

JUNE 27·1936

15 CENTS

The Billboard

SUMMER
SPECIAL



★ THE ESPLANADE ★
TEXAS CENTENNIAL
EXPOSITION DALLAS



on HIT shows
from
COAST to COAST

WALTER TETLEY

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FRED ALLEN

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NBC

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SHOW BOAT

9:00 p.m. Thursday

NBC

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PAUL WHITEMAN

9:30 p.m. Sunday

NBC

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6:00 p.m. Mondays,
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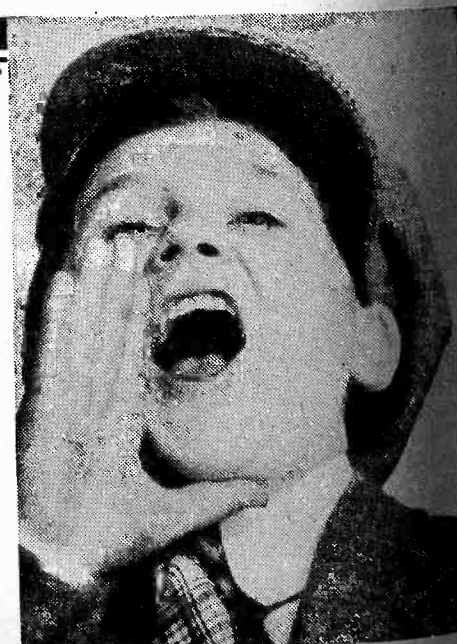
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RADIO'S OUTSTANDING BOY ACTOR

PERMANENT ADDRESS

5 BEVERLY PLACE
EDGEWATER, NEW JERSEY



The Billboard

Vol. XLVIII
No. 26

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OUTDOOR BIZ MAKING GAINS

WPA Plans For Summer

**Takes over showboat—
fear of heavy ax gone, but
pay rolls still being cut**

NEW YORK, June 20.—Altho immediate danger of the theater project being discontinued or seriously cut seems past, there is nevertheless still some trimming of pay rolls going on. Local WPA must cut 8,000 more off the pay roll and, of course, some of the cuts may come out of the theater project.

Project's outdoor portable shows began their summer season Tuesday, among them being *The Barker*, *Comedy of Errors*, *The Emperor's New Clothes* and *Conjur Man Dies*.

First WPA vaude-minstrel show to play a local theater opened Tuesday at the Majestic, Brooklyn. (See review in vaude department.)

Project has taken over the ship *Buccaneer*, which had been used the past few years as a floating theater. WPA (See WPA PLANS on page 15)

**Despite early-season cold
nights, carnival gates, in-
side receipts best in years**

CINCINNATI, June 20.—Optimism relative to far more prosperous tours than experienced during the last five or six years has been manifest thruout the carnival branch of amusements during the first few months of the current season. This appertains to both large and small organizations. The judgment is from both observance and reports from a majority of the companies.

Many of the shows started their tours unusually early this year, particularly in the North. Extended, intermittent cold weather has been more of a handicap than rain during the 1936 early season. Altho both these hampering elements have been encountered Coast to Coast, when weather conditions were any ways near favorable the midway attendance and patronage of attractions have greatly been on the increase—better than since 1929.

With last year showing notable advancement over its several predecessors as to attendance at carnivals, company managements and individual attraction operators became inspired toward purchasing and constructing new and novel equipment, with modernized embellishments, prior to starting their tours this year. This was evident at nearly all (See CARNIVALS on page 86a)

Parks Outlook Best in Years

**Operators report gains of
25 to 50% over '35—mar-
ket for attractions way up**

CINCINNATI, June 20.—Amusement parks are in for the best season, not only since the crackdown of the depression but perhaps in the last 10 years, judging from a survey made by and reports coming to *The Billboard*. Operators estimate business increases of from 25 to 50 per cent so far over 1935, generally pronounced the best year since 1929. Off to prosperous openings, most spots have held their own where weather has been favorable; in some localities seasonable weather has been slow in coming.

East has been hardest hit by cool temperatures and rain on week-ends. In the Eastern Ohio-Western Pennsylvania and Detroit areas things have been going better than in a number of years. Good reports come from Denver, New Orleans, Middle West and Southwest.

Secretary A. R. Hodge, Chicago, National Association of Amusement Parks, Pools and Beaches, in summing up his returns, said, "Of dozens of letters I have received from parks from Coast to Coast, I have not received a line of pessimism. On the other hand, optimism is the predominant note. Weather, of course, has not been most opportune, but from those samples which most operators have experienced they are unanimous in their comment that crowds (See PARKS on page 86a)

**Big improvement shown
by circuses in general over
'35—truck shows increase**

CINCINNATI, June 20.—Business with circuses, compared with that of last year at this time, has shown a marked improvement. In some instances extra performances had to be given by some of the motorized organizations. Business conditions in general are continually improving, and another thing that has helped the white tops is that on the whole they have been favored with better weather conditions in the early season than they were last year. Business has been spotty for some. Indications are that the season will be a highly successful one. Three shows have been struck by heavy windstorms—the Ringling-Barnum Circus at Washington, D. C., afternoon of May 18; the Tom Mix Circus at Burley, Ida., May 19, and Lewis Bros.' Circus at Galesburg, Ill., June 9.

The New York run, 25 days, of Ringling-Barnum resulted in the best gross since 1929. There was an increase of 11 per cent over last year's big returns. This show also has had some other big days. The Cole Bros.-Clyde Beatty Circus, at the Chicago Stadium for three weeks in the spring, while not doing big business showed a nice profit. The road tour has been a big winner. The Cole show is the only big one staging parades. Street spectacles also are being offered by some of the motorized circuses. Al G. Barnes Circus has been finding business better than for the last several years. On early spring tour from San Diego to Portland weather was almost perfect. From Portland the weather has been more or less bad—rain, high winds and duststorms.

Last year there were four large shows on rail and this season but three—Ringling-Barnum, Al G. Barnes and Cole-Beatty. Hagenbeck-Wallace, an old stand-by, is off the road for this season. E. H. Jones' Cooper Bros.' Shows is on (See CIRCUSES on page 86a)

Kentucky Imposes Taxes According to Classification

**All forms of amusement and entertainment placed into
three categories—places with admission of 10 cents and
under exempt but not if subsequent charge is made**

FRANKFORT, Ky., June 20.—In issuing instructions and explanations this week concerning administration of the new amusement tax, the State Tax Commission placed into three categories all forms of amusement and entertainment. First, where food and drink are served and professional talent is employed, but where no separate charge is made for amusement and entertainment, and where no cover charge is made; second, where food and drink are served and professional talent employed and a cover charge made, and third, places where a charge is made for general admission and subsequent charges made for special shows, exhibitions, seating privileges, etc.

Proprietors who come within the first classification may proceed to collect the tax by either of the two following methods, but must indicate to the Department of Revenue not later than July 1 which method they intend to follow:

METHOD ONE—Itemize each customer's check, take 25 per cent of the total which is to be deemed the charge (See KENTUCKY TAXES on page 86a)

Mich. Lotteries Taxed

LANSING, Mich., June 20.—Offering prizes for lucky theater tickets as a promotion scheme has been declared a violation of the Michigan State anti-lottery law in a decision of the State Supreme Court here June 12.

The case was decided for a suit from a lower court in Detroit, brought by the Sprout-Temple and Elliot-Erskine Theater corporations against the Colonial Theater Enterprises, Inc., and the Chester Majestic Company, operating the Colonial and Majestic theaters, Detroit.

The lower court had issued an injunction restraining the defendant theaters from conducting such a lottery, whereby patrons would receive prizes if they purchased the lucky tickets. Undoubtedly, the court ruled, patronage at the theater was increased as a result of such a scheme.

Managers Deny Fight on AFA

NEW YORK, June 20.—Entertainment Managers' Association this week denied that it is preparing to fight the American Federation of Actors over the latter's club booking department. Fredric Watson, EMA executive secretary, denies that his association is polling its members for their attitude on the AFA's activities.

The AFA situation was discussed at the EMA's meeting Tuesday in Nat Abramson's office. After the meeting Watson said: "The EMA doesn't consider an issue exists," continuing, "We are taking the same attitude of co-operation with the AFA as before." He added that altho the EMA did not like the AFA's recent circulars to organizations mentioning "elimination of the middle man," the EMA was nevertheless still friendly towards the AFA's aims to better conditions for actors.

Philly Prepares for Democrats; Diverse Amusement Program Set

PHILADELPHIA, June 20.—Democratic Convention can hardly be classified as a political dog-fight this year, so mine host provides gayety and the staid Quaker City prepares for a hangover while the carnival spirit goes on a rampage. Citizens' Committee on Arrangements has not overlooked a detail for the entertainment of the throngs; even the State liquor stores will remain open for business until 11 p.m. instead of the usual 9 o'clock closing. Hotels and night clubs stocked heavily in anticipation of the convention.

"We bought quite heavily," said

Charles Duffy Jr., manager of the Hotel Walton, "but how long it will last we don't know, because we can't tell how thirsty the Democrats will be."

The program covers every form of social diversion, from a formal dinner sponsored by Mayor Wilson in honor of visiting governors to the boxing bout with heavyweight champion James J. Braddock doing the referee honors. Entertainments of various kinds have been arranged to interest the visitors. Not only the city as a whole, but the hotels and night clubs have done plenty of (See PHILLY PREPARES on page 15)

Strike Hits Paris Amusements; Ultimate Benefit Seen, However

PARIS, June 15.—While the newspapers have granted but little space to the woes of the theaters and amusement spots in Paris affected by the strike epidemic, the amusement field was quite seriously hit. Film-producing firms were hard hit, as practically all studios were closed by strikers.

Vaudeville and circus spots, having almost all closed for the summer, escaped the strike menace, but several big

picture houses such as the Rex, Gaumont Palace, Apollo and Olympia were occupied by the strikers. Other houses were threatened with strikes, but warded them off by granting demands.

All of the de luxe cafes and many restaurants in the Champs Elysees district were temporarily closed by strikes, as well as a few cafes and restaurants in other parts of the city. Luna Park management also threatened with strike of the park employees, but granted them a wage increase.

Prospects are that the strike menace insofar as theaters, circuses and vaude houses are concerned will crop up at the beginning of next season unless managers and employees get together in the meantime. As ushers and other em- (See STRIKE HITS on page 86a)

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of This Issue Will Be Found on Page 38.

NEW FREE SHOW MENACE

Advertisers Pay for Shows Booked Into Clubs, Benefits

Philadelphia realtor forms new firm to supply shows plugging trademarks of advertisers—no cost to clubs, parties or night spots—agents' squawks fruitless

PHILADELPHIA, June 20.—A permanent theatrical organization, devoted solely to supplying shows sponsored by national advertisers to private parties, entertainments, etc., has been formed here by Charles K. Kamsler, local realtor. Happened after the Poor Richard Club banquet given recently, when Kamsler produced a "Parade of Trademarks" as a floor show. Project is an offshoot of advertising by entertainment—radio or television—with the various acts and costumes designed to designate a well-known trademark. Kamsler's new organization, formed after this idea clicked, is called Publicity Entertainers Company.

Kamsler's idea is definitely a threat to club and private party bookers. Competition with agents in the same field was tough enough. Now it means the talent men must fight off free shows. Instead of digging deep into the treasury purses to pay the club booker, the advertiser again angers the artist and provides an evening of entertainment to the attending organizations without cost.

First show, sponsored by a group of advertisers, was given recently at the Camden, N. J., County American Legion affair, and since then 15 other dates have been played, including the Lions, Rotary and convention groups. Participation in a Publicity Entertainers' unit costs the advertiser \$25 for each show, excluding purchase or rental of showgirl costume. Unit is offered to any organization that will pay the traveling expenses.

(See FREE SHOW on page 15)

Syracuse Angel Broke

SYRACUSE, N. Y., June 20.—How Julian S. Brown, millionaire Syracusean, who tried unsuccessfully to break into show business, saw his fortune of \$1,800,000 dwindle to less than \$40,000 was revealed at hearings here last week, in which attorneys sought to collect from him for services in his tangled business affairs, including theater and night-club operations.

Brown operated the Empire Theater, changing its name to Dewitt. He tried it as newsreel house, then as vaudeville, picture, and finally stock policy. All flopped. He built Cafe Dewitt, luxurious and ultra-modern night club, and lost thousands in it. He had just returned from honeymoon with third wife when present proceeding started.

Ferry Sets Principals For English Production

NEW YORK, June 20.—Felix Ferry has set most of the principals for his English show, which will open September 25 at the Adelphi, London, following a three-week break-in in the Provinces. Among those set so far are Lupe Velez, Lou Holtz, Carl Randall, Buck and Bubbles and Charles Walters.

Irving Caesar wrote the book for the show, while Ray Hendricks did the music, and both will leave here next Saturday with Ferry for England. Edward Charles Lilley, now in Texas with Billy Rose, will do the staging.

French Firm for Television

PARIS, June 15.—Backed by such prominent promoters as Charles Hous-saye, vice-president of the Havas Agency, and Reginald Ford, well-known film mogul, a new firm has been incorporated in Paris to create and distribute all forms of productions and programs for television, radio, sound films and dumb films. The new company will be known as Les Diffusions Modernes and will be capitalized at 500,000 francs (\$33,333).

What, No Scallions?

ABINGDON, Va., June 20.—"Post Road," opening production of Robert Porterfield's Barter Theater, set an unusually heavy gross in primitive wampum, with more than seven varieties of jams and jellies, onions, radishes, eggs, lettuce, postage stamps, sauerkraut and a baby lamb coming into the box office during the three-day run of the play last week.

American Dance Org Plans Two Recitals

NEW YORK, June 20.—At the close of their first season at the Met Opera 12 dancers from the American Ballet company formed a new group called The Ballet Caravan. New group will work on their own choreographic compositions and perform thru the summer.

Will present two full-evening programs, composed and executed by its own dancers. Programs will include two classic ballets, *Rondo*, with choreography by Erick Hawkins and music by C. M. von Weber, and *Encounter*, by Lew Christensen, with music by Mozart. Eune Loring and Eliot Carter have each contributed a ballet pantomime.

Dancers in the Caravan are Ruby Asquith, Ruthanna Boris, Giselle Caccialanza, Rabana Hasburgh, Albia Kavan, Annabel Lyon, Hanna Moore, Harold Christensen, Lew Christensen, Erick Hawkins, Charles Laskey and Eugene Loring. Douglas Goudy is company manager.

Penn Pix Tax Buried

HARRISBURG, Pa., June 20.—Movie industry in Pennsylvania has been breathing easier since last week, when Governor George H. Earle dumped all remaining tax bills filed in the House for the remainder of the session and urged the Legislature to concentrate on the levy measures already in the Senate. The move means the elimination, for a year at least, of Representative Joseph Ominsky's film tax bill, which proposed a tax of 1½ cents on each foot of film exhibited, lent or sold in this State. Another possible tax measure which would have hit all showmen was the proposed 1 per cent flat income tax sponsored by Representative Herman P. Eberharter, of Pittsburgh. Both bills were buried in the House.

French Critics Elect Officers

PARIS, June 15.—At the annual meeting of the Association of Dramatic and Musical Critics recently Edmond See was re-elected president and Adolphe Boschot and Emile Mas vice-presidents. New members on the society's committee are Gustave Bret, Raoul Brunel, Jean Drault, Andre Taillet, Fernand Grehg, Andre Leneka, Emile Mas, Charles Tenroc and Thibon de Courtry.

Griffin Allwite Sponsors Show

Unit opens July 1 as regular pay attraction—showmen laud firm's plan

NEW YORK, June 20.—Griffin Allwite Shoe Cleaner is sponsoring a road show, consisting of an all-girl swing band headed by Rita Rio, which, unlike other advertiser sponsored shows, is not being given away to the theaters and other spots playing the act. The unit, which starts July 1 and will run until September, is being sold to theaters, ballrooms, dance pavilions, etc., as a regular attraction, with no concessions because of the advertising angle.

Tentative route mapped out runs as far west as Indiana, south to Georgia and north to Maine. Bookings already include Loew's Metropolitan, Boston, and the Million-Dollar Pier, Atlantic City.

Showmen regard this as the ideal way to handle an advertising show, since the element of free competition does not enter. In addition, the extensive ballyhoo which the advertisers do for their attraction helps the theaters and other spots playing the act.

Griffin Allwite is using radio, billboards and newspapers in its tieup plugging the campaign.

Unit, which also includes Snowball, the dancer, was built by Raoul Marlowe, radio program builder and producer, formerly with CBS and WOR. Birmingham, Castleman & Pierce are the advertising agency. Bookings are being handled by Harry Moss, of Consolidated Radio Artists. Nat Cook is company manager.

Summer Theaters Prepare for Heavy Schedules Next Month

NEW YORK, June 20.—Seasonal dispossess of the proper inhabitants of the woodlands is proceeding with customary smoothness and lack of concern on the part of the ASPCA. The New England States continue to hold a corner on the barn circuit, the most active centers being Massachusetts, Connecticut and New York, each of which will likely increase its leadership by the end of June and the beginning of July, for on June 29 and immediately thereafter a new flood of openings will occur.

In Massachusetts the legendary whaling town of Nantucket will get its drama

via the Island Theater, opening its second season July 6 under the direction of Peggy James Wangler, who will exchange plays and players with Luther Greene's theater at West Falmouth. Eight plays in all will be presented Mondays and Tuesdays of each week until August 24, to be chosen from the following list: *Personal Appearance*, *Arms and the Man*, *Springtime for Henry*, *Russet Mantle*, *Our Betters*, *They Knew What They Wanted*, *The Good Fairy*, *Co-Respondent Unknown*, *Beyond the Terrace*, *Point of Honor* and *Lover's Meeting*. The last three are new. Miss Wangler, who will be assisted in direction by Horace Sinclair, has engaged many guest stars for appearances during the summer, including Dorothy Gish, Dorothy Mackall, June Walker, Muriel Kirkland, Margaret Douglas, Evelyn Varden, Jay Fassett, Horace Sinclair, Louis Calhern, Harry Ellerbe, Ona Munson, Ben Smith, Isabel Jewell, Natalie Schafer, John Halloran, Hortense (See SUMMER THEATERS on page 7)

Postponement Ups Stem Biz

Dull Broadway season is livened by holdover of Louis-Schmeling customers

NEW YORK, June 20.—Breaking thru the usual dullness of Broadway business at this time of the year, the postponement of the Louis-Schmeling bout, originally scheduled for June 18, diverted a large amount of revenue into the coffers of night clubs, theaters and all other entertainment categories along the street. This, coming together with the rainy weather, accounted for some of the largest unanticipated grosses in a long time. Out-of-towners, eager for a legitimate excuse to prolong their visit to New York, provided the harassed managers of eateries, night spots and other amusements with plenty of balm.

Until the pleasant news of the postponement broke business maintained its usual lax state characteristic of the season. The Music Hall did poorly with *Private Number*, and opened two days ago with *Sins of Man*. Paramount is well heeled for a while with W. C. Fields' *Poppy* and Ozzie Nelson; the Rivoli is stuck with Pioneer's expensive turkey, *The Dancing Pirate*; the Roxy fair to middling with *Secret Agent* and Paul Ash, holding over; the Strand holds over *Hearts Divided*, as does the Capitol with *Fury*.

Legit stumbles along with the one scheduled opening of the week, *Kickback*, formerly the WPA's *Backwash*, postponed until Monday, when it embarks upon a commercial career at the Ritz. *Victoria* and *First Lady* both call it a day tonight. *Idiot's Delight*, incidentally, had 25 standees the night Landon was nominated, which is sufficient testimonial to its staying power. *Class of '29*, a WPA production, is the only Federal Theater show grossing money.

WPA activities have extended to the operation of showboats, one of them opening next week. Three others, Bobby Sanford's, Kay Parson's and a Hudson River Day Line steamer, operate currently out of New York and cut in somewhat on the more stable night spots.

1,680 for Coast Benefit

HOLLYWOOD, June 20.—Tentative lineup for the forthcoming Actors' Fund Benefit lists 46 acts, using 1,680 performers. One number will have an ensemble of 550 dancers, to be directed and staged by Larry Caballos. Show will be held on one of the largest stages ever constructed, but will not run more than three hours. Center stage at Pan-Pacific Auditorium measures 84 by 60 feet, with two side stages, giving a full length of more than 220 feet.

Vienna Theater Expo

VIENNA, June 15.—Ninth International Theater convention will be held at Vienna from September 3 to 8. Delegates to the convention will assist at the inauguration September 5 of the International Exposition of the Theater, which is being organized by Josef Bick and Josef Gregor and at which will be displayed plans of model theaters, scenic settings and costumes. A technical section will contain exhibits of the latest perfections in stage and lighting equipment.

Turn to Pages 10 to 15

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Hail New Telco Color Pix Process

CHICAGO, June 20.—At the Dallas exposition the other day a news reel in full color was released simultaneously with the release of the same scenes in black and white. It was the first time in the history of the motion-picture industry that this had been done.

The pictures were made by the new Telco process, invented by Robert Hoyt and Leon Ungar, who have been experimenting for the last two years. They were the first public release of the new process. With the co-operation of the Universal exchange manager at Dallas, cameras were set up at the opening of the fair and photographs were taken. The film was rushed to the only laboratory in town and six hours later a completed reel of 350 feet was shown on the screen of a Dallas theater.

It is claimed for the Telco process that it will reproduce any color; pictures can be taken under any light strong enough for ordinary black and white pictures, and the color pictures can be developed within six hours after they are taken.

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

IBEW Gets Closed Shop

HOLLYWOOD, June 20.—With RCA taking over much of the recording business from ERPI at the major film studios, an agreement for 100 per cent union crews and established pay scales on construction, installation and maintenance work has been secured by the International Brotherhood of Electrical Workers. Equipment companies not parties to the basic agreement between the studios and the unions are being lined up on separate verbal deals to uphold major studio pay scales. The new agreement, long an objective of the union, is expected to involve 300 men employed in this field.

M. D. Pix for Pensacola

PENSACOLA, Fla., June 20.—With the Saenger interest showing no inclination to reopen either of its first-run houses in Pensacola following the decision to close down rather than pay the heavy municipal tax instituted on movie admissions, a physician has contracted for renovation of the old Belmont Theater, which has been closed for a long time, promising to give this city its first movies in several weeks. Saenger closed its shows on May 8, claiming that the tax was so steep that operation would be unprofitable.

Studios Ask Union Cards

HOLLYWOOD, June 20.—Major studios last week posted special notice that all employees coming under the jurisdiction of the IATSE, IBEW, drivers', musicians' and carpenters' unions must immediately take out union cards "to assure themselves of continued work." The studios-union pact provides for complete closed shop in their jurisdictions.

Compensation Commission

NEW YORK, June 20.—A local agent recently booked a girl dancer into a local cabaret. She fell and broke her leg on the cabaret floor and promptly sued for workmen's compensation. She won an award and was immediately approached by the irate agent, who demanded commission on the award.

When she protested his demands he yelled: "Would you have made this money if I hadn't booked you into that cabaret?"

"Extra Night" for Pitt

PITTSBURGH, June 20.—Johnny Harris, of the Harris Amusement Company, operating theaters in the tri-State territory, announces that the downtown Alvin and five of the firm's neighborhood theaters have contracted for the use of "Extra Night" as a weekly feature thruout the summer. The chain is already using "Bank Night" on Fridays. A general letdown in business prompted the local outfit to try out cash give-away plans.

CORRY, Pa., June 20.—Theater Business Builders, Inc., owner of "Extra Night," a theater give-away plan, are instituting suits against two theaters for the infringement of the copyright law. According to the Blatt Brothers, operators of the plan, a house in this territory and another in Chicago have been using their feature without their permission. Attorneys have been retained to handle the cases for the Blatt firm.

Richmond's Fight Pix Fight

RICHMOND, Va., June 20.—Charles A. Somma, motion picture manager and State fair director here, whose court fight brought a decision allowing picture houses to exhibit on Sunday in Richmond, is now seeking to get a court decision permitting the showing of fight pictures.

He has filed an appeal in city Circuit Court from a ruling of the Virginia board of motion picture censorship, which refused him permission to exhibit pictures of the Max Baer-Joe Louis fight. The board held that such pictures "might incite to crime."

While the Baer-Louis pictures would be of no use to Manager Somma at this late date, his idea is to establish a precedent which would allow him to exhibit pictures of the Max Schmeling-Joe Louis fight. The appeal will be heard at some date not yet fixed.

Louisiana's Theater Bills

NEW ORLEANS, June 20.—Among a number of bills affecting the theatrical fields now in the hopper of the Louisiana Legislature is a proposal prohibiting movie theaters and other places of amusement in the State from charging different prices of admission at various hours of the day. Another measure (See LOUISIANA'S THEATER page 38)



Ad Man and Author at 22

"Took the N. I. A. course at eighteen. Today at twenty-two am Assistant Eastern Advertising Manager of The Billboard, and editor of Adverts. Have just sold a story to Famous Detective Cases for \$185. So as an ad man and author permit me to say, 'If you want to write ad copy or fiction, try N. I. A.'"

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How do you KNOW you can't write?

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If the latter course is the one of your choosing, you probably never will write. Lawyers must be law clerks. Engineers must be draftsmen. We all know that, in our times, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on journalism—continuous writing—the training that has produced so many successful authors.

Learn to write by writing

NEWSPAPER Institute training is based on the New York Copy-Desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments, just as if you were right at work on a great metropolitan daily. Your writing is individually corrected and constructively criticized. A group of men, whose combined newspaper experience totals more than 200 years, are responsible for this instruction. Under such sympathetic guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style—undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who should be writing become awe-struck by fabulous stories about millionaire authors and therefore give little thought to the \$25, \$50 and \$100 or more that can often be earned for material that takes little time to write—stories, articles on business, fads, travels, sports, recipes, etc.—things that can easily be turned out in leisure hours, and often on the impulse of the moment.

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Season Averages Hopeful Despite Production Drop

Number of premieres will probably go down, but number of hits will go up—average length of run also due to rise—musical category, with few shows, takes rap

NEW YORK, June 20.—Altho official statistics on the season now drawing to a close will not be compiled for *The Billboard Index of the New York Legitimate Stage* until the season officially ends July 31, definite trends are already clearly marked. With no openings on the horizon, it is pretty safe to predict that the number of new shows during the season will have dropped below the previous semester, or at best have risen only slightly. This is in marked contrast to the hopeful currents noticed all over the Stem all year, but it affects only quantity—not quality or financial success. With the usual 100-performance rating for a hit, it is safe to predict that, despite the probable decrease in the number of shows during the season, the number of hits will have gone up considerably. This, of course, is the healthiest possible sign, meaning a sizable step-up in the hit percentage. Effects of this can be far-reaching, including the increased enticement of outside dough to legit, as was the case during the boom years. When legit hit the slide, backing more and more came from film companies, Wall Street having headaches of its own. With the hit percentage increasing, however, it is quite possible that the money boys may come back to the game, with the stage escaping from the film yoke that has recently been galling it.

Average length of run will probably be found to have gone up considerably, the only those plays closing—not opening—during the season will be averaged. This rules out *On Your Toes*, *Boy Meets Girl*, *Three Men on a Horse*, *Tobacco Road*, *The Children's Hour* and other likely summer stayers. None the less, run average should go up well over the previous season. A strong factor is the comeback of the middle-class show, the type that held on for a few weeks, not a hit but getting back its dough for its sponsors. During the dark days this class disappeared almost entirely, with plays either shutting down immediately or going on to the hit category. This year there have been a number of productions which carried on to the intermediate class, and they should boost the average handily.

Only despondent note is the weakness in the musical class, which went to pieces this season. Few produced and few clicking gave the field one of its bleakest sessions in modern theatrical history. Many factors are figured in, including the prevalence of revue-type night-club shows. Over a year ago *The Billboard* ran a story predicting that legit musicals were due for the slides, and that the field would be cut to pieces almost immediately. Prediction clicked in every respect.

With Broadway dropping to pitiful ebbs during the past few summers, the current beach-and-bathtub spell looks a bit brighter, tho not much. Eighteen shows are on the boards tonight, and six of them look definite. A few others are in the maybe category, but the picture as a whole is no splash of sunshine. Two of the current offerings which could easily weather the heat are due for shut-downs because of their stars' desire to take vacations, but both are set to re-open for second engagements August 31. They are *Victoria Regina* and *Idiot's Delight*.

Managers-Dramatists Change Play Ruling

NEW YORK, June 20.—Hollywood's primary objection to clauses in the recently concluded manager-dramatist pact, pertaining to the sale, disposal and protection of movie interests of film-backed plays, was in a large measure ironed out last week when a joint committee representing both managers and dramatists decided that instructions regarding the sale of plays to the films may not be changed during the time interval beginning with the movie contract to back a play and ending when the play is finally sold to Hollywood.

When the manager-dramatist pact was concluded Hollywood's chief objection, as voiced thru representatives of Warners and MGM, was that they could not "remain in a game whose rules were always changing." It is figured that this more definite arrangement should suit the film folk.

Penn Theater-Fest Planned

PITTSBURGH, June 20.—Members of 31 theater groups in Western Pennsylvania met in the Pittsburgh Playhouse last Monday night to form plans for one of the most ambitious play-production programs in local history. It is a dramatic festival in which more than a score of producing organizations will participate in a week-long round of events to be held at various auditoriums in Allegheny County.

The meeting, sponsored by the Federation of Non-Commercial Theaters, also shaped plans to include four meetings at which famed theatrical men will speak.

"Boy" a Detroit Clicker

DETROIT, June 20.—Business has built steadily for the first three weeks of the run of *Boy Meets Girl* at the Cass Theater, proving again that Detroit's best legitimate season comes right at the end of the year. The play will stay on another two weeks, according to Beauvais Fox, who is advance representative, and may go on for a summer run.

Sunday performances have been dropped, as box-office receipts proved that Detroit is not a summer show town for Sundays. This is one of the first companies to take this step locally, but it seems to be favorably received by the public.

other marine plants will be planted. A revolving stage with a width of 100 feet is planned. There are to be no curtains but a stream of lights before the audience to ward off sight of the stage.

N. O. Outdoor Theater

NEW ORLEANS, June 20.—Realization of plans for the erection of a giant outdoor theater for presentation of legit plays, musical comedies and opera on the shores of Lake Pontchartrain in suburban New Orleans drew a step nearer this week, with the okeh given drawn-up specifications by the commission council. The theater, to cost approximately \$60,000 in its initial outlay, will be a WPA project.

Plans are for a 3,000-seat amphitheater, with 10,000 additional seats to be made available for growing patronage. There will be 14 sections, with a double row of boxes. A large space before the stadium will be planted, graded and beautified, with an artificial lake in the center, in which lotus, water lilies and

From Out Front

By EUGENE BURR

Very few books achieve the true color of the theater. There is hardly a novel written around stage life that has managed to present that life with any of the flavor of the footlights. Even so highly touted a theatrical novel as *Broome Stages* had little of the theater in it; its royal family might have been a family of musicians or physicians or interior decorators.

Books which try to dredge up the theater of the past seldom achieve their purpose; for the most part they are written by scholars rather than by theater men, and the odor of lamp-oil rather than of grease-paint hangs about them. As a matter of fact, the only exception that this reporter has ever encountered is Professor George Clinton Dinsmore Odell's gigantic *Annals of the New York Stage*, which is now in its eighth large volume and has still many more years to cover before it is completed, and the success of that is caused only by the fact that Professor Odell loves and knows the theater as well as he loves and knows scholarly research. It is a combination as felicitous as it is rare.

Theatrical biographies are affected similarly. Most of them are written by research students—and even when they do manage to get themselves dictated by a theater man (Richard Lockridge's biography of Booth, for example) it is almost impossible to recapture the flavor of a forgotten theater of a bygone day. Mr. Lockridge himself not only admits but insists upon this point in his discussions of the acting standards of the Booth generation.

As for theatrical auto biographies, they are almost all of them written by famous stars and famous managers. They do, without doubt, recapture the atmosphere of the theater—but that atmosphere is only incidental. It is simply a setting to show off the great figure about whom each autobiographer interminably talks.

Almost the only real theater books we have had are those written by the theater's lesser lights, concerning the theatrical doings of the great and near-great with whom they have come in contact. And most of these have been written from the viewpoint of the other side of the footlights. Even that grand volume of ultra-pompous chit-chat penned by a Drury Lane prompter of the 18th century—the names of both book and author unforgivably escape me at the moment—concerns itself chiefly with the strutting players whose legs passed endlessly before the author's wary but weary eyes.

The front of the house has not been represented in the theater's book-parade by a single volume that truly caught its flavor. It has been unrepresented, that is, until the publication, a few days ago of George Blumenthal's *My 60 Years in Show Business*. Mr. Blumenthal's book does the job.

Mr. Blumenthal was connected chiefly with the Hammersteins, and it is the Hammerstein family with which most of his pages are concerned. But the Hammerstein interests were so varied that a discussion of them amounts to a cross-section of the theater of the period. In addition, Mr. Blumenthal's style is chatty and informal, and his narrative is filled with anecdotes and sidelights. It brings back the theater of the past, as seen from the front of the house, in a believable, interesting and colorful form. We have always a feeling that it is the real theater that it brought to us; the book is a theater-man's biography.

The Hammersteins were by no means the only ones with whom Mr. Blumenthal came in contact. His narrative includes the Frohmans and the Shuberts, Klaw and Erlanger, the start of the theatrical trusts. It ranges over the fields of drama, musical comedy, opera, extravaganza, vaudeville, motion pictures and burlesque. The performers who appear briefly (but as human beings) within its pages are countless—they include people from all of the many theatrical fields.

Being chatty and informal, the book is amazingly alive and interesting, its people breathing again in its pages. Being the work of a man who had wide and varied interests, it is a history of the amusement world of the last six decades, no less valuable as a history because it is filled with the stuff of everyday theatrical life.

Arthur H. Menkin, to whom Mr. Blumenthal told his story, wisely retained as far as possible the veteran showman's own words and informal manner. The total effect is that of a theater manager of the '80s—or the '90s or the 1900s or the 1920s—with his feet braced against his roll-top desk, with his cigar half smoked, looking quizzically over his spectacles and talking about the theater.

It is the sort of theater book that is both informative and amusing—and it recaptures the true flavor of the theater, as seen from the front of the house. That in itself is an achievement.

Jr. Ruling to Referendum

Equity gets petition asking change in senior requirements go to membership

NEW YORK, June 20.—With the receipt by Equity's council last week of petitions totaling more than 100 names, the proposed retroactive junior membership amendment calling for 50 weeks of paid work in addition to two years' apprenticeship will, of necessity, be thrown for final settlement to a national referendum. For the convenience of actors far away from the home plate this summer, the polls will open September 15 and close October 16.

Long sought by certain Equity elements as a measure designed to meet changing conditions of employment in the legitimate theater, the anticipated ruling has been attacked by opponents as an unfair means of keeping younger Equity elements powerless by depriving them of voting power, which under the current ruling would automatically fall to some 200 or 300 actors within two years. Other protests are aimed at the amendment's retroactive feature, which discounts specific conditions under which all present juniors joined Equity and which, according to certain legal opinion, leaves the organization open to litigation on the basis of breaking of contract; also, fact that summer stock engagements are not to be included in the 50-week stipulation, and the keeping of actors in the \$25-a-week category, which is the minimum wage of juniors.

Approved by the old council, the amendment was submitted to the general election meeting at the Hotel Astor May 25, where it was defeated by a total number of voters considerably less than 750, thus leaving open, according to Equity's constitution, the possibility of a referendum vote. This possibility became mandatory when petitions with 100 names were sent to the council.

Should the national referendum return an affirmative vote, the present administration may find itself in untroubled waters; but it is probable that the peace will be only temporary, with the present juniors smoldering and biding their time until they become of age, which they must eventually.

Pensacola Amphitheater

PENSACOLA, Fla., June 20.—City Manager Roark has announced that city is planning to apply to government for funds with which to construct an open-air amphitheater at Bayview Park to cost \$25,000. The project, sponsored by the Pensacola Music Commission, calls for erection of stage properties, screened dressing rooms and orchestra pits, all available for stage productions, movies and concerts. Seats will be provided for 2,500 and a natural terrace would accommodate 10,000 more.

Shreveport Players Abroad

SHREVEPORT, June 20.—August 17 has been designated as the date for the first European appearance of players of the Shreveport Little Theater, it was announced in a cable from London this week. For the first time in the history of the theater an American little theater group will play abroad. The first night is set for the Crocyden Theater by special invitation of J. Somerville Baxter, director. Permission has been obtained to present Lynn Riggs' *Russet Mantle* as one of the first two plays of one-week duration each.

WPA Musician Satire For AFM Convention

DETROIT, June 20.—I *Confess* returned to the Detroit Federal Theater at the Lafayette Theater last week. William Beyer, the author, is now permanently attached to the Federal Theater as director and has charge of this presentation.

There was an unexpected irony in the return of this play, which to some extent satirizes the operations of the American Federation of Musicians, which was holding its national convention in Detroit the same week.

Summer Theaters Prepare for Heavy Schedules Next Month

(Continued from page 4)

Alden, Nancy Sheridan, Sylvia Weld and Jack Hartley. Mr. and Mrs. Harry Davis and John Walker, members of the Carolina Playmakers, will make the sets. Helen Clark will be in charge of properties; Richard Maloney, business, and Slater Barkentin, publicity.

At Ogunquit Stiano Braggiotti will have the male lead opposite Frances Starr in *Kind Lady*, scheduled for the week of July 13; Ruth Hammond has been engaged for *Saturday's Children*, July 6; Henry Hull will rejoin the cast for *Night of January 16*, and Wilfrid Seagram will also appear. At Cohasset *The Laughing Woman* opens the season July 6, with Helen Menken and Tonio Selwart in the leading roles, supported by Albert Van Decker, Aldrich Bowker, Elizabeth Kennedy, Flora Campbell, Mary Howes, Jane Bancroft, Alfred Echeverry and William Cragne. Already produced in London, this play will be tried out by Alexander Dean in the interests of James R. Ullman and the Shuberts.

J. C. Nugent opened in his own play, *Mr. Shaddy*, June 17 at Westford, Mass., with the support of Malcolm Lee Beggs, Ann Archer, Alan Morrell, Walter Lohr, Colin Dawson, Bernice Bernard, Lancy Bader, Alison Hawley and Harold Kopel. Nugent will probably also do *Big-Hearted Herbert*, with Helen Carew, directed by A. Franklin Trask. *Shaddy*, incidentally, was already done at Skowhegan.

Raymond Moore's Cape Playhouse at Dennis, Mass., opens June 29 with Donald Brian in George M. Cohan's *Song and Dance Man*. Phidelah Rice's Playhouse at Martha's Vineyard has changed its opening date to July 6 and will start off with *Fresh Fields*. In Kennebunkport, Me., the Garrick Players will present Isabel Hallin in *Personal Appearance*. In Rhode Island the Newport Casino Theater's company now has the following new names: Elizabeth Dean Farrar, Stephen Ker Appleby, Octavia Kenmore, Franklin Gray, Hayden Rorke, Charles Trexler, Shirley Osborne, Perry Wilson and Jus Addis.

Alan Brock, of the S. M. Bentham office, has signed Blanche Ring to star in *It's a Wise Child* for Gregory Deane at Niantic, Conn., opening June 29. Gloria Blondell, sister of Joan, will play the ingenue lead. The same office has engaged Mabel Taliaferro and Lee Patrick, supported by Tom Neal and Grena Sloane in the juvenile and ingenue roles. In *The Old Maid*, scheduled for Milford the latter part of June. Earle Larimore and Selena Royle to co-star in *The Second Man*, also at Milford, July 27, and Hal Conklin for leads, ditto. New plays to be presented by the company include *Picnic*, by Francis E. Faragoh, and *A Very Good Young Man*, by Martin Brown.

At Stony Creek, Conn., *Merrily We Roll Along* starts the season June 29, and if all goes well the company will present nine new plays. Fred Herenden, author of *Home, Sweet Home*, is in Greenwich attending rehearsals of his play, which starts June 29. Sam Grisman, as you may know by this time, denied that he granted permission to the Summer Playhouse at Ivoryton to produce *Tobacco Road*. Grace George will star in *The Difficulty of Getting Married* at Westport July 6.

The Messrs. Skinner and Tuttle have arranged a benefit for each opening night of the 12-week season at the Westchester Playhouse in Mt. Kisco. At the Ridgeway Theater, White Plains, there will be several members of the original Broadway cast of *Fresh Fields* to support Margaret Anglin, including Mary Sargent, Boyd Davis and Elwyn Harvey. George Macready, who has been playing all season with Helen Hayes in *Queen Victoria*, left that production today to join the companies of the Ridgeway and Westchester Playhouse for the summer. Joan Vernon, who recently completed an engagement with Max Gordon's *Pride and Prejudice*, has been signed for the ingenue role in *Fresh Fields*.

June Walker and William Harrigan, who head the cast of *Night of January 16*, which opened June 23 under the direction of John Hayden as the first production of the Chamberlain Brown Players at the Bronxville Auditorium, New York, are supported by Ada May, Arthur Pierson, Ethel Wilson, Edward Robins, Calvin Thomas, Virginia Milne, Marcella Swanson, Craig Adams and others.

Peggy Wood opened the New Rochelle Summer Playhouse season June 23 in *Caprice*, supported by Hunter Gardner, William C. Jackson, Leona Powers and J. Richard Jones. Muriel Kirkland heads the second week's bill in *The Bride the Sun Shines On*. Ruth Gordon appears the third week in *Saturday's Children*, supported by some of the original cast.

Maryverne Jones, managing director of the Starlight Theater at Pawling, N. Y., has substituted Ferenc Molnar's *The Swan*, with Rosamund Pinchot, for *Eden End* as the opening production on June 29. The latter, with Estelle Winwood, will be given later. June 24 is the date when Charles O. Carey's Show Shop on Governor's Island begins to function with *Smart Lady*. The cast includes Harriet Lonsdale, Sonia Alexander, Anatol Bendukov, Virginia Wynn, Charles Hinton, Howard Kuscher and Russel Alford. The Red Barn at Saugerties, N. Y., opens June 29 with *Three Men on a Horse*, to be followed by *The Warrior's Husband*. Gladys Cooper will play opposite Philip Merivale in *White Christmas*, and Percy Kilbride has the lead in Charles Locke's new play, *Please Do Not Disturb*, at the Red Barn Theater, Locust Valley, L. I. Arthur Hopkins' Theater of the Four Seasons at Roslyn, L. I., presented *Mrs. Moonlight* as the third offering of the season, June 16. Sylvia French will manage the summer theater at Southampton, L. I., opening July 6 for an eight-week season. The Periwinkle Players, operating a showboat at Pelham, N. Y., opened June 19 with a meller, *The Sea of Ice or a Thirst for Gold and The Wildflower of Mexico*. Ernest Maltravers comes next, after which the ship will up anchor and make a tour of yacht clubs, etc., finally coming to Westport, where it will give *The Skeleton Witness* or *Murder at the Mound*. At the Urban Playhouse in Yonkers, David Baxter will play in *Command To Love*. Jessie Royce Landis has left the Broadway cast of *Pre-Honey-moon* in order to make the rounds of the summer theaters to try out plays. She will first go to Brace Conning's Playhouse at Stoney Creek, Conn., and in July she will appear at Skowhegan, Mass., in a play directed by Melville Burke and another written by Philo Higley. At Brighton Beach, New York, Jack Linder opens a season of dramatic and musical shows June 29, with matinee and evening prices at 50 cents and \$1 top, respectively.

Across the Hudson, the Warren Players at Spring Lake, N. J., will give *Peg o' My Heart*, with Virginia Curley, and *The First Mrs. Fraser*, with Frances Neilson. Other actors who will appear include Barbara Brown, Chisholm Beach, Pamela Wright, Stanley Smith and Ed Lester. In Long Branch, a showboat alongside the Steel Pier opens under the management of Frank McCoy, who will give *They Ain't Done Right By Nell*, with Ethel Britton and William Russell in the leading roles. A new stage and new lighting equipment has been added to the Cape May Playhouse, and Lucien Henri and Margot Taylor will design settings.

Following the opening week's show of *The Night of January 16th*, the Nuan-gola Grove Players, near Wilkes-Barre, Pa., will present *Fresh Fields* for the week of June 22. The third week's show will be *Love on the Dole*. The company includes Donald Glenn, Kay Loring, Royal Stout, Nellie Kennedy-Stout, MacGregor Gibb, Fred Lahmer, Mary Dawley, Charles Paul, Donald Oliver and Joseph Foley.

Edwin Ross and Robert C. Schnitzer open the Robin Hood Theater at Arden, Del., July 1, with *It's a Wise Child*, to be followed by *A Perfect Alibi*, *Fresh Fields*, *Laburnam Grove*, *On the Stage*, *Card-board Lover*, *Kind Lady*, *Her Master's Voice*, *Biography* and *Personal Appearance*. Duley Cooper and Bigelow Sayre will play the leads and Thelma Chandler will direct.

Jules Verne's *Around the World in*

BROADWAY RUNS

Performances to June 20, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	242
Bury the Dead (Fulton)	Apr. 18	73
Call It a Day (Morosco)	Jan. 28	171
Children's Hour, The (Elliott)	Nov. 20	673
Dead End (Belasco)	Oct. 28	274
End of Summer (Guild)	Feb. 17	144
First Lady (Music Box)	Nov. 26	243
Idiot's Delight (Shubert)	Mar. 24	103
Kick Back, The (Ritz)	June 17	6
Love on the Dole (Longacre)	Feb. 24	136
Mulatto (Vanderbilt)	Oct. 24	277
Pre-Honeymoon (Lyceum)	Apr. 30	60
Three Men on a Horse (Playhouse)	Jan. 30	593
To My Husband (Belmont)	June 1	24
Tobacco Road (Forrest)	Dec. 4	1098
Victoria Regina (Broadhurst)	Dec. 26	205

Musical Comedy

New Faces (Vanderbilt)	May 19	39
On Your Toes (Imperial)	Apr. 11	81

Eighty Days started the season of the Roadside Theater near Washington, D. C. Harold A. Weinberger directs, and plays remain for a fortnight.

Below the Mason-Dixon line, Robert Porterfield will present Paul Osborne's *Vinegar Tree* June 25-27 as the third offering of the current season at the Barter Theater in Abingdon, Va. The production, staged by Owen Phillips, with sets by Laurie Leonard, will have Doris Rich and Blaine Cordner in the principal roles, supported by Alice Buchanan, Madeira Schwartz, Tomes Chapman, Tom Coley and Thomas Hughes.

Leventhal Legit Clicks in Jamaica

NEW YORK, June 20.—Jules Leventhal, formerly of the firm of Wee & Leventhal, has taken over the RKO Alden Theater, Jamaica, L. I., for a season of the legitimate or, as he stated, "as long as the public will support it." So far there is every indication that the venture will continue.

The policy is road attractions of established New York successes, with

WPA "Broken Dishes" Revival Scores in Chicago

CHICAGO, June 20.—Having just completed a successful nine weeks' run of *Three Wise Fools*, at the Blackstone Theater, it looks like the American Repertoire Company, a WPA theater project playing at that theater, has another hit on its hands in the revival of *Broken Dishes*, which opened this week.

The play is a personal triumph for Oscar O'Shea, who plays the role of Pa Bumpstead, and has developed into the most popular player in the entire Federal Theater ranks here due to the expertness of his character comedy portrayals. O'Shea, a veteran dramatic stock actor and director, is wise to all the tricks and bits of his trade and uses them to such advantage that he dominates every scene in which he appears. He has become a prime favorite with theatergoers here, and much of the Blackstone Theater's present success can be traced to his popularity. His performance as the meek, henpecked husband was flawless.

Myrtle Bigden was a bit too fiendish as the nagging wife, playing it more as a heavy than as a character woman. Genevieve Orgill and Beulah Brandon, as the two daughters, were adequate, and Guy Hickman carved a successful characterization from his part, some of his scenes being very funny. Fannie Ellen Hogg, now known as Fannie Ellen, and Robert Merriman, a pleasing juvenile, fitted into their roles perfectly. Others in the cast were Charles Gordinier, Tom Brown and George Dayton.

F. LANGDON MORGAN.

Sailors, Beware! the initial show. Last week *The Old Maid*, Pulitzer prize play, with Mabel Taliaferro and Eleanor Phelps in the Helen Menken and Judith Anderson roles, did very well.

The projected list includes *Night of January 16*; *Co-Respondent Unknown*, featuring James Rennie, and a preview of a new play, *Road to Paradise*, by Alfred Jackson and starring Lenore Ulric. Dollar top and 50 cents at matinees. Raymond Payton is the general manager and personal representative.

is this news?

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News of the Week

Universal's production plans for 1936-'37 call for 42 feature pictures, according to J. R. Grainger, general manager of distribution, and Charles R. Rogers, vice-president in charge of production, who spoke June 15 at the company's annual sales convention at the Hotel Astor. In addition there will be 65 one-reel subjects, four serials totaling 52 two-reelers, 104 Universal Newsreels and an action film.

Leading the list of productions is *Madame Curie*, which will depict the life of the noted French research worker from a script written by her daughter. The leading role will be given to Irene Dunne. *Melody Lady*, a Jerome Kern-Dorothy Fields musical from a story by Earl Derr Biggers, and *Hippodrome*, another musical from a scenario by Garrett Fort and R. H. Burnside, are also scheduled. *Two in a Crowd* has been finished this season, but will be released as the first of next year's offerings, starring Joel McCrea and Joan Bennett.

Universal's confab at the Astor was the first sales convention under the banner of R. H. Cochrane and Cheever Cowdin, who lately took over the interests of Carl Laemmle. According to Cochrane, the company's financial condition is very good, and contracts are about 10 per cent in excess of the same period last year. Rogers mentioned that 27 scripts are already prepared and include *As Good as Married*, *A Fool for Blondes*, *Three Smart Girls*, *Everybody Sings*, *Flying Hostess*, *Rich and Reckless*, *Class Prophecy*, *Lesson in Society* and *Four Days' Wonder*. The meeting opened June 15 and lasted four days.

According to Sam Sax and Norman H. Moray, Warner production exec and Vitaphone exec, respectively, Warners will make 140 shorts for release next season. This information was divulged at the company's Western sales convention at the Blackstone Hotel, Chicago, last week. The breakdown of the total will come to 104 one-reelers and 36 two-reelers. Sax, who heads production at Vitaphone's studio in Brooklyn, will make 100, and 40 will be made in Hollywood, including 34 Leon Schlesinger cartoons.

Murray W. Stand's bill providing for the admission of unaccompanied minors to theaters in New York City under certain conditions was approved June 16 by the Board of Aldermen. Main provisions of the measure call for a definite part of the house to be given over for the sole use of children, who will be under the supervision of matron provided by the Department of Health.

RKO-Radio Pictures, according to an announcement June 16 by Ned Depinet at the company's annual sales convention at the Waldorf-Astoria, will release 54 features and 192 shorts. In the latter will be included 36 two-reel comedies made by Van Beuren Corporation, 13 *March of Time* subjects, seven *Pathe* and 104 *Pioneer Pathe News*. Walt Disney will join Radio when his United Artists contract expires about January 1. Fred Astaire and Ginger Rogers will be prominently featured in the season's production plans with both co-starring and each making a separate film. Ginger's other partner will be Jack Oakie. It is likely that Katharine Hepburn will appear in *Quality Street* and *Portrait of a Lady*; Lily Pons in *Street Girl*, and Barbara Stanwyck in two others, one of which will be *Behold the Bridegroom*. Robert Donat, Fred Stone, John Boles, Herbert Marshall, Joan Bennett, Charles Boyer, Joe E. Brown, Wheeler-Woolsey, Bobby Breen, Joe Penner, Gene Raymond and Ann Sohner are also more or less definitely scheduled for productions.

When Paramount's stockholders met June 16 to elect five new members to its directorial board John E. Otterson, president of the company since the reorganization last year, was not elected. (See NEWS OF THE WEEK in 4th col.)

Exhibitors' Organizations

The Berkeley-Carteret Hotel at Asbury Park, N. J., on June 19 was the scene of the last meeting of Allied Theaters of New Jersey. Lee Newberry, president, spoke on the national convention in Cleveland.

June 30 and July 1 will be the dates when KMTA's annual convention at Kansas City will be held, instead of June 23 and 24, as originally announced. The change was effected so that exhibitors will have a chance to listen to Ed Kuykendall, MPTOA president, who will be able to get to the Variety Club rooms at that time.

Independent theater owners in the Cleveland area are still complaining of the tactics of independent circuits which persist in such abuses as delay in play dates, overbuying and cutthroat admission reductions. These small indies are against Allied's intention of removing producers from the exhibition end of the business before the aforementioned complaints are cleared up.

The contemplated junction of TOCC and ITOA will not come to pass until the fall even tho Charles L. O'Reilly, president of TOCC, and Harry Brandt, chief of ITOA, have worked out a more or less definite scheme for the merger. O'Reilly will be busy this summer with his concessions at the Texas Centennial at Fort Worth.

On July 14 Connecticut MPTO will stage a film golf tourney which will include representatives from all parts of the State. Plans are already settled, and the place will be the Race Brook Country Club. A committee to take care of entertainment, publicity and various other items connected with the tournament has been appointed by President Irving C. Jacobs Jr., and includes Edward G. Levy, secretary, and Ed Raffle, treasurer. Lesser committee members include Harold Eskin, Sam Rosen, Harry Shaw, Arthur Lockwood, B. E. Hoffman, Abe Mathes, Lester Tobias, Sid Goldberg, Bill Vuono, Ed Ruff, Lou Anger, Harry Rogovin, Morris Bailey and Nat Furst.

NEWS OF THE WEEK

(Continued from 1st col.)

cause of a provision that a president must be a director, Otterson's retirement is expected when the board names a successor. It is possible that he will remain associated with Paramount in an advisory capacity.

The new members comprise Nell Agnew, vice-president of Para and in charge of distribution; E. V. Richards, president of Saenger Theaters, controlled by Para; Barney Balaban, of the Balaban & Katz Circuit, Chicago; A. Conger Goodyear, of the Museum of Modern Art, and Paul McClintock, vice-president of Sterling Products. Regarding the last two, their exact interest in Paramount stock is not known, but they take the places of Otterson and John Golden. The rest fill the places left by George J. Schaefer and Charles E. Richardson and Gerald Brooks.

Board members include Harry O. King, Stephen Callaghan, John D. Hertz, Charles A. McCulloch, H. A. Fortington, Maurice Newton, Duncan G. Harris, Floyd B. Odium, Adolph Zukor, Stanton Griffis and Harvey D. Gibson. It is believed that Zukor, chairman of the board, will become chief exec. The charge that some of the board's members were not familiar with industrial problems was made by Attorney Saul Rogers, speaking for a stockholder group.

On June 22 the Amusement Division of the United Palestine Appeal gave a dinner at the Waldorf-Astoria in honor of Carl Laemmle's accomplishment as head of Universal. Will H. Hays, Eddie Cantor and Louis K. Sidney headed the committee in charge.

Grover Parsons, for 19 years head of the MGM Film Exchange in San Francisco, June 22 takes over the management of the Western sales department of Republic Pictures in that city and June 20 flies to New York to confer with his new chiefs. Ira Furman, manager of the MGM Film Exchange, Charlotte, N. C., replaces Parsons in San Francisco.

"POPPY"

(PARAMOUNT)

TIME—74 minutes.

RELEASE DATE—June 26.

PRODUCER—William LeBaron.

PLOT—Story never meant much, in this particular production or any prototype. Anyway, Prof. Eustace McGargle offers as heiress to a \$3,000,000 estate his daughter, Poppy. A crooked lawyer with whom he is working double-crosses him and exposes the marriage certificate offered by McGargle as a phony. With jail imminent, it's found that she is really the heiress and not Mac's daughter, but a waif he adopted as a foundling. The plot makes no difference, other than to slow up the picture. It does provide a background for Fields as a carnival guy, and that's good enough.

CAST—W. C. Fields, Rochelle Hudson, Richard Cromwell, Lynne Overman, Catherine Doucet, Maude Eburne, Rosalind Keith, Granville Bates, Adrian Morris, Ralph Remley, Dewey Robinson, Tammany Young and Bill Wolfe. Fields is grand, with several routines that should go down as classics. Supporting cast is good all thru, except that the audience will only want the comic, and there isn't enough of him. Bill Wolfe does an exceptional bit as a yokel gardener. Overman also a standout.

DIRECTOR—A. Edward Sutherland. Good work, except for the fact too much time was given to the story.

AUTHORS—Play by Dorothy Donnelly, Waidemar Young and Virginia Van Upp on the screen play. Music and lyrics by Ralph Rainger and Leo Robin.

COMMENT—Despite Fields' several uproarious episodes, audiences may be disappointed because of the dull spots. But the business of the talking dog, the frankfurter stand, pea game, croquet game and one or two others are alone worth the price of admission. They'll bring laughs just by coming back to the minds of those who will have seen them.

APPEAL—To all.

EXPLOITATION—Fields, of course.

"SECRET AGENT"

(GB)

TIME—85 minutes.

RELEASE DATE not given.

PLOT—A British novelist during the war in announced as killed, is taken over by the secret service and is sent to Switzerland, along with a strange helper, to stop a German spy from getting thru to the Orient. In Switzerland he finds a pretty lass who's to pose as his wife. They kill a suspect, only to find he's the wrong man, and on the rebound the guy and gal decide to give up spying. But they get on the track of the right man and go thru with it, winding up on a troop train in Turkey. The train is wrecked and the spy is killed by the strange helper, who in turn is shot. The guy and gal get away safely, tho how they do it the picture conveniently forgets to explain.

CAST—John Gielgud, Madeleine Carroll, Peter Lorre, Robert Young, Percy Marmont, Florence Kahn and others. Playing is far above the material, with splendid performances turned in by practically the entire cast. It's good to see Marmont's excellent work again.

DIRECTOR—Alfred Hitchcock. The man who did such an amazingly fine job with *The 39 Steps* didn't repeat with this one. Psychological angles are played up in midstream, disrupting the melodrama. Continuity is jerky, tho individual scenes have all of Hitchcock's former cunning. Effect was probably spoiled in necessary cutting. Runs almost hour and a half now.

AUTHORS—Screen play by Charles Bennett, based on the novel by W. Somerset Maugham. The adaptation fell down.

COMMENT—Spoiled in the cutting room.

APPEAL—Names will carry it on higher brackets.

EXPLOITATION—The spy situation and the names.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
<i>Hearts Divided</i> (1st National)	10	6	2	"A money-maker."—Daily Variety. "Grade A entertainment."—Film Curb.
<i>Murder by an Aristocrat</i> (1st National)	1	9	7	"Formula murder mystery."—Box Office. "Fair."—Harrison's Reports.
<i>Private Number</i> (20th-Fox)	9	6	5	"Desirable entertainment."—M. P. Herald. "Excellent mass entertainment."—Harrison's Reports.
<i>The Last Outlaw</i> (Radio)	17	1	1	"Crackerjack."—Film Curb. "A lot of entertainment."—M. P. Herald.
<i>Bunker Bean</i> (Radio)	6	0	4	"Excellent."—Film Daily. "Satisfactory."—Film Curb.
<i>The Last Journey</i> (Twickenham)	9	2	2	"First-rate entertainment."—Box Office. "Better than average."—Hollywood Reporter.
<i>Below the Deadline</i> (Chesterfield)	1	4	3	"Little that is praiseworthy."—News. "Pattern job."—The Billboard.
<i>For the Service</i> (Universal)	6	0	1	"Strong Western."—Film Daily. "Western thriller."—The Billboard.
<i>Bridge of Sighs</i> (Chesterfield)	3	3	6	"Better than average."—Hollywood Reporter. "Dullish dialog."—News.

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"SINS OF MAN"

TIME—78 minutes. (20TH CENTURY-FOX) RELEASE DATE—June 19.

PLOT—An emotional film first laid in an Austrian village where the church sexton's love for his two sons is rivaled by his fondness for the church bells and his devoutness. His oldest son, an aviation pioneer, for which he is ridiculed by all, leaves the homestead to head for America. The other son is deaf. The father soon forgives, goes to America, but while there his son is killed and war is declared so that he cannot return home. News from abroad reveals that his town is wiped out and that his other son is reported among the dead and missing. He is then a derelict, but after many emotional scenes he meets up with his youngest, whose death had been erroneously reported. He is a famous maestro, whose hearing was restored by war bombardment.

CAST—Jean Hersholt, Don Ameche, Allen Jenkins, J. Edward Bromberg, Ann Shoemaker, Dewitt Jennings and others. Hersholt in another great performance, with Ameche a new and outstanding leading man. The others more than capable.

DIRECTORS—Otto Brower and Gregory Ratoff. Excellent treatment, moving this weepy movie at a beautiful pace and giving it the run of true family emotions.

AUTHORS—Based on Joseph Roth story. Screen play by Samuel G. Engel. Handled beautifully.

COMMENT—A cleverly produced film that achieves its purpose of tearing at the heartstrings. Good from every angle.

APPEAL—Neighborhood audiences will love it, the ladies will enjoy the best cry they ever had and the males will experience throat lumps.

EXPLOITATION—Many angles, a play for kids interested in aviation, musical tieups, religious groups, etc.

"TRAPPED BY TELEVISION"

TIME—64 minutes. (COLUMBIA) RELEASE DATE—June 15.

PLOT—Fred Dennis, indigent inventor, has perfected televising apparatus but is shy a few hundred dollars to complete it. Befriended by a flat broke girl promoter, he succeeds in getting the machine before the directors of a broadcasting company after she promotes the president of the firm for the necessary. The assistant to the vice-president is double crossing the firm, working with a crooked engineer who has kidnaped the firm's own engineer and stolen its invention. Dennis' demonstration flops when the assistant gimmicks the gadget. Thrown out by the directors, the girl hocks her fur coat to get more dough for Dennis' machine. Dennis and the girl call a phony meeting of the board and leave the televisor at Dennis' apartment. When the crooked engineer raids Dennis' apartment, the directors see the fight, get the crook, etc.

CAST—Lyle Talbot, Mary Astor, Nat Pendleton, Joyce Compton, Thurston Hall, Henry Mollison, Wyrley Birch, Robert Strange, Marc Lawrence. Pendleton good as a dumb bill collector whose hobby is science. Lawrence might make a good heavy, but hard to judge from this picture. Others all lose out to the script.

DIRECTOR—Del Lord. Job is bad, mainly because no effort to convince the audience was made. When they see the televising equipment they laugh.

AUTHORS—Story by Sherman Lowe and Al Martin. Screen play by Lee Loeb and Harold Buchman. Potboiler stuff.

COMMENT—Trash.
APPEAL—Adults with the scientific itch and kids similarly interested.
EXPLOITATION—Television.

"NOBODY'S FOOL"

(UNIVERSAL)

TIME—67 minutes. RELEASE DATE—May 31.

PLOT—A waiter with ideas on social housing (and evidently no other ideas) goes to the big city, where he's taken up as front man by a group of crooked realtors who are investigating leaseholds. It's discovered that a strip of land in the property owned by a gangster really belongs to an old lady, so the waiter goes to tell the gang chief all about it. The latter thinks he's a revenue agent and agrees to come across. After a series of zany mishaps a deal is finally arranged, and the waiter, without knowing what it's all about, finds himself a public benefactor.

CAST—Edward Everett Horton, Glenda Farrell, Frank Conroy, Cesar Romero, Warren Hymer and others. Horton and Farrell according to type. Conroy and Romero far better than their material.

DIRECTOR—Arthur Greville Collins. Farce routine.

AUTHORS—Screen play by Ralph Block and Ben Markson. Amusing enough hoke, glove fit for Horton.

COMMENT—A passable supporting feature.

APPEAL—Nabe trade.

EXPLOITATION—Horton.

"THE OREGON TRAIL"

(REPUBLIC)

TIME—57 minutes. RELEASE DATE not given.

PLOT—Harris and Benton, two treacherous scouts under the nominal leadership of Captain Delmont, lead a small band of soldiers into ambush on the pretense of breaking a new and easier trail to Oregon and the Northwest. Captain Delmont's son, John, investigates when no word of his father reaches camp and finds that the villains are camped in California, where, under the guise of United States army men, they make raids upon the Mexican natives and seem to be intent upon setting up a miniature empire of their own. John convinces the Mexicans that he is a friend and, joining his own forces to theirs, breaks thru the stockade and cleans up the bunch. A pioneer gal marries the hero.

CAST—John Wayne, Ann Rutherford, Joe Girard, Frank Rice, Yakima Anutt and E. H. Calvert. Not bad.

DIRECTOR—Scott Pembroke. Nice job, with much of usual Wetsern nonsense omitted.

AUTHORS—Screen play by Robert Emmett and Jack Matford from original story by Lindsley Parsons.

COMMENT—Better than average horse opera, with good photography.

APPEAL—Might break thru confines of alfalfa trade.

EXPLOITATION—Historical angle.

"TOO MUCH BEEF"

(NORMANDY)

TIME—60 minutes. RELEASE DATE not given.

PLOT—Tucson Smith, representing the cattlemen's association, goes to Wagon Wheel ranch at the behest of the owner, Rocky Brown, who claims that his cattle are increasing too rapidly. Formerly framed on a charge of rustling, Brown is now afraid a similar attempt is being made by a few villains who in this way hope to gain control of the land, which is wanted by a railroad company. Dynamite Murray, at first thought to be one of the bad men, is shot when he finds his partners are crooked. Complications follow when the bullet is found to come from Brown's gun. Brown is jailed and then released when Rocky takes the witness stand and solves the mystery of the murder and the cattle. Couple of gals floating around the screen, one of whom goes for Smith and the other for Rocky.

CAST—Rex Bell, Lloyd Ingraham, Connie Bergen and others.

DIRECTOR—Robert Hill. Run of mill.

AUTHORS—William Colt McDonald story adapted by Rock Hawkey. Yarn has too many plot embellishments, leading to confusion and doubtful credibility.

COMMENT—Another Western.

APPEAL—Alfalfa audiences.

EXPLOITATION—Too much beef.

"HERO'S HOLIDAY"

(BLUE RIBBON)

TIME—58 minutes. RELEASE DATE not given.

PLOT—Jack, a traffic policeman, goes west with his horse when the police department retires animals in favor of motorcycles. At his shack in the desert he meets his brother, Dave, in the company of the same villains who recently staged a holdup in the city. Dave tries to shield the identity of Jack, is unsuccessful, and gets shot during a fight. Knowing that Jack's riderless horse has returned to town, the gang ties up the remaining victim, sets fire to the house and escapes before the posse arrives. Jack gets out with the help of the police commissioner's daughter, who happens to be around, and trails the fugitives. The coup de grace is given, however, by the gal's dog, who chases the gangster over a cliff.

CAST—Jack Perrin, Warren Hymer, Maryan Dowling, David H. Sharp and Roger Williams. Uniformly bad.

DIRECTOR—Lester Williams. Bad.

AUTHORS—Story by Allen Hall; screen play by Gordon Phillips. Bad.

COMMENT—A meandering piece of disconnected nonsense.

APPEAL—None.

EXPLOITATION—Anything but the truth.

"CLOISTERED"

(BEST)

TIME—68 minutes. RELEASE DATE—May 19.

PLOT—A photographic record of life in a convent, this one in particular being the Mother house of the Good Shepherd Convent at Angers, France. A narrator with a nice religious quaver in his voice describes the elaborate rituals performed by three classes of inmates, Magdalens, Penitents and Nuns proper, with most of the running time of the picture given over to the final taking of vows by each category.

CAST—Completely nonprofessional.

DIRECTOR—Robert Alexandre.

AUTHOR—French narration adapted by I. E. Lopert.

COMMENT—Authentic description of convent life.

APPEAL—Specialized audiences.

EXPLOITATION—The Church.

"SEVEN BRAVE MEN"

(LENFILM)

TIME—94 minutes. RELEASE DATE not given.

PLOT—A chronological record of a Soviet scientific expedition to the Bay of Happiness in the Arctic Circle. Seven men and a woman physician live where it is cold, look for tin mines and occasionally get lost, frozen and hungry. Two scientists are first rendered hors de combat when an avalanche frightens away their dog team. Two others, searching for the first two, have their efforts nullified when their airplane freezes up. One pair is finally found with the aid of a motorized sled, and the stronger man of the second couple succeeds in dragging his dead partner to the main outpost.

CAST—N. Bogolubov, Makarova and Novoseltsa, those Russian stars, in the leading roles. Fair.

DIRECTOR—S. Gerasimov. The dramatic sequences, of which there are a few, are dragged out too long and become boring.

AUTHORS—U. Herman and S. Gerasimov scenario.

COMMENT—Straightforward yarn with nice photographic shots of arctic landscapes, cyclones, etc.

APPEAL—Limited to the usual trade.

EXPLOITATION—Another angle on the work of the Soviet government.

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N. Y. Offers Many Courses To Out-of-Town Teachers

Le Quorne, Hubbell-Serova, Stone, Blue, Mattison, Sinclair, Sawyer, Stoddart, Hale, Vestoff, Sager, Strauss, Cansino, Chalif offer special courses to visitors

NEW YORK, June 20.—Among the local dance studios offering teacher courses to the many instructors coming to town for the various association conventions are Fred Le Quorne, announcing his first annual teachers' course; Evelyn Hubbell-Sonia Serova School, new combination offering special teacher courses; Jack Blue, Jack Stone, Johnny Mattison, Donald Sawyer, Lucille Stoddart, Edward Sinclair, Chester Hale, Veronine Vestoff, Bernice Sager, Sara Mildred Strauss, Angel Cansino, Chalif. Le Quorne, who up to now has concentrated on professional routines, is offering his first each teacher's courses, his faculty including Dorothy Norman Cropper, Adolph Blome, Eddie Mack, Thomas Riley and Victor Morley. Le Quorne is also celebrating his 15th anniversary as a dancing master who has created routines for many famous ballroom teams in show business.

The Hubbell-Serova teachers' training school faculty will include Jack Dayton, tap; Karl W. Peters, acrobatics, and Jacques Cartier, choreography and production. Mme. Serova will teach ballet and children's work and Miss Hubbell will specialize in ballroom.

Johnny Mattison, also offering a teachers' course, has just completed training Elaine and Gene Jarvis in ballroom taps; Denny White and Billie Burns in a new ballroom tap number for their Pavilion Royal, Valley Stream, opening, next Thursday; Charlotte Lambert and her brother, Charles, in a new waltz-musical comedy routine and also a Zombie series for their current Hollywood Restaurant engagement, and Una Val in a new set of taps for her current work in *Idiot's Delight* at the Guild Theater.

Edward Sinclair will be busy teaching, from July until the end of August, modernistic tap for Lucille Stoddart's Dance Congress, Angel Cansino, Donald Sawyer, Albertina Rasch and the Dancing Masters of America.

The Strauss Studio is offering special Sunday courses for teachers.

Chalif is offering a special 450-hour course this summer.

Jack Stone's summer school, June 15 to August 30, is being offered in four special offers. He is also offering a series of 10 dances in five days.

Jack Blue is continuing his courses thru the summer and is adding special ones for teachers.

Roth-Berdun, Detroit, Expand; Add to Faculty

DETROIT, June 20.—Roth & Berdun School of Stage and Radio Arts held its *Follies of 1936* June 19-20. Nearly 500 youngsters took part.

Under a new system, every pupil who takes vocal lessons receives a recording of his voice at regular intervals. These records are filed away and are used to check individual progress.

Miss Faith Ardussi has been added to the vocal department. Handling radio.

John Gamble has been appointed head of the dramatic department. He is a former dramatic stock producer and actor in both stage and radio.

Alviene Scholarships Thru Dept. Store Tieup

NEW YORK, June 20.—Alviene School of the Theater effected a tieup with the Saks Department Store, in which 14 12-week courses were offered to winners of the Saks Talent Test.

Winners are Elinor Pettis, Gloria Pintel, Lucile Mason, Celia Diamond, Joyce J. Fritz, Angelina Longo, Marjorie Ravage, Janet Mdelin, Weslie Wooten, Ann Brown, Florence Marcus, Jane Ellis, Carol L. Wanderman and Patsy Berlin. In addition, Bobby Mackreth won an eight-month scholarship in the school.

Louisiana DMA's Ambitious Plans

NEW ORLEANS, June 20.—Approach of "dog days" finds the local drama schools badly disorganized. The trailing spring revues have yet to be seen, but up to now there is little question that practically every school in the State has gone far out of the way to put on its best show.

Louisiana Dancing Masters' Association skipped its meeting this month and will continue disorganized until the last Sunday in September, when, according to President Hazel Vergez, the most ambitious schedule in the organization's history has been tentatively drawn up.

Plans call for the drawing up of a wider scope for the annual State award for the best talented pupils; a better working agreement with professional bookers; a fight to bring about reductions of admission taxes. There will also be such things as new membership drives, establishment of periodical normal schools in the interior of the State and perhaps the drawing up of a sliding scale for distances traveled by instructors for the conducting of private tuition.

Detroit Players Active

DETROIT, June 20.—Rehearsals have started for *Iolanthe*, to be given by the Junior Players of Detroit on Belle Isle June 27 and 28. This will be the last of a series of eight plays since February 22.

Bertha Wright Knapp is director of Junior Players. Arthur H. J. Searle and Harry W. Seltz will assist Mrs. Knapp.

Pittsburgh Teachers Prepare For N. Y. and Chicago Courses

PITTSBURGH, June 20.—Annual teachers' exodus for lesson work in New York and Chicago started here last week when the last of the school recitals were presented.

Karl Heinrich, ballet teacher at the Fillion Studios here, presented his annual Beaver, Pa., show June 8. Participants included John Hunter, Jack Deeley, Hobart Siegel, Charles Schendel, William Bartow, Mary Ann Hall, Helen Louise Douds, Martha Rankin, Mary Case, Joan Gooch, Winifred Havenhill, Jean Barrett, Jean Archer, Patsy Woods and Virginia Miller. Mr. Heinrich, by the way, is taking his local *Ballet of Men* to Ted Shawn's camp in Massachusetts this summer to prepare for some fall recitals.

Frank Dolinar, acrobatic teacher, is doubling as head chauffeur at West Penn Hospital here.

Virginia Miller appeared in a dance recital at the "Y" Auditorium sponsored by the Isaac Seder Educational Center. A student ensemble assisted.

The Dorothy and Cornell Arbogast School of the Dance presented its an-

A Teacher at 15

AKRON, O., June 20.—A local girl who won't be 16 until next month is making a business man's salary giving dancing lessons.

Muriel Kelleher has been dancing since she was 5 years old and she has been teaching other people how to dance for more than a year.

She is going to make teaching of dancing a career as soon as she gets out of St. Vincent's High School.

She has 75 pupils and this summer is going to New York to learn some more dancing herself.

Loy, Leggett Hold Recitals

MICHIGAN CITY, Ind., June 20.—Two important dance recitals were held here the early part of the month when pupils of Peggy Loy and Florence Leggett were presented in recital at the Tivoli Theater. Both recitals were held between regular performances for two nights and were well attended.

The Peggy Loy *Spring Follies* appeared June 1 and 2 and was filled with clever novelty dance numbers attractively costumed. Among the entertaining routines were a colorful ballet in blue and silver called *Stardust* by Betty Lou Ploner, Delphine Loy, Pat Peat, Betty Beahan and Marlan Lindeman; the Easter Parade number; a roller skating tap by Jean Vetterly and Lynn Seid, and Mary Jane Brady's blues number and her jumping rope tap. Peggy Loy, the teacher, did a toe tap to close the program.

The Florence Leggett pupils were presented June 8 and 9 and proved a clever combination of singing and dancing. Some of the dance numbers were ushered in with dialog given by dramatic pupils of Fern Krueger and Geraldine Olvaney. Among the dance numbers was the *Spring Ballet*, a lovely and unique presentation; *Lady in Blue*, colorfully led by Dolores Drake; a baby tap called *Bringing Down the House* and many other novelties.

F. L. M.

Betty Reed in Cleveland

CANTON, O., June 20.—Betty Lou Reed, who conducts a dance school here, took part recently in the annual recital of the Russian Imperial School of Dance under direction of Serge Nadejdn at the Hanna Theater, Cleveland. Miss Reed, a pupil of the school for two years, won distinction as a talented dancer here.

DTBA Lines Up Strong Faculty

Well-known teachers for normal school August 9—also for July 12 meeting

NEW YORK, June 20.—Dancing Teachers' Business Association has lined up a strong faculty for its one-day normal school Sunday, August 9, at the Park Central Hotel here. Jack Manning will teach advanced tap; Billie Gudie, acrobatics; Bernice Sager, intermediate tap; Nadia Gual, children dances; Fe Alf, modern, and Thomas Farson, ballroom. Miss Gual is a former Pavlova ballerina.

Parson, who is president of the DTBA, announces a banquet and entertainment and dance will follow the instruction period.

The DTBA will hold its July meeting the 12th at the Park Central, beginning at 2 p.m. Faculty will comprise Vivian Huapala Mader, in Hawaiian dances; Helen Grinnelle, presenting an original ballet; Margaret Burton, teaching the new rumba Bambò, from the new film *She Devil Island*.

Lahrmer School, Columbus

COLUMBUS, June 20.—The Lahrmer School of Dance presented its annual revue at the Palace Theater here recently. It was the 10th anniversary of the studio's programs. There were still some of the earliest students of the school, such as Betty Jean Irwin and Martha Gammeter, on the program. Miss Irwin is assisting now in instruction. Miss Gammeter is leaving shortly for Hollywood and New York. Lillian Berke, another student, has just completed several weeks with *Say It With Ladies* unit. Revue was presented three days. Joe Corriea's Band played in the pit and Fern Hoover Taylor arranged the music.

R. M.

Hollywood String Studio

HOLLYWOOD, June 20.—C. A. Barie's Music Studios here claim the distinction of being the only studios of banjo, guitar, ukulele and Hawaiian guitar listed with the casting office of the picture studios. Mr. and Mrs. Barie are former vaudevillians. Their kiddie string orchestra is heard regularly over KMTR, KRKD and KFWB and recently won a Children's Day contest at the San Diego Exposition.

Reynolds-McIlvain Busy

CANTON, O., June 20.—Advanced pupils from major local dance schools enlivened the recent Grotto Musical Festival in the city auditorium. A dance ensemble from Reynolds-McIlvain School presented a spirited line number. Audrey Baker did the tap and toe in an Indian scene, with chorus routine from the Reynolds-McIlvain School. Solo appearance was made by Bill Reynolds.

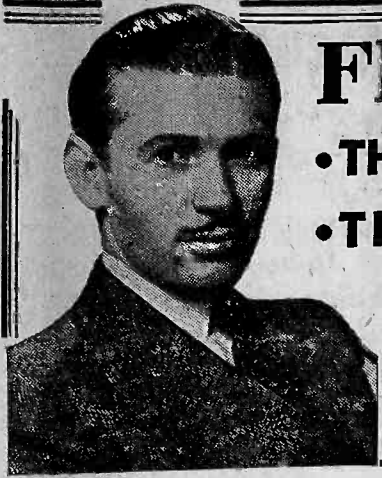
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Complete new routines taught each of first two weeks. Third week: special material and professional work.
Ballet, Tap and Ballroom: 5 hrs., \$10. 10 hrs., \$17.50. 15 hrs., \$25. 30 hrs., \$40. 45 hrs., \$60. Private: \$5 per hr.
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Numerous Dance Recitals Staged by Chicago Schools

CHICAGO, June 20.—Numerous dance and dramatic recitals are climaxing a season of activity among the various teachers and schools here. A greater effort seems to have been made in making the presentations bigger and better than ever.

A capacity house greeted the concert given by the Gladys Hight School of Dancing at the Goodman Theater June 5. Produced in a professional manner, outstanding numbers were the roller skating tap on tables by Beatrice Witt; *The Breath of Spring*, a comedy dance on skis, and an impersonation of Jane Withers by Addie Mae Johnson. The *Modern American Concert*, with choreography by Maxine Mordy, one of the staff, the *Dresden Doll* number by Virginia Wood, and *Prophet Bird* by Georgia Jesseph were favorites.

Sharlot Grey gave her annual recital at her studio June 12. *Sunbonnet Babies*, with tots of three to six years old; *Dance on the Stairs*; *When Mother Was a Girl* and *The Girl From Dixie* were among the many enjoyable numbers.

Gertrude Payette presented her dramatic pupils in *The Bookshelf Revue* at the Hamilton Park Auditorium June 14. The participants, from the smallest child to the older advanced pupil, all showed the result of careful training. Based on characters from well-known books, the selections ranged from *Little Red Riding Hood* to scenes from Shakespearean plays. All were colorfully costumed and enhanced by expert lighting effects.

More than 60 children took part in the dance recital given by the Jene Barr School of Dance at the Chicago Woman's Club Theater June 14.

Mary Dannenberg, director of the Green Dancing and Dramatic School, produced a huge revue at Lane Technical High School June 15. Included was a flashy tap routine by a team of 8-year-olds and a drum number by six girls. Some 100 children and adults took part.

Lucille M. Crowhurst's dance revue was staged at the Calumet High School Tuesday in two parts. A rather novel idea was used in the first part called

The Bakery Shoppe in which children ranging from 4 to 16, represented cream puffs, tarts, pies and cakes in their tap work. The second part, *Revue Modern*, consisted of tap dance routines, a ballet and the usual acrobatic work and singing by the young performers.

Ernie Schultz's dance recital at the Goodman Theater Wednesday was one of the most enjoyable events of the month. Produced with a lavish and expert hand, the revue was a succession of excellent numbers. The first part *Treasure Island* comprised 24 numbers. Part two, *Pleasures of 1936*, which had 27 numbers, was climaxed by a beautiful *Midsummer Ballet*. Howard Schultz, Sydelle Schultz and Bernice Schneider, known in vaudeville as Howard Weslee and Company, also did several numbers thruout the revue.

Mildred Floerke's *Candyland* dance revue, held at the Lindblom High School Auditorium Thursday, was a clever recital with the kiddies all costumed as pieces of candy, such as a peppermint stick, bon bons, etc. Second part was a series of 25 divertissements, all nicely done.

Agnes S. Gleason's 12th annual dance revue at the Goodman Theater, yesterday featured two of her first pupils as guest artists. They are the now famous Hudson Wonders, Ray and Sunshine.

F. & M. Course July 6

HOLLYWOOD, June 20.—Fanchon & Marco School opens its summer normal school July 6. It will run four weeks, embracing ultra-modern work, and will include opportunities for teachers to study stage shows in work and ensembles rehearsing for film musicals.

Offers \$25 Scholarship

NEW YORK, June 20.—Jane Manner, who operates her own drama studio here, is offering a \$25 scholarship in her summer school for the best 150 to 200-word article on *On Our Stage and Its Speech* or *The Actor's Asset—His Speech*.

Wig Dance

NEW YORK, June 20.—Arranjay's, local wig manufacturer, expects a new dance rage in the making with its new long-hair wigs. Quite a few former fan and bubble dancers have already abandoned their props for the wigs.

News of N. O. Dance Studios

List of recitals in and near New Orleans — schools producing fine talent

NEW ORLEANS, June 20.—More than 40 dance schools here have concluded presentation of their spring revues, with possibly a scattered half dozen or so yet to be held. Here is a list of some of the more important revues given in other cities:

May Amelia Egan School, Crowley, June 12; Armandine Renaud School, Ruston, June 8; Gertrude LeBlanc, Lafayette, June 11; Winter School of Dancing, Opelousas, June 15; Didier School, Opelousas, June 9 and 10; Bertie Mal Frenkel, Alexandria, June 1; Pauline Huggins, Cedar Grove, June 8; Angi-Leena School, Shreveport, June 5; Katherine Davis, Baton Rouge; Phelps-Estes School, Shreveport, June 2; Burckett School, Shreveport, May 23; Shreveport School of Dancing, Shreveport, May 26; Helen I. Macy, Baton Rouge, May 23, and at Hattiesburg, Miss., Genevieve McAuliffe, June 12.

Shirley Haley, 9-year-old acrobatic dancer of the Leona Robertson School here, is probably the outstanding find of the 1935-'36 season. Little Shirley has not only mastered several of Ripley's "Believe It or Not" contortion stunts, but has managed to go even further.

Five ballet pupils of the Josie Corbrera School here won medals. They were Alsia Louise Corbrera, Jane Atwood, Betty Waters, Juanita Fernandez and Margie France.

Among the finest ballets given by a local dance school at a spring revue were those of the Jack Velso School. Frank Villa Franco and Martin Belaško were outstanding specialists. Darinka Antová did a great dance, the Meditation from *Thais*.

A crowd of more than 3,500 attended the revue of the Phelps-Estes School at Shreveport when Fane Phelps and Ruth Estes proved themselves choreographers of no ordinary ability. Outstanding performance was an acrobatic number by Carolyn Myers. A waltz with Maurine LaNeve and Alvin Willer drew great applause.

Roeve Hammill and Irene Peterson tied for the medal for best three-year progress following the Frenkel School revue at Alexandria.

At Baton Rouge Garnet and Blue St. Dizier demonstrated fine skill in the Macy School revue as tappers, while Gloria Gass did a creditable ballet.

Philly Dance Teachers Rest

PHILADELPHIA, June 20.—Local dancing schools are rounding out the school year, most teachers planning vacations while others are continuing their activities at seashore points.

Eileen Smith concluded her Cinderella Dancing Studio sessions on June 5 when she presented her Cinderella Dancing Dolls at the Mercantile Hall.

The Casimiera Dancing School gave its annual recital at the same hall Wednesday.

The Dauphin School of Arts held its annual recital at the Mercantile Hall Tuesday. In addition to dance routines, the concert featured the vocal, instrumental and dramatic departments of the school and was under the direction of Miriam and Ruth Howlett.

NEW YORK, June 20.—Victor Morley, head of Fred Le Quorne's Studio's drama department, has been engaged by Lawrence Langner to support Eva Le Gallienne in *Love for Love* in Westport, Conn., week of June 29.

Chicago ADM Sets Faculty

Impressive list of teachers for August 10-29 normal school—meet Aug. 23-29

CHICAGO, June 20.—An impressive array of teachers have been engaged by William J. Ashton, secretary of the Chicago Association of Dancing Masters, for its 23rd annual normal school at the Sherman Hotel here August 10 to August 29. The school promises to be one of the largest ever held by the association in many years.

First week of the normal school will be devoted to beginners' work, fundamentals and foundation work in dancing and how to teach these subjects. For the second week more advanced work will be given, as well as complete routines of the many different subjects that will be taught. There will be 54 hours of work each week.

Annual convention will open Sunday, August 23, and will continue until Saturday, August 29. As in former years, it will be held in the Gold Room of the Congress Hotel.

Faculty this year comprises: Ballet department, Veronine Vestoff, Berenice Holmes, Arlova and Prideaux, Ernie Schultz and Mme. Ludwig; tap department, Jack Manning, Leo Kehl, J. Allan MacKenzie and Bobby Rivers; comedy and novelty dances, Arthur Kretlow, Henderson Sisters, Dorothy Donelson and Virginia O'Brien; children's work, Edna L. Baum and Dorothy Bonner; Spanish dances, Angel Cansino; character dances, Alexander Kotchetovsky; modern work, Diana Huebert and Elna Mygdal; adagio, Grace Bowman Jenkins; acrobatics, Elliott Vincent, Peter Villere and Larry Griswold; ballroom, Myrtle D. Pettingale, Louis Stockman, Adolph Franksen, Clement O. Browne and Walter Stephany.

A number of social events have been (See CHICAGO ADM on opposite page)

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TAP DEPARTMENT:

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COMEDY AND NOVELTY:

Arthur Kretlow, Henderson Sisters, Dorothy Donelson and Virginia O'Brien.

CHILDREN'S WORK:

Edna L. Baum and Dorothy Bonner.

SPANISH DANCES:

Senor Angel Cansino.

CHARACTER DANCES:

Alexander Kotchetovsky.

MODERN WORK:

Diana Huebert and Elna Mygdal.

ADAGIO:

Grace Bowman Jenkins.

ACROBATICS:

Elliott Vincent, Peter Villere and Larry Griswold.

BALLROOM:

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School Recitals

Sonia Serova, New York

NEW YORK, June 20.—Mme. Sonia Serova offered her pupils in an exceptional 1936 recital at the 58th Street Theater May 24.

The presentation stressed lovely ballet groupings, the toe numbers being given picturesque settings. Among the students who deserve special mention are Virginia LaSalle, Judy Sammons, Barbara Thomas, Sally LaSalle, Joyce and Jane Willey, Mary Van Carples, Gloria Gerli, Carolyn West, Evelyn Clark and Isabella Schwartz, Cynthia West.

Outstanding numbers were Class Rhythms, Ballet Suite, Claire De Lune, Roll on Drum and Rhapsodie. Universal Scenic and Drapery Studios, Inc., supplied the scenery, Mrs. Christine Thompson and Mrs. Prosser the costumes and Selva the shoes. Jack Dayton arranged the tap numbers, Mme. Serova specializing in ballet work. Miss Norma Morton at the piano. C. F.

Mamie Barth, Pittsburgh

PITTSBURGH, June 20.—Many clever youngsters have been developed in the Barth School of the Dante, as witnessed in the annual show staged in Syria Mosque recently. Dozens of well-trained routines, encircling practically all types of dancing, were staged in the background of clever settings. Particularly entertaining were the several scenes which made way for individual routines.

Striking scenery and costumes added to the revue's entertainment value. Ranking front position among the dancers were Jeanne Caufield, Mary Luvaro, Ward Sisters, Betty Boettner. S. H.

Vesper Chamberlin, New London

NEW LONDON, Wis., June 20.—Vesper Chamberlin Studio of Dancing presented its third annual revue recently at the Grand Theater here, with 24 numbers on the program. Revue under supervision of Marie Zapp, of Appleton, who has acted as instructress of the New London classes.

Oscar Conrad, Columbus

COLUMBUS, O., June 20.—Eleventh annual radio tap revue of the Oscar Conrad School of Dancing was presented here recently. In two acts and many scenes, it presented work by most of the Conrad pupils. Principal dancers were Walter Phillips, Melda Mae Porter, Mary Ellen Moore, Nancy Lee Jennings and Doris Smiley.

Shirley Wetak, De Pere, Wis.

MILWAUKEE, June 20.—Nearly 100 dance pupils of Shirley Wetak appeared in their second annual program June 3 at the Nicolet Auditorium in De Pere. Program was divided into three parts. *The Artist in the Woodland* and *Mexicana Night Life* were titles of the first and third parts, while the second featured a variety of strut tap, waltz dream, jazz toe, musical jazz and other types.

Jack Barry, Pittsburgh

PITTSBURGH, June 20.—Tap reigned high at the annual revue of the Jack Barry School of the Dance at the Davis Theater recently. Many intricate steps, a credit to professionals, were executed by a number of students with a large degree of ease and rhythm.

Tap class was headed by Kitty Lou Rodgers, Catherine Bill, Peggy Tait, Lillian Cassells. Outstanding scene was "China."

Moran Sisters and Hollywood Blondes, former students now working as professionals, contributed their acts to this revue. S. H.

Wagner-Wynsor, Brooklyn

NEW YORK, June 20.—Phil Wagner and Regina Wynsor's new Studios of Stage Dancing in Brooklyn held its annual show at Midwood Masonic Temple June 6.

Show featured kiddies of four and up and also adults, with Diane Aberbach doing emcee. Among those who stood out were Theresa Surowrd, Rosalyn Sandman, Natalie Samuels and Ruth Friedman. *The Little Red Schoolhouse* number was outstanding.

Costumes by Miss La Barbara and music by Sam Berger's Orchestra. School teaches elocution in addition to singing and dancing. Feldheim.

Carol Dencer, Canton

CANTON, O., June 20.—Carol Dencer presented her pupils in a dance revue recently at Hotel Northern Ballroom. An outstanding feature was *The Wedding of the Painted Doll*, portrayed by 20 advanced pupils. A colorful ensemble called *Holiday on the Old Plantation* also scored heavily. About 50 pupils took part. McConnell.

Detwiler, Columbus

COLUMBUS, O., June 20.—William R. Detwiler, head of his own school of dancing, participated in this year's edition of his revue Tuesday at Central High School. He was seen in *Tango Moderne* with two of his major pupils, Betty Schorr and Betty Harrison.

Jean Boyle, Pittsburgh

PITTSBURGH, June 20.—Annual recital of the Jean Patricia Boyle School of Dancing was witnessed by a large crowd at the Nixon Theater June 1. Outstanding were first-rate tap and toe routines and novel bits presented by kiddie pupils. Miss Boyle herself headlined the second part of the revue with a graceful toe dance, backgrounded by 12 of her most talented toe pupils. While no scenery was employed, colorful costumes added plenty of spice to the show.

Impressive among the 100 or more students in the revue were Rita Schaming, Myra Wagner, LaVerne Laughlin, Anna and Evelyn Selbel, June Klunkner. S. H.

Hinkle-Dixon, Akron

AKRON, O., June 20.—The Rumba-Tap by Mildred Hinkle and Norwood Dixon was one of the featured numbers in the Norwood-Nixon dance revue, June 12, in Goodyear Theater. There were 150 dancers in the cast of the third annual revue presented by the Dixon studio here. Other outstanding numbers were by Marjorie Masino and Charles Boyd, Dixon and Jean Sheppard, Maxine Johnson and Doris Bradley.

Clair-Rae, Canton

CANTON, O., June 20.—Opening the program with a two-act allegorical fantasy, the talented pupils of the Clair-Rae Studio delighted a capacity audience in Lincoln High auditorium Monday. Miss Rae authored the stage play. Second half, titled *Divertissements*, fittingly balanced the first part. In an almost dazzling succession of solo and chorus dances, from the acrobatic strut of little Patsy Miller to the finished interpretations of Joan Clair, the performers brought grace and vivacity to the stage and suggested the unlimited possibilities of the dance. R. M.

Osterhouse, Grand Rapids

GRAND RAPIDS, Mich., June 20.—Phil Osterhouse School of Dance presented its annual spring revue at the Ramona Theater May 27 and 28. The revue carried the theme of day-to-day events as taken from the newspapers. More than 100 students participated.

Ruth Barnes, Altoona

ALTOONA, Pa., June 20.—One hundred and nineteen students were featured in the annual recital given by Ruth M. Barnes School of Dancing at the Mishler Theater here Monday. Show was based on a voyage by two kids and labeled *Sail Boat of Dreams*, affording Miss Barnes use of many tots in clever numbers.

Among pupils who took part were Sarah Hooker, Jean Galbraith, Dolores Soltis, Shirley Scheinberg, Louise Holtzinger, Julian Ann Lorenze, Katherine Carrier. S. H.

Austin-Tarasoff, Orange, N. J.

ORANGE, N. J., June 20.—Clara I. Austin and Margit Tarasoff presented their graduating classes in ballet, toe and tap at the Women's Club here recently. Among the soloists were Betty Luster, Margaret Bushby, Betty Corso, Marian Curtis, Edith Beach and Jane Perry. Dorothea Blish at the piano. Costumes by Tessie Hectus.

Plybon-Allen, Ft. Wayne

FORT WAYNE, Ind., June 20.—Ann Plybon and Charles Allen (Uptown Studio of Dancing) held their annual spring recital at the Civic Theater June 2. About 200 students took part, the juveniles presenting a gypsy scene, Southern number, acrobatic act, etc., while the adults were spotted in a modern dance, a *Truckin'* finale and other numbers. Bill Cullen, now at the Berg-hoff Gardens here, emceed.

Marcella Patterson, Woodward,

WOODWARD, Okla., June 20.—Twenty-one students of Marcella Patterson's Dance School were displayed in recital at the Woodward Theater May 14 and 15. Elaborate and unique costumes clothed the youthful performers.

Miss Patterson, daughter of a professional performer, appeared herself in the finale with Betty Lee Terry. Deserving special mention were Roberta Jean Terry, Francis Jane Lawrence, Erwin Bleckley and Billie Wineburner. P. D.

Gene Kelly, Pittsburgh

PITTSBURGH, June 20.—One of the best dance recitals offered here this season was given by Gene Kelly and his clever kids. Many offerings carried real professional flavor. A shining quality of Kelly's work is the stage confidence he teaches students. Even the beginners behave far above average. His sister, Louise, has been a splendid assistant.

Claire Anderson delivered her *Valse Acrobatique* like a veteran. Freddy Reese is a coming Jolson-Lewis combination. Anna and Kathleen Guier scored with their song and tap, and Jean Chornyak and James Gregory sang with rich, melodious voices. S. H.

Knickerbocker, Minneapolis

MINNEAPOLIS, June 20.—Knickerbocker Dancing School held its annual recital last week, presenting the pupils of Claire Lacy. Bernice Elfson was accompanist. Recital was at the Jefferson Junior High School Auditorium. More than 100 pupils appeared.

June Turner, Elvera Schlemmet, Agnes Ann Frederick, Bebe Shapiro, Lucille Henry, June and Philip Paul, Shirley Marchant, Anne Miller, Lorraine and Ruth Weyer were among the prominent soloists.

One of the school's students, Bill Stonebrake, now in Hollywood with Merle Potter, *Minneapolis Journal* film critic, on a tour of the film studios as the prize in a tap dance contest.

Bonnie Studio, Reading

READING, Pa., June 20.—Bonnie S. Brownell's Bonnie Studio of Dancing held its annual revue June 1 and 2 here. Opening show was devoted entirely to juveniles, with a cast of 200 participating. The second show was a professional revue, with continuity supplied by Robert R. Reedy and entitled *The Duchess Goes To Bat*. Juliana Horstman, who operates her own school in Dayton, was guest artist. Older students and members of Miss Brownell's road show also participated.

Hess-Healy, Canton

CANTON, O., June 20.—Their experience in big-time vaude stood out all over the dance revue which Peggy Hess and Chuck Healy presented in Lincoln High School Auditorium June 3. It was unfolded as smoothly as a well-organized unit.

Star was Jean Boggins, who dances perfectly. Novelties which won favor were slow-motion prize fight by Johnny Ubick and Bennie Smith and two numbers by Jackie Duncan, midget.

Orchestra was conducted by Jack Davis, with Verta Shilling as special pianist and Bob Lester in charge of the excellent lighting and staging. McConnell.

CHICAGO ADM—

(Continued from opposite page)

planned for the evenings of the convention week, opening with the usual President's and Officer's Ball the night of August 23. Monday night, August 24, will be Regional Director's Night. The following night a moonlight boat trip on Lake Michigan. August 27 is the night of the annual kiddies' revue. Next two nights will be devoted to the annual grand ball and banquet and the installation of new officers.

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Chicago Dance Teachers Busy; Few Schools Close for Summer

CHICAGO, June 20.—Stage Arts School, operated by Peggy Lou Snyder, is again offering a special course of 12 one-hour lessons in all types of dancing.

Nicholas Tsoukalas is sailing August 1 for Greece on the S.S. Count Di Savola. He plans to visit Budapest, Vienna, Strassburg, Paris and London, returning to New York September 27 on the Normandie. During his absence, the studio will be conducted by his assistant, Lurlene Griffith.

Fran Scanlan routined the Harriette Smith line with a new opening number for the show at the Edgewater Beach Hotel Beach Walk. He also worked out some new numbers for the Chan Knoll Trio.

Bruce R. Bruce reports that the response for his summer normal course has been so enthusiastic and the enrollments so numerous that July 1 has been set as the deadline for registrations. Ernie Geibel, assistant to Bruce, is enjoying a two-weeks vacation with pay. Rose Delani, Bruce's secretary, is wearing a sparkler on her left hand and rumors are that she will wed in October.

Lillian Rosedale Goodman, well-known pianist, singer and composer of *Cherie*, *I Love You* and member of the old act of Holt and Rosedale, has joined the American Guild School of Singing and English Opera to teach vocal and radio technique.

Lenore Miller Dancing School was terrorized one night this month by young hoodlums who entered the studio while lessons were in progress and robbed Miss Miller and her assistant, Caroline Segal.

Mary Vandas is closing her studio during July and August.

Paul Shahin is getting a lot of publicity thru the series of diagrammatic dancing lessons he is conducting in the

columns of *The Chicago Shopping News*.

Merriell Abbott is closing all but her professional classes during July, August and part of September. Fran Scanlan has lately become associated with the studio, besides conducting his own school.

Ernie Schultz has been selected by *The Chicago Tribune* to train 1,000 South Side children to appear in the Chicago-Land Music Festival at Soldier Field August 15.

Sharlot Grey, who conducts a dancing school here, runs the Camp Mich-a-Goose and Mich-a-Gander at Holland, Mich., during the summer for children.

Lake Shore School of Dancing is closing July 4 until the latter part of August.

Atlanta Studios Join To Stage Big Benefit

ATLANTA, June 20.—Several Atlanta schools united in staging the seventh annual Masonic Milk Fund Kiddie Revue at Loew's Grand Theater early this month. Among them were Pierre Dales School, Virginia Semons Studio, Jack Rand Studio and Lottie Haenshell School.

Joan Wells, from the school of Dannie Danford, is leaving shortly for New York to enter the Michael School of Acrobatic Dancing.

Bee Rich, pupil of Sunya Shurman, is taking a teacher's course and also assisting Miss Shurman.

A recital of the Jessie Reese School showed remarkable talent in Jane Holbrook, clever tap dancer.

Suit Over Theater School

LOS ANGELES, June 20.—Claiming he was defrauded of ownership and control of the University of the Theater, L. R. La Fontesse filed suit for \$10,000 damages in Superior Court here against George Setzler and S. James Knickerbocker, now operating the school, according to the complaint. La Fontesse says Setzler and Knickerbocker approached him with a partnership proposal March 9, and when he agreed to the transaction they obtained possession of the school and ousted him.

Hallick Dancers' Recital

DETROIT, June 20.—Marjorie Hallick, of Hallick School of Dancing, gave a recital recently, presenting 300 young dancers in the Masonic Temple. Third recital of a series sponsored by the school.

Sammy Burns Auditions

NEW YORK, June 20.—Sammy Burns Dance Studio is holding auditions for singers, dancers and bands preparatory to booking night spots around New York. Auditioning Thursdays 10 o'clock to noon in its Studebaker Building studios.

Peggy V. Taylor Offer

NEW YORK, June 20.—Peggy V. Taylor, local concert dance teacher, is offering a free booklet to those interested in her style of work. Idea is to prove her routines are described clearly and can be understood easily.

Jean La Roe Revues

COLUMBUS, O., June 20.—Scheduled June 8 in Central High School here and June 16 in Marysville High School, Marysville, the Jean La Roe Revue presented more than 60 children on each program, made up of tap, toe, acrobatic and novelty dances and songs. Miss La Roe expects to leave for New York after the second program, resuming her classes here in September.

School Has Fencers

FORT WORTH, Tex., June 20.—Girls' fencing team of the Hudson School of Dancing here retained its Southwest fencing championship in tournaments held in Dallas March 31. Louise Hudson operates the school and takes an active part in the fencing classes. C. Jack Harris' Professional School of Dancing in the Grant Building here also entered a team in the matches.

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* * *

This material will be consulted when making recommendations to those inquiring about schools and courses.

N. J. Dance Music Items

CAMDEN, N. J., June 20.—New Jersey dramatic and dance studios are planning increased activities for the summer season. Gladys Kochersperger is busy preparing the graduation recital for her Merchantville studio group. Program will include an Irish playlet and a dance recital. Beginning Monday, Miss Kochersperger will direct the dancing activities at the Masonic Club, Pitman, for the summer months. During the month the Kochersperger Dancers appeared for the Eastern Star in the Masonic Temple, Camden; at the Walt Whitman Theater, Camden, during the week of June 15 and on June 17 danced for the Merchantville Woman's Club garden party.

The 16th annual dance revue of William W. Giffins' dancers was given at the Moose Hall here.

First annual revue of the Hadden School of Dancing was held at Westmont under the direction of Rita D. Kelly.

Camden School of Music presented a group of students from its vocal and expression departments June 5. Departments participating were under direction of E. J. Lillich and E. J. Wood.

On June 5 the Fuhrman School of Music presented students of piano, elocution and expression, violin and vocal departments. J. Harry Tipping, head of the vocal department, will present the second edition of the *June Frolic* June 25.

Directs Big Festival

PROVIDENCE, June 20.—Portia Mansfield, of Rye, N. Y., was named by the Providence City Council Tercentenary committee to direct the dances for the Fashion Festival in the stadium of Brown University here week of June 8. Miss Mansfield was assisted by Charlotte Perry, who directed a corps of some 900 male and female dancers appearing in ballets and period dances covering the 300 years of Rhode Island history.

Music School on Radio

PHILADELPHIA, June 20.—Ornstein School of Music inaugurated a series of weekly recitals over WFIL May 13. Directed by Leo Ornstein, composer and musician, each week an instructor and promising students are featured as vocal or instrumental soloists.

Opens Dover, O., School

DOVER, O., June 20.—Marion Wallick, who had headed his own unit shows, has opened a dance studio at 217 Factory street and is instructing in professional tap, acrobatic, adagio, clog and modern ballroom. He is also appearing at nearby night clubs.

Louisiana DMA Elects

NEW ORLEANS, June 20.—Miss Hazel Nuss and Peter Villere were tied for appointment as delegate director to the DMA convention recently. Miss Nuss drew the winning straw, Villere being appointed to serve as alternate.

Gilbert Boston Recital

BOSTON, June 20.—Clayton D. Gilbert presented Helene Wilson and Ivard Strauss in "dramatic miniatures" at Recital Hall here recently. Everett Collins, violinist; Glenn Wilson, actor, and Ida Bardwell, pianist, assisted. One of a weekly series by students.

Tampa Schools Novel Recitals

TAMPA, Fla., June 20.—Annual dance recitals have held the center of the stage here the past month, unusual features to attract larger audiences than ordinarily attend recitals being much in vogue.

Byron School of Dancing (Myrtle Henderson Byron) presented its annual revue at the Victory Theater in conjunction with the regular motion picture. Revue was professional in every detail—dancers, costumes and the manner in which it clicked off. Played to a capacity house and fully demonstrated the value of "flesh" attractions to augment pictures.

Recital of the McCord School (Kent and Cecile McCord) was given at City Auditorium and sponsored by a local high-school club, which sold tickets and program advertisements, in addition to members serving as ushers. This interesting recital depicted the story of Florida from the beginning of the 16th century to the present modern era.

Marguerite Youmans presented her pupils at the City Auditorium, converting the hall into a ballroom after the show for dancing by the audience.

Another recital given at the City Auditorium this month was that of the Ella Mae School of Dancing, which featured Mother Goose characters and scenes.

Plant High School auditorium was used by Ann Dixon for the revue of her pupils, also sponsored by a high-school club.

Hy-Eunice Studio Busy

BATTLE CREEK, Mich., June 20.—Dance studio of Hy Whitcome and Eunice Cary, who is a former Marion Freeman student, is specializing in advanced tap and novelty dances, with an assistant handling their children's classes.

New Boston Studio

BOSTON, June 20.—Joan Fleming, formerly in *Vanities*, has opened a new dancing school at 136 Massachusetts avenue. It is the Fenway Dancing Studios and is employing about 25 instructors at present.

Norris School Graduation

PHILADELPHIA, June 20.—Emilie Krider Norris presented diplomas to 10 students of her School of Expression and Theater Arts May 6 and 7. Those graduated were Frances William Land, Eleanor Williams Taylor, Jeanne Cassell, Polly Anne Daly, Elinore Leavitt Miller, Kathleen M. Barron, Eleanor M. Dougherty, Claribel Becker, Louise Gibson Frownfelter and Betsy Ross.

Wildwood, N. J., School

WILDWOOD, N. J., June 20.—Opening of the Wildwood Institute of Music and Dramatic Art was announced for early July by Mrs. Louise Weir, director. Classes from July 10 to September 4. John P. Lilly will teach piano and voice and James Bedell dramatic art.

Keene Summer Stock

PITTSBURGH, June 20.—Herbert V. Gellendre, director of the Pittsburgh Playhouse here, will be in charge of the Repertoire Playhouse School, which will operate in association with the Keene Summer Theater in Keene, N. H., from June 29 to August 22. Teachers engaged for the coming season: Bertha Kuntz Baker, Mildred K. Huhn, Kenneth Bostock, Doris S. Dennison. George A. Birse is general manager.

Youngstown School Busy

YOUNGSTOWN, O., June 20.—The midwinter high school ballroom dancing term at the Joyce School of Dancing ended with a gay party for students. Pauline Joyce Heller announces a new term of ballroom instruction for high-school students.

New Dance Picture

Dance teachers will find RKO-Radio's new picture a natural tieup. It is "Dancing Pirate," featuring Charles Collins and Steffi Duna as a new screen dance team. Billed as the first dancing musical in 100 per cent technicolor, it features a "Pirate Waltz," the "Huaango Fox-Trot" and the "Pirate Quadrille."

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Philly Drama Studio News

Hicks, Norris, Randall, Shalet, Upton schools are busy presenting students

PHILADELPHIA, June 20.—Appearing in *Holiday*, closing performance of the Bessie V. Hicks School of Dramatic Art, afforded Gene Caldwell an opportunity to land a Warner Bros. contract. Pix company optioned his services and Caldwell left for Hollywood.

Emilie Krider Norris School presented students in an evening performance consisting of four one-act plays.

Paul E. Randall, dramatic coach of the Temple University players, will direct activities of the Summer School of the Theater. Group will meet from July 1 to August 5.

For the final production of the season Junior Theater Guild of Miss Shalet's School of Expression and Dramatic Art presented Ibsen's *Hedda Gabler* under direction of John Gordon. Sylvia Satinsky and Harry Rohman portrayed the leading roles.

Upton School of Stage Training closed its first season with a brilliant performance of *Kingdom of God* June 9 at the Chestnut Street Opera House. Mrs. G. Upton Favorite, school director, coached the players, with Lytton Patterson as stage manager, assisted by Whittlesey Johnson. Leading role was carried by Betty Keen. Upton Players also appeared on the Lee Frank-Lit Brothers series over WFIL.

Fifty-second annual commencement exercises of the Philadelphia School of Expression and Dramatic Art were held at the New Century Club. Graduates under direction of Elizabeth L. Coyne presented *The Loves of Charles II*. Graduates were Marion J. Dowler, Ellen V. Gibb, Louise M. Gripepenkerl, Pearl E. Leaf and Harriet M. Simon.

Duluth Drama Group

DULUTH, Minn., June 20.—The Duluth Little Theater is operating its summer courses June 15 to August 1. Curriculum will contain courses on acting, directing, stagecraft, costuming, theater history, voice and diction, playwrighting, makeup and eurythmics.

Schuster-Martin School

CINCINNATI, June 20.—Schuster-Martin School of Drama is preparing production of *Ladies in Waiting* to be given by students at the Little Playhouse. Walter Eyer is head of the dramatic department. The school staged *Maedchen in Uniform* recently, with Mary Adele Curtis and Jane Sudhoff outstanding.

Pasadena Student Wins

PASADENA, Calif., June 20.—Will Price, star student of the Pasadena Community Playhouse, has won assignment as assistant director of Benn Levy and John Van Druten's new comedy, *Hollywood Holiday*, at the Playhouse.

Youngstown Kid a Hit

YOUNGSTOWN, O., June 20.—Barbara Ann Blunt, six-year-old singing and dancing star, will begin making Vitaphone shorts May 1, following a recent audition arranged by Rae Samuels. The child was instructed in dancing by Al Woodridge.

D. B. Gladding, Fall River

FALL RIVER, Mass., June 20.—Tap, toe, acrobatic and novelty numbers were included on the recital given by 70 pupils of the Dorothy B. Gladding School of Dancing here June 1. There were 57 numbers on the program, all dances being arranged by Miss Gladding, assisted by Leon Gagne and Phyllis Seaman. Musical accompaniment was under direction of Vera E. Slocum.

C. A. R.

Miriam Kreinson, Bradford

BRADFORD, Pa., June 20.—For the fourth consecutive year Miriam Kreinson presented her revue at the Bradford Theater. Proceeds to the Crippled Children's Fund of the Rotary Club. More than \$1,500 said to have been netted.

Show was in two acts, with electrical and scenic effects secured from New York. A union crew of six stagehands, two electricians and a 10-piece pit orchestra was used. Miss Kreinson, a niece of Kelcey Allen, directed and conceived entire show. More than 300 costumes, made by nine wardrobe mistresses, were used. Show was considered the finest seen here in years. Altho Miss Kreinson's school is strictly a dancing school, she herself has had considerable experience in several Broadway shows. More than 3,000 witnessed the show in three evenings it was presented.

Sylvia Hamer, Ann Arbor

ANN ARBOR, Mich., June 20.—Mrs. Sylvia Hamer presented 100 pupils of the Sylvia School of the Dance in a recital on the stage of the Michigan Theater here last week-end. The recital was also repeated as a part of the regular program of the theater in the evening and Saturday afternoon.

A ballet of 25 children was a feature. Program also included two toe dancers in solos: Rae Nita Larsen, 16, "aping Astaire," and an acrobatic number by Esther Henninger.

Mrs. George Bliss was accompanist for the dances. H. F. K.

Benedict-Denishawn, Detroit

DETROIT, June 20.—Benedict-Denishawn School gave a benefit performance June 6 at Masonic Temple for the Hazel Benedict Dance Scholarships for Talented Dancers.

Attractive features of the performance were the dances of Miss Benedict, as well as presentation of her concert dancers and the performance of many of her students. Reves.

Wildwood, N. J., School

WILDWOOD, N. J., June 20.—Opening of the Wildwood Institute of Music and Dramatic Art was announced for early July by Mrs. Louise Weir, director. Classes from July 10 to September 4. John P. Lilly will teach piano and voice and James Bedell dramatic art.

M. H. Appell, Canton

CANTON, O., June 20.—Dance pupils of Margaret Hope Appell presented an original and attractive revue here June 2. Miss Appell, herself a talented dancer, has a group of clever children in the younger age group. The program had variety and there was ability in all the numbers.

Outstanding groups were *Dancing Cheek to Cheek*, in which the dancers had life-sized dolls as partners; *A Study in Silver*, lingerie dance; *Truckin'* and *Serenade*. Miss Betty Mann was accompanist. McConnell.

PHILLY PREPARES

(Continued from page 3)

perkling up for the relaxation-seeking conventioneers.

While the keynote speech of the convention is being made on the night of June 23 Paul Whiteman will augment the Philadelphia Orchestra with his own band for a symphony concert tempered with syncopation. Whiteman brings along his instrumental and novelty entertainers for the open-air concert to help the sharps and flats swing. The Hankinson interests have provided a program of midget auto races at the Municipal Stadium for the same night.

Whiteman repeats on Wednesday (24). The festive highlight of Philadelphia's welcome will be brightest on the Parkway for a brilliant and colorful Mardi Gras. The Philadelphia Mummies-New Year's Shooters' Association will dot the flood-lit fairway with 28 participating clubs in the mummies parade. Carnival will reach its peak when Mayor Wilson crowns the Queen of the Convention, who will be selected by a group of prominent Philadelphia women from 48 candidates chosen by the governors of the various States. There will be three band stands and a carnival roadway roped off for dancers and pageantry.

An international ice skating carnival will be staged at the Arena on Friday night (26), more than 60 skaters from the United States and Canada participating. Guy Owen, who skated in the last carnival staged here, will be one of the more than 40 Canadians to take part in the event. He will skate a solo number and will also be seen in a fours

number with the Minto Four, of which he is a member. Same evening will find the Philadelphia Orchestra at the open-air Robin Hood Dell. Catherine Littlefield and her Philadelphia Ballet Company will hold the spotlight.

The Philadelphia Orchestra, augmented to 180 men, will play on Franklin Field the following night (27), when President Roosevelt is scheduled to accept the Democratic nomination for re-election.

Chinatown has a program of its own to lure the convention visitors. The merchants are planning a revival of the festival of Lung Ju, the water dragon, the week of June 22. The street will be in picturesque garb and a troupe of Chinese actors, brought here from New York, will present a series of plays during the festival.

Only attraction at the legit houses will be the record-breaking *Three Men on a Horse* at the Broad. Convention will mark the 17th week, and the final one, for this play, grabbing off the longest run record for this town.

Seashore points will attract thousands of visitors to their playgrounds, and for the first time in almost two years Atlantic City will get a legitimate stage attraction. George White will open his revived *Scandals* at the Garden Pier Theater in the shore resort tonight and continue it thru next week while the Democrats are hereabouts.

Altho national issues will be debated and decided, the carnival spirit is upmost.

WPA PLANS

(Continued from page 3)

vaude and minstrel shows will be offered beginning next month. Open-air ship auditorium seats 1,200.

Class of '29, now the WPA's hit play, will continue at the Manhattan Theater until July 4 and will be followed by a farce, *Help Yourself*.

A revival of *Lights of London* opens Monday at the Palm Garden. Production directed by Earl Mitchell.

The Negro *Macbeth* closes tonight at the Lafayette and goes on tour. *Turpentine*, by J. A. Smith and Peter Moroll, opens at the Lafayette next Friday.

The Music Project's twin-bill comic opera presentations, *Abu Hassan* and *The Princess on the Pea*, remain at the Biltmore until next Saturday.

The WPA opera company will open a series of performances July 6 in Bridgeport. In addition, a combined bill of *The Princess on the Pea* and a one-act ballet supplied by the Dance Project will be given in Hartford early in August.

The Popular-Price Unit, now running *Class of '29* at the Manhattan, is planning Barry Davis's *The Sun and I* for fall presentation.

SEATTLE, Wash., June 20.—Federal Theater here opened *Stevadore* at its theater Tuesday. It will alternate with performances of *Noah*, *Swing, Gates, Swing*, an intimate Negro revue, opens June 23. After that the three plays will alternate.

The plays will be presented as a summer drama festival June 15 to July 11 at 40 cents admission.

PITTSBURGH, June 20.—Lourin Howard, new State director of the PWA theatrical projects and a production manager, was here last week looking over the two local projects. A plan is afoot to place the units on a self-sustaining basis when government funds run out. To do so, however, the quality of the lineups must be bolstered. Reports have it that an attempt is under way to enlist all unemployed performers here who applied for relief after January 15, 1936, the original deadline set for talent to be eligible for PWA work.

Engagements for both the stock and vaude units have been extended until August.

DETROIT, June 20.—WPA show at the Lafayette was scheduled to close for the third time tonight after the second engagement, lasting 10 days, of William Beyer's *I Confess*. *The Road to Rome* has been placed in rehearsal.

Beyer, who directed his own play, has been engaged as permanent director for the theater. William Fead succeeds Larry McDermott as business manager.

FREE SHOW

(Continued from page 4)

in most instances just car-fare money, and guarantee an assemblage of at least 500.

Units are limited to 10 participating sponsors, clients of the Richard Foley and Phillip Klein advertising agencies being first to come in. Show runs about an hour, using six to eight specialty acts, with Kamsler devising the costumes to represent the products. Special material, advertising copy in this case, is provided by I. Isenberg, of KYW; Mickey Marr, local songwriter, handles the musical direction job, and Harold Davis, program manager at WDAS, carries the emcee duties. Associated with Kamsler is Harold Simonds, formerly of the WFIL sales department.

In spite of the boom in real estate, Kamsler is forgetting lots and vacant houses and concerns himself with the idea of dressing up a five-foot-two blues warbler as a can of Flit. Altho his activities are centered around the Philadelphia area, Publicity Entertainers threaten to spread the idea in New York. Lord & Thomas, B. B. D. & O., Adrian-Bowers and Peck advertising agencies have signified their interest in the plan on behalf of their clients. In fact, Kamsler is now building shows for the Lord & Thomas Agency.

Even the radio giveaways and the door-to-door throwaways idea is incorporated in the plan. If two pretty girls can stand on a street corner distributing chewing gum, his showgirls will pass thru the audience and give away samples or booklets. Sponsor will even pay for the door prizes and attendance trophies to get that added plug for their product.

Booking agents had a headache when benefit abuses made inroads on their commissions. But this bone will be a tough one to crack. Entertainers' Managers' Association, organization of local bookers, called upon the State employment agency to check Kamsler's activities, claiming he was in the booking business without benefit of license. Investigation which followed the complaint gave the Publicity Entertainers a clean bill of health. Nor can the labor unions step in with the benefit cry. While it is a free show, so is radio entertainment in the home. And while the advertiser is willing to pay, the entertainer is glad that a new angle, meaning more work, has opened for his talent. And the unsuspecting booker continues to scratch his head and wonder what may be next.

Several advertisers have attempted a similar gag on their own hook, notably the Standard Oil Company, which sent Guy Lombardo on the road last year to play theaters and auditoriums with no admission charges. The free show threat that time was squelched by picture interests. But club agents have no such power behind them. Recently the Philip Morris Company, ciggie firm, thru the Blow advertising agency, sent Marshall Montgomery, ventriloquist, on a night club tour, the act paid for by the advertiser, but with no charge made to the club playing the act.

Trade opinion is that Kamsler's idea can grow to really threatening and throttling proportions, hurting not only private party end of the business, but night clubs and other fields.

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BAA Ball a General Success; Seen as Credit to the Field

NEW YORK, June 20.—Annual dance and entertainment held by the Burlesque Artists' Association Sunday night at the Manhattan Opera House here for the purpose of establishing a benevolent fund for burlesque performers was successful to the extent of exceeding the expectations of the officers of the organization. With returns still coming in for ticket and journal advertising sales, it is expected that the fund will net a handsome sum. The affair further showed the progress of the BAA to the extent that it was one of the greatest functions ever held by a burlesque group, which was acknowledged by theater owners, agents and performers alike.

The affair's attendance was estimated to have been in the neighborhood of 1,000 people, while the journal advertising is believed to have grossed about \$1,400. First donation to the fund came in this week when I. H. Herk and Abe Minsky, operators of the Gaiety Theater here, sent in a check for \$50, which is in addition to their \$15 ad in the journal. These same operators have also tendered their theater for any midnight performances the organization might desire for the purpose of swelling the benevolent fund. Sunday's function started early and

wound up about 3:30 the next morning, with an elaborate hour and a half show highlighting the event. Jules Howard opened the show, introducing Tom Phillips, who spoke for the BAA, and then Jay C. Flippen took over the show's reins. Other performers were Bert Frohman, Jack White and Dan Healy, Margie King, Milton Berle, Gus Hill and Mona Wynn, Eddie Davis, Jack Waldron, Slim Timblin and Mells, Kirk and Howard. Dancing filled out the balance of the evening.

While the majority of those present represented performers and their friends, there were many theater owners, agents and others closely connected with the theaters. Among the managers present were H. K. Minsky, accompanied by Eddie Lynch; Mr. and Mrs. Max Miller; Jimmy Lake, who journeyed in from Washington, D. C., and Harold Raymond. Dave Cohn, Nat Mortan and Tommy Levene were representative of the agents.

The success of the affair has prompted the organization to decide to hold a similar function every year. It is expected that the executive board of the BAA will appoint a special committee to look after the distribution of any aid from the benevolent fund.

Burly Briefs

MURRAY LEWIS and Harry White will summer at the Rifton Hotel, Kingston, N. Y. . . . Frank Scannell, along with Joe De Rita and Phyllis Vaughn, are scheduled to open in Cleveland July 10. . . . Eddie Innis has lined up a summer job in the Catskills, working in Swan Lake. . . . Walt Stanford went back into the Peoples, New York, Friday, replacing Skip Carter. . . . Phil Rosenberg, New York agent, absented himself from his office all last week. . . . Understood that he went on some kind of a business trip. . . . Bobby Morris went out of the Apollo, New York, Thursday night, but opened the next day at the Irving Place further downtown. . . . Peanuts Bohn and Art Gardner went into the Apollo. . . . Harry Seymour exited from the Irving. . . . Florrie Joyce and Maxine DuShon opened at the Star, Brooklyn, Friday, replacing Roxanne and Peggy Reynolds. . . . Joe Weinstock went in for a midnighter a week ago Friday at the Republic, New York, and it worked out successfully.

NAT MORTAN has set himself up as sort of an emergency man. . . . He rushed Harry (Boob) Myers into the Gaiety, New York, Friday when Art Gardner had to fulfill an Apollo contract. . . . Rushed Mickey O'Neill into the Eltinge, New York, last Wednesday when Peggy Hill was stricken ill. . . . Brought Barbara Doane down from the Gotham, New York, to the Gaiety Friday to replace Dolores Dawn. . . . Myers will only stay at the Gaiety a week and then go up to the mountains. . . . Peggy Hill was removed to the Joint Disease Hospital last Tuesday night suffering, according to report, from an appendix attack. . . . Mortan also rushed Lee Laurel into the Gotham last Sunday to replace Gladys Fox. . . . He has also set Foster

and Cook for a four-week New York booking following their stay at the Bijou, Philly.

LOUISE PHELPS dropped out of the Eltinge, New York, cast last Tuesday and Betty Rowland jumped into her place. . . . Sunny Lovett is going big at the Republic, New York, with Mike Sachs using her in most of his scenes. . . . Charlie McNally says he'll NYU it this summer, referring not to the college but to the New York unemployed. . . . Emmett Callahan, out on an auto trip, is reported as being due in New York next week for a couple of days and then out on the trip again. . . . Joanie Dove was a busy little lady tripping the light fantastic at the BAA ball.

JUNE ST. CLAIRE'S sister, Helen, a chorus girl at the Rialto, Chicago, is closing to follow in the footsteps of her illustrious sister as a principal and will open shortly at the Roxy, Cleveland. . . . Gabrielle, exotic dancer, (See BURLY BRIEFS on opposite page)

Hirsch Takes Over Kansas City House

MINNEAPOLIS, June 20.—Harry Hirsch, operator of the Gayety Theater here, has taken over the Empress Theater, Kansas City, another burly house. He may also take over two other houses for which he is now dickering.

Hirsch will open the Gayety here August 15 with a show to be built by himself, comprising talent booked from Milton Schuster in Chicago. Two weeks later he will put the same show into the Kansas City house, opening September 1. The shows will alternate between the two houses.

Miccio Takes Bklyn. Stadium

NEW YORK, June 20.—Tony Miccio, operator of the Irving Place and Peoples Theaters here, will take over the open-air Metropolitan Lyric Stadium, Brooklyn, August 17 for three weeks. He plans to install Italian operas there, together with American revues.

Harmon Not Running

BUFFALO, June 20.—Mervin Harmon, who recently disclaimed any connection with the opposition ticket for the Burlesque Artists' Association election, has also not given his approval to his nomination on the executive board of the official BAA ticket. The opposition ticket had put him down for the presidency, but Harmon revealed that it was done without his knowledge.

National, Detroit, Changes

DETROIT, June 20.—The Beef Trust Girls, quartet, opened Monday for a week as added attraction at the National Theater. Mae Hamilton and Madeline also opened at the National Monday, while Mabel White, recently at the Empress, Cincinnati, opens Monday. Paul Morokoff, National producer, leaves this week to go to Atlantic City for the summer.

Detroit Ownership Change

DETROIT, June 20.—National Theater here has been taken over by David H. King, Inc., succeeding the King Amusement Company. No important change in ownership is involved, according to King. Victor Travers continues as manager. King and Travers have operated the house for about 20 years.

JULIUS ROTH due to open the former Coffee Cliff's spot on Seventh avenue, New York, in August.

Burlesque Reviews

Apollo, New York

(Reviewed Tuesday Afternoon, June 16)

Burlesque at the Apollo is to the field what the Radio City Music Hall shows are to de luxe presentations. Even in the summer, when business takes a belly drop, the Apollo continues its lavishness as regards costuming and scenery, an impressive background for the predominance of feminine beauty. All this finery even helps the so-called lower qualities of burlesque, such as dialog, which isn't made to look so low-down when incased by colorful production. All this is a tribute to Allen Gilbert's masterful production and the owners' courage in not holding too tightly on to the purse strings.

With a contingent of six disrobing lassies, 11 chorines and six showgirls, that's more than sufficient for any burly patron who's keen on ogling the fems. Strippers, in order of appearance, are Marie Voe, Joan Dare, Mary Joyce, Carrie Finnell, Margie Hart and Georgia Sothorn. And they are girls who don't get paid off at the minimum. All swell lookers, neat dressers and expert disrobers. Of course, the Misses Hart and Sothorn are the standouts, Margie a grand and artful teaser and Georgia a dynamic disrober. Miss Finnell's routine is a novelty, one that affords a belly laugh. As for Miss Joyce, she's lovely to look at and a charming singer,

and the Misses Voe and Dare do nicely in their assignments. The Misses Voe, Dare and Joyce help out ably as well in bits.

Comics, while only two, are such as to make up for three and four of the fun-makers at any of the other houses. They are Bobby Morris and Frank Silk. Both are audience favorites, with Morris a busy little fellow who's got his finger on the pulse of burlesque comedy today and gets laughs like no other comic can. His burlesque of a stripper is a classic. Silk, a veteran in the field, keeps apace of the times also and he bats out a terrific laugh score as well.

The feeders are tops and they are Russell Trent and Jack Coyle. Both are finished performers, working up well to the comics. Trent does some swell character bits, and Coyle also doubles impressively at mike singing. Jimmy Lewis, the house singer, helps out nicely enough in bits also, but his forte is the singing of the production numbers.

Aside from Lewis' production singing, show's class value is enhanced by a young chap, Jimmy Burns, who mike sings also, the only fair, yet who socks across with nifty tap dancing. He gets several spots for his hoofing and goes big. The chorines are a neat-looking troupe and, what's more, they handle their nice routines in great style. Showgirls are neat eye-fuls and they do their chores well also. SIDNEY HARRIS.

U-Notes

By UNO

JUNE DARLING, of the Republic's (New York) front line, was tendered a party on her 18th birthday June 7 by Mac Dennison at the Strand Hotel, New York.

JOE ALLEN, after a long siege of the grippie, returned to the Apollo, New York, to assist Ed Halperin in disposing of Oscar Markovich's concession wares. Has applied for membership in the Concession Managers' Association.

MARIAN BELL, acro dancer at the Gaiety, New York, who was a co-student with Faith Bacon at the Wayburn School in 1927, is out for a star's berth in burlesque or night clubs next season.

ROSE GORE, in America seven years and who recently became a U. S. citizen, celebrated that important event June 14 along with hubby Abe, comic, by inviting a few select friends to a kosher home-cooked dinner at her home in New York.

FRITZIE BEY writes she is at home in Chi and working at the Casino Club, an ultra spot. Comes back to New York in September for either burlesque or nighties. Hubby Frank is opening a costume shop in Chi.

JOE KELLY, of the former Columbia Theater, New York, together with Jack Bohn, Cliff Sewell, Bob Stone, Ethel Kelly, Jane Bohn and Arthur Wallace, were a few of the burlesque oldtimers at the BAA affair at the Manhattan Opera House, New York, June 14.

DOLORES DAWN played host to John Bordash, of Bridgeport, at the BAA ball and entertainment. Ditto Rube Bernstein to Jimmie Lake, operator of the Gayety, Washington.

JIMMIE LEWIS, baritone-straight, and Diane Ray, showgirl, of the Apollo, New York, feted and congratulated June 9 upon their marriage that day in Armonk, N. Y.

JESS MACK and Jean Lee closed at the Bijou, Philly, June 6 to spend the balance of the summer in a cottage leased in Atlantic City.

MARION MASON, doubling as acro dancer and chorister at the Republic, New York, stock, getting big hands for her fine routines.

ARMAND MONTE writes from the NVA Lodge, Saranac Lake, where he has been three years, that he is finally making the grade and would like to hear from friends, especially Frank X. Silk and Bob Carney.

HERBERT BARRIS, straight, and Max Fehrman, comic, all set to open September 14 in London thru Frank Belmont. Until then Barris will be engaged at the Laurel Country Club, Sackett Lake, Monticello, N. Y.

JEANNE WADE will celebrate her 23rd birthday July 7 by way of a party at the Ringside Grille on Eighth avenue, New York.

MARGIE HART returned to New York after a three-week vacash at her Minneapolis home and opened June 12 at the Apollo on a four-week contract, co-featured with Georgia Sothorn and Carrie Finnell. She has leased an apartment in Brooklyn, facing Prospect Park, installing several grand worth of furniture and a piano.

MADLINE WINTERS' extra attraction itinerary includes a week at the National, New York, after her Republic (New York) stay, another week at the Roxy, Cleveland, and four weeks at the Burbank, Los Angeles.

MAC DENNISON, comic, engaged for the summer at the Grand Mountain Hotel, Greenfield Park, N. Y. Stanley Simmons, tenor; Sammy Smith, comic, and Sol Burry will be at the Sha-Wan-Go Lodge, High View, N. Y.

PROFESSIONAL CARDS

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BURLESK'S NEWEST TEASE SENSATION.

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

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Tab Tattles

JACK DRAYTON and **Ross Lewis** opened their new unit, *Hollywood Girls Parade*, as a feature of the Kentucky Bankers' Association Convention at Pikeville, Ky., June 12 and 13. Company also played two days at the Weddington Theater, Pikeville. Unit, comprising six vaude acts, a line of girls and an eight-piece novelty band, will play thru Ohio and Michigan. . . . The Columbia Theater, Alliance, O., which has been playing tabs two days a week for the last several months to good results, will be shuttered after July 4 until Labor Day. House will be renovated and extensive improvements will be made during the shut-down and the tab-picture policy will be resumed in the fall. . . . Dark since last February, the Opera House, St. John, N. B., has reopened with a tab-talkies policy. First show in was *Harry Berry's Sunkist Vanities*, featuring, besides Berry, Freddie Lewis, Potis and Folsom, Richard Newell, Theo Keith's California girls' ork and the Five Flashes. Opera House is managed by A. T. Ganong, assisted by William (Jake) Whitebone, veteran tent show comedian. . . . Gus Sun, of the booking firm bearing his name, is bragging these days on the 34-pound muskie which he landed on a recent fishing trip to Bashawanna Bay, Canada. The whopper gave him a 45-minute fight, so the story goes. His brother, Pete, of Toledo, and a party of friends from Mechanicsburg, O., accompanied Mr. Sun on the trip. . . . Blackie and Tillie Blackburn are with the Rosalie Nash Players in Michigan this season. . . . Oliver Kight and the missus, who have been concentrating on night clubs the last several years, jumped into Cincy early last week to permit Oliver to collect his bonus bonds. They left Sunday for Columbus, O., all bedecked in a new supply of glad-rags. . . . Mary Davies, tab and burly performer, is back at her home, 1512 Central avenue, Cincinnati, after a trip to Henderson, Ky., to attend the funeral of her mother, who died there suddenly

last week. . . . Charlotte Arren and Johnny Broderick and Charles (Slim) Timblin, vaudeville headliners, are slated to appear as added features of the benefit show for the estate of the late Hal Hoyt, to be held at the Fairbanks Theater, Springfield, O., Thursday midnight, June 25. Broderick and Timblin formerly appeared with one of Hal Hoyt's tabs.

EARL AND FRANK TAYLOR's Oo-La-La Continental, after a week at the Denham Theater, Denver, jumped to Hannibal, Mo., last week to begin a string of dates thru the Middle West. Featured with the unit are Buddy Lake and company, Connie Cella, Schaeffer and Nelson, Gordon Bennett, Marian Gibney, Ray Oswald, Virginia Shannon, LaBardie's Models, Babbette Fontaine, Babs Lewis and a line of 12 girls. Executive staff includes Frank Taylor, company manager; Robert Davis, advance publicity; Ray Oswald, stage manager; Del Smith, musical director; William McMahon, stage carpenter; Yvonne Darrell, wardrobe mistress, and Bill Wakefield, transportation manager. Show travels in two 30-passenger busses and a large tractor-trailer carries all equipment. Company has been out 14 months. . . . Vivian (Alaska) Vincent, former chorister, but out of the business for the last several years, is now Mrs. M. J. Collieran. She's residing at 937 Beech avenue, Pittsburgh. . . . Freddie Frampton and wife, Jane, until recently with the Cotton Watts tab at the Bonita, Chattanooga, are now at the latter's home in Dayton, O. . . . Myrtle Bridges, also off the Watts opry, has jumped into Atlanta. . . . Cotton Watts and the missus, Chick Moreland, are resting in the same town. . . . Blair Camp, who closed with Watts in Chattanooga June 6, is taking a brief vacation at his home in Lincolnnton, N. C., before joining up with a tent show for the summer. . . . Teddy Benson, chorine, has left the Bonita, Chattanooga, to join the Watts unit at the Roxy, Knoxville. . . . Dot Crawford, formerly with Ed Daley's show on the wheel, pencils from the Liberty Theater, Davenport, Ia., to say that everything is hotsy-totsy around that spot. Jack Murrel is still there as producing comedian, with the rest of the cast made up of Betty Lou Mathis, Pearl Borner, Tommy Edwards, Lois (Red) Scott and Miss Crawford. Miss Scott recently concluded a four weeks' run with Alma Robinson's tap dancing trio at Rainbow Gardens, Cincinnati.

Mrs. Heagney is Mrs. Olga Lario, of Saranac Lake.

John (Lauder) Loudén merits much success for his recent production of *Peg o' My Heart*, presented at the Town Hall in great style.

Maxie (Trump) Pfeffer stole the show last movie night. While the patients were reviewing an interesting picture a fire started in the projection room, causing much excitement and alarm for all those present. While the operator made a quick dash for liberty, Maxie (our hero, who forgot for the first time that he ever had t. b.) rushed into the booth and quickly extinguished the flames. Because of our fireproof building and quick action on the part of our hero little damage was done. Dr. Karl Fischel, our medical superintendent, has been trying for some time to get us standard projection equipment. Perhaps something will be done about it now.

Mrs. Brian Tracy, wife of a former theater manager of the 86th Street RKO house, drove here from Tuckahoe to visit her husband, Brian Tracy, who is a recent arrival at the Lodge. Brian had the phrenic operation a few weeks ago and is doing well.

Dr. and Mrs. George Wilson have just returned from a few weeks' trip to the big city. While away they took in the fights and sights.

Mrs. LaPorte, wife of Dr. LaPorte, NVA guest patient, has moved from 1 Riverside drive to Turtle Pond Lodge, where she will enjoy the company of her son, Walter LaPorte, of New York, who will stay for the summer.

Mrs. Tom Brady, wife of our steward, Tom Brady, presented her hubby with twins at the General Hospital last week, a boy and girl, John and Joan.

Check your health to avoid "the cure" and write to those you know in Saranac Lake.

Chorus Equity Notes

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

Sixty-one new members joined the Chorus Equity in the past week. The majority of these new members come from St. Louis Municipal Opera Company and from a stock company on the Coast.

On July 6, 1936, all mail held at this office prior to January 1, 1936, will be sent to the last address on file for the member, or, failing such an address, the mail will be returned to the post office. A portion of the mail held will be listed in this column alphabetically each week. Mail has already been listed from A to C, inclusive. If you do not see the list until after your name has been passed alphabetically, write and ask to have your mail forwarded to you.

We are holding mail for Margaret Dawn, Henry De Koven, Joyce Dunkin, Doris Delanti, Paul Dessez, James Davis, Mary Dolan, Fanille Davies, Don English, Dorothy Forsyth, Charles Froom, Mary Farrell, Jack Fago, Helen Folsom, Amy Frank, Betty Fields, Charles B. Fowler, Marie Ferguson, Grace Garnett, Louise Gunning, Leone Griffith, Lillian Griffith, Louise Harper, Jay Hunter, Eunice Holmes, David Harcourt, Amalie Ideal, Alfonso Iglesias, Paul Jensen, Bob Jewett, Harry Joyce, James Keogan, Jean King and Louise Konliver.

Our members are reminded that Chorus Equity has jurisdiction over chorus work in cabarets and presenta-

tions. In working in these fields, members should not only keep their dues up, but should aid their association in organizing. Only with a 100 per cent organization can we hope to get a contract and working conditions comparable to those in the legitimate theater.

A special council concession allows members working in presentations to place themselves in good standing by paying current dues—that is, providing the member pays his dues while working. Members may join while working in presentations and cabarets by paying a \$5 initiation fee.

We expect that two or three productions, using large choruses, will start shortly. Be sure that we have your correct address on file and, if you are looking for work, call at Chorus Equity headquarters three or four times weekly.

Members who go to the Coast to do motion picture work are expected to join the Screen Actors' Guild.

DOROTHY BRYANT,
Executive Secretary.

Karl Simpson Placements

KANSAS CITY, Mo., June 20.—Recent placements by the Karl F. Simpson Theatrical Exchange include Al Pithcaithly, with the Jack Kelly Players; Walter X. Price, Al Unruh, Perce Hall and Nellie Kempton, with the Harvey Twyman Players; Glen and Donna McCord, with the Ralph Moody Show; Fred Ewen, Ann Johnson and Charles Eberheart, with the Wallace Bruce Players; Billy Baucom and Marlon Raymond, with the Ted North Players; Fred and Lillian Poole and Jimmie White, with the Tilton-Guthrie Players; Fred and Ann Allinson and Bill Tyler, with the Ward Hatcher Attractions; Danny Hendricks and Wallace Apple, with the Ralph C. Bray Players, Dick Wolever, Al Martin and Marie Stein, with the J. C. Bisbee Players; Roy and Eva Kinkle, with the M. & M. Players; Mr. and Mrs. Wally Wallace, with the Cliff Carl Attractions; Mr. and Mrs. Ned Allen, Monty Montrose and Marjorie Baker, with the Neil Schaffner Players; Art and Mae Newman, with the Hilla Morgan Players; Joe and Eva May Thompson, with the Harry Brown Show; Jack Howe, Phil and Peggy Hart, Emil and Lola Olsen, with the Harvey Brandon Players; George and Ethel Adkins and Grace Brennen, with the Silvers Comedy Company; Charles and Arlene Plank and Morris Rhodes, with the Glendora Players; W. J. McKenzie, with the Roe Nero Attractions; Pete Wight, with the Frank Ginnivan Attractions; John and Fern Rae, with the Gagnon-Pollock Players; Art and Duckie Vernum, with the Jack Daul Attractions; E. V. and Josephine Dennis, with the Fred Jennings Company; Bob and Helen Gentry, with the Harry Hugo Show; Fred Dunning, with the Jack Brooks Players; Hank and Ellen Williams, with the McAdam Players; Hal Barbour, with the Princess Stock; Robert and Marie McDonald, with W. H. Hollingsworth Favorite Players; the Dore Sisters, Anthony Black and Lynn Arden, with the Hal Stone Attractions; George and Hattie Giles, with the Ray Bash Attractions; Charlie Simms, with the Milt Tolbert Show; Morris Rose and Ellen Downs, with the Ben Wiikes Players; Duke Moore, Wallace Childers and Bill Sayles, with the Pete Borgen Shows; Paul Toerne, with the Rosalee Nash Players; Bert Goddard, Roy Pheilton and Ivan Thompson, with the A. L. Farnsworth Attractions.

THE DRAMATIC GUILD, Flint, Mich., recently presented *Type-written Alibi*, a humorous mystery by Gene Fowler in collaboration with Johnny Yuhasz. The latter also shared honors with the cast.

"RAY-O-BUBBLE"
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3 Ft. Diameter. **75c**
5 Ft. Diameter. **\$2.75**
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Bellows, complete with Flexible Tube, to Inflate Balloons, \$6.50.

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BURLY BRIEFS

(Continued from opposite page)

opened at the Rialto, Chicago, June 19. . . . Ida Rose has returned to Chicago from New York to produce the new revue at Colosimo's Cafe. . . . Leonard Kramer and Billy Diamond are now at the Capitol, San Francisco, working under the management of Popkin & Ringer. . . . Madeline Winter was booked into the National, Detroit, by Milt Schuster. . . . Evelyn Rene opened at the Roxy, Cleveland, June 19. . . . William Vannerson, treasurer of the Rialto, Chicago; Walter Rohtin, Bert Peck and Milton Schuster and their families journeyed to Crystal Lake to catch Bud Hawkins' Circus last week. Hawkins was formerly in burlesque and in recent years has had a dramatic tent show. . . . Paul Morokoff was a Chicago visitor this week on his way to Cedar Rapids, his home, where he will spend a few days before going to Atlantic City to produce at the Apollo Theater this summer.

Saranac Lake

By BETTY HUNTINGTON

Saranac Lake had the honor of winning the first two baseball games of the season, last Sunday at Tupper Lake, score 6-4, and from Plattsburg at Saranac Lake, score 7-6.

Charles P. Howard (who succeeds Toni Anderson as manager of the Pontiac Theater) arranged for a PWA show to appear on the stage of the NVA Lodge. It was a combined hillbilly and vaudeville unit, including 42 people in the cast and William F. Mackey as manager. The show ran about an hour and proved a real treat to the patients here.

Charles Foster is our latest arrival. He hails from Racine, Wis., where he was connected with the staff of Warner Brothers.

Winifred (Personality) Heagney left us last week to resume her former position as medical secretary at 108 Main street. We all wish her "good luck" and want her to know she will be greatly missed by her many friends here. Replacing

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Out-of-town Girls send Photos.
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For the Summer Season, Experienced Chorus Girls. One bill weekly, two shows nightly. A real vacation with pay. Salary \$15.00. Will send tickets if needed. Wire **PAUL RENO,** Old Vienna Gardens, Russells Point, Ohio.

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Twelve Chorus Girls. Long, steady engagement. Booked till November. Acrobat and Acts suitable for high-class Revue. Reorganizing show. Address **JOE FRANKLIN,** Morgantown, Ind.

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Thru Sugar's Domino



FEW items are of greater human interest from the newspaper standpoint than the trek over the comeback trail of a star of yesteryear. Let the word get out of a Benny Fields or a John Steel knocking them dead as in days of yore and sob sisters beat a path to the dressing room, photographers dust off their candid cameras and headline writers summon up their choicest adjectives to describe something that is to them akin to recovering a lost purse or a mislaid topcoat. In other words, this comeback stuff should impress those in the trade as a load of poppycock. Trouble is that the trade eats up the newspaper ballyhoo like Luke Yokel reading his daily paper on Main street. The revived toplineers deservedly receive the benefit of swell publicity thru engagements, radio contracts, picture offers and big salaries, but the basic problem suggested by the phenomena is no nearer solution.

Perhaps in the wide panorama of the show business there has occurred in rare intervals a real comeback. By this we mean a dramatic actor whose talents were impaired by poor health and who recovers both his health and his power of expression. Or a singer who loses his voice and recovers it thru a miracle operation. These, of course, would represent real comebacks. But in the epidemic (for which we are all thankful) of so-called comebacks today none of these miracles are involved. Close examination of the facts in connection with Fields, Steel and the others who are now on the sunny side of the street shows that the artists are not any different now than they were when they were lying in the discarded heap. It was not their fault that their talents were dismissed as inconsequential in the wild rush of talent buyers and so-called showmen for new faces. The whole proposition is a sad commentary on the ability of the average showman to detect a good thing when he runs across it in his day-to-day activity.

* * *

The average showman is like a sheep anyway. He follows the bellwether. The average showman is a myth always on the verge of being exploded. He knows far less than he is given credit for knowing. His business life is a succession of humbug episodes; kidding on the one hand the talent he is charged with selling and on the other the men who are in a position to buy. Few indeed are the agents who prove their faith in an attraction by fighting for it against all odds; by holding out against poor offers so as to clear the way for the good ones that are sure to come if the personality being handled has the stuff. This is accounted for mostly by the showman's lack of knowledge, system and strength of character that is sure to be found in a man who has unbounded faith in something that he knows to be right. The result is that the talent-selling business has degenerated for the most part into a game of claim staking—the first man to the land office getting the prize. There isn't the studied, careful and farsighted approach of the days before radio and talkies.

Even the larger companies are woefully ignorant about basic facts and angles. A man who would be handed a \$1,000 bonus for every time a picture or radio broadcasting company pulled a boner in its search for a personality could be a tremendously wealthy man in a short time. A star of the 1920s was being sought eagerly by one of the biggest film companies several weeks ago. There was a part in a picture being cast that fit her like a glove. All over the country the blind mice looked, and there she was in the Chicago Loop living on the bounty of friends and known by all the offices on which she had been calling with admirable persistence for work. The company finally gave up the quest and hired another for the part—and a very poor substitute indeed. The case is typical. It shows how much the trade needs systematization; something which cannot be brought about unless the cutthroat game is ended.

Yes, showmen are like sheep. Once public opinion, or whatever it is that makes ballyhoo click, decrees that a certain personality is on the upgrade the men who are supposed to know talent as well as a horticulturist knows flowers join in the chorus of praise and fall all over each other in bidding for the services of an item that they could have had for a song if they were as well versed in talent as they want the world to believe.

* * *

Talking about so-called comebacks and the lack of perspicacity in showmen, an excellent example stares us in the face. We refer to Blossom Seeley, who has been stopping shows consistently merely by taking bows with Benny Fields. When the Fields and Seeley combination were at the top of the heap it was Blossom who was the bright and particular star. Today Fields is the latest sensation of the show business as a single. Blossom, whose voice is as good if not even better thru the mellowing effect of time and experience, stands by and nobody (so far as we know) gives her tempting offers to resume activity. Blossom is an item the air needs badly; the few theaters still using attractions need her even more desperately. But the sob sisters haven't started their deadly work on Blossom. The tabs haven't printed her picture as a comebacker. So the smart showmen who are supposed to know talent when they see it lay off—waiting for the time when it will be as difficult to get her for an authorization as it is for an amateur to get a personal audition by the high and mighty Major.

* * *

Recently we caught Frank Gaby at the State, New York. We remember Gaby from the days when it was possible to work 52 weeks a year as a vaudeville actor. Gaby must still be considered with some degree of respect if they give him a crack at the State. But Gaby hasn't otherwise been setting the world on fire. Here's a comedian who can make some of the spuds in the current crop look sick if given half a chance. He has improved considerably since the days when he was in the class of successful vaude comedians. He has everything radio wants; far more than talkies can expect to use. Still, the highly paid talent scouts close their eyes to the Gabys and spend their nights in Little Theaters, dramatic shows and, for all we know, studios in which amateur hours are being broadcast.

Does one wonder with items like this on the record why circuits excuse their apathy toward vaude by the plaint that there isn't enough talent around and why such a fuss is raised about the "discovery" of talent in a star of yesterday?

The Broadway Beat

By GEORGE SPELVIN

AN UNUSUAL thing has come out of *The Class of '29*, current WPA show, discussing the plight of recent college graduates beset by the depression. The class of '29 of Columbia College recently figured that the WPA drama would be a logical spot for a reunion, and held one there. At a meeting after the show the lads were so impressed that they decided to initiate some action leading to a survey of what actually has happened to people thruout the country graduated in '29 or thereabouts. They'll hold another meeting shortly to get the thing under way, with the aid of Bob Moore, of the placements bureau (employment office to you) at the University. Incidentally, Moore brings out some interesting angles, including the fact that the play should really have been called *The Class of '32*. According to statistics at Columbia, the class of '29 is now practically 100 per cent employed—which isn't bad in these days. Moore says that the class of '32 suffers most from unemployment with the class of '33 not far behind. As for the class of '36 this year's graduates, they are already 75 per cent employed. It looks as tho the depression were over.

Johnny Perkins flew in from the Coast a week ago Sunday night, arriving the next evening, to open negotiations for a role in *White Horse Inn*, the mammoth European musical, which Lawrence Rivers, Inc., will present on the Stem next season. . . . Cliff Whitley, English producer, is in town to line up some people for his forthcoming show, which is scheduled to open in the provinces in August; then into the Savoy, London. . . . He has June Knight signed to co-star with Arthur Riscoe, an English name. . . . Paramount recently sent out a release concerned with the fact that Fanchon had been signed by William LeBaron, managing director of Paramount Productions. . . . Said the release: "Fanchon will later produce musicals himself." . . . For the benefit of Para's press department, which ought to try to find out what's what before releasing things to the press, Fanchon Wolf is a femme. . . . There's plenty of expectation on the street concerning Jimmy Savo's forthcoming appearance in the title role of Moliere's *The Would-Be Gentleman* up at Lawrence Langer's Country Playhouse at Westport, Conn. . . . Mr. Spelvin will bet the family plate that Jimmy's grand. . . .

George Levy is back with the Irving Mills office. . . . The Hotel Astor is getting a wash to go with its new modernistic entrance. . . . Maybe it's the influence of the fish in the Wrigley sign across the way. . . . Vivian Ray is Joe Moss' latest protegee at the Hollywood. . . . Georgeie Tapps is still going around with his schnozzle all trussed up in a bandage; the Tapps bugle was trimmed and suffered, but didn't quite die, for the sake of dear old Hollywood. . . . Fred LeQuorne says that exactly 1,703 professional dancers have registered at his dance studio since January 1, proving that even the pros are working for improvement. . . . James Paul, who does a strong-man act, claims he got his strength working in food commissaries and tossing heavy sacks around. . . . West 47th street is sprouting sidewalk cafes. . . . Jimmy Saphier has beaten the mob by taking a week off already. . . . The worst pun of all time concerns the South American city suggested by a vet acting uppity because of his bonus cash. . . . The answer, as you probably feared, is "Bonus Aires." . . . Ed Fisher, of United Artists, is back from the Coast. . . . With all the political speeches on the air, phonographs should be due to record a sales increase. . . .

Chicago Chat

By NAT GREEN

CHIC YORKE and Rose King, that grand vaude team from away back when, celebrated their 27th anniversary as a team last week at the Palace Theater. . . . Ernie Young, back from Dallas, says his Mlle. Corinne is proving a sensation of the expo, despite the fact that the show is in a poor location. . . . Willard M. Rutzen, assistant to the managing director of the Hotel Morrison, has been having some interesting conversations with RKO Pictures. . . . Wonder if they're interested in Mr. Rutzen, who quite unobtrusively has been doing a swell job of publicizing the hotel and its Terrace Room, as well as turning out a fine job as editor of *The Morrison Digest*. . . . One of several "bad boys" who have been annoying the Ringling office by passing themselves off as Ringling representatives is a guy who is well—but not favorably—known for his rubber check activities. . . . "Cap" George Wellington Streeter, who prior to his death in 1921 frequently made the headlines by forcibly maintaining squatter's rights to a Gold Coast lake-front section known as Streeterville, is to have his name perpetuated in Streeter drive, U-shaped thoroughfare in the Streeterville section.

Berne Buck, State-Lake maestro, celebrated a birthday June 17. . . . Ben Piazza, who used to be the Orpheum head here, celebrated his natal day Sunday, June 21. . . . Bunny Bryan, manager of E. & K.'s Pantheon Theater, is vacationing at Big MacKenzie Lake, Spooner, Wis., where he's chasing the elusive pike. . . . Sophie Tucker and her orchestra, who closed at the Terrace Room Sunday, open a summer engagement at the Oriole Terrace in Detroit June 26. . . . Chicago Drama League is sponsoring a Children's Civic Theater for the summer to give talented children an opportunity to be presented in dramatic performances. . . . Ramon and Renita, talented dancers at the Stevens' Continental Room and creators of the *Ravelero*, will be on their way to Hollywood and a movie assignment at the Warner studios in another week. . . . Also Hollywood-bound is Xavier Cugat, who leaves the Continental Room June 25 to go in Paramount's *Big Broadcast of 1937* July 1.

Professional Entertainers' Club staged the best party and show in its history last week, starting with dinner at Guey Sam's, then a Chinatown tour and finally a show in the Chinese "city hall." . . . Sam Lederer handling publicity for Navy Pier. . . . A big party is planned in the Walnut Room of the Bismarck Friday night when Levant and his ork close and the King's Jesters, with Marjorie Whitney, move in for the summer. . . . Phil has grown steadily in popularity at the Bismarck and will be back in the fall. . . . Ravinia opera season is now assured, starting July 3. . . . Benefit for the widow of Percy Moore, booking agent, held at the Berghoff, was attended by all the rialto regulars. . . . Goldblatt's, department store firm sponsoring the Tom Mix Circus engagement here, intends to have a try at summer opera a little later—patterned after the St. Louis munny opera. . . . Monte Blue, screen actor, will have the leading role in a picture that will depict the history of Deere & Company, pioneer steel plow manufacturers, in celebration of the firm's centennial next year. . . . The famous Buckingham Fountain has started its summer spouting for the edification of Boul Mich evening strollers.

WMC Opens 5,000-Watt Transmitter

MEMPHIS, Tenn., June 20.—The new 5,000-watt transmitter of Radio Station WMC, *The Commercial-Appeal* NBC outlet here, went into service with special programs this morning. Representing the latest achievements in the art of radio engineering and doubling the station's power, the new transmitter is expected to vastly improve reception to millions of listeners in the South, Midwest and Southeast, it was announced jointly by Manager Henry Slavick and Chief Engineer Clyde Baker.

The new transmitter is of the wide-range, high-fidelity type and is the first of its kind to be installed in the South, Baker says. It has been under construction and tests for several months and represents the last word in radio broadcasting equipment, he adds.

For the present the new transmitter will be used in connection with the radio towers of the old equipment, but in the near future it will operate thru new 611-foot steel towers being rushed to completion on Thomas avenue. These new towers are to be the most modern and costliest in this part of the country, the station having followed the design recently approved by Dr. G. H. Brown and D. H. E. Gihnung, chief development engineers of RCA.

The officials of WMC are also asking the FCC for permission to erect and operate a new 5,000-watt station at Mobile, pointing out that the Alabama city is without an NBC outlet.

Seacrest Heads Exec Group in CSB Setup

LINCOLN, Neb., June 22.—Central States Broadcasting Company's setup here now is laid out with an executive committee consisting of Joe W. Seacrest, ad manager of the *Journal*, and Frank Throop, publisher of the *Star*; Charles Stuart, local financier, and Charles Carper, representative of the Sidles Corporation, each representing 25 per cent of the stock.

Under these men is the operating committee, recently widened to include Reginald H. Martin, late of Iowa and the KSO string. Martin, with John Henry, general manager of all the stations, Buryl Lottridge and Harry Harvey, makes up this group. Stations under this guidance include KFAB, of Omaha and Lincoln; KFOR, Lincoln, and KOIL, Omaha.

May CBS Gross Up; NBC Fell Off 4%

NEW YORK, June 20.—Columbia Broadcasting System had a gross billing for May of \$1,749,517, which represents an increase over May, 1935, of 35.9 per cent. Seasonally, it is lower than April, which totaled a record-breaking \$1,950,939.

Cumulative total for CBS for the first five months of 1936 is \$9,683,007, which compares to \$8,155,807 for the same period in 1935, revealing an increase of 18.7 per cent.

National Broadcasting Company revenue for May was \$2,565,920 and shows a little over 4 per cent drop from the same month in 1935. Drop apparently is close and represents either an extra day's broadcasting in May, 1935, or a discount differential. Of the NBC gross billing, the Blue web did \$911,674 and the Red \$1,654,246.

RCA-Victor's Labor Trouble

CAMDEN, N. J., June 20.—P. W. Chappell, ace government labor conciliator, was assigned here by Secretary of Labor Frances Perkins to observe the labor situation at the RCA-Victor Manufacturing Company, where the Employees' Committee Union and the United Electrical and Radio Workers of America, Local 130, are battling each other.

David Sarnoff, president of the Radio Corporation of America, the company which owns RCA-Victor Manufacturing Company, who was in Washington testifying before the Federal Communications Committee, was informed by E. T. Cunningham, head of the Camden plant, of the tense situation in the plant and stressed the necessity of bringing matter before the board of directors of RCA at the next regular meeting June 26.

Amateur Winners Refuse To Work Before Audience

PHILADELPHIA, June 20.—Engineers' Glee Club, semi-finalist winner in the Lec Frank-Lit Bros.' amateur contest on WFIL, turned temperamental and refused to compete with other groups for the final contest before a visual audience. Rhythmic techs polled the highest mail draw during the seven-month contest and demanded first prize. Sponsor saved the price of hiring a hall for the visual and gave the engineers the \$100 plum. Other six eligible groups settled for a \$25 note.

CA To Again Try For "Relay" Break

NEW YORK, June 20.—The sore point between the National Broadcasting Company and Conquest Alliance Company over transmitting programs emanating from NBC, New York, is up again, with Conquest planning to take its squawk to the Federal Communications Commission. NBC and CA tangled once before, when the Lambert Pharmacal Company was sponsoring the Metropolitan Opera broadcasts on NBC, with the network coming out winner that time. Conquest had sold Listerine on the idea of short-waving the broadcasts thru W2XAF, Schenectady experimental station, to a station in Puerto Rico, but NBC refused permission for the broadcasts, claiming it was contrary to FCC regulations to permit an experimental station to carry such commercial relays. NBC said that if the program were to be short-waved it would have to go thru the RCA commercial short-wave station at Riverhead, L. I.

Conquest maintained that in prohibiting such relaying and by insisting that the programs go thru Riverhead at \$3 a minute for the facilities NBC was setting up a monopoly. FCC actually didn't rule on the merits of the case, but said that W2XAF couldn't carry the programs. Result was that Listerine couldn't sponsor its own program in Puerto Rico.

Conquest now maintains that thru its representatives in Puerto Rico it has been found that NBC is short-waving both sustaining and commercial shows thru W2XAF, with one of the commercials including the Fleischmann Yeast program with Rudy Vallee. Conquest wants to know how come this is okeh when it wasn't last year. Lenox Lohr, president of NBC, answered a letter from Conquest by stating, in effect, that he didn't feel the station representation firm should question NBC's judgment. With no satisfaction coming from NBC, Conquest is now going to the commission for a ruling.

John L. Clark Leaves WLW

CINCINNATI, June 20.—John L. Clark, for more than 10 years general manager of Powel Crosley's WLW and WSAI in this city, resigned his position last week to take over the duties of president of Trans-American Broadcasting and Television Corporation in New York City, effective July 1.

Ad Agencies Still Increasing Coast Staffs; One Employs 25

HOLLYWOOD, June 20.—With the establishment of a Hollywood headquarters by the Young & Rubicam Agency within the next two weeks, the competition for film names on the air, which is rapidly making this village the most important radio capital in the nation, is expected to take on a new slant with the introduction of rival other propositions.

Young & Rubicam executives already here to line up the agency's Hollywood office are Bill Stuhler, head of the radio department; Don Stauffer, slated for chief of the new branch, and Joe Stauffer and Tom Harrington, who will produce the new Fred Astaire-Packard period, now being worked out.

In numerical strength the local radio staff of J. Walter Thompson Agency has already passed the New York office with a pay roll of 25 and indications are that other important agencies will be forced to join the Hollywood trek short-

CBS To Expand Facilities In Its Southeast Coverage

Decision to improve network in that territory will benefit over dozen cities and outlets—additional trunk lines will obviate dependency on WBT

NEW YORK, June 20.—An extension of facilities in the South was approved yesterday by the Columbia Broadcasting System as a means to building up the CBS stations in that section of the country. New trunk lines are to be hired by the chain and an increase of sustaining programs will be made to the outlets involved. This is said to be a part of the general plan CBS has in mind to better its station lineup in the South. Present CBS setup in the South provides a trunk line to WBT, Charlotte, N. C., one of the CBS ace stations in the South. In turn this 50,000 watt feeds sustainings to the Southern group of stations, which now have no direct facilities with the home station, WABC, New York. As a result, whenever a network or local commercial is on WBT, the other stations are forced to produce their own programs, sustaining or commercial. Columbia figures that by adding trunk-line facilities, the other stations, previously dependent upon WBT, will be able to better their program qualities, not be forced to rely on local talent and in that way build better audiences. Eventually, if the CBS notions click, the stations, by increased markets, will be sold on more commercials.

WNRC Will Set Up A More Formal Org

NEW YORK, June 20.—More formal type of organization for the Women's National Radio Committee is in the offing and a constitution and by-laws have been drafted which were approved for submission to member organizations at the last meeting of the committee. Formal action upon these will be taken by the member groups during the summer and early fall. The committee will reassemble in the fall months prepared to carry out an even more energetic and constructive program than heretofore, according to Mrs. Harold Vincent Milligan, chairman of the WNRC.

When the WNRC was formed it was designed primarily to be a small conference group which would meet to talk over current radio programs and problems arising in connection thereto. As such it has operated without a constitution, etc. However, the prestige attained by the committee thru its annual awards and other activity has increased the number of groups desiring affiliation. WNRC represents numerous women's clubs thruout the country, the total membership of which is placed at a possible 20,000,000.

Realty Men Test Philly Spot for Possibilities

PHILADELPHIA, June 20.—With real estate booming, realtors are trying the air for a possible turn to the networks for nation-wide exploitation. Having promoted buying with newspaper and magazine ads, the National Real Estate Clearing House now takes a weekly 10-minute spot on KYW for its first venture into radio.

A New York concern, with offices in Boston and Philadelphia, Clearing House acts as an exchange agency for real-estate agents. For its air test local key men in the real-estate field are brought up before the mike to bark the "now is the time to buy" idea and may spread into a net show to promote a nationwide clearing exchange.

Account handled by the Falkner-Arndt Agency, of Philadelphia.

Lucky Strike Auds 2 Bands; Buys Both

NEW YORK, June 20.—Auditioning two bands and planning to buy one, George Washington Hill, president of the American Tobacco Company, this week wound up by buying both of the bands. Orchestras are those of Harry Salter and Harry Sosnik and between them they will split 26 weeks on the Columbia network starting August 1. Singers on the programs will be Beatrice Wane, Buddy Clark and the Songsmiths.

Salter, who was favored if one band was to be bought, starts August 1 for seven weeks, after which Sosnik will come on for six weeks. Salter will then return to round out his 13 weeks and Sosnik will do the same.

Carl Hoff is now doing his second 13 weeks for Luckies on NBC, succeeding Al Goodman, who is going to California, most likely to assume a position as musical director for one of the picture production firms, with Metro-Goldwyn-Mayer reported as the company.

Lord & Thomas handle the Lucky account.

KMOX Executive in Chi As Leslie Atlass Assistant

CHICAGO, June 20.—J. L. Van Volkenburg, manager of the CBS Station KMOX, St. Louis, Mo., has been appointed assistant to Leslie Atlass, CBS vice-president in charge of the Midwestern division of the network. Van Volkenburg succeeds D. W. Thornburgh, who was named vice-president in charge of the Coast setup.

Van Volkenburg, prior to going to KMOX, was in the Chicago office of Batton, Barton, Durstine & Orborn.

"Marriage Clinic" for WFIL

PHILADELPHIA, June 20.—WFIL borrows a note from the Good-Will Court on the Intercity web and produces its own *Marriage Clinic* air show. Judge Frances McDonald granted permish and is supplying material for the first five shows, Tom Stone, station's production chief, scripting the sob stuff.

In the ensuing weeks local heart-throbs will be sought, with Miss McDonald advising on the marital problems. Dramatizations air weekly.

WINGY MANNONE
 (The New Orleans Swing King and His Swing Band)
 Now Playing at the Hickory House.
 Pers. Mgt.—MILLS ARTISTS, INC.
 799 Seventh Ave., New York, N. Y.

Alexander GRAY
Baritone
 Pers. Mgt. CBS Artists Bureau

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

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

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

LEITH STEVENS
 Conductor
 exclusive management
 COLUMBIA BROADCASTING CO.

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

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

ARTHUR KAY
 Radio Mimic • Characterizations
 Character Voice of Terrytoon Cartoons and Varied Max Fleischer Cartoons.

TOMMY AND HIS ORCHESTRA
 NOW ON TOUR
 Management MCA
DORSEY

Station Notes

Address All Communications to the New York Office

R. B. MARTIN has assumed position as manager of KFAB and KFOR, Lincoln, Neb., coming from KSO, Des Moines. HAROLD HUGHES has joined the station as announcer. DON FINLAYSON is another newcomer there, working on production and publicity with BRUCE WALLACE. . . . Steelwork on a new antenna structure for WHK, Cleveland, will start on July 1, ground having been broken for the work this past week. Since 1934 the station has been working on the designs for the new antenna and tests have led to the belief that the new structure will act as tho the actual transmission strength had been doubled. . . . DUDLEY BROTHERS, formerly on WHAM, Rochester, are now in London, England. . . . BIRDSALL HOLLEY, technician of WHAM, Rochester, has been elected president of the local Camera Club. . . . PAUL LUTHER, former announcer with the Central States Broadcasting System in Omaha, is now with CBS in Chicago and handles the Gold Medal series. Luther was with KOIL, of CSBS, for four years. . . . HARRY FREEMAN, musician at WHAM, Rochester, will join the Civic Orchestra starting October, 1937.

MARGARET COLLINS, piano rambler, returns to the Philadelphia airlines over WIBG. . . . JOE GARRETT, announcer at WIP, Philadelphia, transfers his affiliation to WFIL, Philadelphia. . . . NORRIS WEST gets the announcing assignment for the airing of the Philadelphia Orchestra open-air concerts over WCAU, Philadelphia, and CBS. HENRIETTA K. HARRISON, formerly program head at WIP, Philadelphia, now radio director for the YMCA in New York, airing a series over the Intercity web.

KNX, Hollywood, got a new one-hour live-talent show last week. Called *Reunion of the States*, period is sponsored by Federation of State Societies and combines music, drama and variety. . . . PHIL MARTINEZ, after three years in all capacities at KMTR, Hollywood, has resigned and is tripping east. PETE PRINGLE is doubling between KNX, Hollywood, midnight news stint and KRKD continuity writing.

C. E. (BUD) DOWNEY has resigned as chief engineer of KROW, Oakland, Calif., to become broadcast research engineer for the Techna Corporation, San Francisco, manufacturer of broadcasting and kindred equipment. He'll go to New York within the next 30 days to establish his headquarters as Eastern representative.

DICK BLACKBURN, former assistant plant manager of WTIC, Hartford, Conn., has been appointed chief engineer of WHTT, Hartford. CEDRIC FOSTER has been appointed in charge of public relations of the same station. . . . Marking a distinct departure in Yale tradition, WIXBS, Waterbury, Conn., broadcast the 231st commencement exercises direct from the stage of Woolsey Hall, New Haven, Conn., on June 17. It was the first commencement ever broadcast in the history of Yale and was fed by WIXBS to WMCA, key city of the Intercity group. . . . EDDIE JACOBS, former announcer at WNAC, Boston, Mass., is now relief announcer at WTIC, Hartford, Conn.

KDKA, Pittsburgh, has started the construction of a 710-foot tower antenna at its Saxonburg (Pa.) transmitter, the Federal Communications Committee having approved the station's application. . . . H. L. BIXBEE SR., chief engineer of WCAE, Pittsburgh, for a number of years, resigned last week. The station's present transmitter and studio control are among Mr. Bixbee's accomplishments.

DON LEWIS has been added to the announcing staff of WSMB, New Orleans.

He was formerly head announcer for WDSU. . . . WQBC, Vicksburg (Miss.) station, celebrated its fifth anniversary on the air on June 8 with a special program headed by the town officials. Station is owned by *The Vicksburg Herald*. O. W. JONES is director and is assisted by C. E. DRAKE, chief engineer; CHARLES COLMERY, program director; SHOUPHIE HABEER, announcer, and LOREN W. MILLER, continuity. . . . Equipment of Station WMPN, which closed down last summer at Clarksdale, Miss., has been moved to Grenada and reopens there on July 20 by permission of the FCC. . . . EARL KALUSHE, former announcer for WPFB, Hattiesburg, Miss., has been added to the staff of KFRO, Longview, Tex., as chief announcer.

New Biz, Renewals

NEW YORK, June 20.—One new account for the Mutual Broadcasting System. It is: ESTATE STOVE CO., starts August 6, 9:30-10 p.m. Thursday, on WLW and WGN. Program not given.

Newark

PURE OIL CO., thru Freitag Advertising Agency, starts July 11, 9:30-9:45 a.m. Wednesday. Transcription. WOR.

GENERAL FOODS CO., thru Young & Rubicam, starts July 22, participating in Martha Deane program three times weekly. WOR.

STANDARD BRANDS, thru J. Walter Thompson Company, starts July 20, participating in Martha Deane program three times weekly. Same advertiser, for Royal Gelatine desserts, starts September 1, participating in Martha Deane program three times weekly. WOR.

WARREN & ARTHUR SMADBECK, thru Metropolitan Advertising Company, announcements. WNEW.

BUDD LAKE, thru Bess & Schillin, participation in *Make Believe Ballroom*. WNEW.

GENERAL SUPPLY CO., thru Scheer Advertising Agency, started June 11, 15 minutes daily. WNEW.

HAROLD MOTORS, thru Bess & Schillin, started June 15, participating in *Make Believe Ballroom*. WNEW.

HOWARD JEWELRY CO., thru Bess & Schillin, started June 15, six 15-minute programs weekly. WNEW.

DODGE BROTHERS, thru Ruthrauff & Ryan, announcements. WNEW.

Cleveland

REYNOLDS CORPORATION, five-minute spots, direct. WHK.

MILAN BREWING CORPORATION, thru Richardson-Oswald, three 15-minute transcriptions weekly. WHK.

CLEVELAND TERMINAL BUILDING, announcements. WHK.

MAYBELLINE CO., thru Cramer-Kraselt Company, announcements. WHK.

ACE BOX LUNCH, announcements. WHK.

LAKE SHORE ELECTRIC RAILWAY, thru Campbell-Sanford, announcements. WHK.

CLEVELAND HOT-HOUSE VEGETABLE GROWERS' ASSOCIATION, thru Hubbell Advertising, announcements. WHK.

LA ZELLA CIGARS, announcements. WHK.

Dayton

IRONIZED YEAST, thru Ruthrauff & Ryan. RENEWED, effective June 3, transcriptions. WHIO.

LIFEBOY HEALTH SOAP, thru Ruthrauff & Ryan, five-minute transcription spots. WHIO.

SALEM GRAND FURNITURE CO., announcements. WHIO.

GEM CITY BUILDING & LOAN, one 15-minute spot, weekly. WHIO.

CITIZENS MOTOR CAR CO., one 15-minute program weekly, also announcements. WHIO.

West Coast

LINCOLN & ULMER, Inc., New York (O-Nic-O products), thru Milton Weinberg Adv. Co., Los Angeles, started June 19 for 13 weeks, Friday, 7:45-8 p.m. (PST). NBC Basic Pacific Red network—KPO, KFI, KGW, KOMO and KHQ. Program, *Secrets of Secret Service*, dramatizations. Talent, Capt. Don Wilkie, narrator.

LINDSAY RIPE OLIVE CO., San Francisco (cosmetics), thru Doremus & Co.,

Station Exec's Gigantic Idea

So terrific sponsor quits after the first show but, "worst is yet to come"

CINCINNATI, June 20.—The box-top method has gotten a big local station into a mess of trouble, with possible lawsuits hanging fire and an advertiser canceling his contract. All started out when the station manager (since resigned) devised a "terrific" merchandising and program idea. To make it funnier the station manager held back until he could get an account big enough to handle the show. The advertiser canceled after the first broadcast.

Idea was that any listener writing in the name of a song the sponsor's band couldn't play would get \$10. A box top had to accompany the letter. After the first broadcast about 8,000 letters came into the station. The advertiser thought about it and sent in notice for the obvious reason that in a half-hour program the maximum number of songs that can be done, even at rapid-fire pace, is about 20 or 25. In 13 weeks it's still not 8,000 songs, without even thinking of letters coming in after the first show.

But the station is still in a jam because the mailing of a box top constitutes a contract and those songs haven't been played yet.

Ah wah! Ah wah!

San Francisco, started June 10 for 13 weeks, Monday, Wednesday and Friday, five minutes' participation between 8:30-9 a.m. (PST). NBC-KGO. Program, *To the Ladies*, morning cheer program. Talent, Hugh Barrett Dobbs, emcee.

BULOVA WATCH CO., New York (watches), thru the Blow Co., Inc., New York, renewed for 52 weeks, Monday thru Saturday, 36 weekly "Time Signal" announcements. NBC-KGO.

E. W. BENNETT BRILLIANSHINE CO., San Francisco (silver polish); thru Emil Brisacher & Staff, San Francisco, Wednesday, five minutes' participation between 10:45-11 a.m. (PST). KFRC. Program, *The Morning Hostess*, woman's program. Talent, Elma Latta Hackett, home economist.

REDLICK-NEWMAN CO., San Francisco (furniture), placed direct, starts (See NEW BIZ on opposite page)

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

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

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



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

West Coast Notes; Morse Show to L. A.

LOS ANGELES, June 20.—Film rights to *One Man's Family*, one of the most popular NBC serial dramas which was purchased last week by Paramount Pictures, will be brought to Los Angeles from San Francisco during the filming of the picture version and probably will remain in Hollywood permanently, broadcasting twice weekly thru KFI. Deal was set for \$75,000, it is reported, and marks the first instance of a group of players going along with a story buy. Carlton E. Morse, author of the series, will prepare the screen play, as well as continuing to do his air stint. Period, voted one of the most important half hours since its inception in 1932, goes over nine Coast stations every Sunday night and is repeated for 59 other outlets in the web the following Wednesday.

Last week Chet Mittendorf, KFVB commercial manager, and Ford Billings, Hearst radio executive who has been here on KEHE-Hearst business, entrained for San Francisco together. Talk is that Mittendorf is being weaned away from KFVB to join KEHE in its reorganization program, but both Mittendorf and Billings deny this. Billings flatly denies that there will be any raiding of talent now employed at other stations.

It is known that Hearst is eager to build KEHE into one of the top Indies in the West and the belief is prevalent that he sent Billings here to stock the station with the best available man power. Station recently has been granted a power increase to 5,000 watts and is spending about \$200,000 for new studio equipment.

First personnel change at the station is the appointment of Arthur McDonald to the sales managership, succeeding Abe Corenson. It is believed that Clarence Juneau, now managing the spot, will give away to a more experienced operator.

Ralph Wonders, head of Columbia's artists bureau, spending two weeks here looking over the talent field and to set up a Hollywood branch for the bureau. . . . Forrest Barnes has been contracted by the Campana Company, balm manufacturers, to write 13 scripts for the First Nighters and Grand Hotel broadcasts. . . . Sandy Barnett in town to do the Lux screeds for J. Walter Thompson, son.

San Francisco

SAN FRANCISCO, June 20.—Saylor's Chocolates, Inc., who recently discovered radio a good means to plug its chocolate candies, starts sponsorship of John Wolfe and Clarence Hayes, song and patter duo, on NBC's KPO for 13 weeks starting June 30. Placed thru Doremus & Company, the program, to be heard Tuesdays and Thursdays at 7:45 a.m. for a quarter hour, is titled *Sailing With Saylor's*. Wolfe, formerly of the John and Ned team, and Hayes, the "Voice of the South," have been heard on a variety of NBC sustainers since pairing several months ago.

Arnold Maguire, who has been with KFRC and the Don Lee network since 1924 in the capacity of actor, writer and producer, joins the NBC production department here July 6. He succeeds Almon D. Knowles.

Greta Gahler, KYA vocalist, after an absence of several months, is back with the station. She has a Tuesday afternoon spot and is again billed as "The Melody Lady." Leslie Harvey, organist, is the accompanist.

Kenneth Spencer, Negro basso profundo, who was featured over the NBC airwaves from here before going east two years ago to become a student at the Eastman School of Music, returns to the network tonight in a new series

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.

Dorothea Antel

226 West 72d St., New York City.
BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.
In Boxed Assortments, 15 Exclusive and Original Cards to the Box, \$4.00.
Special Discount on Large Quantities.
WRITE FOR PARTICULARS.

Beware "Blue Eyes," Says ASCAP to NAB

NEW YORK, June 20.—E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, has informed James W. Baldwin, managing director of the National Association of Broadcasters, that there are over 115 compositions entitled "Blue Eyes," and that broadcasters should govern themselves accordingly in choosing a selection so named. List forwarded to Mr. Baldwin reveals that several of the titles are owned by Harms, Inc., a Warner Brothers subsidiary, and quite a few are unpublished. Others are in the ASCAP catalog. Title has intrigued some writers into composing several tunes with the same name.

entitled "Spiritual Fantasy." With him will be the NBC Southern Harmony Four and Charles Runyan, organist.

G. C. Chandler, manager of CJOR, Vancouver, B. C., has been in town the past few days rubbing shoulders with advertising executives and clients. He's homeward bound after a Pacific Coast motor tour.

While Paul Nathan, *Oakland Post-Enquirer* radio editor, is vacationing in Carmel, Calif., for five weeks, Don Logan, KROW vocalist, is holding down the job. . . . Bob Hall, *Call-Bulletin* radio editor, goes vacationing in the mountains for two weeks starting Monday.

Radio editors, station executives and those from the major advertising agencies here turned out in full force Tuesday to attend the luncheon in honor of Webley Edwards, manager of KGMB, Honolulu. Fred J. Hart, president and general manager of the Honolulu Broadcasting Company, which operates the station, was toastmaster. Edwards, on a good-will tour for his station, returns to Honolulu June 27.

Kathryn Mayfield for Radio

NEW YORK, June 20.—Kathryn Mayfield, singing feature of the *New Faces* show on Broadway, has been signed to

Tele Facts Are Brought Out As FCC Hearings Continue

Executives of networks and manufacturing concerns detail at length the various angles they have to cope with as well as the vast experiments on tap

WASHINGTON, June 20.—"Paving the way" for television is an abbreviated description of what the fact-finding hearings before Federal Communications Commission really are. These hearings, suggested by Chief Engineer T. A. M. Craven, of the commission, to end the body may be in a position to plan future allocation of channels were inaugurated here Monday last. They will continue indefinitely. Those appearing before the commission got right down to brass tacks the first few days, with only one sharp attack upon an alleged "monopoly" in the field of radio patents at the hands of Samuel E. Darby Jr., of New York City, representing, he said, a number of independent manufacturers of radio sets. Knotty problems, as regards allocation of facilities a bit later, at the hands of the commission were forecast by testimony submitted early in the hearings.

Operation of privately owned broadcasting stations, television as something to be widely realized only after years of further experimentation, broadcasting sets at first at least to cost as much as a moderate-priced motor car, newspaper facsimiles by air, television will never take the place of the motion picture, requests in behalf of broadcasters that they be given generous recognition when the time comes for licensing agencies not now under license, notice to the effect the government would expect as many as 1,012 out of the 1,907 frequencies available in the unassigned band ranging up toward 200,000 kilocycles, television as a fact already but not yet ready for commercial use and the like were among predictions and suggestions made by witnesses.

NEW BIZ

(Continued from opposite page)
July 1 for 26 weeks, daily "Time Signal" announcements. KFRC.

Philadelphia

CRUSADERS OF AMERICA (political), placed direct, renewal, started June 15 for 13 weeks, Mondays, 8:15-8:30 p.m. Talk. WIP.

REV. MERRILL T. MACPHERSON (religious), placed direct, renewal, started June 14, ending May 30, 1937, Sundays, 8-9 p.m. Sermon. WIP.

NATIONAL REAL ESTATE CLEARING HOUSE, thru Faulkner-Arndt Agency, started June 18 for 13 weeks, Thursdays, 5-5:10 p.m. Talk, KYW.

In addition to Chairman Prall and Chief Engineer Craven, others who appeared and testified in the opening days were David Sarnoff, president of RCA; Dr. J. H. Dellinger, of the National Bureau of Standards; Frank Jewett, vice-president of A. T. & T.; Edward N. Nockels, Chicago, manager of a union-owned and operated station; William S. Paley, president of CBS; S. M. Kintner, for Westinghouse Electric and Manufacturing Company; Attorney Darby; Managing Director James W. Baldwin, of NAB; James M. Skinner, chairman television committee of RMA; executives, experts, technicians and others.

Conflicting problems confronting both the industry and the commission in the application of the new frequencies were much to the forefront. This point, for example, was developed in the Skinner statement that television, requiring wider space bands than does broadcasting, space in present unassigned high-frequency bands sufficient to make television workable, should be provided. Seven channels, each six times as wide as present commercial sound broadcasting space should be available, he commented, if the new service is to be what it should be. Edward Nockels, of Chicago, asserted that air channels available for the public should not be encroached upon by great corporations to the alleged detriment of the public's interests.

Advising against wasteful practices and adventures without full knowledge of all necessary steps involved, Paley said his organization is exploring every possible broadcast development in its preparations for television. Keen interest was manifested in suggestions by Dr. Dellinger, of the Bureau of Standards, as to the extent to which federal government services should, in his opinion, have new channels assigned to them.

Predictions of many people now that television when it comes will make sound broadcasting obsolete are not justified, according to Sarnoff, who said that television will find new functions, new entertainment and new programs.

While there kept recurring at the hearing suggestions to the effect television is now practically perfected, there were equally serious suggestions to the effect that on the theory haste makes waste, deliberation as to steps taken to utilize the science should prevail. The commission doubtless was given plenty of assurance of the certain struggle for rights of way as television comes into use. When experiment is a thing of the past, some one must get the channels or a share of them at least, and the question promises to be as to just who and why.

The present place of radio broad-

(See TELE FACTS on page 22)

Eisenberg Study of Children Shows and Reactions in Book

NEW YORK, June 22.—Columbia University Press on July 8 is bringing out the volume, *Children and Radio Programs*, which is intended to answer the many questions which have arisen around this type of show. The author, Azriel L. Eisenberg, made a survey of 3,345 children in the New York area and investigated the reactions of 1,454 parents of these children as well.

He made the survey as his thesis for a degree at Teachers' College, New York University, and originally brought his study to the attention of radio and advertising men in 1934, during which time he was engaged in its preparation. Full detail on the work was exclusively mentioned in *The Billboard* at that time. Subsequently, NBC and CBS in company with ad agency and advertisers' organizations agreed to underwrite the survey for a limited sum in order to enable Mr. Eisenberg to carry out the survey in detail.

Volume has considerable information as to the contents of children's programs, the type of questionnaire used and upon which the school children were re-checked, their reactions and various other findings. Programs are also listed that figured in the survey, etc. Some 3,100 programs were approved by the parents who urged their children to listen to 1,336 and prohibited them from listening to 791. Author also adds 17 recommendations for the consideration of all interested in children's programs.

Mr. Eisenberg's study further reveals that the dramatized continuous form of program is most popular with both sexes, with comedy and variety programs second. Music and informational broadcasts are third and fourth.

At the time the survey was brought to the attention of the networks the research and marketing departments evinced considerable interest. This was two years ago, however.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, June 12, to Thursday, June 18, both dates inclusive.

Robins and Roses (27)	37	It's a Sin To Tell a Lie (16)	20
Is It True What They Say About Dixie? (22)	34	Let's Sing Again (15)	19
Take My Heart (24)	32	Lost	17
She Shall Have Music (19)	31	Touch of Your Lips	17
Would You?	31	Melody From the Sky	16
All My Life (24)	31	I'm Grateful to You	15
On the Beach at Bali-Bali (17)	28	Rendezvous With a Dream	15
These Foolish Things	28	Stompin' at the Savoy	15
Glory of Love (16)	27	No Regrets (15)	14
There's a Small Hotel	25	You Started Me Dreaming	14
You (20)	24	We'll Rest at the End of the Trail	13
You Can't Pull the Wool (19)	22	Love Is Like a Cigaret	13
		Sing, Sing, Sing	10

SHEET MUSIC best sellers will be found on page 26.

Program Reviews

EDST Unless Otherwise Indicated

"Schmeling-Louis Fight"

Reviewed Friday, 10-11 p.m. Sponsor—Buick Motor Car Company. Style—Fight description. Station—WEAF (NBC network).

The best heavyweight fight since Jack Dempsey left the ring, drew likewise the best description in the way of a fight broadcast, altho as usual there was still one major point of importance not covered by the narrator.

Clem McCarthy, who handled the punch description, and allegedly aided by Edwin C. Hill on the color, did a good job. He kept the description running with the punches and called the action better than has been done on a major fight in years. Yet he failed to convey in any complete way to let the listeners know just how badly Louis was hurt. The listeners can certainly claim surprise that the knockout came when it did. Otherwise McCarthy did okeh.

Hill failed miserably to give what listeners want in the rest periods of a fight. People know what fight audiences are like. Rather than a description of the house they want more dope on the fighters, their condition, how the balance is running and the like. Some day, maybe, men like Charles Francis Coe, one of the best fight broadcasters to step to a mike, will handle battle broadcasts.

Buick autos took modest commercials, with McCarthy sneaking in with a plug every once in a while when the fight was slow, comparing the speed of the punches, etc., to similar qualities in the car. Payoff, tho, is that Studebaker gave way to a rival manufacturer to make the broadcast available. J. F.

Sermons in the Movies

Reviewed Thursday, 6:55-7 p.m. Style—Religious discourse. Sustaining on WFIL (Philadelphia).

Rev. David Carl Colony, D.D., of the Episcopal Church, does not stand on the premise that humans are inherently wicked, nor does he depict the movie as an instrument of the devil. In view of the opposition to Sunday movies in Pennsylvania on part of the ministry, these tri-weekly sermons are somewhat of a mild bombshell. Dr. Colony propounds a theory that 80 per cent of all motion pictures produced teach a definite moral lesson either deliberately or by chance.

When caught plot of the *I Stand Condemned* flicker was used to illustrate a text of the Bible. Cleric pointed out the moral lesson it contains, tracing the thought in question to a Biblical text. Pix just opened and it is doubtful whether any appreciative number of listeners were acquainted with the story, but that didn't detract from its interest. Plot concerned a miserable sinner (old man Peter) who emerges a man in spite of his sins (love for money and love for the young girl Natacha) because of a religious awakening.

May sound like a dose of religion administered with sugar-coated pills, but Dr. Colony proves his point. Plenty thought there for other air clerics. Listeners are offered free tickets for a "private showing of a fine picture," identity as to title and place of screening not disclosed. ORO.

Pittsburgh Amateur Winners

Reviewed Friday, 7-7:30 p.m. Style—Amateur program winners. Sponsor—Wilkins Jewelry Stores. Station—WJAS (Pittsburgh).

This program is the outgrowth of the Sunday amateur hour sponsored by a Pittsburgh jewelry firm. Winners are given employment on this weekly hour at professional rates. It is a natural to draw a wide listening audience, as these embryos are widely publicized in the sponsor's stores and ads used in the Pittsburgh dailies. Weighed on a professional scale the majority of the talent is hardly above the run-of-mill quality. The tuners-in, however, still consider them beginners and are willing to grant liberties.

A few short plugs, timely and effectively exploited by Jack Logan, are sandwiched in between entertainment contributions. Brian MacDonald, emcee

on the Sunday hour, is also conducting this affair in a smooth and enjoyable manner.

Notable among the amateur graduates at this listening were Adelaide Schleicher, billed as the girl Rubinoff, who pleased with some fair playing; Mickey Reed, harmonica player, and Mary Jane Donahue, singer of hot songs. S. H.

True Romances

Reviewed Tuesday, 7:30-8 p.m. Style—Dramatic sketch. Sponsor—The Reiser Company. Station—WEAF.

Another one of the many Macfadden Publication program tieups to hit the air lately, this is one sponsored by the makers of Venida hair products. Program consists of dramatizations of stories out of the Macfadden literary treasure chest, *True Romances* magazine.

Piffle of this nature has been quite successful on the air and by the same token then this program should likewise meet with what is known as audience approval. From the standpoint of good programming, or intelligent programming, the shows will never rate much mention. To dramatize a Macfadden "true" romance is to dramatize hokey, except that on the air probably they won't allow illegitimate kids to figure in the sketches. So by any standards other than those of the readers of *True Romances*, True This and True That, this program has no rating. J. F.

Barry McKinley

Reviewed Tuesday, 10:30-10:45 p.m. Style—Soloist and orchestra. Sustaining, on WEAF (NBC network).

Barry McKinley is the young baritone (partly crooner) who recently concluded a year's work for Procter & Gamble and is now doing this evening sustaining spot on NBC. Supported by five musicians, each a top man on his instrument, it shapes up as a swell quarter hour's music. McKinley has a voice of excellent quality and altho he eschews all but ballads and slower tempo songs the program moves along brightly. His delivery and style are good and all factors of his work combine to make enjoyable listening. If he selected a faster song or two it might be even better.

Orchestra of five consists of Carl Kress and Dick McDonough, guitar; Adrian Rollini, sax and vibraphone; Caspar Reardon, harp, and Artie Shaw, clarinet. Something of an unusual get-together, but it sounds excellent, particularly when they do one number among themselves and venture a bit of thing else. J. F.

"Romance, Inc."

Reviewed Tuesday, 9:30-10 p.m. Style—Drama. Sponsor—Dexdale Hosiery Mills, Inc. Station—WJZ.

A minor contribution to the history of radio's drama, in a sketch about a man and woman, partners in *Romance, Inc.* The show caught didn't explain just what the incorporated firm is supposed to do, act as marriage brokers or hunt for romantic adventures. It was mentioned that in a previous episode the pair had captured a kidnaper, and in this show they were involved in chasing a thief, so most likely it's the latter of the two options.

This episode involved discovering a couple in a yellow roadster which answered the description of the one stolen by an embezzling bank clerk. When they bring the pair to a judge, however, they discover that the pair are just eloping, not that the man is a thief and the woman with him the wife of another man with whom he had run away. As simple as that and as obvious. Just what the audience will be doesn't appear to be much to hope for. Ed Wynn and Fred Waring are the competition, the show only going over WJZ, New York.

Commercials stress superiority of the hose and offered at the close of the show a sort of clip to be used by women.

Leads are played as well as possible by Alice Reinhart and Buford Hampden. That it all seems rather silly seems more the fault of the script than anything else. J. F.

TELE FACTS

(Continued from page 21)

casting and the accomplishments and services of the same were set out at length by James Baldwin, of the NAB. He also warned against a monopolization of the television field by a few. Baldwin's contribution covered the history of broadcasting in this country up to the present time completely. His position was that those who had made this possible, in the private field, were en-

titled to protection of their interests in the future and in the light of the new science. He said competition among broadcasters had made possible the excellence of the services rendered.

Baldwin then went into rural broadcasting, international broadcasting, miscellaneous services, facsimile broadcasting and television. Each of these was discussed in detail. He said when tele comes it will introduce a powerful instrument for good or evil, and he then asked, who will control it?

Air Briefs

By JERRY FRANKEN

FEIGENSPAN BREWERY, formerly a WOR account, is tackling the radio angle from a new slant and instead of following the usual line with a sports program aimed at men plans to catch the ladies' ears with a femme commentator. Brewery feels that despite the men's desires the women still do the shopping and accordingly should get their approval. New show, most likely with Helen Leighton, will go on WMCA. . . . Josef Pasternack goes on the Vicks' show this fall with Nelson Eddy. . . . Ben Bernie's option is up for renewal in September, but it's not up to American Can, his present sponsor, but Pabst Beer, which owns the option and lent him out to the can company. . . . Lois Henry leaves the WOR sales promotion department June 27 to go with Neff-Rogow, and Charlotte Fick, of the Mutual traffic department, leaves the week after to go with the same firm.

Several radio script shows are likely to turn into pictures, with *One Man's Family* recently reported sold and a number of the Macfadden publications shows based on their magazines due to be filed by Columbia Pictures. *Good Will Court*, on WMCA, is one of them. Latter program, incidentally, seems to be the center of some priority arguments. A judge living in Brooklyn is reported as having notified the station he has the title copyrighted and may take action, while a West Coast station is doing exactly the same type program

with but a minor change in name. . . . Mark Hellinger stopped the use of some of his newspaper stories on a local program, reportedly because he has them sold commercially elsewhere. . . . Don Carney (Uncle Don) celebrates his 4,000th broadcast July 1. That's a lot of spinach to make kids eat. . . . Gypsy Nina is playing stage dates in Canada.

Jack Miller and his orchestra fill in on CBS while Kate Smith takes her vacation. . . . Andre Kostelanetz' dance spots go to twice a week for Chesterfield starting July 1. . . . With Major Bowes shifting to Chrysler the chances of changes in *Showboat* for Maxwell House coffee are now greatly reduced. Principal reason changes were discussed was because the amateurs were selling so much coffee that despite *Showboat's* rating it had to be bettered to meet the competition. . . . The Westerners, now on *Showboat*, go on the air in the fall for Log Cabin Syrup. . . . It's said that Rudy Weidoff, noted sax player, is now running a gold mine in Nevada. . . . Formal announcement of the appointment of Fred Weber as general manager of Mutual Broadcasting System is expected any minute if it hasn't come thru by the time this is printed. . . . CBS dropped its detective series, *Meet McBride*, last week, supposedly after Phillips Lord squawked to the network. . . . Coca Cola is now shopping, with Gus Haenschen and his orchestra auditioned at NBC.

Chi Air Notes

By NAT GREEN

The return of Clara, Lu 'n' Em to the air for Frigidaire on June 26 recalls the circumstances under which they left the ether last year. . . . After successfully broadcasting for five years illness struck two of the girls and they were practically forced to leave the air lanes. . . . During their absence from the air Clara (Mrs. Paul C. Mead) became the mother of a boy and Em (Mrs. John Mitchell) went to California for her health. . . . Ted Fio-Rito and his orchestra will furnish the musical background for the new half-hour series.

Ed Malcolm, WBBM engineer, suffered severe bruises when he slipped on the ice at the College Inn while setting up microphones for one of the broadcasts this week. . . . Leonard Keller is said to be slated to replace Jack Fulton with the Sophie Tucker Orchestra when it opens in Detroit. . . . Don Hancock, formerly of WLW, Cincinnati, is the latest addition to the local CBS announcing staff. . . . Griff Williams' Orchestra, broadcasting over WGN, moves to the Trionon Ballroom in July while the Aragon undergoes repairs. . . . Tom Coates, one of WGN's original announcers, is back at the station again. . . . Irna Phillips is back on the job after her month's layoff. . . . She celebrates a birthday July 1.

WLS vacationers are holding a reunion at the Texas Centennial in Dallas this week. . . . Present are George Biggar, promotional director of the station; Mrs. Biggar and the three little Biggars; Howard Chamberlain, announcer, and Mrs. Chamberlain, and Patsy Montana, singing cowgirl, with her husband, Paul Rose, and baby daughter. . . . Joan Kay, of the *Mary Martin* cast, fractured her arm the other day when she fell off her bicycle in Evanston. . . . Frankie Adams, violinist with Keith Beecher's Orchestra over NBC, is really Dr. Frank Schliesman, a local dentist. . . . Joe Grimardi,

another member of the band, operates an Italian restaurant here. . . . Gene Arnold, Happy Jack Turner and Art Van Harvey have been practicing the ancient art of horseshoe pitching and now challenge all comers. . . . Robert Byar, author of ABC's *Raspberry College*, is one of radio's youngest script writers just having celebrated his 18th birthday. . . . The Hot Shots will miss four Uncle Ezra broadcasts when they vacation from July 12 to 23. . . . Hezzie Trietsch goes to Eagle River, Wis.; his brother, Ken, to the Michigan woods; Frank Kettering to his old home town in Pennsylvania, and Otto Ward to any spot that catches his fancy between now and then.

Lulu Belle, WLS National Barn Dance star, was the highest ranking woman artist in *Radio Guide's* Star of Stars poll. . . . Joan Blaine was second. . . . Fibber McGee and Molly are to be heard on the *Magic Key* program June 28. . . . One of radio's most successful couples will be separated for the first time when Irene Wicker moves her show to New York after airing from here for the past five and a half years, and Walter Wicker leaves for his tour of the Wicker properties. . . . A three-day flying vacation will fill this week-end for Elinor Harriott. . . . She will fly to Duluth to spend two days with her family, then go to Minneapolis one day for the wedding of a chum and then fly back to Chicago for her Monday morning show.

LOOK

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Conducted by ROGER LITTLEFORD, JR.—Communications to 25 Opera Place, Cincinnati, O.

Kid Labor Law Aids Penn Biz

Violations of child and women's laws at minimum—bookers responsible

PITTSBURGH, June 20.—Violations of the child labor law in night spots and cafes in Western Pennsylvania have been reduced to a minimum, according to local inspectors of the Department of Labor and Industry. Following a number of convictions in this section, club owners are booking only according to the State's child labor law and the women's law.

George B. McDonough, director of the local department, states that legitimate bookers have been among the first to co-operate. He urges that they unite and file an amendment with the Legislature in Harrisburg to allow women 18 years or older to work after 9 p.m. The present law permits late working hours for women 21 years of age or older only. He states that they will have little difficulty in getting such an amendment thru, as they will encounter practically no opposition.

This district pioneered for the State in curbing child labor law violations. Similar action has now spread in all sections of the State. Bookers state that the drive not only has given seasoned performers an opportunity to secure work, but it also brought about improved financial and working conditions in night clubs, beer gardens and cafes.

CRA Sets Venuti For Texas Expo

NEW YORK, June 20.—Joe Venuti and orchestra have been booked by Consolidated Radio Artists, Inc., for an indefinite run at the Texas Centennial Exposition, Fort Worth.

Venuti will appear at one of the night spots or as designated by Billy Rose, and opening date is to be not later than July 15. Orchestra will have 13 men, including Venuti, plus a femme warbler.

Gardner Troupes Booked

TOLEDO, O., June 20.—Beatrice Gardner School of Dance has closed for the summer. A new line of Gardner girls opened recently at the 4444 Club, Cincinnati, while another line opened for the summer recently at the Blue Moon Club, Milwaukee. Gardner Debutantes opened June 15 in the Alhambra Club, Buffalo, while the Coeds continue indefinitely at the Frolic night club here.

Reg Marshall's Appointment

SAN FRANCISCO, June 20.—Reg Marshall, formerly personal representative for Les Hite, orchestra leader, has been appointed orchestra division manager for the Western Booking Corporation of this city.

Steamer Tashmoo Sinks

DETROIT, June 20.—The excursion steamer Tashmoo, which carried delegates to the American Federation of Musicians' national convention on a boat ride last week, struck a rock in the Detroit River Thursday (18) and just made its dock before sinking in 18 feet of water.

Virginia Spots Union

NEWPORT NEWS, Va., June 20.—The American Federation of Musicians converted two important Virginia Peninsula spots to union bands last week. They are the Buckroe Beach dance pavilion and the Chamberlin Hotel at Old Point Comfort. New policy goes into effect at Buckroe Beach after two weeks and at the Chamberlin in four weeks.

ALBANY, N. Y., June 20.—Charbar Musical Corporation, New York City, was granted a charter this week to organize bands and orchestras. The organizers and shareholders are M. Milton Roemer, J. W. Wardrop Jr. and J. E. Ankus, 1776 Broadway.

Material Protection Bureau

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

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Caliente Reopens; Gambling 'Modified'

LOS ANGELES, June 20.—With the reopening of Agua Caliente, the Mexican resort, by presidential order this week, Baron Long is preparing to take the latch off his hotel, supper room and casino before the end of the week and set up his entertainment machine where it left off last year. He is looking over the local night club entertainment field to choose a staff to handle the summer season at the Mexican spot. According to President Cardenas' order, "modified" gambling will be allowed, with the race track slated to begin operation before the end of the month.

ASCAP Sues Club

NASHVILLE, June 20.—A present operator and a former associate in the management of the Wagon Wheel, local night club, were named defendants in a \$1,000 copyright infringement damage suit filed in Federal District Court this week by Gene Buck, president of the American Society of Composers, Authors and Publishers, and Irving Berlin, Inc., of New York City. Defendants are J. C. Eakles, operator of the club, and Gordon Nichol, former associate.

Benny Fogelman To Move

PHILADELPHIA, June 20.—Benny Fogelman is moving his well-known "Benny the Bum's" intimate nightery out of the residential section on July 15 to a mid-city location. Plans to reopen on August 1, but the trade-mark has him worried. "Benny the Bum's" in electric lights might attract the wrong element, so Isabell Rook, entertainer at the spot, suggests her boss change it to "Sir Benjamin the Vagrant."

Jones-Williams Split

NEW YORK, June 20.—Bert Jonas has split with Joe Williams and is now once more agenting on his own. Is now booking the Village Barn here, the Mayfair Club in Boston and the Showboat, Baltimore. In addition, he is handling the *Chauve-Souris* show, which just closed a 24-week run at the St. Moritz Hotel here. May book it into Dallas.

N. Y. Bookers Busy Supplying Shows, Bands for New Spots

NEW YORK, June 20.—Among newer clubs opening here and in near-by spots are the Little Casino on West 72d street, with Florence Richardson's Band featured; the Showboat Casino at City Island, which opened last night; Promenade Cafe in Rockefeller Center, featuring dance music, which opened Monday night.

All-Star Club is now called Bonita's, with Charles (Slim) Timblin heading the floor show.

New out-of-town openings include Ross Fenton Farms, Deal, N. J., which opened last night with Gene Fosdick's Band and a floor show comprising Brandt and Fowler, Ross McLean and Dorothy and David Fitzgibbons. The Monmouth County Country Club at Eatontown, N. J., opens tonight, with Barney Winton's Band featured. Colony Surf Club at Deal, N. J., opens tonight, with Belle Baker spotted just for the opening show. Trocadero, West End,

Restriction Law Ruled Out

RACINE, Wis., June 20.—Racine's cabaret ordinance, which by its provisions permitted only three cabarets in the city, was ruled discriminatory and unreasonable in a decision handed down recently in Municipal Court by Judge E. R. Burgess. The measure prohibited music in taverns. Charges against Jacob Seidel and Arthur J. Johnson, tavern operators, for violating the ordinance were dismissed.

Zorine's Nudists Making Hit

WHEELING, W. Va., June 20.—Zorine and her Nudists, touring the East after a successful San Diego exposition engagement, finished a week today at Columbus and open next week in Cincinnati. They broke all records for the Diamond Club Roof here the week of June 8, and Danny Phillips, club owner, was unable to induce the unit to remain over, altho he made lavish offers.

Arnheim, Brigode Set Records

FORT WORTH, Tex., June 20.—Two 5-year-old attendance records have been broken this year at Casino Park Ballroom, near this city. Gus Arnheim's new combo recently broke the Wednesday night record and Ace Brigode's Orchestra shattered the Friday night mark two weeks ago.

George Puget Adds 10 Spots

DETROIT, June 20.—George Puget, head of the Gus Sun vaudeville booking office here, is personally booking 10 weeks of night clubs as a result of an intensive campaign for new spots in the past month. Principal locations added in the past two weeks include Lew's Cave, Detroit; Mayfair Club, Lima, O.; Cabanos Club, Springfield, O.; Bass Lake Pavilion, Alma, Mich.; Old Heidelberg Club, Detroit; Wenonah Beach, Bay City, Mich., and the Club Hollywood, Kalamazoo.

Latest Berle Bookings; Rubin Setting N. Y. Acts

NEW YORK, June 20.—Phil Berle, of the Jack Pomeroy office, has spotted Colette and Deane and Long Sisters into the Green Gables, Drums, Pa.; Billy White, emcee, into the Black Cat, Wilmington; Harry Stevens, emcee, into the 500 Club, Atlantic City, and Carlos and Lorraine, Montgomery and Withee and Dolores Farris into the Brown Derby, Boston.

Marty Rubin, of the same office, has booked Dell Renay, Billy Vine and Peggy Marlowe into the Town Casino here; Paul Lasswell into the Gangplank Club here; Jerry Baker into the Queens Terrace, Woodside, L. I.; and the Dooley Sisters into the new village spot at 249 Sullivan street.

Jackie Heller's Band

PITTSBURGH, June 20.—Jackie Heller, while playing the Stanley here this week, revealed that he plans to take out a band on the road this summer. He will open at the Willows, summer spot near here, at the close of his week's engagement at the Earle, Philadelphia, July 2.

Calif. Outlaws Torch Dances

Second fire started by ignited wand of Betty Blossom results in State action

SAN FRANCISCO, June 20.—In the wake of a second fire set by the torches of Betty Blossom, whose blazing brands touched off the Shamrock Club inferno here on May 13 when four lives were lost and 17 persons injured, the State Industrial Accident Commission last Thursday took action to close any theater or night spot using this or any other type of torch dance.

Accident followed aversion of another tragedy when the torch dancer's fiery wands ignited a back-stage curtain in the crowded El Campanille Theater, at Antioch, Calif., last Sunday night. Fire was extinguished by stagehands so quickly that the audience was unaware of the blaze, according to Willard Wagner, manager of the house. Damage was confined to a small section of the curtain.

Miss Blossom, following the Sunday night incident, declared that she was "thru with torch dances." "For a moment I thought it was the Shamrock Club fire all over again," she said.

Timothy A. Reardon, chairman of the State Industrial Accident Commission, stated that "any place staging this act or any similar act constituting a serious fire hazard will be considered unsafe under State law and will be closed immediately. We are going to see to it that these dangerous torch dance practices are stopped."

London Night Spots

LONDON, June 13.—New act opening at the Savoy Hotel is that of Sylvia and Clemence, two American girls who offer some new ideas in acrobatics, dancing and comedy. Girls are strong in all three departments and one of the best femme teams to play this date. The Three Sailors, with their sure-fire hoke, and the Holly Sisters, dancers, are held over from the previous bill.

Hope Minor and Edward Root remain at the Dorchester Hotel, where they are immensely successful with their polished and rhythmic dance offering. Jean Carmen, easy to look at and with loads of talent, steps out of the line to hit solidly with a peach of a novelty dance in red Indian costume. Girl gets some of the heartiest applause of the evening. Sally Williams also contributes a smart dance solo.

Leonard Barr and Virginia Estes, comedy dancers, are a hit at the Grosvenor House. Act is a dandy with no letups and plenty of novel bits, all of which register even with this ritzy audience.

Lucienne Boyer is increasingly popular at the Cafe de Paris, where her chic songs gain much from her individual style and compelling personality.

Paris Summer Spots

PARIS, June 15.—Unseasonably cold weather has crabbled the openings of most of the hot-weather night spots of Paris, but the Ambassadeurs, dine and dance palace on the Champs Elysees, has opened and is playing big dinner shows with a long list of entertainers, including Chaz Chase, American nut comic; Jigsaw Jackson, sepian acro dancer; Grace Poggi, hotcha dancer; the Miami Girls; Red Dust, clever dog; Holley Sisters, dancers, and several other numbers. Jim Witteried, former Cincinnati boy, is p. a. of the Ambassadeurs.

From far off Honolulu not so long ago a staff member of Donaldson, Douglas & Gumble, heard a song over the radio. He was impressed and immediately got in touch with the singer and station which broadcasted the work. After less than three weeks the firm closed negotiations for the effusion, which bears the title of *On a Coconut Island*. It is the product of R. Alex Anderson, a white man, who went to that part of the globe some seasons ago to write and publish his own creations. This is the second time within two years that Anderson found an American market for his songs.

Night Club Reviews

Currently
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THE BILLBOARD

Sanford Showboat, N. Y.

Bobby Sanford, for the past four years offering superb revues on the showboat Buccannear in a tieup with the Hudson River Day Line, has this year put a variety floor show into the Empire State showboat, making nightly sails from the Battery at \$1 a throw.

Not as lavish as before and without the usual gorgeous girl ensemble, this year's Sanford show is sock stuff only if one considers the limitations of the ship's facilities. A rather small boat, the show is staged in an open deck and in inclement weather in a lower floor. Cramped space narrows the floor almost to nothing, with the crowd massed around it uncomfortably. Space is so limited that the revue must play a repeat performance for those who could not squeeze in for the first showing.

Charlie Kemper, fat and jovial, is a likable comedian. His material is not so hot, but the customers seemed to enjoy it thoroly. He gets good assistance from George Haggerty and Happy Lee in comedy musical bits devised by Abner Silver. Kay Hamilton's lusty blues voice is nice to hear in animated pop numbers such as *I've Got My Fingers Crossed*. The gorgeous Carroll Sisters (Teddy and Frances) make a solid impression in tap and wiggle dances, while Evelyn Thaw, pretty blonde, offers sweet toe numbers. Marley and Elsa, two girls, are on for comedy knockabouts and acrobatics. Were on too long and were handicapped by lack of space, but managed to draw a big hand nevertheless. Daisy the Horse, with a leg-display girl pacing it, was a surprise hit despite lack of space to really move around.

Three Sharps and A-Flat, four colored boys doing instrumental and novel vocalizing, were great. Their *Shoe Shine Boy* is a treat, the bass thumping away like nobody's business. Also provide intimate entertainment between shows. The Honolulu Islanders, instrumental trio, also move around the boat for intimate entertainment. There're not in the show proper.

Jay Mills introduced the show and led

the Meyer Davis Band, also playing for dancing later. Mills, a capable leader and emcee, is in for a week. Leaves for a West End (New Jersey) summer engagement and will be succeeded here by Ken Whitmer.

Ship needs a better p.-a. system, amplifiers thruout the boat not picking up the music and show as they should. Denis.

The Lido, Dallas

This spot, located in *Streets of Paris* at the Texas Centennial, is one of the gayest on the exposition grounds, attracting large crowds and offering an entertainment program that sends the patrons away wondering whether they are living in a past or future age. One of the most risque pieces of the show is Lady Godiva on her white steed. The lady, an unbilled masked blonde, rides her steed in front of the patrons clothed only in a face mask. That completes her part of the performance.

The stage show offers Andre Lasky's *French Revue*, a full hour of fast-moving dance numbers and several spotted songs. Mona Leslie, the feature, billed as the Diving Venus, makes her appearance on a pedestal that rises from beneath the stage. Her interpretative dance, very brief, closes with a dive from a springboard into a water tank, only to disappear and then reappear on the rising pedestal. The dance is done to *Moonlight Madonna*, sung by one of the ork boys.

Another very clever artistic dance is that of Louise Gay, who does the much-publicized Apple Dance. Miss Gay is assisted by Robert Robinson. Her dance concludes the nude numbers, which are not in the least offensive but are beautifully done.

The marvelous Marcellus Troupe of adagio dancers, four girls and two boys, do a spectacular routine, closing with the daring feat of throwing the girl from stage center to the two femme catchers. The two Southern Sisters do acro dancing with the Marcellus Troupe. Helen Ripley, soprano, and Phil Clark, tenor, furnish the song numbers. They offer Victor Herbert's *Sweet Mystery of Life* and come back later with *I'll Wait for You*, *Cherie* as the 12 line girls make their appearance. The Ripley-Clark combo should be given another spot on the program because the show is lacking in singing numbers.

Juanita La Benton and Company, consisting of Miss Benton, Nettie Perry and Alva Darnell, have a fast skating routine with several tricky novel numbers, closing with a whirlwind number with a member of the audience.

Captain Kenneth Blake closes the show with a 90-foot fire dive. The Captain's rigging is specially constructed for this show. His background shows a Paris mountain village and the top of a pedestal extending above the mountain peak. Viola Moss precedes the Captain with a 60-foot dive. Frank Cushion does the clown numbers, including a 60-foot walkoff.

Billy Zeck is emcee and Charles Ruddy directs the ork for the floor show. Jack Stanley takes over the baton for the dance music. Wellingtonhoff.

French Casino, Atlantic City

The French Casino, which bids well to become this resort's leading act-using night spot this summer, had an auspicious opening here this week-end with a long list of notables, including Governor Hoffman of New Jersey, present. Originally built on an ultra-elaborate scale during the boom days, the Casino has been dark during the depression years. It lit up suddenly, however, with a big show headed by Princess Wana, who also directs proceedings. Jack Wheaton and his Southerners furnish music.

Highlight of show is furnished by Leroy and Carroll, late of Chicago World's Fair, in a Vampire dance number that is not only one of the most original but also one of the most daring night-club presentations seen in this resort for some time. Dance is done under blue lights to good effect. The lineup of girls is easy on the eyes and specializes on parade stuff with plenty of trimmings. Estelle Thomas, billed as a Minsky girl, shows the cash customers

a few points that Minsky missed and clicks well. Medisca and Michael have several unique dance numbers, while Estelle Thomas, Amy Wong, Leroy and Carroll, Babs Leroy and Eddie Shaeffer add their bits to the proceedings.

Princess Wana is spotted for a couple of clever song numbers just before the close. Finale is a Garden of Eden affair, using the entire company. Tiny Kay is doing the pub and has things billed up high. Nearly all local amusement interests were represented at opening, including General Manager Herb Copeland of Warner theaters; Sid Blumenstock, press agent of same outfit; Fred Schwarz, Steel Pier, and Frank Fiore, president ACLBA. McMahon.

Russian Inn, New York

One of the lower East Side atmospheric spots, located at 219 Second avenue, just off Union Square. Nearest competitors are Russian Kretchma and Russian Bear.

Intimate and informal to extreme, this one is unusual. Emsee is a stout fellow who waits on tables when not entertaining. Obviously a polished performer, his Russ monologs and songs are entertaining even to one not understanding the language. Rest of entertainment comes from a string duo, which occasionally grows to four pieces when a pianist and balalaika player join it.

The small orchestra dishes out American pop numbers and, as you might suspect, the results are surprising. A contralto with a terrible voice popped up as featured vocalist and the customers were too amazed to leave in a body. Three gypsy girls entertained, too. Apparently regular droppers-in, the girls do both European and hotcha dances. A stooge flings a quarter after the first dance. That's the tipoff for the other customers to throw coins. When the coins decreased one gal tried a *Truckin'* strut to balalaika music, but that, too, failed to wheedle more dough and the gals promptly bounced out.


Except for 50 cents Saturday cover no minimum or cover. Denis.

McAlpin Roof, New York

Reopened for the summer session, the McAlpin Roof will continue in its somewhat placid way to get its share of the hot-weather business. The hotel, either in its grill or roof, has a steady clientele, bulk of which is probably from out of town. But the prices are certainly reasonable enough to warrant a stronger play for the local customers. McAlpin has always been noted for the quality of its cuisine, which never has had to take a back seat against any competition. That still applies and the \$1 dinner shapes up as an exceptional offering in the realm of night clubbery.

Enoch Light and his orchestra are still (See NIGHT CLUB on page 28)

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CHICAGO DAILY NEWS.
By John Lawson.
At the Stevens Hotel—
"To Rachmaninoff's Prelude in G
Minor Garron and Bennett have suc-
ceeded in developing individuality,
which is pleasant to see in this era,
when most teams seem bent on
copying Veloz and Yolanda."



WASHINGTON TIMES.
By Night Club Editor.
"Very few dance teams that Wash-
ington people have had the privilege
of seeing can even come close to
touching this duo."

Club Chatter

THE EMBASSY FOUR, who have been playing in the Terrace Room of the Hotel Morrison, Chicago, and also in the cocktail lounge there, close their engagement July 12. . . . George Givot, ringmastering his speedy Radio Circus at the College Inn of the Hotel Sherman, Chicago, introduced a new feature a few days ago in Ben Yost's Varsity Coeds, a sextet of swell-looking girls, five of whom are full-voice songstresses, the sixth a triple-tongue trumpet player. . . . Opening at the Walnut Room of the Bismarck Hotel, Chicago, on June 26 are Johnny Jennings and Patricia Murry, dance team, and the King's Jesters and Marjorie Whitney. . . . Dcris Robbins, "Angel of the Airwaves," will be heard in the Continental Room of the Stevens Hotel, Chicago, starting June 26, when Ben Pollack and his orchestra open there for a summer engagement. . . . Pat McGowan is clicking at the Golden Spot, Chicago, with his own parodies of popular songs and his chummy dance and eccentric routines.

Lewis Brothers' spec for two years. . . . Lorna Wolfe, rhythmic dance stylist, is playing a two-week engagement at Northwood Inn, Detroit. . . . Fire destroyed the Duck Lake dance pavilion near Albion, Mich., recently. Instruments and music of Eddi Conti's Band, playing the engagement, were included in the loss, estimated at \$13,500.

MICKEY BRAATZ, who claims the record for continuous pinwheels, is appearing currently at the Coconut Grove of the Park Central Hotel in New York City. Has added a juggling bit to her routine. . . . Tweedy brothers, Big Red and Little Red, are booked indefinitely at Eddie Webster's club in Springfield, O. The Tweedys are still their optimistic, pleasant selves. . . . Billy and Grace Carmen and Naomi Bell, novelty xylophone and dancing turn, played their first vaude date of the year last week at the Varsity Theater in Columbia, Mo. They are traveling westward now for a lengthy list of club engagements in and around Denver.

Several disastrous night-club fires in recent months, causing the death of many entertainers and patrons, is finally resulting in rigid inspection of all dine and dance resorts by the fire marshals of several States. It's as it should be. If night-spot operators refuse to relieve their places of the one-exit hazard, of doors that open inward, flimsy combustible decorations and dangerous floor-show offerings, it is the duty of State and city government to penalize severely. New York, California and Michigan are leading the way in a drive that should have been conducted years ago.

SALLY GAY, songstress, and Arno and Arnette, comedy dancers, are back at the Hotel Pennsylvania, Philadelphia, for a return engagement. . . . Benny the Bum's Philadelphia Antime spot, closes July 15. Benny will reopen August 1 at a new spot in the main stem. . . . Arthur Boran, mimic, is featured in the 15-act revue at the Arcadia International House, Philadelphia.

BELL AND GREY, novelty dance team, are in their third week at Manoa Inn, Manoa, Pa. . . . Vic Puree, the "man of 1,000 faces," is now working his novelty act in the Detroit area. Says he's keeping busy and doing well. . . . Leonard Kingston has just closed at the Club Circus, Mansfield, O., and is now presenting his magic routine at the Peacock Club, Columbus, O. Ernie Creech, of the Sun office, made both bookings. . . . Morales Bros. and the Little Daisy are current at Gamble Inn, Detroit.

BELLE RIGAS has returned to New York after a run at the Toto Zeppelin Club, Holyoke, Mass. . . . James (Tiny) Day, accordionist-singer, is winding up a three-month run as feature of El Rancho Club, Panama City. . . . Wallace and La Mae held the fourth week at Martin's Rathskeller, New York. . . . Murray and Allan have gone into the Caliente, New York. . . . Billy Vine and Dell Renay opened last week at the Town Casino, New York. . . . Pierre, of the dance team Pierre and Temple, is one of the celebrated Charise Family that toured Keith vaude a decade ago.

JACKSON, IRVING AND REEVE have opened big at the Yacht Club, New York. Hale Sisters, being held a second month, and Johnny and George, doing a return date, also in the show. . . . Four Queens of Rhythm, who recently lost their wardrobe in the fire which destroyed the Grey Wolf Tavern, Sharon, Pa., have replaced it and are back at work with a return engagement at the Times Square Supper Club, Rochester, N. Y. . . . Doryce and Freddy Drew are featured in the roof garden atop the Royal York Hotel, Toronto. . . . Earl Smith, formerly of Clark and Smith, is now in his 20th week at the Brevoort Hotel, Chicago.

MIKE BERNARD, pianist, who was away from the Gay Nineties, New York, due to an injury to his fingers, is back on the job again. . . . Jon Pontee, baritone, is now singing at the Claremont Inn, New York. . . . Ben Marden is building a new revue for his Riviera, Fort Lee, N. J. Already set are Gomez and Winona; Gene, DeQuincy and Lewis and Enric Madriguera's and Val Ernie's orchestras. . . . A new show opened at the Ubangi Club, Harlem, New York.

DOTTIE DEE, versatile young dancer, writes the following from Wenatchee, Wash.: "I recently read in *The Billboard* that a man who is doing a jump splits from a table claims to be the only person accomplishing the feat. For the past four years I have been jumping into the splits from a five-foot stand, and in my bare feet." . . . Raul and Renee, dance team, have closed a series of night-club dates to join the *Serenaders Revue*, currently playing West Virginia theaters. Renee was formerly known as Babe Grant and directed the

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June 14. Cast includes Gladys Bentley, Alma Smith, Ralph Brown, Evelyn Robinson, Norman Astgood, Mae Holley, Putney Dandridge and Willie Bryant and his orchestra. . . . Connie's Inn, New York, has lowered prices for the summer. . . . Wivel Restaurant, New York, has a new show. . . . The Gloria Palast, in addition to Dix Dixon's Orchestra, now has Deloge and Anthony, dancers. Emory Deutsh recently guest-starred there for Dixon.

ED IGEO, son of Hype Igoe, noted sports writer, is now a press agent and is handling the Kit Kat Club and Dan Healy's. Incidentally, Hype Igoe celebrates his 60th birthday this week. Current Kit Kat show includes Conway and Parks, just in from Montreal; Fred Skinner, Ann Lewis, Three Peppers, Lillian Fitzgerald, May Daniels, Hilda Rogers, Rose Duncan, Bill Reed. . . . Joe and Betty Lee (not related) opened at the Biltmore Roof, New York, June 12, doing new routines created by Fred Le Quorne. . . . Virginia Gibson, who just finished a road tour and-radio work with Benny Rubin, is at the Village Barn, New York. . . . Peter, formerly with the Commodore, is now head waiter at the Rainbow Room.

THE JESTERS, six men and a girl, have been booked into the Bismarck Hotel, Chicago, by Consolidated Radio Artists, Inc. . . . Three of the boys were the Original Jesters with Paul White-man, from whom they took title to the billing. . . . The Casino, swanky night spot on Chicago's near North Side, re-opened June 12 under management of Pierre Nuyttens, who promises "curious entertainment" and "unexpected features." Associated with Nuyttens are Ralph H. Chaplin and Frank H. Pettee. . . . The Carltons, Jack and Nita, ball-



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room dance team, have parted and Nita is now the partner of Joseph Shalita. Persian dancer and former member of the team of Carroll and Shalita, featured (See CLUB CHATTER on page 28)

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BEN POLLACK will have an NBC network nightly from the Stevens Hotel, Chicago. . . . Ditto for the King's Jesters, opening at the Bismarck Hotel in the Windy City. . . . Griff Williams and orchestra slated to return to the West Coast after closing at the Aragon Ballroom, Chicago, July 5. . . . Jimmie Garrigan and orchestra back in Chicago after eight months in Texas. . . . Rumors persist that a militant group of orchestra leaders are planning a co-operative booking agency. . . . Carl Schreiber vacationing in Michigan before opening with his band at Club Ivanhoe, Chicago, on July 5. . . . Schreiber will have WBEM and CBS wire. . . . Ted Weems in and out of Chi as he plays one-nighters between commercial broadcasts. . . . Following a one-night-stand tour thru the Middle West, Phil Levant and his orchestra will be featured at a Louisville summer spot. . . . Band returns to the Bismarck, Chicago, for the fall and winter season September 25.

BOB GRAYSON (formerly Geltman) succeeded Tommy Red Tompkins at the Mardi Gras Ballroom, Palisades Park, June 21. Booked by Mills Artists. . . . Edward I. (Izzy) Grove, booker, is now in the Palace Theater Building, New York. Alyce Grove will continue to handle the bands and Izzy the shows. . . . Al Mayo and his swing band have opened at the House of Morgan, Atlantic City, N. J. . . . A Meyer Davis band directed by Allan Subel has been set at the Bedford Springs Hotel, Bedford Springs, Pa. . . . Maximilian Bergere and his orchestra are playing week-ends at the Canoe Place Inn, Hampton Bays, L. I. . . . Hal Kemp and his orchestra succeeded Rudy Vallee at the Astor Hotel, New York, June 23. . . . Ernie Holst is doubling as leader between El Morocco, New York night spot, and the Westchester Bath Club, with separate bands at each place. . . . Carlos Molinas opens at Fountain Ferry Park, Louisville, Ky., July 3, to be followed by Euclid Beach, Cleveland, O. . . . Cab Calloway, now in Texas, starts a one-night tour back to New York next month. . . . Benny Meroff is at the Oriole Terrace, Detroit. . . . Tommy (Red) Tompkins goes into the Forest Park Highlands, St. Louis, Mo., July 12.

ANSON WEEKS and his orchestra have replaced the Gus Arnheim music at the Rice Hotel, Houston, the latter combo moving into the Rainbow Terrace of the St. Anthony Hotel, San Antonio. . . . Ray Noble and his ork boys opened the Centennial season at Sam Maceo's Hollywood Dinner Club, Galveston, June 10. . . . Ken Moyer opened with his band on the roof of the Gunter Hotel, San Antonio, June 12. . . . Freddie Sky and his Sky Patrol, 14 pieces, are opening for an extended run at The Cave, New Orleans. Combo features Elaine Morse and Freddie Sky on vocals. B. J. Scario is managing. . . . Louie Clancy and his tooters begin an unlimited stay at the Club Orleans, Biloxi, Miss., June 20. . . . Outfit has been touring Louisiana and East Texas the last several weeks. Featured voices are Sewell Hayden, Austin Little and Marjorie Minnick. . . . Jimmie Turner and his Music closed at the Merry-Go-

Round, Akron, O., June 14 and opened the following day at Vanity Fair, Cleveland. . . . "Dee" Peterson and his ork, after five weeks at the Anchor Club, Sandusky, O., are currently holding forth at Bartlett's Pleasant Lake, Mich. . . . Don Ricardo and his 12 pieces moved into Grandview Gardens, Steubenville, O., June 16. A reorganization has added to the outfit Johnny Gilbert and his Swinging Wildcats of Northwestern University and Lowell Wilkins, who is handling the switchboard and is featured on the electric Hawaiian guitar.

HOWARD LEROY and orchestra, featuring his singing wife, Marguerite Claudet, inaugurated the new Commodore Room of the Hotel Orlando, Decatur, Ill., June 5. Stanley Mayer, piano, is a recent addition to the outfit. Leroy, who is musical director of the Van Orman Hotels system, now has Ray Kappella at the Hotel Shawnee, Springfield, O.; Eddie Wells and his Essex Boys in the Coral Room of the Hotel McCurdy, Evansville, Ind., with the Nelsonites at the Hotel Nelson, Rockford, Ill. . . . Irving Aaronson and his Commanders opened a two-week engagement at the Plaza Cafe, Pittsburgh, June 22. Herman Middleman and band, the spot's regular outfit, will return July 6. . . . Nelson Maples and his combo, long a feature at the Show Boat, Pittsburgh, moved to Byerly Crest, summer spot in that city, June 13.

JOE HULL, Pittsburgh ork leader, who recently reorganized his Golden Californians, has acquired the former Jack Stanford lineup. New band opened a limited engagement at Ardmore Gardens, Pittsburgh, to be followed by a tour of one-nighters thru Western Pennsylvania. Dick Mason and Kitty Rice are being featured. . . . Dick Allen and band have moved from Jimmy's Frolics in Troy, N. Y., to the Riviera Club in Burden Lake, N. Y. Will have an NBC wire remainder of the summer. . . . Mac Clark closes his engagement at the Aragon Ballroom in Houston, Tex., on July 12 to go on tour for six weeks. Band has two daily broadcasts over KXYZ while at the Aragon. . . . Bob Mohr is scheduled to begin at the Grand Hotel, Santa Monica, Calif., on June 27. Bud Abbott and Jane Johns, the latter (See BANDS AND ORCHESTRAS p. 28)

Music News

According to Benny Davis he and J. Fred Coots have decided to go Hollywood. Davis states that the pair have received an assignment to furnish songs for a new film, starring a well-known cinema personality. They are to embark for the Pacific Coast the latter part of next month. Heretofore the two have confined their writings to local publishers without any picture tieup.

The present sign-language fad which has various names is to be additionally popularized thru the medium of a song. At any rate the Bob Miller, Inc., has the number. The title, *What's This?*, was suggested by a humorous book with cartoons by Milt Gross, who is designing (See MUSIC NEWS on page 28)

Sheet-Music Leaders

(Week Ending June 20)

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

PHONOGRAPH RECORD best sellers will be found on page 115.

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15 QUEENS OF SWING



EDITORIAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

SENIOR WENCES—suave and highly amusing ventriloquist and juggler, caught last week at the Roxy, New York. Uses an unusual dummy, the figure's face being made of Wences' hand, and the little guy even manages to smoke a cigaret. He also answers back while Wences goes thru plate spinning that is difficult in its own right. Crossfire is highly amusing all the way. Act should click heavily if spotted in a revue. Smart and polished.

THREE WILES—male trio seen at the State, New York, with the Benny Davis revue. The boys tied the show in knots with their novel dancing turn. Precision dancing with a flair for comedy, and novelty added when they do one number as Chaplin, Durante and Harpo Marx and also by their outstanding wooden soldier routine.

WONDER MIDGETS—two cute midget fellows and a chap of normal size who do a novel routine. A European turn that would be a good bet for a revue. The little fellows, besides being cute, are real perform-

ers, doing tap dances, difficult balancing stunts and even high-perch stunting. They also use plenty of light comedy.

For VAUDE

MANHATTANITES—a harmony singing trio caught at the State, New York, with the Benny Davis revue. Should go places on their own in vaude. Talented boy duo and a girl, young and with fine appearance, they harmonize excellently a group of unusually clever arrangements. Peppy work thruout. The girl takes the spot often with grand showmanship and also gets in a nice bit of hoofing.

For RADIO

THREE SHARPS AND A FLAT—four colored lads caught on Bobby Sanford's Showboat, New York. One strums a guitar, another a bass viol and a third a drum contraption—and all four harmonize trick arrangements. They offer grand rhythm numbers, spiced with vocal tricks, and manage to be really different from other small rhythm groups. A natural for the air.

His swing band, house ork at the Cliff Tavern, south of Pittsburgh, is set at the spot for the entire summer. Personnel has Jimmy Moore, Sansy Mason, Rudy Rokos, Latane Ware, Hobie Ney, Dan Price, Joe Broderick, Henry Brownfield, John Delaney and Clark Arbogast. Chic Scoggin leaves the Olmos Dinner Club in San Antonio, Tex., next week to fill an indefinite engagement at the French Casino in Dallas. Lynn Franklyn is singing with the combo. Ralph Webster and combo are set for the summer at Cleveland's Puritas Springs Ballroom. Roster includes Cliff and Mearle Anderson, Jerry Magoris, Hugo Newman, Jimmy Wilder, Ozzy Voll, Paul Zimmerman, Zeke Henry, Vic Erickson, Ding Ellis and Webster.

JOHN E. STEWART, who has been jobbing bands in Detroit for several years, reports an almost complete break of bookings for the summer season. Blue Barron is at Colvin Gables, Tonawanda, N. Y., for six weeks, Russ Evans, Charley Fisher, Erny Straub, Ronny Snyder and the Three Blue Notes are singing, while Snyder doubles on the electric guitar. Jay Karas is holding forth at Oakford Amusement Park, near Pittsburgh, Pa., until early in September.

STANLEY JACOBSON singing with Freddie Hankel's Band at Coccoanut Grove, Chicago. Doris Robbins, titian-haired singer with Ben Pollack's Band, mailed five photos to casting director of Radio Pictures studios in Hollywood and this week received an invitation for a screen test. She will go west in the fall. Farewell party is planned at Stevens Hotel, Chicago, on June 25 for Ramon and Renita, dance team, and Xavier Cugat, ork leader, who are going to Hollywood.

NIGHT CLUB

(Continued from page 24)

at the hotel, the second year of the band's engagement. Apparently Light has also established a following for himself and his group. Playing that long at a major hotel in New York is a modern miracle, and there are only a handful of other leaders who can claim the same. Light's orchestra is okeh for the sweet style of hoofing. Beth Wilson is vocalist and is better than average on the torch numbers. Franken.

CLUB CHATTER

(Continued from page 25)

with Ted Lewis. The new team, Shalita and Carlton, will make their debut at the Edgewater Beach Hotel, Chicago, shortly. Leo Salkin booking Coccoanut Grove and Bon Air Country Club, Chicago suburban summer night spots.

MUSIC NEWS

(Continued from page 26)

the cover of the composition. The ditty is credited to Bobby Worth and Stanley Cowan.

Irving Berlin has received an offer to visit England and make a number of personal appearances. Due to his long incumbency as a writer of popular songs and his attendant fame it is figured that if he only accompanies himself on the piano and sings a few of his numbers he will be a real box-office asset. It is not likely that Berlin will accept. Family and other important ties demand his permanent presence in America. Besides Berlin is figuring on another trip to California to furnish words and music for another screen attraction.

Word has been received at the Crawford Music Publishing Company that Frank Marvin, professional manager, will return to his desk next week. Marvin has been seriously ill from a nervous breakdown due to his ardent attention to business. He has been spending the past six weeks at Atlantic City, where he has been recuperating.

Pete Wendling and the missus will celebrate their 25th wedding anniversary on June 25. Wendling has been a writer of note for many years and was with the QRS piano-roll outfit when it was at the peak of its career. His songs include, *Oh, What a Pal Was Mary*; *There's Danger in Your Eyes*, *Cherie*, *Take Your Girl to the Movies* and many others. More recently he wrote *I'm Sure of Everything But You*.

Magicians Registered At IBM Convention

THOSE WHO SIGNED the register at the recent convention of the International Brotherhood of Magicians held at Batavia, N. Y., were Mr. and Mrs. Antoni, Percy Abbott, A. A. Almon, Robert C. Anderson, Frances A. Almon, Julius Andrews, Donald D. Ansman, S. S. Adams, George H. Anthony.

Steve Baker, Grace W. Brown, Joseph M. Betsch, Howard I. Butt, Herman J. Bomert, Moxo Barker, John Booth, A. J. Braga, Will Blythe, E. Bussian, Frank R. Barbeau, Ross Bertram, C. Borts, P. B. Butler, Baffles, Joseph E. Burns, Mr. and Mrs. Claude Bawden, Joe Berg, Cecil Borhner, Mr. and Mrs. A. F. Beier, Eileen Beier, Leone Beier, Chollie Beckler, John Baublits, Mr. and Mrs. Burt Barr, F. L. Bunker, G. R. Brown, Mike Brian, George Bailey, D. Claudius Brown, Dorothy L. Brown.

Dan Cadman, Edward Cross, A. C. Cecil, E. C. Cotner, Ovid Cohen, Mikhon Clayton, Mr. and Mrs. E. F. Charette, Richard B. Clegg, Harry Cecil, T. J. Crawford, J. A. Cameron, Louis Cimino, Jack Chanin, Mme. Mimi Colta, Carl Cutright, Mystic Criag, R. A. Carrell.

Burton Dowley, Julian Dowley, B. A. Daniel, J. E. Dowley, Adolph Dittmar Jr., William P. Dunlea, William Dagenais, Everett L. Duncan, Frank Dingle, Roy A. Dohs, John H. Davison, G. Dodson, Frank Ducrot, W. W. Durbin.

Ellwood, Rev. S. H. Epler, George Ellsworth, Ernie Evrairie, Mr. and Mrs. Elmer Eckam, Charles E. Farren, Ray Fichtner, Jean Foley, Helen Felsman, Arthur Felsman.

Gladys S. Garrison, Bert A. Gustafson, Eugene L. Goodman, Oscar Guthell, Jack Gwynne, Mr. and Mrs. Gene Gordon, Leslie and Nina Guest, John Giordmaine, William M. Garrison, Roy P. Galloway, Roger Apel Gwynne, Bud Gwynne, Ann Gwynne, U. F. Grant, Ray Graebel, Robert E. Graham, Bob Gysel, James S. Gingsby, Mr. and Mrs. T. T. Golden, Leslie Gilbert.

Russell Holderman, Bruce Hogart, Mr. and Mrs. Larry Hess, W. Harold Howatt, Nevin V. Hoefert, R. C. Hutchinson, C. L. Hutchinson, Douglas M. Hunt, W. M. Hill, Alton A. Housley, Ruth M. Hunt, Carlotta Hollingsworth, Tom Hollingsworth, Charles Hook, Mrs. Edward Hinkson, Mr. and Mrs. George C. Hanneman, Tom Hamilton, Dr. J. C. F. Holston, Jessie Holston, Paul Harding, George Holly, W. E. Hockey, Edw. Hinkson, Mrs. Allen Howard, George Hawley, Oliver B. Hart, Dr. Kurt A. Heinrich, Max Golden, H. F. Hahn, Lorraine Heuber, Marie Heuber, Ted Heuber, Mr. and Mrs. L. L. Hewey, Virgil A. Lowe.

Everett E. Ingram, Mary E. Ingram, L. L. Ireland, Burt Justin, Roland Jacobson, F. H. Jeudevine, Henry F. Jones, Charles J. Jones, Henry Jones, George Jones, Mrs. H. F. Jones, Stewart James, Stewart Judah.

C. R. Koontz, G. Kitzinger, George Krinog, Rudy Klamar, Chucky Kounts, F. W. Knoderer, Mr. and Mrs. W. H. Koeswetter, William Lang, Virgil A. Lowe, Amzy Lockwood, Mr. and Mrs. Maynard C. Lisk, Dr. Viola A. Lockwood, John Linch, Frank J. Lynch, Charles A. Leedy, Mr. and Mrs. Jack Lathrop, Lesta, Edward L. Little, Sid Lorraine, J. P. Lawrence, C. H. Larson, Walter H. Landis, B. J. Lu-Brent, Henry M. Lipes.

W. C. McCreia, William McMahon, John McQuirk, Laura B. Morrison, John M. McDonald, William J. McMillan, John McKinven, J. R. McNair, Jim McGill, James McDonnell, G. E. Marchand, E. Mahoney, John Mulholland, John Mulahy, Sam Mayer, William Miskelly, Horace Marshall, Hazel Miller, K. Mesmer, Miss Riley Moore, Mrs. Ruth Moore, E. R. Mathews, E. J. Moore, John Morrison, Mr. and Mrs. Fred De Muth, Russell R. Negelspach, Raymond D. Nichols, Mr. and Mrs. John W. Nelson, R. A. Nelson, Paul Noffke.

M. J. O'Malley, Clyde Powell, Joseph P. O'Leary, William Plews, Raymond Pappert, Kenneth Punnett, Florence Punnett, R. S. Payne, Stephen R. Patrick, Zola Pavey, Harry Pavey, Mme. Pinxy, M. D. Overholser, Russell F. Provan, Frank S. Pohanka.

Joe Q. Quinn, Ada Ripel, William Russell, James E. Roe, Irving G. Russell, Harold C. Rannier, E. G. Ribby, John Ramsay, Everett J. Ruselton, Kenneth W. Raleigh, Leonard Runshall, Jack Russell, L. A. Rodger, Rico, Charles Rose, S. W. Reilly, H. Robbins, Eunice Robbins, P. F. Ricketts, J. W. Riley.

Will De Seive, Willard F. Sporleder, William F. Steimmett, Mr. and Mrs. Samuel Shapiro, Dolly Spence, William J. Satchell, John J. Stafanik, Harry R. Safford, Harold Sterling, Thomas O. Sturm, J. B. Smith, Philip F. Smith, C. H. Sheeter, Mrs. K. Schluniger, John A. Sznek, Erwin Sloane, Al Saal, J. (See MAGICIANS REGISTERED op. page)

BANDS AND ORCHESTRAS

(Continued from page 26)

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

AMEDEO has returned to New York from Montreal after a New England vaude and night club tour. When playing the Capitol Theater, Lynn, Mass., he landed quite a bit of publicity when the local chief of police snapped a new style adjustable pair of handcuffs and Amedeo got out of them successfully.

EQUALITY MAGICIANS' CLUB OF AMERICA, comprising about 250 professionals and amateurs and with headquarters at 604 Third Avenue, South, Minneapolis, held its annual convention June 15 to 20 in that city. The convention took on the form of a reunion, with about 100 members dropping in during the week. High spot was a dinner and show at a Minneapolis cafe Wednesday night. The show was pretty much an impromptu affair, with a few scheduled numbers and out-of-town magicians being called upon to give a few acts. Among the out-of-towners were H. C. Dobberpuhl, Stratford, S. D.; Frank Hurley, Chicago; LeRoy McGinnis, Iowa City, and Leo Pastinen, Virginia, Minn. In charge of the convention and show were Arthur Harris, entertainment chairman, and R. N. Hollisaple, reception chairman.

DRIOUX, illusionist, is at the Eden in Saint-Etienne, France.

LADY GLORY, card manipulator, is at the Alhambra in Brussels, Belgium.

THE GREAT ZELMO, veteran magic worker, was a visitor at the magic desk last week, en route from the South to Wisconsin, where he will spend the summer playing halls, fairs and celebrations. Zelmo played halls, schools and theaters thru the South all winter, and found business just so-so. He works solo and makes the jumps in his own house car.

ELDORADO is currently presenting his magical attraction thru Northern Indiana, Michigan and Ohio, working all auspicious dates. Now in his fourth season, Eldorado is sporting a complete new magic layout. Russ DuBois is handling the advance.

KENNEDY AND COMPANY, illusionists, are at the Empire Music Hall in Paris.

PALAMAS, card manipulator, is at the Mogador, and Professor Robertson, magician, is at the Cigale in Paris.

CHARLES HOFFMAN has been held over another week at the Park Plaza Hotel, St. Louis, and reports that it is one of the most pleasant engagements he has had since he came to the Middle West. His Magic Bar tricks are not only in demand in the Crystal Terrace there but in other places in the hotel. Due to his popularity in St. Louis, his Hollenden Hotel, Cleveland, opening has been set back.

CLIMAXING ITS 1935-'36 season, Rhode Island Assembly No. 26, Society of American Magicians, successfully staged its annual Ladies' Night June 9 at Mashapaug Lodge, Warwick, R. I. Event attracted 115 magicians and guests. Among those present was Dr. I. R. Calkins, newly elected national president of the SAM, who motored down from Springfield, Mass., accom-

panied by L. Raymond Cox. Following a turkey dinner a two-hour-and-a-half show was put on, with Charles A. RossKam as emcee. On the bill were C. Foster Fenner, Harry A. Scheer, Dr. Calkins, Cox, Silent Mora, Cliff Hard, Sybil Capwell, xylophonist; the Emery Brothers, dancers; Clark and Jerry, the Jersey Happy Rangers and Kay Krivokucha, the last three acts members of Major Bowes' Amateurs Unit No. 2.

DE ROCROY is at the Casino Municipal in Nice, France.

RALPH SCHUGAR, Pittsburgh magician and sportsman, entertained Pittsburgh and New York sports writers at his home last week and amazed the turnout with his magic work.

CHARLES (CHUCKY) KOONTZ, 11-year-old magician from Mt. Washington, Pittsburgh, returned home from IBM convention last week to be greeted by the press like a celebrity. He won three first prizes at the convention and the papers featured a story on it and pictured him at school, proud of his magic achievements. Charlie is the son of Charles R. Koontz, well-known amateur magician.

ALBERT REDFIELD was host recently to the Society of Detroit Magicians at his home in that city. About 20 members attended. A program of magic was put on until the early hours of the morning. Walter H. (Dom) Domzal-ski, secretary of the society, demonstrated a couple of new wrinkles.

MILBOURNE CHRISTOPHER, Baltimore magish, is now in vaudeville with the Fred (Pansy) Sanborn act. Turn sails for Europe soon to fill engagements in England and on the Continent. Christopher is doing straights and a few magic stunts.

RUSSELL SWANN, who opened as magician of ceremonies with the revue at the Dorchester Hotel, London, six weeks ago, is being held over there indefinitely. Swann, after playing a long string of swank spots in this country, sailed for Europe two months ago.

OAKLAND MAGIC CIRCLE, Oakland, Calif., at its June meeting selected the following officers for the ensuing year: A. Caro Miller, president; Bert Hansen, vice president; Claude Burke, secretary-treasurer (unopposed); Ben Baylinson, sergeant-at-arms. Rolland Hamblen and Lyle Laughlin, of San Diego, were featured in a program which followed the business session.

MR. AND MRS. CLAUDE BURKE, Lloyd E. Jones and R. S. Bailey, of the Oakland Magic Circle, journeyed to Hollywood recently, and while there paid a visit to the beautiful home of Caryl S. Fleming in Beverly Hills and the home of Mr. and Mrs. Bill Larsen in Hollywood. The party had dinner with Caryl at Sardis on Hollywood Boulevard and enjoyed a magic setto at the Larsen home. Among those who entertained at the latter spot were Mr. and Mrs. Bill Larsen, Lenn Gunn, Gerald Koskey, Harry (Atta Sun Guy) Mendoza and Frank Stephens. The folks also enjoyed a visit to Floyd Thayer's magic studio and a stop at Earl Rybolt's home, where they spent some time browsing thru his extensive magical library.

JACKIE MERKLE, eight-year-old mentalist, is working department stores thru the South to excellent results. Gives two 20-minute performances a day, answering a question for anyone holding a sales-slip showing a purchase of \$1 or more. The lad works with a heavy newspaper tie-up and, in addition to his regular fee, receives a nice cut from various articles which he endorses. The youngster has a raft of personality and those who have seen him work say he has plenty on the ball.

MYSTIC GLASS postcards from Dover, N. H., under date of June 15: "Magic has been going along pretty well up this way the past winter and spring.

Plenty of dates and fairly good money. The Great Santini Company stopped off for a visit on their way into Maine. Jacola also reports unusually good business. Am readying the show for fair dates."

LEO J. ZOLG'S Fantasia, illusion show, current at Coney Island, Cincinnati, has been getting a substantial play since the opening May 23. Show is presented on six regular stages and one special stage, with the customers in a walk-around. In the present Zolg lineup are Jack and Betty Henderson, fire-eaters and bally; Mae Roberts, glass walker and illusion assistant; Jack and Art Zolg, tickets and front; Edna Neidlinger, wardrobe; April Dice, production cabinet and spike box; Doris June Zolg, living head and special lecture, and Lester Lake and Leo Zolg, emcee and bally. Show is set at Coney until Labor Day.

INDIANA SOCIETY OF MAGICIANS, Indianapolis at its recent annual banquet installed the following officers: George T. Purves Jr., president; Elder Blackledge, vice-president; Roger Dunn, secretary-treasurer, and Wilson Pollard, sergeant-at-arms. Organization is now in the third year.

C. A. GEORGE NEWMANN, nationally known mentalist, is now touring North Dakota with his own mental and hypnotic performance under canvas, the first attraction of its kind to be presented in a tent theater since Prof. Norwood tried it years ago. Newmann reports that he is meeting with success in his old territory, altho he has met frequent opposition from city councils, who have passed prohibitive licenses at the bidding of the picture boys, in order to keep out flesh-and act opposition. In many cases Newmann has overcome this opposition by sponsorship of some fraternal group to good results. Writing from Grand Forks, N. D., under date of June 13, Newmann writes: "Myhre, the Scandinavian magician, doubtless has the finest and most elaborate tent theater in this territory. He puts on a show that apparently is sure-fire, as reports of big business are heard wherever we follow him. He carries 12 people and offers seven different programs in seven nights. Melroy is also up this way. Caught his show recently, and, as I have seen Melroy on two other occasions, I can frankly say that his present offering is the best he has ever presented. Nicely staged and well presented. I have an idea the show, under the direction of Henry Hudson Davis, will do well up here."

MORE LETTERS on the "successor to Thurston" controversy appear on The Forum page this issue. You will find them highly interesting.

LONG TACK SAM, after a long season at the State Picture Theater, Sydney, Australia, has taken his company to New Zealand. Sam is again doing magic as a part of his act.

CARDINI played the Michigan Theater, Detroit, last week and clicked in his usual fine style.

AL CAROSELLI, who recently closed at the Commodore Club, Detroit, played a number of exclusive club dates in the Detroit area the last several weeks. He is building a new act to go on the road in night club work.

DORIAN, illusionist, is at the Brasserie Noallies in Marseille, France.

GLENN POPE AND ANN, American illusionists, are at the Pathe-Palace in Marseilles, France; Dangles and Company are at the Aicazar in the same city.

KARMAH, fakir, and Albert, card manipulator, are at the Scala in Bordeaux, France.

LINGA SINGH, Hindu magician, is at the Variete Faveur in Groningue, Holland.

THE GREAT DAGMAR is slated to begin a tour of the South late this month, working towards the Coast. Featured with Dagmar will be Zadok, mentalist. There will be eight assistants, Dagmar reports. Jack L. Leifer, formerly with Dr. Karr, will advance the troupe.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BERT OTTO, former minstrel man, who has been doing his blackface act for the last few months in a WPA vaudeville unit playing the Pittsburgh territory, has left the revue to take out a medicine show.

AL BERNARD, the "gentleman from the South," has joined the sustaining staff of WWL, Loyola University CBS outlet, New Orleans. Al hopes to organize a full minstrel unit for the station in the near future, but in the meantime he is doing an afternoon solo for 15 minutes. Al is not a newcomer to New Orleans, having been seen many times on the stages of the Tulane and Crescent Theaters as a minstrel troupier.

SLIM LIVINGSTON, former minstrel performer who was last featured with the Field outfit, is now making his home in Homestead, Pa., and working the Pittsburgh territory with his old blackface act. He recently scored at Dutch Henry's in Pittsburgh with his amusing deacon offering.

MINSTREL MEN will be interested in reading the review of the All-American Minstrels, WPA production, which appears in the vaudeville review department in this issue.

AL TINT has been held over for a second week at the Zeppelin Night Club, East Akron, O., as master of ceremonies. From all indications he will remain there a third week.

LEON LONG opened his Happy Days colored minstrel show in Sacramento, Calif., June 10. Troupe will head for the Middle West after playing the Pacific Northwest. Art Rothrock has the advance. Among the featured players are Arthur Daniels, banjo and guitar, and Edna Ryan, pianist.

MAGICIANS REGISTERED

(Continued from opposite page)

Allan, H. Adrian Smith, Percy D. Seaman, Jim Sherman, LaVerne Spaulding, R. Schluniger.

Herbert Troxell, Denis Thyne, George H. Tutter, Dr. Harlan Tarbell, Armando Tomei, Harry Thurston, Robert Thrasher, Vic Torsberg, Bob Ungewitter, Elsie Ullman, Ted Van Antwerp, B. Gilbert Vitale, W. W. Van Gordon, T. Vandevier, Frank Vickers, Leo Vandercher.

Robert K. Well, Richard D. Ward, John W. Waite, Courtland W. Waite, Mr. and Mrs. Richard Wilson, Fred G. Worden, Gordon Wilson, Mr. and Mrs. J. E. Wallace, Margaret Wharton, George Wetherald, Ed Wolff.

Herman L. Weber, John H. William, Marjorie O. Wilson, C. Wasmewski, Ted Ward, Jack Ward, Mr. and Mrs. Bert Yorke, Frank E. Yasah, Bernard Zufall, Harry Zolitsch, B. Zola.

Norman Sehm, Harry Messersmith, Philip Foxwell, Charles Findling, Rolland Fortier, A. J. Follette.



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EDITORIAL DEPT.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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BANDS AND ORCHESTRAS

(Continued from page 26)

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completed a series of Southern college dates to follow Ted Fio-Rito into the Isle of Palms Hotel, Isle of Palms, S. C. Unit opens shortly at Wrightsville Beach, N. C., for the balance of the season.

PHIL LEVANT scored a hit with Culver Military Academy cadets recently at their annual military ball and has been invited to write a song for them. . . . Phil's latest song composition, *After Glow*, is selling like hot cakes and Phil is thinking of changing his radio theme song from *Strange* to the new hit number. . . . Bill Hogan's Orchestra opened in the Schroeder Hotel, Milwaukee, June 15, succeeding Leonard Keller's Band.

ORCHESTRADOM gains a new maestro and loses another. Fred Wood, radio dramatic actor, leaves his WIP shows in Philadelphia to wave a baton at the Angelesia Hotel, Beach Haven, N. J., while Al Willey, Philly ork leader, disbanded his unit recently to join the sports staff of *The Philadelphia Inquirer*. . . . Jimmy Flenniken and

his swing band, house ork at the Cliff Tavern, south of Pittsburgh, is set at the spot for the entire summer. Personnel has Jimmy Moore, Sansy Mason, Rudy Rokos, Latane Ware, Hobie Ney, Dan Price, Joe Broderick, Henry Brownfield, John Delaney and Clark Arbogast. . . . Chic Scoggin leaves the Olmos Dinner Club in San Antonio, Tex., next week to fill an indefinite engagement at the French Casino in Dallas. Lynn Franklyn is singing with the combo. . . . Ralph Webster and combo are set for the summer at Cleveland's Puritas Springs Ballroom. Roster includes Cliff and Mearle Anderson, Jerry Magoris, Hugo Newman, Jimmy Wilder, Ozzy Voll, Paul Zimmerman, Zeke Henry, Vic Erickson, Ding Ellis and Webster.

JOHN E. STEWART, who has been jobbing bands in Detroit for several years, reports an almost complete break of bookings for the summer season. . . . Blue Barron is at Colvin Gables, Tonawanda, N. Y., for six weeks. Russ Evans, Charley Fisher, Erny Straub, Ronny Snyder and the Three Blue Notes are singing, while Snyder doubles on the electric guitar. . . . Jay Karas is holding forth at Oakford Amusement Park, near Pittsburgh, Pa., until early in September.

STANLEY JACOBSON singing with Freddie Hankel's Band at Coccoanut Grove, Chicago. . . . Doris Robbins, titian-haired singer with Ben Pollack's Band, mailed five photos to casting director of Radio Pictures studios in Hollywood and this week received an invitation for a screen test. . . . She will go west in the fall. . . . Farewell party is planned at Stevens Hotel, Chicago, on June 25 for Ramon and Renita, dance team, and Xavier Cugat, ork leader, who are going to Hollywood.

NIGHT CLUB

(Continued from page 24)

at the hotel, the second year of the band's engagement. Apparently Light has also established a following for himself and his group. Playing that long at a major hotel in New York is a modern miracle, and there are only a handful of other leaders who can claim the same. Light's orchestra is okeh for the sweet style of hoofing. Beth Wilson is vocalist and is better than average on the torch numbers. *Franken.*

CLUB CHATTER

(Continued from page 25)

with Ted Lewis. . . . The new team, Shalita and Carlton, will make their debut at the Edgewater Beach Hotel, Chicago, shortly. . . . Leo Salkin booking Coccoanut Grove and Bon Air Country Club, Chicago suburban summer night spots.

MUSIC NEWS

(Continued from page 26)

the cover of the composition. The ditty is credited to Bobby Worth and Stanley Cowan.

Irving Berlin has received an offer to visit England and make a number of personal appearances. Due to his long incumbency as a writer of popular songs and his attendant fame it is figured that if he only accompanies himself on the piano and sings a few of his numbers he will be a real box-office asset. It is not likely that Berlin will accept. Family and other important ties demand his permanent presence in America. Besides Berlin is figuring on another trip to California to furnish words and music for another screen attraction.

Word has been received at the Crawford Music Publishing Company that Frank Marvin, professional manager, will return to his desk next week. Marvin has been seriously ill from a nervous breakdown due to his ardent attention to business. He has been spending the past six weeks at Atlantic City, where he has been recuperating.

Pete Wendling and the missus will celebrate their 25th wedding anniversary on June 25. Wendling has been a writer of note for many years and was with the QRS piano-roll outfit when it was at the peak of its career. His songs include, *Oh, What a Pal Was Mary*; *Your Danger in Your Eyes*, *Cherie*, *Take Your Girl to the Movies* and many others. More recently he wrote *I'm Sure of Everything But You*.

Magicians Registered At IBM Convention

THOSE WHO SIGNED the register at the recent convention of the International Brotherhood of Magicians held at Batavia, N. Y., were Mr. and Mrs. Antoni, Percy Abbott, A. A. Almon, Robert C. Anderson, Frances A. Almon, Julius Andrews, Donald D. Anzman, S. S. Adams, George H. Anthony.

Steve Baker, Grace W. Brown, Joseph M. Betsch, Howard I. Butt, Herman J. Bomert, Moxo Barker, John Booth, A. J. Braga, Will Blythe, E. Bussian, Frank R. Barbeau, Ross Bertram, C. Borts, P. B. Butler, Baffles, Joseph E. Burns, Mr. and Mrs. Claude Bawden, Joe Berg, Cecil Borhner, Mr. and Mrs. A. F. Beier, Eileen Beier, Leone Beier, Chollie Beckler, John Baublits, Mr. and Mrs. Burt Barr, F. L. Bunker, G. R. Brown, Mike Brian, George Bailey, D. Claudius Brown, Dorothy L. Brown.

Dan Cadman, Edward Cross, A. C. Cecil, E. C. Cotner, Ovid Cohen, Mihlon Clayton, Mr. and Mrs. E. F. Charette, Richard B. Clegg, Harry Cecil, T. J. Crawford, J. A. Cameron, Louis Cimino, Jack Chanin, Mme. Mimi Colta, Carl Cutright, Mystic Criag, R. A. Carrell.

Burton Dowley, Julian Dowley, B. A. Daniel, J. E. Dowley, Adolph Dittmar Jr., William P. Dunlea, William Dagenais, Everett L. Duncan, Frank Dingle, Roy A. Dohs, John H. Davison, G. Dodson, Frank Ducrot, W. W. Durbin.

Ellwood, Rev. S. H. Epler, George Ellsworth, Ernie Evrairie, Mr. and Mrs. Elmer Eckam, Charles E. Farren, Ray Fichtner, Jean Foley, Helen Felsman, Arthur Felsman.

Gladys S. Garrison, Bert A. Gustafson, Eugene L. Goodman, Oscar Guthell, Jack Gwynne, Mr. and Mrs. Gene Gordon, Leslie and Nina Guest, John Giordmaine, William M. Garrison, Roy P. Galloway, Roger Apel Gwynne, Bud Gwynne, Ann Gwynne, U. F. Grant, Ray Graebel, Robert E. Graham, Bob Gysel, James S. Gingsby, Mr. and Mrs. T. T. Golden, Leslie Gilbert.

Russell Holderman, Bruce Hogart, Mr. and Mrs. Larry Hess, W. Harold Howatt, Nevin V. Hoefert, R. C. Hutchinson, C. L. Hutchinson, Douglas M. Hunt, W. M. Hill, Alton A. Housley, Ruth M. Hunt, Carlotta Hollingsworth, Tom Hollingsworth, Charles Hook, Mrs. Edward Hinkson, Mr. and Mrs. George C. Hanneman, Tom Hamilton, Dr. J. C. F. Holston, Jessie Holston, Paul Harding, George Holly, W. E. Hockey, Edw. Hinkson, Mrs. Allen Howard, George Hawley, Oliver B. Hart, Dr. Kurt A. Heinrich, Max Golden, H. F. Hahn, Lorraine Heuber, Marie Heuber, Ted Heuber, Mr. and Mrs. L. L. Hewey, Virgil A. Lowe.

Everett E. Ingram, Mary E. Ingram, L. L. Ireland, Burt Justin, Roland Jacobson, F. H. Jeudevine, Henry F. Jones, Charles J. Jones, Henry Jones, George Jones, Mrs. H. F. Jones, Stewart James, Stewart Judah.

C. R. Koontz, G. Kitzinger, George Kring, Rudy Klamar, Chucky Kounts, F. W. Knoderer, Mr. and Mrs. W. H. Koeswetter, William Lang, Virgil A. Lowe, Amzy Lockwood, Mr. and Mrs. Maynard C. Lisk, Dr. Viola A. Lockwood, John Linch, Frank J. Lynch, Charles A. Leedy, Mr. and Mrs. Jack Lathrop, Lesta, Edward L. Little, Sid Lorraine, J. P. Lawrence, C. H. Larson, Walter H. Landis, B. J. Lu-Brent, Henry M. Lipos.

W. G. McCrear, William McMahon, John McQuirk, Laura B. Morrison, John M. McDonald, William J. McMillan, John McKinven, J. R. McNair, Jim McGill, James McDonnell, G. E. Marchand, E. Mahoney, John Mulholland, John Mulahy, Sam Mayer, William Miskelly, Horace Marshall, Hazel Miller, K. Mesmer, Miss Riley Moore, Mrs. Ruth Moore, E. R. Mathews, E. J. Moore, John Morrison, Mr. and Mrs. Fred De Muth, Russell R. Negelspach, Raymond D. Nichols, Mr. and Mrs. John W. Nelson, R. A. Nelson, Paul Noffke.

M. J. O'Malley, Clyde Powell, Joseph P. O'Leary, William Plews, Raymond Pappert, Kenneth Punnett, Florence Punnett, R. S. Payne, Stephen R. Patrick, Zola Pavey, Harry Pavey, Mme. Pinxy, M. D. Overholser, Russell F. Provan, Frank S. Pohanka.

Joe Q. Quinn, Ada Ripel, William Russell, James E. Roe, Irving G. Russell, Harold C. Rannier, E. G. Ribby, John Ramsay, Everett J. Ruselton, Kenneth W. Raleigh, Leonard Runshall, Jack Russell, L. A. Rodger, Rico, Charles Rose, S. W. Reilly, H. Robbins, Eunice Robbins, P. F. Ricketts, J. W. Riley.

Will De Seive, Willard F. Sporleder, William F. Steimmett, Mr. and Mrs. Samuel Shapiro, Dolly Spence, William J. Satchell, John J. Stefanik, Harry R. Safford, Harold Sterling, Thomas O. Sturm, J. B. Smith, Philip F. Smith, C. H. Sheeter, Mrs. K. Schluniger, John A. Sznek, Erwin Sloane, Al Saal, J. (See **MAGICIANS REGISTERED** op. page)

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

AMEDEO has returned to New York from Montreal after a New England vaude and night club tour. When playing the Capitol Theater, Lynn, Mass., he landed quite a bit of publicity when the local chief of police snapped a new style adjustable pair of handcuffs and Amedeo got out of them successfully.

EQUALITY MAGICIANS' CLUB OF AMERICA, comprising about 250 professionals and amateurs and with headquarters at 604 Third Avenue, South, Minneapolis, held its annual convention June 15 to 20 in that city. The convention took on the form of a reunion, with about 100 members dropping in during the week. High spot was a dinner and show at a Minneapolis cafe Wednesday night. The show was pretty much an impromptu affair, with a few scheduled numbers and out-of-town magicians being called upon to give a few acts. Among the out-of-towners were H. C. Dobberpuhl, Stratford, S. D.; Frank Hurley, Chicago; LeRoy McGinnis, Iowa City, and Leo Pastine, Virginia, Minn. In charge of the convention and show were Arthur Harris, entertainment chairman, and R. N. Holisaple, reception chairman.

DRIOUX, illusionist, is at the Eden in Saint-Etienne, France.

LADY GLORY, card manipulator, is at the Alhambra in Brussels, Belgium.

THE GREAT ZELMO, veteran magic worker, was a visitor at the magic desk last week, en route from the South to Wisconsin, where he will spend the summer playing halls, fairs and celebrations. Zelmo played halls, schools and theaters thru the South all winter, and found business just so-so. He works solo and makes the jumps in his own house car.

ELDORADO is currently presenting his magical attraction thru Northern Indiana, Michigan and Ohio, working all auspice dates. Now in his fourth season, Eldorado is sporting a complete new magic layout. Russ DuBois is handling the advance.

KENNEDY AND COMPANY, illusionists, are at the Empire Music Hall in Paris.

PALAMAS, card manipulator, is at the Mogador, and Professor Robertson, magician, is at the Cigale in Paris.

CHARLES HOFFMAN has been held over another week at the Park Plaza Hotel, St. Louis, and reports that it is one of the most pleasant engagements he has had since he came to the Middle West. His Magic Bar tricks are not only in demand in the Crystal Terrace there but in other places in the hotel. Due to his popularity in St. Louis, his Hollenden Hotel, Cleveland, opening has been set back.

CLIMAXING ITS 1935-'36 season, Rhode Island Assembly No. 26, Society of American Magicians, successfully staged its annual Ladies' Night June 9 at Mashapaug Lodge, Warwick, R. I. Event attracted 115 magicians and guests. Among those present was Dr. I. R. Calkins, newly elected national president of the SAM, who motored down from Springfield, Mass., accom-

panied by L. Raymond Cox. Following a turkey dinner a two-hour-and-a-half show was put on, with Charles A. RossKam as emcee. On the bill were C. Foster Fenner, Harry A. Scheer, Dr. Calkins, Cox, Silent Mora, Cliff Hard, Sybil Capwell, xylophonist; the Emery Brothers, dancers; Clark and Jerry, the Jersey Happy Rangers and Kay Krivokucha, the last three acts members of Major Bowes' Amateurs Unit No. 2.

DE ROCROY is at the Casino Municipal in Nice, France.

RALPH SCHUGAR, Pittsburgh magician and sportsman, entertained Pittsburgh and New York sports writers at his home last week and amazed the turnout with his magic work.

CHARLES (CHUCKY) KOONTZ, 11-year-old magician from Mt. Washington, Pittsburgh, returned home from IBM convention last week to be greeted by the press like a celebrity. He won three first prizes at the convention and the papers featured a story on it and pictured him at school, proud of his magic achievements. Charlie is the son of Charles R. Koontz, well-known amateur magician.

ALBERT REDFIELD was host recently to the Society of Detroit Magicians at his home in that city. About 20 members attended. A program of magic was put on until the early hours of the morning. Walter H. (Dom) Domzalski, secretary of the society, demonstrated a couple of new wrinkles.

MILBOURNE CHRISTOPHER, Baltimore magish, is now in vaudeville with the Fred (Pansy) Sanborn act. Turn sails for Europe soon to fill engagements in England and on the Continent. Christopher is doing straights and a few magic stunts.

RUSSELL SWANN, who opened as magician of ceremonies with the revue at the Dorchester Hotel, London, six weeks ago, is being held over there indefinitely. Swann, after playing a long string of swank spots in this country, sailed for Europe two months ago.

OAKLAND MAGIC CIRCLE, Oakland, Calif., at its June meeting selected the following officers for the ensuing year: A. Caro Miller, president; Bert Hansen, vice president; Claude Burke, secretary-treasurer (unopposed); Ben Baylinson, sergeant-at-arms. Roland Hamblen and Lyle Laughlin, of San Diego, were featured in a program which followed the business session.

MR. AND MRS. CLAUDE BURKE, Lloyd E. Jones and R. S. Bailey, of the Oakland Magic Circle, journeyed to Hollywood recently, and while there paid a visit to the beautiful home of Caryl S. Fleming in Beverly Hills and the home of Mr. and Mrs. Bill Larsen in Hollywood. The party had dinner with Caryl at Sardinia on Hollywood Boulevard and enjoyed a magic setto at the Larsen home. Among those who entertained at the latter spot were Mr. and Mrs. Bill Larsen, Lenn Gunn, Gerald Koskey, Harry (Atta Sun Guy) Mendoza and Frank Stephens. The folks also enjoyed a visit to Floyd Thayer's magic studio and a stop at Earl Rybolt's home, where they spent some time browsing thru his extensive magical library.

JACKIE MERKLE, eight-year-old mentalist, is working department stores thru the South to excellent results. Gives two 20-minute performances a day, answering a question for anyone holding a sales-slip showing a purchase of \$1 or more. The lad works with a heavy newspaper tie-up and, in addition to his regular fee, receives a nice cut from various articles which he endorses. The youngster has a raft of personality and those who have seen him work say he has plenty on the ball.

MYSTIC GLASS postcards from Dover, N. H., under date of June 15: "Magic has been going along pretty well up this way the past winter and spring.

Plenty of dates and fairly good money. The Great Santini Company stopped off for a visit on their way into Maine. Jacola also reports unusually good business. Am readying the show for fair dates."

LEO J. ZOLG'S Fantasia, illusion show, current at Coney Island, Cincinnati, has been getting a substantial play since the opening May 23. Show is presented on six regular stages and one special stage, with the customers in a walk-around. In the present Zolg lineup are Jack and Betty Henderson, fire-eaters and bally; Mae Roberts, glass walker and illusion assistant; Jack and Art Zolg, tickets and front; Edna Neidlinger, wardrobe; April Dice, production cabinet and spike box; Doris June Zolg, living head and special lecture, and Lester Lake and Leo Zolg, emcee and bally. Show is set at Coney until Labor Day.

INDIANA SOCIETY OF MAGICIANS, Indianapolis at its recent annual banquet installed the following officers: George T. Purves Jr., president; Elder Blackledge, vice-president; Roger Dunn, secretary-treasurer, and Wilson Pollard, sergeant-at-arms. Organization is now in the third year.

C. A. GEORGE NEWMANN, nationally known mentalist, is now touring North Dakota with his own mental and hypnotic performance under canvas, the first attraction of its kind to be presented in a tent theater since Prof. Norwood tried it years ago. Newmann reports that he is meeting with success in his old territory, altho he has met frequent opposition from city councils, who have passed prohibitive licenses at the bidding of the picture boys, in order to keep out flesh-act opposition. In many cases Newmann has overcome this opposition by sponsorship of some fraternal group to good results. Writing from Grand Forks, N. D., under date of June 13, Newmann writes: "Myhre, the Scandinavian magician, doubtless has the finest and most elaborate tent theater in this territory. He puts on a show that apparently is sure-fire, as reports of big business are heard wherever we follow him. He carries 12 people and offers seven different programs in seven nights. Melroy is also up this way. Caught his show recently, and, as I have seen Melroy on two other occasions, I can frankly say that his present offering is the best he has ever presented. Nicely staged and well presented. I have an idea the show, under the direction of Henry Hudson Davis, will do well up here."

MORE LETTERS on the "successor to Thurston" controversy appear on The Forum page this issue. You will find them highly interesting.

LONG TACK SAM, after a long season at the State Picture Theater, Sydney, Australia, has taken his company to New Zealand. Sam is again doing magic as a part of his act.

CARDINI played the Michigan Theater, Detroit, last week and clicked in his usual fine style.

AL CAROSELLI, who recently closed at the Commodore Club, Detroit, played a number of exclusive club dates in the Detroit area the last several weeks. He is building a new act to go on the road in night club work.

DORIAN, illusionist, is at the Brasserie Noailles in Marseille, France.

GLENN POPE AND ANN, American illusionists, are at the Pathe-Palace in Marseilles, France; Dangles and Company are at the Aicazar in the same city.

KARMAH, fakir, and Albert, card manipulator, are at the Scala in Bordeaux, France.

LINGA SINGH, Hindu magician, is at the Variete Faveur in Groningue, Holland.

THE GREAT DAGMAR is slated to begin a tour of the South late this month, working towards the Coast. Featured with Dagmar will be Zadok, mentalist. There will be eight assistants, Dagmar reports. Jack L. Leifer, formerly with Dr. Karr, will advance the troupe.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BERT OTTO, former minstrel man, who has been doing his blackface act for the last few months in a WPA vaudeville unit playing the Pittsburgh territory, has left the revue to take out a medicine show.

AL BERNARD, the "gentleman from the South," has joined the sustaining staff of WWL, Loyola University CBS outlet, New Orleans. Al hopes to organize a full minstrel unit for the station in the near future, but in the meantime he is doing an afternoon solo for 15 minutes. Al is not a newcomer to New Orleans, having been seen many times on the stages of the Tulane and Crescent Theaters as a minstrel trouper.

SLIM LIVINGSTON, former minstrel performer who was last featured with the Field outfit, is now making his home in Homestead, Pa., and working the Pittsburgh territory with his old blackface act. He recently scored at Dutch Henry's in Pittsburgh with his amusing deacon offering.

MINSTREL MEN will be interested in reading the review of the All-American Minstrels, WPA production, which appears in the vaudeville review department in this issue.

AL TINT has been held over for a second week at the Zeppelin Night Club, East Akron, O., as master of ceremonies. From all indications he will remain there a third week.

LEON LONG opened his Happy Days colored minstrel show in Sacramento, Calif., June 10. Troupe will head for the Middle West after playing the Pacific Northwest. Art Rothrock has the advance. Among the featured players are Arthur Daniels, banjo and guitar, and Edna Ryan, pianist.

MAGICIANS REGISTERED

(Continued from opposite page)

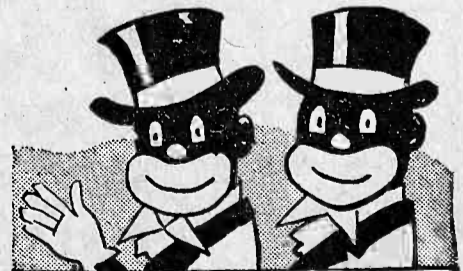
Allan, H. Adrian Smith, Percy D. Seaman, Jim Sherman, LaVerne Spaulding, R. Schluniger.

Herbert Troxell, Denis Thyne, George H. Tutter, Dr. Harlan Tarbell, Armando Tomei, Harry Thurston, Robert Thrasher, Vic Torsberg, Bob Ungewitter, Elsie Ullman, Ted Van Antwerp, B. Gilbert Vitale, W. W. Van Gordon, T. Vandevier, Frank Vickers, Leo Vandercher.

Robert K. Weill, Richard D. Ward, John W. Waite, Courtland W. Waite, Mr. and Mrs. Richard Wilson, Fred G. Worden, Gordon Wilson, Mr. and Mrs. J. E. Wallace, Margaret Wharton, George Wetherald, Ed Wolff.

Herman L. Weber, John H. William, Marjorie O. Wilson, C. Wasmewski, Ted Ward, Jack Ward, Mr. and Mrs. Bert Yorke, Frank E. Yasah, Bernard Zufall, Harry Zolitsch, B. Zola.

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ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc.
 Abbott Dancers (Palmer House) Chi, h.
 Ahern, Will & Gladys (Riverside) Milwaukee, t.
 Abott & Robey (Tower) Kansas City, t.
 Adams, Gay (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Aida (Radio City Rainbow Grill) NYC, nc.
 Albee Sisters, Four (Oriental) Chi, t.
 Allen, Cliff (Vogue Club) NYC, nc.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, Martha (Fifth Avenue) NYC, h.
 Altan, Ruth (St. Moritz) NYC, h.
 Alvin, James (Leon & Eddie's) NYC, nc.
 Ambrose, Ruth & Billy (Versailles) NYC, nc.
 Amstel, Felix (Russian Troyka) New York, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Anise & Aland (Connie's Inn) NYC, nc.
 Archer, Gene (Weber's Summit) Baltimore, nc.
 Arena, Joe, & Co. (Wivel's) NYC, re.
 Arnold, Billy (Babette) Atlantic City, cb.
 Ash, Paul (Roxy) NYC 22-25, t.
 Arleys, Four (Steeplechase) Coney Island, N. Y., 15-July 4, p.
 Armstrong, Bernice (606 Club) Chi, nc.
 Armstrong, Louis, & Orch. (Michigan) Detroit 22-25, t.
 Arrel, Joe, & Co. (Wivel's) NYC, re. 1-30, t.
 Ash, Flo (Chez Ami) Buffalo, nc.
 Astwood, Norman (Ubangi) NYC, nc.
 Avery, Randolph, Co. (Criterion) Oklahoma City, t.

B

Bacon, Faith (Paradise) NYC, re.
 Baduc, Ray (New Yorker) NYC, h.
 Bain, Betsy (Clementon Inn) Clementon, N. J., c.
 Baker, Babe (Howdy Club) NYC, nc.
 Baker, Charlene (606 Club) Chi, nc.
 Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.
 Baker, Phil, Co. (Earle) Phila 22-25, t.
 Balassi & Skaren (Bway. Hofbrau) NYC, nc.
 Ballantine, Lucille, & Paul Pierce (Steamship Empire State) NYC, s.
 Baptie & Lamb (New Yorker) NYC, h.
 Barlow, Florence (Dutch's) Chi, c.
 Barn Cut-Ups (Village Barn) NYC, nc.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barri, Bebe, Girls (Earle) Washington, D. C., 22-25, t.
 Barrie, Kathleen (Radio City Rainbow Room) NYC, nc.
 Barrina, Olga (Buckingham) NYC, h.
 Barron, Judy (Pennsylvania) NYC, h.
 Barthelmy, Lillian (Paddock Bar) Detroit, nc.
 Baye, Erva (Marquette Club) Chi, nc.
 Beaujean, Pierre (Buckingham) NYC, h.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Beck, Danny (Club Minuet) Chicago, nc.
 Becke, Eve (Plaza) NYC, h.
 Bee, Connie (Broadway Room) New York, nc.
 Beekman, Jack (Walton) Phila, h.
 Beatie & Bottle (Earle) Phila 22-25, t.
 Behim, Arthur (Gay Nineties) NYC, nc.
 Believe It or Not Ripley Show (Met.) Boston 22-25, t.
 Bell & Gray (Manoa Inn) Manoa, Pa., nc.
 Bell, Rita (Club Trocadero) West End, N. J., nc.
 Belmont Bros. (Neibolos Cafe) Detroit, c.
 Belostozky, Boris (St. Regis) NYC, h.
 Bemis, Billy & Beverly (Howard's Cafe) San Diego, Calif., c.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Beno, Ben: Worthington, Ind., 22-27.
 Benson, Ina (Paradise) NYC, re.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Bergeres Sisters (Le Mirage) NYC, nc.
 Berle, Milton (State) NYC 22-25, t.
 Bernard & Henri (Club Alabama) Chicago, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernhardt & Graham (Pennsylvania) NYC, h.
 Bernie, Al (Marden's Riviera) Fort Lee, N. J., nc.
 Bernie, Harry (All Stars Club) NYC, nc.
 Bery, Robert (Buckingham) NYC, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bickford & Crandall (Lake Shore Alpine Village) Cleveland, nc.
 Bigelow, Bob, & Larry Lee (Show Boat Casino) NYC, nc.
 Billy, Milly & Baby (Leon & Eddie's) NYC, nc.
 Black, Frances (Wivel's) NYC, re.
 Blaine, Dorothy (Silver Tavern) Chi, nc.
 Blair, Buddy (Casino) Chicago, nc.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Jerry (Four Horsemen) Phila., nc.
 Bonners, The (Edgewater Beach) Chi, h.
 Boran, Arthur (Arcadia) Phila, re.
 Boreo, Emil (London Casino) London 1-30, nc.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Bower Sisters (Chin Lee's) NYC, nc.
 Bowes, Major, Unit (Pal.) Cleveland 22-25, t.
 Bowker, Betty (Governor Clinton) NYC, h.
 Boy Foy (Biltmore) NYC, h.
 Brandt & Fowler (Ross-Fenton Farms) Deal, N. J.
 Brandwynne, Nat (Stork Club) NYC, nc.
 Branker, Bill (Kit Kat Club) NYC, nc.
 Branker, Ray (Town Casino) NYC, nc.
 Branshaw & Fenton (Silver Cloud) Chi, nc.
 Braatz, Mickey (Park Central) NYC, h.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brito, Phil (Mount Royal) Montreal, h.
 Brooks, Howard (Sui Jen) Galveston, Tex., c.
 Brooks Twins (Club Vogue) NYC, nc.
 Brown, Ada (Marbro) Chi, t.
 Brown & Ames (Earle) Washington, D. C., 22-25, t.
 Brown, Arthur: (Hector's Club New York) New York, nc.
 Brown, Evans (Old Vienna) Indianapolis, nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Brown, Suddaye (Town Casino) NYC, nc.
 Brown, Susaye (Kit Kat Club) NYC, nc.
 Bryant, Betty (Club Ball) NYC, nc.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Buckley, Neil (Roosevelt) NYC, h.

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.

Burke, Peggy (Half Moon) Coney Island, NYC, h.
 Burns & Farney (Chicago) Chi, t.
 Burr, Russ (Gay Paree) Chicago, nc.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Burt, Benny (State-Lake) Chi, t.
C
 Caldwell, Edith (Waldorf-Astoria) NYC, h.
 California Varsity Eight (Lyric) Indianapolis, t.
 Campo, George (London Casino) London 1-30, nc.
 Caperton & Columbus (Pierre) NYC, h.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Carelina, Lena (Club Gaucho) New York, nc.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlton, Jack (French Casino) NYC, nc.
 Carmen, Billy & Grace, with Naomi Bell (Border Inn) Shenandoah, Ia., nc.
 Carmen, Lila (Sui Jen) Galveston, Tex., c.
 Carmyle, Madge (Leon & Eddie's) NYC, nc.
 Carriano Bros. (Terrace Gardens) Rochester, N. Y., nc.
 Carol, Nita (Wivel's) NYC, re.
 Carroll, Della (Colony Club) Chi, nc.
 Carroll, Nita (Shelton Hotel) NYC, h.
 Carroll Sisters (Steamship Empire State) NYC, s.
 Carson, Jack (Tower) Kansas City, t.
 Casey, Frank (Club Carioca) Chi, nc.
 Casey, Pat (Lincoln) NYC, h.
 Castaine & Barry (St. Moritz) NYC, h.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Catalina, Rose (606 Club) Chi, nc.
 Cazan, Millicent (The Lido) San Francisco, nc.
 Celia & Renells (Bon Air) Wheeling, Ill., cc.
 Celinda (El Chico) NYC, nc.
 Chandler, Joyce (Bway. Hofbrau) NYC, nc.
 Charles & Barbara (Brant Inn) Streetville, Ill., h.
 Charles, Ernest (Normandie) New York, nc.
 Cherie & Joe (French Casino) NYC, nc.
 Christine, Bobette (Chateau Moderne) NYC, nc.

Davis, George (Pal.) Chi 22-25, t.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Dean, Joey (Cocoanut Grove) Boston, nc.
 Deane, Laura (Glen Island Casino) Westchester, N. Y.
 DeCosta, Geo. (Gay '90s) Chi, nc.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeRonoa (Dutch's) Chi, c.
 DeVega & Ynez (Le Mirage) NYC, re.
 Dells, Three (Sallie's Circus, Playland) Rye, N. Y.
 Denning, Ruth (Embassy) Phila, nc.
 Derby, Mary (Red Gables) Indianapolis, nc.
 De Soter, Madeline (Man About Town Club) NYC, nc.
 Deuces, Four (Times Square) NYC, h.
 Dimitri & Helen (Club Gaucho) New York, nc.
 Dion & Sparkettes (Golden Pheasant) Jamestown, N. Y., nc.
 Dixon, Dixie (New Casino) Toledo, O., nc.
 Dodd, Benita (All Stars Club) NYC, nc.
 Donahue, Walter (Pennsylvania) Phila, nc.
 Donn, Berta (Broadway Room) NYC, nc.
 Donna & Darrell (Village Barn) NYC, nc.
 Dorsho, Ruth (606 Club) Chi, nc.
 Dorothy & King (Meadowbrook) St. Louis, cc.
 Dossena, Adelina (Club Minuet) Chi, nc.
 Dougherty, Marie (All-Stars Club) NYC, nc.
 Douglas, Milton (Palmer House) Chicago, h.
 Doyle, Maxine (State-Lake) Chi, t.
 Drake, Connie (Deauville) New York, nc.
 Draper, Paul (Chez Paree) Chi, nc.
 Drena & Her Dancers (London Casino) London 1-30, nc.
 Drew, Doryce & Freddy (Royal York) Toronto, h.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drum, Doty (Hector's Club New Yorker) New York, nc.
 Duchin, Eddie, & Orch. (Fox) Detroit 22-25, t.
 Duffins, The (Colosimo's) Chi, nc.
 Duncan, Midget Jackie (Falon's Gardens) Akron, O., nc.
 Duncan, Scotty (Bway. Hofbrau) NYC, nc.
 Dunn Bros. & Doty (Plaza Villa) Pittsburgh, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Christy, Floyd, Co. (Lyric) Indianapolis, t.
 Claudet, Marguerite (Orlando) Decatur, Ill., h.
 Clay, Marjorie (Rialto) Chi, t.
 Clayton, Pat (Vogue Club) NYC, nc.
 Codolban, Cornelius (St. Regis) New York, h.
 Cole, Lester, & Midshipmen (Radio City Rainbow Room) NYC, nc.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Condos Bros. (Oriental) Chi, t.
 Connely & Radcliffe (McConville Club) Ogdensburg, N. Y., nc.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conti, Jean (Meurice) NYC, re.
 Continental Varieties (Club Chicquot) NYC, nc.
 Conville, Frank (Roxy) NYC 22-25, t.
 Conway & Parks (Kit Kat Club) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Ailine (Greenwich Village Inn) NYC, nc.
 Cook, Bobble (Yacht Club) Chi, nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Corday & Lamonte (Club Ballyhoo) Columbus, O., nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornwell, Frank (Edison) NYC, h.
 Cortez, Al & Toni (Connie's Inn) NYC, nc.
 Cortez & Marquis (French Casino) St. Louis, nc.
 Corvino & Yorita (Green Mill) Saginaw, Mich., nc.
 Cotton, Dorothy (Club Dawn) San Francisco, nc.
 Craig, Henry "Giggles" (Jungle Inn) Youngstown, O., nc.
 Crane, Dorothy (Edgewater Beach) Chi h.
 Crawford & Caskey (Sui Jen) Galveston, Tex., c.
 "Creta" (Dave's) Chi, c.
 Crone, Roberta (Merry-Go-Round) Dayton, O., nc.
 Cropper, Roy (Wellington) NYC, h.
 Crosby, June (Victoria) NYC, h.
 Cummings, Don (State-Lake) Chi, t.
 Cuneo, Dave (Mansfield) NYC, h.

D

D'Arcy Girls: Marlenville, Pa.; (Spring Jubilee) Pittsburgh 22-27.
 D'Arcy Girls (Spring Jubilee) Pittsburgh 22-27.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dale, Sunny (Roxy) NYC 22-25, t.
 Dancing Debutantes (Nut Club) NYC, nc.
 Dandridge, Putney (Ubangi) NYC, nc.
 Daniels, Bebe (Palladium) London, Eng., 22-July 11, t.
 Danny & Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dare-Devils, Twelve (Fox) Washington, D. C., 22-25, t.
 Dau, Rilla (Club Gaucho) New York, nc.
 Davis, Dorothy (Club Caliente) NYC, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.

Duran, Adelina (El Chico) NYC, nc.
 Duval, Sheila (New Town Bar) New York, nc.

E

Earlson, Vic (Half Moon) NYC, nc.
 Ebony Rascals, Four (Club Caliente) NYC, nc.
 Edwards Sisters (Club Oasis) San Francisco, nc.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 Eklund, Madeline (Marden's Riviera) Fort Lee, N. J., nc.
 Elida Dancers (State) NYC 22-25, t.
 El-Wyn (Warner) Milwaukee, Wis., 27; (Oshkosh) Oshkosh 29; (Rio) Appleton 30; (Venetian) Racine July 1; (Sheboygan) Sheboygan 2; (Bay) Green Bay 3, t.
 Emerald, Gene (Silver Cloud) Chi, nc.
 Emerald Sisters (Fair) Minot, N. D., 29-July 4.
 Emil & Leona (Brown) Louisville, t.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Eno Troupe (Brown) Louisville, t.
 Enos, Rue, Trio (Capitol) Portland, Ore., t.
 Enrica & Novello (Edgewater Beach) Chi, h.
 Enrico, Don (Colosimo's) Chi, nc.
 Erna, Gypsy (New Town Bar) New York, nc.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Estelle & Leroy (French Casino) N. Y. C., nc.
 Eugene, Bob, Troupe (West View) Pittsburgh 22-27, p.
 Evans, Rex (Beachcomber Bar) NYC, nc.
 Everett, Ruth (Town Casino) NYC, nc.

F

Fahrner, Eadie (Anne Millstone's) Chi, nc.
 Fairfax the Magician (Pennsylvania) NYC, h.
 Farrar, Jean & Jane (1523 Club) Philadelphia, h.
 Farrell, Frances (Town Casino) NYC, nc.
 Farrell, Marita (French Casino) New York, nc.
 Farrell, Bunny (Place Elegante) NYC, nc.
 Farries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
 Fay & Parvis (Club Moderne) San Francisco, nc.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & DelRey (Club Avalon) Cleveland, nc.
 Fermin & Mary Lou (El Toreador) N.Y.C., nc.
 Fielder, Ralph (Silver Tavern) Chicago, nc.
 Fields, Happy (Place Elegante) NYC, nc.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Fisher, Irving (Chesapeake House) NYC, re.
 Fishermen, Three (Villepigue's) Sheepshead Bay, Brooklyn, re.
 Flashes, Three Lightning (Tower) Kansas City, t.
 Flore, Dany (French Casino) NYC, nc.
 Flowerton, Consuelo (St. Regis) NYC, h.
 Fogarty, Alec (Weylin) NYC, h.
 Folies Comique (Keith) Columbus, O., 22-25, t.
 Fontaine & Lorraine (Chez Paree) New Orleans, nc.
 Fonzals, Three (Marbro) Chi, t.

Fordham, Louise (Number One Bar) NYC, nc.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Fran & Suzanne (Silver Tavern) Chi, nc.
 France, Marge (Marquette Club) Chi, nc.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Franz & Fuller (Front Street Gardens) Toledo, nc.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Frazer, Jack (Playland Park) Rye, N. Y.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredez & Laurena (Ye Olde Tavern) Ft. Wayne, Ind., nc.
 Fricke Sisters (Terrace Gardens) Rochester, N. Y., nc.
 Frohman, Bert (Paradise) NYC, re.
 Fry, Bob & Virginia (Man About Town) New York, nc.
 Fuller, Howard, & Sister (State) Greenwood, S. C., 24-25; (Carolina) Spartanburg 26-27; (Capitol) Atlanta, Ga., 28-July 4, t.

G

Gaby, Frank, Co. (Chicago) Chi, t.
 Gale, Tracy & Leonard (Colosimo's) Chi, nc.
 Galloyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Garcia, Louis (Congress) NYC, b.
 Gardell, Tess (State-Lake) Chi, t.
 Garner, Woolf & Hakens (Yacht Club) NYC, nc.
 Gardner, "Poison" (Dizzy Club) NYC, nc.
 Garron & Bennett (500 Club) Atlantic City, N. J., nc.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gay, Sally (Pennsylvania) Phila, h.
 Gay, Shirley (Chez Paree) New Orleans, nc.
 Gene, DeQuincey & Lewis (Marden's Riviera) Fort Lee, N. J., nc.
 Gentlemen Songsters (Astor) NYC, h.
 George, Eileen (Colosimo's) Chi, nc.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Gilbert, Gloria (London Casino) London 1-30, nc.
 Gilbert & Vicky & Raye (Como Club) Buffalo, nc.
 Gilmore, Patricia (Marden's Riviera) Fort Lee, N. J., nc.
 Givens & Carol (Hildebrecht) Trenton, N. J., nc.
 Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
 Goff, Jerry, & Jack Kerr (Versailles) NYC, nc.
 Gomez & Winona (Marden's Riviera) Fort Lee, N. J., nc.
 Gonzalez & Sterbenz (Chez Paree) New Orleans, nc.
 Gonan, Inez (Silver Cloud) Chi, nc.
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
 Gooding, Sally (Town Casino) NYC, nc.
 Goodman, Jack (Club Caliente) NYC, nc.
 Goodwin, Jack (Yacht Club) NYC, nc.
 Gordon, Paul (Edgewater Beach) Chi, h.
 Gore, Earle (Paradise) NYC, re.
 Graces, Three (Astor) NYC, h.
 Grayson, Carol (Gay Paree) Chi, nc.
 Greenwood, Dawn (Paradise) NYC, re.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Green, Eddie (Connie's Inn) NYC, nc.
 Green, Jackie (Yacht Club) Chi, nc.
 Greene, Alan (Bway. Hofbrau) NYC, nc.
 Grill Sisters (Gay Paree) Chi, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Guido & Eva (Jurvin's Rumanian Rendezvous) NYC, nc.
 Guilford, Jack (State) NYC 22-25, t.
 Gyldenron, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gypsy Lee (Dizzy Club) NYC, nc.
 Gypsy Nina (St. Moritz) NYC, h.

H

Haakon, Paul (Pal.) Chi 22-25, t.
 Haggerty, George (Steamship Empire State) NYC, s.
 Haig, Hal (Roxy) Salt Lake City 28-July 4, t.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale Sisters (Yacht Club) NYC, nc.
 Hamilton, Kay (Steamship Empire State) NYC, s.
 Hamrich, Ruth (Colony Club) Chi, nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris & Howell (Loew) Montreal 22-25, t.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (Marden's Riviera) Fort Lee, N. J., nc.
 Hawthorne & Whitney (Village Barn) NYC, nc.
 Hayes & Ginger (Bat Gormley's) Lake Haywood, Billy (Vogue Club) NYC, nc.
 Healy, Dan (Broadway Room) New York, nc.
 Hearn, Bobby (New Yorker) NYC, h.
 Heller, Jackie (Fox) Washington, D. C., 22-25, t.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hiatt, Ernest (Brown) Louisville, t.
 Hickey Bros. (Oriental) Chi, t.
 Hilliard, Harriet (Paramount) NYC 22-25, t.
 Hoffman, Dr. Charles (Mayfair Casino) Kansas City, nc.
 Holland & Hart (Ambassadeur) Paris 1-16, nc.
 Hollis, Marie (Roxy) NYC 22-25, t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Octet (Criterion) Oklahoma City, t.
 Honorable Mr. Wu (Radio City Rainbow Room) NYC, nc.
 Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howell, David (Archmont Club) NYC, nc.
 Hughes, Dick (Marquette Club) Chicago, nc.
 Hull Brothers (Bat Gormley's) Lake Charles, La., nc.
 Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
 Hurok, Jemma (Sherry-Netherland) NYC, h.
 Huston, Joan (Parody Club) Chi, nc.
 Hyton, Jack, & Band (Hipp.) Toronto 22-25, t.

J

Jackson Boys, Three (Loew) Montreal 22-25, t.
 Jackson, Lawrence (President) New York, h.
 Jackson, Irving & Reeve (Yacht Club) NYC, nc.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.

Jarrett, Lucille (Chateau Moderne) NYC, nc.
 Jean, Jack & Joe (Riverside) Milwaukee, t.
 Jeanne & Gloria (Leon & Eddie's) NYC, nc.
 Jeffers, Dorothy (Paradise) NYC, re.
 Johnny & George (Yacht Club) NYC, nc.
 Johnson, Joyce (Paradise) NYC, re.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Jones, Gus (Dave's) Chi, c.
 Joy, Dorothy (State-Lake) Chi, t.
 Joyce Bros. & Dean (Marbro) Chi, t.
 Joyce & Freddie (Kit Kat Club) NYC, nc.
 Joyce, Marion (Leon & Eddie's) NYC, nc.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kalmus, Bee (Caliente) NYC, nc.
 Kaloah (Connie's Inn) NYC, nc.
 Kane, Patsy (Roosevelt) NYC, h.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.
 Kaye, Phil (Parody Club) Chi, nc.
 Kaye, Johnny (Trotta's) Baltimore, nc.
 Kedrova, Lill (St. Moritz) NYC, nc.
 Kemper, Charles (Steamship Empire State) NYC, s.
 Kemple, Lettie (Hollywood) NYC, re.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kennedy, Edgar (Earle) Washington, D. C., 22-25, t.
 Kennedy, May (Butler's Tap Room) NYC, nc.
 Kennedy, Pat (State-Lake) Chi, t.
 Kent, Bea (Silver Tavern) Chi, nc.
 Kent, Carl (Vogue Club) NYC, nc.
 Kentuckian Quartet (Villepligue's) Sheepshead Bay, N. Y., re.
 King, Bert (Shelton) NYC, h.
 King, Blanche (Brill's) Newark, N. Y., nc.
 King, Jean (Silver Tavern) Chi, nc.
 King, Kenn (Frolic Inn) Hollywood, Calif., nc.
 King, Lew (Gay '90s) Chi, nc.
 King, Mary Lou (Broadway Room) NYC, nc.

King, Mickey (Fox) Washington, D. C., 22-25, t.
 Kingston, Leonard (Bob's Premier Club) Columbus, O., nc.
 Kirby, Joe (Silver Cave) Chi, nc.
 Kirkwhite, Iris (Casino de Paris) Paris 1-30.
 Komsarijevsk, Elena (St. Moritz) NYC, h.
 Korte, Nadia (St. Regis) NYC, h.
 Kramer, Dolly (Shadowland Club) Wichita Falls, Tex., nc.
 Kramer, Ida (Swanee) NYC, nc.
 Kroll, Lottie (Bon Air) Wheeling, Ill., cc.

L

LaFleur, Arthur (Oriental) Chi, t.
 LaMarr, Charlene (Gay Paree) Chicago, nc.
 La Palomas (Deauville) New York, nc.
 La Pierre, Paulette (Colony Club) Chi, nc.
 LaZellas, Aerial (Interlaken) Fairmount, Minn., 15-20, p.
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lalage (London Casino) London 1-30, nc.
 Lamar Trio (Roxy) Salt Lake City, t.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Nellie (Man About Town Club) NYC, nc.
 Lamberton, Charles, & Charlotte (Hollywood) NYC, re.
 Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
 Lane, Emily (Plaza) NYC, h.
 Lane, Leota (Number One Bar) NYC, nc.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Eva (Chez Paree) New Orleans, nc.
 Lang & Lee (Auditorium) Minneapolis 22-25.
 LaRue & LaValle (Lobby) Juarez, Mex., c.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lassiter, Frank & Warreh (Grosvenor House) London 1-30, nc.

Laurie Jr., Jack (All Stars Club) NYC, nc.
 LaVola, Don: Decatur, Ill.; Waukegan 22-27.
 LaVola, Don: Waukegan, Ill., 22-27.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lazaro, Leo (Place Elegante) NYC, nc.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
 Leach, Virginia (Johnson's Cafe) Baltimore, c.
 Lee, Annabelle (Pavillon Royal) Valley Stream, L. I., nc.
 Lee, Bob (Wivel's) NYC, re.
 Lee, Linda (Hotel Biltmore) NYC, h.
 Lee, Mary (Embassy) Philadelphia, nc.
 Lee, Sylvia (Club Minuet) Chi, nc.
 Leed, William (Dizzy Club) New York, nc.
 Lenti, Steve (Place Elegante) New York, nc.
 Leonard, Ada (Yacht Club) Chi, nc.
 Leonard, Edna (606 Club) Chicago, nc.
 Leslie, Alice (Silver Tavern) Chi, nc.
 Lester, Buddy (Marquette Club) Chicago, nc.
 Lester, the Great (Powatan Club) Detroit, nc.
 Lewis, Ann (Kit Kat Club) NYC, nc.
 Lewis, Henry (Ballroom Room) Portland, Ore., nc.
 Lewis, Joe (Club Versailles) NYC, nc.
 Lewis, Lew (Chez Paree) New Orleans, nc.
 Lewis, Ted, & Orch. (Stanley) Pittsburgh 22-25, t.
 Light, Rose & Ray (Cocoanut Grove) Boston, nc.
 Lightner, Fred (Marbro) Chi, t.
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
 Liptova, Schura (St. Regis) NYC, h.
 Lischeron & Adams (Lookout House) Covington, Ky., nc.
 Lodijsky, General (Waldorf-Astoria) NYC, h.
 Logan, Marjory (Stork Club) NYC, nc.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lopez, Vincent, & Orch. (Fox) Philadelphia 15-18, t.
 Lord, Velma (Paradise) NYC, re.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
 Lorraine, June (Village Barn) NYC, nc.
 Lorraine & Manners (Cocoanut Grove) Boston, nc.
 Lorehzos, Four Aerial (Great Lakes Expo.) Cleveland, until July 25.

Louis & Gaby (Versailles) NYC, nc.
 Lowell, Alice (All Stars Club) NYC, nc.
 Lucas, Nick (Hollywood) NYC, re.
 Lucille, Mary (Broadway Room) NYC, nc.
 Lydia & Joresco (Plaza) NYC, h.
 Lyman, Tommy (Le Mirage) NYC, re.
 Lynch, Louise Dudley (Stork Club) NYC, nc.
 Lynch, Walter (Cafe Bail) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.

McCoy, Frances (Broadway Room) NYC, nc.
 McCully, Jeanne (Plaza Cafe) Pittsburgh, Pa., nc.
 McFarlane, George (Marine Park Grill) Brooklyn, nc.
 McGill, Billie (Wonder Bar) Owasso, Mich., nc.
 McGlynn Sisters (Broadway Room) NYC, nc.
 McKay, Doreen (Paradise) NYC, nc.
 McMahon, Larry (Village Barn) NYC, nc.
 Mack, Louise (Entertainers) Atlantic City, cb.
 Macks, Four: Stockholm, Sweden, June 8-30.
 Maddux, Frances (Radio City Rainbow Room) NYC, nc.

Mae, Edna (Paradise) NYC, re.
 Magnante, Charlie (Waldorf-Astoria) NYC, h.
 Majors, Three (Radio City Rainbow Grill) NYC, nc.
 Mandell, Kitty (New Town Bar) New York, nc.
 Mangan Troupe (Pal.) Chi 22-25, t.
 Mann, Sid (Mon Paris) NYC, nc.
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.
 Manners, Grace (1523) Phila, nc.
 Manning & Class (Tivoli Gardens) Copenhagen, Denmark, 1-30, nc.
 Manon, Sylvia, Co. (Century) Baltimore 22-25, t.
 Manors, Molly (Parody Club) Chi, nc.
 Mara & Ranata (Jack Dempsey's) NYC, re.
 March, Patricia (Wivel's) NYC, re.
 Marco & Rozika (Frances) Monroe, La., h.
 Maree & Pals (West View Park) Pittsburgh, p.
 Marguerite & Arthur (Embassy Club) Toronto, nc.
 Marianne (St. Moritz) NYC, h.
 Marion & Irma (Trocadero) London 1-30, nc.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marley & Elsa (Steamship Empire State) NYC, s.

Marlowe the Great (Moonglow) Syracuse, N. Y., nc.
 Marlowe, Gwen (Village Nut Club) NYC, nc.
 Marlowe, Peggy (Town Casino) NYC, nc.
 Marsh, Andrea (Arrowhead Inn) Cincinnati, nc.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martin, Marlon (Hollywood) NYC, re.
 Martin, Muriel (Dizzy Club) New York, nc.
 Martinet & Crow (Dorchester Hotel) London 1-30, nc.
 Marvel & Fried (Prima's Penthouse) New Orleans, nc.
 Masked Countess, The (Leon & Eddie's) NYC, nc.
 Massey, Tommy, & Joane Miller (Beachcomber Bar) NYC, nc.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Maurice & Cordoba (Radio City Rainbow Room) NYC, nc.
 Mavey, Jackie (Kit Kat Club) NYC, nc.
 Mayfield, Kay (Beau Rivage) Sheepshead Bay, Brooklyn, nc.
 Mayfields & Virginia (Lyric) Indianapolis, t.
 Mayo, Perry (Bway Hofbrau) NYC, nc.
 Medrano & Donna (Palmer House) Chi, h.
 Mells, Kirk & Howard (Century) Baltimore 22-25, t.
 Meizoras, Six Flying (Centennial) Pittsburgh; (Celebration) Annapolis, Md., 29-July 4.

Mercer, Mary (Hickory House) New York, re.
 Miller & Lamare (Lexington) NYC, nc.
 Miller, Marion (606 Club) Chi, nc.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Mills, Kirk & Howard (Brown Derby) Boston, nc.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Mitzi & Freddie (Bway Hofbrau) NYC, nc.
 Mix, Muriel (Silver Cloud) Chi, nc.
 Mogul (French Casino) NYC, nc.
 Monahan, Dave (Tower) Kansas City, t.
 Mogul (Paramount) NYC 22-25, t.
 Molasses & January (Fox) Washington, D. C., 22-25, t.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monty, Paul (Man About Town Club) NYC, nc.
 Moore, Dickie (Century) Baltimore 22-25, t.
 Moorehead, Agnes (Earle) Phila 22-25, t.
 Morales Bros. & Little Daisy (Gamble Inn) Detroit, nc.
 Moreno, Conchita (Chesapeake House) NYC, re.

Morgan, Marlon (Colosimo's) Chi, nc.
 Morgan, Rita (Silver Tavern) Chicago, nc.
 Moreno, Consuelo (El Chico) NYC, nc.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Will, & Bobby: Pittsburgh 22-27.
 Morrison, Joe (Earle) Phila 22-25, t.
 Mossman, Earl (Colonial Village) Peoria, Ill., nc.
 Munoz & Balan (Club Gaucho) NYC, nc.
 Mura, Corinna (Waldorf-Astoria) NYC, h.
 Muriel, Mimi (Meurice) NYC, re.
 Murray & Allan (St. Regis) Fleischmann's, N. Y., h.
 Music Hall Boys (Gaugmont Theaters) London Musical Rogues, Three (Essex House) NYC, h.
 Myra (Tillie's Chicken Grill) New York, nc.
 Mystics, Two (Leon & Eddie's) NYC, nc.

N

Nadja (Colosimo's) Chi, nc.
 Nasarr, Norman (Chez Ami) Buffalo, nc.
 Naylor, Marjorie (Hickory House) NYC, nc.
 Nazarenka, Tasha (St. Regis) NYC, h.
 Nelson Sisters (New Yorker) NYC, h.
 Nelson, Ozzie, & Orch. (Paramount) NYC 22-25, t.
 Nelson, Walter (Playland Park) Rye, N. Y.
 New Yorkers, Three (Stork Club) NYC, nc.
 Newdahl, Clifford (St. Regis) NYC, h.
 Newman, Harry (Gabriel's) NYC, re.
 Niles, Noma (Swanee) NYC, nc.
 Nilsson, Walter (Marbro) Chi, t.
 Nina, Gypsy (Loew) Montreal 22-25, t.
 Niva, Vira (Book Cadillac) Detroit, h.
 Noble, Leighton (Waldorf-Astoria) NYC, nc.
 Nolan, Nancy (Governor Clinton) NYC, h.

THE THREE NONCHALANTS

Dr.: MUSIC CORPORATION OF AMERICA.

Norman, Fay, All-Boy Revue (Ye Olde Tavern) Baltimore, nc.
 Norris, Harriet (Dutch's) Chi, c.
 Norton & Kane (Alexander Young) Honolulu, T. H., h.
 Novels, Three (Connie's Inn) NYC, nc.
 Novoa, Fantasia (El Toreador) NYC, nc.

O'Connell, Mac (Olcott Beach) Olcott Beach, N. Y., h.
 O'Neil, Cackles (Hollywood) NYC, re.
 Odley, Guy (Jack Dempsey's) NYC, re.
 Olmstead, "Minto" (Number One Bar) NYC, nc.
 Orda, George (St. Regis) NYC, h.
 Original Rhythm Boys (Weylin) NYC, h.
 Orlins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (Radio City Rainbow Grill) NYC, nc.
 Ortons, Four (Royal) Dublin, Ireland, 6-11, t.
 Otis & Eleanor (Floridel Club) Saranac Lake, N. Y., nc.

P

Page, Marion (Hollywood) NYC, re.
 Page, Muriel (Riverside) Milwaukee, t.
 Page, Powell & Nona (Circus Schuman) Copenhagen, Denmark, July 1-31.
 Page, Sid (Hi-Hat) Chi, nc.
 Palmer & Doreen (Castle Farms) Lima, O., nc.
 Palmer, Gracey (Hi-Hat) Chi, nc.
 Palmer, Kay (Vanderbilt) NYC, h.
 Palmer & Peaches (Connie's Inn) NYC, nc.
 Parker, Billie (Wagon Wheels) Akron, nc.
 Parra, Emile (Starland) Winnipeg, Can., nc.
 Parsons, Kay (Steamship Bear Mountain) NYC, s.
 Patterson's Personettes (New Yorker) NYC, h.
 Patti, Ellen (Marden's Riviera) Fort Lee, N. J., nc.
 Payne, Charles (Club Clover) Sharon, Pa., nc.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pendleton, Andy (Gabriel's) NYC, nc.
 Perez, LaFlor & Co. (Elks Circus) Council Bluffs, Ia., 15-20.
 Perona, Anthony (Gabriel's) NYC, re.
 Peterson, Ivor (McAlpin) NYC, h.
 Phelps Twins (Colony Club) Chi, nc.
 Phillips, James (Dave's) Chi, c.
 Phillips, Kay (Palace Gardens) Chi, nc.
 Pickford, Merry (Ballyhoo Club) Columbus, O., nc.
 Pierce & Harris (Mayfair Casino) Kansas City, nc.
 Piroška (French Casino) NYC, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Pontee, Joe (Claremont Inn) NYC, nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Powers, William (Club Dawn) San Francisco, nc.
 Prentice, George (Ambassadeur) Paris 1-16, nc.
 Prince Hassan (Merry-Go-Round Bar) Atlantic City, N. J.
 Prince & Princess Orelia (Connie's Inn) NYC, nc.
 Pringle, Uncle Josh (Hudson River Day Line) NYC, s.
 Pritchard, Eddie (Village Barn) NYC, nc.
 Pryme, Alberta (Kit Kat Club) NYC, nc.
 Purl's, Marie, Say It With Ladies (Columbia) Alliance, O., 24-26; (Indiana) Richmond, Ind., 27-28; (Imperial) Zanesville, O., 29-July 1, t.

Q

Questel, Mae (Century) Baltimore 22-25, t.

R

Rack, Mildred (Lookout House) Covington, Ky., nc.
 Ramsell Dancing Girls (Club LaSalle) Los Angeles, nc.
 Ramon & Celeste (El Toreador) NYC, nc.
 Randall, Andrè (French Casino) N. Y. C., nc.
 Randall & Banks (Oaks Club) Winona, Minn., nc.
 Ranson, Glenda (Broadway Room) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Rasch, Albertina, Ballet (St. Regis) NYC, h.
 Ray & Harrison (Lyric) Indianapolis, t.
 Ray, Retta & Tommy Hayden (Jack Dempsey's) NYC, re.
 Raye, Gilbert & Vicky (Torge) Jamestown, N. Y., h.
 Raye, Gilbert & Vicky (Mayfair) Toledo, nc.
 Raye, Prince & Clarke (Park Central) NYC, h.
 Raymond, Sid (16 Club) Chicago, nc.
 Reed, Billy (Dizzy Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Rees, Jack (Normandie) New York, nc.
 Reese, Gail (Park Central) NYC, h.
 Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.
 Remos, Paul (Chicago) Chi, t.
 Renault, Francis (Air Port Tavern) Cleveland, c.
 Renay, Dell (Town Casino) NYC, nc.
 Renwick, Isabel (Dude Ranch) Atlantic City, cb.
 Revel, Baxter & Dean (Riverside) Milwaukee, t.
 Reynolds, Al (Marquette Club) Chicago, nc.
 Reynolds, Helen, & Champions (Pal.) Cleveland 26-July 2, t.
 Rosini, Paul (Adephia) Phila, nc.
 Rhodes, Doris (State) NYC 22-25, t.
 Rhodes, Dorothy (Kit Kat Club) NYC, nc.
 Rhodes, June (Gay '90s) Chi, nc.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Rhythm Debs, Three (Connie's Inn) NYC, nc.
 Ricard & Carson (Hi-Hat) Chi, nc.
 Ricker, Abby Morrison (Cerutti's) NYC, re.
 Rich, Gloria (Leon & Eddie's) NYC, nc.
 Eichman, Harry (Blossom Heath) Detroit, nc.
 Ringer, Jimmy (Vogue Club) NYC, nc.
 Ritz Brothers (Clover Club) Hollywood, Calif., nc.
 Roark, Edith (Marden's Riviera) Fort Lee, N. J., nc.
 Robbins Family, The (Marden's Riviera) Fort Lee, N. J., nc.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson Twins (Yacht Club) Chi, nc.
 Rodrigo & Francine (Mayfair) Cleveland, nc.
 Rogers, Jimmie (Mon Paris) NYC, nc.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rockkast, Marianne (Club Normandie) NYC, nc.
 Rollins, Mimi (Hollywood) NYC, re.
 Rook, Isabelle (Benny the Bum) Philadelphia, nc.
 Ross & Edwards (Oriental) Chi, t.
 Ross, Dr. (Waldorf-Astoria) NYC, h.
 Rousseau, Sue (Dutch's) Chicago, c.
 Rossella, Jessie (18 Club) Chicago, nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rover Boys (Jack Dempsey's) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Roy, Virginia (Club Plantation) New Orleans, nc.

Royal Hawaiians (Dizzy Club) NYC, nc.
 Rugo, Norma (Roxy) NYC 22-25, t.
 Rush, Edna (Colony Club) Chi, nc.
 Russell, Frank (Gay Nineties) NYC, nc.

Sabile, Mickey (Man About Town) NYC, nc.
 Salazar, Carlos (El Chico) NYC, nc.
 Sandino & Fairchild (Firenze Restaurant) NYC, re.
 Sanford, Ralph (State) NYC 22-25, t.
 Sanford, Teddy, & Jack Twain (Villeplique's) Sheepshead Bay, Brooklyn, re.
 Santelli, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
 Santschi & Buckley (Pennsylvania) NYC, h.
 Sarche, Bee (1523) Philadelphia, nc.
 Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Schaps, Sid (Palace Gardens) Chi, nc.
 Schluth, Frankie (Clementon-Inn) Clementon, N. J., re.
 Schnozzolas, The Two (French Casino) St. Louis, nc.

Scott, Jessie (Dave's) Chi, c.
 Scott, Kay (Queen's Terrace) Woodside, L. I., nc.
 Scrippy & Pals (Town Casino) NYC, nc.
 Sedgwick, Edna (Chez Paree) Chi, nc.
 Selden & Endler (State-Lake) Chi, t.
 Serenaders, Three (Bway Hofbrau) NYC, nc.
 Setor Twins & Melita (Brun's Palm Garden) Chi, r.
 Shaw, Ralph (Club Hollywood) Scranton, Pa., nc.
 Shaw, Helen (Weber's Summit) Baltimore, nc.
 Shaw, Wini (Chicago) Chi, t.
 Shaw, Jack (Club Royal) McAllen, Tex., nc.
 Shayne, Gloria (Club Minuet) Chi, nc.
 Shelton, James (Club Normandie) NYC, nc.
 Sheppard, Ethel (Met.) Brooklyn 22-25, t.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherwin Brothers (Edgewater Beach) Chi, h.
 Sherwin, Patty (Gay Paree) Chicago, nc.
 Silver, Esther (Club Oasis) San Francisco, nc.
 Simmons, Lee (Ubangi) NYC, nc.
 Simon, Arlette (French Casino) NYC, nc.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Skippy (Palace Gardens) Chi, nc.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Bill (Fifth Avenue Hotel) New York, h.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Cyril (Astor) NYC, h.
 Smith & Sully (Dizzy Club) NYC, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Sonia, Gansser, & Andre (French Casino) NYC, nc.
 Sonya & Romero (Club Greyhound) Louisville, nc.

Spears, Harry (Yacht Club) NYC, nc.
 Spelle, Mary Lou (French Casino) NYC, nc.
 Springer, Hal (Madison Casino) Chicago, nc.
 St. Clair, June (Colosimo's) Chicago, nc.
 St. Claire, Putnam (Ubangi) NYC, nc.
 Stam & LaRue (Mayfair Casino) Kansas City, nc.
 Standish, Aileen (Callente) NYC, nc.
 Stanley, Toni, & Mae Four (Liseborg Park) Goteborg, Sweden, 1-15.
 Starr, Judy (Astor) NYC, h.
 Steel, John (Paradise) NYC, re.
 Steele, Bill (Chez Paree) Chi, nc.
 Steele, Don (Sardi's) Hollywood, Calif., nc.
 Stepsons, Three (Ubangi) NYC, nc.
 Stern, Harold, & Orch. (Met.) Brooklyn 22-25, t.
 Sterling & Silver (Red Hill) Pennsauken, N. J., re.
 Stevens, Harry (Brown Derby) Boston, nc.
 Stevens, Frances (Claremont Inn) NYC, re.
 Stewart Sisters (Dizzy Club) NYC, nc.
 Stiles, Bebe (Show Bar) Forest Hills, L. I., nc.
 Stone, Chas. & Helen (State-Lake) Chi, t.
 Stone, Harold (Chateau Moderne) NYC, nc.
 Stone, Neil (Howdy Club) NYC, nc.
 Stuart, Eddie (Riverside) Milwaukee, t.
 Stuart & Martin (Loew) Montreal 22-25, t.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sullivan, Ed (Met.) Brooklyn 22-25, t.
 Suter, Ann (American Music Hall) NYC, mh.
 Swann, Evelyn (Weber's Summit) Baltimore, nc.

Table Tooners (Chateau Moderne) NYC, nc.
 Tania & Krifsoff (Walton) Phila, h.
 Temple, Frank (Silver Tavern) Chi, nc.
 Tanya & Emmett (Club Troyka) NYC, nc.
 Tapps, George (State) NYC 22-25, t.
 Taylor, Nila (Four Horsemen) Phila, cc.
 Tennill, Frank (New Yorker) NYC, h.
 Teplova, Schura (St. Regis) NYC, h.
 Thais (Hollywood) NYC, re.
 Thaw, Evelyn (Steamship Empire State) NYC, s.
 Thompson, Kay (St. Regis) NYC, h.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tiffany, Charles & Virginia (885 Club) Kansas City, nc.
 Titan Trio (Criterion) Oklahoma City, t.
 Tomlin, Finkle (Criterion) Oklahoma City, t.
 Toots & Al (Connie's Inn) NYC, nc.
 Torres, Ralph (Edison) NYC, h.
 Trask, Billy (Number One Bar) NYC, nc.
 Tretes & Violeta (El Toreador) NYC, nc.
 Tully, Mildred (Colony Club) Chicago, nc.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Tweedy Bros. (Webstess Club) Springfield, O., nc.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Valencia, Magda (Club Gaucho) New York, nc.
 Valerie, Armand (Town Casino) NYC, nc.
 Valley, Vivian (Club Normandie) NYC, nc.
 Van, Billy (Venetian Gardens) Newport, R. I., nc.
 Valaida (Connie's Inn) NYC, nc.
 Valdez & Peggy (Club Diamond) Wheeling, W. Va., nc.
 Vantine (Club Lido) San Francisco, nc.
 Vasil & Yoanna (Nixon) Pittsburgh, nc.
 Velas, Ester (Roosevelt) NYC, h.
 Vermillion, Irene, Co. (Lyric) Indianapolis, t.
 Verne, Miriam (Cocoanut Grove) Boston, nc.
 Vernon, Pat (Lookout House) Covington, Ky., nc.
 Vestoff, Florida (Paradise) NYC, re.
 Veto & Peri (Babette) Atlantic City, cb.
 Vietro, Tony (Chateau Moderne) NYC, nc.
 Villa, Cella (Chateau Moderne) NYC, nc.
 Vincent, Romo (Lookout House) Covington, Ky., nc.
 Vine, Billy (Town Casino) NYC, nc.
 Vinegra, Fermin (El Toreador) NYC, nc.
 Virginia & Fanchon (Le Mirage) NYC, nc.
 Von Losen, Countess Emily (Edgewater Beach) Chi, h.

Wages, Johnnie (Roxy) Cleveland, t.
 Wahl, Dorothy (606 Club) Chi, nc.
 (See ROUTES on page 54c)

Simon's Unit Producing Shows Next Season Trend

RKO evinces interest—Ferde Simon starts on three units into which "names" can be spot-booked—Vic Oliver and Frank Gaby to head the first two

NEW YORK, June 20.—That units will again predominate in the field next season is definitely seen at this early stage by the fact that the Simon Agency is already making plans for the production of three shows, doing so at the interest evinced by RKO's booking department. However, the shows will not be expensive productions, but will be colorful little units of standard proportions to which a "name" attraction can be fitted very easily. Ferde Simon is supervising the production of the shows, but will have standard producers staging them. It is expected that RKO will be able to play them upwards of 10 weeks, provided the booking office is satisfied with them.

The first unit is scheduled to be ready by August 1, and will be headed by Vic Oliver, with Bebe Barri doing the production. Second will be headed by Frank Gaby, with Maurice Golden doing the production. The third show is not definitely set yet, but Miss Barri is expected to produce this one also. Phil Bloom and Phil Offin, of the Simon Agency, will be assigned the shows, to generally supervise for Simon. While Simon has done occasional assembling and producing of shows, this activity is his first step in setting up an actual production department in his agency.

Simon's plans calls for staging a lot more of these shows during next season, provided the first three catch on. RKO's interest is keen in view of the fact that it gets its shows ready-made and that they are so pliable as to easily permit the insertion of a box-office attraction right into the shows. There will be a reasonable outlay for scenery and wardrobe in the units, but aside from the dressing-up they will more or less be a careful grouping of standard acts.

Last season there were several units of this type around and being booked into spots along with a "name," one being a Bloom-Dave Bines unit, *One Hour With You*. It is not expected that RKO will again produce any of its own units, such as *Folies Comiques*, nor will it show much interest in expensive production units.

Loew Producing a Show for 2 Dates

WASHINGTON, D. C., June 20.—Gene Ford, manager of Loew's Fox Theater here, is turning producer, supervising the building of a vaude production to play here and the Century, Baltimore, the weeks of July 24 and 31. The unit is called *Spring Is Here*, and there is a possibility of the circuit putting it into several of its other spots if it clicks.

Among those set for the production are Ernest Truex, Chester Fredericks, Ralph Magelssen, Lew Parker, June Carr, Madeline Kilfeen, Dorothy Scott, Barbara Towne and Alex Courtney.

Marcus Show Is Still Packing 'Em in Mexico

CHICAGO, June 20.—Communications from Mexico City state that the A. B. Marcus Show is still packing them in at the new Teatro Lirico, where they opened in April. The show was originally signed for four weeks, but from present indications will stay in Mexico at least four months. Present plans call for three more weeks in Mexico City and then a week each in the cities of Pueblo, Guadalupe, Torreon and Monterey before returning to the United States.

Abe Marcus has revised his show and it is now a combination of numbers from *La Vie Paree* and *Revue Continentale*, with four new numbers added. One of these is a *Mexican Fantasy*, produced by Pedro Rubin, who put on the Mexican numbers in *Rio Rita*. It is said to be one of the most colorful scenes ever presented in any Mexico City theater.

Leon Errol To Head Unit

LOS ANGELES, June 20.—Fanchon & Marco is lining up talent for a unit to be built around and produced by Leon Errol. Show is expected to get started August 15 at the Paramount Theater here.

Jersey WPA Set for Giving Shows Outdoors

CAMDEN, N. J., June 20.—A group of 25 WPA vaudevillians in this vicinity have offered themselves to an experiment—New Jersey's first WPA open-air theater circuit. Project is slated to get under way July 6. Harry Horne, supervisor for the project, said there can be no turning back, the show will go on in spite of mosquitoes, gnats and cloudy skies.

Trucks are the keystone upon which this new venture will be built, transporting stage crews, actors, scenery and lights, as well as dressing rooms. "Our worries end there," Horne said. "The seating, fencing and rain checks are up to the sponsors. They can either charge admission or not. But we want it understood that during the months of July, August and part of September we want to play outdoors. We will play indoors only in cases of emergency."

Grand Rapids' Summer Shows

GRAND RAPIDS, Mich., June 20.—Ramona Theater, summer house here, opened its season with five acts of vaude. The act of Burns, Moriarty and Dell, scheduled to appear on the opening bill, was forced to cancel because of an auto accident while en route. They were replaced by the Seven Morgan Dancers. Other acts were Estelle Kew and Company, Grant Family, Al Mardo, Delano Dell and Huber, Dyer and Company.

Shilling Case Set for Sept. 10

NEW YORK, June 20.—Bill Shilling, agent, appeared in Special Sessions Court today to plead on the charge of operating a theatrical employment agency without a license, the License Department filing a new information after the case was dismissed last week. Shilling pleaded not guilty and the court set the hearing for September 10.

Sherman Again Books Willow

PHILADELPHIA, June 20.—Eddie Sherman, local booker, has again been given the Willow Grove Park for his books. He starts booking his Sunday vaude shows there tomorrow.

Friars Near Rocks in Drifting Along Without Active Leadership

NEW YORK, June 20.—With general reports being circulated that the Friars' Club is on its last legs, with likelihood of its folding up, a checkup with inside sources reveals that the condition is solely due to lack of active leadership. It is understood that the club's unhealthy present condition is nothing financial, but attributed to a general lack of interest among the membership except for the 40 or so who are regular visitors to the clubhouse in the Hollywood Theater Building.

The main officers are either in Hollywood or busy working in the East so that they cannot get around to the activities of the club, and the board of governors have for the most part been unable to get a quorum together to hold important meetings. In this respect the nominating meeting did not take place as was scheduled five weeks ago and it is not expected that the organization's annual meeting will take place this Friday.

Roxy Sq. Garden

NEW YORK, June 20.—Theaters have their amateur nights, bank nights, etc., but the Roxy accidentally happened on a new one Tuesday, "slugging night." Right at the opening of Senor Wence's act, two femmes started a McCoy slugfest and later went in for wrestling. After they were sent to their corners, two gents went at it up on the first tier. Might have been the animated cartoon of a dog and cat fight that started it all.

RKO Deal on Grand Opera House Site

NEW YORK, June 20.—RKO is only waiting on the final papers in its deal for leasing a new theater on the site of the present Grand Opera House. Deal, under way for a long time, calls for the owners of the property to tear down the present theater and erect a new one to be leased by RKO.

The final papers are being worked on now and, provided there is no hitch, work on the project will be able to start in the next several weeks.

The Grand Opera House is a vaude landmark here, using a combination policy successfully for many years. Tomorrow night the house drops its vaude as a summer move.

Frank Belmont Sets Flock Of Acts for Dates Abroad

NEW YORK, June 20.—Frank Belmont, European agent, has lined up a number of bookings for spots abroad. He has set Boyce, Humphrey and Goins to open July 20 at the Metropolitan Theater, London; Ray Walman to open August 17 in London; Artie Lewis and Paggy Ames to open in September on a Stoll Circuit tour, and Mandie Kay and George Rose for a London revue in September under the direction of Pat Aza.

Other European bookings for August, September and October openings include Herbert Barris and Maxie Furman, Stanley and Kaplan; Ruloff, Victor and Tammaro; Charles and Marion Bennett, Hal Abbott and Jean Tanner, Carl Ritchie and Adrian Sisters, Bob Fisher, Paul Lavaree and Brothers, Four Robeys, Lester and Daniels; Hayes, Haig and Howe, and Paul Mall.

Interest in French Shows

NEW YORK, June 20.—RKO has deals on for booking two French Casino shows, *Folies Parisienne* and *Folies de Femmes*. The circuit plans to use the former show in Boston in September. Deals are also on with the Interstate Circuit for the shows.

Boston To Resume Sept. 3

BOSTON, June 20.—The RKO Boston Theater is expected to resume its stage shows September 3, following its summer policy of straight pictures. It is reported that the circuit will appropriate \$25,000 to make necessary stage alterations.

Auto Firm's Vaude Plans

Chevrolet's family show in White Plains — General Motors to take it over

NEW YORK, June 20.—Staging its first Eastern vaude show for its employees Tuesday night in White Plains, the Chevrolet firm, under its plan of putting on "family shows," put it over so successfully that General Motors has made elaborate plans for similar entertainment for next season. The shows will carry the General Motors banner instead of just Chevrolet and will be played in every town in which the firm has a factory. There is a possibility of lining up more than 40 days, with the firm willing to appropriate in the neighborhood of \$160,000 for this purpose.

The Chevrolet Family Show Tuesday night was staged at the Westchester County Center and played to 6,500 people. Show was handled by the Music Corporation of America, with Manny Sacks taking charge. On the show were Lester Cole and Rangers, Carl Emmy and Pets, Roy Smeck, Jack Powell, Mary Small, Stan Kavanagh, Stuart Morgan Dancers and Johnny Rexello and Company. Bert Black and ork played the show.

While the White Plains show was the first to be staged by Chevrolet in the East, similar shows have been staged in the Midwest and South recently, these shows being booked out of MCA's Chicago office. It is the firm's idea to put these shows on for the employees along a general policy of keeping them happy.

Next season's plans are expected to be more elaborate, since it is understood that General Motors will stage the shows itself for all of its companies and build one big show to tour the entire country. In town where large auditoriums are available the unit will be able to make one-night stands, but in the majority of towns it will be necessary for two-night stands to accommodate all the employees.

Actors' Kitchen Sponsors Lodge

NEW YORK, June 20.—The Actors' Kitchen is sponsoring Co-Operative Lodge near Broadway, a large building fitted up in the fashion of a club, where young men and women may live comfortably and decently by paying less than \$5 a week for board and lodging in addition to helping the management in various necessary tasks.

The financial arrangement is by no means rigid and those able to pay more will be required to devote less of their time to the upkeep of the premises. It is expected that this flexible plan will satisfy people of quite varied financial conditions. An active social life with weekly dances and entertainment during both summer and winter will be a regular feature.

The feasibility of the plan lies in the fact that there are only four paid employees on the premises and that no rent is paid for either building or grounds.

Submit Marx Brothers

NEW YORK, June 20.—Marx Brothers are being submitted to the circuits for personal appearances by the Morris Agency, the trio planning to come east. Idea of the personals is to get audience tryouts of the material for their new picture *Day at the Races*.

Moore Benefit Yields \$700

CHICAGO, June 20.—As a result of the theatrical night staged for her benefit, Mrs. Percy Moore, wife of the late vaudeville agent, will be presented with around \$700. The benefit, sponsored by all the vaudeville agents here, was staged at the Michelob Inn this week and was an evening of good fellowship.

Loew's State, New York

(Reviewed Friday Evening, June 19)

It's Milton Berle week at the State. An all-Berle show, and that's entertainment. The picture is *Trouble for Two*, but the box office can depend on Berle. This house is really his first love—he started his climbing from here, has a definite following and knows every little whim of this particular audience. He's No. 1 comedian of today, and that defies contradiction, for no other fun-maker could hold down a stage for practically a full 70 minutes, keep the show moving at a fast clip and find laughs for every one of his gags, showmanly tricks (and he has many) and general intimacy.

Really an all-Berle show, for he's working with a short cast, the other principals being Georgie Tapps, Doris Rhodes, Jack Guilford, Ralph Sanford and Elida Ballet. And seeing Berle doing this show you can actually picture him single-handedly entertaining an audience for an hour or so. He's got the energy, the material and the urge to please. However, in taking over the reins of this whole show he doesn't forget his co-workers, for he builds them up as few emsees can, even tho their talent doesn't call for much building up.

Tapps is the opener of the specialties, following a terrific warmup by Berle of an endless stream of gags, an applause protest coming at his bowoff. The Elida Ballet (12 girls from the Metropolitan, Boston) were here recently and they fit nicely into this show. They do a hotcha routine preceding Tapps, who is on for three sterling numbers and a bit of clowning with Berle. Tapps looks swell, has a swell graceful style and his taps and routines are the class. Audience liked him very much.

Doris Rhodes is a lovely brunet, refreshing in appearance and performance. To her falls the lot of getting most of Berle's tomfoolery, but it's hilarious and she foils well for him. On her own she does a grand singing job, showing a beautiful voice, ideal for pops, which she applies to two cleverly arranged numbers. She, too, found a big hand awaiting her.

More Berle in an amusing parody on a pop tune, then the Elida girls in a capably executed modernistic routine with swell lighting and finally Milt's protege, Jack Guilford. This Brooklyn lad is a likable mimic whose characterizations are accompanied by facial expressions that resemble the one impersonated. He does a grand Harry Langdon, Vallee and Jimmy Walker, and he, too, comes in for a large share of Berle's kidding.

The goofy "Venice" bit, featuring Ralph Sanford as a derelict, is an enjoyable piece of nonsense with Sanford, Berle and Guilford doing a great job of it. Pulled a lot of laughs and then from here on Berle held down the fort alone with some gags, a comedy medley and a sincere au revoir to *Yours Truly Is Truly Yours*. The house rocked with applause at this. No doubt that he could come right back here in a week or so and repeat his same success—that's the kind of a comedian he is.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, June 20)
(First Show)

Present array of acts has been woven into a production labeled the *State-Lake Follies*. It is the second edition this year and Charles Niggemeyer has done a good job in arranging the show. Dorothy Nutter also deserves a bow for her consistent good work in producing the dance numbers.

Opening had the State-Lake Sweethearts, augmented to 18 girls, doing the *State-Lake Stomp* before a State street drop. Charles and Helen Stone followed with an off-rhythm tap to *Trees* and drew a good hand for their tap routine to the *Poet and Peasant* overture.

Benny Burt, formerly of Burt and Hickey, put over some comedy talk in the second spot with the assistance of Verne Buck as straight man. Chatter is done in Greek dialect a la George Givot and got the laughs. Buck also contributed a violin solo in the act. Nice hand.

Maxine Doyle, film actress, was handicapped by a bad cold and did her two songs, *Is It True What They Say About Dixie?* and *She Shall Have Music*, under difficulties. The audience bore with her, however, and sent her off to good applause.

Pat Kennedy came on to a hand and sang *All My Life* and *The Glory of Love*

Majestic, Brooklyn

(Reviewed Tuesday Evening, June 16)
(FEDERAL THEATER PROJECT)

The *All-American Minstrels*, the WPA's first vaude production housed in a theater, opened auspiciously, with the patrons getting an array of song, dance and comedy talent of such quality that the admission of 15 and 25 cents was laughable. Lasting a good two hours and 15 minutes, the show was divided into three parts, the mid-piece being a regulation vaude bill of four acts comprising Bert Earle, banjoist; Jimmy Kelo, knockabout and dancing comic; Sam Lewis and Harry Beasley, two nutty gag men with the familiar "cheera-bumpcha" routine, and *Four Aces of Rhythm*, male vocalists accompanying themselves with guitars.

The two-part minstrel show with a cast of 60, staged by Wesley Frazer, with sets by Cleon Throckmorton and costumes by Alexander Jones, was long, fast moving and a triumph in variety entertainment. Two expert interlocutors, Billy Gould and Harry Beasley, emceed with ability and appropriate modesty in presenting the principals and occasionally feeding the end men who supplied the gags, namely Frank Du Ball, Al Edwards, Nick Hufford and Eddie Mazier. Their chatter was reminiscent of another day, as was the whole black-face performance, but the studied simplicity of the script supplied an endless succession of excruciatingly funny nonsense.

The singers had no swing pretensions and knocked the audience for a loop with sweet renditions of old-time ballads. Jimmy Burns, with *Silver Threads Among the Gold*, scored a show-stop, and William Renaud's *Home on the Range*, Lou Miller's *There'll Be No South* and Ward Barton's yodel medley were applauded to the echo. Eddie Nelson in an impersonation of Eddie Leonard and Harold Kennedy's hoofing a la George Primrose evoked a terrific round of applause, whistling and stamping of feet.

Bert Earle's contributions on the banjo were a classical piece and a medley including such Negro tunes as *Old Black Joe*, *Massa's in the Cold Ground*, etc., finally winding up with *The Mocking Bird* and *Auld Lang Syne*. Lewis and Beasley's act is well known, comprising assorted hoke topped off with the shorter of the two men breaking out occasionally in a nutty St. Vitus-like dance. *Four Aces* scored terrifically with the old tunes *Don't Let Your Love Go Wrong*, *In My Gondola*, *Lights Out*, *Sweetheart* and imitations of various crooners. They managed to beg off by diverting the audience's interest to the ancient bass fiddler in the pit who provided a few laughs.

Concluding item was called *Evening on the Levee*, a beautiful production bit reminiscent of *Showboat*, and presented the minstrels in an old-fashioned Negro revival scene featuring some exquisite horseplay and shouting by a couple of crap-shooting deacons.

A Federal Music Project orchestra of 15 pieces, conducted by Benjamin Roberts, aided considerably in making the evening a marvelous night's entertainment. Credits not previously mentioned include Sidney Williams, stage manager, and William Mifflin, assistant stage manager. The production of the week beginning June 22 will be a musical, *Clap Hands*, and six variety acts.

PAUL ACKERMAN.

in his usual sweet tenor style. Pat has improved greatly in stage deportment and has more animation than formerly. Scored easily.

Lou Selden and Frank Endler, dressed in evening clothes, put over a pleasant session of eccentric dancing, comedy acrobatics and falls and handstands in this spot and received a good hand for their efforts.

A Mississippi River scene had the State-Lake Sweethearts doing a neat tap with a radium-effect finish, and then Dorothy Joy did a nifty toe tap with splits that was great. Tess Gardell, in her original Aunt Jemima character, socked over several songs, among which was *Truckin'*, which she danced with the chorus. A hit.

Don Cummings, in the next-to-closing spot, entertained with humorous dialog, stories, rope spinning and dancing and took three bows and a heavy hand. The finale had Kennedy singing as the chorus entered and did a high-kick routine and brought back Charles and Helen Stone for a rumba and Maxine Doyle and Verne Buck for a short dance as girls posed in the background.

F. LANGDON MORGAN.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, June 19)
(First Show)

TED LEWIS UNIT

Ted Lewis, medicine man of the blues and box office, is presenting a show at the Stanley this week that rates among the best he has ever offered. The big house at this viewing mobbed him with applause, approving a unit that travels with lightning speed and dishes out only the cream of every number. As expected and desired, Ted is the whole show. He is given excellent support, however, by his clever band and some talented specialty workers.

Bill opens with *Music Is Magic*, presenting a sample of the swell work his boys are capable of doing. Ted has the customers in the proper mood by this time to listen to some of his hot clarinet tooting.

Next on is Edna Strong, shapely and unusually clever tap dancer. Presents a neat routine to tune of *You're My Thrill*. The Radio Aces add vocal spice. Edna's sock number comes later in the bill when she taps out a difficult Latin tune with amazing ease.

Ted next presents *There's Always a Happy Ending* in his typical masterful style, followed by Charlie (Snowball) Whittier, who stooges for the comedian and exits with an amusing Durante takeoff.

Nasha, hip-shaking strutter, comes on

musical wedding in the latter offering is still as engaging as ever.

Snowball returns for the famed shadow number, with Ted and the Hi-Hatters following with their "Three-in-One" strut that is a welcome novelty. Nasha returns with her version of *The Lady in Red* before the finale which, as usual, is awarded to the *Peanuts* number. Ted serves the front-rowers with generous handfuls, while his girl specialty dancer's strut to some hot music. A mild riot.

The screen has H. G. Wells' *Things to Come* (London Film), but it is Ted Lewis who will be responsible for the Stanley's best business in weeks.

SAM HONIGBERG.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 19)
(First Show)

Philadelphia has been hungry for a good vaude layout and the Democratic conventioners coming in called for a feast. This is one of the Earle's best bills of the season and should bring in a topnotch gross. First show had them standing in the aisles. It's been five years since Phil Baker tickled the fancies of local vaude devotees and, with the ether rep since, his return was more than welcome.

The Jim Wong Troupe, five Orientals, who go in for pretzel bending with their bodies, stir up plenty interest as a starter. Boys know their stuff and their arms and legs bear them out. One gets in a couple of licks at tapping, making it count when he throws one leg around his neck. A trio do some nice contortioning while balancing plates with bamboo sticks. In all a nicely rounded turn and more interesting than the usual curtain raiser.

Baker's Beetle, Ward Wilson, deuces. Treats the customers to some clever imitations of etherites, best being his takeoff on the Amos and Andy family and Ben Bernie. Also does a Winchell, Boake Carter, and with the Democrats on hand an Al Smith and Roosevelt. Unknown in these parts, his Beetle role kept a secret, mob soon figures him out as a better-than-so-so mimic and gives him a nice sendoff.

King and the Sinclair Twins, trio of smooth hoofers and sweet on the spins, follow. Opens with man and twin maids doing a sock rhythm stomp, chap continuing solo after gals skip. Twins trot out again after a clothes change for more rhythm tapping, and King joins them for the getaway and heavy applause.

Billed as an extra added attraction, Joe (The Last Roundup) Morrison registers next. Garbed nicely in a white flannel suit, Morrison has them begging with *Glory of Love*, *When Day Is Done* and a medley of cowboy pops, closing

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with the *Roundup*. Encored with *Irish Eyes Are Smiling* and made it tough for the average act to follow. But it's Baker on next and Morrison gave him a nice buildup, altho the house expected another song.

Phil Baker has his radio gang along, Bottle (Harry McNaughton) and Agnes Moorehead, and many must have guessed the off-stage Beetle was Ward Wilson. Surprise in that Baker didn't open in front of a gasoline tank, nor did his air sponsor come in for a single plug. Of course, the squeeze box was there. Comedy followed along the same lines as his radio scripts and every crack in the crossfire went big guns in this house. Baker pulled all his tricks and quips out of the bag and each counted for plenty of hand noise on the end. Closed his 20-minute session by putting the accordion to work with Ravel's *Bolero* and mopping up a happy audience.

Show was hitting 65 minutes when caught. Pix is *Forgotten Faces*. ORO.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, June 18)

Business very good at this last show opening day, speaking well for Jean Hersholt's starring film, *Sins of Man*. A film that was enjoyed by the audience, which also found favor with the rest of the show. Stage show is a lively and tastefully presented 32-minute layout, including the overture, and, in addition to the usual newsreel and console work, there are two very entertaining short subjects.

The stage show is entitled *At Cue*, featuring the symphony orchestra on stage, from where it handles its overture assignment. With Erno Rapee doing masterfully with the baton, the ork does a brilliant job of Sarasate's *Zigeunerweisen*. Feature of the overture is Jacques Gassel, who solos with beautiful violin playing. Audience accorded the number a heavy reception.

Over a *Cigaret* is a beautiful number, the highlight of the show. Opener is worked in front of the ork, presenting Dudley and Cole in a very effective setting. Before a triangle, square and circle, lighted in primary colors, the dance team do a clever modernistic routine in swing tempo. Follows with Robert Weede singing *Love Is Like a Cigaret*, and he sings it just beautifully. He really has a swell voice. *Blue Flame* is a part of the same number, showing off the 36 Rockettes in sort of Rhumbaish dress. Of course, they do their usual outstanding precision, for which the au-

dience, also as usual, applauded them heavily.

Medley follows, and it is the glee club's inning with Weede again getting solo spotting. The group first handles *Sylvia* and then into the long unheard *On the Road to Mandalay*. Weede gets his work-out in the latter. A lovely session, group singing by grand voices.

Closer is *Slavonic Rhapsody*, a ballet splurge, highlighted by Nicholas Daks, with Hilda Eckler, Beele Kelman, Raya Keene and Thalia Mara also singled out for individual attention. In addition, there are the ballet girls and boys. It is a colorful affair and interesting enough, yet it is overshadowed by the brilliance of the "cigaret" number.

SIDNEY HARRIS.

Paramount, New York

(Reviewed Wednesday Evening, June 17)

Stage show to accompany W. C. Fields in *Pappy* consists of Ozzie Nelson, with his orchestra; Harriett Hilliard, one of the most personable lady singers in the pop field, and Cass Dailey, who has something different, and, on the evening caught, lifted the show out of a placid path into wham proportions. Nelson and his frau put on a pleasant show and ingratiating, if not in the socko proportions of one or two of their predecessors in the Paramount's band parade.

Bulk of the show consists of the leader and Miss Hilliard, who, as usual, looks grand, and sings effectively. Both have unusually pleasing personalities and combined, make up a better than average team. Trouble with their show, however, is that they lack a really punchy number, nearest approach to that being the second tune on the bill, an effective handling of *Is It True What They Say About Dixie* and which would serve much better further down in the routine. Otherwise they sing tunes one might expect them to handle, plus a comedy number. Miss Hilliard's first tune is from her picture *Follow the Fleet*, *Get These Behind Me Satan*. It's a good number and she does it very well.

Nelson's band on the stage seems to lack some of the style which accompanies his radio work on the Fleischmann's Bakers' program (Ripley) Sunday nights. This may have been due to a difference in balance or because more men are used on the air. Specifically, this applied to the rhythm section and a bass sax heard over the air that helps give the band a distinct touch.

Hard to describe Miss Dailey's work, but it's a barrel of fun. Her number is *Spreadin' Rhythm Around* and what she doesn't do isn't in the books. Grotesque postulations, maneuvers, twisting her hair around her noodle, mugging and what not, but all done stylistically and for an excellent reception. She had to beg off. A lass who will go a long way.

At the end of the supper showing of the picture, house was filled and there were standees in all quarters.

JERRY FRANKEN.

Harding, Chicago

(Reviewed Friday Afternoon, June 19)

This is one of the two remaining neighborhood houses that still run stage shows thruout the week. Present policy is four acts split-week. House is on the Balaban & Katz Circuit and is booked by Dick Bergen out of the Theater Booking Office.

Four McNallie Sisters, attired in neat pajama dresses, opened the bill with a bit of harmony singing, followed by one of the girls doing a high-kick routine with some acrobatics from top of the piano. All were on next with two routines, that combined musical comedy characteristics, tap and acrobatic work with several interesting formations. Good hand.

Kadet Kozak, son of a local radio pianist, who spends his vacations from military school each year in playing a few vaudeville dates, proved a clever youngster on the xylophone. Opening with an overture, he then played *Believe Me If All Those Endearing Young Charms* and a medley of popular tunes, being equally at ease with two or four mallets. Closed with *Tiger Rag* on a trap drum outfit and the applause ran into the next act.

Rosa Wyse Jr., assisted by June Worth, held the next-to-closing spot. Ross opened with some talk, comedy falls and fast dancing and was joined by June Worth for some more talk and comedy business. She is weak on lines, but contributed a neat acrobatic dance. Act closed with sock stepping by Wyse to a very good hand. A little rerouting would help a lot.

Toyana Troupe, five Japanese men and two women, did a fast line of Risley

work; one of the girls did an unusually good backbend handkerchief pickup and one of the men did some contortionistic balancing on a pedestal that was very good. Act is backed by a beautiful drop and is nicely mounted. Drew a big hand. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Thursday Evening, June 18)

Quite a good house witnessed the supper show here, altho the bill was just ordinary—an indication that the combo policy should easily hold up during the summer. Drops vaude, tho, this Sunday night.

Opener was Three Kanes, two male acro and stunt workers, and a girl who handles the props. Most of the work is done on top of a metal rigging and includes turns, spins, hanging with one leg thru a rope, etc. The understander balances the whole business, sometimes on his forehead and again with his legs while lying down. Also a bit of Risley. Perfunctory applause.

Deuce spot to Billy Walsh and Al Bibbie, who open with Walsh heckling his partner from a box. Comes down, flits across the stage in a screwy outfit and unleashes some funny gags to Bibbie's feeds. Latter sings two songs, *It's a Sin To Tell a Lie* and *When I Grow Too Old To Dream*, doing just fair. Walsh's routines hold up the act, his best bit being an eccentric dance interspersed with a few impersonations.

Marcy Brothers and Beatrice, two young fellows and a girl in a fast knock-about comedy and hoofing turn. Act has plenty of falls, tapping and hoke posturing, with the girl excelling in the latter. Audience like the trio very much, calling for an encore in which the boys twisted the gal into some tricky contortions.

Four-girl, two-men dance flash, *Russian Revels*, starts nicely with two girls and a man in a Russian style tap dance, followed by a third girl in an acro number. Mixed team on next, the girl singing *Rhythm in My Nursey Rhymes* and going thru a couple of motions very apropos in burlesque houses. The man follows with a neat tapping routine, fast and intricate, and later came on to do another bit to *Let Yourself Go*. A Russian love dance by a mixed team preceded the finale, sending the act off to generous applause.

Pix were *Big Brown Eyes* and *Pride of the Marines*. PAUL ACKERMAN.

Paris Bills

(Week of June 8)

With the closing of the Empire Music Hall last week, the city is temporarily left without big-time vaude as the ABO is running a revue in which there are only two acts, the excellent dance team of Zoiga and Rachel and a newcomer, Jacques Tati, who offers a series of sport parodies "a la Sherkot," which are clever but not strong enough for big time. Marie Dubas, Michel Simon and Mauricet put the revue across in great style.

The European has a good program headed by Charlotte Dauvia, singer, and including Lemercler, blackface comedian; the Serenos, acrobats, and several crooners. Bobino has the popular crooner Reda Caire and a tab revue.

Paramount offering good stage show with Stetson, juggler, and Maurice and May, novel hoke act. Gaumont Palace has Loulou Hegoburu and Pierre Mingand, song and dance team, and the Rex has Enrique Discepolo's South American band. Al Brown, colored fighter, is singing and dancing at the Caprice Viennois, Montmartre.

Palais d'Ete, Brussels, continues to run good vaude shows. Present bill has Peggy Taylor adagio quartet, Isa Kremer and several other good acts. The Alhambra also running vaude, but offering weak fare.

Howard Nichols, American hoop juggler, is at the Valencia, and Manning and Class, wire walkers, are at the Tivoli Gardens, Copenhagen.

Berlin Bills

(Month of June)

Scala has two of the Colleano acts as the headline features. It only wants Con Colleano on the program to make it old home week for this noted family. Maurice Colleano and Company click sensationally with their colorful and exciting melange of acrobatics, comedy and dancing, and the act moves at a great pace without a single letup. Maurice's double twist somersault from floor to floor is a dandy and has the patrons gasping. Winifred Colleano makes her debut with a daring and graceful performance on the trapeze and proves a big hit. Excellent numbers are Tommy Dale, youthful dancing violinist; the Dermora Ballet, with plenty of life

(See REVIEWS on opposite page)

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Theater Prizes Out in Mich.

DETROIT, June 20.—Supreme Court at Lansing last week upheld an injunction granted in Detroit Recorders' Court against the management of the Colonial and Majestic Theaters operated by Jacob Schreiber. The decision established the ruling that theater tickets which also give patrons chances to win prizes are actually lottery tickets, altho the patron pays only his theater admission, and as such are illegal. The court contended that the distribution of prizes will attract persons who otherwise would not attend the theater.

With that question decided another perplexing problem crops up in the contention of Morris Garvett, attorney for the Roxy and Mayfair theaters, that an auctioneer may buy from an audience as he is giving nothing away, and that if an auctioneer steps onto the stage of a theater and bids \$20 for a shirt a member of the audience is wearing or \$5 for a lock of a woman's hair, that such a stunt cannot be called a lottery. The law books are now being diligently studied by both Garvett and Bernard A. Boggio, chief assistant prosecutor, to determine what the construction of the auctioneering laws is and whether theaters may legally conduct auctions.

By agreement of Boggio and Garvett on Wednesday the auctions were held to be outlawed and announcement was made that they would be discontinued. Local showmen are wondering what step the Schreiber theaters will take next in the matter.

El Paso Pitmen Settle; Stage Shows Back in Fall

EL PASO, June 20.—Following a new agreement with El Paso Local 466 of the Musicians' Protective Association, officials of the Texas Consolidated Theaters announced today that bi-weekly vaudeville units will be resumed at the Plaza Theater starting next fall.

Wilbur Cushman Circuit units played the spot until early spring, when differences over number of men to be hired from the local to supplement touring stage bands caused cancellation of the future bookings. Freddy Meek's *Marvels*, Cushman unit, played the Plaza this week.

The touring shows made a decided hit in El Paso but theater officials said increase in business was not enough to hire the number of men demanded. The blowup came when the San Carlo Opera Company played the Plaza and the local demanded eight men in addition to the 18 carried by the San Carlo company. Present arrangement is for the local to supply five to augment the seven usually carried by Cushman units.

AFA To Hold Meeting in Chi

CHICAGO, June 20.—Ralph Whitehead, executive secretary of the American Federation of Actors, is in Chicago for the purpose of making a survey of conditions here and devising means to better them.

A meeting of the AFA has been arranged for Tuesday from 2 to 6 p.m. in the Cameo Room of the Morrison Hotel. Among the members of the association who will be present at this meeting are Sophie Tucker, Gus Van, Jed Dooley, Guy Magley, Ted Healy, Chic Yorke, Sally Rand and Joe Novelle.

Kunsky Changes Name

DETROIT, June 20.—By recent action of the Wayne County Probate Court John H. Kunsky, veteran theater man and former operator with George W. Trendle of several theaters here, has been given permission to change his name to John H. King.

As a result the Kunsky-Trendle Broadcasting Corporation, which operates Station WXYZ, Detroit, and the Michigan radio network, consisting of eight stations in the State, will become the King-Trendle Broadcasting Corporation, the same officers being retained

CHIQUITA ALCAZAR, dancer, who recently appeared in pictures; joins Joe Burns in Bridgeport, Conn., forming the new ballroom dance team of Burns and Chiquita. Burns was formerly of the team of Burns and Newland.

STAN KAVANAGH left New York this last week-end for the Coast to start on his four-week contract for Paramount's *Big Broadcast* picture. . . . He'll return to appear in Shubert's *Ziegfeld Follies*. . . . Ferde Simon is scheduled to leave on a plane trip the middle of this week for the Coast to clinch some picture deals in the making. . . . Cabin Kids go to the Lyric, Indianapolis, week of July 10 and then are booked for a week at the Million-Dollar Pier, Atlantic City, starting July 24. . . . Morris Agency is also working on a series of one-night stands for them thru the East. . . . Allied Theatrical Division of the Tonkawa Democratic Club in New York will move to its new clubhouse July 1 at 108 West 45th street. . . . Organization, comprising 700 members, will hold its second gala frolic this Friday night at the Delano Hotel.

JERRY MANN, on the Hammerstein Music Hall air program Monday night, dropped his mimicry and went in for straight comedy. . . . He's got several air programs in the making. . . . Gine, DeQuincey and Lewis, current at Ben Marden's Riviera in New Jersey, are on their third consecutive season at that spot. . . . Selma Marlowe opened Tuesday at the Astor Roof, along with the Hal Kemp Ork. . . . Harry Norwood plans hitting the road in his brand-new car

for his month of July vacation. . . . No further than Chicago, tho. . . . Harry Lang, formerly Lang and Haley and Lang and Squires, is now busy doing character roles on the air, wading thru a mass of dialects.

LOEW HAS BOOKED a Major Bowes unit for its Baltimore and Washington houses the weeks of July 10 and 17, respectively. . . . Estelle and LeRoy are not going abroad with the French Casino's *Folies de Femmes* show, but will remain in New York to play dates arranged by Miles Ingalls.

THE BEBE BARRI line of 18 girls has gone from the Stanley Theater, Pittsburgh, to the Earle, Washington, to be followed by a week at the Earle, Philadelphia, and then a return engagement of three weeks at the Palace, Cleveland. . . . With Little Jackie Heller, Pittsburgh boy, headlining last week's show at the Stanley Theater there, it was a real "Heller Week." . . . Sister Shirley Heller, who sings in a near-by cafe, dropped in every so often to sing a ditty or two, and Mother Heller, a constant visitor backstage, made many "personal appearances" during Jackie's act.

ED SHERMAN'S Hollywood Ingenues, 24-piece girl band, opened Wednesday at Orpheum, Los Angeles. . . . *Platinum Blonde Follies* and O'Connor Family also on the bill. . . . Acts lined up for Sierra Madre (Calif.) Milk Fund Saturday include Leon Errol, Shaw and Lee, Billy and Elsa Newell, Jim Burke, Bob Murphy, C. Sharp Minor, Jack North and Pat West as emcee.

Vaudeville Notes

New Acts

Russian Revels

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—In three. Time—Twelve minutes.

Russian Revels, not the act of the same name seen in the East a few years ago, is a fair flash with four men and two girls. Opens with two men and a girl tapping, followed by a third femme in an acro turn, which precedes a mixed team, the girl of whom sings a number and goes thru a few hip motions. The

man clicks very well in a solo tap, contributing another one later, both turns being fast and intricate.

Closer is a Russian love dance by a mixed team, bringing the act to a well-applauded finale. P. A.

Marcy Bros. and Beatrice

Reviewed at the Grand Opera House, New York. Style—Knockabout comedy and dancing. Setting—In one. Time—Seven minutes.

Two young fellows and a girl in a fast and peppy knockabout comedy, dancing and acro turn, featuring falls and some excellent hoke posturing, in which the girl scores. Trio is versatile, tap dance fairly well, work hard and easily earned an encore. In the latter the girl was thrown around some and twisted into a few pretzel turns, very amusing and quite unusual.

A nice act and went off splendidly here. P. A.

Billy Walsh and Al Bibbie

Reviewed at the Grand Opera House, New York. Style—Comedy and singing. Setting—In one. Time—Twelve minutes.

Billy Walsh and Al Bibbie open with the former planted in a box. Heckles his partner, goes on stage in a nutty costume and gets over a few good laughs thru Bibbie's feeding. Also comes thru nicely with an eccentric turn, in which he impersonates two drunken people. Bibbie, in addition to straightening, sings *It's a Sin To Tell a Lie* and *When I Grow Too Old To Dream*, managing just fair with both. Spotted second on the bill, the act went off to an average hand. P. A.

Attendance Cards Out In Iowa Bank Night

CEDAR RAPIDS, Ia., June 20.—Signing "attendance cards" for bank nights is illegal in Iowa, according to word received here from the attorney-general's office in Des Moines. Theaters here have been permitting anyone to sign his name to a card in the afternoon without buying a ticket and to deposit it in a box in the lobby. So many customers took advantage of the chance to win a good pot of kale without attending the show that managers were compelled to move the pencils and cards inside, so the only way to get into the record was to buy a ticket. This, the legal lights declare, constitutes a lottery under the Iowa law.

Bank nights have been packing 'em in at three theaters here, especially when the total has reached more than \$500. When it gets that high a new fund is started at a lower figure, but the capital prize remains intact until drawn.

The Iowa Supreme Court some time ago found that bank nights were okeh provided no consideration was demanded for a chance at the money. The only restriction allowed is that the person must be present when the name is called. Someone conceived the idea of attendance cards in order to get away from the necessity of being present.

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Coast Fire Regulations

SAN FRANCISCO, June 20.—With the tightening up of fire regulations which followed the Shamrock Club disaster of several weeks ago there is no waiting in film mansion aisle, foyers or lobbies here. New rules being enforced rigidly by both police and fire officials put standees out on the sidewalks, rain or shine. Lobbies have been cleared of unnecessary furniture and all obstructions. Same goes for legitimate houses and halls catering to crowds.

REVIEWS

(Continued from opposite page)

in it; the Juveleys, juggling equilibrists; Chris Richards, an English dancing comedian, and Carter, illusionist. Others include the Yuk Ching Troupe with some outstanding tricks; Hugo Fischer Koppe, humorist, and Le Perle, novel illusion.

Wintergarten has a good show, in which Guta and Svea, attractive girls with a corking dance act, and Gizi Royko, Hungarian dancer and violinist, and her Czardas Band are the highlights. No American acts on this bill, but commendable entries are the Shyrettos, high unicyclists; Rulyans Marionettes, Witaly and Orive, comedy acrobats, and the Karl Kremo Family of Risley experts.

Con Colleano, sensational wire walker, is a near riot at the Central, Dresden.

Dinah Grace, American acrobatic dancer and comedienne, hits solidly at the Vaterland, Hamburg.

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Golden Rod Off To Flying Start

PITTSBURGH, June 20.—Capt. W. J. Menke's Golden Rod Showboat, this season featuring a Major Bowes Amateur Unit, opened its season here Wednesday before a large turnout. First night's take was donated to a local charitable organization. Spick and span, following weeks of renovation work, the Golden Rod plowed her way out of Pittsburgh immediately after Wednesday night's performance to begin a tour which, according to the management, will last 40 weeks and end up in New Orleans. For the next two weeks the Golden Rod will play river towns along the Monongahela River, then turn into the Ohio River and head south.

George Alabama Florida, company manager representing the Bowes interests, states: "If our venture is successful we intend to use the same cast for 40 weeks and from New Orleans return on the same route with a new company which will work an additional 40 weeks." Performances, with running time just a little over an hour, will be given once in the afternoon and twice nightly. When not playing under the sponsorship of any organizations admission prices will average about 50 cents. The boat will operate daily and Sundays where permissible.

The Liberty boat, which is supplying the power, is also used as the kitchen, dining quarters and sleeping quarters for men. The girls have their quarters atop the Golden Rod.

The local engagement was preceded by some neat publicity handled by Harry McWilliams, advance man. A three-quarter-hour broadcast direct from the boat on the night of the show here was piped over WWSW and handled by Walter Framer and Carl Doser. All first-string critics of the local dailies turned out to catch the opening.

The lineup included Billy Finnegan's Band; Kathleen Ray, singer; Bob Ryan, xylophonist; Pearl Robbins, singer and dancer; Joe Beckler, singer; Kay Krivokucha, hillbilly yodeler; the Stauffer Twins (Doris and Daphne), singers; Jimmy Downs, instrument wizard; Marie Julio, coloratura soprano, and Dave Seigel, impersonator of sounds and master of ceremonies. Finnegan's Band includes Chuck Hill, Jack Whelan, Burt Becker, Chet Arthur Jr., Chubby Cannella, Richard Ward, Bob Ryan and Louis Deck.

Assisting Captain Menke are Joe McLoughlin, pilot; Captain Booth, in charge of the Liberty; Dick Johnson, electrician; William G. Campbell, personal representative; Charles Brusle and Dick Jones, in charge of kitchen, and a crew including Menke's brother, Ben; Walter Smith and three others. Adriana Diabeti and Gene Maniago handle the pop and ice-cream concessions. The candy concession is owned by Captain Menke himself.

Kansas City Jottings

KANSAS CITY, Mo., June 20.—Don Null, of the Princess Stock Company, was spotted on the main stem here this week.

Lillian Joles recently joined the Rosalie Nash Players in Michigan.

Jack O. Bell, after circling around thru Iowa territory, is a recent arrival here.

Larry Bowers recently joined the Favorite players, now under canvas in Illinois.

Brad and Victoria Alexander, formerly with the Neal Players, have joined the Ralph Moody Show, playing under canvas in Nebraska.

Ted North Players will not stay all summer in Wichita under canvas as planned. Troupe will close there the last of this month and take to the road, playing one and two week stands.

Justus-Romain Show, which opened

(See end of ALI O SVSNVH 228)

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Rep Ripples

E. F. HANNAN, Boston playwright, was a recent visitor on the Billy Blythe show and is now preparing a series of short-cast plays for the organization.

THE BORGAN PLAYERS are currently touring their old established territory thru North Dakota with a new repertoire of plays, and, according to C. A. Newmann, mentalist, who is making the same territory with his own tented attraction, the troupe is very popular in that section and, as usual, is getting a good play.

FRANK WARD, rep and carnival agent and formerly with Toby Nord's Comedians, is this season with the Inter-mountain Show, Inc., a carnival company out of Boise, Ida. Show is playing fairs, celebrations and rodeos thru Idaho, Montana, Oregon, Utah and California.

MRS. ESTELLE PELLETTE, wife of Chic Pellette, is confined at Baptist Hospital, St. Louis, where she recently underwent an operation after being stricken violently ill while playing Anna, Ill. She is well on the road to recovery and expects to leave the hospital soon. The Pellettes are this season with the Frank Smith Players, currently in established Illinois territory.

WILLIAM HYNES, for six weeks leading man with the Kinsey Company at the Grand Opera House, Canton, O., the past winter, is now serving in a similar capacity on Bryant's Showboat, tied up for its eighth season at the foot of Lawrence street, Cincinnati.

THE HOLLYWOOD SHOWBOAT, now docked in Paducah, Ky., is being readied for an early opening by Harry Menke, brother of Bill and Ben Menke. Boat will head South for the season.

CHEF SPRINGER, rep musician, is this season playing with a dance band at The Wonder Bar, new night club in Grand Rapids, Mich. Chef plans a return to rep in the fall.

JOHNNIE AND VERNIE BISHOP, for the last two months with the Bartone Ideal Comedy Company, closed with that show recently to dash to their home in New Brookland, S. C., to await the mail man with Johnnie's bonus bonds.

JIMMIE HULL'S COMEDIANS played Beaumont, Tex., last week under auspices of the Cashan Grotto. Tiny Patton Hull and King Cole are featured and Clyde Cole is the director. Business on the week was big. Beaumont is Hull's home town.

JACK McCLASKEY, long a principal with the Monroe Hopkins Players in Houston, has closed to take a brief vacation.

BISBEE COMEDIANS, now in Kentucky, have encountered much hot and dry weather in recent weeks, with the territory badly in need of rain. Despite these hindrances business is holding up well for the show, "SeaBee" Hayworth reports.

LOUIS PAVAN, of the Pavan Show, which opened the season at Ruttersville, Tex., May 24, reports that his business has shown a noticeable increase since he recently switched from silent to talking pictures. He is looking forward to a prosperous season.

Thomas L. Finn Frames Zoo For City of Hoosick Falls

HOOSICK FALLS, N. Y., June 20.—Thomas L. Finn, who for many years had out his own *Uncle Tom's Cabin* Company in houses and under canvas and the first showman to risk taking a "Tom" show below the Mason-Dixon Line, has organized a miniature zoo for Hoosick Falls, with the opening scheduled for tonight.

Finn, who also has had vast circus experience, has been playing schools and clubs with his magic act for the last several years. His home is here.

CARL DOSER, formerly with the Carnegie Tech Players and Captain Menke's Golden Rod Showboat in Pittsburgh, is now an announcer at Station WWSW, that city.

Bryants Planning Largest Showboat

CINCINNATI, June 20.—Valley Belle, tugboat which moved the Bryant Showboat for the last 20 years, was sold this week by the Four Bryants to Capt. Ben Rake, who will use the old craft for towing purposes. The Bryants have made a deal to acquire another steamer and if present plans materialize will begin construction next fall on the largest showboat ever to play the inland waterways, Billy Bryant announced on a visit to *The Billboard* office here Tuesday.

The Bryant company has just entered its third week of the summer run at the foot of Lawrence street here, with *Jesse James* as the current offering. Business since the opening has been big and the Four Bryants have enough sponsorship by civic and fraternal organizations to keep them busy until September 1. The boat, as in the past, will wind up its eighth season here early in November.

In the new Bryant lineup are Rodney Cavanaugh, William Hynes, Arthur L. Hayes, Louis Fitzroy, Dorothy Hackett, Sam Bryant, Violet Bryant, Betty Bryant, Josephine Bryant and Billy Bryant.

Billy Bryant's new book, *Children of Old Man River*, being published by Lee Furman, Inc., New York, is slated to roll off the press in a few weeks. A syndicate is now reading the book with a view towards releasing it in serial form. If the syndicate accepts, the book release will be held up until September 1. If the work doesn't go in serial form the first copy is slated to make its appearance around July 1. The first 500 copies will go to Billy Bryant, who will sell them on the boat with his autograph.

McOwen Company Opens in Topeka

TOPEKA, Kan., June 22.—McOwen Stock Company opens in its tent theater on the Kansas Free Fair grounds tonight to start its fifth summer season here. Initial bill is *Meet the Ladies*.

The McOwen Sisters, Mina Jane and Edna Louise, are featured, with Elton Hackett as leading man and William Trout directing. Supporting players include Earl Gregg and Joie Martin.

Company recently closed in Phoenix, Ariz., where it played 24 weeks.

Music for the vaudeville between acts and overture will be supplied by The Pied Pipers. Band has been revamped by Roy Carlson, formerly with Ted Fiorito's band, and Cliff Beard.

Season here is expected to continue thru the week of September 7. Company usually plays the winter in the Capital Theater here, but was unable to lease this showhouse this past season.

Boyes Delays Lincoln Date

LINCOLN, Neb., June 22.—Long-promised appearance of the Chick Boyes tent rep group here on the West Lincoln lot has been delayed again, with date of showing pushed back to the first of July or the middle of the month. Last word was that the show figured on opening here around June 15 for eight weeks, but a new business spurt on the circle around Broken Bow, Neb., is keeping the players occupied.

Otis Oliver Re-Enters Biz With Two New Ventures

ST. PAUL, June 20.—After two years in commercial lines and several months on the sick list, Otis Oliver, well-known stock and rep manager and director, is returning to the show field. He returned to St. Paul, his home town, this week to begin work on two new ventures which he expects to launch soon.

One of these is a popularity contest as an added attraction for movie theaters, with the winners getting a crack at radio and screen recognition. His second venture will be known as the *Sunny South Showboat Revue*, which is slated to open soon in Minnesota and head westward to the Coast.

Among those already engaged by Oliver are Oreta Buquet, T. W. Kennedy, Vera Brownie, Edith Gridley and Ed Seaman.

Oliver formerly had his own stock organizations in St. Paul for a number of years. His last Twin City engagement was as director-manager for the State of Minnesota on the Galveston Pageant of Pulchritude.

Stock Notes

A. E. SCOTT'S Gretna Players at the Gretna Theater, Mt. Gretna, Pa., opened their 10th season June 15 with *Her Master's Voice*. Leads are handled by David Byrne, Irene Shirley and Margaret Mansfield. George Henry Trader serves in a directorial capacity.

ESTELLE HACKINS, formerly with the Carnegie Tech Players, Pittsburgh, will spend the summer in Keene, N. H., working in Herbert V. Gellendre's Playhouse.

BARRY MULLIGAN, of the Carnegie Tech Players, Pittsburgh, has left for Roslyn, N. Y., where he will serve as scenic designer at Charles Hopkins' Theater-of-Four-Seasons.

CLIFFORD BROOKE has been engaged by Phidelah Rice to direct his Vineyard Players at the Rice Playhouse, Oak Bluffs, Martha's Vineyard, Mass., who opened June 6 with *Fresh Fields*. In the company are Leslie Denison, Maurice Wells, Marjorie Clarke, Jessica Rogers, Bradley Martin, Virginia Palmer, Frances Case, Mary Todd, Francis Swann, Horton Foote and others. Leslie Allen Jones is scenic artist; Jay Schmidt, art director; Francis Swann, in charge of the lighting effects, and Mary Bernice Birney, stage manager. Charles Emerson Cook is again general manager for Rice.

MAURICE MURPHY, Hollywood juvenile player, is coming east for a season in summer stock. He will be a member of the Phidelah Rice Players at Oak Bluffs on Martha's Vineyard, Mass. Murphy, who is 20, was Heather Angel's first leading man in *Pilgrimage* and created the title role in *Tailspin Tommy*.

GUY PALMERTON'S Manhattan Players opened their third season at the Whalom Park Theater, Fitchburg, Mass., June 22 with the following cast: Frank Lyon, Robert Perry, Raymond Greenleaf, Erforce Gage, John Gordon, Grant Gordon, Walter Ayers, Guy Palmerton, Nancy Duncan, Byrd Bruce, Marion Grant, Julianne Sack, June Kimball, Adrienne Earle, Grace Carney and Josephine Duval. Initial offering is *Personal Appearance*, to be followed with *Riddle Me This*, *Fly Away Home*, *Reason for Youth*, *The Old Maid* and *Co-Respondent Unknown*. Season will run 11 weeks.

LAKE SHORE THEATER, on Lake Nabbasset, Westford, Mass., ushered in its third season of stock June 10 to a capacity crowd. A. Franklin Trask is managing the playhouse, with Malcolm Lee Beggs directing. A number of guest stars have been signed to appear with the company this season. Performances are given on Wednesday, Thursday and Friday nights, with popular prices prevailing.

JACK STERN'S New Barn Theater at Saugerties, N. Y., opens June 29 with the Group Players in *Three Men on a Horse*, to be followed week of July 7 with *Warrior's Husband*, and week of July 14 with *Night of January 16*. Stern will also have one company on tour with *The Unloved Wife*, by Florence Edna May, to start about the middle of July.

Wilbur for Honolulu

SAN FRANCISCO, June 20.—Dick Wilbur and a company of 14 are on the high seas today bound for Honolulu, where they are booked into the Queens Theater for an indefinite engagement. Cast includes Ray Clifford, Isabel Vicki, Rupert Drum, Walter Bonn, Edna Ellis-mere, Mac McGrew, Billie Van Every, Berkley Buckingham, Dorothy Day, Keith Haswell and Sid Bannon.

Van Arnam's Barn Dance

WINDSOR, Vt., June 20.—Sunny days, sunny skies and sunny smiles on the faces of the gang. All glad to be back in Vermont, where the show is so favorably known and liked. We invaded the New England States at Rutland Wednesday and will remain "way down east" until late August.

Douglas (Cigaret) Trotter is our new boss canvasman and with his crew of 10 hustling boys has the outfit up and ready to go by the time the parade goes out at 11:45 a.m. At night we are all (See VAN ARNAM'S on opposite page)

No Summer Lull in Philly's Long List of Dance Concerts

PHILADELPHIA, June 20.—There are no signs of the local dance season dying out for the summer. The revival of interest in dance has been so great this past winter that it refuses to be tempered by the seasons of the year. And, while the legit and concert stage is already accumulating its traditional summer cobweb, the dance goes on.

In preparing its program for the 1936-1937 season, the Philadelphia Forum will make possible the first local appearance of Trudi Schoop and her Comic Ballet. Another concert of national importance under Forum sponsorship will be the American premiere of Tchaikowsky's *The Sleeping Beauty* by Catherine Littlefield and her Philadelphia Ballet. In addition, the Jooss and Monte Carlo Ballets will pay return visits.

The outdoor summer season by the Philadelphia Orchestra at Robin Hood Dell will feature at least eight nights devoted to the dance. The American premiere of La Argentina and her Spanish Ballets has been promised Philadelphia on January 7, 1937, at the Academy of Music.

On June 5 the Mary Binney Montgomery Dance Group assisted at the concert given by the Olney Singers. Her dance group of 28 scored their customary success both as solo and ensemble dancers. Miss Montgomery appeared in a group of classic dances to music by Bach and Handel, including some solo numbers and being assisted in others by Messrs. Teplitz and Rifkin. Her second group was a series of "impressions" to music by Moussorgsky, Ravel and Debussy. Choreography and costumes, which played no small part in the effectiveness of the presentation, were all devised by Miss Montgomery. Gladys Corey Smith was the accompanist.

When the Empire City Grand Opera Company appeared earlier in the month at the Academy of Music in *Aida* and *Rigoletto*, feature of the evenings was the ballet performances by the Philadelphia Ballet Company. Group was headed by Dorothea Littlefield, formerly

with the *Ballet Russe*, and Edward Caton. Choreography was devised by Vincenzo Celli and the dances were beautifully performed.

The Kochersperger Dancers were very busy this month. Group appeared for the Eastern Star in the Masonic Temple in Camden, N. J.; presented their diversissements, *Peasant Village* and *Tapping Around the World*, at the Walt Whitman Theater, Camden, Monday.

Conn. WPA To Continue

NEW HAVEN, Conn., June 20.—The Palace Theater, Hartford, and the Park Theater, Bridgeport, are the only two WPA theaters now in operation and undoubtedly will be kept open all summer. The Lincoln Theater, New Haven, was closed with the *Fancy That* production several weeks ago.

Starting June 24 the Bridgeport Civic Theater Group will present a new play, *The Devil of Pisa*, from the pen of Charles Coleman Sellers, of Hebron, Conn., husband of Ruth Gilbert Sellers, president of the Drama League of Connecticut. New vehicle is based on an incident in the life of Shelley. In the near future the Bridgeport Civic Theater will move to the Lyric. The WPA vaudeville units playing various CCC camps and other spots in the State are getting an enthusiastic reception everywhere.

Coast WPA Musical Hit

HOLLYWOOD, June 20.—During its four-week extended run at the Hollywood Playhouse *Follow the Parade*, Federal Theater Project musical production, developed into the most lucrative effort of the project so far. Cash take was above \$3,000, with the final performance June 13 sold out to Douglas Aircraft Corporation at regular tariff.

Revue is being held intact to reopen for one week at the Greek Theater in Griffith Park on July 4 at 25 cents straight admission. Production has 85 performers and uses 15 musicians in pit, with 15 stagehands.

Scab Writers To Meet

HOLLYWOOD, June 20.—With the return this week from Sacramento of the incorporation papers of Screen Playwrights, Inc., the board of directors of the independent-conservative writer faction which resigned en masse several weeks ago from the Screen Writers' Guild was to meet late this week to elect officers, round out organization details and appoint committees to enter into negotiations with film producers for a writer-producer code of practice.

Around 90 membership applications in the new organization have been received to date, it was reported, and these were to be acted upon at the meeting also.

Bills Due To Drop

WASHINGTON, June 20.—With adjournment of Congress apparently scheduled for the latter part of this week and with major measures before the two Houses yet to be disposed of, the proposed new copyright bill is one of the many which will fall by the wayside. The subcommittee in charge of the writing of a bill, based upon testimony submitted during weeks of hearings, seems to have given the matter up as a hopeless task. Likewise, block booking has gone by the board, assuming Congress adjourns as now seems probable within a few days.

"Dead End" Set for Chicago; "Parnell" Opening Postponed

CHICAGO, June 20.—Contracts were signed this week between Norman Bel Geddes, producer of *Dead End*, and the Studebaker Theater management for the staging of the play here beginning September 13. The production involves a reconstruction of the stage and orchestra pit which will be done during the summer.

Parnell, which was announced by the Shuberts to open here late this month, has been postponed until late in August.

Anti-Alky Play Contest

CHICAGO, June 20.—The Methodist Episcopal Church here has announced a playwrighting contest to be sponsored by *The Christian Advocate*, a national (See ANTI-ALKY PLAY on page 42)

patrons seem to like his stuff is evidenced by the length of his already long engagement. Jack Freeman is emceeing the show at another large Seattle night spot and Sam Gore is appearing at a club in Tacoma. Raymond says that altho he has been out of the endurance business for some time he still wishes to hear from his old friends thru *The Billboard* Letter List.

JENNY COSTELLO infos from Janesville, Wis., that on June 11 she married Russell J. Hack, of Madison, Wis. She is permanently out of the endurance biz but would like to hear from her friends.

HANK LEWIS is working at Jean Anthony's Ballroom in Portland, Ore. Hank has not forgotten the endurance show business and claims he has elaborate ideas for a new type of show.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

We're happy to announce at this time that Ma and Pa Harris, two oldtimers, have left the walkathon business for good and are in charge of their own church in California. Pa and Ma are evangelists. They are doing a good job in the religious world and I know everyone will be happy to join in extending them best wishes.

Negotiations are now under way for the opening of a National Steeplechase Derby in Muskegon, Mich., scene of the Battle of Muskegon between Hugh Talbott and Sam Fox, who ran their shows in that town at the same time just about a year ago. Whether the 'chase negotiations will materialize is questionable.

Verne Balfour, of Hawthorne, Calif., is once again preparing to break loose in the field of show producing. You'll be hearing from him very soon.

What's happened to Guy Swartz? Is he still in Miami, Fla., sunning himself and forgetting about the endurance field? I'd like to know.

I shall continue to welcome all letters from dancers, emcees, judges and others associated with the industry. I'm never too busy to read of the many interesting suggestions that come to me thru your communications.

VAN ARNAM'S

(Continued from opposite page)
down and packed an hour after the fall of the final curtain.

Al Pinar's mother and stepfather, Mr. and Mrs. Thomas Mee, of Springfield, Mass., visited Al the past weekend. Mrs. Mee was the former Mae Guy, daughter of George Guy, well-known minstrel man, who had his show, the Guy Bros.' Minstrels, on the road for many years.

After the crushing defeat handed Driscoll's Panthers, our softball team, by the high-school lads at Dolgeville recently interest does not seem to be at such fever heat with our athletes. We hope, however, to see renewed activity on the part of the Panthers and an aggressive team on the field in the near future.

Up bright and early every morning to ride in front with the caravan is Dome Williams. Dome, who was not so well at the first of the season, is now "fit as a fiddle" and can be seen daily taking his sun baths.

It really happened. Rody Jordan pulled the prize first-of-May stunt not so long ago. In a hurry to get the black on, he smeared his face with what he thought was cork. Looking in the mirror, Rody was very much disturbed and was sure someone had put cold cream in his makeup. No matter how hard he tried the cork (?) just wouldn't go on smoothly. Washing his face for another try at blacking up, it was brought to Rody's attention that he was using shoe polish. Was his face red?

MACK D. FERGUSON.

Wright Players in Maryland

CINCINNATI, June 20.—Wright Comedy Players, who opened the season at Blanche, Tenn., March 30, have been enjoying fair business in that State for the last two months. Company is now in Maryland, with biz still holding at a fair level. In the troupe are John Wright, owner-manager; Ella Wright, J. E. Short, Tillie Short, Ola Maril, Willie Wright, Sara Wright, the Wright Twins, Etta Mae Wright and Mr. and Mrs. Earl Weatherford. Luther and Cassie Triplett are on the advance.

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

Scott Producing Stage Unit

WORCESTER, Mass., June 20.—J. F. (Jimmy) Scott filed incorporation papers here today, organizing a company to produce a theater unit featuring outstanding contestants and emcees of the Endurance show world. According to Scott, who is currently making his headquarters at the Lincoln Park Hotel here, the production will have original music and dance routines.

Rock Island Show Closes

ROCK ISLAND, Ill., June 20.—The S. P. Miller Amusement Company's derby show here closed suddenly Wednesday (17). Show opened May 29 with 30 couples.

ROBERT MARSHALL was a visitor at *The Billboard* office last week. He would like to hear from Ray Walker, former walky emcee, via the Letter List.

CHUCK PAYNE, formerly emcee for Seltzer, Alvis, Cowl and Steinel, has been booked by Music Corporation of America into the Clover Club, Sharon, Pa. Chuck, who has confined his talent to night clubs in recent months, would like to hear from his friends.

DOC COLLIER and Dub Braswell are working night clubs in and around Cleveland but are on the lookout for a good endurance show. Would like to hear from Bobbie Morris, Marge Perry and Walter Cox thru the Letter List.

STAN WEST writes from York Beach, Me., that he has discontinued his dancing school and is planning to return to

the endurance game. Would like to hear from Betty Lee Doria, Mitzi Lyman, Migl Dean, Lucille Rock, Jimmy Jay, Joe Palooka, Joe Rock, Jackie Morgan, Helen Sloan, Joe Ritchie and Billy Donavan.

JOHN LEDBETTER, resting at home in Harrisburg, Ill., wishes to contact Clinton Nine and John Paul Jones as soon as possible.

C. A. GEORGE NEWMAN, veteran mindreader, writes from North Dakota, where he is out with a hypnotic show under canvas: "Our mutual friend George W. Pughe is putting on a derby-show at Proctor, a suburb of Duluth, and I'll wager a month's receipts against a plugged nickel that he will do a great business there. George has a way of handling the business end of the walking business that generally produces sound results."

MARY HURBIS postcards the following from Racine, Wis.: "Please ask thru your column the whereabouts of Evelyn Thompson and Kenny Laux. We have heard rumors that Evelyn lost her life en route to an endurance show and that Kenny was critically injured at the same time."

DICK STEWART, one-time floor judge, has forsaken endurance shows for Midwestern night clubs. Dick is temporarily located in Sioux City, Ia., and is very anxious to contact Eddie Burke, Jack Freeman, Dolores Kelly and Billy Baldwin.

RAYMOND WRAY, veteran emcee, writes that he is going into his seventh consecutive month at the Spinning Wheel Club in Seattle, Wash. That the

-- LOOK --

Contestants

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JIMMY SCOTT'S
"WALKING STARS" REVUE

Rehearsals July 1. Following write: Ray Wilson, Schnozzle Kelly, Larry De Corrado and Hilda, Johnny Hartman and Anile, "Pop" Myers, Frank Costello and Helen Chester, Elmer Dupree and Lucille, Happy Griffis, Hughie Hendrixon, Tommy Loring, Ruthie Booth, Elsie Downey, Louie Festa and Sophie, "Shackles" Horrell, John Schmidt and others who have been contracted. JIMMY SCOTT, Lincoln Park Hotel, 3 Lake Ave., Worcester, Mass.

Liberal Elements Hail Change In Boston's Rigid Censorship

BOSTON, June 20.—Liberal theater interests here won a victory recently when Governor James M. Curley signed Mason Sears' bill amending the Theater Act of 1915 to read: "No license of any Boston theater shall be suspended or revoked on any ground having to do with public morality or decency without a hearing." Contrasted with the original measure, which placed power of revocation and suspension in the hands of the mayor, police commissioner and chief justice of the Municipal Court, any of whom could exercise his authority at will, the new provisions now vest authority in a committee composed of

the mayor, the police commissioner and a member of the art commission. Suppression can only take place after a play has been performed once and the committee at a hearing immediately following so rules by a majority vote. The customary Bostonian practice of sending a purist to New York to pass on the morality of a play before it appears in Boston is therefore ended.

Credit for the liberal enactment, called a "notable victory in the fight to urge free expression for the arts" by the National Council on Freedom From Censorship, is given to Herman Shumlin, who, together with the Civil Liberties Union, with which the National Council on Freedom From Censorship is affiliated, fought the ban last season on *The Children's Hour*.

Another bill, advocating the "prohibition of theatrical productions of low moral standard or employing subversive propaganda," failed to pass the Massachusetts committee to which it had been referred.

Equity Fines Niesen On Benefit Showing

NEW YORK, June 20.—Hoping by such drastic action to discourage willful non-recognition of the rulings of the Theater Authority, Equity's council last week fined Gertrude Niesen \$100 for appearing without permission at the Blossom Ball at the Plaza April 25. When the Theater Authority was being set up Equity, feeling that actors were not thoroly conversant with its aims, contented itself for a while with merely warning offenders. Equity now shows its intention of squarely backing the Theater Authority, particularly in cases of infractions by people cognizant of the body's rulings.

The radio and musical comedy star when asked by Equity for an explanation sent a letter. When a request by the council for a personal appearance was disregarded the fine followed.

Grover Jones Named Prez Of Screen Playwrights, Inc.

HOLLYWOOD, June 20.—Meeting late last week at the Beverly Wilshire Hotel of the board of directors of the Screen Playwrights, Inc., elected officers of the organization, approved active membership applications of 60 of 93 applicants and authorized William Slavens McNutt to appoint a special committee to trash out preliminary details of the group's proposed code of practice.

Grover Jones was elected president. Other officers are William Slavens McNutt, first vice-president Bess Meredyth, second vice-president; Frank Butler, treasurer, and William Counselman, secretary.

Outside of routine details, all organization activity will be deferred until the return next month of Grover Jones, president, who is vacationing in Alaska.

Writers Withdraw From Guilds' Mag

HOLLYWOOD, June 20.—Participation in the editorial and business management of *The Guilds' Magazine*, published jointly by the actors' and writers' bodies, will be given up by the Screen Writers' Guild following the current issue. In the future the actors will handle the monthly paper, with a radical change in policy intended.

This move on the part of the SWG is part of the organization's new policy of laying low following the recent split in writer ranks over the Authors' League amalgamation issue.

Under the Actors' Guild management the magazine will shift from a commercial publication aimed at entertainment and propaganda to a professional and technical publication covering all angles of pictures. William Bledsoe, who joined the magazine several weeks ago as associate editor and research director of the SAG, will step in as editor. Seymour Simons continues as advertising manager.

SAG Denies Bluenose Blast

HOLLYWOOD, June 20.—Taking umbrage at comments regarding morality of actors, film players in particular, made by L. A. Ireland at San Francisco last week during the Catholic Conference of Industrial Problems, the board of directors of the Screen Actors' Guild dispatched a hot telegraphic blast to the session denying Ireland's statements and charging him with ignorance of facts.

Ireland's statement against the actors was carried by daily papers and wire services. SAG telegram read:

"The Screen Actors' Guild, affiliated with the American Federation of Labor, with a membership of 80 per cent of all extra, all bit and all contract players, wishes to deny the sensational statements made before your body by L. A. Ireland. His unwarrantable attack betrays a complete ignorance of the truth. It is inconsistent with the ideals of your Christian organization to lend support to this kind of malicious gossip by publicity seekers.

"The Guild deplors the damage done to our people thru the circulation of false statements and is confident this denial will be brought to the attention of your conference in the interest of justice."

OUT-OF-TOWN OPENINGS "Southern Exposure"

(Hollywood)
Author, Willa Frederic. Producers, Bliss-Hayden Company. Direction, Lela Bliss and Harry Hayden. Opened June 11 for indefinite stay at Bliss-Hayden Little Theater.

Cast: Dorothea Kent, Alfred Wagstaff, Patricia Havens-Monteaule, Marta Linden, Gene Garrick, Vernon Steele, Ward Tatum, Ian Wolfe, Lory MacGregor, Linda Newell, Giles Kellogg, Art Balinger, Dick Smart, Lloyd Hammond.

Piece concerns a young Southern gal who goes to New York determined to become famous. She becomes the mistress of a married, middle-aged publisher, later dupes him into marrying her and starring her in a play. Falls miserably as an actress and decides to return to Dixie and her first love.

Story is sadly bewhiskered but thru clever application of dialog and characterization manages to move at a sprightly pace and should be able to make the grade on Broadway after some capable doctoring. This play is fourth consecutive hit of Bliss-Hayden spot.
Peiser.

Nashville Conservatory Folds

NASHVILLE, June 20.—Nashville Conservatory of Music will close its doors and suspend activities, it was revealed Friday shortly after the death of its founder and president, Gaetano S. De Luca. A definite decision to close the institution, which has trained some of the country's outstanding artists, was reached at a meeting of the board of directors two weeks ago, but was withheld at the time. An agreement has been reached with creditors whereby debts will be canceled and the handsome conservatory building sold. Teachers at the institution will be allowed to take the instruments and the library and continue on their own.

Dickstein Bill Out; May Not Be Voted

WASHINGTON, June 20.—The alien actors' bill introduced by Representative Dickstein early in the present session of Congress, but later in a modified form, has received the approval of the Committee on Immigration and Naturalization and has been included along with six other bills from this committee in a favorable report from the House Committee on Rules on the petition of sponsors that these measures be given consideration on the floor. This action followed that of Representative Kramer, of California, in reporting the amended measure to the House and reference of it to the Committee of the Whole House. Chances are this is about as far as it will get at this session.

The new bill, H. R. 12913, will be offered as a substitute for the original measure, H. R. 12325, thru the simple expedient of a motion to the effect that its text, after the enacting clause, be adapted as a committee amendment to the latter or original bill. Hearings were held this week on the substitute measure, with Leo Fisher, Efrem Zimbalist, Charles Hackett and Lawrence Tibbett appearing as witnesses in behalf of the American Guild of Musical Artists.

Directors' Guild Plans a Clubhouse

HOLLYWOOD, June 20.—First general meeting of the Screen Director's Guild in nearly two months will be called for early next week to put before members a broad program of organization toward interchange of ideas of technique, open forum discussions of film problems and plans for a clubhouse with theater and projection facilities.

With no immediate belligerent cause to fight for, particularly with a heavy majority of its membership regularly employed, sentiment of the body's leaders is toward a social meeting ground. However, the organization will be built and strengthened for defense purposes in any possible warfare and it is felt that a common professional and social bond between members will be a valuable asset to the group. This will form the basis of the organization's immediate program.

Film Showboat Starts

NEW YORK, June 20.—The S. S. Delaware, showboat of the Wilson Line operating on the Hudson, will show feature motion pictures and shorts nightly as a regular feature on board in addition to a floor show starring Andy Sanella's NBC orchestra and Ann Howe, vocalist.

"AAA" Cut for Coast

LOS ANGELES, June 20.—By the simple device of blue-penciling all references to Earl Browder, Communist Party secretary, and to Communism, the local Federal Theater Project moved last week to nip incipient criticism of *AAA Plowed Under* as un-American. The drama, in rehearsal for production next month at the Hollywood Playhouse, was the target in New York recently of charges by the American Legion and other patriotic organizations that it contained Communist propaganda.

LOUISIANA'S THEATER—

(Continued from page 5)
would force theaters as well as all industries to provide for one day's rest out of seven for workers.

Other bills that were proposed earlier in the session ask for the levying of an annual tax of \$100 for shows operated by a chain firm up to four shows; \$250 for each show from 4 to 20, and \$500 for each show when the total operated reach more than 20. House Bill No. 203 asks that "bank nights" at motion picture houses be put in the class of lotteries, which are illegal within the State.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 372, Cincinnati, O.

Appreciates Aid Of Billboard in Bonus Matter

Cincinnati. Please allow me to thank *The Billboard* and most especially Charles C. Blue, editor of the Carnivals Department, for the splendid service and cooperation extended during the time of receipt of the veterans' bonus bonds. I am a showman and my address has been in care of *The Billboard's* Cincinnati office for more than 25 years. I arrived in Cincinnati at 5 p.m. on Monday, June 15, to get my bonus and at 5:30 Mr. Blue took a squad of us outdoor showmen to the post office and identified us in person. Tuesday afternoon I got my money, so as usual good old *Billyboy* was on the job for the showman. Thanks a million and many good wishes.

CAPTAIN EDWARD C. ANDREWS.

Sees No Need Of Successor To Thurston

Toledo. I read with much interest the letter by Kellman Houston in the June 13 issue of *The Billboard*. I, perhaps like many others, have wondered how soon the subject would come up as to the successor to Howard Thurston. I might go a little further and ask: why a successor and what would he be successor to? In the olden days the magic world seemed to rely more upon successors and, as Kellar followed Herrmann, so in time Thurston followed Kellar. Shortly after Thurston became the "world's greatest magician" the country was overrun with magicians billing themselves as the "world's greatest." I don't think Rajah Raboid could be classed as Thurston's successor, as he presents a mental act. To my thinking there are only two men eligible to be called successors—Dante and Blackstone. Dante has been away from the United States so long he would have to stage a comeback, so that leaves only Blackstone, who has been working right along, who is not afraid to use printer's ink and who is just about as well known as any American magician. I have it on good authority that Blackstone has said time and time again that he would not be a successor to anyone, feeling that he is just as good as the next one. Howard Thurston has left us and no doubt there will be other "great" magicians and many "Thurston successors," but Howard Thurston earned his niche in the magic hall of fame and at his worst he was better than any of his imitators.

HARRY OPEL.

Opposition of River Troupes Plenty Strong

Los Angeles. I have read little or nothing about old-time shows that plied up and down the Mississippi, Ohio and tributaries in the days before the World Columbian Exposition in Chicago in 1893. Always plenty of opposition on the rivers in those days, particularly to the Harris Nickel Plate Shows, which showed every important town and landing on the rivers. The show traveled on the old stern wheeler Reindeer with a 60-foot barge for wagons and cages. Used a 100-foot top with two 30s if the occasion arose. Personnel was W. H. Harris, manager; Oscar F. Gould, treasurer; Uncle Dan Castello (the original), equestrian director who worked ponies and horse act; Dave Castello, rider; Callie and Lillian Harris, riders; Mrs. W. H. Harris, menage act and laydown entry; Kid Kennard and Harry Brandon, acrobats and comics; Frank Sparks, clown; George Jennier, acrobat; Covey Troupe, tumblers and jugglers; Jim O'Rouke worked Gypsy, trained elephant. Our opposition on the rivers was Eugene Robinson's Three Floating Palaces, French's New Sensation and the Price Show Boat. Miles Orton's, Jack Shields' and Richards' were opposition circuses. All made money. I was general agent ahead with three billposters working with special paper

from Donaldson, Russell-Morgan, Cincinnati, and Central Show Print, Chicago. We used a houseboat that we purchased in Sabula, Ia., to bill the show and floated down the Illinois from Peoria, Ill., to Donaldsonville, La., on the Mississippi. A. H. WESTFALL.

Asking More About Hostlers And Old Teams

Mt. Vernon, N. Y. I would like to read some more from the pen of I. J. Hetherington, Dilworth, Minn., regarding boss hostlers and circus teams, as he certainly knows his stuff. Let's have something about Tom Lynch and Jake Posey. I hope Henry Welsh will write something on the 40-horse hitch. Come on, you boss-hostler fans, with more about the unsung heroes of the circus lots, the boss hostlers, and about their assistants and the baggage stock and their drivers. I recently visited the big one and stayed until it was all torn down, something I always do. Tom Lynch had motored down from Bridgeport for a visit, and he looked hale and hearty, lounging in a chair at one of the horse tents as he has done for so many years.

WILLIAM T. RABBITT.

Raboid Tells Of Agreement With Thurston

Pittsburgh. I note that *The Forum* of June 13 was devoted to a magician's ideas anent "a successor to Howard Thurston." Doubtless the author, Kellman Houston, and other magicians will remember how a few years ago when I was at the height of my success as a mentalist a number of the so-called "best known" magicians started a crusade against the mentalists. At that time the SAM, an organization I had been a member of for a number of years, forthwith expelled me from its ranks without even a hearing on the ground, as I was afterwards told, that I had "told somebody's fortune." I did not dignify their attacks on my profession by making any answer whatsoever. A few of those in my profession did rise in an effort to stop these attacks. I wish to take this means to inform all magicians and Mr. Houston that I was a magician and an illusionist many years before I ever entered into the mental angle. I wish to take this means to inform all magicians that during the last few years of the great Howard Thurston's life I never once made such an overture or even made any mention to Mr. Thurston that I was a magician as well as a mentalist. The reason is obvious. I was a successful mentalist, while you could then, and still can, count the very successful mentalists on the fingers of one hand. I wish to take this means to further inform all magicians that during the convalescence of my good friend Howard Thurston, who was a daily visitor at my home on Miami Beach and I at his, that he solicited me to enter into the contract which I now have, bearing his signature, to do practically his entire show for the next three years, wherein he was to utilize about 15 minutes of the time to put in an appearance; that he personally told me in the presence of both our wives that I was the only man in America that he would so contract to do his show; that he made quite an extensive investigation of my ability, at my own request, before I allowed him to have the contract drawn up for signing; that I personally read the letter written to him by Abe Lastvogel, his personal booker and representative in the William Morris office, giving him the okeh to contract me to do his show for the coming season's bookings. The passing of Mr. Thurston left a niche to fill in this ancient art. I invite all magicians to make a note of this: that if I produce a magic and mystery show this fall that it will be a show such as no other magician in the history of magic has ever had the initiative or originality to produce. Getting back to Mr. Houston's letter in *The Forum*, I wish to agree with him that my good friend Harry Blackstone is a great ma-

gician and entitled to everything he has or can get, that my good personal friend Dante is another of the world's great magicians. I do not know Tampa or McDonald Birch personally and have never witnessed a performance of either. Mr. Houston's letter invites expression from the widow, Paula Thurston, and on the magic page of this same issue (June 13) there is already an expression from the daughter, Jane. Handsome is that handsome does, Mr. Houston. RAJAH RABOID.

Queries About Old Circus on Rail, Wagons

Parsonsfield, Me. Can any readers of *The Forum* give information on a circus which traveled thru Maine in 1889 under the title of Cather & Shalcross? This was probably a wagon show and it was in Limerick in Western Maine on August 10, 1889. I remember this circus for the lavish extent of its billing, and in the small village of Limerick, where there were no billboard facilities, lumber was purchased and probably 1,500 or 1,800 square feet of temporary billboard erected, giving the public a splendid flash. No menagerie was carried and a straight circus performance of rather unusual merit was presented, together with a very good concert, most of those on the regular bill doubling in the concert. I was advised a year or two ago that this show was partially on rails and partially a wagon show and that it was its custom to spot its train at some strategic point along the railroad and then start out for its haul of several days to back-country points. I never heard of a circus doing this before, nor have I since, so I think this last information must be erroneous. FRANK D. FENDERSON.

In Praise of Kindness of House Manager

Seattle. This is a story from an actor. I have played everything in the past and the best. But I played a one-day stand in Aberdeen, Wash., on June 13, arrived okeh but did not have a wardrobe for the act or music, as I was doing a blackface act. What the young manager of the theater there did has not been done by very many managers in the past. He went to his home, dug out pants, shoes, sock, tie and hat, and on top of that he wanted to know whether I had eaten! When a manager will do that for an act that act certainly will go out and work the best—and I did, stopping the show. I want the world and all actors to know that the manager in Aberdeen, Wash., is a good man. ART ROGERS.

KANSAS CITY

(Continued from page 36)

the season in Nebraska, has invaded South Dakota. Showboat Players, management Dewey Campbell, are playing a circle of towns in Minnesota with headquarters at Battle Lake. Rosewall-Terhune Show, which has been playing week stands in Missouri since early spring to good business, will move into Springfield, Mo., next week for the balance of the summer. Kathryn Kay, last summer with Chase-Lister, was recently appointed supervisor of the Federal Theater Project in Kansas City, Kan. Jimmie Van closed with the W. I. Swain Show recently to join the Stuckey-Brock Comedy Company. Verne Slout, well-known rep manager, is now booking manager for a Federal Theater unit in Peoria, Ill. Kelly Master, Southern circle stock manager, now sojourning on his turkey farm in Alabama, will reopen around August 15. Neale Helvey Players have closed their stock engagement at Burlington, Ia., and are now playing week stands under canvas. Frank Delmaine, former Kansas City Equity representative, is now connected with the Landes carnival company in an official capacity. David DeMille, rep musician, left here recently for his home in an Arkansas spot to receive his bonus. Cecil Scott, formerly with the Dubinsky Shows, is now out of the business and located permanently in this city. Eddie Wilson and Bob Feagin will

open their tent show next week in Kansas.

Fire, caused by the explosion of a gasoline attachment on a pop corn machine, destroyed the front of the Aulger Brothers canvas last week.

With the Tolbert Show

BUTLER, Pa., June 20.—This past week isn't much to write home about, but, considering the opposition we had in the weather, I guess their isn't any complaining.

Uniontown and Indiana, Pa., gave us the only two real houses of the week, and Indiana was a surprise, as the rain came teeming down practically all day. In the late afternoon we had a mean windstorm that just about took us away, but no damage done and she stayed up on all four.

H. W. (Champion) Hale and wife, Eunice, have left for Dothan, Ala., for an extended stay.

Billy Miller gave the company a surprise on his birthday last week. He dug out the old make-up kit and smeared grease on his face. Bill says it's the first in years and the last.

Fred Stewart, who has the sound equipment, is out bright and early every day, making the streets and routes. The missus and two boys are on for a visit and Fred is seen with a real smile these days.

Mrs. Jack Hutchison left this week for New Haven, Conn., to spend a few weeks with her sister.

TOM HUTCHISON.

Billroy's Show Briefs

FREEHOLD, N. J., June 20.—Lost one night the past week due to inclement weather, but other stands have given tremendous business. Manager Billy Wehle, who, regretful at having but two remaining spots in this State at present writing, will, after a short jaunt into parts unknown, return for another ride on the gravy train.

Twice in successive nights early heavy turnaways have threatened two shows—overflow bolstering concert crowd to capacity and setting a new high in that column. (On the books, of course.) Missed catching Jimmie Hodge's *Miami Nights* unit by exactly one day, they having followed us into Bridgeton.

Jimmie Stone, former Billroyan, informs from Rochester, N. Y., that the play production company of which he is the head is clicking nicely. Is collaborating on a new comedy for possible early fall production in New York.

JOHN D. FINCH.

The Billboard

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Vol. XLVIII. JUNE 27, 1936. No. 26

Two-week-old son of Max Er Bros. casting director, Hollywood.

The Final Curtain

BERKOWITZ—Isaac, 49, part owner of Speedway Recreation Park in Lakewood, N. J., June 15 in Lakewood. Survived by three sons.

BOURDEAUX—Luke, Sr., 62, who with Clarence Bennett operated the Lyric Theater, New Orleans, for several years when that showhouse was one of the largest Negro legit and stock stands in the South, June 16 following a six-month illness. Interment following day in New Orleans. Survived by widow, three sons and three daughters.

BRILL—Leonardo, 52, orchestra leader and musician for 20th Century-Fox Studio, June 13 in Los Angeles. He began orchestral work in Spokane and eight years ago joined the Fox Pictures musical staff. Widow, Gladys, and daughter, Joan, survive.

BROWN—Edward, 45, elephant trainer in Fleishacker Zoo, San Francisco, was killed there June 16 by Wally, zoo elephant, which went on a rampage. Further details elsewhere in this issue.

CHOTINER—Harry W., 50, veteran West Coast exhibitor and past president of the Independent Theater Owners of Southern California, June 12 after an illness of several months, being in a coma the last three days. As head of the Chotiner Theaters, Inc., he operated for a number of years several second-run houses in the Hollywood district. Survived by his widow, two sons and a brother; Max, associated with him in business.

DAVIES—Mrs. Ida, 59, mother of Mary Davies (Mrs. Bert Vallee), tabloid and burlesque performer, suddenly in Henderson, Ky., June 17, where she had gone a few days before from her home in Cincinnati to visit her brother. Burial in Henderson. Survived by her daughter and brother.

DE LUCA—Gaetano S., president of Nashville Conservatory of Music for eight years, at Vanderbilt Hospital there June 19 after a year's illness. He went to Nashville in 1918, where he served as director of the Ward-Belmont College vocal department until 1928, when he resigned to found the Nashville Conservatory. Surviving are his widow; a son, William Francis; mother, Mrs. Marianna De Luca, of Mt. Vernon, N. Y.; brothers, E. B. De Luca, of White Plains, N. Y., and P. C. De Luca, of New York City; two sisters, Mrs. Mario

Pagnano and Mrs. S. C. Curcio, of New York City.

DRYDEN—George, 34, former vaudeville magician, was drowned near Quincy, Ill., June 14 when a boat in which he and six other men were riding to a picnic suddenly filled with water and sank. He came to this country from England 12 years ago. In recent years he had been engaged in commercial lines in Quincy, playing an occasional date with his magic turn in that territory. Survived by a sister in England.

FOLSOM—Mrs. Janet Harriet, 82, former Milwaukee dance teacher, June 16 at her home in that city. Mrs. Folsom was one of the first members of the American Society of Professors of Dancing and upon her retirement was made an honorary member of the organization. Survived by a daughter and a brother.

FORESMAN—Adelaide, 83, former concert singer, June 15 in a Madison (Wis.) hospital. Survived by a sister.

FOSTER—Frederick J., 75, who for 15 years conducted a pony track in Crescent Park, East Providence, R. I., on the midway there from a heart attack June 13. Survived by a daughter, with whom he resided in Riverside, R. I.

FREDERICK—Mrs. Margaret, 39, entertainer at Blaine Tavern, Peoria, Ill., June 14 from injuries sustained when she was struck by a hit-and-run driver.

GARTLAND—James J., 72, active in vaudeville for more than 50 years, of pneumonia in Brooklyn June 16. Gartland's wife, with whom he did a song and dance act known as Lealand and Lee, died six years ago, prompting the retirement of Gartland. A sister survives.

GRAUMAN—Mrs. Rose, 70, mother of Sid Grauman, Hollywood theatrical manager, in Los Angeles June 13.

GRINNELL—Mrs. J. D., at her home in Bay City, Mich., June 9. She was widely known as patroness of amateur theatrical work in Bay City. Survived by husband and two sons. Interment at Bay City.

In Memory of My Loving and Beloved Wife, Sweetheart and Pal,
Mrs. Fred Hurley
Who passed on June 30, 1925,
Cleveland, O. **FRED HURLEY.**

KUHN—Ina, 50, former vaudeville and cafe entertainer, suddenly in Los Angeles June 15.

LAUDICK—Louis C., 58, one of the founders of Delphos (O.) Street Fair, director of Allen County Agricultural Society and general manager of two Delphos newspapers for 18 years, June 16 at his home in Delphos following a brief illness.

LOCKE—Joseph, 75, father of Edward Locke, playwright, who authored *The Climax* and *The Case of Becky*, among others, in Pittsburgh June 9.

MCCOMAS—Lila, 30, screen actress, in an automobile accident near Los Angeles June 13.

MCLEAN—Daniel M., father of Daniel McLean Jr., manager of El Capitan Theater, San Francisco, in that city June 16 from heart trouble. Survived by widow, two daughters and one son. Burial June 18 in San Mateo County, Calif.

MOORE—D. McFarlan, inventor of a tube for television since supplanted by later inventions, in Brooklyn June 15.

MULLER—Lawrence P., 52, chief motion picture operator at Warner's Alhambra Theater, Canton, O., and a member and former officer of Local 671, I. A. T. S. E., suddenly at his home in Canton June 14. Besides his wife, he leaves a daughter, his mother, a sister and two brothers. He had been identified with Canton theaters for more than 20 years. The body was taken to Cleveland for cremation.

MURRAY—Asher L., 66, brother of Charles Murray, film comedian, June 17 in Muncie, Ind.

OGDEN—Henry A., 79, illustrator and expert on theatrical costumes, whose knowledge made his advice sought after by theatrical producers and actors, including Mansfield, Sothorn and Frohman, of heart disease in Englewood, N. J., June 15. Two sisters survive.

OLBERT—Ralph W., 51, former vaudeville comedian, in Santa Monica, Calif., June 17. At one time he was a member of acts with Ford Sterling and the late Raymond Hitchcock.

PREACH—George A., pianist, at his home in Pittsburgh June 16. He achieved recognition in that city for his playing with the Little Symphony Orchestra and other musical organizations. He was a member of the Pittsburgh Musical Union. Surviving him are his widow, a son, three brothers and a sister. Funeral services June 20.

RICE—Mrs. Eugenie de Roode, 94, concert pianist of note during the nineteenth century, June 15 in Chicago. Mrs. Rice was the daughter of a gentleman-in-waiting to the court of King William of Holland and as a child prodigy at the age of nine played before the King and Queen. She appeared as guest artist with the symphony orchestra under Theodore Thomas and in concerts with such masters as Gottschalk and Thalberg. She was considered one of the greatest pianists of all time by Walter Damrosch, the composer.

RICHARDS—Stephen Henry, veteran San Francisco musician, in that city June 9. Survived by widow and three children. Interment in Cypress Lawn Memorial Park, San Mateo County, Calif., June 11.

RIEGEL—Jacob M., 64, secretary and co-founder of the Grandview Theater Corporation, operator of the Grandview Theater, St. Paul, June 16 at St. Joseph's Hospital, St. Paul, after long illness. Was general manager of the Dispatch Printing Company, publisher of *The St. Paul Dispatch* and *The St. Paul Daily News*, until 1927. Was co-founder of Grandview Theater Corporation in 1933 and treasurer since then. His widow, a son and a brother survive.

SHAUER—Mrs. Annette, 48, wife of Alfred G. Shauer, film agent, in Hollywood June 16.

SIMMONS—John J., at Savin Rock, West Haven, Conn., from a heart attack May 26. A concessioner at Savin Rock and in Florida many years, he was also a carnival and minstrel showman of more than 30 years' experience. His parents, the late Samuel T. and Margaret Henny Simmons, were concessioners many years at the Rock. Survived by his widow, Edith Munson Simmons; daughter, Katharine; sons, Raymond and Clifford, and his mother. Interment in St. Bernard's Cemetery, New Haven, Conn.

STAMM—Julius, 87, concert pianist and orchestra conductor, June 16 in Los Angeles. He had been in California music circles for 51 years and prior to that was director of the Turnverein Germania. He was also recognized as a great music coach. Sur-

viving are his widow and two sons, Julius and Alfred.

THOMAS—William F., 43, suddenly at St. Francis' Hospital, Detroit, June 8. He was motion picture projectionist for the last 12 years at the Martha Washington Theater, Hamtramck, Mich. His widow survives.

TIMBERLAKE—George, 62, business agent for the Studios Painters' Union, in Los Angeles June 12.

TYLER—Earle L., 29, engineer for the National Broadcasting Company, drowned in Lake Erie near Vermilion, O., June 16 when he slipped from the deck of a pleasure cruiser. Tyler was a member of the technical staff which was in Cleveland for the Republican National Convention. Survived by his widow, Helen; his parents and two sisters.

VALLEE—Thomas L., 34, well-known Central Ohio radio entertainer, who appeared regularly on programs of stations in Zanesville and Columbus, O., June 15 at his home in Roseville, O., from injuries sustained more than a year ago when struck by a plank which fell from the top of an oil-well derrick. His widow and two children survive. Burial in Roseville.

WALTHALL—Henry B., 55, veteran film character actor, in Hollywood June 17 of an intestinal illness that attacked him three weeks ago. Walthall first gained popularity when he portrayed the role of the Little Colonel in the picture *Birth of a Nation*. Since then he has appeared in more than a hundred films, the more prominent being *Men in White*, *Viva Villa*, *Judge Priest* and *A Tale of Two Cities*. His last role was that of an inventor in *China Clipper*, not yet released. He began his film career in 1910 after several years on the stage. His widow, Mary Charleston, and a daughter, Mary, survive.

WALTON—A. W., 63, recently at his home, Perry, Ia. Mr. Walton, in show business since 1900, was one of the first to introduce pictures to Perry. Surviving are his widow, one son and two daughters. Since his retirement from the theater in 1924 he has operated the Walton Poster Advertising Company in Perry.

Marriages

BARNETT-FISHER—Dr. William C. Barnett, brother of Vince Barnett, film comedian, and E. Dorothy Fisher in Pittsburgh June 17.

BOLLINGER-GILLIAM—Robert Bollinger, assistant manager of Oaks Amusement Park, Portland, Ore., and Ruth Gilliam, cashier in the park, in Portland recently.

COLLERAN-HURLOCK—Mark J. Colleran, color pressman with *The Pittsburgh Press*, and Vivian Vincent Hurlock, tab and burlesque chorister and former wife of Frank Bannister, musician, June 12 in Wellsburg, W. Va.

GOLDSTEIN-BRAFF—Ralph Goldstein and Rena Braff, of Warner Bros.' booking department, Pittsburgh, in that city June 14.

HAYES-HERMAN—John Hayes, former program head at Station WIP, Philadelphia, and now in same position at WNEW, New York, and Eve Herman June 13 in New York.

IRWIN-HARRISON—William George Irwin, of the Geddis Trio, comedy horizontal bar and cradle act, to Yetta Harrison, of the Harrison Novelty Bicycle act, in McPherson, Kan., May 30.

KEATING-MAHAR—Jack Keating and Rene Mahar, tabloid and burlesque performers, June 11 at Miss Mahar's home in Omaha.

KEITH-SMITS—Ian Keith, stage and motion picture actor, and Mrs. Hildergarde Smits in Chicago June 16.

LANCE-PATRICK—Gregory Lance, non-pro, of Seattle, and Clare Patrick, head of NBC music rights department, San Francisco, in Stevenson, Wash., on May 22.

LAUGHLIN-NUTTER—Ray Laughlin, Kansas City musician, and Lee Nutter, member of the dancing chorus of the State-Lake Theater, Chicago, at Kansas City June 9.

Marc Klaw

Marc Klaw, former partner of the theatrical firm of Klaw & Erlanger, often referred to as "the trust," died of a heart attack at his home in Sussex, England, June 14. Klaw, who was 78, had been inactive for the last 10 years.

Educated for the law profession, Klaw entered the theatrical business when he became interested in a play involving piracy and non-payment of royalties, a case in which he was retained by Charles Frohman. Going to New York, he formed his partnership with Abraham Lincoln Erlanger in 1888. After a period of years spent in booking numerous stars and shows, including a German opera company headed by Walter Damrosch, Sir Johnson Forbes-Robertson and the Augustin Daly company headed by Ada Rehan and John Drew, they branched out into production and practically gained a monopoly in the field of theater activity.

Together with Charles Frohman, Samuel F. Nirdlinger, J. Frederick Zimmerman and Al Hayman, a centralized clearing house was set up which booked plays thru Klaw & Erlanger. Opponents of the "trust" claimed that art was sacrificed to high finance, and leading players were forced to accept engagements at small salaries in dingy halls and theaters. The Shubert brothers provided the only real opposition and managed to gain a good theatrical footing after a prolonged period spent in bucking the Klaw & Erlanger interests. In 1926 personal disagreement dissolved the partnership, Klaw sold his theater properties and went to England.


He was married twice to Antoinette M. Morris, who died some years ago, and to Blanche Violet Day Harris in 1925. He is survived by the latter and by two sons of his first marriage.

Harry N. (POP) Endy

Founder of the ENDY SHOWS in 1908,
Who Passed on June 10, 1932.

The Two Sons, DAVID B. and RALPH N. ENDY, have continued since their Father's death, the show now being the ENDY BROS.' SHOWS, INC.

Gone, but never forgotten by the Endy Shows' entire Company.



MacMURRAY-LAMONTE—Fred MacMurray, screen actor, and Lillian Lamonte, New York model, in Las Vegas, Nev., June 20.

NICHOLS-SCHULTE—Ensign Richard Nichols, nonprofessional, to Louise Schulte, daughter of E. J. Schulte, Caspar (Wyo.) exhibitor, in San Diego, June 20.

O'TOOLE, St. JOHNS—Francis T. O'Toole, nonpro, and Adela Rogers St. Johns, novelist and screen writer, June 15 at Harrison, N. Y.

PARRY-ROSE—Dr. Allen A. Parry, nonprofessional, to Dr. Antoinette O. Rose, daughter of the famous showman, Ike Rose, and Mrs. Carla Rose, now managing Rose's *Midgets* at the Texas Centennial Exposition, Dallas, at Fort George Presbyterian Church, Rochester, N. Y.

ROSS-LHITA—Mickey Ross, guitar player with Baron Elliott's Band, and Mary Lhita in Pittsburgh June 17.

SCADUTO-CADOTTE—Joseph Scaduto, stage and screen character actor, to Irene Cadotte, nonpro, in Los Angeles June 14.

SPRAGUE - DOUGLAS—Chandler Sprague, executive at Paramount Pictures, Hollywood, and Chloe Douglas, nonprofessional, in Tijuana, Mex., June 13.

WALKER-GAUL—Hudson Walker and Ione Avery Gaul, daughter of Harvey Gaul, composer, musical conductor and former drama editor of *The Pittsburgh Post-Gazette*, in Pittsburgh June 13.

WOODFIN-COMPERE—E. L. Woodfin, Fort Worth, Tex., and Dorothy Compere, staff member of Station WBAP, Fort Worth, in that city June 13.

Coming Marriages

Bernard E. Windt and Sarabel Brovsky, of the Carnegie Tech Players, Pittsburgh. Date will be set soon.

Florence Gowen, of the program department at Station WDAS, Philadelphia, and Duval McClutcheon, early this summer.

Marion Gene Cohen, known as Gene Marion when a juvenile motion picture player, and Richard Herman, real-estate agent, in Philadelphia early in August.

Toni Lanier, stage and screen actress, and Neil Miller, Honolulu business man and former husband of Dorothy Mackaill, film actress, this summer.

Nick Stuart, former movie actor, and Ruth Eileen Skinner, night-club entertainer, in Los Angeles soon.

Wallace Worsley, of MGM production department, to Catherine Hess, non-professional, in Los Angeles June 27.

Madelyn Earle, 20th Century-Fox film actress, to Robert A. Duncan, non-professional, in Los Angeles soon.

Rene Egizi, trombonist with Dave Broudy's Orchestra at the Stanley Theater, Pittsburgh, and Ruth McConnell in Pittsburgh June 26.

Births

To Mr. and Mrs. Harry Rubin June 8 at the St. Anthony Hospital, Michigan City, Ind., a seven-pound five-ounce boy. Father is manager of the Tivoli Theater, Michigan City.

To Mr. and Mrs. Edward Krug June 17 at Philadelphia a 7½-pound daughter. Father is radio announcer at Station WCAU, Philadelphia.

An eight-pound daughter to Mr. and Mrs. Wally Lane at St. Mary's Hospital, Cincinnati, June 16. Father is manager and a member of the Manhattan Trio, adagio turn. Mother, also formerly of the act, is known professionally as Jean Arlen.

Son, six pounds, six ounces, to Mr. and Mrs. Stanley La Fave in Los Angeles June 11. Father is film librarian at Paramount.

Son to Mr. and Mrs. William Schaefer in Los Angeles June 11. Father is aide in Jack Warner's office at Warner Bros. Pictures.

Eight-pound girl to Mr. and Mrs. Sidney Buchman June 13 in Los Angeles. Father is scenarist at Columbia Pictures.

To Mr. and Mrs. Arthur T. Horman a seven-and-one-half-pound girl, June 10 in Los Angeles. Father is scenarist for Invincible Pictures.

Seven-pound son to Mr. and Mrs. Ira Mosley in Santa Monica, Calif., June 17. Father is MGM sound operator. Mother works in the studio's music department.

To Irving Berlin and his wife, the former Elin Mackay, an eight-pound, two ounce daughter in Doctor's Hospital, New York.

An eight-pound girl, Myrna Frances, to Mr. and Mrs. Brownie Silverlake May 19. The Silverlakes are performers, playing circuses, fairs and rodeos.

Divorces

Emily Woodruff Cronyn, of Chicago, from Hume Cronyn, actor.

Mildred Rae, night club entertainer of Stonehurst, Pa., from John Rae, Philadelphia, June 12 at Media, Pa.

Rosemary Dujsik, actress, from Harry Russell, Detroit vaudeville booker, in Cook County Circuit Court, Chicago, recently.

Late Deaths

(The following items were received at press time. More details in the next issue.)

HALL—Holworthy, 48, dramatist and author, known in private life as Harold Everett Porter, in Torrington, Conn., June 20 of pneumonia.

World of Mirth Shows

Hackensack, N. J. Week ended June 13. Location, North Hackensack circus grounds, Route 4. Auspices, VFW. Weather, last three days rain. Business, good until the rains.

After five weeks without losing a night from inclement weather the clouds opened here Thursday evening. Before Saturday night the lot became treacherous for vehicles and getting off was accomplished only thru gallant work by all hands. Train left several hours late Sunday morning. Circus flavor given the show by Earl Purtle's lions and other features strengthened this week with Will H. Hill's performing elephants which worked as a free act, also served as a "reception committee" at the marquee. The Racco Sensation, German aerial act, made their debut here this week and proved popular. George A. Hamid, who imported the act, and Mrs. Hamid come over from New York with a party including Dorothy Packman and Magnolia Hamid. So close to New York was the location here that numerous parties visited the city, some on pleasure and others on matters of business. As a result of the latter the midway was brightened considerably by new scenic effects purchased, among them W. E. D. Welch's elaborate Seminole Village and Wrestling Alligator exhibitions, Elaine Owen's Folles Bergere and Russell Judy's Club Alabam. George Adams back at scenic painting job again after a week's illness at Clifton. Work again progressing on Mabelle Kidder's modernistic Temple of Mystery front in a variety of shades of red set off by brilliant gold and chromium plated borders. Previous week at Clifton, N. J., show had a good business engagement, auspices VFW. Attendance about 25 per cent over last year's figures. Mrs. Max Linderman, who had been ill, back to the show on Saturday and well on the road to recovery. There were visitors from Ringling-Barnum Circus when it played Paterson, among them a number from the Side Show of the Big One who were entertained in Shorty Adams' cook-house by Dot and Flo Carlson.

GAYLOR WHITE.

United Shows of America

Yankton, S. D. Week ended June 13. Dakota Territory Diamond Jubilee. Location, Yankton College campus. Weather, good. Business, very good.

One of the few times in history that a large amusement organization has ex-

hibited on a college campus. Maurice Jencks, of Kansas Free State Fair, Topeka, in charge. Olive Lane, Mr. Jencks' publicity purveyor at Topeka, spent 14 weeks in promoting the event. Many visitors during the week to No. 1 wagon. Included several members of the cast of *Show of a Century*, Mike Barnes; J. G. Venables, secretary South Dakota State Fair, Huron, with his wife and son; Mr. Beecher and son, of Sioux Falls. George Vogstead has added four girls to his retinue of fairs at his Fountain of Youth. Word from Mrs. John R. Castle was that she was all set with her big "Crime" exhibit at the Great Lakes Exposition, Cleveland. Word from Shreveport that Joe Monsour and Gladys McDuffy were well on the road to recovery. Bill Covington, with sound truck No. 2, a valuable asset in the marquee at night. "Bank Night" still proving a big asset. Speedy Logan took unto himself a bride, Irene Jacobs, of the Vogstead attractions. "World's Fat-test Mother" (Mrs. Gertrude Karn) top-money show for week, with Rudy Coombs' Walk of Death running a close second. Scotty McDonald, in charge of Slover's Riding Ponies, has one of the neatest pony tracks on the road. Mrs. Thad Rising and Della Green recent additions to Elsie Calvert's *Hi-Hatters*. Joe Goodman still the "king of the corn game." Max Klepper, general manager Goodman's concessions, one of the busiest men on the lot. Denny Howard, with a peculiar shape lot, made a perfect setup of the midway. Pop Campbell doing fine as superintendent of Pullmans. Bob Lohmar away on an extended business trip. ROY B. JONES.

Bantly Greater Shows

Franklin, Pa. Week ended June 13. Auspices, VFW Drum Corps. Location, circus lot. Weather, good. Business, very good.

Show now moving special, on five cars and one coach, in addition to one trip for the motor equipment. Business at Franklin under the same auspices almost doubled last year. Among visitors, Mel Dodson and Scout Younger, of Dodson Shows; Frank Faust, of the F. & M. Shows, and Captain Smiley, free act. Thursday the big day—Public Wedding Day. Rain as close as two miles but the show did not get a drop. Walter Baker has the front gate and Howard Megerel, truck man, the back gate. The roster: Staff—Herman Bantly, owner-manager; Mrs. Herman Bantly, treasurer; Harry Copping, general director; Chris M. Smith, secretary; Bud Foreman, electrician; Ray Stevens, trainmaster; Howard Megerel, superintendent of motors; Walter Baker, lot superintendent; Bert Rosenberg, general agent; Ray L. Hilborn, special agent. Free Acts—Fred Reckless, on high pole; Captain Phoenix, net high diver; Joseph Mettler, swinging ladder; Raymond Stevens, walk-around. Band—Raymond Mettler, director; Marie Mettler, Leona Mettler, George Mettler, Luongue Amodio and Bess Mettler. Shows: Scandals of 1936, Bud Brewer, manager; Lyle Wilson, emcee; L. C. Hoffman, Tommy Walsh, Patricia Selby, June Rose Martin, Karen Meyers, Madge Lamara. Motordrome—May Bell and Cyclone Keller; Mrs. Stevens, tickets. Side Show—Walter and Betty Main; Oscar (Twisto) Pearson; Leppo the Frog-Boy; Georgia Dickens, "Madam Queen"; Master Gene Mettler, cantines; May Scott, nurse. Monkey Circus—Raymond Audette, Jimmy Wilson, William Gould, John Huntsman. Crazy House—Ray Stevens, John Reric. Rogers-Post Display—Sailor Roberts, Charles Richardson, C. Mason. Ferryland—Buddy Bantly, Jimmy Marshal, Pete Zanin, Harry Marshal. Rides: Merry-Go-Round—Sam McMasters, Hooks White, George Kog. Ferris Wheel—Ray Milliron, Finley Crisman. Mile-a-Minute—Slim Hetrick, Pete Olin, John Walt, Meade Kear, Eddie Kowal. Chairplane—R. McClintock, Clyde Reitz. Kiddyplane—Lawrence Blymiller, Alberta Prichard. Pony Track—Andy Sires. Kiddie Autos—Guy Buzzard, Mrs. A. L. Williams. Concessioners: Cookhouse, A. L. Williams; Bill Conway, chef; Ed Henry, Ed Bennett. Corn Game, Henry Englehart, Ervin Williams. Bob Sailor, one; Edward Siler, one; Herold Holliday, custard; Arthur Lunn, pop corn; Bill Baxendale; Jo Lunn, one. Ball games, Babe Foreman, Pauline Knepp, Oscar Poirier. Other concessioners, Sam Welner and the missus. H. E. Fredrick, Ruth Mathews, Leonard Smith and wife, Mrs. Walter Baker, Earl Thompson, Mr. and Mrs. Paul Bally, Issy Micklovitz, Mr. and Mrs. Benny Smith and son, Howard;

Rubin & Cherry Exposition

Appleton, Wis. Six days ended June 14. Auspices, American Legion. Location, midway between Appleton and Neenah-Menasha, on Memorial Drive showgrounds. Weather, fair. Business, very good.

The eighth week of the season for this show. Jackson, Tenn., the only still date. Late arrival from Madison, the show train arriving at Appleton at 6 p.m. Monday. Opened Tuesday. Friday best night of the week. On short notice, with radio and newspaper advertising, excellent business on Sunday. Godino Twins made personal appearance in a department store and a "Twins Matinee" was staged Tuesday afternoon. Cleo Hoffman's Girl Show unit broadcast over Station WTAQ Wednesday afternoon. Beautiful new 40 by 85 canvas tent theater, green in color scheme, dramatic end, built by O. Henry Tent Company, arrived and set up for the first time under supervision of Bernard Mendelson. Will be utilized by Godino Siamese Twins. Construction crew completed a new stage wagon and new scenery, and lighting effects will be used coming week. Nate T. Eagle, accompanied by Mrs. Eagle, arrived and will be advisory director of several of the major midway attractions, including the Twins. Joey Hoffman, who has been spending the winter months at Haines City (Fla.) Military Academy, is spending his vacation with his parents, L. (Peazy) and Cleo Hoffman. Mrs. Gertrude Cain has a beautifully framed palmistry booth. Ward Caldwell, calliophonist of Midget Circus, whose home is in Neenah, tendered a dinner to the members of the midget troupe. Fred Eberle, of Green Bay, and Bert Sieber, show fan and automobile agent, were visitors. Larry S. Hogan, general agent Beckmann & Gerety Shows, dropped in for a brief visit and was warmly greeted by his many friends. George Dobbins is superintendent of the four unit Ferris Wheels. The dining car is a favorite rendezvous for the tired showfolks at night, and Gus Woodall and Dallas Cantwell see that they are served with appetizing menus. Trainmaster P. J. McLane and his crew load and unload the 40-car train in rapid style. Rubin Gruber has lined up several big attractions for the fair circuit, which begins at Ionia. Show is heading for the Northern Peninsula and will be in Calumet on July 4.

WALTER D. NEALAND.

Silver State Shows

Worland, Wyo. Engagement ended June 15. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.

People turned out favorably considering the size of the city. Show is enlarged over last year and has been successful since the spring opening. Ferris Wheel topping the rides, with the Thriller a close second, Loop-o-Plane doing good in most spots. Paul Towe, manager and owner, purchased a new Dodge sedan. "Little Bill" displaying great interest in his photo gallery—evidently metaphysics is a hobby with him. Mrs. Ida Towe, secretary-treasurer, may be seen at all times with pleasing personality and friendliness. At the front gate Mrs. Ethel Miller, serene and calmly tends her knitting. Grief struck the midway Wednesday night when Clarence Sheridan, high diver, met with a fatal accident. Details can be found elsewhere in this issue. Bill (Panama) Letterman, of the cook-house, ever popular at meal time, with B. D. Bidell (better known as the "Carrot Kid") in the kitchen doing his stuff. Doc Snow back with the show for a short visit, reported the country ahead looking fine. The newly organized "Lions Club" gaining much headway—an organization among the women of the midway—their motto "More growling and less talk." The executive staff at present: Paul Towe, owner-manager; Mrs. Ida Towe, secretary-treasurer; Brownie Miller, legal adjuster; Doc Snow, advance agent; Mitch Freeman, banners; Barney Summers, lot foreman. Show is routed northward.

ROBERT MATHEWS.

George Miller, Timothy (Tim) Green, Leo Smith, Will and George Roberts, G. P. Reed, L. P. Moore, Mrs. Grace Milliron, Mr. and Mrs. Frank Mitchell, Mr. and Mrs. Frank Ephrim, C. E. Dunkle, Mrs. Chris Smith. The lot crew and the boys who make the fence "air tight"—Pete Wilson, Wallace Copenhagen, Buster Stegall, Henry Gregory, Bill Davies, Pete Rachic and Don Phillips.

CHRIS M. SMITH.

Hartmann's Broadcast

SOME of the smaller circuses continue to "burn up" territory and make things miserable for those whose owners and managers want to see the business move ahead. Too bad the ones concerned cannot see the errors of their ways.

And it's too bad also that the practice of pulling and covering of the opposition's paper still goes on among some of these shows. Oh, yes, there is considerable of this taking place, especially in the East.

The blame is placed, in one instance, on union billers, the opposition show in question having non-union men.

This, if true, is a mighty poor policy to make a show unionize—it's just such tactics that make a show management all the more determined not to sign the agreement calling for union billers.

And it's something that the executive board of the International Association of Billers and Billposters should look into without any waste of time.

While on this subject of "burning up" territory and pulling and covering of paper, there is one circus in the East guilty of these practices, we have it from very good authority, that does not give a matinee, because if it did, as a city clerk is quoted as saying, it would not be able to give a night show, the performance being so poor there would be no crowd. At one spot this show is supposed to have "burned up" the water supply, which it was getting very cheap, by letting the water flood an athletic field, so that when the next show came along the man looking after this duty had to beg and plead with the authorities for water. But at the end of show day when the meter was read the authorities gave this show free water.

In one New England town, we are told, they are waiting for a certain circus, because of its tactics last year, to slap on a double lot fee, as well as double the price for water. As one showman puts it: "Wish there were more like that bunch in this New England town and these bad practices would soon cease."

At the Inland Editorial convention in Chicago recently a certain circus was roundly condemned by many editors and their newspapers are closing down on circus publicity.

AT FIRST it appeared as tho parks and carnival companies in some ways were going to escape the new Kentucky amusement tax law which became effective June 7 and which exempts admissions of 10 cents or less. This, however, has been nixed by State Tax Commission which last week sent out to places of amusement and entertainment in the State instructions and explanations concerning the administration of the new law. The exemption of amusements charging 10 cents and under still holds, but the commission explained that "the admission charge shall be deemed the total of all charges so made and the tax shall be computed upon that basis."

This means that if the gate fee is 10 cents or less there will be no tax upon that charge, but if any subsequent charge is made for side shows, etc., once admission is obtained, this charge is subject to the tax by adding the amount of each subsequent fee to the general admission charge.

Only free-gate carnivals and parks where there is no charge inside of more than 10 cents, or subsequent charge, escape the tax. Be sure to read the full details of these tax instructions and explanations on page 3 of this issue.

Promoter L. G. King is going into business for himself, but just what line he failed to state. Probably his old one of independent promotions. Until a few days ago he was with the H. W. Campbell United Shows. "Mr. and Mrs. Campbell are lovely people and treated me swell," King says.

AFTER receiving many newspaper clippings panning certain circuses, it was a delight to get one among these of a show that has the future of the circus business at heart. It concerns

the Russell Bros.' Circus, and we are printing part of the clipping, taken from *The Leader-Tribune* of Marion, Ind., as follows:

"The most attractive feature was the cleanliness of Russell Bros.' outfit, both in its appearance and in its workings. Special lighting effects, well-groomed animals, gracious and efficient performers, all marked an organization that is a credit to the show business. Even the work of the boys who set the rings, handle the equipment and drive the stakes was noticeably precise and creditable.

"Out on the lot, before the big show began, it was enjoyable to chat with the performers, to know them as the people they actually are instead of the glamorous and unapproachable creatures they are under the big top. Truly what is known in show business as a 'Sunday school circus,' any member of the organization who is audibly profane on the lot is subject to a fine. The cleanliness, courteousness and graciousness of the circus folk 'backstage' was duplicated 'out in front,' where the public was treated graciously and faith was kept with the courtesies promised in advance."

To settle a controversy: Hartmann, the conductor of this column, has not been on the Coast this year.

Mighty Sheesley Midway

Port Huron, Mich. Week ended June 14. *Auspices, Knights of Pythias. Location, 24th and Lapeer streets. Weather, cold. Business, practically nothing.*

Everybody on the show, especially those who winter in Florida, thought they were "in Alaska" the last two weeks. Overcoats a necessity day and night. Attendance was about a third of last year, business being the same. Port Huron citizens great boosters for the show, but that helped only a little due to the weather. Mrs. Jeanne Williams "back home" again after an extended visit to her daughter, Mrs. Harry Moore, at St. Louis. Clarence Pounds rejoined the show. Joe (Laughing Polack) Taylor replaced John Crockett as polor. Public wedding of a local couple was held the one fair night of the week. Joseph (Little Joe) Wrenn now in charge of the fireworks department and doing a fine job of it. George Embree Jr. and Harry McNeely in charge of front-gate ticket collections. Victoria Nelson joined Great Lester's Show. Charles Pounds kept the office visitors warm with his electric heaters. Over \$300 worth of canvas was burned thru carelessness of two boys who thoughtlessly threw a cigaret without looking. Al Renton Jr. suffering a sprained ankle. Among the new shows, Howard Ingram's Unknown Soldier and Harlem on Parade—Charles A. Taylor, manager; W. A. Schaffer, talker; Flo Schaffer and John Stevenson, tickets; Wilbert Harris and Tommy Banks, canvas; Lucille Wilson, William Palmer, Bennie Williams, Vivian Taylor, Dolly Pembroke, Robert Hardmon, Robert Freeman, Ella Bell Dixon, William English, Johnette Broadway, Dot Brown, Mae Brown and Rose Akers, on stage; Leon Gardson, Albert Killian, Stanley Miller, Eugene Slappy, David Stephenson and Charles Moody, musicians. Among the many visitors: Carl Hathaway, Sid Marcum, Laura Scotte, Al Gains, Leo Beckwith, Tommy Hadda, Bill Brooks, Ivan Rasputin, Cleve Walsh, Frank Waldron; Martha, Geraldine and Rosina Newman; Lou Krem, Robert Krem, William Dumas, John Reid, Earl Kelly, J. E. Mead, J. C. Webb and Leo Alberts. Jack and Grace Champion have been stopping

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ANTI-ALKY PLAY

(Continued from page 37)

tional weekly, for the purpose of clarifying the subject of alcohol education, a topic on which, according to the church authorities, fanatics on both sides of the question hold stupid and unintelligent opinions. Five hundred dollars in all will be given, including a grand award of \$200 and a second prize of \$100. Contest closes December 1, 1936. Plays must be of one act and it is requested that the script should be simple enough to permit performances in churches which have meager equipment.

School Recitals

William Pillich, Pittsburgh

PITTSBURGH, June 20.—William Pillich presented an entertaining tap and modernistic dance recital at the 20th Century Club recently, the feature of a women's auxiliary benefit. He has developed a number of talented youngsters in the last year. Particularly notable was Eleanor Maxwell, a graceful tapper.

Others of note were Helen Rednock, Irwin Baker, Bob Mills, Ulrich Schoenberger, Bob Cook, Louise Cochran, Betty Jane Lee, Betty Ertzman, Charlotte Mady, Eleanor Emery, the Four Aces, Bill Webb and the entire tap-dancing ensemble. Violetta Gabig's attractive costumes and E. Fred McGowan's well-arranged music rate credit. Honigberg.

Kayser, Pittsburgh

PITTSBURGH, June 20.—J. Harry Kayser studio staged its annual show at the Nixon Theater June 12, mingling dances with rhyming dialog and a romantic plot. Outstanding performer was Rita Lawlor, a personable dancer, who delivers with equal ease tap, toe and acrobatic work. Others who impressed were Virginia DeMar, LaReva Lancaster, Ethel Booher, Claire Hoelzle, Betty Jean Welsch, Nancy Newman, Betty Boyer.

Billy Hinton and Mary Jean Case, two graduates, scored in a fast tap number. This revue is the last of the annual major recitals given by local schools. Honigberg.

Lou Bolton, Pittsburgh

PITTSBURGH, June 20.—With a flair for the different, the annual recital of Lou Bolton's School of the Theater,

staged at the Irene Kaufman Auditorium June 7, featured a musical comedy fenced with a number of specialties. Penned by Henry Cogert, the plot gave the kids an opportunity to handle dialog as well as display their dancing and singing abilities. It was a sparkling and entertaining affair.

Carl Berke and Eleanor Vha, personally singers, handled the leads well. Others prominent were Ruth Bevilacqua, Gertrude Ewart, Jerome Wolfson, Melvin Wolfson, Melville Sutter. Leading in acrobatics were Betty Gray, Dorothy Heinel, Alice Rohrbacher. Fine song specialties were delivered by the Gollshano Sisters, June Vogt, Eleanor Vha, Carl Berke, Herald Ober, Kitty Lou McGough and Marilyn Pearlman.

Honigberg.

Martha Rose, Pittsburgh

PITTSBURGH, June 20.—Martha Rose revue at the Nixon Theater, June 8, found the teachers as active on the stage as their pupils. Miss Rose, as well as her assistants, appeared in number after number. The show, labeled *Weather*, has been divided into the four seasons.

Among outstanding contributions from students included those of Bobby Matthews, Arthur Branick, Billie Rausch, Franny Byers and the tap ensemble and acrobatic work by Mary Winters, Catherine Flaherty, Toots Kirchartz, Winifred Buhl, Bernice Hall and June Delaney. Good specialty work was contributed by Carl Nittman, Johnny Sanker, Betty Russell. Performing teachers included Miss Rose, Emma Fuller, Ruth Rapp, Rita Jackson, LaVerne Messer and Eugene Schweibinz. Honigberg.

Fillion Studios, Pittsburgh

PITTSBURGH, June 20.—Dance department of the Fillion Studios, under Karl Heinrich, was seen in its annual festival at the Carnegie Music Hall June 5. Some 60 students were featured. High spot was the solo dancing of Frank Dolinar. His work is truly professional in every respect. Impressive, too, was the ballet routine performed by a group of men.

Virginia Miller and Florence Young assisted Heinrich and worked in solos. Honigberg.

Anna C. Cooper, Pittsburgh

PITTSBURGH, June 20.—A talented group of youngsters headlined Anna C. Cooper's Terpsichorean Revue at the Nixon Theater June 3. Embellished in novel costumes, the kids displayed their talent in all dance departments. A number of specially arranged vocal selections added plenty of life to the show.

Among the students who were active were the Orzenzo Sisters (Dorothy, Jean and Rita), Patsy Owens, Mary Roman, Ruth Alford.

Impressive dance selections were *Skaters Waltz, Serpentine Dance, Musical Comedy Tap, Dream Valse, An Invitation to the Dance* and *A Broadway Baby*. Honigberg.

Verna Ulrich, Pittsburgh

PITTSBURGH, June 20.—Annual dance recital of the Verna M. Ulrich School of the Dance was witnessed by a large audience at the Grotto here June 8.

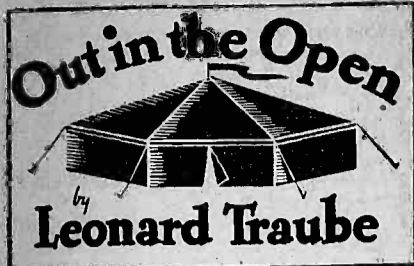
Leaders in the acrobatic field were Angeline Bler, Marjory Leith, Dorothy Schorn, Josephine Castillo, Irene Grande, Olive and Richard Gillingham and the Falka Sisters. An impressive ballet number was offered by Gloria Sanborn, Lois Brennen, Betty Hammond, Catherine Murphy, Lorraine Snyder, Jean Roth and Rita Brinner, among others. Miss Ulrich herself appeared in a Viennese turn, assisted by E. Tripp and J. Yanosko. Honigberg.

The Good Samaritan

Quebec City, P. Q.—Traffic officers patrolling Quebec's 16,500 miles of paved and graveled roads are instructed to play the role of the good Samaritan of the highway and render every possible service to motorists who may be in distress. They are not placed on the highways to augment provincial revenues by the imposition of fines, but are there as the friends and protectors of the public.

Only a few years ago the traffic officer was looked upon as being the terror of autoists, bobbing up when least expected and arresting drivers who violated the rules of the road, no matter how trivial the offense. By acting in such manner the traffic officer was merely performing his duty, but the motorists did not think so and when brought to task for their traffic sins regarded themselves as being persecuted. Little by little, however, public opinion regarding traffic officers has modified, and the autoists themselves have learned that the ungrateful task of policing the highways was not without its advantages. Today, after numerous educational campaigns carried out by the authorities and the various safety associations, the public knows that the role of traffic officers is not to bring about embarrassment to travelers, but rather to insure the safety of traffic and to render help to motorists who may need it.—Canada Week by Week.

Contrast this with the situation in some parts of the United States.



The Games Situation

TWO commentators present their views on concession games in a manner so interesting that they are being quoted at length. First from Arch E. Clair, manager of Norumbega Park, Auburndale, Mass., who for years was an executive with the Johnny J. Jones and Brown & Dyer shows:

"I read with much interest your article, *Purging Midway Magic*, and think it is well taken care of from all angles. You have always known my views on the operation of concessions, have known that I have always been in favor of the legitimate kind, one that gives a man merchandise for his money.

"If a survey were made of the various concessioners who have been successful in the last 25 years, you would find them to be those who have tried to give their customers a run for their money. How long could we operate concessions in the park, where we are located for the entire summer and catering more or less to the same people if we ran games a little off color?"

"It has got to a point in the last few years—regardless of how straight and open and above board you run your concessions—where some of the customers are afraid to play your games. In a conversation I had with one of the largest concession operators in the business some two or three years ago a discussion arose in which the man stated that prior to his taking the exclusive at a particular fair it had been burned up, thus making it hard for him to build up a legitimate business. The party in question had never operated anything but the finest of legitimate concessions. His first year at the fair did not net him very much money, but in the years following at the same fair he steadily built up a fine business.

"AS LONG as the majority of people who play concession games are sometimes in doubt as to the squareness of your game, why not advertise on your concession stand that you are running an absolutely fair game and offer a reward to anyone who can prove that your game is not fair and square? If you expect to stay in the business and are trying to give the public what it wants, why not let them know about it?"

THE second communication is from Jack L. Greenspoon, of Greenspoon & Bramson, Inc., operating on carnivals and currently at Chesapeake Beach, Md., who writes:

"Your article, *Purging Midway Magic*, is very interesting. Of course, you know I have been in the concession business more than 25 years and have always made it a practice to run concessions on the up and up. Ot one time I operated 65 various concessions at six amusement parks. I have handled as high as \$250,000 in nickels and dimes in one season. That is a lot of money to handle on games, but I am sure if I had not operated on the up and up it would have been impossible to handle this amount of money systematically, the way I did.

"I have always been a booster for clean concessions—devices which are not controlled. I invented games which cost more than \$2,000 to build and found them very profitable. Among them were the Climbing Doll Racer and the Electric Tally Ball, which I operated in Coney Island from 1920 until 1925. Business was very good at that time. I used a carload of merchandise every week. I did not buy anything back.

"IHAVE found from my operation at fairs that the fair association got a high rental for space and concessioners used controlled devices to get all they possibly could for their investment. I did not find any fair so rosy after controlled devices had been used there the previous year. It takes two years to live conditions down. I know the public likes up-and-up stores, but from previous experience is afraid to play them.

"Every customer, to my mind, has a sour taste toward concessions from the way they have been mishandled by various concessioners. It will take a little time to right the wrong which is being

caused by the people in the concession business.

"I read the article by Joe Hughes in your columns and found it very interesting. I was associated with Joe when he was part owner of the Williams Standard Shows back in 1918. The other owners were Messrs. Williams, Kinney and Katz. They really had a good show. Concessions did good business every week and gave out carloads of merchandise.

"If carnival owners and fair secretaries got together and refused to sell space to anyone operating controlled devices, I am sure that the concession business would enjoy the profits which it enjoyed before."

The business owes a vote of thanks to Messrs. Clair and Greenspoon for their contributions to this vital subject.

ZACK TERRELL, co-owner Cole-Beatty Circus, in town for the Louis-Schmeling fight and business concerning the show. Ditto Rubin Gruberg, owner of Rubin & Cherry Shows, who also saw his daughter off to Europe.—J. W. Boulter, of the Charlette-town Exhibition, P. E. I., Can., huddling with George Hamid. Boulter's prey of the Canadian Fair Association.—Larry Nathan, of Glick's Exposition, dropped into the city on his week's vacash. Said his sister is in a New York hospital. Also reported that Benny Franklin, the prominent Baltimore showman and member of the polity, is on the ailing list.—Frank Moore, manager of the Garden's rodeo, back from Dallas to see the fair and Col. W. T. Johnson's Rodeo. Biz far from being up to expectations, he announced sadly. Also looked over the Fort Worth grounds.

—Henry Trefflich, New York animal dealer, received a 7-year-old gorilla, among other specimens, including 10 chimps. Gorilla is the first to arrive in the United States in a number of years.—Ivan Bros.' Circus closed down in Australia after all, despite reports to the contrary. Outfit to be sold. Nellie Dutton, William McK. Bausman and other American artists on the show were reported on their way back to the States.

—An Indian snake dancer with M. W. Billingsley's Hopi Indian unit, sold as an educational feature with carnivals, department stores, etc., was killed in an auto accident in Syracuse, N. Y., last week.

Wallace Bros.' Shows

Bloomington, Ill. Week ended June 13. Location, O'Neil Park. No auspices. Pay gate. Weather, rain Tuesday and cool nights rest of week. Business, fair.

Rain and wind storm blew down and did considerable damage to the front marquee and Minstrel Show tops, and would have caused considerable more damage to concessions and show equipment, but the willing able support of the members of the show prevented it. Frank Moss assumed duties of lot superintendent, replacing Ross Crawford, who will use full time handling merchants' tickets. Among visitors were Mr. and Mrs. Grubaugh, of frozen custard note; Ray Barbee and Linden West and party of Barker Shows. Minstrel Show now under management of Ace Note Murphy and wife, and a real show has been organized and is clicking nicely. Painting and decorating for the fair and celebration engagements now being done, with the pleasing color scheme of white with red and blue trim on all rides, gate, show fronts and ticket boxes. A shower-luncheon was given Mrs. W. A. McCauley on Thursday and a nice array of gifts were in evidence. J. L. Inman joined with corn game and Charles Gordon with custard and ball games. Paul Varner left with mouse game for his Indiana picnic and celebration dates.

MARTIN A. WIRTH.

Georgia Attractions

Laurens, S. C. Week ended June 13. Auspices, Community Fair. Weather, showers. Business, good.

This date (sponsored by the Laurens Mill Mothers' Club) was a success for all concerned, due to the fact that all members worked diligently. On Tuesday night, following an address by J. Leroy Burns, county superintendent of education, a baby show under the direction of C. E. Tollison was held, about 60 infants being paraded before the people on the grounds. Wednesday night, following an address by Tom Bennett, a clerk of court, children of the community gave a program which was well received. Thursday night was "everybody's night" and a good time was had by all. Friday night Governor Olin D. Johnson gave a long talk, commending the event. The shows, rides and concessions were well received.

JACK WHITE.

Circus and Carnival Routes

CIRCUS AND WILD WEST

- Barnes, Al G.: Minneapolis, Minn., 23; Manakato 24; Watertown, S. D., 25; Aberdeen 26; Mandan, N. D., 27; Dickinson 28; Glendive, Mont., 30; Billings July 1; Greybull, Wyo., 2; Thermopolis 3; Casper 4; Douglas 5.
- Cole Bros.-Clyde Beatty: Wooster, O., 23; Lima 24; Hamilton 25; Marion, Ind., 26; Ft. Wayne 27; Hammond 28; La Fayette 29; Crawfordsville 30; Danville, Ill., July 1; Springfield 2; Champaign 3; Bloomington 4.
- Cooper Bros.: Kenora, Ont., Can., 23; Keewaten 24; Whitemouth, Man., 25; Beausejour 26; Selkirk 27; Gladstone 28; Gilbert Plains 30; Roblin July 1; Kamsack, Sask., 2; Preeceville 3; Kelvington 4.
- Gainesville Community: (Fair) Dallas, Tex., 25-27.
- Hawkins, Bud: Horicon, Wis., 24; Campbellsport 25; Fox Lake 26; Markesan 27.
- Mix, Tom: Ft. Dodge, Ia., 23; Marshalltown 24; Iowa City 25; Moline, Ill., 26; Aurora 27; (Coliseum) Chicago 29-July 8.
- Polack Bros.: Waukegan, Ill., 22-27.
- Ringling Bros. and Barnum & Bailey: Schenectady, N. Y., 23; Utica 24; Binghamton 25; Syracuse 26; Rochester 27; Buffalo 29; Erie, Pa., 30; Ashtabula, O., July 1; Youngstown 2; Oil City, Pa., 3; Bradford 4.
- Schell Bros.: Walhalla, N. D., 23; Cavalier 24.
- Seal Bros.: Grangeville, Ida., 26.
- Seils-Sterling: Stevens Point, Wis., 23; Wausau 24; Merrill 25; Antigo 26; Shawano 27.
- Tiger Bill Show: Auburn, Ind., 24.
- Vanderburg Bros.: Greene, Ia., 24; St. Ansgar 25; Manly 26; Buffalo Center 27.
- Webb, Joe B.: Buhl, Ida., 23; Rupert 24; Shelley 26.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Ace-Hi: Rome, Ga.
- All-American: Duke, Okla.
- All-American Expo.: Ipswich, S. D., 22-24; Moberidge 25-27.
- American United: Kallispell, Mont.
- Anderson-Srader: Great Bend, Kan.; Dodge City 29-July 4.
- Arena: Natrona Heights, Pa.
- B. & M. Am. Co.: Shawnee, Okla.; Prague 29-July 4.
- Bach, O. J.: Potsdam, N. Y.; Clayton 29-July 4.
- Badger State: Ripon, Wis.
- Bantly Greater: Kane, Pa.; Brookville 29-July 4.
- Barfield's Cosmopolitan: Williamsburg, Ky.; Stearns 29-July 4.
- Barker: Canton, Ill.; Bushnell 29-July 4.
- Barkoot Bros.: West Branch, Mich.; Oscoda 29-July 4.
- Beckmann & Gerety: Milwaukee, Wis.
- Bee, F. H.: Paris, Ky.
- Big 4: Rome, Ga.; Adairsville 29-July 4.
- Big State: (Fair) Shiner, Tex.; Cameron 29-July 4.
- Blue Ribbon: Evansville, Ind.; Linton 29-July 4.
- Bremer Midway Attrs.: W. St. Paul, Minn.; Duluth 29-July 4.
- Broughton Bros.: Port Arthur, Tex.
- Brown & Lynn: Island Falls, Me.; Van Buren 29-July 4.
- Brown Novelty: Liberty, Ind.; Milford, O., 29-July 4.
- Bruce: Cumberland, Ky.
- Buck, O. C.: New London, Conn.
- Buckeye State: Florida, Ala.
- Burdick's All-Texas: Schwertner, Tex.; Belton 29-July 4.
- Byers Bros.: Sac City, Ia.
- Central State: Horton, Kan.; Rockport, Mo., 29-July 4.
- Cetlin & Wilson: Punxsutawney, Pa.; Clearfield 29-July 4.
- Christ United: Kenton, O.
- Coleman Bros.: Rockville, Conn.
- Colley, J. J.: Okemah, Okla.
- Conklin's All-Canadian: Moosejaw, Sask., Can.; Estevan 29-July 1; Weyburn 2-4.
- Corey Greater: South Fork, Pa.; Central City 29-July 4.
- Crafts 20 Big: Richmond, Calif.; Stockton 30-July 5.
- Crowley United: Perry, Ia.
- Crystal Expo.: Pulaski, Va.; Galax 29-July 4.
- Cumberland Valley: Fayetteville, Tenn.
- Cunningham Expo.: Pomeroy, O.
- Curl Greater: Greenfield, O.; West Union 29-July 4.
- De Luxe Shows of Amer.: Troy, N. Y.
- Dennett & Knepp Expo.: Hagerstown, Md.; Annapolis 29-July 4.
- Dixie Belle Attrs.: Mitchell, Ind.
- Dixie Expo.: Morganfield, Ky.; Cloverport 29-July 4.
- Dixie Model: Pocahontas, Va.; E. Radford 29-July 4.
- Dodson's World's Fair: Johnstown, Pa.; Charleroi 29-July 4.
- Dudley, D. S.: Childress, Tex.; Lubbock 29-July 4.
- Edwards, J. R.: North Baltimore, O.; Leipsic 29-July 4.
- Elane: Carnegie, Pa.
- Ellman: Clintonville, Wis.; Marinette 29-July 4.
- Endy Bros.: Burlington, N. J.; Stroudsburg, Pa., 29-July 4.
- Evangeline: Claremore, Okla.; Pawnee 29-July 4.
- F. & M. Am. Co.: Philipsburg, Pa.; Rimersburg 29-July 4.
- Frisk Greater: Montgomery, Minn.
- Georgia Attrs.: Liberty, S. C.; Pelzer 29-July 4.
- Gibbs, W. A.: Harlan, Ia.; Mapleton 29-July 4.
- Glick, Wm.: Amsterdam, N. Y.
- Gold Medal: Cheboygan, Mich.; Sault Ste. Marie 29-July 4.

- Golden State: Sacramento, Calif.; Roseville 30-July 5.
- Golden Valley: Waynesboro, Tenn.; Tusculumbia, Ala., 29-July 4.
- Golden West, Wm. Barnhart's: Verdale, Minn.; Walker July 2-5.
- Gooding Greater: Toledo, O.
- Graham, Hal: Clarion, Ia.; Rockford 29-July 4.
- Great Coney Island: Amite, La.; Bogalusa 29-July 4.
- Great Olympic: Bloomington, Ind.
- Great Sutton: Pana, Ill.
- Greater Expo.: Waukesha, Wis.; Kenosha 29-July 4.
- Greenland: Ashland, Va.; (Fair) Louisa 29-July 4.
- Gruber's World's Expo.: Gloversville, N. Y.
- Hames, Bill: Brownwood, Tex.
- Hansen, Al C.: Knoxville, Ia.; Humboldt 29-July 4.
- Happy Days: Worthington, Ind.; Crawfordsville 29-July 4.
- Happyland: Ecorse, Mich.
- Happy's Attrs.: Pleasant City, O.
- Heller's Acme: Carlstadt, N. J.
- Henke Bros.' Attrs.: Sturgeon Bay, Wis.
- Hennies Bros.: Ft. Dodge, Ia.
- Hilderbrand United: Kelso, Wash.; Raymond 29-July 4.
- Hodge, Al G.: Niles, Mich.
- Howard Bros.: Yorkville, O.; Spencer, W. Va., 29-July 4.
- Hughes Bros.: Fairmount, Ill.; Chatsworth July 1-4.
- Hurst, Bob: Edgewood, Tex.; Dialville July 1-4.
- Imperial: (Fair) Warren, Minn., 22-24; (Fair) Hallock 25-27; (Fair) Fertile 28-July 1; (Fair) Ada 2-4.
- Jackson Midway: Dalhousie, N. B., Can.
- Joe's Playland: Smith Center, Kan.
- Jones, Johnny J., Expo.: E. Liverpool, O.; Springfield 29-July 4.
- Joyland: Grand Rapids, Mich.
- Kaus: Middletown, N. Y.; Binghamton 29-July 4.
- Keystone: Falconer, N. Y.
- Krause Greater: Ambridge, Pa.
- Kreko's Joyland: Weed, Calif.
- Lagasse Am. Co.: Fitchburg, Mass.; Arlington Heights 29-July 4.
- Landes, J. L.: Leavenworth, Kan.; Red Oak, Ia., July 1-4.

Old-Time Showmen

By CHARLES BERNARD

To the circus trouper who has devoted twoscore years or more to busy seasons of advance work or in some capacity back with the show a period of 35 years seems only a swiftly passing vision of an annual routine, but when applied to the record of a circus owner who in 1936 is actively identified with ownership and operation of a circus that was operating under same title 35 years ago it is a record worthy of news-story publicity to the reader of circus literature.

In December, 1901, the Walter L. Main Circus had completed its 16th annual tour, owned and managed by Walter L. Main, and it had an established reputation of popularity from Eastport, Me., to San Francisco, and from the Canadian provinces to the Gulf of Mexico. On December 12, 1901, the show was stored for the winter in a spick and span new quarters in the show's home town, Geneva, O. On December 17 the new winter-quarters buildings were formally opened and dedicated. Over 200 invited guests were there to inspect the new buildings, the paraphernalia of the show and to congratulate Mr. Main on having completed a successful season and the erection of such substantial buildings in which to house his accumulation of valuable equipment and animals. Prominent among the visitors were Ed C. Knupp, W. J. Elliott, Daniel J. Fitzgerald, Col. Hugh Harrison, William W. Powers, Counsellor Trunkey, Owen C. Doud, James Harrison, President Walker of Erie Show Printing Company, John C. Keenan, M. Mihills, Dan Taylor, W. H. Winner, Bob Abrams, Dan McKenzie, Rhoda Royal, newspaper representatives from Cleveland and Buffalo.

The new buildings were located on a 20-acre tract on the outskirts of Geneva, near the Lake Shore Railroad. The main building was entirely of brick, was steam heated and lighted by electricity; the animal quarters were special in design and equipment, 100 feet wide, 145 feet long; stationary built cages, larger than the road-show display cages; the repair shop was 130x170 feet, the paint (See OLD-TIME SHOWMEN on page 47)

- Golden State: Sacramento, Calif.; Roseville 30-July 5.
- Golden Valley: Waynesboro, Tenn.; Tusculumbia, Ala., 29-July 4.
- Golden West, Wm. Barnhart's: Verdale, Minn.; Walker July 2-5.
- Gooding Greater: Toledo, O.
- Graham, Hal: Clarion, Ia.; Rockford 29-July 4.
- Great Coney Island: Amite, La.; Bogalusa 29-July 4.
- Great Olympic: Bloomington, Ind.
- Great Sutton: Pana, Ill.
- Greater Expo.: Waukesha, Wis.; Kenosha 29-July 4.
- Greenland: Ashland, Va.; (Fair) Louisa 29-July 4.
- Gruber's World's Expo.: Gloversville, N. Y.
- Hames, Bill: Brownwood, Tex.
- Hansen, Al C.: Knoxville, Ia.; Humboldt 29-July 4.
- Happy Days: Worthington, Ind.; Crawfordsville 29-July 4.
- Happyland: Ecorse, Mich.
- Happy's Attrs.: Pleasant City, O.
- Heller's Acme: Carlstadt, N. J.
- Henke Bros.' Attrs.: Sturgeon Bay, Wis.
- Hennies Bros.: Ft. Dodge, Ia.
- Hilderbrand United: Kelso, Wash.; Raymond 29-July 4.
- Hodge, Al G.: Niles, Mich.
- Howard Bros.: Yorkville, O.; Spencer, W. Va., 29-July 4.
- Hughes Bros.: Fairmount, Ill.; Chatsworth July 1-4.
- Hurst, Bob: Edgewood, Tex.; Dialville July 1-4.
- Imperial: (Fair) Warren, Minn., 22-24; (Fair) Hallock 25-27; (Fair) Fertile 28-July 1; (Fair) Ada 2-4.
- Jackson Midway: Dalhousie, N. B., Can.
- Joe's Playland: Smith Center, Kan.
- Jones, Johnny J., Expo.: E. Liverpool, O.; Springfield 29-July 4.
- Joyland: Grand Rapids, Mich.
- Kaus: Middletown, N. Y.; Binghamton 29-July 4.
- Keystone: Falconer, N. Y.
- Krause Greater: Ambridge, Pa.
- Kreko's Joyland: Weed, Calif.
- Lagasse Am. Co.: Fitchburg, Mass.; Arlington Heights 29-July 4.
- Landes, J. L.: Leavenworth, Kan.; Red Oak, Ia., July 1-4.

(See CARNIVAL COMPANIES page 100)

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Winning Tour For Kay Bros.

Show has played some old territory, but most towns have been new

DANBURY, Conn., June 20.—Kay Bros.' Circus, which opened at Portsmouth, Va., April 15, is traveling on 30 vehicles, has a new six-pole big top, a four-pole menagerie, all new, and every truck and trailer is painted to the highest degree of the painter's art. Thru Virginia and the hard-coal section of Pennsylvania show encountered some rain and plenty of cold weather, but this did not deter patrons in coming out. It has not had a losing day. The performances are giving satisfaction at every stand and many are the commendatory after-notice.

Manager William Ketrow has the biggest and best show in his long career. Show has played some old territory, but most of the towns have been new.

The performance is given in two rings, on an elevated stage and in a steel arena. Seven hundred grand-stand chairs are used. Show runs an hour and 28 minutes. An excellent seven-piece band is under direction of Tony Lamb.

Among the performers are Si and Nellie Kitchie; Mary Ellen Ketrow, wire and working elephants; Edith Bookman, Spanish web; Slim Biggerstaff and Harry Mathews, single traps; Don Carlos, unsupported ladder; Lola Morales; the Masker Trio, horizontal bars; Buck Leahy, Roman rings; Bob Mathews with his lion King Tuffy, said to be the only wire-walking lion on exhibition; William Pickard with his seal Mickey; Del Rio Trio, Carian Troupe, Kay Bros.' dancing elephants, George and Edith Gregg. In clown alley are Peewee, Buck Leahy, Shorty Cook, George Gregg and Tom Ural.

The 30-minute concert is ably handled by the Eddys, Australian whip crackers, and includes Spunky, the pony which worked with Shirley Temple in the picture *Curly Tops*; the Don Juans and Kay Bros.' bucking mule Dynamite.

Mason's Monkey Circus is again with show and duplicating its success of last year.

The advance brigade is in charge of Frank Ketrow, with Tom Kennedy as—
(See WINNING TOUR on page 46)

R-B To Use New Lot at Youngstown

YOUNGSTOWN, O., June 20.—The Ringling-Barnum Circus will pass up the old lot at Wright Field in favor of a new one on Belmont avenue extension in Trumbull County. Al Butler, here this week, completed arrangements for the leasing of 30 acres at the new location, which he terms is an ideal lot.

Morton's 5th Year at Toronto

CINCINNATI, June 20.—Bob Morton states that he closed a contract for the fifth consecutive year with Ramese Shrine Temple, Toronto, to be held at Maple Leaf Gardens and that he will present an entirely new show.

Long Beach, L. I., Mayor, Sponsors Relief Event

NEW YORK, June 20.—Contract for Mayor's Welfare Relief Circus was signed this week which brings Frank Wirth's Circus to Long Beach this summer. Mayor Charles Gold and Police Chief Philip B. Kohut were parties to contract.

Ticket campaign marshals co-operation of city departments, including police, fire, hospital, women's committee and the mayor's committee, with L. B. brass-buttoners cutting in on profits.

Coleman Bros. Buy Show

NORTH STONINGTON, Conn., June 20.—Maynard Bros.' Circus, which was seized for indebtedness to circus employees here several weeks ago, has been sold to Coleman Bros.' Shows.



ZACK TERRELL, one of the owners of the Cole Bros.-Clyde Beatty Circus, and wife, snapped on the lot at Canton, O.—Photo by Persell.

Atterbury Show Being Enlarged

JANESVILLE, Wis., June 20.—Business continues good for Atterbury Bros.' Circus. Two lions were purchased from the Duluth Zoo and brought to the show at Spooner, Wis. The circus bought two new Ford trucks at Hudson, Wis. It is intention of the management to build up the show as it goes along. People are added each week, and more trucks will be added (business warranting enlargement of show). Band now enlarged to 12 pieces.

At Colfax fair houses; Mondovi, good matinee and fair night house; Ellsworth, ring bank at matinee, fair night house; Spring Valley, biggest day's business this season, turnaway at matinee and ring bank at night. Baldwin, turnaway at matinee and half house at night. Hudson, fair houses.

The management intends to have its longest season and will try to spend Thanksgiving Day on the lot.

Circus Concessioners Attack Circus Trailers

HARRISBURG, Pa., June 20.—Since the circus season opened in Eastern Pennsylvania, trailers from Philadelphia and other Eastern cities, selling balloons and novelties, have been following circuses and causing a considerable loss to concessioners with the shows.

Last Monday morning in Harrisburg, at about 10 o'clock, circus boys swept down upon these itinerant merchants and wiped them out. This summary action, of course, produced legal entanglements after some of the boys had been incarcerated and necessitated hearings before an alderman as well as the City Court on the following day.

Attorney John C. Graham having been here, appearing before the board of revenue for reduction of taxation for circus Pullman cars, was called into service for said hearings, the result being the boys were discharged and four of these trailers were incarcerated after having been fined \$25 each and costs and not being able to put up the money.

Two Hemispheres Band Wagon Will Head Cole Bros.' Parade

DES MOINES, Ia., June 20.—The Cole-Beatty Circus will come here July 10. Parade will be headed by the famous Two Hemispheres band wagon, pensioned relic of an earlier day, which has been stored at the State Fairgrounds and which will be loaned for the parade by Ringling Top No. 1, of the CFA.

Bockus & Kilonis Closes

MILLINOCKET, Me., June 20.—The Bockus & Kilonis Circus, J. D. Kilonis and C. L. Bockus, owners-managers, which opened at Manchester, N. H., April 24, closed here night of June 12, unable to make a go of it any longer. The showfolk scattered, several acts joining the Eddy Bros.' Circus.

Russell Biz Gratifying

Show has been in new territory—conditions are on upgrade in Michigan

MANISTEE, Mich., June 20.—Russell Bros.' Circus is today concluding the second week of its tour of Michigan. While this has been new territory for the show, business has been highly gratifying. Starting at Sturgis June 8, houses of two-thirds or better in the afternoons and capacity at night have been the rule. Cities visited have included Jackson, Ann Arbor, Pontiac, Flint, Owosso, Bay City, Mt. Pleasant, Cadillac and Traverse City.

Business conditions appear on the upgrade in Michigan, with automobile plants and other factories humming, and all of the communities visited seemed ripe for a circus.

The circus has not shown on Sunday since Danville, Ill., and tomorrow in Muskegon will be its seventh consecutive idle Sunday.

Charles and Elizabeth (Rooney) Romig renewed acquaintances on the show in Jackson, and John Melzer and his family visited in Saginaw. Bob Hickey, of the Cole-Beatty press department, also was a recent visitor.

Newspapers have been exceedingly generous with their space and the show has received many highly laudatory after-notice. Reb Russell, the Five Fearless Flyers, Walter Jennier's seal Buddy, Bertie Hodgini's bareback troupe, Capt. Dalbante and the aerial work of Athleta and Ethel Jennier usually share special mention in the reviews, while Frank Miller's horses and the elephants, now in charge of Cheerful Gardner, come in for their share of notices.

Ken Maynard Show Placed On Ranch Near Van Nuys

LOS ANGELES, June 20.—The Ken Maynard Diamond K Ranch Wild West Circus and Indian Congress has been put away at the ranch near Van Nuys, Calif. Practically all employees except those necessary to take care of the hay animals and cats and the ranch help have been released. Cookhouse has been closed. Bill Penny and the Indians left last Saturday for their homes in Oklahoma.

San Diego business did not come up to expectations. However, that was not on account of the merit of the show. Maynard, with two horses and the palace car, left to open 11 weeks of vaude dates, opening in Grand Junction, Colo., June 24.

Near Capacity for R-B At Providence Despite Rain

PROVIDENCE, June 20.—Despite a drenching downpour of rain which continued all thru Sunday and Monday, the Ringling-Barnum show played to two near-capacity audiences here Monday.

An unprogrammed bit of drama was enacted on the lot when Mme. Oselle Gillette (Lucy Larentin), aerialist, disappeared shortly before the evening performance. After a fruitless search thru the circus trains and about the lot, her husband appealed to police for help, stating that his wife had been ill for several days, complaining of nervousness. Police check of railroad and bus terminals, hotels and hospitals failed to reveal any trace of the missing woman up to departure of the circus trains shortly after midnight.

Injured in Leap From Wagon

ALTOONA, Pa., June 20.—Archie Majors, Negro drummer with Cole-Beatty Circus, had both legs broken when he leaped from the top of a wagon to the street during the parade here Tuesday.

A near-panic broke loose along the route when a wagon carrying three lions got out of control descending a hill. During the excitement Majors, who was riding on top of a wagon in front of the lion cage, leaped to the pavement and received his injuries in landing. The lion wagon was brought to a stop without further mishap.

Seal on Straight Admission Policy

BRIGHAM, Utah, June 20.—Seal Bros.' Circus has been doing excellent business in Colorado and this State. Since playing Dodge City, Kan., May 13, the show has discontinued all forms of newspaper teups or merchants' tickets and has resorted to a straight admission policy of 25 and 50 cents.

The Betsy Ross troupe continues to hold a big percentage for the concert at 15 and 25 cents. Mrs. Jackie Wilcox, contracting agent, visited show at Craig, Colo.

IABP&B Convention At Pittsburgh Next July

PITTSBURGH, June 20.—The Fort Pitt Hotel here has been awarded the bi-annual convention of the International Alliance of Billposters and Billers to be held in July, 1937.

The name of the hotel was named during a dinner given by the managers of the Fort Pitt and William Penn hotels at the latter spot last week for the Alliance, Local No. 3. Representing the local were C. A. Mitchell, president; W. R. Nicholson, secretary; Al Finkel, Raymond Shields, James Wright and Clyde Cubbison. Invited guests were Leo Abernathy, international president of Alliance; C. J. Snowhill and Bab Broudnott, of Ringling-Barnum; Otto Kruger, treasurer of Local No. 1, Chicago, and R. W. Dutton, advertising manager of Curtiss Candy Company.

Roadside Establishments Affected by Pa. Measure

HARRISBURG, Pa., June 20.—The Pennsylvania Senate, June 16, approved a legislative measure which would prevent the captivity of animals wild by nature for commercial purposes unless such establishment is properly licensed by the Commonwealth. The bill does not apply to theatrical exhibitions or circuses, but to roadside establishments which often do not have proper means for keeping wild animals captive.

A permit costing \$5 and an annual renewal at \$2 is necessary for each roadside menagerie, which will be inspected before such permits are granted.

Gorman Troupers Injured In Auto, Truck Crash

HOLYOKE, Mass., June 20.—Four persons were injured here late Monday night when a sedan operated by Charles Reardon piled into the rear of a Gorman Bros.' truck. Reardon was thrown thru the windshield of his sedan, while three circus employees were likewise pitched thru the glass in the front of their vehicle. They were Thomas J. Getty, Irving Getty and Charles Owles. All suffered cuts from flying glass.

Seils-Sterling First At Superior for a While

SUPERIOR, Wis., June 20.—The Seils-Sterling Circus has been granted a permit to show here the early part of July. It will be the first circus to play here for a number of years. A fine lot on Belknap street and Catlin avenue has been contracted. The Al G. Barnes Circus is playing Duluth, Minn., today, just opposite Superior.

Cooper Biz Satisfactory

WINNIPEG, Can., June 20.—Cooper Bros.' Circus, owned and managed by E. H. Jones, which has been on road since May 25, has played to satisfactory business, despite much cool weather and rain. Show is piloted by D. C. Hawn.

Stevenson Opening Show

KANSAS CITY, Mo., June 20.—The Bonham Bros.' Circus, operated by Bonham Stevenson, formerly with circuses and carnivals, will open June 26 near here. Show will have 12 trucks, seven trailers and will use an 80-foot round top with two 30-foot middles. Menagerie will be a 60 with three 30-foot middles. Will play Midwest territory.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

June 24—Utica, N. Y.	June 30—Erie, Pa.
25—Binghamton, N. Y.	July 1—Ashtabula, O.
26—Syracuse, N. Y.	2—Youngstown, O.
27—Rochester, N. Y.	3—Oil City, Pa.
28—Buffalo, N. Y.	4—Bradford, Pa.

THE GREATEST SHOW ON EARTH

With the Circus Fans
By THE RINGMASTER

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Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Fred Schlotzauer, of Oquawka, Ill., was at Galesburg, Ill., June 9 and witnessed the blowdown of Lewis Bros.' Circus. Stated he had not gone in when the storm came up and ran into the clear and watched the wind tear it up. No one was hurt, but everybody scared and soaked by the rain that followed. When the Russell show plays Monmouth the latter part of this month Schlotzauer and A. T. Sawyer have agreed to do their stuff. Sawyer has promised to buy tickets for all Illinois Bankers' Life force. After the night show they plan to entertain some of the show people at the beach in Oquawka.

W. W. Dunkle writes that he had a nice visit with Big Bill Conway during the first two days in June while he was in South Bend, Ind., making lot and feed arrangements for the Ringling-Barnum Circus, which shows there July 24.

Members of the Fred J. Warrell Tent No. 16 at South Bend placed a handsome memorial wreath on the grave of Fred W. Warrell in commemorating the memory of the former Ringling executive.

John R. Shepard and E. L. Williams drove to Westmont and visited the Dennie Curtis farm, Curtisdale, taking with them a dog named Duke. Williams wanted to know how to work the dog, as it once was with the Curtises. The canine belongs to one of his sons. Mr. and Mrs. Curtis were in Denver, but the trainer at quarters knew the dog immediately and put him thru several stunts without any hesitation on the dog's part.

On June 13 W. H. Hohenadel, editor of *White Tops*, and son, Walter, caught Sells-Sterling Circus and Beckmann & Gerety shows at Rockford, Ill. Both were located at the old driving park about a block apart, which gave members of both shows plenty of opportunity to visit. Given a cordial reception by Lindeman Bros. and members of staff. Saw afternoon performance for second time this season. Show has been strengthened by additional new acts and is handled at a fast pace by Equestrian Director Fred Leonard. After the show met Mr. and Mrs. Sverre Braathen and Dr. and Mrs. Tormey, of Madison, Wis., who came down for evening performance. The party paid a visit to Beckmann & Gerety shows and were welcomed by Fred Beckmann and Barney Gerety; Larry Hogan, general agent; Kent Hosmer, press agent, and were guests of show in cookhouse, which is under management of George Davis.

Ed M. Hilleary, CFA, accompanied by Bill Reed Jr., of Baltimore, Md., drove to York, Pa., to attend matinee of Cole-Beatty Circus. Tent was well filled. They met Melvin D. Hildreth, Harry A. Allen and Dr. W. M. Mann, all of Washington, on the grounds, also CFA Kent from Paterson, N. J. Hilleary also has seen Downie Bros. and Ringling-Barnum.

Many Visitors On Cole-Beatty

GREENSBURG, Pa., June 20.—Business has been exceptional in New York State and Pennsylvania for the Cole Bros.-Clyde Beatty Circus.

There were more visitors the last 10 days than any other time during the season and amateur photographers have been shooting circus scenes from all angles. Heading the list of celebrities on hand were Dr. and Mrs. W. M. Mann, Attorney and Mrs. Melvin D. Hildreth, C. O. DeBerry, Roy H. Jennier and Harry Allen, all of Washington; Mr. and Mrs. Bert Cole, of Staten Island, N. Y.; Robert J. Vanderbeek, of Somerville, N. J.; Schuyler C. Van Cleef, New Brunswick, N. J.; Elmer A. Kemp, Trenton, N. J. Ferd Simon, booking agent of New York, was a guest of Messrs. Terrell and Adkins at Lancaster, as was Theo O. Lee, of

Louisville, Ky. John Pluto, of Baltimore, also was a visitor.

George Brenton Beale, Sunday editor of *The Boston Post*, arrived at Lancaster for a stay of several days and will obtain material for several articles. George Myers, former circus troupier of York, Pa., was on the lot all day. He is now running a night club there. Lou Delmore's parents arrived from New York and spent two days.

At Lancaster, Harold Barnes' grandmother, Nancy Lumb, of Philadelphia, saw him work for the first time. Several of his uncles also attended the performance. Mrs. Clint Barnes, spending the summer in Philadelphia, was on show for several days, visiting her son and husband, Clint Barnes, clown. Josephine McFarlan entertained her sister, Mrs. Schultz, and friends at Lancaster. A former Peru resident, Mrs. William Muldoon, widow of the former circus veterinarian, saw both shows in York and entertained Ann Butler at luncheon.

Altoona (Pa.) Fans, the Addie Forepaugh Tent No. 2, put on a special party for the folks. Fred G. Barker, former circus advance man, who now owns a billposting company in Johnstown, entertained some of the staff at a chicken dinner between shows. He was of great aid in Johnstown and helped John Corey with his 24-hour duties. J. W. (Smily) Werry, advertising manager of *Johnstown Tribune-Democrat*, was on lot most of the day.

Members of Ladies' Dressing Room paid several visits to Ida White when in Lancaster. She was injured when Downie Bros.' Circus appeared there and is still in hospital. The girls brought her flowers, candy, fruit and also left gifts and presents. Esma Wilson Maley, Loretta Tucker, Alleen Larry, Kathryn Luckey and Bertha Denham called at hospital twice that day. It will be several weeks before she is able to leave for her home in Chattanooga.

Johnny Cooper is making great headway with the novelties and already has grossed far more than in 1935. He also has been appointed assistant cameraman by Ray Dean, official photographer of show.

Softball continues to be the rage. The property boys have won every game, with the "kinkers" in second place. Don Cook, head usher, says in the future a man must demonstrate his ball-playing ability before he gets a job as an usher. Performers lost a game to property boys, 1 to 0, and next day beat ushers by same score. George Cutshall has already lost five pounds in weight and several dollars thru defeats administered to the ticket department.

Everyone is looking forward to the July 4 picnic and special show in Bloomington, Ill. Otto Griebling is arranging the program, which will be a benefit for Billy Lorette, clown, now in Chicago.

Frank J. Walter Program

HOUSTON, June 20.—The Frank J. Walter three-ring circus, the underprivileged children's show, played its fifth annual date here last Thursday and the best program yet offered by Mr. and Mrs. Walter was witnessed by an unusually large audience. Children of the Faith home were special guests of management.

Show made a flash with 20 freshly painted wagons, including many historical wagons from the original Gentry Bros.' Circus and others from the old Ben Wallace Circus. Menagerie included 11 cage wagons, 35 Shetland ponies, nine head of horses and two bulls. Performance presented in three rings in which 21 displays were offered.

The program in order: Shetland ponies, Mrs. Frank J. Walter and A. W. Kennard; clown entry; Herman Park bulls, Hans and Nellie, presented by Hans Nagel; posing pony and mule, Mrs. Walter and Kennard; "Knee-High," small pony; "The Baron," presented by Herman Engle; military pony drill, Kennard; "Queen," wire-walking canine, Mr. Walter; "Ben," hind-leg pony; "Hot Shot," wire-walking goat; clowns; dancing horses; "Texas," Jay Davis and "Lone Star Marie," trick and fancy roping; performing dogs; "Sport," high-diving dog; Walter's three-horse Liberty act presented by Mrs. Walter; Texas Pioneers; "Curley," dog, owned and presented by A. S. Oppenheimer; "Frisco," wonder horse, by A. W. Kennard; clown accordionist, Harold Quinn; performing mules, Kennard.

Jim Shelton is general manager; John Andrew, announcer; Frank J. Walter, equestrian director.

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Man handle Side Show. Wanted Hawaiian Dancers, Adjuster. All Concessions open, Pitch open, Pit Show open. Can use one more Family Act, also few more White Musicians. Bill Snyder, adjuster, wire. Route: Langdon, 22; Waltham, 23; Cavalier, 24. All North Dakota. St. Peter, Minn., permanent.

JIMMY SCOTT'S "WALKING STARS" REVUE

Rehearsals July 1. Following write: Ray Wilson, Schnozzle Kelly, Larry De Corrado and Hilda, Johnny Hartman and Anile, "Pop" Myers, Frank Costello and Helen Ochester, Elmer Dupree and Lucille, Happy Griffith, Hughie Hendrixon, Tommy Loring, Ruthie Booth, Elsie Downey, Louie Festa and Sophie, "Shackles" Horrell, John Schmidt and others who have been contracted. **JIMMY SCOTT**, Lincoln Park Hotel, 3 Lake Ave., Worcester, Mass.

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Pygmy Female Elephant, Sacred Elephant, 12 Gibbon Apes of five different species, 3 Small Chimpanzees and one Large, 4 Large Pythons, One Albino Monkey, three years old, and One 7 1/2-Foot Monitor Lizard. Fresh shipment, all in good condition. WANTED—Animal Freak for feature. Will buy or book on percentage. **TOL TEETER, Gorilla Village, Texas Centennial, Dallas.**

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, June 20.—There was a very intensive meeting of the executive committee held June 16, at which many things of importance were decided upon. A new letterhead was authorized, as well as guest announcement tickets. Bert Lehr was put forth as a Fall Guy for June 24. A committee was appointed to take inventory of props, and the treasurer and finance committee were requested to meet and see how much of the club's current funds should be turned over to the building fund, which is beginning to jump ahead. Again George Hamid put forth very constructive ideas. The committee is working on a new set of gags which are to be installed with the first fall meeting in September.

The following committees were appointed and confirmed: Troupers' home finance, Richard P. Ettinger (chairman), Samuel Gumpertz, C. R. Haffenden, George Hamid, Tex O'Rourke, Charles Parkes, Fred P. Pitzer, Tony Sarg, Walter C. B. Schlesinger, Albert V. Sielke, E. E. Sugarman, E. D. Thornburgh, Ralph Whitehead, H. Dorsey Newson. Entertainment, Tony Sarg (chairman), John Carey, R. Clifford Fowler, Carlton Hub, Fred P. Pitzer, James B. Pond, Ray C. Schindler, Albert V. Sielke, Jolly Bill Steinke, Sharon Stephens. Membership, Fred P. Pitzer (chairman), F. Darius Benham, Major L. H. Frohman, Leo McCall, Paul Meyer. Tent finance, Richard P. Ettinger (chairman), Henry O. Havemeyer Jr., Richard C. Patterson Jr. Publicity committee, E. L. Robbins (chairman), F. Darius Benham, Jack Dempsey.

Bill Kasiska writes: "Many a time have I seen the Gollmar Bros.' calliope, built in Baraboo by G. G. Gollmar Machine Company. G. G. was a brother but never a business associate of the Gollmar Bros. G. G., by the way, invented and patented a bell ringer used on railroad locomotives. Later when this calliope was thru warbling and bringing up the end of the opening-day parade it was invariably taken to the machine shop, where G. G. and E. T. (the latter another brother and a blacksmith but never in the show business) perfected its failings. The harnesses on the black horses that used to pull the calliope wagon were made by my father." One can always depend on an interesting letter from Bill.

Eddy's New England Tour Is Highly Satisfactory

COLEBROOK, N. H., June 20.—With ideal weather, business with Eddy Bros.' Circus has been highly satisfactory on its New England tour. Manager Charles T. Hunt has just returned from a prospecting trip and visit to the ad-

Traveling Light!



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And you can have electric current and travel light with Universal Portable Light Plants. They're designed to take the least possible space, weigh less, handle easier. Models to light from 10 to 5,000 bulbs. Simple, dependable, furnish electrical current at less than city rates. They've been first choice among outdoor shows for more than 30 years.

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All Equipment Made as Ordered. Expert Repairing. No Catalog.

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550 Tenth Ave., New York City

Contortionists

Book on History of Contortion nearing completion. Still want the loan of any photographs and biographies of benders, past and present. Guarantee safe return. All old timers please write. Summer address
KATTENBERG, Hotel Arrowhead, Duluth, Minn.

Information About Bonus Bonds

Bonds for the following World War veterans who gave The Billboard's Cincinnati office as their address when making application for the bonus, are still at the post office in Cincinnati: Alderson, Walter Wilson; Baldwin, William F.; Brydon, Ray M.; Camper, Hale; Douglas, Garfield; Eger, Edwin L.; Gerry, Frank J.; Hartzberg, Charlie Alfred; Johnson, Alfred F.; Landes, Orrin; Marr, James A.; Pamilio, Giuseppe; Schleicher, Millard G. K.; Snidow, Card D.; Kitterman, Henry; Tilner, Harry.

The bonds will only be delivered direct to the veterans at the post office on proper identification (incidentally, some came from far distant points this week). They cannot be forwarded, except, if other city, town or route address (local number or General Delivery) is authorized by the veteran to The Billboard, Cincinnati, in which case the bonds do not go to the new address, but are returned to the Federal Reserve Bank, or other address from which they were originally sent, and in turn forwarded to the new address, where identification also must be furnished.

Early in the week, when the bonds arrived and "yellow slips" bearing serial "A" numbers were given The Billboard, the mail-forwarding department, intent upon getting notification to the veterans as soon as possible, furnished current-week addresses for a number of them. It has since been learned that instead of forwarding to the addresses given (care of shows in some instances), the bonds were returned by the Post Office to points from whence they came—for instance, some Federal Reserve Bank—to be re-sent to the addresses given for forwarding. These included: Large, H. P., care of Wallace Bros. Shows, Danville, Ill.; Utter, Frederick Edward, care Cetlin & Wilson Shows, Lebanon, Pa.; Worl, George H., care Johnny J. Jones Exposition, Meadville, Pa.; Fitzgerald, Hiram M., care Bruce Shows, Lynch, Ky.; Gardner, George W., care Haag Show, Wise, Va.; Hansen, Al C., Al C. Hansen Shows, Fairfield, Ia.; Heath, Thomas W., care Rice Bros. Circus, Burlington, Ia.; Kalausky, Carl, care William Glick Shows, Albany, N. Y.; Kopsenski, Phil, care Mohawk Valley Shows, Warsaw, Va.; Cain, Joseph Leroy, care Hennies Bros. Shows, Waterloo, Ia.; Crosby, William Coffran, care Dee Lang Shows, Iowa City, Ia.; Emmerling, Joseph, care The Billboard, New York; McDaniels, Walter L., care Krause Greater Shows, Marienville, Pa.; Parsons, Josiah, care F. H. Bee Shows, Georgetown, Ky.; Tidball, Creed, care J. J. Page Shows, Oak Hill, W. Va.; McLemore, Leonard, care Happy Days Shows, Martinsville, Ind. The foregoing should establish identification at post offices in the cities named so they can get their bonds when re-sent from the original sending point. Also, they should request the respective post offices to inform them when the bonds are received by them, the veterans sending weekly route.

vance and reports prospects very pleasing. Capt. Schultz, with his trained animal contingent, also DeMarlo and Marletta, have joined from the Bockus & Kilonis show, which closed near the Eddy show the past week. Miachua's wire act will also augment the big-show program for the Bangor (Me.) Shrine date week of June 22.

The big-show band, under direction of Spud Slovensky, has been increased to 12 men and is dispensing a snappy musical program. The big-show program, given in three rings, is running like clockwork under direction of Welby Cooke.

Al F. Wheeler has an excellent lineup of attractions in the annex and business in his department has averaged big at all stands. A new banner front was put up at Colebrook June 13.

Superintendent of canvas Harry Sells jumped ahead to Bangor the past week to superintend the building of a grand stand, which will be used with the show after the Bangor date, as seating capacity has been inadequate at many stands.

Ladies' Aux., PCSA

LOS ANGELES, June 20.—Monday's meeting was called to order on time with Ruby Kirkendall, vice-president, presiding; Pearl Runkle, secretary.

The attendance included Pearl Jones, Laura Barie, Avalon Chipman, Olga Celestie, Minnie Fisher, Mrs. Walsh, Mrs. Mansfield, Mrs. Kline, Stella Linton, Martha Lavine. Mrs. Burk, of San Francisco, was a guest, while visiting her sister, Mrs. Walsh. The finances report showed a nice balance. The recent "Summer Party" was profitable and another one is slated for next month. Mrs. Barie was winner of the door prize, also the prize at Bingo. The cash award went to Vera Downie. Coffee, sandwiches and cake were served by Pearl Runkle and Olga Celestie. Messrs. Runkle, Kline, Barie, Downie and Levine called for their wives, and 10 cents each was collected before they got their coffee. In all, it was a pleasant meeting night.

Tillie Palmateer back from a two weeks' trip with her sister, Margaret Ragland. . . . A letter from Virginia Kline, of Kansas City, was read and appreciated. . . . Mrs. Smith visited the club while in the city.

London Briefs

LONDON, June 9.—Tower Circus, Blackpool, is in full swing with capacity attendance three times daily.

Having recovered from their \$5,000 loss due to a disastrous fire at a theater where they were appearing, the Five Juggling Jewels are again working. Act sails for New York to play Hamid fairs in July.

Power's elephants are headlining for Bert Montague at Coventry.

Bertram Mills' tenting show is finding business good despite inclement weather.

Around the Lot With Ringling-Barnum

SPRINGFIELD, Mass., June 20.—Visitors at Stamford included H. T. Webster, cartoonist, and Victor Anderson, painter of colorful circus scenes. Hy Mayer, whose sketches appeared in the country's leading magazines a generation ago, was on hand with his sketch book at both performances in Stamford as the guest of Roland Butler. Lily Pons and a few friends, together with Humphrey Douless, dramatic editor of *The Post Telegram*, Bridgeport, were guests at the circus in Bridgeport.

Bulie, one of the herd of African pygmy elephants with the show, crashed the headlines at its source by walking up a flight of narrow stairs into the mailing room of *The Bridgeport Post Telegram* to greet the carrier boys who were on hand at 8 a.m. Bulie was accompanied on her rambles by Cliff Whitaker, of Bridgeport, who has built up an enviable reputation for himself as an elephant handler.

Col. Tim McCoy's "pen" hand was somewhat wearied in Bridgeport as he attempted to fulfill the requests of *The Post Telegram* carrier boys who desired his autograph. Among the circus personnel heard over Station WFAK Sunday afternoon in Providence were Rudy Rudyhoff, Rudy Rudyhoff Jr., a number of the Wallenda Troupe, Harry Rittley and Dorothy Herbert. They were visiting the studio when "spotted" as circus people and called upon for impromptu talks regarding circus life.

Resume of general conditions for the past week: Tuesday—Woodbury, early setup; attendance, good; weather, fair. Wednesday—New Haven, early setup; weather, cloudy. Thursday—New London, 12 o'clock setup because of long haul; weather, fair; attendance, good. Friday—Stamford, long haul with 11 a.m. setup; weather, fair until after night show started, then rain thruout the night. Saturday—Bridgeport, early setup in a rain that came down continuously all day, in spite of this capacity business at both performances. Monday—Providence, weather, rain all day; attendance, good even in the face of bad weather.

HUGH HART and SMILEY CARLTON.

Notes From France

PARIS, June 15.—The Cirque Poutrier is offering a new program at Nancy with the Flying Banwards, Hellas, Streeth and Streeth, Bob and Girls, Iles and Loyal, Mlle. Osaka, Karmanow's Dogs, Two Wilkes, Nancy's Horses, Seven Ida May Midship Girls, Miss Lydia, Sarah Cryth and Beby, Lole and Totti.

The Cirque Fanni, tent show, is at the Buttes-Chaumont Street Fair in Paris; the Cirque Bureau is playing one-week stand at Limoges; the Cirque Amar Freres is at Rouen.

Manning and Class, American wire-walkers, are at the Tivoli Gardens; Howard Nichols, American hoop juggler, is

Al G. Barnes Show Moving Eastward

The 12th week saw the Al G. Barnes Circus moving eastward thru Montana and into North Dakota. Glasgow, Mont., proved somewhat of a surprise in giving a fine day's business. This is a small town, but with a dam project not far away the folks seemed to be circumsominded. Despite the fact that the daily moves were of sizable distance, the show train arrived in plenty of time at all stands.

At Williston, N. D., an afternoon show only. While show was going on a water main broke near front of the lot, flooding the grounds where a number of cars were parked. Manager S. L. Cronin had Walter McClain take some elephants and pull the cars that were so situated on to high ground.

Devils Lake is a windy spot and many were the remarks of visits in the past when strong winds made it tough on the troupers. This visit of the show was no exception and an old-time dust-storm took place during the day. Everything held and no one was hurt, proving the worth of the safety measures taken every day by Bill Curtis.

Fargo was the third Sunday that the show was idle since the opening, March 27. Fargo is the native city of that true friend of the circus, Melvin D. Hildreth, of Washington, D. C., and his father, a lawyer of many years in North Dakota, accompanied by Mrs. Hildreth, were guests of Manager Cronin at afternoon performance. The delivery of the bonus on night of the Fargo engagement, when the veterans were told to remain at home in order to receive them, may have kept a few away, altho a splendid crowd was on hand.

Dan White, assistant to Bill Curtis this year, left show at Fargo for Minneapolis for a week's rest in order to get his left leg, badly chafed from long wearing of rubber boots, in condition to rejoin the show when it arrives there.

Circus Interests Protected

ALTOONA, Pa., June 20.—Acting for the protection of the circus interests, extra police were on guard here Tuesday during engagement of the Cole Bros.' show not to permit anyone to sell anything without proper authorization from the office of the license tax officer. City regulations covering sales on streets were strictly enforced.

WINNING TOUR

(Continued from page 44)

Assistant and three billers. Advance is equipped with a new bill car, has sleeping accommodations for the crew and its own electric light plant.

William Ketrow is manager; Mrs. William Ketrow, treasurer; Robert Ketrow, assistant manager and lot superintendent, and the writer, Harry Baugh, is "errand boy."

The Side Show has a seven-banner line, all new, and is under management of Milt Robbins and Robert Ketrow. Jimmie Dugan is on outside box. It, too, has been doing good business.

Personnel of band: Phil Garkow and Frank Clarke, trumpets; Jesse Wright, baritone; Tony Lamb, slide trombone; Ben Kenner, clarinet and sax; Carl Berggren, bass; Ralph Hendershott, traps and snare drum, and Harry Downing, bass drum.

The show has been visited by many circus people and fans, among whom the writer has noticed John Kelly, Joe Cook, Phil Wirth, Warren Buck, Arthur Campfield and wife, Joe Minchen, Phyllis Werling, Cora Wilson, Bob Vanderbeek, Elmer Kemp, Walter Cougle, Billy and Mae Merrill, Ed Kely, Rita Lynch, Walter and Flora Guice, Fred P. Pitzer and wife, Ed Thornburg and wife, Frank Meredith, Ben Willis, Jane Boland, Walter and Mabel Buckingham, Billy Kaus, George Roberts, Mrs. Irene Barnes and family; Mrs. Pollie Lloyd and Mrs. Violet Cummings, the latter women of the old-time riding act, the Lloyds; H. V. Baugh and wife; Mrs. Frank A. Robbins, wife of the old-time showman; Arthur Willings and wife.

The cookhouse is under direction of Mr. and Mrs. Dan Stewart.

at the Valencia, and the Rigoletto Brothers, American comedy acrobats, are at the National Scala in Copenhagen.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox
By STARR DE BELLE

Down Stake, O.
June 22, 1936.

Dear Circus Solly:

This is Monday morning and the big top is in the air. The colored canvas crew is guying out to the song of "Ham and Eggs." The flag goes up when the top is up. The show Sundayed on the banks of a lake. All the wagon wheels were thrown in to soak. Had to tighten up the spokes and fellies.

The past week the most disastrous for the show as far as the equipment was concerned. All ran up the biggest gross of the season. At Tuesday's matinee we strayed 'em and turned them away. There wasn't room for another person. Suddenly out of the clear sky a tornado hit the big top, pulling every stake and carrying the top, stakes, aerial rigging and poles a mile away, yet leaving the audience uninjured sitting on the ground and seats. The performance never stopped. The band kept on playing and the show went on minus the high acts.

A checkup on the receipts showed 15,000 paid admissions, to say nothing of the free list. All were under a 60-foot round top with two 30-foot middles—these figures were taken from one of our press agents' stories that appeared in the local paper.

By night the top was brought back and in the air. After guying out all the holes we gained 30 feet in length and 20 feet in width. All new canvas ordered by wire and now in the air. At least it's new in these parts.

The management boasts of the fact that every piece of paraphernalia on the show is new. This includes the clown white and wardrobe.

Governor Upp hasn't arrived from Lancaster with the bulls and other equipment that he purchased for the show. It's rumored that he is trying to pick up an idle title along the road.

Old Circus Friends

ALBANY, N. Y., June 20.—It was my good fortune to meet the two advertising cars of the Ringling-Barnum show and once again receive a cordial greeting from the ever-affable car managers, Vernon Williams on Car No. 1 and W. O. (Doc) St. Clair on Car No. 2.

The feeling that permeates both cars and communicates itself to all visitors is that of cheerfulness and courtesy, together with a strong impression that these cars are literally hives of industry where strenuous work is accom-

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Circus Performers of all kinds for Motorized Circus. Also Small Family Band, Dancing Girls for Side Show, Candy Stand open. Address: **CIRCUS MANAGER**, Persia, Ia., June 25; Duntap, Ia., June 26; Dow City, Ia., June 27; Charter Oak, Ia., June 29; Mapleton, Ia., June 30.

Bud Hawkins Circus
WANTS—Pony Drill, Property Men, useful people. Write **BUZZ BROWN**, June 24, Horicon; 25, Campbellsport; 26, Fox Lake; 27, Markesan; all Wisconsin.

CIRCUS MUSICIANS WANTED
For **MIGHTY HAAG SHOW**
Experienced Circus Trumpet, first Chair, others answer. Route—Pembroke, June 25; Blacksburg, 26; New Castle, 27; Fincastle, 29; Clifton Forge, 30. All Virginia.

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Wants Big Shows Act, Ground and Aerial Acts, Dog and Pony Act, Team or Trio doing two or more, with transportation, Domestic Animal Acts. Side Show People, feature Freak, Working Act, Real Wild West People with own stock and transportation. Long season. State all in first letter. Address **R. E. PULLEN, 399 Stuyvesant St., Trenton, N. J.**

plished and vast difficulties successfully surmounted.

The No. 1 pulled into the New York Central Railroad yards on schedule time, June 7, just two weeks ahead of the Albany date, June 22. The No. 2 arrived a week later, June 14. Before they took their departure for Schenectady every available inch of wall and window space had been covered with the new and artistic paper heralding the coming of the "Greatest Show on Earth."

"Yes, I am sitting here at the desk of the late Tom Dailey," said Doc St. Clair to me, "where dear old Tom used to issue his orders and fill out his daily reports. Ye gods, shades of W. H. Horton and George Goodhart! They knew what billing meant. They took great pride in their work and in doing it well, let me tell you."

I assured Doc that he was a worthy successor to those expert publicity promoters. Then we fell to reminiscing and I reminded Doc of the Decoration Day we spent in Jamestown, N. Y., with Willie Wilken, when Doc and his brigade visited the grave of Ed C. Knupp and placed thereon a huge wreath of immortelles. Also the week in Shreveport, La., waiting for "Mr. Charlie" or Bill Horton to tell us where to go next.

"Doc" St. Clair is rounding out his 45th year in show business. He started as a lad, lithographing for the Forepaugh show in 1891, the year William Hanlon, the aerialist, fell from his trapeze in Clinton, Ia., and was instantly killed. "Doc" was with the Barnum & Bailey show on its last visit to London at the Olympia and returned home in 1903. The following year he married and the reward of his years of hardy endeavor has been a happy marital life. I found Doc the picture of physical health; his alertness and vitality are those of a two-year-old. An experienced showman up to date.

TOWNSEND WALSH.

OLD-TIME SHOWMEN

(Continued from page 43)

shop was 100x170 feet, the general storage room 100x120 feet, a harness room 75 feet square and the ring barn 100 feet square. There was stable room for 160 horses and a granary 150x250 feet, where hay and grain from Mr. Main's Trumble County farm was stored for winter use. There was a separate building for workingmen's quarters, which had sleeping, cooking and dining room equipment for all bosses and help that remained during the winter months.

Thus after 16 years of the Walter L. Main Circus operation in the United States and Canada its owner had accumulated a railroad-transported circus which ranked with the leading organizations in size, equipment, parade display and in its program of high-class attractions. Its 1901 season ended with the dedication of a commodious new home in which to spend its future winters. In the intervening 35 years, from 1901 to 1936, there has been a constant changing of circus ownerships. Many shows have ceased operations. There have been syndicates, consolidations, circus corporations, and the Grim Reaper has called many owners and well-known members of the circus profession. A summary of the 1936 shows in operation reveals the startling fact that three big shows are being transported by rail, and only one of those three was operating in 1901 and it is the combined Ringling Bros. & Barnum & Bailey shows, which were then separate organizations. Of the motorized circuses there are a number of owners, managers, agents and bosses who were in the business in 1901, but the titles of the shows they are now identified with were unknown in 1901.

The Walter L. Main Circus, now a motorized show, has the distinction of being a three-ring circus, under the same title as when it began as a wagon show in 1886, as a railroad circus in 1901, and several months ago began its 51st annual tour still a popular favorite and Walter L. Main still in its ownership and management.



FOLDS FLAT.

Ease for Your Patrons "E's" for U!

This all-wood folding chair is comfortable to sit in—has a wide seat and back. There's no danger of tilting, or breaking through, even under the fattest person. For YOU, there's Endurance, Efficiency and Economy. The chairs are easy to open and close (with the foot), and easy to stack!

WELL
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TILT

THE TUCKER'WAY will stand the gaff of the hard treatment your roughest roustabouts will give them. **THEY CAN TAKE IT!** Because of their strength and sturdy construction these chairs are most popular with circuses, carnivals, road shows, tent shows, etc. If left in the rain, they won't warp or turn white, and they can't rust!

Made of beech throughout and waterproof varnished, or lacquered in Chinese Red, French Blue, Jade Green, Vivid Orange, Black or Walnut finish. In regular and juvenile sizes, single or in sections. Samples sent to responsible shows—they may be returned or kept as part of order.

Tucker for Tents, Cots, Etc.

Besides the TUCKER'WAY we also manufacture Cots, Stools, Camp Chairs and other Folding Furniture, as well as Tents of all kinds and sizes for all purposes, in stock in any size, or will TUCKER-MAKE to order. Send for literature.

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MILLIKEN BROS.' CIRCUS WANTS

Circus Acts doing two or more. Ground and Aerial Acts. Three more Clowns, Four or Six Pony Drill. Will buy or book good Dog Act. Musicians for Big Show Band contact band leader, Roy Colburn. For Side Show, Novelty Acts, Punch and Magic, Dancing Girls, Piano Accordion or Bagpipe Player. All outside privileges for sale. Will book or buy Frozen Custard machine. Humple Ethridge, Charles Morfoot and Reno, answer. Workingmen in all departments, Truck Drivers, Boss Canvasman that can move it. Wire, don't write **MILLIKEN BROS.' CIRCUS, Massillon, O.**

The Corral

By ROWDY WADDY

ART MIX has placed a Wild West Show with Johnny J. Jones Exposition.

MANY RODEOS (and otherwise titled contests) next week. Let's have the results of them.

BUCK OWENS is reported as making a few spots in the Southwest and booked at the Craterville Park Rodeo.

FOG-HORN CLANCY is the official announcer of the Duncan (Okla.) Rodeo being produced by Jack Stern and Reggie Story this week.

JOHNNIE GRAMES and Wiley Elliott recently returned to Oklahoma City from Texas. Johnnie claimed that the weather was too hot in the Lone Star State for his trained bull.

NOCONA SLIM (John Burnett) is now a full-fledged rig builder, building rigs in the oil fields near his home town (Nocona, Tex.), also appears on programs of shows on Saturday nights and Sunday.

ANSWERING an inquiry—"to settle an argument": Seven outstanding events (cowboys' bronk riding, cowgirls' bronk riding, calf roping, cowboys' bareback bronk riding, steer wrestling, steer riding and wild cow milking) of Col. W. T. Johnson's Rodeo at the Centennial Exposition, Dallas, June 6-21, are contests, the purses totaling \$12,500. Besides the contest purses, there are salaries for contracted exhibition-event workers.

WINNERS at Gilroy (Calif.) Roundup: Bronk Riding—First day, Johnnie Schneider (88 RAA points), Clay Carr (54), Floyd Stillings (34); second day, Clay Carr (110), John Schneider (67), Floyd Stillings (42); finals, John Schneider (38). Bull Riding—First day, John Bartram (67), Dutch Hoffman (41), Marvin Roberts (27); second day, C. Lactinola (71), John Bartram (43), Johnnie Schneider (29); finals, John Bartram (38). Steer Wrestling—First day, Johnnie Schneider (50), Clay Carr (31), Oscar Warren (14); second day, Bob Fish (50), Johnnie Schneider (31), Noah Henry (14). Team Roping—Al

Skelton and Bill McFarlane (127 each), K1 Silacci and Emmett Gill (92 each), Frank Galli and Charles Maggini (61 each), Bill McFarlane and Del Owens and Frank Grimes and Gerald Garner (13 each).

CONTESTANTS' STANDING (up to June 9) in Rodeo Association of America points for this year, as recorded by Secretary Fred S. McCargar, toward grand champion cowboy: Eddie Woods, 1,279; Smoky Snyder, 1,118; Harry Knight, 1,106; Everett Bowman, 1,011; Breezy Cox, 986; Clay Carr, 981; Doff Aber, 962; Pete Knight, 934; John Bowman, 931; Asburry Schell, 886; Skeet Bowman, 840; Buck Sorrells, 710; Earl Thode, 680; John Rhodes, 677; Lawrence Conley, 619; Dick Griffith, 613; Fritz Truan, 600; Fox O'Callahan, 590; Leonard Ward, 588; Hugh Bennett, 584; Al Hayes, 547; Jake McClure, 510; Mike Stewart, 461; Dave Campbell, 447; Holloway Grace, 425. Leaders in events—Bronk riding, Harry Knight; bareback bronk, Smoky Snyder; bull or steer riding, Smoky Snyder; calf roping, Asburry Schell; team roping, John Rhodes; steer wrestling, Everett Bowman; single roping, Fox O'Callahan.

WINNERS at Visalia (Calif.) Rodeo: Bronk Riding—June 6, Pete Knight (49 RAA points), Herman Linder (29), Doff Aber (21); June 7, Fritz Truan (49), Frank Schneider (29), Turk Greenough and Pete Knight (10 each); finals, Pete Knight (150), Herman Linder (75), Fritz Truan (75). Steer Riding—Finals, John Schneider (114), Eddie Woods (86), Al Hayes and Dick Griffith (43 each). Bareback Bronk—Finals, John Schneider (129), Smoky Snyder and Eddie Woods (80 each), Al Hayes and Frank Schneider (16 each). Calf Roping—June 6, Carl Shepherd (65), Asburry Schell (39), Cecil Owsley (26); June 7, Cecil Owsley (65), James Kinney (39), Lawrence Conley (26); finals, Cecil Owsley (75), Andy Jauregui (50), Carl Shepherd (13), Asburry Schell (13). Steer Wrestling—June 6, Clay Carr (43), John Bowman (26), Holloway Grace (17); June 7, Clay Carr (43), John Mendes (26), Holloway Grace and John Schneider (9 each); finals, Clay Carr (75), Holloway Grace (50), Alvin Gordon (25). Team Roping—June 6, Richard Merchant and Hugh Strickland and John Bowman and Ike Rude (53 each), Charlie Araho (26), Kenneth Winsor (26); June 7, Hugh Strickland and Clay Carr (66), Asburry Schell and Lawrence Conley (39), Willie Clay and Adolph Gill and John Schneider and Slim Mackey (13 each); finals, Hugh Strickland and Clay Carr (38), Asburry Schell and Lawrence Conley (25), Andy Jauregui and Lawrence Conley (13).

RESULTS of first two day moneys at Col. W. T. Johnson's Rodeo at the Centennial Exposition, Dallas: First Day Money: Bareback Bronk (Saturday night and Sunday matinee, \$50, \$30, \$20)—Sam Stuart, Pete Grubb; Slats Jacobs and Whitey Hoffman split third. Cowgirls' Bronk Riding (Saturday night and Sunday matinee, \$50, \$30, \$20, \$10)—Iva Del Walker, Fannie Nielson, Claire Thompson; Grace White and Rose Davis split fourth. Calf Roping (Saturday night and Sunday matinee, \$100, \$60, \$40, \$20)—Dick Truett, Jess Goodspeed, Clyde Burk, Everett Shaw. Cowboys' Bronk Riding (Saturday night and Sunday matinee, \$70, \$60, \$40, \$30, \$20, \$10)—Nick Knight; Eddie Curtis, Leo Murray and Walter Heacock split second, third and fourth; Pete Grubb (fifth); John Jordan and Junior Caldwell split sixth. Steer Wrestling (Saturday night and Sunday matinee, \$100, \$60, \$40, \$20)—Jack Quait; Andy Curtis and Shorty Ricker split second and third; Howard McCrory (fourth). Steer Riding (Saturday night and Sunday matinee, \$60, \$40, \$30, \$20)—Eddie Curtis, Duword Ryon, Shorty Hill; Army Roberts and Sam Stuart split fourth and fifth. Wild-Cow Milking (Saturday night and Sunday matinee, \$50, \$30, \$20)—Irby Mundy, Jonas De Arman, Charles Jones. Second Day Money: Bareback Bronk (Sunday, Monday and Tuesday nights)—Jonas De Arman, Earl West, Pete Grubb. Cowgirls' Bronk Riding (Sunday and Monday nights)—Iva Del Walker, Alice Greenough, Claire Thompson, Vivian White. Calf Roping (Sunday and Monday nights)—Skeet Bowman, Jess Goodspeed; Gene Ross and Jake McClure split third and fourth. Cowboys' Bronk Riding (Sunday and Monday nights)—John Jordan, Vick Schwartz, Leo Murray; Nick Knight and Jackie Cooper split fourth and fifth; Pete Grubb



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AND MID-SOUTH FAIR COMBINED, SEPT. 14-19, 1936
\$2,400.00 in cash prizes paid in arena at close of each performance. Broncho Riding, Calf Roping, Bulldogging, each \$650, plus \$10 entry fee added for finals. Brahma Riding, \$450, plus \$5 entry fee. Other events already contracted. Write for prize list to
FRANK D. FULLER, Secy.-Mgr., Memphis, Tenn.

(sixth). Steer Wrestling (Sunday and Monday nights)—Rusty McGinty, Tom Breedon; Howard McCrory and Dick Anderton split third and fourth. Steer Riding (Sunday and Monday nights)—Hughie Long; Duword Ryon and Slats Jacobs split second and third; Walter Cravens and Carl Dykes split fourth.

DRESSING ROOMS—

(Continued from opposite page)
Walking up the street, bump into Mrs. Partello. "Have you seen Doc?" she asks. Thru a window I see Ora Parks and wife nibbling on a chicken dinner. Sign on window reads: "Architect of Appetites." Will call there later myself.
Observe George and Ruby Cutshall looking at some summer clothes; Don Cook and wife, radio window shopping; Harold Barnes and dad in a happy mood. Was visiting day for Mrs. Barnes and other relatives. In from the lot comes Ernie Sylvester. Been looking after paint, as this is paint-up day. Stepping in the hotel, I find Eilene Sullivan reading the Sunday papers; Bobbie Patterson writing a letter. On up to Ray Dean's room I stumble into a real photo studio—lamps rigged up, backgrounds hung and doing a rushing business.
Getting back to the lot, find baseball going like a house afire. All teams are getting sweaters, caps, etc. Jimmie Foster came in the other day lugging 14 blue sweaters and caps for the boys. Going to have a big K (stands for Kinkers) sewed on. The big game was champion Props against Kinkers, 1 to 0 in favor of Props. Next Kinkers vs. Ushers, 1 to 0 in favor of Kinkers; then Kinkers vs. Ticket Sellers, 12 to 2 in favor of Kinkers.
Joe Lewis was fired as manager of Kinkers and Harold Voise is now in charge. Recent visitors, George Myers, Bill Scott, Leo Kerns and Dr. William Mann and wife. Knitting needles still clicking in backyard. Kinko is going good with baseball pool. His radio went on the blink and had repair man fix it. Next day repair man won on his first pool ticket—looks bad. —EMMETT KELLY.

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14th ANNUAL ANVIL PARK RODEO
JULY 2-3-4.
For Prize List write
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SEILS-STERLING CIRCUS WANTS
Two Strong Cornets, address Arthur Heller, Bandmaster; Big Top Working Men, address Scotty Dunn; few more Clowns and other useful people. CAN PLACE few more Combination Billers. Address SEILS-STERLING CIRCUS, per route. This is the circus that never missed a payday, and our cookhouse is one of the best.

Built for Hard Range Wear

COWBOY Hats Boots

Shirts, Chaps, Saddles, etc.

Latest Western Styles
Money Saving Prices!
EVERYTHING PREPAID
NEW models and big values in cowboy hats, boots, shirts and muffers shown in full colors in new catalog. Popular brands. Low prices. Largest stock in the West. Money-back guarantee.
Send postal or letter for free catalog.

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Cowboys and Cowgirls Wanted

JOS. R. GREER, July 4th and 5th, Platteville, Wis.; Oshkosh, Wis., July 11th and 12th; Winnipeg, Canada, August 3d to 8th.

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Independent Rides, Shows and Concessions For

RODEO

On Sturbridge Fair Grounds, July 2-3-4-5.
Address SAM T. SHEARD, Sturbridge, Mass.

Blowdown Causes North Platte, Neb., Roundup
Move to new arena, heart of city, and change dates to July 2, 3, 4. Main events 100 daily, two performances paid in arena. All entry fees for best average. Contestants and fans come to the 90th Anniversary of the Birth of Buffalo Bill. The money and entertainment is here. **JOHN A. STRYKER**, secretary; **LOU OGGER**, manager.

GREAT LAKES READY

Rejuvenation

By A. N. PECKHAM

Manager Tercentenary State Fair,
Kingston, R. I.

Building Ended, Units Rehearse

Mardi Gras parade probably will open expo—visiting writers on previews

CLEVELAND, June 20.—Completion of general construction for Great Lakes Exposition is reported by Lincoln G. Dickey, general manager, and Albert N. Gonsior, chief of construction. Only minor details, some grading and painting are to be finished before opening at noon on June 27. The coming week will be devoted to show unit rehearsals, show previews, illumination tests, training and instruction of employees and other preparatory planning. Visiting and local newspaper writers will sit in on previews and tour the grounds.

While no official opening-day program has been announced, it is understood festivities will begin with a Mardi Gras parade downtown, reviewed by officials of federal, State and city governments and followed by ceremonial speeches and turning of the key to officially open the exposition.

Walter McNichols, 20 years business manager of the Cleveland Indians, has been added to the expo staff as associate executive in the credentials division. Almon R. Shaffer, associate director in charge of amusements and concessions, moved his office to the administration building in the amusement area. S. S. Moses Cleveland, million-dollar showboat of the Admiralty Club, was opened to delegates and visitors during the Republican national convention. Theo De Witt, managing director, reported pleasing biz for this period and is ready for thousands of visitors during the 100-day show run.

Lenox R. Lohr, general manager of A Century of Progress in Chicago, and new president of the National Broadcasting Company, who visited recently, said: "The National Broadcasting Company will co-operate 100 per cent with the exposition to make assured its complete success."

Clif Wilson received a monster python during the week, huge reptile said to measure more than 32 feet and weighing nearly 500 pounds. Wilson is steadily recovering from a recent attack by another large python. Jack Harris, Waldorf Brewing Company, who was awarded the beer beverage contract, has come out with more than 2,000,000 specially printed Great Lakes Exposition beer labels. Captain Christensen's giant submarine and City of New York are being polished and general preparatory opening-day activities are in evidence everywhere.

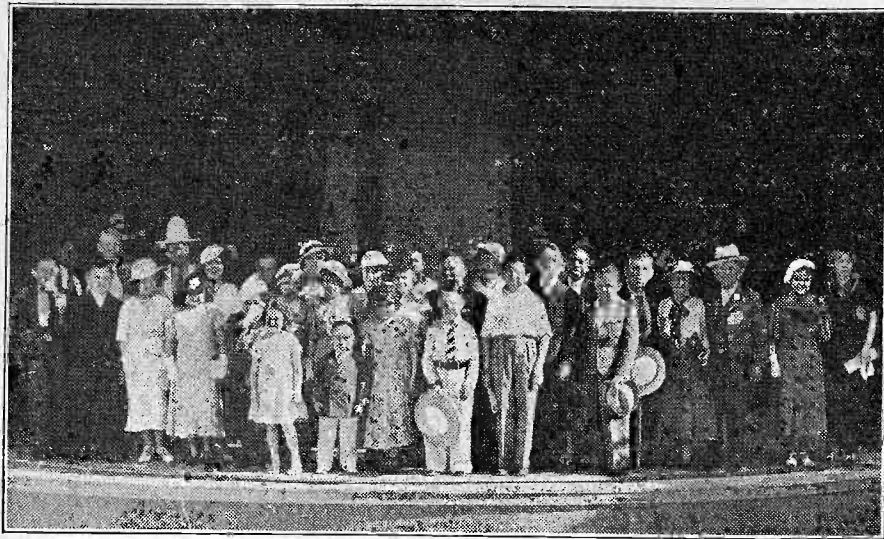
New Officers at Mineola; Variety of Events Carded

MINEOLA, N. Y., June 20.—This year's officers, some new, have been installed at Mineola Fair as follows: Raymond Fish, president; G. E. VanSicklen, vice-president; John Bergen, treasurer; Fred D. Baldwin, secretary; A. Saunders, speed superintendent; Silas Andrews, superintendent poultry; Ira Vail, auto race manager; C. H. Thomas, director of publicity; Benjamin Downing, gate superintendent, and Joseph Andrews, superintendent privileges.

Wide range of program events are scheduled, including Kids' Day opening, four days of harness racing, two days of auto racing, amateur flower show, three-day horse show, cattle and dairy show, poultry show and other fare. This year is the 97th annual.

Office Is Moved to Raleigh

NEW YORK, June 20.—Headquarters for Southern fairs operated by North Carolina Fairs Operating Company have been established in Raleigh, with Norman Y. Chambliss in charge, George Hamid, the former's associate, said. Offices were formerly in Rocky Mount, N. C. Mr. Hamid also announced that J. A. Stewart, ex-secretary of Clinton (N. C.) Fair, has been named purchasing agent for NCFOC.



MIDGETS IN MIDGET CITY, a Stanley Graham attraction at Texas Centennial Exposition, Dallas. Left to right—front row: Myrna Myrle Clifton, Vance Swift, Princess Suzanna, W. H. O'Daugherty, Mickey Page. Second row: John Leal, Joe Kotalik, Gussie Pick, Mary Ellen Burbach, Ruth Evans, Eleanor Stubitz, Luz Villalobos, Gladys Farkas, Prince Dennis, Samuel Eskanasi, Benny Stone. Third row: Hollis Edwards, Walter Miller, Lewis Craft, John Clifton, Alice Pick, Burr Billingsley, Marie Billingsley, Winifred Clifton, Charles Kelly, Ethel Wickman, Joe Victor, Mayor James Doyle, Mr. and Mrs. George Laible, Lillian Keesaer, Jessie Kelley.

Brockton Fire Shelves Stand

Fifth blaze in less than three years—replacement would cost \$40,000

BROCKTON, Mass., June 20.—Brockton Fair's fifth fire in less than three years demolished the wooden grand stand on Tuesday, with damage not revealed, but officials said that a new structure, under consideration, would cost \$40,000. If stand is not ready for the fair in September, portable stands from Brockton High School may be called into play.

Flames, visible for miles around, brought thousands of people to the scene. Firemen found the heat so intense that they were kept at a distance of nearly 200 feet at one stage, with three ladders given medical treatment for severe burns.

Stand, capacity 7,000, was of old-fashioned type. New stand will be fireproof, necessitating concrete. Some money will be recovered from partial insurance. Blaze's origin is unknown, but is believed to have been work of firebug. Last serious fire destroyed the agricultural building in 1933.

Colorful Duffield Spec Premiere Draws Notables in Los Angeles

LOS ANGELES, June 20.—Charles H. Duffield's huge spectacle, *Last Days of Pompeii*, had its Los Angeles premiere in the Coliseum night of June 15. Scale of prices started high, especially for a Monday night showing, and attendance was much below that anticipated; later a lower scale was announced. Sponsor is Los Angeles Federated Church Brotherhood. Mr. Duffield and associates handle the spec in a showmanlike manner and local dailies have been profuse in notices given the massive production.

Ray Anderson, of the Duffield staff, rehearsed the more than 500 in the cast and everywhere there is exact precision. Of features other than the pyrotechnics, Ernest Brengk's Golden Girls, as priestesses at the Court of Isis, are remarkable, 18 in number. Theodore Kosloff's Bacchanalian Ballet is a superb presentation, as is his Moorish Slave number. Circus Maximus, Jack Schaller's Eight Sensational Jacks, high act, up 94 feet, drew big hands for their feats. Picchianis' teeter board act, always a strong feature, is seen to good advan-

Lee, Hemphill Talk To Boosters in Ky.

FRANKFORT, Ky., June 20.—Plans for 1936 Kentucky State Fair are up to Governor A. B. Chandler for approval, having been prepared at a meeting in Louisville of leaders in agriculture and other industries.

Meeting was addressed by two men outstanding on fair management, Ralph T. Hemphill, Oklahoma City, secretary of the International Association of Fairs and Expositions, and Raymond A. Lee, St. Paul, president of the organization. Mr. Hemphill referred to politics as a handicap to successful fair management and declared success of a fair should not always be measured in terms of dollars and cents.

Mr. Lee, dealing with financial aspects, cited as a self-supporting annual Minnesota State Fair, of which he is secretary. Intelligent management, capable directors and judicious advertising are essential, he said.

"Minnesota State Fair," he added, "spends \$35,000 years for advertising by radio, billboards, tackcards and newspapers, and experience has taught that the most effective publicity is thru the press."

FARGO, N. D.—Ernest (Rube) Liebman, with Barnes-Carruthers, Chicago, was in St. Luke's Hospital here for medical attention and a rest, according to *The Fargo Forum* of June 14.

The so-called Washington County Agricultural Society's Fair which has been conducted in Kingston, R. I., for three-quarters of a century has during the last 10 years gradually been going farther "down hill." The old institution, however, has had plenty of company, for many Eastern county fairs have not only gone down hill, but have dropped out of the picture. Our fair last year was the only one left in Rhode Island. This gradual deterioration of Eastern county fairs has been partially due undoubtedly to economic conditions, but probably more to poor management or lack of management. By that I mean the managers have lacked vision or ability to keep their institutions in step with the rapidly changing times.

The Legislature has made a good-sized appropriation for the Tercentenary Celebration of Agriculture, which is to be held on our large fairgrounds this year. State administration believes there is a place of usefulness for one high-type, clean, agricultural and industrial fair. Old Washington County Agricultural Fair, which has been held for generations at West Kingston, now spreads its wings out over the entire State and has become Tercentenary State Fair.

In other words, we have taken the old institution "out behind the barn" and turned the hose on her. She squawked some at the rough treatment

(See REJUVENATION on page 54d)

Barnes-Carruthers Given Big Contract in Wichita

CHICAGO, June 20.—One of the largest amusement contracts of any centennials being celebrated this year has been awarded to Barnes-Carruthers Fair Booking Association by the Kansas Diamond Jubilee Exposition to be held in Wichita.

In addition to an imposing array of high-caliber acts, which will embrace almost every field of show business, Barnes-Carruthers, according to M. H. Barnes, will stage its super musical production, *The Show of the Century*, in its entirety.

Barnes-Carruthers also recently was awarded contract for the grand-stand attractions for Alabama State Fair. Birmingham, rapidly developing into one of the leading fairs of the South.

Mine Rescue Tour Is Off

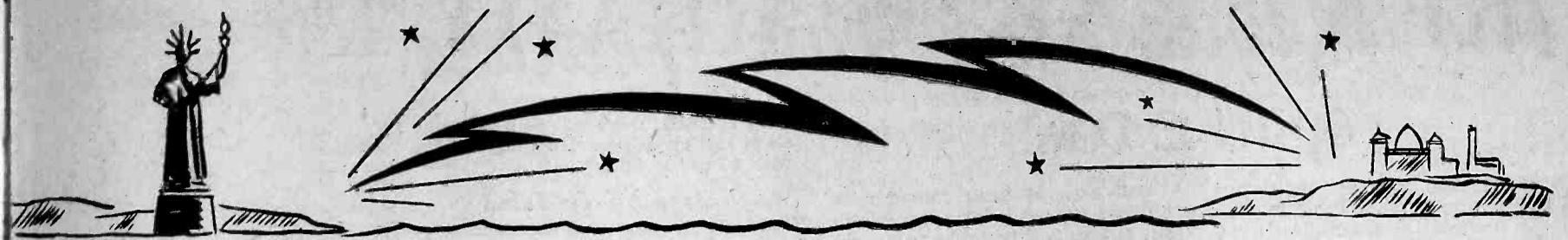
HALIFAX, N. S., June 20.—Tour of the draegermen, who rescued Dr. D. E. Robertson and Alfred Scadding, Toronto, from an antiquated gold mine at Moose River, N. S., was suddenly canceled in St. John, N. B. In the troupe besides 14 draegermen were pipers, Scotch dancers and a "singing miner." Nova Scotia Exhibition Commission, which operates the fair in Halifax, promoted the tour, with E. Frank Lordly, manager and secretary-treasurer of the commission, as tour manager. Troupe played only rinks until the foldup. Auditoriums were to have been used where rinks were not available in the United States.

Doylestown Dates Earlier

DOYLESTOWN, Pa., June 20.—Because of wide demand, 14th annual Doylestown Fair will be held somewhat earlier this year. Secretary J. Allen Gardy said the new dates are popular with farmers and exhibitors. Revue for the night show has been booked thru George A. Hamid, who is also furnishing the strongest bill of grand-stand attractions ever presented in Doylestown, officials said. Lucky Teter will be a feature on Children's Day. Endy Bros.' Shows will again be on the midway. Horse racing is scheduled. President H. W. Turner reports new enthusiasm for the 1936 fair.

New Natchez Plant Ready

NATCHEZ, Miss., June 20.—Adams County Fair Association having been organized here to hold a one-week fair each season, Manager Bob Walcott said the 1936 fair will be held on the new athletic field, where a large grand stand has been erected. A portion of the grounds being fenced in will make it possible to present grand-stand features. There will be a midway and industrial and agricultural exhibits.



10 * TERRIFIC TRANSATLANTIC THUNDERBOLTS * 10

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Circuses and Special Events By, Of Course*

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| 1. ALBANIS, FIVE | The "Believe It or Not" of Aerial Motorcycle Sensations Combined With Insuperable Feats Aloft. |
| 2. AMARONYS | Jaw Swivel and Trapeze Breath-Taker, Pulse-Beater. Engineers of the Ether. |
| 3. ANERSY, MISS | Nerveless Girl on a High Pole Reaching for the Sky. Highest Female Pole-Jack in Existence. |
| 4. ERIC THE GREAT | Another Intrepid High-Pole Artist Working 210 Feet Removed From Earth. |
| 5. ERWINGOS, THREE | Iron Jaw and Cloud Swing Thriller. Truly Named "Birds on the Wing." |
| 6. KIMRIS, LES | Airplane Knockout Performed in Mid-Air. Compelling. Captivating. Thunderous Hit of Billy Rose's "Jumbo." |
| 7. LUISITA LEERS | Former Muscle-Grinding Trapeze Star of Ringling Bros., Barnum & Bailey Circus. Brought Back to North America After European Triumphs. |
| 8. OSTERMAIER | Dr. Herman Ostermaier and his Fascinating Didoes with Dohoes, the Most Learned and Most Beautiful Steed on Earth. Another "Jumbo" Smash. |
| 9. RACCS, THE | Dare-Devil "Sky Wheelers" Brought Over Here Again After Scoring Heavily Two Seasons Ago. Europe's Most Talked-Of Featists. |
| 10. ROCKET SHIP | Greatest, Most Gargantuan Heart-Stopper of All Time. Albert Korrell's Monster Invention. A Human Catapult Traveling 360 Feet in the Clouds Before Dropping to Earth by Means of a Parachute. What H. G. Wells Had in Mind When He Wrote "Things To Come." Climactic, Cataclysmic Colossus of the Century. |

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LONDON

It is not too late to secure one of the above features for your fair or park. A few—but very few—dates are open.

George A. Hamid, Inc., thanks its friends and clients for the overwhelming confidence displayed in our organization this season.

The Revue as a Fair Feature

By Will L. Davis



INETEEN years ago we started having a night show in connection with the Rutland (Vt.) Fair. We were pioneers in this new form of fair entertainment in our part of the country and it was only an experiment, but one which has proved very beneficial and satisfactory. At first we had a few acts of vaudeville and fireworks. This sort of program was gradually increased each year in



Will L. Davis

quality and numbers, though for some years our night show was pretty much the same as that in the afternoon with the addition of fireworks. Then we added a line of dancing girls, not a regular revue, but of the type of Guirán and Marguerite, with some specialties by the girls. This type of entertainment, together with an elaborate display of fireworks, carried our evening show over with the public and placed it on a paying basis.

For some time we felt that sooner or later we would have to give something at night that was different from that

Will Leonard Davis started with Rutland (Vt.) Fair when the society was reorganized in 1910 and he was elected treasurer. Since 1922 he has held a dual office, that of president-treasurer, which also carries the title of manager.

A merchant, he also has long been prominent in public affairs, having been on the Rutland Board of Finance and State Board of Control under two governors. He was elected city treasurer each year for 40 years, retiring last spring, when a civic testimonial dinner and tendered him in the Hotel Berwick Pine Room on March 30.

shown in the afternoon. We considered rodeos, pageants, revues and other forms of entertainment. After the 1932 fair we decided we would try a regular revue and we booked Ernie Young's Revue, which we have played for three years with great success. Our choosing this sort of entertainment was partially forced upon us and partially foresight. Our fair was growing very fast and we had educated our public to the highest class of vaudeville and we knew that it was time to change to something different. We tried to move along with the times and at the same time choose something which our public would like and appreciate. We still work in our afternoon vaudeville acts, but the big feature of the show is the revue.

We have been so successful with our night show that this year we are going in on a larger scale than ever. We are to have a Schcoley production, *Fascina-*

tions of 1936. There will be a revolving stage and many special lighting effects, with 85 people taking part.

Stage Up To Stand

One of the important things in staging an outdoor evening show is to have the stage come right up to the grand stand if possible. It gives it more of the intimacy of the theater and everyone likes to be seated as near the stage as can be. The lighting effects should be given very careful attention, as they play a most important part in the show.

Our stage is 65 by 105 feet and is across the track from the grand stand. Every night we build a temporary stage, reaching from our permanent stage right over the track and up to the grand-stand seats. At first this seemed like quite a task, but it works out very nicely. As soon as the afternoon show is over our men begin setting up the stage for the night show and it is always ready to begin promptly, which we consider to be an important feature.

All of these items, we believe, have helped us build up our evening attendance, but at the same time we have shown the best in each form of entertainment which we have had. A fair situated near any large city has much keener competition than those farther away. It is an easy matter for people today living within a radius of 50 or 75 miles of a large city to see good vaudeville, revues and elaborate stage productions, while those living far away do not get to the city so often nor in such large numbers. Of course, the movies have every kind of act in existence, but the public still enjoys seeing actors in the flesh.

Revue Pays for Show

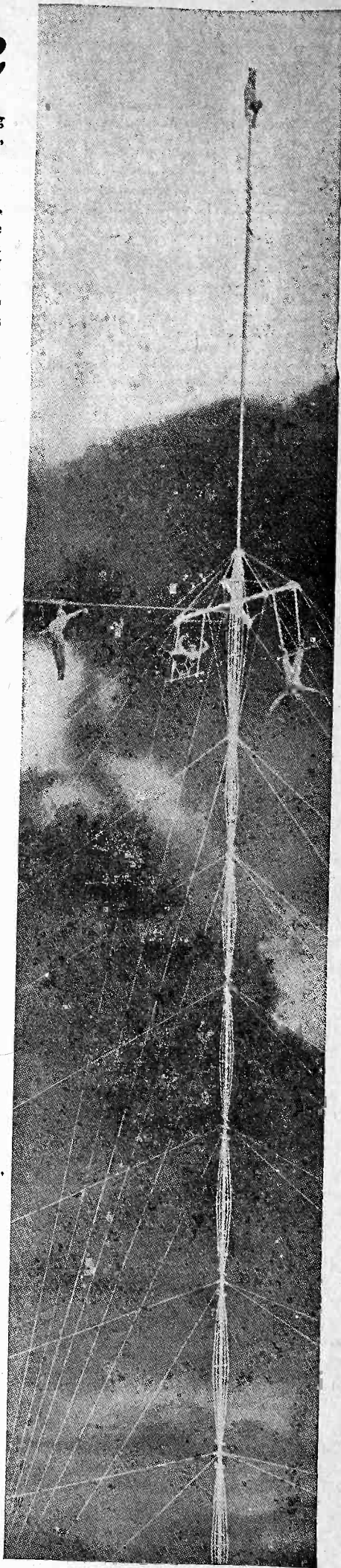
No matter how good a revue one may have we have found that night attendance depends greatly on how good an afternoon show is. Our experience has been that the afternoon crowd stays on the grounds and forms the nucleus of the night attendance.

For some years we charged a flat 35-cent admission to the night grand stand, with no reserved seats; this was, of course, in addition to the 25-cent gate admission to the grounds. We found the evening performance so popular with the public that it demanded reserved seats and was more than willing to pay for them. This year we are planning to reserve a larger section than ever before for the night show. Once people see it and realize that it is different from the day show they will fill the grand stand, and the reserved section always sells out first. A great many fair managers tell us that we do not charge enough for our night show and our answer is that we make it pay this way and please the public.

It might be well to add that our revue pays for itself and also for the afternoon show. For the information of any readers who do not know much about the country in Vermont, the population of Rutland is about 17,000. Our total attendance last year was 106,257 and our gross receipts \$79,587. We are 91 years old, do not receive any State aid and do not owe a dollar in any form, and we began this year with a cash balance of \$25,274. In our opinion, the night show and revue have had much to do with the success of our fair.

Control Stiles at Ft. Worth

Frontier Days, Ft. Worth, Tex., show, will control its entrances with a scientific crowd control system, using batteries of Perey Turnstiles of the latest, space-saving Kompak Passimeter type. This system proved successful at A Century of Progress Exposition, Chicago, in 1933-'34 and is being used at Texas Centennial Exposition, Dallas.



THE STRATOSPHERE MAN

World's highest trapeze and swaying pole act. Finishing with a 500 foot slide for life. The most spectacular act in existence. Beautiful wardrobe and special illumination for night showing. AVAILABLE FOR FAIRS, PARKS AND CELEBRATIONS

Address care The Billboard, Cincinnati, O.

A FACT

IN 1935 WLS RADIO SHOWS PLAYED AN INCREASE IN FAIR PLAY DATES OF 60% OVER 1934

A FACT OF IMPORTANCE OF THE FAIRS THAT PLAYED WLS SHOWS IN 1934, 77% REPEATED IN 1935

THE OUTLOOK FOR 1936

Contracts signed for this year are already 33 1/3% over last year's entire total and already 52% of last year's total have signed for repeat dates.

A WELL SUBSTANTIATED PREDICTION WLS SHOWS WILL DO A BIGGER BUSINESS IN 1936 THAN EVER BEFORE

For information, write or wire

WLS ARTISTS' BUREAU
RADIO STATION WLS

1230 WASHINGTON BLVD.,

CHICAGO, ILL.



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

All Visitors Not Checked

Attendance figures given do not represent totals—rule of audit department

DALLAS, June 20.—When President Roosevelt visited the exposition on June 12 at 10:30 a.m. he was welcomed by crowds estimated at 200,000. National Cash Register Company's recorder registered only 101,848, but season tickets and advance sale tickets are not recorded. This condition was not noticed until the exposition had been operating several days. The system of not recording season and advance sale tickets is still in effect because of a ruling set down by the exposition auditing department.

Attendance figures are therefore not complete and will continue to be so until a new system is adopted. Press reporters estimate that actual attendance has doubled that shown on the register. With thousands of \$10 and \$20 season tickets sold and a 2,000,000 advance sale of combination tickets, the percentage showing up daily would increase present attendance figures 100 per cent.

Auditing department's ruling was made to protect the exposition from becoming involved in misunderstandings with the bondholders, but in its eagerness to avoid that misrepresentation it apparently neglected to take into consideration the impression that the present low figures gives to expositiongoers. There was an example on June 13, when 50,000 school children attended on a special public school paid group ticket. The register closed the day with a 46,301 reading, or 3,700 less than the one entry of 50,000.

Roosevelt in Stadium

The President entered to a 21-gun salute thru the Exposition avenue gate, passed the Federal building and entered Cotton Bowl Stadium from the Cavalcade side. A crowd of 52,000 sat in the stadium to hear his address and others on the grounds heard it from the Gulf-Exposition loud-speaker system spotted at 15 intersections. Two hours later he left for Fort Worth to visit his son, Elliott, leaving several hundred thousand on the grounds for exhibitions, concessions and attractions people.

On Saturday, Kids' Day, 30 special trains and 1,000 busses brought juvenile visitors, making a gala day for the midway and other concessions. Sunday proved favorable day with many visitors left over from Friday and Saturday. Monday saw a lull, attendance dropping to 29,893. Tuesday, the scheduled Kids' Day, had attendance over the 40,000 mark, altho the register failed to show more than several thousand.

Ripley's Believe It or Not Odditorium, under management of Frank Zambreno, occupying one of the largest attraction buildings, is presented on 11 stages, individually curtained and lighted. A double-sided glass case contains a collection of curiosities and oddities. At this location James W. Zaharee does his remarkable rice writing. Manager Zambreno plans to change inside attractions at various times. Present lineup includes Marvella, fingerless piano player; Betty Broadbent, youngest tattoo girl; Clarence Thorpe, hand and foot cartoonist; Charles Romann, known as Egan Twist, Rubber-Arm Man; Forest Lewis, Popeye; Andrew Gawley, steel hands wonder; Demetrio Ortez, human corkscrew; Roy Bard, ossified man; Smokey Hall, who inhales thru his back; Laurello, revolving head; Grace McDaniels, mule-faced woman; Francois Russell, strong man; Freda Pushnick, half-girl; Paul McWilliams, golf-ball mouth act; Leo Kongee, human pincushion; Charles Lazaro Ali, iron eyelids; Edward Roden, human auto tire; James Miller, one-man band,

Attendances

Saturday, June 6.....	117,625
Sunday, June 7.....	87,801
Monday, June 8.....	40,322
Tuesday, June 9.....	29,425
Wednesday, June 10.....	22,495
Thursday, June 11.....	27,109
Friday, June 12 (President Day)...	101,848
Saturday, June 13 (Kids' Day)...	46,301
Sunday, June 14.....	53,254
Monday, June 15.....	29,893

and Anato Hayes, anatomical wonder; inside lecturers, Eddie Lovett, Victor Roper, Roy Tell; outside mlike men, Mack Bybee and Jackson. Building, air-cooled, maintains average temperature of 76.

Midgets Present Shows

Midget City, Stanley Graham attraction and one of the most popular villages, has city hall, hotel, telegraph office, theater, outdoor theater, restaurant, barber shop, photo gallery, all in miniature, and a tiny home. Herman Rudick's novelty stand, 24-foot concession, built to conform to modernistic architectural lines of the village, is at the entrance. Regular routine of city matters is carried on. Chief of Police Jack Glicker serves at his post; at the city hall Mayor James Doyle greets visitors; Judge George Laible is on the bench and there is a midget Texas Ranger. On the stage of the theater Vance Swift, smallest midget in the village, entertains his guests. He stands 32 inches high.

On the outdoor stage three units alternate, presenting 15 minutes each. First two units (reviewed on Sunday) include Ben Stone, tap dancing; Crawford Price, songs; Eleanor Stubitz, Mae West of Midgetdom; Nick Page, tenor; Johnny Leal, roping and comedy chatter imitation of Will Rogers; Dolly Kramer, Sophie Tucker of the village; Clifton Family, Mr. and Mrs. J. E., and daughter, Myrna Myrle; Joe Victor, Bill Robinson taps; Lady Ethel, songs; Jean Palfi, cornetist; Sam Eskanas, songs, and Luz Villalobos, Spanish dancing and roping. Other midgets are: Mary Ellen Burbach, Gladys Parkas, Princess Suzanna, Alice and Gussie Pick, Hollis Edwards, Joe Estalk; Emma, Mitzi and Billy Koestner; Frank Kikel, Bernice Leonard, Victor Bump, Lewis Croft, Fred Duccini, Joe Herbst, Charles Ludwig, Midge Potter, Meinhardt Rsabe, John Bambury, Burre and Marie Billingsley, Nona Cooper, Prince Denism, Ruthe Evans, Helen and Marguerite Hoy, Lillian and Chester Keesaer, Charles Kelley, John Leal, Duchess Leona, Walter Miller, Edna L. Moffitt, Danny Montague, Frank Packard, Garland Statten, Ann Leslie, Ethel Wickman, Victor Wetter, Gracie, Harvey and Sadie Williams and Buddie Thompson.

Staff of Graham Enterprises, Inc.: Stanley Graham, president; William J. (Billy) Collins, general manager; Henry Catalano, manager; E. C. Edson, publicity director; F. R. Moss, auditor; assistant managers who handle front, F. A. (Whitey) Woods, Buck Saunders, E. A. Comstock and John S. Meyers; Pete Berryman, emcee and stage manager. Some midgets will leave this month for Cleveland to be in the Graham Midget Circus at Great Lakes Exposition.

Attendance on Midway

Free acts working twice daily include Florescu, high pole; Pat and Mildred D. Chrisman, with Aristocratic Goats; Rube Curtis and clowns; Joe Ambrose, clown, with educated canines, and Alva Evans, clown. M. D. Fanning is managing free act presentations at 2 and 7:30 p.m. across from the Cavalcade of Texas settings on a special stage. Seats are provided spectators.

Front of T. A. Wolfe's Holy City at head of the midway is a replica of the Damascus Gate of Jerusalem and interior has paintings and pictures of places of worship, holy cities and holy objects. Exit lobby contains religious articles for sale, and no admission is charged, there being a contribution box at exit.

After operating one week, exposition figures show midway attractions are get-

CONCESSIONS - CONCESSIONS

ALABAMA STATE FAIR

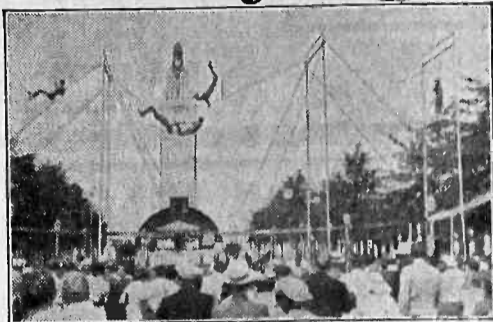
BIRMINGHAM, SEPT. 28-OCT. 3, Inclusive

The BIG One

NEW FEATURES

4-H Club—Future Farmers—Live Stock.
Admission 25c. Kids' Day, Monday, Free. Legitimate Concessions of All Kinds. Write
P. T. STRIEDER, Secy.-Mgr., or W. C. MARTIN, Supt. Con.

Six Flying Melzoras



PLAYLAND PARK, RYE BEACH, N. Y.

ACROBATS OF THE AIR, America's foremost outdoor double wide flying return act. An act that always repeats, featuring RAYMOND MELZORA, original Flying Trapeze Clown. This act booked at Parks and Fairs by George Hamid, Inc, 1560 Broadway, New York City.

First to attempt and accomplished by The Melzoras, a high dive somersault over the returning flyer, a feat considered impossible. The one and only act to do this passing leap.

Permanent Address, 2509 Webber St., Saginaw, Mich.

WANTED LARGEST COUNTY FAIR IN OHIO

INDEPENDENT RIDES SHOWS CONCESSIONS

6 DAYS OPENS SUNDAY AFTERNOON 6 NIGHTS

Billed 75 miles in all directions. Rides—Shows—Concessions are all open. Independent—no State License necessary. Have booked "World's Greatest Thrillers," "America's Outstanding Revue," "Acts." No Ohio Fair has a larger Agricultural Exhibit. Write ALBERT C. STEIN, Celina, Ohio.

MERCER COUNTY FAIR—CELINA, OHIO
AUGUST 16—21 INCLUSIVE

THE CUMBERLAND FAIR

AUGUST 24-29, Inc.

The Cumberland Fair Association

HARRY A. MANLEY, Pres. and Gen. Mgr., Cumberland, Md.

WANTED

CLEAN MIDWAY CONCESSIONS AND SHOWS FOR MINNESOTA PINE BELT FAIRS

AITKIN COUNTY FAIR, Aitkin, August 24-26. BELTRAMI COUNTY FAIR, Bemidji, August 20-22. WADENA CO. FREE FAIR, Wadena, August 17-20. ITASCA COUNTY FAIR, Grand Rapids, August 28-30. WHITNEY MURRAY, Secretary, Wadena, Minn.

NEW DATES NORTHERN WISCONSIN DISTRICT FAIR

CHIPPEWA FALLS, AUGUST 4 TO AUGUST 9, 1936

For Information, Rates, etc., Write to
A. L. PUTNAM, Secy.-Mgr., Chippewa Falls, Wis.

WANTED

Free Acts, Anna Fair,

August 25 to 28, Inclusive.
Price and reference must accompany reply.
E. A. Davis, Entertainment, Anna, Ill.

Wanted

Carnival and Repertoire Show for the Best Fair in Central Nebraska, Sept. 1-4, inclusive. Free gate. Write or Write MONTE KIFFIN, Sec'y, Dawson County Fair, Lexington, Nebr.

ting 15 to 20 per cent of gross attendance. Villages are holding attendance until early-morning hours. Streets of Paris and Streets of All Nations, with night club facilities, have been running until 3 a.m. Outside gates close at midnight, but patrons then on grounds may stay as long as they wish. Black Forest, Show Boat, Hollywood and similar villages, with earlier closing hours, have been doing excellent business.

Billy Edwards, who opened his Athletic Arena Sunday night on the side street of the midway leading to the grand stands, is presenting leading wrestlers and boxing events.

Col. W. T. Johnson's Rodeo, opening with 5,000 attendance, has been running 25,000 on early days of this week. It closes Sunday night.

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SPRINGFIELD, ILLINOIS

AUGUST 15 - 23, 1936

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TERCENTENARY AGRICULTURAL CELEBRATION,

300th Anniversary Settlement of Rhode Island by Roger Williams.

Dates Sept. 2-7 Inclusive, Kingston, R. I.

Within a Radius of 100 Miles We Have Drawing Population of More Than 3,500,000. Directly Across the Bay From Newport, the Nation's Summer Capital; 60 Miles From Boston; 25 Miles From Providence. We Are Doing Intensive Advertising.

BOOKING CONCESSIONS, RIDES, HIGH-TYPE SHOWS

WANT—Merry-Go-Round, Ferris Wheel, Kiddie Rides, Loop-o-Plane, or any new Rides. Legitimate Concessions of all kinds, Corn Game, Grind Stores, Ball Games, Crab Joints, Juice, Novelties, etc. Will book clean, Meritorious Shows. Give full particulars in your first letter. Address A. N. PECKHAM, General Manager, Tercentenary State Fair, Kingston, R. I.

WANTED—SHOWS AND CONCESSIONS

(FIRST-CLASS ONLY)

BLUFFTON FREE STREET FAIR ASS'N, Inc.

Bluffton, Indiana, September 22-26, Inclusive

WANTED

SHOWS—CONCESSIONS—FREE ACTS

Gooding's Rides Booked

SEPTEMBER 15-19

FREE FALL FAIR—HARTFORD CITY, IND.

JIM WILLMAN, Pres.

ROSS DAUGHERTY, Secy.

WANTED

Legitimate Concessions, high-grade shows and Free acts. F. E. Gooding rides booked.

September 29 to October 3d, Day and Night.

DeKALB COUNTY FREE STREET FAIR

W. C. HERSH, Secy., Auburn, Ind.

AMERICAN LEGION FREE FAIR

RUSHVILLE, IND., AUGUST 4-8, INCLUSIVE

WANTED—Shows, Legitimate Concessions. No grift.

F. E. HINCHMAN, Secy.

86th Annual

HILLSDALE COUNTY FAIR and RACES

Seven Days—Hillsdale, Michigan—Five Nights

September 27-October 3, 1936

Address Communications to H. B. KELLEY, Secy.

Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

CROPS WELL STARTED

Crops are practically all planted and from now on the weather will be the decisive thing. Already two bad dry spots have developed—one in the Southwestern wheat and range territory, the other in the Southeastern Cotton Belt. Altho Western plains country had some helpful rain last month, it is still extremely dry and dusty in parts of Southwestern Kansas, Oklahoma, Texas and New Mexico. In the Southeast cotton planting and growing truck crops have suffered from drought, and conditions from the Virginias to Eastern Alabama are by no means good. There are also one or two areas in the Corn Belt where rain is badly needed, especially Eastern Iowa.

Early Southern crops will be showing

up in the markets in heavier volume this month, especially new potatoes, melons, onions, tomatoes, lettuce and peaches. June is the big month for most of those crops grown in the mid-season area in the South and Southwest. The supply of early potatoes and melons will not be overly large this season because of reduced acreage and some setbacks in May.

WHEAT SITUATION BETTER

Winter wheat is beginning to ripen in the Southwest. Rains last month helped Western wheat greatly. The prospect is for a winter wheat crop slightly larger than last year, in spite of the

(See AGRICULTURAL on page 67)

Fair Grounds

CLARKSVILLE, Tenn.—Montgomery County Fair Association elected Mrs. James J. Broome president.

FALMOUTH, Ky.—Falmouth Fair Company elected Dr. Joseph Abraham president; Martin Light, vice-president; Mrs. D. R. Barnes, secretary, and Mrs. Margaret Abraham, treasurer.

CELINA, O.—M. R. Dunn, chairman of the agricultural committee of 1936 Mercer County Fair here, will supervise 4-H Club department; Noel Frysinger, cattle; Chris Pierstorff, hogs; C. P. Kuhn, horses; Walter Shively, sheep; Arthur Fishbaugh, agriculture, and Jerry Carpenter, horse-pulling match.

HARRODSBURG, Ky.—Holdings of former Mercer County Fair and Horse Show Association were bought for \$3,250 by new Mercer County Fair and Horse Show Association. Because of infant heirs and disabilities, the property was sold under court order. Fair and Horse Show will be held this summer.

CAVE CITY, Ky.—First fair here since 1922 will be held this fall under Cave City Fair Association, division of the Chamber of Commerce.

VANCOUVER, B. C.—Symphony, band and choral concerts will be held each evening from July 1 to August 22 in Marion Malkin Memorial Bowl, Stanley Park, by plans completed by the Golden Jubilee Committee, under management of J. K. Matheson, who retains general managership of Canadian Pacific Exhibition. There will be free vaudeville, style shows and a dive of 100 feet into Burrard Inlet.

MILFORD, Mich.—Oakland County Fair Association elected S. A. McCaul, president; Fred R. Sleeth, vice-president; Oran C. Thomas, secretary-treasurer.

EDINBORO, Pa.—Ninth annual Edinboro Community Fair here will be sponsored by reorganized Edinboro Community Agricultural Association, officers of which are Dr. Boyd W. Gehring, president; Paul A. Dundon, vice-president; Frank C. Scheidemantel, treasurer; Biron E. Decker, secretary.

LAUREL, Miss.—For South Mississippi Fair E. P. Ford, secretary-manager, said food stands will be moved to head of the carnival midway and attractions are to be grouped in horseshoe form. All allotted community booths have been reserved.

MONTEREY, La.—Monterey has been selected as site for 1936 Concordia Parish Fair, Manager J. R. Caldwell announced. Grounds have been remodeled for bigger exhibits, amusements and attendance. Mr. Caldwell resigned as manager, effective July 1.

MANTENO, Ill.—Death of the 6-year-old saddle stallion Chocolate King is reported by Charles J. O'Neill, breeder. Thousands have seen this five-gaited equine in horse shows and as a 2, 3 and 4-year-old, featured with the Adams Rodeo and later at International Live Stock Show, Illinois State Fair and many others.

Act Now...

If You Want to Cash in on

CONCESSIONS

(No Gaming Concessions.)

TRI-STATE FAIR

AMARILLO, TEX., SEPT. 21-26.



Free Gate—350,000 attendance. Horse Racing. Legal Wagering. Write or wire today.

TRI-STATE FAIR ASS'N

Gene A. Howe, Pres. O. L. Taylor, Secy.-Mgr.

Wanted Concessions and Cook Houses

BY

MISSISSIPPI VALLEY FAIR and EXPOSITION

DAVENPORT, IA. AUGUST 16-22. Centennial Year.

FREE GATE—PARL-MUTUAL RACING

SIX FREE ACTS FROM BARNES & CARRUTHERS.

Dates September 1-2-3-4.

Want to contract with Carnival Company.

Nemaha County Fair & Live Stock Assn., Auburn, Neb.

NEW 1936 DATES

DOYLESTOWN FAIR

SEPT. 15-19 Five Days. Five Nights.

Concessions Wanted for Independent Midway.

Write J. ALLEN GARDY, Secy. 28 W. State St., Doylestown, Pa.

WANTED

RODEO OR SHOW—4 NIGHTS—GOOD, CLEAN CONCESSIONS AND RIDES

COUNTY FAIR, AUGUST 24-28

Free Fair. Charge at Amphitheater GREENFIELD, IND.

BERT SWAIN, Secy.

RIDES WANTED

TREMPEALEAU COUNTY FAIR

Galesville, Wis., September 4-5-6-7.

Address ALFRED N. SAGEN, Secy.

Irwin County Fair Ocilla, Ga.

WANTS CARNIVAL FOR OCTOBER 26 TO 31, OR NOVEMBER 2 TO 7. CLAUD McNEILL

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

RETURN ENGAGEMENT

WE ARE again looking forward to what we feel will be one of the happiest engagements of our career . . . THE CANADIAN NATIONAL EXHIBITION . . . Toronto . . . two weeks, beginning August 28, 1936.

microphonically

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AND HIS

CONNECTICUT YANKEES

JUDY STARR

GENTLEMEN SONGSTERS

CYRIL SMITH

STEWART SISTERS

RED STANLEY

THREE GRACES

FRANK FRISSELLE



THANKS TO GEORGE A. HAMID FOR ARRANGING
THIS ENGAGEMENT . . .

WE'RE DOING IT WITH GOOD SHOWS

MAINTAINING LEADERSHIP

FOR THE **37**TH YEAR

"RISE AND CHEER AMERICA"
"SOARING HIGH"
"THE SHOW OF THE CENTURY"

— Coast-to-Coast Radio Features —

MAJOR BOWES' AMATEUR UNITS
WLS ATTRACTIONS

RODEOS—BANDS—ACTS—REVUES

— **EVERYTHING** —
THAT'S POPULAR

BARNES-CARRUTHERS

FAIR BOOKING ASS'N. INC.
121 No. CLARK STREET CHICAGO

Ducat Drive For Frontier

*Ft. Worth show is pushing
out-of-town sale—rehears-
als are in final stages*

FORT WORTH, Tex., June 20.—Every-
one connected with the Broadway-show-
on-the-Texas-Prairie is working at top
speed for the scheduled opening on July
1. All rehearsals for the two original
shows have gone into final stages, and
most progress is noted in the *Follies*
show, under direction of John Murray
Anderson and Robert Alton. A fence has
been put up around the exposition
grounds to keep out visitors so that work
can go on uninterrupted. President and
Mrs. Roosevelt visited the grounds on
their visit here on June 12.

Advance ticket sale has about 900 per-
sons selling bargain books. As an in-
centive to out-of-town salesmen, a
three-day all-expense trip to the show is
to be given out-of-town salesperson who
sells most books in his territory. Pub-
licity for ticket campaign is being han-
dled by Bill Lewis and Harry Connelly,
who is also public relations director for
the show.

Eddie Foy Jr. has been named to fill
Jimmy Durante's role in *Jumbo*. Ann
Pennington, former Ziegfeld star, is to
have a featured role in *Frontier Follies*.
King Adolph, of the San Diego Exposit-
ion nudist colony, has been signed for
Sally Rand's *Dude Ranch*.

Posters advertising the show started
going up in nine adjoining States on
June 22. Twenty-eight billposters, under
direction of Pat Bacon, will be used.

W. C. Young, master of properties for
Chicago Civic Opera Company, is here to
supervise construction of gondolas for
Casa Manana and other properties. Casa
Manana Cafe will be operated by Na-
tional Hotel Management Company, Inc.,
under direction of Ralph Hitz.

Organization for Carthage Announced by M. Y. Cooper

CINCINNATI, June 20.—Completion of
organization for the 81st annual Car-
thage Fair, to be held on Carthage fair-
grounds, was announced by Myers Y.
Cooper, president of the board of di-
rectors.

D. R. Van Atta will be secretary of the
fair this year. D. L. Sampson, who was
secretary many years, died recently.
Miss L. Blume will be assistant secretary.

Superintendents of departments an-
nounced by Mr. Cooper are: Speed, Van
Atta, Cooper and Edward Hagen; show
horses, W. Mack Johnson, Lawrence P.
Lake and Van Atta; cattle, Frank B.
Roudebush; sheep and swine, Hagen;
hounds, Hagen and Johnson; poultry,
rabbits and pigeons, Hugo Hark; grain
and vegetables, Dr. C. R. Campbell;
fruits and flowers, Van Atta; domestic
department, Mrs. Edith Phillips; fine
arts, Mrs. Phillips and Miss Blume;
county school exhibit, Lake and O. H.
Bennett, and county club exhibit, Mrs.
Phillips and C. R. Bibbee.

Labor Reps Named For N. Y. '39 Expo

NEW YORK, June 20.—Two repre-
sentatives of theatrical unions have
been appointed to the labor advisory
committee of New York's World's Fair of
1939, Ralph Whitehead, executive secre-
tary of American Federation of Actors,
and Mrs. Augusta Ocker, secretary of
Theatrical Wardrobe Attendants' Union.
Appointments were made by Grover
Whalen, fair president, on recommenda-
tion of Matthew Woll, chairman of labor
advisory committee of the fair and vice-
president of American Federation of
Labor. Committee held its first meeting
this week, Mrs. Ocker attending, but
Whitehead being absent on business in
Chicago.

Seven theatrical unions met in De-
cember and adopted resolutions in sup-
port of a closed shop at the expo in
connection with employment of theat-
rical craft labor. Unions involved were
the APA, wardrobe, musicians, scenic
artists, sign writers, agents and man-
agers and stagehands. Members of com-
mercial unions were named previously
to the labor advisory committee.

Late developments: Approval of lease
transferring Flushing Meadows site from
the city to the fair was voted this week
by the sinking fund commission. Clear-
ance and grading work began, with
about 500 getting jobs. President
Roosevelt signed a resolution inviting
foreign nations to participate in the
fair.

Kentuckians Form New Body

BOWLING GREEN, Ky., June 20.—
South Central Kentucky Fair Association
was organized at a dinner meeting in
the Helm Hotel here. Ed L. Kerley,
secretary of Glasgow Chamber of Com-
merce, was elected president and W. H.
Richeson, Bowling Green, secretary.
Meeting was upon invitation of Warren
County Fair Association to complete an
organization that would work in har-
mony and not conflict with dates of
fairs and fall festivals. Boards repre-
sented were from Glasgow, Bowling
Green, Smiths Grove, Russellville, Elk-
ton and Guthrie. Bowling Green was
chosen as place for the next meeting on
November 9.

Funds for Two in Michigan

LANSING, Mich., June 20.—Finance
committee of the State administrative
board has recommended \$35,000 be al-
located to the State Fair, Detroit, for
maintenance of buildings and grounds
and that \$40,000 be advanced for pre-
miums in 1936, premium money is to
be returned from receipts. Upper Pen-
insula State Fair, Escanaba, board won
a recommendation for appropriation of
\$20,000. Administrative board has yet
to pass upon the committee recommen-
dations.

Servas Has Sports Show

CHICAGO, June 20.—John A. Servas,
who put on the Horticultural Show at A
Century of Progress in 1934, is to put on
a Sports Show and Outdoor Life Exposit-
ion at Great Lakes Exposition, Cleve-
land. Among features will be log-roll-
ing, archery, fly-casting and a jump of
110 feet from the Ski Jumper. Wild
birds and game will be exhibited. At-
tractions will be outside and manufac-
turers' exhibits inside main building in
space 100 by 250 feet, he says, and the
show will be next to the John Hix
Strange As It Seems show.

WANTED
CONCESSIONS—SHOWS
FREE ACTS
AMERICAN LEGION STREET FAIR
AUGUST 27-28-29, EAST PALESTINE, O.
H. N. ASHBRIDGE.

LINCOLN COUNTY FREE 4-H FAIR
AUGUST 10-13.

CAN USE a few more good Shows and Games. We
have Free Gate, Midway and Carnival play inde-
pendent. Grandstand Program three days, includ-
ing Lulu Belle and W. L. S. on Parade. Address
GUSTAV A. SELL, Mgr., Courthouse, Merrill, Wis.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

ATTENTION--FAIR SECRETARIES! HERE IS AN ENTIRELY NEW ATTRACTION



HAMMOND'S ESKIMO TROUPE, A FEATURED ACT AT THE TORONTO EXPOSITION, 1935.

NOW BOOKING FAIRS AND CELEBRATIONS. ADDRESS CARE BILLBOARD, CINCINNATI

TRI-IT
YOURSELF
THE BOUNCING
EDUCATED BALL

IT'S FUN
When Done

ANYWHERE

A BRAND NEW 10-CENT RETAILER
4,000 Sold in 4 Days by One Man

Send 20c Postage for Sample

NECEDAH NOVELTY CO.
6316 No. Rockwell, Chicago

WANTED
Reliable Attractions That Can Stand Good
Treatment, in a Good Spot.
WEEK OF OCTOBER 12.

Adams County Fair
BOB WALCOTT, Mgr., AMERICAN LEGION,
Natchez, Miss.

FOR SALE CHEAP
My outfit for Bicycle Act. Includes costumes and
three bicycles, one a miniature bike that folds in
valise and cost \$100. I am in hospital and must
raise cash. Price entire outfit, \$100. Can be seen
at 1112 S. Springfield ave., Chicago, Ill. TOM
WILLS, care Emmerich Baptiste Hospital, Oak
Forest, Ill.

**The Original Wolters
Trio**
2 MEN — 1 LADY — 3 DISTINCT ACTS.
AMERICA'S PREMIERE PLATFORM TROUPE.
Open for July 4th, Also, Fairs, Celebrations, Parks.
PHONE — WRITE — WIRE
223 West 115th St., Pullman 1288.
CHICAGO, ILL.

**STAMPING GROUND
COMMUNITY FAIR**
SEPTEMBER 24th AND 25th,
WANT RIDES.
Write IVAN JETT, Stamping Ground, Ky.
It Helps You, the Paper and Advertisers to Men-
tion The Billboard.

City Considering Purchase Of Lynchburg Fairgrounds

LYNCHBURG, Va., June 20.—Negotia-
tions pending may result in purchase by
the city of grounds of Interstate Fair
Association here in a few weeks. If the
sale is made, no fair will be held this
year, altho plans are on for one if there
is no sale.

F. A. Havelock, who has been secretary-
treasurer of the fair association 31 years,
is rounding out his 40th year on United
States Senator Carter Glass' newspaper
here.

B.-C. To Represent Bowes

CHICAGO, June 20.—M. H. Barnes,
Barnes-Carruthers Fair Booking Associa-
tion, said that it has been appointed ex-
clusive representative of Major Bowes'
amateur units for all outdoor engage-
ments in the entire territory they serve
west of Pittsburgh.

ATTENTION ACTS:
Can use more Sensational Free Attractions and
Vandeville Acts for July 4th. ATTENTION FAIRS-
CELEBRATIONS. Secure your Grand-stand Thrill-
ers, from us. Quality attractions at low prices.
Write for Catalog.

J. C. MICHAELS ATTRACTIONS,
3824 E. 9th, Kansas City, Mo.
Phone Benton 6574.

June 27, 1936

ROUTES

ROUTES

(Continued from page 31)

Akeley, Oliver (Palmer House) Chi, h. Aldron, Jack (Hollywood) NYC, re. Aldman, Ted & Al (Brown) Louisville, t. Walker, Kirby (Hickory House) NYC, nc. Wallace Sisters (Number One Bar) NYC, nc. Walsh, Clara Bell (Ambassador) NYC, nc. Walsh, Johnny, & Jack Barker (Savoy-Plaza) NYC, h. Walsh, Mary Jean (Pierre) NYC, h. Walsh, Sammy (Arrowhead Inn) Cincinnati, nc. Warwick Sisters (Embassy) Phila, nc. Washington, George Dewey (Kit Kat Club) NYC, nc. Wayne, Wanita (Town Casino) NYC, nc. Weaver, Jeanette (Paradise) NYC, re. Webb, Capt. George (Celebration) Newton, Ia.; Ft. Dodge 15-20. Webb, Elida, & Cotton Club Revue (Washington Arms) Mamaroneck, L. I. Weicker, Florence (Ambassador) NYC, h. Wences (Rox) NYC 22-25, t. Wesley, Howard, Co. (Brown) Louisville, t. Weylin Knightcaps (Weylin) New York, h. Whalen, Jackie (Wanamassa Gardens) Asbury Park, N. J., nc. White, Ann (Town Casino) NYC, nc. White, Belba (Powatan Club) Detroit, nc. White, Eddie (Pal.) Chi 22-25, t. White, Jack (Broadway Room) NYC, nc. White, Jerri (Dizzy Club) NYC, nc. White, Jerry (Gay '90s) NYC, nc. White, Olive (Village Barn) NYC, nc. White, Teddy (Normandie) New York, nc. Whitney, Nina (Pal.) Chi 22-25, t. Whitmer, Ken (Steamship Empire State) NYC, s. Wickes, Gus (Gay Nineties) NYC, nc. Williams, Frances (Hollywood) NYC, re. Williams, Jerry (Man About Town Club) New York, nc. William, Robert (Londn Casino) London, nc. Williams, Herb, Co. (Fox) Washington, D. C., 15-18, t. Wilson, Beth (McAlpin) NYC, h. Wilson Bros. (Ocean Beach) Clark Lake, Mich. Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc. Wilson, Ward (Earle) Phila 22-25, t. Wing, Chia (Silver Cloud) Chi, nc. Winter Sisters (Frances) Monroe, La., h. Wolfe, Lorna (Northwood Inn) Detroit, nc. Wong, Jim, Troupe (Earle) Phila 22-25, t. Woods, Ann (Paradise) NYC, re. Wright, Charlie (Weylin) NYC, h. Wynn, Natalie (Club Deauville) NYC, nc. Wynn, Ruth (Queen's Terrace) Woodside, L. I., nc. Wynton, Victoria (Dizzy Club) NYC, nc.

Yontz, Ducky (Roosevelt) NYC, h. York & King (Pal.) Chi 22-25, t. Young, Irwin (Valhalla) NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Aaronson, Irving: (Plaza) Pittsburgh, c. Adams, Johnnie: (Merry-Go-Round) Dayton, O., nc. Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc. Aguller, R.: (Palm Room) San Bernardino, Calif., b. Albin, Jack: (Bossert) Brooklyn, N. Y., h. Allen, Dick: (Riviera) Burden Lake, N. Y., nc. Allen, Ralph: (Country Inn) Pittsburgh, nc. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Apollon, Al: (Troadero) West End, N. J. Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J. Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc. Armstrong, Louis: (Michigan) Detroit, t. Arnheim, Gus: (Rainbow Terrace) San Antonio, nc. Austin, Claude: (Kit Kat) NYC, nc.

Bailey, Bob: (Marquette Club) Chi, nc. Barnett, Charles: (Glen Island Casino) New Rochelle, N. Y., ro. Barron, Blue: (Colvin's Gables) Buffalo, N. Y., nc. Bartek, Joseph: (Country Inn) Pittsburgh, nc. Bartel, Jean: (Dubonnet) NYC, re. Bass, Paul: (Anna Held's) NYC, re. Baste, Bob: (Club Parris) Erie, Pa., nc. Batkin, Alex: (St. Moritz) New York, h. Beal, Bob: (Pal.) San Francisco, h. Becker, Bubbles: (Ocean View) Virginia Beach, Va., nc. Bender, Val: (Antoine Club) San Francisco, nc. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bernie, Ben: (Ambassador) Los Angeles, h. Berrigan, Bunny: (18 Club) NYC, nc. Biagini, Henry: (Roseland) NYC, b. Bilger, Bill: (Red Hill Inn) Pennsauken, N. J., ro. Black, Art: (Yacht Club) Detroit, nc. Black, Bob: (Pere Marquette) Peoria, Ill., h. Bonelli, Michael: (Ocean Forest) Myrtle Beach, S. C., h. Bonroe, Larry: (Kentucky Grill) Covington, Ky., nc. Boroff, Mischa: (Morocco) Mountaineers, N. J., nc. Borden, Ray: (Club Del Rio) Chi, c. Bow, Blanche: (Famous Door) Los Angeles, c. Brandwynne, Nat: (Stork) New York, nc. Breesse, Louis: (Weylin) New York, h. Breinholt, Verdi: (Lagoon) Salt Lake City, Utah. Brigode, Ace: (Texas Centennial) Dallas, b. Bring, Lou: (Rainbow Grill) Radio City, NYC, nc. Britt, Ralph: (Blue Moon) Tulsa, Okla., nc. Bromberg, Sammy: (Von Thenen's) Chi, nc. Brooks, Billy: (French Casino) Virginia Beach, Va. Brooks, Bobby: (Weylin) NYC, h. Brown, Tom: (Bal Tabarin) San Francisco, nc. Brunescu, Jan: (Dempsey's) NYC, re. Bunchouk, Alex.: (Russian Eagle) NYC, re.

Burkath, Johnny: (Iroquois Gardens) Louisville, nc. Busse, Henry: (Chez Paree) Chicago, nc. Byard, George: (Old Country Club) Phoenix, Ariz., cc. C California Ramblers: (Westchester Country Club) Westchester, N. Y., cc. Campbell, Jimmie: (16 Club) Chi, nc. Carr, Cliff: (El Patio) Mexico City, Mex., nc. Carrigan, Jimmy: (El Coronado) Houston, Tex., nc. Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc. Caruso, Ben: (Old Algiers) NYC, re. Casey, Ken: (Half-Moon) Coney Island, Brooklyn, N. Y., h. Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h. Childs, Reggie: (Sky Club) Pittsburgh, nc. Christie, Geo.: (Club Silhouette) Chicago, nc. Clancy, Louie: (Club Orleans) Biloxi, Miss., nc. Clark, Mac: (Aragon) Houston, b. Clemente: (Versailles) NYC, nc. Coburn, Jolly: (Claremont) NYC, re. Codelban, Cornelius: (St. Regis) New York, h. Cole, Eddie: (Panama Cafe) Chi, nc. Collins, Harry: (Glenwood Springs) Glenwood Springs, Colo., h. Conn, Irving: (Arrowhead) NYC, ro. Continental Gypsies: (L'Aiglon) Chicago, c. Copeland, Eddie: (Beau Rivage) Sheepshead Bay, Brooklyn, N. Y., re. Cornelius, Paul: (444 Club) Cincinnati, nc. Crawford, Jack: (Lowry) St. Paul, h. Crest, Gill: (Ballroom) Geauga Lake Park, O., b. Crickett, Ernie: (Unique Grill) Delawanna, N. J., re. Crosby, Bob: (Lexington) NYC, h. Cugat, Xavier: (Stevens) Chi, h. Cusick, Bill: (Zare Rathskeller) Zanesville, O., h.

D Damar: (Madeleine) New York, nc. Dantzig, Ell: (St. George) Brooklyn, h. Darrell, Pat: (Wonder Bar) Zanesville, O., nc. Davis, Eddie: (LaRue) NYC, re. Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc. De Torre, Emile: (El Chico) NYC, nc. Dennis, Mort: (Statler) Detroit, h. Denny, Jack: (French Casino) New York, cb. Dickerson, Carroll: (Dave's Cave) Chi, c. Dictators, The: (885 Club) Chicago, nc. Dixon, Dick: (Gloria Palast) NYC, nc. Dolen, Bernie: (French Casino) NYC, cb. Doyle & Scheels: (Palace Gardens) Chi, nc. Dubrow, Art: (Chop House) Hartford, Conn., nc. Duchin, Eddie: (Fox) Detroit, t. Dunlop, Johnny: (Panhellenic) NYC, nc. Durst, Henry: (Colonial Club) Jackson, Miss., nc.

E Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re. Edmund, George: (Loyale) NYC, c. Elkins, Eddie: (Showboat) Baltimore, p. Emery, George: (Four Tours) Cedar Grove, N. J., nc. Engles, Charles: (Yacht Club) Chi, nc. Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc. Ernie, Val: (Riviera) Englewood, N. J., ro. Evans, Ossie: (Peacock Gardens) King of Prussia, Pa., re.

F Fan, Billy: (Club Hollywood) Springfield, Mass., nc. Farmer, Willie: (Leon and Eddie's) New York, nc. Ferdinando, Angelo: (Garden City) Garden City, N. Y., h. Fiddler, Max: (Towne Club) Pittsburgh, nc. Fields, Shep: (Pierre) NYC, h. Fischer, Art: (Dutch's) Chi, c. Fisher, Buddy: (Casino) Fort Worth, p. Fisher, Mark: (Roosevelt) New Orleans, h. Fluke, Red: (Boulevard) Pittsburgh, c. Flenniken, Jimmy: (Cliff Tavern) Cheat Lake, Pa., h. Fodor, Jerry: (Veterans' Club) Toledo, O., nc. Fodsick, Gene: (Ross Fenton Farms) Asbury Park, N. J. Fomeen, Basil: (Waldorf-Astoria) NYC, h. Four Aces: (Rox) Club Chi, nc. Francisco, Don: (Bal Tabarin) San Francisco, nc. Franklin, Sid: (French Casino) NYC, cb. Fray, Jacques: (St. Regis) NYC, h. Frederic, Marvin: (Sak's) Detroit, nc. Freeman, Jerry: (Paradise) NYC, cb. Frisco, Sammy: (Tuite & Dean's) Chi, c. Fulcher, Charlie: (Greystone) Carolina Beach, N. C., h. Funk, Freddy: (Club Paramount) La Salle, Ill., nc.

G Gasparre, Dick: (Savoy Plaza) New York, h. Gaylord, Boyd: (Isle of Palms) Isle of Palms, S. C., b. Gendron, Henry: (Guyon's Paradise) Chi, b. Gentry, Tom: (Walled Lake) Detroit, b. Gilbert, Irwin: (Coq Rouge) NYC, nc. Gilbert, Jerry: (Atlantic) Rockaway Beach, N. Y., nc. Gilberto, Don: (Toreador) New York, nc. Gill, Emerson: (Lotus Gardens) Cleveland, nc. Gill, Lester: (Club Carioca) Chi, nc. Glenn, Buddy: (Churchill Downs) Chi, c. Goho, Billy: (Checker Box Cafe) Buffalo, c. Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y. Gotthelf, Manfred: (Jermyn) Scranton, Pa., h. Graham, Eddie: (Nut Club) New York, nc. Grant, Douglas: (Leonardo) Newbury, Mass., re. Gravel, Lou: (Normandie) Montreal, h. Gray, Glen: (Rainbow Room) NYC, nc. Grunau, Harry: (Torch Club) Canton, O., nc.

H Hall, Ewen: (Plaza) San Antonio, h. Hall, George: (Taft) New York, h. Hall, Sleepy: (Lord Baltimore) Baltimore, h. Hallett, Mal: (Trianon) Chi, br. Halstead, Henry: (Chez Maurice) Dallas, Tex., nc. Hamilton, George: (Mark Hopkins) San Francisco, h. Handelman, Phil: (Fifth Avenue) NYC, h. Hargraves, Bobby: (Kit Kat Club) NYC, nc. Hart, Ruth: (Pinehurst Supper Club) Bridge-ton, N. J., re. Hartley, Hal: (Meridian Club) Champlain, N. Y., nc.

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 Harris, Phil: (Adolphus) Dallas, Tex., h.
 Harrison, Ralph: (Webster Hall) Pittsburgh, h.
 Hays, Billy: (Willow Grove Park) Phila., p.
 Heidt, Horace: (Drake) Chi, h.
 Henderson, Fletcher: (Grand Terrace) Chi, nc.
 Henry, Tal: (Cavalier Beach Club) Virginia Beach, Va., nc.
 Herbeck, Ray: (Multomah) Portland, Ore., h.
 Hessberger, George: (Old Heidelberg) Milwaukee, re.
 Hill, Doc: (Spring Mount House) Spring Mount, Pa., h.
 Hill, Harry: (Fairview) Rochester, Ind., h.
 Hill, Teddy: (Ubangi) New York, nc.
 Hoagland, Everette: (El Patio) San Francisco, nc.
 Hoefflinger, Al: (Clementon Inn) Clementon, N. J., ro.
 Holmes, Herbie: (Ringside Club) Ft. Worth, Tex., nc.
 Hope, Hal: (Montclair) NYC, h.
 Hopkins, Josh: (Club German) Pawtucket, R. I., nc.
 Howard, Ben: (Silver Tavern) Chi, nc.
 Howard, LeRoy: (Orlando) Decatur, Ill., h.
 Hull, Jae: (Ardmore Gardens) East Pittsburgh, nc.
 Huntley, Lloyd: (Mount Royal) Montreal, h.
 Hylton, Jack: (Hipp.) Toronto, t.

Janis, Freddie: (Parody Club) Chicago, nc.
 Jelesnick, Eugene: (Ten Eyck) NYC, h.
 Johnson, Charlie: (Small's Paradise) New York, nc.
 Johnson, Jerry: (Levaggi's Showboat) Boston, nc.
 Jones, Isham: (Palomar) Los Angeles.
 Jordan, Faye: (Edgewater Club) Lafayette, La., nc.
 Juele, Frank: (Bellevue-Stratford) Phila., h.

Karas, Jay: (Oakford) Greensburg, Pa., p.
 Kassel, Art: (Washington-Youree) Shreveport, La., h.
 Kavanaugh, George: (Blossom Heath) Detroit, nc.
 Kavelin, Al: (William Penn) Pittsburgh, Pa., h.
 Kaye, Sammy: (Bill Green's Club) Pittsburgh, nc.
 Keating, Fred: (Aylmer Aquatic Club) Ottawa, Can., nc.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kemp, Hal: (Astor) NYC, h.
 Kesner, Will: (Silver Slipper) Pittsburgh, nc.
 King, Bert: (Shelton) NYC, h.
 King, Henry: (Mark Hopkins) San Francisco, h.
 King, Kitty: (Browning Lane Inn) Bellmawr, N. J., ro.
 King, Wayne: (Waldorf-Astoria) NYC, h.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Statler) Detroit, h.
 Knapp, Orville: (Ritz-Carlton) Boston, h.
 Korbin, Van: (Madison Casino) Chicago, c.
 Koutz, Buzzy: (The Pines) Pittsburgh, nc.
 Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
 Kress, Andya: (Avon Inn) Asbury Park, N. J.
 Krumin, Costya: (Russian Bear) New York, re.
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.

La Marr, Frank: (Arcadia) NYC, b.
 La Mothe, Olivia: (Spot) Hartford, Conn., nc.
 LaPorte, Joe: (Ball) NYC, re.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
 Lande, Jules: (St. Regis) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lang, Syd: (Hi-Hat Club) Chi, nc.
 LeBrun, Duke: (Melody Gardens) Dewey Lake, Mich., nc.
 LeRoy, Howard: (Orlando) Decatur, Ill., h.
 Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
 Lehmas, Al: (Granada) Chi, b.
 Leipold, Arnie: (Olcott Beach) Olcott, N. Y., h.
 Leu, Paul: (Dude Ranch) Atlantic City, nc.
 Lewis, Johnny: (Netherlands Plaza) Cincinnati, h.
 Lewis, Ted: (Stanley) Pittsburgh, t.
 Lewis, Van: (Ritz-Carlton) Phila., h.
 Lewis, Victor: (Ontario Beach Pavilion) Rochester, N. Y., c.
 Light, Enoch: (McAlpin) New York, h.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Liphardt, "Chuck": (Club Byron) Chi, nc.
 Little, Little Jack: (Casino) Catalina Island, Calif., nc.
 Littlefield, Jimmy: (Arcadia) Philadelphia, nc.
 Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
 Loftner, Carol: (Old Mill) Salt Lake City, nc.
 Lombardo, Guy: (Palmer House) Chi, h.
 Lombardo, Ralph: (Sherman's Pavilion) Caroga Lake, N. Y., b.
 Loveland, Archie: (Benson) Portland, Ore., h.
 Lucas, Clyde: (New Yorker) NYC, h.
 Lucas, Nick: (Hollywood) NYC, cb.
 Luncford, Jimmie: (Casino) Larchmont, N. Y., nc.
 Lyman, Abe: (Mounds) St. Louis, cc.
 Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.
 Lyon, Russ: (Northwood Inn) Detroit, nc.
 Lyons, Donnie: (Rafters) Phila., nc.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
 McCoy, Clyde: (Roseland) NYC, b.
 McDonald's Music Mixers: (Hi Hat Club) Boaz, W. Va., nc.
 McGill, Billie: (Savola Cafe) Detroit, c.
 McGowan, Loop: (Exchange Club) Tampa, Fla., nc.
 McGraw, Ed: (Long Point Park) Geneseo, N. Y., b.
 McKenzie, Red: (18 W. 52d St.) NYC, nc.
 Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
 Madriguera, Enric: (Riviera) Englewood, N. J., ro.
 Maitland, Johnny: (St. Paul) St. Paul, h.
 Mann, Milton: (Village Barn) New York, nc.
 Mannone, Wingy: (Hickory House) NYC, nc.
 Manuti, Al: (Man About Town) New York, re.
 Mansfield, Dick: (Governor Clinton) NYC, h.
 Maples, Nelson: (Byerly Crest) Pittsburgh, nc.
 Marsico, Al: (Club Mirador) Homestead, Pa., nc.
 Martel, Gus: (Stork) New York, nc.
 Martell, Paul: (Arcadia) New York, b.

Martin, Ted: (Childs' Paramount) NYC, re.
 Matteson, George: (McPherson's Point) Coonass Lake, N. Y., nc.
 Mayo, Al: (House of Morgan) Atlantic City, N. J., nc.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Mee, Art: (Newport Tavern) Wilmington, Del., nc.
 Meeker, Paul: (Shawnee) Springfield, O., h.
 Meo, Jimmy: (Royale-Frolles) Chicago, nc.
 Meroff, Benny: (Orlote Terrace) Detroit, nc.
 Messner, Dick: (Park Central) NYC, h.
 Metzgar, Bob: (Pantlind) Grand Rapids, Mich., h.
 Meyers, Jack: (Club New Yorker) New York, nc.
 Miller, Joe: (Casa Blanca) Chi, nc.
 Miller, Russ: (Edgewood) Treton, N. J.
 Millinder, Lucky: (Met.) Brooklyn, t.
 Minor, Frank: (Barrel of Fun) NYC, nc.
 Molina, Carlos: (Lookout House) Covington, Ky., nc.
 Mooney, Art: (Oasis) Detroit, nc.
 Moore, Carl: (Normandie) Boston, b.
 Morgan, Russ: (Biltmore) New York, h.
 Motherway, Harold: (Pershing) Chi, b.
 Moyer, Ken: (Open Air Roof) San Antonio, nc.
 Mullaney, Johnnie: (Brevoort) Chi, h.

Nagel, Harold: (Rainbow Room) New York, nc.
 Nappi, Bill: (Cascades Plunge) Birmingham, Ala., b.
 Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
 Navarro, Al: (Belvedere) Baltimore, h.
 Naylor, Oliver: (Anchorage) Philadelphia, nc.
 Center, N. Y., nc.
 Neel, Pete: (Dude Ranch) Pensauken, N. J., ro.
 Nelson, Ozzie: (Paramount) NYC, t.
 Niebauer, Eddie: (Casino Moderne) Chicago, nc.
 Nina Rinaldo: (Yacht Club) Chi, nc.
 Noble, Ray: (Hollywood Dinner Club) Galveston, Tex., nc.
 Norris, Stan: (Merry Garden) Chicago, b.
 Norvo, Red: (Commodore) NYC, h.

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
 Ohman, Phil: (Trocadero) Hollywood.
 Olman, Val: (Sul Jen) Galveston, Tex., c.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Pablo, Don: (Rendezvous) Battle Creek, Mich., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
 Pancho: (Pierre) NYC, h.
 Panico, Louis: (White City) Chicago, b.
 Paul, Eddie: (Columbia) Cleveland, b.
 Parham, Tiny: (Club Havana) Chi, nc.
 Parker, Johnny: (Stables) Chi, c.
 Peary, Bob: (Graemere) Chi, h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Perry, Ron: (St. Moritz) New York, h.
 Peterson, Dee: (Colonial) Rochester, Ind., h.
 Peterson, Eric: (Woodlands) Ardsley, N. Y., nc.
 Petti, Emil: (Savoy Plaza) NYC, h.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Podolsky, Murphy: (Villa Moderne) Chi, nc.
 Provost, Ed: (Donahues) Mountain View, N. J., nc.
 Pryor, Louis: (Rustic Tavern) Jasper, Ind., b.
 Purvis, Jack: (Thru Looking Glass) New York, nc.

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
 Raeburn, Boyd: (Muehlebach) Kansas City, h.
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
 Ramos, Ramon: (Ambassador) NYC, h.
 Randall, Slats: (Cocoanut Grove) Minneapolis, nc.
 Rapp, Barney: (Gibson) Cincinnati, h.
 Ravazza, Carl: (St. Francis) San Francisco, h.
 Read, Kemp: (Tivoli) Oak Bluffs, Mass., b.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Redell, Herbie: (Casino) Chicago, c.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Regis, Gene: (Powatan Club) Detroit, nc.
 Reichman, Joe: (Pennsylvania) NYC, h.
 Resh, Benny: (Times Square) Rochester, N. Y., h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Ricardo, Don: (Grandview Gardens) Steubenville, O., nc.
 Ricardell, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
 Rich, Count: (Zig Zag) Chi, c.
 Richards, Barney: (Lighthouse) Chicago, c.
 Richie, Joe: (McLean's) Pennsauken, N. J., ro.
 Rines, Joe: (Mayfair) Boston, nc.
 Ringer, Johnny: (Casino Venezia) NYC, nc.
 Rodrigo, Namo: (Rainbow Room) Rockefeller Center, NYC, nc.
 Rodriguez, Jose: (LaRue's) New York, nc.
 Rogers, Sy: (Club Joy) Lexington, Ky., nc.
 Rollins, Bill: (West Lake Park) Birmingham, Ala., b.
 Romano, Phil: (Roseland) NYC, b.
 Rosenthal, Harry: (LaRue's) New York, re.
 Ross, Nick: (Girard) Phila., nc.
 Royal Arcadians: (Circle) Newington, Conn., b.
 Ruby: (Biltmore) Dayton, O., h.
 Russell, Jack: (Melody Mill) Chicago, b.
 Rythmeters, The: (Colony Club) Chi, nc.

Sabin, Paul: (Le Mirage) NYC, nc.
 Sales, Lew: (Club Minuet) Chicago, nc.
 Sand, Carl: (Chateau) Chicago, b.
 Sanders, Joe: (Blackhawk) Chi, c.
 Schneider, Sol: (Old Rumanian) New York, re.
 Scholl, Jack: (Coronado) St. Louis, h.
 Schulman, Julius: (Vanev Park) St. Petersburg, Fla., h.
 Schuster, Mitchell: (Statler) Cleveland, h.
 Scoggin, Chic: (Olmos Dinner Club) San Antonio, nc.
 Sears, Walt: (Bertrand Island Park) Lake Hopatcong, N. J., b.
 Sky, Freddie: (Cave) New Orleans, nc.
 Smith, Harl: (Hollenden) Cleveland, h.
 Smith, Joe: (Copley Plaza) Boston, h.
 Smith, LeRoy: (Overbrook) Lindenwald, N. J., ro.
 Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., h.

Smith, Stuff: (Onyx) NYC, nc.
 Snider, Billy: (Pleasure Isle) Covington, Ky., b.
 Snyder, Frankie: (Winona Gardens) Chi, nc.
 Spaeth, Karl: (Marco's Grill) Detroit, nc.
 Stable, Dick: (Lincoln) New York, h.
 Steiner, Herbie: (Pavilion Royal) Valley Stream, N. Y., ro.
 Stern, Harold: (Met.) Brooklyn, t.
 Sterner, George: (Plaza) New York, h.
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
 Stock, Bert: (Graystone) Detroit, b.
 Stoefler, Wally: (Capitol Beach) Lincoln, Neb., b.
 Stone, Al: (Laghorn Farms) Trenton, N. J., ro.
 Stutland, Steve: (Silver Cloud) Chi, nc.
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Terry, Ron: (St. Moritz) New York, h.
 Texas Co-Eds: (Miller's Supper Club) Marion, Ind., nc.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tinsley, Bob: (Colosimo's) Chicago, nc.
 Todd, Mitch: (Sky Rocket) Chi, nc.
 Topps, Al: (Nut House) Chicago, nc.
 Toimey, Bob: (Cesa Loma) South Bend, Ind., nc.
 Toscuca, Tommy: (All Stars) NYC, nc.
 Travers, Vincent: (French Casino) NYC, nc.
 Turner, Al: (Bachelor's Club) Pittsburgh, nc.
 Turner, Jimmy: (Merry-Go-Round) Dayton, O., nc.
 Turner, Jimmy: (Vanity Fair) Cleveland, re.

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
 Veil, Tubby: (Brun's Palm Garden) Chi, c.
 Wald, Jean: (To Jo Farms) Detroit, nc.
 Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, cb.
 Waterhouse, Frank: (400 Club) Wichita, Kan., nc.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
 Webster, Ralph: (Puritas Springs) Cleveland, b.
 Weeks, Anson: (Rice) Houston, nc.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Weekly, Wee Willy: (Columbia) Columbia, N. J., h.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., re.
 White, Dave: (Oasis Grill) New York City, re.
 White, Ed: (Club Gourmet) Cleveland, nc.
 Widmer, Bus: (Gladstone) Casper, Wyo., h.
 Wilcox, Howdy: (Flint Amusement Park) Flint, Mich., b.
 Williams, Griff: (Aragon) Chi, b.
 Williams, Hod: (Wagon Wheel) Nashville, Tenn., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Ray: (Blue Lantern) Island Lake, Mich., nc.
 Winegar, Frank: (Ramona Gardens) Ann Arbor, Mich., nc.
 Winston, Jack: (Heidelberg) Baton Rouge, La., h.
 Wintz, Julie: (Top Hat) Union City, N. J., nc.
 Woods, Howard: (Robert Treat) Newark, h.

Zarin, Michael: (Waldorf-Astoria) New York.
 Zatur, Joseph: (Biltmore) New York, h.
 Zelman, Rubin: (Caravan) NYC, nc.
 Zwick, Charlie: (Silver Grill) Ann Arbor, Mich., c.
 Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
 Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL
 Boy Meets Girl: (Cass) Detroit 22-27.
 Cornell, Katharine: (Biltmore) Los Angeles 25-27.
 Three Men on a Horse: (Broad) Phila 22-27.
 White's, George, Scandals: (Garden Pier) Atlantic City 22-26.

MISCELLANEOUS
 Almond, Jethro, Show: Mt. Pleasant, N. C., 22-27.
 Baker, M. L., Side Show: Pulaski, Va., 22-27.
 Becker, Magician: Rochester, Minn., 22-27; Minneapolis 29-July 4.
 Chrisman's, Mildred, Goats: (Centennial) Dallas, Tex., 22-July 5.
 DeCleo, Magician: Adrian, Mich., 22-27.
 Fred's Kiddie Circus: Presho, S. D., 4.
 Happy Days Minstrels: Redding, Calif., 24; Weaverville 25; Helena 26; Crescent City 27.
 Harlan Med. Show: Brownsville, Pa., 22-27.
 Mayfield, Mme., Co.: Edinboro, Pa., 22-27.
 Mel-Roy, Magician: Nashua, Mont., 24; Malta 25; Harlem 26; Chinook 27; Havre 29; Shelby 30; Conrad July 1; Glacier Park 2-3; Great Falls 4.
 O'Neill Circus Unit: (Fair) Hallock, Minn., 25-27; (Fair) Fertile 29-July 1; (Fair) Ada 2-4.
 Original Floating Theater: Urbanna, Va., 22-27.
 Ricton's Show: Crab Orchard, Tenn., 22-24; Wartburg 25-27.

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Swift's, Herbert, Vaude Circus: Sidney, Ill., 22-27.
 Turtle, Wm. O., Magician: Mitchell, Ore., 22-27.
 Wizarde Circus Unit: Riley, Kan., 25; Wakefield 26; Enterprise 27.
 (See ROUTES on page 100)

REJUVENATION
 (Continued from page 50)
 thrust upon her at first, but when she finally absorbed the idea that we were trying to rejuvenate her she jumped right in and worked with us her very best and, by jove, you wouldn't know the old lass today. We've got a new dress on her of the latest style, we've put high-heel shoes on her, we've bobbed her hair and we have even painted her toenails. We have rejuvenated her top, sides and bottom, and to help do the job the Legislature has handed us over some real money.

We are going to advertise it over the radio, in the press, and we are going to throw a blimp up in the air with loud-speakers telling the village people what we are doing and what they can see at the fair. We are going to tell the country boys to throw the hoe in back of the sleigh and come down to the biggest old-home gathering that Southern New England has ever had. We are going to try to put on a good clean fair and we are not going to allow beer or liquor to be sold. We intend to put on an exhibition that a mother will be perfectly safe in taking her 12-year-old daughter to, yet we do not intend to turn it into a Sunday school picnic. What we would like to do and intend to do is to put on a fair primarily for educational purposes to instruct and inspire and to offer a reasonable amount of thrills with contests of speed and skill and offer pleasurable relaxation and clean amusement as represented by horse races, circus acts, thrillers and fireworks. If we make a success of it this year there is no question that this old institution will become permanently the State fair of Rhode Island.

Nebraska Books Big Show
 LINCOLN, Neb., June 20.—Reports on the Miss Nebraska beauty contest for the State Fair here are that 22 towns have signed for elimination contests. Field work is supervised by R. W. Herrington. Largest show since the John Robinson Circus in 1930 has been sold for the grand stand by Barnes-Carruthers thru Jack Polk. Headlining is the Ed Schooley *Rhythm Revels*.

Grand-Stand Shows
PROGRAM of acts for ninth annual Edinboro (Pa.) Community Fair will be headed by Bernice Kelly Revue.
MERCER County Fair, Celina, O., sponsored for the third year by the American Legion Post, will present on opening Sunday, B. Ward Beam, thrill acts and revue, *Listening In*, reported Albert C. Stein of the board.

AFTER a successful tour last season, Wagner's Concert Band, with about the same personnel, will open a season of 12 fairs in Ohio, Virginia and North Carolina on August 10, said Bandmaster A. J. Wagner, Mount Airy, N. C.

If Your Are Interested in the Festivities of Veteran, Lodge and Other Sponsoring Groups Where Professional Amusements Are Concerned Read

"Sponsored Events"

This Department Immediately Follows the Carnival Section

S. D. Draws Over Million

Exposition prepares for beginning of tourist season—cafe has gala opening

By FELIX BLEY

SAN DIEGO, June 20.—Biggest week-end crowd of the season at California Pacific International Exposition shot the year's total to 1,057,751, Elwood T. Bailey, executive vice-president, said. Last week's total was 67,482. It was a gala week-end and officials pointed out "it marks beginning of summer tourist and vacation influx." Grand opening of the Cafe of the World on Wednesday was an outstanding social event. Philip Lopez and orchestra furnished music for dancing, and Olsen and Johnson were featured in the floor show. Under new policy there will be no cover charge.

More than 300 shut-ins were guests at a party planned for them by a committee headed by Forrest Warren, of *The Union*. Elwood T. Bailey, executive vice-president, welcomed them during their program at the organ amphitheater. Entertainment included bird impersonations by Hugh Voorhies; Geneva Utt and her tumbling team of eight girls; Harold Hodge, singer; Sid Fuller, radio announcer, who read humorous telegrams; J. Ward Hutton and his orchestra; Hoover choral club of 130 voices; Ole Olsen, of Olsen and Johnson musical revue, *Anything Happens*; Exposition Noveleers, and Chiquita, Spanish songbird. Spanish Fiesta revue in House of Hospitality had Jose Arias and his troubadours and the Hemphill Dancers and another Old Fashion Dance in Palace of Entertainment had Jay Ward Hutton and his orchestra. Kenneth Strickfaden returned with four

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GREATER Cincinnati is to have a new roller-skating rink, according to plans of Norwood Roller Rink, Inc., which already has installed the foundation for a building on Sherman avenue near Victory boulevard, Norwood. Len Lanius is president; August Flaig, secretary, and Edward J. Von Hagen, treasurer and manager. Officials say the building will be of concrete and steel, rink size to be 100 by 220 feet and opening scheduled for about September 1.

JOHN SALEN, owner of Fenkell Gardens Roller Rink, in northwest section of Detroit, closed the rink last week. He had planned to establish an open-air rink in Detroit, but has abandoned plans, it is said, and will no longer be active in the field.

SKATING JEWELS, acro roller skaters, are at the Casino Municipal in Aix-an-Provence, France.

E. M. MOOAR, Philadelphia, has been asked to be one of the judges in the fancy roller-skating contest between Fred (Bright Star) Murree, 75-year-old Indian manager of Red Lion (Pa.) Rink, and Walter Laidlaw, 81-year-old Washington (D. C.) speed and fancy skater, to be held in White Rose Arena Rink, York, Pa., on night of June 30. "I hope that I can be there," remarks Mr. Mooar. "Being personally acquainted with both contestants and having seen both skate, I am telling the world that this event will be an eye-opener to many who may have considered it something of a joke; it will be well worth traveling miles to see."

JEAN GAUTHIER, Canadian ice and roller skater, who left the J. C. Flippen *World's Fair Follies* two years ago to open a roller rink in Victoria, B. C., is on an extended vacation, sailing from Vancouver to Montreal by way of Panama, West Indies and Halifax. "I hope to have the captain and crew roller skating before the trip is over," he remarked upon his departure. "Victoria Rink has been doing well, with week-day sessions afternoon and evening, and with, I think, the best stock of roller skates in Canada. A figure-skating club was a big success with young and old members, and all doing waltzing and two-step. All members participated in a carnival at our closing on May 16, some giving exhibitions, and I did a solo number, including spirals, spread-eagles, jumps and spins similar to ice skating. Recently I saw Happy, Jim

and Jerry working in a Seattle night club and visited Playland Rink."

ARMAND J. SCHAUB, former rink manager and widely known Cincinnati roller skater, just out from a nine-week hospital siege following an auto accident, was a caller at the rink desk on June 15.

SATAN'S Brood Club held a skating party in White City Rink, Chicago, which was a great success, writes E. E. Shepherd. Membership comprises Carl Buhler, president; Howard Novotny, vice-president; Jerry Feld, treasurer; Erwin Gerke, secretary; Robert Borsdorf, athletic director; Ellsworth Christensen, James Benko, Walter Martin, Bruno Martin, Jack Vaughn, Richard Walters, Bernard McKay, Joseph Strummel, Charles Jackoby, Dick Walters, as doorman, handed out souvenir programs which outlined events. Howard Novotny was emcee and also in charge of drawing of the door prize, which was not only odd but interesting, the giving away of a real live anatidae, carried onto the floor on shoulders of four members, being guarded by two of them with rifles for effect. When the winner came out to receive her prize she was much relieved to find that it was only a duck, anatidae being another name for a duck. Harry Palmer, rink manager, was in charge of races. A show was given by some of the regular Saturday night talent. Hal Pearl, rink staff organist, opened. Robert Borsdorf was emcee. Singers were Al Fishman, Lorette Embertin, Robert Borsdorf and Paul Flynn. Al Fishman sang a parody written by Manager Harry Palmer and dedicated to Satan's Brood. Some new members were initiated. Climax was a robbers' waltz, always enjoyable. Party ran from midnight to 3 a.m. and was attended by some 350 skaters.

WRITING from Black Forest, Texas Centennial Exposition, Dallas, Francis Le Maire, there with an ice-skating act, describes the attraction as similar to the Black Forest at Chicago's A Century of Progress. He says the ice rink is 37 by 47 feet and ample for best of skating, with no difficulty in making ice and holding it even under summer sun. Ice surface is on a level with the floor, with a dance floor rolling out after skating shows, covering the ice. Shows are presented as at the Chicago fair, one unit in afternoon and one at night, many skaters who performed in Chicago being on the bill. Afternoon unit comprises Ray Rice, comedian; Lavernie Buscher, straight solo; Uksila and Vida, straight skating act, under direction of Uksila. Night performances consist of Everette McGowan, barrel jumping; Douglass Duffy, comedian; McGowan and Mack, apache dance, and Francois Le Maire and Maudie Reynolds offering their original Bavarian Shupplattler Dances, unit arranged and directed by Le Maire.

crowds not seen in rinks today, managers who displayed up-to-date ideas and that originality so lacking at present. However, Mr. Martin is right when he says the smaller rinks are all doing business, and that is because they furnish re-deeming features that the so-called leading ones lack. Skaters who enjoy skating to a real band go where they can get the most enjoyment, and they prefer good music, not a mechanical organ stuck up in the rafters. To spend \$30,000 to equip a modern rink is wise, but not to take the skating public's desires into consideration is unwise. There are thousands of roller skaters who would enjoy skating in a larger and finer rink if it had features and inducements to attract them, and the wide-awake manager with foresight will discover his errors before it is too late. Mr. Martin no doubt works hard and with a uniform method of his own, but what appeals to patrons in one city may be obsolete in Detroit. It's the wise manager who knows what his patrons want and demand. He must display showmanship, never losing sight of the fact that variety is the 'spice of life,' using originality especially when there are so many new features that can be brought into play. I have been in close touch with Detroit skaters and know their sentiments. It should be remembered that we can all profit from our past mistakes, and must not overlook the fact that the first hundred years are the hardest. The big fault with a majority of us is that we too often over-estimate our own ability and take too much for granted. Detroit has been one of the leading roller-skating cities of America for the past quarter of a century, and here's hoping that it will continue. It's entirely up to the managements, which constitute 75 per cent of success or failure of any high-class rinks."

FOUR WHIRLWINDS, sensational American roller skaters currently scoring at the Dominion, London, introduced a new comedy feature that proves a big winner. The 16 Skating Sylphs find favor with a pretty ballet on wheels that is the outstanding hit in Jack Taylor's *Shout for Joy* revue there. Three Veronas, picture skaters, are hitting at all spots played in England. Sensational Macks, roller-skating quartet, now in Stockholm, return to England in September. Resua Sisters, acrobatic skaters, are a hit at the Circus Penye, Budapest. Harold Lyle Company is current headline attraction at the Royal, Aarhus, Denmark. Mary and Erik Company, dancers on roller skates, have completed a return engagement in Oslo, Norway.

Utilizing Lots

By EARLE REYNOLDS
World-Famous Roller Skater and Manager

NEW YORK.—At 161st and Elton avenue, Bronx, where the YMCA has a fine building, a big lot has been cemented and more than 500 roller skaters enjoy the evenings. The YMCA figured out this idea and had this vacant lot made into an outdoor skating rink. Customers were paying 25 cents a throw. The man at the gate said income from this lot is increasing every day and that it was the best idea to put a vacant lot to work that he had ever heard of. Looks to me as tho there should be many hundreds of these summer cemented outdoor rinks. From the income I suggested that they should now run a coat of terraza over the cement to fill cracks and give a smooth surface. I would be inclined to

(See RINKS on page 63)



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shows of electrical magic in Palace of Entertainment. Fleet Week was featured by a reception and dance in Palace of Entertainment.

The 1,000,000th visitor, Marion Squier, entered the grounds, was queen for the day and started on a gay round of festivities. She was given an opportunity to do her tap dance as a special feature of the Olsen and Johnson show, made a hit and was booked to repeat her number at every performance. On Saturday a Kiddies' Day program was prepared by Ernest Hulick, special activities department. On Sunday thousands paid tribute to the flag at colorful ceremonies, program marking Missouri Day and Daughters of the American Revolution Day.

An exhibit of photographs by leading cameramen, collected by the U. S. Camera Salon, is being featured by the John Sirigo display in the General Exhibits Building. Spanish Fiesta Week was inaugurated on Sunday with entertainment in Mardi Gras tempo, dance presentation featuring Marissa Flores, Ratliff Twins, Dwayne and Jeanine; and Fleeta Marlie Walker and Gene Elliott, adagio team. Jose Arias and his troubadours lent color by strolling about the grounds.

Pro wrestling matches will be staged Wednesday nights, Wayne W. Dailard, executive manager, having received a license from the State Athletic Commission. More than 4,000 general admission seats in the arena of the athletic field will be free, while 1,000 ring-side seats will be available at 25 cents. President Belcher announced presentation of the Ford Symphonies in Ford Bowl, to begin on July 10.

"IN THE RINKS-SKATERS columns of May 30 in which I criticized managers and their methods of operating in Detroit, I did not make any particular exception nor mention any names, but gave as my conception a general view of the rink situation," writes C. J. Melody, as president of the National Skating Association. "Apparently Fred Martin has taken offense, as indicated in his reply of June 13. If he is under the impression that he has shown the skating public of Detroit anything new or original since taking over Arena Gardens, he is sadly mistaken. The Auto City boasted some mighty fine, well-conducted rinks that were the talk of the country, that drew tremendous

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1936 FAIR DATES

ALABAMA

Alexander City—East Alabama Fair Assn. Oct. 13-17. Lewis B. Dean.
 Andalusia—Covington Co. Fair. Oct. 27-31. Thomas P. Littlejohn, mgr.
 Athens—Limestone Co. Fair Assn. Sept. 21-26. I. V. Legg.
 Birmingham—Alabama State Fair. Sept. 28-Oct. 3. P. T. Strieder, gen. mgr.
 Courtland—Lawrence Co. Fair Assn. Sept. 21-26. C. C. Horton.
 Decatur—Morgan Co. Colored Fair. Sept. 28-Oct. 3. H. J. Banks.
 Florence—North Alabama State Fair. Oct. 5-10. E. R. Braly, mgr.; Lawrenceburg, Tenn.
 Huntsville—Madison Co. Fair. Sept. 23-26. Marie Dickson.
 Jasper—Walker Co. Fair Assn. Oct. 5-10. James D. Dickson.
 Lexington—Lexington Fair Assn. Sept. 30-Oct. 3. Mrs. Chas. P. McMeans.
 Opelika—Lee Co. Fair, American Legion. Week of Oct. 5. C. B. Downey.
 Troy—Pike Co. Fair. Oct. 20-24. Thos. F. Littlejohn, mgr.
 Tuscumbia—American Legion Fair Assh. Sept. 7-12. James DiRago, chairman.

ARIZONA

Prescott—Northern Ariz. State Fair Assn.—Prescott Frontier Days. July 2-5. Grace M. Sparkes.

ARKANSAS

Blytheville—Mississippi Co. Fair. Sept. 29-Oct. 4. J. Mell Brooks.
 Camden—Fairview Community Fair Assn. Oct. 2-3. O. J. Seymour.
 Charleston—St. Franklin Co. Fair. Oct. 15-17. Clyde Hiatt.
 DeWalls Bluff—Prairie Co. Fair Assn. Oct. 1-4. Carl McDuff.
 Fordyce—Tri-County Fair Assn. Oct. 8-10. J. H. Thach.
 Gentry—Home Products Fair. Sept. 24-26 (tentative). E. G. Sugg.
 Hatfield—Hatfield Fair Assn. Aug. 6-7. C. W. Slote.
 Paris—Logan Co. Fair Assn. Oct. 5-10. Lewis C. Sadler.
 Piggott—Clay Co. Agrl. Fair Assn. Oct. 1-3. T. W. Leggett.
 Pine Bluff—Five-County Fair Assn. Latter part of Sept. Thos. A. Hill.

CALIFORNIA

Anderson—Shasta Co. Fair. Sept. 24-27. S. A. Roycroft.
 Antioch—Antioch Fall Fair. Sept. 18-20.
 Caruthers—Caruthers District Fair Assn. Oct. 8-10. C. L. Walton.
 Ferndale—Humboldt Co. Fair. Aug. 26-30. Dr. Jos. N. D. Hindley.
 Fresno—Fresno-Madera District Fair Assn. Sept. 29-Oct. 5. T. A. Dodge Jr.
 Merced—35th District Fair. Oct. 8-11. Walter S. Found.
 Pomona—Los Angeles Co. Fair. Sept. 18-Oct. 4. C. B. Afflerbaugh.
 Sacramento—California State Fair. Sept. 5-14. Chas. W. Paine.
 San Diego—22d District Agrl. Assn. Oct. 7-21. D. A. Noble.
 San Diego—California-Pacific International Expo. at Balboa Park. Feb. 12-Sept. 9. Frank G. Belcher, pres.
 San Jose—Santa Clara Co. Fair. Sept. 21-29. Trueman Letcher.
 Santa Maria—Santa Barbara Co. Fair. July 22-26. Jesse H. Chambers.
 Stockton—San Joaquin Co. Fair Assn. Aug. 22-30. E. G. Vollman.
 Susanville—Lassen Co. Fair. Aug. 29-30. Mrs. Verna Wood.
 Tulare—Tulare Co. Fair. Sept. 22-26. A. J. Elliott.
 Tullock—Stanislaus Co. Fair. Aug. 3-9. Dr. A. J. Rousse, mgr.
 Ventura—Ventura Co. Fair. Oct. 7-11. W. G. Wilde.

COLORADO

Akron—Washington Co. Fair. Aug. 19-21. R. E. Fisher.
 Castle Rock—Douglas Co. Fair. Sept. 19-20. C. R. Reynolds.
 Cortez—Montezuma Co. Fair & Rodeo. Sept. 15-18. George A. Meistrell.
 Greeley—Weld Co. Jr. Fair Assn. Aug. 10-21. L. V. Toyne.
 Hotchkiss—Delta Co. Fair. Sept. 25-27.
 Longmont—Boulder Co. Fair Assn. Probably last week in Aug. Frank Wadsworth.
 Pueblo—Colorado State Fair. Aug. 24-28 (tentative). Earl Clark, mgr.
 Rocky Ford—Arkansas Valley Expo. & Fair Assn. Sept. 2-4. Belle Daring.
 Sterling—Logan Co. Jr. Fair. Aug. 19-21 (tentative). M. V. Haines, mgr.

CONNECTICUT

Brooklyn—Windham Co. Agrl. Soc. Sept. 22-24. Marshall J. Frink.
 Danbury—Danbury Fair. Oct. 5-10. G. M. Nevins.
 Goshen—Goshen Agrl. Soc. Sept. 7. Edith W. Cooke.
 Granby—Granby Grange Fair. Sept. —. Edwin H. Shattuck.
 Guilford—Guilford Agrl. Soc. Sept. 30. L. E. Coulter.
 Haddam Neck—Haddam Neck Fair Assn. Sept. 7. Leonard J. Selden, E. Hampton, Conn.
 Northfield—Beacon Grange Fair Assn. Sept. 12. Annie L. Hulme, R. D. 1, Thomaston, Conn.
 North Stonington—N. Stonington Grange Fair. Sept. 1-3. Edna M. Cook.
 Somers—Union Agrl. Soc. Sept. 30. E. R. Grant, Melrose, Conn.
 South Woodstock—Woodstock Agrl. Soc. Sept. 15-16. Freeman R. Nelson, Pomfret Center, Conn.
 Terryville—Terryville Fair. Sept. 26. Marjott C. Mattoon, Plymouth, Conn.
 Wolcott, near Waterbury—Wolcott Agrl. Soc. Sept. —. M. E. Pierpont, Waterbury, Conn.

DELAWARE

Harrington—Kent & Sussex Fair. July 28-Aug. 1. Ernest Raughley.

GEORGIA

Americus—Sumter Co. Fair Assn. Oct. 19-25. O. P. Johnson.
 Atlanta—Southeastern Fair Assn. Oct. 4-11. Virgil Meigs.
 Bainbridge—Decatur Co. Fair. Oct. 12-17. T. E. Rich.
 Cedartown—American Legion Polk Co. Fair. Late in Oct. Wm. Parker, Jr.
 Covington—Newton Co. Fair. Oct. —. Harry Odum.
 Elberton—Elberton Fair. Oct. 5-10. I. V. Hulme.

Elberton—Elberton Co. Colored Fair Assn. Oct. 13-17. Lee Roy Dooley.
 Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.
 Jonesboro—Clayton Co. Fair Assn. Oct. 14-17. W. J. Estes Jr.
 Lafayette—Walker Co. Fair Assn. Oct. 22-24. C. W. Wheeler.
 Macon—Georgia State Expo. Oct. 19-24. E. Ross Jordan.
 Marietta—Cobb Co. Fair Assn. Sept. 30-Oct. 3. L. R. Langley, County Agent.
 Milledgeville—Middle Ga. Legion Fair Assn. Oct. —. C. B. McCullar.
 Ocilla—Irwin Co. Fair. Last of Oct. or first of Nov. Claud McNeill.
 Rossville (Lake Winnepesaukah)—Tri-County Fair Assn. Sept. 10-12. Mrs. Evelyn D. Huskins.
 Sandersville—Washington Co. Fair. Oct. 13-17. G. S. Chapman.
 Valdosta—South Ga. Fair. Nov. 9-14. H. K. Wilkinson, secy.-mgr.

IDAHO

Blackfoot—Eastern Idaho District Fair. Sept. 21-24. J. C. Sorensen.
 Boise—Western Idaho State Fair. Aug. 25-29. E. C. Sprout, mgr.
 Caldwell—Homesteaders Jubilee & Night Rodeo. Aug. 20-22. Chas. Lauroson.
 Filer—Twin Falls Co. Fair & Rodeo. Sept. 8-12. Thos. Parks.
 Montpelier—Bear Lake Co. Fair. Aug. 27-29. H. G. Nuckols.
 Nampa—Nampa Harvest Festival & Rodeo. Sept. 7-9. Burton W. Reeves.
 Pocatello—Bannock Co. Fair Assn. Probably Sept. 5-7. E. P. Brennan, mgr.
 Sandpoint—Bonner Co. Fair Assn. Sept. 17-19. Bruce Turnbull.

ILLINOIS

Albion—Edwards Co. Agrl. Fair Assn. Aug. 11-15. Lyman Bunting, Ellery, Ill.
 Aledo—Mercer Co. Agrl. Soc. Sept. 15-18. W. W. Warnock.
 Anna—Anna Fair. Aug. 24-28. J. F. Norris.
 Antioch—Antioch Country Fair. Aug. 27-29. Emmet W. King, Wadsworth, Ill.
 Arthur—Arthur, Moultrie-Douglas Co. Fair Assn. Aug. 11-14. H. E. Hood.
 Ashley—Washington Co. Fair Assn. July 14-17. Chas. L. Logan Jr.
 Augusta—Augusta Community Live-Stock Show. Sept. 1-3. L. Edson King.
 Aurora—Northern Ill. Jr. Fair. Aug. 24-29. Ira R. Judd.
 Belvidere—Boone Co. Agrl. Soc. Sept. 1-4. George A. Ralston, Caledonia, Ill.
 Benton—Franklin Co. Fair Assn. Aug. 4-7. Harry W. Nolen.
 Bloomington—McLean Co. Fair. Aug. 13-14. Clarence Ropp.
 Bradford—Stark Co. Fair. Sept. 16-17. Tom Mowbray.
 Breeze—Clinton Co. Agrl. Fair. Sept. 2-6. A. W. Grunz.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 31-Sept. 4. Sam Irwin.
 Brownstown—Fayette Co. Fair Assn. Sept. 1-5. Oliver E. Reece.
 Cambridge—Henry Co. Fair. Aug. 11-14. George W. Rogers.
 Carbondale—Jackson Co. Agrl. Soc. Aug. 24-28.
 Carui—White Co. Fair Assn. Aug. 18-21. Max Endicott.
 Carrollton—Greene Co. Fair Assn. Sept. 1-5. H. C. Beatty.
 Charleston—Coles Co. Fair Assn. Aug. 3-8. R. B. Rosebraugh.
 Chicago—International Live-Stock Expo. Nov. 28-Dec. 5. B. H. Heide, Union Stock Yards, Chicago.
 Dixon—Lee Co. Farm & Horse Show. Aug. 28-30. John N. Weiss.
 Du Quoin—Du Quoin State Fair Assn. Sept. 7-12. W. R. Hayes, gen. mgr.
 El Paso—El Paso Fall Festival of Woodford Co. Aug. 25-28. Harold Wright.
 Fairbury—Fairbury Fair, American Legion. Sept. 1-4. H. W. Meisenhelder.
 Fairfield—Wayne Co. Fair Assn. Aug. 26-29. U. F. Johnson.
 Farmer City—Farmer City Fair. Aug. 24-28. E. R. Rinsart.
 Fairmount—Vermilion Co. Agrl. Fair. Aug. 12-15. John E. Cast, pres.
 Golconda—Pope Co. Agrl. Soc. July 22-25. Phillip Schoettle, Brownfield, Ill.
 Greenup—Greenup Cumberland Co. Fair Assn. Aug. 11-15. J. D. Green.
 Griggsville—Pike Co. Fair Assn. Aug. 11-14. Robert Skinner.
 Harrisburg—Saline Co. Agrl. Assn. July 27-Aug. 1. Arthur Franks, gen. mgr.
 Henry—Marshall-Putnam Fair. Sept. 8-11. R. H. Mower, Sparland, Ill.
 Highland—Madison Co. Fair. Sept. 10-13. L. H. Simerl.
 Jacksonville—Morgan Co. Breeders' Fair Assn. Aug. 11-14. Roy E. Welch.
 Jerseyville—Jersey Co. Fair Assn. Sept. 5-10. Bill Ryan, Box 546, Springfield.
 Knoxville—Knox Co. Fair Assn. Aug. 18-21. John D. Patton.
 La Fayette—La Fayette Horse & Fair Assn. Sept. 1-4. H. A. Kaser.
 Lewistown—Fulton Co. Fair Assn. Aug. 11-14. E. C. Gillam.
 McLeansboro—McLeansboro Fair Assn. July 7-11. H. Mead.
 Marion—Williamson Co. Fair Assn. Sept. 1-4. Ray Miller.
 Marshall—Marshall Community Fair. Aug. 18-22. Chas. L. Blundell Jr.
 Mazon—Grundy Co. Agrl. Fair. Sept. 4-7. G. E. Mellen.
 Melvin—Melvin Community Fair. Sept. 3-5. W. C. Tehl.
 Mendota—Mendota Agrl. Fair. Aug. 12-13. Joseph Zolper.
 Milford—Iroquois Co. Fair. Aug. 27-28. A. L. Hixon.
 Modesto—Macoupin Co. Agrl. Fair. Sept. 15-17. Albert Love.
 Monticello—Platt Co. Fair Assn. Aug. 31-Sept. 4. R. C. Smith.
 Morrison—Whiteside Co. Fair Assn. Sept. 1-4. V. M. Dearinger.
 Mount Carmel—Wabash Co. Free Fair. Aug. 24-28. Pete Ravenstein.

Mt. Sterling—Brown Co. Fair. Aug. 4-7. Walter Manny.
 Mount Vernon—Mt. Vernon State Fair Assn. Sept. 21-26. Martin Henn.
 Newman—Newman Community Fair. Sept. 1-4. W. C. Botton, pres.
 Newton—Jasper Co. Fair. July 27-31. C. G. Batman.
 Olney—Richland Co. Fair Assn. Sept. 8-11. A. C. Roberts.
 Oregon—Ogle Co. Fair. Sept. 6-10. E. D. Landers.
 Peatonica—Winnebago Co. Fair Assn. Aug. 26-30. Arthur Woodruff, secy.; Tom Morrissey, supt.
 Peotone—Will Co. Fair Assn. Sept. 2-4. Mrs. Elmer Barton.
 Petersburg—Menard Co. Agrl. Fair. Sept. 9-11. Lloyd W. Chalcraft.
 Pinckneyville—Pinckneyville Fair Assn. Aug. 10-15. Jack H. Stumpe.
 Princeton—Bureau Co. Fair. Aug. 25-28. G. P. Seibel.
 Quincy—Adams Co. Fair Assh. Aug. 24-28. C. O. Mast.
 Roseville—Warren Co. Fair. Aug. 25-28. E. H. Kirkpatrick.
 Rosiclare—Hardin Co. Fair. Oct. 6-10. Otis Lamar.
 St. Joseph—Champaign Co. Fair. Aug. 25-28. Everett R. Peters.
 Salem—Marion Co. Agrl. Soc. Oct. 1-3. Fred J. Blackburn.
 Sandwich—Sandwich Fair Assn. Sept. 2-4. C. L. Stinson.
 Sparta—Randolph Co. Fair. Sept. 1-4. Rilen McConachie.
 Springfield—Illinois State Fair. Aug. 15-23. E. E. Irwin, gen. mgr.
 Stronghurst—Henderson Co. Fair Assn. Sept. 2-4. Ralph Butler.
 Taylorville—Christian Co. Agrl. Fair Assn. July 26-31. C. C. Hunter.
 Tuscola—Douglas Co. Fair Assn. July 29-Aug. 1. L. R. McNeill.
 Vienna—Johnson Co. Fair. Aug. 18-21. George Gray.
 Warren—Warren Fair. Sept. 1-4. J. W. Richardson.

INDIANA

Akron—Akron Agrl. Fair Assn. Sept. 23-26. F. M. Fultz.
 Anderson—Anderson Free Fair Assn. July 6-11. Earl J. McCarell.
 Auburn—De Kalb Co. Fair Assn. Sept. 29-Oct. 3. H. E. Hart, gen. mgr.
 Bluffton—Bluffton Free Street Fair Assn. Sept. 22-26. Carl Helms.
 Boonville—Boonville Fair Assn. Aug. 3-8. Albert C. Derr.
 Boswell—Benton Co. Fair & Celebration. July 3-5. R. A. Lynch.
 Bourbon—Bourbon Fair Assn. Sept. 22-25. M. M. Beck.
 Brookston—Brookston Street Fair & Horse Show. Sept. 16-19. S. M. Wynkoop.
 Brookville—American Legion Fair. July 29-Aug. 1. Address Secy., Box 26.
 Brookville—Franklin Co. Fair Assn. Aug. 12-13. Hazel Pranzman.
 Cayuga—Vermillion Co. Fair Assn. Aug. 10-21. V. N. Asbury, Newport, Ind.
 Columbus—Bartholomew Co. Fair Assn. July 21-24. F. M. Overstreet.
 Connersville—Fayette Co. Free Fair. Aug. 18-21. J. L. Kennedy.
 Converse—Miami Co. Agrl. Assn. Sept. 15-18. D. E. Warnock.
 Corydon—Harrison Co. Fair Assn. Aug. 24-28. Dr. L. B. Wolfe.
 Covington—Covington Free Fair. Aug. 24-29. George P. Schwin.
 Crown Point—Lake Co. Agrl. Soc. Aug. 19-23. Julius M. Nielsen.
 Fairmount—Grant Co. Agrl. Fair. Sept. 1-4. John R. Little.
 Frankfort—Clinton Co. Fair Assn. Aug. 16-21. Will G. Ross.
 Franklin—Johnson Co. Free Fair. July 13-18. Neil R. Godwin.
 Goshen—Elkhart Co. Fair. Sept. 1-5. W. C. Manrow.
 Greenfield—Hancock Co. Agrl. Assn. Aug. 24-28. Bert Swain.
 Hartford City—Farmers & Merchants' Agrl. Assn. Free Fall Fair. Sept. 15-19. Ross Daugherty.
 Huntingburg—Dubois Co. Fair Assn. Aug. 10-15. J. F. Overbeck.
 Indianapolis—Indiana State Fair. Sept. 5-11. M. Clifford Townsend, Commissioner of Agriculture.
 Indianapolis—Marion Co. Agrl. & Hort. Soc. Aug. 10-14. H. McClelland.
 Kendallville—Kendallville Fair. Aug. 17-21. U. C. Brouse.
 Kentland—Newton Co. Fair. Sept. 14-18. A. M. Schuh.
 La Porte—La Porte Co. Fair Assn. Aug. 25-29. James A. Terry.
 Lawrenceburg—Dearborn Co. Fair. July 27-Aug. 1. Leonard Haag.
 Linton—Community Fair & Exhibit Show. Aug. 12-15. Lexie Smith.
 Logansport—Cass Co. Fair Assn. Aug. 11-14. L. R. Price.
 Lyons—Lyons Fair, Stock & Dog Show. Sept. 16-19. Lex Edwards.
 Mentone—Mentone Fair Assn. Aug. 19-22. K. A. Riner.
 Montpelier—Montpelier Speed Assn. July 29-31. H. L. Kelley.
 Muncie—Muncie Fair. Aug. 1-7. F. J. Claypool.
 North Vernon—North Vernon Free Fair. Week of Aug. 24. Fred H. Nauer.
 Osgood—Ripley Co. Agrl. Assn. Aug. 5-8. G. A. Triplett.
 Portland—Jay Co. Fair Assn. Aug. 10-14. Mike Ankrom.
 Princeton—Gibson Co. Fair Assn. Aug. 31-Sept. 5. H. W. Reinhart.
 Rensselaer—Jasper Co. Fair Assn. Sept. 1-4. George M. Reed.
 Reynolds—Reynolds Fair. Sept. 10-12. Albert Geler.
 Rockville—Parke Co. Fair. Sept. 1-5. George Schwilz Jr.
 Rushville—American Legion Free Fair. Aug. 4-8. F. E. Hinchman.

Salem—Washington Co. Fair Assn. Aug. 18-21. Chas. R. Morris.
 Shelbyville—Shelby Co. Free Fair. Aug. 8-14. George A. Parrish.
 Terre Haute—Wabash Valley Fair. Aug. 13-Sept. 3. Paul Joab.
 Thorntown—Thorntown Fall Fair & Festival. Sept. 16-18. H. S. Spencer.
 Warsaw—Kosciusko Co. Fair Assn. Sept. 22-26. Wm. Chlnworth.

IOWA

Ackley—Four-County Fair. Nov. 23-27. Martin J. Ryken.
 Adel—Dallas Co. Fair. Aug. 24-26. Joe T. Beving.
 Albia—Monroe Co. Agrl. Soc. Aug. 24-27. W. B. Griffin.
 Algona—Kossuth Co. Agrl. Assn. Sept. 7-11. E. L. Vincent.
 Allison—Butler Co. Fair. Sept. 8-11. A. H. Werner.
 Alta—Buena Vista Co. Agrl. Soc. Aug. 18-21. C. J. Bains.
 Audubon—Audubon Co. Fair. Sept. 14-18. W. F. Hoyt.
 Aurora—Aurora Agrl. Soc. Sept. 1-3. E. D. Matteson, Lamont, Ia.
 Avoca—Pottawattamie Co. Fair Assn. Aug. 24-27. Edwin K. Harris.
 Bedford—Taylor Co. Fair Assn. Aug. 24-29. James Salter.
 Bloomfield—Davis Co. Fair. Aug. 18-21. I. O. Jenkins.
 Boone—Boone Co. Achievement Show. Aug. 24-26. Harley Walker.
 Burlington—Burlington Tri-State Fair. Aug. 10-15. A. L. Biklen.
 Central City—Wapsie Valley Fair Assn. Aug. 4-7. F. O. Satter.
 Clarinda—Page Co. Fair. Aug. 20-22. Melvin Rope.
 Colfax—Jasper Co. Fair. Aug. 24-25. Wayne Tyler, Newton, Ia.
 Columbus Junction—Lousia Co. Fair. Aug. 18-21. E. H. Wiegner.
 Coon Rapids—Four-County Agrl. Assn. Sept. 28-Oct. 1. Gerald E. Johnston.
 Corning—Adams Co. Fair. Sept. 14-18. A. L. Gauthier.
 Corydon—Wayne Co. Agrl. Assn. Aug. 24-26. M. E. Donelson.
 Cresco—Howard Co. Agrl. Soc. Sept. 1-4. John G. Meyer.
 Davenport—Miss. Valley Fair & Expo. Aug. 16-22. H. W. Power.
 Decorah—Winneshek Co. Fair. Aug. 19-22. J. Peg Pearson.
 Derby—Derby District Agrl. Assn. Sept. 8-11. L. W. Snook.
 Des Moines—Iowa State Fair. Aug. 26-Sept. 4. A. R. Corey.
 Donnellson—Lee Co. Fair. Aug. 25-28. A. D. Krebill.
 Eagle Grove—Eagle Grove District Junior Fair. Aug. 24-26. John Donhowe.
 Eldon—Wapello Co. Agrl. Fair. Aug. 24-27. L. W. Hall.
 Eldora—Hardin Co. Agrl. Soc. Aug. 18-21. George W. Haynes.
 Elkader—Elkader Fair. Aug. 18-21. Thomas Thomsen.
 Forda—Focahontas Co. Fair. Aug. 11-14. L. M. Ruck.
 Fort Dodge—Webster Co. 4-H Achievement Fair. Aug. 24-26. Amos Knudson.
 Garner—Hancock Co. Fair. Aug. 21-22. B. J. Oberhauser.
 Greenfield—Adair Co. Fair Assn. Sept. 8-11. Frank A. Gatch.
 Grundy Center—Grundy Co. Fair. Sept. 7-10. C. S. Macy.
 Guthrie Center—Guthrie Co. Agrl. Soc. Sept. 21-25. Martin Branson.
 Hampton—Franklin Co. Fair Assn. Sept. 14-18. Glenn D. Craighton.
 Harlan—Shelby Co. Fair Assn. Aug. 18-21. H. P. Dowling.
 Humboldt—Humboldt Co. Agrl. Soc. Sept. 4-7. Arch B. Myles.
 Independence—Buchanan Co. Fair. Aug. 18-21. W. J. Campbell, Jesup, Ia.
 Indianola—Warren Co. Fair Assn. Aug. 18-21. Victor Felter.
 Iowa Falls—Central Iowa Agrl. Assn. Sept. 30-Oct. 1. C. H. Benedict.
 Jefferson—Greene Co. Fair. Sept. 22-25. D. E. Lyon.
 Keosauqua—Van Buren Co. Fair. Sept. 1-4. A. J. Secor.
 Knoxville—Marion Co. Fair Assn. Aug. 17-22. A. C. Bryan.
 Lorimor—Lorimor Agrl. Fair. Aug. 24-27. Mrs. Roy Hamman.
 Manchester—Delaware Co. Fair. Aug. 11-14. E. W. Williams.
 Manson—Calhoun Co. Fair Assn. Aug. 20-23. H. H. Trumbull.
 Marshalltown—Central Iowa Fair. Sept. 14-18. E. B. Clinton.
 Mason City—North Iowa Free Fair. Aug. 24-28. F. G. Mitchell.
 Missouri Valley—Harrison Co. Fair Assn. Sept. 8-11. Frank C. Burke.
 Monticello—Jones Co. Fair Assn. Aug. 25-28. L. E. Hoag, pres.
 Mount Pleasant—Henry Co. Agrl. Assn. Aug. 18-21. Frank Price.
 Merville—Woodbury Co. Fair Assn. Sept. 8-11. F. L. McDermott.
 Nashua—Big Four Fair Assn. Aug. 17-22. Norton Bloom.
 National—Clayton Co. Agrl. Soc. Sept. 4-7. F. L. Lau, Garnavillo, Ia.
 Northwood—Worth Co. Fair Soc. Aug. 31-Sept. 2. R. T. Nelson.
 Orange City—Sioux Co. Agrl. Assn. Aug. 24-27. Gerrit Van Stryland.
 Osage—Mitchell Co. Fair. Aug. 17-22. C. E. Juhl.
 Oskaloosa—Southern Iowa Fair. Aug. 17-21. Roy E. Rowland.
 Postville—Big 4 Fair. Sept. 11-14. J. C. Wehe.
 Pringhar—O'Brien Co. Stock Show & Agrl. Assn. Aug. 24-25. M. G. Birlingmair.
 Rock Rapids—Lyon Co. Fair. Sept. 1-4. W. G. Smith.
 Rockwell City—Rockwell City Fair Assn. Aug. 12-14. E. B. Trickel.
 Sac City—Sac Co. Fair. Aug. 23-27. W. A. Cobb.
 Sibley—Osceola Co. Live Stock Show. Sept. 8-11. A. J. Salland.
 Spencer—Clay Co. Fair. Sept. 14-19. L. O. Dailey.
 Tipton—Cedar Co. Fair Assn. Aug. 11-14. G. S. Miller.
 Vinton—Benton Co. Fair. Aug. 18-21. C. D. Moore, Urbana, Ia.

Waterloo—Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel.
Waukon—Allamakee Co. Fair Assn. Sept. 8-11. A. M. Monserud, Harpers Ferry, Ia.
Waverly—Bremer Co. Fair Assn. Sept. 1-4. Claude E. Wylam.
Webster City—Hamilton Co. Expo. Sept. 7-11. L. L. Lyle.
West Liberty—Union District Agrl. Soc. Aug. 22-28. J. M. Addleman.
West Union—Payette Co. Agrl. Soc. Aug. 24-28. Ed Bauder.
What Cheer—Keokuk Co. Fair. Aug. 24-27. E. P. Lally.
Winfield—Winfield Fair Assn. Aug. 25-28. J. Russell.

KANSAS

Ahlerne—Central Kan. Free Fair Assn. Sept. 28-Oct. 2. Ivan Roberson.
Anthony—Anthony Fair Assn. July 14-18. O. F. Morrison.
Auburn—Auburn Grange Fair. Oct. 2-3. Helen Gillespie.
Barnes—Washington Co. Banner Fair. Sept. 9-11. D. Linn Livers.
Belleville—North Central Kansas Free Fair. Aug. 31-Sept. 4. Tudor J. Charles, Republic, Kan.
Beloit—Mitchell Co. Fair Assn. Sept. 1-5. J. E. Morris Jr.
Berrington—Berrington Grange Fair. Sept. 24-26. Frank Long.
Big Spring—Douglas Co. Live Stock & Agrl. Fair Assn. Sept. 2-4. Pete Bahmaier, Lecompton.
Blue Mound—Blue Mound Agrl. Picnic & Stock Show. Sept. 17-19. Roy Emmons.
Blue Rapids—Marshall Co. Fair Assn. Sept. 29-Oct. 2. H. C. Lathrap.
Burden—Eastern Cowley Co. Fair Assn. Aug. 26-28. Dick Alexander.
Burlington—Coffey Co. Agrl. Fair Assn. Sept. 21-25. John Redmond.
Caldwell—Sumner Co. Fair Assn. Sept. 30-Oct. 2. George W. Murray.
Chanute—Neosho Co. Fair. Sept. 7-12. T. F. Morrison.
Cimarron—Gray Co. Fair Assn. Sept. 18-19. Chas. S. Sturtevant.
Clay Center—Clay Co. Free Fair Assn. Sept. 8-11. W. F. Miller.
Coffeyville—Montgomery Co. Fair Assn. Sept. 28-Oct. 2. Albert R. Reiter.
Colby—Thomas Co. Fair Assn. Aug. 18-21. J. B. Kuska.
Columbus—Cherokee Co. American Legion Free Fair. Aug. 24-29. R. C. Osterhout.
Cottonwood Falls—Chase Co. Fair Assn. Sept. 30-Oct. 3. H. U. Slack.
Council Grove—Morris Co. 4-H Club Fair. Aug. 26-27. D. Z. McCormick.
Delphos—North Ottawa Co. Fair. Sept. 2-5. Floyd Powell.
Dighton—Lane Co. Fair Assn. Aug. 12-14. W. J. Matthias.
Dodge City—Southwest Fair Assn. Week starting Sept. 7 (tentative). George Shuler Jr.
Effingham—Atchison Co. Fair Assn. Aug. 18-21. C. J. Hegarty.
Eureka—Greenwood Co. Agrl. Assn. July 28-31. Harrison Brookover.
Fort Scott—Bourbon Co. Dairy Show & 4-H Club Fair. Aug. 25-28. Albert Brown.
Garnett—Anderson Co. 4-H Club Fair Assn. Aug. 26-28. Fred L. Coleman.
Girard—Crawford Co. Fair Assn. Aug. 18-21. Mrs. Ella Schneider.
Glasco—Cloud Co. Fair. Sept. 9-12. R. M. Sawhill.
Goodland—Northwestern Kansas Dist. Free Fair Assn. Aug. 25-28. H. R. Shimeall.
Greensburg—Kiowa Co. Free Fair Assn. Week of Oct. 7. M. Hemphill.
Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 4. J. M. Molz.
Harper—Harper Co. Fair Assn. Oct. 20-23. R. E. Dresser.
Hartford—Hartford Fair Assn. Sept. 3-5. S. P. Norbury.
Havensville—Havensville Comm. Fair Assn. Sept. 25-28. Claude Marcoux.
Hillsboro—Marion Co. Fair Assn. Oct. 6-9. Leon H. Harms.
Horton—Tri-County Fair Assn. Sept. 9-11. H. W. Wilson.
Hugoton—Stevens Co. 4-H Achievement Fair. Approx. Oct. 15-17. H. E. Brown, pres.
Hutchinson—Kansas State Fair. Sept. 19-25. H. W. Avery.
Iola—Allen Co. Agrl. Soc. Aug. 24-28. A. M. Dunlap.
Junction City—Geary Co. 4-H Club Show. Sept. 1-3. Paul B. Gwin.
Kincaid—Kincaid Farmers' Fair Assn. Sept. 24-26. W. R. Brown.
Kingman—Kingman Co. Fair Assn. Oct. 14-17. Arthur Goenner, Zenda, Kan.
Kinsley—Edwards Co. Fair Assn. Oct. 15-16. George Edman.
La Cygne—Linn Co. Fair & Stock Show. Sept. 1-4. Paul W. Kelth.
Liberal—Seward Co. Fair Assn. Aug. 25. A. Burr.
Lindsborg—Lindsborg District Fair Assn. Oct. 21-22. S. E. Dahlsten.
McDonald—McDonald-Rawlins Co. Fair Assn. Aug. 11-14. Dr. M. N. Miller.
Mankato—Jewell Co. Farm, School & Home Festival. Approx. Oct. 1. Geo. H. Putt.
Meade—Meade Co. Fair Assn. Aug. 26-29. Agnes W. Todd.
Miltonvale—Miltonvale Fair Assn. Oct. —. R. H. Phelps.
Mound City—Linn Co. Fair Assn. Sept. 8-11. James W. Wallace.
Newton—Harvey Co. Fair Assn. Sept. 7-12. E. D. Raffety.
North Topeka—Indian Creek Grange Fair. Oct. 1-2. Mrs. A. J. Owen.
Norton—Norton Co. Agrl. Assn. Sept. 8-11. Jean W. Kissell.
Onaga—Pottawatomie Co. Fair Assn. Aug. 26-28. A. H. Haughawout.
Oswego—Labette Co. Fair. Aug. 31-Sept. 4. Dr. F. J. Faulkner.
Ottawa—Franklin Co. Free Fair. Sept. 1-5. E. Lister.
Overland Park—Johnson Co. Fair. Aug. 26-29. W. D. Fleming.
Overbrook—Overbrook Free Fair. Aug. 27-29. Roy N. Baker.
Paola—Miami Co. Farm Bureau & 4-H Club Fair. Sept. 3-5. Glenn C. Isaac.
Parsons—Tri-State Fair Assn. Aug. 10-14. J. R. Rockhold.
Richmond—Richmond Free Fair Assn. Aug. 18-21. John H. Roekers.
Rush Center—Rush Co. Agrl. & Fair Assn. Aug. 25-28. L. E. Dixon.

Russell—Russell Co. Fair Assn. Sept. 29-Oct. 2. A. L. Boyd.
Salina—4-H Club Fair. Sept. 9-11. S. L. Sondergard.
Sedan—Chautauqua Co. Free Fair. Oct. 1-3. Carl Ackerman.
Silver Lake—Silver Lake Fair Assn. Sept. 9-11. Richmond M. Enochs.
Smith Center—Smith Co. Fair Assn. Aug. 10-14. J. D. Flaxbeard.
Stafford—Stafford Co. Fair. Oct. 6-9. E. B. Weir.
Stockton—Rooks Co. Fair Assn. Sept. 1-4. Carl Bray.
Sylvan Grove—Sylvan Grove Fair & Agrl. Assn. Sept. 22-25. W. F. Behrhorst.
Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 2-4. H. M. Minnich.
Tonganoxie—Leavenworth Co. Fair Assn. Aug. 27-29. Walt Nieharger.
Topeka—Kansas Free Fair. Sept. 14-19. Maurice W. Jencks.
Uniontown—Bourbon Co. Fair Assn. Aug. 4-7. W. A. Stroud.
Valley Falls—Jefferson Co. Fair. Sept. 2-4. Bert W. Booth.
Wakeeney—Trego Co. Free Fair. Aug. 25-28. Willis S. Spitsnaugle.
Wakefield—Wakefield Free Fair. Oct. 8-9. John Koerner.
Washington—Washington Co. Fair Assn. Sept. 17-19. A. C. Fuhrken.
Watson—Shawnee Grange Fair. Sept. 18-19. Roy E. Lewis, pres., R. 1, Berrinton, Kan.
Wellsville—Wellsville Picnic Fair. Sept. 10-11. Donald Coughlin.
West Mineral—Mineral District Free Fair. Sept. 9-12. J. C. Thompson.
Wichita—Kansas Natl. Live-Stock Show Assn. Nov. 9-13. Dan C. Smith.
Wetmore—Wetmore Free District Fair. Sept. 23-25. E. J. Woodman.
Winfield—Cowley Co. Fair Assn. Oct. 6-9. G. B. Wooddell.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 5-7. J. W. Shaw, 335 York st., Newport, Ky.
Bedford—Trimble Co. Fair Assn. Sept. 11-12. C. R. Barnes.
Bowling Green—Warren Co. Fair Assn. Sept. 2-5. W. H. Richeson.
Eradhead—Eradhead Fair. Aug. 19-22. J. Monte Roberts.
Carlisle—Nicholas Co. Agrl. Fair. Approx. first week in Oct. S. C. Vaughn.
Carrollton—Carroll Co. Fair. Oct. 6-9. Paul H. Williams.
Columbia—Columbia Fair Assn. Aug. 13-15. S. M. Burdette.
Ewing—Fleming Co. Agrl. Fair. Aug. 20-22. Pearce West.
Falmouth—Falmouth Fair. Aug. 19-22. Mrs. Dempsey R. Barnes.
Franklin—Simpson Co. Fair. Sept. 9-12. Cyril D. Duncan.
Germantown—Germantown Fair. Aug. 26-29. C. D. Asbury, R. 1, Augusta, Ky.
Grayson—Carter Co. Fair. July 20-25. J. L. Lusby.
Greensburg—Green Co. Fair. Aug. 27-29. S. J. Simmons.
Guthrie—Kentucky-Tennessee Fair. Aug. 26-29. T. T. Kimbrough.
Harrodsburg—Mercer Co. Fair Assn. July 27-31. B. F. Norfleet.
Hartford—Ohio Co. Fair. Aug. 27-29. H. M. Porter.
Hodgenville—Larue Co. Fair. Sept. 9-11. A. V. Kennedy.
Lawrenceburg—Lawrenceburg Fair, ausp. American Legion. Aug. 19-22. Frank Routt.
Lebanon—Marion Co. Fair Assn. Aug. 19-21. James M. Huber.
Lexington—Lexington Colored Fair Assn. Aug. 10-15. John B. Caulder.
Louisville—Lawrence Co. Fair Assn. Aug. 30-Sept. 5. H. H. Roberts.
Louisville—Kentucky State Fair. Sept. 14-19. Garth K. Ferguson, State Fair Grounds.
Paintsville—Eastern Ky. Fair Assn. Sept. 21-26. Earl Walker.
Russell Springs—Russell Co. Fair. Aug. 6-8. W. W. Owens.
Russellville—Logan Co. Fair. Sept. 10-12. A. D. Mansfield.
Scottsville—Allen Co. Farmers' Free Fair. Aug. 27-29. E. T. Meador.
Shelbyville—Shelby Co. Agrl. Assn. Aug. 12-15. T. R. Webber.
Somerset—Pulaski Co. Fair Assn. Week of Aug. 24. Beecher Smith Jr.
Springfield—Washington Co. Fair Assn. Aug. 6-8. T. C. Campbell.
Vanceburg—Vanceburg Fair. Aug. 10-12. Mrs. Nell Kimple.
Warsaw—Gallatin Co. Farmers' Fair. Oct. 1-3. Malcolm Furnish.
Williamstown—Grant Co. Fair Assn. Aug. 28-29. S. R. Stephenson.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 8-9. B. W. Baker.
Clinton—E. Feliciana Parish Fair Assn. Oct. 8-10. W. F. Kline.
Coushatta—Red River Parish Free Fair. Oct. 21-24. P. L. Collins.
Covington—St. Tammany Parish Fair. Oct. 9-12. Mrs. J. Louis Smith.
De Ridder—Beauregard Parish Fair Assn. Oct. 13-17. Ruth Calvert.
Donaldsonville—South La. State Fair. Oct. 11-18. R. S. Vickers.
Eunice—Tri-Parish Fair Assn. Oct. 22-25. J. C. Keller.
Franklinton—Washington Parish Free Fair. Oct. 14-17. L. R. Mills.
Greensburg—St. Helena Parish Free Fair. Oct. 15-17. K. E. Campbell.
Jennings—Jeff Davis Parish Fair. Oct. 29-Nov. 1. Alfred Maund.
Jonesboro—Jackson Parish Fair Assn. Oct. 5-10. W. T. Holloway.
Leesville—Vernon Parish Fair Assn. Oct. 7-10. O. E. Morris.
Logansport—Interstate Free Fair. Sept. 23-26. George L. Perry.
Loranger—Tangipahoa Parish Fair. Oct. 4-6. E. E. Puls.
Lutcher—St. James Parish Fair. Oct. 22-25. E. L. Roussel.
Mansfield—De Soto Parish Free Fair Assn. Sept. 30-Oct. 3. J. V. Reel.
Many—Sabine Parish Fair. Oct. 20-24. Byron P. Belleisle.
Monterey—Concordia Parish Fair. Oct. 23-25. J. R. Caldwell.
Natchitoches—Natchitoches Parish Fair Assn. Oct. 13-17. S. B. Thornton.

New Roads—Pointe Coupee Parish Fair Assn. Oct. 2-4. J. Wade LeBeau.
New Verda—Grant Parish Fair Assn. Oct. 9-10. Odelia Purvis.
Oak Grove—W. Carroll Parish Fair. Sept. 30-Oct. 3. R. E. Benton.
Oil City—Caddo Parish Fair. Oct. 14-17. Mrs. J. P. Wilkinson, Keithville, La.
Olla—North Central La. Fair. Oct. 6-10. H. Vinyard.
Plain Dealing—Bossier Parish Fair Assn. Sept. 24-26. Mrs. T. J. Smith, Bossier City.
Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 25-27. A. E. Camus.
St. Francisville—West Feliciana Parish Colored Fair. Oct. 2-3. J. E. Ringgold.
Shreveport—State Fair of La. Oct. 24-Nov. 2. W. R. Hirsch, mgr.
Sulphur—Calcasieu-Cameron Fair. Nov. 2-7. Mrs. A. H. Lafargue.
Tallulah—Louisiana Delta Fair Assn. Oct. 6-9. P. O. Benjamin.
West Monroe—Ouachita Valley Fair Assn. Oct. 6-9. George H. Dieflaman.

MAINE

Acton—Shapleigh & Acton Fair. Sept. 15-19. F. E. Young, Emery Mills, Me.
Andover—Oxford North Agrl. Soc. Sept. 23-24. R. L. Thurston.
Athens—Wesserunnet Valley Fair Assn. Sept. 29-30. W. A. Dore.
Bangor—Eastern Maine State Fair. Aug. 24-29. Jos. Steward.
Bluehill—Bluehill Fair. Sept. 7-9. E. G. Williams.
Canton—Androscoggin Valley Fair Assn. First week in Sept. C. D. Orient.
Cornish—Cornish Agrl. Assn. Aug. 4-7. Leon M. Ayer.
Damariscotta—Lincoln Co. Fair. Sept. 1-3. John N. Glidden.
Dover-Foxcroft—Piscataquis Valley Agrl. Soc. Aug. 29. Frank A. Pierce.
Exeter—Penobscot & Piscataquis Fair Assn. Sept. 1-4. A. W. Hill, 64 Third st., Bangor.
Farmington—Franklin Co. Agrl. Soc. Sept. 22-24. Frank E. Knowlton.
Fryeburg—West Oxford Agrl. Soc. Oct. 5-10. G. Myron Kimball.
Guilford—Guilford Athletic Assn. Sept. 5. O. Clark.
Leeds—Leeds Agrl. Soc. Oct. 6. Mrs. Alice L. Russell.
Lewiston—Maine State Fair. Sept. 7-12. J. J. Jacobous, Auburn, Me.
Litchfield—Litchfield Farmers' Club. Oct. 6-7. Chas. H. Harvey, Gardiner, Me.
Machias—Washington Co. Agrl. Soc. Sept. 15-16. J. L. Andrews, Jonesboro, Me.
Monmouth—Cochewewagan Agrl. Assn. Sept. 30. W. E. Reynolds.
Monroe—Waldo & Penobscot Agrl. Soc. Sept. 11-12. G. A. Palmer.
Presque Isle—Northern Maine Fair. Sept. 7-10. Clayton H. Steele.
Skowhegan—Somerset Central Agrl. Soc. Aug. 17-22. W. L. Robertson.
South Paris—Oxford Co. Agrl. Soc. Sept. 15-19. Stanley M. Wheeler.
Topsham—Topsham Fair. Oct. 13-15. E. C. Fatten.
Union—North Knox Fair. Sept. 29-Oct. 1. H. L. Grinnell.
Unity—Unity Park Assn. Sept. 15-16. E. S. Farwell.
Waterville—Kennebec Co. Fair. Sept. 1-4. Edgar J. Brown.
Windor—S. Kennebec Agrl. Soc. Sept. 5 and 7. A. N. Douglas, Gardiner, Me.

MARYLAND

Cumberland—Cumberland Fair Assn. Aug. 24-29. Harry A. Manley, gen. mgr.
Frederick—Great Frederick Fair. Oct. 13-16. Guy K. Motter.
La Plata—Charles Co. Fair. Probably Sept. 25-26. Bergen Brown.
Taneytown—Carroll Co. Fair. Aug. 11-14. George E. Doder.
Timonium—Maryland State Fair & Agrl. Soc. of Baltimore Co. Sept. 7-12. M. L. Daiger.
Pimlico Race Course, Baltimore.
White Hall—White Hall Fair. Sept. 23-26. H. Ross Almony.

MASSACHUSETTS

Acton—Acton Agrl. Assn. Sept. 18-19. Albert P. Durkee, W. Concord, Mass.
Blandford—Union Agrl. Soc. Sept. 7-8. C. R. Ripley.
Bridgewater—Plymouth Co. Agrl. Soc. Sept. 5 and 7. Lillian W. Baird, R. F. D., Whitman, Mass.
Brocton—Brocton Agrl. Soc. Sept. 14-19. Frank H. Kingman.
Cummington—Hillsdale Agrl. Soc. Sept. 29-30. Leon A. Stevens.
Great Barrington—Housatonic Agrl. Soc. Sept. 29-Oct. 3. Paul W. Foster.
Greenfield—Franklin Co. Agrl. Soc. Sept. 14-16. Whitman B. Wells.
Heath—Heath Agrl. Soc. Aug. 26. Homer S. Tanner.
Huntington—Littleville Community Fair Assn. Sept. 18-19. Pearl T. Rich.
Marshfield—Marshfield Agrl. Soc. Aug. 26-29. Shirley R. Crosse.
Middlefield—Highland Agrl. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass.
Nantucket—Nantucket Agrl. Soc. Aug. 26-27. Herbert P. Smith.
Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Oct. 1-3. George H. Bean.
Segreganset—Bristol Co. Young Farmers' Fair. Oct. 8-9. Florence M. Corder.
South Weymouth—Weymouth Fair. Aug. 14-15. Warren F. Roulston, N. Weymouth.
Springfield—Eastern States Expo. Sept. 20-26. Chas. A. Nash, gen. mgr.
Sturbridge—Sturbridge Agrl. Assn. Sept. 5-7. C. Russell Morse, Southbridge, Mass.
Topsfield—Essex Co. Fair. Sept. 16-19. Ralph H. Gaskill.
West Tisbury—Martha's Vineyard Agrl. Soc. Sept. 8-10. George G. Gifford.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 21-26. F. A. Bradish.
Allegan—Allegan Co. Agrl. Soc. Sept. 22-26. E. W. DeLano.
Alpena—Alpena Co. Agrl. Soc. Sept. 7-11. Ray J. Bushey.
Ahn Arbor—Washtenaw Co. Fair Soc. Sept. 1-4. Robert H. Alber.
Armada—Armada Agrl. Soc. Aug. 27-30. S. R. Columbus.
Bad Axe—Bad Axe Fair. Aug. 18-21. R. P. Buckley.
Big Rapids—American Legion Agrl. Fair Assn. Sept. 8-12. Oscar W. Franck.
Cadillac—Northern District Fair. Sept. 7-11. H. Earl McNitt.

Caro—Tuscola Co. Fair Assn. Aug. 24-28. Carl F. Mantey.
Centerville—St. Joseph Co. Fair Assn. Sept. 22-26. S. C. Hagenbuch, Three Rivers, Mich.
Charlotte—Eaton Co. 4-H Agrl. Soc. Sept. 2-4. Hans E. Kardel.
Croswell—Croswell Agrl. Soc. Aug. 25-28. J. D. Galbraith.
Detroit—Michigan State Fair. Sept. 4-13. George A. Prescott Jr.
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 15-18. Chas. P. Murphy.
Escanaba—Upper Peninsula State Fair. Aug. 17-23. Robert C. Fryal.
Ewart—Osceola Co. Fair. Aug. 26-29. Edgar York.
Fowlerville—Fowlerville Agrl. Soc. Oct. 7-10. Thos. G. Woods.
Harrison—Clare Co. Agrl. Soc. Sept. 15-18. John C. Kemmis.
Hart—Oceana Co. Agrl. Soc. Sept. 8-11. G. E. Wyckoff.
Hartford—Van Buren Co. Fair. Sept. 15-19. Paul F. Richter.
Hastings—Barry Co. Fair. Sept. 8-12. Maurice Foreman.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 27-Oct. 3. H. B. Kelley.
Inlay City—Lapeer Co. Fair. Sept. 14-18. Frank Rathsburg.
Ionia—Ionia Free Fair. Aug. 17-22. Fred A. Chapman.
Ironwood—Gogebic Co. Fair. Aug. 25-29. Y. H. Hanson, Wakefield, Mich.
Ithaca—Gratiot Co. Agrl. Soc. Week of Aug. 10. George Winget.
Jackson—Jackson Co. Agrl. Soc. Sept. 1-5. E. R. Hively.
Kalamazoo—Kalamazoo Co. Fair. Aug. 10-15. H. T. Crandell, Caro, Mich.
Marne—Berlin Fair. Sept. 1-4. Mrs. Harvey Walcott, R. 2, Coopersville, Mich.
Marquette—Marquette Co. Agrl. Soc. Aug. 25-29. Milton C. Spencer.
Marshall—Calhoun Co. Fair Assn. Aug. 25-28. B. D. Carpenter.
Mason—Ingham Co. Agrl. Soc. Aug. 26-29. Lloyd R. Doane.
Milford—Oakland Co. Fair Assn. Sept. 9-12. Oran C. Thomas.
Muskegon—Muskegon Co. Junior Expo. Sept. 15-18. G. H. Knopf.
Northville—Northville, Wayne Co. Fair Assn. Aug. 26-29. F. A. Northrop.
Norway—Dickinson Co. Fair. Sept. 4-7. Art Lonsdorf, Court House, Iron Mountain, Mich.
Petoskey—Northern Tri-Co. Free Fair. Aug. 25-28. Harold G. Sellers, Alanson, Mich.
Pickford—Pickford District Fair. Sept. 2-4. John H. Wise.
Saginaw—Saginaw Fair. Sept. 13-19. Wm. F. Jahnke.
Stalwart—Stalwart Agrl. Soc. Oct. 1-2. R. G. Crawford.
Traverse City—Northwestern Mich. Fair Assn. Aug. 31-Sept. 4. Arnell Engstrom.

MINNESOTA

Ada—Norman Co. Fair. July 2-4. A. C. Pederson.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 24-26. W. F. Murphy.
Albert Lea—Freeborn Co. Fair. Aug. 24-27. Andrew C. Hanson.
Alexandria—Douglas Co. Agrl. Assn. Aug. 26-29. R. S. Thornton.
Anoka—Anoka Co. Agrl. Soc. Approx. Aug. 10-13. George W. Green.
Appleton—Swift Co. Fair Assn. Aug. 19-23. J. G. Anderson.
Arlington—Sibley Co. Agrl. Assn. Aug. 20-22. O. S. Vesta.
Austin—Mower Co. Agrl. Soc. Sept. 2-5. B. J. Huseby, Adams, Minn.
Bagley—Clearwater Co. Agrl. Soc. Aug. 22-25. P. L. Renne.
Barnum—Carlton Co. Agrl. & Indust. Assn. Aug. 25-27. A. H. Dathé.
Baudette—Lake of the Woods Co. Fair Assn. Aug. 12-14. John F. Clark.
Eayport—Washington Co. Agrl. Soc. Aug. 21-23. A. L. Sjewall, Stillwater, Minn.
Bemidji—Beltrami Co. Fair Assn. Aug. 20-22. F. M. Taylor.
Bird Island—Renville Co. Agrl. Assn. Sept. 14-16. H. W. Mielke.
Blue Earth—Faribault Co. Agrl. Soc. Sept. 2-4. Everett Werner.
Breckenridge—Wilkin Co. Agrl. & Fair Assn. Sept. 10-12. F. A. Ludolph.
Caledonia—Houston Co. Fair Assn. Aug. 24-27. Ed Zimmerhahl.
Cambridge—Isanti Co. Fair. Sept. 2-5. L. O. Carlson.
Canby—Yellow Medicine Co. Fair. Aug. 24-26. J. H. Thiesen.
Cannon Falls—Cannon Valley Agrl. Assn. July 2-4. Carl O. Olson.
Clinton—Big Stone Co. Agrl. Soc. Sept. 2-5. F. W. Watkins.
Dassel—Dassel Free Fair. Oct. 1-3. O. E. Linguist.
Detroit Lakes—Becker Co. Fair Assn. Aug. 27-29. E. E. Burnham.
Elk River—Sherburne Co. Agrl. Soc. Sept. 2-5. C. E. Stower.
Fairmont—Martin Co. Agrl. Soc. Sept. 14-16. H. C. Nolte.
Faribault—Faribault Fair Assn. Aug. 10-12. Carl Hansen.
Farmington—Dakota Co. Agrl. Soc. Sept. 23-26. T. J. Grove.
Fergus Falls—Otter Tail Co. Agrl. Soc. & Fair Assn. Aug. 20-22. A. W. Tomhave.
Fertile—Polk Co. Agrl. Fair Assn. June 28-July 1. Jos. W. Reseland.
Fosston—Northwestern Minn. Agrl. Assn. Aug. 27-30. H. Algaard.
Garden City—Blue Earth Co. Agrl. Soc. Aug. 24-26. A. D. McCormack.
Glenwood—Pope Co. Fair Assn. Sept. 14-16. W. H. Engbretson.
Grand Marais—Cook Co. Agrl. Soc. Sept. 16-18. Wm. Clinch.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 28-30. Allen J. Doran.
Hallock—Kittson Co. Agrl. Soc. June 25-27. Duffie Larson.
Herman—Grant Co. Agrl. Assn. Sept. 2-5. E. R. Haney.
Hibbing—St. Louis Co. Fair. Aug. 28-30. George C. Pauley.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 27-29. Jimmie Manchester.
Howard Lake—Wright Co. Agrl. Soc. Sept. 3-5. E. D. Eddy.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 21-24. Everett Oleson.

Jackson—Jackson Co. Fair Assn. Sept. 4-7. George B. Peterson.
 Jordan—Scott Co. Good Seed Assn. Sept. 17-19. George B. Strait.
 Kasson—Dodge Co. Fair. Aug. 24-27. O. A. Erickson.
 LeCenter—LeSueur Co. Fair. Aug. 14-16. W. J. Baker.
 Litchfield—Meeker Co. Agrl. Soc. Approx. Aug. 20-22. D. E. Murphy, Dassel, Minn.
 Little Falls—Morrison Co. Fair. Aug. 22-24. A. I. Stone.
 Littlefork—Northern Minn. District Fair Assn. Aug. 15-18. George Dahl.
 Long Prairie—Todd Co. Agrl. Soc. Aug. 24-26. L. Langson, Clarissa, Minn.
 Luverne—Rock Co. Tri-State Fair. Aug. 27-30. George W. Fried.
 Madison—Lac qui Parle Co. Agrl. Soc. Sept. 13-16. Olaf T. Mork.
 Mahanomen—Mahanomen Co. Agrl. Assn. July 2-4. E. A. Rummel.
 Mankato—Mankato Fair & Blue Earth Co. Agrl. Assn. Aug. 15-19. Roland E. Olson.
 Marshall—Lyon Co. Agrl. Soc. Sept. 1-4. R. W. Williams.
 Montevideo—Chippewa Co. Fair. Sept. 14-16. A. M. Falkenhagen.
 Mora—Kanabec Co. Agrl. Soc. Aug. 22-26. E. J. Randall.
 Morris—Stevens Co. Agrl. Soc. Sept. 5-8. S. F. Tomlin.
 Nevis—Hubbard Co. Agrl. Assn. Sept. 15-17. Mrs. Chas. A. Smith.
 New Ulm—Brown Co. Agrl. Soc. Aug. 27-30. Wm. A. Lindemann.
 Northfield—Rice Co. Agrl. Soc. Aug. 27-29. W. F. Schilling Sr.
 Northome—Koochiching Co. Agrl. Soc. Aug. 19-21. C. W. Bray.
 Owatonna—Steele Co. Agrl. Soc. Aug. 19-23. C. A. Tincher.
 Park Rapids—Shell Prairies Agrl. Assn. Aug. 31-Sept. 3. B. E. Breuer.
 Pequot—Crow Wing Co. Agrl. Soc. Aug. 6-9. A. C. Larson.
 Pernam—Pernam Agrl. Soc. Approx. Aug. 24-26. C. W. Lotterer.
 Pillager—Cass Co. Agrl. Soc. Approx. Sept. 14-15. P. H. Sorg.
 Pine City—Pine Co. Fair. Aug. 20-22. W. S. McEachern.
 Pine River—Cass Co. Agrl. Assn. Aug. 24-26. Alice Henry.
 Pipestone—Pipestone Co. Fair. Aug. 20-22. Roy Malosh.
 Plainview—Wabasha Co. Fair Assn. Aug. 27-30. R. L. Irish.
 Preston—Fillmore Co. Agrl. Soc. Aug. 27-30. Chas. H. Utley.
 Princeton—Mille Lacs Co. Agrl. Soc. Aug. 26-29. Louis W. Stolle.
 Proctor—St. Louis Co. Fair Assn. Aug. 21-23. A. J. Sundquist.
 Redwood Falls—Redwood Co. Agrl. Soc. Sept. 28-Oct. 1. W. A. Hauck.
 Rochester—Olmsted Co. Agrl. Assn. Aug. 14-16. J. G. Devlin, mgr.
 Roseau—Roseau Co. Agrl. Soc. July 22-24. Chas. Christianson.
 Rush City—Chisago Co. Agrl. Soc. Aug. 27-29. George W. Larson, North Branch, Minn.
 St. Charles—Winona Co. Agrl. Fair Assn. Aug. 21-23. R. M. Dixon.
 St. Cloud—Benton Co. Agrl. Soc. Aug. 21-23. Frank L. Smith.
 St. James—Watonwan Co. Agrl. Assn. Aug. 24-26. E. C. Veltum.
 St. Paul—Minnesota State Fair. Sept. 5-12. Raymond A. Lee, State Fairgrounds.
 St. Peter—Nicollet Co. Agrl. Soc. Sept. 4-6. J. J. Clifford.
 Sauk Center—Stearns Co. Agrl. Soc. Aug. 29-31. J. A. Schoenhoff.
 Shakopee—Scott Co. Agrl. Soc. Approx. Aug. 14-15. R. T. Schumacher.
 Slayton—Murray Co. Agrl. Soc. Sept. 3-5. W. M. Leebens, Fulda, Minn.
 Thief River Falls—Pennington Co. Agrl. Soc. Aug. 4-7 (tentative). Robt. J. Lund.
 Two Harbors—Lake Co. Agrl. Soc. Aug. 19-22. Fred D. W. Thias.
 Tyler—Lincoln Co. Fair Assn. Aug. 27-30. Jens S. Bolleson.
 Waconia—Farmers' Co-Op. Agrl. Soc. Aug. 20-22. H. A. Stahlke.
 Wadena—Wadena Co. Free Fair. Aug. 17-20. Whitney Murray.
 Waseca—Waseca Co. Agrl. Soc. Sept. 1-3. E. H. Smith.
 Wheaton—Traverse Co. Agrl. Assn. Sept. 16-19. J. B. Bruns.
 White Bear Lake—Ramsey Co. Fair. Aug. 20-22. Robert Freeman, 731 Court House, St. Paul.
 Willmar—Kandiyohi Co. Fair Assn. Sept. 16-19. Wm. O. Johnson.
 Windom—Cottonwood Co. Agrl. Soc. Aug. 31-Sept. 3. Phil G. Redding.
 Werthington—Nobles Co. Fair Assn. Aug. 31-Sept. 3. Agnes Hansen.
 Zumbrota—Goodhue Co. Agrl. Soc. Sept. 18-19. Lewis Scofield.

MISSISSIPPI
 Charleston—Tallahatchie Co. Free Fair Assn. Oct. 5-10. J. L. Burnett.
 Clarksdale—Delta Staple Cotton Festival. Sept. 9-11. Mrs. T. A. Baucom.
 Columbus—Columbus Radius Fair. Oct. 12-17. R. E. Johnston.
 Corinth—North. Miss.-West Tenn. Fair & Dairy Show. Sept. 28-Oct. 3. J. A. Darnaby.
 Hazlehurst—Copiah Co. Fair Assn. Oct. 8-10. Wm. Long.
 Jackson—Mississippi State Fair. Oct. 19-24. Mabel L. Stire.
 Kosciusko—Attala Co. Fair. Oct. 12-17. Jones Woodward.
 Lake—Patrons Union Fair Assn. Aug. 1-7. W. A. Johnson, Newton, Miss.
 Laurel—South Miss. Fair. Oct. 12-17. E. P. Ford.
 Louisville—Winston Co. Fair. Oct. 12-17. Mrs. R. W. Boydston.
 Meadville—Franklin Co. Free Fair. Oct. 26-31. Jim A. Torrey.
 Meridian—Miss. Fair & Dairy Assn. Sept. 28-Oct. 3. Hillman Taylor.
 Natchez—Adams Co. Fair, American Legion. Martin A. Burke, adj.
 New Augusta—Perry Co. Fair. Oct. 8-10.
 Philadelphia—Neshoba Co. Fair Assn. Aug. 10-14. W. H. Sanford Jr.
 Tupelo—Miss.-Ala. Fair Assn. Oct. 6-10. F. A. Henderson.
 Yazoo City—Yazoo Co. Fair Assn. Week of Oct. 5. D. Wolerstein.

Yazoo City—Yazoo Negro Fair Assn. Oct. 12-17. R. J. Pierce.

MISSOURI
 Albany—Gentry Co. Agrl. Soc. Sept. 2-4. T. C. Hazelrigg.
 Appleton City—Appleton City Fair Assn. Aug. 26-28. Miss Estella Ritchie.
 Carrollton—Carroll Co. Live-Stock Show. Aug. 6-8. Walter McGuire.
 Caruthersville—American Legion Fair. Oct. 6-11. George Gray, gen. mgr.
 Concordia—Concordia Fall Festival. Sept. 24-26. W. H. P. Walkenhorst.
 Easton—Buchanan Co. Agrl. Soc. Sept. 9-12. Henry B. Iba.
 Jasper—Jasper Fair. Sept. 17-19. N. H. Paterson.
 Kahoka—Clark Co. Fair Assn. Aug. 4-7. Lynne Gregory.
 Kansas City—American Royal Live Stock & Horse Show. Oct. 17-24. F. H. Servatius.
 Lees Summit—Lees Summit Fair. Aug. 17-19. W. W. Browning.
 Macon—Macon Co. Fair Assn. Aug. 10-13. B. H. McQuay.
 Mansfield—Ozark Summit Expo. Aug. 5-8. James H. Davis.
 Mountain Grove—Tri-County Fair Assn. Oct. 1-3. W. A. Hoffarth.
 Neosho—Newton Co. Harvest Show. Sept. 29-Oct. 2. D. E. Dorsey.
 Oak Grove—Oak Grove Fair. Aug. 14-15. F. M. Frick.
 Paris—Monroe Co. Fair. Aug. 11-13. George M. Ragsdale.
 Platte City—Platte Co. Agrl. Assn. Sept. 2-4. Frank Sexton.
 Poplar Bluff—Butler Co. Fair Assn. Sept. 14-19. Haskell S. Bloodworth.
 Prairie Home—Cooper Co. Agrl. Soc. Aug. 12-13. Dr. A. L. Meredith.
 Princeton—Mercer Co. Fair. Aug. 19-22. Fred E. Boyd.
 Sedalia—Missouri State Fair. Aug. 22-29. Chas. W. Green.
 Shelbyville—Shelby Co. Fair. Sept. 1-4. Ernest E. Key.
 Thayer—Oregon Co. Fair Assn. Sept. 14-19. R. H. Williams.
 Tipton—Farmers & Merchants' Fair. Aug. 19-21. Fred W. Schmidt.

MONTANA
 Baker—Fallon Co. Fair Assn. Sept. 17-19. Keith Sime.
 Billings—Midland Empire Fair. Aug. 10-15. Harry L. Pitton, mgr.
 Chinook—Blaine Co. Fair. Sept. 5-7. James Griffin.
 Culbertson—Roosevelt Co. Fair Assn. Sept. 3-5. A. W. Warden.
 Dodson—Phillips Co. Fair. Aug. 28-30. S. E. Kodalen.
 Forsyth—Rosebud Co. Fair. Sept. 14-16. Ralph D. Mercer.
 Fort Benton—Chouteau Co. Fair. Sept. 11-13. L. R. Loundagin.
 Glendive—Dawson Co. Fair. Sept. 21-23.
 Great Falls—North Montana State Fair. Aug. 3-8. Harold F. Dupue.
 Havre—Hill Co. Fair. Aug. 25-27. Earl J. Bronson.
 Kalispell—Flathead Co. Fair. Sept. 14-17. Walter Voelker.
 Lewistown—Central Montana Fair. Aug. 26-28. W. E. McConnell.
 Miles City—Eastern Montana Fair. Sept. 10-12. J. H. Bohling.
 Missoula—Western Montana Fair. Sept. 1-5 (subject to change). Chas. Keim.
 Sidney—Richland Co. Fair Assn. Sept. 7-9. Jack M. Suckstorff.

NEBRASKA
 Albion—Boone Co. Agrl. Assn. Sept. 15-18. E. J. Mille, Loretto, Neb.
 Arlington—Washington Co. Agrl. Soc. Sept. 1-4. Howard Rhea.
 Arthur—Arthur Co. Agrl. Soc. Sept. 3-5. Ira E. Sage.
 Auburn—Nemaha Co. Fair Assn. Aug. 31-Sept. 4. G. E. Codington.
 Aurora—Hamilton Co. Agrl. Soc. Aug. 24-26. H. E. Toof.
 Bassett—Rock Co. Agrl. Assn. Aug. 20-22. Vern Van Norman.
 Beatrice—Gage Co. Free Fair Assn. Sept. 22-25. J. G. Bozarth.
 Beaver City—Furnas Co. Agrl. Soc. Sept. 1-4. R. L. Garey.
 Bladen—Webster Co. Fair Assn. Aug. 26-28. Carl G. Waechter.
 Bloomfield—Knox Co. Live Stock & Fair Assn. Sept. 13-15. Henry F. Kuhl, Plainview, Neb.
 Bridgeport—Morrill Co. Fair Assn. Sept. 7-9. E. M. Bigelow.
 Broken Bow—Custer Co. Agrl. Soc. Sept. 2-4. P. G. Richardson.
 Burwell—Garfield Co. Frontier Fair Assn. Aug. 12-14. F. W. Manasil.
 Central City—Merrick Co. Fair. Sept. 1-4. Verne Hensley.
 Chadron—Dawes Co. Fair & Agrl. Soc. Sept. 9-12. Harry T. Sly.
 Chambers—South Fork Holt Co. Agrl. Soc. Sept. 8-11. Clair Grimes.
 Chappell—Deuel Co. Fair Assn. Sept. 2-4. S. E. Olson.
 Clay Center—Clay Co. Agrl. Soc. Sept. 21-25. H. H. Harvey.
 Concord—Dixon Co. Agrl. Soc. Aug. 26-28. Roy E. Johnson.
 Crete—Saline Co. Fair. Sept. 15-18. Harry C. Belka.
 Culbertson—Hitchcock Co. Agrl. Soc. Aug. 18-21. Loyd H. Metzger.
 David City—Butler Co. Agrl. Soc. Sept. 15-18. Chas. Lemley, Rising City, Neb.
 Deshler—Thayer Co. Agrl. Soc. Aug. 25-28. E. J. Grupe.
 Dunning—Blaine Co. Agrl. Assn. Sept. 17-19. Pete Whitescarver.
 Elwood—Gosper Co. Stock Show. Sept. 16-18. George T. Burt.
 Eustis—Frontier Co. Fair. Sept. 23-25. G. C. Hueftle.
 Franklin—Franklin Co. Fair. Aug. 27-29. Mike Grace, Bloomington, Neb.
 Fullerton—Nance Co. Fair Assn. Aug. 25-28. E. M. Black.
 Geneva—Fillmore Co. Agrl. Soc. Sept. 15-18. Chas. G. McEachern.
 Gordon—Sheridan Co. Fair & Rodeo. Sept. 2-4. Fred B. Fitch.
 Grant—Perkins Co. Fair Assn. Aug. 25-28. Ira A. Burns.
 Harrison—Sioux Co. Agrl. Assn. Aug. 27-29. V. E. Marsteller.
 Hastings—Adams Co. Agrl. Assn. Aug. 31-Sept. 3. Henry R. Fausch.

Hartington—Cedar Co. Fair Assn. Sept. 8-11. Alphonse Lammers.
 Hemingford—Box Butte Co. Agrl. Soc. Sept. 1-3. Frank Dea.
 Holdrege—Phelps Co. Agrl. Soc. Aug. 26-28. R. M. Morrison, R. 1, Loomis, Neb.
 Humboldt—Richardson Co. Agrl. Soc. Sept. 16-18. F. J. Pipal.
 Hooper—Dodge Co. Fair. Sept. 8-11. N. E. Shaffer.
 Hyannis—Grant Co. Agrl. Soc. & Rodeo. Sept. 1-3. Ira R. Ashley.
 Kearney—Buffalo Co. Agrl. Assn. Aug. 24-28. Allen Cook.
 Kimball—Kimball Co. Agrl. Soc. Aug. 27-29. V. B. Garrill.
 Leigh—Colfax Co. Agrl. Soc. Sept. 9-11. J. D. Wurdeman.
 Lewellen—Garden Co. Agrl. Assn. Sept. 8-11. Paul Temple.
 Lexington—Dawson Co. Fair Assn. Sept. 1-4. Mark E. Mallett.
 Lincoln—Nebraska State Fair & Expo. Sept. 6-11. Perry Reed.
 Lincoln—Lancaster Co. Agrl. Soc. Sept. 6-11. B. F. Preston, R. 5.
 Loup City—Sherman Co. Agrl. Soc. Sept. 15-18. Harry Treon.
 McCook—Red Willow Co. Fair. Aug. 11-14. Elmer Kay.
 Madison—Madison Co. Agrl. Soc. Sept. 1-4. O. F. Metschke.
 Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 16-19. O. P. Burrows.
 Neligh—Antelope Co. Agrl. & Fair Assn. Sept. 1-4. C. E. Ward.
 Nelson—Nuckolls Co. Agrl. Soc. Sept. 16-18. Madison Sage.
 Norden—Keyapaha Co. Agrl. Fair Assn. Sept. 9-11. L. G. Evans.
 Oakland—Burt Co. Fair Assn. Aug. 25-27. C. H. Walton, Lyons, Neb.
 Ogallala—Keith Co. Fair Assn. Aug. 19-22. R. E. Searle.
 Omaha—Ak-Sar-Ben Live Stock & Horse Show & Rodeo. Oct. 25-31. J. J. Isaacson, mgr.
 Ord—Loup Valley Agrl. Soc. Aug. 24-27. S. W. Roe.
 Orleans—Harlan Co. Jr. Fair Assn. Aug. 18-22. Al Jordan.
 Osceola—Polk Co. Fair Assn. Aug. 25-28. Jay Hastings.
 Pawnee City—Pawnee Co. Fair Assn. Sept. 29-Oct. 2. D. W. Osborn.
 Pierce—Pierce Co. Agrl. Soc. Aug. 25-28. W. A. Boche.
 St. Paul—Howard Co. Agrl. Soc. Sept. 8-11. Charles Dobry.
 Scribner—Scribner Stock Show. Sept. 16-18. W. H. Hasebrook.
 Seward—Seward Co. Agrl. Soc. Sept. 1-4. Stanley A. Matzke.
 Sidney—Cheyenne Co. Fair. Sept. 8-11. O. A. Olson.
 Spalding—Spalding Agrl. Assn. Aug. 17-20. Leland E. Woodley.
 Stanton—Stanton Co. Agrl. Assn. Aug. 18-21. Ervine E. Pont.
 Stapleton—Logan Co. Agrl. Soc. Sept. 17-19. Robert Moore.
 Stockville—Frontier Co. Fair. Aug. 24-27. Ralph E. Lidgard.
 Syracuse—Otoe Co. Agrl. Assn. Sept. 2-4. J. F. Sorrell.
 Tecumseh—Johnson Co. Fair. Sept. 14-16. T. J. Current.
 Valentine—Cherry Co. Agrl. & Live Stock Assn. Sept. 8-11. W. E. Haley.
 Wahoo—Saunders Co. Agrl. Soc. Aug. 26-28. R. C. Anderson.
 Walthill—Thurston Co. Fair. Aug. 31-Sept. 3. Alfred D. Raun.
 Waterloo—Douglas Co. Fair. Sept. 16-19. Robert Herrington.
 Wayne—Wayne Co. Fair Assn. Sept. 16-19. Wm. E. VonSeggern.
 Weeping Water—Cass Co. Agrl. Soc. Sept. 15-18. Frank E. Wood.
 West Point—Cuming Co. Fair. Aug. 30-Sept. 3. Ed M. Baumann.

NEVADA
 Winnemucca—Humboldt Co. Fair Assn. Sept. 5-7. H. C. Ostler, pres.

NEW HAMPSHIRE
 Center Sandwich—Sandwich, Town & Grange Fair Assn. Oct. 12. Chas. B. Hoyt, mgr.
 Deerfield—Deerfield Fair Assn. Probably Oct. 7-8. E. B. Hersey, R. F. D., Gossville, N. H.
 Lancaster—Coos & Essex Agrl. Soc. Sept. 5-8. Carroll Stoughton.
 Pittsfield—Pittsfield Agrl. Fair Assn. Sept. 10-12. James Montgomery.
 Plymouth—Union Grange Fair Assn. Sept. 15-17. W. A. Kimball.
 Rochester—Rochester Fair. Sept. 29-Oct. 3. Ralph E. Came.
 Tamworth—Carroll Co. Fair Assn. Sept. 18-19. Chas. Wiggins.

NEW JERSEY
 Bridgeton—Garden State Fair. Sept. 15-19. F. D. Emerson.
 Egg Harbor City—Atlantic Co. Agrl. Fair. Sept. 2-5. A. G. Vautrinot.
 Far Hills—Far Hills Fair. Sept. 10-12. Miss S. A. Beck, care of Mrs. F. G. Lloyd, Bernardsville.
 Flemington—Flemington Agrl. Fair Assn. Sept. 1-7. Major E. B. Allen, mgr.
 Hackettstown—Hackettstown Fair. Aug. 1-8. Howard S. Sutton.
 Madison—Fair. July 7-13. Address Box 187.
 Pitman—Gloucester Co. Grange Fair. Aug. 26-29. Harry S. Bateman.
 Trenton—Trenton Fair. Sept. 29-Oct. 3. Harry E. LaBrique, mgr.
 Woodstown—Salem Co. Fair. Aug. 4-5. Howard Harris Jr.

NEW MEXICO
 Portales—Roosevelt Co. Fair. Approx. Sept. 5-9. Arthur Jones.
 Roswell—Eastern N. M. State Fair. Oct. 7-10. Myron S. Prager.
 Willard—Torrance Co. Fair Assn. Oct. 7-9.

NEW YORK
 Afton—Afton Fair. Aug. 18-22. Harry G. Horton.
 Albion—Albion Fair. Aug. 5-8. Wilbur W. Mull.
 Altamont—Capitol District Fair. Aug. 10-15. Ralph A. Hankinson, dir. mgr.; Roy F. Peugh, secy.; R. D. 2, Ballston Spa, N. Y.
 Angelica—Allegany Co. Agrl. Soc. Sept. 2-5. L. L. Stillwell.
 Avon—Genesee Valley Breeders' Assn. Sept. 4-5. Thomas H. Clements.
 Ballston Spa—Saratoga Co. Agrl. Soc. Sept. 1-4. James B. Bunyan.

Datavia—Genesee Co. Agrl. Soc. Aug. 17-22. G. W. Grinnell.
 Bath—Steuben Co. Agrl. Soc. Sept. 15-19. John M. Farr.
 Boonville—Boonville Fair Assn. Aug. 3-8. R. H. Ryder, mgr.
 Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 7-10. Dean M. Worden.
 Caledonia—Caledonia Fair. Aug. 11-15. G. H. Cullings.
 Canandaigua—Ontario Co. Agrl. Soc. Sept. 16-19. Carleton B. Gauss, Holcomb, N. Y.
 Chatham—Columbia Co. Agrl. Soc. Sept. 5-9. Wm. A. Dardess.
 Cobleskill—Cobleskill Agrl. Soc. Sept. 21-25. Wm. H. Golding.
 Cortland—Cortland Co. Agrl. Soc. Aug. 24-29. Harry B. Tanner.
 Deposit—Deposit Fair. Aug. 4-8. W. Jacobs.
 Dundee—Dundee Fair Assn. Sept. 22-24. L. R. Hauner.
 Dunkirk—Chautauqua Co. Agrl. Corp. Sept. 7-11. A. L. Pfeleger.
 Elmira—Chemung Co. Agrl. Soc. Aug. 31-Sept. 5. J. E. Williamson.
 Fonda—Montgomery Co. Agrl. Soc. Sept. 7-10. Edward Rothmeyer, Tribes Hill, N. Y.
 Gloversville—Fulton-Hamilton Agrl. Soc. Sept. 1-5. C. V. Musgrave.
 Gouverneur—Gouverneur Agrl. Soc. Aug. 18-22. Bligh A. Dodds.
 Hamburg—Erie Co. Agrl. Soc. Aug. 31-Sept. 5. J. C. Newton.
 Hemlock—Hemlock Lake Union Agrl. Soc. Oct. 1-3. Glenn C. McMinch, Conesus, N. Y.
 Ithaca—Tompkins Co. Agrl. Soc. Aug. 18-22. Chas. A. Smith.
 Kingston—Ulster Co. Agrl. Soc. Sept. 25-26. E. W. Hathaway.
 Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 26-29. J. W. Watson.
 Lockport—Niagara Co. Agrl. Assn. Aug. 24-29. F. E. Pease, mgr.
 Lowville—Lewis Co. Agrl. Soc. Aug. 25-28. M. M. Lyman.
 Malone—Franklin Co. Agrl. Soc. Aug. 25-29. H. B. Kelley.
 Middletown—Orange Co. Agrl. Soc. Aug. 17-22. Alan C. Madden.
 Mineola—Mincola Fair. Sept. 21-26. Fred D. Baldwin.
 Morris—Morris Fair Assn. Sept. 15-18. C. L. Smith.
 Naples—Naples Agrl. Soc. Sept. 10-12. Orion L. Emory.
 Nassau—Nassau Fair. Sept. 15-18. Chas. C. Poyner.
 Norwich—Chenango Co. Agrl. Soc. Sept. 1-4. R. D. Case.
 Orangeburg—Rockland Co. Agrl. Assn. Sept. 2-6. W. J. Elliott, West Nyack, N. Y.
 Owego—Tioga Co. Agrl. Soc. Aug. 24-29. Edward H. Foster, Barton, N. Y.
 Palmyra—Palmyra Union Agrl. Soc. Sept. 23-26. W. Ray Converse.
 Penn Yan—Yates Co. Agrl. Soc. Aug. 26-28. Charles M. Watkins.
 Perry—Silver Lake Agrl. Soc. Aug. 25-26. L. C. Tyler.
 Rhinebeck—Dutchess Co. Agrl. Assn. Sept. 1-5. Benson R. Frost.
 Riverhead—Suffolk Co. Fair. Aug. 25-29. Frank M. Corwin.
 Rochester—Rochester Expo. Assn. Sept. 7-12. Wm. B. Boothby.
 Sandy Creek—Sandy Creek Fair. Aug. 18-21. Dr. J. R. Allen.
 Saranac Lake—Adirondack Fair Assn. July —. F. B. Cactwell.
 Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 7-10. Farnam P. Caird, Troy, N. Y.
 Syracuse—New York State Fair. Sept. 6-12. Dr. Albert L. Brown, dir.
 Trumansburg—Union Agrl. Soc. Sept. 30-Oct. 3. F. F. Sears.
 Vernon—Vernon Agrl. Soc. Sept. 16-19. Fred C. Smith.
 Walton—Delaware Valley Agrl. Soc. Aug. 25-28. Harry McCabe.
 Waterloo—Seneca Co. Agrl. Soc. Sept. 15-18. George C. Starkey.
 Watertown—Jefferson Co. Agrl. Soc. Aug. 9-15. B. Ward Beam, mgr.
 Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 16-18. Milo Hitchcock, Odessa, N. Y.
 Westport—Essex Co. Agrl. Soc. Aug. 25-28. Dr. W. D. Way.
 Whitney Point—Broome Co. Agrl. Soc. Aug. 4-7 (tentative). Ransom Franklin.

NORTH CAROLINA
 Ahoskie—Atlantic District Fair. Oct. 13-17. T. E. Reid.
 Albemarle—Stanly Co. Fair Assn. Week of Oct. 5. F. B. Patterson.
 Asheboro—Randolph Co. Fair. Sept. 29-Oct. 3. C. M. Hayworth.
 Asheville—Buncombe Co. District Agrl. Fair. Sept. 21-26. E. W. Pearson.
 Beaufort—Carteret Co. Fair. Oct. 12-19.
 Carthage—Moore Co. Agrl. Fair. Week of Oct. 12. Paul H. Waddill.
 Cherokee—Cherokee Indian Fair Assn. Oct. 6-9. J. L. Walters.
 Clinton—Sampson Co. Fair. Oct. 26-31. Norman Y. Chambliss, mgr., Raleigh, N. C.
 Durham—Durham Co. Fair. Week of Sept. 21. M. V. Lawrence.
 Ellenboro—Colfax Free Fair. Approx. Sept. 15. Curtis Price.
 Fayetteville—Cumberland Co. Fair. Sept. 30-Oct. 3. R. G. Cobb.
 Gastonia—Gaston Co. Fair. Sept. 28-Oct. 3. F. A. Whiteside.
 Goldsboro—Wayne Co. Agrl. Soc. Week of Oct. 19. W. C. Denmark, mgr.
 Greensboro—Greensboro. Oct. 19-24. Norman Y. Chambliss, mgr., Raleigh, N. C.
 Henderson—Golden Belt Fair. Oct. 19-23. C. M. Hight.
 Henderson—Vance Co. Colored Fair. Oct. 26-31. F. A. Williams.
 Hendersonville—Henderson Co. Fair Assn. Sept. 22-26. John L. Loy.
 Hickory—Catawba District Fair. Sept. 29-Oct. 3. John W. Robinson.
 Kinston—Newse-Atlantic Fairs, Inc. Oct. 12-17. N. G. Bartlett.
 Laurinburg—Sand Hill Fair of Scotland Co. Oct. 27-30. R. M. McLeod.
 Leaksville—Rockingham Co. Fair Assn. Sept. 14-19. J. L. Clayton, mgr.; R. T. Smith, secy.
 Littleton—Littleton Tri-Co. Fair. Oct. 19-24. T. R. Walker.
 Loupsburg—Franklin Co. Fair. Oct. 5-10. A. H. Fleming.
 Lumberton—Robeson Fair Assn. Sept. 22-25. W. O. Thompson.

Marion—McDowell Co. Fair Assn. Sept. 22-26. H. D. Hoover.
Mebane—Mebane Six-County Fair. Sept. 28-Oct. 3. C. S. Parnell.
Monroe—Union Co. Fair Assn. Oct. 13-17. M. W. Williams.
Mocksville—Davie Co. Fair Assn. Sept. 30-Oct. 2. P. S. Young.
North Wilkesboro—Great Wilkes Fair. Sept. 14-19. W. A. McNeil.
Raleigh—North Carolina State Fair. Oct. 12-17. Norman Y. Chambliss, mgr.
Reidsville—Reidsville Fair Assn. Oct. 5-10. Aaron Weinstein.
Rocky Mount—Rocky Mount Fair. Sept. 28-Oct. 3. Norman Y. Chambliss, mgr., Raleigh.
Salisbury—Rowan Co. Fair. Oct. 26-31. Norman Y. Chambliss, mgr., Raleigh, N. C.
Shelby—Cleveland Co. Fair. Oct. 6-10. Dr. J. S. Dorton.
Shelby—Cleveland Co. Negro Fair. Oct. 14-17. Rev. A. W. Foster.
Spruce Pine—Toe River Fair Assn. Sept. 15-19. W. M. Wiseman.
Tarboro—Coastal Plain Fair. Oct. 27-30. Dr. J. P. Keech.
Warsaw—Duplin Co. Agrl. Fair. Nov. 9-14. R. D. Johnson.
Washington—Beaufort Co. Fair. Oct. 12-17. F. T. McDevett.
Weldon—Halifax Co. Fair. Oct. 5-10. T. R. Walker, Littleton, N. C.
Wendell—East Wake Fair. Approx. first week in Sept. G. H. Wright Jr.
Williamston—Williamston Fair. Nov. 2-7. Norman Y. Chambliss, mgr., Raleigh, N. C.
Wilson—Wilson Co. Fair. Oct. 5-10. W. H. Dunn.
Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 5-10. G. C. McNair.

NORTH DAKOTA

Cando—Towner Co. Fair. July 3-4. Lyle Brightbill.
Fargo—North Dakota State Fair for Fargo. July 6-11. Frank S. Talcott.
Fessenden—Wells Co. Free Fair. July 7-10. Edw. W. Vancura.
Flaxton—Burke Co. Fair & Agrl. Assn. July 9-11. H. C. Wood, Bowbells, N. D.
Grand Forks—North Dakota State Fair for Grand Forks. June 22-27. D. F. McGowan, mgr.
Hamilton—Pembina Co. Fair. July 16-18. Franklin Page.
Jamestown—Stutsman Co. Fair Assn. July 2-4. G. A. Ottinger.
Langdon—Cavalier Co. Fair Assn. July 13-15. B. E. Groom.
Minot—Northwest Fair Assn. June 29-July 4. H. L. Finke.

OHIO

Ashland—Ashland Co. Agrl. Soc. Sept. 22-24. A. H. Sutton.
Ashley—Ashley Fair. Aug. 6-8. Harry S. Wigton.
Athens—Athens Co. Agrl. Soc. Aug. 25-28. Herb J. Parker.
Attica—Attica Fair. Sept. 30-Oct. 2. Carl B. Carpenter.
Barlow—Barlow Agrl. Assn. Sept. 24-25. C. E. Lawton.
Bellevue—Logan Co. Agrl. Soc. Sept. 22-25. A. B. Hoyer.
Bellville—Bellville Ind. Agrl. Soc. (Free Fair). Sept. 10-12. Glenn L. Shaffer.
Berea—Cuyahoga Co. Agrl. Soc. Sept. 15-19. E. J. Orvis, Dover Center, O.
Bluffton—Bluffton Agrl. Soc. Oct. 21-24. Harry F. Barnes.
Bucyrus—Crawford Co. Agrl. Soc. Aug. 26-28. Edwin S. Lewis.
Burton—Geauga Co. Agrl. Soc. Sept. 4-7. Paul H. Calvin.
Cadiz—Harrison Co. Agrl. Soc. Sept. 16-18. Howard J. Coffland.
Caldwell—Noble Co. Fair. Sept. 2-4. O. J. Lorenz.
Canfield—Mahoning Co. Agrl. Soc. Sept. 3-7. E. R. Zieger, 1404 Central Tower, Youngstown.
Canton—Stark Co. Agrl. Soc. Sept. 7-10. Ed S. Wilson.
Carrollton—Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. Mrs. J. M. Scott, Harlem Springs, O.
Carthage—Cincinnati—Hamilton Co. Agrl. Soc. Sept. 16-19. D. R. Van Atta, Court House, Cincinnati.
Celina—Mercer Co. Fair. Aug. 16-22. Albert C. Stein.
Circleville—Circleville Pumpkin Show. Oct. 21-24. Mack Parrett Jr.
Cleveland—Great Lakes Expo. June 27-Oct. 4. Lincoln G. Dickey, mgr., 1802 Terminal Tower.
Columbus—Ohio State Fair. Aug. 31-Sept. 5. Earl H. Hanefeld, dir.
Columbus Grove—Putnam-Allen Fair. Dec. 21-24. T. M. Teegardin.
Coshocton—Coshocton Co. Agrl. Soc. Oct. 6-10. C. V. Croy, R. D. 1, Dresden, O.
Croton—Hartford Central Agrl. Assn. Sept. 10-12. Clell H. Sinkey, R. 2, Centerburg, O.
Dayton—Montgomery Co. Fair. Sept. 7-10. R. C. Haines.
Delphos—Delphos Tri-County Fair. Aug. 25-29. Art O. Wulforth.
Dover—Tuscarawas Co. Agrl. Soc. Sept. 22-25. Tom A. Taylor.
Eaton—Peeble Co. Agrl. Soc. Sept. 15-18. A. H. Morton, Camden, O.
Elyria—Lorain Co. Agrl. Soc. Sept. 22-25. J. L. Mathis.
Fremont—Sandusky Co. Agrl. Soc. Sept. 9-11. Russell S. Hull.
Gallipolis—Gallia Co. Agrl. Soc. Sept. 15-18. W. R. White.
Georgetown—Brown Co. Agrl. Soc. Oct. 7-9. E. A. Quinlan.
Greenville—Darke Co. Fair. Aug. 23-28. W. F. Straker.
Hamilton—Butler Co. Agrl. Soc. Sept. 29-Oct. 3. C. E. LeSourd.
Hicksville—Defiance Co. Fair. Aug. 18-22. M. H. Bevington.
Hilliards—Franklin Co. Agrl. Soc. Aug. 19-21. Arch A. Alder.
Jefferson—Ashtabula Co. Agrl. Soc. Aug. 18-21. E. W. Humphrey, R. 2, Ashtabula, O.
Kinsman—Kinsman Fair Assn. Sept. 1-3. Lloyd C. Jewell.
Lancaster—Fairfield Co. Agrl. Soc. Oct. 14-17. F. G. Webb.
Lebanon—Warren Co. Agrl. Assn. Sept. 22-25. Heber D. Williams.
Lisbon—Columbiana Co. Agrl. Soc. Sept. 15-17. H. E. Marsden.
London—Madison Co. Fair. Aug. 25-28. Burnham Carey, Plain City, O.

Loudonville—Loudonville Agrl. Soc. Oct. 6-8. O. K. Andress.
Lucasville—Scioto Co. Agrl. Soc. Aug. 18-20. H. T. Caldwell, Court House, Portsmouth.
McArthur—Vinton Co. Agrl. Soc. Sept. 9-12. John Jones.
McConnelsville—Morgan Co. Agrl. Soc. Sept. 10-12. Walter W. Barkhurst.
Mansfield—Richland Co. Agrl. Soc. Sept. 16-19. Walter W. Shafer, Lexington, O.
Marietta—Washington Co. Agrl. Assn. Sept. 7-9. L. E. Apple.
Marion—Marion Co. Agrl. Soc. Sept. 22-26. J. A. Raub.
Marysville—Union Co. Agrl. Soc. Sept. 8-11. W. C. Moore.
Medina—Medina Co. Agrl. Soc. Sept. 8-10. F. M. Plank.
Millersburg—Holmes Co. Agrl. Soc. Sept. 15-18. H. C. Logsdon.
Montpelier—Williams Co. Agrl. Soc. Sept. 15-19. A. C. Hause.
Mount Gilead—Morrow Co. Agrl. Soc. Sept. 30-Oct. 3. Floyd E. Rinehart.
Mount Vernon—Knox Co. Agrl. Soc. Aug. 25-28. Guy L. Clutter.
Napoleon—Henry Co. Agrl. Soc. Aug. 27-30. D. C. Brown.
Newark—Licking Co. Agrl. Soc. Sept. 17-19. Keith W. Lowery.
Norwalk—Huron Co. Agrl. Soc. Sept. 1-4. J. F. Henninger.
Old Washington—Guernsey Co. Agrl. Soc. Aug. 25-28. J. F. St. Clair.
Ottawa—Putnam Co. Agrl. Soc. Oct. 6-10. Joseph L. Brickner.
Owensville—Clermont Co. Agrl. Assn. Aug. 18-21. John B. Rapp, Batavia, O.
Painesville—Lake Co. Agrl. Soc. Aug. 25-28. Chas. J. Gray.
Paulding—Paulding Co. Agrl. Soc. Sept. 23-25. W. R. Mentzer.
Pikeston—Pike Co. Agrl. Soc. Aug. 11-14. Esten Holt.
Powell—Delaware Co. Agrl. Soc. Sept. 30-Oct. 2. W. G. McKittrick, R. D. 3, Delaware, O.
Proctorville—Lawrence Co. Agrl. Soc. Aug. 11-13. J. Roswell Eaton.
Randolph—Randolph Agrl. Soc. Sept. 25-26. R. P. Hamilton.
Richwood—Richwood Tri-Co. Fair. Aug. 11-14. O. E. Stout.
Rock Springs—Pomeroy—Meigs Co. Agrl. Soc. Sept. 15-17. Ray E. Gibbs.
St. Clairsville—Belmont Co. Agrl. Soc. Sept. 10-12. John D. Hays.
Sidney—Shelby Co. Agrl. Soc. Sept. 15-18. Ben O. Harman, Anna, O.
Smithfield—Jefferson Co. Fair. Sept. 23-26. J. O. Hayne.
Somerset—Somerset Pumpkin Show & Agrl. Assn. Sept. 23-26. A. W. King.
Tiffin—Seneca Co. Agrl. Soc. Aug. 25-28. C. B. Baker.
Toledo—Lucas Co. Agrl. Soc. Sept. 17-20. Chas. Glann.
Troy—Miami Co. Agrl. Soc. Aug. 18-21. E. O. Ritter.
Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 15-18. Ira T. Matteson.
Urbana—Champaign Co. Agrl. Soc. Aug. 11-14. John W. Yoder.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 7-11. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 30-Sept. 4. Harry Kahn.
Warren—Trumbull Co. Agrl. Soc. Aug. 11-14. Homer C. Mackey.
Wauseon—Fulton Co. Agrl. Soc. Sept. 7-11. Orlo Whittecar.
Wellington—Wellington Fair Assn. Aug. 25-27. A. R. Branson.
Wellston—Jackson Co. Fair. Aug. 4-7. C. E. Ramsey.
West Union—Adams Co. Agrl. Soc. Sept. 8-11. H. M. Satterfield.
Westerville—Westerville Ind. Agrl. Soc. Sept. 24-26. Karl H. Schott.
Wilmington—Clinton Co. Agrl. Soc. Sept. 15-18. Frank Skimming.
Woodsville—Monroe Co. Agrl. Soc. Aug. 6-8. C. G. Dougherty.
Wooster—Wayne Co. Agrl. Soc. Sept. 29-Oct. 2. W. J. Buss.
Xenia—Greene Co. Agrl. Soc. Aug. 5-7. J. Robert Bryson.
Zanesville—Muskingum Co. Fair. Aug. 18-21. Chas. D. Paxton.

OKLAHOMA

Anadarko—Caddo Co. Free Fair Assn. Sept. 16-19. E. T. Cook.
Anadarko—American Indian Expo. Sept. 2-5. Parker McKenzie.
Blackwell—Kay Co. Free Fair Assn. Second week in Sept. E. H. Martin.
Bristow—Creek Co. Fair Assn. Sept. 15-18. J. B. Nichol.
Buffalo—Harper Co. Fair. Sept. 17-19. W. E. Bland.
Chandler—Lincoln Co. Free Fair Assn. Sept. 8-10. Gaston Franks.
Chickasha—Grady Co. Fair Assn. Latter part of Sept. W. Loyd Benefield.
Cushing—Cushing District Fair. During week of Aug. 31. D. H. Fisher.
Durant—Bryan Co. Free Fair Assn. Sept. 16-19. Allen Hill.
Elk City—Western Okla. Fair. Sept. 17-21. W. G. Smith.
Holdenville—Hughes Co. Free Fair. Sept. 16-19. James W. Rodgers.
Muskege—Oklahoma Free State Fair. Oct. 5-11. Ethel Murray Simonds.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 26-Oct. 3. Ralph T. Hemphill.
Perry—Noble Co. Fair Assn. Sept. 16-17. Marsh B. Woodruff.
Stillwater—Payne Co. Free Fair. Sept. 9-12. W. Cronwell.
Talgona—Dewey Co. Fair. Sept. 16-19. Chas. Gardner.
Tulsa—Tulsa Four-State Fair. Sept. 19-26. H. E. Bridges.
Vinita—Craig Co. Free Fair. Sept. 8-13. Frank Bailey.
Wewoka—Seminole Co. Free Fair. Sept. 9-12. C. S. Sullivan.

OREGON

Astoria—Clatsop Co. 4-H Club Fair. Aug. —. F. L. Burke.
Canby—Clackamas Co. Fair. Sept. 2-4. J. P. Telford, Oregon City, Ore.
Deer Island—Columbia Co. Fair Assn. Aug. 20-23. Earl C. Dowler, St. Helens, Ore.
Gold Beach—Curry Co. Fair. Sept. —. Beatrice Williams.
Grants Pass—Josephine Co. Fair. Sept. 23-26. F. G. Roper.

Gresham—Multnomah Co. Fair Assn. Aug. 24-30. A. H. Lea, 310 Oregon Bldg., Portland.
Hillsboro—Washington Co. Fair. Sept. 3-5. Ed L. Moore, mgr.
Hood River—Hood River School Fair. Sept. 1-2. N. B. Gibson.
LaGrande—Union Co. Fair Assn. Latter part of Sept. W. R. Gekeler.
Moro—Sherman Co. Fair Assn. Sept. 3-5. Perry N. Johnston.
Myrtle Point—Coos Co. Fair. Sept. 16-19. L. H. Pearce.
Portland—Pacific Internatl. Livestock Expo. Oct. 3-10. O. M. Plummer.
Prineville—Crook Co. Fair. Oct. 8-10. R. L. Schae.
Redmond—Deschutes Co. Fair Assn. Oct. 1-3. N. A. Burdick.
Salem—Oregon State Fair. Sept. 7-13. S. T. White, mgr.
Tillamook—Tillamook Co. Fair Assn. Aug. 26-29. C. H. Bergstrom.
Toledo—Lincoln Co. Fair. Aug. 27-29. R. H. Howell.

PENNSYLVANIA

Abbottstown—Abbottstown Fair. Aug. 18-22. M. L. Slothour.
Allentown—Great Allentown Fair. Sept. 22-26. M. Herbert Beary.
Arendtsville—South Mountain Fair Assn. Sept. 15-19. A. D. Shealy.
Barren Hill—Barren Hill Fair. June 19-27. Bedford—Bedford Fair Assn. Sept. 1-5. A. C. Brice.
Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 3. Harry B. Correll.
Burgettstown—Union Agrl. Assn. Sept. 10-12. J. L. McGough.
Butler—Butler Fair & Expo. Aug. 19-22. C. M. Miller.
Centre Hall—Centre Co. Fair. Aug. 27-Sept. 4. Mrs. Elith S. Dale, State College, Pa.
Clarion—Clarion Co. Fair Assn. Aug. 25-28. John P. Baker.
Clearfield—Clearfield Co. Fair Assn. Sept. 14-19. B. Ward Beam.
Cochranon—Cochranon Community Fair Assn. Sept. 17-19. A. N. Shaffer.
Columbia—Columbia Harvest Home Assn. Oct. 13-15. Chas. H. Gable.
Conneautville—Conneautville Community Fair Assn. Sept. 17-19. Mr. Shawkey, pres.
Conshohocken—Spring Mill Fair. July 10-18. Samuel M. Glass.
Cookport (P. O. Commodore)—Greene Township Community Fair Assn. Sept. 17-19. Earle L. Haskins, Colver, Pa.
Dawson—Fayette Co. Fair Assn. Sept. 15-19. George G. Cochran.
Dayton—Dayton Agrl. Assn. Sept. 8-12. J. R. Borland.
Doylestown—Doylestown Fair Assn. Sept. 15-19. J. Allen Gardy.
Ebensburg—Cambria Co. Fair Assn. Sept. 7-12. Rowland G. Davis.
Edinboro—Edinboro Community Agrl. Assn. Sept. 17-19. B. E. Decker.
Ephrata—Ephrata Farmers' Day Assn. Oct. 14-17. Fred R. Janda.
Fawn Grove—Fawn Grove Fair. Aug. 12-15. L. M. Brown, Bridgeton, Pa.
Fleetville—Benton Township Community Fair Assn. Sept. 23-26. R. C. McMinn.
Flourtown—Flourtown Fair. Aug. 7-15. Wm. J. Goss.
Ford City—Armstrong Co. Fair. Aug. 14-16. Walter H. Bowser.
Forksville—Sullivan Co. Agrl. Soc. Sept. 9-12. J. R. Whiteley.
Gratz—Gratz Fair Assn. Sept. 23-26. Guy R. Klinger.
Hanover—Free Fair at Forest Park. Sept. 8-12. A. F. Karst.
Hanover—Annual Hanover Fair. Aug. 13. H. S. Warren, gen. mgr.
Harford—Harford Agrl. Soc. Sept. 16-18. O. F. Maynard.
Hatfield—Montgomery Co. Fair Assn. Sept. 7-12. Samuel Conver.
Honesdale—Wayne Co. Agrl. Soc. Sept. 22-25. E. W. Gammell.
Hughesville—Lycoming Co. Fair Assn. Aug. 26-29. Edward E. Frontz.
Huntingdon—Huntingdon Co. Agrl. Assn. Sept. 1-5. James C. Morgan, bus. mgr.
Jennerstown—Jenners Fair Assn. Sept. 15-18. A. O. Lape, Jenners, Pa.
Kimbarton—Kimbarton Fair. July 24-Aug. 1. Kutztown—Kutztown Fair Assn. Aug. 18-22. A. L. Dethoff, pres.
Lampeter—W. Lampeter Community Fair Assn. Sept. 23-25. Wayne B. Rentschler.
Lehighton—Lehighton Fair. Aug. 30-Sept. 5. Frank R. Diehl.
Lewistown—Mifflin Co. Agrl. Assn. Aug. 3-8. S. B. Russell.
Ligonier—Ligonier Valley Fair Assn. Sept. 23-26. T. O. McKeelvey, pres.
Linesville—Linesville Community Fair Assn. Sept. 10-12. Joseph F. Miller.
McConnellsburg—Fulton Co. Fair Assn. Sept. 15-18. John W. Kelson.
Manheim—Manheim Farm Show Assn. Sept. 24-26. H. B. Shearer.
Mansfield—Smythe Park Assn. Sept. 16-19. Frank Marvin.
Mechanicsburg—Grangers (Fair) Picnic. Aug. 31-Sept. 7. S. E. Richwine.
Meyersdale—Somerset Co. Fair Assn. Aug. 25-28. Paul M. Critchfield.
Mercer—Mercer Central Agrl. Soc. Sept. 15-17. J. P. Orr.
Millersville—Manor Farm Fair. Oct. 1-3. H. P. Siglin.
Millport—Oswayo Valley Rural Community Fair Assn. Sept. 9-11. Mrs. Alice M. Donovan.
Montrose—Susquehanna Co. Agrl. Soc. Sept. 2-4. John Mahon.
Mount Holly Springs—Cumberland Co. Dairy Show Assn. Aug. 5-7. H. K. McCullough, R. D. 1, Newville, Pa.
Myerstown—Myerstown Fair. Oct. 7-9. W. C. Criswell.
New Castle—New Castle Agrl. Assn. Week of Aug. 25. A. C. Shoaf.
New Holland—New Holland Fair. Oct. 8-10. Isaac W. Caulder.
Newfoundland—Greene Dreher Community Fair Assn. Sept. 10-12. W. B. Frisbie.
Newport—Perry Co. Agrl. Soc. Sept. 15-17. A. K. Ludwig.
Newville—Mifflin Grange Fair. Sept. 15-18. A. E. Miller.
North East—North East Community Fair. Sept. 24-26. Mildred Hendrickson.
Port Royal—Juniata Co. Agrl. Soc. Aug. 11-15. J. H. Book.

Pottsville—Schuylkill Co. Fair. Sept. 7-12. Frank W. Bausum.
Quakertown—Bucks Co. Agrl. Soc. Aug. 25-28. Claude S. Hillegas.
Reading—Reading Fair. Sept. 14-19. Chas. W. Swoyer.
Red Lion—Gala Week Fair. Aug. 24-29. R. M. Spangler.
Selinsgrove—Night Fair & Carnival. July 20-25. Roland E. Fisher.
Stoneboro—Stoneboro Fair. Sept. 4-8. Walter B. Parker.
Sugar Grove—Sugar Grove Community Fair. Sept. 10-12. T. R. Sponsler.
Towanda—Bradford Co. Agrl. Soc. Sept. 1-4. Karl D. Shiner.
Townville—Townville Fair. Sept. 24-26. J. Bumgardner.
Troy—Troy Agrl. Soc. Aug. 25-29. H. D. Holcombe.
Tunkhannock—Wyoming Co. Fair Assn. Sept. 15-18. Percy H. Brunges.
Turbotville—Turbotville Community Fair Assn. Sept. 24-26. Harry Everett.
Ulysses—Ulysses Community Fair Assn. Oct. 8-10. Don C. Rounseville.
Washingtonville—Montour-Delong Fair. Oct. 21-23. George W. Cromlis.
Wattsburg—Wattsburg Agrl. Soc. Sept. 1-4. H. M. Burrows.
West Alexander—W. Alexander Agrl. Assn. Sept. 17-19. Paul Rogers.
Westfield—Westfield Fair. Sept. 9-12. G. B. Clark.
Wind Ridge—Rich Hill Agrl. Assn. Aug. 18-20. O. I. Dille.
Yellow Creek—N. Bedford Co. Fair. Oct. 22-24. Howard F. Fox.
York Springs—Latimore Valley Fair. Aug. 10-15. Bruce Wagner.
York—York Fair. Oct. 6-10. John H. Rutter.
Youngsville—Youngsville Community Fair Assn. Sept. 16-19. R. L. Albright.

RHODE ISLAND

Kingston—Tercenary State Fair. Sept. 2-7. A. N. Peckham, mgr.

SOUTH CAROLINA

Anderson—Anderson Fair. Nov. 2-7. J. A. Mitchell.
Anderson—Anderson Co. Colored Fair Assn. Nov. 9-13. S. C. Perry.
Bennettsville—Marlboro Co. Fair Assn. Oct. 19-24. E. A. Hamer, Tatum, S. C.
Charleston—Charleston Agrl. & Indust. Fair Assn. Nov. 2-7. Emmons S. Welch.
Chester—Chester Co. Colored Fair Assn. Oct. 26-31. Rev. F. D. Sims.
Columbia—South Carolina State Fair. Oct. 19-24. Paul V. Moore.
Dillon—Dillon Co. Fair. Oct. 19-24. Chas. L. Wheeler.
Florence—Pee Dee Fair. Oct. 12-18. E. D. Sallenger.
Greenville—Greenville Co. Colored Fair Assn. Oct. 20-24. J. P. Chappell.
Greenville—Greenville Co. Fair. Oct. 5-10. C. A. Herlong, Greer, S. C.
Laurens—Blue Hill Colored Agrl. Fair. Oct. 28-31. J. G. Garrett.
Loris—Horry Co. Fair. Oct. 26-31. J. H. Yon.
Mullins—Mullins Tobacco Fair. Sept. 14-19. C. L. Schofield.
Newberry—Newberry Co. Fair. Oct. 27-30. J. P. Moon.
Orangeburg—Orangeburg Co. Fair. Oct. 27-31. J. M. Hughes.
Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 13-16. W. C. Lewis.
Owings—Mt. Carmel Stock Show. Nov. 4-7. A. N. Saxton.
Rock Hill—York Co. Fair. Oct. 6-9. Miss F. M. Fewell.
Spartanburg—Spartanburg Co. Fair Assn. Oct. 12-16. John P. Fielder.
Union—Union Co. Fair Assn. Nov. 2-7. A. M. Vick.
York—York Co. Colored Fair Assn. Oct. 19-24. L. A. Wright.

SOUTH DAKOTA

Aberdeen—Brown Co. Fair Assn. Sept. 7-10. Lee Truman.
Blunt—Hughes Co. Fair Assn. Aug. 13-15. H. J. Glans.
Faith—Faith Fair. Aug. 27-29. James McGibney.
Fort Pierre—Stanley Co. Fair. Sept. 5-7. G. E. Sumner.
Gettysburg—Potter Co. Fair. Sept. 3-5. Huron—South Dakota State Fair. Sept. 14-18. J. G. Venables.
Lemmon—Inter-State Fair Assn. Sept. 10-12. W. W. Robertson.
Mitchell—Corn Palace Festival. Sept. 28-Oct. 3. Carl I. Rolston.
Murdo—Jones Co. Fair. Aug. 27-29. F. J. Carpenter.
Nisland—Butte Co. Fair. Sept. 3-5. Beyer Aune, Newell, S. D.
Onda—Sully Co. Fair Assn. Aug. 20-22. U. J. Norgaard.
Parker—Turner Co. Fair. Aug. 26-28. L. F. Collins.
Presho—Lyman Co. Fair Assn. Aug. 24-26. Ray Moran.
Tripp—Hutchinson Co. Fair Assn. Sept. 8-11. R. E. Magstadt.
Vermillion—Clay Co. Fair Assn. Sept. 23-26. K. B. Collar.
Webster—Day Co. Fair. Sept. 17-19.

TENNESSEE

Alexandria—DeKalb Co. Fair. Sept. 2-5. Rob Roy.
Big Sandy—Big Sandy Community Fair. Sept. 25-26. Mrs. M. M. Wagner.
Carthage—Carthage Agrl. Assn. Aug. 27-29. W. B. Robinson.
Celina—Clay Co. Fair Assn. Aug. 3-8. W. C. Monroe.
Centerville—Hickman Co. Fair Assn. Sept. 16-19. F. C. Adair.
Chattanooga—Chattanooga Tri-State Fair. Sept. 21-27. J. A. Darnaby, Patten Hotel.
Clarksville—Montgomery Co. Fair. Sept. 10-12. Emma Rives.
Cornersville—Marshall Co. Fair. Oct. 3. Ervin H. Thomas.
Cookeville—Putnam Co. Agrl. Fair. Sept. 10-12. O. D. Massa.
Cottage Grove—Cottage Grove Fair Assn. Sept. 25. W. T. Kilgore.
Crossville—Cumberland Co. Fair. Sept. 3-5. J. D. Lammock.
Dickson—Dickson Co. Fair Assn. Sept. 30-Oct. 3. C. E. Buttrey.
Dresden—Weakley Co. Fair. Sept. 17-19. John R. Wade.
Erin—Houston Co. Fair. Oct. 22-24. Robert B. Claxton.

Fayetteville—Lincoln Co. Fair Assn. Sept. 15-17. J. J. Moyers.
 Gallatin—Sumner Co. Colored Fair Assn. Aug. 20-22. Edw. V. Anthony.
 Greenback—Loudon Co. Fair. Sept. 1-5. Wm. D. Kerr.
 Huntington—Carroll Co. Fair. Oct. 7-10. W. L. Noell.
 Huntington—Carroll Co. Colored Fair Assn. Sept. 16-19. W. A. Cox.
 Jackson—West Tenn. District Fair. Sept. 14-19. A. U. Taylor.
 Jackson—Madison Co. Agrl. Fair. Sept. 22-26. J. E. McNeely.
 Knoxville—Tenn. Valley Agrl. Fair. Sept. 28-Oct. 3. H. D. Faust.
 La Fayette—Macon Co. Fair. Sept. 18-19. D. Henry Piper.
 La Follette—Tri-County Fair. Sept. 9-12. R. H. Sharp.
 Lawrenceburg—Lawrence Co. District Fair. Sept. 26-Oct. 3. E. R. Braly, mgr.
 Lebanon—Wilson Co. Fair. Sept. 16-19. A. W. McCartney.
 Lexington—Henderson Co. Fair Assn. Sept. 21-26. A. S. Montgomery.
 McMinnville—Warren Co. Fair Assn. Sept. 10-12. Billoat Brown.
 Manchester—Coffee Co. Free Fair. Sept. 21-26. Hugh Doak.
 Maryville—Blount Co. Fair Assn. Sept. 14-19. Hugh E. DeLozier.
 Maynardville—Union Co. Fair. Sept. 25. S. L. Loy.
 Memphis—Colored Tri-State Fair Assn. Sept. 24-26. Dr. L. G. Patterson.
 Memphis—Mid-South Fair. Sept. 14-19. Frank D. Fuller.
 Murfreesboro—Rutherford Co. Colored Fair Assn. Sept. 10-12. Dr. Jas. R. Patterson.
 Murfreesboro—Rutherford Co. Fair Assn. Sept. 7-11. George L. Osborn.
 Nashville—Tennessee State Fair. Sept. 21-26. J. W. Russwurm.
 Oneida—Scott Co. Fair. Sept. 14-19. E. C. Terry.
 Petersburg—Community Fair & Colt Show. Sept. 8-9. W. S. Leonard.
 Ramer—Ramer Community Fair. Sept. 25-26. Zelma Lee Reeder.
 Santa Fe—Maury Co. Fair. Sept. 17-19. T. S. Wade.
 Shelbyville—Bedford Co. Fair. Aug. 20-22. T. D. Hawkins.
 Sparta—White Co. Fair Assn. Sept. 17-19. Wm. L. Little.
 Spencer—Van Buren Co. Fair. Sept. 15-16. Hannah Yates.
 Springfield—Robertson Co. Fair. Oct. 8-10. Lewis W. Morrison.
 Tracy City—Grundy Co. Fair Assn. Aug. 27-29. E. J. Cunningham, R. 2, Morrison, Tenn.
 Trenton—Gibson Co. Fair. Sept. 30-Oct. 3. John R. Wade.
 Union City—Obion Co. Fair. Oct. 12-17. Fred Latimer.
 Wartrace—Wartrace Fair. Aug. 29. J. P. Bramlette.
 Westmoreland—East Sumner Fair. Sept. 18-19. Cyrus Simmons.
 Winchester—Franklin Co. Fair. Sept. 3-5. J. F. Vaughan.
 Woodbury—Cannon Co. Fair Assn. Sept. 18-19. Mrs. Hesta M. Cummings.

TEXAS

Ablene—West Texas Fair. Oct. 19-25. T. N. Carswell.
 Amarillo—Tri-State Fair. Sept. 21-26. O. L. Taylor.
 Anderson—Grimes Co. Fair. Week Oct. 6. G. E. Siddle.
 Arlington—Tarrant Co. Fair Assn. Sept. 17-19. A. H. Wheeler, mgr.
 Athens—East Texas Cotton Palace. Oct. 6-10. B. F. Egger.
 Beaumont—S. Texas State Fair & Centennial Celebration. Oct. 15-25. L. B. Herring Jr.
 Bertram—Burnet Co. Fair. July 15-17. J. C. Wilson.
 Boerne—Kendall Co. Fair Assn. Sept. 4-6. A. McD. Gilliat.
 Bowie—Bowie Fair. Oct. 8-10. David Warren.
 Conroe—Montgomery Co. Fair Assn. Sept. 29-Oct. 1. S. M. Patterson.
 Crockett—Houston Co. Fair Assn. Sept. 24-26. R. W. Knight.
 Cuero—Cuero Turkey Trot. Nov. 10-12.
 Dallas—Texas Centennial Central Expo. in Fair Park. June 6-Nov. 29. W. A. Webb, gen. mgr.
 Decatur—Wise Co. Fair Assn. Probably last week in Sept. Cliff Gates.
 Denton—Denton Co. Fair. Oct. 6-10. Otis Fowler.
 Ennis—Ellis Co. Fair. Sept. 28-Oct. 3. A. Dupree Davis.
 Flatonia—Flatonia Fair Assn. Sept. 23-26. M. Fernau Jr.
 Fort Worth—Texas Frontier Centennial. June 6-Dec. 1.
 Fort Worth—Southwestern Expo. & Fat Stock Show. March 12-21. John B. Davis.
 Franklin—Robertson Co. Fair Assn. Oct. 15-17. V. M. Harris.
 Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. O. H. Burgdorf.
 Gainesville—Cooke Co. Fair. Sept. 2-7. Claude Jones.
 Gonzales—Gonzales Co. Fair & Pecan Expo. Oct. 20-24. Glenn Burgess.
 Graham—Young Co. Fair. Oct. 13-17. J. C. Watson.
 Grapeland—North Houston Co. Fair. Third week in Sept. J. C. Shoultz.
 Greenville—Hunt Co. Fair. Aug. 31-Sept. 5. C. A. Duck, mgr.
 Hallettsville—Lavaca Co. Free Fair. Sept. 10-13. James Strauss.
 Hamilton—Hamilton Co. Fair Assn. Oct. 7-9. J. Conner.
 Harlingen—Valley Mid-Winter Fair. Nov. 25-30. A. L. Brooks.
 Henderson—Rusk Co. Free Fair. Week of Sept. 7. J. W. Harris.
 Houston—South Texas Expo. Oct. 9-19. L. J. Wile.
 Huntsville—Walker Co. Fair Assn. Oct. 19-24. Wm. J. Lawson.
 Killeen—Fall Fair. Oct. 23-24.
 Lagrange—Fayette Co. Fair Assn. Oct. 1-4. G. A. Koenig.
 Leonard—Leonard Fair. Sept. 29-Oct. 3. H. H. Blackburn, pres.
 Liberty—Liberty Co. Fair Assn. Oct. 15-17. Max T. Karkowski.
 Linden—Cass Co. Fair Assn. Oct. 6-10. J. U. Nelson.

Longview—Gregg Co. Fair. Sept. 14-19. M. D. Abernathy.
 Lubbock—Panhandle South Plains Fair Assn. Sept. 28-Oct. 3 (tentatively). J. M. Hall.
 Lufkin—Angelina Co. Fair Assn. Oct. 13-17. Ed C. Burris.
 Madisonville—Madison Co. Fair Assn. Oct. 7-10. Ruby Broadway.
 Marshall—Central East Texas Fair Assn. Sept. 28-Oct. 3. M. R. Martin.
 Mount Pleasant—Titus Co. Fair & Dairy Show. Sept. 29-Oct. 3. Delbert Snider.
 New Boston—Bowie Co. Fair Assn. Sept. 14-19. H. H. Russell.
 New Braunfels—Comal Co. Fair Assn. Sept. 24-27. Edwin A. Staats.
 Overton—Rusk Co. Colored Fair. Sept. 3-5. U. S. Lampkin.
 Palestine—Anderson Co. Fair. Oct. 5-10. G. O. Miller Jr.
 Paris—Lamar District Fair. Sept. 8-12. H. L. Baker.
 Pearsall—Winter Garden Fair. Oct. 15-17. J. K. Mattox.
 Sherman—Red River Valley Fair Assn. Oct. 5-10. Frank Thompson.
 Shiner—Shiner Agrl. Fair. June 24-27. L. E. Denmark.
 Silsbee—Hardin Co. Fair. Oct. 7-12. J. F. Weathersby.
 Temple—Central Texas Expo. Oct. 26-31. Bob Gresham.
 Tyler—East Texas Fair Assn. Sept. 21-26. W. O. Cox.
 Waco—Brazos Valley Free Fair. Oct. 31-Nov. 8. A. E. Quinn.
 Weatherford—Parker Co. Fair Assn. Oct. 14-17. F. U. McCutcheon.
 Wharton—Wharton Co. Fair Assn. Oct. 13-17. H. C. Copenhaver.
 Yorktown—Little World's Fair. Oct. 14-16. Paul A. Schmidt.

UTAH

Brigham—Box Elder Co. Peach Days. Sept. 11-12. Charles Goodliffe.
 Farmington—Davis Co. Fair. Aug. 26-27. Carl B. Green, mgr.
 Fort Duchesne—Uintah-Ouray Indian Fair. Early in Sept. Robert L. Bennett.
 Heber City—Wasatch Co. Fair Assn. Aug. 27-28. J. M. Ritchie, pres.
 Hooper—Weber Co. Fair. Sept. 7. A. L. Christiansen.
 Logan—Cache Co. Farm Bureau Fair. Sept. 8-10. R. L. Wrigley, mgr.
 Morgan City—Morgan Co. Fair. Sept. 3-5. Robert Chapin, mgr.
 Nephi—Juab Co. Fair. July 9-11. Dr. P. L. Jones, mgr.
 Provo—Utah Co. Fair. Sept. 17-19 (tentative). Milton H. Harrison.
 Salt Lake City—Utah State Fair. Sept. 26-Oct. 3. E. S. Holmes, mgr.
 Tremonton—Box Elder Co. Fair. Sept. 17-19. C. J. Dewey.

VERMONT

Barton—Orleans Co. Fair. Aug. 20-22. Fred C. Brown.
 Essex Junction—Champlain Valley Expo. Aug. 31-Sept. 5. Chas. H. Mower, mgr., Burlington, Vt.
 Hartland—Hartland Grange Community Fair. Aug. 19-21. W. R. Jordan, chrm.
 Londonderry—Londonderry Fair. Oct. 16-17. A. E. Phillips.
 Morrisville—Lamoille Valley Fair. Aug. 13-16. Erwin H. Olmstead.
 Rutland—Rutland Fair. Sept. 7-12. Carl W. Olney.
 Tunbridge—Union Agrl. Soc. Sept. 22-24. Edw. R. Flint.
 Waitsfield—Mad River Valley Fair. Aug. 6-9. Samuel Whitworth, Warren, Vt.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 7-9. L. H. Shrader.
 Berryville—Clarke Co. Horse & Colt Show Assn. Aug. 20-21. A. B. Hummer.
 Chase City—Mecklenburg Fair Assn. Oct. 13-16. H. W. Nash, Wightman, Va.
 Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 14-16. J. B. Watkins Jr., mgr., Midlothian, Va.
 Covington—Alleghany Co. Fair. Sept. 7-12. Thomas M. McCaleb.
 Danville—Danville Fair Assn. Oct. 13-16. H. B. Watkins.
 Dungannon—Scott Co. Fair Assn. Sept. 2-5. H. L. Stallard, Gate City, Va.
 Emporia—Emporia Fair Assn. Oct. 20-23. B. M. Garner.
 Farmville—Five-County Fair Assn. Sept. 28-Oct. 3. R. A. Wilmoth.
 Fredericksburg—Fredericksburg Greater Fair Assn. Sept. 15-18. H. K. Sweetser.
 Keller—Eastern Shore Agrl. Fair Assn. Aug. 25-29. J. M. Mason.
 Lexington—Rockbridge Co. Fair Assn. Sept. 21-26. C. C. Humphries, E. Lexington, Va.
 Norfolk—Greater Norfolk Fair. Sept. 7-12. M. L. Fiddy.
 Petersburg—Southside Va. Fair. Oct. 5-10. R. Willard Eanes.
 Pennington Gap—Lee Co. Fair. Sept. 7-12. H. L. Stallard, Gate City, Va.
 Pincastle—Botetourt Co. Fair. Sept. 8-11. W. N. Breckinridge.
 Purcellville—Loudoun Co. Fair. Sept. 3-4. F. H. James, mgr.
 Richmond—Virginia State Fair Assn. Sept. 28-Oct. 3. Chas. A. Somma.
 Roanoke—Great Roanoke Colored Fair Assn. Sept. 7-13. Herbert Williams.
 Rocky Mount—Franklin Co. Fair Assn. Sept. 7-12. H. F. Fralin.
 Shipman—Nelson Co. Fair Assn. Oct. 13-16. P. T. Brittle.
 South Boston—Halifax Co. Fair Assn. Oct. 6-10. W. W. Wilkins.
 Staunton—Staunton Fair. Aug. 31-Sept. 5. C. B. Ralston.
 Suffolk—Tidewater Fair Assn. Oct. 20-23. W. H. Crocker.
 Tazewell—Tazewell Fair. Week of Aug. 24. C. S. Parnell, Mebane, N. C.
 West Staunton—Augusta Co. Colored Fair Assn. Aug. 17-22. Chas. Spears, R. 1, Box 99, Staunton.

WASHINGTON

Chehalis—Centralia—Lewis Co. Fair Assn. Sept. 2-5. Grace Engelsen, Chehalis.
 Ellensburg—Kittitas Co. Fair. Sept. 5-7. Wendell Prater.
 Lynden—Whatcom Co. Fair Assn. Sept. 10-12. F. H. Morrison, R. 1, Everson, Wash.
 Olympia—Thurston Co. Fair. Sept. 7. C. A. Svinth.

Oroville—Okanogan Co. & Internatl. Fair. Sept. 4-6. I. J. Doerr.
 Port Angeles—Clallam Co. Fair Assn. Aug. 27-30. F. R. Beahan.
 Puyallup—Western Wash. Fair Assn. Sept. 21-27. W. A. Linklater, mgr.
 Walla Walla—Southeastern Wash. Fair. Sept. 4-7. Herbert Clark.
 Wenatchee—Chelan Co. Fair. Aug. 29. R. H. Sargent.
 Yakima—Washington State Fair. Sept. 14-19. A. M. Dean.

WEST VIRGINIA

Charleston—Kanawha Expo. & Four-H Fair. Sept. 5-13. E. M. Johnson.
 Charles Town—Charles Town Horse Show & Fair Assn. Aug. 5-8. C. M. B. Brown.
 Clay—Clay Co. Fair. Sept. 23-26. George C. Deems.
 Cowen—Webster Co. Farm Bureau Fair Assn. Sept. 7-12. Ralph Cunningham.
 Fayetteville—Fayette Co. Fair Assn. Sept. 7-9. J. Haynes Miller.
 Helvetia—Helvetia Community Fair Assn. Sept. 9-11. Mrs. James McNeal.
 Hurricane—Tri-County Fair. Oct. 12-17. E. C. McGhee.
 Lewisburg—Greenbrier Valley Fair. Aug. 31-Sept. 4. W. L. Tabscott.
 Madison—Boone Co. Fair. Sept. 3-5. W. A. Fryman.
 Marlinton—Pocahontas Co. Fair. Aug. 24-31. Fred C. Allen.
 New Cumberland—Hancock Co. Fair. Aug. 26-28.
 New Hope—Beaver Pond Dist. Fair, ausp. Farmers' Club. Sept. 9-11. C. P. Hylton, R. 1, Box 78, Princeton.
 Parsons—Tucker Co. Fair. Sept. 9-12. L. W. Storms.
 Petersburg—Ritchie Co. Fair Assn. Aug. 25-28. H. J. Scott.
 Petersburg—Tri-County Fair Assn. Sept. 16-18. C. L. Stickler.
 Philippi—Barbour Co. Street Fair Assn. Sept. 9-12. Wm. J. Schwirian.
 Point Pleasant—Mason Co. Fair Assn. Sept. 1-5. Wm. H. Rardin.
 Princeton—Mercer Co. Fair. Sept. 16-18. John M. Bailey, Athens, W. Va.
 Summersville—Nicholas Co. Fair Assn. Sept. 1-4. Wm. E. Simpson.
 Sutton—Braxton Co. Fair Assn. Week of Sept. 14. Earle Morrison.
 Weston (Jacksons Mill)—Jacksons Mill 4-H Fair Assn. Sept. 22-24. L. Glenn Zinn, Philippi, W. Va.
 Wheeling—W. Va. Expo. & State Fair Assn. Sept. 6-12. Carl G. Bachmann, Receiver.
 Wheeling—Panhandle Festival & 4-H Fair at Oglebay Park. Sept. 9-11. J. E. Romine, supt.

WISCONSIN

Antigo—Langlade Co. Agrl. Soc. (4-H Club Fair). Aug. 12-14. John T. Omernik.
 Athens—Athens Fair. Aug. 25-27. A. W. Braun.
 Baraboo—Sauk Co. Fair. Sept. 1-4. Wm. T. Marriott.
 Beaver Dam—Dodge Co. Fair Assn. Sept. 10-13. J. F. Malone.
 Black River Falls—Jackson Co. Agrl. Soc. Sept. 12-15. Douglas Curran.
 Bloomington—Blakes Prairie Agrl. Assn. Sept. 2-4. B. J. Oates.
 Cedarburg—Ozaukee Co. Fair. Aug. 14-16. H. P. Kaul, R. 1, Thiensville, Wis.
 Chilton—Calumet Co. Fair. Sept. 5-7. A. P. Bauman.
 Chippewa Falls—Northern Wis. District Fair. Aug. 4-9. A. L. Futham.
 Crandon—Forest Co. Agrl. Soc. Sept. 1-4. Ray M. Ritter.
 Darlington—Lafayette Co. Agrl. Soc. Aug. 13-16. F. F. McConnell.
 De Pere—Brown Co. Agrl. & Fair Assn. Aug. 13-17. W. S. Klaus.
 Eagle River—Vilas Co. Agrl. Soc. Aug. 22-23. Chas. A. Bethke.
 Eau Claire—Eau Claire Co. 4-H Fair. Aug. 11-14. P. B. Eves.
 Elkhorn—Walworth Co. Agrl. Soc. Sept. 7-10. F. M. Porter.
 Ellsworth—Pierce Co. Fair Assn. Sept. 16-18. O. A. Halls, E. Ellsworth.
 Elroy—Elroy Fair Assn. Aug. 14-16. O. D. Whitehill.
 Fond du Lac—Fond du Lac Co. Fair. Aug. 17-20. R. H. Cameron.
 Friendship—Adams Co. Fair. Sept. 1-3. E. W. Lewis.
 Galesville—Trempealeau Co. Agrl. Soc. Sept. 4-7. Alfred N. Sagen.
 Gays Mills—Crawford Co. Fair. Sept. 10-12. Walter L. Cummings, Prairie du Chien, Wis.
 Glenwood City—Glenwood Inter-Co. Fair Assn. Aug. 10-12. M. E. Fraher.
 Grantsburg—Burnett Co. Agrl. Soc. Aug. 27-29. C. J. Peterson.
 Hayward—Sawyer Co. Agrl. Fair Assn. Sept. 4-7. J. K. Walker.
 Hortonville—Outagamie Co. Agrl. Soc. Aug. 28-30. Milford L. Steffen.
 Janesville—Rock Co. 4-H Jr. Fair & Livestock Expo. Aug. 25-27. R. T. Glasco.
 Jefferson—Jefferson Co. Fair. Sept. 11-13. Ernst Nass.
 La Crosse—La Crosse Inter-State Fair. Aug. 9-14. Joseph J. Frisch.
 Ladysmith—Rusk Co. Fair Assn. Sept. 10-13. H. W. True.
 Lancaster—Grant Co. Fair. Aug. 18-21. I. A. Vesperman.
 Lodi—Lodi Union Agrl. Soc. Sept. 9-11. G. E. Bissell.
 Luxemburg—Kewaunee Co. Fair. Sept. 5-7. Julius Cahn.
 Madison—Dane Co. Agrl. Soc. Aug. 14-18. R. G. Nuss.
 Manitowoc—Manitowoc Co. Fair. Aug. 19-23. George W. Kiel.
 Marshfield—Central Wis. State Fair. Sept. 6-10. R. R. Williams.
 Mauston—Juneau Co. Agrl. Soc. Aug. 19-23. H. Wm. Flentye.
 Medford—Taylor Co. Agrl. Soc. (4-H Fair). Sept. 11-12. Alma C. Hanson.
 Mellon—Bad River Valley Fair. Sept. 9-11. George E. Van Heuklom.
 Menomonie—Dunn Co. Free Fair. Aug. 23-27. R. L. Pierce.
 Merrill—Lincoln Co. Free Fair. Aug. 10-12. Hulda M. Vonderheid.
 Milwaukee—Wisconsin State Fair. Aug. 22-29. Ralph E. Ammon, Madison, Wis.
 Mineral Point—Southwestern Wis. Fair Assn. Sept. 4-7. George W. Bliss.
 Mondovi—Buffalo Co. Agrl. Soc. Aug. 15-18. A. R. Peckler.

Monroe—Green Co. Fair. Aug. 19-22. R. B. Gifford.
 Neillsville—Clark Co. Agrl. Soc. Aug. 25-28. Harold Hucklestead.
 Oshkosh—Winnebago Co. Fair & Expo. Sept. 1-4. Taylor G. Brown.
 Paddock Lake, Kenosha—W. Kenosha Co. Fair Assn. Aug. 13-14. E. V. Ryall, Kenosha.
 Platteville—Big Badger Fair Assn. Aug. 6-9. Clarence H. Gribble.
 Plymouth—Sheboygan Co. Agrl. Assn. Aug. 7-10. Win H. Eldridge.
 Portage—Columbia Co. Fair Assn. Sept. 4-7. W. Horace Johnston.
 Rice Lake—Barron Co. Agrl. Soc. Aug. 26-30. A. M. Chrislaw.
 Richland Center—Richland Co. Agrl. Soc. Sept. 15-18. H. J. Gochenaur.
 Rosholt—Rosholt Free Community Fair Assn. Sept. 5-7. Lester Peterson.
 St. Croix Falls—Polk Co. Fair Soc. Aug. 17-19. Conway K. Stannard, Taylors Falls, Minn.
 Seymour—Seymour Fair Assn. Aug. 7-9. F. W. Huth.
 Shawano—Shawano Co. Fair. Sept. 8-10. Louis W. Cotteau.
 Spooner—Washburn Co. 4-H Fair. Aug. 26-29. Paul S. B. Taklo, R. 1, Box 58, Trengo, Wis.
 Sturgeon Bay—Door Co. Fair Assn. Aug. 28-30. B. F. Rusy.
 Superior—Tri-State Free Fair. Aug. 17-23. M. H. Lavine.
 Tomah—Monroe Co. Fair Assn. Aug. 20-22. Floyd Purdy.
 Turtle Lake—Turtle Lake Inter-Co. Fair. Sept. 11-12. Wm. L. Gates.
 Union Grove—Racine Co. Agrl. Soc. Sept. 2-5. E. A. Polley, Rochester, Wis.
 Viroqua—Vernon Co. Agrl. Soc. Sept. 22-25. J. E. Dickson.
 Washburn—Bayfield Co. Farm Festival & Fair. Sept. 11-13. W. B. O'Sullivan.
 Wausau—Wisconsin Valley Fair & Expo. Aug. 16-20. Bert E. Walters.
 Wausaukee—Marinette Co. Fair Assn. Sept. 11-13. Chas. B. Drewry, Marinette, Wis.
 Wautoma—Waushara Co. Agrl. Soc. Sept. 15-18. Chas. T. Taylor.
 Webster—Central Burnett Co. Fair Assn. Sept. 4-7. R. E. Krause.
 Westfield—Marquette Co. Agrl. Assn. Sept. 8-11. W. P. Fuller.
 Weyauwega—Waupaca Co. Agrl. Assn. Aug. 28-30. H. W. Crane.

WYOMING

Gillette—Campbell Co. Fair. Sept. 3-5. F. E. Donlin.
 Rawlins—Carbon Co. Fair Assn. Sept. 3-5. H. Brettenstein.

Canada

ALBERTA

Beaumont—Beaumont Agrl. Soc. July 14-15. A. Norton.
 Calgary—Calgary Exhn. & Stampede. July 6-11. E. L. Richardson.
 Chauvin—Chauvin Agrl. Soc. Aug. 5. Mrs. F. V. Perry.
 Didsbury—Didsbury Agrl. Soc. July 29. O. E. Reiber.
 Edmonton—Edmonton Exhn. Assn. July 13-18. P. W. Abbott, mgr.
 Goose Creek—Goose Creek Agrl. Soc. Aug. 5. M. Pringle, Lougheed, Alta.
 Lethbridge—Lethbridge Exhn. July 20-22. A. E. Russell.
 Olds—Olds Agrl. Soc. Aug. 12. R. Harrison.
 Red Deer—Red Deer Agrl. Soc. July 23-25. Fred Turnbull, pres.
 St. Paul—St. Paul Agrl. Soc. Aug. 12. A. Guite.
 Vegreville—Vegreville Exhn. July 27-29. J. Fitzallen.
 Vermilion—Vermilion Agrl. Soc. July 23-25. S. C. Heckbert.

BRITISH COLUMBIA

Abbotsford—Central Fraser Valley Fair. Sept. 10-11. L. J. Kettle.
 Agassiz—Agassiz Agrl. Soc. Sept. 16. E. G. Bates.
 Armstrong—Interior Provincial Exhn. Sept. 14-17. Mat Hassen.
 Chilliwack—Chilliwack Agrl. Assn. Sept. 22-25. E. H. Barton.
 Cobble Hill—Cobble Hill Dist. Agrl. Assn. Sept. 10. R. B. Moulton.
 Coombs—Coombs Agrl. Assn. Sept. 16-17. J. M. Boyd, Hilliers.
 Courtenay—Comox Agrl. Assn. Sept. 2. H. P. Allberry.
 Delta Manor—Delta Manor Exhn. Assn. Aug. 19. W. F. Denman.
 Duncan—Cowichan Agrl. Assn. Sept. 18-19. Wm. Waldon.
 Edgewood—Edgewood Agrl. Soc. Sept. 2-3. Mrs. M. E. Daly.
 Fort Fraser—Fort Fraser Agrl. Assn. Sept. 7. Mrs. J. P. Myers.
 Fort St. John—Fort St. John Agrl. Soc. Aug. 14. Duncan Cran.
 Galliano—Galliano Agrl. Assn. Aug. 12. F. Pochin.
 Harrop—Harrop Agrl. Assn. Sept. 2. Mrs. W. J. McConnell.
 Ioco—Ioco Agrl. Soc. Sept. 12. A. H. Peppar.
 Kamloops—Kamloops Exhn. Assn. Sept. 15-17. S. H. Baker.
 Kaslo—Kaslo Agrl. Assn. Aug. 12. Mrs. D. S. Costello.
 Kimberley—Kimberley Agrl. Assn. Aug. 21-22. E. M. Hughes.
 Ladysmith—Ladysmith Agrl. Assn. Sept. 23-24. J. A. Hartley.
 Langley (Milner)—Langley Agrl. Assn. Sept. 8-9. W. V. Mufford.
 Lasqueti Island—Agrl. Assn. Sept. 12. T. A. Millcheap.
 Maple Ridge—Maple Ridge Agrl. Assn. Sept. 10. G. D. Peacock.
 Matsqui—Matsqui Agrl. Assn. Sept. 18. R. B. Whitson.
 Mission—Mission Agrl. Assn. Sept. 7. Victor Ogle.
 Nelson—Nelson Agrl. & Indust. Assn. Sept. 16-18. Georg Horstead.
 North Pine—North Pine Agrl. Soc. Aug. 20-21. H. M. Orr.
 Pender Island—Pender Island Agrl. Soc. Aug. 19. S. P. Corbett.
 Port Moody—Port Moody Agrl. Soc. Sept. 18.
 Progress—Progress Fair. Aug. 26-27. A. W. Mudiman.
 Saanichton—Saanichton Agrl. Soc. Sept. 8-9. S. G. Stoddard.

Sayward—Sayward Agrl. Soc. Sept. 7 or 14. Arthur Henry.
 Squamish—Squamish Agrl. Soc. Sept. 7.
 Surrey—Surrey Dist. Agrl. Assn. Sept. 15-16. T. W. Currie, R. R. 3, New Westminster.
 Vancouver—Vancouver Exh'n Assn. Aug. 26-Sept. 7. John K. Matheson.
 Victoria—Provincial Exh'n of B. C. Sept. 12-19. W. H. Mearns, Willows, B. C.
 Whonnock—Whonnock Agrl. Assn. Sept. 17. Mrs. V. M. Rolley.
 Williams Lake—Agrl. Soc. Sept. 22-24. Mrs. P. C. Bryant.
 Windermere—Windermere Agrl. Soc. Aug. 28-29.
 Wynndel—Wynndel Agrl. Assn. Sept. 9. Mrs. R. Andestad.

MANITOBA

Brandon—Provincial Exh'n of Manitoba. June 29-July 3. J. E. Rettle.
 Garman—Dufferin Agrl. Soc. June 29-July 1. J. A. Munn.
 Dauphin—Dauphin Agrl. Soc. July 9-11. Dr. O. McGuirk.
 Elkhorn—Elkhorn Agrl. Soc. July 23. H. J. Jones.
 Emerson—Emerson Agrl. Soc. July 8. Mrs. H. M. Breckon.
 Eriksdale—Eriksdale Agrl. Soc. Aug. 25. S. D. B. Stephanson.
 Gilbert Plains—Gilbert Plains Agrl. Soc. July 31. E. P. Brown.
 Gladstone—Gladstone Agrl. Soc. July 22. J. P. Broadfoot.
 Hamiota—Hamiota Agrl. Soc. July 24. F. H. Squibb.
 Harding—Harding Agrl. Soc. July 22. J. A. Bastard.
 McGregor—N. Norfolk and Dist. Agrl. Soc. July 17. Thos. Clarke.
 Oak River—Oak River Agrl. Soc. July 29. R. J. Hays.
 Portage la Prairie—Portage Industrial Exh'n. Assn. July 6-8. Keith Stewart.
 Roblin—Roblin Agrl. Soc. July 30. I. L. Mitchell.
 Russell—Russell Agrl. Soc. July 22. H. R. Barry.
 St. Pierre—St. Pierre Agrl. Soc. July 15. A. Joubert.
 St. Vital—St. Vital Agrl. Soc. Aug. 21-22. W. W. Thorpe.
 Shellmouth—Shellmouth Agrl. Soc. July 29. F. Hilbert.
 Shoal Lake—Shoal Lake Agrl. Soc. July 21. W. Stone.
 Souris—Souris Agrl. Soc. July 15. W. J. McLean.
 Springfield—Springfield Agrl. Soc. July 18. T. F. Follitt, Oakbank.
 Strathclair—Strathclair Agrl. Soc. July 28. J. M. Rowell.
 Swan Lake—Swan Lake Agrl. Soc. July 15. G. O. Couch.
 Swan River—Swan River Agrl. Soc. Aug. 5. R. G. Taylor.
 Virden—Virden Agrl. Soc. July 16. W. M. Pinea.
 Winnipeg—Winnipeg Industrial & Agrl. Exh'n. Aug. 3-10. J. H. Roe, managing dir.

NEW BRUNSWICK

Fredericton—Fredericton Exh'n. Sept. 12-18. C. L. Sypher.
 Saint John—Saint John Exh'n. Sept. 5-12. G. W. Frost.
 St. Stephen—St. Stephen Exh'n. Aug. 31-Sept. 4. W. S. Stevens, mgr.

NOVA SCOTIA

Antigonish—Antigonish Co. Fair. Sept. 22-23. Jos. McIsaac.
 Bear River—Digby Co. Exh'n. Sept. 24-25. F. H. Hatheway.

ALABAMA

Athens—Odd Fellows' Encampment. Aug. 3. H. G. Nixon, 8017 S. First ave., East Lake, Birmingham.
 Athens—Order of Odd Fellows. Aug. 4-5. H. C. Pollard, Box 626, Huntsville, Ala.
 Huntsville—American Legion. July 19-21. D. T. Jones, Whitley Hotel, Montgomery, Ala.

ARIZONA

Phoenix—American Legion. Sept. 3-5.

ARKANSAS

El Dorado—Veterans of Foreign Wars. July 12-14. W. A. Bolding.
 Ft. Smith—American Legion. Aug. 24-26. R. W. Sisson, Little Rock.

CALIFORNIA

Hollywood—Soc. of 40 Hommes & 8 Chevaux. Aug. 9-12. R. W. Lingle, 630 Harvard ave., Fresno.
 Hollywood—American Legion. Aug. 10-12. J. K. Fisk, 117 Veterans Bldg., San Francisco.
 Lodi—State Firemen's Assn. Aug. 17-20. H. E. Strasser, 3404 32d st., San Diego.
 Los Angeles—Elks Grand Lodge. July 12-16. J. E. Masters, 2750 Lake View ave., Chicago, Ill.
 Oakland—State Elks' Assn. Sept. —. R. Benbough, San Diego.
 Red Bluff—Order of Red Men. Aug. 17-20. P. L. Bliss, 240 Golden Gate ave., San Francisco.
 Sacramento—Canadian Legion, British Empire Service League of Calif. July 1-4. P. B. Snashall, 213 Ray Bldg., Oakland.
 San Diego—State Moose Assn. Aug. 6-8. J. Weger, Oakland, Calif.
 San Jose—State Assn. of Nurserymen. Aug. 27-29. H. W. Kruckeberg, 340 S. San Pedro.
 San Francisco—Western Soc. of Dancing Masters. Sept. —. Miss R. Allen, 2787 Calif. st.
 San Francisco—91st Div. Assn. Sept. 25-27. A. G. Boss, 624 Market st.

COLORADO

Colorado Springs—Knights of Pythias. Aug. 25-26. W. S. O'Brien, 411 Bank Bldg., Denver.
 Colorado Springs—Veterans of Foreign Wars. June 25-28. V. A. Cheever, 805 Paseo st.
 Colorado Springs—Order of Elks. Sept. 4-5. P. Hurley, Ft. Collins, Colo.
 Denver—Veterans of Foreign Wars of U. S. Sept. 13-18. R. B. Handy Jr., Broadway at 34th st., Kansas City, Mo.
 Denver—Knights Templar. Sept. 18. C. A. Patton.
 Idaho Springs—Order of Red Men. Aug. 11. S. D. Stiles, 1715 California st., Denver.
 Pueblo—American Legion. Aug. 21-22. M. L. Lyckholm, State Museum Bldg., Denver.

Bridgewater—Lunenburg Co. Exh'n. Sept. 22-25. W. J. Crouse.
 Caledonia—Queens Co. Agrl. Exh'n. Sept. 16-18. Fred Kempton, Kempt, N. S.
 Halifax—Nova Scotia Provincial Exh'n. Sept. 28-Oct. 4. E. Frank Lordly.
 Lawrencetown—Annapolis Co. Farmers' Assn. Sept. 15-18. C. M. Collins.
 Little Brook—Little Brook Fair. Oct. 6-7. Arnaud S. Comeau.
 Middle Musquodoboit—Middle Musquodoboit Agrl. Soc. Sept. 22-23. R. H. Reid.
 Oxford—Cumberland Co. Exh'n. Sept. 16-18. D. W. Wood.
 Pictou—Pictou Co. and N. Colchester Exh'n. Sept. 15-17. John D. MacDonald.
 Shelburne—Shelburne Co. Agrl. Soc. Sept. 29-30. Leslie MacKay.
 Stewiacke—Stewiacke Agrl. Soc. Sept. 15-16. Dyon H. Crowe.
 Windsor—Windsor Exh'n. Sept. 15-19. Thomas Aylward.
 Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 23-25. Ernest L. Crosby.

ONTARIO

Allsa Craig—North Middlesex Agrl. Soc. Sept. 24-25. George C. Stewart.
 Almonte—North Lanark Agrl. Soc. Sept. 16-18. Dr. M. Pilkey.
 Barrie—Barrie Agrl. Soc. Sept. 21-24. G. O. Cameron.
 Belleville—Belleville Agrl. Soc. Sept. 1-4. R. H. Ketcheson.
 Bracebridge—South Muskoka Agrl. Soc. Sept. 17-18. Jerry Dickie.
 Collingwood—Nottawasaga & Great Northern Exh'n. Sept. 14-17. O. G. Bernhardt.
 Cornwall—Cornwall Agrl. Soc. Sept. 2-4. James Blackadder.
 Delta—Delta Fair Assn. Sept. 7-9. Isaac Stevens, Harlem, Ont.
 Dresden—Camden Dresden Agrl. Soc. Sept. 15-17. H. J. French.
 Elmira—Elmira & Woolwich Agrl. Soc. Sept. 4-7. H. W. Zillax.
 Fort William—Port Arthur—Canadian Lakehead Exh'n. Aug. 10-15. W. Walker, Fort William.
 Kingston—Kingston & Frontenac Expo. Sept. 14-16. G. H. Wilmot, Catarague, Ont.
 Leamington—Leamington District Agrl. Soc. Sept. 28-Oct. 3. Emma Atkins.
 Lindsay—Lindsay Central Exh'n. Sept. 16-19. W. E. Agnew.
 London—Western Fair. Sept. 14-19. W. D. Jackson.
 McKellar—McKellar Agrl. Soc. Sept. 21-23. Leonard Moffat.
 Markham—Markham Fair. Oct. 1-3. R. H. Crosby.
 New Liskeard—New Liskeard Agrl. Soc. Sept. 22-23. Thos. E. Armstrong.
 Ohsweken—Ohsweken Agrl. Soc. Sept. 29-Oct. 1. R. W. Hill.
 Oshawa—South Ontario Agrl. Soc. Sept. 17-19. Chas. P. Davis.
 Ottawa—Central Canada Exh'n. Assn. Aug. 24-29. H. H. McElroy.
 Peterborough—Peterboro Industrial Exh'n. Aug. 17-22. F. J. A. Hall.
 Ridgeway—Ridgeway Howard Agrl. Soc. Sept. 29-Oct. 1. J. D. Brien.
 Sarnia—West Lambton Co. Fair. Sept. 22-24. James A. Ellenor.
 Simcoe—Norfolk Co. Agrl. Soc. Oct. 6-8. G. G. Bramhill.
 Smithville—Smithville Agrl. Soc. Sept. 23-24. John E. Naergarth.
 Stratford—Stratford Agrl. Soc. Sept. 21-23. James Stewart.
 Sundridge—Strong Agrl. Soc. Sept. 15-16. M. J. Gully.
 Sutton, West—Sutton Agrl. Soc. Aug. 6-8. G. S. Whitney.

Tillsonburg—Tillsonburg & Dereham Agrl. Soc. Sept. 1-3. M. Ostrander.
 Toronto—Canadian National Exh'n. Aug. 28-Sept. 12. Elwood A. Hughes, gen. mgr.
 Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 10-12. J. L. Campbell.
 Welland—Welland Co. Agrl. Soc. Sept. 17-19. A. A. Marshall.
 Woodstock—Woodstock Fair. Aug. 27-29. P. M. Dewan.

PRINCE EDWARD ISLAND

Charlottetown—Charlottetown Driving Park & Provincial Exh'n. Assn. Aug. 17-21. J. W. Boulter.

QUEBEC

Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 11-12. R. K. Edey.
 Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 20-22. Homer G. Curtis, Stanstead.
 Beauceville—Beauce Agrl. Soc. Sept. 15. Jos. Roy.
 Bedford—Missisquoi Agrl. Soc. Aug. 27-29. C. O. Jones.
 Brome—Brome Co. Agrl. Soc. Sept. 7-9. E. Caldwell, Knowlton, Que.
 Cape Gove—Gaspé Agrl. Soc. Oct. —. Sydney L. Cass.
 Chapeau—Pontiac Co. Agrl. Soc., Div. B. Sept. 22-24. Edwin McMahon.
 Chicoutimi—Chicoutimi Co. Fair. Aug. 27-30. L. Jos. Gobell.
 Cookshire—Compton Co. Agrl. Soc. No. 1. Aug. 24-26. T. O. Farnsworth.
 Gentilly—Nicolet Agrl. Soc. Aug. 5. Achille Turcotte.
 Granby—Granby Fair. Sept. 10-12. Walter R. Legge.
 Ham-Nord—Wolfe Agrl. Soc. No. 2. Sept. 15. J. A. Comtois.
 Havelock—Huntington Agrl. Soc. Div. B. Sept. 15. W. P. Fisher, Hemmingford.
 Huntingdon—Huntingdon Agrl. Soc. Div. A. Sept. 10-11. John Small.
 Inverness—Megantic Agrl. Soc., Div. A. Sept. 9. H. A. Welch.
 Isle Verte—Agrl. Soc. Aug. 25-26. Ed. Cote.
 Laprairie—Laprairie Agrl. Soc. Sept. 22. Raoul Lussier, St. Philippe.
 L'Assomption—L'Assomption Agrl. Soc. Aug. 26. Geo. A. Landry.
 L'Avenir—Drummond Agrl. Soc. Sept. 7. J. H. Charpentier.
 Louiseville—Maskinonge Agrl. Soc. Sept. 15-16. J. E. Roy.
 Maniwaki—Gatineau Agrl. Soc., Div. B. Sept. 15-17. Palma Joanis.
 Marbleton—Wolfe Agrl. Soc. Sept. 9-10. C. G. Skinner, Bishopton.
 Montauban—Portneuf Agrl. Soc., Div. C. Sept. 8. Theod. Chateauvert.
 Mont-Laurier—Labelle Agrl. Soc. Sept. 1-2. W. M. Grenier.
 Montmagny—Montmagny Agrl. Soc. Aug. 25-28. Paul Carignan.
 New Carlisle—New Carlisle Agrl. Soc. Sept. 16. George M. Kempfer.
 New Richmond—New Richmond Agrl. Soc. Sept. 15. W. H. Willett.
 Notre Dame du Lac—Terniscouata Agrl. Soc. Aug. 26-27. L. J. Dube.
 Papineauville—Papineau Agrl. Soc. Sept. 2-3. J. N. Valliere, St. Andre Avellan.
 Parkhurst—Lotbiniere Agrl. Soc. Aug. 25. L. A. Dumont, Ste. Agathe.
 Plessisville—Megantic Agrl. Soc., Div. B. Aug. 25-26. Theod. Fortier.
 Pont Chateau—Soulanges Agrl. Soc. Sept. 7. Laurier Leger, Coteau Landing.
 Quebec City—Provincial Expo. of Quebec. Sept. 5-12. Emery Boucher.

Quyong—Pontiac Agrl. Soc., Div. C. Sept. 7-9. M. J. Muldoon, Beechgrove.
 Richmond—Richmond Co. Agrl. Soc. Aug. 27-29. W. R. Stevens.
 Rimouski—Rimouski Agrl. Soc. Aug. 28-31. Alfred Dube, Beausejour.
 Roberval—Roberval Fair. Aug. 10-23. J. Ed. Bolly.
 Rougemont—Rouville Agrl. Soc. Aug. 25. C. E. Levesque.
 St. Alexandre—Agrl. Soc., Co. of Iberville. Sept. 4-5. Alcide Quintin.
 St. Barnabe—St. Maurice Agrl. Soc. Sept. 22. Chas. Marcouiller.
 St. Bruno—Chamby Agrl. Soc. Sept. 9. Albert Bernard.
 St. Ephrem—Beauce Agrl. Soc. Sept. 24. J. A. Faucher.
 St. Famille—Montmorency Agrl. Soc., Div. B. Sept. 23. Albert Faucher.
 St. Francois-du-lac—Yamaska Agrl. Soc. Aug. 18-19. Alfred Allard, Blondin.
 St. Henedine—Dorchester Agrl. Soc., Div. A. Aug. 27. Oscar DeBlais, Frampton.
 St. Hyacinthe—St. Hyacinthe Agrl. Soc. Aug. 4-6. A. R. Demers.
 St. Jean—St. Jean Agrl. Soc. Sept. 7-8. J. R. St. Arnaud.
 St. Julienne—Montcalm Agrl. Soc. Sept. 22. J. F. Daniel, St. Esprit.
 St. Lazare—Vaudeville Agrl. Soc. Sept. —. Henry Reid, Vaudeville.
 St. Leonard—Nicolet Agrl. Soc., Div. A. Aug. 6. Henri Leblanc, Ste. Monique.
 St. Liboire—Bagot Agrl. Soc. Sept. 29-30. R. Gevry, Acton Vale.
 St. Michel—Bellevue Agrl. Soc. Sept. 9-10. Calus Lacroix.
 St. Pascal—Kamouraska Agrl. Soc. Sept. 15-17. P. W. Levesque.
 St. Romuald—Levis Agrl. Soc. Aug. 29-Sept. 2. Tel. Carrier, Pintendre.
 St. Stanislas—Champlain Agrl. Soc. Aug. 25. J. T. Jacob.
 St. Theodose—Vercheres Agrl. Soc. Aug. 26. Louis Dalpe, Vercheres.
 St. Victoire—Richelleu Agrl. Soc. Sept. 1-2. J. U. Girouard, St. Ours.
 Ste. Scholastique—Ste. Scholastique Exh'n. Sept. 14-17. J. Leo Beaudet.
 Shawville—Pontiac Co. Agrl. Soc. Sept. 24-26. R. W. Hodgins.
 Sherbrooke—Eastern Township Agrl. Assn. Aug. 31-Sept. 4. Norrey W. Price.
 Three Rivers—Three Rivers Fair Assn. Aug. 10-15. Gaston Panneton.
 Valleyfield—Valleyfield Exh'n. Aug. 17-21. Jacques Malouin.
 Victoriaville—Arthabaska Agrl. Soc. Aug. 18-19. C. R. Garneau, Arthabaska.
 Waterloo—Shefford Co. Agrl. Soc. Aug. 17-19. R. R. Bachand.

SASKATCHEWAN

Estevan—Estevan Industrial Exh'n. June 29-July 1. Irwin Dean.
 Lloydminster—Lloydminster Exh'n. Assn. July 27-29. Gordon M. Cook.
 Melfort—Melfort Agrl. Soc. July 16-18. G. B. Jansen.
 Moose Jaw—Moose Jaw Exh'n. June 25-27. George D. Mackie.
 North Battleford—North Battleford Agrl. Soc. July 30-Aug. 1. F. Wright.
 Prince Albert—Prince Albert Agrl. Soc. Aug. 3-6. John P. Curror.
 Regina—Regina Agrl. & Indust. Exh'n. Assn. July 27-Aug. 3. D. T. Elderkin.
 Saskatoon—Saskatoon Industrial Exh'n. July 20-25. Sid W. Johns.
 Weyburn—Weyburn Exh'n. July 2-4. Fred C. Zabel.
 Yorkton—Yorkton Agrl. & Indust. Exh'n. Assn. July 13-15. W. J. Cowan.

CONVENTIONS

CONNECTICUT

Greenwich—State Firemen's Assn. Aug. 21-22 (tentative). D. W. Harford, 10 Chestnut st., S. Norwalk, Conn.
 Hartford—State Gladiolus Soc. Aug. 20-21. J. Sheldermine.
 New Haven—State Grotto Assn. Aug. 21-22. Joseph Moorhead, Box 1774.
 Norwich—Junior Order. Sept. 26. J. W. Wellington, N. Franklin, Conn.
 Stamford—Veterans of Foreign Wars. July 24-26. G. T. Hatter, R. F. D. 2, Stamford, Conn.

DELAWARE

Wilmington—American Legion. Sept. —. H. Booth, Dover, Del.

DISTRICT OF COLUMBIA

Washington—Natl. Sojourners. June 25-27. Major G. F. Unmacht, Box 1822, Pittsburgh, Pa.
 Washington—Order of Red Men. Sept. 14-18. H. F. Stetser, 1521 W. Girard ave., Philadelphia, Pa.
 Washington—G. A. R., Natl. Encampment. Sept. 21-25. J. Risley, State House, Des Moines, Ia.
 Washington—American Legion. Aug. 6-8 or Aug. 13-15.

GEORGIA

Athens—American Legion. June 25-27.
 Atlanta—Junior Order. Aug. 11-12. V. Echols, Palmer Bldg.
 Macon—Knights of Pythias. July 7. H. L. Ferrell, 277 1/2 Auburn ave., N. E., Atlanta.

IDAHO

Idaho Falls—American Legion. Aug. 8-12. L. F. Albert, 316 Capitol Bldg., Boise.

Idaho Falls—State Moose Assn. Aug. 20-22. Mrs. Dora Wilkerson, Box 330, Caldwell, Ida.
 Moscow—Veterans of Foreign Wars. July 13-15.
 Pocatello—A. F. & A. Masons. Sept. 8. C. F. Pike, Box 1677, Boise.

ILLINOIS

Chicago—Order of Eagles, Natl. Aug. 13-17. J. S. Parry, Kirkwood Bldg., Kansas City, Mo.
 Chicago—Natl. Assn. Music Merchants. July 27-29. W. A. Mennie, 45 W. 45th st., New York City.
 Chicago—National Assn. of Broadcasters. July 6-8.
 Chicago—National Costumers' Assn. July 13-15. D. C. Sorensen, 1751 Champa st., Denver, Colo.
 Danville—American Legion. Aug. 22-25. Wm. C. Mundt, Box 910, Bloomington, Ill.
 Evanston—Knights of Pythias. July 21. C. Crawford, 6610 Evans ave., Chicago.
 Mooseheart—Chicago—Loyal Order of Moose. June 30-July 4. M. R. Giles, Mooseheart, Ill.
 Peoria—Dram. Order, Knights of Khorassan of Ill. July 4-5. Raymond Blair, Bennett Bldg.
 Rock Island—Knights Templar. Sept. 26-28. E. A. Glad, 3037 Fullerton ave., Chicago.
 Springfield—Knights of Pythias. Sept. 22-23. Al Douglass, 618 S. 6th st.
 Springfield—20th U. S. Infantry Veterans Assn. Sept. 4-6. R. N. Matthews, R. R. 1, Albion, Ind.

INDIANA

Indianapolis—Junior Order. Aug. 27. I. McFarland, Portland, Ind.
 Muncie—American Legion. Aug. 22-25.
 Terre Haute—State Firemen's Assn. Aug. 11-13. B. Marshall, Box 725.

IOWA

Cedar Rapids—Knights of Pythias. Aug. 26-28. Robt. R. Hibbs, 517 Fleming Bldg., Des Moines.
 Clear Lake—P. M., Order of Odd Fellows. July 15. C. B. Schack, Harlan, Ia.
 Clinton—American Legion. Aug. 24-26. G. A. Anderson, 214 S. Fourth st.
 Eldora—State Firemen's Assn. Sept. 15-18. P. A. Soener, Box 486, Independence, Ia.
 Iowa City—Loyal Order of Moose. July 31-Aug. 2. E. U. Meyer, 405 Brady st., Davenport, Ia.

KANSAS

Wichita—American Legion. Sept. 6-8. E. A. Ryan, Topeka, Kan.

KENTUCKY

Frankfort—Junior Order. Aug. 25-26. O. C. Stubbs, First Natl. Bank Bldg., Covington, Ky.
 Paducah—American Legion. July 20-22. T. H. Hayden, War Memorial Bldg., Louisville.
 Richmond—Order of Red Men. Aug. 11-12. E. H. Musterman, 2233 Rowan st., Louisville.

LOUISIANA

New Orleans—American Legion. Aug. 27-29.

MAINE

Lewiston—American Legion. June 25-27. J. Boyle, 104 Main st., Waterville, Me.

MARYLAND

Annapolis—Order of Elks. Aug. 3-5. R. E. Dore, 12 Brewer ave.
 Baltimore—American Legion. Aug. 26-29.
 Baltimore—Veterans of Foreign Wars. June 26-28. W. M. Miller, Memorial Bldg.
 Hagerstown—State Firemen's Assn. June 24-26. G. R. Lindsey, 221 E. Washington st.

MASSACHUSETTS

Boston—Adv. Fed. of America. June 28-July 2. Earle Pearson, 330 W. 42d st., New York City.
 Boston—N. E. Gladiolus Soc. Aug. 15-16. G. E. Folk, Oakdale, Mass.
 Byfield—Junior Order. Sept. 15. E. C. Dorr, 28 Union st., Groveland, Mass.
 North Adams—Order of Eagles. June 28-30. M. L. Foley, 59 E. Housatonic st., Pittsfield, Mass.
 Springfield—American Legion. Aug. 20-22. H. P. Redden, Room 159, State House, Boston.
 Springfield—State Firemen's Assn. Sept. 8-9. D. Looney, Old South Bldg., Boston.
 Worcester—Yankee Div. Veterans' Assn. AEF. June 26-28. E. J. Noyes, Hotel Bancroft.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

BEST A. C. BIZ SEEN

Amusement Industry Is Facing Biggest Summer in Its History

This is consensus of association members, who report added facilities for crowds—auditorium dark so far as attractions are concerned—midgets from England

ATLANTIC CITY, June 20.—That the amusement industry here faces the biggest summer season in its history is the consensus, as expressed by representatives of all principal amusement enterprises at annual meeting of Atlantic City Amusement Men's Association in offices of President Frank P. Gravatt, Steel Pier. All reported increased summer bookings as well as additional methods of crowd handling. These officers were re-elected: President Frank P. Gravatt; Vice-President C. A. Hill, Million-Dollar Pier; Edward J. O'Keefe, secretary-treasurer; Herbert Copeland, Warner Theaters; Harry Waxman, Hollywood Theater; Mortimer P. Lewis, Apollo Theater, trustees.

No Opposish From Aud

Resort parking problems and anticipated activities of Convention Hall were also discussed. The amusement association is not opposed to anything in the big hall which is not direct competition to them or a duplication of their own business, members said.

Auditorium will be dark this summer, so far as amusements are concerned, as convention bookings increase and the hall's force hard put to install many national gatherings. Manager Phil Thompson said that, owing to large convention bookings in the fall, football in the big hall may be discontinued. Ice hockey will be brought back, as receipts last season were 25 per cent better than in any other previous one.

Midgets on Big Liner

England's smallest and England's largest will be the situation on Sunday when Great Britain's new Queen Mary sails for America on her second voyage, carrying a troupe of 40 Royal British Midgets. At Million-Dollar Pier they will be featured in Midget Wonderland, to be specially constructed on the pier. They specialize in aerial performances. Greeted by an official reception committee in New York, they will come for opening of the pier's summer season on June 26. The spot has prepared the greatest array of name attractions since the "old days."

Main ballroom has been renovated, additional orchestra stand erected and season will open with Joe Venuti and his band and Eddy Morgan and his orchestra in his second full season at this spot. Town Hall is a new spot on this pier. Scheduled features are name vaudeville, special radio hookups, novelties, exhibits, net hauls, aquariums, sun decks and bathing lockers.

Venice Reopens in Detroit

DETROIT, June 20.—Venice Beach, closed for two seasons, opened last Sunday to fair business, with Tom Barry as manager. Don Zulu and his orchestra, who opened the ballroom, were not booked until early Sunday afternoon, to open two hours later, booked thru Mike Falk. Venice Beach was for several seasons a leading exclusive east side park, specializing in its open-air ballroom, concessions and fine bathing beach.

Resort Using Bank Nights

PROVIDENCE, June 20.—Bank Nights are being adopted by Rocky Point, amusement resort near here. Working out well and holding crowds until a late hour, the stunt probably will be a weekly feature. A new Mystery Ship ride has been installed and many concessions renovated and improved in anticipation of Tercentenary crowds.

Ants in the—Wood

NEW CASTLE, Pa., June 20.—Termites have attacked wood in the gorge ride in Cascade Park here, which has been operated several years by Billy Glenn, and have done so much damage that the ride must be dismantled, Mr. Glenn said. Inspection revealed that it would be too costly to attempt to repair it or restore it to condition for operation.

Jefferson Installs Changes in Layout

DETROIT, June 20.—Reconstruction in Jefferson Beach Amusement Park, nearly completed, has had several changes in layout since formal opening. Bingo game is moved to an indoor setting to avoid noise of rides. New sportland installed in the former restaurant building has 18 electric cranes and 30 popular pin games, operated by Bill Beasley, lessee, with Peter Boddery as manager.

Dredging being practically finished, the park is being visited by yachts able to sail right up to the dock for the first time. Bathhouse opened to good business, with E. (Red) Alexander, manager; Cora Zeitz, assistant; Ted Rogers, Emile Mibard, chief life guards.

Archie R. Galbraith, former independent accountant, is new park accountant and W. Harvey Bigras is assistant to Park Manager Jack Stevens. Mr. Bigras having been with Eastwood Park last year and formerly with Jefferson Beach and Walled Lake Park several years. Manager Stevens spent a week in Ohio inspecting new park attractions. Charles Agnew's Band in the ballroom was followed by Don Bestor's Orchestra for a 10-day run. Jimmie Jenkins' Band, featuring Jack Daly, singer, has been engaged for the season, ballroom to use two bands. Stanton Welsh, ballroom manager, was in a hospital eight days with blood poisoning.

The *Billboard* agent in the park this season is James Rodda, of the Penny Arcade staff. Additions to roster include Clark Kittinger, high striker; Mrs. Patricia Schaaf, character reader, and these operators of concessions managed by R. W. Brown: Jack Galvin, silver store; Eddie Gold, Jake Fisher, blower; Babe Barkoot, blankets; Kid Lemons, groceries; Syrian Pete, dog store; Frank Daniels and Saul Rosenfeld, cat store.

Fire Razes Winnwood Beach Home, Bathhouse

KANSAS CITY, Mo., June 20.—Fire at Winnwood Beach destroyed bathhouse and summer home of Frank Winn Tuesday night. All that remain are the stone foundations. Mr. Winn said he built the bathhouse in 1928 at a cost of \$83,000 and his home for \$3,500. There is, he said, \$50,000 fire insurance on the damage.

The amusement park is six miles north of Kansas City on Highway No. 10 and had recently returned to the Winn family, who developed it, thru purchase of the park by Miss Mary E. Winn, sister of Frank Winn. The property, under foreclosure, went to the AKB Realty Company, a holding corporation for Edward Aaron, who, in turn, sold to Miss Winn on June 4.

Bathhouse, two-story structure, was to be opened for swimming next Sunday and Mr. Winn was doing repair work. He said a smaller building will be converted into a bathhouse for this season and that later he will build a structure for next season. Bathhouse and dance pavilion are the only features that will be operated this season.

Lake Hellums Opening Good

ENID, Okla., June 20.—At Lake Hellums, under management of Ray Steck, recently opened to good business, a new thrill ride has been installed and a large public address system. Larger picnic grounds have floodlights. Free bus run daily is proving a good biz getter. Park draws from many miles around Enid.

Pool Flood Damage Costly

PITTSBURGH, June 20.—Willows Pool, Oakmont, damaged by the spring floods, has been repaired at cost of \$25,000 and reopened under management of Charles Gerding with many new features and an advertising program in the tri-State territory. Gate is 30 cents for adults and 15 cents for children.

Eastwood Has Second Fire

DETROIT, June 20.—The second week-end fire in Eastwood Amusement Park this season did minor damage to the shooting gallery, caused by crossed electrical wiring and occurred, as did the earlier blaze, while the park was filled with people, but no injuries were reported.

SHEBOYGAN, Wis.—Four Rhesus Macaque monkeys have been added to Vollrath Park Zoo, reported Director Henry Hansen.

Refreshments Go Big At Opening in Detroit

DETROIT, June 20.—Final compilation on refreshment business in Jefferson Beach Park for the opening three weeks ago disclosed what may be an all-time record—that gross receipts on refreshments for the three opening days were within \$50 of total receipts last year for the first six weeks. Park opened about the middle of April last year and this figure is based upon April and May revenue. Decoration Day week-end alone nearly equaled that figure this year, according to Ray Williams, lessee of the concessions.

Ont. Lakeside In New Mark

Port Dalhousie spot sees record for early biz—big outings are lined up

PORT DALHOUSIE, Ont., June 20.—Outing season, on in Lakeside Park, will continue until middle of August, and some picnics are drawing as many as 6,000, reports H. McGeachie, veteran concessioner, who says business is much better than in previous years.

Lineup of concessioners and agents includes: Fishpond and novelties, F. Williams, owner; G. Rogers; Archie Mitchell, wire worker with novelties; ball game and toss-em-in, Rod Vassar, owner; Bob Colburn, stock keeper and two agents; McGeachie's bubble game and rolldown, Sammy Clark, Jack McDermott, agents; McNulty's strings, balloon buster and cigar shooting gallery, Doc Baker, Cap McNulty, Bill Armitage, agents; Leo Nesbit, stock keeper.

Park-owned rides are Merry-Go-Round, F. Hopkins, foreman; Ken Carr, clutch; Heyday, Stan Carr, foreman, two assistants; Aerial Swings, Jack Colburn, foreman; Big Slim, operator; Caterpillar, Howard Brown, owner; Johnnie Olsen in charge, assisted by Johnnie Brown; Kid-die auto ride, Howard Brown, owner; Mrs. Brown, Red George, tickets. Dune Monroe has rowboats, with Ed Rooney in charge and Harry Holmes has bicycle boats on the lake and kiddie paddle boats, with Bill Brooks in charge.

Mrs. Mantley has custard, candy and pop corn, photos, hamburger, lunch counter and tomato juice; Charley Vaughan, ice cream, ginger ale; Ray Kelly, manager of Honey Dew Company's stand; Jennie Daniels, counter; Lorne Hunter, manager of potato chip stand, and four helpers; Rus Cudney, in charge of all refreshment stands; Mr. and Mrs. Whitaker, flashy drink stand at head of midway.

Lakeside Inn and park cafeteria are open, with Chef George Hamilton and a large staff. Electrician Eric Palin, who has the public-address system working perfectly, also manages the dance pavilion, where Hal Davis Orchestra is drawing well. Hal Wagner is conductor; Bill Howcroft, first trumpet; Bob Robinson, second trumpet; Gord Jarvis, trombone; Chuck Fitt, first sax; Steve Valerote, third sax; Bill Henschall, bass; Harv Smith, drums; Norm Duff, piano, playing nightly and broadcasting over CKTB, St. Catharines.

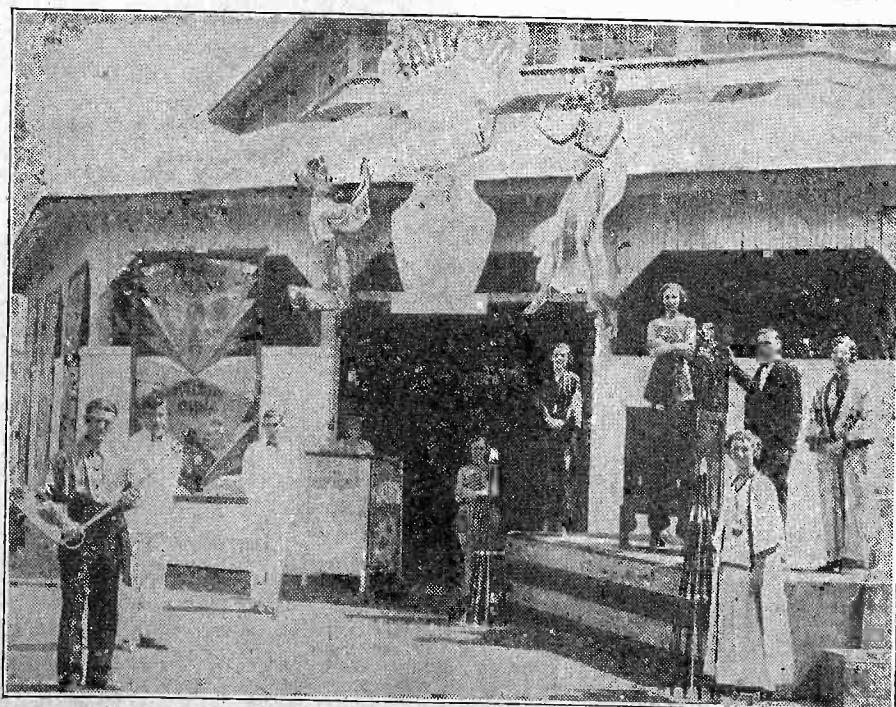
Chief of Police Higham is assisted by Deputies Bob Smith and Slim Beatty. Office staff is headed by Jack Legge and Doug Foster, with Jimmie Carnie in charge of night cashiers. Sid Brookson continues as park general manager.

Big Coach Job to Beechner

LINCOLN, Neb., June 20.—Ralph Beechner, pool and dance pavilion manager in Capitol Beach Amusement Park, has been appointed head coach of Lincoln High School, biggest public high school in the State. Between park seasons he has been head coach at Jackson High and last season went thru an undefeated football season.

Latshaw Back at Akron Pool

AKRON, June 20.—Ed Latshaw, many years manager of Crystal Pool in Summit Beach Park, who resigned a year ago when appointed deputy sheriff and who has been recalled by Ed Sheck, owner, to supervise the pool, reports early-season business best in recent years. Mrs. Latshaw is again in charge of tickets. Tie-ups are again planned with newspapers.



FRONT OF FANTASIA, illusion show, being presented in Coney Island, Cincinnati, for the summer by Leo J. Zolg. Left to right: Jack Henderson, Jack Zolg, Art Zolg, Hazel Ludwig, Mae Roberts, Betty Henderson, April Dice, Leo J. Zolg, Mrs. Zolg and Doris June, standing below bally on right.—Photo by Lester Lake (Marvello), inside lecturer.

AN Invitation



ABOVE: A bird's-eye view of Glen Echo Park, Washington, D. C. ON THE RIGHT: A close-up of one of the New Dodgem Boats in operation.

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Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Looks like plenty of attention will be paid by the amusement tribe to attracting motorist trade, which, season after season, looms up as being the most lucrative. Attitude seems to run, "If the fellow's got a car and he's out riding he's out to spend a dollar." Such a method of reasoning is not easily punctured.

Roadside spots and various types of stopoffs in Long Island's quarters have managed in recent years to do well enough to keep from running into financial hazards. Most of the places have reaped their harvests from the transients, upsetting somewhat the contention that a place must definitely have a following to be made to go.

To this chronicler's way of thinking, the major item in attracting the transient motoring clientele is location. An out-of-the-way spot is okeh for the "following," but a first timer will not resort to road maps to find his pleasure. To the contrary, he will look first for convenience. Then again there is the appearance of the place. A cheerfully made up outside, with some well-placed shubbery, strikes the bull's-eye in winning the motorists' fancy. Once inside, if the customer finds a reasonable bill of fare and service, one will find that his purse strings are easily untied.

Long Island has roadside spots of various sorts that run close to the thousand mark, the Long Island Chamber of Commerce brought out recently approximately 10 per cent of these places use entertainment of some sort. Therefore this phase of biz is vitally important on Long Island.

ROCKAWAY BEACH: Weather's been hampering things a lot around here of late. The oldtimers, including Phil Addison, John Gordon, John Wainwright, Sam Weiss and the Faber brothers, have happy hopes for the season nevertheless. Despite poor weather they maintain that they've "plumbed enough" (See LONG ISLAND on page 67)

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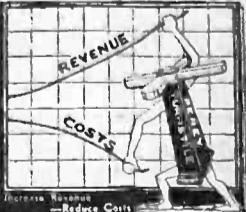
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Drinking Sanitation as a Business Asset

By Embree G. Jaillite

(Public Health Committee of the Cup and Container Institute)

NOW is the time for all good people to get ready for summer amusements. State, district and county fairs are preparing to open, outdoor amusements of all kinds are about to burgeon. It's a grand time for nature lovers and a bad one for hay-fever sufferers. It's the time to be carefree, lackadaisical, just plain lazy or whatever one is best at on a summer day when the sun is bright.

But here we come, Old Father Gloom, with a scuttle of words for wise outdoor amusement managers. Nor are managers the only ones on whose ears these words might fall with a neat profit. Everyone who is at least casually interested in protecting his health is welcome to listen in.

For it is of health we speak, or rather of some common dangers to health as they are found at some types of bubbling fountains and at scores of soda fountains.

Let's talk first about bubbling fountains—bubblers, they are called. Indoors and outdoors, one sees them everywhere. And most of you have slaked your thirst at them. Moreover most of you at the time felt, quite reasonably, that here was one source of drinking water of undoubted purity. You asked yourself, "What chance have germs to loiter where water dances so prettily?" Too bad. Such an innocent question makes the truth hard to tell. You are going to be shocked, and it is too bad. But we'll lead up to it gently;

we'll control the juice thermostatically so that you'll feel it by degrees, not all at once. We'll restart and remind you of dangers connected with the common drinking cup.

Cup Was Public Enemy No. 1

You remember our old friend the common drinking cup. It wasn't a friend really. Because this mild-appearing vessel was the means of transmitting a host of communicable diseases. It used to be, we say. Now it has been banned by law in all save three States. It was Public Enemy No. 1 long before Al Capone or any of his now-departed successors to the title had appeared. It aided and abetted the passing around of such diseases as tuberculosis, trench mouth, scarlet fever, diphtheria, whooping cough, lobar pneumonia, measles, mumps, common cold. It helped to make life miserable in entire neighborhoods and communities. And when its use was legal on passenger trains it helped to spread disease across large areas. No one knows for sure how many deaths were attributable to the common drinking cup, but our guess is that the number would make most casualty lists look pretty sick.

Well, came the day when the common

ble fountains and bubble fountains. The worst of them are not much, if any, better than the common drinking cup. Too many of the older types of bubble fountains permit the lips of the drinker to touch the fountain where the jet of water emerges, thus contaminating it as effectively as if the old-fashioned cup or glass were still in use. Fountains with vertical jets constantly contaminate themselves by allowing water and secretions from the mouth of the drinker to fall back into the fountain when the water is turned off. In some types the accidental plugging of the wastewater pipe would allow water to back up and flood the whole bowl, with consequent soiling of the outlet pipe or outlet hole."

A government official, writing on *The Relative Sanitary Values of Different Types of Drinking Fountains*, said: "To

dirty, unkempt-looking fountain is a business liability, and that an ill-groomed attendant with soiled hands and nails is capable of contributing little save in the way of a deficit. The more obvious requirements of sanitation are well known to the public. Naturally, you must and probably do respect them. What we are most concerned with here are the less evident sources of public infection and the ensuing disaffection of the public if no notice is taken of them. For word is bruited about how negligent the Greasy Spoon is in matters of sanitation.

Public Lax in Sanitation

We have all at one time or another been served at a fountain where proper washing of glasses and utensils for eating seemed about as perfunctory and disinterested a doing as walking down the street seems to the uniform pedestrian. Only the consequences of this indifference can be, indeed, are more serious. The same afflictions arising from the common drinking cup are present also in the hastily washed glass on which an infected person has deposited a little patch of his germ-bearing saliva. Consequently ordinary decency requires that some provision be made for dispossessing the germs of any articles which come in contact with the public's mouth. Or to put it another way the articles must be cleansed so thoroly that the soda fountain will be a spot where eats and drinks can be enjoyed without fear of infection. Nothing unreasonable about this and it can be done with a little trouble and some expense. There are several ways of going about it.

The plain truth is that germs to be killed must be subjected to boiling water and soap or to chemicals or live steam. Nothing pleases a germ more than to be dunked in warm water and then massaged with a towel on which some of his fellows are reposing. Under such conditions life for him is a song. No, this won't do. Strong-arm tactics are necessary to deal with him; he must be rubbed out or he'll live to plague you and others.

In St. Louis restaurant laws require one of three methods of germ obliteration to be followed: (1) boiling the used articles for not less than one minute; (2) washing in hot water containing soap or another effective agent and then rinsing in clean boiling water for not less than one minute; (3) thorough washing and then immersion for at least one minute in a solution which is exactly prescribed. Then there is another way, which is arrived at by installing a dishwashing machine. A good idea, because most health authorities say its proper use writes finis to the career of even the hardest boiled germ. But let us interpose here a word of caution. To be effective the mechanical dishwasher must not be operated as if the attendant had only two minutes to keep his date for the races. Hasty or slovenly practices on the attendant's part can undo all the good of the machine. If these devices don't appeal to you, you might try paper containers which are disposed of in a trice and are inexpensive, as we pointed out in connection with drinking fountains.

Now that we have told you some of the facts of life, what will you do about them? Nothing, probably. People somehow refuse to budge until they have been jolted into it. Frightful as it may seem, we are inclined to recommend a good epidemic over your way so that you'll get a concrete example of what we've been talking about (We take back all this if you are now practicing what we preached). Besides, we are not sure who would be hurt worse by our hypothetical epidemic, you or the patrons. Which raises a point probably worth your consideration: that a regard for sanitation may be a business getter you hadn't thought of exploiting to the fullest. While you are thinking about it we'll go and get a coke.



TO THE BACTERIOLOGIST, cultures developed from germs found on the common drinking glass appear in colonies under the microscope.

drinking vessel no longer was allowed to appear in public. The old girl (if we may arbitrarily give this little article a momentary sex) had had her fling; she was over and done with and was booed as much as any old has-been who tries to cartwheel across the stage when it takes all the strength she can muster to hobble. People breathed a little easier. They had been told of the perils of the common drinking utensil and now they viewed the new bubbler fountain as the answer to the hygienist's prayer. Were they wrong? They were. For nowadays sanitarians agree that the antics of bubblers are more akin to those of small boys playing on a pile of manure than, let us say, to those of the pure in heart and habit. But let an outstanding authority speak.

How Germs Are Thrown Away

Here is what Dr. W. W. Bauer, director of health and public information of the American Medical Association, said in a radio talk:

"I spoke before of the bubble fountain, which was supposed to be the final answer to the problem of the common drinking cup in public places. Yet experience has shown that there are bub-

our amazement we discover that instead of being a protection, our supposedly sanitary substitute for the common drinking cup is distinctly a menace to public health fully as great as the cup itself."

What to do? Well, you can employ a plumber to substitute fixtures which will bring your fountain up to date. More than likely the result of that workman's efforts will be a fountain which spouts a horizontal rather than a vertical stream of water. . . . Or if plumbers scare you, you can utilize moderately priced paper cups which can't pass along germs because both cup and germs are thrown away with a single gesture.

And speaking of germs, it might not be amiss to remind you that a carrier of germs might be what he is and yet not aware of it. But let him drink or eat with an article which is not subsequently cleansed properly, and those who use the article after him had better watch out because they have been needlessly exposed to a throng of ailments to which flesh is heir.

If the field of your endeavors extends to the operation of a soda fountain the same principles of sanitation apply there also. You don't have to be told that a

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Old Orchard Beach

Here we are again: same sand, same ocean, same people. Howard Duffy general as ever. Christy's Lunch doing land-office business after a busy winter in Portland. Santini hasn't shone yet; wonder whether he made a mistake with one of those knives—or maybe the wife put on weight! The Great Edwards made his first appearance, at the Jack and Jill as usual. Says he won't be around this year—much. Understand he's joined the U. S. Engineers. Arthur still playing with his Skooter cars in the Whiteway. Everybody likes Arthur; must be that smile. Mrs. Fitz and her passionate puppies tickling palates at entrance of the Whiteway; moved from the old stand next to the drug store where she was so many years. Tommy Dorsey and his band packed 'em at the pier; nice band, nice feller. Blanche Calloway due next. New low rail rates from Portland appear to be causing busses plenty of grief. Chief of Police Rumery, of the eagle eye, keeping good order. Freddie had both Beano games going over the week-end, but good. Most of his old crew back on the job. Old Mill's new front is a nice flash. Patricia still reading chirography on the pier. People still wondering who the Magic Eye is. What if they knew there are two of us? There'd probably be at least one blackened. Anyway, as the stag said to the doe, "Some fawn, hey keep?"

—MAGIC EYE'S MAGIC EYE.

Savin Rock, Conn.

Jack Tiernan, owner of many of the rides at the Rock, and Fred Levere, owner of White City and head of Savin Rock Company, are optimistic as to prospects. Added business is expected from veterans receiving bonus. Some of the rides have been given new fronts with fresh paint. Gullano's Flying Horses doing fine business of late, school commencements sending many youngsters to the Rock. Heavy rain over June 13 week-end hurt. Friday night season's first wrestling show at the Rock was canceled. Thunderbolt Roller Coaster, recently partially burned, has not been put in operation as yet. It was believed it would be ready for Decoration Day, but now opening date is indefinite. Lightning Bug in the Grove and Seaplanes are getting a better play, with school parties the larger part of patronage. With each warmer day a new stand opens, so that by the Fourth of July the midway should be pretty well filled. Peter Franke, promoter of the walkathon last winter in Gullano's Merry-Go-Round Pavillon, has opened another concession stand on the Beach street midway, making two. Barney Rapp's Pavillon Royale, leading night club at the Rock, has done fine business thus far and Worthy Hills is entering his sixth year in this spot, an all-time record.

Whalom's Start Is Better

FITCHBURG, Mass., June 20.—In Whalom Park, off to a good start, attendance records have been shattered. Ballroom, under management of Forrest L. Abbott, is handling thousands nightly, with name bands featured. New bowling alleys are attractive. Concessioners report good business. Fireworks are used each week. Park appears to be drawing from a larger radius than ever before. Officials of Fitchburg & Leominster Street Railway Company, owner, predict all records for attendance and spending will be broken.

Canobie Is Featuring Bands

SALEM, N. H., June 20.—Canobie Lake Park, following a successful reopening, has been playing dance bands, including Joe Rines and his Club Mayfair Orchestra, Boston; Billy Ryan's Brocktonians, Brockton; Jack Francis and his Broad Cove Band, Allen Curtis and his Rosebud Gardens Band and Billy Murphy and his Royal Arcadians. New ballroom has been drawing capacity. Among attractions are pool, new roller-skating rink, new bowling alleys, Roller Coaster, Merry-Go-Round and Dodgem. A speedboat, large launch and canoes and rowboats are on the lake. There is a large restaurant and cafeteria. Operators predict a banner season.

Pools Put in Turnstiles

Two new swimming pools in the national capital; Summit Hotel Pool, Uniontown, Pa.; Oriental Beach, Manhattan Beach, Brighton Beach Baths and Pools; public pools in Pittsburgh; Ironton, O.;

Norwood, O., are some of the many pools which this year are going in for scientific crowd control. This method of scientifically arranging entrances, exits and pedestrian traffic control points was developed by the Perey Turnstile Company, designed to save labor, stop revenue leaks, prevent "gate crashing" and speed up handling of crowds.

With the Zoos

CHICAGO.—Chicago Zoological Society, John T. McCutcheon, president, is sponsoring an arctic expedition, to sail from Boston for Greenland on the schooner Morrissey under command of Captain Robert Bartlett, veteran arctic explorer. Ten young American boys selected by Captain Bartlett will accompany the expedition, which hopes to capture a pair of young walruses and some musk oxen for Brookfield Zoo, Chicago.

SALT LAKE CITY.—Pending a fight to move Hogle Garden Zoo back to Liberty Park, Commissioner P. H. Goggin is working out a project for improving the zoo. The commission is against moving at present because of financial problems and removal probably will not take place this year. Captain Ralph McCollin is in charge. Dutch Shider is in charge of the few animals left in Liberty Park Zoo. Art Gardner, concessioner there, contemplates buying more animals to donate, having given two seals to the park in the past.

SAN DIEGO.—Several additions will be made to the zoo in Balboa Park with arrival of a shipment of animals obtained in the Far East, said Dr. Harry Wegeforth, president of San Diego Zoological Society, who returned recently from a trip to the Philippine Islands, Java, Singapore and Japan. In the consignment are 26 Gibbon apes, which will make the collection of apes at the zoo about the finest in the world. Several orangutans were obtained and two habroussa hogs from Celebes Island.

ALBANY, N. Y.—Thomas L. Finn, widely known showman, who for 46 of his 62 years tramped under canvas and is best known for his productions of *Uncle Tom's Cabin*, has opened a zoo on his Carey avenue property here, starting with small specimens and odd and exotic denizens of the tropics.

FT. WORTH, Tex.—Zookeeper Hamilton Hittson, Forest Park Zoo, has secured 15 animals, which were to have been used at a wild-life concession at Dallas Exposition, for the local zoo for their board and room only. There was not enough space for the animals at the expo, so they were brought here by Mr. Hittson. Valued at \$5,800, they include 13 gibbon apes, nine-foot lizard and albino rhesus monkey.

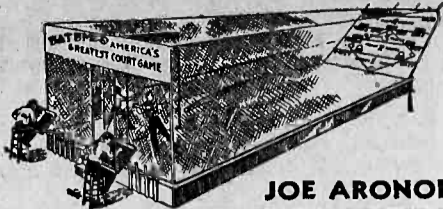
MILWAUKEE.—Breeding cages in which mother animals and cubs will be safe from vicious males are needed to prevent repetition of a recent accident in which an adult polar bear tore off the leg of one of the black bear cub triplets in an adjoining cage, Director Ernest Unter-mann, Washington Park Zoo, declared.

JACKSON, Miss.—To stimulate more interest in its growth, the Municipal Zoo is regularly running half-page ads in local dailies, telling of it as an asset to the community and pointing out that it has grown in a decade from a small collection of wild life to 471 animals and 163 species. Admission is free.

NEW ORLEANS.—With nearness of completion of a \$250,000 WPA project zoological gardens in Audubon Park, Superintendent Frank Neelis announced that many animals, birds and reptiles has been moved into new quarters. All cages and houses are temperature-controlled and easily accessible by asphalt roads and walks. A large sum will be spent on remodeling Odenheimer aquarium.

PITTSBURGH.—Buffalo twins, first ever seen here, were born in Highland Park Zoo. Both are helpers. Zoo Keeper Arnold Schaumann said buffalo twins are rare. Other recent births include a female native white tail deer, American elk, Exls deer and Sika deer. First shipment of \$2,000 worth of animals donated by a patron include two cheetahs, three bless buck antelopes, armadillo, female leopard, female puma, 12-foot boa constrictor, pair of wolves, coyotes, peccaries and baby ocelots. Second shipment from Louis Ruhe, animal dealer, will bring mates for the leopard and puma.

BATEM BASEBALL GAME



Now Operating To Great Success at The Texas Centennial Exposition.

MY NEWEST MODEL. This Wholesome Game Is a PROFIT MAKER!

This Game gets "repeat" business. New model can be set up as indoor or outdoor game and operates automatically. BASEBALL SEASON IS HERE! Don't delay. Write for full details.

JOE ARONOFF, 2937 Park Row, Dallas, Texas

Zoo Bull, Keeper's Killer, Is Executed

SAN FRANCISCO, June 20.—Suddenly turning "bad" and killing his keeper, Edward Brown, 45, on Tuesday, Wally, male elephant in Fleishacker Zoo, was executed by two police inspectors with heavy moose guns on Thursday after much protest against his destruction and issuance of a temporary injunction protecting him.

Keeper Brown was gored by the bull's one tusk and trampled before other attendants could rescue him. It is thought summer heat and being separated from other elephants in the zoo brought on the rampage.

Superintendent Edmund Heller said he feared sparing Wally's life would put other employees in jeopardy.

Radio Cast to Philly Spot

PHILADELPHIA, June 20.—S. S. Fun for All, radio participating show heard on WDAS, has been sponsoring Sunday all-day-on-water excursions of the Erickson Line. However, too many landlubbers in this mythical radio ship cast made possible arrangements for weekly outings on land. Starting on June 20, radio cast and listening audience will frolic in Lakeview Park.

Detroit Zoo Staff Swamped

DETROIT, June 20.—Business has been so good in Detroit Zoological Park that Superintendent John T. Millen applied to City Council for permission to hire extra help to handle the increase. Revenue-producing activities have been cause of the jump, with a 60-per-cent increase in business reported over last year to date.

Park Free Acts

TUDOR SISTERS and Avery, with Eddie Keck, will open in Eastern parks for George A. Hamid, Inc., week of July 4.

CONTRACT to supply acts for House of David Park, Benton Harbor, Mich., has been made by Frank Gladden and Joe Cody, Metropolitan Fair Booking Association, Chicago.

AFTER completing five weeks of Hamid and Morton Shrine dates, ending in Montreal, Merrill Brothers and Sister opened in Olympic Park, Irvington, N. J., with Steeplechase, Coney Island, N. Y., and other park dates under Hamid banner to come before going west for fairs.

OPENING on May 29 for two weeks in Idora Park, Youngstown, O., Eddie Ruton and his Alley Dogs have seven weeks in parks before playing fairs for Barnes-Carruthers.

ATTENDANCE having been nearly 250,000 during their first two weeks at Pontchartrain Beach, New Orleans, Manager Harry Batt extended the engagement of the Three Aces, aerialists, an extra week. Blondin-Rellims Troupe, high wire, began an engagement that was originally scheduled to begin with departure of the Three Aces.

FIREWORKS depicting an aerial bombardment were offered in Eastwood Park, Detroit, Decoration Day night. Ray Wood performed his 100-foot "dive of death" and Margo Martin, balloonist, made a double parachute jump.

RITA AND DUNN, high wire, who went into Lakeside Park, Dayton, O., on June 6 for two weeks, report a big demand for acts in parks and that they have been tendered more dates than they can fill.

A. M. BROWN, manager of Buckeye Lake (O.) Park, said a policy of playing free acts will be continued thruout summer. Recent acts were Ruton's Alley

WANTED AT ONCE

Small Rides, Side Shows, small Games and Japanese Roll Games. Any interesting small Attractions, for Chicago's Navy Pier.

JAMES J. WESTON, Managing Director, LAKE SHORE SERVICE CO., East End Navy Pier, Chicago, Ill.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Dogs and Betty Thomas, aerialist. Mabel Mack's Mules have been booked for a week.

LONG ISLAND

(Continued from page 65)

of the spirit" since Decoration Day to make them believe that this is a spending year.—Without a slide show, which means without Murray Kraut, the Boardwalk seems to be minus a certain something. For one thing, it means the absence of the picturesque figures associated with that line of show biz.—WPA workers will do most of the beach cleaning along the shore.—Playground at Beach 73d street, a WPA project, has been dismantled entirely, which made some of the amusement crowd glad. Competish from Uncle Sam, especially in these times, is enough to bring on sleepless nights, and elimination of the government playground may mean more rest for near-by amusement fellers.

Sam Cohen, life guarding at Arverne, gets a picture contract in the fall as a character man.—Jack Sigel, Boardwalk electrician, is a groom.—Phil Hogan's revolving ball game going along with a good measure of success.

LONG BEACH: Jim Cussak is head of the local life-guarding force, which has been increased from 50 to 75 in anticipation of a proportionate increase this summer in the number of visitors.—Plan to charge a fee for bathers has been very definitely vetoed by local merchants. Harm of such a step would offset its good points.—Welcome: Hix Hicks, Charley Ableman, Tom Birch, Bills Farnsworth, Dave Soden and Manny Baskin.—About a dozen swimming pools in swing here this summer.

AGRICULTURAL

(Continued from page 54)

fact that about a quarter of the acreage that was sown to wheat last fall has been abandoned. Abandonment this spring was twice as heavy as average.

Spring wheat seeding was from 10 days to two weeks late, but there is a larger area in ground now than a year ago, judging from trade reports, and moisture conditions are quite favorable. This also applies to Canadian acreage.

As to the world wheat situation in general, stocks of old wheat are now down about 300,000,000 bushels under those of a year ago, reduction being about equally divided between exporting and importing countries; in this country record stocks held in 1932 have now been cut down about one half. In short, the world has now brought its carry-over of old wheat down to about normal. The wheat market lately has been slightly bearish, however, as a result of improvement in the prospect for winter wheat crop and larger acreage and favorable conditions for spring wheat. If planting intentions are carried out, an increase of nearly 10,000,000 acres in wheat acreage in the Northern Hemisphere and substantial gains in the Southern Hemisphere are in prospect, and in both regions moisture conditions are more favorable than last year.

American Recreational Equipment Association

By R. S. UZZELL

BELMONT PARK, Montreal — At last Old Sol is smiling on beautiful Belmont Park. Saturday, June 13, was better than any Sunday in 1935. Rex D. Billings is reaping his reward for his courage in standing by the guns. He left Miami, Fla., this year in February and came into the unusually severe winter here, and has remained on the job constantly since that time. He found the park in February covered with four feet of snow. It was followed by a flood in this city. This park is fortunately situated above the flood level, so he escaped that handicap, but went into a cold, wet spring for construction and painting and for much of the early operation.

Sunday, June 7, was really his first favorable Sunday. When this place gets the weather it clicks and now is about 25 per cent above the corresponding time last year. On the whole, it is an encouraging example of how a man with experience and courage can take a park off the skids and put it back on the winning side. His publicity campaign was well thought out and far above stereotyped methods. Each release carried a new note of interest and progressive action and was backed up by performance. Result: More picnics booked for 1936 than in all of the 13 years' history of the park. It can be done with action, courage, optimism, work, work and more work.

Pace Caught by All

From the moment one enters the park there is ample evidence of a new day. When the oldtimers began to brush up and doll up, the laggards caught the spirit and fell in line. They all adopted the color scheme, and were soon brightened up with four colors which are a pleasure to see. This is well, but color alone is insufficient. Should patrons go home and report only a change of color, the trick could not be turned. Each one must do something new. Once started, each concessioner caught the spirit and added a new front and some actual improvements to attractions.

Down in the city in banks, hotels, stores, freight offices and custom house, the writer was told that Belmont Park had made the grade and is easily on the way back to better days. Many said they had quit going to the place as they saw it gradually going to sleep. "But now," said one, "she is on the jump and we like the place." The

THE POOL WHIRL does not appear this week because of illness of its writer, Nat A. Tor.

BATHER'S

KEY BANDS



Featuring the new guaranteed band — extra thick elastic — heaviest rustless brass clasp and hook — lowest price. Wrist or neck size available in all colors.

Clearcut checks in all styles and at a new low cost.

Wrist Bands and Checks

SEND FOR ILLUSTRATED CIRCULAR WITH SPECIAL QUANTITY PRICES

S. GRIFEL 649 East 5th St., Dept. B. NEW YORK, N. Y. Phone ORchard 4-9402.

Pretzel changed the front, put in some improvements and changed the name to Ghost Train, after falling in with the color scheme. Result, three times the receipts of the corresponding period of 1935. Who dares say that it cannot be done, or that our amusement parks have had their day? This is not whistling to keep up our courage, nor is it boasting, because the writer refrains from mentioning his four rides at this place.

Reduced Rates an Aid

Reduced rail and Pullman rates are a decided advantage to big outdoor acts coming into Canada from the States. From New York City the rail fare is reduced from \$14.01 to a little over \$12, while Pullman is reduced from \$3.75 to \$2.50. This is a nice item of saving on an orchestra or an act of eight or ten people. Exchange is practically even. They take our U. S. money anywhere at par, and will exchange Canadian for U. S. money even up when one is ready to return to the U. S. A.

Business conditions are gradually improving, putting more money into circulation, and people are not hoarding as they were three years ago. If rain comes soon to the prairie provinces, the Toronto Exposition should easily go ahead of last year, which was a nice advance over 1934.

The situation here is not a special one. Others in this country and at home are calling for just the same treatment which turned the tide here. Parks on the bargain counter now will not be there in 1936. Then the disconsolate are going to give themselves a kicking because they would not listen and did not see it in time.

Asbury Park, N. J.

By RICHARD T. HOPPER

Julian Woodworth Ork, CBS unit of 12 and maestro, will open the dance band season here with a three-day stand in the Boardwalk Convention Hall, shifting to the Casino for remainder of a two-week engagement, according to announcement by Tom Burley, beachfront director. Three-day Convention Hall spot due to State encampment of VFW in Casino, who will dance to Whitton Bierach and her ork during the convention last of month.

Recent openings include Ralph Maurice's Ross Fenton Farms with Gené Fosdick's Ork. July 1 openings will include Louis Betancourt's Marimba Ork at the Eighth Avenue Esplanade on the 'Walk and the Fiske-Hammond Players at the Deal Casino. Ewing Rafferty, Bruce McFarlane and Hope Landon will open the stock and Broadway tryout season with *Happy Valley, Limited*. Clinton Fiske and Paul Hammond, both well known for their Broadway work, are co-producers and directors.

Arthur Seger about ready to open his new Ocean Avenue Sportland, while Sam Scheinhorn, who opened the Tower eatery on Memorial Day and closed it again for further alterations, has reopened and looking for the biz. . . . Electricians busy adding remote control equipment to console of Convention Hall organ so G. Howard (Scotty) Scott, municipal organist, can control sound and lighting effects from his seat while playing twice-daily programs which are aired at night over WCAP. Scotty has promised new original spectacle, *Landing of the Pilgrims*, to be presented once on every program.

Niteries in Avon, West End and surrounding shore area are grabbing off the early biz. Bud Penna's Avon Inn Grill, with Andy Kress music, catering to early-season rush, while Trocadero, shore's newest, handling capacity crowds. Al Apollon's Ork and change of floor show every week-end a big help. . . . Jack Dempsey and party attend Troc on occasions. Dempsey and his wife have leased Villa Marseilles, West End, for the season and are seen about. Ed Gallagher again reading "thrill ride" from a local jetty. Ed runs large speedboats up and down the beach front, giving a gull's-eye view of the city. Morro Castle two years ago forced Ed to remain open after the season to handle the trade.

HENDERSONVILLE, N. C.—R. C. Lee, Inc., has been chartered to engage in the operation of riding and amusement devices. Subscribers to stock are given as R. C. Lee, A. Lee and C. L. Lee, Hendersonville.

Palisades, N. J.

By MARION CAHN

Weather damp, to say the least, over week-end. . . . However, general opinion among concessioners is that it's better to have rain now than later in the season. . . . After that much rain there can't be much left up in heavens for mid-season.

Anna Steinberger (Midway restaurant) out due to sickness again. . . . Daughter Mae and son Mike taking over in mother's absence. . . . Captain Walker off on trip to Peru, Ind., to get elephants to complete his assortment of wild animals. . . . His animal farm opens this week. . . . Frank Ryan, former chief steward of Furness Line, now in Grandview Restaurant down by the free-act platform. . . . Dick (Lightning) Bennett and Curley Harris back in fold after night-spot venture. . . . Both working with Harry Mulcahy on wheels. . . . Eleven new Custer cars on Motor Parkway, and George Reiser, big boss there, says they've almost doubled business. . . . People seem to like the smoother purr of the engines. . . . Plato Guimes' shooting galleries popular with celebs. . . . Robert Taylor had to be practically torn away after missing the bull's-eye many, many times. . . . Joe McKee follows Captain Vettell, as head man at Skyrocket and says there's a 50 per cent increase in biz thruout the park. . . . The boxing ring just put into new play area is a celeb in its own name. . . . It's the same ring used at Jess McMahon's Coliseum in the Big Town. . . . Eddie Corriston's bagatelle game with Nick Caboose as manager makes tremendous flash, with new front and big crowds keeping Nick smiling. . . . Jimmy Sirico's ball game has A-1 locash now, with Water Skooter just across the way almost ready to open. . . . Sadie Harris is proudly displaying a letter written in longhand from Governor Hoffman's kids, thanking her for the "oh-so-cute" teddies. . . . Harry Dyer has something new for drink stands, but he's holding tight to rights for general manufacture. . . . Irving Mills plenty happy over success of new policy of big-name bands at ballroom. . . . He claims a jammed house on rainy Sunday eve. . . . "Pop" Di Matteo's carousel keeps going "round and round" and comes out with larger profits for "Pop" at each turn.

In spite of oh-so-wet weather, American Legion held outing as planned. . . . They gleefully got their helmets wet for a ride on the Skyrocket. . . . WHN did a swell broadcast as usual.

Playland, Rye, N. Y.

By THE VOICE

Biz continues to improve at big Westchester spot. Concessioners report best season in five years. Park packed evening of June 13. . . . Jess Hutchinson, famous at Revere Beach for molasses and pop corn, is here again. . . . There is a story going the rounds that is too good to keep. There was an excursion at Playland recently of the Bobbie Burns Club, a Scotch organization. Jack Cliffe heard the skirl of the bagpipe band as it passed the Music Tower piping *The Cock o' the North*. After an hour or so he thought it would be a very good idea to send a program of Scotch music thru the loudspeaker. While he was in the middle of the third number General Manager Lee Brown called him up and said that, altho the idea was a good one, it was a waste of time, as the organization had left the park and their boat was halfway back to the Big City. Well, as the famous poet, Robert Burns himself, once remarked, "The best laid plans of mice and men," etc.

Ed Bogart has been transferred to management of Jack and Jill, leaving North Walk in sole possession of Dave Black, who is going great with the fems. . . . Walter Orr has resigned his position with Gus Rosasco to accept one with Uncle Sam's post office at Rye. Good luck, Wa Wa. . . . Andy Laise, seven years with Gus' Chink Game, now managing marble game for Gus. . . . Just saw Billy (Tiny) Sloat. Bill did not shrink much the past winter. . . . That was John Captell, manager of Ball Game. He received a letter from France the other day. It came on the Queen Mary. John is all swelled up.

Walter De Luna is wearing a sad expression these days. Reason: The missus

is visiting New York for a week or two. By the way, anyone not knowing Walter personally and seeing him in his hill-billy makeup would mistake him for a real native of the Ozarks. . . . At Penny Arcade on 'Walk are Mrs. Frank Laper, Walter Laper and Jerry Gould. Jerry, by the way, is sprucing up of late. Reason: Cherchez la femme. . . . Arthur Abbott has a pedigreed Doberman Pinscher puppy that bids fair to win many blue ribbons for his proud owner. No, his name is not Custard.

Roster of refreshment department employees: Fred M. Merritt, manager; Frank E. Weeks, assistant; A. Pachiana, J. Madden, Virginia Jackson, P. Gordon, J. Pizzarello, Rose Cardea, J. Butler, N. Nichols, Lena Russo, Joan Wallace, W. Cleary, Ruth Quinn, J. Hutchinson, Elsie Aiken, Antoinette Valbero, Lena Martella, J. Gaston, May Thoesen, A. Lofaro, M. Paceflo, C. Slot, Margaret McLeod, T. Mazarrello, C. Valentine, H. Walsh, J. Duffy, F. Fragola, T. Donato, R. Hiller, R. Gerlach, F. Pietro, W. Burpo, May Schofield, Suzanne Meyer, Violet Civitella, J. Calarco, J. McLaughlin, W. Minkowski, Elizabeth Walker, E. Weber, C. Sniffen, W. Kuhn, C. Fesett, A. Sansone, L. Farrell, M. Balls, A. Mazzulli, A. O'Keefe, C. Barnard, H. Devers. . . . Hasta Manana.

Revere Beach, Mass.

By BEACHCOMBER

Boston Elevated came roaring into fog-bound Revere to augment gay parade staged by citizenry to celebrate end of a 20-year fight for direct service and a 10-cent fare from any part of Greater Boston. Elevated sent out three big trailer cars manned by their old employees, over which a last-minute fight was staged, which for a while forbode another delay.

In the grapevine of problems and progress to attain the direct service, politicians used as a last-minute club a demand that the old employees of the Eastern Massachusetts Railway, which operated in Revere and environs and was bought out by the "L," be given jobs by the big company, same being refused by them on the grounds that the men were too old to handle the big trailer cars and the business to come in. Boston "L" officially began service June 10.

Fireworks celebration on the beach was lost in the fog, but the thousands gathered apparently enjoyed the new effects in pyrotechnics. All Revere went on a spree tonight.

Rosters: Mary Ahearn's Frozen Custard—Celia Ahearn, Connie Ahearn, Rita Vincent, Ida Cohen and Mac McDonald, and "don't forget," says Mary Ahearn, "to put in that we have the best frozen custard and the prettiest girls on the beach." . . . Michael Zaccaria's Dodgem on north end of beach doing well, uses the front-wheel drive type cars. . . . Frank Crowley's American lunch, famous for clams and chowders, has as helpers E. F. Crowley, Harry York and Gertrude Joyce. . . . Harry Stevens, said to be the ace mind act in the biz, and copied "at" for 15 years and more, bedridden now at his home in Albany and unable to do his stuff at European Museum this season. In addition, lost his fortune and realty holdings. . . . Rotherham's famous pop corn, for years on corner of Beaver street and Boulevard, in Roy Gill's syndicated Hippodrome building, which houses one of the most beautiful Merry-Go-Rounds in the world. Rothy's help don't have last names, so we leave them out this trip. . . . Giant Bosh Ferris Wheel—Bob Simon, Freddie Page, Bill Marshall. Dangler Chairplane—Stanley La Voie, Hubert Halley (brother of Boko and Bokay, featured elephant-skin brother and sister in European Museum), both new rides here and copping a heavy play. . . . Benny Kontob's New England Fried Clams and Lunch, featuring French Toasted Rolls, ye gads, getting his share. Charlie Hamilton has the griddle. More rosters soon.

OKLAHOMA CITY.—Hot weather has been good for Springlake Park's new Breezy Terrace, presenting Ace Brigade and his Virginians. Name orchestras are proving a good drawing card. Concessions and rides are getting their share of business.

FORT WORTH, Tex.—City council voted a permit to A. W. Couch, Italy, Tex., to operate a submarine at Lake Worth during Centennial celebrations.

Run-of-the-Season Free Acts in Parks

By William Muar

Manager, Roseland Amusement Park, Canandaigua, N. Y.

THE VALUE of free acts in amusement parks long since was demonstrated. Many managements have had great results from booking early-season attractions, instead of waiting until the "dog days" preceding Labor Day to put in acts. We believe booking run-of-the-season free feature attractions to be a wise policy, and its efficacy has been amply proved in our Roseland Amusement Park, Canandaigua, N. Y.

We enjoy a longer season that most spots in our territory because of being on a main highway route. This year our free acts run consecutively from June 29 to September 6. It will be the third season for such attractions here. The first year we shopped around for our acts. We had some disappointments because of acts being canceled or in not being up to the proper standard of merit. We were not familiar with the performers and did not know what to expect.

Being able to advertise acts weeks in advance during the past two seasons has been a great buildup for the park this season. By booking our acts consecutively for the run of the season, we are able to publish a program, giving the highlights of each act, three days before our shows start.

Programs for Reference

It has been found that the public will save copies of the program for reference during the season. Last year we issued 100,000 copies of the season's program of free acts. I do not believe that more than five per cent of these were thrown

away by persons to whom they went. The remainder were retained and used for reference. Besides other methods, we use newspaper advertising and a sound truck.

The schedule of free feature attractions as now outlined for 1936 is: Three Aces, June 29-July 5; Pallenberg's Wonder Bears, and, as an added attraction, Emilio's Royal Doberman Pinschers, July 6-12; Kanazawa Trio, July 13-19; Four Laddies, July 20-26; Jean Jackson Troupe, July 27-August 2; Will Morris and Bobby, August 3-9; Mme. Marie's Circus, August 10-16; Capt. Solomon's Water Circus, presenting Capt. Solomon, recently acclaimed champion high diver of the world, August 17-23; Great Calvert and Calveretta, August 24-30; Moran and Wiser, August 31-September 6. After our first

season's experience, we decided to book thru the George A. Hamid, Inc., office and have found that most satisfactory, as we now know that acts will appear upon dates for which they are contracted.

Reaching Other Spots

Lewis Holman, ride operator in the park, has a second set of rides which he operates at firemen's conventions and other celebrations within a 75-mile radius of the park. He started this year on June 22, booked solidly for the season, and at all of his spots our free-act programs are given out, and we have found that we get results from this method of advertising.

We have a good drawing area from Rochester, N. Y., 30 miles away, and dozens of smaller cities and villages

near by, also receiving a good percentage of business from tourists, being situated on U. S. Routes 5 and 20, main routes from east to west across New York State. Altho the main road is closed east of the park, from Canandaigua to Geneva, we find that every attraction and concession in the park is a good percentage ahead of the mark at this time last year. We have been favored with good weather over week-ends.

Proven Business-Getter

Free parking is the policy of the park; we supply picnic tables and fireplaces free of charge to patrons and receive considerable picnic business. Merry-Go-Round, Whip, Ferris Wheel, Loop-o-Plane, kiddie rides and a ball game are owned and operated by Lewis Holman and his son-in-law, Mr. Sprague. Jacob Weber operates bingo and fishpond, is picnic manager and master of ceremonies for the free attractions. Custard stand is operated by Donald Yoker and Donald Colvin; bathhouse, Mr. and Mrs. Yoker; speed boats, Nelson Bernhard; rowboats and canoes, Charles Holman; shooting gallery, John Vetter; photo gallery, Ralph Cox; refreshment stand, managed by Leslie Miller and Frederick Moore. James Miller owns and operates Skee-Roll alleys, is manager of the ballroom and assistant manager of the park.

There is no doubt that booking attractions consecutively, as we do, has been one of the biggest business producers that we have hit upon.

WILLIAM MUAR, manager of Roseland Amusement Park, on Canandaigua Lake, Canandaigua, N. Y., about 12 acres with 1,500 feet of shoreline, is a firm believer in the drawing power of free acts in amusement parks. This is evidenced by his policy, now in the third year, of booking such attractions consecutively for a period of 10 weeks or more. By drawing a schedule of acts in advance and programing them to the tune of about 100,000 copies which are widely distributed, he has had the advantage of much advertising in addition to the regulation quota of publicity on rides, bathhouse, ballroom and other features. He declares that not more than 5 per cent of the copies of the season's free-act program are thrown away by persons receiving them; the remainder are retained by patrons and prospective patrons for reference.

Coney Island, N. Y.

By LEONARD TRAUBE

The week-end preceding the one just past as you read this was a heartbreaker, an incessant downpour doing a million dollars in resort box-office damage in metropolitan territory alone. Two-day period (June 12-13) marked the first real opportunity for show interests since the official opening on Decoration Day, but the weather just wouldn't cooperate. Past week's weather was perfect, but Coney, like other resorts, must have that Sunday play to get by.

Sprightly as a bird on the wing is Billy Jackson's initial effort in Coney, Midget Village, which is designed in typical village fashion. Smallies in the Jacksonian jamboree are Jimmy Rosen, mayor; Ray and Elsie Schultz, Hazel Rice, Addie Frank, Tiny Pearson, Prince Leon, Antoinette Schiavone (Princess); Tommy Keenan, fire chief; Col. Casper, Flo Rothchild, Jeannette Newman, Lela Cautna, Elizabeth Coulter, Ruby Landras; Jack Landras, chief of police; King William, Frankie Packard, Henry Satler, Freddie Goodrow and Uncle Jack, who offers Punch and Judy.

In the miniature theater a swell 20-minute variety show is staged under the emseanship of Mayor Rosen, who is plenty entertaining and a swell introducer. Sharing the spotlight with the "chief executive" are Prince Leon, magician; Tony Pearson, vivacious septa songstress; Jack Landras, singing cop, and Princess Antoinette, who is serving her first shot at show business and does a more than capable tap and acrobatic dance, being, as well, an attractive little miss.

The layout is a "community" affair, with broadcasting station, antique shop, turtle store, candy emporium, sheet-music bureau, straw hats, patrol brigade, fire department, city hall, jail, theater, ticket office, hotel, drug store, flower shop, courthouse and an information booth. Three or four souvenir items are pitched. Most of the midgets take turns at making openings, which are done from the "radio" station just inside the entrance. Stanley Loeb is ticket seller. Show runs at a prime and with Jackson's familiar adeptness at showmanship and wide newspaper acquaintance should finish the season to the good despite slow returns at this stage, with its bad weather and other hindrances.

Along the funway. . . Abe Seskin and Jackie Greenbaum have the 'em-in and cat game in Luna and doing

nicely, thank you. Harry Kaplan, back at the pop-in for his second season, has sprouted a mustache, which is the rage. Kaplan, the former Triangle King, is still shouting about the virtues of his little queenie, otherwise known as the offspring. Queenie is a real beauty, favoring her momsy, of course, but she did look like pop before pop went for the soup-strainer idea. Seskin's brother, Max, continues to operate the Red Bug in the park. Al Garber completes the Seskin-Greenbaum personnel, unless you want to count the parrot, who is just beginning to learn Yiddish after much exhorting and gnashing of teeth on the part of Abe. . . . The fraternity is awaiting for an okeh from the license commission to spring Bingos all over the isle. . . . Aside to S. W. Gumpertz, general manager Ringling-Barnum shows: Your 5-month-old Irish wire-haired terrier in the back of your Eden Musee is a swell watch dog. So well, in fact, that when I went back there to see your manager, Freddie Meers, the canine spied me and nearly tore my bloomin' trousers, so that you almost owed me a new suit of clothes. Mickey is a great little fellow, but I hope the pooch remembers me next time or you'll have to make a wax model from my remains to use in the museum. And talk about Freddie, he just stood there and howled his head off while I was taking a licking. Imagine how I would feel if I paid my way in! . . . Oh, yes, Sam, I forgot to mention that Billy Gerrett, your ticket man, sends his regards. . . . A whole show all by himself is Albert Alberta (World Side Show), who, at the least sign of attention, will regale you for hours with chatter about the trip to England with Fred LaReine's *A Night in Coney Island*, which, after showing at two theaters, was forced to leave the country following a howl in the very conservative British press. With the unit at that time, about eight years ago, was Ajax, World's Side Show's sword swallower. Incidentally, LaReine is in bad shape, we hear, and may have to undergo a serious operation, never having fully recovered from that tragic auto accident a few years ago. . . . Julius Tolces is installing ping-pong tables in Feltman's Gameland, which he manages. . . . The alertness of Jimmy Reynolds, bull handler in Jimmy Victor's Luna Circus, avorter, what may have been a tragedy when he administered milk and the whites of eggs to little Charlotte, daughter of Gertrude Bell, of the Three French Misses aerial act. The child had drunk tincture of green soap under the impression that it was her cough syrup. Marie Brown and Helen Harvey

complete the trio in the attraction. . . . There was a sensational "war" on between World Side Show and Dave Rosen's Palace Side Show, which face each other on Surf avenue. Battle involved noise more than anything else, but personally I think neither of them gained anything. . . . Buster Castle is directing the destinies of Rosen's other show on Surf and Stillwell.

A young man with a promising future is Sam Collier, installed as an executive at Luna representing the Midtown Service Corporation, operator of the park. Already during this, his first season, his intelligence and executive ability are being felt. He is proving a fine running mate to Manager Charlie Miller and his administrative staff. Barron Collier, his father, acted wisely in making a berth at Luna for his next-to-youngest son.

Ocean View, Va.

Ocean View Park, Norfolk, is off to a flying start, according to Otto Wells, general manager, who since 1901 has guided its activities. With new Loop-o-Plane, Caterpillar and Skooter Cars Ocean View now probably has more amusement devices than any park south of Coney Island, N. Y. Giant Skyrocket, Aeroplanes, Merry-Go-Round, Custer Cars, Funhouse, Canals of Venice, Acroplane, Miniature Skyrocket and Kiddieland have been renewed.

"Better crowds than in several years," said Mr. Wells, "and people seem to be in a brighter frame of mind. They seem to have more money and are spending better. Our records show that we are several times better off than at this period in many years past."

Bubbles Becker, of Believe It or Not Ripley fame, and his orchestra are playing concerts and for dancers in the ballroom nightly. Captain Watkins, vet commander of Ocean View fishing fleet, reports exceptionally good catches by anglers and a few of the famous Ocean View spots have already made their appearance. That fishing here is always excellent is borne out by the fact that Jess Adkins, of Cole Bros.-Clyde Beatty Circus, always has it so arranged that his show plays Norfolk on Mondays so that the boss may get in at least one day's fishing each season off Ocean View. Thrice burned to the ground, ravished by storms on many occasions and practically wiped out in the big blows of 1933, Ocean View has again and again been rebuilt, improved and enlarged, and this year indications are that a banner season is in the making.

Galveston Beach

In Barfield's Derby Park a large Texas Centennial cake was given away on May 31. Everyone on the beach is building and remodeling for Centennial year. Roller Coaster and the Dodgem have been revamped. Loop-o-Plane is proving popular. Mr. C. E. Barfield plans to change the lighting system of Racing Derby to floodlights and neon. Frank Rodgers' Merry-Go-Round and Kiddie Rides are locking above par. There have been numerous gift shops and attractive concessions added to the beach.

Murdoch's bathhouse, taken over by Sam Maceo, night club impresario, has been rebuilt. Two new piers have been added, one being a seafood cafe and the other affording entrance in the new ultra-swank Bingo game on the second floor. Sui Jen Cafe and Night Club has opened with Val Olman and his orchestra and an outstanding floor show. Ray Noble will come for opening of Hollywood Dinner Club. Crystal Palace Cafe and the Seawall Cafe have been enlarged. Rogers' seafood resort is attractive in new color scheme of red and green.

Newest addition to the boulevard is the new Coronada Courts, different type of tourist camp. The Beach Association, with help of merchants, has placed new beaches with brightly colored striped sun shades along the boulevard from Sixth to 39th streets. Mr. Burge, Coastal Bus Company, will put sight-seeing busses on the beach for Centennial visitors. Oleander Fete on June 17-21 was expected to draw, as did the bathing reviews of old that C. E. (Doc) Barfield and Bill Roe put on.

M.-D. Pier Has More Exhibs

ATLANTIC CITY, June 20.—National exhibitors have again signed contracts for larger quarters on Young's Million-Dollar Pier, while others, new to the resort, will shortly set up for the first time, according to Production Manager Alvin Steinberg. Returning for the second season with larger space are Split Coach Corporation of America; Cunard Line, with a model of the Queen Mary, and Collier's Weekly, with Boardwalk free entrance. American Radiator Company has come for the first time and taken nearly half the small ballroom with 36 miniature rooms in an exhibit from Radio City. Negotiations are under way for several others.

DODSON GETS "PLUM"

Lands Wheeling For Centennial

Location reported as being downtown during celebration sponsored by C. of C.

NEW KENSINGTON, Pa., June 20.—Mel G. Dodson, of Dodson's World's Fair Shows, has closed contracts to furnish amusements during what is considered an outstanding event, the Wheeling (W. Va.) Centennial, to be held in August, sponsored by the Wheeling Chamber of Commerce.

According to report, business men of Wheeling have raised \$30,000 for exploitation of the celebration.

Dodson advises that the location of his show will be in the heart of the city.

Gruberg's Shows Have Uptrend Biz

POTTSVILLE, Pa., June 20.—Gruberg's World's Exposition Shows, despite encountering some inclement weather, have had a much better season so far than during the spring weeks of the last few years, according to report, and Manager Max Gruberg is enthused over prospects for the remaining months of this year's tour.

The roster follows, as furnished by a member of the organization a few days ago:

Staff: Max Gruberg, owner; E. B. Braden, business manager; Mrs. Rose Gruberg, treasurer; H. Grey, secretary; Eddie Rahn, general agent; James Tierney, publicity; John Duffey and Earl Wagner, billposters; Jack Firpo, transportation; Whitey Hewett, chief electrician and builder; Frank Stack, lot superintendent; Jack A. Montague, mail man and *The Billboard* agent; Blackie Rodgers, blacksmith; Winnie Wright and Dora Dawley, front gate.

Rides: Twin Loop-o-Plane, Bill Wright, operator. Kiddie Auto Ride, E. Caster, operator. U-Drive-It, J. C. Rodgers. Merry-Go-Round, Jack Holloway, foreman; Alice Wicks, tickets. Twin Ferris Wheels and Kiddie Ferris Wheel, Stacy Knott, foreman; Slim Hill and Frank Cish, clutch; Willa Mae Ammons, tickets. Whip, James Jones, foreman; Dave Curtis, clutch; Gloria Morgan, tickets. Lindy Loop, Joe Johnson, foreman; Red Evans, clutch; Mrs. Stacy Knott, tickets. Chairplane, Slim Russell, foreman; Tommy Ward, clutch; Jewell Johnson, tickets. Caterpillar, Bill Hays, foreman; Tony West, clutch; Marion Green, tickets.

Shows: Circus Side Show and Darkest Africa, Jim Hodges, manager; Charles Hodges, talker; Gean Andre, Frank Shean, tickets. Monkeydrome, Mr. and Mrs. Boardman, manager; Doc Redmond, tickets. Palace of Wonders, illusion show, Bill McNeely, manager; Mrs. McNeely and Pat Myers, tickets. Mickey Mouse Circus, Happy Dawley, manager; Fred King, tickets. Hawaiian Show, Gean Nadreau, manager, presenting Margaret Ammons, Pauline Valeree, Pat O'Brian, Nellie Lane, Flo Burns, Pearl and Charley Johnson and their steel music, and Anthony Buccel, accordionist. Midget Show, Robert Holmes, manager, presenting Mary Tomal, Peggie Holmes and two daughters—Chubby and Erma—and the three Tracy Boys; Robert Alexander, tickets. Darktown Follies, Boyd Harris, manager; Eddie Bishop, bandmaster; Mary Alice, Aora Mathers, Pearl Baynes, Edith Benson, Lucy Barnett, Edith Prather, Willie Sutton and Bozo Jenkins, on stage; William Rose, tickets. "Life," Harry Olgivie, manager; George Stratton, inside; Roy Kaufman, tickets. Models Show, Norma Wolfe, manager; Zonia Murray, Helen Wright, Mabel Strater and Midge Shumway, models. Vanities of 1936, Jack A. Montague, manager; Charles Joy Gramlich, comedian and producer; Peanuts Hart, comedian; Johnny Barrett, straight; Earl Ward, musical director; H. Baker, electrician and stage manager; Edith Howe, ward-

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Rippling Brook, Me.
Week ended June 27, 1936.

Dear Charlie:

From all indications this will be the show's last week in the Maine woods. Altho the route has not been officially given out by the office, we take it for granted the next spot will be in Canada. The manifest is being made out and the lot alive with immigration officials. But we do know that the show will not leave here until Monday morning. Please don't quote me regarding this move. If the spots up there are big and we break any records I will write them up. If none of our writeups appear you will know the dates weren't so hot. Might not even mention the show being there. Our reputation is at stake. From what I hear there hasn't been a carnival at some of those fairs in years. We should be something new.

Rippling Brook is just what it is named. No town within a radius of 10 miles. Just a brook, a grove and a railroad siding. Didn't get a ripple out of the natives. Auspices, the Northern Woodmen's Annual Picnic and Outing. The spot mostly outing. The picnic a two-day event and has always been two big days if it didn't rain. This gave our people four days of rest; all went back to nature. A big happy family of tourists and campers. The light plants lay idle during the layoff, giving the pine knots and camp fires a big play. The cool nights and scarcity of food made us think we were doing a bit of

roughing it on a winter show.

Thursday, before the opening, the management took our entire band and their uniforms over to visit the Great Northern Lights Amusement Company, which was showing 40 miles away. The object of the visit was to trade our men off for some of theirs. We had men too big for some of our band uniforms and some too small. They were in the same predicament. But after an hour of switching around and trading men we were both set with perfectly uniformed bands. Couldn't trade uniforms on account of the different colors. We still have a 300-pound tuba player whom we will swap for a smaller size man. Any show interested can wire at our expense.

Mugging Machine Betty joined the four-for-a-dime photo gallery here. A valuable asset to the booth. One of the best picture colorers and tinters en route. Claims that her customers aren't as bad as they are painted.

The spot turned out just as advertised. A picnic. The only event of interest worth writing about was Pete Ballyhoo won the whittler's contest. This wound up in an argument. The other contestants claims he fixed the lot man for shavings. But the show is welcome back. Our auspices heads offered us a return engagement and promised to make it a three-day event. Said, "The show was so big that the picnickers didn't get around to see all the ballys in such a short time."

MAJOR PRIVILEGE.

Veterans in Cincy For Bonus Bonds

CINCINNATI, June 20.—Quite a number of World War veterans who gave the Cincinnati office of *The Billboard* as their address when making application for the bonus were here this week in interest of securing the bonds. Some of them from far-distant points. Among them were the following:

J. F. (Whitey) Fulmer, of Dick's Paramount Shows, from Vermont. In and out the same day.

Ed C. Reiter, showman and builder, including with Rubin & Cherry for some years, from St. Louis. Again in good health. Lately spent 12 weeks in hospital at National Soldiers' Home, Dayton, O.

Kenneth L. Peck, star package candy salesman, formerly with various shows and at A Century of Progress, Chicago. Will be at Great Lakes Exposition, Cleveland, this summer. Bought an auto while here. His wife, now visiting relatives in Indiana, will be featured in an attraction at the Cleveland event.

Ernest Collins, concessioner with World of Mirth Shows, came from Bloomsburg, Pa. Spent several days here

before returning to the show. His first time in Cincinnati since 1922, with C. A. Wortham Shows.

E. C. Andrews, the "man who flirts with fire." Stayed several days. Expected to join a show in the North Central States.

H. D. (Doc) Hartwick, this season with Beckmann & Gerety Shows, came from Janesville, Wis. Informed that his parents, well-known former side show operators, are residing at Clearwater, Fla.

George S. Ford, guess-weight scales concessioner, from Indianapolis, where he has concessions at Riverside Park.

R. V. Scott, concessioner. Stayed a few days before heading to join some show.

Joseph A. Hewitt, late of Majestic Mighty Midway, from Missouri.

C. W. McClough (Deep Sea Red), late of Smith's Great Atlantic Shows. On Thursday flipped "heads or tails" relative to joining a show in the East or Central States—the outcome of the "flip" not made known.

Charles B. Reeves in from some distant point. His destination on leaving was not announced.

Percy Dickerson. Did not state from whence he came or where he would go. All of the above came prior to Friday.

Showfolk Receive Burns, Two Booths Loss on Jones Midway

MEADVILLE, Pa., June 20.—Several members of the Johnny J. Jones Exposition, exhibiting here this week, were burned, one of them seriously, during a conflagration that destroyed two concessions Tuesday.

According to report, Jordon Taylor, colored, was cleaning parts of a frozen custard concession owned by George Davis, well-known former circus cookhouse

robe; Pancakes Montanaro, Mazie Montague, Frances Relms, Dot Parsons, Peggy Ryan, Jackie Mason, Pearl Beatie, Balley Sisters, on stage; Bill Nelms and Freddy Mason, tickets; Art Lane and Harry Peyton, canvas. "Public Enemies," (See GRUBERG'S SHOWS on page 78)

Bonus Vets, Notice!

War veterans having their bonus bonds sent care of the Cincinnati office of *The Billboard*, read the two-column boxed article in the General Outdoor News section of this issue.

Moffat & Harvey Formally Open

LOS ANGELES, June 20.—Moffat & Harvey's United Attractions had their formal opening at the American Legion Pilgrimage, Balboa, Calif., last Saturday.

Moffat and Harvey, owners; Billie Williams, manager; Doc Hall, promoter. Attractions: Ferris Wheel—C. Taylor, foreman; Ruby Geyer, tickets. Merry-Go-Round—F. McCoy, foreman; George Summers, platform; Billie Williams, tickets. Mixup—R. Hameley, foreman; Mrs. F. Farr, tickets. Baby Auto Ride—E. Hameley, foreman; Mrs. G. E. Hameley, tickets. Pony Rides—R. Taylor. "Scientific Oddities"—J. E. Dickey, owner; A. L. Dickey, lecturer; Elinor Stage tickets.

Concessioners include W. Oleson I, Jimmy Carwood, agent. George Simmons I; T. Drake, agent. George Saxon I, Ed Willer, agent. Mr. and Mrs. A. W. Scott I. Walter Scott I. K. E. Gassaway I. George Moffat I, Gene Rainey and Sam Stein, agents. Photos—Nellie Moffat, Ice Cream—M. Rossi. S. Harvey I. W. Olsen I; William Casper, agent. Billie Williams I, Jim Dalton, agent. Mr. and Mrs. George Cooley, candy floss. Harry Covington, pop corn. Cookhouse—Whitey Olsen, owner; Jeff Anderson, chef; Bill Kyle, kitchen help; Martha Erne at counter.

The show did very good business Saturday and Sunday.

Bert's Shows Have Fair Biz in Illinois

PORT BYRON, Ill., June 20.—A new organization, Honest Bert's Shows, which played here last week, has been having an average of fair business since its recent start at Rock Island, Ill., according to an executive of the show. Bert Carhan is owner and Kit Carson the general manager. Altho small, the midway presents an attractive appearance.

The attractions include: Ferris Wheel, Art Regan; Mixup, Earl Gery; Kiddie Ride, Jack Montana; Pony Ride No. 1, William Moore; Pony Ride No. 2, Lyle Akers; Athletic Show, Jack McCoy; Ten-in-One, Jack Miller.

Among concessioners: Art Regan, cookhouse; Mrs. Kit Carson, corn game; Roy Kitchen, novelties; Dad Richards, pop corn; Max Coyn, photos; Walter Johns, penny pitch; Art Tinsdale, ball game.

Sheridan, High Diver, Killed During His Act

WORLAND, Wyo., June 20.—Clarence Sheridan, billed as Dare-Devil Piccolo, high diver for Silver State Shows, which exhibited here last week, was killed on Thursday night when he missed the tank of water during his act.

The performer, who made his dive with his jacket aflame, apparently slipped off balance when he started from the pedestal, and hurtled downward, striking between the tank and the ladder. His neck, back and legs were reported broken. His wife and 4-months-old baby were visiting with relatives at Roundup, Mont.

Harry Nelson, Notice!

CINCINNATI, June 20.—A communication from Nellie Baker, 264 Valencia street, San Francisco, requested that Harry Nelson, who was formerly with George T. Scott Shows, be notified that his sister, Bessie Nelson, died recently at San Francisco. Also requested that Nelson get into contact with Nellie Baker, at the address given, for particulars.

BOONE, Ia., June 20.—While here a few days ago Walter B. Fox, general representative Al C. Hansen Shows, advised that the Hansen organization will play early fairs in this State at the following places, in the order named: Manchester, Harlan, What Cheer, Waukon, Audubon, Jefferson. Fox also informed that the show's Fourth of July stand will be at Humboldt, Ia.

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BARKER SHOW WANTS
For V.F.W. Fourth of July Celebration, on streets, Bushnell, Ill. Shows of merit that don't conflict; Minstrel Show, Performers and Musicians, Ride Help. Concessions that work for stock ONLY—Lead Gallery, Fish Pond, Bowling Alley, Scales, Penny Arcade, Hoop-La, Candy Apples, Cotton Floss, Bumper Concession. Canton, week June 22; Bushnell, June 23. Celebrations and Homecomings to follow.

WANTED CONCESSIONS
CAN USE two or three Rides. Mellott, Ind., June 27, New Richmond, Ind., July 1-2-3-4. CAN USE three good Shows and three small Free Acts. Address **DOC STODDARD**, Wingate, Ind.

Showmen's League of America
165 W. Madison St., Chicago, Ill.

CHICAGO, June 20.—Looks like the membership committee will be getting real co-operation. Brother Ben Beno writes for applications and Brother Fitzie Brown asks for another lot. Fitzie advises that he will also give the Cemetery Fund Drive committee a lot of real help. Brother I. J. Polack sends in his reinstatement. Irv is one of the old-timers and sure glad to have him back in the fold.

The committee is working hard getting the literature ready for the Cemetery Drive. Everything will be ready in a short time and it is hoped to have them in the mail about July 15. Keep on the lookout for yours.

Callers during the week were Brothers Harry Wingfield, in town to collect his bonus; Chickie Allen, in for a business trip; E. H. Parker and Irving Malitz, back from Detroit; Petey Pivor and Mike Seidbrand, back from Canada; Charles Levine, in town on business; Dave Robbins, back and looking fine; Julius Wagner, in from Michigan, as is also Joe Murphy. Regular at the rooms during the week were Charles H. Hall, Izzy Steier, Beverly White and others.

Brother Jack Arenz is still at the Research Hospital. More news of his condition later.

Brothers Patty Ernst and Lew Keller, at the American Hospital, both showing improvement. Was advised that Capt. Dan Reynolds is in the Methodist Hospital, Gary, Ind.

Brother William Claire, known among the boys as "Sheik," is in hospital at Austin, Minn., allegedly as result of a shot fired by a local man. The League is investigating his condition and will report later. Secretary Streibich has left to investigate.

Earl Burke, your bonus was delivered to the League but returned, as you must receive it personally. Better drop a card to the League, as there is mail for you.

An old brother, Leo Lipa, sends for applications. Looks like he will be back and perhaps have a few new brothers.

The membership drive goes merrily along and is starting to show real action.

A wire tells that Brother Rubc Liebman is in St. Luke's Hospital at Grand Forks, N. D.

Noted that last issue of *Dig Eli News* carried a photo of Brother Sam Solomon.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America

165 W. Madison St., Chicago

Never since The Showmen's League of America was organized has the body of a deceased member been permitted to go to the potters' field.

HOWARD BROS. SHOWS —WANT—
Talker for Side Show, Mental Act, Fire Eater, Attractions to feature. Must be able to join on wire. Oriental Dancers, Man and Wife for Illusion Show. Concessions: Lead Gallery, Palmistry, Blankets, Custard, Scales, Address as per route: Yorkville, O., week June 22; Spencer, W. Va., week June 29.

W. S. MALARKEY
Can Place for American Legion Celebration, Delhi, N. Y., June 29-July 4, Shows and Concessions. Twelve straight weeks booked, including 9 Fairs, Tom Fallon come on.
W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

Here's Proof of RIDEE-O RIDE SATISFACTION

DeLUXE SHOWS of AMERICA

EXECUTIVE STAFF JOE W. BECK, President E. L. PHILL, Managing Director C. W. WHIGG, Consulting Director A. L. REBEL, Treasurer T. J. MACKAY, Publicity Director E. C. GREEN, Advertising Director	CAPABILITY DEPENDABILITY FINANCIAL RESPONSIBILITY	ATTRACTIONS 12 RIDES 8 SHOWS 2 FREE ACTS 30 CONCESSIONS
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May 1, 1936

Spillman Engineering Company
North Tonawanda, New York.

Gentlemen:

We want to take this opportunity to thank you for first your promptness in making delivery, second for your co-operation in having your Mr. Finney on hand to direct the initial erection of the Ridee-O and third for the pleasure we derived in not only seeing this beautiful ride on our Midway but also from the splendid receipts it showed at the close of its first night of operation.

This ride topped the Midway in receipts at one of the biggest openings we have ever had and we feel confident that this ride will be very profitable.

Very truly yours,
DE LUXE SHOWS OF AMERICA
J. W. Beck

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NORTH TONAWANDA, N. Y.

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Self Starters Special Distribution
Terms Arranged ★ E. B. KELLEY COMPANY, INC. ★ Photographs on Request
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4387 Vernon Boulevard, Long Island City, N. Y.

JOHNNY J. JONES EXPOSITION

4th July CELEBRATION SPRINGFIELD, OHIO
International Harvester Athletic Park.

-12- FAIRS
Commencing **ANDERSON BIG FREE FAIR JULY 6th**
Anderson, Ind.

N. SINGER, Enlarging Midget Show, can use few Performing Midgets. WILL BOOK MONKEY CIRCUS (with outfit), Life Show, Glass House, Fat Family, New Novel Grind or Platform Shows. ART MIX can use Cowgirls, Cowboys. LIL MURRAY can use Young, Good-looking Girls; also Accordion and Saxophone for Orchestra. Carl Lauther wants two Good Acts for Side Show. LaFollette wants Mentalist (code act) preferred. CAN PLACE Legitimate Grind Concessions. WALTER A. WHITE, Gen. Mgr., East Liverpool, O., this week, then Springfield.

4 PHOTOS FOR A DIME ANDERSON AUTOMATIC PHOTO MACHINE COINS DOLLARS OUT OF DIMES FOR YOU!

So Fast You Can Take 4 Photos, 4 Poses in Less Than 10 Seconds. Anderson's Automatic Camera is Mechanically Perfect. Latest Model, with F-1.8 ILEX Lens, fitted with Automatic Mercury Switch. (Price, Camera Alone, \$150.00.) Cabinet is constructed of best materials, beautifully finished. Portable, Light Weight, Small in Size.
Complete Outfit Only \$295.00—Cabinet with Darkroom, Stool, Curtains, Ventilating Fan, Sink, Trays, Etc. Camera with F-1.8 ILEX Lens.
WRITE FOR LITERATURE AND PHOTOGRAPHS.
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804 Grand Ave., KANSAS CITY, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Midway Confab

By THE MIXER

LOOK THRU the Letter List (may be important mail for you).

BESIDES the Summer Special, this issue is a Lists Number (fairs, etc.).

CARL AND PEGGY RATLIFF postcard that they have been having a nice season with Dennert & Knepp Exposition.

PAUL HEROLD, German giant, tells The Mixer that he is enjoying his second season with Pete Kortez' Circus Side Show with Beckmann & Gerety Shows.

COL. M. L. BAKER has purchased a Ford truck to transport the outfit of his Circus Side Show with Crystal Exposition Shows. Also ordered some animals for pits. Paul Manning has been painting new banners for the attraction.

ACCORDING TO word from Lawrence LaLonde, who had just joined Hilderbrand's United Shows, the midway at Eugene, Ore., was so packed with people some local officials (fire executives) would not allow more tickets sold at the gate.

GEORGE LaROSE, 114 Tremont street, Tonawanda, N. Y., father of Mrs. C. O. Davis, of Strates Shows, will be glad to hear from old friends in the show business. He is suffering from diabetes, and other ailments. Cherry letters will be appreciated.

Jack Tempkin postcards that he is in U. S. Marine Hospital, Detroit, he having received broken pelvis in a car wreck at Pontiac, Mich., recently. Expects to be at the hospital a couple of months, is "lonesome" and would like letters and visits from showfolk acquaintances.

HOWARD PIERCY, of Dodson's World's Fair Shows, was called to Milwaukee because of serious illness of his father (incidentally, Howard's brother, Ralph, may not know his father is sick, anyone knowing his address, inform him).

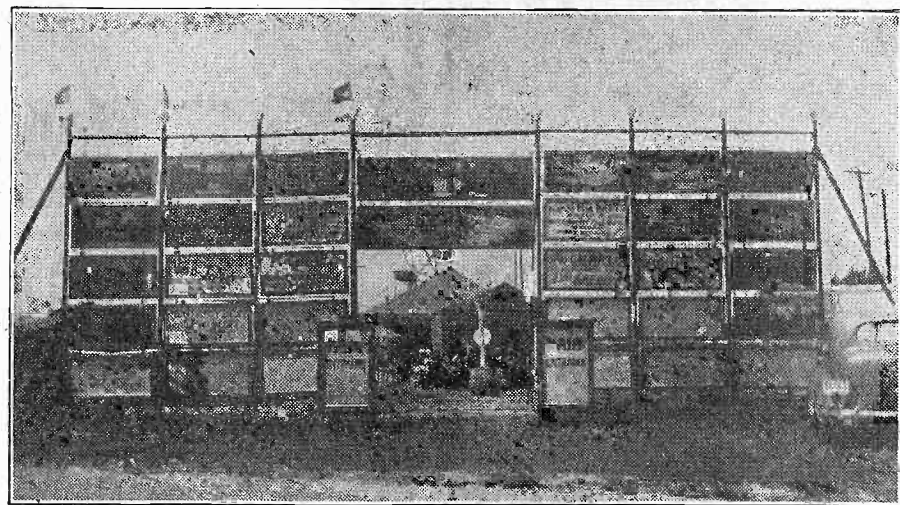
Here's hopin' that all the veterans receiving bonus make good use of the money. Just "sluffing it away" would later cause regrets.

FROM MISSOURI, M. Jacke Miller postcard of preparing to join Evangeline Shows with two gay attractions and some concessions.

REPORT FROM Sims' Shows in Canada was that up to last week they had four good ones out of seven engagements this season. That's not a poor average.

JAMES (WHITEY) FULMER, of Dick's Paramount Shows, made a long jump to Cincy to get his bonus bonds early last week, from Vermont.

WILLIAM (BILLY) BREESE, general agent Marks Shows, howdedooed ac-



NOVEL, artistic midway entrance of Midwest Shows. A novelty, in that the panels when not used (covered) as ad banners are attractive oil paintings—landscapes and other scenes of various kinds. The whole brightly illuminated, atop each upright and with stringers.

quaintances on the Johnny J. Jones Midway at Oil City, Pa.

SLIM JOHNSON and Hymie Schrieber of Midwest Merchandising Company have been visiting carnivals and circuses in the Middle West. A motor trip on which they encountered heavy rains.

MR. AND MRS. JOHN DUNNING (Prince Leroy, man with "iron eyelids," and Lady Vivian, neon tube swallower) recently joined Anna John Budd's World's Fair Freaks on the West Coast.

MR. AND MRS. FRANK LICHTER were in Cincinnati a few days ago. Came from the South. Were en route to join Mighty Sheesley Midway at Lansing, Mich.

MRS. GEORGE A. BALDWIN, Baltimore, expresses deep appreciation of encouraging letters and flowers she received from showfolks while confined in Johns Hopkins Hospital.

MRS. DEWEY GENTRY, formerly of Loos' Greater United Shows, is reported recuperating at her mother's home in Harlingen, Tex., from an operation for appendicitis performed a few weeks ago.

MRS. JACK PAIGE received torn foot ligaments when a windstorm struck the Dodson Shows' midway at Greensburg, Pa. At last report was getting along nicely. Five tents were blown down by the storm.

William (Billy—Sheik) Claire, of Bremer Shows, who received a gunshot wound above his right kneecap recently (mentioned in last issue) is in St. Olaf Hospital, Austin, Minn., and would appreciate letters from his showfolk acquaintances, was report of Sam Steffin a few days ago.

FLYING FISHERS, Charles Fisher manager, which aerial act has been free attraction with J. L. Landes Shows, is playing a few weeks of early fairs in Minnesota and the Dakotas. Charles infos that the act probably will rejoin Landes the middle of July.

Probably a few of the writers of show-letters who have persisted in writing and mailing current-week "letters" have been wondering why they did not appear in print (all show-letters appearing in the columns have been on completed weeks of engagements—the "last week" stand when written).

BEN MOTTIE has been preparing his cookhouse equipment and truck, and will soon be headed north from his camp at Gibsonton, Fla., to take up his summer's work. Incidentally, Harry E. Crandell, who has been ill at Mottie's camp, is reported somewhat improved but still in poor health.

A SOCIAL HIGHLIGHT of the Al C. Hansen Shows' stay at Salisbury, Mo., was a double birthday party, the birthdayites being John O'Brien and Charles

WHEELS Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16, 20-24 and 30 numbers. Special Price, **\$12.00**

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 136. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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All Readings Complete for 1936.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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Samples of the 4 Readings, Four for 25c.
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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15

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24-Page Booklet, Beautifully Bound. Samples, 25c.

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Same Binding, 24 Pages. Samples, 25c.

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Instant Delivery. Send for Wholesale Prices.

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100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

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1454 Gratiot Ave., DETROIT, MICH.
Dept. BC.
(Over Thirty Years in Business.)

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"Happy Days," the flashy three-color regulation size box with four delicious eatable wax paper wrapped Molasses Kisses. Packed 200 boxes to carton. Unbeatable in price, incomparable on quality.

CARTON (200) . . . \$1.90
Thousand Boxes, \$9.50.

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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 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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GOLDEN—Jumbo (Dynamite). O-MI-JAP (hullless). White Rice. Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color) for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

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Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.

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It's great to know your Power can "take it" on July 4th. If you have doubts, buy an ELI POWER UNIT NOW!

ELI BRIDGE COMPANY
N. West Street, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE

The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.

SMITH & SMITH, Springville, Erie Co., New York.

NEW MODELS

Sensational Prices

CHAMPION Corn Poppers

Before you buy any Corn Popper, get the facts about the New Champion Corn Popper. It is the popper you have been looking for. Has every feature you need—greater convenience and economy. Write for information today. Literature also describes complete line of concession supplies.

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Price \$12.50

Write for prices on CORN POPPERS.

FEARLESS CORN POPPERS

NEW LOW PRICES
Four Models, \$27.50 Up.
Also Electrics, Caramel Corn Equipment, Parts and Supplies. Lowest Prices.

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Dolls, Cats and Bottles. All \$12 Dolls in lots of 10 dozen or more, \$10 per dozen. Write for catalogue.

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Send Stamped Envelope.

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430 W. 18th St., N. Y. CITY

Extra POP CORN Quality

Bag Lot Specialist. South American Yellow, Jap Hullless, Pearl and Rice. Cleaned, graded, high volume. Quick service via truck or railway. Also Seasoning, Salt, Cones, Boxes. Electric Poppers with 40 lbs. Corn, price only \$29.50.

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1, 4, 5 and 7 Pages, WAND BUDDHA PAPERS.

FUTURE PHOTOS

Send 10c for Samples.
JOSEPH LEDOUX
169 Wilson Avenue, Brooklyn, N. Y.

Williams. Mrs. Georgia Kirkland was hostess, and the guests, including Mr. and Mrs. Hansen, had a "wonderful time."

WHILE IN Cincinnati last week Capt. Ed Andrews, last season and this spring with Blue Ribbon Shows, was planning to go to Michigan to frame a new Side Show, consisting of "Oddities of the Desert," he having received his bonus. Own show at fairs and own trucks for transportation.

An ex-trouper who gets around the country lot calls attention to front gate and show and ride ticket boxes losing notable amounts of cash in allowing people outside show circles who have learned certain "four 'magic' words" to "pass in." Incidentally, those "magic" words have been in use so long almost every Tom, Dick and Harry knows them.

GEORGE B. FLINT, who operates the girl show on Tilley Shows, broke an artery in his right leg last week but is able to get around, tho with difficulty. Betty Rainey, one of the girls in Flint's show, is the daughter of Mrs. Margaret Frederick, of Peoria, Ill., who was killed last week in an auto accident.

PICKUPS FROM Strates Shows—Fredly and Shirley Melville joined Etta Louise Blake's Cariocha Show, Freddy to double stage and on tickets. . . . Eric the Great, high swaying pole free act, joined at Cohoes, N. Y. . . . Matthew J. (Squire) Riley, the amiable general agent, has made several trips back to the show.

FORD MUNGER (Young Ford, pullist) is not trouping this year. According to word from Clearwater, Fla., Ford is decked out sort of a la Frank Buck (with sun helmet and boots), and functioning as foreman of a crew employed by the Boyce Pipeline Construction Company on the across-Florida canal project.

PICKUPS from Krause Greater Shows, at Monessen, Pa.—Women of the show have formed the "Nit-Wit Sisters' Sewing Club"—everyone knitting. . . . Capt. Cruise joined with Ten-in-One. . . . S. C.

POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

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FOR SALE—The only one of its kind in the U. S. Imported English Design. ASTROLOGIST'S BOARD, complete with a separate Reading for 366 Days, all at your finger tips and pigeon-holed with American Monthly Solar Reading. Also 2 beautifully Scrolled and Decorated Miniature Strikers, complete with Mains and Bells, 6 ft. high. A real Grind Store, legitimate and skillful. Also 8 sets Imported Games of (PONKO). Give from Planos to peanuts. Real skill and science. 3c stamp for particulars. 10c stamp for Snapshot of Any One. C. A. TAYLOR, 10934 Avenue G, Chicago, Ill.

WANTED

For the V. F. W. Post 566, Vandergrift, Pa., High Acts and Stage Acts for the Week of June 29. Write or wire

CHAS. SIEGRIST

Care Johnny J. Jones Exposition, East Liverpool, Ohio.

POP CORN

South American, large yellow, finest quality. Will gross \$1.00 per Bag in 10c cartons. Jap Hulless, small and tender. Both guaranteed to pop. Moon-bay's Original Seasoning, 2 1/2 and 50-lb. Drums, also large Drums, used by majority of Pop Corn Machine Operators. Jumbo Peanuts roasted fresh daily. Cartons, Bags, Glucose, Cheese Coating and all Supplies. Largest exclusive popcorn distributor in the East. Established 20 years.

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CANADA

FOR SALE—Two Electric Hoist Diggers, same as new; \$75.00 Each. WANT TO BUY Ferris Wheel. Must be in good shape and priced reasonable.

FRANK J. ELLIOTT

Bluenose Shows, Amherst, Nova Scotia, Can.

A tip: Traveling showfolk should always demand (and keep a reasonable length of time) receipts, with signature, on paying their hotel and lodging house bills.

Every now and then reports of "paying again" (because of no receipt) bob up. Especially when special rates are made, receipts are needed. Members of a show in Pennsylvania encountered a case of this recently—the "shake" coming after show moved to its next stand.

(Whitey) Reed in fourth year as Ell Wheel foreman, and proud of his ride. . . . Harry Morris, lot man, up early every morning to "hear the birds sing."

MR. AND MRS. WALTER L. AVERY (Lee and "Bingo"), who spend the winters at their home at Cocoa, Fla., are leaving for Jackson, Mich., and will have their eats and other concessions at Gillett Lake this summer. Amiable hosts, W. L. and the missus had many showfolk visitors at their home last winter.

THOMAS LASWELL, talker on the Diamond Kittle (fat girl) attraction with Rubin & Cherry Exposition, is enthused over the public's praise Kittle has been receiving, says one of the Rubin-Cherryites, who also says that Laswell opines if the praise keeps multiplying E. V. McGarry will change his winter home from Miami to Hollywood (Calif., not the Hollywood near Miami).

"VOLUME 2, NO. 2" of *Herald News*, published in interest of Johnny J. Jones Exposition, was put into circulation last week. Altho not so credited, the eight-page (12 by 18 inches) paper probably was a production of Walter Davis, this year's press representative for the show. Made up in newspaper style, with display headings, and chock-a-block with cuts of attractions and announcements.

A LETTER from Mrs. Abbie E. Briggs states that she greatly enjoyed the recent party given by the Ladies' Auxiliary of Pacific Coast Showmen's Association, in the men's clubrooms, at Los Angeles. Complimented the "pleasant smiles and hearty handshakes" of Minnie Fisher (former circus aerialist), who was at the serving table. Mrs. Briggs tramped with Minnie Fisher 45 years ago.

ON JUNE 7 a reproduced photo of Zacchini being cannoned over Twin Ell Wheels appeared in the rotogravure sections of Sunday papers at many cities. The "human cannonball's" name was given, but the show he is with was not. The Mixer, learns that the photo was taken during Dodson's World's Fair Shows' recent engagement at Pittsburgh, taken by a members of *The Sun-Telegraph* staff and syndicated by International News.

ST. JOHN, N. B.—Percy Ganter, the past 14 years a constable on the St. John police force, previously a contortionist with carnivals and at fairs in the United States and Canada, was recently promoted to a sergeantcy on the force. Since becoming a policeman he has added Little Theater acting and directing to his spare-time activities. At one time he was a member of the Royal Northwest Mounted Police in Northern Canada. Two young sons and a daughter are now his partners in a contortionist act.

WHO IS MISSING? A letter from George W. Howard Jr., State's attorney of Jefferson County, Mount Vernon, Ill., advises that the body of an unidentified man was found on the right-of-way of the Southern Railroad near Dix, Ill., on May 27. Had in his possession some toy balloons, fan-dance cards, puzzles, some kind of a small-outfit game and other novelties. Age, about 45; height, about 5 feet and 8 inches; weight, about 165 pounds; hair, black; medium-heavy build; rather dark complexion and wore a truss. The authorities have been trying to learn his identity, address of relatives and other particulars. May have been with a carnival or pitching. Anyone having an idea who he was, get in touch with Attorney Howard to the above address.

TWO BASEBALL TEAMS have been organized on Sims' Greater and United Shows of Canada Combined. The ride boys: Frank W. Rome (captain), John Ozark, Slim Tyrell, Herman Stanley, Zoel Boucher, Roland Thibault, Kid McDonald, Jack King, R. O'Brien. Concession boys: Buster Stanley, Jack Moore, Harry Hogan, Max Caplan, Jack Littel, Joe Harris (captain), Ossie Breger, Eddie Mallins, Tom Mackin, Joe Wil-

liam, official coach, and Bill Brock, official roter. At a recent game, ride boys' team won, 24 to 16. Harris received a thumb injury, Moore got a black eye off a foul ball, Tyrell got skinned shins when Hogan made a slide to first base.

Philadelphia

PHILADELPHIA, June 20.—Endy Bros.' Shows in Ardmore this week, which is about six miles from west of the city line. All other shows have left the vicinity of the city. Church carnivals and block parties are allowed within the city.

George E. Roberts booked the Kay Bros.' Circus into Haddonfield, N. J., recently and the show had full house afternoon and evening. The date (June 5) is an annual event under auspices of the local school and has been handled for a number of years by Roberts.

Rubin Gruberg was a visitor here this week on his way to New York. Visited with his brother, Max, while in the city.

Exhibit Producing Company, of which Sam Tassell is president and Johnny Keeler general manager, now has three units working. Report business very good up to the present.

Cetlin & Wilson Shows, after five weeks operating in the city and vicinity, left for Lebanon, Pa.

Endy Bros.' Shows report a very good season so far. Rain the last three days in Reading spoiled what probably would have been a banner week.

South Street Museum continues with good business. Has the following bill this week: Dorothy Smith, coon shouter; Leo, in some new magic; Jack Stetson, cartoons and paper tearing; Excella, contortionist; Poses Plastique and illustrations; in the annex, dancing girls and Mary Morris.

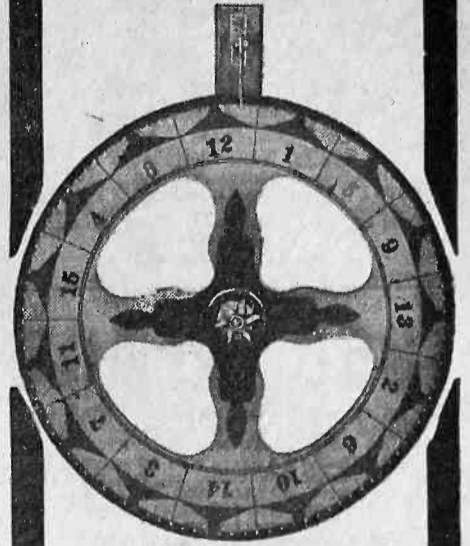
West Coast Amusement Co.

Bend, Ore. Week ended June 14. No auspices. Weather, fair. Business, very good.

Again played this one, two miles from town in a forest, and again had unbelievably good business. Manager Jessup left for Walla Walla to visit his daughter, had a graduation party, but arrived back in time for the Saturday night business. Louis Leos taking over the management of all of the departments, together with his own, and doing a good job of it. Mike Krekos still out with his No. 2 unit, but wired that he would be with this show next week. George Cokan appointed head detective with show. Angelo Terella, ride foreman, added a new concession this week. Dick Morris' Dancing Cuties packed the big tent nightly. Frank Forest has added five attractions to his Circus Side Show. Mrs. Charles Walpert organizing a "Ladies' Club." Mr. and Mrs. Larry Ferris purchased a new Loop-o-Plane, to be delivered at Lakeview, Ore., Larry having traded his single unit machine to the factory. So far business has been far ahead of last year. All of which is from an executive of the show.

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot. Don't guess. Don't take chances. Depend on Evans for Real Winners.



PADDLE WHEELS of All Kinds. . . . \$7.50 up

GIRL IN BED The Sensation of the Midway.

COUNTRY STORE WHEEL

42" to 10'. Also Safety Coin Boxes.

JITNEY ROLL-DOWN

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CAMEL BACK SKILLO

Latest Design.

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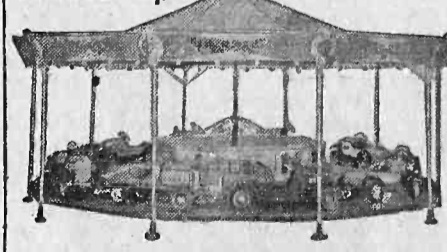
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stores, P. O. and Cases, Parts and Supplies—in fact, everything for the Midway. This 30-page, fully illustrated Catalog is yours for the asking.

Write for It Today!
H. C. EVANS & CO.
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CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents; Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. 810 East 35th St., New York City

PRICED FROM \$750.00 up ALLAN HERSCHELL CO.



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OUTSELL ALL OTHERS—100 Satisfied Customers.

Made in four different sizes for 1936. Model "A" De Luxe 10-Car, seating 14 large children. Sells for only \$1,250.00. F. O. B. North Tonawanda. Model "B" De Luxe 8-Car, seating 12 children. Sells for \$1,000.00. F. O. B. North Tonawanda. Smaller 8-Car Model for \$750.00. Special 20-Car Model for \$2,150.00 furnished on special order.

All models equipped with smooth acting clutch, the only practical drive.

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MUSIC ROLLS FOR CALLIAPHONES

LATEST HITS AND COIN OPERATED ELECTRIC PIANOS
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CAROLINA CANDIES IS THE SCOOP OF THE YEAR

Outside Bally Packages.
10 Beautiful Gifts To Each 100 Boxes.
Including Mantel Clocks, Lamps, Table Cloths, Tapestries, Antimony Ware, Boudoir Dolls, Etc.
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All Bally Assortments Plus 10 Super Gifts per Hundred.

100 Packages \$4.50. THE BEST BUY IN THE COUNTRY.

25% Deposit With Order—Balance C. O. D. 10 Boxes FREE For Express.

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AFRICAN DIP GETS TOP MONEY
FAIRS—PARKS—CARNIVALS.
 Was in Big Money Class at Century of Progress. Portable—Easy to Put Up and Take Down. Only \$125.00 Complete. F. O. B. Chicago. Manufactured by
A. M. COOLEY
 2510 West Monroe St. - - - Chicago, Ill.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Shaker, real class, \$12.50
 Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00
 Bingo Record Sheets, 24x36, 20 for, 1.00
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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With "Moderne" Glass Photo Frames, 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Has died-out back, making it easy to insert picture. Back is held firmly to glass with non-tarnishable Chrome plated clips. Design are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For \$1.00 plus postage you may receive a sample set of Six Frames from stamp to 5x7 enlargement size, and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames.

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PENNY MACHINES
 Specially built to engrave pennies with "Lord's Prayer," or any cut you want. Price \$150.00, complete with L. P. Die. Power Machines, complete with Motor and Table, \$250.00. Send 10c for samples and facts to
"Blue Dot" STAMP CO.
 124 East Larned Street, Detroit, Mich.

WANTED
 Rides, Shows and Concessions—All summer run in red spots. Oil fields, summer resorts. Open in Sand Lake July 3 and 4. Two Big Days. Wire
ROY BASSETT, Secy., - - - Sand Lake, Mich.

WANTED
 A-1 MERRY-GO-ROUND, FERRIS WHEEL AND LINDY-LOOP MEN.
Miller Amusement Enterprises, Inc.
 530 W. 59th St., Chicago, Ill.

WHEELS :-: BLOWERS
 The Finest on the Market. Prices way below others. I specialize in Wheels to your order. Many other Games. Circular tells all.
POP BAKER
 5161 Trumbull Ave., Detroit, Mich.

Along the Expo Midway at Dallas

DALLAS, June 20.—The past week saw a heavy midway crowd. President Roosevelt's visit and a couple of Kids' Days made midway business good.

Stanley Graham, of Graham Enterprises, left Monday for Cleveland to get his Midget Circus ready for the Great Lakes Exposition. Will return the early part of next week. During his absence his general manager, Billy Collins, is holding down the fort.

Paul Jones is doing a neat job in publicity for Streets of Paris, one of the popular spots.

Roy Bowen, a recent arrival in town, is on the front of the Streets of Paris.

Mrs. Arthur Kincaid and daughter, Paddy, were visitors at the home of Mr. and Mrs. T. Riley Hickman the early part of this week. Paddy is recovering very nicely from the injuries suffered in an auto accident early last fall. While here they "took in" the centennial.

E. J. Reicker, connected with Harry Hargreaves in the Skee-Roll alleys, left for Cleveland, where they will operate the same kind of concession at the Great Lakes Exposition. In addition to the Skee-Roll, they have an eating stand at the exposition here.

Mrs. J. Ed (Eddie) Brown left for Schenectady, N. Y., early this week because of the illness of her sister in that city.

Phil Little left recently for Little Rock, Ark., where he had concessions at a celebration which was attended by President Roosevelt.

Teddy Goldstein, who has a Humantone concession on one of the main exposition streets, was given several nice pieces in the local papers. Teddy's space is always crowded and is one of the last to close.

Harry Lee Johnson is in Streets of Paris with a peek show—one of the many in that village.

E. C. Edson joined the Graham staff last Monday as director of publicity. He will handle the publicity for the Midget City and also the Texas Queen Showboat.

The centennial exhibitors and concessioners' list shows 152 exhibitors and 72 concessioners. One of the concessioners, the Turf Catering Company, has 48 stands.

Jack O'Shea has taken over the role of Judge Roy Bean at the Law West of the Pecos. A misdemeanor carries a fine of a few drinks, and the more severe violations bring a sentence of "treating the house."

The Teeter-Callahan Gorilla Village has been rearranged and with the new setup is doing better business.

Tom Morris "floored" his Drive-It-Yourself Kiddie cars track which is a big improvement over the gravel track previously used. The floored track makes it possible for kiddies any age to use the cars.

Big State Shows

Luling, Tex. Week ended June 13.
Auspices, Fire Department. Pay gate. Location, city park. Weather, perfect. Business, fair.

Movement Yoakum to Luling perfect. The event Yoakum "Tom Tom" shut down at 2 a.m. Sunday and 9 a.m. entire show on Luling lot. "Blue ribbons" for William Norman, chief mechanic, and his assistant, Philip Van Dorn. *Tri-County News* and *The Signal* wonderful with space. The writer contacted Christian, Baptist and Methodist churches; also Masons and Eastern Stars. Memory of Herbert S. Derome, soldier, killed in France in 1918, honored. A custom since 1922. Entire troupe at depot when President Roosevelt's "special" stopped five minutes. Slim Watson and wife, Helen, gone to Dallas Centennial. Audrey Anderson and wife, Eunice, back from Bay Town visit. Director General Ray Gray has new sedan, Chevrolet. Chester McClure and Joe Norman, known as Oklahoma Hillbillies, with silver guitars, added feature at Coney Island Side Show. Joe Stout to Lake Charles, La., to accept a position. Shorty Havens taking down prizes at roundabout skating rinks. Secretary-Treasurer Louis Bright fighting mosquitoes in his pajamas. Flying Valentines to keep fit carry Dr. G. Garrison Lloyd. Given daily chiropractic adjustments. James McIver, baby rides foreman, injured his back. To hospital for 10 days. Another air callope wagon installed. Preparations for Captain Dan Cherry's high-dive act. Others to follow. Management proposes a "Milky Way of Aerial Thrillers." James Ward with Ferris Wheel's contingent. Ed (Snake) Ruyle arranged to buy 100 acres of tim-

berland near Columbus, Tex., with bonus money. Herman Yerger and party (Slim Cantrell and wife, Evelyn, and Emma Gabriel), who are located at Austin, Tex., in mail-order business, promotions and other lines, were visitors.
DOC WADDELL.

R. H. Work Shows

Patton, Pa. Week ended June 13.
Auspices, V. F. W. Weather, rain two nights. Business, fair.

Friday night almost a complete loss due to rain. The lot was under from six inches to a foot of water Saturday noon, but nearly everyone on the show got out with shovels and buckets and by opening time the midway was covered with shavings and was fairly dry. The Conley Trio presented its Dog and Pony Show on the midway for two nights while waiting to fill a free-act engagement. Mr. and Mrs. Ed Ozman, who joined with their jewelry concession, left for two days to go to York, Pa., where they ordered a specially built trailer. Bandmaster George Stoltz and brothers, who are members of the band, having a great time, this being their home town. Fern Costick and Gwen Dawson making new wardrobe for the revue. They take the management of the revue next week. Mr. and Mrs. Harry Baker making plans for their daughter, Grace Ruth, who will join soon from Miami, Fla. Billy McNaughton proud of his new G. M. C. truck. Credit is due Harry Good, owner of the local brick works, for paying his men on Saturday instead of Monday, making it possible for the Saturday night's business. Both Mr. and Mrs. Good were visitors Saturday night. Mrs. Good was formerly Kathryn Warren, of Zeigfeld's *Evening Star* production.
HAZEL REDMOND.

Beckmann & Gerety Shows

Rockford, Ill. Week ended June 13.
Location, Huffman boulevard (opposite Driving Park). Auspices, American Legion. Weather, cool.

Show train arrived from Galesburg late Sunday afternoon and was met by the largest crowd this writer has ever seen at a railway crossing to witness the unloading of a carnival train. Special Agent Macon (Buddy) Willis had the city and country well billed, and the Rockford Consolidated newspapers — *Register, Republic, Star*—were very generous with stories and art. Mr. and Mrs. Fred Beckmann entertained at dinner Tuesday night Dave Jarrett, owner of the Rockford Poster Plant and well known in the circus field, he having served many years as a biller and car manager on many of the leading circuses. Joe Taggart, circus fan and builder of equipment, was a nightly visitor. Buster Shoat, the show's mail man and *The Billboard* agent, son of the well-known and well-liked Nora and Jess Shoat, is handling his new job like a veteran. Buster is a clean-cut, ambitious young man and hopes to be able to enter one of Texas' prominent colleges this fall. George Davis, cookhouse manager, is looking forward to a visit from his wife and daughter when the show plays Milwaukee. Among visitors Saturday, all well-known circus fans, were Mr. and Mrs. S. Braathen and Dr. and Mrs. Tormey, from Madison, Wis., and W. H. Hohenadel and son, of Rochelle, Ill. Hohenadel is well known in circusdom as editor and publisher of the *Circus Fans* magazine, *The White Tops*. Sells-Sterling Circus day-and-dated the show Friday and Saturday and many visits were exchanged between the personnel of the two shows.
KENT HOSMER.

Cetlin & Wilson Shows

Philadelphia. Week ended June 13.
Location, North Broad street showgrounds. Auspices, Cheltenham Ball Club. Weather, rain. Business, almost nil.

Opened on Monday night with a small crowd, which increased until Wednesday, then rain for three days, which made this location just about a total blank. This engagement concluded a five weeks' stay at this town. Show and rides are being repainted where necessary so that everything will be in readiness for the fair season that is not very far off. Harry Dunkel away for a much-needed rest, but will return shortly. Special Agent E. K. Johnson left for Punksu-tawney, Pa. C. D. Cump is handling Lebanon, Pa. Doc Weber's living trailer caught on fire on Wednesday, but quick work on the part of the boys saved what might have been a disastrous conflagration. Mrs. Weber was slightly burned about the face. The Merry-Go-Round motor caught fire Thursday night, but as fire extinguishers are always handy at all parts of the midway no damage was done.
GEORGE HIRSHBERG.

Crafts 20 Big Shows

Albany, Calif. Week ended June 14.
Location, San Pablo avenue. Auspices, Druids. Business, good.

The second week for the show located on San Pablo avenue, main artery of traffic through all Bay District towns. Previous week in Emeryville, all attractions reported a very good week's business. Rides did exceptionally well, while the concessions had one of the best weeks since San Diego. Harry Bernard, Joe Krug et al. made the two-day picnic at Santa Clara, Calif. The No. 2 unit, Golden States Shows, played a few blocks distant at another church picnic, but put some attractions on the other lot. The John (Spot) Ragland and Lew Korte concession going over good in the Bay District towns. O. N. Crafts and Roy Ludington flew in the Crafts' plane to Reno to spend a couple of days with Golden State Shows. Mike Krekos visited at Albany, also members of Clark's Greater Shows visited and hobnobbed with friends on this show. Al (Big Hat) Fisher was on the lot one night. Al has been doing a little scouting for other interests. James Chloupek, Circus Fan, visited in Emeryville—had many interesting pictures of the old Norris & Towe Circus. Ride boys hanging up a few records the past two moves, which have been circus style—up and down within 24 hours. Elmer Hanscom kept busy shaking hands. Elmer spent many years in this section and lived at Vallejo one time. Ed Bliss, the show's artist, lost his pet dog last week, but was fortunate to find the animal again by listening at the midnight barks of the neighborhood dogs. Speedy Babbs, of the Silodrome, sporting a new "Palm Beach" layout. Joe Duran, of the Merry-Go-Round, and Paddy Ryan, of the Ferris Wheel, keep those two rides in tip-top shape and are among the first up and down weekly. Jake Boyd and Heyday crew, as well as H. (Puddin) Cooper and the Skooter crew, really "go to town" also with the heavier type rides.
ROY SCOTT.

Golden State Shows

Reno, Nev. Week ended June 14.
Auspices, Disabled American Veterans. Location, East Fourth. Weather, very warm. Business, good.

A long jump from Santa Clara to this spot. Used trucks to Sacramento, transferred to Southern Pacific there and sent only a few trucks over the mountains. Very heavy grades and trucks made very slow time, but the show was all ready for opening night. Nice turnout and with all shows and rides at increased prices business was good. Saturday and Sunday the banner days, with the biggest day's gross of the season so far on Saturday. O. N. Crafts and Roy Ludington flew over from Albany for the opening and reported a wonderful trip. Both went to the lakes for a day's fishing during their visit, but for once were not successful, so the promised fish feed did not materialize. Homer Nesson, foreman Merry-Go-Round, reversed the usual order of things in this town, for, instead of getting a divorce, he married a Miss Kenyon. Manager Wright gave Homer a few days off and the bride and groom spent the time at Lake Tahoe. Quite a few parties given here by members of the show, among the hosts being Mr. and Mrs. Radenbaugh, Mr. and Mrs. Will Wright, Mr. and Mrs. Joe DeMouchelle and Mr. and Mrs. Art Anderson. J. Maguire joined here with pillow wheel and Jack Wilson with scales. Hughie Bowen added a sandwich and coffee stand to his already long line of concessions. Mr. and Mrs. Harry Fink, old-time showfolks, now operating Orange Grove, at San Fernando, were visitors, making the long trip in one day. Roy Sullivan, who recently was appointed foreman of the Scooter, is handling the ride in first-class shape.
R. M. SMITH.

Peerless Exposition Shows

Grafton, W. Va. Week ended June 6.
Weather, fine. Business, good.

A new ride was added to the midway when Leslie joined with his Tilt-a-Whirl. Whitey Herske is its foreman and Leslie himself holds out at the upper end of the midway with his ball game concession. Visits were exchanged with Gooding's Greater Shows. L. I. Thomas still has the corn game and three other concessions, all doing well. Kline has three concessions. Ray Bonzer has the cookhouse and one ball game. Berry Bros. Circus and Red Moran's Ten-in-One take up a prominent part of the midway. Harvey Potts manages both the Gay Paree and Hawaiian Show. Lineup included seven rides, four shows and 20 concessions.
TEDDY STRIMPLE.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., June 20.—Happy Johnson engaged as talker for Tin Pan Alley and his voice can be heard the length of the midway. Wears a "Gay '90s" makeup and has been named the "Mayor of Tin Pan Alley." . . . Larry King to San Francisco on business. . . . Barbara Brent engaged by L. B. Utter as feature dancer in "Days of '49." . . . Bill Davis, owner Funhouse, enlarging his concession, having bought several novel funmakers at Ocean Park. . . . Charles Alkin now operating "Streets of Paris," with Frances Johnston, producer; Barbara Mayo, Ruth Hanson, Brownie Mayer, Jackie Lee, Virginia Neal, Muggsie Marsheon, dancers. . . . Olsen and Johnson spent many hours on the midway during their engagement here. Are popular with midway concessioners. . . . Jerry Carman, "singing bus boy" at the Granada Cafe, left for Dallas. . . . Jack Brooks returned from Dallas and is manager of "Front Page," also handling the bally.

Abe Rudy, who has the candy and fruit concession on the midway, is now called "Apple Anne." . . . Jack Briel, who operated a ham and bacon concession, has returned from Cleveland. . . . Grunt Derby has been added to concession row at the entrance of Spanish Village. . . . Earl Keats, returned from Hollywood, now manager Hollywood Doubles show for Fanchon & Marco. . . . Don Wenster, Northwest showman and concessioner, now managing the Ernest A. Lawrence interests at the exposition. Reports steady increase in business at the Spanish Village souvenir shop. . . . Harry Mize now managing Joe Zotter's riding devices. . . . Ray Steffy in charge of Madill & Davis' concession in Tin Pan Alley.

Margaret Bode is cashier for the Frolic ride. . . . Frank Robinson Brown, emcee, doubles between Darto game and "Days of '49." . . . Eddie Wakelin in charge of Navy Week activities on the midway, with Ione Ziegler acting as secretary. . . . Capt. Jim Moore, featured as the scout in the *Battle of Wounded Knee* with Ken Maynard Wild West Show, received an ovation when entering the arena with his beautiful buckskin suit, 10-gallon hat and his long white hair. . . . Ruby Freeman, the Red Men's "Queen" of Vallejo, chosen at a recent "49 Day" celebration, visited the midway escorted by Val Dage, of the exposition staff, and a dinner was held in her honor at Cafe of the World.

Hilderbrand's United Shows

North Bend, Ore. Six days ended June 7. Location, streets (bridge celebration). Auspices, Chamber of Commerce. Weather, rain. Business, good.

During a pourdown of rain 12,000 amusement seekers passed thru the marquee Saturday night. In spite of rain all week business was very good. Parades assisted in drawing crowds from neighboring towns. The Four Jacks and Charles Soderberg registered heavily. Lillian La France topped the midway with her Motordrome. North Bend the sixth consecutive week of rain since entering Oregon. Jane Godfrey's Ten-in-One received exceptionally good attendance, also the two girl shows conducted by Fred Webster. Mr. and Mrs. Jack Barritt left for Los Angeles after selling their Snake Show to Thomas Lee of the Hill-billy Show. Mr. and Mrs. E. H. Taylor left for Tacoma, and Jack Elhart, Sam Popkins and Larry Gale, Geneva Sanford and Mr. and Mrs. L. Sanford to join West Coast Shows. William Groff added three concessions and Ralph Balcom added one. Ferris Wheel, Mixup and Merry-Go-Round ran a race for top honors. Johnnie Boston joined with an ice cream concession, and Mr. and Mrs. J. Fredricks Fletcher with a novelty stand. Hazel Fisher and Verna Seeborg made a trip to Portland to visit relatives. Mr. and Mrs. Johnnie Gibson entertained seven show-folks at dinner at a local cafe. Mr. and Mrs. Johnnie Hicks and Mr. and Mrs. Harry Sucker also entertained at trout dinners. En route one of the larger semi-trucks upset, crashing into a bank, and was completely demolished. John Silver and Charles Winston suffered minor injuries. A new truck was immediately ordered by O. H. Hilderbrand. Mr. Hilderbrand spent three days on business in Portland. General Agent E. Pickard returned from his booking tour of the Northwest. Fred Webster and Ed Young purchased a new car. Young also purchased a house trailer. Ben H. Martin spent a day in

Salem overhauling his Loop-o-Plane. Mr. and Mrs. Johnnie Miller entertained at a local cafe. Mr. and Mrs. Neal Coffey's Human Fish Show made a good showing. Danny Callahan added another concession. Mrs. Betty Coe has become expert as hostess in the marquee and has made many friends. Mr. and Mrs. Ralph Balcom made a trip to Portland on business. WALTON DE PELLATON.

Art Lewis Shows

Worcester, Mass. Week ended June 13. Location, Southbridge and Quinsigmond street. Weather, fair. Business, good. Tuesday was dedicated to children of the Orphans' home and newsboys of Worcester, opening all shows and rides from 2 to 5 p.m. All attractions were free and several hundred children were allowed to go and come to the different attractions as they pleased for the three hours, other folks being denied admittance to the grounds. The children were the guests of Owner and Manager Art Lewis and the late Mayor Cookson of Worcester, who, unfortunately, dropped dead the latter part of the week while attending the Republican National Convention at Cleveland. The newspapers were liberal with front-page stories, as well as carrying several photographs of new rides the show has this year, and the free acts—the Five Flying LaVans and the Daring Henderson. Show operated here on Sunday, the first time for carnival in this city. All of which is from an official of the show.

Ellman Shows

Waupun, Wis. Week ended June 13. Weather, cold. Business, fair. The roster has undergone some changes. In includes Abe Margull's Ferris Wheel and Miniature Auto Ride; Andy Roschner and Tony Norris, Merry-Go-Round; Joe Branham and wife, Loop-o-lane; Mr. Ellman's Kiddie Rides Darkest Africa, and Mexican Show, operated by Ben Lockman; Athletic Show, handled by Amil Barbola; Arcade, handled by John Clark. Cookhouse is operated by "Hamburger Mose" and Joe Matt. Among other concessioners are Mickey Stark, Mr. and Mrs. Branham, Shorty Data, Ducky Whalen, Mr. and Mrs. Ring, Mr. and Mrs. O'Brien, Pete Egner and son, L. Berto, Mr. and Mrs. Wells, Mr. and Mrs. Steele, T. Fidgett, Mr. and Mrs. Scully, Mr. and Mrs. Jack Peoples (corn game), E. Beck, Mr. and Mrs. Dave Prevost, Buddy Folsom. Shorty Data is the scenic artist, and Dutch Levan is the billposter and canvasman. Staff: Charles Ellman, manager; Frances Ellman, secretary-treasurer; James Franklin, electrician; Al Thomasson, publicity; Jim Franklin, mail man and *The Billboard* salesman. Free act is presented by Bert Morey, well-known circus performer. AL THOMASSON.

Regal United Amusement Co.

Crane, Mo. Week ended June 13. Auspices, Fire Department. Weather, cool. Business, fair. Opened Tuesday night to a small crowd, but both attendance and business increased as the week progressed. Several of the showfolks visited at Rogers, Ark., Sunday with Mr. and Mrs. Doc Yaeger and Jimmy Wilson and family on Porter's Show. The new office trailer has been given a coat of aluminum paint, which adds greatly to its appearance. The Cargo Show has added a new banner. Minstrel Show has improved its interior by placing new curtains on the stage. Mr. and Mrs. Curly Brown and little son, J. K., have returned to the show. Pat Mosier, of Port Arthur, Tex., arrived to spend the summer with his aunt, Mrs. Nora Bell Sharkey. Betty Marie Melton, of Springfield, Mo., was a visitor at Crane. Mrs. C. E. Meadows, advance agent, has been busy with booking engagements. Windsor, Mo., is the show's Fourth of July spot. MRS. PAT NEULAND.

Christ United Shows

Ashtabula, O. Week ended June 17. Auspices, Sons of Italy. Weather, fair. Business, fair. Played on the auspices' grounds. Shows and rides had a good week, concessions fair. Very active committee. Played full week, including Sunday. Prior to the stand at Ashtabula show was at Masury, O., auspices, American Legion; location, Addison School grounds; weather, variable. Business poor. Members of the show visited Gooding Greater Shows and the Johnny J. Jones Exposition. Had an active committee, but weather conditions hampered the engagement. BEN HARRIS.

J. J. Page Shows

Beckley, W. Va. Week ended June 13. Auspices, Boy Scouts. Location, Sprague showgrounds. Weather, showers on Thursday. Business, very good.

Wonderful auspices. What a contrast from the engagement a year ago, when the show encountered rain the entire week. A truck move was negotiated, and an early arrival of all the equipment gave the show a break in advertising, as the swimming pool adjacent to the showgrounds draws quite a crowd of folks on Sundays. Fred Robinson with Hawaiian Show, the top money, with Anderson's "No Name" a close second. The twin Eli Wheels were top money of the rides, with the Tilt-a-Whirl almost neck and neck. Charlie Phillion's eatery gathered in the shekels, as also did Beard and Rainey's corn game. Same Gravis filled 'em high at the frozen custard and was amply rewarded. Jim Phillion made an exit for another show. Nelster and Longmore placed a new Kiddie Auto Ride. Billie Senior Jr., son of Billie Senior of the free act of Jammie Graves, the Sky High Girl, arrived from his home in Cleveland to spend the summer on the show. Frank and Dot Earle, with their son, Jupe, arrived with a new Oldsmobile for their vacation, which they usually spend on the show. Edgar Brown, foreman Merry-Go-Round, assisted by Cowboy Watson, puts it up and takes it down in fine time. Earl Williams has framed his trailer with a nifty brass railing and awning. J. J. Page away for a couple of days in the interest of the show. O. G. Watson, of the Arcade, has framed a hoop-la, making him three concessions in the lineup. Ruth Reno placed a concession. Eddie Cole returned and placed two concessions and Tannes Mitchell one. R. E. SAVAGE.

Intermountain Shows

Union, Ore. Week ended June 13. During Stock Show. Location, uptown, on streets. Business, satisfactory.

Show opened two days ahead of the Stock Show. At Boise, Ida., recently show played a day-and-date with Monte Young's Rides on Crystal boulevard, and on May 30 day-and-date with Al G. Barnes Circus at Gooding, Ida. Verne Newcombe was a recent visitor. The showfolks were entertained by Mr. Baker, of Tom Mix Circus, at Pocatello, Ida. Ted Levitt joined at Union with his Girl Show, also Jimmie Black, Mickey Wilson and Mel Dehart, each with three concessions. There are 15 concessions, including Montgomery's corn game and diggers. The new No. 5 Eli Wheel greatly aids the attractiveness of the midway, likewise the new Loop-o-Plane. The Tilt-a-Whirl and Merry-Go-Round have been newly painted. Marvin Powers' Athletic Show has been drawing good houses. Fred and Margie Wood visited Portland to bring back Betty Kennedy-Wood, who had just finished school. Wood ordered a de luxe house trailer to be delivered at Boise, Ida. Frank Ward is general agent and Jimmie DeOrsay special agent. Show travels on motor trucks and railroad. Suicide Bell, crashing a wall in auto, is the free act. Frank Kennedy, of Greater Kennedy Shows, was a visitor at Caldwell, Ida. All of which is from an executive of the show.

Latlip Shows

Ameagle, W. Va. Week ended June 6. Location, baseball park. Business, good. Seth, W. Va. Week ended June 13. Business satisfactory.

At Ameagle: Business was satisfactory first half of week, and with mines operating two shifts, full time, and pay days in the coal fields the last half was very good. Ginger Latlip received new canvas for her concession, which makes a neat appearance. The writer, last year with the Small & Bullock Shows, had a pleasant chat with Harry L. Small at Eskdale, W. Va. Mr. and Mrs. Charles Chaffin, former members of the show and who retired some years ago, were visitors. At Seth: Ex-Mayor J. L. Keller of Dunbar, W. Va., was a visitor while in this section inspecting his oil, coal and timber interests. The writer made a visit to relatives at Nashville, Tenn., returning to the show on Sunday. Capt. David Latlip and Agent Frank Griffin in the eastern section of West Virginia booking engagements. The Latlip Sisters continue to please the midway customers with their trapeze and acrobatic acts. R. Donohue is now in charge of the Animal Show. Captain Latlip is having two shows built, to be ready for the Fourth, Abe O. Blumberg the builder. JAMES WELCHER.

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The Carnival Pass Question

By Walter D. Nealand

Walter D. Nealand started his newspaper work as reporter on *The Evening Dispatch*, Cohoes, N. Y. His first circus experience was with the *Sig Sautelle Circus* (wagon show) in 1897, and he has been press agent with *Sells-Floto*, *John Robinson*, *Al G. Barnes* and other circuses. Was with *Frank C. Gaskill Carnival* in 1906; press agent of *Con T. Kennedy Shows* in 1922, and in the same capacity with *Rubin & Cherry Shows* in 1925, '26, '27, '28, '29, '34 and this year. He was also press agent for *Johnny J. Jones Exposition*, *Melville-Reiss Shows*, *John T. Wortham Shows* and other carnivals. During the winter months, for several years, he was publicity director for *Metro-Goldwyn-Mayer* and *Warner Bros.*, in charge of the Chicago offices.

"To pass or not to pass,"
Ah, that is the question.

SIMILAR to a quotation from *Hamlet* is the oft-repeated query as to the pass situation that confronts carnival executives in this day and age the same as it has since the advent of the street fair way back in the more or less Gay '90s.

Showmen, especially the independent owners, frequently complain that the management of the carnival gives out too many passes; that they are compelled to bear the burden of the management, the legal adjuster, press agent, trainmaster and other officials who, in order to move the show and handle it while in town, must give out more or less ducats.

In rebuttal the management and its officials point out that it is absolutely necessary to give out passes in order to placate the police and other city-hall departments; the press agent has to hand out a number of them to the newspaper men in order to



WALTER D. NEALAND

As he was caught by the cameraman counting 'em up.

get stories, pictures, etc.; railroad of-

ficials expect passes and if they don't receive them the cars might be slow in being spotted, and unless the advance agents and billposters hand out lithograph tickets to storekeepers and owners of choice locations the advance advertising will not be so effective.

Necessity or Evil

And now comes the much-mooted question, "Are passes a necessity or an evil?"

Based on personal experience, I will say unqualifiedly "Yes, a necessity." Regardless of showmen's kicks and managements' reluctance at times to give out passes, it must be done, but with judgment on the part of those who have the authority to issue the much-desired "Annie Oakleys."

If too many passes are handed out, it is the fault of the show official. If anybody who really has a claim to a free ducat is refused that courtesy then the show must suffer.

Eliminate the passes entirely and you destroy a time-honored tradition that has endured since the early days of the carnival—also circuses and other shows. It can't be done. The free pass is an institution that will endure as long as there are carnivals and nothing can be done about it except to grin and bear it.

The billposter, when billing the show, in order to place his advertising matter inside a store window must give in return something and that something is a free pass, usually good for any one show on the midway. If he refused to give the pass the merchant will not allow him to place the advertising matter in his window, and why should he?

When the show arrives in town and the press agent visits the newspaper offices, his greeting is usually "How about the passes?" If he says there are "no passes" the editor will refuse to give him free readers. True, he pays cash for the display advertising space, as does the town merchant, but the town merchant receives no free readers, altho he spends plenty of money advertising his wares the year round and expects none. But the carnival is different. The press agent must have stories and mats in the news sections. To get them he has to pay off, not in cash but in free passes to the shows.

Most press agents visit the business offices of the daily newspapers, contract for various amounts of display advertising space and hand the advertising manager from 50 to 100 show passes, with the understanding that this number will take care of ALL departments, including the editorial force. Yeah?

Well, in my years of trouping I have found that as a rule Mr. Advertising Manager hands out some of the free ducats to merchants who advertise in his newspaper, the printers receive their quota, the office force, stenographers, office boys; in fact, everybody but the editors and the reporters get passes, and they are the only ones who are really entitled to them.

First Editorial, Then Advertising

Years ago when I was a circus press agent I resolved that I would always issue my passes first to the editorial department—see that the boys in the newsrooms were taken care of first—and then visit the business offices and ticket only the heads of the advertising department. The rule worked out so well that I still follow this method and must say that it works out very satisfactorily, altho I get many kicks from the business offices to this day.

Instead of handing them out in bunches of 50 to 100, I give members of the news departments enough tickets to take care of their respective families—say, six tickets or less to each bona fide city editor, reporter or columnist. This materially reduces the number of passes, the ones I want to have free tickets are satisfied and it eliminates many of the free-pass pests.

My press passes are different in color from others given out on the *Rubin & Cherry Exposition*. The word "Press" appears on them in large type and they must be used by newspaper men—no other individuals are entitled to them.

After the news force, and those of the business staff who are entitled to them, have been taken care of, comes the circulation manager who, in many towns, wants to have his news-carrier force enjoy the shows and rides and have a good time at the expense of the show management.

Of course, there is no real reason why the show management should extend free courtesies to 60 or 100 newsboys—let them enjoy free shows and free rides—unless it may get in return a stick or two of type in the next day's issue, saying that the news carriers had a "swell" time. And any press agent who understands the game knows that this small amount of space is not worth the time and trouble of piloting a gang of newsboys around the midway, annoying the cash customers of shows and piling them onto the rides about the time the patrons are beginning to flock to the ticket boxes.

"Newsboys' Parties"

Well, then what's the reason so many press agents allow themselves to be coerced into staging these "Newsboys' Parties"? Mostly, it's because it has been the custom of years since the days way back in the infancy of the carnival, when old-time press agents thought it was a wonderful publicity stunt to proudly march at the head of a flock of yelling news carriers, visit the shows and rides and expecting that when the newsies returned home they would tell their parents and others of the merits of the shows and rides they had just visited, gratis, and advertise the show for the rest of the engagement.

Time marches on—things change—and the newsboy outings are rapidly becoming a thing of the past. In a Southern town recently, I was asked to handle 300 news carriers in one party. Figure that out and see how long it would take, how many showmen would rise in anger at being asked to be the hosts of such a number, how much good would result in granting the request, and there you have the answer.

It is manifestly unfair to the showman to give free passes to everybody connected with a newspaper and there is where judgment must be used to hold the good will of the newspaper and its management.

The experienced press agent who knows his business realizes that he can get more and better free reading notices, stories and pictures by giving passes to those who rule the editorial destinies of the newspaper than he can by spending hundreds of dollars downstairs in the business offices: No passes, no stories, no pictures; therefore passes must be given—but in the right way. City officials must have passes or the show will suffer in various ways.

The press agent, as a rule, comes in for much criticism, regardless of which side of the fence he is on. Some show owners find fault with him because he gives too many ducats to the newspaper boys regardless of how much free space he grabs off by doing so.

Individual show managers complain of the number of passes, forgetting that it is necessary to get free publicity for their attractions.

Employees of newspapers, especially in the business office, complain that they get too few passes, as most of them would like to take their entire families with them.

Practically everybody who gets a free show pass wants another one that is good for the rides on the midway.

In the smaller towns, of the one newspaper variety, the publisher will want, and sometimes demands, more passes than the newspapers of the larger cities who are, as a rule, content to accept a limited number for the use of their editorial and reportorial forces, and care little about their other employees, news carriers and advertisers.

P. A. Should Have Free Hand

Trying to operate a carnival without passes would be disastrous. To get free publicity in the news columns, show owner and press agent must collaborate in handing them out, sparingly and judiciously, and the press agent is the man who should have a free hand in that endeavor. I have had the utmost co-operation from *Rubin Gruberg* in this direction. I am held responsible for every free pass I issue and must make a report weekly on same. If they get into the hands of other than real newspaper men, I am the one that is responsible and held accountable by the main office wagon.

Every carnival press agent has the same problem to solve and in his own particular way. Way back in the olden days when the venerable *Doc Waddell*, dean of the press agency, was publicizing the *Gaskill* and other pioneer carnivals, he blazed the way for the modern press agent to follow. Nowadays they are given hifalutin' titles such as "director of public relations," "publicity director," etc., but "press agent" he is and always will be until the end of time.

"Doc" is still on deck, hale and hearty; *Ed R. Salter*, "the hired boy," who made *Johnny J. Jones* a power in the outdoor amusement world, has passed on and most of the oldtimers have passed out of the picture, but there are still press agents who strive for the better things. They exploit the "carnival," which will endure so long as people want outdoor amusement features that appeal to old and young—the masses. I have in mind *Joe Scholibo*, of *Hennies Bros.' Shows*; *Jack Dadswell*, of *Royal American Shows*; *Kent Hosmer*, of *Beckmann & Gerety Shows*; *Roy B. Jones*, of *United Shows of America*; *Carleton Collins*, of *John Marks Shows*; *Roy Ludington*, of *Crafts 20 Big Shows*; that grand old veteran *Dick Collins*, who is staging a wonderful comeback with *Dodson's World's Fair Shows*; *Walter Davis*, of *Johnny J. Jones Exposition*, a newcomer who is making good in a big way; *Floyd Newell*, of *Mighty Sheesley Midway*, and others of the fraternity whose mission is to sell the show to the newspapers—the "front man," so to speak, and who is the contact between the show and the newspaper, the salesman.

It is my candid opinion that as long as there is a carnival there will be passes.

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MILWAUKEE, WIS.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 20.—There seems to be considerable doubt on the part of railroad shows as to the attitude shown by the railroads relative to passenger rates, mention of which was made in this column some issues ago. We do not pretend to appraise the views of the carriers, so at best could only state our opinion. However, to shed some light on the subject, pro and con, we quote Joseph B. Eastman, federal co-ordinator of transportation, on one side of the controversy, and Robert V. Fletcher, vice-president and general counsel of the Association of American Railroads, on the other side. It will, of course, be up to the reader to form his own conclusion.

Mr. Eastman's views were expressed recently in a speech before the American Institute of Co-Operation at the University of Illinois. He contended that government regulation would eventually extend to all forms of transportation, and said that the "field of regulation must be as broad as the field of transportation" and that the future of transportation also involved "the steamship, the barge line, the truck, the bus, the pipeline and the airplane." The co-ordinator said the government must play its part in all these fields "without fear or favor" because "cutthroat, destructive competition was an instrument of danger not only to the nation" but to transportation agencies.

Mr. Fletcher's ideas on the subject were also recently given in an address before a Chamber of Commerce of a large Eastern industrial city. Altho he declined to discuss the matter of rates, he did protest what he called "the blighting influence of bureaucratic governmental control" and indicated that prospects would be brighter if there were "less regulation and more common sense." He said, "We are mortally tired of being bossed."

Here is, as we view it, the essence of the controversy between the carriers and the I. C. C.; the present fight over passenger rates being merely incidental to the solution of the larger question: "Shall there be more or less regulation?"

In the meantime we still await the decision of the Freight Traffic Managers' Committee of the Trunk Line Association on the ACA application recently filed.

Motorized shows will be glad to learn that some very definite agitation has been started in Congress to reduce the tax on gasoline. While it is our opinion that it is somewhat late for any definite action to be taken this session, the pressure being exerted in favor of a reduction is so great that some tangible result may be obtained before another year. In this connection we refer you to an address of Senator Marcus A. Coolidge, of Massachusetts, delivered on June 8 and which appeared in the Congressional Record for that day.

We continue to receive additional information on the subject of electric rates, which information we shall be pleased to send to any ACA member upon request.

Several of our member shows have written the ACA office with reference to our annual visitations, but there are still a few to be heard from. As we are completing our visitation schedule for July and August we would appreciate this information (i.e., date and place) at as early a date as possible.

Zimdars Greater Shows

Dixon, Ill. Week ended June 13. Auspices, V. F. W. Location, Rainbow Inn showgrounds. Business, fair.

People came late but stayed late. Charles Reed, advance agent, back on the show for a brief visit and reported the route booked solid with exception of two weeks. Henry (Hank) Smith, owner the Loop-o-Plane, narrowly escaped death while unloading. Was struck by a piece of 2x4 timber, which barely missed his temple. Was rushed to Dixon City Hospital, where he is reported resting easy at this writing. Edward Holbert celebrated his 34th birthday on Thursday. Edward received many presents, also Mrs. Pearl prepared a birthday dinner, and the usual cake, cigars, etc., were passed out. Prof. Gene Reil arranged a public wedding for Thursday, the couple being Arthur K. Zimdars, show's chief electrician, and Laverne M. Ellis, concessioner. The groom brother of Harry

Zimdars and the bride sister of Mrs. Harry Zimdars. At 10 p.m. all shows and rides stopped and march was made to the Ferris Wheel, where the ceremony was performed, with William T. Terrill, justice of the peace, officiating. Mr. and Mrs. Art Dogyet attended the couple and Betty Belle Muse was the flower girl. After the wedding there was a feast, with Jake Miller as toastmaster. Friday night, while Bright Spots of Broadway was showing, someone entered the dressing room and took a street dress and \$20 in money belonging to Hazel Smith. Among visitors were Prof. Leroy, high-wire performer with Vernon Shows; a number of rodeo folks connected with James Gorman, on their way to Ponca City, Okla.; members of the Pan-American Shows and the Great American Shows, Deafy Davis and wife, Ed O'Connor, Dutch Staude and Bill Hopper. Realizing that Sunday was Flag Day, Harry Zimdars bought 500 flags to be displayed on the midway.

CHARLES SEIP.

Johnny J. Jones Exposition

Bradford, Penn. Week ended June 13. Location, circus grounds. Auspices, American Legion. Weather, one night of rain. Business, good.

The fore part of the week very cool, with rain Wednesday night, altho the night not lost entirely. Saturday gave the show the biggest children's matinee of the season so far. B. H. Mathis of Warren Tank Car Company, E. V. McDonald, Attorney E. L. Stein, Frank Haggerty and George Calderwood, from Warren, Pa., visitors in Oil City. Art Mix and his Wild West and Circus joined here, bringing a contingent of cowboys and Indians. Show features riding, roping and other Western pastimes, also aerial acts and augmented with the performing elephant, Mena. Show works behind an open front with an Indian village of teepees for a background. New arrivals on free act program, the Aerial Parroffs and their aerial ladder balancing act, three people; Charles Siegrist Troupe, casting act featuring Charles Siegrist and his daughter, Helen, who also does an aerial act in the circus. Johnny Jones Jr. returned to the show from Florida Military Academy, Haines City, Fla. Will take charge of his Kiddie Ride and cigarette shooting gallery. One of the season's most welcome visitors, Mrs. Grant Smith (Sister Sue), as a guest of Director E. Lawrence Phillips and Mrs. Johnny J. Jones. An eight-pound girl born to Mrs. Geraldine and Tex Worl, impalement artists with Carl Lauther's Circus Side Show. Paul Sprague returned and is orating on the front of the Temple of Mystery. Sailor Joe Simmons now handling the front of Artists and Models. The work of painting and building still going on. The entire train has been repainted and Artist Reeves is busy on fronts. Splendid co-operation was received from Mayor (Dr.) Hugh Ryan and other city officials at Bradford. Mr. and Mrs. George Cramer, of the Spillman Engineering Company, paid the show a visit.

WALTER DAVIS.

Dee Lang Famous Shows

Muscattine, Ia. Week ended June 13. Location, Riverfront Park. Auspices, American Legion. Weather, fair. Business, fair.

With several additional shows and two new rides since the show's last visit, the week's gross showed a substantial increase. With a live-wire committee, the engagement was climaxed by an excellent Saturday night's business. Most of the personnel took advantage of the proximity of Royal American Shows at Davenport to pay that midway a visit. Ray Van Wert is now on the front of the greatly enlarged Follies of 1936. Ed Allen, owner of the movie dog Taxle, has been placed in charge of the new Crime Show, and with an attractive front and a multitude of exhibits, Ed reported a profitable week. Joe Darpel has returned to duty, with a new house-car, and is doing nice business with his double-bodied baby attraction. Dudley Pike, uncle of Buster, the fat boy, paid the show a visit.

MARK WILLIAMS.

NEW YORK, June 20.—Robert Lusse, of Lusse Bros., announced sale of a 20-car Skooter to Beckmann & Gefety's Shows and a 12-car setup to Cetlin & Wilson, with latter scheduled to add four more cars for fair engagements. Palisades (N. J.) Amusement Park is in process of completing a 20-boat Water Skooter sold by the firm.

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PULL THE MOBS IN!

WITH THIS LAFAYETTE



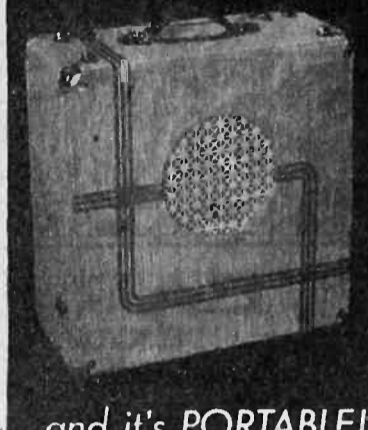
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500 Watt, Weatherproof, PITTSBURGH FLOODLIGHTS. Easily adjustable. Limited amount. Original Cost \$70. While they last, your price, \$25. Rush your order today! Everything Electrical. Write Us Your Requirements.

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Don't delay sending for your samples of GOLD MEDAL CONCENTRATES. They make drinks that have the real, fresh fruit taste, drinks that really sell. The price is reasonable, \$2.00 per quart, makes 48 gallons of drink. Samples sufficient to make 6' gallons, 35c each; any three for \$1.00, post-paid. All standard flavors. All the big drink stand and Ice-Ball operators are lining up with GOLD MEDAL this year. They know that they are the best. HOUSE-TO-HOUSE MEN. WE have a new 3 oz., makes 3 gallons for the home. Write for details.

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Imitated by Many, But Never Duplicated or Surpassed.
E. E. JEFFERSON, Lecturer. WALTER WOODS, Tickets.
L. J. HETH SHOWS.

Los Angeles

LOS ANGELES, June 20.—Art Gruber, of San Pedro, Calif., former trouper, is one of the California delegates to the Democratic National Convention at Philadelphia and left with others for the East. Will visit Columbus, O., and other Central States cities when en route home.

Al (Big Hat) Fisher down from the North, awaiting bonus bonds. Stated Clark's Greater Shows were having a fine season, much ahead of same time for some years.

Phil Williams dropped back in town from the North. Is filling the double duties as general agent of the Crafts 20 Big Shows and Golden State Shows. Was looking for bonus bonds. . . . Frank (Overland) Murphy made a long trip to get his bonus, from Portland, Ore., to Los Angeles. He collected and left for Seattle to join West Coast Shows (Spike Huggins).

Bob Wessels, well known from his connections in the carnival field and later with Ed De Mirjan, of the Edwards Novelty Company, has been strangely missing since May 19. Left Los Angeles with a ton-and-a-half Chevrolet truck with a load of stock for delivery to carnivals in the North and around San Francisco. His last delivery reported was to Joe De Mouchelle, of Golden State Shows in San Francisco May 19. That night Wessels wired Edwards Novelty Company, as was his custom. However, he did not call at telegraph office for answer sent. At the Golden State Shows' midway he was reported as last seen in the company of two men and a woman. San Francisco and Los Angeles police departments were notified and have been checking on the case. At this writing neither Wessels nor the truck had been located. Foul play was suspected.

Western States Shows

Amarillo, Tex. Week ended June 6. Location, Fourth and Madison. Auspices, Veterans of Foreign Wars. Weather, windy and rain one night. Business, fair. Trinidad, Colo. Week ended June 13. Location, circus lot. Weather, cool and rain one night. Business, good.

Both towns have been played by the show several times. Trinidad the first stand on the show's annual Northern route. Business Manager Albert Wright's public weddings on Friday nights have materially assisted in increasing receipts on gate, shows, rides and concessions. There has been considerable rebuilding and painting for the celebration and fair route. Scotty Norton has finished a new front for Bill Carr's Wild West Show that has drawn much favorable comment. Puryear's Silodrome has a new front and new top. Minstrel Show resplendent in new costumes and band uniforms. Olin Thornton and employees left Amarillo for Fort Worth to handle concessions at the Centennial there booked by Mr. Obadal. Mrs. Ruback's niece, Tillie Jones, aged 12, joined at Amarillo, for her usual summer jaunt as soon as school was over. Tillie is a favorite with the show people. Women of the show organized a new bridge club called the N. H. O., which General Manager Jack Ruback interprets as "No Hold Out." They say they have only one officer, Secretary-Treasurer Mrs. Bobbie Hyman. Jim Schneck, general agent, back on the show for a few days after several long trips. Swinger and Swinger, novelty skating free act, eliciting favorable comment from patrons of the show. Among visitors at Amarillo were Jack Katsh and family, of Borger; Sam Fenburg, formerly a partner in concessions with Jack Ruback on C. A. Wortham Shows, now in business at Borger and Pampa; L. S. McCann, city manager of Borger, and John R. Miller, mayor of Borger; Dr. James Wilbanks

and J. P. White and families; Charles Lowe, of the Tri-State Fair; Zane Smith and family, and Cal Farley and family and Dutch Mantell, both formerly in outdoor show business.

SOPHIE MULLINS.

GRUBERG'S SHOWS

(Continued from page 79)

Earl A. Morris, manager; Mrs. Earl A. Morris, tickets.

Concessions; Cookhouse, Hilene Barkoot, owner; Larky Lane, chef; Alice Drew, cashier. Mrs. Rose Gruber, frozen joy" (2); Red Hepering, corn game; Joe Lewis, pop corn, peanuts and candy floss; Al Grant, grab; Morris Hassum, diggers; the Harrisons, palmistry; Mrs. Gerald Weeks, photo machine; Jim Braden, three; Mrs. Jim Braden, three; Mrs. E. B. Braden, two; Frank Harris, two; George Wentz, one; Ike Faust, four; Mrs. Ike Faust, four; Nick Shan, two.

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Pops a batch (wet or dry) in 3 minutes. Pops corn like a \$300 machine. Mahogany finished, nickel trimmed, polished aluminum. Electric lighted. 17x17x26" high.

Fully Guaranteed—Automatic Dumping

Simplicity itself. No trick mechanism whatever. Complete with Scoop, Measuring Cup, Salt Shake, Cord and Plug. SALESMEN WANTED. Write for complete information.

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SELL MORE
POPCORN
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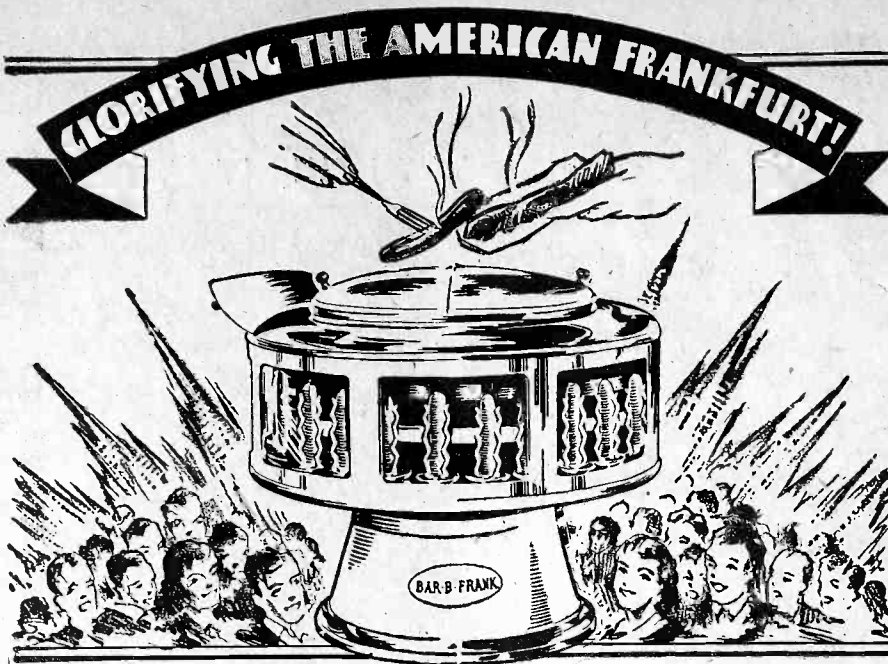
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Color—light—and motion! This new electrically-operated machine revolves the Frankfurts in full view of the hungry public. A sensational advance in making the quick lunch attractive. For taverns, amusement parks, restaurants, roadside stands and everywhere the public gathers. A sure money-maker!

All-electric — thermostat control — chromium plated and baked enamel finish. Serves from 1 to 350 Frankfurts per hour. Will keep rolls and cooked frankfurts warm and fresh from 5-7 hours. Plugs in any socket. Economical to run. Send for full details.

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EXHIBITORS AND CONCESSIONERS—You can now exhibit and sell genuine "Lord's Prayer Pins" at a large profit! These internationally famous pins have ENTIRE LORD'S PRAYER, 65 words, 254 letters, stamped on head from original steel die by the renowned late artist G. E. Lundberg, of Spokane. Proclaimed by authorities to be finest handwork in existence! \$10 BUYS COMPLETE EXHIBITION STAND AND OUTFIT, including Double Magnifying Lenses, Electrical Lighting Equipment, Large Photostatic Copy of 60 Selected Press Write-ups from leading cities attesting its amazing craftsmanship, and ONE DOZEN Gold-Plated Lord's Prayer Pins on Explanatory Cards—ALL FOR \$10. Sample Pins, 4 for \$1. \$15 per Gross, postpaid. Cash with order or C. O. D. Shipment within 10 days.

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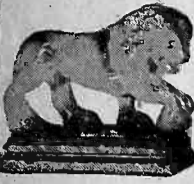
Big 4th July and Dominion Day Celebration

At SAULT STE MARIE, MICHIGAN, Week of June 29th

The First and Only Carnival Allowed in This Year. Sponsored by Trades and Labor Council. OVER 100,000 EXPECTED ATTENDANCE.

Dominion Day, Wednesday, July 1 Legal Holiday in Canada, not a place of business of any kind allowed open, with a 10c ferry across to the American side. All factories and steel plants working three shifts on both sides, plus a big government payroll, all due the week we are in. Location: Heart of downtown section, Spruce and Magazine Streets, opposite City Park, with Street Parades, Fireworks Exhibitions, Drills, etc., etc. Like a big fair, we will be going day and night, all week. VIRGIN spots in the heart of the Upper Peninsular Iron Mine District to follow, such as Kingsford (first in five years), Iron River (first in eight years). Wisconsin Fairs and Celebrations plus Indiana and Louisiana Fairs already contracted. WANT following: Concessions of all kinds, Shows with own outfits, Souvenir and Novelty Stands, Demonstrators, Musicians and Chorus Girls for (office show) Revue, Lady Rider for small Silodrome, Acts for Side Show. E. Franklin wants Clothespin and Rolldown Agents. All address OSCAR BLOOM, Gold Medal Shows, This Week, Cheboygan, Mich.

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Made of heavyweight cardboard, size 5 1/2 x 7 1/4, attractively colored. All sets complete, ready for use anywhere. Put up in the following size sets and prices:

24-Card Sets, \$2.00; 50 Cards, \$3.50.
100 Cards, \$6.00; 200 Cards, \$10.00.
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WANTED PALMIST READERS

Real workers who appreciate a good route, long season and pleasant treatment. No entertainers wanted. Address MRS. J. C. SIMPSON, care Johnny Jones Shows, East Liverpool, O., this week; Springfield, O., week of June 29.

HAL GRAHAM SHOWS

WANTS
Athletic Man who can make openings and wrestle. Have complete outfit, 60-40. No other shows to back. Concessions: Grab, Juice, Ice Cream, String Game, Ball Games, Fish Pond, High Striker, any team Store. No gift or racket. All mail HAL GRAHAM, Clarion, Ia., June 22-27; Rockford, Ia., June 29-July 5.

ADRIAN, MICH.

One of the best July 4 spots in the State. Last year 20,000 attendance claimed. Fireworks after-noon and evening, Horse Races, Attractions galore. FREE ADMISSION. We open Monday night and now all week. Low percentage for Shows. Concessions, very reasonable rates. NORTHWESTERN SHOWS, this week, Bronson, Mich.

P. J. Speroni Shows

Legitimate Concessions, Cotton Candy, Frozen Custard, Agents for Blanket Store, Swinging Ball Agents, Girls and Musicians for Musical Revue, Ride Help. Plano, Ill., this week.

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WANT USE two capable Women Readers, also Man Reader for Palmistry and Astrology Camp for a long string of Fairs, starting early in August. Write or wire per route, care SOL'S LIBERTY SHOWS, Plymouth, Wis., Week June 21; Menominee, Mich., Week June 28.

WANTED FOR SELMER, TENNESSEE

WEEK OF JUNE 29, THRU JULY 4,
Carnival with good Rides, Bingo and Concessions. Big Tomato Festival. First season for festival. Big crowds expected. Wire immediately.
C. N. McCURDY, Selmer, Tenn.

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Shows and legitimate Concessions of all kinds, for June 29-July 4, Windsor, Mo., Annual Celebration. 20,000 attendance. Weaubleau Picnic following week. Other annual celebrations following. Hugo Crime Show come on. REGAL UNITED AMUSEMENTS. C. E. Meadows, Manager.

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12 RIDES—2 FREE ACTS—2 CALLIOPES.
WANT for BOSTON, MASS., First Show in 10 Years. Our Fairs Start August 3. Have 10 Good Fairs.
WANT
SHOWS that do not conflict. Will finance capable showmen only, with or without outfits. Jack Kelly wants Acts for Circus Side Show. WILL BOOK OR BUY old-fashioned Crazy House or Fun-on-Farm.
CONCESSIONS—Legitimate only. Rates reasonable. What have you? WANT experienced Ride Man for Kiddie Ferris Wheel. Everybody wire or write.
ART LEWIS, Worcester, Mass., on League Park, Y. D. National Convention, until June 27.

Pacific Coast Showmen's Assn

LOS ANGELES, June 20.—There were 39 members at Monday night's meeting, a large turnout for the time of year. Dr. Ralph E. Smith presided; Ross R. Davis and Secretary John Backman others of the officers present.

Lights were lowered and silent tribute paid the late Brother Jack (Scotty) Thomas, a valued member, who worked consistently for the good of the organization.

Communications: Postcard from Ross Ogilvie, of C. F. Zeiger's Shows. Walton de Pellaton, of Hilderbrand's United Shows, inclosed check, making good on Hilderbrand's promise to supply the refreshments and lunch at the meeting. From Charles (Spud) and Edith Redrick, expressing thanks for manner in which the late Jack (Scotty) Thomas was laid to rest and John T. Backman for his co-operation. From President Theo Forstall, a letter and wire. Letter had inclosed a check for membership fees for the following: G. M. Lott, Thomas D. Hart, Thomas W. McKillop, G. H. (Blackie) Williamson, Perry M. Plank, all to be credited to Mark Kirkendall, with Frank Chicarello honorable mention for assistance. The wire mentioned the efforts being put forward to do a fine job on the membership drive. Ted Le Fors sent in his usual weekly new member this week, Charles P. McCarthy, of Mel Vaught's State Fair Shows.

Claude Barie announced there would be a floor show next week with all new faces and will have Doc Cunningham as assistant on the program. Effort being made by Ed Nagel and Will J. Casey to stage a July 4 party for members at a spot on Laurel Canyon drive.

Ed Walsh is chairman of Safari Beach Party Club and there will be inaugurated night beach parties, with refreshments and wienie roasts as attractions.

Softball teams much in vogue in Southern California. Ed Walsh trying to get a team lined up to represent PCSA and presented a lineup—Doc Cunningham, George Silver, Jo Glacey, Cal Lipas, Harry Levine, Hap Young, Claude Barie, Joe Diehl, Johnny Kleine.

The subject for the diversion period was announced as "Metaphysics," a "\$2 subject," and selected because it had to do with mentality. Participants included Will J. Casey, Ben Dobbert, Milt Runkle, Ed Walsh, Harry Wallace, Eddie Gamble, John T. Backman, Phil Williams, Ross R. Davis, Dr. Ralph Smith, Ed Nagle, Art Gruber, Al (Big Hat) Fisher, Frank Foley, Frank Murphy and others. It was decided that all there was to the subject was the "disciplining of one's mind."

After adjournment refreshments and lunch served (O. H. Hilderbrand the donor). John T. Backman scored another win in the weekly award, his fourth.

You trouper fellows not affiliated with any of the several showfolk organizations should get a slant on this fine association, and while the cut rate for new members is on.

MINUTE PICTURE MEN

We carry a full and complete line of Black Bac Cards, Beautiful Mounts and Developer. One-Minute Cameras at lowest prices. Send for Catalogue—it is free.
CHICAGO FERROTYPE COMPANY,
(M. K. BRODY, Prop.)
1116 South Halsted Street, Chicago.

WANTED AT ONCE

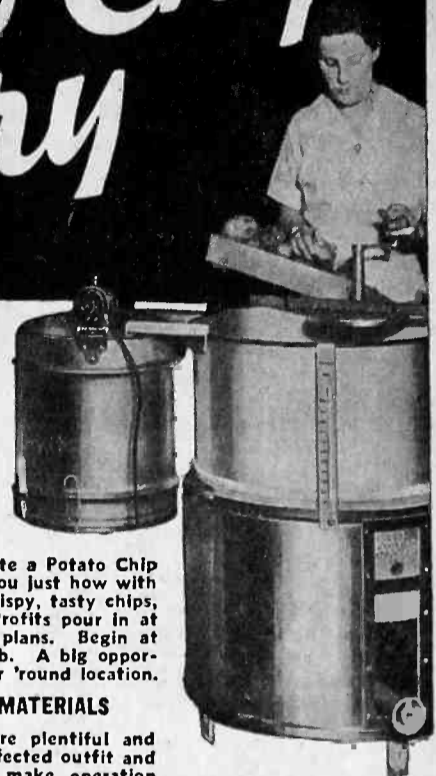
TALKERS, WRESTLERS, BOXERS and LADY WRESTLERS, for the World's Largest Athletic Arena. Write at once, stating all details.
BILLY EDWARDS
Athletic Arena, Texas Centennial, Dallas.

HIGH STRIKERS FOR 1936 AT \$35.00

DOUBLE STRIKERS at \$65 up, according to size. ALL STEEL PARTS used in "Moore Made" Outfits, strongest Strikers we have built in 25 years. Prices on all sizes lowest ever. Send now, stamp for catalog of these great money earners to LAPEER HI-STRIKER WORKS, Lapeer, Mich., and get GOING STRONG IN 1936—It's the big season ahead with a new "Moore Made."

OWN A Potato Chip Factory COMPLETE

NEW PORTABLE POTATO CHIP OUTFIT FOR Fairs, Circuses, Carnivals, Amusement Parks, Etc.



Makes New Kind of Potato Chips, Donuts, Salted Nuts
Stop looking for something difficult. Operate a Potato Chip concession. Turn potatoes into cash. I show you just how with my newly perfected outfit. Makes delicious, crispy, tasty chips, superior to others. Very little cash needed. Profits pour in at once. No experience required. I furnish the plans. Begin at any location—village, small town, city or suburb. A big opportunity is waiting. Also good for permanent year 'round location.
MAKE UP TO 300% PROFIT ON RAW MATERIALS

Complete 16-unit outfit includes new type vitreous white enamel ROUND Cooking Vat, Direct-to-fat high speed Slicer, centrifugal Grease Extractor, Thermometer—positively everything necessary to start—all at new low price.

Raw materials are plentiful and cheap. Highly perfected outfit and confidential plans make operation simple, with startling profits certain.

I HELP FINANCE YOU
and locate you. Send no money, just name, for book of facts and free opportunity.

H. W. EAKINS, Pres.,
Long-Eakins Co.,
614 S. High St., Springfield, O.

Dear Sir—Send me complete facts, without obligation to me.

Name

Address

City State

LONG-EAKINS COMPANY
614 S. High Street, Springfield, Ohio



LOOP-O-PLANE
A Sure, Fast Money-Maker
LOW OPERATING & TRANSPORTATION COST

Over a hundred prosperous owners of single units. Have 75 parks and shows located throughout the U. S. that want LOOP-O-PLANES at an attractive percentage for the owner.

OUT OF 14 DUAL LOOP-O-PLANES MANUFACTURED, SOLD & EXPORTED LAST YEAR

- 8 GROSSED OVER \$10,000.00
 - 3 GROSSED OVER \$12,000.00
 - 1 GROSSED \$15,000.00
- in 9 Weeks

VETERAN BONUS BONDS
WILL BE ACCEPTED AT PAR VALUE AS PAYMENT ON OR IN FULL

PARK OWNERS AND SHOWMEN
desiring one or two weeks' demonstration of our dual or single Loop-O-Planes write or wire Robin Reed, Salem, Ore., for dates. Sales of dual units this year are double those of 1935 season. Special Low Terms to Parks and Permanent Locations.

PARK OWNERS—We have one or two Concessions that will book Dual Units with the larger Parks. Wire terms.

Write **ROBIN REED, Jobber**
BOX 237, SALEM, OREGON

GET READY FOR THE FAIRS

We are now ready to fill your orders at once. Our stock is the most complete of any in the East. All the latest numbers for Carnival and Fair Concessions. We also carry full line of Sportland Premiums. Our Prices Are Right and at the Lowest. Goods Shipped Same Day Order Received. Send for New Catalogue. 25% Deposit All Orders.

KARR NOVELTY CO., Inc. (Formerly Karr & Auerbach) 427 Market St., Philadelphia, Pa.
PHONE: LOMBARD 5242.

PORTABLE BLEACHERS

TO RENT OR SELL

All sizes from 2 to 33 tiers high.
Many sizes for rent in large and small quantities.

Write or Wire

UNIVERSAL BLEACHER CO.
Champaign, Ill.

**CELLULOID BUTTONS
RIBBON BADGES
MEDALS
LOVING CUPS**



For every kind of event. Special attention to Patriotic, Political Campaign, Fair and Celebrations. Write for Catalog. State your wants. We give fast service.

RESKREM SILVER MFG. CO.
1128 Broadway
NEW YORK CITY.

WANTED

Large Carnival to play ALLIANCE, NEB., any week between July 15 and August 10, for Big Celebration Sponsored by THE VETERANS OF FOREIGN WARS AND THE ALLIANCE MUNICIPAL BAND FULL CO-OPERATION OF BOTH ORGANIZATIONS ASSURED. Free License, Lights, Lots and Water. Will furnish Ticket Takers and small Bally Band. Percentage basis. MILT H. WHALEY, Conductor, Alliance Municipal Band, Alliance, Neb.

Carnival Wanted

RIDES, CONCESSIONS, EVERYTHING. CHEROKEE CENTENNIAL Drawing 20,000 from Alabama, Tennessee and Georgia. AUGUST 14-15. GILBERT HART, Secy., Centre, Ala.

REUNION

August 13-14-15
Concessions and Free Acts Wanted. Write SECRETARY, Houston, Mo.

WANTED

RIDES, CONCESSIONS AND FREE ACTS. ANNUAL AMERICAN LEGION PICNIC AUGUST 13-14-15. ROBERT GARTEN, Chairman Concession Com., RAVENWOOD, MO.

WANTED

RIDES AND CONCESSIONS FOR HOMECOMING CELEBRATION KEMPTON, ILL., AUGUST 21 AND 22. Write CONCESSION COMMITTEE, Kempton, Ill.

20th ANNUAL

Old Settlers' Reunion

York, Clark County, Ill., August 6-7-8-9. S. R. FREEMAN.

WANTED

Good legitimate Concessions and Shows for 4th of JULY CELEBRATION Absolutely no graft wanted. LIVINGSTON MANOR CHAMBER OF COMMERCE, T. G. ALLEN Chairman, Livingston Manor, N. Y.

WANTED

Ferris Wheel and Merry-Go-Round for Carnival in Denver, Colo., July 16, 17 and 18. We pay 85% commission. Rides netted \$300.00 last year. Choice location, well advertised. Answer by airmail. J. H. GAVIN, 4616 Alcott St., Denver, Colo.

American Legion Celebration & Homecoming

JULY 27-AUGUST 1. Persons desiring Concessions are requested to write ARTHUR L. DILLARD, Chairman, Paoli, Ind.

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

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Texas Fete Big Success

Yoakum Tom—Tom okeh financially—wide exploitation by press and radio

YOAKUM, Tex., June 20.—Tomato Tom-Tom on June 5 and 6 marked harvest of the tomato crop in this section, which has reached major proportions, and was incorporated with Texas Centennial celebrations. Meyer Handelman and E. G. Raska were co-chairmen of the event, which drew crowds estimated at 30,000, reported E. L. (Sticks) Stahala, publicity director.

Every newspaper within a radius of 75 miles contributed stories weekly and several times a week for four weeks before the event. All material was prepared by the publicity committee here and forwarded. Publicity department of Texas Centennial Exposition, Dallas, aided. Thru arrangement with King Features Syndicate, a special drawing by George McManus depicting Maggie and Jiggs at the Tom-Tom was released to papers adjacent to Yoakum and to metropolitan newspapers.

Radio advance notices were had thru courtesy of radio bands that appeared at the Tom-Tom, Lightcrust Doughboys, W. Leo Daniel's Hillbillies, Musical Millers and Gold Chain Bohemians. Sound truck of Gulf Refining Company and its loud-speaking system were utilized.

Roy Gray's Big State Shows, which played the week of the Tom-Tom, according to the management, cracked records for attendance, playing to capacity crowds. As a free attraction the carnival presented the Flying Valentines. Carnival attractions were under sponsorship of the Tom-Tom executive committee on percentage basis. The Tom-Tom celebration was a success financially, as have been all previous celebrations. Joe Stanton's dance orchestra, Austin, furnished music for three dances. Coronation of queen ceremonies in the spacious stadium under arc lights proved extravagant, stage settings being by Southwest Flag Decorating Company, San Antonio, which also decorated streets. Celebration was sponsored by Yoakum Chamber of Commerce.

Vaudeville Acts Are Booked At Minn. All-Midway Annual

MINNEAPOLIS, June 20.—Third annual All-Midway Family Outing in Como Park, St. Paul, on June 17, with several thousand attending, was sponsored by the Midway Club, business men in the Minneapolis-St. Paul boulevard area, with G. Donald Brown chairman and 26 sub-committees comprising 100 persons.

Forty events for kids and adults were scheduled. Ten pro vaude acts were booked with aid of Henry Lund, publicity man for the club. Free dancing in the pavilion followed, with Frank Cotier's orchestra. Concessions were operated by the club.

On the vaude bill were Lloyd Bros., acrobats; Williams and Jebne, dance team; Leo Semb, magician; Rollette Bros., knockabout comedy; Virginia Brenna, blues singer; Washita Japs, tumblers, some doubling. Douglas K. Baldwin, St. Paul, was emcee. Seats for 10,000 were provided by natural slope of a hill.

Iowa Celebration Is Booked

BLOOMFIELD, Ia., June 20.—Feature Attractions Company contracted to furnish shows, rides and concessions as part of the program for a Civic Celebration here.

Using Their Noodles

ARLINGTON, Minn., June 20.—American Legion Post and Junior Booster Club will sponsor first annual Arlington Noodle Festival, with free noodles being served on two days. Committee, doing a good job of promoting, started by inviting Congressman Zioncheck to speak. This made the dailies in the Twin Cities. A Chevrolet coach will be given away and there will be public dancing at night. Frisk Greater Shows and concessions have been booked. Red Carter, character imitator and clown, will be emcee. Louis V. Schmall, publicity chairman, began by printing 5,000 handbills to be stuck in cars. On committee are Clarence V. Sweeney, chairman; Leo Hunt, Harold Timm, Walter Weimann, William Hipp, Sy Brempell.

Owosso Celebration Set To Draw 150,000

OWOSSO, Mich., June 20.—W. G. Wade Shows and rides have been contracted for Owosso Centennial Celebration, biggest event ever projected in this territory and expected to draw at least 150,000, said Manager C. E. Noyes, Chamber of Commerce. Committee, which has charge of concessions, has engaged Frank L. Mannix, Flint, Mich., to supervise them.

Six free acts for four days will be furnished by Gus Sun Agency. Rodeo is to be presented by Col. Gatewood, featuring Earl Sutton, fancy roper and former Owosso boy. Mrs. Sutton also will appear.

"Aside from using *The Billboard* for advertising, we are doing some radio spot announcing, using bumper signs, window cards, paper from Donaldson Lithographing Company, special stationery and sticker seals for letterheads and envelopes," said Manager Noyes.

Business districts will be elaborately decorated and exhibits of relics will be shown in store windows. Parades and pageants are to be numerous.

Gould Company To Appear At Minnesota Homecoming

LIVERNE, Minn., June 20.—Committee for Rock County's Third Quinquennial Homecoming Celebration to be held here has given the amusement contract to Jay E. Gould Company, said Celebration Secretary David H. Smith.

During the week there will be parades, historical pageants, outside speakers of prominence, exhibits of relics and county historical tours. Shows on two nights will comprise Jay Gould's *Million Dollar Spectacle* with large company transported here in busses and trucks.

Seven rides are scheduled and shows are to include Ed Roy's Animal Circus, Roache's Crocodile Show, fun shows and presentations of freaks. Among acts programmed are Dubel's Swiss Alpine Wonder Dogs, Four Laurents, Greek and Roman statuary; Aerial Christensens; Yoo-Yoo, clown, and others. Luther Dennis, balloonist, is to be shot from a cannon in air for a parachute drop.

White Way in Biz District

STERLING, Colo., June 20.—Newly organized Junior Chamber of Commerce is promoting a two-day Jamboree here with auto races for prizes, free attractions, street dancing, band concerts and a \$1,000 fireworks display, said Glenn Prosser, of the publicity committee. Eats and drinks concessions will be in the business section "White Way" with rides and other attractions. Twenty newspapers in Northern Colorado and Southern Nebraska are being used, window cards, auto bumper strips and Station KGEK, Sterling, for daily announcements.

HELP This Department by Telling Committees About It.

Centen Birthdays Are Honored by Arkansas

LITTLE ROCK, Ark., June 20.—People whose birthdays were on June 15, Arkansas' Statehood Day, received an official document from Arkansas Centennial Commission.

In commemoration of the 100th birthday of Arkansas on June 15, 1836, and of the birthday of several hundred Arkansans born on the same day, the document was prepared, reading, "We send greetings, congratulations and best wishes for happiness and prosperity," and signed by Governor Futrell and Harvey Couch, chairman of the commission. Birthday certificates also bear superimposed, official seals of Arkansas and Centennial Commission.

Thru newspapers of Arkansas names of about 400 people born on June 15 were obtained by Centennial headquarters, search for names having been carried on for three months.

Homecoming in Effingham May Be Made Annual Affair

EFFINGHAM, Ill., June 20.—Great Olympic Shows, under management of A. Spheeris, owner, and Al H. Fine, secretary, will play on downtown streets during Effingham Homecoming Celebration, sponsored by the American Legion Post. Legion committee has been working since January. Attendance is expected from a 50-mile radius, due to publicity thru newspapers, *Egyptian Legionnaire* and auto bumper signs.

Days have been set aside for children, the two major political parties and American Legion. Effingham High School Band, under direction of Andrew Mikita, will furnish music. General Chairman G. R. Clark said this is the first big event of its kind to be held on downtown streets in many years and may be made an annual affair.

Display advertising in *The Billboard* was used in obtaining connection with the shows.

Exploitation Via Whiskers

CASPER, Wyo., June 20.—Following the example set by Mayor J. Frank Cowan, men of Casper are letting their whiskers grow for Fort Casper Nights Celebration, under auspices of the American Legion Post, and to be dedicated to pioneer days. Old-time gambling games will be "revived" and the "lid will be off" during the celebration, proclaims the Legion Post, which is receiving community-wide support.

Attractions Fund Is Raised

DESHLER, Neb., June 20.—Flying Wizards will be one of the free attractions, with rides, shows and concessions, at a celebration sponsored by Thayer County Amusement Association, said Chairman George B. Engelbrecht. Business men raised a fund for attractions, and big attendance is expected from northern-tier counties in Kansas. Float parades, games, contests, races and night baseball also are carded.

WANTED

RIDES for the Eagles' 33d Annual Outing, July 4, Fairgrounds, Hamilton, O. Estimated crowd 25,000. Write HARRY W. HETTERICH, Secretary, Eagles' Temple, Hamilton, O.

Wanted Rides For 4th of JULY Celebration

What have you to offer? Write or Wire OSCAR MYHRE, Grand Meadow, Minn.

Annual Homecoming and Picnic

COATESVILLE, IND., JULY 24-25, 1936. CONCESSIONS WANTED. Address HARLAN BROS., Coatesville, Ind.

Old Settlers Meeting

ODON, IND., AUGUST 20, 21, 22, 1936. Space limited. No flat joints. Money on the line. Write for location. H. O. MARSHALL, Secy.

WATERVILLE, Kansas

Annual Celebration Will Be Held On JULY 30, 31 and AUGUST 1. Concessions and Acts Wanted. Write LYMAN O. ADAMS, Secy.

Kenmore Centen Of Many Angles

Varied activities engaging workers—acts and shows to play under committee

KENMORE, N. Y., June 20.—William (Bill) Frank has been directing the Centennial to be held in Kenmore and advance ticket sale, exhibit tent and banners are being handled by his assistant, Edgar C. Wallace, who reports ticket sale far in excess of expectations and space in the industrial tent going over big.

Circus program, booked thru Joe Hughes for George A. Hamid, Inc., will consist of Demnati Troupe, tumblers; Ricardos, aerialists; Rexola Troupe, pole balancing and perch; Mary Palmer's Dog and Pony Circus; Will Morris and Bob-bay; Connie's Tumblers; Balabanow May-fair Revue, accordions, singing and dancing; Four American Eagles, high wire; Valencia, high-swaying pole; *Winter Garden Revue*, 30 people, with Harry (Shuffles) Levan, Golden Dance Trio, Four Flashes, Dade Peters Trio and special dance band. Music for the show will be by Old Chisholm Trail Cowboy Band. Circus and revue will be presented on stage in front of grand stand with seating capacity of 5,500.

H. (Doc) Cann is here directing interests of Max Linderman's World of Mirth Shows, booked for duration of the Centennial and featuring the Great Wilno, human cannon ball, Governor Lehman and some of his official family will officially open the show. Capt. Dan Fox, Sidney, and his Spotted Horse Troupe will be here. Jimmy Sullivan, Wallace Bros.' Shows, is to leave his show at Cobalt, Ont., to supervise the midway. Chief of Detectives Frank McCarthy, Buffalo, has been detailed to handle policing of grounds.

Fireworks will be used opening night and later when 17,000 firemen from surrounding towns will parade. George McPartlin, doing publicity, made tieups with *The Buffalo Courier* and local radio station. Harold Young, in charge of program, reports wonderful co-operation of Buffalo, Kenmore and Tonawanda merchants. Exhibits have been taken by Kiwanis, Lions and Rotary clubs. Frank C. Moore, attorney for the town, is general chairman, and President Henry J. Ebling and Kenmore Merchants' Association are sponsoring the Centennial. Miss Jeannette Stone is in charge of office and contests. Mayor Lane and other officials, enthusiastic over response of merchants and manufacturers, predict attendance of between 200,000 and 300,000.

Jones Exposition in Benefit

SPRINGFIELD, O., June 20.—To raise funds to furnish new Lagonda avenue playgrounds, International Harvester Company will sponsor a six-day program of entertainment. Johnny J. Jones Exposition has been booked, and there will be fireworks. Proceeds will be donated to Springfield Playgrounds Association to aid in purchase of equipment for the playgrounds at cost of about \$3,500.

Ballyhoo Bus Idea Adopted

WHEELING, W. Va., June 20.—Taking the idea from Cleveland Great Lakes Exposition ballyhoo bus, which stopped in Wheeling on tour, Wheeling Centennial committee will start a tour of its own next week, covering Ohio, Pennsylvania and West Virginia. Wheeling vehicle will carry a loud-speaker and midget and giant to advertise the event.

CARNIVAL WANTED

FOR
JULY 2-3-4, ASHLEY, N. DAK.
This spot always good. Big Celebration planned—well advertised—plenty to draw from.
WIRE AT ONCE.
E. H. MAERCKLEIN, Secretary,
McIntosh County Fair Association,
Ashley, N. D.

Account Last Minute Disappointment, SENSATIONAL MORRIS TROUPE AT LIBERTY FOR JULY 4.

Featuring big Five-People Teeter-Board Act, an entire program in itself. Five People, Five Acts. Write or wire for full particulars on this big, thrilling combination for your celebration.
THE SENSATIONAL MORRIS TROUPE,
Jeffersonville, Ind.

He Likes It

Cleveland, June 13, 1936.

The Billboard,
Cincinnati, O.:
Congratulations on the Sponsored Events Department, which started in the issue of June 13. This department will be of great interest to all veterans and fraternal organizations interested in various events. Al Sirat Grotto Circus, Cleveland's greatest annual winter event, appreciates the opportunity of using these columns. Best wishes.—WILLIAM C. SCHMIDT, Managing Director, Al Sirat Grotto Circus.

Business Men and Legion In Toluca, Ill., Sponsors

TOLUCA, Ill., June 20.—Tony R. Berrettini, Streator, is directing the Homecoming Celebration to be held here, sponsored by Business Men's Association and American Legion Post.

He has booked six independent rides, four shows, WPA show as free attraction and WLS Barn Dance, featuring Patsy Montana. Popularity contest is arousing much interest in the event, to be on streets seven days and nights.

Mr. Berrettini also will direct La Salle County Homecoming on Ottawa (Ill.) fairgrounds.

Vets Offer Novelty Prizes

CHANUTE, Kan., June 20.—Plans to have junior drum corps from all over the State have been made for a Veterans of Foreign Wars Celebration here, for which Cherokee Carnival Company has been contracted, said C. L. Bickhart. Business men, who aided the veterans' committee with funds for entertainment, will enter floats in a parade. Prizes will be awarded in a big program of races and novelty stunts, including largest family on grounds, oldest married couple, youngest married couple, newest married couple, family from greatest distance who came especially for the celebration, oldest automobile carrying 1936 license and most dilapidated automobile carrying a 1936 license.

Babb Staging Pioneer Days

ALBUQUERQUE, N. M., June 20.—R. S. Babb, who will stage Pioneer Days here for Veterans of Foreign Wars Post, is using usual preliminary buildup with lots of paper in surrounding territory and several contests, including one for a poster with cash prize. Grounds were secured close in, Washington High School Park, first time used for such an event. Riding devices, shows, dances and finale with free automobile and fireworks are programmed. Similar Pioneer Days in Clovis and same dates will not interfere with local opus, it is believed.

Working on Shrine Circus

PITTSBURGH, June 20.—Plans are on for a huge Shrine Circus for a week on Forbes Field here, according to James N. McGrath Jr., local promoter, who will stage the program. Acts will be lined up next week, following Pittsburgh Jubilee and Exposition Circus under Mr. McGrath's direction. Shrine Circus, originally scheduled for Syria Mosque early this spring, was canceled due to floods. If successful an annual affair will be held outdoors late in summer.

Fond du Lac Contracts Let

FOND DU LAC, Wis., June 20.—Contract for fireworks concluding a centennial celebration at the county fairgrounds has been awarded to American Fireworks Company. Will Smith, Janesville, Wis., will provide rides and other attractions. Pageant will be staged by John B. Rogers Producing Company. Major F. U. McCoskie is business manager of the celebration.

De Pere Post Signs Acts

DE PERE, Wis., June 20.—Attractions for a two-day event sponsored by American Legion Post include Sylvania Trio, Liberty Four and De Tonne Tumblers, booked thru Barnes-Carruthers. Snapp Greater Shows will be on the midway, with Thearle-Duffield providing the fireworks both nights. Gate admission will be 25 cents, children free; adult admission to grand stand 25 cents, children 10 cents.

Shorts

CONTRACTS to supply acts for celebrations in Winneconne, Juneau and East Troy, Wis., were made by Frank Gladden and Joe Cody, Metropolitan Fair Booking Association, Chicago.

ELKS in Asbury Park, N. J., are busy preparing for a two-day carnival, Covered Wagon Days, to be held indoors. Last year the lodge held an open-air carnival on Ocean boulevard to capacity crowds.

EIGHT rides of F. E. Gooding are booked to supplement shows and concessions for Auburn (Ind.) Free Street Fair. President H. E. Hart and Secretary W. C. Hersh are working on a program of contests, parades, homecoming events and exhibits.

BIG BURMA, performing elephant, and Eddie and Joe, Harmony Boys, will participate in parade and program, with Hughie Bros.' shows and rides, at a Chatsworth (Ill.) Community Club Celebration, reports President L. J. Haberkorn.

AT BRITISH Legion's annual picnic on June 14 at Farmcrest Farms, near Detroit, with about 500 attending, Raoul Cleaver, former London (Eng.) theater manager and now head of Powers Pictures of Michigan, was chairman of the entertainment committee.

FREE ACTS, fireworks and Howard Bros.' Shows were contracted for Spencer (W. Va.) Lions' Club Jubilee Week, said Chairman Ray Gouch.

DIVING GORDONS were booked by Veterans of Foreign Wars Post in Medford, Mass., and I. O. Odd Fellows in Framingham, Mass.

SHADY GAP (Pa.) Reunion committee has booked Tudor Sisters and Avery, novelty contortion act, with Eddie Keck, "Teddy the Clown," thru George A. Hamid, Inc.



**Socket Operated
SOUND SYSTEM**
3-WATT — SPECIAL FOR PITCHMEN .. \$35.00
6-WATT — ADAPTABLE FOR BALLYHOO, B.I.N. GO, Etc. \$49.50
SPECIAL SYSTEM FOR HEAVY DUTY (For Crowds up to 2,000) .. \$79.50
Includes Two Speakers.
All above Systems include "Mikes" and Self-Contained Amplifiers, Speakers, Tubes and Cable. Nothing else to buy. Remit deposit with order.
MILES REPRODUCER CO., INC. Est. 1923
114 W. 14th St., NEW YORK CITY

WANTED CONCESSIONS

AMERICAN LEGION CARNIVAL
WAUPACA, WIS.

July 24, 25, 26

Some space yet available. Write at once; advise kind of concession.
R. G. KIRBY Waupaca, Wis.

WANTED

FOR
WHITE COUNTY CENTENNIAL AND STRAW-BERRY FESTIVAL.
Concessions of all kinds. Six Big Days. Six Big Nights. A REAL RED ONE. Write or Wire
JIMMIE NOVAK, Bald Knob, Ark.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

STARK COUNTY HOMECOMING

June 29th to July 4th, Canton, O.

WANT Rides, legitimate Concessions and Free Acts. Parade, Band Contests, Fireworks, Free Auto given away July 4. Exceptional terms given owner of four or more rides. Address J. D. CAREN, Stark County Homecoming Celebration, Alhambra Theatre, Canton, O.

WANTED - JUNE 29 TO JULY 4 KANE COUNTY CENTENNIAL, GENEVA, ILL.

Concessions—Mercantile Exhibits—Novelties—Rides. Must be non-gambling and clean.
Good Business Assured.
RUSSELL L. ROWLAND, Business Manager, 15 S. 3rd St., GENEVA, ILL.

WANTED For WANTED

Redman Circus and Frolic

SIX DAYS, JULY 2d to 7th, INCLUSIVE, PONTIAC, MICH.

Concessions all open.

All communications to F. A. PAYNE, Milner Hotel, Pontiac, Mich.

TICKETS

OF ALL KINDS
SPECIAL PRINTED ROLL OR FOLDED MACHINE
(SIZE 1x2 INCHES)

10,000 - - \$6.65 - - 50,000 - - \$11.25
100,000 TICKETS - - - \$17.00

RESERVED SEAT COUPON TICKETS AND BOOK TICKETS
STOCK TICKETS FOR IMMEDIATE SHIPMENT

NATIONAL TICKET CO.
SHAMOKIN, PA.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Boswell, F. C., 6c; Brewer, O. H., 6c; Burns, J. W., 13c; Clark, Geo., 22c; Clay, E. F., 6c; Cooke & Cooke, 3c; Dixon, Edward, 6c; Durham, Bill, 5c; Edwards, R. C., 5c; Freeman, A. L., 5c; Gray, Roy, 5c; Goodwin, Mart., 20c; Hall, Geo. L., 6c; Howard & Fuller, 10c; Lavan, Pauline, 6c; Mooney, W. F., 12c; Phillips, J. D., 4c; Potts, Walter L., 6c; Shaw, A. F., 10c

Ladies' List

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- McGee, Mrs. Mary; McIntyre, Inez; Mack, Mabel; Macdon, Alma; Mallon, Mrs. W. J.; Malloy, Mrs. B.; Malone, Vera M.; Malotte, Larry; Marshall, Peggy; Marion, Mrs.; Evelyn; Marshall, Tiny; Martin, Ethel; Mathews, Mrs. Bob; Mathews, Cora; Mathews, Virginia; Mathia, Mrs. Jessie; Mathews, E. B.; Matthews, Mrs. George E.; May, Mrs. C. E.; May, Janet; Mayes, Mrs. Peggy; Meibely, Mrs.; Louie; Melmore, Josephine; Melville, Thelma; Mercy, Mrs. Dot; Meyers, Mrs. W. L.; Michel, Leona I.; Michell, Miss P.; Milford, Lupe; Miller, Mrs. F. W.; Miller, Mrs. Fred; Miller, Mrs.; Mildred; Milliken, Mrs. Flo; Milliken, Mrs. J. A.; Mills, Mrs. Sadie; Mimi, the Hippopotamus Girl; Moon, Mrs. George; Monroe, Mae; Morris, Mrs. Corrie; Moss, Mrs. Martha; Moulton, Mrs.; V. L.; Murdock, Bonny; Murray, Mrs. Helen; Murray, Peggy; Myers, Kathryn; Nailor, Mrs.; Helene; Nelson, Mrs. Norris; Newman, Mrs. P. H.; Nice, Mrs. Freda; Nicholson, Gretchen; Niquette, Altamae; Norman, Madam; Fay; O'Connell, Mercedes; Oldfield, Mrs. Clara; Orman, Mrs. Frank; Orton, Grace; Troupe; Osborne, Edith; Parker, Virginia; Patrick, Mitzie; Paul, Mrs. Jonell; Peck, Mrs. K. L.; Peres, Lily I. A.; Wells; Perkins, Mrs.; Arthur; Perry, Mrs. Lottie; Peters, Mary Ellen; Pine, Mrs. E. A.; Pope, Mrs. Concha; Powell, Mrs. Albert; Chickie; Price, Mrs. Susie E.; Pumroy, Mrs. H. L.; Quick, Gladys; Raffel, Mrs. Arline; Rauh, Dean; Ray, Rae; Raymond, Mrs.; Charles; Rea, Virginia; Rechee, Mitzi; Reed, Betty; (Xylophonist); Reed, Jean; Reed, Lilah; Reed, Louise; Reid, Barba; Reid, Vivian; Rench, Louise; Rhoades, Lilly; Belle; Richards, Marie; Richards, Myrl; Richards, Mrs.; Wallace; Richee, Doris; Riegel, Mrs. Jennie; Rinard, Mrs.; Howard; Rinehart, Mrs. Jack; Ristee, Helame; Ritchie, Mrs. John; Robert, Ginger; Roberts, Marion; (Kiki); Roberts, Mrs. Opal; Rock, Mrs. Pauline; Rockne, Mrs.; Marion; Rogers, Mrs. Ruth; Romig, Catherine; E.; Ross, Maxine; Ross, Sophia; Roush, Dean; Rountree, Mrs.; R. L.; Russell, Mrs. Marie; Ryan, Dorothy; Sager, Irma; Sakobie, Mrs.; Myrtle; Sanchez, Mrs.; Felix; Sanders, Mrs.; Fannie; Sanders, Pauline; Sayres, Alice; Schaner, Helen; Seaver, Mrs. Helen; Sells, Mrs. Jeanette; Serf, Silva; Serren Sisters; Sharo, Mrs.; Bernice; Sherman, Mrs.; Carl

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- Cummings, Raymond; Curley, C. W.; Curry, F. M.; Curry, M. L.; Curtis, Robert; Curwell, E. S.; Dailey, H. D.; Dale, J. H.; Daly, Sailor Jack; Daniels, O. S.; Darby, Ken; Darnaby, J. A.; Dault & LaMarr; Davenport, B. O.; Davidson, J. E.; Davidson, Lester; Davis, Bob, Mgr.; Varieties Revue; Davis, Byron; Davis, D. E.; Davis, Elmer; Davis, George; Davis, Howard; Davis, John B.; Davis, Roy E.; Davis, Sam; Davis & Sutton; Davis, Ted; Davis, Theo; (Smoky); Davis, Tommy; Davis, Walter; David, William E.; Davidson, Jas. E.; Davidson, Morris; Davidson, Sidney; Day, Robert; Day, Tim O.; Day, Tom; De Arvil; Lawrence M.; De Clevs, Al; De Voare, Dr.; Chas.; Deady, P. Vincent; Dean, Charles H.; Debbin, Bob; (Singer); Debow, Myrl; Deerfoot, Chief; Deerfoot, Jack; La P.; Del Gardi, Rita; Delacy, Fern; Hendessay; Delfin, M. L.; Demarko, Geo.; DeMarlo & Marlette; DeMoss, George; Demetro, Archie; Demko, Mike; Dennis, Irish; Denny, W. M.; Denberger, A. J.; Derwells, Flying; Furont, Frank; Gacoma, John; Gaither, Red; Galler, Joe; Galloway, Eddie; Lee; Dilkey, Delmar; Dillin, Ellwood; Dixon, Bud; Dixon, Ed & Babe; (Happy); Dixon, John W.; Dixon, Wm.; Doek, Sam; Dodson, John; Dodson, La Mott; Donovan, James B.; Dooley, Ray; Dorey, Wm.; Blackie; Dorsey, S. H.; Douglas, Donald; C.; Douglass, James A.; Dowdy, H. S.; Downard, Virgil; Doyle, Jimmie; Doyle, Gus; Drake, Bernard; Drlch, Chas.; Drolch & DeOnzo; Dryden, Charlie; Duane, Ralph; Dudy, Ralph; Duffy, George; Duffour, Lew; Duke, L. E.; Sign Painter; Duncan, Eddie; Dunker, Earl Tex; Dunlap, Dr. Ted; Dunn, Chester A.; Dunn, Lyman; Dunn, R. E.; Durante, Bill; Durling, Ernest; (Slim); Dyer, W. R.; Dyte, Geo. E.; Eagle, LeRoy; Earby, Edd; Earnhart, E. E.; Ebberson, W. B.; Edwards, Arlo; Edwards, George; Edwards, J. C.; Edwards, Sir; Ehler, Henry L.; Eichler, Jimmie; Eiler, R. C.; Eko & Iko; Elder, Charles W.; Elder, Ray; Eldridge, Arthur; Eldridge, Lieut.; Robert; Ellingsworth, G.; Ellis, Cotton; Ellis, Ray; Elliston, H. G.; (Jack); Elverfield, Henry; Elwell, Gordon; Emswiler, S. H.; Engle, Ross; Epple, Sam; Erbe, Adam (Pop); Eskew, Jim; Eswell, Larnce; Evans, Dan; Evans, Frank S.; Evans, John; Evans, H. O.; Evans, Sam; Ewald, Henry; Fahey, Frank; Fairfield, Lew

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O.; Schaffer, Chas.; Schaffer, Ray; Schiff, Dayton; Schlanglin, Edw.; Schluchter, H. G.; Schneider, Ed; Schone, H. L.; Schone, Fred; Schrader, Carl; Schriever, Gene; Schultz, Gus; Scott, R. D.; Screbnoff, Wm.; Sears, C. O.; Sebold, Sam; Selly, Joe; Sells, Virgil; Selzer, Ray; Severson, Peto; Seymour, W. O.; Shaffer, Wm.; Shannon, Jr., Harry; Sharar, Chas. Oliver; Sharp, Dewie; Shartie, W. S.; Sharrock, Lowell; Shartell, O. P.; Shean, Timothy G.; Shelford, Wm. G.; Shell, Jack; Shellenberger, H. R.; Shelpton, Clarence; Shelton, Doc; Shelton, Toby; Shepherd, A. K.; Sheppard, E. H.; Sherman, Tex; Sherwood, D. D.; Shields, Purl; Shinabearger, Geo.; Shiver, Eugene; Shorty, Ice Water; Shugart, Dr. Show; Sica, A.; Siegrist, Chas.; Siladi, John; Silinger, Geo.; Silver Tongue, Chief; Simpson, J. H.; Simpson, Oscar; Sims, Amons, & Co.; Sims, J. P.; Sink, F. J.; Sisco, R. Henry; Siscoe, Louis; Sittler, Edgar; Skiver, Charley; Slack, Private C. 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Ladies' List

- Augustin, Anna (Cleta); Aurora, Rose; Ben, Mabel; Berger, Frances; Bernard, Hazel; Bonita, Belle; Botly, Edith; Brooks, Kaikzek; Parker, Gerry; Paulson, Julie; Peters, Marjorie; Phillips, Peggy; Ports, Mrs. Chas.; Ramey, Jerry; Renaud, Renee; Reyes, Reva; Richardson, Verl J.; Roberts, Roberta; Ross, Billy; Sarno, Mrs. Frank; Schaffer, Vi; Stefanik, Madame; Stein, Helen; Stone, Yolanda; Taylor, Phyllis; Tompson, Edith; Williams, Kitty; Wilson, Maryline; Wise, Mrs. Harry; Womack, Bertha; Zara, Lilla; Herndon, Louise; Hughes, Mary; Humes, Marie; Jarvis, Elaine; Johnstone, Ann; Joyce, May; Kennedy, Dorothy; Labelle, Grace; Lenz, Florence; Lewis, Rose; Lu, Ahsan; Lunette, Maizle; Allen, M. H.; Allen, Robert Earl; Asay, Mrs. J. Jack; Baker, Mike; Barbet, Bar; Barent, Charley; Barent, Charley (Sealo); Barrett, Geo.; Bayless, C. B.; Belasco, Gene; Bell, Rudolph; Bronn Trio; Bond, J. Fred; Bowen, Bob; Broadway Handicap; Bryant, Robert; Buja, Paul; Burdgon, James; Burke, John T.; Carey, Thomas; Carlo, Fred; Colander, Jack; Cooper, Tex; Corey, Ralph; Cortez, R.; Dahl, Bud; Dana, Pat; Davido, Geo.; Davis, C. W. Red; Davis, Joseph; De Haynes, Robt.; De Lenz, Al; De Metro, Mr.; De Witt, Bert; Dobbins, Geo. L.; Doran, Dick; Du Pont, Bert; Eastman, Walter; Fair, Willie; Fickett, Geo.; Flahive, Thomas; Gahagan, Wm. T.; Gordon, James; Gosli, Byron; Hathaway, Doc M. A.; Hatts, Harry; Heise, Henry; Hollinger, Roy; Homolka, Oscar; Houser, Chas. (Pearlie); Howard, Paul; Idler, Tony; Johnson, Bob; Jorgendra, J.; Joy, Leonard W.; Jump, Richard; Kakinski, Jake; Keene, Bert; Kennedy, J. H. (Baby Gr.); King Jr., John X.; Kirwin, Joe; Kline, B. J. (Tattoo); Knight, Herbert M.; Kuni, Lani; Lashir, Victor; Lawler, J. Warren; La Mell, Jack; Le Bow, Philip; Lee, Arthur Homer; Leslie, Jack R.; Madden, Alma; Mahnen, Dorothy; Malloy, Ullaine; Marquette, Bobby; Marsh, Andrea; Martin, Josephine D.; McCabe, M.; Morris, Virginia; Parker, Gerry; Paulson, Julie; Peters, Marjorie; Phillips, Peggy; Ports, Mrs. Chas.; Ramey, Jerry; Renaud, Renee; Reyes, Reva; Richardson, Verl J.; Roberts, Roberta; Ross, Billy; Sarno, Mrs. Frank; Schaffer, Vi; Stefanik, Madame; Stein, Helen; Stone, Yolanda; Taylor, Phyllis; Tompson, Edith; Williams, Kitty; Wilson, Maryline; Wise, Mrs. Harry; Womack, Bertha; Zara, Lilla; Lewis, Marvin; Lincoln, Ned; Lollar, Roy E.; Lustig, Billy; Macher, Mr. & Mrs. Fritz; Mack, Robert; MacLeod, Chas. A.; MacNeil, John E.; Madison, Charlie; Mahoney, Edw. T.; Marcus, C. W.; Marino, Geo.; Marks, Steve; Mathews, Arthur; McCullough, Mack; McField, Joseph A.; McLean, Jack; Megaarden Jr., Theodore; Miller, W. R.; Mohamed, Rasher; Moore, Harry; Morrison, C. R. 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Z.; Johnson, Dale; Johnson, Relen; Jorgenson, John W.; Kates, Harry; Kelly, Barry; King, William R.; Koshland, C. F.; LaValda, Ted; Lamore, J.; Lamson, Burt (Clown); Hasson, Miss Mikle; Haroc, June; Hurov, Dorothy; Kane, Eleda; LaMarr, Mrs. Ann; McKinley, Mrs. Joe; O'Wesney, Mrs. Lola; Reed, Miss Jean; Rogers, Bertha; Stanley, Mrs. M.; Tompson, Mrs. Effie; Usher, Mrs. Herb; Uttke, Mrs. Tillie; Vernon, Baby; Wilkerson, Dixie; Williams, Thelma; Arnold, Jack; Babbs, Louis (Speedy); Baker, William H.; Beaumont, Jack K.; Benson, F.; Bernard, Glenn; Billick, Harry E.; Bresnahan, J. E.; Chalkias, W. M.; Clarke, Paul Lesley; McOulley, W. F.; Mason, Thos. C.; Mauratt, Frankie & Hazel; Miller, Blackie; Miller, Floyd E.; Mitchell, Cyee; Moran, Charles; Nelson, H. L.; Nelson, S. D.; Nolte, I. E.; O'Brien, Lou; Farmer, Jay & Mae; Reynolds, M. E.; Roberts, Dr. Burt O.; Russell, Chas. Lee; Russell, Lenny (Buddy); Sells, Virgil; Shelton, Toby; Small, George; Smith, Sam A.; Smith, H. Norman; Spor, Paul; Stanley, Phil; Stanley, Paul; Sullivan, Roy; Taylor, Chas.; Taylor, Raymond (Humpty); Thompson, R. B.; Waldrop, Harry; Wightman, Burt; Wilkerson, Thad; Williams, Jimmie; Williams, Robert (Blackie); Woods, W. R.

Gentlemen's List

- Landrum, Gerald H.; Larimer, Herbert; Lee, Rex; Leventon, Arthur C.; MacDonald, Arthur (Shorty); McCune, Geo.; Machin, William Andrew; Madison, James; Martin, J. D.; Martin, Louis; Mathers, Doc; Morel, Mr. & Mrs. Wm. (3 Blue Straka); Mortenson, Mort; Mueller, George; Mueller, W. C.; Mullen, Jack; Nichols, Les; O'Connor, James; O'Loughlin, J. J.; O'Neil, Tip; Owen, B. O.; Pair of Jacks; Palmer, J. J.; Parkhurst, Harry B.; Phillips, Edgar; Powell, Halton; Pritchey, Al; Pritchey, Carl & Adrian Sisters; Robinson, W. C.; Rogers, Jack C.; Schaefer, Robert; Schultz, Jack; Shipley, Earl; Sigbee, Al; Simonds, Harry; Simmons, Chick; Simmons, Warren F.; Stonard, Frank; Sumner, B. E.; Sylvester, George; Swan, Bert; Tally, N. J.; Tidwell, Grady M.; Tolmack, Mr. & Mrs. Benny; Two Eagles, Chief (Rope Spinner); Waite, Kenneth; Walker, Ralph W.; Ward, Blonda; Webb, E. S.; Welch, Leonard; Weber, William; Welch, Charley; West, Billy; West, John (Polock); Whittle, J.; Wilding, Jos.; Wilson, Frank; Winter, John; Wise, Jess; Zingoni & Zira; Russell, Mrs. June; Sanders, Patricia; Shaw, Mrs. Darline; Sherman, Betty J.; Sinclair, Peggy; Smith, Ana; Teeter, Miss Jackie; Tuttle, Florence; Walker, Irene; Welch, Edna May; Westlund, Babe; Yurkovic, Anna; Landrum, Gerald H.; Larimer, Herbert; Lee, Rex; Leventon, Arthur C.; MacDonald, Arthur (Shorty); McCune, Geo.; Machin, William Andrew; Madison, James; Martin, J. D.; Martin, Louis; Mathers, Doc; Morel, Mr. & Mrs. Wm. (3 Blue Straka); Mortenson, Mort; Mueller, George; Mueller, W. C.; Mullen, Jack; Nichols, Les; O'Connor, James; O'Loughlin, J. J.; O'Neil, Tip; Owen, B. O.; Pair of Jacks; Palmer, J. J.; Parkhurst, Harry B.; Phillips, Edgar; Powell, Halton; Pritchey, Al; Pritchey, Carl & Adrian Sisters; Robinson, W. C.; Rogers, Jack C.; Schaefer, Robert; Schultz, Jack; Shipley, Earl; Sigbee, Al; Simonds, Harry; Simmons, Chick; Simmons, Warren F.; Stonard, Frank; Sumner, B. E.; Sylvester, George; Swan, Bert; Tally, N. J.; Tidwell, Grady M.; Tolmack, Mr. & Mrs. Benny; Two Eagles, Chief (Rope Spinner); Waite, Kenneth; Walker, Ralph W.; Ward, Blonda; Webb, E. S.; Welch, Leonard; Weber, William; Welch, Charley; West, Billy; West, John (Polock); Whittle, J.; Wilding, Jos.; Wilson, Frank; Winter, John; Wise, Jess; Zingoni & Zira;

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Ladies' List

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Gentlemen's List

- Arnold, Jack; Babbs, Louis (Speedy); Baker, William H.; Beaumont, Jack K.; Benson, F.; Bernard, Glenn; Billick, Harry E.; Bresnahan, J. E.; Chalkias, W. M.; Clarke, Paul Lesley; McOulley, W. F.; Mason, Thos. C.; Mauratt, Frankie & Hazel; Miller, Blackie; Miller, Floyd E.; Mitchell, Cyee; Moran, Charles; Nelson, H. L.; Nelson, S. D.; Nolte, I. E.; O'Brien, Lou; Farmer, Jay & Mae; Reynolds, M. E.; Roberts, Dr. Burt O.; Russell, Chas. Lee; Russell, Lenny (Buddy); Sells, Virgil; Shelton, Toby; Small, George; Smith, Sam A.; Smith, H. Norman; Spor, Paul; Stanley, Phil; Stanley, Paul; Sullivan, Roy; Taylor, Chas.; Taylor, Raymond (Humpty); Thompson, R. B.; Waldrop, Harry; Wightman, Burt; Wilkerson, Thad; Williams, Jimmie; Williams, Robert (Blackie); Woods, W. R.

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Ladies' List

- Wood, C. T.; Wood, Frank; Wood, R. L.; Wood, Douglas A.; Wood, Pat; Cowhand; Woodcock, Bill; Woolrich, C. H.; Woods, Blackie; Woods, F. A.; Woods, Frank H.; Wordley, Ralph; Wordon, Al; Workman, Kenny; Wright Comedy Players; Wright, Eddie (King Kong); Wright, Fred W.; Wright, Jack;

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ENVELOPES, LETTERHEADS, STATEMENTS—500 for \$1.00; Cards, \$1.00 per 1,000; 14x22 Billboards, \$3.50 per 100. **WAINRIGHT PRESS**, Lakehurst, N. J.

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MERCHANTS' TICKETS — 5,000, \$4.50; 100 Envelopes, 100 Letterheads, \$1.00. All prices postpaid. No C. O. D. Write your wants; our prices satisfy. **PROGRESS SHOPPRINTERS**, Bedford, Ind.

PERSONAL POST CARDS WITH YOUR NAME and Address, 200, \$1.00, postpaid. 100 Letterheads, 100 Envelopes, \$1.00. Samples free. **RIGGS PRESS**, Vevay, Ind.

SAVE MONEY ON YOUR PRINTING—DODGERS, Handbills, Heralds, Tickets, Cards, Labels, Stationery, etc. Send for free price list. **STUMPPRINT**, South Whitley, Ind. au15x

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS**, Winton, Pa.

100 LETTERHEADS AND 100 ENVELOPES, \$1.00; 500 6x9 Hand Bills, \$1.25; 100 Cards, 40c; prepaid. **CROWN PRINT**, Adephe, O. x

200 MIMEOGRAPHED FORM LETTERS, 8 1/2x11, 500 words or less, \$1.25, prepaid, 4th zone. Samples free. **E. P. DOUGHERTY**, Phillipsburg, N. J.

WANTED TO BUY, LEASE OR RENT

SELL YOUR OLD CIRCUS PICTURES, POSTERS, Programs, Tickets, etc. You may have some that are very valuable and rare. Write us what you have or better still for Theater and Circus Syllabus. **BUDENKAYE ENTERPRISES**, Plymouth, Pa. x

WANTED — CANDY FLOSS MACHINE OR other good money maker. Full particulars, price first letter. **BOX C-35**, Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

AVAILABLE AFTER JULY 15TH — YOUNG man with a lifetime background in the confectionery business, practical merchandiser and good grinder; hard worker, reliable and sober, making a good appearance; seeks connection managing chain store concession of any kind, or what have you? Five years in present position. Highest references. Go anywhere. Grifters save your stamps. Reply to **BOX C-64**, Billboard, Cincinnati.

MYSTIC (2) CRYSTAL READINGS. ALSO have mystic machine which gives marvelous readings. Also spirit seances. Have performed for Mary Pickford, etc. Bookers looking for something different. Please investigate. **MYSTICS**, 360 47th St., Brooklyn, N. Y.

SINGING JUGGLER, FROZEN CUSTARD—I DO a continuous bally and will double your sales. Four years on Ocean Park Pier. Go anywhere on West Coast. Percentage only. **AL TAYLOR**, 1417 Armacost Ave., West Los Angeles, Calif.

AT LIBERTY MUSICIANS

A-1 STRING BASS PLAYER DESIRES CHANGE—26 years old, 9 years' experience. **JOHN PURCENGER**, 1025 Michigan Ave., N. Fond du Lac, Wis.

BANDMASTER, PROFESSIONAL, WANTS LO-cation. Experienced, capable. Trumpet, Soloist. Municipal bands write. Fine library. **WALTER K. SCHOFIELD**, Bandmaster, Miller, S. D.

BASSOONIST—SEVERAL YEARS EXPERIENCE, travel or locate. **WM. O'NEILL**, 740 N. Dearborn, Chicago, Ill. jy4

EXPERIENCED CIRCUS CORNET AT LIBERTY—Join at once. **BOX C-71**, Billboard, Cincinnati, O. jy4

GUITAR, FEATURED VOCALIST, YOUNG, EX-perienced, union. Straight rhythm, no solo. **BRAD BENNETT**, General Delivery, Milwaukee, Wis.

SAX TRIO AT LIBERTY—ALL CO, DOUBLE Clarinets and some Fiddle. State all first time. Cut or else. Write, wire **MUSICIANS**, 615 N. Nevada, Colorado Springs, Colo. ju27

SAXOPHONE, FIRST, THIRD OR TENOR, Clarinet and Baritone go. Young, sober, neat and reliable. Write **EDDIE GARNER**, 209 West 27th St., Kearney, Neb.

SIX-STRING GUITAR—GOOD VOICE, SWING and commercial arranger. Enough Piano for Double. Library of Specials for thirteen men. **BOB COOKE**, 110 W. 34th St., Savannah, Ga.

TEACHER AND MUSIC DIRECTOR—I HAVE had twenty years' experience Teaching Band and Orchestra work. Class and beginners work, advance work. Of all class I play Violin and Cornet and all Brass Instruments; capable to teach String and Reed instrument. I have had experience teaching in public school, also State industrial schools. If you want a man that gets results, write me. Will consider offer anywhere, best references. All letters answered. **W. STARKEY**, 221 Taylor St., Topeka, Kan.

TENOR SAX-CLARINET — BLEND, SOLID tone; take off and phrase. Also o. k. for small swing band. Also Alto. Location only. Florida or New York City preferred. **BOX C-69**, care of Billboard, Cincinnati, O.

TENOR SAX AND CLARINET—EXPERIENCED, reliable, swing. **MUSICIAN**, 76 Fifth St., Salem, N. J.

VIOLINIST — GOOD TONE, EXPERIENCED concert and dance orchestra; can double some 3d Alto Sax and Trumpet. Have car. **P. O. BOX 756**, Danville, Va.

ALTO, TENOR, CLARINET and Flute—Any chair, all experience. Age 27, have car, go anywhere. **MORRIS BENZ**, 317 W. Tyler St., Syracuse, N. Y.

AT LIBERTY—First Alto Sax, strictly Lombardo-Garber style and tone. Must pay good and location. Past six months with name band. Desire change for personal reasons. State all in first letter and allow for forwarding. **RAY GARNER**, care Billboard, Cincinnati, O.

CLARINETIST AND VIOLINIST, prefer to work together in orchestra or radio work. Sober and reliable. Write or wire. **MR. AND MRS. LELAND SHOOP**, Beloit, Kan.

FRONT MAN, young, experienced, reliable. Only reliable offers considered. **BOX C-67**, Billboard, Cincinnati.

PROFESSIONAL DRUMMER—Young, single, re-liable; years experience, join immediately. Prefer recognized dance band or first-class show paying off. Reliable jobs only. Wire or write, stating all. **BEN FAVISH**, 156 Main St., New Martinsville, W. Va. jy11

SECOND TRUMPET—Vocals, swing, ride, range. Young, union, congenial. Prefer location for summer. State all. **BOX C-65**, The Billboard, Cincinnati, O.

STRING BASS, doubles Novelty Mando Bass, want reliable connection with good strolling combination in hotel, cocktail bar or small dance band. Experienced and essentials. Sing, young, neat, sober. Have car. **GEORGE LACKEY**, Jefferson Hotel, Huntington, Ind.

TWO HAWAIIANS — Experienced sight readers. Sing and Play Steel and Spanish Guitar. Go anywhere. State all in first letter. **PADAL AND LARRY**, care The Billboard, Cincinnati, O. ju27

AT LIBERTY PARKS AND FAIRS

AERONAUTS, BALLOON Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. **JOHNSON BALLOON CO.**, Clayton, N. J. jy18

BALLOONISTS AND PARA-chute jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. au1

BALLOONIST — PROF. **CHAS. SWARTZ**, Committees write. Permanent address, Humboldt, Tenn. jy11

AMERICA'S FOREMOST AERONAUTS — BAL-loon Ascensions reasonable. **TYRONE BALLOON CO.**, Toledo, O. jy11

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. jy4

BALLOON ASCENSIONS FURNISHED, REA-sonable. Death-Defying Parachute Acts. **ARMSTRONG BALLOON CO.**, New Canton, Ill. ju27

COMBINATION FLYING CASTING ACT—Parks, Fairs, Celebrations. **FLYING LEROYS**, 109 Le Roy St., Jackson, Mich. ju27

COMEDY TIGHT WIRE AND CLOWNING—**BELMONT**, 2750 Yard St., Oroville, Calif. ju27

COMEDY SLAP STICK ACROBATIC ACT—Fast work in comedy. Open for all occasions. Literature. Prices reasonable. **LEHMBECK AND LAYMAN**, 2025 Lafayette St., Ft. Wayne, Ind. ju27

FOUR HIGH-CLASS FREE ACTS—DOGS, PONY, Mule. Fairs, parks, celebrations, circus. **HAPPY DAY SHOW**, Blanchard, Mich. jy4

GIBSON'S HIGH DIVING CAT AND DOGS—Tight wire performing both species. Two acts, something new and different, real drawing card. **GIBSON AND GIBSON**, Carthage, Ind. jy4

THE ROSARDS—THREE GUARANTEED DIF-ferent acts. Lady, gent. Comedy, Rube, Trick Funhouse Acrobatic Act. Lady, Aerial Iron Jaw Act and Comedy Aerial, Balancing Trapeze Act. 100% satisfaction. July later open. Folder. General Delivery, Quincy, Ill.; General Delivery, Des Moines, Ia. jy4

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address **BOX C-389**, Billboard, Cincinnati, O. ju27

AT LIBERTY—Rice's Comedy Pigs and Dogs for parks, fairs, celebrations and circus. This is a real novelty act. 1200 Linwood Ave., Jackson, Mich.

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack Wire Combination Juggling. Indoors or out. **CECIL WOODS**, P. O. Box 513, Poplar Bluff, Mo.

CHAS. LACROIX (The Original in Person)—Outstanding Novelty Trapeze Performer. Now booking July Fourth, also fairs, celebrations, etc. A real Platform Free Attraction, big drawing card. Special Illumination on Rigging for night performances. I furnish my own wiring, bulbs and switch, thus saving you the expense of lighting. You furnish current, lead wires and hookup. I can furnish large, flashy, special posters in colors, free for advertising (not stock posters), also cuts. Price for act reasonable as possible. Responsible committees only. For particulars, address **CHAS. LACROIX**, 624 South Calhoun Street, Fort Wayne, Ind.

DOG, PONY, MONKEY, BIRD CIRCUS—Com-plete unit. Gives performance one hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasika himself. A real attraction for summer resorts or indoor circus. **GEO. E. ROBERTS**, Mgr., Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

FAIR, CELEBRATION Committees, attention: Can offer you 18 minutes dog act, Seven Dogs, featuring "Gracie" Henley, world's smallest animal trainer, and our own amplifying system. Giving complete coverage, entertaining broadcasts, professional announcements, local broadcasts, also advertising trip ahead of celebration. Full particulars on request. Have July 4th open. No fair too large, no spot too small, prices right. Wire or write **BOB HAMPTON**, Fair Amusement Company, 2400 W. Harrison, Sullivan, Ill.

PAMAHASIKA'S DOG, Pony, Monkey, Bird Cir-cus. Can work anywhere. Forty beautiful performing animals and birds. Address **GEO. E. ROBERTS**, Mgr., 515 W. Erie Ave., Philadelphia, Pa. Telephone SAGmore 5536.

THE CHRISTYS—Wire Artists, tight and slack. Lady Rolling Globe. Gent Juggler. As good as the best. Write for prices and literature. **Keokuk, Ia.** au15

THE CLAYTONS—Four Acts: Double Trapeze, Double Tight Wire, Single Trapeze, Iron Jaw Butterfly. Billboard, Cincinnati, O. jy4

VAUTELLES CIRCUS UNIT—Ten Dogs, Cats, Monkeys. A real attraction. Act No. 2: Acrobatic Clown Dogs and Monkey, you can't beat it in price or quality. Have beautiful parade car with sound system for bally. Parks, fairs, carnivals, circuses. Write anytime. Peoria, Ill.

WALTER HEROD & CO.—Two high-class acts. 1 Lady, 2 Gents. Act No. 1: Fast 3-People Acrobatic and Adagio Act. An act that has youth, pep and ability, packed with action from start to finish. Act No. 2: Walter Herod in his famous Dancing Tumbling, Somersaulting Tight Wire Act. Performing 2 different somersaults on the wire and many other difficult feats. (Note—This act does not use an umbrella and wind will not keep from working.) Owing to disappointment 4th of July is open. For other open time and price write, wire. **WALTER HEROD**, Melrose Hotel, Toledo, O.

YES, SIR, FOLKS, we have three acts, Comedy, Straight, Clown, with Performers that perform—performances that entertain. Some open time after August second. Literature and reasonable terms, guaranteed acts. **THE HARRISONS**, Billboard, Cincinnati, O.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

BAR PERFORMER — Aerial and Ground Bars. Straight or Comedy. **LOUIS OCZVIRK**, 921 N. 10th St., Milwaukee, Wis. ju27

BESSIE HOLLIS & CO.—Three acts, Flying Sin-gle Trapeze, Comedy Acrobats, Swinging Ladder. Wardrobe and rigging the best. Fairs, parks and celebrations. Write for price and literature. \$369 Collingwood Ave., Toledo, O. jy11

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—Young Man, available July 15, desires connection with circuses, carnival, rep units as Publicity Agent or Advance Man. Need car. **AUSTIN MACK**, 164 So. Cedar St., Hazleton, Pa. jy4

AT LIBERTY BANDS AND ORCHESTRAS

CHARLES VAGABOND & His Famous "Tone Con-trol" Orchestra. Tone control registered and protected. This is the only tone control unit in America. Twelve men, songstress. Completely equipped. Only first-class and strictly bona-fide engagements or representatives considered. Union. 2306 N. Harding Ave., Chicago, Ill. ju27

EIGHT-PIECE ORCHESTRA available for loca- tion. Sax Trio, Two Trumpets, Trombone, Piano and Drums; double on Clarinets and Strings, and Vocalist. Night club experience. Write **JOHN O. WERTZ**, 135 Blough St., Johnstown, Pa. au1

FAST SIX-PIECE BAND with Girl Singer—Features soft, sweet swing and can stomp. Special arrangements make band sound like full band. Doubles give us three saxophones, three clarinets, trumpet, trombone, guitar, string bass, flute and violin. Have feature Singer, sell-out Shouter and Vocal Trio. Girl can do numbers in floor show. Have best of equipment and wardrobe. Can furnish night club, hotel, recording and broadcasting references. If you can't pay what a band like this is worth, don't write. Must give two weeks' notice. **BOX C-68**, care Billboard, Cincinnati. jy11

JOSHUA'S FIDDLERS, America's finest Cowboy entertainers and dance orchestra available July 5. Prefer shore location or? for summer. 5 performers, young, flashy, playing twenty instruments, featuring Fiddlin' Band, Washboard Band. Modern swing dance band. We've got everything to draw and hold your crowds. Write **JOSH WEBSTER**, St. Claire Ave., Route No. 3, Trenton, N. J. ju27

7-10-PIECE DANCE BAND — Up-to-minute library, public-address system. Have 2 weeks open, starting August 9. Non-union; feature Flashy Girl Vocalist, velvet and gold fronts, hard working, sober outfit. Will consider one-night stands in Ohio now. References. Address **ORCHESTRA**, 135 E. Norwich Ave., Columbus, O.

AT LIBERTY CIRCUS AND CARNIVAL

SIDE SHOW ACT — FIRE Eater, Sword Ladder, Glass Dancer, Spike-board, Lecture, Make Openings. Sell? Yes. Join on wire. Write or wire best proposition. **JACK CLAYTOR**, General Delivery, Toledo, O.

AT LIBERTY JULY 1st—MUSICAL WARDS Family Band will trade services as free attraction for Candy Floss and Country Store Concession right. Two Buttes, Colo. jy4

INEXPERIENCED WILD-ANIMAL TRAINER—3 years studying. Experienced keeper. **Young. THOMAS FEELEY**, 3020 Abell Ave., Baltimore, Md.

AT LIBERTY AFTER JULY 1st—George Burk-hart, capable of managing any size Side Show. Many years' experience with R. R. shows, or as Inside Lecturer and furnish acts. Comedy Magician and King of Coins, a laughing riot. Elaborate Punch, Electric Act, Mind-Reading, Illusions, etc. Address 232 **VAN BUREN ST.**, Brooklyn, N. Y. jy18

CLOWN FOR CIRCUS, also works Animal Acts, wild or domestic. A No. 1 wardrobe. **BOX 201**, Fairpoint, O.

DOC KAHNE, "the Man With Two Brains," plays Sax and Clarinet at same time—melody and harmony. Fast tunes, modern style. Sensational. State salary first. Write. 6712 Deary St., Pittsburgh, Pa.

YOUNG GIRL, experienced dancer, specializing in the Tropical Snake Shuffle Dance, wants work for season; also Young Man experienced ride help and odd jobs, immediately. **BETTY RANDALL**, 405-A Concord Ave., Toronto, Ont., Can.

YOUNG MAN, 24, would like job with carnival. Have worked on Merry-Go-Round, can drive truck. Have also worked on Tilt-a-Whirl. **ALFRED WECKERSER**, Little Falls, N. Y.

AT LIBERTY DRAMATIC ARTISTS

LITTLE THEATER AUTHORITY available after July 1. Direction, lecturing, instruction and general information. Young man, exceptional all-round ability. Write **BOX C-58**, Billboard, Cincinnati. jy11

**AT LIBERTY
PIANO PLAYERS**

ATTRACTIVE GIRL PIANIST—GOOD READER, fake and transpose. Five years' experience. **BOX C-70, Billboard, Cincinnati, O.**

PIANIST, AGE 26, EXPERIENCED, UNION— Rhythm is my business. **BOX C-59, Billboard, Cincinnati, O.** ju27

AT LIBERTY—Pianist, double Calliope, Air or Steam. Experience in girl show. Small circuit, med. experience in putting and taking down outfit. **HARRY McKENNEY, General Delivery, Rochester, N. H.**

**AT LIBERTY
VAUDEVILLE ARTISTS**

DANCER AND SINGER—20, ATTRACTIVE. Line, Rhumba, tap, veil, Egyptian, no kooch. West preferred. No carnivals, no hostess work. Salary open. **MARION LAURELL, 166 W. Chicago Avenue, Chicago.**

SINGER, TENOR—TRAINED VOICE; ALSO play Piano. Late popular or Old Timer Songs. Light Classics. **ALFRED STILLMAN, 360 47th St., Brooklyn, N. Y.**

THE KINGS—WALTER, MOLLY AND PAT. Comedians, Singers, Dancers, Novelty, Magic, Cornston Escapes, Cowboy, Hillbilly Songs, play own music, versatile. Change 2 or 3 weeks. Produce one-hour show. Have Pad Dog for acts. Best of wardrobe on and off. Sober, reliable; have car. State the best you can offer. **WALTER KING, Providence Forge, Va.** x

YOUNG MAN, 23, SINGER AND DANCER. Radio, vaudeville and club experience. Willing to work evenings in city or vicinity. **RAYE, 158 East 103rd Street, New York City.**

AT LIBERTY for Platform Medicine Show that's going to stay out—Please write. Twelve Specialties: Comedy Musical Acts, Novelty, Songs, Stories, Trumpet Calls, Afterpieces, Bits. Two men acts: B. F. Comedy. Mail lost, write again. **GEORGE (MUSICAL) SIMS, General Delivery, Rochester, N. H.**

LETTER LIST

(Continued from page 83)

MAIL ON HAND AT

DALLAS OFFICE

401 Southland Life Bldg.
1416 Commerce St.

Ladies' List

- | | |
|----------------------|-----------------------|
| Andrews, Mrs. Jim | Liberty, Aldis |
| Anthony, Mrs. Milo | Langford, Mrs. R. A. |
| Bailey, Gloria | McCardy, Mrs. Fred |
| Barthelme, Rosa | Morgan, Virginia |
| Bryer, Mrs. Carrie | Rivenbark, Marguerite |
| Carmelita | Rogers, Joyce |
| Everett, Mrs. Buddea | Runge, Mrs. H. E. |
| Hall, Mrs. Louise A. | Sheeks, Mrs. Tennie |
| Handen, Mrs. Boots | Sloan, Mrs. Jackie |
| Hogued, Fleeta | Thames, Mrs. Gene |
| Jamison, Mrs. Jane | Walters, Jonnie |
| Kelly, Margon | Wilson, Mrs. Betty |

Gentlemen's List

- | | |
|---------------------|---------------------------|
| Alfred, Jack & June | Kilmoe, Ole |
| Allen, John C. | King, Riley |
| Atkin, Al | Knight, Felix |
| Atkins, George | Kulkowski, Joseph |
| Bozarth, Emmett T. | Leaman, Walter |
| Brantley, Morgan D. | Lunagar, P. |
| Braun, Charles | Longan, J. Geo. |
| Bryer, R. L. | Looman Players |
| Burke, C. H. | Ludwig, C. B. |
| Cartell, Harve | Lundgren, Edward |
| Carter, J. B. | McCue, Tiger |
| Casper, Lin | Manley, Dick |
| Cato, Henry | Miller, Mr. & Mrs. Marvin |
| Cauble, Robt. | Moore, Claude E. |
| Chaplin, R. E. | Noore, Tom A. |
| Clouston, Skinny | Mouett, Frankie |
| Comarroe, Lewis | Mullins, Joe |
| Culver, Gus J. | O'Malley, J. E. |
| Davis, Franklin P. | Park, J. A. |
| Dean, Dr. | Parrish, Dale |
| Donn, Don | Pepper, Abe |
| Drum, Bill | Ferry, Joe |
| Everett, Buddea | Ryan, Billy |
| Fields, Snow Ball | Phillips, Orrille R. |
| Fletcher, Avery | Pitchman, W. H. (Billy) |
| Forman, Lucy | Rice, G. L. |
| Galtier, Woodie | Rish, John |
| Gibson, Jackie | Roberts, B. C. |
| Goad, Dude | Rogers, Jack |
| Goff, B. M. | Ryan, Howard E. |
| Grigan, LaPoint | Sanders, Lillard |
| Hall, Ed L. | Scoggins, Robert |
| Hall, George B. | Scott, Fred |
| Hann, Eddie | Seabourn, J. F. |
| Hart, Arthur | Sharp, Bert |
| Hart, Capt. John S. | Silver Tongue, Chief |
| Hart, E. J. | Sims, Hi |
| Hayes, B. F. | Smith, Roland |
| Hull, Jimmie | Spor, Paul |
| Hurd, James M. | Stanley, Jack D. |
| Irving, S. L. | Starr, Tarry |
| Isley, Willard S. | Terrell, Billy |
| Johnson, H. B. | Turner, Jack |
| Karr, Olan J. | Twine, Hobart |
| Kelly, James B. | Walker, Dick |
| Kemmerling, Skinny | Walldroff, Harry |
| | Webb, Jack Darby |
| | Willis, Lionel |
| | Webb, Teddy |
| | Wells, Fred L. |

CARNIVALS

(Continued from page 3)

shows' winter quarters. Many of them have continued buying and constructing while en tour, spurred on by the manifested increase of attendance during the spring months when weather permitted.

Because of carnival midways being "something different" from other forms

of entertainment for public attendance—people flocking to the zones of gayety, whirling riding devices, tent shows with their out-front ballyhoos, music, free acts, etc.—carnivals during many past years have been veritably heckled by other entertainment and local business interests. Not only the shows "pestered," but also the public flooded with opposition propaganda against "the carnival." This year there is an apparent "getting wise" on the part of the masses to the reason for such antagonism, with the result that amusement seekers have been shaking off the "hoodwink," as evidenced by more and better opportunities for carnivals and their increased attendance.

Right now practically all carnivals are preparing to enter their fair, celebration and other special engagements for the summer and fall months. The preparations include additional attractions and rehabilitated paraphernalia.

If successes of the early season and prospects of augmented employment among outdoor amusement lovers can be taken as prophetic, the carnival field will have one of its best years.

PARKS

(Continued from page 3)

are larger and seem to be more in the spending mood, due, no doubt, to greater confidence and a better all-around feeling.

"Some have said that they were about 25 per cent ahead of last year; some as high as 50 per cent, while others have said that they were only a little better than last year, but that weather on the whole had been against them, so that they felt, weather being even, they would show a substantial increase.

"Payment of the soldiers' bonus at this time should, of course, be helpful. I believe, too, that most people have the feeling that, regardless of the outcome of the coming election, things are bound to be better. Considering all things, I do not hesitate to say that I believe that the boys are all going to enjoy much better business, more particularly so those who had the courage and foresight to do a good job on redecorating and installing new equipment."

Attractions in Demand

On the attractions end George A. Hamid, head of the booking office bearing his name, is authority for information that the free-act market is best in about 10 years so far as parks are concerned. Majority of spots, he said, got off to earlier starts, spurring live talent in proportion. Firm has added five parks to its books.

Mr. Hamid's own park, White City, Worcester, Mass., is virtually 100 per cent ahead on the take, he said. Palisades, N. J., with many improvements and stellar features and one of the best exploitation machines in the country, is way ahead of last season. Rosenthal Bros., owners, have arranged with S. W. Gumpertz, general manager Ringling circuses, for a carload of animals from Peru, Ind., for a zoo layout in the park supervised by Captain Walker. Enna Jettick, Auburn, N. Y., started to use acts three weeks earlier, with Manager William B. Haefner reporting that business is far beyond expectations. Playland, Rye, N. Y., looks forward to one of its best years.

Clementon Lake, N. J., after preparing for two or three weeks of free attractions, found them a distinct draw and renewed programs for the season. Steel Pier, Atlantic City, has been using acts on week-ends only, daily bills scheduled to start on June 27, but possibility of starting a week earlier. Record flesh outlay there. Belmont, Montreal, reports biz 20 per cent ahead despite poor weather. Steeplechase, Coney Island, is using circus unit for third successive year and very successful. Olympic, Irvington, N. J., likewise has circus show, biz fair. Dreamland, Newark, N. J., started with novelty acts in Stadium under Orest J. Devany direction, but with mixed results. Woodcliff, Poughkeepsie, and Kaydeross, Saratoga Springs, N. Y., are doing satisfactory business, according to reports.

Luna, Coney Island, N. Y., is playing Jimmy Victor's circus in its permanent arena and doing okeh, but general park business has been hampered by weather. Tony Sarg's Streets of Paris the big feature there this year. Columbia, North Bergen, N. J., reorganized this season, hasn't shown any real strength at the gate as yet, but plans are under way for improvements and additions, including possibility of playing free acts within the next week or 10 days,

according to Fred Aeschbach, attractions manager.

Big Opportunity Seen

A statement issued by Mr. Hamid emphasized the fact that the outdoor industry in general has an excellent opportunity to capitalize on better economic conditions, plus the feeling that people are more amusement-hungry than ever before. "As far as acts are concerned," he said, "every good attraction we have is booked and no act of any standing is going begging for bookings, as we have more time available than ever before in history of our company. It is interesting to state in this connection that parks are placing their wants on a purely business basis, with no pressure. Most spots are exploiting their attractions to the hilt, thus intrenching themselves not only for this season but for the future. The hit-and-miss policy of the past, never very formidable, has, fortunately, been eliminated."

Harry C. Baker, New York, president of the NAAPPB, is convinced that parks are to have their best season in perhaps a decade or more. During his travels both as head of the association and of his own company, Park and Beach Supply Company, he has seen so much construction work going on that he feels optimism is no mere word but has a real sound basis. Altogether he has participated either as operator or builder in more than a dozen spots and has installed an unusual number of rides and done general repair and renovating work. Charles F. Keller Jr., sales manager for Mr. Baker's company, is equally encouraged by future prospects after having worked 18 hours a day for the last four months in the preparation of spot stuff.

Information from the Hamid company is that fairs also have budgeted record outlays for acts following a generally successful 1935 season. Future Eastern celebrations and special events scenery hark back to boom days, at least numerically, and those already held have done enough good grosses to make prophecy of a rosy season fully justified.

KENTUCKY TAXES

(Continued from page 3)

for amusement and entertainment and compute the tax on the amount at the following rates: 10 cents or less, no tax; 11 to 18 cents, 1 cent tax; 19 to 28 cents, 2 cents tax; 29 to 38 cents, 3 cents tax. If the amount be in excess of 38 cents the tax shall be 1 cent on each 5 cents or fractional part thereof in excess of 38 cents. For example, when a customer's total bill is \$2, 25 per cent of it or 50 cents is to be taken as the amount paid for amusement and entertainment. Tax on the first 38 cents is 3 cents. Tax on the next 12 cents is 3 cents. Total amount, 50 cents. Total tax, 6 cents.

These individual checks must be kept for a period of not less than 90 days and the total tax chargeable on such items shall be reported and paid to the Department of Revenue on or before the 10th day of each month covering the previous month's business.

METHOD TWO—The proprietor shall report his total gross receipts during the month, take 25 per cent of the total as the amount charged for amusement and entertainment, compute the tax on this amount at the rate of 12 per cent and remit to the department. The arbitrary amount of 12 per cent is taken as the average amount of the tax which would be charged if the tax were computed on each individual check.

Proprietors coming under the second classification will be required to report to the department on or before the 10th day of the month covering the previous month's business, the total tax so chargeable to each customer computed either upon the cover charge or upon 25 per cent of the total charge made to each customer, whichever shall be greater. For example, a cover charge of 50 cents is made and a customer's total bill is \$3, including the cover charge. Twenty-five per cent of this amount is 75 cents, therefore the tax will be computed on the 75 cents rather than the 50 cents cover charge. The tax will be computed at the following rates: 11 to 18 cents, 1 cent tax; 19 to 28 cents, 2 cents; 29 to 38 cents, 3 cents, and 1 cent tax for each additional 5-cent charge.

Proprietors shall be required to report the total amount of tax so chargeable to each customer and remit the amount of tax to the department by certified check, cashier's check or money order.

Instructions to proprietors of the third classification follow:

The admission charge shall be deemed the total of all charges so made and

the tax shall be computed upon that basis at the rate set out for those of the other two classifications. If the admission charge be 10 cents or less there will be no tax upon that charge, but any subsequent charge made for side shows, etc., once admission is obtained, shall be subject to tax by adding the amount of each subsequent charge to the general admission charge and computing the tax thereon at the rate set out in instructions to the first two classifications. The two charges shall be added together even though the first charge be subject to the tax. For example, a proprietor of an amusement park makes a general admission charge of 10 cents. This is tax free, but each admission charge subsequently made shall be taxed in accordance with the following schedule: 1 to 8 cents, 1 cent tax; 9 to 18 cents, 2 cents; 19 to 28 cents, 3 cents, and 1 cent tax for each additional 5 cents of the charge.

If the admission charge be 15 cents this is subject to a 1 cent tax and any subsequent charge made is subject to tax if it exceeds 3 cents. Add the charge subsequently made to the original charge and compute the total tax on it at the rate set out in the foregoing schedules for the other two classifications.

The instructions were sent out over the signature of James W. Martin, Commissioner of the Department of Revenue.

CIRCUSES

(Continued from page 3)

tour this year as a two-car railroad organization.

The motorized field has shown an increase. Among the new ones are Sam Jones, Joe B. Webb, Edward Kuhn, Martin Bros. and Bud Hawkins. Eddy Bros. is the new title for the Hunt show, which for 43 years has borne the family name.

Ken Maynard organized a Wild West, Circus and Indian Congress, which played some week-end engagements at Van Nuys, Calif. Altho nothing definite at this time, it was stated several months ago that the show would go on rails in 1937.

Between seasons the Cole-Beatty Circus made a deal whereby a Major Bowes amateur unit would be the concert attraction. It appeared as if it would be a go, but when the unit joined the show for its canvas season, it did not draw enough business to warrant its continuance and it was mutually agreed to discontinue it at Muncie, Ind., after a four-day tour. On the other hand, Eddy Bros.' Circus has an amateur unit which has been clicking.

There have been several flops this year. The James M. Cole Trained Wild Animal Circus blew up at the Municipal Stadium, Cleveland, following the night performance May 4. It was billed for a 10-day run, May 1-10, but failed to draw and there was lack of capital to continue it.

The Maynard Bros.' Circus hit the rocks at Stonington, Conn., near West-erly, R. I., May 18 and show went into the hands of Deputy Sheriff Stanton S. Green. Reported that the help had not been paid for several weeks. An attachment was placed on the circus properties. The equipment was recently sold to the Coleman Bros.' Shows.

Another show which closed was the Bockus & Kilonis Circus at Millinocket, Me., June 12, unable to go any further. It opened at Manchester, N. H., April 24.

The Harry Haag Circus, organized at Mobile, Ala., by R. C. and Sam Schwarz, with Harry Haag as general manager, returned there the early part of week April 20 after a brief tour in Southern Mississippi. Stated that it was to be re-organized, using the old name of the Great American Shows.

STRIKE HITS

(Continued from page 3)

ployees in several picture houses have been granted higher wages and other advantages, it is certain that employees of the other houses will demand similar treatment.

The entire amusement field suffered thru the uncertainty of the situation which for several days was emphasized thru the absence of newspapers and other sources of reliable information. Receipts at many theaters dropped more than 50 per cent.

Strikers also upset the program of the "Season of Paris," many galas and special events being postponed until a later date. Bad weather, however, was also responsible for the postponing of open-air events.

As it appears that practically all workers in France will be granted wage increases of from 7 to 15 per cent and go on a 40-hour week, the amusement field stands to benefit from the increased leisure time and increased salaries of the workers.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

RESORT ORDERS ARE WAY UP

Liberal Mdse. Awards Click

New York jobbers report largest business in five years—big variety of prizes

Old Man Sunshine, plus liberal merchandise awards, has upped the resort biz to the highest point in five seasons, according to reports from New York novelty and premium houses. The marvelous weather which the resorts have been enjoying has naturally attracted tremendous crowds, especially to the Eastern parks, and it is believed that concessioners in the East will have one of the greatest seasons of all time.

At Coney Island the new bowling games, which are employing what is probably the most liberal award system, are actually jammed with players.

Wholesalers and jobbers further reported that retail outlets in the resort areas are showing quite an increase in orders over last year.

Beachware is again proving very popular to the retail outlets, along with sun glasses and knick-knacks, which are quickly adopted as souvenirs. Other merchandise is also being featured this year, mostly in the athletic equipment field, tho some have been purchasing cameras and other merchandise in this category in larger quantities.

The amusement outlets are using the larger items such as the electrical appliances, toys, cigaret cases, sets of pots, pans, etc. The usual merchandise of the amusement spots is rapidly changing with the times. Much glassware is being featured. Even motion picture cameras are getting a fine play. The merchandise assortments of the average concessioner at the resorts this year are greater than ever before.

New Digger Machine Opens New Territories

The legal okeh is being stamped on the new "reverse digger" by many territories which previously termed the digger machine as a gambling device.

The new digger, just reported in New York, merely reverses the regular process of groping for merchandise, by letting the player snag any item he wants and withholding the skill angle until it comes to releasing the prize from the machine. Here the player must drop the item into a circular chute.

Tho it is no problem to get the claw to pick up the desired prize, the player has but a limited time during which to maneuver the machine so that the claw releases the merchandise into the proper chute.

Many experienced digger operators have already expressed the opinion that these machines will enter into many territories where all types of coin-operated amusement machines have previously been barred.

Indie Drug Sales Up

Sales figures for some 3,000 independent retail druggists showed a 12.7 per cent increase in 1935 over 1934. Figures are taken from a recent report issued by Dun & Bradstreet.

After listening to the howling of independents during the past few years, the report comes as rather a surprise. Regardless, agents booking drug stores should be satisfied that central buying headquarters still have a long way to go before absorbing the entire drug field.

"BUY AMERICAN?"

The flooding of American novelty and prize markets by foreign manufacturers, especially Japanese and German, has caused no end of commotion for the last few years. Not a week passes during which some "Buy American" campaign is not launched amid floods of banners, badges and emblems. And not a second week passes but that said campaign dies out as abruptly as it began.

The simple answer to the "problem" is that very few of us are "patriotic" enough to sacrifice even a few pennies for the "Made in U. S. A. Stamp." All any of us care about is how a thing looks and whether or not it will fill a certain want or need; few of us ever know whether it was made in this country or not.

But recently a new scheme has been started which promises to make headway toward stopping the influx of foreign goods in at least the higher price brackets of the field.

"Why not change styles so fast," reasoned some American manufacturers, "that by the time these foreigners get hold of an item, copy it and place it on the American market it will look like a Model T Ford at the 1940 Automobile Show? Moreover, why not instill into the minds of the American public such a sense of American quality that the 'Made in U. S. A. Stamp' will look like a lifetime guarantee coupon."

The *Billboard* is not going on record as predicting foreign goods are seeing their last days in the amusement field. Such an occurrence is not likely. Foreign goods have played too important a role in developing especially the outdoor amusement business. In fact, it is hard to imagine just where the game concessions would be if they had never enjoyed the color, flash and especially cheapness of foreign-made prizes.

But if American manufacturers can introduce new items so fast or create such a standard of quality or create new styles at such a pace that the public will have good and sufficient reason to demand their merchandise, they are taking sound measures by which to secure the lucrative amusement prize and novelty market. It looks as tho some are doing just such a thing, and we are all for them.

Convention Ups Quaker City Biz

PHILADELPHIA, June 20.—Philadelphia jobbers in novelties and souvenirs are preparing for a big week with the manufacturers paying considerable attention to the big Democratic show to be held in this city starting June 23. And as the convention opening nears business is showing a healthy sudden spurt.

According to Howard W. Murphy, chief of the Bureau of City Property, the rush for vendors' licenses (\$7.50 per year) is under way. Free-lance vendors will not be permitted within a radius of three blocks of the convention hall, permits for this territory coming under the supervision of Arthur H. Padula, who was awarded the convention concessions contract by the Democratic National Committee.

The novelties which will be on sale on the streets leading to Convention Hall will be numerous and of infinite variety. They cover a wide range of articles and prices, starting at 25 cents for a bottle

opener and running up to \$2 for a cigaret case. In between the two prices will be found all sorts of useful and ornamental articles and gadgets. The lineup includes match boxes, small flower vases, door knockers, ash trays, letter openers, paper weights, salt and pepper shakers, inkwells, pin cushions and pin trays, most of these being in white metal.

All of them are made to serve as souvenirs with the proverbial donkey head adorning in one way or another almost every item. In addition there will be, of course, pennants and flags, pictures and photographs of President Roosevelt and song sheets.

Some Philadelphia jobbers declined to make known the type of novelties and souvenirs they will offer the convention mobs, so a flock of surprises are in order. Still stocking up but refusing to unpack the cases, one well-known Market street jobber explained: "If I should tell just what novelties we are going to offer some manufacturer would start right away to make a lot of the same kind of goods." He further explained that novelty manufacturers work fast, and a convention gathering is a case where the goods must be sold before the novelty wears off.

No. 2 Premium Expo To Be Staged At Hotel Astor, New York, in Fall

The second annual Atlantic Coast Premium Exposition will be held at the Hotel Astor, Times Square, New York City, September 28 to October 2, 1936. The announcement came right on the heels of the report that buyer attendance, contacts made and volume of orders placed at the recent Chicago show surpassed all previous records of any show ever sponsored by the Premium Advertising Association of America.

The Round Table Conferences planned for the September show should be of

particular interest. Indicative of them is a symposium of typical housewives who will graphically portray their individual reactions to current premium campaigns. Now in the making is a testing laboratory to ascertain the actual experiences and opinions of typical consumers. Program further includes plenty of addresses by outstanding figures in the field. Latest reports are that altho the sale of space did not begin until June 1, over 30 per cent has already been signed up.

Direct Sales Near Billion

Strong comeback from 1933 low — improvement in products noted

Direct selling biz slumped from \$1,276,000,000 in 1928 to \$600,000,000 in 1933, but bounced back to near \$1,000,000,000 during 1935, according to the National Association of Direct Selling Companies. This is contrary to the trend of every other depression—direct selling companies having previously more than held their own in the bad days.

It is believed the generous government relief measures, plus the various "alphabet" projects, have diminished the supply of people willing to undertake house-to-house selling.

According to the association, the pick-up this year has been accomplished thru more strict supervision of selling staffs, more intensive advertising and the improvement of products.

Furniture Novelties Back

Premium users are again looking to the furniture industry for items, after viewing some of the pieces recently introduced. Furniture manufacturers more or less lost their grip on the premium-merchandise industry when the public took a sudden fancy to flashy chromium and glassware, but now they are making a concentrated drive for this market with ammunition composed of modernistic and flashy pieces at a very popular price. For one lone dollar the premium user can get a real flash item certain to help bring business to him.

Book-ends and other material items in this classification will not appear until later in the season, but the items which are being shown are attracting great attention and sales have been very favorable.

It is also reported that furniture novelty sales are sure to increase as soon as the season gets well under way. Carnival concessioners should make good use of the furniture items in the smaller towns.

Contrary to the usual expectation, the items are showing better profit to the industry than formerly. They will therefore be used in better quantity if for this one reason alone.

New Items Lead Sales

Summer premium buyers continue to lean toward only new items. New York reports the reason is never before have such distinct changes of style been introduced by manufacturers. The consequence has been the public will not consider anything but the latest line.

A radio set styled six-months ago has as much chance of being sold to Mr. Public as a horse and buggy. Bathing suits and beach wear are in the same category, while it isn't taking a much longer period of time to knock clock, lamp, luggage and aluminum ware styles into the museum.

Manufacturers seem determined to drive out foreign competition by setting a style pace and putting real quality into their merchandise rather than attempt the old system of underselling.

EVEREADY FLASHLIGHTS



sell in the millions on their own. No wonder they're the best "selling" premiums you could use!

for special trade prices, write
NATIONAL CARBON COMPANY, INC.
P. O. Box 600, Grand Central Sta.,
New York City.

Unit of Union Carbide and Carbon Corp.

NEW ITEMS

New Fountain Pen

The Jackwin Pen Company is now featuring a crackerjack rapid-selling new plunger pen.

A two-month supply of concentrated ink comes with each pen and it is merely necessary to fill with ordinary water. Moreover, it is so constructed that it can be filled with regular fountain pen ink. Comes in the latest shimmering pearl, marble and opaque colors. Costs practically the same as the ordinary pen.

schemes can be changed, but also the tabs can be easily attached to give many changes of design. The tabs actually permit 49 different color and style changes. In addition to a large general utility pocket, the bag has a full-size talon zipper pocket in back of which is a hide-away pocket. There is also a snap frame coin purse attached to the zipper pocket and a double-faced mirror. Lined thruout with fine quality black silk and smartly fashioned, the bag has a beauty and utility which women find hard to resist.

Smooth-Edge Can Opener

One of the cleverest can openers on the market today is the "Frisco." A tricky gadget does just as neat a job as the high-priced wall type openers—removes the entire top of the can, leaves a smooth edge and should last a lifetime. Comes in colored lacquer handles of red, green, blue and white. Precision Metal Workers, the manufacturers, will furnish at cost price cans suitable for demonstrating purposes.



Resilient Shoe Fastener

U. S. Patents Manufacturing Company through its general manager, Mathias Reh, announced this week their new item, the "Footcomfort" resilient shoe fastener.

The main feature of the new fastener is that it makes any shoe more comfortable. (See NEW ITEMS on page 96)

THE NEW BROADWAY WATCH

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

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25% deposit, balance C. O. D. Sample Watch, 25c Extra. Write for New 1936 Catalog.

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DOMINO

BLUE STEEL BLADES COST ONLY 1 1/2c Per Pkg. of 5 Blades. All Etched and Cell. Wrapped. Put up in attractive Display Cards for only 5c extra per 100.

100 BLADES IN BOX 30c

YOUNG NOVELTY CO., Inc.

100 Hanover Street, Boston, Mass. Free Sample. 50% Deposit With Order.

Book of Presidents

A new book of Presidents, designed to take advantage of the unprecedented interest in a Presidential election, has just come off the press of the Amsterdam Printing and Lithographing Company. The timely booklet contains complete and interesting information not only on the Presidents, but also of the New Deal, the Constitution and the Supreme Court. The book is pocket size, with the front cover attractively designed and printed in three colors. The entire back cover is reserved for advertising. The per unit cost, in lots of 250 or more, is extremely low.

Life Guard Swimming Belt

The Hodgman Rubber Company has just introduced a very handy and practical lightweight swimming belt easily adjustable and suitable for men, women and children. The main feature of this belt is it gives ample protection and buoyancy to the swimmer but does not impede his progress. Comes in several different colors and models retailing from \$1 to \$1.50.

New Beach Sandals

For anyone near the beaches or swimming pools, here is a real specialty or premium item. It is called the Bend-Eze and is a real sandal made of wood, with rubber straps, in red, blue or white. The wooden sole is broken in several places, which makes it flexible to the movement of the foot. Carter Products Corporation is the manufacturer.

Multi-Form Hand Bag

A white beaver grain genuine calfskin handbag, with different interchangeable sparkling tabs of red, blue, green and black to match or contrast with dresses, suits and shoes, has been introduced by Initial-It, Inc. Not only the color

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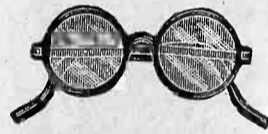
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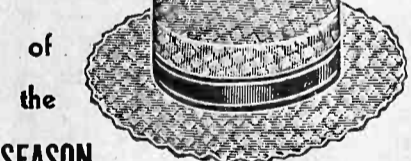
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Per Gross 10.50
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It's New!

6 1/2 in. Celluloid

Carnival Doll



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B34N141—Has Gaily Colored Rosette Fan. Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Opens and Closes Fan, Making It an Outstanding Number.

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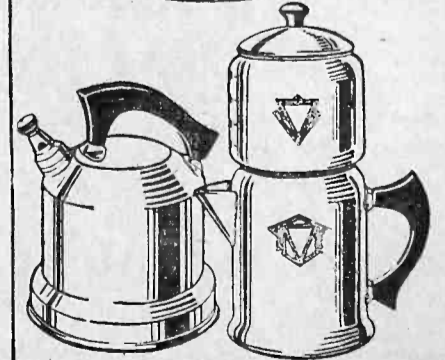
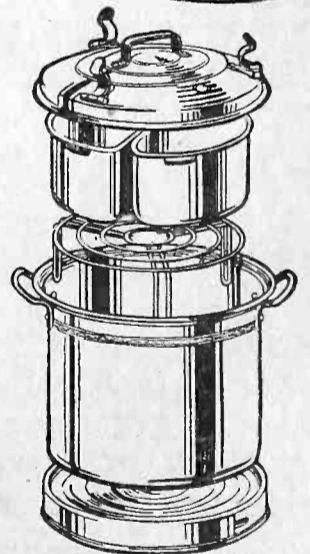
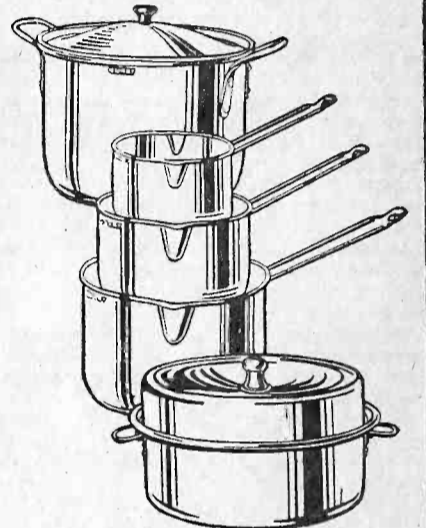
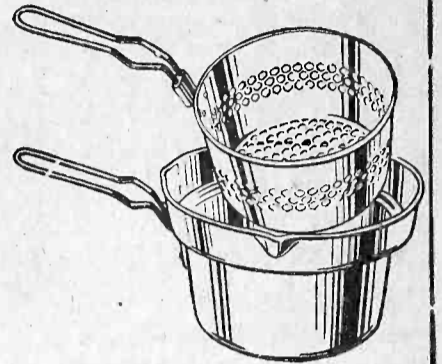
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New — Flashy ALUMINUM

Utensil Prizes

These new aluminum sets provide real, live display on the midway. No merchandise has more universal appeal than high quality utensils—prizes a winner is proud to take home.

Many different combinations available. Make up a group of winners to fit your own game!



Write your jobber for details on our complete line of aluminum utensils — also new gift ware prizes. If your jobber cannot supply you, write us direct for bulletins!

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Dept. 636 West Bend, Wisconsin

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- Box Camera with Films .07
- 4-Pc. Pipe Set .35
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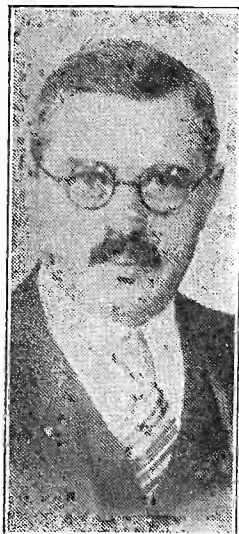
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- 25% Deposit on all Orders, Balance C. O. D. Write for List.
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110 Park Row, New York, N. Y.

Merchandise, the Backbone of Game Concessions

By Karl Guggenheim

A FEW weeks ago I stood before the country-store wheel operated by a concessioner friend of mine. I was one of a fair-sized crowd. The wheel was getting a great play. And my friend was passing out merchandise to the winning players. It was a sight that did my old eyes good. It was a sight that took me back to the days of "The Sunday School Outfit," the carnival less familiarly known as the Keene & Shipley Shows.



Karl Guggenheim

There was an outfit with a string of game concessioners who practically vied with each other to see who could give away more merchandise! And they all made plenty of money. The strictly up-and-up manner in which every game concession on that show was operated was as a matter of fact the condition which won them the nickname "The Sunday School Outfit."

Getting back to my friend's country-store wheel and the sight of players walking away from the stand with merchandise in their hands and smiles on their faces—it reminded me of Louis Gordon and his wife, Rose, who made enviable reputations and big money for

Karl Guggenheim is regarded as one of the foremost authorities on premium merchandise as related to the concessioner. He has a wide acquaintance among the concession fraternity. Throughout his entire business career he has been handling this type merchandise. He makes frequent trips to Europe and Japan in search of new items.

Mr. Guggenheim became established in business, on his own, 35 years ago. Later Harry Gittelsohn joined the firm, but is now deceased. Mr. Guggenheim resides in New York City, is married and has a son and daughter. In the fraternal world, he is a Royal Arch Mason.

themselves by giving the customers of their game concessions at Luna Park and Coney Island in New York their money's worth in merchandise prizes and sending them home happy. Louis has passed on, but Mrs. Gordon is still carrying on managing her properties at Coney Island. Max Goodman, who has long carried the banner for the game concession that gives the player value for his money, is another operator who has proved the wisdom of such tactics by earning more money with his game concessions than a hundred of the shortsighted concessioners who think it is smart business to take the customer for all he has and give nothing in return.

That little country-store wheel reminded me of these people and gave me the feeling that more and more concessioners were getting back to the conviction that merchandise is the backbone of game concessions. The sooner they all

get back to this conviction and to the realization that they can make more money consistently by giving their players merchandise awards the better it will be for all of them. A number of concessioners with whom I have discussed the matter have wailed that they cannot afford to give away merchandise. This wail was an absolute rarity in the pre-depression days. The tightness of money during the depression scared these shortsighted concessioners out of their good business judgment. However, the fact that those concessioners who continued to give the public something for its money have in the main been a great deal more successful is ample proof that merchandise must be given if steady, consistent profits are to be made.

Back to Merchandise

Now that the depression is over and money is beginning to flow a bit more freely concessioners are definitely swinging back to the merchandise-giveaway method of operation. I know this from my own business and from the reports which come to me from many other jobbers of concession merchandise. *The Billboard* is to be highly congratulated for the part it has played in bringing about this return to favorable conditions. Its constant and shrewd preachments and the efforts of the jobbers themselves are in a great measure responsible for the return of merchandise awards in the operation of game concessions.

With the tremendous variety of merchandise in all price ranges which is being offered the concessioner today there is little reason why he cannot afford to give prizes just as he did in the halcyon days. On a recent tour of concessions at parks and on one or two carnivals, for instance, I noticed the old stand-bys such as stuffed toys, dolls, chinaware and lamps quite strongly featured by busy concessioners. Miniature radios, watches, electric fans, blankets, canes and an unusual assortment of really clever novelty items were also prominently displayed on many stands. After hours of close observation I was convinced that the majority of the concessioners were giving out merchandise. It was, as I have said before, a pleasure to note that the trend was definitely toward a more liberal giving away of prizes. The few concessioners who were working close and holding on to their merchandise with both hands were not doing the business their wiser competitors were.

New Type of Clerk

A rather interesting change has taken place in the type of clerk employed on

the various game concessions. I would wager that a fair number of the men behind the stands were college graduates. These men seem to be coming into the game concession field in ever-increasing numbers, and it is pleasing to note that they are being trained in the ways of the wise showman—those ways dictating that more money is made when merchandise is passed out.

The talents of this new type of clerk combined with the natural flair of the old-time showman are showing themselves markedly in the attractive arrangements of merchandise on the various game concession counters. This brings us to another angle of the game concession business which can bear mentioning. Too many concessioners stock a very limited number of items on their stands. In such cases scarcely any type of display can help attract players to the game. A normally attractive arrangement of the few items serves only to bring out the defects of each particular item and to create an impression that there is very little of anything worth while to play for. On the other hand there is the concessioner who stocks up with anything and everything he can lay his hands on and sets the conglomerate in such a helter-skelter fashion that a prospective customer walking up to the stand and look-

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GENUINE DIAMOND RINGS



AMERICAN-MADE LAPEL WATCH, 14 S. Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel. No. B100 Each \$ 1.05
TEN for 10.00

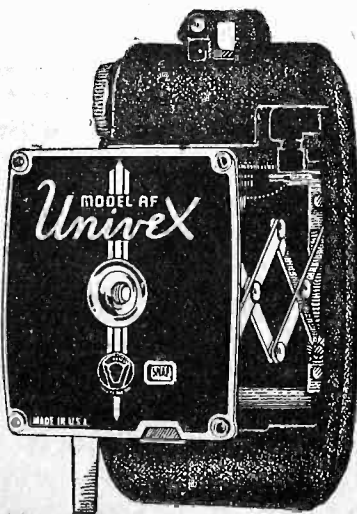


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No. B104—LADIES' DIAMOND RING—As above, set with GENUINE BLUE WHITE DIAMOND about 5 Points. EACH **3.25**

No. B105—LADIES' DIAMOND RING. High finish. Sterling Silver. Fancy engraved top, pierced, set with GENUINE BLUE WHITE DIAMOND. A very pretty ring in design. A REAL VALUE. EACH **1.50**

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UNIVEX FOLDING CAMERA
Case is made of Metal, Crystal Finish; may be had in Black, Blue, Green, Grey or Brown. Very compactly constructed—size closed, 3 3/4 x 2 7/8 in. May be used for snap or time pictures. Makes pictures size 1 1/8 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.
No. B101 CAMERA, Each \$.69
TEN For 6.50
No. B102 FILMS, for above. Put up six exposures in a roll, Per Doz. Rolls \$.85

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Double-Edge, 20 Packs, 5 in. on Display Card, 40c per card
Include Postage.

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With 50 Sparkling Fac-Simile Diamonds—**SPECIAL**
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ing it over is confused and more often than not driven away.

The ideal arrangement, of course, is a happy medium between the two mentioned above. The wise game concessioner picks a great enough variety of merchandise to attract practically any type of customer, and he displays it in such a way that each item is set off to the greatest possible advantage. The manner of display is, of course, determined by, and should be in keeping with, the type of game. A country-store wheel, for instance, has a display problem that calls for treatment altogether different from a Hoop-La game. And just so a Bingo, Beano, Keano or Corn game merchandise display should be set up differently than that of a ball, cat or milk-bottle game.

Lighting Highly Important

A factor of merchandise display on game concessions which is too frequently overlooked by concessioners is that of lighting the display. Colored lights, revolving lights, etc., can all be used to good advantage, but are too often strung up carelessly and with poor effect. The smart concessioner

knows that the right kind of lighting in the right place is one of the greatest means available to him for drawing customers to his stand. A number of concessioners use high-powered floodlights and find that it makes their game concessions stand out on the midway like a diamond in a black-velvet case. Lighting should be considered an integral part of the game concession merchandise display. Those smart concessioners who realize this and use the magic of light to its fullest extent are finding that it pays them cash dividends in increased play and bigger profits.

Even before the eye of the prospective customer lights on the game booth, the smart concessioner is using his merchandise to pull players to his game. This he does by getting away from the old-fashioned and, in my opinion, out-moded type of ballyhoo in which the operator just yells a bunch of meaningless words or shouts an unintelligible mumble-jumble of sound. Today's concessioner builds his bally around the merchandise he is featuring, calling to the midway strollers that "here you can win a genuine so-and-so five-tube radio, a beautiful lamp, something to lend warmth and color to your home." While on the subject of bally in connection with game concessions, it is interesting to record that a great many concessioners are using amplifying and public address systems to carry their voice over a greater area and to lend a certain "broadcast" interest and intensity to their spels.

Amplified Bally Draws 'Em

Manufacturers of amplifying equipment, as a matter of fact, have in a great number of cases gone into the production of sound systems especially designed for the use of the outdoor showman, and, more specifically, the concessioner. These systems are built to stand the wear and tear entailed by operation under all kinds of weather conditions, etc. The game concessioner who overlooks the opportunities open to him in tying up his merchandise display with his bally is passing up a great bet for bigger play and naturally bigger profits.

All in all, however, judging from my own personal observations and from long and frequent talks I have had with many game concessioners of all types, I feel there is less cause for lament this season than there has been in the last four years. Every day, in my estimation, concessioners are coming back to the realization that they must give merchandise prizes if they want to make any money. When all of them wake up and rediscover the once obvious fact that merchandise is and always has been the backbone of the game concession then the game concession business will be the flourishing, thriving, big-money business it was years ago.



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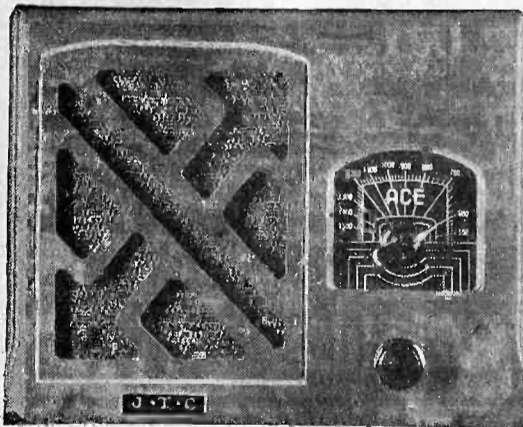
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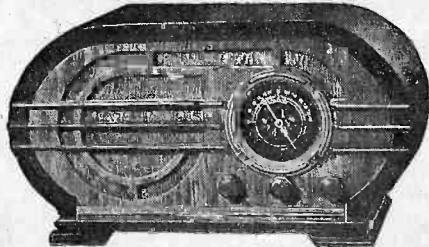
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Thousands already sold. Beautiful 2-tone walnut finish cabinet. Fully RCA lic.—not a "bootleg" set. Full 15 inches long—not a "colgar-box." AC-DC. 5 ROA lic. tubes, inc. 1 metal tube. Big dynamo speaker. Extra switch for police calls. FULLY GUARANTEED. Sold exclusively by



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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.

SAY "I SAW IT IN THE BILLBOARD."

New Tie Form

The Al-Jo, a new tie-form invention for making a natural, permanent knot in a tie, is being introduced by the Al-Jo Company, of New York. It is fully protected by patent and makes an easy, flashy demonstration. Should make a hot pitch item.

NEW ITEMS REVIEW

(Continued from page 87)

Is about 2 or 2½ inches in diameter, is made of steel, beautifully nickel-plated, and is so constructed and balanced that the beginner can perform complicated tricks with comparatively little practice. Much of its virtue lies in the groove thru which the string runs. This string, by the way, is used in spinning the toy and the toy itself climbs and descends the string as the player desires. The groove is uniquely shaped so that the string will wind true despite the novice's tilting the Spin-a-Bell at any angle. The ringing bell mechanism is especially ingenious, as it is simplicity itself and apparently defies the effects of centrifugal force and does not spin with the outer bell but strings it instead. Spin-a-Bell has appeal for boys and girls of all ages and bids fair to be a whirlwind selling sensation and an especially hot item for pitchmen. Goody Manufacturing Company has been making successful novelty toy items for more than 31 years. Isidor Shulman is president. A. Stanley Kramer is manager.

New Scottie Dog

Created Ideas, Inc., announced recently a new scottie premium item with a special finish which is exclusive with the firm. They stated that they have spent months developing what they called the "Fuzfinish" covering which feels and looks like real hair. The remarkable part about this new covering is that it can be washed with plain soap and water. "Fuzfinish" Scotties come in three colors—the natural black, which closely resembles the live scottie, an achievement of note, and white and henna for flash and appeal. A red satinette ribbon encircles the neck. Height of the dog is eight inches.



Radio Going Well

The new five-tube General portable radio, introduced by General Wireless Laboratories, Inc., is meeting with an exceptionally fine response, the manager of that company reports. It is ideal for picnics, the beach, the mountains, and is small, light and compact. The portable is made in three smart styles, black leatherette, tan airplane cloth and gray airplane cloth. It can operate wherever there is electric current, either A. C. or D. C.

New Waterproofer

A new wet-proofing and sweat-proofing solution is being introduced by J. W. Geiger, Inc., of New York City. It is called "Fibrox," and J. W. Geiger claims this solution produces a water repellent finish on all kinds of textiles and is particularly useful in making fabrics spot-proof, shower-proof and wet-proof. Garments can be Fibroxed as often as required without injury to the materials. Hosiery, lingerie and all garments can be resistant to water spots and perspiration. Even a bathing suit can be treated to advantage with Fibrox. According to Mr. Geiger, Fibroxing a bathing suit will eliminate the unpleasant task of carrying a wet bathing suit and will reduce the chilling sensation one feels from cold winds on a wet garment. He also claims that this solution is very resistant to dry-cleaning solvents and moderately so when soap and water are used in the solvent. It is also very resistant to all kinds of weather and sun. Fibrox does not put a "coating" on the material but treats the fibers themselves and makes these fibers resistant to moisture as well as strength-

ening them. J. W. Geiger, Inc., also makes a Fibrox for waterproofing shoes. This solution is poured in the shoe and allowed to run around the edge and under the sole into any nail or stitch holes. This forms a "coating" sealing the holes and preventing any water from entering around the welt. It also protects the inside shoe lining from rot, due to perspiration. If all that is claimed for Fibrox is true, it should make an exceptionally fine pitch item.

Mystic Cleaning Pad

The Arkett Manufacturing Company is commencing the manufacture of a new product known as Mystic Shine. This is a combination of three chemicals in a cleaning pad, for use on household work, automobile windows and other places, achieving instant results. It is especially designed for polishing metals, glass, etc. Item is ready for wide distribution as a premium item.

Another "Winky" Toy

"Winky" Sailor is a new addition to the unusual Winky toy family. Pat him on the back, shake his hand or rub his tummy and he puffs a pipe. The "tobacco" in the pipe glows and dies just like tobacco in a real pipe. "Winky" Sailor is a bulldog 20 inches high, dressed in a smart, appealing sailor suit and hat. The pipe glow is operated by a battery in "Winky" Sailor's arm. The battery can be easily replaced by unscrewing the arm. There are also Lazy Cats, Scotties, Bear Cubs and Rabbits in the "Winky" line. They should prove to be exceptionally fine concession items. National French Fancy Novelty Company, Inc., are the manufacturers.

The "Chair" for Mosquitoes

An electric chair for mosquitoes. That's one for the book and Bob Ripley. Independent Lamp Works is merchandising this electric contrivance and they say it really does the trick. It is a square-shaped affair about four inches high, thru the center of which an electric bulb is inserted. Tightly wound around the square frame are a series of wire strands. Between the bulb and the wires is a light blue fabric. When the bulb is connected to an ordinary light socket the blue light given off is supposed to fascinate and attract the mosquito. When the unsuspecting mosquito touches the wire strands he is electrocuted.

Egg-Timer That Rings



Here's news for every housewife. Royal Enterprises, thru their premium division Modern Specialties Associates, have a new one called the Royal Bell-Ringing Egg-Timer. Can be regulated for any time. As the sand flows from one container to the other it overbalances the sand glass, causing it to topple, swing back and forth and ringing the bell from 10 to 12 times. Very convenient for boiling eggs, cooking cereals, minute steaks and general household use where timing is an element of importance.

Nu-Matic Buster Gun

Standard News Company is exclusive agent for the Nu-Matic Paper Buster Gun. Comes complete with one roll of ammunition. It is automatic, foolproof, allowing it to be safely operated by the smallest child. It is a 400-shot repeating gun, using harmless paper material and entirely eliminating possibility of injury. It is all black metal finish, with

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ELGIN & WALTHAM—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement. Each. **\$2.00**

15-Jewel, \$2.50; 17-Jewel, \$2.75.

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- 1/3 Deposit on Orders, Balance C. O. D. Send for New Large Summer Catalog.

GORDON NOVELTY CO.

893 BROADWAY, NEW YORK CITY

nickel breech and trigger, and put up in individual finishes. It is expected to be a big item for summer trade.

Magic Knot Tie

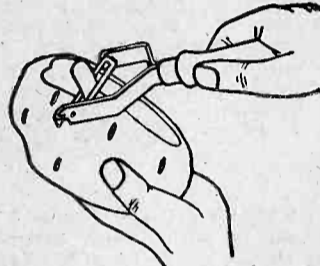
The Magic Knot Tie Company, originator, inventor and manufacturer of patented neckwear, is marketing a new Magic Knot Tie that is said to be very practical in that the specially designed knot keeps the tie from twisting and wrinkling. Item is excellent for demonstrators in department and dollar stores. Company reports one demonstrator sold 1,300 ties in a chain store last week.

Handy Hose Holder

A handy hose holder has been invented which solves the problem of what to do with a sprinkling hose when the telephone rings or the person holding it is called away. It is especially convenient for watering some particular bush or tree, or plot of ground, and is simply constructed. Has lots of appeal to those who have lawns to sprinkle and care for. Handy Hose Holder Company, the maker, reports agents already capitalizing on the heavy summer demand for this convenience.

Latest Style Peeler

The Yates Manufacturing Company is marketing a new peeler known as the Jiffy cabbage shredder and vegetable peeler that looks like an especially attractive item for pitchmen and demonstrators. Gadget does several jobs in one, slices, peels, shreds, is ideal for all fruits and easily follows contours, removing eyes and "bad spots" almost automatically. Item carries an especial appeal for women and should be a part of every kitchen's equipment.



tractive item for pitchmen and demonstrators. Gadget does several jobs in one, slices, peels, shreds, is ideal for all fruits and easily follows contours, removing eyes and "bad spots" almost automatically. Item carries an especial appeal for women and should be a part of every kitchen's equipment.

Campaign Luck Charm

A "Vote for Roosevelt" rabbit foot is being introduced by J. E. Brewer. The slogan "Vote for Roosevelt" is inscribed on an attractive nickel-plated cap. Every Roosevelt rooter should be a prospect and every Democratic club a sure customer. This rabbit foot should prove to be an exceptionally fine premium and pitch item.

J. E. Brewer is a member of the Fraternal Civic League of Brooklyn, which order gave the first Roosevelt-for-President dinner while Roosevelt was still governor of New York. He was on the committee which was instrumental in obtaining the first half million signatures for a Roosevelt-for-President petition.

Pyramid Block Puzzle

A new block puzzle being distributed to novelty and premium outlets, made (See New Items Reviews on page 98)

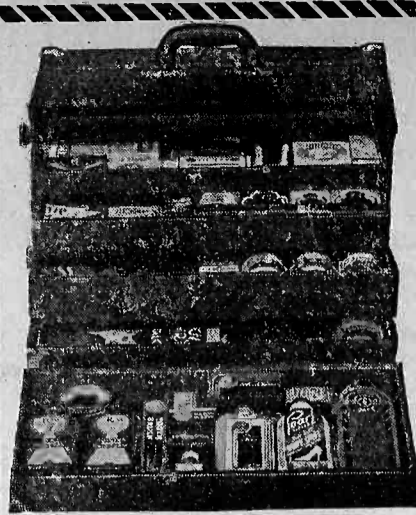
LUCKY CHARMS

- SPECIAL IVORITE ASST.**—(6 styles) horses, camels, elephants, lions, scotty dogs, donkeys—assorted colors, silk cord attached. Gross. **75c**
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- NEW SAILOR DOLLS, Dressed in Blue Velvet Suit and Sailor Hat, Size 12". Dozen \$2.00**
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25% Deposit With All Orders. Send for New Price List of Other Fast Sellers at Low Prices.

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FREE SAMPLE CASE SELLS FOR \$10.00

This beautiful case worth at least \$10.00 will be given to our agents together with an assortment of merchandise—all for \$10.00.

More than double your investment on selling the merchandise and to boot you still have a remarkable case for several years' service.

Merchandise includes fast selling assortment of Notions, Cosmetics, Blades, Extracts, etc.

Get your order in without delay, or write for further details.

Free Catalog on Request

CASE & MDSE. \$20.00 VALUE All For \$10.00

UNIVERSAL MERCHANDISE COMPANY

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A "NATURAL" for the TEXAS CENTENNIAL

Another Great BLOSSOM Flash!

BIGGEST DOLL VALUE IN HISTORY

\$24.00 Per Doz.

Miss Belle of the West is a breathtaking, eye-appealing cowgirl. She has a devil-may-care 7 gallon hat on her head and is dressed in full Western regalia—including handkerchief, colorful shirt, jacket and chaps. The holster around her waist carries a six shooter ready for action and the look in her eye says she is ready for anything.

Miss Belle of the West is the greatest doll flash ever offered. She'll captivate you—and everyone else. Rush your orders today.

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GREATEST BUY IN PILLOWS



Beautiful Cretonne Pillows for Porch and Bungalows In Gay Summer Patterns and Colorings. Size 17x17 Inches Square. **EVERYBODY WANTS THEM.**

BIG SPECIAL 2.00 Dozen

F. O. B. Brooklyn, N. Y. 3 Dozen Lots Assorted Patterns.

TERMS: 50% Cash With Order. Balance C. O. D. Sample Dozen will be Shipped Express Collect Upon Receipt of \$2.00 Cash or Money Order.

Blue Ribbon Pillow & Novelty Co., 1450 Flushing Ave., Brooklyn, N.Y.

5 IMPERIAL LEADERS 5

- Genuine Leather Laced Edged Wallets **15c Ea.**
- 144 Pipe Cleaners **15c**
- Leather Auto Key Case **3 1/2c Ea.**
- Powder and Perfume Combination (cellophaned) **4 1/2c Ea.**
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"Write for FREE CATALOG of 5,000 New Numbers"

25% Deposit, Balance C. O. D.

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NEW MARGIN \$140 LINE No. 800. SAMPLE DOZ. \$1600 GROSS

Startling high quality ties. Carries 50c price tag. Looks like a real \$1.00 value. New Sum-mer patterns. You ought to see our 90c Doz. line, too. Order Today. 25% with order. plus postage.

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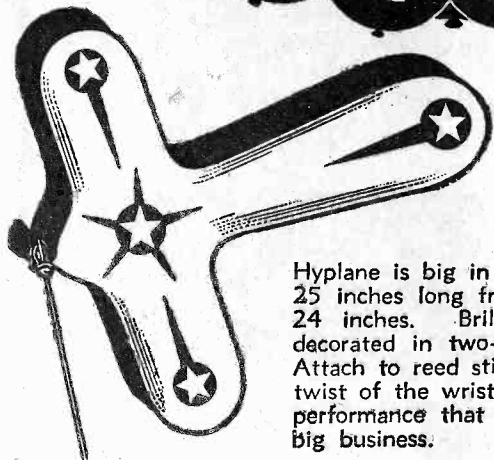
ELGIN-WALTHAM RAILROAD MODEL 16-SIZE

- 7 JEWEL ... \$2.50
- 15 JEWEL ... 3.25
- 17 JEWEL ... 3.50

DEPOSIT REQUIRED-BALANCE C.O.D. SAMPLE WATCHES OF EXTRA-QUANTITY BUYERS WRITE Dept. B-55 145 W 45 ST NYC

It Helps You, the Paper and Advertisers to Mention The Billboard.

OAK Brand HY-TEX BALLOONS



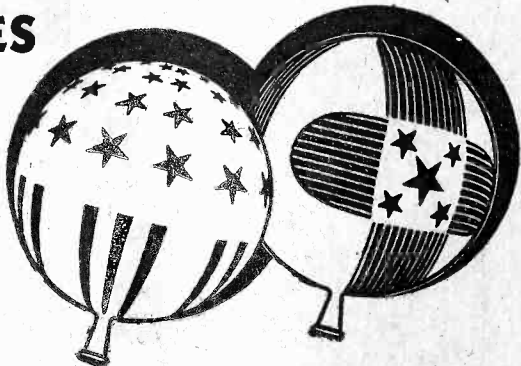
HYPLANE

YOU can make really big money with this sensation-ally popular novelty. Hyplane is the supreme hit of the season.

Hyplane is big in size—flashy in appearance. Inflates 25 inches long from nose to tail. The wing span is 24 inches. Brilliantly colored balloons, attractively decorated in two-color print. Attach to reed stick—then a sweep of the arm and a twist of the wrist makes it climb, dive and bank in a performance that thrills the youngsters, and gets you big business.

STARS & STRIPES

A grand flash for the 4th! These striking new prints are gloriously colorful. Designs are in three and four-color print on balloons of bright hues. Or you can have patriotic colors only, if desired. They're a great supplement to the other Patriotic Prints in the Oak line



GORGEOUS NEW PRINTS

This season Oak Balloons outdo their previous pre-eminence for gorgeous appearance.

Merry-Go-Round design, in five-color effect, and the beautiful Butterfly print, in three-color effect, are magnificently showy. These are but two of several outstanding new numbers.

The unrivaled beauty, quality and variety of Oak-Hy Tex Balloons assure you greater profits.



MICKEY MOUSE BALLOONS



Of course, nothing can usurp the popularity of Oak's genuine Mickey Mouse balloons. They are made under exclusive license from Walt Disney Enterprises. Don't accept imitations. The line offers full-figure Toss-ups, bearing the name Mickey Mouse; Heads, with face on one side and figure of Mickey on back, and Round and Airship balloons with two-color pictures of Mickey and members of his gang.

Write for catalog showing complete Oak line. Insist upon "Oak" every time you buy balloons.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

PIPES

FOR PITCHMEN • DEMONSTRATORS
STREET MEN • NOVELTY SALEMEN
MEDICINE MEN COUPON WORKERS
By "GASOLINE BILL" BAKER
Cincinnati Office

DOC VICTOR B. LUND . . . and Eddie St. Matthews seem to be going to town out in Iowa. They met Harry Corey of auction pitch note (with Henries Bros.' Shows) playing Waterloo to swell biz. Doc and Eddie would like pipes from Bubbles and Ramona. Nig Shope and wife, George Ward and Dina, LeRoy Butler and wife. Also they send their best wishes to Morris Kahntroff, who is still in hospital.

SPORTSMAN SHOW . . . at Spokane okeh, but not so at Seattle for Johnny C. Vogt. Says Johnny: "Will go from here (Seattle) to Minot, N. D. Then to Canada for the Class A fairs circuit. Wonder how my friend Frank Vail is doing in and around Detroit. Let's hear from you, Frank. They tell me that Frenchy Thibaut is going over big with oil in Milwaukee. Have not heard anything about Al Wallein lately. Pipe in, Al, let's know where you are. Also R. Wooley, Frank Vail, F. Thibaut, A. Rice, George (Heavy) Mitchell, F. Degraw, Jack Wilson and Harry Corey."

GOOD TO HEAR FROM . . . Tom Waters, the genial proprietor of Wigwam Cafe, Gowen City, Pa. Tom, besides running a restaurant, is busying himself in the local Kiwanis and State politics. He wants to read a pipe from Charlie Gessley, of the Gessley Bros. Show.

GLAD TO HEAR . . . from Louis O. Black, that competent manager of the up and coming LaSalle Blade Company. Louis spent a good many years booking drug stores for razor blades, so he knows what it is all about and is directing his company accordingly.

I need not go into the policies which have enabled some of you boys to take in the long green with LaSalle blades. It is just that any store which has written direct to LaSalle Blade Company has been quoted a price higher than that quoted to the retail trade. In other words, any spot covered by an active LaSalle agent will be unable to get quotations on Black's product.

The result? Well, slowly each city is beginning to have some live agent who sees the possibility of quality and co-operation in building a permanent biz instead of making a few temporary sales merely on price.

GEORGE MATTHEWS . . . pipes: "After playing a week at Shiloh, O., with cold and rainy weather and fair crowds each night, our show, of which Gus Culbertson is manager, moved to Olivesburg, O., where we opened to large crowds and good weather for a two weeks' stand. The show is composed of the following: Madame Zetta, mentalist, is featured; George Matthews, musical saw, chalk talks, cowboy roping, rube act, singing and magic; Fred Louis, guitar and banjo specialties; Lillian Roberts, tap dancing, acrobatic dancing and singing specialties; Jean Schiffer, at piano and song specialties; Gus Culbertson, black-face comic and lectures."

BARTONE'S IDEAL COMEDY CO. . . is again on its swing over the Southern Ohio territory that it has covered many successive years; in fact, the 20th for Mr. and Mrs. B. Bartone (Bart and Pearl). As customary, a good program of tabloided script bills, singing and dancing specialties and novelty acts is provided and this year the Bartones have an outstanding feature in Jackie, masterly trained chimpanzee (has appeared in various feature pictures—purchased a few months ago) in changes of his performance nightly. Whether making a one-week or two-week stand the show has a complete change of program each night. Several changes of attractive back and side drapes (rich appearing and in pleasing colors) are additions to the stage dressing this season. Three rows of five-to-a-seat canvas seats with comfortable backs occupy the center of the tent's interior and these are flanked on both sides by circus-



HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size stone (1/2 Ct.), three small stones on each side, fligree work around top and sides and engraved shank. RING No. 93, in 14-Kt. Gold Plate, and No. 92 in Rhodium.

OLD CUSTOMERS — NEW CUSTOMERS We not only have the most complete stock of rings in the country but we also carry every kind of jewelry store and demonstration merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00. Send for our catalogue today so you will have it when you need it.

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5 North Wabash Ave.

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We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF49.
Optical Specialties
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A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
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Fountain Pens, \$9.00 per gross; Vacuum Fillers, \$12.00 gross; Plunger Fillers, \$18.00 per gross; Combination Pen and Pencil in One, \$15.00 per gross; Style Pencil Pointed Pen, \$27.00 per gross; Fountain Pen and Penell Set, complete with extra point and folding carton, \$18.00 per gross. Large stock either bulk or 12 on a card order shipped same day as received.
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E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY, Sandwich, Ill.

YOU CAN NOW GET YOUR FOUNTAIN PENS and PERFUME at 784 Mission St., San Francisco, Calif. ALWAYS AT THE HEAD OF THE PEN PARADE. Banker Pens and Banker Blades, Plungers, Vacuum and Combinations. My Pens Sell . . . It's All in the Pen Point. Demonstrators, get in touch now for your Fair Pitch Package.

JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.
FAIR WORKERS!! DEMONSTRATORS!! CONCESSIONAIRES!! Summer Resort Owners!!
We are offering the most exclusive and latest line in RAINBOW CRYSTALS, BONE AND SPORT JEWELRY, CROSSES, FOBBETTES, EARRINGS, etc., at GUARANTEED LOWEST PRICES. Send \$2.00 for complete line. Free Catalog.
OLYMPIC BEAD CO., Dept. C, 307 5th Avenue, New York, N. Y.

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The biggest money getter to hit the streets in years
POP EYE SLIM JIM
Balloon "The Famous Funny Cartoon Character." Printed in two colors. Get in on this new live wire item and bring back the good Slim Jim Money Days. NO. 440—Inflates 4x44 inches, As sorted Colors. Gr. **\$3.25**

GIANT SIZE DEMONSTRATOR WORKERS
Inflates 6x72 in. Printed Two Colors on Two Sides. Each **25c**
Same Day Shipments.

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Jim Balloons, Gr. ... 25c
MICKEY MOUSE Demonstrators, Ea. ... 25c

NEW SMASH HIT
JUMBO SUN GLASSES & NOSE COMBINATION, made of Celluloid. Attractive Colors, Very Funny. Gr. **4.20**
No. 122 New White Straw **TROPICAL HELMETS**, Double Eyelets—Adjustable Elastic Head Bands. Full Crown **1.50** and Brim Shape. Dozen ...

SUN GLASSES
No. 8954—Heavy Shell Mottled Amber Rim. Conv. (R)nd Lens. Dz. **90c**
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Display Cards Free.
No. 116—Sport Sun Glasses. Non-Tarnishable Metal Rim. Convex Lens. Shell Tempials. Assorted Colors. With Free Display Card. Dozen **1.25**
25% Deposit With Orders, Bal. C. O. D.
NEW PARK, BEACH and CIRCUS BULLETIN FREE

TEXAS CENTENNIAL NOVELTIES
6 New Items Just Arrived

GOLDFARB NOVELTY CO. "The House of Service"
116 PARK ROW NEW YORK

PLUNGER FILLER VAC



EASY SALES—QUICK PROFITS.
The Grodin line is "Tops." Don't buy anything in pens or Pencils till you get our high quality, low price list of bargains. Write today.
RODIN PEN CO., 396 B'dway, New York, N. Y.

Make 500% to 700% PROFIT



CENTURY JUICE EXTRACTOR
HOT ITEM FOR FAIRS
Here's a Juicer that's a real-money getter. Can be used equally as well on all fruits. Also acts as Corer for Apples, Tomatoes or Green Peppers.
A WELL-MADE LEGITIMATE TOOL, highly plated. Packed in attractive individual lithographed box.
\$8.00 per Gross, F. O. B. Chicago.
25% with Order, Balance C. O. D.
Sample Dozen, 90c.
NU-DELL MFG. CO., INC.,
501 W. Huron St., Chicago, Ill.

CAMEO RINGS OF DISTINCTION !!!
Exclusive patterns, from \$12.00 Gross. Chrome and Gold. Also **WHITESTONE RINGS**, from \$6.00 Gross. Send \$2.00 for complete sample line. Free Catalogs.
OLYMPIC BEAD CO.
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Write for Price List on Soaps, Tonics, Liniments, Nerve Tonic, Tablets and Salves. Under your own label if you wish.
Also Fastest Selling Herb Package on the Market, formula attached. Prices right. Plenty Margin for You.
BECKER CHEMICAL CO.
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35 Main Street, Cincinnati, O.

ONE MINUTE and 4-FOR-10 PHOTOGRAPHERS
MAKE GOOD MONEY THIS SUMMER with our New Designed Mounts and Folders. Those who have already bought them are cleaning up.
Fresh Stock of Improved **BLACK BACK CARDS**, 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment.
Send for Samples and Full Information.
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Catering to Quick Finishing Photographers for over 30 Years.

style "blues." Besides the living cars, etc., there is a motorized diner, neatly furnished and with kitchen in one end. Another conveyance was added to the transportation fleet on a recent Sunday when Mrs. Bartone and Dave Behee, who works the chimp, made a trip to Detroit and purchased a trailer home for Jackie. A tonic has been added to the sales lines (tablets, liniment, ointment, bath soap and package candy) Bartones have worked for a long time. The show started its tour at Newtown, O., where it played one week, then to Batavia for two weeks and for last week was to make a short move to one of its other "stand-by" towns. A complete roster will be given in a later issue.

Pitchdom Five Years Ago

W. A. MURRAY, the "man from Fifth Avenue," wandered around Coney Island and ran into MARY RAGAN raking in the dough as usual. . . . DOC BRUSH was down in Old Kentucky disposing of the nuisance of kids throwing rocks at his tent by singling out the ringleaders and giving them free seats. . . . A two-week fishing trip in Yellowstone Park was just ending for WHITE JOHNSON. . . . ZIB HIBLER, up in Cohoes, N. Y. . . . The mountains at Hendersonville, N. C., were working wonders for WIDOW ROLLINS. . . . ANDY STENSON saw that good-looking high pitchman, TOM RODGERS, take a couple of "centuries" from a single tip. . . . The ex "Mayor of Park Row," HARRY MAIERS, was contemplating the publishing of a book entitled *The Red Book of Pitchdom*, showing who's who in America's high pitch circles. . . . Star Show and Wilson Fun Show combined down in Lynchburg, Va. . . . Three saps tried to take old DOC JAMES MILLERHAUS, the big Sel-Ton Sa man from Cincy, for 33,000 bucks on the moth-eaten, sure-thing, racing-bet game. I guess they are out of jail by now. . . . BOB CLAYTON and BLAKE SHAW were working pan lifters in the Northwest. . . . JOE GOLDSTEIN was beginning to change his mind about the possibility of getting in the dough by pitching over in Europe.

"FOUR YEARS . . . have passed since I sent in my last pipe," writes Frank McCormick from Minneapolis. "Been off the road for three years but still read *The Billboard* and enjoy it immensely. I am living with my two daughters, as I lost my wife three years ago. Will sure welcome pipes from any and all. It has been mighty cool here all spring; the nights are unusually cold for this time of year."

B. J. STARK . . . who has been working blades to fair biz up in Gary, Ind., ran into Heavy Mitchell waiting for his bonus. Stark says he would like to read pipes from Art Cox, Tie-Form Johnson and Hoot McFarland.

TJUANA, MEX. . . . was the last place T. D. (Senator) Rockwell piped from, but now he is up in the Northwest covering Seattle, Tacoma and Portland. Doc Farely, Shorty Woodward, Mickey Mulligan, Slim Sides and Wild Horse Mesa are also up in those parts. A. Peterson just left. . . . Rockwell stated in his letter he was glad to read Herb Johnson's pipe from Butte, Mont. But is still looking forward to pipes from Gene Del Mar and Charlie Kiftridge.

DRY SPELL IN TENNESSEE . . . is confirmed by Texas Billy Finnegan, who says Texas Billy Shaw is still rambling around in Southern States and has found farmers feeling blue because of no rain, but business good in consideration of this condition. He may go back to Georgia. Finnegan says his show remains about the same—same people over a year—and all glad to read Pipes and all *The Billboard*.

HERE'S SOMETHING . . . for you "so-called regular" med show people who lie in bed until noon. Dr. Kries says: "Why don't you get up just one morning about 4:30 o'clock, take a long walk up some country road and see what nature can show you? I just did it and before I got home my dogs (real ones or your feet, Doc?) stirred up three pheasants, seven deer, a family of squirrels and a six-foot black snake. (It's all right, folks, the doctor said in his letter he didn't expect you to believe him.) Helen Rex and I recently returned

QUICK, SURE SALES FOR DEMONSTRATORS, AGENTS, PITCHMEN, FAIR WORKERS WITH THIS MIRACLE SOLUTION



FIBROX
(Registered Trade Mark)

WETPROOFS, SWEATPROOFS and SPOTPROOFS FABRICS and SHOES

FIBROX for FABRICS. New remarkable invention for treating and making fabrics water resistant. Instantly wet-proofs, spot-proofs and perspiration-proofs without injury to the cloth. Fibrox for Fabrics does not put on a coating but treats the fibers themselves. Makes them stronger and resistant to moisture. Even a bathing suit can be treated with Fibrox. Such treatment eliminates carrying a wet suit and reduces the chilling sensation from cold winds on a wet garment.
Easily demonstrated. Drop water on material and allow water to run off into a basin.

FIBROX for SHOES. Solution for leather. Pour into shoe and shoe is sealed against water. Also prevents shoe lining from perspiration rotting.

Fibrox is a "Miracle Worker." Makes impressive Quick-Selling demonstration. Cash in with Fibrox today.

1/3 Deposit, Balance C. O. D.

JOBBERS !!!
Special Discount To Quantity Buyers.

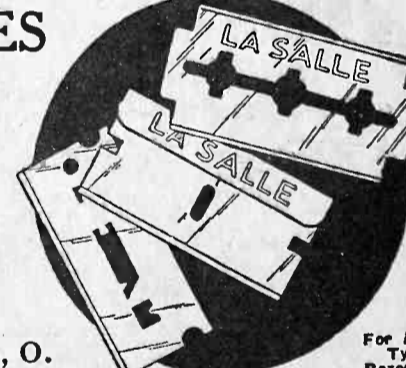
Fibrox for Fabrics, \$19.80 GROSS
F. O. B. New York. Sample, 20c, Prepaid.

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TWO SAMPLE BOTTLES (1 OF EACH), 25c FOR BOTH, PREPAID

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Keep Your Customers Satisfied
Long ago we decided that the only way to keep our salesmen satisfied was to give them the kind of Blades that kept their customers happy. LA SALLE BLADE SALESMEN are making money right along because they haven't ruined their trade and their own profits with cheap merchandise.
Write for prices, if full line of samples is desired enclose 25c.
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For All Type Razors.

PICTURE MACHINES—As Low as \$16.50
Invest some of that Soldiers' Bonus in a guaranteed money-making proposition. SEND FOR FREE CATALOG NOW!
STREET PHOTOGRAPHERS
Largest assortment of mounts ever offered. New designs and colors every week—guaranteed to sell every picture. Order now and be convinced.
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PITCHMEN·DEMONSTRATORS
RADIO PLUG WORKERS
We Stand Supreme When It Comes to Radio Units. Full Co-operation for Experienced Workers —
The MASTER LINE Gets The Money

Our Latest Product: "All Wave Filter." A Powerline Filter that positively Eliminates Noises and Gives Clear Reception — Your Demonstration Proves It and Brings in the Money.
Pat. No. 1926228.


Contains a 600-Volt Tested Duco Condenser (Every One Guaranteed Perfect)—The Bakelite Finish and Mechanical Construction will convince both Yourself and the Buyer that this Device is a Substantial Scientific Product.
ROCK-BOTTOM PRICES TO PITCHMEN, DEMONSTRATORS AND FAIR WORKERS. Sample, 25c.

Master Radio Laboratories
206 BROADWAY NEW YORK, N. Y.



A complete line of Kitchen-ware and household specialties for DEMONSTRATORS FAIR WORKERS PEELER WORKERS

SAFETY GRATERS




Other items in our complete line include:

- ORANGE JUICER
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- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
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- and many others.

The ACME GARNISHING SET

Respectfully served food tastes better



GARNISHING SETS

ROTARY MINCERS

All Goods Approved by GOOD HOUSEKEEPING INSTITUTE

The three fast-selling household specialties illustrated are only a part of our complete line of kitchenware.

These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.

ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.

from a three weeks' sojourn in New Hampshire. While in that part of the country I had the pleasure of visiting with some real old-time med and dramatic show people. In Nashua I met Doc Salvall and Doc Krause, med men. At Keene, N. H., I met Mr. and Mrs. Ernest C. Blake and Clifford Browne. Browne was one of the real old-time Julia, Marlowe troupe. At Newport, in the same State, I met the sales manager of the Billy B. Van Soap Company. At Lebanon met George Bragg, another good oldtimer, and his wife, also Mr. Sheppard, N. G. Chapman and Lew Laramie, who is a born baad leader and used to be with Jim Cole's *King of Tramps* Company. Laramie brought back fond memories to me. I used to double bass drum and cymbals and sing with that band; also did juvenile leads handled the stage and sold song books. But that was years and years ago, in the days when you could get room and board for three bucks a week. Yes, I'm getting old—46 last Sunday. Sorry to say not one of the people I met reported good business. Hello, everybody, on O'Barns' Variety Show. Has George (Musical) Sims got his cornet, chimes and xylophone tuned up yet?"

MADAME MAYFIELD . . . opened her platform show in Conneatusville, Pa., to big crowds. Weather was cool, but not enough to hurt biz. Melvin Mayfield, from whom this pipe comes, would like to read pipes from old-timers, including Doc Weise, Doc Pangborn and Harry Huntzinger.

RICTON . . . wishes he had followed the advice of others and stayed away from Shannon, Ga. "First bloomer in a long time," says Ricton. "Doc Padgett was a visitor at Armurchee, Ga. Doc now has his big show at Trion, Ga. Hear that Sandu, the magician, is out of the game and now is doing great as an automobile salesman at West Palm Beach, Fla. Eddie and Pearl Mitchel visited us for three days at Plainville, Ga., then left

SPIN-A-BELL



Pat. Pend. THE FASTEST SELLING TOY NOVELTY SENSATION IN YEARS.

PITCHMEN, Demonstrators Etc., CLEAN UP NOW!

Sizzling Speed! Swinging Sound!

SPIN-A-BELL spins, whirls, climbs, "sleeps"! It is a riot of dazzling action. It sings a bell-like song while it works! You'll draw the crowds and hold them with a simple, fascinating demonstration with this new and wild seller.

Youngsters cry for it! Grown-ups buy it! It's entertaining, exciting, thrilling. Will make the sensational sales record of all other action toys look like sales on a flop item. Here's the big chance for wide-awake pitchmen, demonstrators, etc., to climb the profit heights. Your price 5c. Sells like hot cakes everywhere. Tremendous profits. Order today!

To prove to yourself that you can make more money, quicker, with this new, fast-selling sensation, take advantage of the Special Trial Offer.

If you're not rushing your order for several gross, 12 hours later, you'll never make any money. If you're smart you'll get the jump on the rest by stocking up now.

Full directions and attractive display are included in each box. Don't Wait! Get the Dough While the Getting's Good. It's Extra Good Now With Spin-A-Bell.

25% Deposit on All Orders for 1 Gross or More, Balance C. O. D.

Goody Manufacturing Co.
15 E. 22nd St., Dept. B, New York, N. Y.

RADIO PLUG DEMONSTRATORS FAIR WORKERS - GAP DEMONSTRATORS get the money with the SUPER LINE!

Our Latest Product "ANY WAVE FILTER"

A Powerline Filter that Positively Eliminates Noises and Gives Clearer Reception—Your Demonstration Proves It and Brings in the Money.

Contains a 600-Volt Mercury Condenser—The Bakelite Finish and Mechanical Construction will Convince Both Yourself and the Buyer That This Device Is a Substantial Scientific Product.

\$5.95 Per 100
SAMPLE, 25c.

25% Deposit, Balance C. O. D. Immediate Shipments.

Get In On Our New ALL-METAL SUPER FILTER

Made With Our Super Mercury Condenser Practically Same Size as Bakelite.

\$6.95 Per 100
SAMPLE, 25c.

ANY WAVE FILTER



NEW YORK CITY

NEW YORK CITY



NEW YORK CITY

600 West 125th St. (Cor. Bdwy.) New York, N. Y.

Pitchmen I Have Met
By SID SIDENBERG

One of the most popular pitchmen and demonstrators in the portals of Pitchdom is Arthur C. Cox, the tie-form worker, who is a conspicuous figure at almost every big event in the country. As a worker he is equaled by few when it comes to manipulating the neckpiece on the wire tie-form.

The last time I saw Cox put over one of his famous shekel-gathering demonstrations was in a large chain store unit in Indianapolis. Cox was working the store free with the tie-forms, which alone is a promotion accomplished by very few, if any at all. Cox was so good in his work that he proved to the management of the store he could get rid of all the stock-worn ties besides plenty of new ones. Cox was assisted by his sidekick, Bill Westfall. After closing the sale, the management requested them back for a repeat date after two weeks.

Well, in my day, I have seen some of the boys have some real honest-to-goodness passouts, but if you think money cannot be made or think "Old Man Depression" is still boss of the situation, just watch this pair in action. Boy, it is a pleasure to see them work; they are real gloom slayers. The beauty of it is they never talk shop or cut up jackpots. They talk about everything but their work—but they work.

Billy Westfall and Cox must have merged recently, for I know both are artists at the game and have always worked single-O, but a partnership of this character is not good for the boys of gloom in the business. I mean they sweep a spot.

Cox started in the business selling polish for Mooney. Before entering the portals of Pitchdom he was a candy butcher at Navin Field in the old home town of Detroit. Mrs. Louise Cox, the better half of the Cox stronghold, is a demonstrator that calls for serious reckoning, too. While Cox and Bill are working the forms she is in another spot putting out the darners with her clever talks.

Westfall is married, has two children, Norma and Billy Jr., two years old. The Mrs. does not travel with Bill. They call Pittsburgh home.

Brand NEW for AGENTS and DEMONSTRATORS

SENSATIONAL NEW PATENTED TIE FORM

The AL-JO. Hailed the Fastest Money-Maker in years. Makes natural, permanent knot. Made for Big Profits. Flashiest, easiest demonstrator. Sells on sight. Order sample Carton today. 3 Dozen AL-JOS to Carton with Free Tie. \$2.25 per Carton. Or shoot 10c for Sample AL-JO on attractive self-selling card. You'll clean up with AL-JO Ties with AL-JO inserted \$2.50 Dozen. Sample AL-JO Tie, 25c. 1/3 Deposit, Balance C. O. D. Special Price in Quantities.

The AL-JO COMPANY 710 SIXTH AVE., NEW YORK, N. Y.

Make Your Spare Time Profitable!

DAYDARK CAMERAS are MONEY-MAKERS

They offer unlimited Travel Opportunities for Seeing the World, and Equal Money-Making Opportunities at Home.

AT PICNICS, FAIRS, CARNIVALS, CCC CAMPS, HOMECOMINGS, ETC.

Pictures made with a Daydark are finished in one minute on the spot where taken. No previous experience necessary.

CAMERAS ARE PRICED FROM \$7.50 UP

SEND FOR LITERATURE ON THIS INEXPENSIVE MODEL.

DAYDARK SPECIALTY CO., 2828 Benton St., St. Louis, Mo.



SHOE! LACE! SPECIAL!

For Salesmen who call on SHOEMAKERS, SHINING PARLORS, GROCERIES, SHOE STORES and DRY GOODS STORES. 12 Boxes of Shoe Laces, each box contains an assortment of 100 Pair of Laces in Sizes 18" to 72". Assorted Colors to the Box. Special Price, \$7.80. Cost you 65c. You sell it for \$2.00; brings merchant \$5.00. Terms: Cash with Order, F. O. B. New Albany, Ind. One Sample Box will be sent to you prepaid for \$1.25.

FALLS CITY MERC. CO., Box 305, New Albany, Ind.

ATTENTION

MEDICINE MEN, STREETMEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE—We now offer an 8-oz. Bottle of Herb Tonic in flashy 3-Color Carton, at \$15.00 A GROSS; \$8.50 A 1/2 GROSS; \$2.00 A DOZEN. Clip this ad for future reference.

CEL-TON-SA MEDICINE CO., Cincinnati, O.

Medicine Men Sell Our

Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price, \$1.00 a pound. Samples, 10c. Write for prices on Tooth Powder, Corn Salve, Rubbing Oil and Compound in package form.

FINLEY LABORATORIES, INC.
4205 Olive St., ST. LOUIS, MO.

STAR SAPPHIRE RINGS

Beautifully finished—White Stone at each side. Gold and Rhodium Finish. \$14.40 GR.; \$1.25 DOZ.; Sample 25c. No catalog. 25% Deposit with orders.

PHILIP FIGARSKY 187 Canal St., NEW YORK CITY

The Original La Petite Hair Roller

ONE Makes a Million Beautiful CURLS. Easy and simple to hold. Crowds.

\$3.00 per Gross, F. O. B. Nets You \$14.40. Sample, 10c. Postpaid. Full Particulars

G. E. Wymer Mfg. Co.
118-120 N. St. Clair St., Dayton, O.

MEDICINE MEN

Write for samples of our latest in Pure Vegetable Oil Soaps. It's just what you need.

MID-WEST SOAP CO.
901 High St., Indianapolis, Ind.

HERB AND MEDICINE MEN

See our Herb Package, finest, largest flash on the market at lower prices. New low prices for herbs under your own label, also on cartons only for those that put up their own.

Full Size Package and Price List 10c Postpaid.

THE DAMON CO., Freeport, Illinois

RO LO CRAZY, NEW "LASSO"
10c Novelty Sensation!
Makes COWBOY ROPE TRICKS Easy—No Practice

- A twist of the wrist does it!
- Youngsters are thrilled the more they do it—the grownups, too!
- Flashy demonstrator—draws crowds!
- Everybody buys! Merchants, too!
- A Sure-Fire, Low-Cost Premium Grab at Advertisers!
- RO-LO Contests Start the Craze—Profits come HAND OVER FIST!

For Distributors! Wholesalers! Premium Men!
Choice Protected Territory Still Available—Be First to Qualify—Act Now! Write! Wire!

RUSH 10c for Sample, New Plans—\$1 for 20; \$4, \$2; 72; \$3, Gr., \$5. Send with this ad to

RO-LO SALES (Main Office), Dept. 646, Oak Park, Ill.
Canadian **RO-LO SALES**, 304B Canada Bldg., Winnipeg, Man.
TEXAS—Bickers-Perry RO-LO CO., Scott Hotel, in Dallas.
NEW YORK CITY—W. N. Smith Distr. Corp., 949 Broadway.
ST. LOUIS, MO.—RO-LO Sales, 3313 Olive Blvd.

FAIR PEN WORKERS
My New Pen Packages Are Ready—Real Low Prices.
IT SELLS **PLUNGER FILLER VAC**
ZIPI ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK CITY.
458 Broadway, Fast Service Sully.

MEDICINE MEN, AGENTS, STREETMEN
"ALL SET AND SATISFIED?"
If not, get our prices on Merchandise of Quality, Tonics (Liquids or Herbs), Oil, a milky Ointment, Corn Remover, Soap. Anything, everything, you need to start you on the road to greater success.
Ask any Medicine Man About Our Service.
Gel-Ton-Sa Medicine Co.
Gel-Ton-Sa Building, CINCINNATI, O.

The Largest Manufacturer of this Product in the World.

SILK! SOCK! SPECIAL!
15,000 DOZEN MISPLATED MEN'S RAYON SILK AND COTTON SOCKS,
Second and Third Quality, Assorted Colors to the dozen. Packed 30 Dozen Pairs to the Shipping Case.
SPECIAL PRICE FOR QUICK SALE, \$12.00 PER CASE, F. O. B. NEW ALBANY, IND. CASH WITH ORDER. A Sample Dozen for your inspection will be sent to you prepaid upon receipt of One Dollar. The Only Sock That You Can Retail For 5c a Pair and Still Make Money. **WAKE UP! ACT NOW! FALLS CITY MERC. CO., Box 305, New Albany, Ind.**

SOAP
PLAIN, PRIVATE LABEL OR STOCK.
Write for Prices.
NUTRO MEDICINE CO.
18 South Peoria Street, CHICAGO, ILL.

MEN'S POLO SHIRTS
Fine Cotton and Mesh Weave. Colors: Blue, White and Yellow. Sizes: Small, medium, large. Price \$3.75 PER DOZEN. Dotted Polo Shirts (Maroon and Black), \$4.00 PER DOZEN. 50% Deposit with all orders, bal. C. O. D. F. O. B. New York.
MAJESTIC NOVELTY CO.
1343 Intervale Ave., Bronx, N. Y.

BIG PROFITS-QUICK!
Our Patent Automobile Power Booster is taking the country by storm. Every car owner a prospect. Means more power, more mileage, a big saving in gasoline. Sells itself on sight. Money-back guarantee. You can make up to 300% profit. Good men make \$75 to \$100 per week. **New Low Price, \$1.80 per Dozen, \$18.00 per Gross.** Your territory may still be open.
MANUFACTURERS' DISTRIBUTING CO., Dept. C, 325-327 Penn Avenue, Pittsburgh, Pa.

CHEWING GUM 20¢ BOX
—Plus Charges
RETAILS FOR \$1.00.
Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (prepaid). 50c West of Miss. **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS,** 4th and Mt. Pleasant, Newark, N. J.

SHOE LACES and FINDINGS
We carry Shoe Laces and Findings only and are therefore in a better position to give you lowest prices, perfect merchandise and prompt delivery.
Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.
CAPITOL SHOE LACE AND FINDINGS CO., 135 Pitt St., New York, N. Y.

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

for New York. Floyd Tucker, our electrician, left for Cincinnati. Chet Morris, magician, now holding down Lyman's. Now in Tennessee and doing good business, but it had better rain soon or '36 will not amount to much. Where's Lamont Lewis, Tony Baker, Skip Startzer, the Juggling Burkes, Fred Perot and Bertha Haines? Pipe in, folks."

TWO WEEKS . . . in Kenoir, N. C., proved to be the first red one of the season for Doc Lee Holden and his show. Doc says, however, that he has been hitting it off fair ever, since opening on April 4 in Hot Springs, N. C. On the show, Tom Millard is doing heavies and black; Smokey Bud Davis, rube and black; Guy Campbell, fiddle and guitar; Drexel Day, manager and silly kid, and Doc is doing vent, magic and lecture, while the wife and kiddies—Rosene, Maxene, Edward and Junior—are looking on. Doc would like pipes from Tobby Martin and Mary and Doc Smith.

"OPENED A MED SHOW . . . three weeks ago in Dickson, Tenn," pipes Kathryn Keating from White Bluff. "Played Wrigley, a company-owned town, Wednesday night to excellent business. Show carries nine people, with Jack Peasey, straight and general manager. Going to Hartsville next week. The drought is affecting crops and business. Eddie Sherico, pipe in."

JOHNNY McLANE . . . is doing so well in Rome, N. Y., showing the night spot patrons his many magic tricks that he can't make up his mind whether or not he will ever again hit the road. Johnny says he met Earl Crumley and his wife recently at Illion. Also Harry King and Master Russell are now in Rome, working one of the five-and-tens. Si Stebbins, the "Rustic Card Manipulator," just left.

L. C. PETERSON . . . was the first var veteran pitcher, having given *The Billboard* as address in making application for bonus, to arrive in Cincinnati last week. Was accompanied by his wife (Anna), and they came from central Indiana. Have of late been working radio condensers. Looked prosperous and radiating amiability—fine folks. L. C. got his bonds (incidentally, didn't need cash for any of them), and, after a visit to the pipes desk, prepared to return westward. They recently met Mickey Walker, who had just come from the South and was looking fine.

WHO IS MISSING?
A letter from George H. Woward Jr., State's Attorney of Jefferson County, Mount Vernon, Ill., advises that the body of an unidentified man was found on the right-of-way of the Southern Railroad, near Dix, Ill., on May 27. Had in his possession some toy balloons, "fandancer" cards, puzzles and other novelties. Age, about 45; height, about 5 feet and 8 inches; weight, about 165 pounds; hair, black; medium-heavy built; rather dark complexion, and wore a truss. The authorities have been trying to learn his identity, address of relatives and other particulars. Any of the boys having an idea who he was, get into touch with Attorney Howard at the above address.

SOME GOOD ADVICE . . . comes from Doc George M. Reed, now in Youngstown, O. Doc says: "Listen, boys, there is room for all of us if we work clean. If you cannot get it, don't try to kill it for some other worker. He may get it today and you may get it tomorrow, and remember he may need it worse than you do. . . . Sure enjoyed Zip Hibler's pipe in the June 13 issue. I have never met Zip, but he must be a real pitcher—he, I believe, is one of the best pipe writers that contributes to the column. Jim Ferdon's pipe of same date was a dandy. . . . Had a very pleasant surprise on Sunday (June 14). W. H. Spencer, that grand old pitcher (77 years 'young'), called on Mrs. Reed and me. He sells and repairs pens, and is known to the business men of Youngstown as the 'Fountain Pen Doctor.' He has been working this city selling and repairing pens for over 20 years. Yes, it pays to work clean, you are always welcome back again. . . . Had a card from that veteran pitcher, John L. McClosky. John is getting very feeble—79 years old. Says he would like pipes from all of you oldtimers."

BRAND NEW! **USALITE "Red-Head" SAFETY FLARE-LITE**

ITS "RED" FLARE PROTECTS YOU.

Its powerful white beam lights up the dark spots. Its wide-spread "RED HEAD" lantern flare protects you—gives you that extra margin of safety found in no other flashlight. Its new all-position bracket hanger enables light rays to be directed at any angle, leaving hands free. The most original flashlight ever produced in the interest of public safety. The eventual flashlight for everyone—everywhere. Ideally suited for Concessionaires, Fairs, Carnivals, Coin-Machine Operators, Pools, Beaches, Sales and Punch Board Operators. Retail for \$1.25 each, complete with 2 USALITE LOK-TOP Batteries.

Order Promptly! Feature Prominently! Profit Immediately! Write for further details today!

Most practical . . . most sensational flashlight and premium development in years.

UNITED STATES ELECTRIC MFG. CORP.
222 West 14th Street, NEW YORK, N. Y.
Chicago Branch: 323 W. Polk Street.

IT'S A NATURAL **MAKES ITS OWN INK!**
NEW PLUNGER PEN
SAME PRICE AS ORDINARY PENS (Fill with water and write)
IT'S ENTIRELY DIFFERENT.

THEY'RE CLEANING UP WITH THIS SENSATIONAL SELLER.
BIG PROFITS

"Drop Indicator" tells when to refill. Can also be filled with regular ink.
Be the First in Your Field To Cash in on This Winner.

JACKWIN PEN CO.
50 West 28th St., New York, N. Y.

SAMPLES **50c PREPAID**

CLEAN UP THIS SUMMER WITH "WHITE SWAN" WATERPROOF SHOE DRESSING
(POWDERED) **MILLIONS OF WHITE SHOES ARE BEING WORN THIS SUMMER!**

This European Formula actually Cleans, Whitens and Waterproofs in one operation—any kind of White Shoe or Fabric. Every package does the work . . . You get repeats, not squawks.
No Skill Required—Anyone Can Demonstrate "White Swan."
Boxed in Beautiful 3-Color Package.
50c Size
50% Deposit With Orders, Balance C. O. D.

4.00 GROSS BOXES
Sample 15c

MASTER RADIO LABORATORIES, 206 BROADWAY, NEW YORK, N. Y.

NEW SOLERO-KOOLIE SUN HAT
Season's Latest Creation

This novelty KOOLIE HAT will create a sensation at Beach and Lake Resorts this summer. Two designs—six assorted colors—fits any size head—sun and salt water proof—worn by men, women and children. For Beaches, Fairgrounds, Conventions and Parties. Sells for 10c or 15c.

Buy this novelty hat direct from the original manufacturer for 5c each.

Minimum Trial Order of 6 Doz., \$3.60 Plus Postage
Free advertising signs and circulars. Good opportunity for men covering Beaches, Lake Resorts, Parks, etc. Send trial order or sample request today.

SHERMAN PAPER PRODUCTS CORP.
Newton Upper Falls BOSTON, MASS.

Just show this NEW NOVELTY-NECESSITY and collect the MONEY!

PITCHMEN DEMONSTRATORS CANVASSERS AGENTS—SALESMEN PREMIUM BUYERS

A salt server that really works in all kinds of weather.

Sell a brand-new article that moves like lightning—a novelty and yet a household necessity. Every man and woman a prospect.

"ALWAYS DRY" Salt Servers with the MCISTURE-ABSORBING top can be easily demonstrated in the most convincing manner at Fairs—Carnivals—Food Shows—Stores—Windows—Etc. Good selling points furnished. Write today for full particulars and sample dozen. Retail easily at 25c to 35c each. First sample order sent prepaid.

SAMPLE 25c
\$14.40 Gr. \$ 1.25 Dz.

ALL-FLORIDA NOVELTY CO., P. O. BOX 831, JACKSONVILLE, FLA.

DEMONSTRATORS, AGENTS CANVASSERS.. NEW!

Here's Something

TAKING THE COUNTRY BY STORM—SELLS ON SIGHT

... you'll get **PLENTY ORDERS** and more **REORDERS** with these **STAPLE MONEY-MAKERS** because they're in demand!

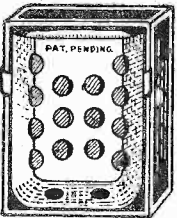


Anyone who has a home is a hot prospect for the Little Marvel Refrigerator Purifier and every car owner is a hot prospect for The Auto Air Purifier. You'll get more steady, consistent sales with these two items than with any you've ever worked.

LITTLE MARVEL REFRIGERATOR PURIFIER

A chemical block, wrapped in attractive moisture-proof blue and green wrapper. It is absolutely guaranteed to kill all odors instantly. Once a purchaser uses the Little Marvel he will never want to be without it again. User buys new block every thirty days, assuring you a steady repeat business. New low price, allowing big profit margin for you.....

Sample Dozen \$1.25 Prepaid **\$12.00 Gr.**



LITTLE MARVEL AUTO AIR PURIFIER

is a new natural or scented block and comes complete with attractive suede case and strap which can easily be fastened around steering column. Also one refill furnished with original purchase of Little Marvel Auto Air Purifier. Car owners buy on sight and refill every 30 days. At 25c apiece you'll clean up with this item. Our price to you—only.....

\$18.00 Gr.

Refills @ \$7.20 Gross. Sample Dozen \$1.75 Prepaid

ORDER TODAY! Start making big money now during the hot summer months when the demand is heaviest. Write today for descriptive illustrated literature and full particulars **FREE!** **JOBBERS PROTECTED!**

THE LITTLE MARVEL COMPANY INC.
609 SCHWEHM BLDG. ATLANTIC CITY, N. J.

NEW ITEMS

(Continued from page 89)

able by eliminating fiber shoe laces and replacing them with fasteners, which are elastic and give with each movement of the foot.

Also stressed as an important feature of the new fastener is the fact that the bother of tying and untying shoe laces is eliminated, as once inserted, the "Footcomfort" fasteners need not be removed until they wear out. They are guaranteed by the manufacturers to last for at least six months.

The fasteners are made for both men's and women's shoes. They lend themselves to a quick, easy demonstration and are sold by the manufacturers, mounted on an attractive, two-color illustrated display card.

Mr. Reh expresses a complete willingness to send samples to demonstrators, agents, etc., who are interested in selling the new "Footcomfort" fasteners.

Safety Flare Light

United States Electric Manufacturing Corporation, New York City, is introducing a new search light called "Usalite Red-Head," the safety flare light.

The search light is a popular priced item which features a red, widespread lantern flare around the top of the flash which acts as a safety measure against danger from all sources. The search light

(See NEW ITEMS on page 101)

BUY where they ALL BUY from the GREAT

"New York" Mills Sales Co.

This ORIGINAL HOUSE will give you **FACTORY PRICES** and in every instance, no matter where YOU are located, the **DELIVERED PRICES** will be **LOWER** than you **NOW PAY.**

Benefit By Our 20 Years of Price Leadership.

Instant Shipments Always. **FREE** Catalogs. Remember, There is Only **ONE**

"NEW YORK" Mills Sales Co., and they are the **PIONEERS.** We Have No Branches Outside of New York.

For Direct **IMPORT & FACTORY PRICES** Buy From the **ORIGINAL ONE** and **ONLY NEW YORK**

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch: 85 ORCHARD ST., NEW YORK

RED HOT Political Novelty



A rubber political donkey that swells up and brays. He is standing on a rubber dirigible. They are going plumb screw over him. Salesmen and jobbers wanted. 100% profit.

- 12 Donkey on Dirigible \$ 25
- 12 Donkeys on Dirigible 2.48
- 100 Donkeys on Dirigible 17.50
- 500 Donkeys on Dirigible 75.00
- 1000 Donkeys on Dirigible 102.50

Orders of 1,000 or Over, \$102.50 per 1,000.
1/3 Deposit, Balance C. O. D.

COLE BROS. NOVELTY CO.
Assembly Plant and Sales Department,
ELDORADO, ILL.

WIRE ARTISTS ROLLED GOLD PLATED WIRE

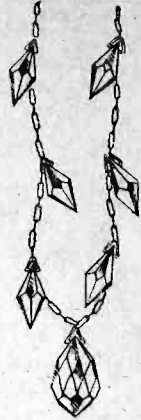
Samples and Price List on Request



227 EDDY ST., PROVIDENCE, R. I.

CRYSTALS

for Demonstrators Pitchmen-FairWorkers Concessionaires



Big Flash—Large Profits With Our Complete Line of Crystal Necklaces, Ear Rings, Crosses, etc. at Lowest Prices. Biggest Variety of New Colors—Rainbow, Two-Tone Solids, Large Drops. Latest Designs. Always something New—Different—Original for Less Money. Send \$1.50 for Sample Line. **La Mode Bead & Novelty Co.** 98 Orchard St., N. Y. City.

SUPER-FYRE

SPARK INTENSIFIER UNIT



Registered Trade Mark 305-058. Going Stronger Than Ever. Prompt Shipments on all Orders. Write for Quantity Prices.

New Address OFFICE AND SALESROOM **HOFFMAN ENGINEERING CO.** 60 DEY ST., NEW YORK, N. Y.

SAND CARDS

We are the Original Manufacturers. Selling Better Than Ever. Fast Turnover. Large Size, 5 1/2 x 3 1/2. Price per 100

- No. 1002—Tramp \$3.50
- No. 1011—Bear 3.50
- No. 1012—Pawnbroker 3.50
- No. 1015—A Pause That Refreshes 3.50
- No. 1017—Whoopee Night Club 3.50
- No. 1018—Minnie The Milker 3.50
- No. 1020—Come Up and See Me 3.50

Small Size, 3 1/2 x 2 1/2. Whoopee 1.75
Whiz Beer 1.75
Hot-Cha 1.75
Special Price to Legitimate Jobbers in 1,000 or Larger Lots. Send for Price List of Tricks and Jokes.

25% Deposit Required With All Orders. **H. L. MOORE & CO., Hyannis, Mass.**

PROFIT from POLITICS

Grab this money-maker while it's hot. Brightly finished metal political emblems that attach to auto license plates. G. O. P. (Good Old Prosperity) Elephants—Democratic (New Deal) Donkeys. Newest craze—going like wildfire.

YOU MAKE 100% PROFIT—You sell to autoists, local political organizations, etc., for 25c Each—and pocket 100% Profit. Send 25 cents (stamps or coin) for set of two. **EMBLEMS, Inc., Dept. B, Kokomo, Ind.**

BUY QUALITY—WALTHAM, ELGIN, \$2.65.

16 S—7 J. Hunt. Mvt. Unredeemed. New Yellow Indian Head Fancy Case, Same 15-J., \$3.40; 17 J., \$4.40. Same Ill. Chrom. Case, 10c extra. A Lappel Leather Strap with each watch. Quantity 1/2 Doz. Sample Watches, 50c extra. All Guaranteed 25% Dep. Bal. C. O. D. Send for Special Circular, **PALTER & SMITH, INC., Dept. BF, 110 Trinity Pl., New York City.**

SIGNS BANNERS CARDS

Easily Painted With Letter Patterns. Simply trace with Pencil and fill in color with Brush. Made in a large variety of sizes and styles. **WRITE NOW** for Free Samples. **J. F. RAHN, B2120 Neva Ave., Chicago, Ill.**

JOKES—TRICKS—PUZZLES ARE FAST SELLERS—WITH BIG PROFITS.

Send \$2.00 for 50 Samples of best sellers and Catalogue that lists 1,000 items or order from list below. New, Funny, Red Hot. We call it "SHAME" and it is our newest red-hot seller, 90c per doz. and they gobble it like blazes for 25c. **BOY MEETS GIRL**, a moving action card, doz. 95c; Bingo Bombs 85c doz. Snapper made of celluloid, \$1.35 doz. Meter a scream, dozen, 45c. Other meters are Age, Drunk, etc. Small size, 80c dozen; medium, 45c dozen. The Tail Behind (It hooks on), 65c doz., Folding Coin \$2.00 doz., Election Spinners, doz. 35c. Leaping Lena, our new Jumping Coin. When placed on table it jumps two feet in the air, each on card, 50c doz. Imp Bottles, \$1.00 gross. Endless Wire, 50c doz. Imp Bottles, 12 kinds, 75c gross. Tumbling Ring Trick, 75c gross. Look Backe 75c gross. 2 Magic Paddles special \$1.50 gross. **MAGNOTRIX NOV. CORP., 136 Park Row, New York.**

THEY'RE ALL TALKING ABOUT TIE NUDES

With beautiful models in sophisticated poses. Six different models accompanied by witty appropriate wisecracks. Great novelty Tie sensation. Quick Sellers. Order assortment of these six hot styles.

Sample Tie, 25c, Prepaid.

LEGION TIE CO.
103 BROADWAY
NEW YORK CITY

AMERICA'S LOWEST PRICES

New Jiffy Coin Purse. Holds over \$4.00. Has Pocket for Bills. Coins cannot fall out. Special Each. **30c**

Genuine Parker Parkette Pen and Pencil Set. Four beautiful colors, complete with free bottle of Quink and box. Per Set. **\$1.15**

Ingraham Wrist Watch, complete with Link or Leather Bands. Fully guaranteed. Special Each **1.75**

"Write for OUR LATEST CATALOG"
THE HARRIS COMPANY
519 W. Madison ST. CHICAGO, ILL.

A REAL MONEY MAKER

Latest Campaign Novelties Direct From Manufacturer. Campaign and Celluloid Buttons Made in All Sizes.

AMERICAN BADGE CO.
125 W. Hubbard Ave., Chicago, Ill.

PITCHMEN, DEMONSTRATORS AND COUPON WORKERS

Just out—red-hot big money getter. Mail 25c for sample and particulars. **BENSON SPECIALTIES** 220 W. Lake, Minneapolis, Minn.

REBUILT WATCH HEADQUARTERS

Watches Made Right and Priced Right **ELGIN AND WALTHAM** Wrist Watches **\$2.75**

ELGIN AND WALTHAM Pocket Watches—7 Jewel **\$2.75**

15 Jewel \$3.75 17 Jewel \$4.75

Thoroughly Reconditioned Movements. New Cases. Yellow Keystone Cases, 25c Extra. **JEWELRY NOVELTIES** Values \$1 to \$7.50 Dozen Sample Assortment, 25 for \$1.00

TUCKER-LOWENTHAL, Inc.
Wholesale Jewelers,
5 South Wabash Ave., CHICAGO, ILL.

CARNIVAL GOODS

RED HOT ITEMS FOR BINGO.

Beacon Bingo or Magnet Blankets, Each **\$1.50**
Beacon Toba Blankets, Each **1.35**
Beautiful Chrome Plated Lamps, the hit of the season. Per Doz. **7.00**
Waterless Cookers, Each **.75**
7/1 Tea Sets, Each **.40**
Large Chrome Plated Trays, Per Doz. **1.80**
5/1 Canister Sets, Each **.40**
3/1 Console Sets, Each **.50**
Full Size Card Tables, Each **1.50**

Order from this advertisement. Goods shipped promptly. 25% deposit required with order. Balance C. O. D.

M. K. BRODY
1118 So. Halsted St., Chicago. In Business 26 Years.

ATTENTION! CARNIVAL, PITCH AND STREETMEN NEW!

The Creepy Hookworm Card Novelty Women shudder, kids wonder, men buy it. Gets a laugh. \$3.50 per hundred—35 per cent with order. Sample postpaid 10c. **H. S. YOUNG-BLOOD, 2948 Broderick Street, San Francisco, Calif.**

NEW 15c RAIN CAPE
Sweeping the Country

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Quantity	Description	Amount
	Pocket Combs, 1st Quality.	\$3.90
	Gross Men's Clip Combs, 1st Quality.	4.50
	Gross Shoe Laces, 27", Black.	.31
	Gross Shoe Laces, 27", Black and Brown.	.38
	Gross White Shoe Polish, 4 Ozs.	4.80
	Gross Elastic Hanks (1/2"x3 Yds.).	.28
	Mercedized Dozen Hanks.	.30
	Men's Handkerchiefs, Fine Qual. Each in Box. Dozen	1.10
	Army & Navy Needle Books.	.28
	Gross Hair Curlers, Aluminum.	.40
	Dozen Pot Cleaners, Copper, No. 45 Size.	1.75
	Dozen Self-Threading Needles, THE VERY BEST, 100 Papers	1.35
	Dozen Crewel Embroidery Needles.	.30
	100 Papers Sewing Needles, 25 to Paper Cloth Stuck, 1,000.	.12
	Sewing Thread, Black or White, 60 in Cab. Dozen.	.64
	Cedar Pencils, Eagle Brand.	.20
	Gross Gauze Bandage, 1" Width	.40
	Dozen Gauze Bandage, 2" Width	.45
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	Sun Glasses, Each in Envelope. Dozen	.84
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	Padlock, Size 1 1/2 x 1 3/4 in. Dozen	2.25
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NEW ITEMS REVIEW
(Continued from page 91)

by Sydney Kann & Company, is designed to attract attention by its novelty. It consists of four blocks of wood, which can be put together to make a pyramid. The puzzle, from its form, is being marketed under the brand name of the Pyramid. The four blocks are irregularly six-sided with irregular angles, which increase the difficulty of assembly. It is claimed it can be done in 15 seconds. The puzzle is distributed in a variety of attractive colors, in small boxes that allow it to be packed in a small case, as well as adequately displayed.

Mantel Radio

A new mantel-type radio in a modern design, with a scientifically designed cabinet which produces a beautiful tone, is the latest contribution to the radio field. The cabinet is described as "To-Na-Coustic." In its compact size the radio combines two wave bands, with a special switch for short wave; a large illuminated airplane dial, a self-contained aerial and a five-tube chassis, employing one of the new metal tubes. This set is being offered by the Silver Sales Company, and word from the Chicago office of this company indicates that the new set, which is priced surprisingly low, is selling exceptionally well.

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 Marvelous practical novelty causes gales of laughter! Made of natural veneer wood, cleverly colored. Head moves. Holds pack of matches. Comes complete with Post Office approved box and 80 matches. Sells on sight for 25c or more! Great Souvenir! Premium! Etc.
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 Sell these COOL, COMFORTABLE, BASEBALL PARK, STADIUM and BEACH CUSHIONS. Gives COMFORT and keeps clothing CLEAN. EVERYBODY BUYS.
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 Three big selling Celluloid Dolls with Decorated Faces and Feather Ornamentation.
 B812x3—11 in. size with Hat and Cane. Per Doz. \$2.25
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 PARSONS, KAN.—Tri-State Fair.
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 OTTAWA, KAN.—Free Fair.
 CHANUTE, KAN.—Free Fair.
 PITTSBURG, KAN.—Celebration.
 HOLDENVILLE, OKLA.—Free Fair.
 BONRAM, TEX.—Free Fair.
 ATHENS, TEX.—Free Fair.
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 HUNTSVILLE, TEX.—Fair.
 TEMPLE, TEX.—Fair and Exposition.
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 BEEVILLE, TEX.—Free Fair.
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 WEEK JUNE 22, ENID, OKLA.

WANT MIDDLE WEST WANT
BIGGEST EVENT. 60,000 ATTENDANCE. GRAND OPENING
HARRY MILLER SHOWS
 NOWATA, OKLA., JUNE 30 TO JULY 5, INCLUSIVE.
 Fifteenth Annual Rodeo and Old Settlers' Reunion. Five County Legion Posts Behind This Event. Everybody Has Money. Boys, You All Know What Nowata Is.
 CAN PLACE Cook House and Bingo for season; Pop Corn, Candy Floss, Snow, Diggers, exclusive; Photos, exclusive. CONCESSIONS—All kinds open. Come on. Yes, will work. WANT organized Minstrel with Band, with or without outfit; Ten-in-One, Freak Show, Hula, Blue Eyes, Athletic Show People for Athletic Show. Wire. PLACE any Show of merit. WANT Rides not conflicting. Good proposition to Ferris Wheel and Tilt-a-Whirl. Will pay half transportation after joining. WANT Loop-o-Plane. Lew Fairfield come. Maiden spot for Loop. WANT Kiddie Auto Ride and Drive-Yourself Auto Ride. Trucks joining me for Nowata pay mileage into Nowata and out at Coffeetown, Kan. Show jumps to Leavenworth, Kan., from Nowata. Mileage, 3/4 mill to one mile; then buy month's licenses, very reasonable. WANT Help in all departments—Electrician, Ride Men, A-1 Banner Man capable of contracting. Leavenworth, Kan., to follow Nowata, then 10 Fairs and Celebrations in Nebraska and South Dakota, with late Southern Fairs to follow. Wire, no time to write. You pay yours, I pay mine, Address **HARRY MILLER, Nowata, Okla.**

WANTED EXPERIENCED FIREWORKS OPERATORS
 FOR JULY 4th AND SEASON'S WORK. WRITE CHICAGO OFFICE. GIVE EXPERIENCE AND REFERENCES.
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WANTED WEST WORLD WONDER SHOWS
 Mammoth Fourth of July, week June 29th to July 4th, Tarantum, Pa. Drome, Grind Shows Minstrel Show People, Chorus, Musicians, Girls for Girl Show, Ride Help; no exclusive. Address Caterpillar Foreman. All Concessions open. **FRANK WEST, McAdoo, Pa.**

WANTED RIDES AND CONCESSIONS FOR JULY 4
 Free space for Rides; Concession space. \$3 to \$7.
PETER BOGUMILL, Rib Lake, Wis.

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 WANT Stock Concessions of all kind. WANT one good Ride Man for Wheel or Chairplane. WANT Stock Store Agents. Huck Reice Pinn answer. WANT one more Show, Five or Ten-in-One, Fat Show or any Show that don't conflict. Have Wheel, Chairplane and Calliope for sale, cheap for cash. Address Ashland, Va., June 22 to 27 Louisa, Va., Fair, June 29 to July 4.

LITTLEJOHN RIDES
 WANT—Foremen for Merry-Co-Round and Mixup. THOS. P. LITTLEJOHN, Enterprise, Ala., this week.
ELANE'S EXPOSITION SHOWS
 Can place Shows, Rides and Concessions of all kinds. No griff. Have teal Fourth of July spot. Write or wire Carnegie, Pa., this week.

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 With Three-Ring Motorized Circus: Candy Floss, Mug Joint, Novelties, one more fast-stepping Candy Butcher. For big show: Clowns, Ticket Sellers, Animal Acts, Wild West with own Stock and Transportation. All Privilege People write or wire Jack LeBlair, all others **MANAGER CIRCUS, General Delivery, Baraboo, Wis.**

WANTED A-No. 1 Big Eli Ferris Wheel Operator at once.
J. C. WEER SHOWS
 South Bend, Ind.

ROUTES
 (Continued from page 54d)
 Van Arnham's, John R., Radio Barn Dance Frolics: Newport, N. H., 24; Laconia 25.
REPertoire
 Billroy Comedians, Billy Wehle's: Bethlehem, Pa., 23; Bangor 24; E. Stroudsburg 25; Port Jervis, N. Y., 26; Monticello 27; Middletown 29; Kingston 30.
 Bush-Byrne Players: Myers, N. Y., 22-27.
 Choates Comedians: Ridgway, Ill., 22-27.
 Favorite Players: Marshall, Ill., 22-27.
 Ginnivan, Frank R., Dramatic Co.: Sylvania, O., 22-27.
 Ginnivan, Norma, Dramatic Co.: Fremont, Ind., 22-27.
 Harvey's Comedians: Meeker, Colo., 22-27.
 Princess Stock Co.: Blackwater, Mo., 22-27.
 Sadler's Own Co.: Pampa, Tex., 22-27.
 Scottie's Comedians: Pierson, Ia., 22-27.
 Sweet, Geo. D., Players: Emmetsburg, Ia., 22-27.
 Toby's Players: Mt. Vernon, Mo., 22-27.
 Tolbert, Milt, Players: Union City, Pa., 23; Corry 24; Warren 25; Jamestown, N. Y., 26; Salamanca 27; Kane, Pa., 29.

CARNIVAL COMPANIES
 (Continued from page 43)
 Lang, Dee: Macomb, Ill.; Memphis, Mo., 29-July 4.
 Lewis, Art: (League Park) Worcester, Mass.
 Liberty National: Glasgow, Ky.; Tompkinsville 29-July 4.
 Littlejohn Rides: Enterprise, Ala.
 McMahon: Battle Creek, Ia.; Onawa July 2-4.
 Majestic Midway: (15th & Mullanphy sts.) St. Louis, Mo., 22-29; Bonne Terre July 1-4.
 Marks: Lock Haven, Pa.
 Metropolitan: Baxley, Ga.; Hawkinsville 29-July 4.
 Middleton, Karl: Batavia, N. Y.; Wellsville 29-July 4.
 Midwest: Monticello, Ind.
 Miner Model Expo.: Ambler, Pa.; Glenside 29-July 4.
 Miller Bros.: Pikeville, Ky.
 Mohawk Valley: Farmville, Va.; Richwood, W. Va., 29-July 4.
 Northwestern: Bronson, Mich.
 Page, J. J.: Logan, W. Va.; Keystone 29-July 4.
 Pan-American: Elgin, Ill.
 Pearlless Expo.: Paden City, W. Va.
 Pearson: Rushville, Ill.
 Poille & Latto: Freeland, Mich.
 Regal United Am. Co.: Cole Camp, Mo.; Windsor 29-July 4.
 Reid Greater: Jacksonville Beach, Fla.
 Rogers Greater: Nashville, Tenn.; Martin 29-July 4.
 Rogers & Powell: Ravenden, Ark.; Hardy 29-July 4.
 Royal American: Grand Forks, N. D.
 Royal Amusement Co.: Kenton, Tenn.; Union City 29-July 4.
 Royal Palm: Dothan, Ala.
 Rubin & Cherry Expo.: Negaunee, Mich.; Calumet 29-July 4.
 Sheesley Midway: Flint, Mich.
 Siebrand Bros.: Great Falls, Mont.
 Silver State: Lovell, Wyo.; Red Lodge, Mont., July 3-5.
 Six, J. Harry: Louisville, Ky.
 Small & Bullock: Madison, W. Va.
 Smith Great Atlantic: Johnstown, Pa.
 Sol's Liberty: Plymouth, Wis.; Menominee, Mich., 29-July 4.
 Southern Attrs.: Salina, Okla., 1-4.
 Spencer, C. L.: Frankfort, Ind.
 Spencer, Sam E.: Tyrone, Pa.
 Speroni, P. J.: Plano, Ill.; Hampshire 29-July 4.
 State Fair: (Stampede) Alliance, Neb., 27-29; (Roundup) N. Platte July 1-4.
 Tilley: Ottawa, Ill.
 United Shows of Amer.: Brainerd, Minn.
 Valley: Iraan, Tex.; Ozona July 2-4.
 Volunteer State: Athens, O.
 Wallace Bros.: Iroquois Falls, Ont., Can.
 Wallace Bros.: Urbana, Ill.; Sullivan 29-July 4.
 Wade, W. G.: River Rouge, Mich.; Owosso 29-July 4.
 Ward, John R.: Fulton, Mo.; Trenton 29-July 4.
 Weer, Mabel R.: Tiffin, O.; Napoleon 29-July 4.
 West Bros.' Am. Co.: Dunseth, N. D., 22-24; Rolla 25-27; Maddock 29-30; York July 1-2; Cando 3-5.
 West Coast: South Bend, Wash.
 West Coast Am. Co.: Lakeview, Ore.; Klamath Falls July 1-5.
 West, W. E., Motorized: Paola, Kan.; Rich Hill, Mo., 29-July 4.
 Western State: Laramie, Wyo.
 West's World's Wonder: McAdoo, Pa.
 Weydt: Neillsville, Wis.
 Wilson Am. Co.: Atlanta, Ill.
 Wilson's: Frankenmuth, Mich.; Caro 29-July 4.
 Winters Expo.: Springdale, Pa.; Knox 29-July 4.
 Work, R. H.: Johnstown (Westmont) Pa.; Johnstown (Lorain Brough) 29-July 4.
 World of Mirth: Mt. Carmel, Pa.
 Yellowstone: Hardin, Mont.; Livingston 29-July 4.

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 SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.
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 SEX SHOW—UNBORN SHOW—WAX SHOW—CRIME SHOW—For information write
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 Ferris Wheel and other Rides for carnival units, organization works all Concessions, wonderful proposition, get on something real. Firemen's Celebration, week June 22, Carlisle, Pa.; Fourth of July Celebration, week June 29, Montalto, Pa.
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WANT
 Rides, Free Acts and Shows. Street Celebration last three days in July.
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 In Great Demand Will Produce Larger Quantities for 1936
GET IN THE DOUGH!
 Follow the experience of the successful Concessionaire and Sealeman.
ATTRACTIVE Marabou Doll
 Originated by Ben Hoff, Two Sizes: 12" and 18" AND MENAGERIE Horse—Cat—Dog—Elephant—Scotty, Etc.
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 CORRECTION—Will not play Brush, Colo., 4th, but Laveta, Colo. instead. Real Celebration, Free Gate, first carnival seven years. WANT Acts, Talker for Hit and Well Shows, Combination Athletic Man. Shows, Concessions open. Lamar, Colo., this week.
FOR SALE
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Want
 For Akron, O., and vicinity, Rides not conflicting, will book or lease Shows of all kinds with own outfits. Legitimate Concessions of all kinds. Good opening for Photo Gallery, Erie Diggers. Phone Men and Promoters write immediately to Jack N. Vierung, care Carroll Printing Co., Akron, O. All others write or wire **PAUL DRAKE** or **CLARENCE STROUD**, this week Rittman, O.
 Thank You for Mentioning The Billboard.

Zeiger, C. F., United: Billings, Mont. Zimdars Greater: Mason City, Ia.; New Ulm, Minn., 29-July 4.

Additional Routes

- (Received too late for classification) Bragg Bros. Tent Show: Waitsfield, Vt., 22-27. Brown Family Shows: Dublin, Ga., 22-27. DeForrest Show: Wartburg, Tenn., 22-27. DeGlo, Harry: Adrian, Mich., 22-27. Del Ardo, Walter, Psychologist: Mariah, Magician; Williams, Ventriloquist: Plano, Ill., 22-27. Dessen & Purcell Circus: Centerville, Ia., 24-25; New Sharon 26; Washington 27-28; Ottumwa 29-30. Emperor's New Clothes: Owl's Head Park 23; Gravesend Park 24; Prospect Park 26; Thos. Jefferson Field 27; all Brooklyn, N. Y. Evans & Rudie: (Beacon) Winnipeg, Can., 22-25. Fales, C., Show: Bowers, Del., 22-23. Eugene, Bob, Troupe: (Westview Park) Pittsburgh 22-27; (Celebration) Phoenixville 29-July 4. Felton, King, Magician: Maquoketa, Ia., 22-27. Hale Comedy Show: New Providence, Pa., 22-27. Harris Road Show: Hawley, Minn., 22-27. Hazard, Hap & Mary: (Queens) S. Shields, Eng., 22-27. Hi-Way Variety Show: Barry, Ill., 22-27. International Sportsman Show: Pontiac, Mich., 22-27. Jaclar's Spook Show: (Capitol) Nanaimo, B. C., Can., 24; (Capitol) Victoria 25; (Roxy) Tacoma, Wash., 27. LeVant, Lee, Show: Rose City, Mich., 22-27. Ludy Bros. Miniature Race Cars: Van Buren, Ind., 23; Pennville 24; Winchester 25; Union City 26; Lynn 27. McCall Bros. Dog & Pony Show: Searles, Minn., 23; Cambria 24; Butternut 25; Judson 26; Lake Crystal 27. McNally's Variety Show: Wells, Vt., 22-27. Marine-Firestone Co.: Brownwood, Tex., 22-27; Brady 29-July 4. Miller, Al H., Show: Gray, Ga., 22-27. Molly's Greater Am. Shows: Lewiston, Me., 22-27. Perez, LaFlor Co.: (Indoor Circus) Sioux City, Ia., 22-27. Sharpsteen Show: Ypsilanti, Mich., 22-27. Silvers Fun Show: Humboldt, Ia., 22-27. Taylor, Wm. P., Show: Portsmouth, O., 22-27.

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WANTED

Young Man or Woman, neat appearance, capable working Dogs, Monkeys, Ponies. Write Don Stephano's Circus

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Want small Cookhouse, one more Grind Show, and Store Concessions, reasonable rates. Want Merry Wheel and Chairplane Foreman. You get it every day. Bonus at end of season. L. B. BETH, Pines Hotel, Cleveland, O.

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WANTED

Shows, Rides, all Concessions open. Grind Stores \$9, Wheels \$20. Week June 29, Jacobs Creek, Pa.; week July 6, Firemen's Jubilee, Sharpsburg, Pa.; week July 13, Etna, Pa. Will book Rides 10 per cent. Shows with own outfits 20 per cent. Address L. G. POPKIN, 340 Third Ave., Pittsburgh, Pa.

WANTED HOT TRUMPET PLAYER

Mr. B. and O., also Musicians doubling stage. Week stands. Address MANAGER TENT THEATRE, - Lebanon, Va.

Wanted At Once

PORTABLE SKATING RINK for any other new attractions. Write, phone or wire. BOOK AMUSEMENT COMPANY, Paducah, Ky.

NEW ITEMS

(Continued from page 96) is made of nickel with a brass-plated case and has attached a metal bracket hanger by which the search light can be made to stand, hang or lie down at any desired angle. With every order U. S. Electric is giving plenty of flashy window streamers and attractive self-selling merchandise displays.

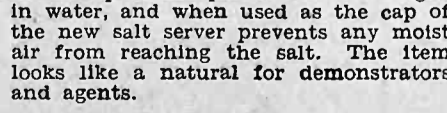
New Counter Card Idea

The Prim Allied Corporation has developed a new, attractive and sanitary all-metal and glass counter display for Aspirin, Breath-O, Prim-Lax and similar items. They are giving this cabinet, which any retailer will want as soon as he sees it, absolutely free to customers.

It is a display that is attractive but not gaudy and takes up only a tiny space on counters. Moreover, it can be hung on the wall—anyway the retailer finds convenient. The manufacturer of this item claims it is one of the greatest selling opportunities in years and offers a wonderful chance for anyone to get into a business that will be absolutely permanent and assure unusually large and steady earnings. The item repeats very frequently. The dealer makes 100 per cent and the salesman or distributor a handsome profit. Prim Allied absolutely guarantees the sale of its products. Anything not sold may be returned for a full refund.

Anti-Clog Salt Server

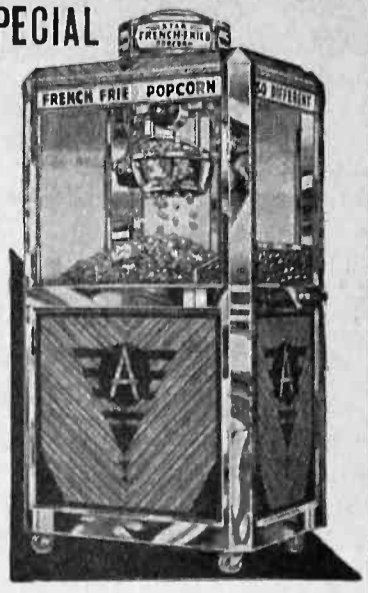
Diatomite, taken from the bottom of lakes and marsh lands in Florida, is the secret of the new salt shaker being placed on the market by the All Florida Novelty Company. The new material has the ability to absorb up to 125 per cent of its weight in water, and when used as the cap of the new salt server prevents any moist air from reaching the salt. The item looks like a natural for demonstrators and agents.



Bonus Information Will Be Found on Page 46.

THIS BIG NEW POPCORN MACHINE PAYS YOU HANDSOME PROFITS!

The Genuine WORLD'S FAIR SPECIAL WITH THE "AUTOMATIC EYE" THE ORIGINAL WORLD'S FAIR MODEL Not An Imitation



This fine modern machine really gets the big money. It has "FLASH"—with lights, color and motion—and it produces perfectly popped corn any time and every time.

Entirely New and Modern in Every Respect! A new "Automatic Eye" and the thermostatically controlled kettle assure perfectly popped corn. There's no guess work—no bother—in operating this new machine.

Large popping capacity to take care of the biggest crowds. The new patented automatic control popping unit produces delicious corn, popped right in the salt and seasoning—paying a handsome profit of 70c clear on every dollar in sales. Large storage capacity—with display peanut compartment. New modern cabinet design; attractively trimmed in chrome-plated steel with red and black porcelain etameled panels.

Large size—75" high, 36 1/2" long, 20 1/4" wide. All electric. Revolving illuminated sign, indirect lighting. Either cabinet or counter models.

Unusually Low Priced! Buy no machine until you have investigated the World's Fair Special. Its low price will surprise you. So why pay more—get the facts. Convenient terms make this model easy to own. Write for catalog today!

ADVANCE MFG. CO., 6322 St. Louis Ave. St. Louis, Mo.

AUTOMATIC ASSURES PERFECT POPPING RESULTS ALSO "PROGRESS" MODEL New Up-to-date Full Cabinet Size all Electric Popcorn Machine, with \$8.00 per hour capacity. ONLY \$30.00 DOWN

Concessionaires CARNIVAL-PARKMEN!

LINE UP WITH the LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

- Blankets—Lamps—Clocks—Chromeware—China—Aluminum—Radios—Plaster—Games—Slum—Balloons and Novelties.

CONTINENTAL PREMIUM MART 3RD & WELLS STS., MILWAUKEE, WIS.



JUMBO CANDY GIVE-AWAY

25% Deposit with All Orders. Balance C. O. D. Send for FREE ILLUSTRATED 1936 CATALOG. Our Candy is Guaranteed To Stand Up in All Weather. \$2.00 Per Carton Packed 200 to Carton. \$10.00 1,000 Packages. MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY

Gruberg's World's Expo. Shows Wants

for the balance of the season including 16 Fairs and the New York State Fair, Syracuse, N. Y. Motordrome, must be fully equipped with riders. Kiddie Auto Ride and any other Kiddie Rides. Tilt-a-Whirl, Loop-the-Loop. Can place a few Grind Shows of merit. Rex Omar wants magician lecturer and a half and half. Must have good wardrobe and lobby display. Joe Swift write. Concessions all open except coupons. Write or wire GRUBERG'S WORLD'S EXPOSITION SHOWS, Gloversville, N. Y., this week; Herkimer, N. Y., next week. Billposter wanted with car. Must be capable and have circus experience.

PAN AMERICAN SHOWS WANT

Shows that don't conflict. Will furnish outfits or finance. Can place Talker and Acts for Circus Side Show. Want Talker-Manager and Band Musicians and Performers for Colored Minstrel. Want Hawaiian Show, Musicians and Dancers. Can place Stock Concessions, also Agents for Wheels and Grind Stores, also Girls for Ball Games. Want sober Cookhouse Help. Address Elgin, Ill., this week; Sycamore, Ill., Big Four-Day Fourth of July Celebration, to follow.

JOYLAND SHOWS THREE—CELEBRATIONS NEXT WEEK—THREE

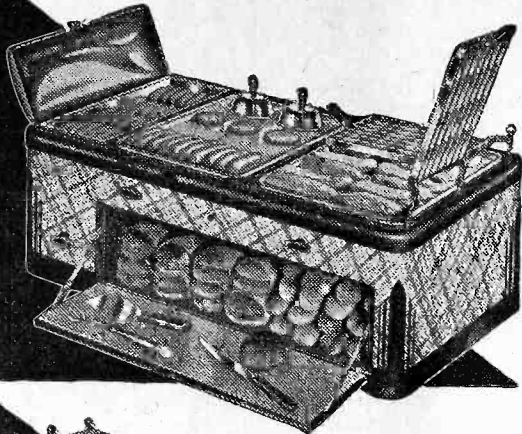
Sparta, Mich., 4 Days; White Cloud and Sand Lake, Mich., July 3 and 4. Two hottest 4th spots in State of Michigan. Vic Horwitz no longer connected with show. Can place Concessions of all kinds for next week and balance of season. Need good Corn Game and Cookhouse for balance of season. Nynn's Cookhouse, wire. Leonard St., Grand Rapids, Mich., this week. ROSCOE WADE-HARRY MILLS, Mgr.

COREY GREATER SHOWS

SOUTH FORK, PA., CELEBRATION, THIS WEEK; CENTRAL CITY, PA., BIG FOURTH OF JULY CELEBRATION, NEXT WEEK; WITH ROOKWOOD, PA., OLD HOME WEEK, ON THE STREETS, TO FOLLOW. WANTED—Sensational Free Acts, Loop-o-Plane, Kiddie Rides, Ten-in-One, Dog and Pony, Fat Girl, Half-and-Half, Snake, or any worth-while Shows not conflicting. Edward Kreider, Junious Young come on. Frozen Custard, Novelties, Scales, Long Range Gallery, Fish Pond, Knife Rack, Hoop-La, Stock Wheels, String Game, Country Store and legitimate Grind Stores of all kinds. Now playing all Celebrations, reasonable rates. Address E. S. COREY, as per route.

MAKE BIGGER PROFITS AND SPEED YOUR SERVICE

On Hot Dogs and Hamburgers with the SANDWICH KING



Here it is! The first and only machine of its kind to get extra profits on those two prime favorites. It's a combined hot dog and hamburger griddle and hot dog and roll steamer; also a lunch grill and warming oven, all in one compact unit.

HANDY - SPEEDY - PRACTICAL

In addition to preparing hot dogs and hamburgers faster and better, it prepares other profitable light lunches and short orders. But best of all it popularizes and boosts the sale of America's two best selling sandwiches.

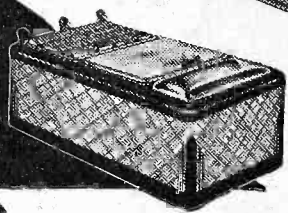
Large capacity griddles—big steaming compartment holds approximately 100 hot dogs. Notice the large capacity warming oven with the handy cutting board built in oven door.

Either Electric or Gas Models

34"x19"x14" high. Two large griddles, each 12"x16 1/2"; big steaming compartment, 15 3/4"x6"x6" deep. Steel frame porcelain enameled in red and black. Quality built throughout.

Other Profit Makers, Too

Star Popcorn Machines and Light Lunch Equipment have won a reputation by being the leading money makers in their field. Pay for themselves time and again in increased profits. Investigate!



ONLY \$87⁵⁰

F. O. B. FACTORY

Cash in While the Season Is at Its Best! Order From Your Equipment or Supply Jobber, or Write for Catalog Today.

STAR MFG. CO., Inc. 6306 St. Louis, Ave. ST. LOUIS, MO.

ROYAL PALM SHOWS

Just returned from a seven months' tour of the Island of Cuba, now starting on our summer and fall Fairs and Celebrations.

Can place two more good Grind Shows, with or without outfits, also Caterpillar or Rideo. All Concessions open. Need good Advance People.

NOTICE TO FAIR SECRETARIES—We have CARVER'S DIVING HORSES AND HIPPODROME for your Midway, the most beautiful presentation on the road today, has the greatest drawing capacity of anything you can offer your patrons. Will double your gate receipts. Has no equal. This, with our other quality Shows and Rides, will give you a substantial offering of Amusements. Due to our late arrival from Cuba can use few more Fairs and Celebrations. This week, playing Dothan, Ala.

BERNEY SMUCKLER, Martin Hotel.

Greenup (Ky.) Firemen's 52d Annual Fourth of July Celebration.
Crayson (Ky.) Fair, week July 20.
Harrodsburg (Ky.) Fair, week July 27.
Russell Springs (Ky.) Fair, week Aug. 3.
Vanceburg (Ky.) Fair, week Aug. 10.
Ewing (Ky.) Fair, week Aug. 17.
Germantown (Ky.) Fair, week Aug. 24.
Greensburg (Ky.) Fair, week Aug. 31.

Hodgenville (Ky.) Fair, week Sept. 7.
Centerville (Tenn.) Fair, week Sept. 14.
Jackson (Tenn.) Colored Fair, week Sept. 21.
Dickson (Tenn.) Fair, week Sept. 28.
Fair wanted for week Oct. 5.
Louisville (Miss.) Fair, week Oct. 12.
Fair contracted week of Oct. 19.
Canton (Miss.) Fair, week of Oct. 26.

If you want to play real Fairs, we have them. Want Kiddie Rides to join on wire. Want big Feature Show and Stock Concessions. Address

F. H. BEE SHOWS, Inc.

Paris, Ky., this week, or come on Greenup, Ky., next week.

DENNERT & KNEPP COMBINED EXPOSITION, INC.

FAIR SECRETARIES IN VIRGINIA AND NORTH CAROLINA, WE HAVE A FEW OPEN DATES. Want Motordrome and Grind Shows that do not conflict. What have you? Can place Loop-the-Loop and Loop-O-Plane. Want legitimate Concessions of all kinds. Rates reasonable. Week June 22, State Firemen's Convention at the Fair Grounds, Hagerstown, Md.; Week June 29 to July 4, Inclusive, Big Mardi Gras and 50th Anniversary, at Annapolis, Md. All mail and wires as per route.

COL. J. F. DENNERT, Mgr.

DON'T BUY A COACH - - - UNTIL YOU SEE THE NEW "ROYAL" COACH

It's the Most Complete Home on Wheels
Several Models—Popular Prices

Write for New Catalog

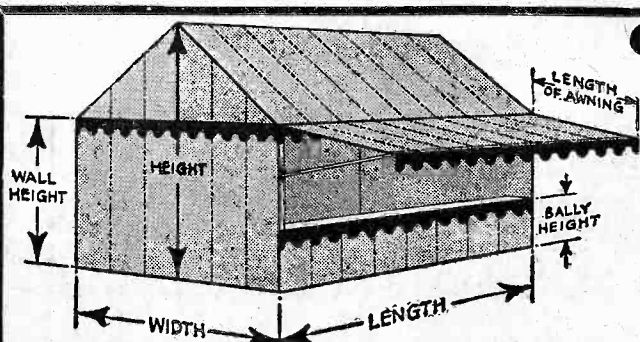
ROYAL-WILHELM FURNITURE CO.

(Manufacturer)

Sturgis, Michigan

ORR & ORR
(Chicago Distributor)

4640 West Washington Blvd.
Chicago, Ill.



Concession Tents

Give Measurements as Indicated BUY from Factory SAVE Money

POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

6 DAYS GREATER READING FAIR 6 NIGHTS

WITH REDUCED ADMISSIONS
BIGGER AND BETTER THAN EVER

September 14, 15, 16, 17, 18, 19, 1936.

Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands. Desirable locations open for Lunch and Refreshment Stands. Also for Merchandise Wheels and other Legitimate Concessions at reasonable rates. CHARLES W. SWOYER, Secy., 522 Court St., Reading, Pa.

CETLIN & WILSON SHOWS

Can place now and balance of season: First-class Talker for Illusion Show, also Seven-Car Tilt-a-Whirl and Twelve-Car Rideo, legitimate Concessions only. Week of June 29, Big Fourth of July Celebration, Clearfield, Pa. All address, this week, Punxsutawney, Pa.

BROWN NOVELTY SHOWS

WANT—Legitimate Stock Concessions. Can use 10 or 5-in-1, Snake and Illusion Shows. Red Lunsford wants Bronc and Steer Riders for Wild West. This week Liberty, Ind. Milford, O., American Legion 4th of July Celebration. Chevrolet Car given away. Piqua, O., following. LOVELAND, O., Firemen's Celebration, July 20. Chevrolet Car as Grand Prize. Address inquiries to F. V. VASCHE, Mgr., Brown Novelty Shows, 1006 Central Avenue, Cincinnati, O., or Liberty, Ind.

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

THE JOHN ROBBINS COMPANY

340-42 THIRD AVE.

PITTSBURGH, PA.

LOWEST PRICES

LOWEST PRICES

Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise



20c EACH

Why Pay More?

LATEST PLASTER NOVELTIES

Beautiful Lacquer Finish.

WRITE FOR LATEST PRICES

With Genuine A. N. RICE SAYS: "The Boy's Line is the World's Greatest Value."

K. C. NOVELTY STATUARY COMPANY

505 W. 25th St. Kansas City, Mo. G. A. RICE, Mgr.

Cowboys and Cowgirls

J. J. PAGE SHOWS WANT

For Fourth of July Celebration, Keystone, W. Va., and balance of season: Shows with or without own outfits. Have outfits for Grind Shows. Can place legitimate Concessions; reasonable rates. Want Colored Musicians to strengthen band, guaranteed salary and percentage. Want Half and Half for Side Show, also Musicians and Dancers for Girl Show. Everybody address J. J. PAGE SHOWS, Logan, W. Va., this week; then the Big One, Keystone, W. Va.



**MAJOR
BOWES'
CELEBRATED
AMATEURS
WILL BE FEATURED
AT THE LEADING**



FAIRS

East

NOW BOOKING

West

GEORGE HAMID, INC.
1560 Broadway, New York City

BARNES-CARRUTHERS
121 N. Clark St., Chicago, Ill.

There are no other authorized Fair booking agencies for Major Bowes Amateurs on Tour



**TYRO
PRODUCTIONS
INC.**
1639 Broadway
New York City

**TYRO
PRODUCTIONS
INC.**
1639 Broadway
New York City

WANTED

Good Carnival, Concessions, clean Shows, Acts, Rodeo, for

FREE FAIR

AUGUST 18, 19, 20, 21.

GEORGE KIRN, Corunna, Mich.

WANTED

Shows and Concessions (No Rackets), Rides, Free Acts and Athletic Show Booked, "Little Joe" Miller and Fred Miller write.

PARKE COUNTY FAIR

(On Paved Streets)

ROCKVILLE, IND., Aug. 31-Sept. 5, Inc. GEO. SCHWIN, JR., Secretary.

GLASGOW, KY.

GLASGOW, KY., AMERICAN LEGION BONUS AND FOURTH OF JULY CELEBRATION

WANT Shows and Concessions that work for stock only. Photo, Novelties, Pitch-Tilt-You-Win, Bumper, Bowling Alley, Candy Apples, Snow. Burkesville, Ky., this week; Glasgow, Ky., week of July 4th.

READING'S UNITED SHOWS

WANTED

CONCESSIONS OF ALL KINDS

4 Big Days, July 1-2-3-4

BONNE TERRE, MO.

At Lake Grove Park, Auspices Mo.-Ill. Railroad Boosters' Club
Three big cash drawings on three nights. New car drawing July 4. Address GEORGE MITCHELL, Chairman, Bonne Terre, Mo.

SECOND-HAND SHOW PROPERTY FOR SALE \$15.00, Headless Chinaman Illusion, working order. \$35.00, Bumper Game, Car & Track, shipping crate. \$85.00, Star Fortune Teller, 3 Boards and Box Horoscope.

\$3.25, Ticket Box Parasols, 6 ft., all cols., lgr. sizes, \$2.50, Government 10-Inch Flood Light. We buy Skates, all makes; 16 MM. Film; Concession Tents.

WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

BABY WHALE

8 Ft. Long, \$75.00

Petrified Man, \$40.00. Lots of others.

NELSON SUPPLY, 514 E. 4th St., South Boston, Mass.

REX HOWE WANTS

Sandwich and Salad Man, Two Good Waiters. Murphy, Joe, Ted, wire. Others write. Frank, use you in grab, wire at once. REX HOWE, Dodson's World's Fair Shows, Johnstown, Pa.

DOC HOWELL'S THREE SHOWS

Want Half and Half for beautifully-framed Ten-in-One. Few more married men, capable second openings. Can place wives on ticket boxes or general utility in string, Hawaiian and Alligator Shows. No grift means all shows get theirs. Everything straight percentage, plus meals. This week Pocahontas, Va.

PARK FALLS

CELEBRATING FOURTH OF JULY.

WANT Carnival, Amusements, Free Attractions. Parties interested communicate.

WILLIAM WINDUS, City Clerk, Park Falls, Wis.

EDDIE LEMAY

OPENING

WANTS—Chef and Cookhouse to join Week June 29th with MARKS SHOWS, Kittanning, Pa.

WANTED, QUICK

Deibel & Patterson Circus

All Kinds Acts for Big Show, working Acts and Freaks for Side Show. All answer.

BIG RAPIDS, Mich.

W. E. WEST MOTORIZED SHOWS

WANT capable Show People. Banner Man, no boozier. Have top and banners for real geek show. Other shows that do not conflict. Want Ball Games, Candy Floss, Novelties, other legitimate Concessions. Also capable Agents. Rich Hill, Mo., July 4th. Oldest and largest celebration in this part of the country. All Celebrations and Fairs to follow. Have picnic valley, some two spots a week. Paola, Kan., all this week. Frank Tillison wire.

SWITZERLAND AND OHIO COUNTY FAIR

AT FAIRVIEW, IND., SEPTEMBER 18 and 19

Ice Cream, Sandwich and Drink Stands. Let to highest bidder July 2. For information write RAYMOND OSBORN, Fairview, Ind.

WANTED

FOR MERRILL, MICH., JULY 4-5

Picture Gallery, Ball Game, Fish Pond, Legitimate Concessions of all kinds. Platform Shows, Kiddie Ride. BURNETT & MATUS SHOWS, General Delivery, Saginaw, Mich.

WANTED

Eating Stands, American Palmistry, Devil's Bowling Alley, Ice Cream Stands and any other Concessions.

Apply WILLIAM FRANK

3019 Delaware Ave.,

Kenmore, N. Y.

KENMORE CENTENNIAL JULY 1-11

STRATES SHOWS CORP. WANTS

For balance of season, first-class still dates, good July Fourth Celebration, and 14 Fairs in New York, Virginia and North Carolina, capable shows with or without outfit, will furnish wagons for same, Wild Animal Show, Monkey Circus, Big Snake or any other good show. Can place several legitimate Concessions. Our Fairs start August 3d. Albion, Caledonia, Batavia, Cortland, Hamburg, Dunkirk and Bath; all New York; Suffolk and Emporia, Va.; Meban, Washington; Tarboro, N. C. Two other Fairs in South will be announced later. Fred Thomas wants Attractions, Novelty Acts for his Side Show; Robert Mansfield wants Dancers for his Hawaiian Show. Can use a capable Promoter that can handle Fairs. Wire Clens Falls, N. Y., week of June 22d; Plattsburgh, N. Y., week of June 29th. Can use Ride Help and all around men.

HELLER'S ACME SHOWS, Inc.

Carlstadt, N. J., this week, two Sundays; Patterson, N. J., Glen Rock Lot, week June 29 to July 4. Then the Big One, New York and New Jersey Firemen's Convention, 2 Sundays, July 5 to 12, inclusive. Hasbrouk Heights and Woodridge, N. J., Fire Departments combined. Something doing every day. First Organized Carnival to play either one of these towns in 3 years. Have another bona fide Home Week and 100th Year Anniversary booked. WANT—Legitimate Concessions, Shows, Free Acts and Useful Show People. Will furnish outfits for reliable showman. Want to hear from Charles Houston, Freddie De Prez. All address as per route.

CHAMBER OF COMMERCE CELEBRATION

City Park, Martin, Tenn., June 29-July 4.

Want Loop-O-Plane, Shows, Concessions. Mrs. Walsh wants Readers, Ticket Sellers for Palmistry. Murphy, wire.

ROGERS GREATER SHOWS

Haymarket, Nashville, Tenn., this week.

AL G. HODGE SHOWS, INC.

Want two more Shows with or without own outfits, legitimate Concessions of all kind for Marshall County Centennial, Plymouth, Ind., June 29 to July 4, and balance of season. Celebration and Fair Secretaries, get in touch with us immediately, as we have few open dates. Niles, Mich., this week; Plymouth, Ind., June 29 to July 4, inclusive.

FRISK GREATER SHOWS

Want for long list of celebrations and 7 fairs, starting Hutchinson, 3 and 4; also Mahanomen, Minn. (2-3-4 Fair). Want Concessions and Shows for both places and balance of season. No racket. Want Unborn-Creation, Mechanical, 10-in-1. Want Diggers, Darts, Watchla String Game, Penny Arcade, Custard, or any other legitimate concessions. McHarvey wants Concession Agents. Will book Loop-O-Plane or Tilt-A-Whirl, or any other ride that does not conflict.

MONTGOMERY, MINN., Week June 22.

KAUS SHOWS, INC., WANTS

for New York State and long season South: 7 Car Tilt-a-Whirl, Loop-the-Loop, Rideo, Scooter, U-Drive-It Cars and Pony Ride. Shows that don't conflict with what we have. Arcade and Legitimate Concession. No exclusive. WANT: Ride Help, Side-Show People, Talkers and Grinders for Shows, Motordrome Riders. Russell Smith wants Dancing Girls. Blondie Mack wants Grind Store Agent and experienced Monkey Show Help. We play the following celebrations and fairs: Lancaster, Watertown, Ithaca and East Aurora, N. Y.; Huntingdon, Ebensburg and Hughesville, Pa.; Lexington, Farmville, Chase City and Woodstock, Va.; Weldon, Littleton, Greenville, Warsaw, New Bern, Roxboro and Winston-Salem (colored), N. C. Address this week Middletown, N. Y. (Celebration); next week Binghamton, N. Y.

POLLIE & LATTO SHOWS

Can place for season, booked solid until October, Chair-o-Plane, Kiddie Ride, Loop-the-Loop or any novel Ride. Want first-class Road Artist to repaint Merry-Co-Round. Can place good Pit Show, one more Bally Show. Concessions: Photo Gallery, Long Range Shooting Gallery, Frozen Custard, legitimate Grind Stores. This week, Freeland, Mich. Have coming celebration week June 29th, 4 Days Legion Celebration, West Branch, Mich., with biggest Fourth and fifth to follow. All address HENRY J. POLLIE, per route.

WANTED MABEL R. WEER SHOWS WANTED

SHOWS CONCESSIONS FREE ACT FOR MAMMOTH STREET CELEBRATION NAPOLEON, O., JULY 1-2-3-4 AND FAIRS AND CELEBRATIONS TO FOLLOW

Concessions of All Kinds. Cook House to join at once, privilege in meal tickets. Ralph Parrish, George Dick wire. Have opening for Flashy Corn Game. Freda Ginsberg wire, and all other Stock Concessions. Shows of all kinds with own outfits, will furnish outfit for Ten and One. Sensational Free Act, one with concessions preferred. We have a long string of fairs and celebrations. Wire all communications to JACK H. DUANE, Business Manager; MABEL R. WEER, Owner and Manager, Tiffin, O., week June 22, then Napoleon, O.

Savanna, Ill.

BIGGEST FOURTH OF JULY CELEBRATION IN ILLINOIS.

JULY 2, 3 AND 4 ON THE STREETS.

CONCESSIONS WANTED—Merchandise Wheels, Grind Stores, Eat Stands, Pop Corn, Frozen Custard, Cotton Candy, High Striker, etc. Also Shows that do not conflict. Grifters stay away. Write or wire.

JOHN TOFFEL, Savanna, Ill.

CAMPBELL UNITED SHOWS

Wants Ride Help, Colored Performers and Musicians, Girls for Revue. Will book Shows or Rides that don't conflict. Can place Concessions. Rif Wimble not with show any more. Will book organized Minstrel. Can place Promoter. Binghamton, N. Y., this week.

EVANGELINE SHOWS WANT

Organized Colored Minstrel Show, have complete outfit ready to work. Can Place any Show that don't conflict. Concessions open, Frozen Custard, Ice Cream, Floss, Candy, Hoopla, Bowling Alley, Fishpond, Blower, Jewelry, Spindles, Photo Gallery, Stock Wheels, Grind Stores. Address Claremore, Okla., week June 22; Pawnee Big Fourth Celebration on the Courthouse Square.

WANTED for July 4 Celebration for week of June 29, Union City, Tenn.: Kiddie Ride, Shows and Concessions, including Cookhouse, Corn Game, Pop Corn, Candy Floss, Photos, Diggers, Ball Games, Fishpond, Hoopla, Watchla, Bumper, Groceries, Ham and Bacon, Pitch-Tilt-You-Win, Bowling Alley and other Stock Stores. Frank Mullen, William Krueger, Joe Hurley, Prince Abdullah, Rahajah, Art B. Clark and G. H. (Doc) Myers wire us. Following this spot we play 14 fairs and celebrations in Tennessee, Arkansas and Louisiana, ending December 1. Wire E. CLAYTON, Mgr., Royal Amusement Co., Kanton, Tenn., this week; then Union City, Tenn.

SILVER FLEET AND GOLDEN GATE SHOWS COMBINED SHOWS

Fordsville, Ky., this week; next week Livermore, Ky. Big 4th July Celebration in heart of the new oil fields. Barbecue and fireworks. Grind Stock Concessions, Wheel Agents. Have outfit for Girl Show. Want Grind Shows with outfit, Colored Performers with or without Brass, good Stage Manager for same, man to handle Cookhouse. Pearlina Parker, Jimmie Howard, Basties Haynes wire. Ride Help come on. Banner Man come. Plano Player for Jig Show. Want Chair-o-plane. MANAGER F. A. OWENS.

WANTS

Sober, Reliable People in all departments. Carroll Family wire. Will buy Wild Animal cheap for cash. Can use good Builder, Billers for the Advance. Will stand transportation for people staying balance of season. Ralph Noble wants for Side Show strong Feature Dancer, Terry Benor and Akbor wire collect. JOE B. WEBB, Buhl, June 23; Rupert, 24; American Falls, 25; Shelley, 26; Rexburg, 27. All in Idaho.

AGENTS WANTED

FOR BOWLING ALLEY AND ROLL DOWNS Wire

LIPSKY & PADDOCK

Johnny J. Jones Exposition, East Liverpool, O., this week.

WANTED WEEK OF JUNE 28 TO JULY 4

Big July 4 Celebration—Benefit Booker T. Washington College

Merry-Go-Round and Ferris Wheel, Jig Show and Geek Show; also a few stock concessions, Bingo open. Can place for balance of season, eight weeks in Atlanta, with nine Georgia fairs to follow. ATLANTA ATTRACTIONS, 185 S. W. Fair St., Atlanta, Ga.

WANT

ELI WHEEL FOREMAN AND SECOND MAN Long season. State salary expected. Want to buy second-hand push-out numbered balls for Bowling Alley. Write or wire

I. K. WALLACE

Care Kaus Expo. Shows, Middletown, N. Y., week of June 22; Binghamton, N. Y., week of June 29.

FIREMEN'S CELEBRATION

MURRAY CITY, O., JULY 1, 2, 3, 4

WANT Concessions and Shows

HAPPY ATTRACTIONS

Pleasant City, O., this week.

MERCHANTS JULY 3rd, 4th, 5th STREET CELEBRATION

MARIETTA, MINN.

Want Ferris Wheel, Kiddie Ride, Merry-Go-Round. Terms 15 per cent. Shows of any kind, 20 per cent. Stock and Legitimate Concessions \$10 to \$20. Corn Game \$35 or percentage. E. J. McARDILL, Enterprise Attractions.

WANT CARNIVAL

With Lighting Plant for four-day Picnic at Devils Promenade for July 2, 3, 4, 5. Also want Shows. Address all letters to O. S. HAMPTON, Show and Concession Manager, Quapaw, Okla.

SMITH'S GREATER ATLANTIC SHOWS

Want Legitimate Concessions, Ten-in-One, Budget Show, Monkey Show, capable Sober man take charge Athletic Show. Have complete outfit. Will furnish outfits to any good townmen who can produce. Sam Bobby Hyson wire. This show has one of the best lists of acts and celebrations booked. SMITH'S GREATER ATLANTIC SHOWS, Johnstown, Pa., June 22-27; Moorefield, W. Va., June 23-27; July 4.

WANT

Ultimate Stock Concessions, Loop-o-Plane and Kiddie Ride for balance of season. Smith Center, Kan., this week; Osceola, Neb., week June 22-27, including 4th and 5th day and night. Plenty of acts and celebrations to follow. Can place a good concession agent, also Geek Show and Mechanical Show. Bill Sutherland wants to hear from Jimmy Britt and D. D. Hale, Joe Matt and Peter Meyer. Can place you. Join on wire. Have for Penny Arcade.

JOE STONEMAN

Joe's Playland Shows
Smith Center, Kan., this week.

MUSICIANS

For best Minstrel in North, Musical Act for Side Show. Also Accordion Player. Can place Legitimate Concessions. Fair secretaries, Illinois and Missouri, have few open dates September and October. Beloit, Wis., now, Beaver Dam and Oshkosh, Wis., following.

C. A. VERNON, Manager
Greater American Shows

Wanted Agents

Bowling Alley, Blower and Book Stores.
R. W. ROCCO
Care Rubin & Cherry Expo.
Saugapee, Mich., week of June 22; 4th of July week, Calumet, Mich.

CHARLOTTE, MICH.

2-3-4 JULY CELEBRATION
Crawfordville, Mich. Homecoming to follow. Can place Loop-o-Plane, Loop-o-Plane and any Flat Ride. Shows all open. Liberal percentage. Concessions all open, including Cookhouse and Corn Game. Write or wire WONDERLAND SHOWS, Charlotte, Mich.

WANTED

SHOWS—RIDES—CONCESSIONS
for the 4th July Celebration and Democratic Rally
Trenton, Tenn.
Address JOHN R. WADE, Trenton, Tenn.

V. E. WEST MOTORIZED SHOWS

Want Athletic, Snake, Illusion, Hillbilly and Side Shows. Book Loop-o-Plane, Pony or Kiddie Rides, concessions, including Corn Game. Mall Lake Falls, Minn., week June 21; the middle, Northern Minnesota's biggest Fourth of July Celebration.

WANTED

FOR BIG 4TH OF JULY CELEBRATION
MARIETTA, OHIO.
Kiddie Ride and Loop-o-Plane, Shows of all kinds, concessions come on. CUNNINGHAM SHOWS, Marietta, O., this week.

V. E. WEST MOTORIZED SHOWS

WANT
Capable and Sober Cookhouse Man and Wife. Good proposition. Paola, Kan., this week.

COMMITTEEMEN and FAIR SECRETARIES

Can offer you Rides, Shows and Concessions for your midway. Complete carnival unit. Will not sit show. Now on tour. Some open dates. Want—Concessions that do not conflict and Big Banner Show. The fellow that had the Girl Show with me last year wire. WILLIAM B. COBBS, 432 Walbridge Ave., Toledo, O.

FOR SALE

\$800
THREE-ABREAST MERRY-GO-ROUND
NOW OPERATING
Will buy Smith & Smith Chair-o-Plane. CHAS. ERARD, Room 611, 1547 Broadway, N. Y. C.

FOR SALE

One of the most popular and completely equipped amusement-Parks in Central Pennsylvania, including Filling Station, Beer and Liquor License. Many large picnics booked. G. F. RINARD, Allwood, Pa.

Rossi's Band Wants

cornet, Trombone, at once. Others write. Sure pay, long season.
Address JOE ROSSI, care F. H. Bee Shows, Inc., This Week Paris, Ky.

2 Years Running Tests Prove CANNON BALL BAKER CARS

the MOST LASTING!

No repairs—no new paint jobs—in perfect condition after two years of wear. Operation costs LOW.

Now in use at Parks, Fairs and Carnivals, also by independent concessioners and ride men. Write for prices, description and track layout information. Universal Appeal. Adults as well as Children ride Baker Cars.

Get the Complete Details NOW! WRITE TODAY!



CANNON BALL BAKER INC. Mfrs.

902 Garfield Drive, Indianapolis, Ind.

The Aristocrat of the Miniature Car Field

PENNSBORO, W. VA.

BIG 4th of JULY CELEBRATION, Week of June 29

No hard times here. Oil wells working day and night. WANT all legitimate Concessions; Cook Houses. All Stock Wheels will work. Will book all Independent Shows. Big Week for Everybody. Good Route to follow.

FRANK T. GRIFFITH, Pennsboro, W. Va.

WANTED

GREATEST ONE DAY AND NIGHT EVENT OF THE YEAR

— FIRST ANNUAL OUTING —

LAKE COUNTY RESTAURANT & BEVERAGE ASSOCIATION, INC.

Gary, Hammond, East Chicago, Indiana Harbor, Whiting, Hobart, Crown Point, Lowell, Cedar Lake and every other town in the county represented 100 per cent. 200 Live Members Boosting. FAIR GROUNDS, CROWN POINT—SUNDAY, AUGUST 2. TWO FEATURE SHOWS (Large Girl Show will do well). TWO MAJOR RIDES, Caterpillar, Jumps, Whip. ALL CONCESSIONS OPEN. ALL EXCLUSIVE. Cook House capable to handle large crowd, Corn Game, Soft Drinks. WHEELS OF ALL KINDS. Ice Cream, Long Range Gallery, Custard. GOOD BALLY CLOWN. ANOTHER FEATURE FREE ACT. TWO MORE EXPERIMENTED PROMOTERS. If you have new ideas, can use you. Address All Mail, Wires: CLAY M. GREENE, General Director, Phone 44420. 4488 Broadway, N. B.—I have another large promotion immediately following if interested. GARY, IND.

KEYSTONE SHOWS WANT

One more high-class Free Act, must be sensational. Want Monkey Speedway or Monkey Circus, Dog and Pony Show, Half-and-Half, Snake Show, or any show not conflicting. Will furnish outfits to reliable showmen. Can place few more Concessions, Diggers, Pitch Till You Win, Fish Pond, Cigaret Gallery, Lead Gallery. Wheels, percentage only. Jack Melrose wants Wheel Agent to join on wire. Jack White wants two more Girls for big Girl Review Show. C. A. HARTZBERG, Manager. This week Falconer, N. Y.; Sheffield, Pa., big Fourth of July Celebration to follow. Followed by all Celebrations and Fairs.

WANTED MAJESTIC MIGHTY MIDWAY SHOWS WANTED

FOR BIG JULY 4th CELEBRATION, BONNE TERRE, MO., JULY 1-2-3-4. Under Auspices Missouri-Illinois Railroad Booster Association. Bank Night Daily. Big Auto Drawing July 4. Over 20,000 attendance last year.

CONCESSIONS OF ALL KINDS

CAN PLACE SHOWS THAT DO NOT CONFLICT. Want Organized Minstrel Show. Will furnish sleeping quarters on train for minstrel performers. Slim Russell, come on. Minstrel people address: TED REED.

RIDES WANTED. Loop-O-Plane, Pony Track, Kiddie Auto Ride or any rides not conflicting with what we have. Address: MAJESTIC EXPO SHOWS, R. C. McHendrix, week of June 22, 1936, Bristol, Va.

WANT WANT WANT WANT

BANTLY GREATER SHOWS

For Pennsylvania's biggest celebration, Penna. Laurel Festival, 100,000 visitors, week June 29, day and night, Brookville, Pa. Want Concessions of all kind that work for stock, will furnish complete outfits for capable showman. Betty Main wants suitable Acts for high-class Side Show, Five-Piece Colored Band, man to make openings on percentage. Address HERMAN BANTLY, week June 22, Kane, Pa.

WANT WANT WANT WANT

JULY 2, 3, 4, 5. FOR RICHLANDS, VA. JULY 2, 3, 4, 5
Big Fourth of July Celebration in Virginia Coal Fields. Free Acts and Shows of all kinds. Rides, such as Loop-o-Plane, Tilt-a-Whirl, Caterpillar, also Kiddie Rides. All Concessions open. Will book Custard, Diggers, Scales, Nails, Fish Pond, Bowling Alleys or any Wheel or Grind Concession. Boys, this is going to be a Big one. Our Fairs start second week in August, at Mountain City, Tenn; Dungannon, Va.; Honaker, Va.; Clintwood, Va.; Asheville, N. C.; then into Alabama. Send all letters or wires to Bristol, Va.
MAJESTIC EXPO SHOWS, R. C. McHendrix, week of June 22, 1936, Bristol Va.

TILLEY SHOWS

WANTS Shows. Will furnish outfits for same. Can place Concessions, Acts for Side Show, Talkers and Grinders. Georgie Spears, wire. We have the best 4th of July spot in Illinois. Address Ottawa, Ill., this week; La Salle, Ill., to follow.

T. J. Tidwell Shows

—WANT— —WANT—

For 20 weeks of fairs and celebrations. Starting 4th July and lasting to November 1. Want Grind Shows with or without own outfit or any other shows that don't conflict. Want Good Wheel Agents for Concessions. Will book Eats and Drinks. Wire or write T. J. TIDWELL, Seminole, Okla., week June 22; Ponca City, Okla., week June 20.

FIRST ANNUAL CONTEST RODEO

EDGERTON PARK, Rochester, N. Y., July 21-25, Inclusive

\$2,000 purses posted Genesee Valley Trust. Calf Roping, \$500; Bulldogging, \$500; Men's Bronk Riding, \$400; Girls' Bronk Riding, \$400; Steer Riding, \$200. Entrance fees \$5 and \$10 applied final money with trophies. Rodeo operated by ROCHESTER RODEO ASSOCIATION, Sagamore Hotel, JIM ESKEW, Arena Director. Applications accepted until July 20.

LONG ISLAND TRICENTENARY AT PORT JEFFERSON

JULY 6-11, RIVERHEAD.

Combined With Firemen Convention July 13-18 Merchandise Wheels and Grind Stores. No Grift. Good opening for Corn Game, Lead Gallery, Diggers. Want High Diver for July 13-18. Will book set of Kiddie Rides this week Southampton.

JACK DAVERIN, 68 East 19th St., BROOKLYN, N. Y. Buck. 2-3265

Mammoth Fourth of July Celebration CARO, Mich.

On main streets, put on by Legion and business men. Billed for 75 miles around. 3 Days—July 2-3-4. Sensational Free Acts, Bands, Parades and Exhibits. This will be very big; first doings ever held on main streets. No exclusives, but stands must be legitimate. Rates \$1.50 a foot. SECRETARY OF CONCESSIONS, 4th of July Celebration, Caro, Mich.

HAPPY DAYS SHOWS, INC.

America's Newest and Cleanest Midway can place for long, pleasant and profitable season. Merchandise Concessions only, Fish Pond, Scales, etc. Shows: Big Snake, Motor Drome, Freak Animal, Water Circus and Working World. Rides: Any new and novel, not conflicting with the 10 we have. Fair managers, we will build your fair, never destroy. Check our references. Worthington, Ind. (Fair) this week; Crawfordville, Ind., Three Counties Celebration, June 20-July 5. Phillion wants cookhouse help. Max Sanders wants couple for photo booth. L. McLemore wants catering booth agents. J. J. Fontana wants nail store agents. Col. Ted wants banner man with car and references. "Get With a Live Show."

Original Mid-West Shows WANT

Shows of all kinds that don't conflict. Have complete frame-up for same. Athletic Show. Concessions that work for stock. Corn Game open. American Palmistry, Candy Floss, Novelties, Stock Wheels, Grifters save stamps. Loop-o-Plane or other Rides with own transportation that don't conflict. Ride Help that has been with me before, come on or wire. Atwood, Kan., June 22-27. Oberlin, July 4. 15,000 guaranteed attendance. Biggest thing in the country. Fairs to follow. P. S.—Bill Simpson come on.

HUGHEY BROTHERS' SHOWS

WANTS for Big Celebration, Chatsworth, Ill., July 1, 2, 3, 4. Loop-o-Plane; Shows, not conflicting; Concessions. No exclusives for Chatsworth, except Pop-Corn, Cookhouse and Corn Game. All Concessions must be strictly Stock Concessions. Fairmount, Ill., this week.

MIGHTY SHEESLEY SHOWS, INC.

Wants one more strong Feature Freak Attraction for Ten-in-One. CAN USE a few more Strong Acts. Mechanical Man write. State all in first. Address AL RENTON, as Per Route.

RIDES WANTED

Merry-Go-Round, Ferris Wheel, etc. American Legion Celebration, Waunakee, Wis., Sept. 6 and 7, 1936. Free gate, large crowds. Third annual. Other openings still available.
RAY HOHLSTEIN, Waunakee, Wis.

CULLOM, ILL.

WANTS

Free Acts, Rides, Concessions, etc., for annual Homecoming, Friday and Saturday, AUGUST 14 and 15. Established celebration dates for 50 years. Write LEO WEBER, Chairman, Cullom, Ill.

WANTED

CONCESSIONS, RIDES, FREE ACTS
OICERO FALL FESTIVAL,
AUGUST 20, 21, 22

E. A. CARSON, Secretary, Oicero, Ind.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

NACOMM Directors Discuss Machine Taxes and 1937 Plans

Ideas are advanced for more effective co-operation with State and local associations—proposal is made to charge admission fee for public at 1937 Chi convention

CHICAGO, June 20.—Directors of NACOMM met recently to consider recommendations of the 1937 convention committee and to transact other business. One of the most serious problems threatening all branches of the coin machine industry, in the opinion of several directors present, is the constant attempt to levy additional taxes on the industry. This danger will become particularly acute early in 1937, when 44 State Legislatures meet in regular session, and the directors of NACOMM are building plans to co-operate with State and local associations, with distributors and with others in opposing unreasonable tax proposals.

It was suggested that this work which the manufacturers' association is doing could be much more effective if leading distributors, jobbers and operators throughout the country, as well as operators' associations, would keep in direct touch with NACOMM and with the various legislative and tax proposals which are made. This can be done, it was pointed out, thru associate memberships, which are available to any companies, associations or individuals that have a direct interest in the industry. Information regarding associate memberships will be furnished to interested persons from the office of the secretary of NACOMM, 120 S. LaSalle street, Chicago.

At the directors' meeting Leo J. Kelly was elected a director of the association to fill a recent vacancy in the board.

The tremendous growth in attendance at the annual Coin Machine Exhibit during the last three years has made it necessary for NACOMM's convention committee to study plans for controlling the attendance of those not directly connected with or interested in the industry.

Several operators, jobbers and distributors have reported that at certain hours the exhibit halls have been so crowded that they have found it difficult to inspect as carefully as they would like the many new models on display. This crowded condition has been due, in part, to the admission of the general public with no requirement other than registration.

The committee would prefer to restrict admission to the exhibit solely to members of the industry—operators, jobbers and distributors. However, with the thousands of persons who would be properly entitled to admission under such a plan there is no doubt but that many would fail to receive their admission cards and would be keenly disappointed in case they were unable to establish their right to visit the exhibit.

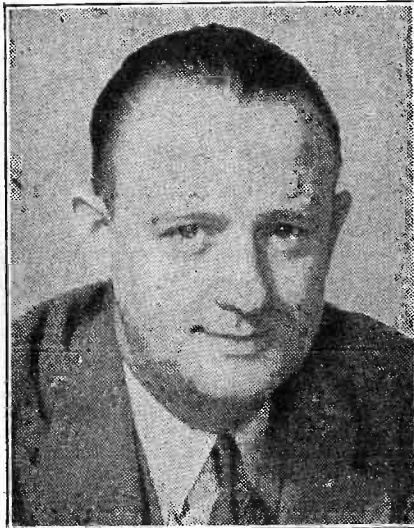
The committee is therefore considering the proposal of making a small charge for admission, say 50 cents or \$1, which would entitle all operators, job-

(See NACOMM on page 117)

C. S. Darling Appointed To Natl. Institute Board

CHICAGO, June 20.—The coin machine industry has recently received recognition nationally among the trade associations and chambers of commerce of the country thru the appointment of C. S. Darling, secretary of NACOMM, as a member of the board of managers of the National Institute for Commercial and Trade Association Executives.

This institute has conducted an annual summer school at Northwestern University, Evanston, Ill., for the last 15 years. It is sponsored by four well-known organizations, the Chamber of Commerce of the United States, American Trade Association Executives, National Association of Commercial Organization Secretaries and Northwestern University. Each of these has three representatives on the board of managers, which includes President Walter Dill Scott, of Northwestern University,



LEO J. KELLY, sales manager of the Exhibit Supply Company, Chicago, who becomes a director of the NACOMM.

Kelly Elected NACOMM Director

CHICAGO, June 20.—Leo J. Kelly, of Exhibit Supply Company, was elected a director of the National Association of Coin Operated Machine Manufacturers at the executive meeting of the association held June 2.

Kelly has given unstintingly of his time in behalf of the National Association in an effort to create a better understanding between manufacturer, operator and the public. Kelly has contributed many articles to *The Billboard* of far-reaching importance to the industry. His letter-writing contest, which was published in full in *The Billboard* July 27, 1935, has been put in operation by various operating associations, with the result that much good publicity for the entire industry has resulted.

December 28, 1935, issue of *The Billboard* carried a special message from Kelly to the Retail Merchants of America that was received by the operators as much-needed assistance.

That the operators of the country appreciate the good Kelly has accomplished for the industry was indicated by the action of the National Council of Coin Machine Operators' Association, which passed a special resolution at its meeting in January commending Kelly's firm, the Exhibit Supply Company, for the co-operation given their association.

and Dean Ralph E. Hellman, of the School of Commerce of Northwestern University.

The course of study for trade association and chamber of commerce executives, usually a two weeks' course, will be limited this year to one week, beginning August 2. The school draws attendance from all parts of the country.

Slant That Story

By Charlie Riley

An article well worth the while of any of the fraternity who write publicity copy for machine manufacturers or advertising agencies handling coin machine accounts is one titled "Legitimate Publicity" appearing in the current issue of *The Advertiser*, published by Manuel Rosenberg.

Quoting from the story: "Publicity space is unquestionably very valuable—in many instances equal to that bought and paid for by the advertiser, and when judiciously filled, with the reader's interest fairly treated, accounts for powerful reader interest and effectiveness towards the advertiser's campaign. Most advertisers, however, need coaching on how to treat publicizing news of their product and service . . . they are too apt to try to push too much advertising promotion for a product into their story and thus kill its effect upon the very readers they want to interest via the news route, and it is often necessary to explain to them what the great editor Dana said made news—in a sense."

The above quotation can hardly be questioned. Reader interest should be fairly treated with the proper sort of material if it is to bring results that advertisers aim for when they place copy in any media. Overdoing the lily-gilding of a product frequently augurs to have just the opposite effect upon the reader. What Dana said about a man biting a dog being news is still very apt.

Especially apt in the coin machine industry, where practically each and every publicity release seems to ignore the most pertinent selling angles required for getting even a yarn glorifying a peanut vender across to the editor first and then in turn to the reader.

Just as most editors have a definite concern in the presentation of news about anything in particular to his readers, so, too, a concern by the coin machine industry in publicity copy to their advertising media could be felt. In fact, even a little alarm can be evinced by the industry in this regard.

A great deal can be done to overcome and improve the material that is so important an adjunct in getting sales across for the manufacturer. We quote again from *The Advertiser*.

"Every manufacturer, every national advertiser has a legitimate news story in his plant . . . but comparatively few really "see" the very feature that makes a good, acceptable story. Advertising agencies, however, aid their clients to gain publicity, many having regular publicity staffs. Only those writers who are recruited from the ranks of the nation's newspaper and magazine staffs have a true, trained sense of appreciation of what will gain an editor's likely acceptance.

"The advertising agency, or advertising trained mind, on the other hand will perhaps unconsciously fill a story with too much advertising plug instead of getting a news angle as a style feature, and consequently the story is killed when the article reaches the publication office . . . after much expense has gone into its preparation. There are exceptions, of course, but few in our observation of more than a score of years."

The above lines are hardly in the nature of orchids to those fellows who try earnestly enough to get out the right

(See SLANT THAT STORY on page 117)

These Concerns
Will Have

VELVET

on Display
JUNE 27TH
and Thereafter

HERE'S
VELVET
for YOU

The KEENEY 1-BALL PAYOUT GAME

These Concerns
Will Have

VELVET

on Display
JUNE 27TH
and Thereafter

... with a NEW "Re-Play" Principle
on the coin chute - so player can
either "COLLECT" or "LET IT
RIDE" in shooting for larger awards - and without in-
serting a second coin!

Possible Awards on First Play
10c 20c, 30c, 50c, \$1
and \$2—

Possible Awards on
Second Play

20c to
\$20.

"VELVET"
hole pays \$2
on either
first or sec-
ond play.



Re-Play Slot
Powerpak Equip.
12-Coin Escalator
"World's Best"
Payout Unit—52"
x 26" Cabinet

\$159

No Extra Charge
for Check Sep-
arator.

"AWARD" AND
"RE-PLAY" BUTTONS

permit the player to either
withdraw his winnings on the
first play—or to leave them
"in the game" in trying for
Super Payouts of \$5, \$10 and
\$20 on his "Re-Play" or sec-
ond shot.

Here's the greatest nickel-getting play principle ever
introduced—a game, too, that invites a greater per-
centage of the winnings "back into the game." VELVET
tosses an entirely new slant into payout THRILLS and
APPEAL—the player shoots for "jack-pots," and the
"jack-pot" is by far the GREATEST of all play-appeals.
Re-Play awards of \$2 or over are made in tickets—less
than that in coins or checks in the payout cup.

NATIONWIDE INTRODUCTION JUNE 27th

See Display Points Both Sides This Advertisement
Write or Wire for Samples TODAY!

J. H. KEENEY & CO. 2900 S. Michigan
Chicago, Illinois

ORDER YOUR SAMPLES
FROM ANY OF THE
ABOVE OR DIRECT

ORDER YOUR SAMPLES
FROM ANY OF THE
ABOVE OR DIRECT

ALABAMA

Birmingham Vending Co.,
2117 Third Ave., N.,
Birmingham.

CALIFORNIA

Advance Automatic Sales Co.
1021 Golden Gate Ave.,
San Francisco.

National Amusement Co.
1481 West Washington, Blvd.,
Los Angeles.

ILLINOIS

Gerber & Glass
914 Diversey Blvd.,
Chicago.

Veech Scale Co.
411 No. Main St.,
Decatur.

INDIANA

Automatic Amusement Co.
101 No. Fulton,
Evansville.

Ace Novelty Co.
985 No. Illinois St.,
Indianapolis.

IOWA

American Sales Co.
3008 Harrison,
Davenport.

Fouts & Hopka
Hotel Martin,
Waterloo.

KENTUCKY

Kentucky Amusement Co.
226 W. Walnut,
Louisville.

LOUISIANA

C. & M. Novelty Co.
213 No. Peters,
New Orleans.

MARYLAND

National Coin Machine Corp.
1724 No. Charles,
Baltimore.

MASSACHUSETTS

Automatic Coin Machine Co.
369 Chestnut,
Springfield.

Trimount Coin Machine Co.
1292 Washington St.,
Boston.

MICHIGAN

O. D. Griffin
4762 Woodward Ave.,
Detroit.

King Pin Games Co.
456 Portage,
Kalamazoo.

MINNESOTA

Silent Sales Co.
204 11th Ave., So.,
Minneapolis.

MISSOURI

Central Distributing Co.
105 West Linwood Blvd.,
Kansas City.

United Amusement Co.
3411 Main Street,
Kansas City.

Ideal Novelty Co.
1518 Market St.,
St. Louis.

NEW YORK

Supreme Vending Co.
557 Rogers,
Brooklyn.

NORTH CAROLINA

Vending Machine Co.
205 Franklin,
Fayetteville.

OHIO

Ed. George Novelty Co.
87 Ira Street,
Akron.

A. S. L. Sales Co.
183 Washington,
Dayton.

Sicking Mfg. Co.
1022 Freeman,
Cincinnati.

J. M. Novelty Co.
1578 Mahoning,
Youngstown.

OKLAHOMA

C. J. Nelson Novelty Co.
422 W. Oklahoma Ave.,
Guthrie.

OREGON

Jack R. Moore
418 S. W. 18th,
Portland.

PENNSYLVANIA

Banner Specialty Co.
1530 Parrish St.,
Philadelphia.

B. D. Lazar Co.
119 Penn St.,
Reading.

Sterling Service
Rocky Glen Park,
Moosic.

TENNESSEE

Automatic Amusement Co.
632 Madison Ave.,
Memphis.

TEXAS

Electro Ball Co.
1200 Camp Street,
Dallas.
(Branches in other cities.)

Automatic Amusement Co.
1304 Throckmorton,
Ft. Worth.

Stelle & Horton
1518 Louisiana St.,
Houston.

Santone Coin Machine Co.
1124 Main St.,
San Antonio.

UTAH

B. F. Vogt
Cullen Hotel Bldg.,
Salt Lake City.

VIRGINIA

Roanoke Vending Machine Co.
101 Commonwealth Ave., N. E.,
Roanoke.

WASHINGTON

Jack R. Moore
Piedcord Hotel Bldg.,
Spokane.

Interstate Novelty Co.
North 4 Bernard,
Spokane.

WISCONSIN

Badger Bay Novelty Co.
1013 Main St.,
Green Bay.

Mack & Company
217 North Broadway,
Milwaukee.



HURDLE HOP
PLAY SKEE-BALL IN PIN GAME SIZE

HURDLE HOP contains the world-known SKEE ROLL Target design under special exclusive license to us by the National Skee Ball Co., Inc., of New York. Size: 20x42"

OPERATORS PRICE
\$59.50

Tax Paid, F. O. B., N. Y. Also Made in Automatic Ticket Model. Write for SPECIAL PRICE! FOR ALL LOCATIONS.

Rush Your Order Today

**A MONEY MAKER
A HEADACHE ELIMINATOR**

AT LAST A GAME PEOPLE PLAY FOR FUN!!!!
NO BETTING. NO PRIZES.
Nothing is Needed to Stimulate Play on this Fascinating SKILL GAME.

All the Features of a SKEE ROLL ALLEY . . . Same Size as an ordinary PIN GAME.

100% MECHANICAL
NO BATTERIES
NO ELECTRICITY



516-20 W. 34th ST. New York

INTERNATIONAL MUTOSCOPE REEL CO. INC.

POKERINO
The NEW CRAZE that is SWEEPING the Country

Merchandise prizes awarded legally for skillful play. A fascinating game that attracts extraordinary play!

A simple fool proof mechanism in a Sturdy, Flashy Chrome Plated Cabinet. 7 ft. x 25 in. No Batteries — Operates on 110 Volt A. C. house current.

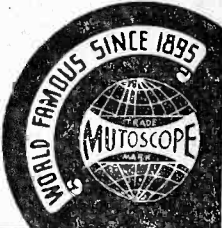


5 India Rubber Balls for 5c . . . The player rolls each ball down HIMSELF—no plunger—as the ball hits the pocket the corresponding square in the Blue Mirror back lights up Ace, King, Queen, etc. 5 Balls to get a good poker hand!

Standard Model, \$125.00

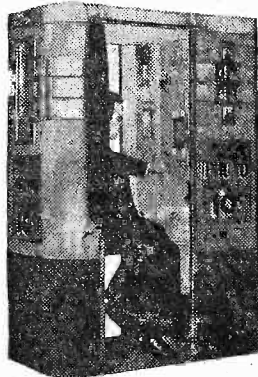
Tax Paid, F. O. B., N. Y. Special Operators' Model with Full Plate Glass Top and Handsome, Sturdy Legs, \$17.50 Extra.

Rush Your Order for Prompt Delivery



516-20 W. 34th ST. NEW YORK CITY

INTERNATIONAL MUTOSCOPE REEL CO. INC.



The PHOTOMATIC TRADE MARK

100% COIN OPERATED
AUTOMATIC PHOTOGRAPHING MACHINE
No Attendant Needed. No Photo Experience Needed

NOW TAKING AS HIGH AS \$50.00 PER DAY ON ORDINARY LOCATIONS

In all our 41 years of Manufacturing Experience we have never had a machine with the universal appeal of the PHOTOMATIC. Reasonably priced and an Extraordinary Profit Producer. Now being successfully operated throughout the U.S.A. and many foreign countries.

Write or Wire Today for Full Details.



516-20 W. 34th ST. NEW YORK CITY

INTERNATIONAL MUTOSCOPE REEL CO. INC.



1936 MUTOSCOPE CRANE

STILL THE GREATEST MONEY MAKER in the Coin Operated Field . . . When it comes to Diggers Wise Operators come to Mutoscope for the Crane that has Everything . . . Pin Game Operators can graduate to the class of really BIG MONEY MAKERS by operating Cranes.

Write or Wire Today for Full Details



516 W. 34th ST. NEW YORK CITY

INTERNATIONAL MUTOSCOPE REEL CO. INC.
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"



IMPERIAL Concealed REGISTER

ELIMINATES CHEATING

A MARVELOUS VALUE AT \$44.50, F. O. B., N. Y.

Possesses the Appearance and Mechanical Perfection of an Expensive Game. WIRE YOUR ORDER TODAY!



516-20 W. 34th ST. NEW YORK CITY

INTERNATIONAL MUTOSCOPE REEL CO. INC.

Top Row, Bambino Going Top Notch

CHICAGO, June 20.—How is Top Row doing? According to Leo J. Kelly, sales manager of Exhibit Supply, the game is doing top notch. It features the new idea one-shot table changes with the usual procedure of playing small winning payout holes at the top of the playing field. Free play arrangement is also an innovation of the game whereby special traps are closed to make it a more interesting and unique game. In territories where one-ball play is not permitted, Top Row is furnished with two-ball play.

Ticket Unit for Bambino

Exhibit Supply Company is now delivering its Bambino 10-ball baseball game, with a ticket for every winning combination. Ticket mechanism operates in conjunction with the automatic payout device and, according to the makers, the unit can be disconnected in 60 seconds and the game made to pay off in coins or tokens.

Leo Kelly says Bambino sales indicate that operators have been searching for a game of this type in which skill and amusement features dominate. Bambino gives the player the ideal combination of a run for his money as well as real amusement.

Gaylord's Fresh'nd-Aire Meets Heavy Summer Demand

CHICAGO, June 20.—Reports from C. W. Dipple, sales manager of Gaylord Manufacturing Company here, indicate that its line of high-stand, wall model and low-stand Fresh'nd-Aire fan-type units is meeting with an extensive demand throught the country. Mr. Dipple has outlined a few reasons for the excellence of Fresh'nd-Aire. He stresses the fact that air-comfort takes on a new meaning for merchants who've been wondering how to solve the problem of customer satisfaction with reference to air conditions in their stores.

Built in one single compact inexpensive unit, Fresh'nd-Aire is said to provide thoro circulation of all room air without draft. In addition, Fresh'nd-Aire is equipped with purification, deodorizing and sterilizing compartments. The result of the entire combination is a conscious feeling of from 8 to 10 degrees lower temperature, with a noticeable condition of invigorating freshness that makes people feel truly comfortable wherever Fresh'nd-Aire is installed.

Such dangers as leaving a room that's been excessively cooled are eliminated, so that there's no shock upon leaving premises cooled and circulated properly with Fresh'nd-Aire, which occurs so often when a great difference of temperature exists between inside and outdoor air.

Another consideration of material importance to merchants in particular exists in the fact that Gaylord Fresh'nd-Aire involves no costly maintenance, yet provides the very kind of air-comfort that patrons have learned to expect when they patronize their stores.

General Amusement Reports New High in Rebuilt Sales

HARTFORD, Conn., June 20.—Abe Fish, of General Amusement Game Company here, reports that his firm has been enjoying the largest sales in its existence the past few months on its reconditioned games.

The firm specializes in used machines and has won a fine reputation in the industry for the manner in which it has reconditioned the games and the way it ships them to the operators. Abe is one of the first men to arrange for two keys with every used machine the operator buys. He claims that every operator appreciates the extra key and that most operators need it for their machine route system.

"Tho this places us to greater expense," Abe states, "we feel that we are repaid by the fine letters we are continually receiving from operators to whom we ship our reconditioned machines with two keys.

"I believe," he continued, "that this is one of the greatest reasons for the increased sales which we have been enjoying on used machines. We will continue this idea."

Abe has been doing a whirlwind business and has gained a great following. He is one of the most active workers in the State for the operators' welfare and has been responsible for instituting many improved operating conditions.

B RECONDITIONED AUTOMATICS B

Ask any of our Customers about Besser's Reconditioned Machines—Their Word is Our Bond.

BIG LEAGUER	\$32.50
CHAMPION	12.50
ROCKOLA DELUXE "46"	40.00
DO OR DON'T	20.00
JUMBO	50.00
JUMBO (Ticket)	65.00
PEARL HARBOR	25.00
PUT 'N TAKE	15.00
SUNSHINE DERBY	55.00
ROCKET	10.00
SPORTSMAN	15.00
PROSPECTOR	32.50
STAMPEDE	25.00

TERMS: 1/3 Deposit, Bal. C. O. D.

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3020 OLIVE ST., ST. LOUIS, MO.

SLOTS

IN GOOD RUNNING CONDITION \$10.00 and up

Send For Our Complete List... Out TODAY!

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1316-Dodge St. - - - Omaha, Neb.

WE'RE DOUBLY SORRY!

The Price of the Seiden Auto Trailer is **\$33.95 F.O.B. FACTORY** instead of as listed in the June 13th issue of THE BILLBOARD.

TIE-SCORE, the New 5 Ball Lite-Up Baseball Game, is on display at the HENRY W. SEIDEN & CO., Incorporated, General Offices, 2753 W. NORTH AVE., CHICAGO, ILL.

WANTED PACES RACES

Wire Serials, Price. **BORDER SALES CO.** PHARR, TEX.



EXCLUSIVE to OPERATORS-DISTRIBUTORS!

New Rotary Clock making history. Want in on biggest exclusive in Salesboard history? Write G. C. NOV. MFG. CO., 4389 Ravenswood Ave., Chicago.

McDermott Appointed Park-o-Graf Treasurer

CHICAGO, June 20.—From the executive offices of National Park-o-Graf Corporation comes the announcement that George A. McDermott is now treasurer of the corporation.

As announced in a recent release in The Billboard, David C. Rockola heads the National Park-o-Graf Corporation as president.

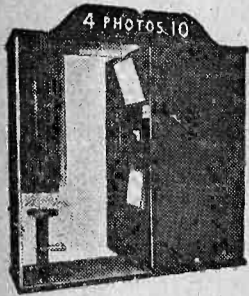
Mr. McDermott, the new treasurer of the corporation, is a well-known Chicago business executive. He has made a name for himself during his connection with the Wells Gardner Company and later as vice-president of the Gulbransen Company.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

4-for-10c Operators Make More Money with Quartermatic than Any Machine on the Market!



QUARTERMATIC

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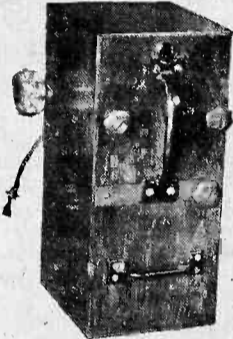
U. S. Pat. No. 1,792,025. Complete outfit as pictured. Camera has automatic cut-off, strip counter and special Ilex F. 1.3 lens for better, faster exposures.

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Nat'l Named Gottlieb
Distributor for Illinois

CHICAGO, June 20.—Dave Gottlieb announces that the National Coin Machine Exchange of Chicago has been appointed exclusive distributors for Gottlieb games in Illinois.

Joe Schwartz, head of the National Coin Machine Exchange, states that he is proud to have been chosen by D. Gottlieb & Company to represent them as their exclusive distributors. He also states that the four games now being offered by Gottlieb are among the finest machines he has ever offered coin-machine operators.

"Daily Races, Fence Buster, Broker's Tip and Sunshine Baseball," says Joe, "are real games all the way thru. They have the appeal that makes them a success with the playing public and the mechanical developments and improvements that make them popular with operators. From the comments I've been hearing, backed by orders and reorders, the operators too are enthusiastic. The games have what it takes and that's exactly why they're going over big with the public and operator alike."

Al Schlesinger Prepares
Big Feature Sale of Tables

POUGHKEEPSIE, N. Y., June 20.—Al Schlesinger, president of the Square Amusement Company, reports that he is again preparing for a feature sale of used pay tables. He hopes that this sale will be as well approved by the operators as was the last one he ran.

After his last sale, he reports, it was necessary for his firm to place extra help to get the machines on the way to the purchasers and he was so swamped with orders that he followed his first advertisement with one offering to buy as many pay tables for cash as operators cared to sell.

He has spent more than six weeks gathering some of the best pay tables in the industry for this coming sale. He believes that the pay table operators everywhere will appreciate the remarkably low prices which he is featuring.

Al believes in this method of clearing his warehouse of machines ever so often. These periodical sales, he says, are looked forward to by operators, and the general opinion is that when "Square Amusement run its sales they really are sales."

The firm is expanding its present space, due to its increased sales thruout the State.

Hy-G Games Co. Appointed
Exclusive Gottlieb Distrib

CHICAGO, June 20.—After an interview in which Hy Greenstein, of Hy-G Games Company, Minneapolis, and Dave Gottlieb, of D. Gottlieb & Company, took part, it was announced that the exclusive Northwestern distributors for Gottlieb products will be given to the Hy-G Games Company.

The firm has been doing an excellent job in furnishing the operators of its territory with Gottlieb games. Shipments of Daily Races, Fence Buster and Broker's Tip have been made in carload lots. Greenstein reports that the operators have declared the three games to be the finest machines given to the industry in some time.

Hy has been keeping in close touch with the Gottlieb plant and for the last several weeks has been flying here every week. Since the introduction of Sunshine Baseball, Hy has been burning up the long-distance telephone wires pleading with Dave Gottlieb to hurry shipments.

Big Game Hunter Draws
In All Type of Location

CHICAGO, June 20.—A. B. T.'s Big Game Hunter is going stronger than ever, the makers of the game announce. Inasmuch as the game is strictly a skill device, it may be operated anywhere and everywhere. While the Big Game Hunter clicks well on all types of locations, there are many spots thruout the country where an expensive machine will not win any more than this low-priced device due to the clientele which patronizes these locations.

The miniature shooting gallery is a good investment for an operator because its complete appeal never grows stale. It is now made in an appealing cabinet and comes in either 1-cent or 5-cent play in both three-ball and five-ball models.

The A. B. T. firm states that the thousands of Big Game Hunters now on location, many over a long period of years are a great testimonial for the game.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready's" present no fire hazard

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SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

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A REAL BUY - - - READY FOR LOCATION

Special Ticket Games. Whirlpool and Rodeos \$25.00 Each

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\$4.95 EA. Relay Safety Zones Signals, Jr. Drop Kicks Lightnings Travels Castle Lights Jennings Hunter	\$8.50 EA. Fifty-Fifty Big Games Rapid Transit	\$11.50 Rockola Squadron	\$12.50 Traffic (Cash Payout) Plus & Minus Treasure Island Put & Take (Front Door Caricacs Gold Rush Do or Don't	\$11.95 Rockola Flash	\$21.50 Stampede Giant Daily Double Bally Balls Trojans De Luxe 48 Rodeos Shell Game

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We Will Buy Pennypacks, Jumbos, Bally Derby's, Any Quantity. Send Your Best Prices.
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GUARANTEED BARGAINS IN USED PAY TABLES

Bally Derby \$62.50	Rocket \$10.00	Pamco Parlay, like new \$55.00
Jumbo 45.00	Champion 10.00	Silver Cup, ticket & cash comb., like new 75.00
Golden Harvest, 10 ball 45.00	New Yorker 22.50	Equity, latest type 20.00
Prospector 35.00	Red Arrow, like new 15.00	Pamco Patooka, floor sample 100.00
Hi Pocket 39.50	Sportsman, Visible 12.50	Put 'n' Take, like new 20.00
De Luxe 48 35.00	Trojan Derby 39.50	Ac 22.50
Stock Market, floor sample 69.50	Sunshine Derby 49.50	Mills Tickette 3.00
	Traffic, cash payout 12.50	
	King Fish, latest style 25.00	
	Daily Double, Sr. 39.50	

Write for our list containing lowest prices on Payout Tables. 1/3 Deposit, Balance C. O. D., F. O. B. Newark.

ROYAL DISTRIBUTORS, INC. 1125 BROAD ST. NEWARK, N. J.

SENSATIONAL CLOSE-OUT 5c PLAY PHONOGRAPHS

The RCA VICTOR Instruments that we are liquidating are BRAND NEW—NEVER UNPACKED. Cost Originally \$250.00 each. OUR PRICE—\$89.50—Net Cash (With Order). Instruments hold ten (10) records. Mahogany Cabinet, 48x28x20. GOLD TRIMMED mechanism. Complete with Speaker and Radiotrons, READY TO PLUG into any light socket and make BIG PROFITS. Weight 200 lbs. 10 Records shipped with each machine. LIMITED QUANTITY. First Come—First Served. WIRE YOUR REQUIREMENTS AND FOLLOW with remittance.

THE P. K. SALES COMPANY, CAMBRIDGE, OHIO

The Operator Grows Up

By Silver Sam



HE WAS a terrible infant, that early pinball operator who got into the business on the ground floor. His greatest trouble was that he didn't belong on the ground floor. He didn't even belong in the basement.

The fact that pinball survived his awkward and often misguided efforts should be proof enough to the industry that the marble games can take a world of punishment.

Bill and Joe were two friends of mine who saw possibilities for huge profits in the business back in the days when most of the game tables looked like products of the Junior Boys' manual training class. They were the type of fellows who sit around cigar stores talking in box-car figures and dreaming of gigantic financial coups that somehow never materialize.

They'd make a million out of pinball, they decided. Maybe not a million, but a lot of money. Easy money.

Somehow or another they managed to scrape together \$1,200 and then they began to invest it.

There was where they made their first mistake. They spent the entire working capital on machines.

The machines arrived, and Bill and Joe were in the pinball business. They selected good locations and sat back to wait for the golden harvest. A golden harvest it was, too, for the nickels began

to roll in at a rate beyond the fondest hopes of the two operators. The first week's profits amounted to nearly \$250 and Bill and Joe had over \$100 apiece for spending money.

Here was a week's profit of nearly \$250! At least that's what Bill and Joe thought. As a matter of fact, it was over four months before they discovered their error. They found out in the third week that there is such a thing as maintenance cost and they learned from time to time about other expenses. It was nearly five months, however, before they learned the awful truth that the profitable life of the average pinball game is four months.

Profits had dwindled down to almost nothing, and the heavy income from the early days of the machines had been spent. Several location owners had thrown out the partners' games in favor of newer and more profitable ones.

It had been fun while it lasted, but the business was wiped out. Pinball, they decided sadly, is all right if you have enough money so you can keep investing in new machines all the time. If only, they mused wistfully, they had enough financial backing to really engage in the business on a profitable scale.

Business Management Changes

There were hundreds of more or less modified Bills and Joes. Some of them lasted a couple of years in spite of their poor management.

Today you won't find one in a carload. Pinball has become a big business and there is no room for the get-rich-quick boys who don't know the facts of life concerning sound business operation. The change in business management began slowly, but has progressed like greased lightning in the last year and a half. The operator of today can quote depreciation figures by the column. He knows his maintenance costs to the fraction of a penny. He knows the exact time at which it is most profitable to move a machine out of one location and into another. He knows which types of machines will stand up best and which ones will give the most trouble. He can figure the profit compensations which sometimes make up for loss of net profit resulting from increased overhead on certain types of games.

He has learned what percentage of prize awards his machines must pay out in his territory if they are to enjoy a steady and profitable play. He knows the earning potentialities of every machine and every location, and he doesn't expect to keep every nickel that enters his machines. Making the games too difficult, he is convinced, kills the play.

If he doesn't know all these things he's not one of the growing army of successful operators. He's a 1932 model, chugging along in a competition with streamlined, supercharged, high voltage, speedy business men. He's out of the race before he gets the starter's flag.

Strong-Arm Tactics Fail

Pinball was beginning to grow stronger and healthier at the time when prohibition gasped out its last feeble breath. With the ending of the billion-dollar bootleg era many strong-armed followers of the rackets which prohibition had spawned turned to the marble-game tables.

Pinball, they soon discovered to their sorrow, was not a racket. Some of them who tried strong-arm tactics on location owners soon discovered that a new day had dawned and that honest, hard-working merchants wouldn't stand for the racket technique and didn't have to do it. Catering to the illegal wants of people who don't believe in a foolish law is one thing, they learned, and trying to sell amusement of a legitimate nature entirely on its own merits

is quite another. You can't strong arm people into buying entertainment.

A few of these men were blessed with brilliant minds and quickly mended their ways, becoming quite as respectable business men as those who ordinarily engage in any field of reputable endeavor. A greater number, however, gave up in disgust, deciding that pinball was "just a dud." They passed on to more alluring lines which seemed to offer easier and larger if less legitimate profits. Their withdrawal from the business met with a concerted sigh of relief from the steadily growing group of clean-cut, business executives who were building a solid future for their industry.

There was a time when it seemed that the motto of many operators was "Anything goes." And anything did go for a while. Operators existed who were so foolish as to place batteries of games in locations adjacent to public schools. Some there were who placed fast one-shot payout games in doubtful locations. To put it bluntly, there were operators so shortsighted as to try practically anything for the sake of increasing immediate profits. Their tactics aroused storms of protests from many individuals in the territories where they operated and they were soon put out of business automatically by the closing of their territories.

New Crop of Operators

The new crop of operators which has succeeded this class is leaning over backwards in its efforts to draw no slightest bit of censure from the public. Operators in agitated territory have banded together and are consistently enforcing their rules of conduct. They will permit no member of their group to do anything that will react to the detriment of the business. They have had a hard time reopening territory and they are not going to see a repetition of the foolishness that brought on all the trouble.

I know of certain open but doubtful territories in 1936 where the operators are so vigilant in their efforts to maintain good will that they have entered into an iron-bound agreement to operate only multi-ball games with only counter awards. These operators realize that there is a demand for speedier, more exciting amusement on the part of their customers. They know that they could make far greater sums of money than they are now making, but they are thinking of the future, avoiding criticism and building solidly by steering clear of the slightest possibility of trouble.

Operators who have long since made their exit from the business were prone to look upon the cutsover as a sucker. Their sole interest in the hundreds of thousands of people who play the games was as a source of profit.

The modern operator realizes the vital importance of maintaining the friendship of his customers. He has found that he must be an expert in the field of public relations. He spends a large part of his time selling the world on the importance of pinball as an industry. He has acquainted his location owners and the public at large with the role pinball has played thruout the recent depression years.

Thru these efforts people have come to an appreciation of the benefits the coin-machine industry is spreading to thousands of workers. The public is learning that thousands of small independent retail stores would not now be in business but for the life-saving profits from coin-operated amusement machines. Those who play the games know that every nickel spent on them is helping to support lumber mills, glass factories, foundries, paint factories, railroad freight companies, coal companies and the vast factories that actually turn out the games. They know that each nickel benefits the employees of the

location owner, the operator, the jobber, the distributor, the manufacturer and all the employees of all the firms with which these people do business.

The 1932 model operator didn't bother to explain those things to the public, which is probably one good reason why he is no longer receiving the benefits of that public's patronage. Sell the customer on the merits of your product and what it means to the nation and you have gone a long way on the road to public acceptance.

No Place for Chiselers

There was one particularly futile type of early-day operator who was so anxious to secure locations that he didn't care or didn't think about making a legitimate profit from them. He was the chiseler who infests every line of business at one time or another. Whenever he saw a good location that had been built up into a profitable spot as the result of solid efforts on the part of a competitor he went after it with the inducement of larger profit percentage for the location owner. The only sales talk he knew was, "I'll give you a bigger cut of the profits."

The joker in his business setup was that he was trying to do the impossible and consequently didn't have any profits to figure percentage on. He soon found that the regular percentages worked out by experienced operators allow for the inevitable depreciation on equipment, adequate servicing and frequent innovations. His short-profit arrangement didn't allow for those necessities and since it was his only inducement to location owners he wound up on the outside looking in.

The up-to-date operator is in partnership with each of his location owners. He demands a fair profit on his investment and gets it. In return he gives the location owner the kind of service that is bound to bring revenue. Location owners, he has found, are fair-minded business men who are willing to pay handsomely for anything that will give them a good return. They prefer to take a smaller percentage from an operator who will bring them a greater gross.

Operators who have ceased to exist were in the pinball game. Present-day operators are in the pinball business. The playboys of the first years of pinball never learned that the marble tables are a sound amusement enterprise which must be operated on sensible business lines. There's a hit-or-miss philosophy and they let business management take care of itself. They didn't keep check on the developments in the industry, nor did they watch the changes in operating methods, and the parade had soon left them behind.

Present-Day Requirements

The successful operator of today is an above-average business man. He has to be. He must know his field from every angle. He must be a psychologist, skilled in analyzing public demands and reactions. He must be an accounting analyst. He must be a salesman. He must be a good mixer, the kind of man who appeals to people. He must enjoy the respect of his community. He must be willing to devote the necessary amount of time to equally necessary routine.

In short, he must be an expert in his line and he is exactly that. In return for giving his time and ability to his job he receives a financial compensation comparable to that of any business leader in his territory. His business is making him a substantial, well-to-do man—and his pleasing profits have been well earned.

He isn't looking for "easy money." He knows that big profits come only from sane, sensible business conduct. He has seen too many misfits make miserable failures of their routes to think that all you need for business success is the money with which to buy a few machines. He knows that there



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2 RAMBLERS, cash and ticket	50.00

Supplies: Ball gum, per case of 10,000, \$12.00

Pistachio Nuts, No. 1, \$30.00 Per Hundred.

Batteries, case of 25, \$5.00.

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are certain tried and proven rules which must be followed, and he gives the extra energy and time and thought which make the difference between mediocrity and outstanding success.

He is proud of his business and proud of the part he plays in the industry as a whole. He holds his head high, for he knows that he and others like himself have been responsible for keeping hundreds of thousands of people off the relief rolls. He makes no excuses for his business, knowing that he is giving a great big nickel's worth of fun to every customer who plays his games.

He has had to reach his present fortunate position by the trial and error route. He has made mistakes and he will probably make more in the natural course of things, but he will not make the same mistakes twice. He is eager to aid in the advancement of the business which has rewarded him so well and he is proud of growth and rise to popularity which the business as a whole has enjoyed.

He has high hopes for the future. He has the assurance of shrewd business analysts that pinball is no passing fancy. It has lasted too long and has gained too steadily and consistently to be regarded as another faddish whim.

The modern operator is doing his level best to fill a need for low-priced wholesome amusement. He has made it available to the public when and in whatever quantities they want it. He has striven to maintain public interest by being ever on the alert for anything that will offer greater player appeal, novelty and exhilarating, stimulating excitement.

He is a merchant in happiness. His wares steady the nerves and smooth wrinkled brows. He sells clean fun at a price that anyone can afford to pay.

He has a right to feel important. He is no longer a minor factor in the amusement field. He has passed the awkward infant stage and has matured into a business executive.

The operator has grown up, and it's a safe bet that he can look forward to a healthy, prosperous old age.

Sandy's Horses Timely Game

KANSAS CITY, Mo., June 20.—One of the newest of the new counter games is Sandy's Horses, a machine in tune with the times and in time with the season. As this is horse-racing season all over the country, A. E. Sandhaus, president of the Great States Manufacturing Company, Kansas City, is tying in with the sporting news with this new machine.

According to the manufacturer, Sandy's Horses will do everything the \$500 race-horse games will do with the exception of automatic payout. The insertion of a coin (or coins) and the press of the handle set six horses in motion around circular track. The winning horse locks in front of judge's stand. Odds that change with each play are automatically established a split-second following start of race, resulting in added thrills and glamour.

Sandy's Horses is equipped with six coin chutes, enabling any number of persons from one to six to play at one time, and giving each player the option

of playing either pennies, nickels, dimes or quarters. Players usually start out playing pennies, graduate up thru nickels and dimes and end up playing quarters in an effort to beat the game.

The mechanism of Sandy's Horses is sturdy and cheat-proof. Last coin played in any or all of the chutes shows, and if machine is tilted, a hood drops down over the odds card. Repeats are impossible, as each spin is of different length. The game is enclosed in a handsome birch cabinet designed by a well-known furniture stylist. Color in profusion is used to reye appeal and horses' heads and race horses in action are pictured on the cabinet to carry out the turf atmosphere.

Mr. Sandhaus, who has been a successful operator for nearly 20 years, is authority for the statement that his new creation is one of the most dependable profit producers ever designed. Marvelous player appeal and a take of 42½ per cent has resulted in the game netting a daily profit of from \$5 to \$20, depending, of course, on the location.

Sandy's Horses has been on the market for only 30 days, but already has been enthusiastically received by dealers, operators and jobbers in all parts of the country and is being stocked by nearly all of the leading distributors in the coin-machine field.

Bally's New Air Line Game Promises Summer Success

CHICAGO, June 20.—Recalling the prolonged run of Airway in 1933, Ray Moloney, president of Bally Manufacturing Company, predicts another "air-minded" summer this year in the 10-ball class.

"I'll never forget," Ray reminisces, "how Airway kept going right thru the heat wave of 1933 and because of its great earning power continued to sell in volume even with several successive price increases.

"This summer operators have another 'airplane' game to keep up their 10-ball earnings. Altho entirely different than Airway and an automatic pay-out machine, our new Air Lane has the appeal of planes in flight—an appeal that has a greater hold than ever on popular imagination.

"Operators tell us that Air Lane is bringing many dead spots back to life, particularly in exclusively 10-ball territory and even in strong one-shot sections Air Lane is getting a very respectable play. We are confident that, like Airway, the new multiple pay-out Air Lane will retain its popularity way into the fall."

Monopolee's Mate

CHICAGO, June 20.—A companion game to Monopolee is being devised by the experimental laboratories of the Chicago Coin Corporation. Lou Koren, Sam Wolberg and Sam Gensburg state that the new game, to be announced in the near future, will have features so unique that it will be instantly accepted by operators everywhere. The new game is being built not from the manufacturers' standpoint but from the operators, its makers reveal. They have wanted to make a game as a companion to Monopolee that would entirely fulfill the operators' needs and wants. As a result, they declare there will be nothing lacking in the game that the operators look for in a smart pay-out machine.

Exhibit's

GUSHER

SENSATIONAL!!
\$750 Top Pay Off
5 BALL PLAY with
1-Ball Speed and Profit
5 COINS Per Game
All Coins Played, Visible

Positively the greatest money making novelty skill game ever produced. Nothing on the market like it. Accept no substitute. Demand "GUSHER" from your jobber now or write!

5950

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO



ROCK-OLA OFFICIALS WELCOME VISITORS. Left to right: Bill Goetz, Capitol Automatic Music Company, New York; David C. Rockola, president Rock-Ola Manufacturing Corporation; Sam Kresberg, president Capitol Automatic Music, and Jack Nelson, general sales manager for Rock-Ola.

READ THESE VITAL FACTS ABOUT THE ACE LOCK

Not a wafer tumbler lock

DISTRIBUTORS and OPERATORS

To avoid costly lock replacements on new games, specify ACE LOCKS before you buy. Any manufacturer can furnish them. Distributors and Operators who have special ACE key changes, for your use only, we will supply manufacturers with these locks only on your written request.

Unique Seven-Pin Tumbler Cylinder, tumblers operating at seven depths. 75,000 key changes possible, of which 7,000 are now in use, leaving 68,000 additional key changes now available. Strong tubular key for round keyhole. No center key slot. Thief-proof. Hardened steel center plug cannot be drilled or sheared open.

CHICAGO LOCK CO.
2024 N. RACINE AVE. CHICAGO, ILL.

GOOD USED MACHINES AT YOUR OWN PRICE

Make us an offer, and if reasonable we will accept.

ALL AMERICAN	FLYING TRAPEZE	SAFETY ZONE
AMERICAN BEAUTY	GENCO BASEBALL	SCREAMO
BALANCE	HIGH HAND	SIGNALS
BALL BANKER	HIGH LITE	SIX SIX SIX
BATTER-UP	JIMMY VALENTINE	TEASER
BATTLE	MAD CAPS	T.N.T.
BUDGET	MOTOR DROME	TOP HATS
BEANO	PAR GOLF	TORPEDO
CHAMPS	RAPID TRANSIT	TRICKS
CRISS-CROSS	ROLY POLY	WING LITE
FIVE & TEN		

EXHIBIT TICKET GAMES AND MANY OTHERS.

COIN-O-MATIC DISTRIBUTING CO.
815 I Street, N. W., WASHINGTON, D. C.

Weekly MUSIC Notes

Southern Automatic Reports Record Sales With Symphonola

CHICAGO, June 20.—S. L. Stiebel and Leo Weinberger, of Southern Automatic Music Company, Seeburg distributors for Kentucky, Southern Indiana and Southern Ohio, report larger sales than any time since the show. Joe and Sam Weinberger are in charge of Cincinnati branch.

Leo Weinberger states that operators are learning that music is a necessary part of their business and is one of stability. The public has become music conscious and merchants have learned that a phonograph is an asset. Ninety per cent of new phonographs being installed today are being placed in new locations which have never before operated music. The operators' job is one of promotion and work opening up new locations.

Operators of Seeburg high fidelity Symphonolas report they are being welcomed with open arms by merchants who have seen the beautiful models and heard the marvelous tone.

Southern Automatic Music Company, Inc., reports increased collections by their Louisville and Cincinnati operators. After many years of distributing coin-operated machines as the Southern Automatic Sales Company, they have discontinued all types of machines and are concentrating on music only. Aitho in the music business less than two years, they have made rapid strides. Each week operators in their territory visit Louisville or Cincinnati and spend several days, visiting locations and working along with the route men to become

better acquainted with the many phases of phonograph operation.

Large shipments of Symphonolas are received daily in Louisville and Cincinnati to be delivered to the many Seeburg operators in the territory. The first shipment of the super de luxe three-speaker Symphonolas has been received. First one in Kentucky was received by C. B. House, of Kentucky Amusement Company, Louisville; first in Indianapolis by Colonial Novelty Company for an exclusive club.

Sam Broudy's Radio Clicks

NEWARK, N. Y., June 20.—Sam Broudy, of Jersey Trading Company, this city, who a few weeks ago introduced the first model of his own radio, the JTC Junior Ace, reports that it has clicked in a big way.

"The radio is probably the smallest in the world," Sam says. He reports that the salesboard operators have taken to the radio like "ducks to water" and that business has been booming from every direction.

The radio features the new Quam Chromatic Speaker and also four shielded and licensed RCA tubes. It is made of sanded walnut and has a hand-carved and grille front. The midget is attractive and can be handled easily.

Other models will be introduced by the firm, which believes that the low price on the radio has helped gain the great popularity which it now enjoys. Repeat orders have been streaming in daily, Broudy reports, and fine comment has reached him from many operators in the country.

Sheet-Music Leaders

(Week Ending June 20)

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

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

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

Cohn and Sommer Find That 2,080 Phonos Are Big Stack

NEW YORK, June 20.—Irving C. Sommer and Nat Cohn, of Modern Vending Company, this city, who recently astonished the coin machine world with the purchase of 2,080 1936 Wurlitzers in less than four months, played mathematics the other day in computing just how high a stack 2,080 Wurlitzers would make if placed one atop the other.

They discovered that the 2,080 Wurlitzers placed one atop the other would reach to the tremendous height of 9,100 feet. This is more than seven times higher than the Empire State Building and more than nine times greater in length than the Queen Mary.

The boys are sharpening their pencils again and will soon have figured just how high the 5,000 machines which they hope to have used by the end of this year will reach.

"It will take a few weeks to work out the proper comparisons," they say, "but once they have been completed they will be of unusual interest to everyone concerned with the music machine industry."

Cohn and Sommer believe that by the time they have really covered this market that the figures which they will then be able to present will so dwarf anything known at present that they will probably have to compare the figures with the circumference of the world itself.

Rock-Ola Purchases Decca-Disc Phono Co.

CHICAGO, June 20.—In a statement issued by David C. Rockola, president of the Rock-Ola Manufacturing Corporation, it was announced that the Decca-Disc Phonograph Company, of Waynesboro, Pa., had been purchased by the Rock-Ola firm. The purchase includes all trade marks, trade names, patents, patents pending, foreign patents and all other rights for past and present infringements of patents, together with all dies, jigs, fixtures, sound-initiating record changers, complete assemblies, etc.

Deal was consummated for an unnamed cash consideration. It has been pending for several years; in fact, since Rock-Ola purchased the Smythe patents, which are recognized as the original patents on Multi-Selectors.

It is understood that the entire equipment will be moved to the Rock-Ola plant in Chicago.

Navickas Party at Wurlitzers

BRISTOL, Conn., June 20.—George Navickas, prominent music operator of Bristol, accompanied by Mrs. Navickas and three of his employees—Alice Forcier, Marie Matea and Mrs. Mary Stankus—were recent visitors at the Wurlitzer plant in North Tonawanda, N. Y. The party motored from Bristol to North Tonawanda and spent considerable time observing the manufacture of Simplex automatic phonographs. (See NAVICKAS PARTY on page 114)

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, June 12, to Thursday, June 18, both dates inclusive.

Robins and Roses (27).....	37
Is It True What They Say About Dixie? (22).....	34
Take My Heart (24).....	32
She Shall Have Music (19).....	31
Would You?.....	31
All My Life (24).....	31
On the Beach at Bali-Bali (17).....	28
These Foolish Things.....	28
Clory of Love (16).....	27
There's a Small Hotel.....	25
You (20).....	24
You Can't Pull the Wool (19).....	22
It's a Sin To Tell a Lie (16).....	20
Let's Sing Again (15).....	19
Lost.....	17
Touch of Your Lips.....	17
Melody From the Sky.....	16
I'm Grateful to You.....	15
Rendezvous With a Dream.....	15
Stompin' at the Savoy.....	15
No Regrets (15).....	14
You Started Me Dreaming.....	14
We'll Rest at the End of the Trail.....	13
Love Is Like a Cigaret.....	13
Sing, Sing, Sing.....	10

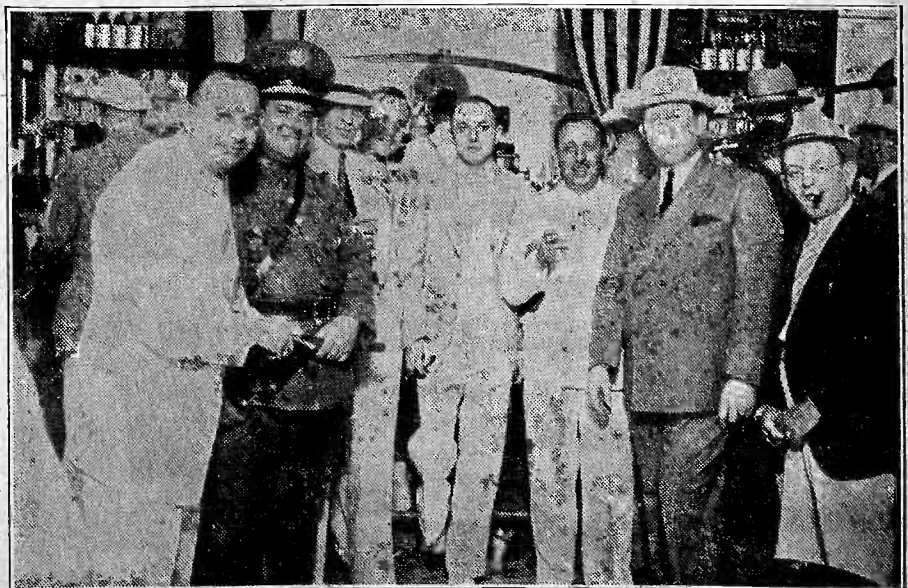
THE SEEBURG FRANCHISE IS MORE VALUABLE!



HIGH FIDELITY
Symphonola
MODEL "C" & "D" MODERNISTIC

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION
1502 DAYTON STREET CHICAGO ILLINOIS



HOMER E. CAPEHART, WURLITZER VICE-PRESIDENT, haphobbing with Wurlitzer representatives and the Cuban police at Sloppy Joe's Bar, Havana, during the American Steel Export Company's recent convention there. American Steel Export represents the Wurlitzer firm in the distribution of Simplex phonographs in the world markets.

THE SWING IS TO ROCKOLA MULTI-SELECTORS!

★ The tremendous nation-wide demand for ROCKOLA Multi-Selectors bears out the claim of veteran music operators that Rock-Ola Phonographs are superior to any other instruments in the world! Experienced operators—men who have spent a lifetime with music—are positive in affirming the fact that ROCKOLA Multi-Selector Phonographs give operators "The Best There Is in Music!"

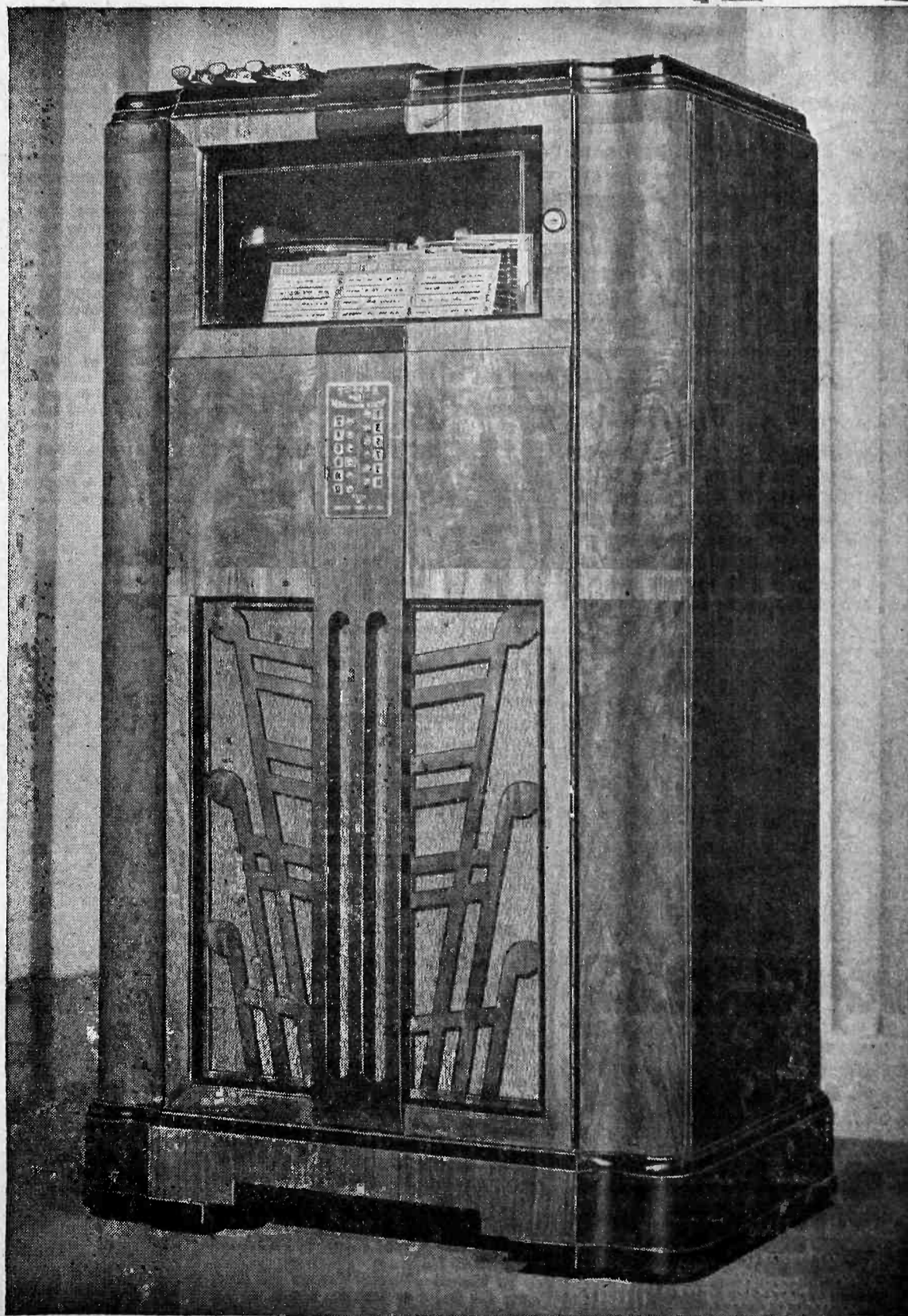
So it is only natural that the whole country should be swinging to ROCKOLA Multi-Selectors. The public demands the beautiful tone quality of these grand instruments. Location owners insist on the distinctive appearance of Rock-Ola machines. Operators everywhere are hopping on the bandwagon. And they're riding along with a sweeping victory of the finest profits ever known in "the music business!"

By all means, see your Rock-Ola Distributor today about getting started with your ROCKOLA Multi-Selectors—"The Best there is in Music!"



ROCK-OLA
MANUFACTURING CORPORATION

800 North Kedzie Ave. Chicago, Illinois, U. S. A.



**OPERATORS LINE UP
BEST LOCATIONS** *with the*

WURLITZER SIMPLEX



Harry D. De Schryver, Marquette Music Co., Detroit (seated), says, "1936 Simplex simply great. Beautiful, not fad-dish. Their tone and lighting effects make them irresistible."

Harry G. Graham, standing (same company), says, "Service men particularly impressed with full unit control and coin trip mechanism. New improvements led me to say Wurlitzer is certainly on to their stuff."

Success in "operating" automatic phonographs depends on getting and holding the best locations. You can't make money on second and third-rate locations. Successful operators know this—operate with the Wurlitzer-Simplex, the automatic phonograph with the beauty and tone that gets the big paying spots. Write, wire or phone for Wurlitzer-Simplex Proposition. **THE RUDOLPH WURLITZER MANUFACTURING COMPANY, North Tonawanda, N. Y.**

**Sold
only to
OPERATORS**

Thomason of Spartanburg Clicking Well With Music

SPARTANBURG, S. C., June 20.—In just a little more than a year R. T. (Babe) Thomason of the Amusu Novelty Company, this city, has developed a highly efficient music operating organization, and, judging from the number of units he has in use now and his plans for the future, he bids well to be-

come one of the biggest in the country. With plenty of experience in the amusement field, Thomason has more or less concentrated entirely on music. He has studied it closely and has so systematized his operations that he covers his trading area like a blanket, securing and holding locations on a percentage margin which nets his maximum profits. He does not believe in random operation over a large area seeking only the big-money spots, but rather he believes in the theory of intense coverage of all possible locations. He depends upon a large volume, with a comparatively high average intake from all locations to give him his profit.

Thomason recently visited the Wurlitzer factory, arranging for more shipments.

NAVICKAS PARTY

(Continued from page 112)

Quite naturally, the scenic grandeur of Niagara Falls came in for its share of attention. This was one of the high spots of the short vacation trip.

Singing Suds!

NEW YORK, June 20.—Board of Aldermen recently decided it was time to end the "shush" days of prohibition and voted unanimously to amend the cabaret law so as to permit radio and piano music in bars and other drinking places without the proprietor being required to take out a cabaret license.

New step was sponsored by Alderman James A. Burke, of Queens, who is fond of old-time melodies over his suds. The cabaret law, enacted during prohibition, tended to restrict outbursts of melody to the relatively few spots that took out cabaret licenses, inasmuch as some sort of music seems to be necessary to encourage harmonizing.

It is Alderman Burke's contention that a temperate drinker who is tempted to lift his voice in song should be able to do so without hindrance.

To become effective Burke's bill must pass the Board or Estimate branch of the municipal assembly and receive the mayor's signature.

Men and Machines in Chicago

By CHARLIE RILEY

Exhibit Supply Company, from J. Frank Meyer, its dynamic president, down thru the various departments, is decidedly well staffed with executive talent. Take Leo J. Kelly, suave manager, who handles the multitudinous detail for the firm with ease and finesse. Leo makes short work of getting things done and in addition to his daily activities at exhibit has been recently elected to fill a vacancy on the NACOMM board. Another hustler out at the Lake street plant is Oscar Soellner, wizard of the brush and layout, who holds down the post of advertising manager.

Things are always plenty busy at the Atlas Novelty Corporation, but the Ginsburg boys; Al and Morrie, seem to find a few minutes to devote to everyone. The boys, despite a heavy production schedule, even go in for a bit of baseball and, from the various reports your scribe has been hearing, they are doing better than all right with the pastime, having trimmed a number of fine teams.

Morrie and Al hauled out their kodak the afternoon your reporter visited them and screened the latest film in their studio taken at a picnic a few weeks ago. It was almost as funny as a Chaplin two-reeler, with close-ups of Morrie on his 10th hot dog and wielding a baseball bat like a big league slugger.

One of the Atlas aids, Harold Schwartz, recently made the connubial leap and was aired over WGN by Quin Ryan, who does a daily broadcast from the marriage license bureau in the county building. Harold garnered the Atlas Novelty a smart hunk of free publicity by giving his firm a terrific plug. Two fine boys, these Ginsburgs, whose rise in the machine industry rivals anything Horatio Alger has written.

The thermometer was doing some fancy climbing the other afternoon when this department stepped out of the sunshine into the office of the Gaylord Company on Washington boulevard—and stepped into 15 degrees cooler air to enjoy a breezy chat with Colonel Bohann. A few minutes with Al S. Douglas, of Daval Manufacturing Company, one morning this week to find Willie (Little Napoleon) Blatt and Alf Cohen, of Coin Operated of London, in Al's office previewing a new counter punchboard that looks like a sure-fire hit from where your correspondent sat.

The exigencies of a deadline prevented a trip to the "advertising men's" suite at the Sherman the other evening, where one of the most colorful galaxies of the coin industry held forth on the 16th floor with what my super spy reported in a rather thick tongue the next morning as "considerable jollity." The hall room stooge said he heard gales of laughter emanating from the suite containing Messrs. Ray Moloney, Jimmie Buckley, Tony Gasparro, Willie Blatt, Alf Cohen, Bill Gersh, Jimmie Johnson, Al S. Douglas and a number of others he probably omitted, as it seems that Jimmie Buckley snared my emissary and dragged him into the solree—which accounts for everything.

A tour of the Pacific Amusement Company plant this last week disclosed a great number of interesting production angles. Fred C. McClellan, president, and Irv McCarthy, sales manager, both attest business top notch, as it always is out here at this west side plant to keep McDougall, Isenberg and Peterson busy in the engineering department designing new games, and genial Claude McClellan, production manager, equally as active in his branch of the game.

Luncheon with Alf Cohen, of Coin Operated of London, who is spending six months on this side of the Atlantic and who came out to this hinterland to buy 500 or so machines. Alf made his purchases here and then returned east, where he will headquarter for the summer months, enjoying the ocean breezes at his cottage at Manhattan Beach.

J. B. Rhodes, president of the Arizona Novelty Company, distributors for Bally in Arizona and New Mexico, relaxing a trifle the other afternoon in the "conference room" at the Maloney-Buckley chambers. Jim Buckley and his able assistant, George Jenkins, took Mr. Rhodes on a personally escorted tour of the Chicago night spots and reported that a terrific time was had by all.

Jack Keeney, monarch of the J. H.

Keeney Company, is becoming a great air traveler, having hopped from a plane at the municipal airport here after a 3,000-mile flying trip from the West Coast only to step into an east-bound ship for a sojourn to Broadway on business.

Ray Becker, sales manager of Jack's firm, reveals that the Villa Venice has become the summer headquarters for the coin machine industry with as many of the boys out here of an evening as gather at the Celtic Cafe of the Sherman during the winter months. Ray is quite agog about Keeney's new game, Velvet, for which he is planning a nation-wide introduction June 27.

The Chicago Coin Machine Company is a veritable beehive these days. Quite a confab with Louis Koren, president of the firm, before Sam Wolberg and Sam Gensburg left their posts to lead the way thru the plant on an inspection tour.

Dots and dashes from the cuff. . . . Jack Nelson certainly a busy fellow at Rock-Ola, trying to keep up with the orders that continue to reach his desk daily. . . . Dave Robbins writes that Turf Champs, the Stoner game, is the one with "it" for him. . . . Note to Claude Kirk: Still gunning for a wrist watch in that Rotary Merchandiser in the lobby of a certain hotel. . . . Jack McClelland, of National Amusement, back from the West Coast with O'Toole's Hollywood egg shampoo and wants all bald-headed coin machine men to write. . . . Dave Gottlieb a busy man these days with his machine Sunshine Baseball. . . . Plenty work on the Summer Special, boys. See you next week!

Pittsburgh

PITTSBURGH, June 20.—Coin-operated machines are going to play their part in the second annual Pittsburgh Jubilee and Exposition which will be held at Forbes Field here week beginning Monday. The latest in cigaret machines will be displayed by leading distributors here near the entrance to the field and on the midway. They will all be available for actual operation. Floyd Gooding, who is bringing rides and shows for the midway, is expecting to install a complete penny arcade replete with novel coin-operated machines and contraptions.

The Allegheny Cigaret Service, operating from the Squirrel Hill district, is distributing in this territory a highly attractive machine manufactured by the Rome firm. It is a popular machine in the downtown district.

The B. D. Lazar Company is enjoying good business in most of its lines. Merchandising machines, particularly those makes selling summer wares, are in great demand.

Credit for the favorable publicity given pin games as a result of 10 of the latest games stationed on the campus of the University of Pittsburgh here goes to Jack Levin, of the Coin-o-Matic Sales Organization, a former graduate of that school.

Sam Strahl, of the American Cigaret Machine Company, who is now working in New York, stopped at the local office for a couple of days while coming thru during his Chicago to New York trip.

The Coin-o-Matic Sales Organization reports splendid success with the Tie-Score game, which it is distributing in this territory. While on the market for only a couple of weeks, the demand already exceeds the supply.

A RECORD SALE!

BRAND NEW COLUMBIA AND OKEH PHONOGRAPH RECORDS AND ALBUMS AT A SONG!

500,000 Classical Records — Operatic, Symphonic, Standard and Instrumental. Domestic Records — Popular, Hillbilly, Race, Hot Dance and Religious. Foreign Records — Columbia-Spanish, Mexican, Cuban, Italian, Russian, Ukrainian, Polish, Slavish, Hungarian, Greek, Turkish, Portuguese, Jewish, Lithuanian, French, German, Swedish, Norwegian, Danish, Scandinavian and many other languages. The largest variety and quantity of records ever offered at such a sacrifice. Do not miss this opportunity. For more complete details, phone, write or visit us.

12" RECORD ALBUMS \$2.50 Doz.
BARTH-FEINBERG, Inc. 17 Union Square, NEW YORK

DURAPPOINT



PHONOGRAPH NEEDLE

The NEW Needle That is Revolutionizing Automatic Phonograph Operation

DURAPPOINT

Operators report this sensational New Needle is giving them over 4,000 Record Plays with Perfect Results! But don't take the "other fellows'" word for it. Make your own tests . . . ORDER SAMPLES TODAY!

MULTI-COLORED COLLAR GUIDE
Colored Collar Guide and More Durable Point enable Durapoint Needles to exceed all previous playing records. The hexagonal collar is colored—for precision adjusting—one side is blue, the next red, etc., so that each time you service the machine you can turn the needle exactly 1/6th instead of turning it by guesswork.

LASTS LONGER—GIVES BETTER TONE REPRODUCTION

MAIL THIS COUPON TO-DAY

PLAZA MFG. CO.,
869 Broadway, New York City.

Send me at once . . . (Quantity) . . . samples
DURAPPOINT NEEDLES at 50c Each.
I operate . . . (Number) . . . Phonographs.

NAME
ADDRESS
CITY STATE

NOTE: In order to save you C. O. D. charges, we suggest you send check, money order, or cash with order.

SKILL-BALL



1936 1937 1938 1939 1940



A Stirling Product

SKILL-BALL *is a* SENSATION

ATTENTION . . .

DISTRIBUTORS, JOBBER, OPERATORS!

1. Shipments now being made.
2. Franchises for Exclusive Territories going fast. Write for open territories if able to buy in quantities and give satisfactory representation.
3. Quantity shipments start July 5th.
4. If you haven't yet tried Skill-Ball order a sample today and be convinced. A deposit of \$100. required with all orders.

HERE . . .

ARE A FEW OF THE REASONS WHY SKILL-BALL IS ACCEPTED AS THE ANSWER TO THE OPERATORS' PROBLEM.

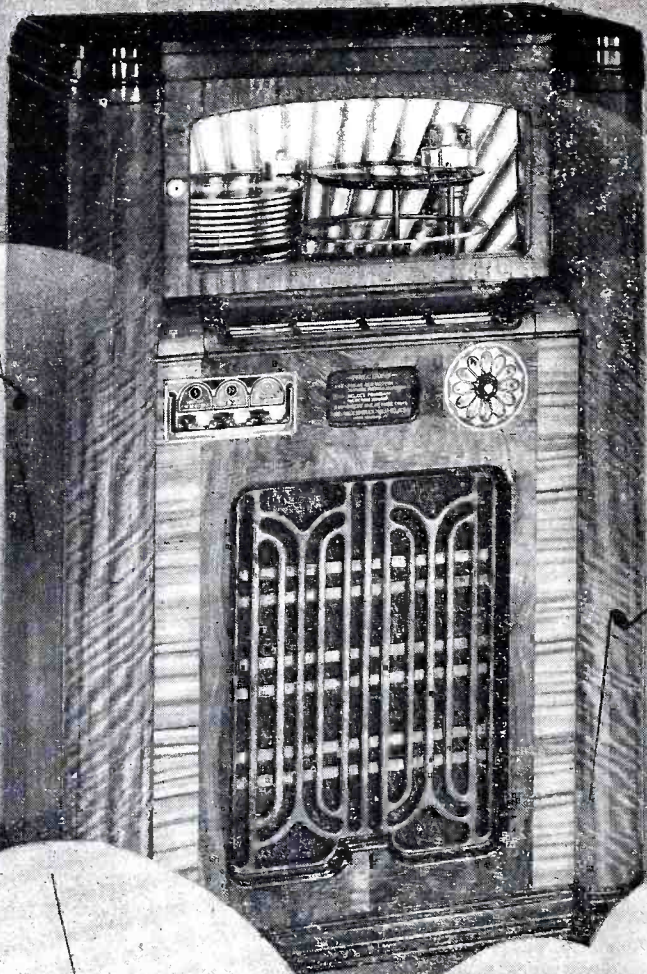
1. ABSOLUTELY LEGAL EVERYWHERE!
2. Earns greater profits over a longer period of time than any other amusement game ever built.
3. ENTIRELY DIFFERENT! Completely Electrical - Triple Feature Scoreboard - Beautiful, Streamline Appearance - Portable Construction - Replacement Game Feature - Sound Effects - Magnetic Playing Appeal - Location Tested.
4. And many other reasons why you should WRITE TODAY for our 8-page descriptive Booklet and natural color circular.



STIRLING NOVELTY COMPANY

INCORPORATED

General Offices:— 54 ELIZABETH AVE., NEWARK, NEW JERSEY



WURLITZER

Entertains

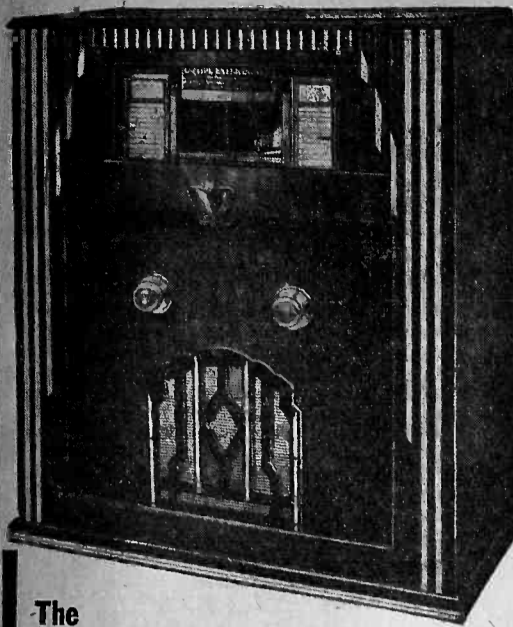
NEW YORK
with Sensational
1936 MODEL

Through

MODERN VENDING COMPANY

**656 BROADWAY
NEW YORK**





PHONOGRAPHS

like New \$95.00

Never before have you had an opportunity like this to get beautiful, modern, perfect phonographs at only a fraction of their original cost. "Streamline" Model E Gabel 24-Record Selective Phonographs! All like new! Fully guaranteed for 1 year!

Specifications

Famous Webster amplifiers and pick-ups. The popular Jensen D N C 10 X or Magnavox 125 X Speakers!

SIZE:

Height45 inches
Width19 inches
Length37 inches

Features

Distinctive modernistic cabinets in the following striking color combinations:

Walnut with Maple and Ebony trim, Chinese Red with Black and Silver —as well as rich Green and Gold. 1/3 Cash, Balance on Delivery.

The **CAPITOL AUTOMATIC MUSIC CO., Inc.**
460 West 34th Street Phone: Medallion 3-5090 New York, N. Y.

MUSIC OPERATORS HERE'S WHY IT PAYS YOU TO BUY
Victor AND Bluebird
Records

MAIL THIS COUPON TODAY

- 1 They feature biggest "name" artists and orchestras.
- 2 They warp less.
- 3 They save you money.

(Two price ranges to suit your needs)



RCA Manufacturing Co., Inc., Dept. B.
Camden, N. J.

Please put my name on your free mailing list.

Name

Street

City

State..... No. Machines Operated.....

and where he went to see his daughter graduate from high school. He was accompanied home by his daughter, who also brought a school chum back to New Orleans with her for a visit. J. P. (Buster) Clesl, owner of the Great Southern Novelty Company, here, drove along with Fred, tho he found that Fred's pace was a bit too fast for him and finished a bad second. In fact, Buster limped into Dallas 48 hours after Fred had landed, deciding to stop over for a night in Alexandria.

R. H. (Mac) McCormick, Dallas and New Orleans offices manager for Decca Distributing Company, has finally rested long enough to answer a question or two of your correspondent. Mac answers that the demand for records remains near the peak of the season. He states that *Is It True What They Say About Dixie?* is his best seller of the week and believes that before this piece dies down its sales volume may come close to the recent record set by *The Music Goes 'Round and Around*. Mac has just completed a circuit of the South and Southwest, where he says that music machines are steadily growing in popularity.

Jerry Germentis, New Orleans territory distributor for Wurlitzer and one of the largest music-machine operators in the South, has organized a new oil developing company and says he will start drilling in "proven" fields shortly. Louisiana is rapidly becoming a major oil State, with new gushers being brought in each day until the commonwealth now stands third or fourth in the biggest producing State in the Union. Good luck, Jerry, and here's hoping you strike as much luck as you did the day you began to a dividend by Mrs. Germentis, who presented him with a baby boy.

The newly organized United Music Operators of New Orleans will hold their first regular meeting within a few days. Jerry Germentis is the new president of the group and he is planning a big organization party at the Jung Hotel.

Charles Phillips, owner of the General Novelty Company, has announced the acquisition of the Automatic Novelty Sales Company's business thru purchase from Morel Elmer. Charlie is one of the old-timers in the op game and has one of the best setups in the city.

New Orleans

Entirely redecorated and enlarged, the New Orleans office of the Louisiana Amusement Company is very attractive. In the modern display room opened this week the company is showing a complete line of Rock-Ola's Multi-Selector and reports a good interest by location owners in spite of the warm weather. Mel Mallory, manager, has rearranged the office and installed some new office equipment. A shower has been installed in a rear room to help the boys thru the summer.

The first few days following the payment of the veterans' bonus finds a noticeable pickup in coin-machine play thruout the city. "The veterans are convinced that coin machines are a fine diversion at the possible cost of only a few nickels," one op says. And this op sure is right.

J. Fred Barber, New Orleans manager for Electro Ball, has just returned from a fortnight stay at the home office in Dallas, where Fred has countless friends

NEW ORLEANS, June 20.—In spite of hot weather coin-machine operators report good business in this section and particularly in the city proper. All three playlands operated here are steadily filled with players, but this is probably due to the fact that owners realize that the constant changing of machines creates good business even at a time when play would ordinarily let up as people got on their vacation and others prefer to sit at home to avoid the beaming sun.

Bally's new five-ball machine, Sky-High, is creating a good following here. The one on location at Louie Boasberg's Sport Center in the heart of the city is being played consistently. Louie says that the machine has been popular that he plans to put in a Keeney Booster with it as soon as the factory ships him one.

Ten Best Records for Week Ended June 22

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6416—"The State of My Heart" and "You're Toots to Me." Shep Fields and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25333—"Lonesome China Boy" and "Oh, Lady, Be Good." Benny Goodman and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
2	B6417—"Do You or Don't You Love Me?" and "On the Beach at Bali-Bali." Shep Fields and orchestra.	7633—"On Your Toes" and "Quiet Night." Ruby Newman and orchestra.	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.	25334—"Where There's You There's Me" and "Do You or Don't You Love Me?" F. Henderson and orchestra.	3235—"Let's Sing Again" and "The Glory of Love." Mal Hallett and orchestra.
3	B6418—"A Rendezvous With a Dream" and "Us on a Bus." Shep Fields and orchestra.	7667—"Oh, Babe! Maybe Some Day," Duke Ellington and orchestra, and "Monopoly Swing," Hudson-DeLange Orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3238—"Saddle Your Blues to a Wild Mustang" and "I Like Bananas." The Light Crust Doughboys.
4	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	776—"Robins and Roses" and "Sing, Sing, Sing." Jimmy Dorsey and orchestra.	25338—"Numb Fumblin'" and "Smashing Thirds." Fats Waller and orchestra.	3234—"Robins and Roses" and "I've Got a Heavy Date." Stuff Smith and his Onyx Club Boys.
5	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7660—"The Glory of Love" and "Lazy Weather." Nat Brandwynne and Stork Club Orchestra.	810—"The Martins and the Coys" and "Jelly Bean (He's a Curbstone Cutie)." Ted Weems and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3239—"I'm a Ding Dong Daddy" and "Did You Ever Hear a String Band Swing?" The Light Crust Doughboys.
6	B6412—"Stompin' at the Savoy" and "He's a Curbstone Cutie." Chicago Rhythm Kings.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	796—"There's Always a Happy Ending" and "Sweet Dreams, Sweetheart." Jan Garber and orchestra.	25320—"Star Dust," Benny Goodman and orchestra, and "Star Dust," Tommy Dorsey and orchestra.	3228—"You Can't Pull the Wool Over My Eyes" and "Take a Good Look at Mine." Emmett Matthews and orchestra.
7	B6400—"She Shall Have Music" and "There Isn't Any Limit to My Love." Chicago Rhythm Kings.	7637—"The Hills of Ole Wyoming" and "It's a Sin To Tell a Lie." Music in the Russ Morgan Manner.	797—"Somebody Stole My Break" and "I Come From a Musical Family." Louis Armstrong and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
8	B6413—"Where There's You There's Me" and "The Old Kitchen Kettle." Chicago Rhythm Kings.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	798—"Let's Sing Again" and "It's a Sin To Tell a Lie." Bobby Breen (8 years old) with orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3215—"The Touch of Your Lips" and "Every Minute of the Hour." Henry Allen and orchestra.
9	B6363—"Drifting Too Far From the Shore" and "What Is Home Without Love?" Monroe Bros. Orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25329—"Remember" and "Walk, Jennie, Walk." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson.
10	B6391—"Robins and Roses" and "I'll Stand By." Dolly Dawn with orchestra.	7659—"Stompin' at the Savoy" and "Doing the Prom." Ozzie Nelson and orchestra.	381—"Tear It Down" and "Sugar Blues." Clyde McCoy and orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3191—"Goody, Goody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.

A PAY-OUT MACHINE FOR ONLY \$9.75

The Penny Goes in Here

A 100% Skill Game That's So Much Fun You'll Keep One at Home to Play Yourself

A REAL PAY-OUT OF VALUE CHECKS GOOD FOR MERCHANDISE OR MONEY

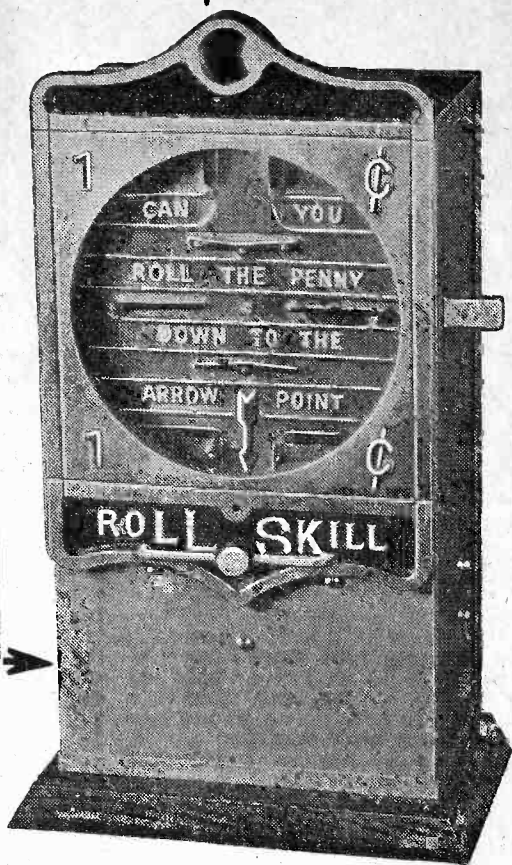
Operators are now cashing in on this machine.

A "NATURAL" at last. Skill consists of rolling the penny down to the arrow. If successful, then turn the handle and check COMES OUT HERE.

When people stay up hours at night time to play this game, it must have the same playing instinct as the bagatelle game that gave 10 balls for a nickel.

This game uses the roll of the penny. That's why the money goes in so fast. The roll of the penny is capitalized for the first time. And how they roll in.

Every location needs two machines because of such tremendous play. Locations on every counter—and HOW the pennies roll into the cash box!



Real money used to play the game. The pennies go "ROUND AND ROUND" and the play goes on and on.

TERMS: ONE-THIRD CASH WITH ORDER, BALANCE C. O. D.

REMEMBER—ONLY \$9.75

for a 100% SKILL GAME and an AUTOMATIC PAYOUT feature. Brass checks furnished with each machine.

J. D. DRUSHELL CO., 4753 BROADWAY, CHICAGO, ILL.

MERCHANDISE MACHINES

Mills Cigaret Machine Has Many Unusual Features

CHICAGO, June 20.—One of the most beautiful and accessible cigaret vending machines is said to be that of the Mills Novelty Company, which features the most modern refinements found in this type vender.

The machine, according to W. W. Rosebro, sales manager of the cigaret division, is practically clog-proof and jam-proof and is claimed to save an operator from \$10 to \$25 per year per machine on slugs that the machine will eject.

The machine has double columns and double capacity, which eliminates a great amount of servicing, and will accept thin dimes and thin nickels as long as it is real American money. Sticky plugs, together with slugs that have been plugged with iron or other metal, will immediately be kicked out of this machine by virtue of a sweeper device.

The machine makes a positive delivery of the cigaret package even tho the match column becomes jammed and even when the free match columns become jammed by matches opening in the column.

The machine is flexible to the extent that with a few thumb screws and even without the aid of a screw driver it can be set in a few minutes' time to vend any price cigaret on any column from 6 cents to 20 cents.

The machine also delivers a free book of matches from any column desired and can be controlled not to deliver a book of free matches from other columns. For example, on brands where operators are working on a close margin of profit and do not want to give free matches the machine can be regulated accordingly.

Some of the features of the machine's lower inclosed stand are holes in the bottom of the stand so the operator can bolt it or screw it to the floor if necessary. It is also equipped with leveling screws on the lower stand to enable leveling the machine where the floor is uneven. Roller casters on the lower stand for outdoor locations such as filling stations, garages, etc., are also available on special orders which makes it possible to roll the machine in and out-doors.

The machine has a special door on the side of the cabinet for the cash box for which a lock and key, when specified, are also available. Also included as standard equipment is a complete and separate penny match unit, and the price marks and cigaret brand names are interchangeable.

There are many other features of this machine and one of the most modern is that of the money-changing unit which gives the customer one, two or three pennies in change by simply pushing a lever a notch.

New Butter Dispenser

DETROIT, June 20.—An individual butter dispenser which can be adapted for coin machine operation is being placed on the market by the newly formed National Sanitary Butter Dispenser Company. It consists of a bright chrome cylinder of about 12-inch diameter by 18-inch height.

It contains a chamber for refrigeration, either by ice or by the use of coils connected with a mechanical refrigeration system. The container also has a revolving magazine with four compartments, into which are fitted the square quarter-pound cartons of butter. Gravity bears these down as the machine is revolved by turning the handle at the side and the butter passes across a thin wire which acts as a knife.

The individual patty drops off at the bottom and the thickness may be controlled by an adjustable screw. A glass opening in the front shows how much butter is left in each magazine.

The machine is intended for restaurants and may be adapted for automatic operation by the addition of a coin chute.

The company is owned by Elvera Manteris, with Steve Manteris as general manager.

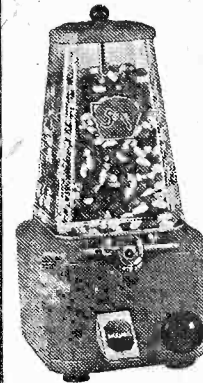
Munves Equips New Arcade

NEW YORK, June 20.—Mike Munves announces that he has just made arrangements to equip a penny arcade for Tony Christophano. Latter has been operating penny arcades for many years in the East and is well known as one of the leaders of this type of amusement enterprise.

The new arcade will be located on 14th street near Irving place, for which a 25-year lease has been signed. It is said that when this arcade is completed it will be the finest of its kind ever built.

BIGGER DAILY PROFITS

With the NEW TID-BIT SHOPS



Its Attractive Appearance Dependable Performance Durable Construction and Easier Servicing create Larger and Steadier Profits for the Operator.

Write For Circular.

VENITOR Corporation Title & Trust Bldg. DETROIT, MICH.

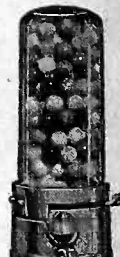
MAKE YOURSELF SOME REAL MONEY

WITH PENNY KING

The Big Profit Vendor, Vends 5/8" or 3/4" Ball Gum.

WRITE TODAY for Details and Prices.

The PENNY KING SYSTEM C. RAY LASTER, Mgr., 12394 Roselawn Ave., Detroit, Mich.



KAY-SEE PEANUT VENDER

for BOOTH or BAR The Ideal Machine for Locations where space is limited.

\$3.00 Each

1 or 100. Complete With Wall Hanger.

CENTRAL DISTRIBUTING CO. 105 W. LINWOOD BLVD., KANSASCITY, MO.

READY FOR DELIVERY!

ROBBINS 2-IN-1 VENDOR

America's Most Practical Bulk Merchandiser SEE NEAREST DISTRIBUTOR

D. ROBBINS & CO., MFRS 1141 DEKALB AVE. BROOKLYN, N. Y.

Write for Low Prices ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co. CAMDEN, N. J.

Automat * * Vendor

Acclaimed by Operators and Jobbers

As the Greatest Piece of Mechanical Engineering ever produced at such low price. Its beautiful ultra-modern design and mechanical operation is incomparable. Three window merchandise display—distinctive red and black cabinet with modernistic chromium trimmings—interior sanitary durable refrigerator white insures you 100% sanitation.

Cabinet of Heavy Gauge Steel, Double Strength Glass, Special Pick-Proof Lock. Equipped with Rubber Suction Cups adapted for Counter, Stand or Wall Mounting. Above all, its Coin Mechanism is Slug and Jam Proof. Compact size, 6x6x12". Holds 5 lbs. of merchandise and can be adjusted to any amount desired.

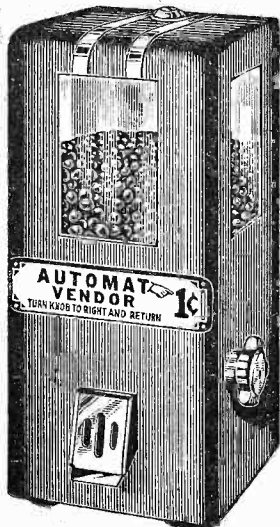
SEE YOUR JOBBER AT ONCE

He has it or can get it, or order direct. Send \$1.00 cash deposit on each machine. Balance C. O. D., F. O. B. our factory.

PRICE ONLY \$5.75 EA.

AUTOMAT GAMES CO.

3214 N. CALIFORNIA AVE., CHICAGO, U. S. A.



UNBEATABLE VALUES

in RECONDITIONED MACHINES OFFERED NOW AT DRASTICALLY REDUCED PRICES

\$3.50 Drop Kick Frisky Golden Gate Lightning Radio Station I.O.U. World Series Natural Counter Game (new)

\$4.50 Contact Jr. Major League Rebound Spelling Be Mills Cannon Fire Exhibit 21—Counter Game (new)

\$6.50 Action Sr. Beamlite Rockola's 21 Game Auto Winner Cyclone Spot-Lite 3-In Line

MILLS TYCOON \$89.00 ELECTRIC BAFFLE BALL 38.50 MILLS PAYTABLES 15.00 DISCOVERY PLAYBOARDS (New) For any standard ticket game 12.50 IN ORDERING NAME 2nd and 3rd CHOICE. LOOK TO GAYLORDS' FOR THE LATEST

NEW GAMES. WRITE, WIRE, OR PHONE FOR OUR RECOMMENDED WINNERS. WE GIVE PROMPT ATTENTION TO ALL ORDERS AND INQUIRIES; BE ON OUR MAILING LIST.

1/3 Deposit on all Orders over \$10.00. Balance C. O. D. Full Cash with orders under \$10.00

GAYLORD COIN MACHINE CORPORATION 1227 W. Washington Blvd., Chicago, Ill.

Los Angeles

LOS ANGELES, June 20.—What with most of the pin and marble fellows in the high Sierras and fishing hangouts there is a great dearth of news in these parts.

Irving Cohen, of the Hamilton Manufacturing Company, planning his usual summer vacation, but keeping his destination secret, with Sol Gottlieb suggesting that he and his competitors give advance notice when they will be away from business, which gives everybody an even break.

Jack McClelland, of the National Amusement Company, back to Chicago for a week or 10 days, to return by way of San Francisco.

Pauline Klassen Brandell back to work after several months away from the National recovering from an appendectomy.

Earl S. Lushy, former Washingtonian, is new addition to sales force at National and Dixie McShiffery is in charge of the demonstration room recently completed for the Rock-Ola Multi-Selector.

George Sax, of the Superior Sales-board Corporation, making an extended tour, came in from Texas accompanied by Frank Showalter, of Orange, Calif. They leave for the North this week.

Note from Henry Stewart, who is arriving in the Antipodes, trying to get off his sea legs.

Paul Hay, of the P. & H. Amusement Company, San Diego, in town for a short look around among the distribs.

H. M. McClure away from Cathedral City, Calif., combining business with cooling off. Thermometer, he said, at the desert town 118 when he left.

Cleeg LaBeauve, of the National Amusement Company, covered near-by territory in interest of Rock-Ola phonographs.

Will Canaan reports merchandise vending machines going over very fine. Sol Gottlieb reveals Single Mystery and Daily Races both doing very well.

Ed Daveny, of the Western Vending Machine Company, says business good, especially on used games.

Bert Beutler plenty busy with own route and doubling for Bob Grindley, who is due to arrive from the Orient July 1.

Paul Laymon and missus busy as usual.

Max Mohr says the Gaylord fans going at top speed.

At California Exhibit Johnny Rau announced they are almost ready to shoot with the new game, Draw Ball.

NACOMM

(Continued from page 106)

bers and distributors to a season badge that would admit them to the exhibit at any time; with an equal charge for a single admission ticket to others not connected with the industry.

This admission charge would automatically cut down attendance by several thousand of the general public who have been accustomed to visit the show without charge, and the committee feels that when operators appreciate the reason for making such a charge they will be wholeheartedly in favor of it.

At the same time, if the proposal is approved, the committee is considering the use of admission fees for the purchase of a number of additional prizes to be given away to successful operators, jobbers or distributors. The automobile which has been given in each of the past two years has added greatly to the interest of attending the show, and the committee believes that operators will be especially interested in competing for a number of prizes instead of for one.

The committee will be glad to receive suggestions on this proposal to control the attendance of the general public. The suggestions should be addressed to N. Marshall Seeburg, chairman of the committee, or to C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, 120 S. LaSalle street, Chicago.



TWO PROFITS INSTEAD OF ONE!

DUETTE

COMPARABLE WITH VENDERS SELLING FOR TWICE AS MUCH! Write us before buying vending equipment. Let us show you how to double the regular vending profits with our sensational DUETTE. Invest twice as far! go twice as far!

- Kinds of Window Display.
- 3 Sided Vender!
- Attractive!
- Each Compartment Has Its Own Coin Chute.
- Trouble Free, Sturdy Construction.

SEND \$15.00 FOR SAMPLE

Calvert Novelty Co.
1310 N. Charles St.
Baltimore, Md.

"GREETINGS OPERATORS"

1c-NEW-1c

300 CAPACITY SINGLE CIGARETTE VENDOR

MODERNISTIC DESIGN.
Four Beautiful New Color Effects.
Low Priced—Mechanically Perfect.

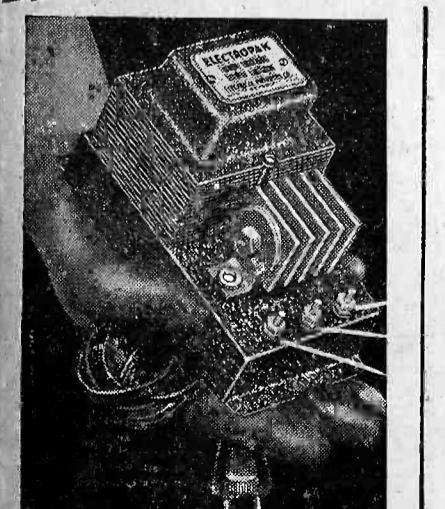
CIGOVEND



Size, 21"x7".
Approved by the Dept. of Internal Revenue. Tremendous demand creates locations, Taverns, Pool Rooms, Dance Halls, Hotels, Confectionery Stores, Bus Stations, etc.
Large Capacity Offers Unusual Profits With Minimum Operating Costs.
Write Us Regarding This Year Around Money Maker.

KALBACH-McDONALD CO.
1143 Fairmount Ave., Philadelphia, Penn.
Dept. "G"

ELECTROPAK



18 Leading Manufacturers now equip their games with ELECTROPAKS—BECAUSE ELECTROPAKS SAVE OPERATORS \$100 PER YEAR PER GAME BY ELIMINATING BATTERY REPLACEMENT COSTS; REDUCING NUISANCE SERVICE CALLS AND SERVICE COSTS.
Profit by the engineering knowledge of these manufacturers—INSIST ON GENUINE ELECTROPAKS when you modernize your battery equipped games.

Electrical Products Company
6527 Russell Street, Detroit, Mich.

SLANT THAT STORY

(Continued from page 106)

sort of publicity for a manufacturer or for an agency handling a coin account, but from the point of vantage of an editor's desk that is a daily clearing house for a vast amount of coin machine publicity it does seem to put a finger on a salient fault.

True, not all writers are fortunate enough to have gleaned their editorial experience from metropolitan newspapers where the fast tempo of gathering news, writing and rewriting it, makes for a terse, clean presentation that is quite capable of holding the reader's interest.

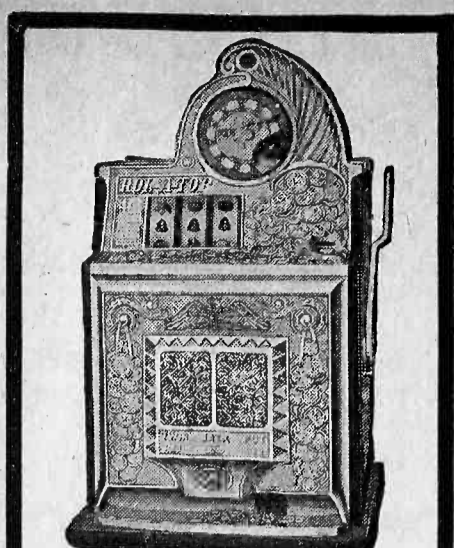
The boys and girls in the agencies have all the best of it so far as the time element is concerned. They all have time to devote to a story, while a reporter working against deadline has but one chance and rises or falls with his reader on the merit of a yarn, most times done hurriedly but well.

So it would appear that with the time in their favor those who purvey publicity for manufacturers need but apply a bit of the technique of the reporter in slanting a story; place themselves for a moment in the world of a reporter who has a story to write on a sheet where the editorial space is "tight" and the advertising rate is in the first flight class. The reporter is trained to slant his story to get the maximum news value in the minimum space, as any perspiring tabloid scribe will readily attest. In order to achieve the same results of the newspaper man who is by the very nature of his trade both a comic and a dramatist as far as bringing news to his readers is concerned they can follow no better style.

The newspaper man must not only "see" the news and have the prosaic proboscis for it, but in addition he must "feel" it in order to properly color his story. His lead or first paragraph must possess the strength of appeal not merely to hold a reader, but beyond that to fascinate him and make the reader peruse the yarn to the finale.

The same applies to the publicity releases from the coin machine industry that bank an editor's desk. They must of necessity contain news or feature element; in short, be "slanted" to make the editor feel that the copy is important enough to elaborate upon in presenting it to his readers. Mere "puff" is quite transparent and its effect upon readers and the buying public quite often reverses the idea that it was originally intended to convey.

National advertisers can do no greater good in the sale of their product than to have a news man on their staff who can "slant" a story to make it worth while, and a man like this will always pay his way with the space gained thru legitimate news that is excellent advertising any way you look at it.



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

A Cigarette For a Penny



Height 8 Inches. Base 6x6 Inches.

Equipped with Latest Type Slug Ejector

Approved By
Internal Revenue Department

SILVER COMET cannot be compared with other penny cigarette machines, as it is far superior in construction, in fact, built to last indefinitely. Will hold the weight of ten ordinary men without harming the machine in the least.

A machine that vends a cigarette each time a penny is inserted.

SILVER COMET opens a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and the most widely advertised product on the American market. The sale of cigarettes one at a time through SILVER COMET allows an attractive profit, with a minimum of overhead.

Live wire jobbers and operators write for particulars.

MANUFACTURED BY
REDCO PRODUCTS CORP.
LaCrosse, Wisconsin

FRANKFORT, Ky., June 20.—Articles of incorporation of the Miller Automatic Sales Company, Louisville, capitalized at \$10,000, have been approved here by Charles D. Arnett, secretary of state. Incorporators were Ward A. Miller Jr., Joseph B. Everhart and Kathryn B. Brown.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

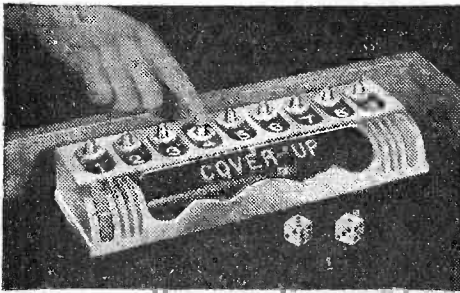


DICE by FISCHER

Counter Space EARNs the LIMIT with this Smart New Dice Score Recording game. Simple to understand—Looks EASY to "beat"—GETS the "play" and HOLDS it continuously!

This remarkable device instantly converts "25"—"14"—Indian Dice, etc., into a game of RARE FASCINATION!

COVER-UP



8 SHAKES-2 DICE-25c PER GAME

IDEAL for

- Cigar Stores
- Taverns
- Drug Stores
- Nite Clubs
- Billiard Rooms
- Hi-Way Inns
- Restaurants and THOUSANDS of locations that now shake dice!

FOR EXAMPLE:
 PLAYER FIRST ROLLS 9 (9, 2) NO. 9 IS THEN COVERED

THEN 11 (11, 5) IS ROLLED NOS. 8 and 3 ARE COVERED.

THEN 7 (7, 6) IS ROLLED NO. 7 IS COVERED

THEN 7 (7, 6) IS REPEATED NOS. 6 and 1 ARE COVERED

THEN 11 (11, 5) IS ROLLED NOS. 5, 4 and 2 ARE COVERED

GAME IS OVER - PLAYER WINS

\$1.00 in Trade!

This new principle of dice play has started a craze that's quickly sweeping its way across the nation. Jobbers report capacity orders from retail merchants. Full and part-time salesmen call it the BEST DICE IDEA in YEARS! List Price—Score Sheets Included **\$9.75** Write for Full Details Without Obligation.

FISCHER
 SALES COMPANY
 43 E. OHIO ST.
 CHICAGO

Flashes From NADA

CHICAGO, June 20.—Funny how easily discouraged some folks can get over a few adverse decisions made on the legality of the pinball games. We need only to look to California to get the real trend of affairs, which will undoubtedly influence surrounding States and eventually get over the mountains into the Middle Western, Eastern and Southern States. Recent legal decisions in California have provided distributors, jobbers and operators with much encouragement relative to the operation of automatic payout and one-ball ticket machines. The effect of these decisions should be far-reaching and do much to create a more liberal attitude on the operation of such types of equipment.

NADA has always held to the view that what one city or State does in the way of passing favorable legislation surrounding cities and States will be influenced, and the same is true with legal decisions, either for or against the machines.

At the present moment we find many cities drawing up favorable ordinances that will permit the operation of all types of pin tables, including other types of machines. Everything points to better conditions within the industry. It behooves everyone to put his shoulder to the wheel and do all he can to legalize the machines. As in the case of the 18th Amendment, public sentiment played an important part in its repeal. We are more liberal-minded today than we were a few years back and with this new attitude, plus proper publicity, the troubles of the coin machine industry should soon be over.

Scoop! A month ago it was reported that Babe Kaufman (NYC) would have to scout around for larger quarters if her business continued to grow. Well, it's come to pass and after July 1 address the Babe at 250 West 54th street. Babe will be in Chicago shortly to issue personal invitation to the higher-ups of the trade to attend her gala opening party.

Those Wolchers certainly can cover the ground once they get away from their home port. Lou (Advance of San Francisco) popped into Chicago recently on his way to NYC for a visit with his mother. He reported the San Francisco territory as being in fine shape, due to recent favorable legal decisions and expects 1936 to be his banner year for sales. That aviator brother of his, Harry (Western of Seattle), can always earn a living. Harry holds a transport pilot's license in addition to a membership in the O'Toole Tribe.

Continuing on the subject of aviation. George Ponser (Newark) is an air devotee. Every time he leaves the office there's a look of anxiety on the faces of his employees, as they never know whether he's going out to the corner hamburger stand for lunch or down to the airport for a little jaunt to Chicago. Right now George is taking a well-earned vacation thru the Southwest.

Jack Fitzgibbons (NYC), who is known to his New York pals as Jake, spent a busy two days in Chicago recently. Most of his time, quite naturally, was spent at the Bally plant with Ray and Jim.

See where the boys on the Coast have dubbed Jack McClelland (National of Los Angeles), Bally Firecracker Jack, in honor of his long standing as a member of the O'Toole clan.

Smiling Carl Trippe (Ideal of St. Louis) has bought out another going concern. This time it's Jack Rosenfeld, of St. Louis. Jack turned lock, stock and barrel over to Carl and after taking a vacation in Europe will become associated with Ideal.

Right at this moment Bill Helriegel and Izzy Rothstein (Keystone and Banner of Philie) are doing their part to make Philadelphia safe for pinball machines. The city fathers are carrying on a prolonged debate over the games, but may eventually pass the model ordinance that will license the machines.

Meyer Marcus (Markepp of Cleveland) is greeting the trade at his new offices and showrooms located at 3328 Carnegie avenue. Meyer is another NADA member who has identified himself with every progressive movement to promote the legality of the games as well as to build up public confidence thru well-planned advertising campaigns. Fame of Meyer's trailer has spread to all parts of the country and many Bally distributors are writing him for com-

plete information on the trailer and its activities in the field.

Fishing on Chesapeake Bay is one diversion that takes Carl Mantell (National of Baltimore) out of the city over the week-ends. The coin machine business is far from Carl's mind as he sits on the stern of his yacht fishing from morn till night. The queer part of it is that Carl doesn't eat fish and Mrs. Mantell can't understand why he puts his time in fishing.

It seems fitting and proper that we take this opportunity, belated as it might be, to congratulate Jack Nelson on his becoming general sales manager of the Rock-Ola Manufacturing Corporation. He has the best wishes of all NADA members and their organizations.

At least the caption under Harry Moseley's (Richmond) home that was pictured recently in one of the trade papers did not mention it was the house "that nickels built." (Apologies to Harry Drollinger). Just the same, the two Harrys can be mighty proud of their beautiful homes.

Art Sauve (Detroit) says this year has been an excellent one for him since Detroit is back again in the money. Guess the firms Art does business with are just as pleased as he is over the comeback of Detroit. And, by the way, has anyone seen Jim Ashley (American of Detroit) lately? Nary a word from him since he was in Chicago and it's hoped the big bad wolves of Northern Michigan haven't taken a fancy to Jim.

The Dr. Jekyll and Mr. Hyde Club of NADA has added another member. This time it's Wilds. He's manager of Automatic-Markepp, Inc., Chicago, and doubles in brass as managing director of NADA. Commodore Lazar, Dave Bond, George Ponser and Dave Robbins are the charter members of the new organization within NADA.

By the way, recent visitors to Chicago include Dave Robbins, J. D. Lazar, S. L. Stanley, Bill Marmer, Carl Trippe and Meyer Marcus.

All's well on the Ohio, but Bill Marmer (Sicking of Cincy) has promised to turn up in Chicago right soon with another brand-new counter game idea. The trade still can't figure out how Bill can consistently bob up with winners. Seemingly without effort on his part.

Any day it's expected that S. L. Stanley (Automatic of Memphis) will come forth with an announcement that he has bought an airplane so he can cover the territory more efficiently and quickly. Jim Buckley (Bally's) is sacking a lot of airplane manufacturers' salesmen on poor S. L.

The north and south of California met on a common ground in Chicago the other day. None other than Lou Wolcher and Jack McClelland. Both were smoking the peace pipe in Conference Room A with Al Tate (Bally's), ever faithful Al, better known as Chief Drinkemup of the O'Toole Tribe, on hand to take care of their immediate needs.

Willie Blatt in Chicago

NEW YORK, June 20.—Willie Blatt, president of the Supreme Vending Company, is in Chicago to take up the mat-

ter of developing new games for this territory.

Blatt is taking with him some ideas which he will offer to his manufacturers. He claims that the operators need new games to bring up the play on their locations and he believes that the Chicago manufacturers are not giving much of their real attention to the present situation here.

Blatt will have with him an important visitor from far-off India. The visitor, he says, has been one of his best customers and has developed a great market for the games.

It is believed that some of the games which Willie has in mind will be for the large export business which his firm conducts and that he will arrange for the games to be made for the export market at the same time. Some of the games which he will propose, he says, will be revolutionary from every standpoint and that the operators are going to really see some fine games after their construction.

Gottlieb's Mystery Single Coin Slot Still Going Big

CHICAGO, June 20.—A Gottlieb feature which has taken the industry by storm is the Mystery Single Coin Slot. Territories in which multiple coin slots are not permissible are rapidly taking to the innovation.

"The action of the unit makes it as intriguing as a multiple coin slot, without the necessity of inserting additional coins," Dave Gottlieb, head of the firm, explains. "For instance, the Mystery Single Coin Slot installed in a Daily Races game would work like this. As the coin is inserted into the slot, the light-up rack bursts into a flash of color. For a few seconds you can't tell whether you're going to get two horses with win odds of 4 to 1 or all eight horses with 40 to 1 odds. After flashing from one horse to another and from one set of odds to another, the lights finally come to rest at a certain combination which may leave the player any number of horses, from one to eight, with odds up to 4 to 1."

Comments are being received daily from operators all over the country. More and more orders are requesting games be equipped with Mystery Single Coin Slots. The Gottlieb factory is working at top speed to produce enough units to install on Daily Races, Fence Buster and Broker's Tip.

Western Distributors Move Portland Plant to New Spot

PORTLAND, Ore., June 20.—Western Distributors are moving into a more spacious and central location here July 1, according to Budge Wright, manager of the branch. The new location will be 1633-53 West Alder street and a big celebration will mark the change of address.

Wright is also the proud papa of a nine-pound boy presented him a week ago by his wife, Joy. The new acquisition to the Wright household has been named John Peter.

NEW MACHINES		USED MACHINES	
Seeburg Symphonola, four models	Write	High Tension, Race Horse Counter Game	\$22.50
Ray-O-Lite Rifle Range	\$434.50	Punchette, new type	19.75
Short Sox	49.50	Columbia, New Type Silent Bell Slot Machine	67.50
Turf Champs, Automatic Payout	127.50	Dandy Vendor	12.50
Turf Champs, Ticket Attachment	137.50	Mad Cap	47.50
RECONDITIONED		GUARANTEED	
Seeburg Astrolograph Machine		PIN GAMES	
Action Junior	\$ 3.50	Homestretch, Race	\$ 7.50
Action Senior	6.00	Horse	\$12.50
Autoflash, records payout	10.00	Jig Saw	3.00
Ball Fan	10.00	Kings	15.00
Beacon	6.00	Lucky Star	12.50
Beam Lite	4.00	Mad Cap	30.00
Big Leaguer, baseball	12.50	Mad Cap, Electropak	33.50
Crisis Cross-a-Lite	7.50	Fair Play	17.50
Cross Roads	10.00	Par Golf	10.00
Drop Kick	3.50	Radio Station	3.50
Fifty Fifty	15.00	Rapid Transit	15.00
Friky	7.50	Rebound Senior	10.00
Gold Medal	15.00	Rock-a-Lite	7.50
Head Lite	17.50	Screamo	15.00
Hockey, Seeburg, late model	37.50	Sink or Swim	4.00
Dandy Vender, Groetchen	\$7.50	COUNTER GAMES	
Four Jacks, Fields	5.00	Radio Wizard	\$ 5.00
Four Stars, Exhibit Dice	5.00	Punchette	10.00
Penny Smoke	8.50	Portland, A. B. T.	10.50
Black Magic, Dice game	\$50.00	Texas Leaguer	9.00
Grand Champion, Seeburg Race Horse	60.00	SLOT MACHINES	
Mills F. O. K. No Jackpot Vender	7.50	Little Duchess	\$30.00
Mills, Model 301	\$ 65.00	Mills Silent Escalator	42.00
Mills 845, Troubadour	85.00	Mills Single Jackpot Bell	15.00
Dance Master	105.00	Pace Bantam 5c Play	22.50
Seeburg Audiphone, with Radio	\$ 55.00	PHONOGRAPHS	
Seeburg, Model E	75.00	Seeburg Selectophone	\$110.00
Terms: 1/3 Deposit, Balance C. O. D.		Capehart, non-selective	30.00

W. B. COMPANY 3800 N. GRAND BLVD., ST. LOUIS, MO.

Heavy Shipments Leave Pacific's Chicago Plant

CHICAGO, June 20.—Word received from Fred C. McClellan, president Pacific Amusement Manufacturing Company, has it that Pamco Chase and Palooka Junior, both in payout and ticket models, are being shipped in carload lots to large distributors in various parts of the country.

The shipments, beginning June 18, are a result of orders placed following operators' and jobbers' reactions on samples of both machines.

Pamco Chase incorporates the new principle whereby players attempt to propel the ball into a payout pocket simultaneously with the arrival of moving light. Chase has a one-two-three system of progressive ball and light animation, extending from the top of the field to the bottom, and is reported to be getting the heaviest kind of play in early operating reports.

Palooka Junior, like the Senior model in many respects, has a single coin chute which nevertheless takes in an unlimited number of coins, and it incorporates Pacific's "odds-commutator."

Harmon Chicago Visitor

CHICAGO, June 20.—Mr. S. D. Harmon and son, Galesburg, visited in Chicago last week. They made a tour of the factories, including that of the Chicago Coin Corporation, where they viewed the firm's new Monopolee, one-shot payout game. Harmon was exceptionally enthused with the "play again" feature of Monopolee and said that he was sure the players in his locations would go for Monopolee in a big way.

L. B. Fisher Is Brown Rep

DALLAS, June 20.—Fisher Brown, well-known local distributor, announces the appointment of L. B. Fisher, 1300 Jennings avenue, Bartlesville, Okla., to handle the entire Brown line in the Brown name in the State of Oklahoma. Mr. Fisher is well and favorably known in operating circles thruout Arkansas and Oklahoma and understands the needs of the operator and jobber.

Detroit

DETROIT, June 20.—George E. Hawley, assistant general manager of Venitor Corporation, spent the past week in New York. He closed a large deal with Consolidated Vending Company while there. This is the third large order from the company.

M. L. Joslin, general manager of Pack-It Company of America, spent last week in Chicago. He appointed two new distributors for his operating company while there.

Three New Charters for Firms

ALBANY, N. Y., June 20.—The following new coin machine and amusement device corporations were issued charters of incorporation by the secretary of state the past week:

Surfco Amusement Corporation, Brooklyn. Recreation devices of all kinds. Capital, 100 shares of stock. Shareholders: Joseph Wechter, Arthur Horold and Ruth L. Sandman, Brooklyn.

Midwestern Amusement Company, Inc., Buffalo. Amusement devices of all kinds. Capital, 200 shares of stock. Shareholders: John E. Leach, Paul D. Graves and Perry E. Wurst Jr., Buffalo.

Tri-State Automatic Candy Corporation, Buffalo. Vending machines of various kinds. Capital, 200 Shares of stock. Directors: Charles L. O'Reilly, Benjamin Sherman and Irving Fried, New York.

Fort Worth

FORT WORTH, June 20.—As the coin machine industry is a fairly young industry, so are most Fort Worth machine men too young to have gone to France for the war. As a consequence, no local coinman receiving bonus bonds has been located by distributors so far.

Harry Hoosier and wife have gone to New York on a combined business and pleasure trip. Hoosier is well-known operator, being vice-president of local coinmen's association.

Instead of the usual talk of which machines are good, bad or indifferent, the talk among local operators this week is The Streets of Paris at the Dallas exposition. A large number of local operators have inspected the show and they spend their time now discussing it and telling others about it. The local boys have really taken to the Dallas show.

UNDER THE MARQUEE—

(Continued from page 48)
Circus at Pottsville. Report nice show, stormy weather and fair crowd.

COLE-BEATTY did almost capacity business at Binghamton, N. Y., despite rain. Both papers there gave the show considerable mention.

CRAWFORD DROEGE and Frank Norton saw the Walter L. Main Circus at Dunkirk, N. Y. Had two packed houses. The boys had a nice visit with the Newtons.

ADVANCE of Eddy Bros.: Ed Schuster, general agent; Oscar Decker, brigade agent and boss billposter; Jack Fitzgerald, boss lithographer, assisted by James Sierra, Carl Johnson, Bill Clark and Carl Edwards.

ARTHUR A. CASHTON saw Atterbury Bros.' Circus at Ellsworth, Wis., June 3. States that it is a neatly framed show under an 80-foot top with three 40s. Had packed house in afternoon and strawed them at night.

G. A. CLINE states that Russell Bros. Circus showed Ann Arbor, Mich., June 10, that the show is new up there and surprised the audiences with a fast-moving performance with a good lineup of acts. Advance posted plenty of paper.

R. J. ERDLITZ and wife, with Mrs. Walter Gollmar and son, Walter, recently visited Sells-Sterling Circus. Mary Erdlitz states that Stan and John Volera, bar and flying act, have joined Lewis Bros.' Circus.

MRS. JOE MARTINI joined the Haag show at Blountville, Tenn. Was with show two weeks and was called home at Hope, Ark., due to settlement of an estate. She left at Newton, N. C., but expects to rejoin within the next month.

GLADYS ADMIRE, advertising banner salesman and merchants' ticket agent, of Atterbury Bros. Circus, attended school exercises at Indianapolis. Her daughter, Virginia, has been attending school in that city. She made the trip via plane both ways.

MRS. MARY NORTON, of Christy Circus unit, who suffered a broken foot caused by her high-school horse falling on the floor with her during a performance at St. Louis Police Circus, is recovering and will soon be back at work.

LEO ABERNATHY, international president of the billposters' union, motored to New York from his Pittsburgh office to attend an executive board meeting June 18. He reports that he will leave on his vacation July 1 and will be gone a month.

FRANK LITTLEFIELD pens that Downie Bros. at Lynn, Mass., packed them in at matinee and were on straw at night; at Gloucester, packed house in afternoon (in rain), and also packed at night. De Barrie's Side Show also had big business. Jack Hoxie received a new housecar.

IDA SHOWLES, E. F. Day, wife and daughter, Virginia, visited the Big Show at Trenton. Miss Showles visited with Maude Millette and daughter, Mildred, and Day visited with Ralph Clawson. Elmer A. Kemp and wife, of Trenton, N. J., and Hazel Williams, of Eddy Bros. Circus, spent June 8 with the Days at Long Branch, N. J.

HOUSTON PICKUPS—G. C. Simmons, midget clown, has retired from the road and has a peanut and pop-corn stand on North Main street. Jack Stanley has opened a booking office. Jack Driscoll is now in Rosenberg in the cafe business. Jack McCully, press agent, formerly with Sells-Floto and other circuses, is doing publicity for Chamber of Commerce. Is also head of publicity for San Jacinto Centennial Committee.

JESSE ROBINSON, billposter, who died at McKeesport, Pa., recently, was buried by the Billposters' Union No. 3, Pittsburgh, in its Highway Cemetery lot near Pittsburgh. The union's annual memorial services were recently held at the cemetery. One hundred and ten members of the billposters' union are buried there. Services were conducted by Leo Abernathy, national president, whose father made the first arrangements for the cemetery to be used exclusively for members.



DICE by FISCHER

A Radically New Idea in Dice— Now Sweeping Everything before it—BETTER than '26'—'14'—Indian Dice or anything else!!!

Cigar Stores — Taverns — Drug Stores — Nite Clubs — Wayside Inns—EVERY 'across-the-counter' spot INSISTS on it—TAKES IT ON SIGHT . . .

JUMBO SWEEPSTAKES



Here's a Set of 3 of the CLEVEREST, Most Handsomely Designed JUMBO DICE ever tossed on a counter or bar! Imagine! HORSE RACING — with player selecting 'horse' (number) to "Win"—"Place"—or "Show"—or 'across the board' for BIG ODDS every 'race.'

A 1-Roll FAST ACTION Trade-Stimulator Dice Game with awards paid in "TRADE ONLY."

PUNCH BOARD MEN—OPERATORS—NOVELTY SALESMEN— FULL OR PART TIME — YOU CAN SURELY

CASH IN QUICK on the BIGGEST 'NATURAL' in YEARS! JUMBO SWEEPSTAKES

List Price: Score Sheets Included \$975

JOBBER: Order Your Samples TODAY! Write for Full Details Without Obligation—

FISCHER SALES COMPANY 43 E. OHIO ST. CHICAGO

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for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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THIS WEEK'S SPECIAL SHELL GAMES \$42.50

REBUILT PAYOUT GAMES		SPORTSMAN GAMES	
Big Casino	\$45.00	Sportsman	\$14.50
Hollywood	52.50	Repeater	47.50
Big 5, Sr.	50.00	Do or Don't	16.50
Straight 8	60.00	Ace	25.00
Prospector	35.00	Kings of Turf	22.50
Pamco Parlay, Sr.	65.00	High Pockets	28.50
Pamco Parlay, Jr.	40.00	Carloca	14.50
Tycoon	92.50	Giant	30.00
Bonus	70.00	COUNTER GAMES.	
Double Score	60.00	Pay-Out.	
Equity	16.50	Black Magic	\$27.50
Peerless	70.00	Mysterious Eye	23.50
Daily Limit	60.00	Totem (Ticket)	8.50
Whirl Pool	30.00	Solo	10.00
Red Sails	65.00	Target	8.50

While They Last! Anticipate Your Needs Now and Order by Wire—Phone or Special Delivery! All Prices F. O. B. Chicago.

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Personal Services

MONARCH JUNE SPECIALS FOR ALL SUMMER PROFITS!

Exhibit Whirlpool, Rodeo, Football, 10-Ball Payout, like new, with Check Separators. . . \$27.50

\$3.45 Blue Ribbon Golden Gate Pushover Merry-Go-Round Fleet	\$4.45 Action Jr. Drop Kick Criss Cross Relay Contact	\$5.45 Castle/Lite Flying Trapeze Signal Jr. Register Rebound	\$6.45 Signal Sr. Major League Sensation Kelly Pool Army & Navy	\$7.45 Globe Trotter Beamlite Mills Impact Beacon Rock-Ola 21 Rockette	\$8.45 Criss-Cross-Lite Kings Rotolite Chicago Express Kings of Turf
\$9.45 T. N. T. Trialite Jungle Hunt Jockey Club Sink or Swim	\$10.45 Tilt for Tat Spotlite A. B. T. All-Stars Big Game Par Golf	\$11.45 Barrel Roll Man 'n Moon (tape) Auto Dart (tape) Auto Count (tape)	\$12.45 Cheer Leader Ball Fan Domino Champion Treasure Hunt	\$13.45 Quick Silver Homestretch Fairway Scrimmage Screamo	\$14.45 Banker 666 Rapid Transit Five & Ten Sportsman Payout

All games in perfect mechanical condition! 1/3 deposit with order.

MONARCH COIN MACHINE CO., 2308 Armitage Ave., Chicago, Ill.

Cover-Up and Jumbo Sweepstakes by Fischer

CHICAGO, June 20.—Phil Fischer and O. K. Fischer, of Fischer Sales Company, prominent figures in the coin machine business for years and known to have designed some of the biggest winning principles ever built into numerous coin-operated machines portraying their handiwork, are now engaged in the manufacture and distribution of two dice ideas, among the cleverest ever created. Their entry into the dice business with Cover-Up and Jumbo Sweepstakes is said to be opening up a new field for counter dice operations. According to reports, the two new dice setups are in heavy demand.

In an interview with *The Billboard's* representative Phil Fischer stated that thousands of locations are hungry for new and original ideas in dice that will bring back the players time and again and hold their interest indefinitely. In bringing out the two new dice ideas the Fischer brothers say they have kept in mind that the games must be attractive, with plenty of eye-appeal, simple to understand with "looks-easy-to-beat" appearance, and that they must let players come close to winning every time.

Before releasing Cover-Up and Jumbo Sweepstakes to the trade the Fischers report their actual location tests proved both of them to be good for a net profit running mighty close to four figures over a 30-day period. And since launching Jumbo Sweepstakes with win, place and show—actual horse racing in a dice game—together with Cover-Up, where the player stakes the house to retire a complete set of numbers in eight tosses, many score sheets have been filled and turned over at a handsome profit to location owners. Jumbo Sweepstakes is a one-roll game which permits the player to chose his number and lay it on the location owner keeps tab much the same as in "26" and other counter dice games, excepting that the fame is much faster and uses special score sheets. Cover-Up takes eight shakes to the game and is not as speedy as Sweepstakes; however, it incorporates the idea of "building up a score."

Trend to Simplicity Seen in Success of Bally's Natural

CHICAGO, June 20.—That there is a definite trend toward simple, easy-to-understand games with fundamental play appeal, is evidenced by the immediate spontaneous popularity of Natural, one-shot, payout dice game, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"Jumbo and Bally Derby," Jim points out, "owed their fine success to their simplicity. When we asked operators why these games were going over so big, the usual explanation was, 'Because anybody can get the drift of the game at a glance and they don't have to figure out the angles before they shoot.' Today the same thing is being said about Natural. Everybody understands dice and here's a game where you win on 7 or 11, lose on 2, 3 or 12 or win when you make your point. Nearly every pin-game player has rolled the bones and it's only natural for them to go for Natural."

Jim pointed out that public taste in games runs in cycles, the demand for simple games alternating with a demand for more elaborate types of play. "But right now," he concluded, "simplicity seems to be in the saddle, and, as usual, Bally is promoting the kind of games the public want."

Keeney Firm's Velvet In Lavish Introduction

CHICAGO, June 20.—The new Keeney game Velvet, about which much is being noised about the industry, is all set for a big "coming-out party" in jobbing and distributing showrooms throuth the nation, June 27, according to Ray Becker, sales manager of J. H. Keeney & Company.

The game is of the payout variety and incorporates variable odds in the form of a standard odds commutator situated in the backboard. When the game is played it is optional with the player to accept his winnings in accordance with odds showing or is given an opportunity to multiply his award on a second or replay shot. Two buttons on the front of the machine are used for this purpose.

Payouts range from 10 cents to \$2 on the initial attempt and in the event of a replay, after a winner is established,

Ro-Wo-Bo Jack Pots

5c
PLAY

JACK POT VALUE

5c
PLAY

Gold Seals Pays 3.00 Seal Printed Jack Pot Receives Jack Pot

Blue Seals Pays 2.00 Seal Printed Gold Receives 1 Pull in "Gold Seal"

Red Seals Pays 1.00 Seal Printed "RED" Seal Receives 1 Pull in "Blue Seal"

All Red Tickets Ending in 11 or 22 Receive One Red Seal

Each Card \$25.00 Jack Pot
Brings In \$90.00
Average Payout 55.00
Profit \$35.00
Complete Sample Deal \$6.00

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Muncie, Indiana

Gint THIS what you want?

STEADY BIG PROFITS FROM A DEVICE THAT NEVER GROWS STALE!

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BIG GAME HUNTER

GOING BETTER EVERY DAY—

A small investment earns you a substantial income for years, not months. A statement backed by thousands of BIG GAME HUNTERS now on location. It is a 100% skill game and, therefore, can be placed everywhere and anywhere. Order yours today! A route of BIG GAME HUNTERS will provide financial independence for you.

\$32.50

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COMES AN OPPORTUNITY FOR QUICK PROFITS WITH THE SMALLEST INVESTMENT IMAGINABLE

HERE ARE THE FACTS

TAKES IN	\$75.00
PAYS OUT	43.30
NET PROFIT	\$31.70

RUSH \$3.50 FOR SAMPLE JAR—YOUR MONEY REFUNDED IF NOT ENTIRELY SATISFACTORY.

Distributors, Operators Write for Quantity Prices.

INDEPENDENT NOVELTY CO., 220 North 5th Street, SPRINGFIELD, ILL.

When Dealing With ACME NOVELTY CO., of Minneapolis, You Must Be Satisfied

RECONDITIONED AUTOMATIC PAYOUT GAMES

JUMBO	\$42.50	PEERLESS	\$59.50
BALLY DERBY	59.50	SUNSHINE DERBY	49.50
MAMMOTH	39.50	RODEO	29.50
DE LUXE "46"	39.50	REPEATER	44.50

GÖTTLIEB ELECTRIC BAFFLE BALL, Very Clean, \$32.50

SPORTSMAN Last Coin Vible

TREASURE HUNT—1 Ball	985	STAMPEDE—1 Ball	1985
RED ARROW—1 Ball		CARIOCA—1 Ball	

EXHIBITS WHIRLPOOL 10 BALL TICKET GAMES 19.85

WURLITZER AUTOMATIC PHONOGRAPHS, Model P12, \$182.50
LOTS OF 5 OR MORE 175.00
WURLITZER AUTOMATIC PHONOGRAPHS, Model P30, 169.50

ACME NOVELTY CO.

23 and 25 No. 12th St. MINNEAPOLIS, MINN.

ECONOMICAL

ELECTROPAK eliminates batteries, saves from \$30 to \$100 yearly per location.

ELECTROLOK saves its cost the first time used, positively stops cheating.

player awards can be increased to 20 cents or as high as \$20. Of course, it's necessary for the player to set the game for a replay shot when coin is inserted and in order to hit the top awards of \$20 he'd have to get top odds, hit the payout hole on both, and, of course, it doesn't happen that way very often. When the replay shot is in effect and awards amount to more than \$2 a ticket showing the amount is handed to the player automatically. Awards of \$2 or under are paid in cash or checks. Mr. Becker advises unprecedented interest in the new machine and promises some big happenings when June 27 rolls around and Velvet begins to roll out in heavy shipments.

Ponser Roll-A-Ball a Hit

NEWARK, N. J., June 20.—George Ponser, president of George Ponser Company's Roll-a-Ball sales division here, declares that the game has achieved what every operator has looked for in that every watcher becomes a player.

The Roll-a-Ball machine is entirely electrically and automatically controlled. It is constructed of fine material and has an appealing design, comes in two sizes, 12 feet and 14 feet long and 29 inches wide. It is 71 inches on foot in height in the back while standing and 22 inches on foot in height at the front. The machine is portable.

An outstanding feature of the game is its attractive score-light arrangement. The automatic scorer has a flashing of changing lights and a distinct clicking of sounds registering the score. It operates on a contact lighting plan system. It has instantaneous, positive scoring, in addition to two counters. One checks up on the number of times played, while the other automatically registers and tabulates the number of winning games from whatever score one wishes to tally. After a complete game of nine balls has been bowled the electric time clock in the machine will keep the score lighted for about three to four minutes and then automatically flash off.

According to Ponser, operators and distributors have been clamoring for exclusive territorial privileges and in recent weeks production has been going at top speed and all orders are being shipped without any delay.

HARD SHELL CANDIES

FOR VENDING MACHINES

WE HAVE ADDED SOME NEW ITEMS

WRITE FOR SUMMER PRICE LIST

PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.

345 W. Erie St., Chicago, Ill.

of water on a pin game? That's what we did with Challenger—the entire play field is an ocean—or maybe it's a gulf (Texas papers please copy)—but anyway it's nice cool-looking blue-green water. Why, they tell me the temperature drops 15 degrees the minute an operator pours a Challenger into location! "But water wasn't enough. We wanted fresh air, cooling breezes, winds to waft our worries away. Well, you can't paint a picture of wind unless you put in some kind of container, such as a balloon, a bagpipe or a sail! And, believe me, when you see those Challenger sailboats with the wind bellying out their sails and driving them over that cool blue sea—well, one operator had to take the machine out because the storekeeper kicked about the draft!

50 Grand Continues as Outstanding Genco Hit

CHICAGO, June 20.—One, two, three, four or five nickels; that's the feature that operators are going wild over in Genco's 50 Grand game. The machine is reported to be a five-ball novelty that will match or even top profits of any one-ball payout game.

Genco officials state that the firm is reluctant to name actual earning figures of their products because reports as a rule are biased. However, a 50 Grand on one location, picked at random in the East, has been clocked at an average of \$9 an hour for the second consecutive week.

In the new game Genco, Inc., has another natural. The player immediately understands the playing principle. 50 Grand is said to be easy to play and exceptionally entertaining. While it's a five-ball game, the player shoots each ball carefully with the same dexterity because a perfect score, 50,000 points, can be made with just one ball.

The machine sets a new standard in pin-table construction. It has been thoroly engineered and made so as to assure the operator of absolute perfection.

One distributor in the East has purchased more than two carloads of 50 Grand and has another carload leaving this week. When games move in such large quantities operators can be sure that the game is 100 per cent.

Genco Has Model Modern Plant, Production System

CHICAGO, June 20.—The Genco system of production has been widely acclaimed by efficiency engineers throught the country. Using a system of personalized individual piece work by experienced craftsmen who understand their task thoroly, Genco has worked up its production to a peak of efficiency.

Each man in the plant has his certain duties to perform. He is equipped with the most modern labor-saving devices, which result in great speed and fine workmanship. Supervisors in charge of each step of production thoroly check each unit of operation. When the games are completed they go thru a triple check system.

Because the working conditions are ideal in the sunlit modern plant of Genco, Inc., there is an absolutely minimum of labor turnover. All machinery and moving mechanisms are protected far in excess of the requirements of the rigid Illinois labor laws.

Now! FRESH'ND-AIRE

WITH THE TRUE ESSENTIALS OF *Air Conditioning*
 PRODUCES a NEW KIND of
"AIR COMFORT"
 IDEAL FOR PATRONS — EVERYBODY —



High-Stand "FRESH'ND-AIRE" Showing Relative Height compared to Store Patron

with these Arrestingly
**BEAUTIFUL
 AIR
 CIRCULATORS**

*Inexpensive
 Portable
 Silent*

50 SPEEDS

the Exact Measure of Air Movement Required Under Every Conceivable Temperature Condition.

Instils NEW LIFE into Every Business at Once!

Today every merchant realizes the importance of "air comfort" in stores. The tremendous publicity given air conditioning has taught customers to expect to be able to shop in comfort.

They no longer tolerate stuffy, smelly, hot still air in the places they patronize. However, air conditioning, as available today (in addition to its great cost of installation and maintenance) is not satisfactory to customers and employees because of the great difference in temperature created, which is a shock to them, also making them all the more susceptible to the higher temperature after leaving an air-conditioned room.

FRESH'ND-AIRE now solves this problem for you effectively—at astonishingly low cost.

In one, single, compact, inexpensive unit, it provides thorough circulation of all room air without draft—PLUS purification, deodorization and sterilization of air. The result of this combination is a conscious feeling of from 8 to 10 degrees lower temperature and a noticeable condition of invigorating freshness that makes people feel really comfortable.

Gaylord FRESH'ND-AIRE—in all models have capacitor motors—more advanced—and now actually replacing all other types. High Efficiency—LONG LIFE—Self-Contained Oiling Systems—Mechanically Perfect Moving and Stationary Parts—are your GUARANTEE of a decade of Trouble-Free Performance.

Ask Us to Arrange for a Free Demonstration!

We Have Distributing Points Throughout The Nation From Which a Free Demonstration Can Be Arranged Without Obligation.

GAYLORD MANUFACTURING COMPANY
 1227 W. Washington Blvd., Chicago, Ill.

Bally Challenger Game Challenges Summer Slump

CHICAGO, June 20.—Said to be the first pin-game deliberately designed for warm-weather operation, Bally Manufacturing Company's new Challenger illustrates the extent to which psychology is utilized by the modern creators of games. A one-shot, automatic payout game with the always popular changing odds and multiple coin chute, Challenger features a new type scenic panel emphasizing the pleasant side of summer and drawing the player's mind as far away as possible from thoughts of rising temperatures.

Discussing Challenger, Ray Moloney, Bally's president coined a new term, "psychological air conditioning," and gave an interesting angle on the design of pin games. "Of course, players feel hot and dusty when the weather's that way," Ray stated, "but the idea is not to let the weather man chase your customers away—but instead hold 'em with a little 'psychological air conditioning,' such as we built into Challenger."

"What is the one thing we all think about in the summer? The answer is water! Even a cooling Tom Collins or Gin Buck is largely composed of water. When the weather is warm, we want to drink it, swim in it (water, I mean, not Gin Bucks), fish in it and sail on it. So what is more natural than to put lots



MOHR BROTHERS' DOWNTOWN DISPLAY ROOM in Los Angeles, showing Fresh'nd Aire Fans of the Gaylord Manufacturing Company. Mohr Brothers rented additional space in a busy bank corner for additional displays of this fan and have been doing capacity business on the new summer cooling unit.

DEAL WITH CARL Always A SQUARE DEAL

New Machines I personally recommend without hesitation

PAY TABLES AND PIN GAMES COUNTER GAMES

Multiple	\$142.50	McCoy	\$130.00	Bally Baby	\$ 17.50
Hialeah	139.50	Alamo	149.50	Gee Whiz	19.50
Airplane	97.50	Totalite	49.50	Sandy's Horses	29.50
Natural	139.50	Wheel of Fortune	125.00	"21" Venders	5.00
Sky High	99.50	Payday	69.50	Horses (Buckley)	17.50
Pamco Palooka	189.50	Champs	49.50	Reliance Dice	119.50
Pamco Palooka Jr.	159.00	Double Header	115.00	Harmony Bell	67.50
Galloping Plugs	149.00	Turf Champ	127.50	Duette	19.50

Closing Out Sale of Guaranteed Reconditioned Machines

PAY TABLES AND PIN GAMES COUNTER GAMES

Bally Bonus	\$75.00	Texas Leaguer	\$ 8.00	Punchalite	\$39.50
Prospector	35.00	William Tell	7.00	Wagon Wheels	10.00
Ranger	30.00	Mad Cap	19.50	"21" Venders	5.00
Jennings Hunter	27.50	Smack 'Em	10.00	Natural Dice (Bally)	5.00
Ace	25.00	Master Contact	8.00	Hold & Draw	12.50
Cocktail Hour	45.00	Castle Lite	7.00	Ticketts	8.00
Rambler	45.00	Rockelite	5.00	Evans Darby	15.00
Match-The-Dial	20.00	Blue Ribbon	5.00	Puritan Girl	10.00
Giant	30.00	Army & Navy	5.00	Pak-O-Cigs	7.00
Fairway	20.00	Champion	10.00	Penny Packs	7.50
Traffic (Model A)	10.00	Star Lite	7.00	Penny Pack (meters)	8.50
Sportsman	3 for 20.00	Big Leaguer	7.50	Sweet Sally	3.00
Rockets	3 for 20.00	Barrel Roll	12.00	Booster	3.00
Trans-Atlantic	17.50	Drop Kick	4.00	King Six, Jr.	11.00
Cross Roads	17.50	Action, Jr.	3.50	Cent-A-Pack	8.50
Jig Saw	3.00	Big Game	13.50	Chicago Club House	6.00
World Series	5.00	Cannon Fire	5.00	Jennings Target	3.00
Beat It	9.00	Sensation	7.00	Gypsy Fortune Teller	4.00
Red Arrow	10.00	Neontact	7.50		

Miscellaneous

Rockola Multi-Selector Phonographs	Write	Buckley Diggers (De Luxe)	Write
Seeburg's New Symphonola	Write	Mills Dewsies	Write
Mills Dancemasters (Used)	\$125.00	Callie's Dewsies	Write

TERMS: 1/3 Deposit, Balance C. O. D.
COMPLETE LINE OF NEW MILLS SLOTS IN STOCK AT ALL TIMES FOR IMMEDIATE DELIVERY (WRITE). EXCLUSIVE DISTRIBUTORS FOR PACES RACES FOR THE STATES OF MISSOURI AND KANSAS. "NEVER OPERATE OR SEND SALESMAN IN YOUR TERRITORY."

UNITED AMUSEMENT CO.
3411 MAIN STREET, KANSAS CITY, MO.

Western Announces Jitters, Exciting New 5-Ball Payout

CHICAGO, June 20.—Jimmy Johnson's pet saying, "Give the operators the type of game they can make a steady big profit on and the sales will take care of themselves," has been working out very well for Western operators, distributors, jobbers and the company itself. Coconuts and Western's Races, two recent successes, it is reported, are still going over like a million dollars.

This week the aggressive Western firm announced a new and proven success by the name of Jitters. The new Western five-ball automatic payout is appropriately named from the standpoint that each play is so exciting in its delayed and rollicking action that it actually gives the players the jitters, but they love it!

The big playing idea behind Jitters is the fact that any one of the five balls may be a winner. Primarily, the player tries to match two pockets of the same color. If successful he is automatically rewarded as high as 50 cents. In addition to the many matched color pockets, any one ball in the \$1, \$1.50 and \$2 pockets automatically pays out that amount. The playing field is arranged in an uncanny manner that presents a simple-to-win appearance.

Western's new motor-driven payout unit is included as standard equipment. Operators are afforded the choice of either batteries or Stancor Univerter power packs when ordering. Jitters can also be equipped with Western's check separator at a slight additional cost. In addition to the automatic payout table model Jitters is also available in a ticket model which is equipped with Western's proven, positive ticket vending mechanism, with batteries or Stancor Univerter power packs optional.

Again Western scales the heights of beauty in cabinet design. The large sturdy de luxe cabinet is outstanding with an attractively colored light-up panel. Jitters is ready for immediate delivery.

New Games Announced By Exhibit Supply Co.

CHICAGO, June 20.—Gusher, Exhibit Supply Company's new five-ball game, carries out the novel idea of an oil field on a large player area. Player shoots his first ball thru an oil well, which lights up odds on the back panel varying from 10 to 150.

After the ball sets up odds it continues to travel the balance of the board, ultimately landing in a colored pocket. With four additional balls to shoot, player has only to get in two balls in identical pockets to score. When the word oil lights up on the back panel the player has struck oil.

Machine has multiple-type action and permits player to play as many as five coins at one time.

Exhibit's Counter Quartet

A quartet of counter games called Tango, Key Hole, Baseball and Win have just been announced by Exhibit Supply Company.

Exhibit is looking forward to a great success with these games with interchangeable tops and cubes, which permit the operator to give his locations a new game and a new attraction each week. The new games are low priced and Exhibit says that operators will find them extremely profitable on their counters.

Totalite Is Approved

CHICAGO, June 20.—Detroit Board of Inspection, Department of Games, and the Los Angeles Coin Machine Operators' Association have given approval to Totalite, manufactured by the Rock-Ola Manufacturing Corporation.

In Detroit five games were presented for approval, but Totalite was the only machine to get the okeh.

The fact five-ball straight novelty game is getting the play everywhere. The fascinating playboard is simple to understand and it's especially adapted to competitive play.

The pay-out register installed on the inside of Totalite, where location owner and operator can easily see it, saves considerable time of the operator in checking up location on payouts. It also helps location owner and eliminates unnecessary bookkeeping.

These important facts, together with the fact that it is extremely easy on batteries, makes it the ideal game for operators.

MC CALL NOVELTY CO.

2230 Pine St.
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Distributors and Jobbers of all the LATEST HITS.

Complete Price List on Request.

INTRODUCTORY SPECIALS

We will make Liberal Allowance on your Mills Blue Fronts (Mystery Payout) in trade on Bally's Hialeah at \$139.50.

RELIANCE (Like New) ----\$75.00
TIT-TAT-TOE ---- 7.95
EXTRA—MAZDA BULBS for your Pin Tables (Box of 10) .54

Action, Jr.	\$ 3.85	Manhattan	\$ 9.50
Angle Lite	3.85	Man-in-the-Moon	9.50
Banker	14.75	Match-a-Dial	14.75
Ball Fan	14.75	Par Golf	12.50
Battle	29.50	Pay Day	49.50
Bottoms-Up	5.75	Pippin	17.50
Budget	37.50	Ponies	27.50
Cheer Leader	9.75	Roly Poly	22.50
Chicago Express	12.50	Rockelite	4.95
Colors	14.75	Rapid Transit	9.75
Cross a-Lite	4.95	Scrimmage	14.00
Ditto	27.50	Screamo	14.00
Domino	9.85	Skor Lite	7.50
Fire Chief	6.50	Shur Shot	49.50
Five & Ten	14.85	Spot Fire	8.50
Frisky	7.85	Spot Lite	5.45
Gold Medal	17.50	Tackle	14.50
High Hand	19.95	Top Hat	22.50
Hi Lite	12.50	Torpedo	32.50
Hop Scotch	17.50	Touch Off	22.50
Lino	19.50	Treasure Hunt	19.50
		Wing Lite	9.50

TERMS: 1/3 Deposit. Balance C. O. D.

LOWEST PRICES IN THE INDUSTRY

BRAND NEW MACHINES

Sky High } WRITE For PRICES
Captain Kidd }
Electric Eye.....\$165.00

TICKET GAMES

Exhibit's Play Ball	\$35.00
Exhibit's Standard	37.50
Exhibit's Bagatello	45.00
Jumbo Ticket	47.50

Guaranteed Used Machines

Combination	\$ 40.00	Bally Ace	\$ 20.00
Three in a Row	40.00	Gold Rush	12.50
Big 5 Senior	45.00	Western Parlay	27.50
Big 5 Junior	35.00	Traffic A	14.50
Daily Limit	45.00	Traffic, Cash Only	12.50
Tycoon, floor sample	95.00	Mills Equity	10.00
Electric Eye, fl. sample	115.00	New Yorker	9.00
Golden Harvest	42.50	Champion, late model	10.00
Bally Jumbo	40.00	Sportsman, Visible	14.50
Bally Prospector	32.50	Sportsman, brown cab.	10.00
		Red Arrow	7.50

Match the Dial	} 12.50	Rockelite	} 6.50	Lightning	} 3.50
Quick Silver		Army & Navy		Golden Gate	
Man 'N Moon	Castle Lite	Drop Kick			
Cannon Fire, Sr.	} 9.50	Skyscraper	} 3.50	World Series	} 3.50
Genco Baseball		Fifty Fifty		Always Relay	
Big Game					
One-Two-Three					

State whether for 1c or 5c play
EVEREADY BATTERIES....Per Case....\$4.50
WRITE FOR LOWEST PRICES ON SAFES—SLOTS—STANDS
LIMITED SUPPLY—SEND DEPOSIT
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23 DAVIS ST. (Phone 596-M) BEACON, N. Y.

PACES RACES

Late 1935 Models	\$269.50	5-Ball Big-Shots, best novelty game of the year. Perfect	\$29.50	Madcaps, slightly used	\$ 24.50
1936, very latest	365.00			Original \$375 Radio	
1935 P-12 Wurlitzers	149.50			Rifles	99.50

Prices slashed on hundreds of good used One Ball Automatics and Straight Pin Tables.
SPECIAL BARGAINS IN ALL TYPES DIGGERS.
All the latest One-Ball Automatics, including Velvet, Turf Champs, Galloping Plugs, Air Lane, Alamo, Etc., as well as the Newest Novelty Games.

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REAL VALUES

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Premium Goods
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WRITE FOR CATALOG.
STATE YOUR LINE.

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1729-31 LAWRENCE ST.
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IT'S A HIT!
FULL OF ACTION!



Scientific's
HOME RUN \$42.50
10 BALL PIN GAME
EXCELLENT FOR
HIGH SCORE
Immediate Delivery!
SCIENTIFIC MACHINE CORP.
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Our Credit Plan has helped many an operator to get into the real money . . . you can purchase our location tested quality games on convenient payments and get yourself a summer bankroll . . . the latest and best games at no increase in prices.

WRITE TODAY . . . ASK FOR CREDIT!

Lee D. Jones

P.S.—Come on, Boys—the field is open.

Atlas Novelty Headquarters For Out-of-Town Operators

CHICAGO, June 20.—Atlas Novelty Corporation has been a veritable beehive of activity for the last few weeks. Hundreds of operators from thruout the Middle West have made the Atlas firm their Chicago headquarters. According to Morrie Ginsberg, one of the firm, new and used games have been literally pouring out of their plant.

The Atlas firm, direct factory representatives for the Stoner Corporation and the Western Equipment and Supply Company, are featuring all the winners from all the manufacturers. The Atlas Pittsburgh office also features games from every manufacturer. However, they have recently been appointed direct factory representatives for the J. P. Seeburg Corporation, featuring the complete line of Seeburg Symphonola automatic phonographs and the Seeburg Ray-o-Lite electrical eye shooting device. The

Pittsburgh office is also direct factory representatives for the Western Equipment and Supply Company and the Stoner Corporation. The Pittsburgh branch is under the direct supervision and management of Phil Greenberg, whose experience in the automatic field goes back many years.

The success story of the Atlas Novelty Corporation sounds like another Horatio Alger tale. Starting in business not quite two years ago, they have built up one of the most outstanding distributing organizations in the country. Starting from scratch, their field of operations now covers the entire nation.

Birmingham Business Booms

BIRMINGHAM, Ala., June 20.—Max and Harry Hurvich, owners of the Birmingham Vending Company, this city, report that they expect a busy summer with the many new machines which they are featuring, as well as with the Rock-Ola Multi-Selector.

Max reports: "Many visitors to our headquarters have been impressed with the way we are rushed for delivery of the new games and also the number of the new Rock-Ola Multi-Selector phonos that we have been selling.

"Regardless of how busy we are, the operators who visit us always remark on the fine manner they are treated. We have established a department for all the operators thruout the South to send in their problems and we give them immediate answers. Many times we go to the expense of wiring to those men who need answers immediately and we always check up before we make any suggestions."

The boys feel that this summer will be the busiest of their careers in this industry due to the great number of the Rock-Ola phonos they have been selling and the great number of advance orders which they have already taken for these music machines. They have been devoting a lot of their time to getting large operations of these phonos started in their territory and the general belief is to the effect that if they keep this up they will have created a record for sales in the South.

At the same time they are unusually busy with the new games and are rushing these to their customers as fast as they can.

Hannah Petersen Resigns

CHICAGO, June 20.—Hannah Petersen, in charge of the vending machine department of the Pan-Confection factory here, has resigned her position to take an extended vacation. Miss Petersen has been associated with the firm for more than five years and is very popular with the trade, due to her fine personality and helpful knowledge of the business.

Miss Petersen will spend her vacation visiting relatives in Michigan, after which she will travel to Vancouver, B. C., and Seattle and then for a boat trip to Alaska.

Ted Thomas will replace Miss Petersen as manager of the vending machine department, it was announced by C. A. Gerlach, sales manager.

McClelland in Chicago From L. A. on Quick Trip

CHICAGO, June 20.—Jack McClelland, general director of the National Amusement Company of Los Angeles, spent a fast and eventful visit of a day and a half in Chicago this week.

Most of his time was spent at the Rock-Ola plant with Jack Nelson, Rock-Ola general sales manager, and other Rock-Ola executives checking on de-

**JOBBER!
OPERATOR!
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NOT A
PIN
GAME

"America's New
Bowling Game

Sensation"

ROLL-A-BALL

**TERRITORY GOING FAST - - -
A FEW CHOICE LOCATIONS STILL AVAILABLE
FOR OPERATORS WITH CAPITAL TO INVEST
IN EXCLUSIVE TERRITORY ARRANGEMENT**

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TAVERNS
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LOCATION-TESTED . . . already a proven sensational profit-earner! Absolutely legal . . . can be operated in closed pin game territory. Portable . . . completely electrically controlled. 100% skill game. Nine wood balls for 5c. Registers number of plays and winning scores. Flashing arrangement of scoring lights. Coin-operated; no levers; no plungers. 12 ft. or 14 ft. long by 29 in. wide. **An indoor or outdoor money-maker! Immediate delivery—No Delay.** Rush request for photo and full details.

GEORGE PONSER CO.,
(ROLL-A-BALL SALES DIVISION)
11-15 EAST RUNYON ST., NEWARK, N. J.

REBUILT GAMES

THIS WEEK'S SPECIALS

- BALLY BONUS . . . \$65.00
- BALLY PEERLESS . . 65.00
- MILLS TEN GRAND 67.50
- BAFFLE BALL 37.50

- EXTRA SPECIAL !**
- TYCOON \$89.50
 - MAMMOTH 37.50
 - DE LUX 46 37.50
 - TRAFFIC A 14.50
 - ROCKETS—Brown Cabinet 9.95
 - PUNCHETTES 8.50
 - A.B.T. WAGON WHEELS 8.50
 - RAMBLER 49.50
 - BIG FIVE—JR. & SR. . 34.50

RUSH YOUR ORDERS

1/3 Down, Balance C. O. D.
IT'S NOT A SALE UNTIL YOU'RE SATISFIED

GERBER & GLASS
914 DIVERSEY BLVD. - CHICAGO

MARK DOWNS MUST GO.

- BALLY DERBY \$65.00
 - BALLY JUMBO 40.00
 - BALLY PEERLESS 57.50
 - PAMCO PALOOKA 92.50
 - PAMCO PARLAY 45.00
 - PAMCO RED SAILS 57.50
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 - STAMPEDE 17.50
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 - PUNCHETTE, complete 8.50
- Reconditioned—All Guaranteed A-1.

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SLOTS WHILE THEY LAST!

MILLS SINGLE JACK POT, with Reserve \$14.90
JENNINGS VICTORIA 14.90
PAYOUT TABLES, All Models, Low Prices.

SPECIAL SALE PHONOGRAPHS

WURLITZER'S P12 \$185.00
GABLE JRS., Selective 99.50
GABLE MODEL "E", Rebuilt, in Brand-New Cabinets 149.50

WRITE FOR BABE'S BARGAIN BUYS.

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NEWEST JUMBO BOARD ON THE MARKET

1,000 Shake A Roll Board, Made in Plain, Cigarette, Money and Base Ball Boards.

Price Only \$1.50

Also Central Automatic Salesboards and Other New Games.

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ELIMINATES SERVICE CALLS..

ELECTROPAK always works, once installed requires no further attention.

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WE HAVE ALL OF THEM AND AT THE "RIGHT PRICE"
P. S.—Get Our Prices Before Buying Elsewhere.

HUBER COIN MACHINE SALES CO. 600-610 W. Van Buren St. CHICAGO, ILL.

liveries of Rock-Ola products and outlining future sales plans as Rock-Ola distributed in Los Angeles.

McClelland left the Rock-Ola plant highly enthusiastic over present and future sales possibilities. "They have some wonderful things at Rock-Ola," he said, "and I know the National Amusement Company is going to continue doing a big sales job for these great products."

"It was sure great to find my old friend Jack Nelson all established at Rock-Ola," McClelland went on, "and I have assured him of my 100 per cent co-operation!"

DRAW BALL IS DRAW POKER!

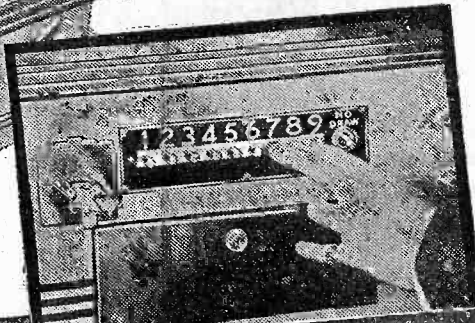


Size 46½"x22½"
67.50
F. O. B. LOS ANGELES
AS FINE A CABINET, AS ATTRACTIVE A PLAYING FIELD AS YOU EVER PURCHASED.
HAND PAYOUT
LEGAL EVERYWHERE

Ask yourself. "Is draw poker good?" A Natural! A sure winner as a pin game! Player shoots 5 balls... then draws up to 5, simply by pushing "DRAW BUTTONS" as illustrated.

Game plays one pair, two pairs, three-of-a-kind, straight, full house, and fours.
So wish no more...DRAW BALL answers your prayer for a game that players all know and like.

One they will be playing a year from now!
Order yours to-day, start cashing in now.



ORDER FROM YOUR DISTRIBUTOR OR WRITE

CALIFORNIA EXHIBIT CO.

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INSIST ON-
STANCOR
UNIVERSAL
IN ALL YOUR GAMES!
They're BEST by TEST

ASTROLOGICAL
COIN-OPERATED MACHINES
★ NEW ★ PHENOMENAL
PRICE ★ First and only
\$60 ★ Astrological Machine selling under \$300.
PER MACHINE
Earning Tremendous Profits from Coast to Coast.
WRITE FOR FURTHER PARTICULARS.
ASTROVENDS, INCORPORATED,
1564 BROADWAY, New York, New York

EXCEPTIONAL BARGAINS
IN SLIGHTLY USED AND FLOOR SAMPLES.
PIN BALL MACHINES.
DELUXE 46, original case, A-1, \$39.75; USED, \$29.75. STAR-LITE, CHEER LEADER, original case, \$24.75; USED, \$19.75. Gold Rush, \$25.00; Bottoms Up, Used, \$9.75; Flying Colors, \$19.75; Big Five Sr., 2 or 5 ball, \$59.50; Mammoth, pay out, floor sample, \$39.50; Step 'Em Up, new, \$35.00; Used Magic Keys, \$7.50; Cannon Fire Jr., \$5.00; Cross Country with Transformer, A-1, \$19.75. One-third cash with order, balance C. O. D. All F.O.B. Memphis.
KAHN SALES CO., DISTRIBUTORS
265 S. Main St., Memphis, Tenn.
Prices Mills Blue Front on Request.

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

McCall Novelty Opens Quarters in St. Louis

ST. LOUIS, June 18.—McCall Novelty Company, located at 2230 Pine street, is the latest to join the ranks of distributors and jobbers in the Mound City. A. McCall is president and general manager of the firm, and M. R. James is assistant manager.

The firm carries a complete line of pin games, phonographs, automatics and slots and maintains an efficient staff of mechanics in its workshop.

The McCall Company features the fact that the office hours are from 8 a.m. until 12 p.m. daily and from 10 a.m. until 5 p.m. on Sundays, enabling the operators to call at its headquarters at their convenience. According to Mr. McCall, his personnel numbers 18 men and the company has seven trucks, and service cars in operation. James, assistant manager, was until recently with the A. B. C. Games Company, this city, resigning from that firm to join Mr. McCall. McCall is located conveniently, being within walking distance of the Union Station in St. Louis.

Motor-Driven Payout Unit Feature of Gottlieb Games

CHICAGO, June 20.—D. Gottlieb and Company announce that all Gottlieb games, with the exception of Sunshine Baseball, are now offered with the Gottlieb motor-driven payout unit as standard equipment. The unit has been on the market 30 days and the compliments received so far have been highly gratifying.

The payout unit does away with inaccurate, jammed payouts. As a payout is scored on a game the unit immediately goes to work and disburses the exact amount in split seconds. Faster and surer, the unit is quickly taking its place as one of the outstanding coin machine innovations of today.

Dave Gottlieb says that the unit is powered with a motor strong enough to carry much more than the usual load given to a payout unit and yet is economical to operate.

Because of the exceptional response to this feature the Gottlieb factory is working at capacity in order to produce the number of units required to install

on all the Daily Races, Fence Buster and Broker's Tip machines being shipped daily.

Fishlove Featuring Campaign Novelties

CHICAGO, June 20.—Everybody's talking politics it seems, but no matter which candidate wins H. Fishlove and Company, manufacturers of unusual novelties, are going to be ahead. Their new campaign novelties, Lucky Jumbo and Happy Donkey, are scoring a hit wherever shown.

The two novelties are something different, being made of veneered wood brightly colored with a head that moves. A pack of matches is held on their backs which gives these premiums utility in addition to their comic appeal. Stores and pitchmen in Cleveland and Philadelphia, convention cities, are reported to have reordered time and time again.

Socko Soccer!

CHICAGO, June 20.—The following telegraphic account reveals the success the Weston Novelty Company, London, England, has had with the G-M Laboratories' Soccer Game:

"February 17—Ship as many Sockers as possible on the Majestic.—Weston Novelty Company; February 19—Understand 70 Sockers sailed on the Majestic Thursday. Ship another 130 on the Aquitania next Wednesday. Good luck; February 25—Ship 100 Sockers on the Berengaria March 4. Ship another 100 on the Aquitania March 11. How is that for the first day of the convention.—Tony Gasparro; March 1—Soccer going well. Increase order for shipment of March 11 to 150. Further order 125 shipment March 13; April 30—Have just delivered our 1,000th Soccer now. What about it? Cheerio.—Major Felix Sampson; May 13—Please ship further 100 Sockers. Wire when we can ship. Regards.—Weston Novelty Company; May 15—The directors and staff of the Weston Novelty Company want to thank Mac, Parsons, Bradt, Jim and staff for the splendid job you have made of Soccer. We have not had a single failure and in my opinion we have not finished yet. Congratulations. — Major Felix Sampson."

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAY-OUT TABLES

Hells Bells	\$10.00
Sportsman (late models)	10.00
Liberty Bell (10 ball)	10.00
Treasure Ship (1 ball)	10.00
Plus & Minus (1 ball)	10.00
Rocket	7.50
Put 'N' Take (late models)	12.00
Ace	25.00
Prospector	32.00
Electric Baffle Ball	39.00
Big Casino	39.00
Sunshine Derby	55.00
Ten Grand	65.00
EXHIBIT'S Football, Baseball, Bonanza (10 ball payouts)	27.50
Whirlpool (10 ball ticket)	27.50
N-E-W: Stock Market	45.00
1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee.	

NEW GAMES—Get Our Prices!
MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee Wis.

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MAKE BIG PROFIT
With This One.
6 Jewel Lever Wrist Watch.
High-Grade Movement, and a 500-Hole 5c Salesboard. Complete. No. B110.
\$3.65
(Average Profit, \$15.00)
Send for Our New Bargain CIRCULAR.
Full of Many New 1c-2c and 5c Salesboard Assortments
Send 25% Deposit with Order, Balance C. O. D.
LEE-MOORE & CO.
180-182 West Adams St., CHICAGO.

FENCE BUSTER

"Gottlieb's New Baseball Payout"

\$125⁰⁰ ELECTROPAK
STANDARD
EQUIPMENT

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1, mechanically adjustable for tight or liberal awards. Just wait and see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

Beautiful Duo-Tone Cabinet, measures 50" long by 29" wide.



ST. LOUIS DISTRIBUTORS FOR
D. GOTTLIEB & CO. PRODUCTS

We also highly recommend the following Automatic Games.

SUNSHINE Baseball	\$99.50	RELANCE	\$119.50	HIALEAH	\$139.50
BROKERS TIP	125.00	ALAMO	149.50	MULTIPLE	142.50
BAMBINO	125.00	DAILY RACES	125.00	SKY HIGH	99.50
GEE WHIZ (Counter)	19.50	GRAND SLAM	127.50	RAY'S TRACK	500.00

THE NEWEST HITS IN PIN GAMES

SYSTEM	\$52.50	FINANCE	\$39.50	NEIGHBORS	\$39.50
BO GRAND	59.50	TORPEDO	47.50	BIG SHOT (5 Ball)	55.00
MAD CAP	47.50			GREAT GUNS	62.50

THE LATEST WINNERS IN COUNTER GAMES

RITHMATIC	\$21.50	HORSES (Buckley)	\$17.50	BALLY BABY (1c)	\$17.50
SANDY'S HORSES	29.50	WIN-A-SMOKE (1c)	12.00	HALF MILE (ABT)	32.50

GUARANTEED RECONDITIONED MACHINES AT BARGAIN PRICES SUBJECT TO PRIOR SALE
PRICE IS NO OBJECT! WE NEED THE ROOM! THAT'S WHY WE
ARE OFFERING THE FOLLOWING USED RECONDITIONED MACHINES AT THESE LOW FIGURES

ACTION, large	\$ 5.00	FIVE & TEN	\$15.00	SIGNAL, small	\$ 8.00
BEACON	2.50	KINGS	8.00	TIT-FOR-TAT	7.00
BEAM LITE	3.00	LUCKY STAR	15.00	TRI-O-LITES	5.00
BLUE RIBBON, 5c play	2.00	SINK OR SWIM	3.00	TORPEDO	20.00
CRISS CROSS, Plain, 1c play only	3.00	SPITFIRE	8.00	TRICKS, small	10.00
DEALER	3.00	STAR LITE	3.00	TRICKS, large	15.00
		SCREAMO	12.50	ZOOM	15.00
		SIGNAL, large	5.00		

ONE BALL AUTOMATIC PAY TABLES

BALLY DERBY TICKET GAME	\$70.00	PALOOKA SENIOR (like new), Straight Money	\$99.50
BALLY DERBY, Straight Money	65.00	SUNSHINE DERBY, Straight Money	60.00
BALLY BONUS, Straight Money	65.00	KEENEY DOUBLE SCORE, Straight Money	60.00
BALLY PEERLESS, Check Separator or Straight Money	60.00	KEENEY IVORY GOLF (2 ball), Straight Money	30.00
BALLY JUMBO, Straight Money	45.00		

In ordering used machines state whether 1c or 5c slot is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service guaranteed. Our central location means a saving to you on freight or express charges.

WRITE!!! WIRE!!! PHONE!!!
MORRIS NOVELTY CO. 4505 Manchester, St. Louis, Mo.
Phone Franklin 0757.

PLAYER CONTROLLED CHANGING ODDS

SUNSHINE BASEBALL

SUNSHINE BASEBALL is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented! Pays 2-1 for Cellar position and up to 40-1 for League Championship, Pennant Winner and Series Winner, Mystery Payout Holes provide additional thrills. Order now!



LOW PRICED I
\$99.50

The game with more action than Dizzy Dean's fast ball... the most generous value in the baseball payout field.

Get behind a real game... pitch your location right into big money with Sunshine Baseball!

2 ball play, \$2.50 extra; 5 ball play, \$10 extra; Ticket Game, \$10 extra; Check Separator, \$5 extra; battery equipped; Electropak, \$5 extra; D. C. Adaptapak, \$10 extra.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

Stirling Expands Factory Facilities

NEWARK, N. J., June 20.—D. M. Steinger, secretary-treasurer of the Stirling Novelty Company, Inc., this city, announces that concurrently with the arrival of Leslie G. Anderson as general sales manager this coming week, arrangements have been made to lease a factory outside of Newark with 50,000 square feet of floor space for production purposes. Interest shown by distributors, operators and jobbers in the company's Skill-Ball amusement machine has made it necessary to increase the present production facilities of 15,000 square feet in Newark. Company, with its new factory in production within the next two weeks, will be able to take care of all orders on hand and the increase business anticipated because of sales promotion activities which will be inaugurated immediately.

Chicago Coin Offers Guarantee on Monopolee

CHICAGO, June 20.—Chicago Coin Corporation announces a new guarantee on its one-shot payout game, Monopolee. They urge operators to try Monopolee at the Chicago Coin's own risk. If they are not completely satisfied after 10 days they may return the games and the full purchase price will be refunded. There are no strings attached to this offer whatsoever. It is an iron-clad guarantee, the firm says.

Officials of the Chicago Coin Corporation say that they are so completely satisfied with reports from operators who have Monopolee on location, that they feel secure in making a liberal guarantee. As stated by a member of the firm, operators are not interested in ballyhoo about a game nor talk of big earnings; what they want to know is how the game will do for them. Chicago Coin permits them to find out and at Chicago Coin's expense.

Chicago Coin feels confident that Monopolee will prove itself a success on any location and that extremely few, if any, operators will have occasion to return their purchases.

Because of its unique "play again" fea-

ture, Monopolee will have long life, the makers state. The game was designed primarily to be a steady income producer for a long period of time. Because of the build-up play of Monopolee, the player seldom drops in just a few coins and then walks away. The player's interest is increased with every play. All win holes pay 10 cents. However, after most of the holes are made the second and succeeding times, they pay off greater amounts until a mortgage hole is made. Then the player starts all over again buying "property." Instead of having the appeal all wrapped up in just one play, Monopolee builds up the interest to such a point where the player dare not leave the machine without feeling that in the next shot he'd click.

Monopolee is de luxe thruout and it is housed in an attractive checkered cabinet with a beautiful light-up rack. It comes equipped with electropak and at no extra cost to the operator.

Practically all mechanisms of Monopolee, with the exception of the power unit and the payout unit, are conveniently mounted on the door of the back rack. When this door is lowered, the operator has all the vital electrical parts at his finger tips, with all parts labeled. Thus servicing, when and if necessary, is minimized.

Chicago Coin's new payout unit used in Monopolee is an improved motor-driven type, has been thoroly tested and engineered and has been acclaimed as one of the finest in its class. Tried and tested for a long period of time, it has proved to be dependable and trouble-free.

Because the Chicago Coin's plant is in full production on Monopolee, immediate delivery is assured.

American-Southern Expands

NEW ORLEANS, June 20.—American-Southern Coin Machine Company, which started in business at 507 Baronne street here two and one-half months ago, has been forced by increased business to move to larger quarters at 840 Poydras street. New display rooms are ideally located. Edward P. Rodriguez and James P. Tallon, who operated in New Orleans for a number of years, are owners of the American-Southern firm.

HEADS or TAILS

Counter Sensation of the Year

It's Different

Fun To Play

Profitable to Operate

Not Complicated

Operators, Jobbers, Distributors, write for territory and particulars.

"The House of Service"

COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave., Toledo, Ohio.

USED MACHINE SALE—REAL BARGAINS

21's	\$ 5.90	JUSTICE	\$17.50	SCORE-A-LITE	\$ 3.45
NEIGHBORS	32.50	BUDGETS	30.00	DEALERS	4.95
INTERNATIONAL CHECKERS \$3.90					
5 STAR BALL GUM—\$12.00 per Case (Case Contains 10,000 Balls.)	GLOBES for All Merchandise Machines, MODEL No. 11, Per Doz. \$6.00				
MODEL D, Per Doz. 6.00					

1/3 Deposit With Orders, Balance C. O. D. Or Cash With Orders—2% Discount.

WRITE FOR PRICES ON ALL USED MACHINES. BEST BUYS IN U. S.

GET ON OUR MAILING LIST.

BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave. BROOKLYN, N. Y. Tel. Nevins 8-7528.

LOW COST

ELECTROPAK lowest first cost, no replacements, low current cost.

ELECTROLOK cheapest cash box protection available.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



STONER CORPORATION

Aurora, Illinois

★ 2 STONER WINNERS ★
SHORT SOX | **TURF CHAMPS**
 \$49.50 | TICKET MODEL \$137.50

Operate 1c & 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

America's Most Practical Bulk Merchandiser



CIGARETTES
Steady Money Maker

Tops Them All!
'BARREL of FUN' Low Ball Tri-Pots
 (Copyrighted 1935 By Gam Sales Co.)
Most Sensational Money Getter in Years

BOX SCORE!
 Made in four beautiful colors with a \$10.00 top.
 Average payout.
 600 Holes.

Takes in \$30.00
 Average Payout 14.04
 Average Profit \$15.96
 Price with easel, \$1.64 plus 10% tax.
 Write for 1936 Catalog!

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
 418 South Wells Street, CHICAGO, ILL.
 1352 N. E. First Avenue, MIAMI, FLA.
 3502 1/2 McKinley Street, TACOMA, WASH.

227 S. Presa Street, SAN ANTONIO, TEX.
 22 West 23d Street, NEW YORK, N. Y.
 248 Marietta Street, ATLANTA, GA.



BARREL of FUN
Low Ball Tri-Pots

10 Cents per coupon
 ●
 205 Awards
 ●
 Average profit **\$45.00**

Gold Seals
 \$20
 \$20
 \$20
 \$3 to \$17
 1c per POT

RED SEALS RECEIVE \$3 \$5 \$10 or GOLD SEAL

BLUE SEALS RECEIVE \$1 \$2 \$5 or RED SEAL

100 Winners in This Jar

BARREL of FUN
 Low Ball Tri-Pots
 100 Winners in This Jar

100-103 115-118 100-100
 102-103 100-110
 103-104 110-111
 104-105 112-113
 105-106 113-113
 106-107 113-113
 107-108 116-117 114-115

Buy Two Or More Consecutive 10c Seals In Trade
 All Coupons Ending 117-118 Receive One Blue Seal
 Last Coupon In Jar Receives Two Gold Seals

Patents in Trade

All Tickets Having 217-218 Receive One Blue Seal - Last Coupon In Barrel Receives Two Gold Seals

SENSATIONAL "Odds and Ends" CLEARANCE

PIN GAMES		PAY TABLES	
EVANS TANGO	\$20.00	PUT 'N TAKE	\$14.95
JENNINGS' HUNTER	35.00	DO OR DON'T	14.95
WING LITE (Floor Sample)	20.00	GOLD RUSH	14.95
BEAM LITE	9.95	ACE	28.95
KEENEY'S QUICK SILVER	9.95	MYSTERY 3	39.95
SINK OR SWIM	20.00	TRANS-ATLANTIC	20.00
CAVALCADE	9.95	DELUXE 46	39.95
SR. SIGNAL	9.95	MAMMOTH	39.95
ROTO LITE (2 Slots)	9.95	GIANT	39.95
LIGHTNING	4.95	TEN GRAND	60.00
		HOLLYWOOD (Floor Samples)	50.00
		TORPEDO (Floor Samples)	32.50

All Machines Guaranteed to be Ready to Place on Location. Terms 1/3 Cash with Order. Balance C. O. D., F. O. B. Birmingham.

BIRMINGHAM VENDING COMPANY
 2117-30 AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

Barrel of Fun Low Ball Tri-Pots, has 1836 coupons which takes in \$183.60 and shows an average profit of 45.00

Bonafide operators and distributors write for prices.

GAM SALES CO. 1321 S. Adams St. Peoria, Illinois

Manufacturers only

SANDY'S HORSES

\$5.00 to \$20.00 a Day in PROFITS!

DOES ANYTHING ANY \$500.00 RACE HORSE MACHINE WILL DO EXCEPT AUTOMATIC PAYOUT

SANDY'S HORSES is a small dynamic game that embodies all of the thrills of a \$500.00 race horse machine. The insertion of a coin (or coins) and the press of the handle set six horses in motion around circular track. Changing odds are automatically established a split second after start of race. Winning horse "locks in position" in front of judges stand.

Six coin chutes enable any number of persons from one to six to play at one time, each having the option of playing pennies, nickels, dimes or quarters. Marvelous player appeal and a TAKE of 40% insure BIG STEADY PROFITS. Sturdy, jam-proof, cheat-proof mechanism. Repeats impossible as every play a different length spin. Beautiful cabinet. A MONEY-MAKER DELUXE IN ANY LOCATION.

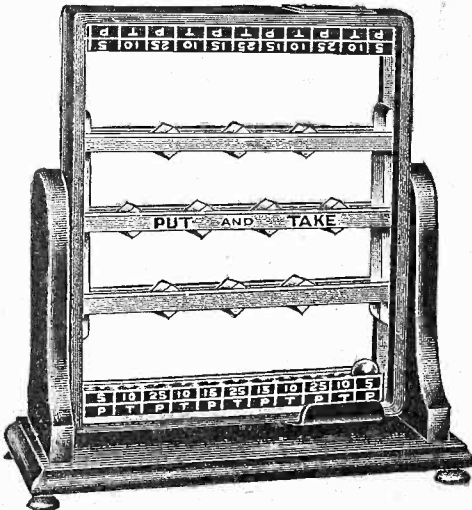


SANDY'S HORSES ARE STOCKED BY THE FOLLOWING DISTRIBUTORS

- CRIM DISTRIBUTING CO. Hammond, Indiana
- COLEMAN NOVELTY CO. Rockford, Illinois
- INDIANA NOVELTY CO. South Bend, Indiana
- AAA NOVELTY SALES Indianapolis, Indiana
- AMERICAN SALES & SERVICE CO. Des Moines, Iowa
- KENTUCKY AMUSEMENT CO. Louisville, Kentucky
- KENTUCKY SPRINGLESS SCALE CO. Louisville, Kentucky
- CENTILICH DISTRIBUTING CO. New Orleans, Louisiana
- A. P. SAUVE CO. Detroit, Michigan
- LA BEAU NOVELTY SALES CO. St. Paul, Minnesota
- OPERATORS AMUSEMENT CO. Jefferson City, Missouri
- CENTRAL DISTRIBUTING CO. Kansas City, Missouri
- STAR SALES COMPANY 3801 Wayne, Kansas City, Mo.
- UNITED AMUSEMENT CO. Kansas City, Missouri
- IDEAL NOVELTY CO. St. Louis, Missouri
- NATIONAL PREMIUM CO. 1316 Dodge St., Omaha, Neb.
- AMERICAN VENDING CO. Newark, New Jersey
- SUPREME VENDING CO. Brooklyn, New York
- THE VENDING MACHINE CO. Fayetteville, North Carolina
- THE MARKEPP CO. Cleveland, Ohio
- COLUMBUS COIN MACHINE CO. Columbus, Ohio
- A. S. L. SALES CO. Dayton, Ohio
- KEYSTONE NOVELTY & MFG. CO. Philadelphia, Pennsylvania
- DIXIE SALES CO. Newport, Texas
- ELECTRO BALL CO. Dallas, Texas
- EARL REYNOLDS 212 Jefferson Hotel, Dallas, Tex.
- SAN ANTONIO COIN MACHINE CO. San Antonio, Texas
- SPECIALTY SALES CO. Madison, Wisconsin
- BADGER NOVELTY CO. Milwaukee, Wisconsin

Manufactured Only by **GREAT STATES MFG. COMPANY**
1601-3-5-7-9 East 39th Street KANSAS CITY, MISSOURI

A REAL TRADE BOOSTER!!!



PUT & TAKE RACK OPERATE FOR CASH OR TRADE

The most fascinating game of the age. As a trade stimulator averages \$25.00 and over in one hour, with an extra 25% in your favor. **BASEBALL POOL RACK** For drawing clubs by numbers. Baseball pool tickets with 16 clubs for the rack. Full supply on hand. Another great sensation of the year—100% fool-proof rack—no tickets in sleeve or chiseling of any kind. By turning the rack it will pick the winning number. ALL PRICES F. O. B. 1/3 with Order, Balance C. O. D. **PUT & TAKE**, \$7.50 (14x15x7); Baseball Pool Rack, \$15.00 (18 1/2 x 19 1/2 x 7). Write today for prices on tickets and special Racks.

ORDER NOW—EVERY DAY'S DELAY IS PROFIT THROWN AWAY.

United Amusement Co.

Exclusive Distributors, 2425 No. Ashland Ave., CHICAGO.

Jerry Kahn Acquires All Outstanding Stancor Stock

CHICAGO, June 20.—Standard Transformer Corporation, one of the leading manufacturers in the transformer industry, is an Illinois corporation organized in 1930 by Jerome J. Kahn, C. R. Bluzat and two other financially interested individuals not actively engaged in the management of the company.

Kahn and Bluzat were recognized leaders in the transformer industry, having been active in the organization and progress of the Transformer Corporation of America while in the transformer manufacturing business, and having severed their connections with TCA on that corporation's advent into the set business. Kahn has been the active head of Stancor from its beginning; and is accredited with being responsible, to a large degree, for the present merchandising plans on replacement parts—having introduced the "exact duplicate" idea to the industry.

In announcing his ownership of all Stancor stock, he acquaints us with the fact that Stancor's facilities are among the country's best and most completely equipped transformer plants. On transformer production, built to manufacturers' specifications, Stancor is serving some of the country's largest set manufacturers, as well as having a most extraordinary jobber setup on replacement parts. Stancor also makes a line of power devices for the electrification of pin games.

CENTRAL'S CLOSING OUT SALE

SPECIALS
USED BALLY RANGERS... \$25.00
NEW TIT TAT TOES (in original cartons) With Registers... 12.50
With Registers... 14.00

USED COUNTER GAMES
TIT-TAT-TOE... \$ 7.50
TIT-TAT-TOE, with Register... 8.50
PENNY RACK... 7.50
HOLD AND DRAW... 12.00
GEM VENDER, back with Divider... 5.00
TICKETTE, Mills... 6.00
WAGON WHEELS... 7.00
PUNCHETTE... 10.00
BLACK MAGIC, Rock-Ola... 25.00
CENT-A-PAC... 5.00
JUNIOR... 6.00
KING SIX, JR... 7.50
SARATOGA SWEEPSTAKES, cedar cab. 9.00
SELECT 'EM DICE... 3.50
GOLD RUSH... 5.00
1/3 Deposit, Balance C. O. D.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

REGULATION COIN CONTROLLED

POKER ROLLDOWN

2x6 Feet 9 Inches—5 Ball Play
Flashy—Durable—Mechanically Right
F. O. B.
\$95.00 Coney Island

AEROPLANE GAME AMERICAN FLYERS

A Hand-Controlled Skill Game and a Proven Money Getter. Look It Over for 1936.
PINTO BROS. CONEY ISLAND NEW YORK

FOR SALE

Factory reconditioned Electro Hoists, Roll Chutes, \$75; Early 1935 Electro Hoists, Flat Doors, perfect condition, \$50.
CHARLES RATNOFF
277 Pennsylvania Ave., Brooklyn, N. Y.

ATTENTION: Salesboard Operators

MERCHANDISE THAT IS DIFFERENT: FANCY CHROMIUM CHESTS FITTED WITH ITEMS ON 40, 50 and 60-HOLE PUSHCARDS. CHICAGO OPERATORS NOW MAKING BIG PROFITS, \$50 TO \$100 WEEKLY. WE ARE MANUFACTURERS.

STONE BROS.
800 Sibley, Chicago, Ill.

BARGAIN SPOT

BALLY PEERLESS \$65.00

BARGAINS IN RECONDITIONED MACHINES

<p>AUTOMATIC PAYOUTS</p> <p>BALLY BONUS...\$65.00 SUNSHINE DERBY... 58.00 JUMBO... 46.00 MAMMOTH... 38.00 DE LUXE "46"... 38.00 Electric BAFFLE BALL... 38.00 PROSPECTOR... 35.00 RODEO, 1 Ball... 24.50 BONANZA, 1 Ball... 24.50 STAMPEDE... 22.50 VARSITY, 5 Ball... 18.00 CARIOCA... 14.00 PUT 'N' TAKE... 14.00</p>	<p>RODEO...\$29.00 WHIRLPOOL... 29.00</p> <p>PIN GAMES</p> <p>DITTO...\$24.00 SQUADRON... 18.00 HI-LITE... 18.00 GINGER... 17.00 BANKER... 15.00 HI-HAND... 14.00 FIVE & TEN... 14.00 SCREAMO... 13.00 BALL FAN... 12.00 BIG GAME... 10.00 KINGS... 10.00 KINGS OF THE TURF... 8.00 WILLIAM TELL... 6.00 CRISS CROSS LITE... 7.50</p>
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TICKET GAMES

PLAY BALL...\$30.00

Terms: 1-3 Deposit, Bal. C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd., CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

PARI-MUTUEL HORSE RACE GAME

Ideal for Carnivals, Resorts. Changing odds pay from 2-20. 3 coin slots for each of 10 horses. A sensational money getter.

PRICE ONLY \$19.25

F. O. B. Chicago.

GROETCHEN MFG. CO., 122 N. Union St., CHICAGO.

Calcutt Publication Ready

FAYETTEVILLE, N. C., June 20.—Joe Calcutt's new coin machine publication, *The Jack Pot*, made its debut this week. It consists of 48 pages, is small in size, done in two colors and contains many interesting news items and features for operators.

The feature article in this issue is by Joe Calcutt and deals with future events in the industry. The publication is being mailed free to all professional coin machine operators and customers of the firm.

There's Long Life and Consistent Earning Power in

SKEE ROLL



Skee Roll is the result of 20 years' experience in the amusement device business. It has been improved according to operators' recommendation and adapted for heavy duty under all kinds of operating conditions. Skee Roll has been tested on every type of location with uniformly successful results. Skee Roll is entirely mechanical in operation with no electrical experiments to cause trouble. You need a game that will really do the job. Place your order for Skee Roll at once.

FIVE OUTSTANDING FEATURES

1. SKEE ROLL is a real piece of furniture. Its modern design with chromium fittings attracts the crowds.
2. SKEE ROLL opens up new locations unheard of with other coin operated machines. It is NOT a gambling device. Churches and organizations have approved it because it provides clean, wholesome amusement.
3. Perfect mechanical construction. Needs no servicing except to take your profits.
4. Young and old alike get equal thrills playing SKEE ROLL. No strength is needed. It is purely a game of skill.
5. THERE IS ONLY ONE SKEE ROLL ALLEY.

Get the original 3 dimensional bowling game that everyone can play and enjoy. Entirely automatic—the player does everything himself. SKEE ROLL requires no ballyhoo. The set-up and the players furnish the flash that draws the crowds. Legitimate in every way. 9 balls for 5c gives every player his money's worth. The competitive value is great. Players can easily watch one another's scores and will vie with each other sometimes for hours, thereby inducing the greatest repeat play ever known in a coin-operated amusement device. If you want a game that will REALLY do a job, place your orders for SKEE ROLL at once.

Send Now for Descriptive Literature and Prices.

NATIONAL SKEE-BALL CO.
CONEY ISLAND, NEW YORK.

Dimensions:
Length, 14 ft.
Width, 29 in.
Height at Rear,
6 ft. 2 in.
Weight 355 lbs.
Weight crated,
525 lbs.

A Square Deal To All

Immediate Delivery on these new machines

Fifty Grand \$59.50	Daily Races \$125.00	Races \$125.00
Sunshine Baseball 99.50	Pamco Palooka, Jr. 159.00	Top Row 89.50
Pamco Chase 139.00	Alamo 149.50	Wheel of Fortune 125.00
Fence Buster 125.00	Rainbow 104.00	Big Richard 149.50
Galloping Plugs 149.00	Totalite 49.50	Bambino 125.00

Will allow you the highest prices for your used machines in trade. Deposit with order.

Veech Scale Co., Decatur, Ill.

A SENSATIONAL "GENERAL" SALE! TRAFFIC MODEL "A" \$12⁰⁰ EACH

Every machine completely Reconditioned. GUARANTEED Excellent Condition. 2 Complete sets of Keys with every machine. TWO FULL PACKS OF TICKETS with every machine. Full Cash MUST accompany order—Balance freight shipped C. O. D., F. O. B., Hartford, Conn.

WRITE FOR COMPLETE NEW PRICE LIST!

GENERAL AMUSEMENT GAME COMPANY
637 ALBANY AVE., HARTFORD, CONN.

PIN GAME & PAY TABLE ACCESSORIES

Save money on these indispensable parts and carry them with you at all times.
STEEL BALLS—1 Inch, \$1.00 Doz., \$10.80 Gross; 7/8 Inch, 75¢ Doz., \$8.00 Gross; 3/4 Inch, 50¢ Doz., \$5.40 Gross.
BRONZE BALLS—1 Inch, \$2.50 Doz., \$27.00 Gross; 7/8 Inch, \$2.25 Doz., \$24.00 Gross; 3/4 Inch, \$1.00 Doz., \$10.80 Gross.
GLASS BALLS, "FIREBRAND" Quality—1 Inch and 7/8 Inch assorted colors. 100, \$2.95; 300, \$7.50. Plus 10¢ FREE GLOBES.
FELT PLUNGER BUMPERS—Use felt bumpers and avoid sticky plunger rods. 1/4 and 3/8 Inch thick. \$2.00 per 100; \$4.00 per 300.
FELT STRIPS—Keep dust, dirt and spilt liquids out of machines. 12 foot lengths, \$1.00 per box.
REBOUND SPRINGS—8 Coil music wire type. Held in place by a single screw. Very popular. 75¢ Doz., \$2.00 for 3 Doz.
REBOUND SPRINGS—3 flat-Swedish springs attached to a bracket. \$1.20 Doz.
JIFFI-HANDIKIT—150 ass't. springs, balls (steel and glass) and plunger bumpers, \$4.50 per kit.
LOUIS HENRY 926 Lindley Avenue PHILADELPHIA, PA.

DISTRIBUTORS FOR WESTERN MISSOURI AND KANSAS FOR
 O. D. JENNINGS & CO. CHICAGO COIN CORP.
 WESTERN EQUIPMENT & SUPPLY CO. BUCKLEY MANUFACTURING CO.
 MILLS "DO-RE-MI"
 Plenty of Nearly New Mills Slots Taken in Trade on the New CHIEF. More Coming In Every Day. Jennings and Mills Slot Parts. A No. 1 Slot and Pin Game Mechanic.
 We Guarantee Our Mechanical Work.
 200 USED PIN GAMES. ALL MAKES. LATE MODELS. WRITE FOR PRICES.
Westport Distributing Co.
 207 Westport Road. (Phone: Westport 6510). Kansas City, Mo.

BRAND NEW

CASH PAYOUT MARBLE GAMES
ONLY USED FOUR DAYS, SOME NEVER UNPACKED!

WILL SACRIFICE!

BALLY BONUSES
BALLY PEERLESS
MILLS TYCOONS
Both Battery and Plug-In Models.
PAMCO PALOOKAS
DAILY DOUBLES

Also Slightly Used
WESTERN PUT 'N' TAKES
BALLY JUMBOS
BALLY DERBYS
MODEL A TRAFFICS

AND MANY OTHERS

There are about 300 of these games. Make us a price. These are going to the highest bidder regardless of loss to us. Opportunity is knocking; act now.

MCCORMICK VENDING MACHINE CO.
121-123 West Fourth St., Greenville, N. C.



TRY IT AT OUR RISK!
MONOPOLEE

Chicago Coin's De Luxe 1 Ball Payout Game with Positive "Play Again" Appeal!

EARNING SUCH TREMENDOUS PROFITS WE CAN SAFELY MAKE THIS AMAZING GUARANTEE!

\$115.00

ELECTROPAK AND ELECTROLOK EQUIPPED

RUSH YOUR ORDERS TODAY!

CHICAGO COIN CORP.

1725 W. DIVERSEY BLVD. CHICAGO, ILL.

TRY MONOPOLEE FOR 10 DAYS!
 • IF YOU ARE NOT COMPLETELY SATISFIED, RETURN TO US PREPAID AND WE WILL REFUND YOUR PURCHASE PRICE — NO STRINGS — NO CATCHES AN IRONCLAD GUARANTEE.

CABLE ADDRESS: CHICOCO.



SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!

Sell and operate **TRADING POST**, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a lot of fun. Sells out fast in Taverns, Clubs, Cigar Stores, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 130 packages, and each contains something worth-while in Novelties, Tricks, Jewelry, Cutlery, Hosiery, Lingerie, etc. Height, 24"; Width, 17". Approximate Weight, 18 Lbs. Takes in \$13.00. Can be resold at \$9.75. Packed two to the Carton. Order No. B24. Our Price on Lots of 2, Each... **\$6.84**
 In Single Lots, Each \$7.75.

Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

JOSEPH HAGN COMPANY

"The World's Bargain House,"
 217-225 W. Madison St., Chicago

Jack Rosenfeld to Europe In Interest of Ideal Firm

ST. LOUIS, June 18.—Jack Rosenfeld, former president and general manager of the Union Novelty Company, Inc., this city, and now associated with the Ideal Novelty Company, of which Carl F. Trippe is owner and manager, will sail July 1 from New York for London. He will tour England, Russia, Austria, Italy, Switzerland, France and other countries on the Continent to contact as many foreign distributors, jobbers and operators of coin-operated machines as possible. His principal mission will be to sell them rebuilt machines, on which business the Ideal Novelty Company has built up an enviable reputation.

Ideal has been shipping to foreign countries for the last several years, doing a big export business in rebuilt machines especially. Rosenfeld expects to be in Europe for three months, making a thoro tour of that Continent in an endeavor to land new customers for the Ideal Company.

Foreign distributors will be able to

contact Rosenfeld during the next several months thru either the London or Paris offices of *The Billboard*. Rosenfeld, altho one of the youngest men in the coin-machine industry in the matter of years, is a veteran in experience.

Landau Makes Record Sales

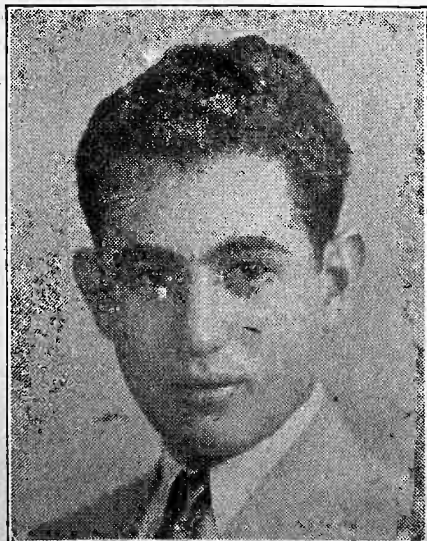
PHILADELPHIA, June 20. — Harold Landau, manager of the Jersey Trading Company, reports that the firm has been making record sales of merchandise to the ops thruout the Southern territory as well as in this city.

The branch has become one of the busiest firms ever to sell premium merchandise in this city. Landau joined the Jersey Trading Company some years ago and is considered a radio expert, as well as one of the best premium merchandise men in the country. His knowledge of the coin machine business is just as great as it is of the premium business and many operators here depend entirely upon his judgment for choosing premiums for them.

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
 322 N. Senate Avenue, Indianapolis, Ind.



JACK ROSENFELD

SUPER-VALUES

In Some of the Recent New Games That Have Been Super-Reconditioned!

Write for list and prices! They'll "floor" you!

NEW GAMES IN STOCK AT ALL OUR OFFICES

Alamo Daily Races Play Ball Grand Slam

Rithmatic Auto Punch and Others!

Superior Sales Boards Now in Stock at All Electro-Ball Offices.

Order From One Nearest You.

ELECTRO BALL CO., Inc. 1200 CAMP, DALLAS

Fort Worth, Waco, San Antonio, Houston, Wichita Falls, New Orleans, Memphis, Oklahoma City.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Get in on this "sure-thing"—place Daily Races today... the game that accomplishes more than products selling for as high as \$500.00.

DAILY FENCE RACES • BUSTER

Either Game \$125

Ticket Game, \$135. Electropak Equipped (Batteries Optional) D. C. Adaptapak, \$5 Extra. Check Separator, \$5 Extra. 2 or 3 Ball Play, \$5 Extra.

MYSTERY SINGLE COIN SLOT

available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.



FENCE BUSTER

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1. Multiple Coin Slot equipped. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

NOTICE!!

We are proud to announce our appointment as exclusive distributors for D. Gottlieb & Co. products in the Northwest. We can give immediate delivery on the following games:

DAILY RACES
BROKERS TIP

FENCE BUSTER
SUNSHINE BASEBALL

HY-G GAMES CO.

1641 Hennepin Ave., Minneapolis, Minn.

We Are Pleased to Announce

that D. Gottlieb & Co. have appointed us exclusive Illinois distributors for their complete line of games. We are equipped to render immediate delivery on:

DAILY RACES
FENCE BUSTER

BROKERS TIP
SUNSHINE BASEBALL

NATIONAL COIN MACHINE EXCHANGE

1407 DIVERSEY PARKWAY, CHICAGO

BALLY'S NEW AUTOMATICS: ALL SURE-FIRE WINNERS

AIR LANE	\$ 97.50	RAY'S TRACK	\$500.00
NATURAL	139.50	RELIANCE	119.50
HIALEAH	139.50	SKY-HIGH (5 Ball)	99.50
MULTIPLE	142.50	PARI-MUTUEL	177.50

We are exclusive Bally Distributors for Missouri and Southern Illinois.

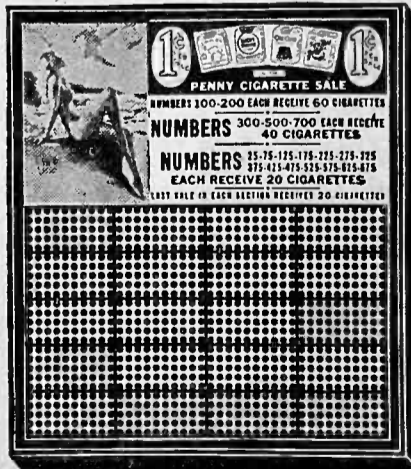
USED AUTOMATICS: ALL GUARANTEED A-1 CONDITION

HOLLYWOOD	\$ 57.50	PLUS AND MINUS	\$18.50
BALLY DERBY	75.00	PUNCH-A-LITE 5c (Counter)	25.00
DAILY DOUBLE	20.00	PUT 'N TAKE	11.00
PAMCO PARLAY JUNIOR	35.00	RAMBLER (10 Ball)	40.00
ACE (1 Ball)	20.00	RANGER (Bally)	32.50
BABY GRAND 5c (Counter)	15.00	RAPID FIRE	12.50
BIG FIVE SENIORS (2 or 5 Ball)	42.50	ROCKET (New Model)	9.00
ECLIPSE (2 Ball)	12.50	RODEO (10 Ball)	22.50
ELECTRIC EYE (Exhibit)	90.00	SILVER STREAK (Counter)	9.00
JUMBO (1 Ball)	47.50	SPARK PLUG 5c (Counter)	10.00
JUMBO (Ticket 1 Ball)	65.00	SPORTSMAN	12.50
MILLS Q. T. Pay Table	15.00	TARGET 5c (Counter)	5.00
PAMCO PALOOKA	100.00	TOTEM 5c (Ticket Counter)	5.00
PEARLESS	70.00	REX	12.50

ATTENTION FOREIGN DISTRIBUTORS.

Our Mr. Jack Rosenfeld will be in Europe during July and August.—Contact him thru the London or Paris Offices of The Billboard.

IDEAL NOVELTY CO., 1518 Market St. (Phone: Garfield 0072) ST. LOUIS, MO.



GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDS

1000 HOLES

(Large Holes, 25 Holes to Square Inch)

TAKES IN \$10.00

Available with Payouts of from 30 to 50 Packages.

Get our latest circular describing these and other New Harlich Profit Makers! Write, stating your line or business, to

HARLICH MFG. CO. 1417 W. JACKSON CHICAGO, ILLINOIS

NEW DAILY RACES

Sunshine Derbys, Rainbows, Grand Slams, Alamos, Totalite, Western Racers, Monopoly, Fifty Grand, Multiples, Hialeahs, Mad Caps, Turf Champs. Used Bally Derbys, Peerless, Prospector, Gold Awards, Stampedes, Sunshine Derbys, Pamco Palooka, Exhibit Whirlpools. Write or wire for prices.

B. M. Y. NOVELTY SALES CO.

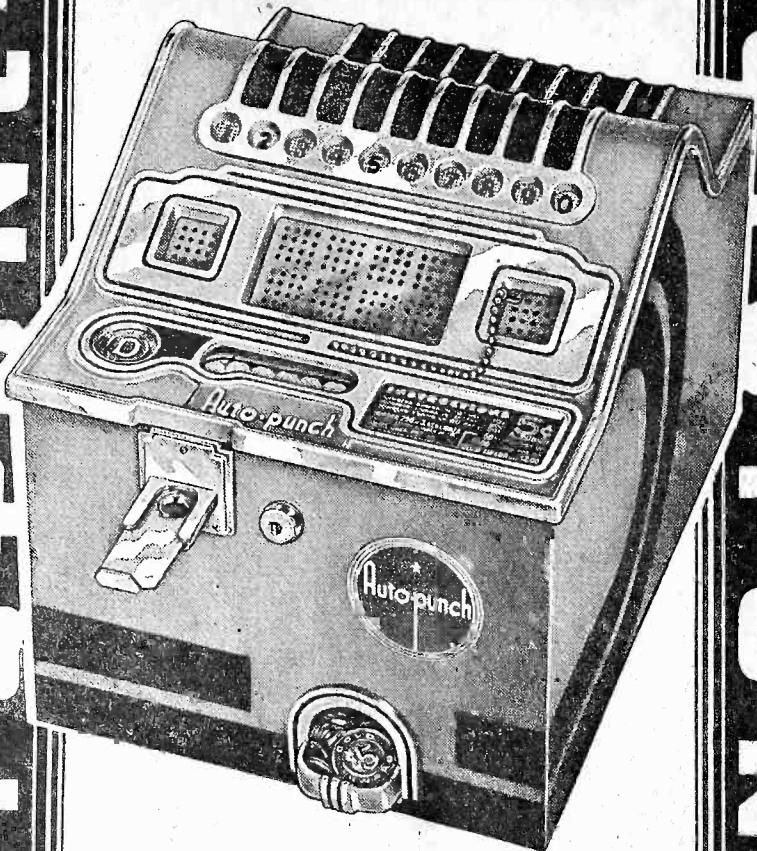
3008 PAYNE AVE., Cherry 0249, CLEVELAND, OHIO.

ATTENTION PIN TABLE OPERATORS

1 Balance	\$10.00	2 Lightning	\$ 6.00	AUTOMATIC PAYOUT	
2 Beamlite	8.00	1 Six Sixty Six	12.00	1 King Fish	\$20.00
3 Cannon Fire (Standard)	9.00	1 Subway	5.00	1 Ace of Turf	22.00
2 Chicago Express	12.00	1 Three In Line	10.00	1 Kings of Turf (5 Ball)	15.00
2 Drop Klok	6.00	1 Tri-A-Lite	9.00	2 Sunshine Derby	45.00
1 Hokey	12.50	5 World's Series (as is)	3.75	2 Tycoon (Power Pack)	85.00
2 Kings of Turf	10.00	5 Mills Official	3.00	2 Jumbo	45.00
1/3 Cash Deposit With Order, Balance C. O. D.				3 Electro Hoist Cranes	65.00

PARAMOUNT AMUSEMENT CO., Inc. 1426 Wells St., Ft. Wayne, Ind.

**AUTO-PUNCH IS THE FIRST
AUTOMATIC PAYOUT, CHANG-
ING ODDS, LIGHT-UP, LIFE-
TIME SALESBOARD MACHINE**



**IT'S THE BIGGEST AND FASTEST
MONEY MAKER IN HISTORY!**

Odds as high as \$7.00 for 5c! It's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 250 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are 50c and \$1.00. \$2.00 Jackpot plus **GOLD AWARD** of \$5.00! The greatest payout come on in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bill and Salesboard COMBINED!

\$69.50
TAX PAID

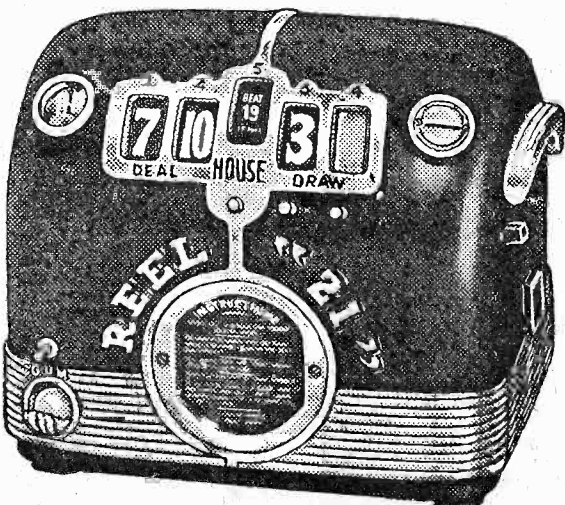
GET BUSY—RUSH YOUR ORDER NOW!

AUTO-PUNCH

AUTO-PUNCH

DIVAL MFG CO 200 SO PERRIN ST CHICAGO

**REEL "21" IS REALLY
"BLACK JACK" OR THE
POPULAR OLD ARMY GAME
"STRICTLY ACCORDING TO HOYLE"**



In Reel "21" you **DON'T** play against a **FIXED AWARD CARD!** You **ACTUALLY DRAW CARDS** against the **DEALER** or house. The House hand and Awards **CHANGE** with **EACH PLAY**, the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the **LONG LIFE** counter game **YOU NEED** for **Bigger, Better and STEADIER PROFITS!**

\$23.75

**TAX PAID
RUSH YOUR ORDER NOW!**

REEL 21

REEL 21

**GREATEST CLEARANCE
IN HISTORY OF THE BEST
PAY TABLES**

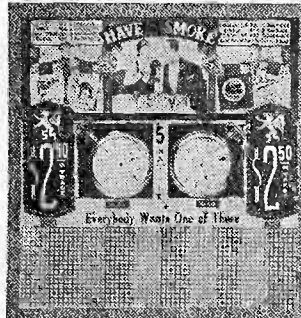
(ONE BALL PAY TABLES)

De Luxe 46	\$ 35.00	Ace	\$22.50
Jumbo	40.00	Bonus	65.00
Stampede	22.50	Peerless	65.00
Texas Ranger	22.50	Tycoon	85.00
Sunshine Derby	47.50	Rollette	150.00
Daily Double	35.00	Electric Eye	115.00
Daily Limit	57.50	King of the Turf, 5 Ball... ..	30.00
Fortune	40.00	Golden Harvest, 10 Ball... ..	43.00
Repeater	42.50	Sportsman, 10 Ball... ..	16.00
Shells	35.00	Traffic, 5 Ball	15.00
Prospector	27.50	Mills Single 25c Jackpot with Reserve	\$13.90
Trojan	32.50		

**ONE-THIRD DEPOSIT WITH
ORDER—BALANCE C. O. D.
F. O. B. POUGHKEEPSIE, N. Y.**

RUSH ORDER NOW!

**SQUARE
AMUSEMENT CO.
335 MILL ST.
POUGHKEEPSIE N.Y.
Doing Business on
the SQUARE since 1919**



SALESBOARD OPERATORS

1,000 hole 5c deal featuring 2 Elgin or Waltham Pocket Watches. Takes in \$50.00 and pays out \$5.00 in cash, and \$15.00 worth Cigarettes. PROFIT: \$30.00.

Operator's Special Price Only \$4.95

With 2 American-Made Pocket Watches, \$2.25.
TERMS: 25% Deposit, Balance C. O. D.

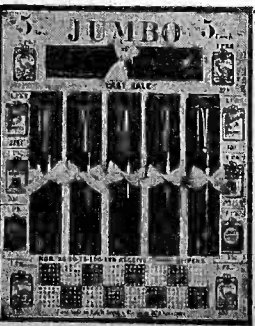
Novelty Sales Company

806 Walnut St., Philadelphia, Pa.
WRITE FOR OUR 1936 ILLUSTRATED CATALOGUE.

**NO LESS THAN \$10.00 ORDER ACCEPTED!
FULL CASH WITH \$10 ORDER—OVER 1-3 DEPOSIT, BAL. C. O. D., F. O. B. N. Y.**

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Contact	2.95	Golden Gate	3.95	Checkers	4.95
Jig Saw	2.95	Lightning	3.95	Time	4.95
Streamline	2.95	Super "8"	3.95	Sink or Swim	4.95
3-in-Line	3.95	Signal	3.95	Spot Light	4.95
Beacon	3.95	Action	3.95	Drop Kick	4.95
Star Lite	3.95	Kings of the Turf	4.95	William Tell	5.95
Action	3.95	Combination	4.95	Cross Cross-A-Lite	5.95
World's Series	3.95	C. O. D.	4.95	Cheer Leader	5.95
Official Baseball	3.95	Criss Cross	4.95	50-50	5.95
Flying Trapeze	3.95	Dealer	4.95	Wing Lite	9.95
Cannon Fire	3.95	Score-A-Lite	4.95	Gold Medal	9.95
Majik Keys	3.95	Time Table	4.95	Hi-Lo	9.95
Safety Zone	3.95	Builder Upper	4.95	Traffic	14.95
Fire Chief	3.95	Skill Circle	4.95	Cue	19.95
Tit-Tat-Toe	3.95	Rock-Ola "21"	4.95	Leap Frog	29.95
Angle Lite	3.95	BeamLite	4.95	Harvest Moon	29.95
Sensation	3.95	Balance Line	4.95		
Army & Navy	3.95	Tri-A-Lite	4.95		

SUPREME VENDING COMPANY INC.
557 Rogers Ave., Brooklyn, N. Y. ACME VENDING CO. 922-8th Avenue, New York, N. Y.
1121 ST. NICHOLAS AV., N. Y. C.



JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for

Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY

NASHVILLE, TENN.

YOU CAN PLAY 1 2 3 4 OR 5 COINS - THAT'S WHY-

50 Grand

IS THE 5 BALL GAME OPERATORS ARE CLEANING UP WITH!

Just picture this thrill!

The player can make a perfect score with just one of the five balls... More "almost" wins keeps player's interest keyed high every game.

50 Grands on location have been clocked at \$9.00 an hour. This is not an exaggeration but an actual fact. Payout tables profits for non-payout game operators. Order 50 Grand today!

TAX PAID \$59.50 F.O.B. CHICAGO

ORDER DIRECT OR FROM YOUR JOBBER

GENCO, INC.

2625 N. ASHLAND
CHICAGO, ILL.



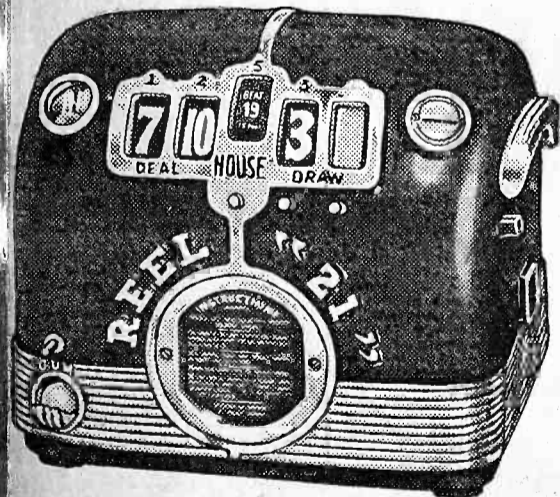
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REEL "21" IS "BLACK JACK

Or the Popular Old Army Game "Strictly According to Hoyle," In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.

\$23.75

Rush Your Order Now!

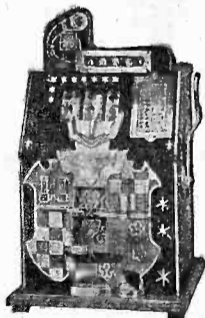


SICKING MFG. CO., Inc.

ALL TYPES OF

Mills Bells & Venders

AT FACTORY PRICES
Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c and 25c Play.

1922 Freeman Ave.,
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More "KALE" with

CAILLE CADETS

CAILLE CADETS are making more money for operators everywhere. Their bright baked enamel finish and stainless steel trim attract customers as soon as they come into sight—the large round jackpot and smooth, silent operation of the machine do the rest and assure a steady, profitable play.



No extra charge for choice of six sparkling colors — Red, Green, Blue, Yellow, Orange, Black, or 1c, 5c, 10c or 25c play. Both standard or mystery bonus payouts, also venders if desired.

CAILLE BROTHERS CO.

6222 Second Blvd. Detroit, Michigan

USE THIS COUPON FOR FULL DETAILS!

CAILLE BROTHERS CO., 6222 Second Blvd., Detroit, Mich.

Please send me complete information about the new Caille CADETS.

Name
Address

PUT 'N TAKE

400 Hole Form 3875
Takes in \$15.00
Average Payout 7.54
Price with Easel 1.10
Plus 10% Federal Tax.

CHAS A. BREWER & SONS

LARGEST BOARD and CARD HOUSE in the WORLD
6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE

JACK POT

Jack Pot Pays	Jack Pot Pays
\$04	\$04
\$2 10	\$2 10
\$5 00	\$5 00

STICKY BEARDED PUNCH IN JACKPOT MACHINES TAKE HERE

PUT

10
20
30
40
50

TAKE

10
20
30
40
50

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

Thank You for Mentioning The Billboard.

Bally THROWS A NATURAL!



Earn Up To \$50.00 DAILY With New DICE GAME

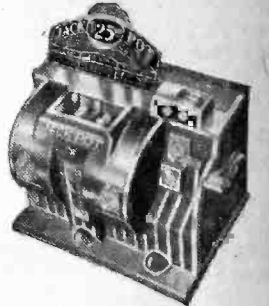
EVERYBODY understands and gets a kick out of dice! That's why NATURAL is cleaning up biggest profits on record—because NATURAL has all the thrills of real rattling bones! WIN ON 7 OR 11—WIN WHEN YOU "MAKE YOUR POINT"—lose on 2, 3 or 12! CHANGING ODDS flashed on LIGHT-UP BACK-BOARD—from 10 to 100. PAYOUTS MULTIPLIED by number of coins played, up to 4. Odds-Changing feature collects up to 10 OR MORE COINS PER GAME. And earnings protected by 12-COIN ESCALATOR. Act quick, as hot spots being grabbed fast! Order today!

COMPLETE WITH
ELECTRO-PAK
\$139.50

No extra charge for
Check Separator.
F. O. B. CHICAGO.

50 IN. BY 26 IN.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521)
and Ace Pat. Corp. (Pat. No. 2,010,966).



RELIANCE PAYOUT DICE GAME

Duplicates every play known to dice! \$25.00 GOLD AWARD! Both bell and table operators call it greatest money-making idea in 40 years. A few RELIANCE machines will put you on easy street for years to come.

NICKEL, \$119.50;
QUARTER, \$124.50.



BALLY BABY

NOW 3 MACHINES FOR PRICE OF ONE—Penny Cigarette Game—5-10-25-Cent Sales Stimulator—new NUMBERS GAME with 400 to 1 odds! Needs only 5" by 6" counter space. COMPLETE for 3 interchangeable games.
ONLY \$17.50.

MULTIPLE

Now going into its 12TH WEEK and earning bigger profits than ever. Not too late to start getting \$50 to \$60 daily profit!



42 IN.
BY
20 IN.

COMPLETE WITH
ELECTRO-PAK
\$97.50

TICKET MODEL
\$107.50

Check Separator
\$5.00 Extra.
F. O. B. CHICAGO.

AIR LANE

10-BALL PAYOUT GAME

- MULTIPLE AWARDS
- LIGHT-UP TOTALIZER

TEN-BALL territory again pays rich dividends when you place this beautiful, speedy game on location. You'll see why when you see and play AIR LANE—with every hit instantly flashed on the Light-up Back-board—and the possibility of scoring SEVERAL SEPARATE PAYOUTS PER GAME—ranging from 10 to 150 POINTS! It's definitely the biggest buy in the 10-ball class. Get yours today—and start "getting yours" from the big AIR LANE cash-box!

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

ALREADY ACCLAIMED BY ALL COIN MACHINE OPERATORS . . .

'The greatest coin machine house organ --EVER published!'



48 PAGES IN COLOR—ALL THE LATEST AND BEST GAMES—BELLS—VENDERS—COUNTER GAMES FEATURED—CHOCKFUL OF REAL INFORMATION FOR OPERATORS—NEWSY—APPEALING—HUMOR—PICTURES—USED MACHINES—HELP HINTS—PROFIT TIPS—SENSATIONAL

They're going FAST --- Write for your FREE copy of this historical FIRST EDITION Today!!

You know it's Better—it's published by . . .

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**



* * McCOY * *

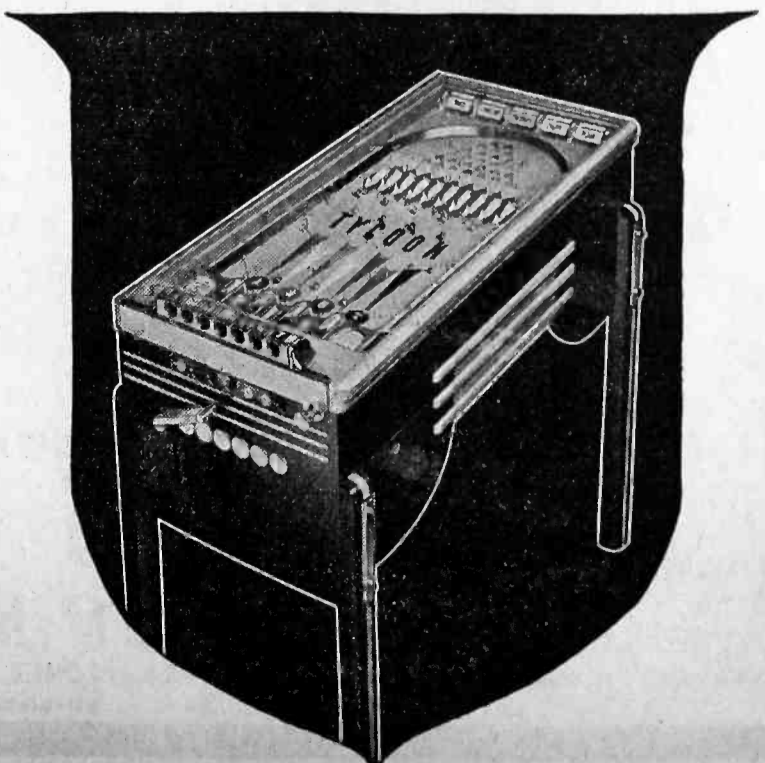
These are the two most important pay tables issued in the history of the business.

Above you see the famous Mills McCoy, two ball payout, with big Mystery Bell mechanism. You will gasp at the beauty of the cabinet. Price \$130. Below is

Mills Tycoon, seven slot selector, one shot, a bigger money-maker than the fabulous Dewey of old. New improved, fool-proof coin mechanism. Price \$149.50. At your

jobber or direct from Mills Novelty Co., 4100 Fullerton Avenue, Chicago, Ill.

* * TYCOON * *



—CLOSE-OUT—

NEIGHBORS 10-Ball Novelty Game with Light Up Back-Board—Non Payout—Fast Money Maker. **\$37⁵⁰**

TYCOON \$149.50 McCOY \$130.00
DOUBLE HEADERS . . . \$115.00

Equipped with A. C. Pack, \$5.00 Additional—D. C. Pack, \$7.50 Additional

TICKETTES Used Only 1 Week, \$6.00 Ea.
Lots of 5, \$5.00 Each.
Tickets, \$1.25 per 1,000, in 5,000 Lots.

1/3 Cash or Certified Check Deposit With Orders, Balance C. O. D.

MILLS EASTERN FACTORY DISTRIBUTOR

UNITED AUTOMATIC SALES CO.

693 BROADWAY Tel. No., Gramacy 7-7072 NEW YORK, N. Y.

PICKING WINNERS

is no easy task. You are sure to get them from us because we ENDORSE NO OTHERS. Always first with large stock of the BEST Jackpot Bells—Counter Machines—Amusement Pin Games—Automatic and Ticket Tables of every description. Buy from a COMPANY known for its HONEST DEALINGS.

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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Pacific Am. Mfg. D. Gottlieb Co. Daval Mfg. Co.
Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



NORTH-SOUTH To Coin Machine

PROVING THE MERIT OF

PAMCO

CHASE!

ALL The MONEY POWER of Bell Reel Machines When That
GIANT ODDS COMMUTATOR SPINS
Then Comes This Clever 3-Way System of Scoring

8 Lites stand behind these 8 Upper Payout Pockets— and MOVE in R-O-T-A-T-I-O-N from LEFT to RIGHT. It's up to the player to "CHASE" a SKILL shot into one of these pockets—and "catch" a lite SIMULTANEOUSLY upon its arrival, as indicated at No. "6". Then "Odds" are paid automatically as posted on the Commutator at rear. Should ball hit a "dark" pocket there's no payout—but Lite stops and holds its position illuminated.

IF IT MISSES ABOVE

"In-Between" Pockets pay Low Awards often enough to KEEP 'EM RIGHT AFTER IT! "Golden Egg" good for \$1.50—and THEY MAKE IT, TOO! A "Winner" and Lites stop moving!

WHEN BALL FILTERS DOWN ALL THE WAY

Another 8 Pockets in half circle—another 8 Lites MOVING IN R-O-T-A-T-I-O-N from RIGHT to LEFT, while Upper Lites are traveling just opposite. Again there's a chance to "CHASE" and "tie" a Lite as it pauses behind each hole! Another chance for a payout as posted on Odds-Commutator!

50"
X
24"

A
SUPER
DE LUXE
JOB
!

U. S. PATENT 2,029,177

You've never seen anything like it—
FULL of ANIMATION Top to Bottom!

PAYOUT MODEL **\$139**
CHECK SEPARATOR AND ELECTROPAK EQUIPPED

TICKET MODEL **\$149**
STANDARD TICKET UNIT AND ELECTROPAK EQUIPPED

Immediate Deliveries!
WRITE! WIRE!

...and due to POPULARITY of
PAMCO GALLOPING PLUGS

we are obliged to enter production on 400 MORE! Deliveries start June 22.

PAYOUT MODEL \$149 TICKET MODEL \$159

PACI

EAST-WEST... Dealers in CARLOADS!

THESE TWO SMART PAYOUTS BY HEAVIEST SHIPMENTS ON RECORD!

PAMCO PALOOKA JUNIOR

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- BOWL SYSTEM of SCORING is DEFINITELY KNOWN to HOLD PERMANENT APPEAL of BELL MACHINES!
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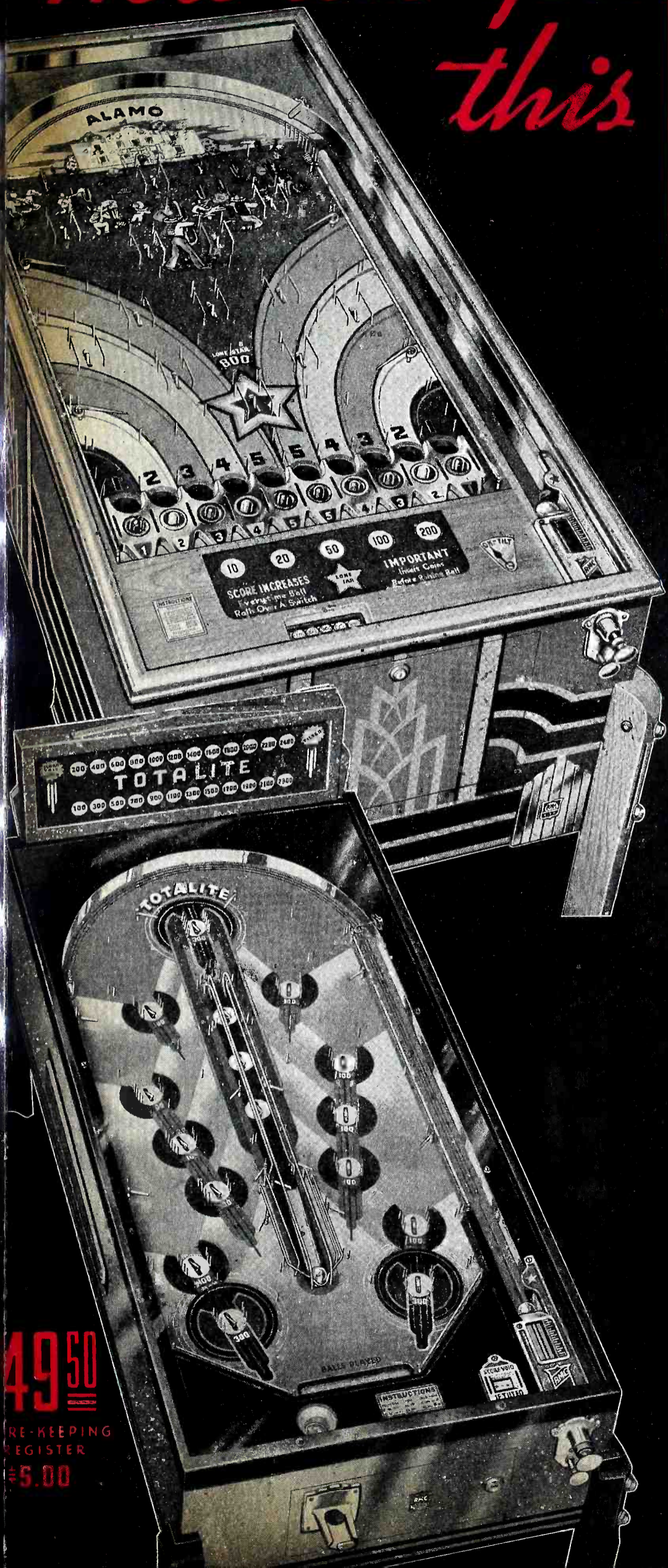


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