Methods of national distribution have not yet been determined. Company manufactures a protective toilet seat cover which may be distributed thru vending machines in washroom locations.

Mechanical Merchandisers, Inc., has moved from its former location and is said to be establishing a new plant at an undisclosed location. Company is preparing a new machine designed to vend soft drinks. They are said to have solved the mechanical problems involved in most drink venders on the market today. A. M. Williams, inventor of the machine, is an oldtimer in the coin machine business. The enterprise is headed by T. M. Howitt, president.

O'Toole Team Is Seeking Scalps

By EUGENE O'SHEA
Manager Bally Baseball Team

All of Bally's O'Toole Indians want more scalps. Each run is a scalp for Bally. After being rained out of their first two games on schedule the O'Toole Indians have worked themselves into a frenzy. It seemed as if Bally Manufacturing Company, sponsor of Bally's O'Toole Indians, would be forced to equip its team with boots, umbrellas and canoes in order to get the season underway.

Central Pattern and Foundry, Chicago, first victim, was massacred 7-1. Paul Calamari pitched air-tight ball, while his tribesmen supported him in a flashy defensive manner.

Western Equipment, Chicago, another victim of the O'Toole Indians, fell in the same order, donating eight scalps, while retrieving only three. Casey Lenczew's pitching was a masterpiece. He also led the hit parade, with two singles and a triple in four trips to the plate. In the early innings Russell Coon, Indian right fielder, hit a bouncer to the infield. Passing first base, he slipped and fell. Western's second baseman came across to cover first and accidentally kicked Russell in the jaw, knocking him out for five minutes. This doesn't keep an O'Toole Indian down, however. Russell finished the game!

Guardian Electric, Chicago, were rather peeved when they entered the O'Toole Indians' village. In a close encounter they left six scalps and departed with five. Guardian scored three in the second inning on four hits and two errors. The Indians came right back in the last half of the second, scoring three runs on four hits and a walk. In the third a single and Coon's home run increased the lead to 5-3. The Indians added another scalp in the fourth when Dominico's double went thru for a home run. Guardian's fourth run came in the fourth on a hit and an error. In the last inning Guardian menaced the Indians by starting with a double to left center. Wenzel dropped a liner, which allowed one run to score. Bernard McShea, who had Guardian well under control up to this time, wielded his tomahawk in warlike fashion and downed the next three batters respectively. Fred Bennett, who has been taking care of the hot corner, has shown considerable speed and accuracy in handling all balls hit in his direction.



LE ROY B. STEIN, manager
Cigaret Merchandisers' Association
of New Jersey.



SPECIAL

BRAND NEW! ONE CENT
STICK GUM, PEANUT,
HERSHEY VENDORS.

Only \$2.75
Each

A. M. WALZER CO.
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Only \$7.50

A 100% PENNY SKILL
GAME that appeals to
everyone. Locations and
Penny Arcade Men, here
is a real winner. 1/3 De-
posit, Balance C. O. D.

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VICTOR VENDORS The Operator's Choice

FOR GREATER PROFITS.

Ultra Modern Design. Vends everything. Holds 5 lbs. bulk merchandise. Double Unit can be used as Singles if desired.

Write at once for details and AMAZINGLY LOW PRICES. Immediate Delivery.

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4203 Fullerton Ave., Chicago.



Third French Show Sets New Mark for Displays

English and American visitors swell exposition's attendance—bell-type machines form bulk of exhibits—displays of prize merchandise attract favorable attention

PARIS, June 7.—Third Exposition of Automatic Machines, held at the Hotel Continental here May 27, 28 and 29, was favored by ideal weather, which drew big crowds to the exposition on all three days. Rene Godin, publisher of the French trade paper, *La Revue de l'Automatique*, deserves credit for successfully promoting and handling France's third coin machine show, which in its layout and management showed considerable improvement over preceding shows staged here. While only 60 firms occupied stands at the show, several of these exhibited the products of numerous manufacturers. Bulk of the machines displayed were of the Bell Fruit type, but many new payout games from American factories were also on view. Various forms of the Rotary Merchandiser type of merchandise distributing tables were on display, but very few cranes were to be seen. French manufacturers displayed machines of the Bell Fruit type, variations of the Rotary Merchandiser and a few payout pin games.

Two new machines offering novelty were Air-Ball and Chinese Chopsticks—both skill games delivering merchandise prizes. Air-Ball, thru air jets, permits players to manipulate a celluloid ball which they must direct to track running to hole under prize they desire to win. Chopsticks game is similar idea with players manipulating ball with long rods.

As no definite checkup of the number of visitors is made, it is impossible to state how many people attended the show. As the weather was decidedly warm, the visitors did not linger in the crowded halls after looking over the exhibits, but hied to the cooler bars or salons of the hotel to discuss business. Apparently a smaller volume of actual sales were registered at the show than in preceding years, but this was largely due to the fact that many new models of American machines did not arrive in time to be shown and many prospective buyers held off signing up until they have had an opportunity to inspect these machines. Also, competition among distributors is extremely keen and the canny operators are holding off in hopes of receiving cheaper price offers.

An unusually large number of American and English visitors attended this year's show. Among the Americans present were Pat Buckley and L. V. Hodgson, of the Buckley Manufacturing Company; J. O. Bates and H. L. Baker, of the Pace Manufacturing Company; A. A. Guarnera, of the Mills Novelty Company; Harry Hoppe, of the Exhibit Supply Company, and Lambert, of New York. Louis Berni, Franco-American distributor-operator, and N. H. Hermann, recently returned from the United States, had a display of Pacific Amusement Company machines, in conjunction with

M. Faure, of the JAK firm. As usual, the British delegation was a large one. Among those at the show were Frank Mellor, publisher of *The World's Fair*; Ted Graves, promoter of the London show; Dick Scott, Al Adickes, Percy Goddard, Hymie Seener, Tony Gasparro, W. H. Willmott, Bill Green, W. Wilson, J. E. Davies, Joe Holloway, J. G. Brenner, F. S. Howard, Mark Kraft and J. Saunders. Goddard Novelty Company, London, had a display in a separate room.

Best located stand was that of the Novelty Automatic firm (Yeni & Challer) which was placed between the bar and the main entrance. This firm had a fine display of Pace, Roll-o-Top and other payout machines, as well as a Tom Mix Radio Rifle. Bates and Baker, of the Pace firm; Yeni, Challer, Ciccarrelli, of the Novelty Automatic, and a big staff of employees took care of the visitors.

Other noteworthy stands were those of the C. R. C. C., with big display of Mills machines in charge of A. A. Guarnera; the JAK firm, with fine lot of Pacific games in charge of N. H. Hermann; Bignell, with display of Jennings machines; Scott-Adickes, with various American and English machines; OFA, with striking display of several makes of American payouts; Bonzini and Soprani, with French machines of various types, and H. Derouin, with big display of French-made payout machines.

The displays of prize merchandises were attractive and, according to American visitors, the quality of the merchandise displayed was higher than similar American products. Buckley Manufacturing Company had reserved a stand, but was forced to cancel as several of its new models were delayed in transit. Buckley machines were on display at the stands of several distributors.

The banquet which closed the show was held Saturday night at the Palais d'Orsay and the attendance was nearly double that of last year, there being close to 400 diners in the large hall. Novelty Automatic firm was host to 50 operators and friends, including the majority of the Americans present. Food, wine and music at the banquet were excellent, but the vaude show staged was poor in quality.

Laughs of the Show

"Hop-Scotch" Hodgson, of the Buckley firm, developed throat trouble and the effect was startling—his voice suddenly varying from a manly bass to a squeaky falsetto.

Baker, of the Pace firm, created a near-riot after the banquet, when the Anglo-American delegations were cooling off on a back street cafe terrace, by picking up the cafe's Bell machine—stand and all—and carrying it out into the middle of the street, where he gave a demonstration of operating, which attracted a crowd of passers-by. Two cops strolled along to investigate, but diplomatically decided that nothing could be done about it, excepting to try to convey by sign language that the neighbors would like to sleep.

A few of the American delegation spoke a bit of French, but Pat Buckley claims his attempts at ordering food in French restaurants usually netted him a chunk of horse steak.

Pat Buckley discovered a singer, Florence Hoss, at Fred Payne's Club, who, he claims, would be a riot in radio. Tried to hook her on an exclusive contract for America, but she just wouldn't be convinced.



J. STANLEY GORDON, Montana Vending Machine Company, Butte, visits Western Equipment and Supply Company, Chicago, to buy Previews.

A BIG HIT FOR OPERATORS, Distributors!

For ONE CENT you now can sell fastest selling candy bars. "VARIETY" can be sold from U-SELECT-IT—not just ONE kind candy bar—but "VARIETY." U-SELECT-IT penny machines have CAPACITY—easy serviced by unlocking service door—nothing to remove—no moving parts to become out of order—BEST slug device in America. 1500 machines on locations for near 3 years a SENSATION—tested and proven. U-SELECT-IT gets the best locations and holds them.

Now you can own U-SELECT-IT—be first in your territory with a high classed machine, beautiful in appearance and built to last a life-time.

U-SELECT-IT SELLS MORE CANDY Order your sample machine today. Distributors and operators write or wire for particulars.

COAN-SLETTELAND CO., Inc.
MANUFACTURERS OF PENNY and NICKEL
U-SELECT-IT
CANDY MACHINES
MADISON, WISCONSIN



Price, \$38.00 factory Terms, cash. Order your sample today.

Annual Outing Of Atlas Force

CHICAGO, June 12.—Atlas Novelty Company held its annual outing for its personnel, friends, and their families Memorial Day at Spinner's Grove, Lake Zurich, Ill. Over 250 people attended the affair. Ideal weather conditions, combined with a full day of activity and excitement, made the outing a complete success.

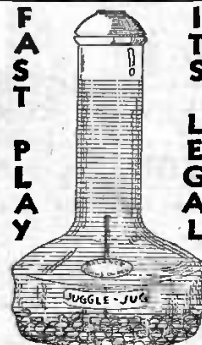
Mrs. Ginsberg, mother of Morrie and Eddie, saw to it that everyone was well fed, and from all reports her potato salad, sandwiches and other delicacies scored a hit with everyone.

From start to finish the day was carefully planned. A general get-together was held in the morning, followed by a ball game and lunch. Races and games made up the most of the afternoon program.

The entire assemblage was treated to an unexpected thrill when Ted Stoner flew his new plane over the picnic grounds, circling about five or six times and treating the crowd to a real thrill when he banked within 100 feet of the grounds.

The coin-machine industry was well represented with such prominent men as Jimmy Johnson, Ted Stoner, Clarence Gillette, Jack Sloan and two New York visitors, Mr. Katz and Mr. Silverstein. Mr. Hauser, production manager of the Guardian Electric Company, also attended. An international air was added with the arrival of Max Jude, who was here on a visit from Johannesburg, South Africa. Jude expressed himself as never having seen anything like this in his country and commented on the beneficial effect of such outings.

A sudden rainstorm which blew up about 6:30 spelled fins for the day's activities but failed to dampen the spirits of the happy picnickers as they hit the trail for home, singing their thanks to the Ginsberg brothers for the wonderful time they had had.



Patent Serial No. 126234.

A TRUE SKILL GAME equipped with Theft Proof Seal. A machine having no moving parts requiring no mechanical adjustment. A counter game that fascinates, resulting in ever increasing play. The coin travels through a viscous green fluid allowing player several seconds to attempt to place coins on peg. It has proven a real money maker with no inducement or prizes necessary to encourage play. Test machines have earned from 50c to \$2.00 per day for past four months. High play—pennies, \$21.50—Low, \$4.95 period ten days. EASY TO SERVICE. ABOUT 5 MINUTES REQUIRED.

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Cash in on the Multi-million dollar Baseball craze! Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealer's counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it.

Tickets good for valuable awards may be sold or given away. It's a FAST deal, QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 8"x12" Display Payout Scoreboard. Four Payout assortments.



No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—280 Winners
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When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.

WORTHMORE SALES PROMOTION SERVICE, Inc.
221 E. 20th Street, Dept. B619 CHICAGO, ILL.

Salesboard Dope

By C. E. DAVENPORT

Manager Peachy Novelty Company, Poplar Bluff, Mo.

The other day I chanced upon a little poem in a wine industry bulletin which rather amused me. Perhaps some of you fellows saw it, too. As poetry goes, it isn't very good, but the thought behind it is worthy of serious consideration. It's title is *The 10 Chisellers* and it reads as follows:

Ten little chisellers cutting all the time,
One out a little more and then there were nine.
Nine little chisellers feeling kinda great,
One forgot his overhead, then there were eight.
Eight little chisellers looking up to heaven,
One took a credit risk, then there were seven.
Seven little chisellers thought they couldn't mix,
One left the association, now it leaves but six.
Six little chisellers all still alive,
One out his price again, now there are five.
Five little chisellers crying for more,
One couldn't pay his bills, now we have four.
Four little chisellers all full of glee,
One forgot the patent, now we have three.
Three little chisellers didn't know what to do,
One made a lower price, now there are two.
Two little chisellers couldn't cut, by gum,
One out the other's throat, now we have one.
One little chiseler left without a penny,
He can't cut no more, so now we haven't any.

The above story is sad but true. Where will the industry end if the chiseler doesn't wake up to the error of his ways? There is only one solution to break up this nefarious practice and that is national organization of and co-operation between the operator, jobber, wholesaler and manufacturer.

I have received many comments on the idea of a national organization and believe if we keep hammering hard enough it will come into being. When that day arrives you boys out on the firing line will be able to sing with feeling that old song, *Happy Days Are Here Again*.

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100 PREAKNESS

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WANT TO BUY

100 A. B. T. TARGET SKILL

Penny Play. State price and particulars in first letter.

BOX D-83, Care The Billboard, Cincinnati, O.

Pacific Takes In Wide Variety

CHICAGO, June 12.—With the launching of De-Luxe Bell, Coronation and Rosemont, Pacific Manufacturing Corporation has stepped into the manufacture of a more complete line of coin-operated games than ever before in the history of the company, according to Paul Bennett, general sales manager.

"Today," Bennett reports, "the company is offering three varieties of play in console equipment, the bumper-type novelty equipment, the new Pamco Races bowl-type payout, the baseball game with movie reel light-up effects and the Gum Merchant for the merchandising field.

"It is quite natural to assume that such a complete line should appeal to all classes of operators. Console, payout table and bell-machine men are going on our books for De-Luxe Bell, Coronation, Rosemont and our varied payout table releases. Novelty-game operators are showing keen interest in our novelty line and the new baseball game. Meanwhile merchandising men are manifesting much enthusiasm over the Gum Merchant with its clever premium merchandise awards tied in with the sale of Pacific's Gold Bond gum.

"This program of presenting a variety of games and other types of equipment to coin-machine men," he concluded, "is a living example of the enterprising spirit of Fred C. McClellan, Pacific president, who has guided developing the company's products to a point where we are known to be a source for quality products of practically every type in the coin-machine line."



MAX JUDE, Automatic Machine Service, Johannesburg and East London, South Africa, poses with a Western Preview game on a visit to America.

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AJAX NEW BASEBALL BOARD "BIG LEAGUE"

AND A Good one, highly colored—Very Attractive, 1,000 holes—and 103 step up holes, and all punch out.

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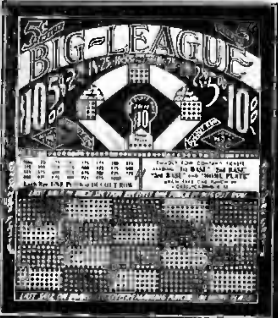
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BAT 'EM IN REPLACEMENT UNITS for All Keeney Bowlettes; Senior or Junior Sizes, \$9.50 Complete. All Games requiring crating, \$10.00 Extra.

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STAR SALES CO.
3821 Wayne Ave., Kansas City, Mo.

No Personal Checks, Please

New Bowl-Type Table by Pacific

CHICAGO, June 12.—Pacific Manufacturing Corporation comes forward with the announcement of its new one-ball bowl-type payout table, Pamco Races. Game is described as being a modern transition of the old Pamco Palooka idea with many new operating features incorporated in its construction and play.

Pamco Races is called by Paul Bennett, Pacific's general sales manager, the biggest thing in pay tables since the turn of the year. "Aside from being incased in the richest designed cabinet we have ever used to house a table game mechanism," he states, "the new seven-in-a-row seven coin chute device and other innovations are used to step up its earning power. One player can play as little as a nickel or as many as seven nickels per game, and as many as seven players may participate at one time.

"The theme of the game is built around horse racing, with win, place and show awards paying out from 2 to 30 to 1 each time. The backboard of Pamco Races is beautifully screened with lively views showing neck-and-neck horses stampeding toward the finish line. Pacific's original giant-size odds commutator of the roto-drum variety turns up the different value odds opportunities which each horse will pay when the ball becomes lodged in the corresponding hole in the race-track bowl providing the proper coin chute is engaged.

"The seven-in-a-row coin device is located at the front of the game. When

No Misnomer in Sensation Game

CHICAGO, June 12.—Sensation of 1937, Chicago Coin Corporation's new novelty game, has not proved a misnomer, say Sam Wolberg and Sam Gensberg, heads of the Chicago Coin firm.

"This five-ball bumper-spring novelty game has definitely earned the right to its name," said Wolberg. Sensation of 1937 has flashed to a new high record for quantity of games produced within a period of one week. In point of orders received the game has set a mark for one week which is believed to be an all-time record.

"Another proof of the success of our game," he continued, "is the earnings reports which have been received from operators. Constant reorders from our distributors indicate that production will continue on the game for many weeks to come."

the coin or coins are deposited a lever is used to lower the coins into the visible window below and to deposit previously played coins in the cash box. At the same time this first operation actuates the odds commutator which automatically posts up a new set of odds. Then the ball is propelled around the bowl-type race track where it comes to rest in one of the numbered holes.

Paul Bennett joins Fred McClellan in saying that Pamco Races promises to be the biggest money-producing pay table Pacific has ever produced. They base their prophecies on the results obtained in 60 test locations. "Seven-in-a-row is our best sales slogan on this new pay table," says Bennett, "for it is based on the game's ability to take in seven coins and earn as much money in several seconds as an operator could make in a much longer period of time with another type of single chute game."

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GUARANTEED A-1. TERMS: 1/3 WITH ORDER, BALANCE C. O. D.
IMMEDIATE DELIVERY.
SANTONE COIN MACHINE CO.
1524 MAIN AVENUE, SAN ANTONIO, TEX.

6 Large Assorted Pearl Colored
FISHING & HUNTING KNIVES
GIANT KNIVES
On 300-Hole 5c Board
Takes In \$15.00
Pays Out 14 PKs. 15c Cigs. \$2.10.
No. B-115. Sample \$9.25, 12 Lots, Each \$3.00
25% With Order. Balance C. O. D.
OPERATORS! Write Us for Prices on All the Latest Coin-Operated Counter Games. Our New Catalog Full of New 1-2-6c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money.
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We Are in a Buying Mood WE NEED
MILLS BLUE FRONTS (State Serial Numbers and Condition)
TICKET PAY OUTS
REGULAR PAY OUTS
We Will Pay Cash or Trade. State What You Have and What You Want. — Get On Our Mailing List.
WE HANDLE GAMES OF ALL THE LEADING MANUFACTURERS.
MERCURY AUTOMATIC SALES
135 National Road Fulton, WHEELING, W. VA.

Monarch Reports Excellent Demand

CHICAGO, June 12.—In spite of the fact that both office and shop staffs have been increased to take care of the heavy orders pouring in at the Monarch Coin Machine Company, overtime work for the organization's sales and repair divisions is the order of the day, according to Roy Bazelon, Monarch chief.

"What with the many fine releases being offered at this time by the various manufacturers and the unusual demand for both new and used equipment, we find ourselves enjoying one of the most successful seasons in our history," said Bazelon. "Especially significant of the healthy condition of operating are the many orders we are receiving for all types of equipment. Yet, in spite of the fact that games are being shipped within the shortest possible time, each reconditioned machine that leaves our warehouse is ready for immediate operation. We are shipping used games at the rate of several hundred each week.

"Our company has the reputation among operators for being the place where you can get it if no one else has it," Roy further stated.

World Series Is Pleasing Operators

CHICAGO, June 12.—There was a time not so long ago that operators hesitated to invest in the larger de luxe games, preferring a low-cost machine, but now operators have had demonstrated to their satisfaction, profit and pleasure that de luxe games are after all an excellent investment, for in the long run the little extra cost more than compensates the operator by the permanence and durability of the game.

Rock-Ola Manufacturing Corporation calls attention to the fact that operators have had most of its World Series baseball machines on the same location since right after the show early in January, and for over five months the machines have shown a steady permanent return of cash-box satisfaction.

As one operator in Ohio recently said: "Out of the 34 World Series games I put on locations the latter part of January I only had to move one machine. I don't get returns that run into box-car figures of \$200 for a week, but instead I have had a steady, dependable income from 33 out of 34 machines for about five consecutive months, and I am satisfied that most of my World Series machines will still be in the same spots several years from now."

Of course the answer to such long life is the fact that people never lose interest in baseball. It is a constant source of enjoyment to millions of Americans and therefore the interest in a permanent baseball game never diminishes.

The electric scoreboard of World Series, the immediate decision by the umpire on balls and strikes, the constant shifting by the outfielders, plus the fact that it is up to the batter to outsmart the pitcher and drive out singles, doubles, triples and home runs, maintains a permanent interest in the play which operators have found profitable.

Bradshaw's Business Is Big in Colorado

CHICAGO, June 12.—Gibson Bradshaw, president of the Bradshaw & Griffin Company, Denver, recently spent a few days in Chicago and while at the Rock-Ola plant expressed keen delight over the splendid business conditions he and his partner are enjoying thru Colorado.

Bradshaw said: "We have had a nice steady business with Rock-Ola phonographs for over a year and sales of phonographs have not only been exceedingly good, but operators have enabled us to show a substantial increase over each preceding month since last February. The biggest increase, however, has been in the Tom Mix Radio Rifles. Recently a noted Colorado banker insisted upon becoming a rifle operator and purchased a large number of them. He has since doubled his original purchase. "There is a distinct advantage in dealing with a local distributor when an operator considers the service he can secure if there was no other consideration, and there are many other advan-

tages, of course. Since the first day we started in business in Denver as an exclusive distributor we have made it a point to develop a keen interest in the welfare of all local operators. They have always been our very first consideration and we have actually lost some sales in advising operators of certain conditions for their own good, but time has proved that our personal interest and attitude have been an asset, for we frankly feel that the Colorado operators are for us 100 per cent, and the value of their friendship is the finest thing of all in our business."

Bradshaw returned to Denver after placing a substantial order for Rock-Ola's Rock-o-Balls, Tom Mix Radio Rifles and the Rock-Ola Rhythm Master and Imperial 20 phonographs.

Epcro Branches Report Orders

DETROIT, June 12.—The only three week has elapsed since the introduction of the new Electrical Products devices, Epcro Bell Lock and Chereton Electro-Timer, the response from the coin machine industry has been overwhelming, reports A. B. Chereton, head of the Electrical Products Company.

"Our branch offices in New York and Chicago are flooded with orders from distributors, jobbers and operators for both the lock and the timer," Chereton relates, "and our plant here is working overtime to supply the demand. Short tests by manufacturers have proved that the timer is everything we claim for it and indications are that eventually all of the games will be equipped with the device. Operators have quickly realized the value of the Epcro Bell Lock for their equipment and have ordered in amazing quantities."




ROL-A-TOP BELL
The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.
Built in 3 Models, Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

RAPID-FIRE PROFITS
With
HARLICH'S ONE SHOT BULL'S EYE BOARDS
Hit the profit ball every time with these 5 Master Profit-makers! The one-shot feature adds the play and keeps player's interest at high pitch every minute. Will play off in as little as 30 minutes. Made in 250, 320, 400, 600 and 1,000 hole sizes. Write today for details or order a sample assortment now!
HARLICH MFG. CO., 1401-1417 W. Jackson Blvd., CHICAGO, ILL.



ANOTHER MONEY MAKER
You can't afford to be without this
BASE BALL BOARD
1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.
Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax
GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.



JAR-O-WISKY
A NEW 5c JAR DEAL THAT HITS IN ALL PLACES WHERE LIQUOR IS SOLD.
Trade Stimulator Extraordinary for Liquor Stores, Taverns, Night Clubs, Hotel Bars. In fact any place where liquor is sold or dispensed.
Takes in \$50.00. 5c PLAY Pays out \$32.00.
Profit \$18.00 Plus Merchandise Profit.
IT'S NEW — ATTRACTIVE — EXCITING AND A COMPLETE SELL OUT ALWAYS.
Sample \$5.95. — Lots of Five \$5.45 Each.
Ten or Over \$4.95 Each. — Rush Your Order Today.
PEACHY NOVELTY MFG. CO.
DEPT. BJ POPLAR BLUFF, MO.



TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

GARDNER'S NEW CIGARETTE BOARD

CHOICE OF 9 PAYOUTS PAYING
16-30-34-36-40 OR 74
PACKAGES OF CIGARETTES

Choice of 1c a Punch; 1c a Punch Half Free; 2c a Punch; 2c a Punch Half Free

1000 MTB—(Hit the Ball)
TAKE IN: 1,000 Holes @ 1c...\$10.00
PAYOUT: 40 Pkgs. @ 15c..... 6.00
PROFIT 4.00
PRICE \$1.90 PLUS 10% U. S. TAX

WRITE FOR LITERATURE—STATE BUSINESS

GARDNER & CO.
2309 Archer Ave., Chicago, Ill.

A Square Deal To All

WE HAVE THE FOLLOWING RECONDITIONED MACHINES, READY TO OPERATE.

Bally Fairground	\$110.00	Western Race Mult.	\$12.50	Pancho Ballot	\$15.00
Bally Carom	52.50	Hit America	72.50	Grand Slam	10.00
Bally Rover	75.00	Derby Day Clock	62.50	Post Time	67.50
Bally Preakness	72.50	High Card Clock	60.00	Western Grand Prize ..	55.00
Bally Belmont	22.50	Speed King Clock	60.00	Gottlieb Spot Lite	60.00
Bally Natural	20.00	Gottlieb Sport Parade ..	45.00	Hi De Ho	52.50
Bally Multiple	20.00	Stoner Broadway Angel ..	40.00	Lite A Pair	52.50
Bally Snappy	32.50	Western Beat "Em"	75.00	Flicker	25.50
Bally Peerless	16.50	Western Top "Em"	37.50	Bump A Lite	60.00
Bally Hi-Lite	17.50	Western Policy	35.00	Tycoon	15.00
Bally Jumbo	10.00	Queen Mary	20.00	Diamond Mine	15.00
Sunshine Baseball	20.00	Western Center Smash ..	35.00	One Strike	17.50
Saratoga	19.50	Skill Roll	20.00	Ten Strike	50.00
				Pancho Chase	12.50

NOVELTY GAMES.

Happy Days	\$11.00	Mad Cap	\$ 7.50
Home Run	25.00	Score Board	27.50
Bally Booster	30.00	Fire Cracker	25.00
Hold "Em"	11.00	Short Sox	9.00

VEECH SCALE CO., Decatur, Ill.

Superior

"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

Write, Operator! Write For Superior's SCOOPS

Learn How To Make Big Money Giving Away Automobiles.

FREE FOR ALL

ALL THE WINNERS PUNCH FREE. DEFINITE PAYOUT \$5 CAPITAL AWARD.

Here's a fast-moving 1,000 Hole Superior Number with the additional incentive of prizes for the winners. Cash in on this one. Thin board, low cost to operators. Board Takes In 887 Sales @ 5c.\$48.95
Pays Out

NOVELTY GAMES

Bumpers, \$27.50; Ricochets, \$27.50; Home Runs, \$27.50; Hi Ways, \$27.50; Three Stars, \$20.00; Roll Overs, \$20.00; Daval Baseball, \$27.50.

SEEBURG RAY-O-LITE GUNS, \$150.00. BALLY ROLLS, \$50.00.

Exhibit Chuckalette, \$100.00; 10 Mills Mystery Blue Fronts, G. A., \$47.50; Single Jack Pot Watlings, \$15.00; 4 Electro Hoist Diggers, \$25.00.

Write for jobber's price on Novelty and Automatic Payout Pin Games.

One-third deposit, balance C. O. D.

AUTOMATIC SALES COMPANY
191 SECOND AVE., N. NASHVILLE, TENNESSEE
GET ON OUR MAILING LIST FOR BARGAINS

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and occasional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75. Deposit required on all orders.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and tubing coils is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied, the roll counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

THE 50 DENNIES
THE ACCURATE COIN COUNTER COMPANY
PITTSBURGH, PA.

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sixes. Write for Big Lot Prices.

Accurate Coin Counter Co.,
Patton, Pennsylvania

New Vending Firm Formed by Coin Men

DETROIT, June 12.—New Way Cigaret Service is being organized by Fred Farris and Harry J. White, who are also the owners of Business Boosters, amusement and music machine operating firm.

The new firm will specialize in Mills cigarette venders, using the new model six-stack machine. Since each machine has a double vender, it has a higher stock capacity than other models and is highly favored by Farris as a result. The new aluminum front is an especially attractive style for modernistic locations.

"This is as perfect a slug-proof machine as there is," Farris said. "This is important in a machine selling valuable merchandise. Besides, it is a good-looking machine."

The same company is also acting as distributors of the Carlo Box Game, which is starting to go well in Michigan. This will be independently jobbed by the company.

Farris is the business manager of the organization, handling the bulk of office routine. White likes to get on the inside of the machines and see how they operate and make the minor adjustments required from time to time.

Air Derby Uses Aviation Theme

CHICAGO, June 12.—"At the time that millions of Americans thrill to the exploits of the world's foremost aviatrix on her hop around the equator they and many more thrill to the marvelous exciting play on Western Equipment and Supply Company's latest moviegraph action bumper-spring pay table, Air Derby," according to Hugh Burras, Western's sales manager.

"Prior to the beginning of the round-the-world trip, Air Derby had already established enviable location records," said Burras, "and with interest in flying at its present high peak, the game has been reported as smashing all amusement game earnings marks."

"Air Derby is a one-shot bumper-spring game, possessing several exclusive Western features, outstanding among them the giant moviegraph action backboard. Backboard portrays a squadron of racing planes in flight toward the finish line. The flight in moviegraph action is controlled by highly improved bumper springs on a most unusual and colorful playing field. Another attractive feature of the game is the odds which change each game for first, second and third-place winners and which are clearly indicated in highly visible characters on the backboard. These odds range from 2 to 40 for each game. Play on the game is not only thrilling but swift, in keeping with the theme. Upon the insertion of a coin odds for each place light up. Planes are entered in the race and become eligible for awards when the ball strikes a bumper spring numbered to correspond with the number of the plane in the race. On the playing field is a strategically placed bumper spring which, when contacted, enters all eight planes in the race, thus making a winner for the player almost a certainty.

"Also in production at the humming

OPERATORS
Clean up with this proven Winner!

GOLD MINE

Take In

LAST CALL

Summer Special

on sale early next week!

If you haven't sent your advertising copy instructions, rush them AIRMAIL SPECIAL DELIVERY TODAY or WIRE to repeat previous advertisement.

Dave Robbins in Chi

CHICAGO, June 14.—Dave Robbins, of D. Robbins & Company, Brooklyn, will be in Chicago all this week. Dave is on another of his periodical visits to get first-hand information about the new Stoner games. While in Chicago, Dave will stay at the Sherman Hotel.

DALLAS EXPO

(Continued from page 3)

shows are making strong bids for family trade with 40-cent gates and free tables. Two nudes were outstanding in the Road to Rio, artists and models' class and Museum de Art, live reproductions of famous art nudes. Paris Peggy's Museum, a bathing-suit scene, grabbed the gate in the Bowery.

Vaude Unit Popular

Leading the outdoor stage shows were the Oukmansky ballet and show in Road to Rio with Jack Crawford's Band; Joaquin Garay, Latin singer; Roth and Shay, comedians; Patricia Marr, acrobatic dancer; Renee Villon, peacock dancer; June Brooks, ballerina; Zingo, Hollywood horse, and Carmen Marin. This show is made impressive with a gigantic set, rich costumes and zestful music. Rosita Royce's dove dances and ice-skating stars featured the Black Forest show. Revival of Gay 90s in the Bowery stars Freckles Ray, Beef Trust chorus and other acts.

Outstanding exhibit to date is the display from Tulane University School of Middle American Research, transplanted into the Hall of State, the \$1,250,000 structure which the exposition gained control of only a few hours before opening. Theater of Magnolia Petroleum Company has been unable to accommodate crowds for its Major Bowes vaudeville unit. Humble Oil and Refining Company exhibit had heavy attendance. Threats of the Mexican Government's withdrawal from the expo were countermanded when Humble revised diorama scenes which had found objectionable. Many exhibits are still being readied and Pan-American Palace was unable to open, as many foreign exhibits are held up in customs. It is to open this week.

Prof. Albert Einstein threw a switch in Princeton, N. J., Saturday night for telegraphic lighting of grounds during ceremonies in which Senator Tom Connally, Gov. James Alford and foreign consular officials participated. Opening day began with a downtown parade, unlocking of the gold front gate lock and noon ceremony at Hall of State.

PHILLY CAFES

(Continued from page 3)

the sale of liquor to minors. Coroner's cutback made the front pages Wednesday at an inquest into the death of an elderly man from injuries received during a beating at the hands of several minors who had been drinking at taprooms.

Business at the niteries is taking a terrific brodie. A retrenchment policy has set in, bands and entertainers have been cut to the bone.

Few spots will be able to brave the summer. Where a bigger and better policy was bragged about last month, this day finds closings the natural order of things.

But for once entertainers and musicians find it unnecessary to share the burden with the owners. Seashore spots and mountain resorts are making greater demands for talent.

KLZ, KVOR

(Continued from page 5)

Colorado. Streamlined train, the City of Denver, has been chartered for the first leg of the good-will tour from Chicago to Denver. Gov. Teller Ammons and James A. Marsh, head of the Colorado Courtesy Patrol, will go to Chicago to welcome the men. Group leaves for Denver June 19.

The good-will trip is for the purpose of promoting Colorado as a national market and to celebrate the completion of an extensive building program at KLZ and KVOR. Party will arrive in Denver Sunday morning.

Advertising executives making the good-will tour will be Herbert V. Akerberg, New York; C. J. Baker, Detroit; F. A. Berend, Pontiac, Mich.; Osborne B. Bond, Baltimore; B. B. Brewer, Kansas

Record 8-Month Contract

NEW YORK, June 12.—Rainbow Room welcome mat will be out eight months at Radio City Rainbow Room for Mary Raye and Mario Naldi. The team's opening performance, June 8, clicked to the tune of a contract which stipulates a six-week engagement now, a return August 22 for another six weeks, and a 20-week consecutive run during the winter. It's a record booking for dance teams in this spot.

Hill Succeeds Brother

NEW YORK, June 12.—T. Harry Howard Hill, brother of my late departed Gus Hill, wish to inform *The Billboard's* many readers that I will carry on in his place and am ready to perform at any worthy charity and swing his own clubs just as he swung them and as he taught me years ago, with a boxing glove on one hand. If I made a mistake he would give me a gentle tap on the beazer. My brother, William, and I thank all kind friends who assisted us in my brother Gus's burial."

City; L. T. Bush, New York; N. J. Cavanagh, Chicago; W. J. Davis, Detroit; Herschel Deutsch, New York; Ted Enns, Milwaukee; E. A. Fellers, Chicago; Elmer Froehlich, Detroit; Gene Froehner, Chicago; Carl Georgi Jr., Detroit; Max Hacker, New York; Frank Hakewill, Chicago; H. E. Hendrick, New York; Maxwell R. Hott, Monticello, Ill.; H. H. Hudson, Chicago; H. L. Hulsebush, Chicago; George Johnston, Detroit; R. D. Marvin; Chicago; John F. Mayer, New York; Paul C. McCormick, Cleveland; George McGivern, Chicago; Robert McNeil, New York; R. Metzger, Chicago; George Pearson, Chicago; R. J. Potts, Kansas City; E. S. Pratt, New York; N. H. Pumpham, Chicago; Allen Russell, Kansas City; John R. Sarles, Minneapolis; Ray G. Simmons, Cleveland; C. P. Simpson, Pontiac, Mich.; Sol Taishoff, Washington; G. L. Trimble, New York; F. C. Weber, St. Louis; Harry Walsh, New York; Ralph Bateman, Detroit; Morris Beck, New York; Fred Bell, Atlanta; George Brett, New York; Lowell Jackson, Chicago; Eugene Katz, New York, and S. L. Katz, Chicago.

802 MUSICIANS

(Continued from page 5)

trooping into the theater before 1 p.m. to take advantage of the 20-cent admission price armed with sandwiches. The show broke, after five continuous performances, at 4 a.m. Sunday, the entire demonstration being marked by lack of friction between the theater management, musicians and the police, the latter being there in force. According to Ray Conner, Palace manager, the receipts topped the previous Saturday's by \$160.

Dave Freed, musicians' union spokesman, stated Monday that the new strategy would be continued, no definite date being set for the next "sit-in" because the technique must have an element of surprise.

Cost of the affair for the musicians' was about \$200. Senator J. Henry Walters and Major Leslie E. Thompson, of Radio-Keith-Orpheum, were on hand during the event, with Thompson later taking a plane to make the Radio-Keith-Orpheum convention on the Coast.

2,000 GO DAFFY

(Continued from page 5)

of swing which, if not bringing in any sponsor dough, has at least garnered the chain plenty of publicity.


A Duke Ellington group wildly played *Frolic Sam* in the finest explosive style of Ellington; the Goodman Quartet jived in *Nagasaki*, with Krupa pacing Hampton to an exciting performance; Kress and McDonough picked *Chicken in the Swing* on two hot guitars, and Les Lieber sent the gators with an amazing rendition of *Nobody's Sweetheart* Now on a tiny fife. The Raymond Scott Quintet is a new contribution to hot jazz, having created a style as distinctive as Chicago or New Orleans. "Manhattan" is an apt term to describe their high-pitched, pulsating, dissonant approach to music. Dave Harris' hot sax runs made their playing of *Powerhouse* a memorable experience. Stephane Grappelly's hot club quintet, shortwaved from Paris, was disappointing because of poor reception. Grappelly's jazz, unlike American, is based on strings rather than brasses and reeds. Played *Djangology* and *Limehouse Blues*.

Session wound up with Manny Klein, energetic young trumpeter, leading a small group from the Swing Club Band in a jam of *Three Little Words*.

Burns' Home-Town Date

LITTLE ROCK, Ark., June 12.—Bob Burns accepted an invitation to return to his native State June 25 for the formal opening of the new Bob Burns Theater at Van Buren, the town in which he made his first stage appearance when a

'World's Champ' → THE PHENOMENAL SELLER



No. D245—The publicity given to the "World's Heavyweight Fight" makes people boxing-conscious. Capitalize on it. Let the "World's Champ" deal make more money for you. It's new, a lot of fun and profitable. Prizes every time. 100% Legal. Sells fast in any location. 70 prizes with 50c surprise prize with last number.

BRINGS IN \$7 COSTS YOU \$3.50

SELL TO DEALER FOR \$5.25 YOU \$3.50

No. D185—Trading Post, similar to above. Consists of 130 prizes with \$1 prize for last number. Brings in \$12.00. Sell to dealer for \$8.50 to \$9.50. Costs you \$0.60.

No. S266—Nerfley Dog 2c pull-board assortment. The wonder money maker. Brings in \$3.80. Consists of 200 hole pull-out card, display board and 18 Scotty Dog novelties. Sell to dealer for \$2.55. Costs you only \$1.58.

SPORS CO., 6-37 Erie St., LeCenter, Minn.

CLOSE-OUT PRICES—BRAND NEW MACHINES

PAYOUT MACHINES.		NOVELTY TABLES.	
BELMONT CHALLENGERS	\$ 89.50	FIRECRACKERS	\$49.50
HIALEAHS	59.50	STREAKLINES	12.00
ROUNDUPS	42.50	BLUE RIBBONS	15.00
PEERLESS	49.50	CRUSADERS	32.50
RAY'S TRACKS	32.50	All the Above Tables Are in Original Cartons.	

AUTOMATIC AMUSEMENT COMPANY, 1304 Throckmorton, Ft. Worth, Tex.

boy. The world premiere of Bob's picture, *Mountain Music*, will be shown in connection with his appearance there.

A. C. Plenty Tight On Liquor Licenses

ATLANTIC CITY, June 12.—On heels of the recommendations of Atlantic City Licensed Beverage Association that the license total be cut this year, City Hall announced that the 240 limit now set will stay. At present there are more than 240, but if any licenses become delinquent they will be voided. At least 240 licenses now operating have signified intentions of continuing, licenses coming due July 1, which leaves no openings for newcomers, it is pointed out. The ACLBA is keeping an eye out for anything that looks like an out-of-town outfit, announcing that Atlantic City, so far as the night club field is concerned, is tighter than a drum.

Following a fight last year, the ACLBA got its way and the two piers, Garden and Steeplechase, which had liquor licenses, will not be granted them this year. In other words, the no liquor on the boardwalk ordinance is being strictly enforced. Cafes opening from the Boardwalk must have bars 150 feet back from the Wooden Way.

All night clubs of the city got a play from the American Medical Convention, Dan Stebbin's Babette Club making the most original ballyhoo to land the medics—all announcements and advertising being in the form of doctors' prescriptions.

Philly Tax Continued

PHILADELPHIA, June 12.—Amusement taxes will continue here, altho the State amusement tax expires July 21. In an effort to fill depleted coffers city council approved an ordinance which provides an amusement tax on each 25-cent admission paid to theaters, parks, arenas, athletic contests, roof gardens, night clubs and all similar spots. In supplanting the State tax, city estimates a \$5,000,000 yearly return on the measure.

N'Orleans Exchange Union

NEW ORLEANS, June 12.—About 130 bookers and allied tradesmen have filed an application for an International Alliance of Theatrical Stage Employees charter. Organizers state that their next efforts will be directed at Atlanta and Charlotte.

Cartier-Colahan Agency

NEW YORK, June 12.—Catherine Cartier and Daé Colahan have opened an agency here to sell literary works suitable for stage and screen to producers. The new agents will represent both authors and publishing houses in the trade.

Bank Night Still Maybe

LINCOLN, Neb., June 14.—Bank Night is still hanging fire in Nebraska. Attorney-General Hunter filed a demand with the Supreme Court this week for a temporary injunction against the Omaha Motion Picture Exhibitors' Association to stop giveaways in Omaha until the Supreme Court can review the recent Beatrice lottery decision at the fall term.

BLOOD PRESSURE

COIN MACHINES, original patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Ave., New York City.

Write for Low Prices

ON PEANUT AND BALL GUM MACHINES.
Also Table Size Venders.
Self-Serv Mfg. Co.
8. Broad and Wicakman Sts., PALMYRA, N. J.

26 GENUINE EXHIBIT

ROTARY MER-CHAN-TERS, \$110.00**

Latest Model, with Escalators, Guaranteed A-1, 1/3 Deposit. Immediate Shipment.

United Amusement Co., 808 McCullough, San Antonio, Tex.

New Wichita Spot; Name Band Policy

WICHITA, Kan., June 12.—Blue Moon, newest dance spot in suburban Wichita, opened last night with Ace Brigode and his Virginians leading the name band policy. Table accommodations for more than 1,200.

Ray Fleming, who built place, announces exclusive MCA contract. New Kaliko Kat, dine and dance spot south of the city, is under management of Joe Prothro. Floor shows and small bands will be policy.

Penny Bill Puts Board in Control

HARRISBURG, Pa., June 12.—Issuance of beer licenses to Pennsylvania niteries will hereafter be handled by the Liquor Control Board, instead of local county treasurers, according to provisions of the McGinnis Beer Bill, which has passed both Houses of the General Assembly.

A companion bill also gives the board authority to revoke both beer and liquor licenses.

Beloit, Wis., Club Burned

BELOIT, Wis., June 12.—Fire destroyed the Stork Club, seven miles north of here, June 7 with damage estimated at \$5,000, partially covered by insurance. Spot was owned by William Goldsworthy, Janesville, Wis., and operated by Bennie Anderson, Beloit. Melvin Vall, manager; his wife, and son, Jack, 9, escaped from the blazing building when wakened by barking dogs.

The Tighter the Better

CHICAGO, June 12.—The Spa, cocktail lounge here, is staging amateur nights on Tuesdays. Everyone is eligible, only requisition being that the customers be slightly tight when participating.

WE COVER THE EAST

with the FINEST GAMES in the INDUSTRY

CHICAGO COIN SENSATION of 1937
A REALLY DIFFERENT BUMPER GAME!

PADDOCK
1 SHOT HORSE RACE

Ask About—**JIFFY TESTER**

—EVANS—
GALLOPING DOMINOS
BANG TAILS
ROLETTO, Jr.

WRITE FOR PRICES

—GENCO—
HOME STRETCH
AUTO DERBY
THE BIG #15 BALL NOVELTY GAMES

BIG PROFIT MAKERS

—COTTLIER—
FOTO-FINISH
ELECTRIC SCORE BOARD
(5-Ball Ticket Game)

Repair with—**JIFFY TESTER**

—PACIFIC—
MYSTIC
NEW 5 BALL NOVELTY TABLE
MAZUMA
DE LUXE BELLS
DE LUXE ROSEMONT
DE LUXE CORONATION

BETTER GAMES...

—SHYVER'S—
DYNAMITE
The Game with
BACKBONE, BRAIN & SOUL

FOR BETTER PROFITS

—WESTERN—
PREVIEW
WINNER
FAST TRACK
BIG ROLL

IMMEDIATE DELIVERIES

GEORGE PONSER COMPANY
1140 BROADWAY, NEW YORK
(Tel.: Ashland 4-3915)
11-15 EAST RUNYON ST.
NEWARK, N. J. (Blgelow 3-6272)
900 NORTH FRANKLIN
PHILADELPHIA (MARKet 2656)
1435 BEDFORD AVE.
BKLYN, N. Y. (MAIn 2-1297)

ROUTES
(Continue from page 35)

Ricton's Show: Hixon, Tenn., 14-16; Sale Creek 17-18; Spring City 21-23; Decatur 24-26.

REPertoire

Baxter-Leonard Players: Floyd, Va., 14-19.
Billroy's Comedians, Billy Wehler's: Bellows Falls, Vt., 16; Rutland 17; Springfield 18; Newport, N. H., 19; Lebanon 21; Windsor, Vt., 22.
Brown, Harry, Dramatic Co.: Rice Lake, Wis., 14-19.
Ginnivan, Frank, Dramatic Co.: Coldwater, Mich., 14-19.
Ginnivan, Norma, Dramatic Co.: Butler, Ind., 14-19.
Morgan, Hila, Show: Anamosa, Ia., 14-19.
Hatcher Players: Adel, Ia., 17.
Original Floating Theater: Smithfield, Va., 14-19.
Toby's Players: Oswego, Kan., 14-19.

CIRCUS AND WILD WEST

Barnes, Al G.-Sells-Floto: Butte, Mont., 15; Dillon 16; Idaho Falls, Ida., 17; Twin Falls 18; Pocatello 19; Salt Lake City, Utah, 21; Logan 22; Park City 23; Evanston, Wyo., 24; Ogden, Utah, 25; Provo 26; Price 27.
Beas-Barnes, Fulaski, N. Y., 17.
Cote Bros.: New Bedford, Mass., 15; Lowell 16; Keene, N. H., 17; Montpelier, Vt., 18; Burlington 19; Montreal, Que., Can., 21-22; Ottawa, Ont., 23; Kingston 24; Belleville 25; Hamilton 26.
Consolidated: Clinton, Minn., 17; Hancock 18; Barabuck 19; Ossaki 21; Brownville 22; Henning 23; Sebeka 24; Akeley 25; Walker 26.
Fort Peck Rodeo Co.: Bowling Green, Mo., 15-21.
Haag Bros.: Hoopston, Ill., 15; Kankakee 16; Vandalia, Ind., 17; North Judson 18; Kewanee 19; Plymouth 21.
Hagenbeck-Wallace: La Fayette, Ind., 15; Decatur, Ill., 16; St. Louis, Mo., 17-20.
Hall's Animal: Fairbanks, Ia., 15; Tripoli 16; Sumner 17; Hawkeye 18; Waucoma 19.
Hinkle's, Mill, Rodeo: Flint, Mich., 14-20.
Howe Bros.: Valley City, N. D., 17; Fargo 18; Hillsboro 19.
Hoxie, Jack: Cumberland, Md., 15; Frostburg 16.
Mix, Tom: Waterville, Me., 15; Skowhegan 16; Rumford 17; Berlin, N. H., 18; St. Johnsbury, Vt., 19; Rutland 21.
Polack Bros.: Marshalltown, Ia., 14-26.
Ringling Bros. and Barnum & Bailey: Stamford, Conn., 15; New Haven 16; Hartford 17; Providence, R. I., 18; Pittsburg, Mass., 19; Manchester, N. H., 21; Lewiston, Me., 22; Bangor 23; Portland 24; Worcester, Mass., 25; Springfield 26.
Seal Bros.: Dyersville, Ia., 15; Manchester Tiger Bill's Wild West: Mecosta, Mich., 17.
Vanderburg Bros.: Coon Valley, Wis., 17; West Salem 18.
W. F. A.: Elmhurst, L. I., N. Y., 15-19.
16; Independence 17; Waverly 18; Charles City 19; Osage 21; Cresco 22; Decatur 23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: Perry, Okla.
Atlas: Fairmount, Ill.
American United: Missoula, Mont.
American Expo.: Marion, Ind.; South Bend 21-26.
Anderson-Strader: Newton, Kan.; Emporia 21-26.
Arena: Grove City, Pa.; Culmerville 21-26.

FAIRLY-MARTONE SHOWS

WANTS for

Long List of Fairs, Starting Week June 26 at Aberdeen, S. D.

SHOWS AND CONCESSIONS

Can place two high-class Shows and will furnish complete outfit for same. WANT Riders for Motordrome. Ada Myers can place Performers and Musicians for Minstrel Show. WANT to hear from legitimate Concessions ONLY. FAIR SECRETARIES and CELEBRATION COMMITTEES, we have a few Open Dates in Middle West and South, following the Spencer, Ia., Fair, week of September 13. Address all mail, week June 14, Ft. Dodge, Ia.; week June 21, Sioux Falls, S. D. (down-town location); week June 26, Aberdeen, S. D. (Fair).

GRUBERG'S WORLD'S EXPOSITION SHOWS

Want Midget Entertainers for beautifully framed Midget Show. Long season; salary paid out of office. Wanted—Freaks for Circus Side Show. Salary paid weekly out of office. Wanted—Manager for complete, beautifully framed Wax Show. Must be a real showman with Wax Show experience, sober and must know how to keep show in good shape. Wire MAX GRUBERG, Kingston, N. Y., this week; Gloversville, N. Y., next week.

Bach, O. J.: Rutland, Vt.
Barfield's Cosmopolitan: La Follette, Tenn.
Barker: Dixon, Ill.
Barkot Bros.: Midland, Mich.
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Bazinet, Wm., & Sons: Nashauk, Minn.; Chisholm 21-26.
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Bee, F. H.: Winchester, Ky.
Bremer: Cloquet, Minn.
Blue Ribbon: Newcastle, Ind.
Blue Light: Isle of Palms, S. O.
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Blumenthal's Attrs.: Russellton, Pa.
Bremer, O. J., Attrs.: Cloquet, Minn.; Virginia 21-26.
Broadway Shows of Amer.: Dunbar, W. Va.; Grantsville 21-26.
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Conlins: Winterset, Mo.; Can.; Estevan, Sask., 21-22; Moon, Jew 23-26.
Corey Greater: Houtzdale, Pa.; Paint Bro 21-26.
Cote's Wolverine: Midland, Mich.
Crowley United: Omaha, Neb., 14-20.
Crystal Expo.: Winston-Salem, N. C.; E. Radford, Va., 21-26.
Cumberland Valley: Coal Creek Tenn.
Cunningham Expo.: Bellare, O.
Curl Greater: Jackson, O.; Greenfield 21-26.
Dick's Paramount: Natick, Mass.
Dixie Belle: Worthington, Ind.
Dixie Model: Johnson, Pa.
Dixie Expo.: Columbia, Tenn.
Douglas Greater: South Bend, Wash.; Hoquiam 21-26.
Dudley, D. S.: Wheeler, Tex.
Dyer's Greater: Bradford, Ill.
Edwards, J. R.: Defiance, O.; North Baltimore 21-26.
Ellman: Friendship, Wis.
Eddy Bros.: (Front & Nedro sts.) Philadelphia, Pa.
Evangeline: Miami, Okla.
F. & M. Am. Co.: Phillipsburg, Pa.
Fairly-Martone: Ft. Dodge, Ia.; Sioux Falls, S. D., 21-26.
Gibbs, W. A.: Council Grove, Kan.
Gold Medal: Chicago Heights, Ill.
Golden State: (Stampede) Gilroy, Calif., 15-20; Menlo Park 22-27.
Golden Valley: Louisville, Miss.
Gooding Greater No. 1: Butler, Pa.
Gooding Greater No. 2: Dennison, O.
Gooding No. 4: Harrison, O.
Gooding Greater: Bellare, O., 15-25.
Goodman Wonder: Ft. Wayne, Ind., 14-17; (Fair) Grand Forks, N. D., 21-26.
Graham: Rolfe, Ia.
Great Olympic: Dundee, Ill.
Great Superior: Elders, Ill.
Greater American: Newton, Ia.
Greater Expo.: Hammond, Ind.
Greater United: Enid, Okla.; Tulsa 21-30.
Groves: Greenfield, Ind.
Gruber's World's Expo.: Kingston, N. Y.; Gloversville 21-26.
Hams: San Angelo, Tex., 18-26.
Happy Attrs.: Byesville, O.
Happy Days: Russellville, Ky.; Guthrie 21-26.
Happyland: Monroe, Mich.; (St. Jean & Vernor) Detroit 21-29.
Harris: Shelbyville, Ind.

(See ROUTES on page 94)

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18c Each

15 Inches High, 12 to Carton (No Less Sold).

The Most Clever Doll Creation This Season! Finished in Highly Lacquer, Bright Colors.

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THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

WANT

Exclusive Cookhouse, Scales, Lead Gallery, Merchandise, Wheels, Motordrome, O. V. Carly wants Musicians for White Band. Bona fide fairs until November. **HAPPY DAYS SHOWS, INC.**, Russellville, Ky., this week; Guthrie, Ky., next week; then Carbondale, Ill., Fair.

WANT

First-Class Electroian and Legitimate Concession Agents.

AL C. HANSEN SHOWS
Dewitt, Ia., this week.

WANTED

Ferris Wheel and Merry-Go-Round for American Legion Street Fair around the square July 4 to 10. Seven days and nights of real play. Address **GOMMITTEE, P. O. Box 144, Bloomfield, Ind.**

MAJESTIC SHOWBOAT WANTS

Dramatic People with specialties, also Piano Player doubling stage. No booze. Salary sure. Board and room furnished on boat. Starts all in first week's engagement. Experienced Whip Man and Second Wheel Man wire. **BARFIELD'S COSMOPOLITAN SHOWS, LaFollette, Tenn., this week.**

Paintsville, Ky., Home Coming

And July 4th Celebration.

JUNE 28 TO JULY 6—EIGHT DAYS.

WANT Chairgoats and Leg-top-Piano Grind Shows and Motor Drome. Also legitimate Grind Show Concessions, especially Flat Pond, Fitch-Till-Whin and Photo Studio. Sensational Free Act. Several weeks' engagement. Experienced Whip Man and Second Wheel Man wire. **BARFIELD'S COSMOPOLITAN SHOWS, LaFollette, Tenn., this week.**

Boy, Oh, Boy—Red-Hot Sellers—and How!!!!
Cartoon Books 10 diff. 18 Pages \$4.25 a 100.
COMIC SPICY SAND CARDS 30c doz., **MAR FORS** 35c doz., **Shimmies** 25c doz., **Rubber** Gaves 35c doz., **"HUMP"** Silk Panties \$1.25 doz., **Love Dogs** 90c doz., **HOT DIPLOMAS** 20c doz., etc. Send 10c for Catalogue or \$1.00 for 20 diff. want samples. Or rush order from above list. Inc. Deposit. **T. R. PAYNE, 25 Cardinal Place, B. New York.**

ANNOUNCING OUR NEWEST WALK-THRU, EDWARD & WALLY

FEATURING Abdication—Coronation and Wedding For Carnivals, Parks and Fairs, the Money-Getting Hit of the Season.

First show up did \$62.10 in afternoon. Adults, children, and especially young lovers flocked to the show in droves at ten cents admission. Our photo men have just returned from the coronation bringing the greatest and most beautiful scenes we have ever gazed upon, all variegated and in beautiful colors, green, blue, brown, red, etc.

Show consists of 24 Viewing Boxes with pictures on colored glass, 12 panels, 12 panels of different great scenes, three banners and full directions for framing on front as low as 10 feet and 24 feet deep. Two people easily can run the show. The great coronation parade, coronation, etc. Ed and Wally's Love and Marriage are the real high spots of the show. This show at once becomes the talk of the midway. Great show on carnivals and parks, and will clean up July 4th and on the fairs. Show complete as above.

ONLY \$100.00. Wire or mail \$25.00 deposit and show will go out at once, remainder collect. Weight, 50 lbs. Information free on this and our new Nudist Show.

CHAS. T. BUELL & CO., Box 306, Newark, O.

18 LATEST MOEEL HIGH SERIAL BALLY

RAY'S TRACKS, \$129

One-Third Deposit, Immediate Shipment, Guaranteed Satisfactory or Money Back. UNITED AMUSEMENT CO. 908 McCullough, San Antonio, Tex.

SMITH'S GREATER ATLANTIC SHOWS WANTS

Top salary to an experienced, sober and reliable Eli Wheel Foreman. Concessions of all kind open except Bingo and Cook House. Will book any Ride not conflicting with Merry-Go-Round, Wheel and Chairplane. Very good opening for any Flat Ride or Kiddie Rides. Have several outfits that I will turn over to showmen with ability, or will book Shows with their own outfits. WANT TO BUY Human Roulette and Ocean Wave. Our July 4th spot will be very big. Fair Secretaries and others desiring a nice, clean Show, we invite inspection, and to communicate with our Agent, MR. E. B. ROYER. Regardless we are getting along very nicely. Front Royal, Va., this week, then as per route.

K. F. (BROWNIE) SMITH, Owner.

WANTED

Acts and Capable People for new Side Show. Address inquiries J. F. MURPHY, care GOODING GREATER SHOWS, Bellaire, Ohio, this week; Ellwood City, Pa., next week.

WANT WANT WANT

For No. 2 Unit: Octopus, Loop-o-Plane, Loop-the-Loop and U-Drive Cars, Legitimate Concessions, Ride Help. Address this week: KAUS UNITED SHOWS, Unit No. 2, Aurora, North Carolina.

WANTED

Merry-Go-Round and Wheel Foreman: come on: \$15 per week. Shows with or without outfits. All Concessions open.

KING'S UNITED SHOWS Lovington, Ill.

STEAM TABLE MAN

and three Waiters come on. Work shifts here.

GEORGE WELCH

GETLIN & WILSON SHOWS, Bradford, Pa.

FRISK GREATER SHOWS

WANT for 12 fairs, starting July 8 at Fergus Falls, also long string of celebrations. Good Shows except Girl and Adult Clean Concessions, no racket. Ride Help that can drive acims, new trucks. Good Mechanic, Staples, Minn., this week. Case taken at the 21st then Cookhouse Monster 4th Celebration on streets three days.

WANTED FOR BIG 4th JULY

Celebration, Autwerp, O., on the streets; Concessions and Shows of all kinds except cats and Corn Game. Have Bingo. Everything else come on. Have 5 Rides booked. Wire or come on. THE GREAT WHITE WAY SHOWS, 1414 Maumee Ave., Ft. Wayne, Ind.

JULY 4th CELEBRATION

June 28 to July 3, Hartford, Ky. WANT to buy, buy, buy, Chairplane, Independence Shows, Legitimate Concessions, Want Banner Man. Must have your own car. J. HARRY BIE ATTRACTIONS, Jeffersonville, Ind., this week.

End your correspondence to advertisers by mentioning The Billboard.

DIVORCES (Continued from page 32) musician with Ted Jennings' Orchestra, in Macon, Ga., June 3.

Circus Labor Front Remains Unchanged

NEW YORK, June 14.—The circus labor front remained unchanged last week as the American Federation of Actors cleaned up details on the Ringling-Barnum Show, now operating under a closed-shop agreement, and AFA organizers canvassed members of the Hagenbeck-Wallace Circus as it played thru the East.

Ralph Whitehead, executive secretary of the AFA, announced on Thursday that the Ringling-Barnum situation was practically completed and that from now on his activities will be directed to other circuses, with the Hagenbeck-Wallace Show as the second individual objective. George W. Smith and John McClusky, organizers, spent most of last week on that show, but Whitehead had no statement to make concerning their success in lining up members to date. There is a possibility that organizing proceedings on the H-W contingent will be postponed temporarily in view of the fact that the newly organized show is experiencing the usual difficulties and handicaps always present when a circus first takes to the road. It is quite possible that the AFA will suspend its drive on that show until such time as Howard Y. Barry, the operator, and his associates have the personnel and mechanical difficulties ironed out.

Governor Approves State Operation of Ringling Museum

TALLAHASSEE, Fla., June 12.—Governor Cone this week approved State operation of the \$14,000,000 John and Mabel Ringling Museum of Art at Sarasota.

His signature made law of a legislative act enabling the State to accept late John Ringling's bequest of the museum and his residence near by. Details of the will must be cleared up before the State can take over the property. Ringling's will set up a fund for operating and extending the museum under State control.

PHILADELPHIA — Decoration Day week-end brought record crowds to the zoo, more than 12,000 being clocked. On moving day in the reptile house giant tortoises, six big iguanas and four crocodiles quit winter quarters for the outdoor residence 50 feet away. Largest tortoise is Goliath, a 265-pounder from the Aldabra Islands. Cranes were brought out in the open and peacocks have been turned loose to strut. Josephine, the elephant, is brought out saddled to take children for rides around the park.

WANTED

First-class Side Show for American Exposition Shows to join South Bend, Ind., next week. Long circuit of Fairs starting July. Address inquiries

F. E. GOODING, Gen. Mgr. Box 386, Columbus, O.

SPERONI SHOWS WANT

Cookhouse. Guarantee eighty dollars in tickets; privilege fifty. Agents for Eric Diggers, Dart Gallery and Blower, Mix-Up Foreman, capable Ride Help, Concessions of all kinds, Picture Gallery. Traynor wire. Oregon, Ill., this week.

WORLD OF FUN SHOWS

WANTS Cookhouse. All tickets. Place long Gallery. Strong Game, Pitch-to-Win, or any Legitimate Concessions. Good proposition to Flat Ride and Kiddie Ride. Ride Help. Playing card fields of West Virginia. Address this week Anawit, West Virginia.

MODEL SHOWS, INC.

WANT Loop-o-Plane Foreman, Help on other rides. Also experienced Waiter for Cookhouse. Wire fronton, O., this week.



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SEND FOR YOUR COPY TODAY. Our new 1937 Catalog just off the press contains thousands of new items—Novelties, Concession Goods, Specialties, Salesboards, Premiums, Imported and Domestic Merchandise—at exceptionally Low Prices. One day service. Don't fail to send for your Free Copy Today. BADGER NOVELTY COMPANY 2546 N. 30th St., MILWAUKEE, WIS.

FREAKS AND WORKING ACTS WANTED FOR RUBIN & CHERRY SHOWS

CAN PLACE Outstanding Freaks, also Good Mechanical Man; must be sober and reliable. Good opportunity for Tattooed Man, GLASS BLOWER, Fast Mind-Reading Act capable to read. Can use capable Man to make Openings; must have Side Show experience. TOM ROGERS, wire me at once. Long season's work. Money sure. Wire or write TOM HASSON, Milwaukee, Wis., June 14 to 20.

EVANGELINE SHOW WANTS

FOR NOWATA, THE BIGGEST 3d AND 4th CELEBRATION IN OKLAHOMA. Colored Musicians and Performers for Minstrel. Work on percentage, guarantee from office. Place Glee Show, Octopus Show, Crime Show, Unborn Show, Half and Half and good Single Attraction with or without tent. Rides: Merry-Go-Round, Drive Your Own Car, Loop-o-Plane, Octopus. Must have own transportation. Legitimate Concessions, all open; no exclusive sold except Corn Game and Cookhouse and Grab. Want Agents for Cane Rack, Knife Rack, Bumper, Blower, Clothespins, Country Store. Pop Harrington wire or come on. Address Miami, Okla., week of June 14th; Vinita, Okla., week of June 21st; Nowata, Okla., week of June 28th to July 5th.

REYNOLDS & WELLS UNITED SHOWS

Wanted for Portage, Wis., Fourth of July Celebration and others to follow. Most widely advertised celebration in Wisconsin, put on by Fire Department. Non-conflicting high-class Grind and Bally Shows with own transportation. Concessions of all kinds; must work for stock. People joining at Berlin given preference. Fair Committees and Celebration Committeemen desiring a High-Class Show with new equipment, get in touch with us. Sycamore, Ill., this week; Berlin, Wis., to follow.

LOCKHAVEN, PA., WEEK JUNE 21st

Want Girls with talent for Paradise Review. Send Photos, which will be returned. Salary out of office. Will book Fun House, Penny Arcade, Grind Show with or without own equipment. Talkers wanted for several attractions. Whitey Fehely, wire Nappy. Want legitimate Ten-Cent Concessions. Want experienced Workmen in all departments. Address, this week, Bradford, Pa.

GETLIN & WILSON SHOWS, INC.

WANT SHOWS OF ALL KINDS

Must have something worth while. Good proposition for Side Show. Can use Grind Store and Wheel Agents. This show has two Fourth and Fifteen Fairs already booked. Wire

T. J. TIDWELL SHOWS

Ada, Okla., this week; Oklahoma City, Okla., Reno and Western Sts., June 21 to 26.

WEST BROS. AMUSEMENT CO.

Concessions that work for stock. Bert Boydston wants Grind Store Agents, also Ball Game Agent. Scenic Artist, come on; can use you. Ride Help, come on. Will book any money-getting Show. Want Fan Dancer and Hula Dancer for Girl Show. Devils Lake, N. D., week June 14; Grafton, N. D., 21 to 23; Rolla, N. D., 24 to 26; Bismarck, N. D., week June 28.

MAJESTIC SHOWS WANT

for balance of season: Loop-o-Plane, Single or Double Ferris Wheel, Tilt-a-Whirl and Kiddie Rides. Shows with or without outfits. Will frame any money-getting show. Want two high-class Free Acts. Long season of 14 Fairs. Want Organized Minstrel Show with Band. Salary sure, out of office. Delbert Payne answer. Can use Six or Seven-Place White Band. Page's Family Band answer. All Concessions open except Cookhouse and Bingo. Will Book Diggers, Floss, Ball Games, Fish Pond, Custard or any Wheel or Grind Concession. This week Ann Arbor, Mich. All address, R. C. McHENDRIX.

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BY POPULAR DEMAND "TRACK MEET"



EXHIBIT'S 5 BALL NOVELTY TABLE

Here it is—absolutely NEW and DIFFERENT from anything on the market. Not just a re-hash, but a game full of play compelling features including, MIRRO-METAL playing field—third dimension light-up effects—NEW back board action—NEW changing odds—NEW bumper springs with flashing lights—NEW positive foto-light scoring—NEW automatic multiple kicker action—NEW player appeal—NEW last ball suspense—NEW from top to bottom.

EXHIBIT knows how to make winners—EXHIBIT gave you Lightning, Golden Gate, Drop Kick, Rebound, etc., etc. "TRACK MEET" brings back those happy days—and how!

Order today—be the first with the finest. You know Exhibit Games always stay longer on location—Track Meet will be making money for you for months to come.

Operators demand it from your Jobber. Jobbers demand it from your Distributor. Distributors write us today.

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NEW AND DIFFERENT MONEY MAKING FEATURES

FEATHER TOUCH BUMPER ACTION



So positive that ball need only brush against bumper to register score.

NEW MIRRO METAL PLAYING FIELD SMOOTH AS GLASS

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AND WORTH MORE

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GELLMAN BROS.
119 North Fourth Street
MINNEAPOLIS MINNESOTA

ROUTES

(Continued from page 92)

- Hartsack Bros. Am. Co.: Keithsburg, Ill.
- Heller's Acme: Haverstraw, N. Y.; Gloversville 21-26.
- Herc's Attrs.: (S. 6th st. & Okla. ave.) Milwaukee, Wis., 14-20.
- Hennies Bros.: Fond du Lac, Wis.
- Heth, L. J.: Richmond, Ind.
- Hilderbrand's United: Kelson, Wash.; Olympia 21-26.
- Hodge, Al G.: Gary, Ind.
- Hoffner Am. Co.: Tiskilwa, Ill., 16-23.
- Honest Bert: Sheffield, Ill.
- Howard Bros.: Beaver Falls, Pa.
- Hughes Bros.: Rossville, Ill.; Gilman 21-26.
- Hurt, Bob: Edgewood, Tex., 17-19.
- Hyde, Eric B.: Louisville, Ky., 14-26.
- Hyde Park: Walters, Okla.
- Imperial: Chicago Heights, Ill.
- Jones, Johnny J., Expp.: E. Liverpool, O.
- Joyland: Muskegon, Mich.
- K. C. Am. Co.: Galva, Ill.
- Kaus United No. 2: Aurora, N. O.
- Keystone: Clymer, Pa.
- King's United: Lovington, Ill.
- Landis, J. L.: Arkansas City, Kan.; Coffeyville 21-26.
- Lagasse Am. Co.: Arlington, Mass.
- Lang, Dee, Famous: Brainerd, Minn.; Barnesville 21-23; Ada 24-26.
- Large & Lane: Marks, Miss.
- Lewis, Fred: North Adams, Mass.
- Lawrence, Sam: Harrisburg, Pa.
- Liberty National: Munfordville, Ky.; Brownsville 21-26.
- M. B. Am. Co.: Elvins, Mo.
- McClellan: Decatur, Ill.
- McGregor, Donald: East Dubuque, Ill.
- McKee Am. Co.: Florence, Kan.
- McMahon: Grand Island, Neb.; Columbus 21-26.
- Majestic: Ann Arbor, Mich.
- Marks: Philadelphia, Pa., 14-26.
- Marshfield Attrs.: Cannelton, Ind.; Jasper 21-26.
- Martin & Rocco: Elmhurst, Ill.
- Middleton, Karl: Mt. Morris, N. Y.
- Midwest: Fort Pierre, S. D., 14-18; (Fair) Hazlewood, N. D., 17-19; Bismarck 21-23; (Fair) Zap 25-26.
- Miller Amusements: Mayfield, Ky.
- Miller Bros.: De Kalb, Ill.
- Mingr Model: Bridgeport, Pa.; Ambler 21-26.
- Mitch, Iron, O. 9.
- Modernistic: Athens, O.; Steubenville 21-26.
- Murray's Midway: Columbus, O.
- Nail, C. W.: Crossett, Ark.

WANTED FOR BIG FOURTH CELEBRATION

and others to follow: Long Range Gallery, Clothspin Pitch, Hoop-La, Pop Corn, Candy Apples, Groceries, Bowling Alley, Glass Store, Bingo, Frozen Custard. All fifteen dollars. Also Wanted Experienced Merry-Go-Round Man. We own our own rides. Wire all answers LEM JOY, Norwich, Conn., this week.

KAUS SHOWS CAN PLACE Octopus Ferris Wheel (to make twin wheels), No. 5 Ell, Loop-the-Loop and Kiddie Aeroplane. Also Minstrel Show and Shows that don't conflict with what we have. Legitimate Concessions. Ride Help in all departments. O. F. Mack wants Monkey Show Help with some experience. Bessie Traylor wants Side Show Acts, also Mindreading Act. Address this week, Naugatuck, Conn.

WANTED

Ferris Wheel and Chairplains or any other ride. Opening next week, June 21, at Xenon, Pa. suburban town of Philadelphia. Thousands people to draw from. American Legion Celebration. **EXHIBIT PRODUCING CO., JOHN KEELER,** 4713 Chester Ave., Philadelphia, Pa.

WANTED

For Greenville Home-Coming and July 4 Celebration on streets, July 1 to 5, and other celebrations to follow. Free Acts, High Ladder Acts, High Pole Acts. Must be high and sensational. Address all wires to **W. C. WADE SHOWS,** 289 Elmhurst, Detroit, Mich.

CIRCUS SIDE SHOW

Our complete catalogue is now ready. It contains all the fast-selling **SILK MAGIC, PUZZLES, etc.** Send 10c for 4c or 5c for assortment of samples. **NOW READY** NO! Not a 1,000 item NO. In pocket form 80c doz. **MERRY WIDOW HANKY,** large SILK Panties with **CARTOON PICTURES** printed on 'em \$1.25 doz. **RUBBER GLOVE JOKE** 35c doz. **HOPE CHEST** \$1.85 doz. Samples of above, 4 50c. **MAGNETRIX NOV. CORP.,** 138 Park Row, NEW YORK.

INTERMEDIATE GIVE-A-WAY CANDY

SUPREME CONFECTIONS. This attractive package is packed with High Grade Candy, guaranteed to stand up in all weather. Assorted Color Cellophane wrapped. Packed 100 to Carton.

\$3.50 per Carton; 500 Pkgs. \$17.50; 1,000 Pkgs. \$35.00
25% Deposit With Order, Balance C. O. D.
SEND FOR ILLUSTRATED CATALOG.

MARVEL CANDY CO., Inc. 101-103 Wooster St., N. Y. C.

MODERNISTIC SHOWS, INC.

WANT FOR THE BIGGEST FOURTH OF JULY CELEBRATION IN NEW YORK STATE, AND ALSO FOR FAIRS AND CELEBRATIONS TO NOVEMBER 8, IN NEW YORK, PENNSYLVANIA, VIRGINIA, CAROLINAS AND GEORGIA. FLORIDA FOR WINTER.

Diggers and Frozen Custard, Kiddie Ride and any other not conflicting with Merry-Go-Round, Ferris Wheel, Whip, Caterpillar and Chairplane. **CAN PLACE** Shows, with or without own outfit. Legitimate Concessions of all kinds, \$25.00. Fair Secretaries and Celebration Committees get in touch with us. Athens, O., this week; Steubenville next, where the Steel Mills are working—no strikes.

R. C. McCARTER, General Manager; **W. R. (RED) HIOKS,** General Agent.

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GET THE 'LOW DOWN,'
OR LOWEST PRICES

Hundreds of "Up to the Minute" Merchandise Values — Lamps, Clocks, Blankets, Radios, Chromeware, Plaster, China, Canes, Slum and Novelties.

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 LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
 Slum of Every Description. No Catalogue.

W. A. GIBBS SHOWS

WANT Shows not conflicting with what we have, also Concessions. WANT Agents for Grand Shows, 50/50 proposition. Playing two best 4th Stores in Southeast Kansas. Fairs start August 1. All booked until second week in October. Exclusive on all. See us for space at all Fairs. **W. A. GIBBS**, Council Grove, Kan.
 P. S. — CAN USE Colored Performers.

F. & M. SHOWS

WANT Photo, String Game, Long-Range Cigarette Gallery, Bowling Alley, Wheels that work for stock or what have you? Shows, percentage reasonable. Ferris Wheel, Chairplane, Kiddie Ride Help. Charlie Seltzer wire. Write or wire **F. L. FAUST**, Mt. Phillips, Pa., this week.

WANTED

RIDES AND CONCESSIONS FOR JULY 3-5, 1937 Anniversary and July 4th Celebration. **AMERICAN LEGION.**
W. E. FARNUM, Concessions Committee, Athol, Mass.

TILLEY SHOWS WANT

Snake Show Manager who understands large Snakes. Have complete Show. Address **TILLEY SHOWS**, Highwood, Ill., This Week.

ATLAS SHOWS

WANTED Clean Cook House. Guarantee privilege in tickets; Diggers, Pitch-To-Win, Seales, Cork Gallery, Hoop-La, Dart, String Game, Bumper, Ride Help, Merry-Go-Round Foreman. Shows: Pit Show with own outfit and transportation. Tilt-A-Whirl and Loop-o-Plane. Address **LOUIS DE ROSSIGNOL**, Fairmount, Ill., June 14 to 20.

NOW BOOKING

Shows, Concessions and can use two more Kid Rides for American Legion Street Fair on the courthouse square in Bloomfield, Ind., July 4 to 10. Seven days and nights of real play. Deposit required on all bookings. Address **COMMITTEE**, P. O. Box 144, Bloomfield, Ind.

RIDES or CARNIVAL

WANTED FOR WEEK OF JULY 5
 A Good Spot.
LIONS CLUB, Sellersburg, Ind.

WANTED

FERRIS WHEEL AND MERRY-GO-ROUND at Iowa City, Ia., July 5th.
 Advise terms. **P. R. KEY**.

CAMPBELL'S UNITED SHOWS

WANT Ferris Wheel, Loop-o-Plane and Kiddie Rides. Legitimate Concessions, Bingo, Fish Pond, Custard, Cook House, organized Minstrel Show, Benbow wire. Have complete new outfit for Girl Show. Sound Truck. Fine show or Ride that don't conflict. Cherokee Hammond get in touch with us. Will play Tobacco Markets, North and South Carolina. Address **H. W. CAMPBELL**, Greenville, S. O.

DIYER'S GREATER SHOWS

Want any Show with own equipment and transportation, 25 per cent. All open. Have new show outfit. Will furnish. Prefer capable, sober Athletic Crew. Joe Kirk wire quick, 80-40 basis. Want not-conflicting Rides, must be in good condition. We play real Fourth spot, plenty celebrations, followed by eight Mississippi fairs. Address **Bradford**, Ill.

WOLF SHOWS

Want Cookhouse and all Legitimate Concessions, also Shows with their own paraphernalia. Ferris Wheel Foreman and Help wanted, also Electrician. All mail to Hutchinson, Minn., this week, and Madison, Minn., week of June 21. Fair secretaries, we have a few open weeks during July, August and September.

New England: Holyoke, Mass. O'Brien Greater: Lawrence, Mass.; Peabody 21-26.
 Orange State: Abingdon, Va.; Honaker 21-26.
 Pa.: J. J. Ulrichsville, Co. Pan-American: Spring Valley, Ill. Patrick: Pomeroy, Wash. Pearson: Petersburg, Va. Peerless: Sslern, W. Va. Polite & Kenosian: Port Huron, Mich. Ray's Amusement Co.: Clarissa, Minn., 18-19. Reading United: Burkesville, Ky.; Cave City 21-26.
 Regal United: Bee, Neb. Royal Palm: Sturgis, Ky.; Vincennes, Ind., 21-26.
 Royal American: Cedar Rapids, Ia., 15-24. Rubin & Cherry Expo.: Milwaukee, Wis., Appleton 21-26.
 Santa Fe Expo.: Tooele, Utah. Sheesley Midway: Grand Rapids, Mich. Shugar, Dr.: Idabel, Okla. Siebrand's Shows: Fort Benton, Mont., 18-19. Silver State: Elings, Mont.; Shelby 21-26. Sims Greater: Lachute, Que., Can. Six, J. Harry: Jeffersonville, Ind.; Hardinsburg, Ky., 21-26.
 Skerbeck Am. Co.: Park Falls, Wis., 14-20; Rhinelander 21-27. Smith Greater: Iola: Front Royal, Va. Sol's Liberty: Manitowoc, Wis., 14-20. Sparks, J. F.: Newark, O. Spencer & Clark Expo.: Cheswick, Pa.; East Palestine, O., 21-26.
 Spencer, C. L.: Winchester, Ind. Speroni, P. J.: Oregon, Ill. Stanley Bros.: Barrer, Vt.; Burlington 21-26. State Fair: Cheyenne, Wyo. Strates: Oneonta, N. Y. Sunset Am. Co.: Ft. Madison, Ia.; Oskaloosa 21-30.
 Sutton: Jacksonville, Ill. Swisher, R. C.: Arma, Kan. Texas Lancers: Fort Arthur, Tex.; Beaumont 21-26. Texas Pan-American: Graham, Tex.; Ranger 21-26. Thomas, Dug: Ozark, Mo. Tidwell, T. J.: Ada, Okla.; Oklahoma City 21-26.
 Tilley: Highwood, Ill. Tinsley: Kannapolis, N. C. Toffel, Johnny: De Kalb, Ill. Tohill, C. H.: Medina, N. Y. Tri-State: Ferndale, Mich. Valley: Brownwood, Tex., 21-26. Wallace Bros.: La Porte, Ind.; Goshen 21-26. Ward, John R.: Princeton, Ind.; Bicknell 21-26. West, M. R.: Sturgis, Mich.; Garrett, Ind., 21-26. West Bros.: Am. Co.: Devils Lake, N. D. West Coast Am. Co.: Weed, Calif., 14-20; Bend, Ore., 22-27. West Coast: Walla Walla, Wash.; Ellensburg 21-26. West, W. E.: Motorized: Holton, Kan. West's World's Wonder: Tarentum, Pa.; Sharpsburg 21-26. Weydt Am. Co.: Wisconsin Rapids, Wis., 15-20. White City: Die Slum, Wash. Winters: Expo.: New Brighton, Pa. Wolf: Hutchinson, Minn.; Madison 21-26. Wonder State: Williams, Okla.; Rock Island 21-26. Works: Siler City N. C., 14-19. World of Mills: Massena, N. Y. Zeiger, C. F.: United: Jerome, Ida. Zimdars Greater: La Fayette, Ind.; Ft. Wayne 21-26.

Additional Routes
 (Received too late for classification)
 Bell Show: Sardis, Ga., 14-19. Bishop Tent Show: Berlin, Pa., 14-19. Brown Family Rides: Guyton, Ga., 14-19. Coo's Comedians: Berlin, Md., 19. Craig Show: Glenwood, N. Y., 14-19. Daniel, Magician: Alpena, Mich., 14-19. Delmar, Hypnotist, Escape: (El Ray) Manteca, Calif., 17-19. Gessey Bros.: Show: Spring Creek, Pa., 14-19. Light Hawk Remedy Co.: Mark, Ill., 14-19. McVally Variety Show: Hartford, N. Y., 14-19. Marine & Firestone: San Angelo, Tex., 15-23. Miller, Al H.: Show: Banning, Ga., 14-19. Princess Edna Show: Big Lake, Tex., 14-19. Silvers Fun Show: Vinton, Ia., 14-19. Texas Rose's Lone Star Ranchers: Liberty, Tex. Wilson Amusement Shows: Forrest, Ill., 14,19.

CALCUTT'S

CLOSEOUTS

Joe Calcutt personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

3 5c Bally Re- Each
llance \$18.00
2 Daval Auto-
punch 12.50
1 Hold & Draw 3.00
1 High Stakes 5.95
2 Double Deak. 7.00
2 APT Sport-
land 4.95
12 Pool '21' . . . 4.00

Mills 5c Play
Skyscraper Bell
\$47.50

Mills 5c Blue Front Mystery
Vender or Bell, with or without
Gold Award, state which wanted,
\$69.50 Each. With Milco Checks,
\$75.00 Extra

159,000 USED PHONOGRAPH
RECORDS.
OUR SELECTION — NO TWO
ALIKE. PACKED 100 TO PACK-
AGE, 100 for \$3.00. Certified re-
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ONLY 12 LEFT
Mills Black and Silver
DANCE MASTERS
Equipped with 5c, 10c
and 25c Slots.
Order NOW Only
\$79.50 Ea.

Mills 5c Silent
J. P. FOK
\$27.50

JOE CALCUTT'S BARGAIN SHEET

1-BALL AUTOMATICS

Bally Trafros, 5 balls
 Jennings Sportsman,
 10 balls
 Match Play, 2 balls

\$3.95
 Each

Mills Equity
 Bally Jumbo
 Gottlieb Electro
 Balle Bally
 Daily Limit
 Keeney Mammoth
 Mills Double Header
 Rockola Alamo
 Bally Sky High, 5
 balls

\$7.95
 Each

SLOT BARGAINS Each

2 Brand New Wasting
 Roll-A-Top Mystery
 Gold Award Bells,
 1 each 10-25c. . . \$49.50
 1 Brand new Wasting
 10c Treasury Bell. 39.50
 1 Brand new Jennings
 25c Chief Mystery
 Bell with Prosper-
 ity Award. 77.50
 1 Used Mills 10c War
 Eagle Jackpot Side
 Vender, Mys. Pay-
 out. 59.50
 8 Mills 10 Sky Ven-
 ders. 27.50
 9 Mills 5c Sky Bells,
 5 Mills 1c Reg. & V.
 31.50
 14 Mills to Blue Front
 Mystery Gold en
 Venders. 49.50
 2 Jennings 5c Double
 Jackpot Victoria
 Venders. 22.50
 8 Mills 5c QT Bells
 and Venders
 (Latest Model). . . 52.50
 3 Mills 5c QT Bells
 or Venders. . . . 44.75
 2 Mills 1c QT Bells
 or Venders. . . . 37.50
 1 Mills 5c War Eagle
 Mystery Side Ven.
 59.50
 1 Mills 10c War
 Eagle Bell, Regu-
 lar payout. . . . 45.00
 6 Mills 5c Yellow
 Front Escalator
 Wins Gold Award
 Bells. 49.50
 4 Mills 25c Blue
 Front Mys. Golden
 Bell or Vender. . . 69.50

NOVELTY PIN GAMES

Battle
 Panama
 Hop Scotch
 Hi Hand
 Jimmy Valen-
 tine
 Jennings
 Stratosphere
 Mills Neighbors
 Rockola Totale
 Rockola Big
 Game
 Rockola Bomber
 Rockalla
 Shyers Round
 'N Round
 Sure Shot
 Score A Lite
 Zip Zoom
 Buckley Double
 Nugot
 Daval Excel
 Home Stretch

Any
 8 GAMES
\$21.00
 (One kind
 or assorted)

Any
 8 GAMES
\$27.50
 (One kind
 or assorted)

A.B.T. Archers
 A.B.T. Autodarts
 Patent Bolo
 Budget
 Cracker Jack
 Country Club
 Chocolate Drop
 Exhibit Ticket
 Games
 Gusher
 Hold 'Em
 Pamco Broad-
 way
 Short Sox
 System
 Scrimmage
 Short Wave
 Scotty
 Thriller
 Western Hi Lite

BARGAINS IN PACES RACES - WIRE

BRAND NEW

PHONOLOGRAPH

NEW 1937
MODEL POOL
TABLE
\$237.50

WRITE, WIRE,
 PHONE.

if you desire further information, write for
 circular and complete details.

Each \$1.00

THE VENDING MACHINE CO.
 205-15 FRANKLIN ST. FAYETTEVILLE, N.C.
 Terms - Full cash with order or one-third Post Office or
 Express money order deposit We shipping C.O.D. for balance due

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AUTO DERBY

ANOTHER PAIR OF PROFIT TWINS!

THE SEASON'S TWO BIG NOVELTY HITS featuring- GIANT NEW TYPE BACK BOARDS with LIVELY NEW LITE-UP ACTION - BUMPER SPRINGS! CHANGING ODDS! DOUBLE AWARDS! TRIPLE AWARDS! STYLED BY GENCO FOR THRILLING ACTION and SIZZLING PROFITS!



IMMEDIATE DELIVERY!
\$74.50 TAX PAID
GENCO, Inc.
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McCALL NOVELTY CO.

MCCALL'S RECONDITIONED MACHINE CLOSEOUTS

BUMPER TYPE GAMES.	Five & Ten \$ 3.00	De Luxe "4B" \$ 7.50
Skipper \$52.50	Genco Baseball 17.50	Majestic 17.50
Bally Booster 35.00	Happy Oays 5.00	
Wizard 17.50	Spot Lite 3.00	
David Baseball, Reg. 35.00	Head Light, Free 8.50	
Double Action 17.50	Head Play 10.00	
Live Wire 3.00	Rapid Transit 8.00	
	Swing Time 3.00	
	Short Sox 3.00	
	Scrimmage 3.00	
NOVELTY PIN GAMES.		
Ball Fan 3.00		
Carvalade 2.75		
Country Club 4.75		
Double Nugget 3.00		
	AUTOMATICS	
	Cocoanuts \$ 7.50	
	COUNTER GAMES.	
	Daval Races \$ 4.50	
	Happy Oays 4.00	
	I. O. U. 5.00	
	King Six 4.75	
	Puritan Wheels 5.00	
	Wagon Wheels 5.00	
	MISCELLANEOUS.	
	Role-Score \$65.00	
	Jennings Electro Vendor Type 17.50	
	Slots 17.50	

2230 PINE ST. ST. LOUIS, MO.

AFM CONCLAVE
 (Continued from page 3)
 eration administration is vigorously opposed.
 It is expected that all incumbent officers will seek re-election. The only one who will be definitely opposed is Harry J. Brenton, treasurer. Harry Steeper, of Jersey City, is already a candidate for that office. The so-called "progressive and militant" group, which quietly organized the last three months, will attempt to elect at least two or three adherents to the executive board. It claims the board needs the vigor of younger men.

CLEARANCE SALE USED AUTOMATICS.

1 Pace Races, No. 2824, Se Play. \$149.25	1 Western High P'kts. . . \$ 7.25
1 Pamco Royal Races . . . 79.25	1 Cocomnuts 7.25
1 Bump A Lite 78.25	1 Mammoth 7.25
1 Spot Lite. 78.25	1 Lib. Bell. 5.25
2 Speed King 77.25	1 King Fish 5.25
2 High Cards 77.25	1 Western Shell 4.75
1 Sweet "21" 69.25	1 Red Arrow 4.25
1 Daily Prizes 62.25	1 Rola Bass. 49.25
1 Turf Champ 49.25	5 Pamco Star Spec. 27.25
3 Center Smash 39.25	3 Hi-De-Do 22.25
1 Bally Snap 39.25	1 Rugby 9.25
1 Pamco Ball 34.25	2 Bolo 6.25
1 Western Daily Races 32.25	1 Jennings Chocolate Drop 5.75
5 Flying High 32.25	1 Jungle Hunt 4.75
5 Western Top 'Em 29.25	1 Signal Sr. 4.75
1 Combination 29.25	1 Squadron 4.25
1 Exhibit Giant Movie Bank 27.25	1 Leader 3.75
1 Railroad 27.25	1 Jimmy Valentina. 3.75
1 Bally Natural 24.25	1 Bal. Line 3.75
1 Harmony Bell 22.25	1 Wing Lite 3.75
1 Bally Healeah 19.25	1 Roll a Way 3.25
1 Alamo 19.25	1 Mills Cannon Fire 3.25
1 Velvet 18.25	1 Blue Streak 3.25
1 Broker's Tip 18.25	1 Scramo 3.25
1 Pamco Leather Neck 17.25	1 Turn Table 2.75
1 Grand Siam 16.25	4 Criss Cross A Lite 2.75
1 Big Richard 14.25	1 Grid Iron 2.75
1 Broker's Score 14.25	2 Score A 2.75
1 Rainbow 14.25	1 Drop Kick 2.75
1 Bally Bonus 12.25	9 Rebound 2.75
4 Bally Jumbo 12.25	1 Safety Zone 2.75
3 Top Row 8.25	1 Jack Rabbit 2.45
1 Dragon 8.25	1 Skyway 2.45
2 Gold Award 7.25	1 Lightning 2.45

TERMS: Full cash with order under \$10. One-third deposit with order, balance O. O. D.

CAPITOL COIN MACHINE EXCHANGE
 20 South Main St. CONCORD, N. H.

Holtz, Morgan for Chez Paree
 NEW YORK, June 12.—Lou Holtz and Helen Morgan will share headline position at the Chez Paree, Chicago, on the new show opening July 2. Booking by the William Morris Agency, which has also tentatively set Georgie Tapps, Rosemary Dering and Estelle and LeRoy for the show. Morris office also set Irene Beasley at Surfside Club, Atlantic Beach; Nar Blakstone at Club 18 here, and Marjorie Gainsworth, Four Vespers and Enrica and Novello, Versailles here.

Wildwood, N. J., Spot Opens
 WILDWOOD, N. J., June 12. — Jake Diamond unshutters his Martinque Cafe June 25 for the summer. Emseeing by Allen Kearney and Danny Montgomery, with Olga Regio, Happy Thompson and Eleanor Powell rounding out the floor show. Bob Kay back on the band stand.

Versatile Emsees
 CHICAGO, June 12.—A local booking agency issued a call for an unusual emcee this week. The fellow wanted for the job had to be able to speak a fluent Yiddish and perform the rituals at a Jewish wedding, among other things. Four local emsees answered the call and were ready to fill all duties.

ATTENTION! GRAB THESE BARGAINS

1 Mills Post Time, F. S. \$97.50	9 Pamco Saratogas, Cash Pay Out. \$24.50
3 Bally Breakers, Cash Pay Out. . . 72.50	5 Bally Multiples, Cash Pay Out. . . 19.50
8 Cottlieb Derby Days, Ticket with Clock 67.50	5 Pamco Chases, Cash Pay Out. . . 16.50
2 Pamco Royal Races, Cash Pay Out. . . 69.50	3 Pamco Red Sails, Cash Pay Out. . . 17.50
4 Bally Derbys, Clean 25.00	12 Bally Jumbos, Cash Pay Out. . . 12.50
2 Cottlieb Derby Days, C. Pay Out . . 40.00	2 Paces Races, No. 2906, No. 3310, Cash Payout, 20 to 1. . . 199.50
1 Cottlieb Hit Parade, C. Pay Out . . 40.00	1 Paces Races, No. 1704, Cash Pay Out, 20 to 1 165.00
2 Bally Skippers, Cash Pay Out. . . 37.50	1 Paces Races, No. 4496, Cash Pay Out, 30 to 1 290.00
6 Pamco Paleoka Seniors, Six Slots, Cash Pay Out. 29.50	1 Mills Blue Front Side Vendor, serial No. 377,399 55.00
5 Cottlieb Daily Races, C. Pay Out . . 16.50	1 Mills Blue Front C. A. Side Vendor, Serial No. 372,124. . . 57.50
2 Pamco Parlays, Cash Pay Out. . . 19.50	
5 Bally Peerless, Cash Pay Out. . . 17.50	

NOTICE: Every Game advertised above is guaranteed by us to render satisfaction. If for any reason the purchaser is dissatisfied, simply return machine and money will be refunded.

TERMS: One-third deposit in form of P. O. Express or Telegraph Money Order.

CAROLINA NOVELTY COMPANY
 216 N. MARTIN ST. ELIZABETH CITY, N. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

OUT IN FRONT! LATONIA!



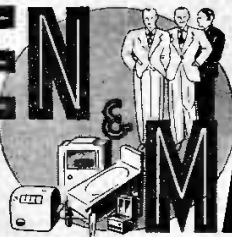
\$162.50

**ELECTROPAK
EQUIPPED**
Combination
Payout and
Ticket Unit

**ALREADY A
FAVORITE**

STONER CORPORATION *Aurora, Illinois*

MEN MACHINES



The May issue of *La Revue de L'Automatique*, French coin machine trade paper, was the pre-convention number, giving announcements and information about the 1937 show in Paris. It had a number of pictures of prominent members of the French coin machine trade, which makes it interesting to American readers. In this issue of *The Billboard* we publish a news report of the convention sent by our own Paris correspondent. The American trade had a good representation at the French show and we will be hearing more about it later.

Joe Fishman and Saul Kalson, executive officers of the Amalgamated and Greater New York Vending Machine Operator's associations, respectively, were in Chicago last week. They represent about 400 operators, active members of the organizations. This is said to be about 50 per cent of the number of professional operators in New York City. The two operators' associations have a splendid record of service and of cooperation with city authorities extending over a period of five years.

Ben Koepfel, manager of the Supreme Vending Company, Brooklyn, suggests: "Altho there are probably fewer operators at work now than some years ago, those in the business have much larger routes than formerly and many of them are still buying up routes wherever and whenever they can. They buy routes

often just for the locations involved and are using a great variety of machines ranging from nut venders to bowling games and phonos."

Roy Torr, of Philadelphia, sends a bouquet to the advertising department which I suppose the editorial department should pass on. He says it is the big results he gets from his ads that enable him to offer machines at low prices. The factory is running full time, he says, and he has helped the cause of employment by adding more men to his factory force, beginning June 7.

Jerry Kertmann, American Coin Machine Company, Rochester, N. Y., covering Western New York, says that volume sales of Mercury and Boo Hoo table games are gratifying in his territory.

Arthur M. Keene, publisher and operator of California, now sojourning in the Orient "for no good reason at all," as he puts it, sends clippings and notes as he travels from place to place. He got his picture in *The Times*, Ceylon, April 29. He also includes the news that in Bombay Mr. and Mrs. George Edwards include slot machines, diggers, etc., in the American Variety Shows which they offer in various cities of India.

The Lisbon (O.) Evening Journal says that a new amusement machine has been invented called the Supreme Court. It is an intricate machine which shout's

STONER'S

COMING SOON ! LATONIA

● It's Even Better Than Turf Champs! ●

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.



2 in 1 VENDOR
Vends Over 20
Different Items.



CIGARETTES

Steady Money
Maker

"yes" and "no" according to the player's skill. The principle of the game is based on Supreme Court decisions. The player who gets more yeses than noes wins. The inventor is Lawrence Harper, of Chandlersville, O.

but reflects credit to the coin machine industry.

Foggs Wheeling Visitors; Buy Games But Miss Circus

WHEELING, W. Va., June 12.—Mr. and Mrs. Dick Fogg, of Zanesville, O., while en route to Romney, W. Va., this week to visit Fogg's brother, who is with the Mighty Haag Circus, stopped off here to place an order for several console-type games with James Angello, sales manager of the Mercury Automatic Sales. The Foggs spent the greater part of the afternoon with Mr. and Mrs. Angello and had an enjoyable visit. Fogg is one of the leading operators in Zanesville.

When Mr. and Mrs. Fogg stopped off here again later this week on their return from Romney it was learned that they had spent so much time visiting that they missed the circus. Much to their chagrin, they found that the circus was headed for within a few miles of Zanesville for its next stop, so they hurried back.

As a matter of public policy the coin machine industry should be vitally interested in employment of all who need jobs, especially the vending machine and music divisions. The machine age is playing havoc with jobs, according to statistics made public recently by government agencies. Organized labor prepared to wage a crusade against vending machines back in 1930 which might be extended to include other machines. The coin machine industry as a whole has done a wonderful job during the worst depression years to provide employment, but a better organized program of telling that story is needed to convince the public of how much good actually has been done.

What, no girls! The Men and Machines column is about to sign off this week without mention of a member of a coin machine sorority unless Mrs. Edwards in far-away India be included as a member.

A. W. Juster, distributor, Green Bay, Wis., subscribes to and keeps a file of more than 20 trade papers of all kinds from furniture to automobiles. Such broad interest in all lines of industry is not only a credit to Juster personally

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

GET A PAYLOAD FROM YOUR LOCATIONS!

WITH

Car Derby

WESTERN'S 1-SHOT BUMPER AUTOMATIC PAYOUT with "Moviegraph" ACTION!

IMMEDIATE DELIVERY FROM AUTHORIZED DISTRIBUTORS.

\$169.50
Ticket Model \$10.00 Extra

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE CHICAGO, ILLINOIS



Live and Let Live

By WILLIAM (THE SPHINX) COHEN, Minneapolis

Operators should co-operate with one another and not be at each other's throats. Internal strife has broken up empires, organizations and businesses. Why talk about each other in a scurrilous manner concerning rumors that are spread which may not even be true? Why not meet with your fellow operators working in identical territory and lay the cards on the table? Don't try to hog certain territories. Live and let live.

When you are allowed to live and let live don't try to bite the hand that feeds you. In the position that The Sphinx is in he naturally hears many stories that he knows can be ironed out and the future of the business preserved if only the operators will co-operate with

one another. There are very few operators that are doing organization work and helping financially to put our business on sounder, safer, firmer ground.

There are 33 paid-up members of the State association. Twelve who pledged financial co-operation haven't paid. Less than 25 per cent of the operators in Minnesota attended any of the meetings, even tho a crisis was at hand.

The worth-while distributor and jobber who recommends only the best machines and gives service to the operator (besides financial support and time for organization work) is not given the co-operation by the operator that he should rightfully be given. Machines are being purchased out of town. The saving of a few dollars to a chiseler now often means hundreds of dollars' loss in transactions later.

Credit that the distributor, who is an operator at heart, extended to his fellow operators—where he himself paid strictly cash—has been abused to such an extent that there is a tightening of credit all around. Thus some of the deserving operators will be hurt because too many abused the privilege.

The country operator is to be commended for the appreciation and loyalty he has shown to the distributors and jobbers who have given him a lift. The distributors and jobbers in this territory have been very successful in prevailing upon the factories not to sell locations for the past few years, and this evil has been remedied with the majority of distributors, but, sad to relate, we daily receive evidence of operators "selling out" other operators.

How can the operators expect the manufacturers and distributors not to sell locations when some of the unethical operators do so themselves with impunity? The successful operator and jobber doesn't sell locations and we predict that the great majority of those that will sell out their fellow operator and give unprofitable discounts will never be successful and eventually go out of business.

Lee's Invitation Knocks 'Em Cold

CHICAGO, June 12.—A unique invitation sent by Lee S. Jones tells its own story. Needless to say, it served to bring the coin-machine industry hurrying and scurrying to the place of entertainment. Here is the invitation to file among the archives of the industry:

"You and your lady are requested at the Jones dump Friday evening, June 11, at 9 o'clock, to witness the bum moving pictures we took in Rome and Jerusalem, thus giving Catholics and Jews an even break.

"Scotch, bourbon and beer will be available, also cold ham, fish and roast beef on the buffet, again showing no partiality in the scoffing between the Israelites and the O'Tooles. The Protestants can eat in the kitchen and do the best they can.

"No stalls or excuses for non-attendance will be accepted. Those not appearing need expect no orders for games nor payment of bills. Your presence is demanded, and that's all there is to it."—Lee.

Price is paramount with some operators regardless if they buy from sources that sell locations and operate extensively in surrounding territory or not. The most successful operators who had other lines have now dropped them and are giving their machine operating business their 100 per cent time. While on the other hand it is sad to relate that operators who started with nothing, made their money with the help of distributors, are now going into other lines, and The Sphinx knows from bitter experience that the majority will neglect a profitable business to take a chance on something they know nothing about, with the inevitable end being loss of income and winding up behind the "eight" ball.

There are very few people that can do more than one thing well unless they have had considerable experience in other lines, but I hope that I am wrong and they will succeed where the majority have dismally failed.

Art Nagle Says Business Is Good

CLEVELAND, June 12.—Art Nagle, Avon Novelty Company, states that business is moving along optimistically in all the territory covered by his organization.

"We've been much too busy to do a great deal of horn blowing," said Art. "We've let our service and values speak for themselves, and they have been convincing to hundreds of operators, not only in Ohio, but thruout the adjacent territory."

Addition of Al Schlesinger, popular and energetic coinman, to the Avon sales force was announced by Nagle. Al is well known to coinmen thruout the Ohio territory, which he is covering for Avon, and his broad experience and wide acquaintanceship with Ohio operators make him a valuable asset to his new affiliation. Thru his knowledge of operating problems and with his awareness of changing trends Al is in position to be of the utmost service to his customers, said Nagle.

Night and day service and the addition of extra service trucks have built an enviable reputation for Avon, according to reports.



A. B. CHRISTENSEN, head of the production electrical engineering department of the Rudolph Wurlitzer Company, making sound tests.

BALLY BUMPERS, \$24.95
Write for Our Full Bargain List.
AMERICAN COIN MACHINE CO.,
559 N. Clinton Ave., Rochester, N. Y.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unfailing performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



5c or
25c
Play

GALLOPING DOMINOS

Fascinating Dice Payout \$325

BANGTAILS
Superb Horse Race Payout \$335

ROLLETO JR.
Automatic Roulette Payout \$345

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.



H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

7TIMES EARNING POWER

7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT

Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD

An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET

Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

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Wisconsin Ops Meet Monthly

By WALTER W. HURD

A routine news story would not do justice to the monthly meeting of the Wisconsin Association of Coin Machine Operators, Inc., held at Green Bay June 9. About 50 members out of a membership of more than a hundred attended the meeting, which is a good percentage of attendance for any organization.

The roster of officers includes C. S. Pierce, president, Madison; E. R. Green, vice-president, Wausau; S. Ruttenberg, secretary, Madison; H. J. Jadin, treasurer, Green Bay; W. G. Williams, Madison, business manager. Directors are Charles Hopp, Kewaunee; Marvin Grandstaff, Madison, and O. H. Olmsted, Eagle River. The business address of the association is W. G. Williams, P. O. Box 307, Madison, Wis.

Wisconsin association takes its place as one of the few organizations of operators that are active in the field and which constitute a splendid representation of the true business character of the industry. The meeting in Green Bay, a regular monthly meeting, would do credit to any business organization or a Rotary or chamber of commerce meeting. It is such organizations as this that will do much to improve the reputation of the industry in the eyes of the public and of officials.

Those few manufacturers who are out of step with the times and still insist on racket methods in the industry ought to take time off some time and attend a meeting of some association such as the Wisconsin group. No one would claim, least of all the Wisconsin members themselves, that they are angels or even pose as angels. They are simply trying to give their business by which they earn their living the status of a legitimate industry. They are going so far as to enroll their names as members

of an organization so that their names, addresses and place of business will be known to the world.

This is quite different to the old days of "slot machine secrecy" and is one of the best ways to refute various attacks on the trade as a racket. Many members of the association operate various types of machines, some of them illegal under present statutes, but these same men would prefer to see old statutes corrected in keeping with a mechanical age so that they could legally offer those types of machines which people seem to prefer and at the same time contribute to charitable purposes.

With such a program they are not ashamed to set up a real business organization. The Wisconsin organization along with the Michigan organization are perhaps the only two State groups that have at present an active program for covering the State. Other active organizations like New York, Los Angeles, etc., seem to be confined chiefly to local situations. The Wisconsin association is seeking to serve operators all over the State by holding the monthly meetings in various cities at strategic points in the State. In this way it is hoped to come in as close contact as possible with operators all over the State and also serve the very useful purpose of getting better acquainted with each other.

The importance of promoting better acquaintance among operators was appropriately explained to me by a member of the Wisconsin group who is an active worker but who stays in the background. He said that the time was not so long ago in his city when the 20 or so operators would not speak to each other. Naturally bitter competition was the order of the day. But since the association adopted the policy of monthly meetings, with refreshments and a get-together spirit, the result had

been wonderful in promoting a better feeling among the operators. They will actually speak to each other now and are beginning to have some regard for each other's rights in business.

The Wisconsin operators are conscious that it will be difficult to maintain a good attendance at monthly meetings "as soon as the heat goes off." This is an unsolved problem in all States. It is a problem to get attendance in any business organization, in any industry, "when the heat it not on." For an operator to leave his business once a month and travel across the State to attend a meeting is quite a test of loyalty, and no State organization has yet been able to continue for any extended time a program of keeping State meetings at a high mark of interest. If the Wisconsin group can do it they will set a record that the entire industry should recognize with honor.

Wisconsin operators have faced the possibility of unfavorable legislation, but committee reports at the June meeting indicated that only two bills were now pending and no special groups were behind these bills.

The Wisconsin association in May adopted the policy of having a speaker at each monthly meeting to address the membership on some subject of interest to the trade. Everyone recognizes that it is difficult in any industry or business to secure speakers who are able to maintain interest in the regular programs sufficiently to draw a good attendance. The Wisconsin idea, however, is flexible enough to bring in business and civic leaders and even prominent public officials. The acquaintance might prove mutually profitable to all concerned. I am sure that any speaker from any line of business or public life who might be invited to address a meeting of the Wisconsin group would be impressed very favorably with the organization and might change his opinion of the coin machine trade if he held any unfavorable opinions about the industry.

It was surprising to me to learn of the many charitable gifts that are being

made by local operators' groups in the State of Wisconsin. All this has gone unheralded and there may be reasons for the present of not saying so much about what is actually being done. But it convinces me more than ever that the greatest move the amusement division of the industry can make to gain a better reputation is an active program of charity.

I have said that the gambling and semi-gambling types of coin-operated machines really have no right to continue in business unless they contribute in some way to public or private charities. It is encouraging to know that any number of operators of amusement devices have already recognized the possibilities in contributing to charity. Their experiences will be of great help when a larger program of charity for the coin machine industry may be announced.

The Wisconsin association and its work is a credit to the industry. Its methods, program and its ups and downs should be educational to operators all over the country.

(Note — The Wisconsin association meets regularly on the second Wednesday of each month. The July meeting has been announced tentatively for Wausau, Wis.)



WILLARD GORTNER (right) is a Michigan music operator. With him is Ernest Petering, assistant general sales manager for Wuritzer.

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Photo Cells in Pinball Games

By WILLIAM H. FINE, Chicago

The flexibility of a properly designed photo-cell system, with its network of invisible light rays, lends itself admirably to amusement devices and especially to pinball games. In fact, such a system truly affords greater possibilities for the creation of really new, interesting, instructive and attention-compelling games of the bagatelle type than any of the present overworked methods. There is practically no limit to the player appeal that can be built around a photo-cell game providing, of course, its designer is thoroughly familiar with photo-cell systems and their operation and who is at the same time a real showman.

As a matter of fact, a person without broad practical, as well as technical, training in both electricity and mechanics, together with a well-developed sense of showmanship, has no business trying to design amusement devices of any description regardless of what some manufacturers may think. Lack of showmanship or player appeal is what makes the profitable life period of so many amusement games of such short duration. It is also but one of the many reasons for so many "duds"—games which appear on the market amid a ballyhoo of wild claims but on which production suddenly ceases after a hundred or so have been built.

Used in Targets

Photo cells have for some time proved themselves invaluable when properly adapted to many commercial and industrial purposes, and as used in the familiar gun-light targets have definitely proved their worth in the amusement field. Recently manufacturers attempted to market pinball games employing the photo cell, and while the fact remains that these games were far from being satisfactory, their initial failure to live up to expectations as chronicled by advance ballyhoo cannot be truthfully blamed on their use but rather upon the manufacturer's own lack of knowledge concerning their intelligent use and adaptation to the particular game. The employment of photo cells in a target game is one thing. To use them successfully in a pinball game is something entirely different. It is not the first time that a really good, practical, scientific principle has been manhandled and either permanently or temporarily handicapped as far as future use in any game is concerned. Such is the price we pay, however, for too much hurry.

Photo cells, however, can and will be used successfully in pinball games, but only when manufacturers are willing to pay the price and employ real engineers, men with pronounced creative ability and vision who know electronics, optics, etc., and how to successfully apply the principles governing them in a practical way. Self-styled engineers and so-called radio experts whose limited knowledge has been gleaned from magazines cannot be expected to know or be able to do

these things. In spite of the present and unwarranted handicap placed upon the use of photo cells in pinball games, eventually their use will undoubtedly supplant to a great extent if not entirely the present methods employed for controlling the various electrical and mechanical units. However, attempting to build such games overnight merely to beat the other fellow to the punch or without a lot of real knowledge as to what it is all about will only be buying in advance a lot of unnecessary grief.

Incidentally, unless a photo-cell pinball game is ready to play as soon as a coin is inserted such a game had better never leave the factory. When player puts his coin into the machine, shoots a ball the entire length of the playing field without any results, he does not hesitate in crying "gyp," and with good reason, because such a game, while not intended to be a gyp proposition by the manufacturer, thru its failure to operate properly definitely shows lack of manufacturing ability, lax supervision and inspection or, judging from the present reception given photo cells in pinball games, just plain ignorance as to their requirements for successful operation.

Only when due consideration is given to the development of a fast-acting amplifier, relays, stepping units, correct light intensity and the use of only first-grade photo cells can a truly successful and profit-making game be built. The correct kind of reflecting mirrors with substantial mountings and also the kind and quality of focusing lenses used also play an important part in creating new worth-while pinball games of the photo-cell variety that will stand up and take real punishment for months to come.

Manufacturers in general missed out in a big way as far as cashing in heavily on photo-cell games is concerned with the advent of the present baseball season, because with the flexibility of a properly designed system it is possible to create the greatest competitive baseball game thus far ever offered. Pretty soon the football season will be ushered in, again affording some live manufacturer an opportunity to turn out a real game, a game using photo cells but which will if properly designed produce worth-while financial returns for all concerned thruout the fall and winter seasons. The smart manufacturer who has real confidence in the coin machine industry will get busy at once on a good photo-cell football game. He will take the initiative himself instead of waiting to see what the other fellow is going to offer and then try to merely duplicate the other's game at the last moment, finally ending up as usual with just another "dud" on his hands and another series of headaches.

One would think that from past experiences alone a manufacturer would abandon his "guess-work" and "carbon-copy" methods, or at least if he has any serious intentions of continuing in the industry to make an honest effort at following a few of the usual established laws of business if not those of human nature.

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The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position

light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!



54" x 26"
\$169⁵⁰

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra

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FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. **FLASHOGRAPH** Movie Type Recorder. **MYSTERY SLOT**—picks entries and odds. **ADJUSTABLE AWARDS**—Automatic as well as

mechanical control of odds. **IN-A-DRAWER MECHANISM** easily accessible. **A B T 400 SLOT**; **3-COIN VISIBLE ESCALATOR**. **MOTOR DRIVEN PAYOUT**, jam-proof, accurate.

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Offer Sportsman Golf Ball Vender

CHICAGO, June 12.—Out at the Jennings factory Hymie Branson all smiles these days. It seems that he has been appointed to look after the sales of the new Sportsman Golf Ball Vender now being manufactured by the company. Branson says that this job is right down his alley, for he is a rabid golf addict and likes nothing better than to get out his trusty driver and whack away a basket full of golf balls. With so many golf balls being used in the Jennings factory to test the loading and payouts of the new game, Branson states

that he doesn't have to worry about any dearth of ammunition.

The new Sportsman Golf Ball Vender will be sold and distributed by the Sportsman Manufacturing Company, Los Angeles, headed by L. M. Moninger.

"The new model of the Sportsman Vender," states Moninger, "is an improved type of the same machine which has been operating successfully for the past number of years. The big feature of the machine is that the pay-off golf balls are all on prominent display so that the player may see exactly just what kind of golf balls he is to receive. An added advantage of the display arrangement is the fact that several red golf balls may be inserted in the runway. These red balls, which are redeemable two for one, greatly increase the play, especially when they near the payoff gate.

"Perhaps the biggest feature of the machine," he concluded, "is the new slug ejector mechanism. This is the first time that a machine of the bell type has been equipped with a slug ejector. The new arrangement is 100 per cent efficient in throwing out spurious coins. This feature is a mighty important one, we believe, when one stops to consider that these machines vend such valuable merchandise as expensive golf balls."

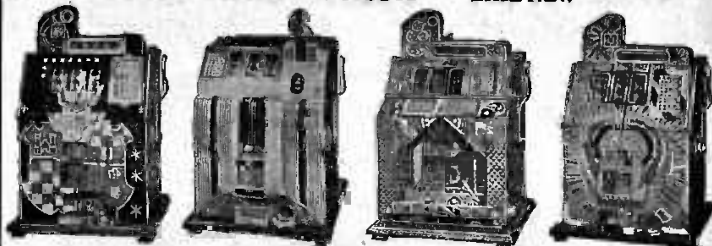
Sales Tokens Cause of Concern to Operators

ST. JOSEPH, Mo., June 12.—Sales tax tokens are causing operators no little concern both in Kansas and Missouri. Kansas put out its two-mill tokens this week. The tokens are almost exactly the size of dimes and will operate in most cigaret and other vending machines using 10-cent pieces. The tokens have drifted into Missouri in large numbers, and one cigaret operator reported finding 12 of them in one machine. The tokens are of aluminum.

Missouri is to use zinc tokens a little larger than a nickel and smaller than a quarter. Operators are afraid the tokens will operate some of the nickel machines, and it is almost a certainty that they will work in the quarter slots. The zinc tokens weigh almost the same as a coin of the same size, making the problem for the operator more difficult.

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Mills 5c Play Blue Front Bell
\$69.50
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MINTS 75c a Box (100 Pieces)
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WURLITZER P-12 Perfect Condition **\$124.50**

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The race from start to finish on Oval Track.
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New life-up and bumper spring action that clicks.
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RE-PLAY 5-BALL BUMPER SPRING NOVELTY
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Trade-In Price Problems Faced

NEW YORK, June 12.—Between the buying, selling and servicing of machines here jobbers and operators are maintaining some frank discussions of the pros and cons of the trade-in price situation. Each group should be able to see the other fellow's side in view of the varied and able opinions advanced by both operators and jobbers. At present the Metropolitan Jobbers' Association holds weekly meetings and issues official trade-in price lists as decided upon each week. The number of purchases of new games and the number of machines turned in are used as a guide to determine trade-in values each week, the jobbers state.

no profit can be realized from its resale.

The jobbers further indict the operators for ruining the trade-in market on the grounds that they are prone to condemn games because of inferior workmanship or because the reputed take on these machines is not as high as they think it should be. According to the jobbers, such derision on the part of operators is not only harmful to the distributors, but also affects the jobbers who have accepted the games and in many cases have contracted for large shipments. In many instances the first few games the jobber receives are not mechanically perfect, but the flaws are quickly corrected and later shipments are okeh. Even tho these later shipments are mechanically perfect, jobbers cite instances where operators had so effectively poisoned the minds of others with their damaging propaganda that jobbers could not move the new games, much less take in used machines at a high price.

According to many operators, the value of a new game decreases so rapidly that it does not pay them to trade it in any more. For examples they cite certain games whose trade-in value dropped to one-fourth the original price in two weeks. Where they formerly held on to a machine for three weeks and depended on the trade-in value to bring them a profit they are now keeping machines on location for the longest possible time to offset the low trade-in prices that are being quoted. This condition, they maintain, is bringing ruin to many ops. Formerly they could depend on their equipment being worth a definite price, whereas now they never know from one week to the next just what the value of their machines will be.

Operators are not the only ones who are criticized by the jobbers, for some of the manufacturers come in for their share, too. The jobbers claim that few of the manufacturers give them the proper support to enable them to take an imperfect machine off an operator's hands and replace it with a credit toward a new machine. Consequently they maintain they are forced to cut down on the trade-in value of machines in order to protect themselves against an occasional shipment of imperfect games.

Many other points are argued pro and con with the jobbers on one side of the fence and the ops on the other. At the present time the price setting is being done at each meeting of the MJA in the fairest possible fashion, it is reported. The operators themselves are said to establish the trade-in price by the number of games they turn in and the purchases they make.

In rebuttal the jobbers attribute the low trade-in value situation to the fact that the market for used games has fallen off considerably. They maintain that the flood of new games has caused such keen competition among location spots that the operator cannot profitably operate the older games. They also state that operators usually squeeze every bit of earning power out of the games before trading them in. In many cases the games are received in such poor condition that only a few parts can be used. They claim that the repair cost for the average used machine traded in at this time is so high that

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Paces Races (130-1 odds)	Pamco Balls . . . 27.50	Mills Blue Front Bell . . . \$ 62.50
Paces Races (serial over 3000) . . . 190.00	Challenger . . . 25.00	Waiting Double J. P. Front . . . 25.00
Miss America 65.00	Round Up . . . 25.00	Vendor Goose Neck . . . 25.00
Derby Day (with clock) . . . 85.00	Gallop Plugs 25.00	Paces Bantam 10
Speed King 65.00	Daily Races Multiple . . . 25.00	Pin Games Score Board \$ 35.00
Derby Day (without clock) . . . 57.50	Electric Eye 25.00	Exactor . . . 35.00
Hi De Ho . . . 57.50	Golden Harvest (ticket) . . . 19.00	Bally Bump . . . 35.00
College Football (with clock) 62.50	Stop & Go . . . 18.00	Hi De Ho (floor sample) . . . 22.50
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Daily Races Mystery (Red cabinet) . . . 35.00	Bonus . . . 16.50	COUNTER GAMES Double Dock \$10.00
Pamco Palooka Sr. . . 35.00	Golden Mar . . . 14.00	Reel 21 . . . 7.00
Fence Buster 32.00	Jumbo . . . 14.00	Wagon Wheel . . . 7.00
	Big Five Sr. . . 10.00	Sportland . . . 7.00
	Baffle Ball . . . 9.00	Daval Races . . . 7.00
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Sportsman is the original golf ball vender. It's the machine you've heard about—the machine that has been in highly successful operation for several years—the proven tested machine.

Heretofore the Sportsman has only been available in a limited way. Now O. D. Jennings & Company are building this machine using their famous Chief mechanism. Now, it's available to you! Now you too, can taste the honeyed sweetness of golf ball vender profits. The NEW Sportsman is ready.

THE LEADING MACHINE FOR SIX YEARS



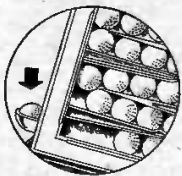
NEW! POSITIVE SLUG EJECTOR

You can't afford to put out valuable golf balls for slugs. Sportsman is the first and only golf ball vender with a positive slug ejector.



THE BALLS YOU SEE ARE THE BALLS YOU GET

No dummy display. No display balls to deteriorate. No doubt in the player's mind about the balls he wins. He sees 'em. Only Sportsman permits use of red balls to increase play.



CONSIDER THE SIZE FEATURE

Sportsman is not a console machine. Early models were built this way but the new Sportsman is built light and easily portable to make it easy to move from locker room to first tee or to vault at night.



SPORTSMAN'S EXCLUSIVE FEATURES

1. New, positive slug ejector—cuts out ALL slug losses.
2. Tempting enticing display of fresh balls—eye appeal is the basis of all modern successful merchandising.
3. Number of balls in machine can be told at a glance.
4. Colored balls, redeemable two for one, increase play—impossible with others.
5. Positive register system—counts every coin and every ball.
6. Positive mechanical payout—no electrical contacts to stick or jam. Eliminates draining of machine.
7. Investment in balls down to minimum—no need to load with 100 or 150 balls.
8. Any attendant can load balls through separate door—no access to mechanism.
9. Key to cash box can be left with location—no need for frequent servicing.

Built with the famous Jennings "Chief" Mechanism

Manufactured
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SEVEN IN A ROW OR...

NICKELS & QUARTERS



**Pacific's
PAMCO RACES
... the "old famous"**

PAMCO RACES has everything that made Palooka famous... the "old famous" principle of bowl type, one-ball play... the rotodrum odds commutator... and the "seven bank" coin chute. PAMCO RACES takes up to seven nickels each play! Pays on win, place, and show. Odds as high as 30 to 1. PAMCO RACES is the fastest, most fascinating pay table that ever hit the market! If your order isn't already in, phone your distributor. Get your PAMCO RACES and get ready to take in the nickels—"seven in a row," day and night without let-up! **\$209.50**



\$249⁵⁰

Pacific's De Luxe Bell

It's so easy to spend a nickel... and so natural to "step it up" to quarters on the second and third spin. Experienced operators know this big jump from nickels to quarters means top money. You yourself have watched people—race track fans for instance—"see-saw" back and forth with small winnings and losses. Then plunge with bigger money to "outguess and get ahead." So you know that the principle of nickels to start—quarters to keep going—means big money for you!

Equipped with new escalator chute. Furnished with two nickel chutes if desired. And remember, Pacific's DeLuxe Bell is the original bell... and the best! **\$249.50**

CORONATION—Crown, sceptre, and royal symbols in the place of the fruit reel. Plenty of action and "come-on" for those "special" locations. **\$249.50**

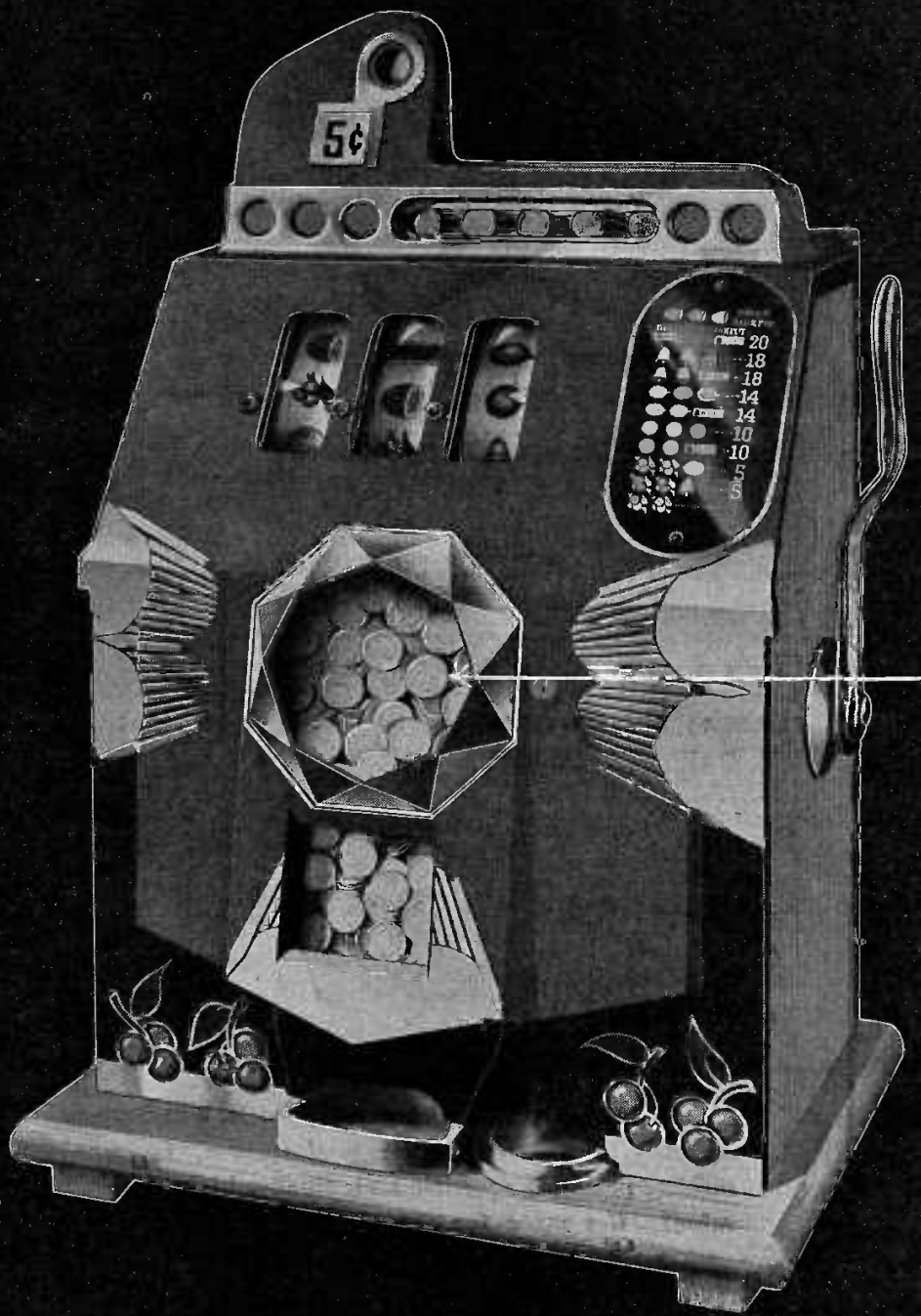
ROSEMONT—Around they go. Horses passing and repassing. Players start with nickels, then "step it up" to quarters. Rosemont is horse racing at its very best! **\$249.50**

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NINE famous purse-winners on a circle track sparkling with lights! Whirling wheel CHANGES ODDS every race. Nine selections; nine coins per game; NINE TIMES THE EARNING POWER! Extremely FAST PLAY and DAILY DOUBLE feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few FAVORITES today!



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BALLY BELLS

BELL FRUIT PLAY! FLASHING LIGHTS!

Super-bell earning power and guaranteed griefless performance in one and the same machine! BALLY BELLS has all the appeal of fruit-reel symbols, plus flash of whirling lights and profit-boosting Double Coin Chute feature (CHOICE OF NICKEL-QUARTER; TWO QUARTERS; TWO NICKELS). They start with nickels, quickly graduate to quarters and how the money rolls in! You'll never believe a coin machine could possibly make money like BALLY BELLS till you empty the cash-box and see for yourself! Order this great machine today!



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A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1000-hole board. Has 3 SPINNING REELS, flashy 5-color front with gold coin seals. Adjustable, cheat-proof, guaranteed trouble-proof mechanism. 10 to 25 NUGGETS on your route will net you really big money. Order today!

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4 TO 40 WINNERS EVERY GAME
ELECTRIC KICKER

Write for Prices on Payout and Ticket Models.

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All the "first-second-third-and-fourth-place" payout appeal of Preakness . . . plus BUMPER-ACTION . . . ELECTRIC KICKER . . . and the greatest FLASH and "COME-ON" ever! Get your share of the GOLD in GOLDEN WHEEL! Order today!

FAIRGROUNDS PLAYS 4 NICKELS A GAME

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A new idea with magnetic appeal! Gold coins whirl 'round on 3 SPINNING REELS . . . when 3 coins of same kind come up, player receives SUM of all three. For example, 3 dollar coins receive \$3.00, etc. Requires only 6 sq. in. counter space to earn upwards of \$10.00 daily. Order a sample of SUM-FUN today!

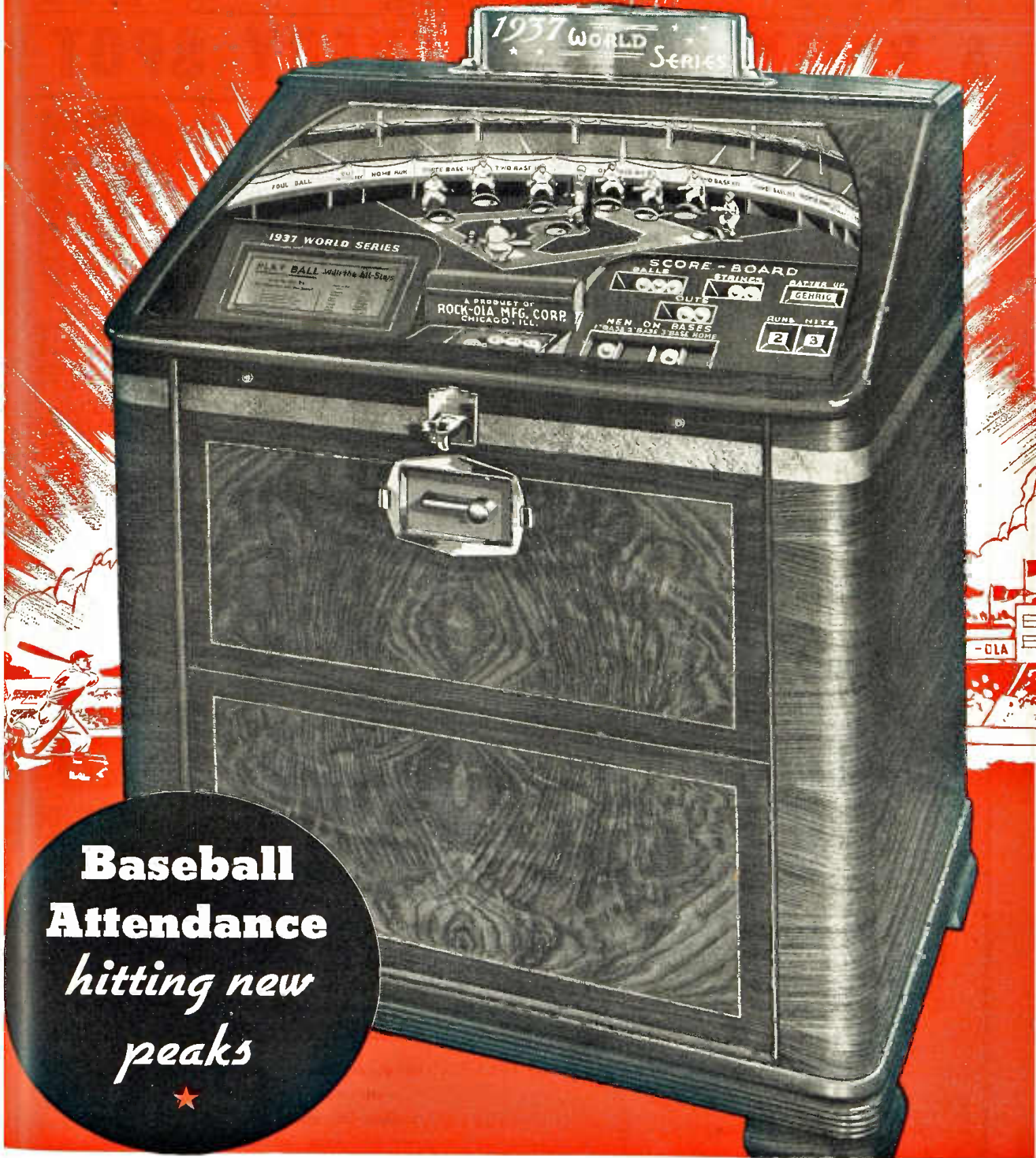
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SID'S CAFE
Popular West Coast spot,
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Have had other
makes of Automatic
Phonographs in our
cafes—none of them
compare with the
WURLITZER-SIMPLEX
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"Before installing coin controlled music in our new cocktail lounge, we investigated the various types of amplified phonographs and decided beyond any question of doubt, that the Wurlitzer - Simplex Phonograph was the only one we would consider for our place because we must have an instrument that represents the finest tone and appearance as well as faultless operation.

"In the past, we have had other makes of phonographs in our other cafes, but none of which compare with the Wurlitzer."

Sid Crossley,
Proprietor of Sid's Cafe,
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... and Everywhere from California to Maine,
WURLITZER-SIMPLEX OPERATORS are replacing phonographs
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Typical of other location owners experiences everywhere is Sid Crossley's statement that no other automatic phonograph can compare with the Wurlitzer-Simplex. Be guided by this overwhelming weight of opinion by men who know the pulling power ... the earning power of Wurlitzer-Simplex Automatic music.

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Get your money on a winner. Find out today if there is room in your locality for a Wurlitzer-Simplex operator. The coupon will bring you the answer. The Rudolph Wurlitzer Co., North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

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